

WTD

WORLD TRADE DISPLAY

WTD
WORLD TRADE DISPLAY

Display & Digital Signage Solutions





Mission

WTD™

WORLD TRADE DISPLAY

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WORLD TRADE DISPLAY

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COMPANY

World Trade Display is an international player specializing in the design and direct production of displays and digital signage solutions with a high emotional and communicative impact. Thanks to its strong consolidated sales over the decades and its highly qualified assistance, it's able to cover the needs of over 36 countries around the world. World Trade Display has always invested in new market segments efficiently and promptly, today it has reached an international leadership position that offers a vast and wider range of products in various technological solutions,



HISTORY

In 1993, the year of the company's "start up", the core business of the company, then called Worldtrade, was essentially centered on the world of information technology. Having then become one of the most popular companies in Italy in the 1990s, which would have contributed widely to creating the entire national information technology market, throughout the 2000s, the company diverted its experience into the exclusive world of displays, in all its forms and technologies; this following a precise choice made by the current



MISSION

Giving shape to innovative ideas that can make changes to a business, to making a difference everyday, that's why World Trade Display is the ideal partner to support you in the path of digital transformation. Visual Displays with high emotional impact, innovation in interactive technologies and passion for the world of digital signage, remains our company's focus, where we continue to design innovative display concepts increasingly trendy and high-tech, and develop new business opportunities with our customers for years to come.

YOUR DIGITAL TRANSFORMATION COMPANY INNOVATION FLEXIBILITY AND HIGH QUALITY

which now form an integral part of our everyday life, in an industry where technology continues to seize unlimited possibilities for the future. Always with more interactive technologies and above all, consistency in designing and developing new product lines, World Trade Display meets and responds also to the constant requests for Dynamic Messaging Solutions. responds also to the constant requests for Dynamic Messaging Solutions.

president and founder "Riccardo Taccardi", once again leading the company to be a unique player of its kind and to contemplate an increasingly wider commercial audience at an international level. Since 2010, World Trade Display has undergone an important development process, moving from simple marketing to the direct design and production of its entire range of products, now marketed under its own WTD brand.

Our goal is to propose solutions in the field of display and dynamic messaging to accompany entrepreneurs, towards a process of awareness in which digitization becomes a key strategic asset to improve productivity and efficiency. A mission that we at WTD perform with passion because we believe in the cultural and social value of innovation, in technology as a source for development also for the smaller companies

SUPPORT SERVICES

IT technical assistance is a service of absolute and primary necessity for today's companies, being able to count on a fast, prepared, and continuous service can really make the difference in certain circumstances. One of our main priorities is the recruitment and technical training of talented people and at the same time, offering advanced technical support to our customers, even the simple request of the RMA number. this is a very important part of the process for WTD, aimed at replacing and/ or repairing any defective products both during the warranty period and beyond these terms.

With its own specific internal organization, World Trade Display guarantees accurate technical support both during the warranty period and beyond these terms, both in direct maintenance and with remote assistance & monitoring, through advanced RMM services, to best meet your needs. of customers in different sectors.

Relying on a competent and expert partner solves countless problems and also allows you to save time and resources, optimizing costs and workloads.

We believe that effective technical support in the Head of Information Technology also depends on the allocation of the right resources in the right places at the right time; in fact, with solid technical support even in the pre-sales phase, WTD helps you do just that.

