

Welcome to Euro Display

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www.EuroDisplay.com

1. The Company

“We Don't Aim to Be the Biggest, We Aim to Be the Best”

– Carmine Aversa, Euro Display Founder
and General Manager

About Us

- **4500:** Square Meters – Size of the Headquarter
- **1978:** Year of Foundation
- **300:** Square Meters / Month – Manufacturing Capability
- **24:** Months – Warranty Period on Any Product
- **8:** Languages Spoken



History

- **2007:** Launch of easyScreen© Series for the outdoor advertising business
- **2005:** Launch of proEvent© Series for the highly professional rental business
- **2001:** Launch of proMarket© Series able to visualize over 280 billion colors.
- **1997:** Launch of the first Fullcolor LED Screen (using Blue lamps not LEDs!)
- **1994:** Launch of VideoIdea© able to visualize 256 colors levels (a breakthrough at the time)
- **1992:** The Company changes its name into Euro Display.
- **1986:** Launch of TabGra© able to visualize 3D graphics and animation.
- **1983:** Launch of LED variable message signs (SL Series).
- **1980:** Launch of LED digital watches (W Series).
- **1978:** 2C Electronics (Company's former name) is founded in Turin (Italy)

2. The Products

“Quality In a Product or Service Is Not What the Supplier Puts In. It Is What The Customer Gets Out and Is Willing To Pay For”

– Peter Drucker, Management Consultant

Outdoor/Indoor Advertising

(1) proMarket® / easyScreen© Series

Used by advertising companies worldwide that resell commercial spaces to their Customers. The proMarket© LED Screens are designed for indoor and outdoor use and are intended for long viewing distances (from 5/10 meters and up).



Sports and Arenas

(2) proGame® Series

Used by Sport Teams and by the Stadium's owners to resell advertising spaces to their sponsors and advertisers. proGame© is specifically developed for the usage at stadiums as field-board LED screen or as a classic giant screen.



Rental and Service

(3) proEvent® Series

Used by A/V Rentals companies, for service and staging purposes during event and shows of any kind (eg. concerts, fashion shows, meetings...). The proEvent® LED Screens puts together the superior image quality of Euro Display screens with, probably, the fastest assembling system in the world.



Truck and Mobile

(4) proTruck® Series

Used by Advertising and A/V Rentals companies, most of the proTruck® can be driven with a normal drive license and, thanks to its integrated system, the LED screen can start to broadcast within a few minutes from the arrival.



