

Adding Interactivity to Outdoor Signage Just Got Easier with Peerless-AV's New IR Touch Overlay

Transform outdoor displays and kiosks into touch enabled digital wayfinding and information points in high traffic areas



St Albans, UK, 18 July 2023 – AV technology pioneer Peerless-AV® today announced the new IR Touch Overlay ([IRTO55-XHB4](#)) for standalone install on the 55" Xtreme™ High Bright Outdoor Display ([XHB554-EUK](#)) and use with the Smart City Kiosks ([KOP55XHB-EUK](#) and [KOP5555XHB2-EUK](#)). The new overlay is designed to effortlessly transform and enhance outdoor signage by incorporating customer interaction elements that attract, engage and inspire audiences in high traffic outdoor areas such as shopping centres, stadium concourses, campuses, industrial parks, zoos, amusement parks, bars, restaurants and transportation hubs.

“The new IR Touch Overlay for our Xtreme displays and Smart City Kiosks upholds the high standards of ingress protection and operating temperature renowned on these products with durable, lasting performance,” said Keith Dutch, Managing Director – EMEA, Peerless-AV. “The opportunity for outdoor is growing rapidly and by adding interactivity we are helping customers

to see even more potential for this technology to attract and engage with their audiences as well as inform, entertain and, ultimately, drive revenue.”

Offering 10-points of simultaneous touch with a fast $\leq 15\text{ms}$ response time, the IR Touch Overlay can also detect input from a gloved finger, stylus or other devices. Not only does mean outstanding reliability but this allows for flexibility in content selection. The overlay is powered by a 10ft USB 5V DC adaptor cable, is HID-compliant so no custom driver software is required and works with multiple operating systems.

The IRT055-XHB4 has an IP65 rating, operates in temperatures from -10°C to 40°C and can be installed in either portrait or landscape orientation. The powder coated stainless steel frame of the overlay sits over the primary frame of the standalone Xtreme display.

The product also comes with an external ambient light sensor extender accessory ([ACCD-ALS](#)) to automatically adjust the brightness of the Xtreme display according to lighting conditions. The ALS Extender overrides the built-in ambient light sensor, when it is connected, allowing flexibility for installations where the built-in ALS may have shadows being cast on it by surrounding structures or vegetation.

The new Xtreme IR Touch Overlay ([ISTO55-XHB4](#)) is now in stock and available from Peerless-AV's authorised reseller and distribution network.

For more information on the full range of Peerless-AV mounts and solutions visit www.peerless-av.com. Follow the latest Peerless-AV news and updates on [Twitter](#), [Facebook](#), [LinkedIn](#) and [blog](#).

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About Peerless-AV

Driving Technology Through Innovation

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high-volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit peerless-av.com.

Peerless-AV Revit Families & BIM Content

Peerless-AV provides BIM content/Revit families for its award-winning AV product lines for easy and convenient use within Autodesk Revit. Visit the [BIMsmith® Library](#) direct or via the Peerless-AV website.



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