

TECHNOLOGY SERVING DESIGN

ARTHUR HOLM

ALBIRAL DISPLAY SOLUTIONS SL

Barcelona - Paris - Madrid - Milan

Headquarters

C/Fátima, 25 Sant Hipòlit de Voltregà 08512 Barcelona – SPAIN TEL: + 34 938 502 376 / 383 FAX: + 34 938 502 550

EMAIL: marketing@arthurholm.com www.arthurholm.com

Barcelona

C/Prats de Molló, 13 08021 Barcelona - SPAIN TEL: + 34 935 324 424 FAX: + 34 938 502 550

Madrid

C/Vázquez de Mella, 23 28017 Madrid – SPAIN TEL: + 34 913 681 190 FAX: + 34 913 681 197

Paris

11 Rue du Commandant Jean Duhail 94120 Fontenay Sous Bois – FRANCE TEL: + 33 777 922 364

Milan

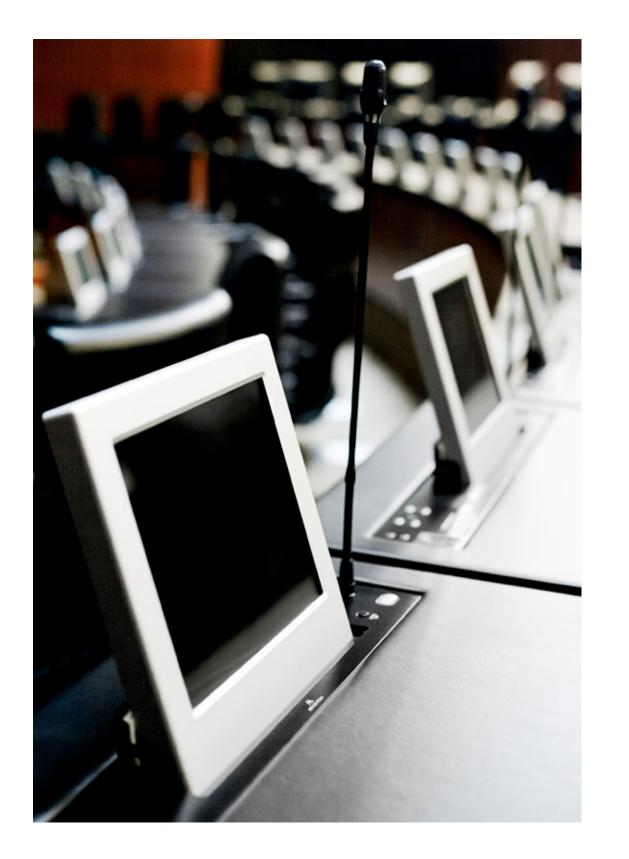
Viale Giovanni Suzzani 96/98 20162 Milano – ITALY

© Arthur Holm 2020 Arthur Holm is a registered brand by Albiral Display Solutions SL Specifications subject to changes without previous notice.

Design: Pablo Luces Product photography: Joan Pujol Creus Printers: Originarte



TECHNOLOGY SERVING DESIGN



"We believe that meeting spaces are more important than ever. Meeting spaces should provide unique and personalised inspiring experiences to help making the best decisions while enhancing creativity. We want to inspire and shape the meeting spaces"

CONTENTS

Our origins	9
Product Highlights	10
Corporate Statements	11
Appendix	
References	158
Awards	160

1

161

VIDEO

0

COMPANY

Patents

Motorised monitors	15	Manual mo
DB2	16	AH1
DB2Share	20	AH2
DynamicX2	22	Gooseneck
DynamicX2 UnderCover	26	
DynamicX2Talk	30	Wall monit
DynamicX2KM	32	Rise
Dynamic2	34	Drop
Dynamic3	38	
Dynamic3Talk	42	Podiums
Dynamic3Reverse	46	AHPylon
Dynamic1H	48	
Dynamic 1Twin	52	Camera so
DB1Twin	54	DynamicVis
DynamicSignatureDisplay	58	
DynamicChairDisplay	60	
DynamicReceptionMonitor	62	