Over 500 Installations in 35 Countries Worldwide



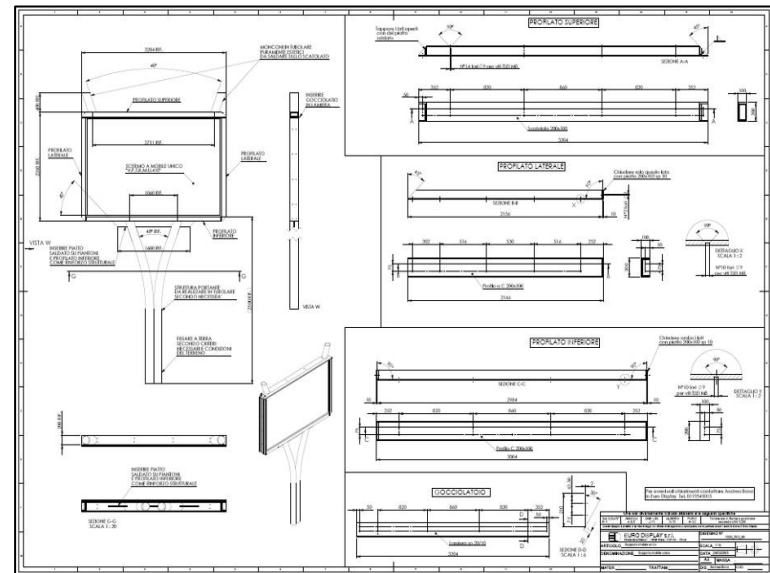
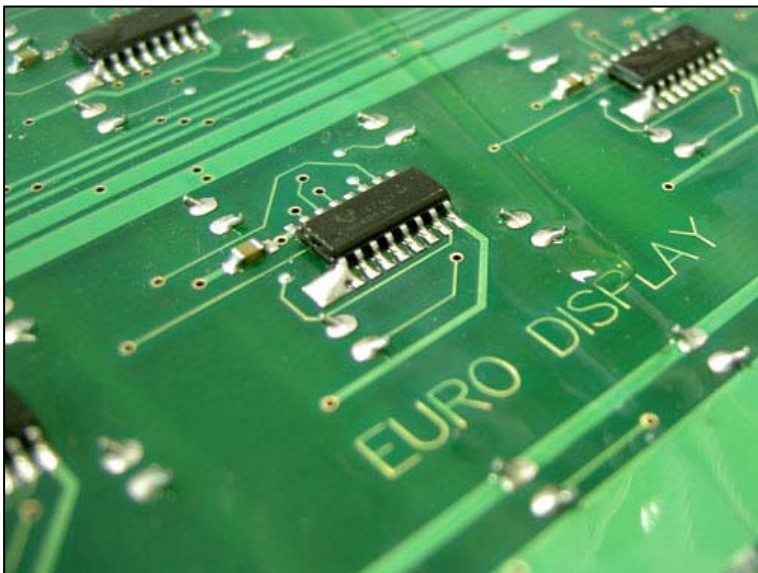
3. Innovation and R&D

***“Innovation Has Nothing to Do with How Many R&D Dollars
You Have. It's About the People You Have, How You're Led
and How Much You Get It”***

– Steve Jobs, Apple Founder and CEO

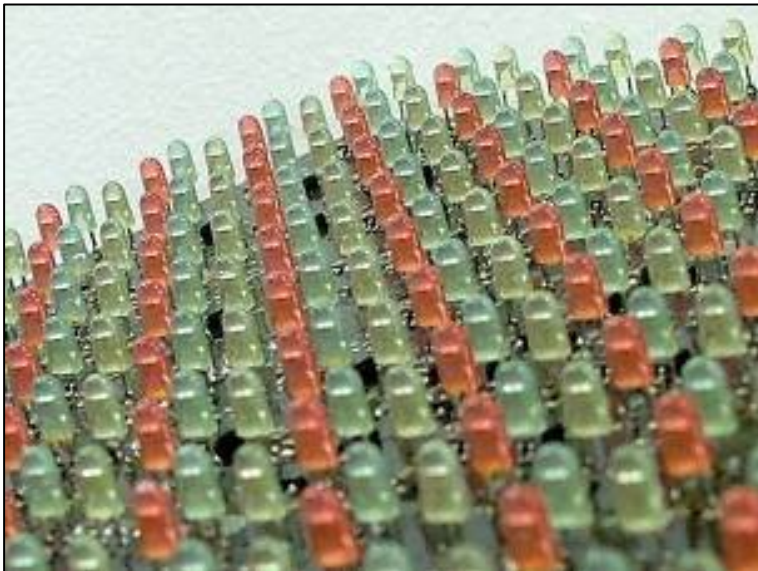
Authentic Know-How

- **In-House Innovation Dept:** new product design and improvement is a crucial factor in the success of Euro Display
- **Electronic Dept:** develops the core of our LED screens: control electronic, firmware and software. Accountable for the image quality of the screens.
- **Mechanic Dept:** designs the cabinet of our LED screens: metal structure, rental systems, frontal protection. Accountable for the screen reliability and design.



