



Peerless-AV Introduces New SmartMount™ Digital Menu Board Mount Line
Designed for quick serve restaurants, the mount line simplifies ordering, installing, budgeting and inventory processes

LAS VEGAS — February 12, 2014 — Peerless-AV, a leader in digital signage video wall mounts, is proud to announce the release of its new SmartMount™ digital menu board mount line.

Designed for quick service restaurants (QSRs), the SmartMount™ line is ideal for [wall mounted digital menu boards](#). They are available in landscape (DS-MBZ642L, DS-MBZ647L) and portrait (DS-MBZ647P) layouts, and fit 40" to 42" and 46" to 47" displays. With the addition of a ceiling adapter kit, the mounts can also be easily converted to for projects requiring ceiling mounting.

With eight points of fine-tuning adjustment, product development managers and system integrator engineers are able to easily install the mounts with precise display alignment. For dealers and distributors, ordering, budgeting, and organizing inventory is simple, as mounts and displays easily match up using a one-to-one system.

“There is a burgeoning market growth in digital menu boards being driven by factors such as the ability to make easy menu updates, target content by time of day, comply with nutritional labeling requirements and showcase promotions in a compelling manner,” said Brian McClimans, Vice President, Global Business Development, Peerless-AV. “With our new line of SmartMount™ digital [menu board mounts](#), we are able to exceed the industry expectations by offering superior alignment features, which reduce installation time and overall project cost.”

Unmatchable Eight Points of Tool-Less Micro Adjustment

To alleviate issues with wall imperfections, the DS-MBZ642L, DS-MBZ647L and DS-MBZ647P mounts feature four-corner depth adjustment as well as Peerless-AV’s Increlok™ continuous and fixed tilt mechanism, ensuring the displays are aligned on the same plane and tilted at the same angle. The horizontal adjustment on the mount allows the installer to create a menu board with a seamless appearance. The mounts also feature a vertical adjustment on each universal display adapter bracket for post-install leveling and height adjustment fine-tuning.

Seamless Order and Install Process With Advanced Accessibility

To simplify both the ordering and budgeting process for customers, the DS-MBZ642L, DS-MBZ647L and DS-MBZ647P mounts are designed with a one-mount-to-one-display setup. For installers, the mounts feature connecting wall plates that create a continuous mounting surface, reducing installation time, decreasing

installation cost and easing display alignment. The open wall plate design also reduces the chances of interference with outlets or objects already on the wall. An included quick connect latch automatically engages the wall plate when mounting the display, too. For ease of access during the cable connection installation process, the mounts come equipped with a kickstand that holds the display bottom away from the wall.

Safety and Security Features Offer Peace of Mind

Theft and tampering are kept at bay with the DS-MBZ642L, DS-MBZ647L and DS-MBZ647P mounts, which include security hardware in the package.

Full Line of Landscape and Portrait Mounts

Additional mounts in the menu board product line include the DS-MBX642L and DS-MBX647L (landscape) as well as the DS-MBX647P (portrait), which feature tilt and kickstand options. The DS-MBY642L (landscape), DS-MBY647L (landscape), DS-MBY647P (portrait) mounts offer tilt, kickstand and height adjustment.

The new SmartMount™ digital menu board product line will be showcased at the Digital Signage Expo (DSE) from February 12-13, 2014 at the Peerless-AV Booth# 905.

For more information about Peerless-AV, please visit: www.peerless-av.com, www.facebook.com/PeerlessAV, and twitter.com/PeerlessAV.

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.

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