VIDEO	
Manual monitors	67
AH1	68
AH2	72
Gooseneck	76
Wall monitors	81
Rise	82
Drop	86
Podiums	91
AHPylon	92
Camera solutions	95
DynamicVision	96

2		3		4
AUDIO		CONNECT, CONTROL & DISTRIBUTION		CU
Microphone solutions	99	Video distribution	121	The
DynamicTalk	100	DynamicShare	122	
DynamicTalk Undercover	102	DynamicLoop	126	
DynamicTalkH	106			Ар
DynamicTalkB	108	Connect	129	
MicConnect	110	DynamicCableRetract	130	Ref
		DynamicConnect	132	Aw
Motorised speakers	115	ConnectionBox	136	Pat
DynamicSpeaker	116			
		Setup, Control & Diagnose	139	
		ERT	140	
		AHLink	142	
		Courtesy Boxes	145	
		CourtesyBox	146	

CUSTOMISATION

The art of customisation 151

Appendix

References		
Awards		
Patents		

158

160

161





OUR ORIGINS 0.1

Danish craftsmanship, Mediterranean soul

Arthur Holm has its origins in the Danish furniture designer *Jorgen Alex Jensen* and the work he carried out during the sixties and the seventies. His design inspiration and his concept of ergonomics have been continued by his family who is the design force behind Arthur Holm.

We strongly believe that meeting spaces should provide unique and inspiring experiences to help enhancing creativity and to help making the best decisions. This is why we create innovative technology solutions that seamlessly integrate in furniture design: beautiful, invisible, intuitive and compatible with third devices.

Arthur Holm is the result of combining the Scandinavian design tradition with the Mediterranean creativity, passion and emotion; a wide product range built on more than 25 years of craftsmanship and in constant evolution. Our team puts its heart, passion and pride in all our designs.

COMPANY 0.2 HIGHLIGHTS

We are very proud of...

- 33 patents
- 2 RedDot Design Awards
- 1 German Design Award
- 7 Technology Awards
- Using the best quality materials
- Own designed video controller & mechanisms
- Making long durability products
- Our worldwide support

CORPORATE 0.3 STATEMENTS

Our mission

To provide meeting rooms with solutions featuring personalised, exclusive design & innovative technology to optimise the space, share information and aid decision making.

Our vision

To inspire decision makers through moving, innovative, exclusive design technology for seamless integration into furniture.



PRODUCTS

VIDEO



MOTORISED 1.1 MONITORS FOR FURNITURE INTEGRATION

We come from a long tradition designing & making motorised monitors

It is said that creative approach comes together with a personality's feature: the strength and the courage to move forward. The courage to try and to make mistakes. The courage to fall and to get back on one's feet. To evolve. And it is also said that companies need to continually innovate to grow, or even to survive. And this is our story: we started manufacturing motorised monitors for furniture integration in the late 1990s: motorised CRT monitors that were ahead of their time.

CRT monitors occupied almost the entire desk and weighed a lot. A monitor from the nineties could be more than 40 cm in width. Designing a motorised system to hide such monitor inside a meeting table was not an easy task. But we made it! We designed and manufactured an electrically foldable monitor to integrate into a table, while the back of the table could be veneered and streamlined with the table's same material. The goal was to integrate technology as discreetly as possible in the furniture. A whole premonition!

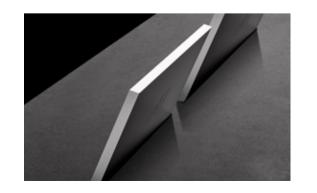
Over 20 years later, we are still the providers of the largest motorised monitor range on the market!

DB2: The game changer!