How Does It Work

- **Additive Color Synthesis:** is the method of creating colors with the 3 primary colors Red, Green and Blue (RGB)
- **Apple Mac Mini:** is the Plug&Play control system with DVI output
- **Panel Manager:** is the management and diagnostic software for brightness, contrast, gamma, intensity...
- **Visual Manager:** is the playlist scheduling software for advertising broadcasting and planning



4. Manufacturing Process

“Quality Is Never an Accident; It Is Always the Result of High Intention, Sincere Effort, Intelligent Direction and Skillful Execution”

– William A. Foster, Medal of Honour Recipient Soldier

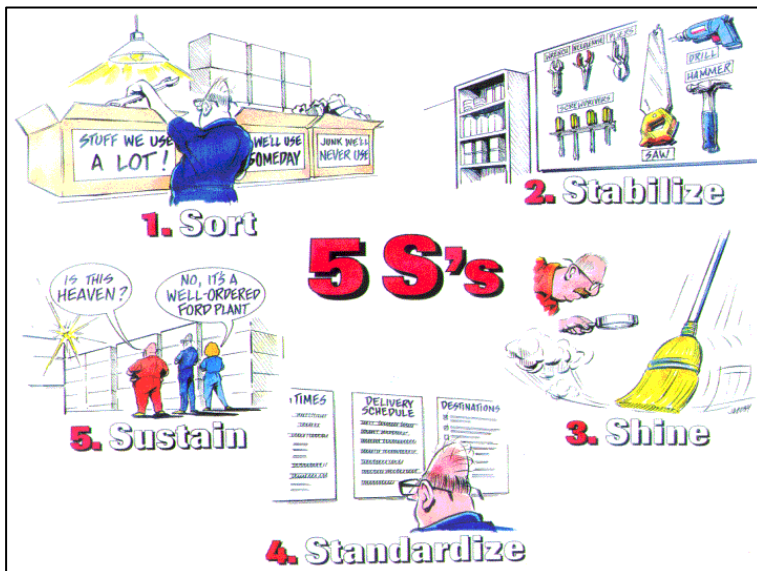
Kaizen

- Kaizen was created in Japan following World War II.
- The word Kaizen means "Continuous Improvement".
- Kaizen is based on making little changes on a regular basis: always improving productivity, safety and effectiveness while reducing waste.
- Everyone is encouraged to come up with small improvement suggestions on a regular basis.



The 5S

- The 5S method has been developed in Japan at Toyota.
- The program is called 5S, since all steps start with an "S": Seiri, Seiton, Seiso, Seiketsu, Shitsuke.
- 5S is a philosophy and a way of organizing and managing the workspace with the intent to improve efficiency by eliminating waste, improving flow and reducing process unreasonableness



The Visual Workplace

- “Visual Workplace” is a system for improving productivity, safety, quality, on-time delivery and moral by implementing “Visual Controls”
- Visual Controls make working areas user friendly by identifying equipment, materials, locations, actions and procedures
- Visual Workplace techniques involves proper labeling and signage
- Visual Controls help employees avoid wasting time by giving them the information they need, where and when they need it



5. Quality Management

“There Are No Secrets to Success. It Is the Result of Preparation, Hard Work, Learning from Failure“

– Colin Powell, Former US Secretary of State

Certified Quality System

Euro Display is **Certified ISO9001:2000 since 1996** – the first in Europe within the Industry.

IQNet Certificate



CSQ Certificate



Yearly Audit



IQNet Certificate



IQNET: The International Certification Network is active since 1990 and is formed by 36 partner organizations with more than 150 subsidiaries worldwide.

IQNet partners certified more than 190'000 companies in 150 countries and it can appoint 10.000 auditors and 5.000 experts in all main economic sectors.


IQNet is the biggest certification network in the world.

CSQ Certificate



CSQ: CSQ is the system of certification for business management systems created by IMQ, is among the leaders in management systems certification field. Born on the initiative of IMQ and CESI in 1988 it is credited from Sincert and it is member of the CISQ Federation (Italian Quality Systems Certification Network), that adheres with an international agreement to IQNet (International Certification Network).