In order to provide the most competitive products and solutions in the market, we provide all our customers with FREE pre-sales consultancy services; in fact, by providing the technical requirements of your project or your specific environmental needs of where your product will be used, our sales team and our engineers will provide you with all the information to draw up the right quote for your user



- ✓ PRODUCT COMPONENTS RECOMMENDATION
- ✓ PRODUCT MATERIAL RECOMMENDATION
- ✓ DESIGNING BE BASED ON THE CLIENT CONCEPT
- ✓ PRE-SALE SUPPORT SERVICES
- ✓ INDUSTRY INFORMATION
- ✓ MARKET RESEARCH & PRODUCT RESEARCH
- ✓ CONSULTING SERVICES
- ✓ PROJECT RECOMMENDATION SERVICES
- ✓ IMAGE DESIGN & ANIMATION FOR OEM & ODM



SOLUTION CASES



WINDOW FACING DISPLAY

Interactive devices are changing the face of our public areas and the so-called digital signage solutions of World Trade Display are designed specifically to be integrated without problems in urban environments and to withstand the non-flexible requirements of these settings. We offer terminals for various applications such as education, training, and queue management, ensuring a solid performance with a user-friendly interface



DOOH DIGITAL SOLUTIONS

DOOH (Digital Out of Home) digital signage solutions offer a series of promotional opportunities and advantages for all those companies and organizations that use it, thanks to the ability to involve and progressively capture the interest of the public while they are outside. In this modern era, these solutions are considered the most effective way to transmit own Dynamic Messaging to engage the customer



RETAIL HOSPITALITY

With an appearance designed down to the smallest detail, the new digital solutions of World Trade Display, also exist in the hospitality and retail industry, allowing you to work more productively and achieve higher sales revenues. In recent years, the industry has been protagonist of an increase in automation, as such that the so-called self-service facilities have found their way into a wide range of public applications



SELF SERVICE e - PAYMENT

WTD provides proven display solutions for check-in/check-out systems at airports, or ticket machines at train stations or other automated ticketing systems often required in the transportation industry. The use in outdoor environments with specific technical requirements in which dust and liquid are present, are always guaranteed; in addition to the high responsiveness to touch and ready intuitiveness to better streamline services



GAMING & ENTERTAINMENT

By ensuring elegant and modern aesthetics to the key players in the Gaming & Amusement industry, new and more exciting and emotionally engaging WTD displays now offer multi-touch solutions in a wide range of technologies and sizes, satisfying completely the companies in the Gaming/Entertainment industry; from the more traditional Slot Machine up to innovative Video Lottery, not to mention the area of Online Gaming

