



**World Trade Display**

Display & Digital Signage Solutions

[www.worldtradedisplay.com](http://www.worldtradedisplay.com)



# WTD<sup>TM</sup>

WORLD TRADE DISPLAY



**BRING YOUR CUSTOMERS TO THE RIGHT SOLUTION**

World Trade Display designs, and markets display & digital signage solutions  
for industrial realities to realize new ideas and projects

# WTD

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## WTD

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**WTD**  
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passo carrabile



## 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

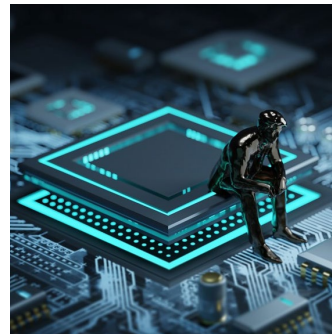
IT technical assistance is a service of absolute and primary necessity for today's companies, being able to count on a fast, prepared, and continuous service can really make the difference in certain circumstances. One of our main priorities is the recruitment and technical training of talented people 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 CONCEPT FROM CLIENTS
- ✓ PRE-SALE SUPPORT SERVICES
- ✓ INDUSTRY INFORMATION
- ✓ MARKET RESEARCH & PRODUCT RESEARCH
- ✓ CONSULTING SERVICES
- ✓ PROJECT RECOMMENDATION SERVICES
- ✓ ANIMATION IMAGE AND DRAWING FOR OEM & ODM



# SOLUTION CASES



## 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



## BEAUTY & HEALT CARE

We regularly collaborate with systems integrators in both the aesthetic and paramedical industry. New technologies and new industrial product lines are constantly getting smaller, they are excellent options for companies that distribute aesthetic beauty machines for technicians or in the paramedical environment, making these increasingly reliable on digital medical imaging, more efficient and trustworthy



## RETAIL SISTEM

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



## TICKETING 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



## DIGITAL SIGNAGE

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



## 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



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





# EMBEDDED OPEN FRAME

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

An entire range of industrial open frames designed and marketed directly by World Trade Display with a range of sizes available from 7" to 55" inches, ideal for integration into the various and multiple structures of system integrators, offering a guarantee of product stability over the 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 his future projects.

The series of interactive or visualization-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 features an IPS panel for optimal image quality with 178° ultra-wide viewing angles.

With an LED backlight for improved brightness, contrast and increased eco-friendliness, the multiple WTD open frame evenings can operate 24/7, 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, gaming-entertainment, and many others, being able to support multiple operating systems such as Windows, Android and Linux.



- ✓ IOWE SERIES/ BUILT-IN FRONT
- ✓ TACC SERIES/ MEET FRONT
- ✓ EDAR SERIES/ AIR SPACE GAP
- ✓ GEN SERIES/ SMOOTH FRONT
- ✓ LVDS COMMERCIAL & INDUSTRIAL PANEL



# INTERACTIVE DIGITAL DISPLAY

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 interactive digital displays.

These screens are perfect to hang on the wall or to install on special self-supporting structures, ideal for trade fair stands, congresses, events or conferences and obviously all with the possibility of being connected remotely via Android systems or with PCs already integrated inside them. Always with captivating new designs, modern and elegant in shape, WTD's innovative interactive digital display solutions are now a reality in the world of luxury hospitality.

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

Last but not least, they are transformed into touch table solutions with an absolutely captivating look and ideal for use in public areas such as museums and shopping centers as they can be easily integrated with a wide and varied series of brackets & stands always designed in WTD, transforming them into touch table solutions with an absolutely captivating look and ideal for uses such as museums and shopping centers.



- ✓ WALL MOUNT MONITOR/ TACC SERIES
- ✓ WALL MOUNT MONITOR/ EGAN SERIES
- ✓ WALL MOUNT TOUCH TABLE EGAN SERIES
- ✓ STANDING MOTORIZED TERMINAL ALOS SERIES
- ✓ BRACKETS STANDS MISCELLANEOUS SERIES



# CURVED 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 space without having to turn their head, which can be especially useful in casino games that incorporate complex graphics and also involve more gameplay elements.

Some curved displays are designed for multi-screen setups, allowing casinos to create larger, smoother displays overall by connecting multiple curved screens together for use in larger, more complex gaming experiences. Creating a more immersive gaming environment by wrapping the screen around the player helps engage the player more deeply in the game, providing a more realistic experience.

Curved displays help to minimize distortion and reflections, providing a more uniform and clear view of the game, this is particularly advantageous in well-lit gaming entertainment environments, where ambient light could otherwise impact visual quality.

The curvature of the display can improve depth perception, making it easier for players to judge distances and positions within the game itself, to increase spatial awareness. In fact, the curvature of the display is designed to adapt to the natural shape of the human eye, reducing eye strain and providing a more comfortable viewing experience for extended gaming sessions.