😻 RedDot Design Award \star AV Technology Award

Highlights

- The smallest impact on the table surface
- One operation sensor on top of the aluminium housing
- Front double sided anti-reflective 2 sides coating 2 mm glass
- Energy saving, low consumption video controller
- AH-AMMC Auto mechanical movement calibration
- Wireless connectivity for setup and control
- No cover plate required
- 20 mm max thickness





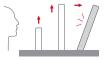
DB2

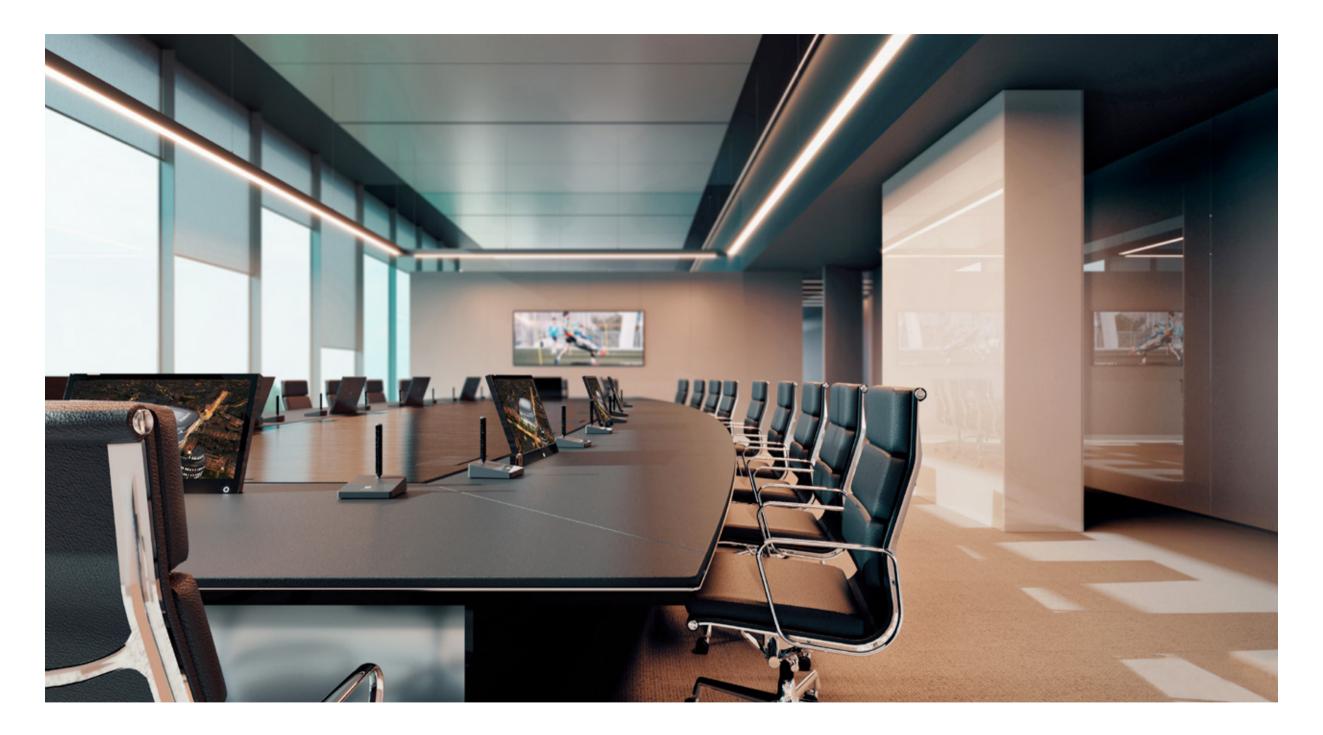
Arthur Holm's DB2 is a motorised retractable monitor range that creates minimum impact on the furniture's design. It is easy to integrate, intuitive to use (one simple operation sensor located on the top of the monitor) and almost invisible when not in operation (no cover plate, neatly streamlined into the furniture). DB2 provides a harmonious silent drive with variable speeds.

