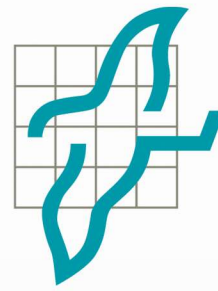


Evolution has developed the process of attracting humans attention for hundreds of thousands of years. We instinctively look at moving objects wherever they appear in our field of view.

ScreenFLITE® is taking advantage of this effect and puts your advertisement, your information and your message in motion and is the one of a kind eye-catcher for people passing by.

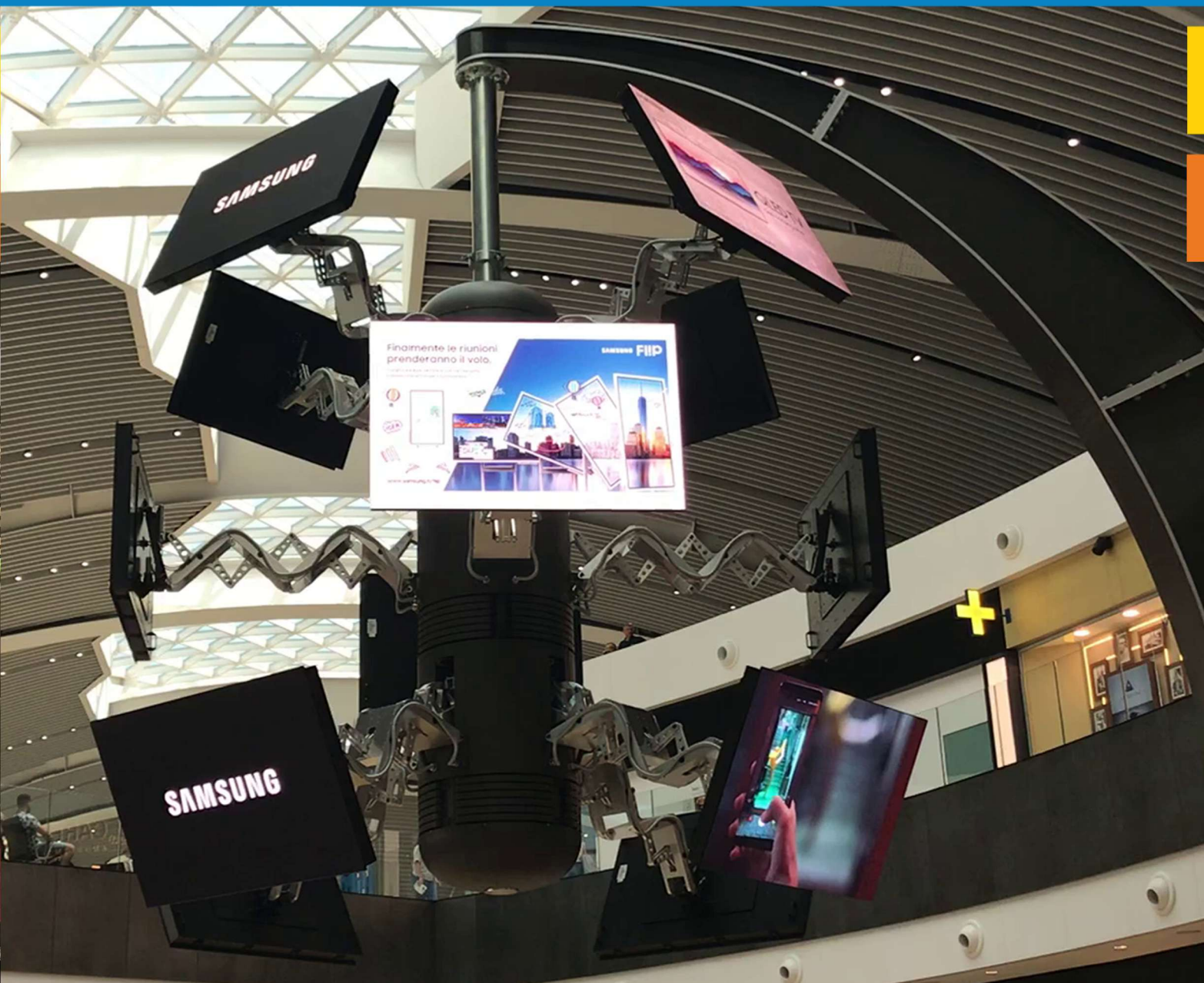
Simtec has delivered a first system with the project name "Le Chandelier" to Rome Fiumicino Airport.



