

About Magink

Magink Display Technologies Inc. is the world's first developer and provider of full color Reflective Digital Displays. Magink is a privately held company founded in 2000 with offices in Israel and the UK.

Magink enhances the large-scale displays experience by introducing its breakthrough reflective technology delivering a natural, non intrusive and warm visual experience while incorporating the unparalleled flexibility of a digital platform.

An eco-friendly alternative

Magink Reflective Digital Displays offers an eco-friendly alternative to the bright lights and intrusive display technologies that are currently available in the market:

| **Natural Experience** – The Magink display is reflective. It works with the sun rather than against it and at night it can be illuminated similar to a traditional billboard. The perceived image is easier on the eyes and delivers a more natural and a visually compelling experience.

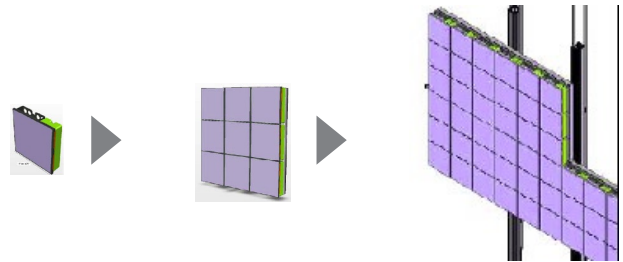
| **Non-Intrusive Experience** – Magink's display has a warm visual experience that offers an alternative to bright intrusive displays; it also helps reduce light pollution.

| **Energy Efficient** – Magink displays need very little power to show their images. The display requires substantially less power than other digital displays; it is energy-efficient.

| **Reduction of Pollutants** – The technology reduces the carbon foot print by eliminating the traditional outdoor media supporting logistics (printing, replacing and disposing of paper and vinyl prints); leading to a greener environment.

The display

Magink display is built of modular Tiles allowing the construction of displays of almost any shape and size.



The Tile concept enables wide range of benefits:

| **Modular and Scalable design** – The Tile concept enables almost any surface and any size to be converted into a dynamic full color digital display

| **Self Contained display** – A display that is fully functional in a wide range of ambient conditions

| **Light Weight** – Enables retrofitting on standard substructures

| **Power Consumption** – Low power consumption, requires standard power infrastructure

Our Product Offerings

Magink offers its product both to outdoor and indoor applications, focusing on two main markets:

Media Market Magink offers the Media Market Reflective Digital Display networks; enabling the creation of strong impact and coverage within the target market, maximizing inventory management, using a proprietary content management software platform.

Magink offers a product that is compatible with traditional printed display regulations and therefore expands the potential of upgrading to digital in areas that restrict the use of transmissive and emissive displays.

Design and Architecture Markets

Magink's new visual experience opens new creative horizons to the Design and Architecture Markets.

Magink offers the Design and Architecture Market modules of Reflective Digital Display that enable most surfaces of any type or any size to be converted into a dynamic full color digital display.

The Magink Tile can be integrated into numerous applications: buildings, museums, visitor centers and other unlimited creative applications.

Display Properties

Tile



Dimensions: 6.7"x6.7" (17x17cm)

Image resolution: 18x18 pixels

Module



Dimensions: 1'8"x1'8" (51x51cm)

Image resolution: 54x54 pixels

Weight: 24.25 pounds (~11kg)

Video Application

Video refresh rate: 25fps

External Temperature: 20-45°C/ 75-115°F

Recommended viewing distance: >5 meters

Non-Video Application

Image refresh time: ~250ms

External Temperature: -20 to +45°C/-4 to 115°F

Recommended viewing experience: >10 meters

Display Technology	Reflective Digital Display
Pixel size	9mm
Estimated power use (day)	20w/sqm
Estimated power use (night)	60w/sqm
Viewing angle	160°
Display size	Modular – up to 100sqm
Protection level	IP65
Operating system	Windows XP/XP embedded
Video/Image interface	DVI/VGA
Communication Interface	TCP/IP over Ethernet
Power Supply	100-240 VAC

color your world with digital ink.
Naturally.

magink