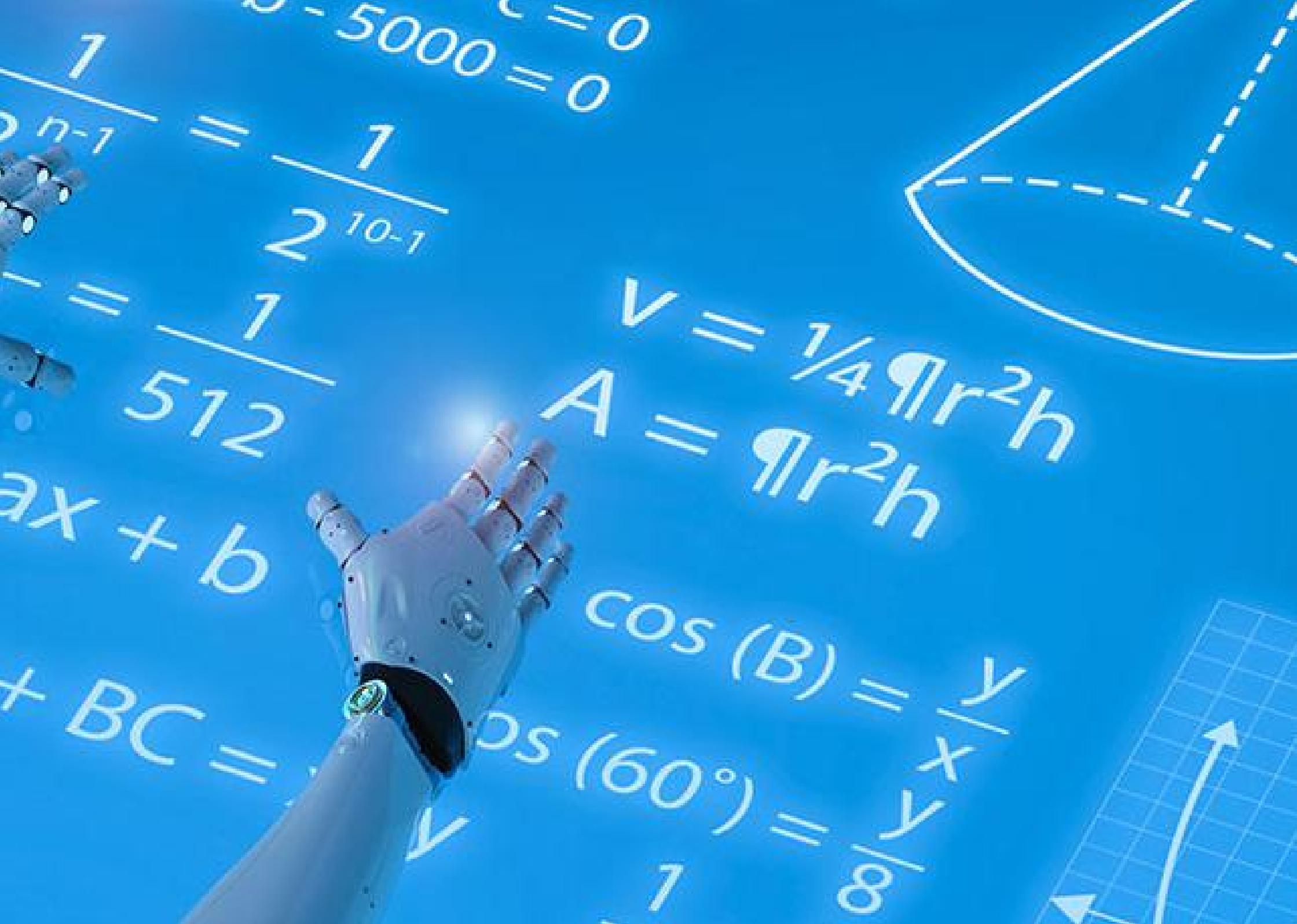


VENDING MACHINE

The interactive displays of the World Trade Display, respond in an ideal manner even for the vending machine industry so-called Vending; in fact, they are designed with special technical specifications, including resistance to vandalism, water infiltration and possible inflicted damage by the user. The quality of the products used, also satisfies the special requests of remote-control systems directly with the display



**DYNAMIC MESSAGING
BECOMES A KEY
STRATEGIC ASSET TO
IMPROVE PRODUCTIVITY
AND EFFICIENCY**



$$x - 5000 = 0$$

$$\frac{1}{2^{n-1}} = \frac{1}{2^{10-1}}$$

$$\frac{1}{512}$$

$$ax + b$$

$$+ BC =$$

$$V = \frac{1}{4} \pi r^2 h$$
$$A = \pi r^2 h$$

$$\cos(B) = \frac{y}{x}$$

$$\cos(60^\circ) = \frac{y}{x}$$







INDOOR MONITOR

ULTRA-THIN PROFILES, DYNAMIC REMOTE MESSAGING & ATTRACTING DESIGNS
MAKE THESE SERIES OF LARGE DIGITAL DISPLAYS UNIQUE ONE IN THE MARKET

With sizes ranging from 7" to 115" inches, World Trade Display designs and markets a wide range of digital & interactive indoor monitors.

These screens are perfect for hanging on the wall or installing on special self-supporting structures, ideal for trade fair stands, conferences, events or conventions and obviously all with the possibility of being connected remotely via Android systems or with PCs already integrated into them. Always with new eye-catching designs, modern and elegant in shape, the innovative interactive digital display solutions by WTD are now a reality in the world of luxury hospitality.

Built with a sturdy tempered glass front from edge to edge and a wide viewing angle, these digital solutions are difficult to go unnoticed, they certainly stand out from the competition and for this reason they are often used in any environment and can also be completely customized, incorporating interactive software created ad-hoc on request.