Last but not least, curved displays always have an elegant, modern and cutting-edge design, contributing to the classic aesthetic appeal in gaming entertainment environments, to create a visually striking and inviting atmosphere for gamers, including through adjustable settings, which allow players to customize the curvature, brightness and other visual parameters according to their preferences.



- ✓ GAMING TOUCH/ BAR SERIES
- ✓ CURVED GAMING TOUCH/ BAR SERIES/ "C" TYPE
- ✓ CURVED GAMING TOUCH/ BAR SERIES/ "J" TYPE



# INTERACTIVE WHITEBOARD

VERSATILE CONNECTIVITY, INTELLIGENT SOFTWARE AND INTUITIVE FEATURES  
INTRODUCING THE FUTURE OF EDUCATION TO A NEW ADVANCED LEVEL

Interactive multimedia whiteboards allow teachers to carry out cooperative activities in which the group is continually called to actively participate. At the same time, the possibility of using multimedia and interactive material promotes the understanding of meanings for individual students, for these and other reasons, the interactive multimedia whiteboard has become a very useful tool for promoting more inclusive and effective teaching. Teaching in the classroom with the support of videos, images and interactive material is increasingly important in a school context characterized by the need to reinvent an effective and inclusive language for “digital natives”.

In this sense, the interactive multimedia whiteboard is a tool with very important teaching potential, effectively providing teachers with the possibility of using an immediate interactive approach, allowing them to exploit all the advantages of multimedia learning.

Its diffusion has made the school more inclusive and closer to the needs of the students as well as facilitating the teacher's task, making teaching easier; in fact, thanks to the use of interactive multimedia whiteboards, we have also been able to help more learning of students with Special Educational Needs and/or Specific Learning Disorders as well as greater involvement of all students.

On the interactive multimedia whiteboards it is possible to write, project films, move images and other multimedia objects with your hands or with special digital pens, save the lesson carried out on the computer to be able to reuse it later and make it available to students; essentially they are the perfect tool for schools, training centers and meeting rooms, thanks to the touch screen, in fact, it is possible to interact quickly and easily.



✓ WHITEBOARD/ LAVAB SERIES

✓ ADJUSTABLE HEIGHT WHITEBOARD LAVAB SERIES



# 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 in installing monitors for the diffusion of dynamic messaging in shop windows is the conversion of flows, i.e. ensuring that passers-by outdoors become potential customers and using a display to display interesting and attractive content. 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 were made to be used in direct sun 24 hours a day, 7 days 7; in fact, when a normal LCD panel is subjected to extreme temperatures and exposed to direct sun, after a few hours it no longer works correctly and develops shaded or black areas as the minutes pass, also deteriorating the screen over time; this is why the high-brightness panels used in WTD for this type of installation are made to withstand temperatures of up to 80°C without blackening.

This is thanks to the use of special so-called industrial panels that resist operating temperatures from -35° to +80° and also contain a special microchip-controlled cooling system inside to maintain the panel in optimal environmental conditions.

All this makes our range of shop window displays a perfect communication solution for advertising & dynamic messaging, ensuring that your message is clearly communicated to your customers, whether via single screen or dual display mode, but also via video wall solutions or ledwall, both in indoor and outdoor installations.

Our displays have been designed for locations with high ambient light levels to display vibrant colors and stunning image clarity, across a wide and varied range of installations and technical configurations, thanks to the narrow bezel around the screen and shallow depth.



- ✓ WINDOW FACING DISPLAY/ GLAP SERIES
- ✓ WINDOW FACING DISPLAY/ PATY SERIES
- ✓ WINDOW FACING DOUBLE DISPLAY/ VENTU SERIES
- ✓ BRACKETS & STANDS MISCELLANEOUS SERIES



# INDOOR KIOSK DIGITAL SIGNAGE

EVER THINNER AND MORE PERFORMING TO SATISFY INTERACTION ALSO WITH AUTOMATIC RECOGNITION AND PAYMENT SYSTEM

Floor standing kiosk digital signage solutions are products used for dynamic messaging, most often in vertical mode or even in a self-service kiosk version and provide the public with engaging digital content and information through an easy-to-use interface, moreover these types of devices can also be dual display with a screen on both sides thus ensuring the display of content on both sides of the interactive kiosk simultaneously.

Floor standing kiosk digital signage solutions are also to be considered as self-service options that provide the public with an e-ticketing service via 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, credit card payments, interactive maps, travel, information exchange and more.

Furthermore, obviously being able to connect all these different solutions to the internet, they can act as digital signage when not in use, to be easily updated remotely even in wireless mode and completely configurable for advertising and messaging in general.