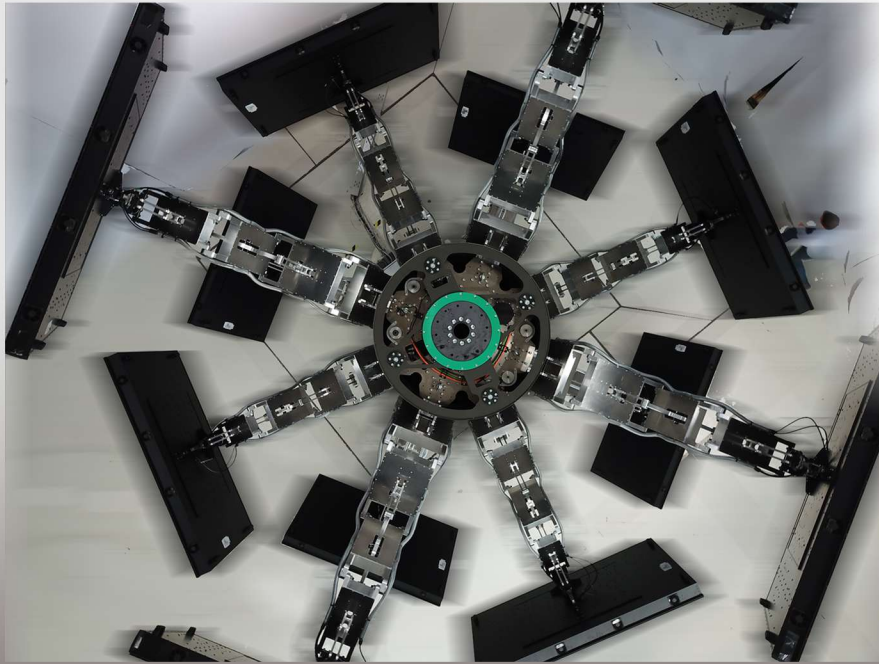
**simtec**<sup>®</sup>  
Systems

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## ScreenFLITE® - the new dimension of eye-catching







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Honestly - we are bored and sometimes annoyed by the stream of information washing over us wherever we go.

What if it is possible to not only visualise communication but to make it an experience?

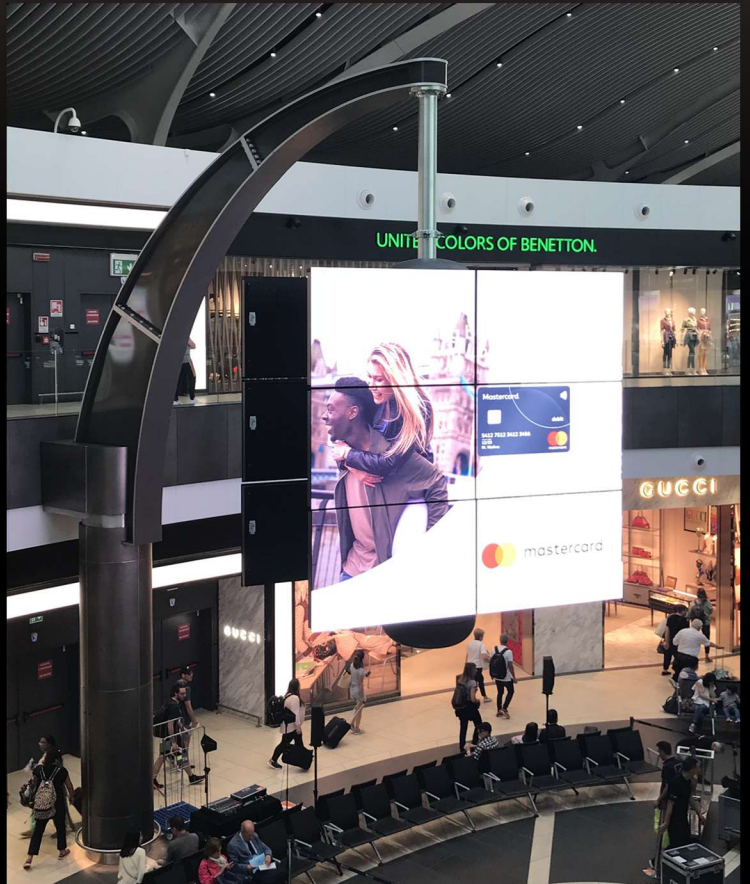
What if advertising was not a mere display but a sculpture?