@realugreatsite

New
Collection

50% off

This digital advertisement features a woman with long dark hair wearing a long, peach-colored coat. The text is overlaid on the image, including a social media handle, the title 'New Collection', and a '50% off' discount tag.



NEW
ARRIVAL

Modern women's clothes

SHOP NOW

30% OFF

This digital advertisement shows a woman with dark hair wearing a purple jacket and grey pants. The text includes 'NEW ARRIVAL', 'Modern women's clothes', a 'SHOP NOW' button, and a '30% OFF' discount tag.



OUTDOOR MONITOR

INTELLIGENT SOFTWARE AND INTUITIVE FEATURES INTRODUCE THE FUTURE OF THE OUTDOOR DIGITAL SOLUTIONS TO A NEW ADVANCED LEVEL

Monitors used as outdoor solutions, even interactive and/or multimedia, allow the public to enjoy content where the person is continuously called to be actively involved.

At the same time, the possibility of using dynamic multimedia messaging outdoors, even interactive, encourages the invitation to compulsive purchasing, but above all to attract the customer inside the store, to then motivate him to purchase products always through dynamic indoor messaging; for these and other reasons, interactive multimedia outdoor display solutions have become a very useful tool to encourage unconscious purchasing, in fact more profitable and effective.

Showing your brand, together with videos, images and interactive material in spaces with a high density of people, or in geographical areas with a high density of traffic, such as the main communication routes in cities, is increasingly important, in a commercial context characterized by the need to reinvent an effective and inclusive language for purchasing also in digital mode.