Involving users more with vertical version solutions such as floor standing and/or digital signage kiosks increases the attractiveness towards commercial activities, both for use within the activities and externally, as the latter are available in indoor and outdoor versions



- ✓ PORTABLE DIGITAL POSTER/ DEDIUM SERIES
- ✓ FLOOR STANDING/ JOY SERIES
- ✓ FLOOR STANDING DOUBLE DISPLAY/ JOY SERIES
- ✓ e-PAYMENT KIOSK/ SUMMUW SERIES



# OUTDOOR KIOSK DIGITAL SIGNAGE

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

The different series of WTD outdoor floor standing 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 to the right place, at the right time, reaching consumers during their shopping or leisure moments in their lifestyle.

Outdoor floor standing solutions are convenient, reliable and offer a high return on investment; WTD has specially designed them to take into account 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 protected from dust, thus providing the public with an always perfect visual image and being the best way to insert the name of your company in the minds of potential consumers.

All this also and above all thanks to the use of very bright and efficient panels, even under direct sunlight, both from an energy and image quality point of view; in fact, internally we integrate industrial panels with very high brightness, up to 5,000 nits, using DOOH technology to offer an above-average experience. Its rugged design ensures resistance to rain, snow and even extreme temperatures, ensuring years of reliable service; furthermore, with its elegant and modern design, it is sure to leave a lasting impression on your customers and enhance your brand image.

In conclusion, the various series of WTD outdoor floor standing solutions remain the perfect solution for companies looking to upgrade their outdoor operations; with extraordinary displays, advanced technologies and the robustness of the entire totem they will be an investment that will pay off in the months to come. Our product incorporates easy-to-use software that allows you to manage and update your menu in real time, so you can always view the most up-to-date information.



- ✓ WALL MOUNT MONITOR WINK SERIES
- ✓ DOCAS TRIPLE DISPLAY SERIES
- ✓ WALL MOUNT MONITOR/ SMAT SERIES
- ✓ FLOOR STANDING/ MONOLITH SERIES
- ✓ FLOOR STANDING DOUBLE DISPLAY/ MONOLITH
- ✓ FLOOR STANDING/ NANOLITH SERIES
- ✓ BRACKETS & STANDS MISCELLANEOUS SERIES



# STRETCHED DISPLAY

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

Expand your business possibilities with WTD elongated displays. These very large displays are also known as bar displays or ultra-wide displays and are characterized as innovative signage that looks great and is very suitable for narrow images and videos.

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

They are used in numerous areas, including retail, car dealerships, public transport, advertising, corporate, restaurants and many other applications around the world, but most importantly they often involve special shelf edge applications in large retail chains for solutions of intelligent retail.

Specialized ultra-wide stretched bar displays for the edge of the cargo shelf, are fully networked, in multiple length and width, with multiple viewing modes and high-definition display.

Ultra-wide dynamic digital signage displays are solutions that replace often messy paper labels, with digital displays, keeping shelves clean and tidy and last but not least also used as guide signs in public places such as airports, hospitals, hotels, transport and events.



- ✓ ULTRA WIDE HOOK-MOUNTED/ SHOP SERIES
- ✓ CARGO SHELF BRACKET STAND SHOP SERIES



# LCD/ LED WALL 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 displays for ledwall & videowall solutions to cover a very wide variety of commercial applications.

Videowall & LEDwall solutions have recently received a lot of attention as it is an innovative trend in the market, in fact everyone likes to use this type of solution for their promotional advantages. The video wall offers a wide viewing angle and provides excellent video quality, turning even the least attractive objects into something interesting.

These fantastic LED/LCD wall screens are now available at reasonable prices; suitable for both internal and external use and can always be networked even with Wi-Fi and LAN systems.

Indoor LED walls & video walls handle all forms of 2K, 4K and 8K video resolutions and can be connected to surround sound systems; Furthermore, the durable hardware components made up of metal, aluminum and hard plastic materials are one of the most essential qualities of these wall displays.

In fact, these LED/LCD wall display materials are proven to increase the longevity of most products while being environmentally friendly. Based on the characteristics of the environment in which they will be installed, World Trade Display is able to design and create self-supporting structures and push-pull hanging solutions capable of enhancing this type of maxi screens.

The wide range of WTD video wall solutions are technological mosaics composed of such thin monitors, definitively eliminating the annoying checkerboard effect that was generated in the past and united and combined with each other, they can reach any desired size.

In ledwall solutions, the small LEDs (light-emitting diodes) in the panel provide smooth images and support many formats such as VGA, AVI, MOV and MPEG-4.



- ✓ LCD VIDEO WALL SUNLY SERIES
- ✓ CABINET MOUNTING BRACKETS SUNLY SERIES
- ✓ INDOOR POSTER LED DISPLAY AMBRA SERIES
- ✓ OUTDOOR POSTER LED DISPLAY AMBRA SERIES
- ✓ PORTABLE LED DISPLAY CART SERIES



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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