What if information was transformed from flat pointers to spatial shapes and formations?

Our engineers have accepted this challenge and with ScreenFLITE® we have created an innovative communication platform.

ScreenFLITE® is a unique eye-catcher not only transferring information but moving it.

The ScreenFLITE® conveys information to the recipient in an elaborate and astounding manner, transforming the transfer of information to a voluntary and positive experience for the observer. What used to be a simple message moving across a static LED-board is now perceived as part of a work of art.







Applying the art of engineering with high precision, we have developed an instrument of communication which can be played individually and creatively, offering an inexhaustible range of versatility.

Almost inaudibly, twelve LED displays with about 2 sqm arrange to form different patterns in an elaborate dance. Each display can individually play back media content synchronous with the movement. Depending on the media content's demand, the rotation of the ScreenFLITE® can be programmed individually so the creative input is not limited. For example, the moving mosaic of individual screens can form larger or large screens (2/3/4/6 displays) which can be filled with static or video content as one seamless screen.

With a total weight of 5,300 kg the ScreenFLITE® can be installed using a suspension arm in ceiling range or as a stand-alone object in the middle of a hall or foyer. Both alternatives enable the observer to view the messages from all sides. Either moving with the ScreenFLITE® or observing it from one location, the observer can enjoy the fascination of the ever-changing formations. Ideal locations are airport or station halls, shopping malls or company headquarters, hotel or museum lobbies - any type of room offering the space and the opportunity to approach a larger audience.