The monitor with the smallest impact on the table surface.

With a maximum thickness of 20 mm, this monitor range is elegant, beautiful from all angles and can be veneered for a seamless integration in the furniture, creating a long lasting user's experience and delivering an exceptional image's quality.

The monitors are equipped with AH-AMMC: an auto mechanical calibration movement system and the use of the **Arthur Holm's ERT** will enable the address configuration of all the monitors installed in a table by simply pressing a button. The **AHlink** app allows a wireless access to the test and adjustment functions without having to remove the unit from the table.





Elegant, secure and easy-to-use sharing solution!

RedDot Design Award * AV Technology Award

Highlights

- The smallest impact on the table surface
- Includes a retractable HDMI cable and on glass touch buttons
- Front double sided anti-reflective 2 sides coating 2 mm glass
- Energy saving, low consumption video controller
- AH-AMMC Auto mechanical movement calibration
- Wireless connectivity for setup and control
- No cover plate required
- 20 mm max thickness

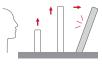




DB2 Share

Arthur Holm's DB2 Share is a motorised retractable communication solution that creates minimum impact on the furniture's design. It is easy to integrate, intuitive to use with just 1 operation sensor on the top of the monitor. Neatly integrated into the furniture, with no cover plate, is almost invisible when not in operation. This solution provides full control to view and share documents and videos with a motorised retractable HDMI cable, an extension of the slick design of the monitor.

Touching the monitor, users can select the HDMI input and share it. Monitors are equipped with 2 HDMI-HDCP compliant inputs and 1 output and can daisy chain up to 20 devices. An Interactive Setup Display allows the control, setup and diagnose of the monitors. Monitors provide RS-422 I/O for remote control of movements, speeds, safety settings, brightness, contrast and backlight. Also equipped with AH-AMMC. **Arthur Holm**'s **ERT** will enable the address configuration of all the monitors in a table by simply pressing a button. The **AHlink** Android and iOS app conveniently show the monitor's serial number and allow access to the setup and control menus.



Secure, accurate & streamlined solution for collaboration.

Flexible and customisable motorised retractable monitor!

Highlights

- Patented single engine mechanism for up/down and tilt movements
- Milled alumium housing with a contemporary design
- Stainless steel customisable cover plate
- Front double sided anti-reflecting 2 sides coating 3 mm black edged glass
- AH-AMMC Auto Mechanical Movement Calibration
- Wireless connectivity for setup and control
- Automatic 20° tilt angle