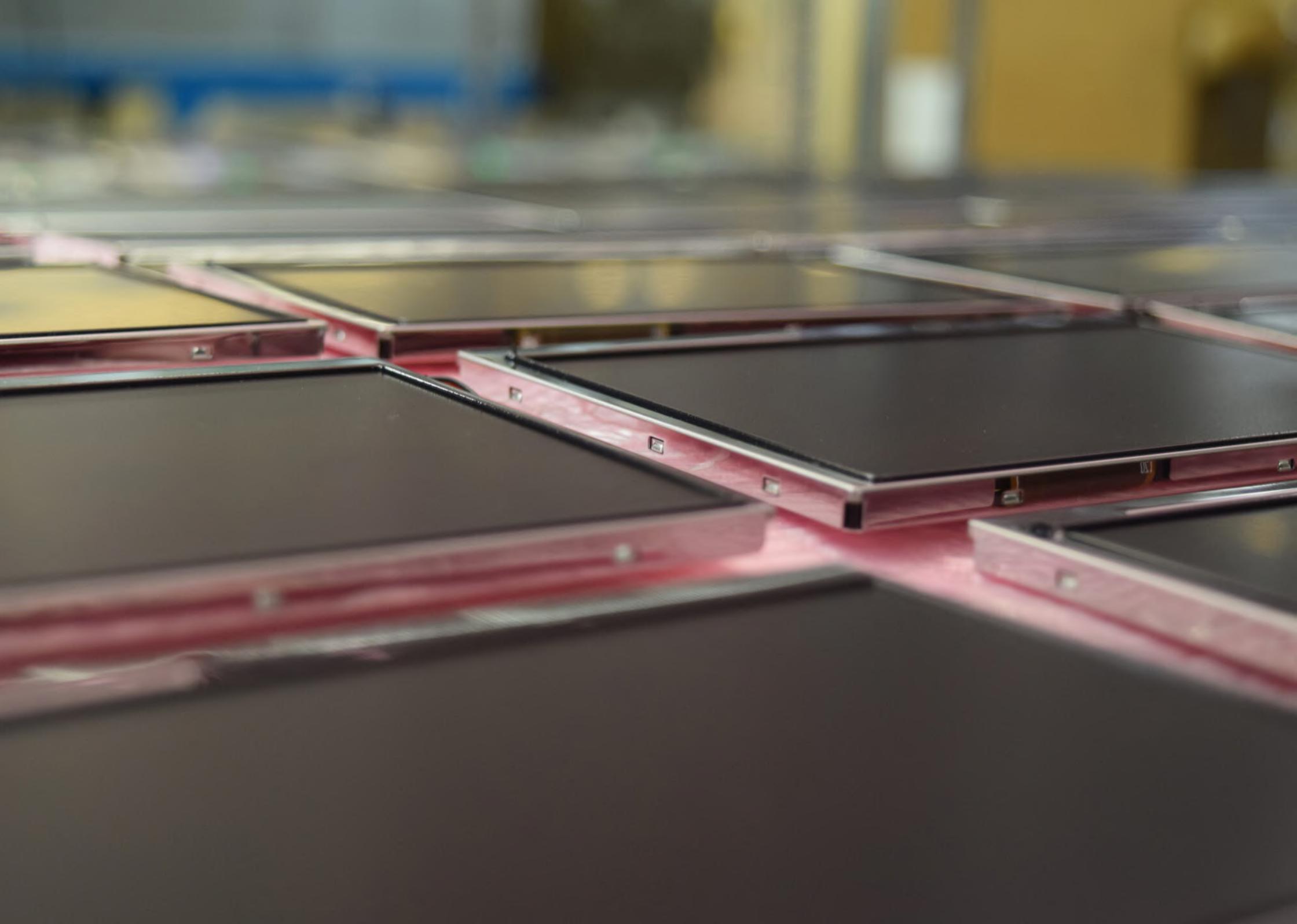


INDOOR OPEN FRAME

AN OPEN FRAME INTEGRATION REQUIRES STABILITY OF DIMENSIONS AND FORMATS, WE ALWAYS RESPECT THESE HIGH-TECH CHARACTERISTICS AT WTD

A full range of industrial open frames designed and marketed directly by World Trade Display with a spectrum of available sizes from 7" to 55" inches, ideal for integration into the various and multiple structures of system integrators, offering a guarantee of product stability over time. In fact, being able to take advantage of a multi-solution open frame that is stable over time, both in size and design even if with different technical configurations, guarantees the customer from unpleasant product discontinuities for their future projects.

Our series of interactive or visual-only open frames are designed for easy installation in various environments and equipment, the latter being characterized by a unique design, with a special Bezel Front recessed into the surface to obtain the famous Filotop effect. Furthermore, it supports multiple signal inputs such as HDMI, VGA and DP and has an IPS panel for optimal image quality with ultra-wide 178° viewing angles.





OUTDOOR OPEN FRAME

COOLING SYSTEMS, TEMPERATURE CONTROLLED, ALL EASILY INTEGRABLE,
TO MEET THE NEEDS OF INDUSTRY IN THE USE OF THESE PROFESSIONAL SOLUTIONS

Like all outdoor solutions, even the built-in open frame versions intended for this type of use are equipped with High Brightness LED backlighting to improve brightness and increased contrast and eco-compatibility; in addition, many series already incorporate their own cooling fan system by default, automatically controlled by a microchip, to keep the temperature inside the display stable, in addition to using special so-called “Industrial” panels capable of supporting operating temperatures from -35 ° to + 75°

The various and multiple series of open frame WTD, are intended to be integrated into solutions such as kiosks or outdoor distributors, can operate 24 hours a day, 7 days a week and without buttons or external controls to avoid tampering.

Available in a wide and varied range, they are perfect for applications and installations such as vending, self-service kiosks, digital systems, kiosks, totems and others, being able to support multiple operating systems such as Windows, Android and Linux.





GAMING DISPLAY

EXCITING AND EMOTIONALLY ENGAGING THEY OFFER MULTI-TOUCH SOLUTIONS
SATISFYING INTERNATIONAL COMPANIES IN THE GAMING ENTERTAINMENT SECTOR

The curved design expands the player's field of vision, allowing them to see more of the game without having to turn their head, which can be especially useful in casino games that incorporate complex graphics and often multiple game elements.

