



Industry's First Fully Sealed Outdoor Displays – Ciil® Xtreme from Peerless-AV – Enable Year-Round Outside Digital Signage Including Video Walls

Ideal for Stadiums, Public Transit, Zoos, Amusement Parks, Restaurant Patios, Marinas, Cruise Ships, Etc.

Aurora, IL, August 12, 2013: Year-round outdoor digital signage is now a reality with Peerless-AV's weatherproof Ciil® Xtreme™ displays – the first flat panels that are 100% sealed and engineered to operate in the outdoor environment in all seasons. Available in 42", 47" and 55" models, these ventless, full 1080p HD flatscreens are designed to keep out water, dirt, dust and insects as well as to withstand extreme heat and cold. An ultra-slim ¼-inch bezel delivers a streamlined look for one-unit installations while also enabling virtually seamless outdoor video walls. An optional waterproof speaker system can be added for sound, creating a complete outdoor signage solution for applications ranging from stadiums, zoos and amusement parks to public transit, restaurant patios, marinas, cruise ships and more.

Protected from the Elements

The Ciil Xtreme's patented design completely seals all components as well as the cable entry against outdoor assaults, protecting displays from rain, sleet, snow, dust, insects and even pressure washing. The sealed design also prevents water penetration and freezing that can expand and distort display frames. These features are complemented by a triple-protected body construction that shields internal components against water, smoke, dust, chemical clouds, fuel exhaust, brake dust, micro-particles, acid base and ice, plus an all-aluminum body that resists rust and corrosion.

The Ciil Xtreme is also the first display able to operate at temperatures from -40° to +140° without damaging the LCD. A patented Dynamic Thermal Transfer™ system safely warms or cools internal components during extreme cold and heat, contributing to the sealed design by removing the need for external vents, filters and exhaust fans.

Industry's Highest Ratings

These protections have led the Ciil Xtreme line to become the first outdoor displays to achieve IP 68 and NEMA 6 environmental protection ratings – the highest possible – confirming the displays' ability to withstand dust, dirt, moisture, ice formation and temporary submersion in water. The ratings also validate the units' ability to stay outside year-round without damage – and without expensive and difficult-to-maintain add-ons like enclosures, cabinets, fans, and even built-in heaters and/or air conditioners traditionally required for outdoor signage.

Ciil Xtreme outdoor displays also feature:

- The industry's first outdoor video wall capabilities, thanks to the ultra-thin ¼" bezel that enables virtually disappears in a multi-unit assembly
- Full 1080p HD for a crisp and rich viewing experience

- An ambient light sensor that automatically adjusts the image contrast to best match any lighting conditions, making content easy to see even in bright and varying sunlight
- Shatterproof, impact-resistant safety glass that protects the screen from breakage
- All standard A/V inputs, providing a connection to everything from computer media files to Blu-Ray™ video players
- An optional 2-channel, 2-way, 50-watt maximum speaker system – the weatherproof Xtreme Soundbar – that make it possible to add sound to any Cill Xtreme-based signage installation

Successes and Availability

Cill Xtreme displays have been deployed for applications ranging from Chicago's Soldier Field to all 88 Washington, D.C., Metrorail stations. They are available immediately to Peerless-AV dealers, distributors, integrators and installation professionals. For more information, visit <http://www.peerless-av.com>.

About Peerless-AV

Peerless-AV, a Peerless Industries, Inc. company, is a leading designer, manufacturer and distributor of Made-in-the-USA audiovisual mounting, accessory and digital content delivery solutions as well as the industry's first fully sealed outdoor TVs for commercial and residential applications. The company's innovative AV products span off-the-shelf, commercial and custom flat panel, projector and tablet mounts as well as cables, AV carts and stands, medical carts and stands, AV racks, AV furniture and a wide range of other accessories. The Peerless Technology Division specializes in wireless, kiosk, touch, digital audio and connectivity technologies that simplify today's complex digital equipment installations. Peerless-AV manufactures over 3,600 products that serve original equipment manufacturers, commercial integrators and consumer retailers in 22 vertical markets through direct sales representatives and authorized distribution. For more information, visit www.peerless-av.com.

MEDIA CONTACT:

Jill Schmidt
SS|PR
847-415-9311
jills@sspr.com