Yearly Quality Audit


CSQ
Certificazione Sistemi
Qualità e Sistemi
di Gestione delle Aziende

Ns. Rif.: FSSGCR-52741/05-sIEP
Milano, 12/07/2005

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CSQ è un sistema
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dall'IMQ in collaborazione
con CESI e ISCTI

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Pratica CSQ n. 1090


Oggetto: VISITA DI CONTROLLO

Considerato il rapporto di verifica ispettiva n. 15 del 29/06/2005, relativo alla norma UNI EN ISO 9001:2000, prendiamo atto che non sono state riscontrate non conformità.

Vogliamo esprimerVi la nostra soddisfazione per l'esito della verifica.
Confermiamo la validità del Vs. certificato sino alla prossima visita di sorveglianza.
Cogliamo l'occasione per porgerVi distinti saluti.

IMQ S.p.A.
Responsabile Settore di
Certificazione e Audit di Processo
E. Poletti
(Elio Poletti)

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Yearly Quality Audit: A revision by the certification organism is performed yearly in order to guarantee the continuance in the application of the ISO rules. IMQ's work is dedicated to enterprises interested into exploit the quality of their products and services, but above all to the consumers to which supplies an immediate tool of choice (the brands of safety and of quality) among products and businesses.

6. Our People

***“We Look for Hard-Working People
with Excitement in Their Eyes”***

– David Kelley, Founder of Legendary Design Firm IDEO

Our 3 Basic Beliefs

- 1) ***“People Make All the Difference”***: from this belief derives a meticulous attention to the selection and development of Human Resources.
- 2) ***“You Can Teach Skills, Not Attitude”***: to stay in our team, you must demonstrate (1) Integrity, (2) Commitment, (3) Passion and (4) Talent. We’ll take care of the rest.
- 3) ***“Change Is the Only Constant of Life”***: the continue search for innovation is reflected by the high amount of young professionals in every dept (average age is 35)



We Are in the Age of Talent

- If we living in the age of talent, as we believe, than the best strategy to success is to train people relentlessly.
- For this reason we hold several trainings during the year, both indoor and outdoor, hosted by internal personnel or external experts and consultants.
- Some trainings are also specifically tailored for our Customer, as our training titled “*Selling Advertising Spaces: between Science and Art*”.



7. Our Clients Say About Us

***“Our Opinions Do Not Really Blossom Into Fruition Until We
Have Expressed Them to Someone Else”***

– Mark Twain, Writer

Our Customers Say

*"What Impressed Us from the Beginning Was the Image Quality, the Colors Brightness, the Picture Uniformity" – **Antonio, Italy***

*"We Had A Lot Of Offers, But After We Visited The Factory We Had Trust In Your Company And Products." – **Ion, Romania***

*"Good Quality, Trustable Company, Friendly Service – Go For It!" – **Peter, Latvia***

*"You Paid Attention to Every Detail and Were Totally Dedicated to the Project. Professional and Reliable." – **Gabriel, Romania***

*"Everything Is Very Good, Specially the Service from Mr Carmine and Mrs Elena." – **Alen, Belgium***

*"Your products Are Very High Professional And I Can See Your Development In Your Products" – **Zoltan, Hungary***

*"I Chose You Because Of Your Reliability, Quality, Response And Good Price." – **Marijo, Slovakia***

*"Thanks for the Assistance, the Competence, the Commitment and the Patience Shown Today During the Installation of Our 3 LED Screens" – **Maurizio, Italy***

*"A Lot Of Effort Has Been Put To Make Your Products As User-Friendly And Automated As Possible" – **Kenandre, Nigeria***

*"A Good Company, Solid and Always Up To Speed With the Latest Technologies and That Does Follow You Even After The Sale" – **Riccardo, Italy***

*"I Chose You Upon Recommendation Of A Well Known Advertising Agency" – **Duarte, Portugal***

More Full Testimonials at www.EuroDisplay.com

Thank You for Your Attention!

**Call us today at
+39/011-954-1015
to get your 15 minutes
free consultation**

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