



Peerless-AV and Volta Industries Create Custom Charging Stations

When Volta Industries, a designer of vehicle charging stations, wanted to add digital signage displays to its products, it sought a solution that would be fully operational in the harsh outdoor environment of the Midwest—namely Illinois—while still offering retail centers a way to digitally connect with eco-friendly customers prior to entering their stores. In addition, Volta was focused on finding a product that offered ease of installation, maintenance, and security features to deter tampering or theft.

Volta reached out to Peerless-AV for a custom solution that was a combination of many different components—a Peerless-AV 47-inch Xtreme Outdoor Daylight Readable Display inside an Xtreme Outdoor Portrait Kiosk, with a 6-foot-tall, backlit poster box, a Chromebox media player, a EKM power meter, and a cellular modem. Peerless-AV's solution addressed all of Volta's needs, with features including the ability to withstand the extreme outdoor elements of the Midwest; high visibility, as the optically bonded display is equipped with ambient light sensors to automatically and gradually adjust the screen's brightness based on the surrounding conditions; secure, anti-reflective, impact-resistant safety glass that protects the screen against damages; stations that were delivered pre-assembled to simplify installation; and customizable stations designed with the enduser in mind.

Installation of the custom charging stations took place with the help of Chicago-based electrical services company JNS Power & Control Systems. The first took place inside a parking garage at Oakbrook Center, located in Oak Brook, IL. Two digital hybrid units were installed, creating new spaces for hybrid charging and advertising opportunities. The parking garage was the ideal location for the installation as it is a high-traffic area that provides protection for customers from the inclement weather Illinois is known for, making it a perfect spot for advertising.

After Oakbrook was complete, two units were installed in the parking lot of Northbrook Court in Northbrook, IL. With no ceiling or beams to run the necessary equipment, the Northbrook installation proved to be a challenge. JNS Power utilized their expertise and ran pipes underground to hold the necessary electrical equipment required to power the charging stations.

"In running larger pipes, Volta now has the infrastructure in these locations to easily expand in the future," said Brian Howe of JNS Power.

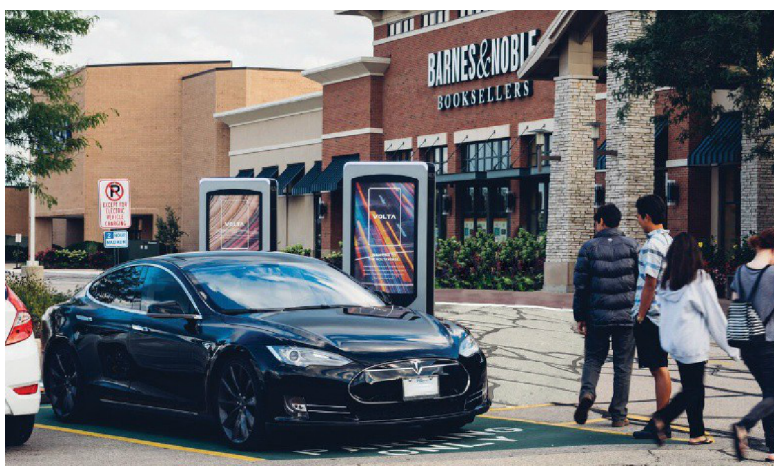
Once the parking areas were ready for the units, installation of the charging stations began. The units came pre-assembled and preconfigured, allowing for a quick installation, and the media players offered a seamless plug-and-play setup.

By fall 2015, 10 Volta charging stations had been set up across three locations in Illinois.

"Working with Peerless-AV to create our custom charging stations was an excellent choice for Volta," said Michael Menendez, CTO, Volta Industries. "They offered us not only a long track record of success, but a full custom kiosk team and state-of-the-art outdoor solutions that



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Howe called the Peerless-AV kiosks "spot-on genius" when asked about the product's ease of installation and maintenance. "I admire the fact that you have means to maintain your products easily," he added. "The design and maintenance were at the forefront compared to other stations I have worked with in the past. Peerless-AV really did think of everything."

Today, electric vehicle owners are able to charge their vehicles for free while shopping at Oakbrook Center and Northbrook Court, and the stores within the retail centers are able to continually promote their products and create new and lasting customer relationships, without the worry surrounding the costs of maintaining the units.