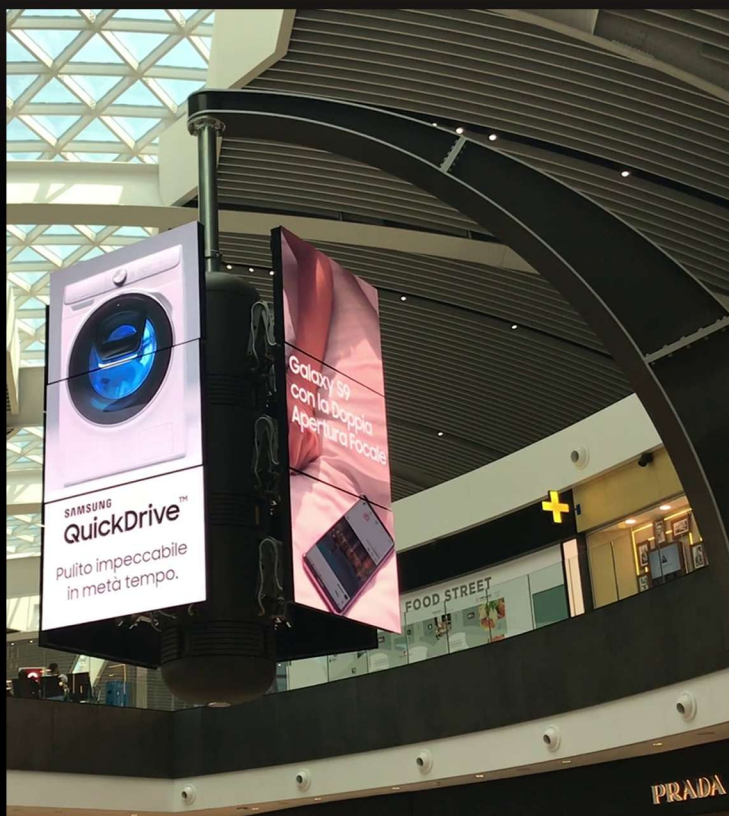


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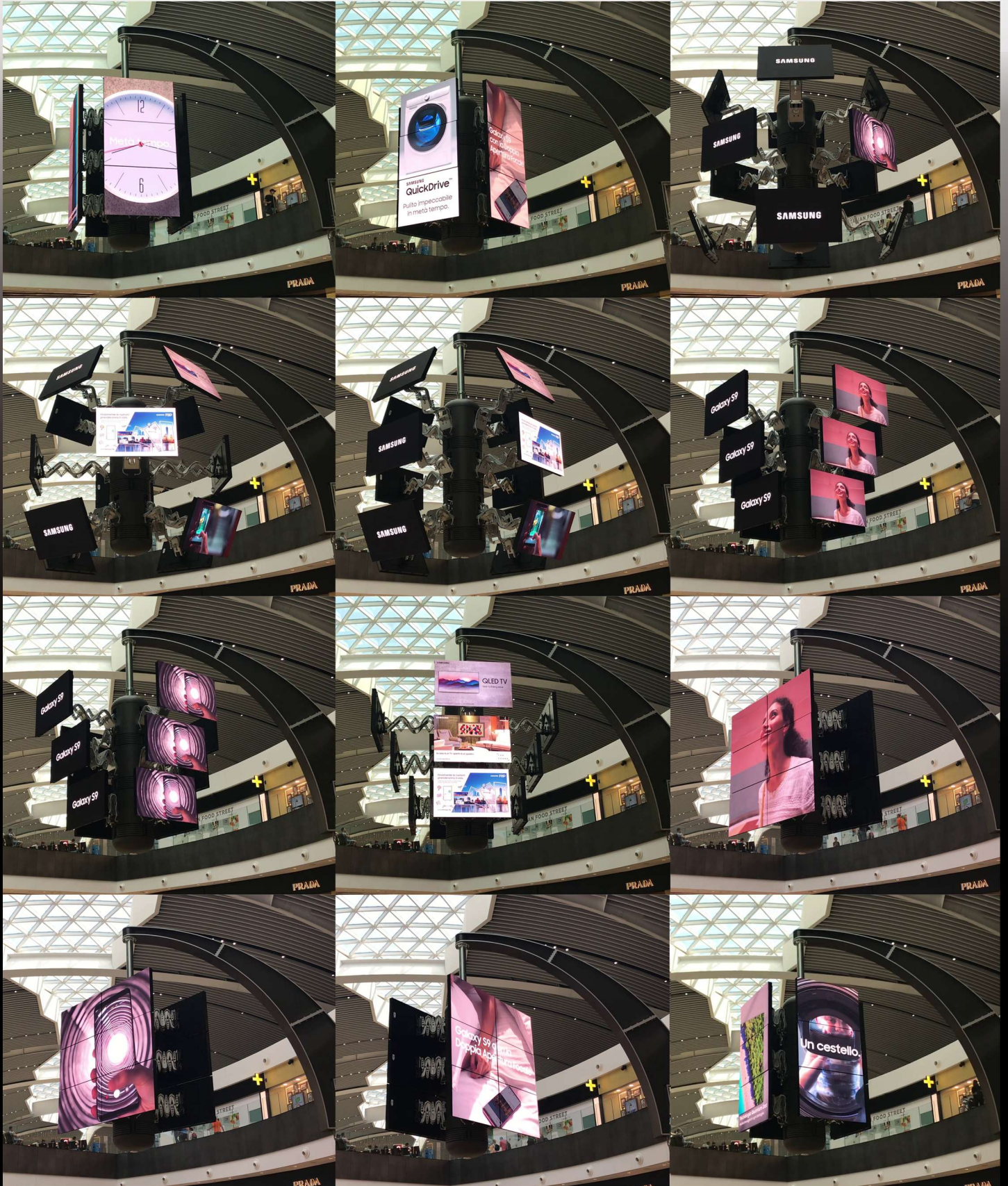
Twelve LED displays are mounted each on an individual scissors arm by means of a joint permitting a yaw (sideways / think: door) movement of the monitor at the end of the arm. The scissors arms can be extended or retracted and allow for a huge stroke in comparison to the retracted length of the arms.

The scissors arms are mounted on three horizontal rings. The three rings are stacked at the centre of the system and can be rotated jointly or against each other. Four scissors arms are attached to each of the rings at a fixed horizontal angle of  $90^\circ$  between arms. The scissors arms of the ring at the top can be raised (in a pitch movement), while those of the bottom ring can be lowered in addition to being extended or retracted. The scissors arms on the middle ring are fixed horizontally and can only be extended or retracted.

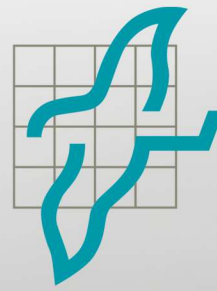
The four scissors arms mounted on one ring can only be moved synchronously (all arms on one ring in or out or, in case of the top or bottom ring, up or down together). The yaw (sideways / think: door) movement of the LED displays can be controlled individually for each monitor.











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