Some curved displays are designed for multi-screen setups, allowing casinos to create larger, smoother displays overall, for use in more complex gaming experiences. Creating a more immersive gaming environment by wrapping the screen around the player helps to entertain the player in a more intense experience during the game itself, providing a more realistic experience.

Curved displays, as well as more classic flat displays, help to minimize distortion and reflections, providing a smoother and clearer view of the game, this is especially beneficial in well-lit gaming entertainment environments, where ambient light could otherwise affect the visual quality.



WINDOW FACING DISPLAY

SELF-SUPPORTING STRUCTURE, VERY LOW WEIGHT AND ELEGANT DESIGN TO SET UP SHOWCASES DIGITALLY AND SPREAD OWN DYNAMIC MESSAGING

The biggest problem encountered when installing monitors for the dissemination of dynamic messaging in shop windows is the conversion of flows, that is, making passers-by outdoors become potential customers and using a display to show interesting and attractive content is a great way to do it; this is why the different series of shop window displays, created and designed in WTD, are perfect for this type of use.

These solutions have been designed to be used under direct sunlight 24 hours a day, 7 days a week; in fact, when a normal LCD panel is subjected to extreme temperatures and exposed to direct sunlight, after a few hours it no longer works properly and develops shaded areas if not black as the minutes pass, also deteriorating the screen over time; in fact, in window facing display solutions, WTD uses only industrial and high-brightness panels, with an installation type suitable for such solutions, ensuring use at temperatures up to 80°C without problems.





INDOOR FLOOR STANDING

EVER THINNER AND MORE PERFORMINGS TO SATISFY INTERACTION ALSO WITH AUTOMATIC RECOGNITIONS AND PAYMENT SYSTEMS

Indoor floor standing kiosk digital signage solutions are dynamic messaging products, most often in portrait mode, providing the public with engaging digital content and information through an easy-to-use interface, these types of devices can also be dual-display with a screen on both sides, ensuring that content is displayed on both sides of the interactive kiosk at the same time.

Indoor kiosk digital signage solutions are also used as excellent e-ticketing service options, providing the public with such e-payment services through an intuitive interface; this type of self-service solution offers a wide range of applications and benefits and can be used for a variety of activities, including retail sales, credit card payments, interactive maps, travel, information exchange and more.



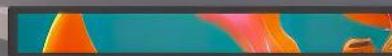
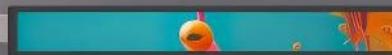
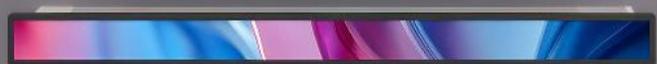
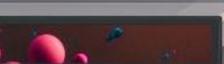
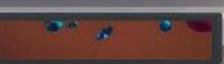


OUTDOOR FLOOR STANDING

ON OUTDOOR PUBLIC AREAS THE DIGITAL TOTEMS MUST SUPPORT CONDITIONS EXTREME ENVIRONMENTAL, DISTRIBUTING SERVICES AND MESSAGING TO USERS

Floor standing outdoor solutions are affordable, reliable and offer a high return on investment; WTD has specially designed them to take into account the use in all weather conditions with special features such as the best quality protective glass to be able to display your advertising in every season, summer and winter, resistant to atmospheric agents, perfectly sealed so that water cannot reach the internal circuits and protected from dust, thus providing the public with a visual image that is always perfect and proving to be the best way to insert the name of your company in the minds of potential consumers.

The different series of WTD floor standing outdoor solutions are varied and very attractive and have been created to have a very engaging impact; in fact, being digital solutions, they allow the targeted delivery of messages in the right place, at the right time, reaching consumers during their shopping or leisure moments in their lifestyle.





STRETCHED DISPLAY

ULTRA-STRETCHED DISPLAYS REPRESENT ONE OF THE SOLUTIONS MORE VERSATILES IN DIGITAL SIGNAGE TO SHOW PRICES AND MESSAGES

Expand your business possibilities with WTD stretched displays. These very wide displays are also known as bar displays or ultra-wide displays and are characterized as innovative signage with a unique look and very suitable for narrow images and videos.

The unique ultra-wide displays are ideal for displaying panoramic content and capturing the attention of the audience in advertising and digital signage applications, while the smaller sizes are commonly used in appliances, kiosks, mobile devices, flight simulators and gaming machines.

They are used in numerous areas, including retail, car dealerships, public transportation, corporate, restaurants and many other applications around the world, but most often in the special application at the edge of the shelf in large-scale retail for smart retail solutions.

Transparent OLED Signage



Trans

Color Transparent LED Film

Color OLED Signage

AUT SHOW



OLED TRANSPARENT

OLED, MORE THAN DISPLAY, INFINITE POSSIBILITIES & ENDLESS CREATIONS FOR A NEW GENERATION OF DISPLAYS

WTD Display provides cutting-edge creative concepts dedicated to creating innovative and memorable exhibition experiences for customers. Whether it is temporary exhibitions, permanent showrooms or multimedia interactive displays, our solutions seamlessly combine creativity and technology to help brands capture audience attention and improve engagement. In addition, we provide customized services for various offline events, ensuring that every event is full of innovation and interactivity.

Ideal for commercial venues such as retail stores, shopping malls, restaurants and hotels, WTD Display's transparent OLED displays and multi-touch technology complement each other. The transparent screen, without compromising spatial transparency, offers dynamic advertising, digital guides and product displays through vivid colors and high contrast, instantly attracting customers' attention. For example, in a fashion retail store, the dynamic video of new outfits displayed on the transparent OLED screen, combined with the multi-touch functionality, allows customers to change styles and check details by themselves.





VIDEOWALL SOLUTIONS

WITH GREAT VISUAL IMPACT, THEY CREATE WALLS OF INFORMATION DISPLAYS CONTRIBUTING TO CARRY OUT ADVERTISING & INFORMATION ACTIVITIES

WTD offers a wide selection of high quality, robust and efficient video wall display solutions to cover a very wide variety of commercial applications. Video wall solutions have recently received a lot of attention as it has proven to be an innovative trend in the messaging market. More and more people like to use this type of solution for their promotional benefits, in fact the video wall offers a wide viewing angle and provides excellent video quality, turning even the less attractive objects into something interesting. These fantastic displays, also wall-mounted, are now available at reasonable prices; suitable for both indoor and outdoor use and are always networkable even with Wi-Fi and LAN systems.





LED WALL SOLUTIONS

INFINITE MAXI-SCREENS COMPOSED OF LED MODULES THAT REPRODUCE IMAGES, VIDEOS AND MULTIMEDIA CONTENT; THIS IS THE FUTURE OF ENTERTAINMENT

A LEDwall panel allows you to display digital content such as videos, images and texts in high definition. You can use it to create dynamic advertising, real-time information, interactive content and much more. Thanks to its brightness and clarity, a LEDwall panel is ideal for events, fairs, concerts, conferences and any other context in which you want to attract the attention of the public. The innovative communication made possible by the various types of LED screens and panels opens up a world of possibilities, such as shop windows, digital signs, visualization walls in sports halls.

LED screens allow, at the current level of technology, to revolutionize any outdoor and indoor environment, with an infinite series of ways to make your communication better, more effective and more creative.



A large company is always guided by great people, and these people have the ability to lead large companies, it is up to us to show you how. We invest in the future, and we want to conquer it with you, that's why we accompany entrepreneurs and managers of human resources, towards a process of awareness in which digitization becomes a key strategic asset to improve productivity and efficiency.



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