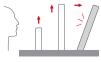




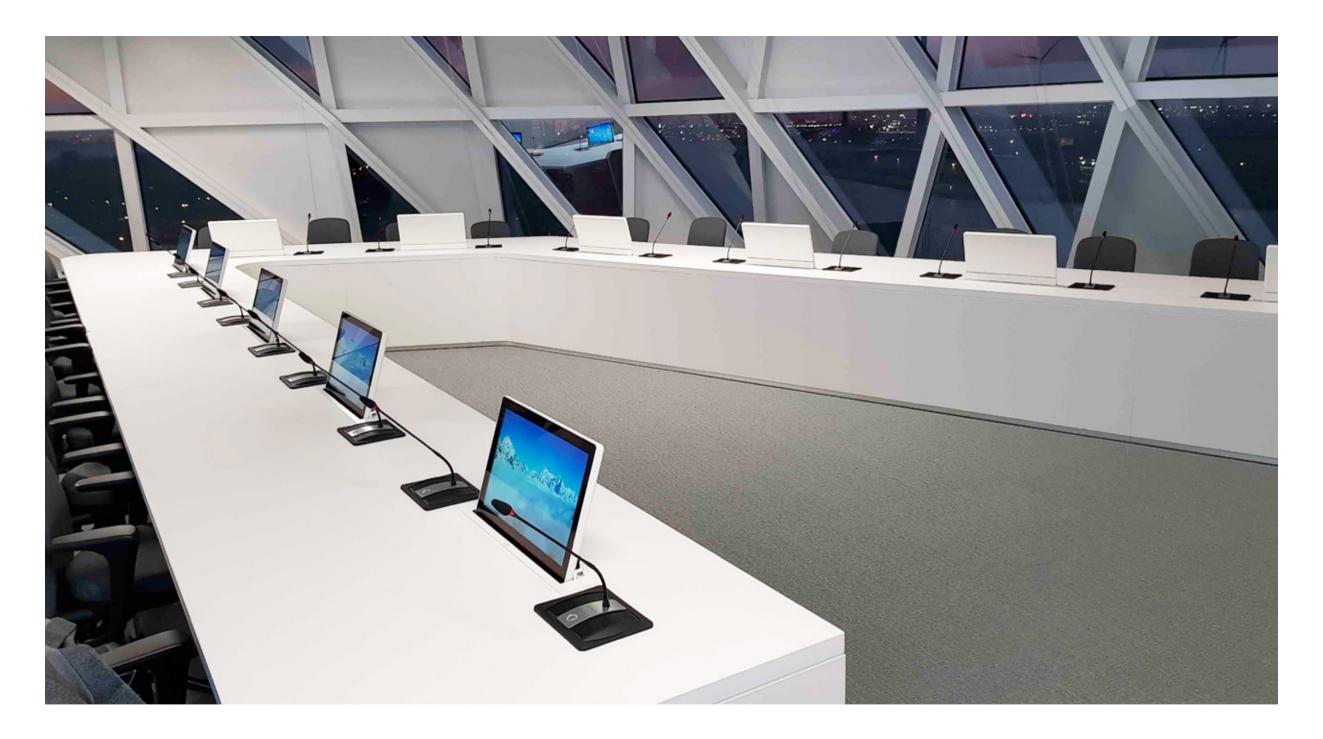
DynamicX2

Arthur Holm's DynamicX2 is a motorised retractable product range that provides silent, reliable and harmonic movements using a patented solution with just a single engine. DynamicX2 is equiped with a variable speed system to raise, lower and tilt 20° to ensure the best ergonomics, viewing angle and visibility. DynamicX2 have slightly curved edges for a contemporary and longstanding look and the screen is protected with an anti-reflective 2-side coating 3 mm black edged glass.

The stainless steel cover plate can be customised with different connectors, retractable cable and fixed or monitorised microphones. An Interactive Setup Display allows the control, setup and diagnose of the monitors. Monitors provide RS-422 I/O for the remote control of movement, speed, safety settings, brightness, contrast and backlight. They are also equipped with AH-AMMC. The use of the **Arthur Holm**'s **ERT** will enable the address configuration of all the monitors installed by simply pressing a button. The **AHlink** Android and IOS app shows the monitor's serial number and can also give access to the setup and control menus.



DynamicX2 has a patented moving mechanism with just a single engine.



Monitors that become invisible!

😻 RedDot Design Award

Highlights

- Patented automated cover plate to be veneered
- Extendable cover plate to allow the integration of additional connections and features
- Single engine for up/down and tilt movements
- Front double sided anti-reflecting 2 sides coating 3 mm black edged glass
- AH-AMMC Auto Mechanical Movement Calibration
- Wireless connectivity for setup and control
- Automatic 20° tilt angle
- Milled alumium housing





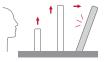
DynamicX2 UnderCover

Arthur Holm's DynamicX2 UnderCover is a retractable monitor, designed to cover conference systems and different connectors and engineered to be cleverly integrated into meeting and conference room furniture. Its exclusive and sleek design of the DynamicX2 UnderCover allows it to be concealed into the meeting room table, ensuring a modern, streamlined look.

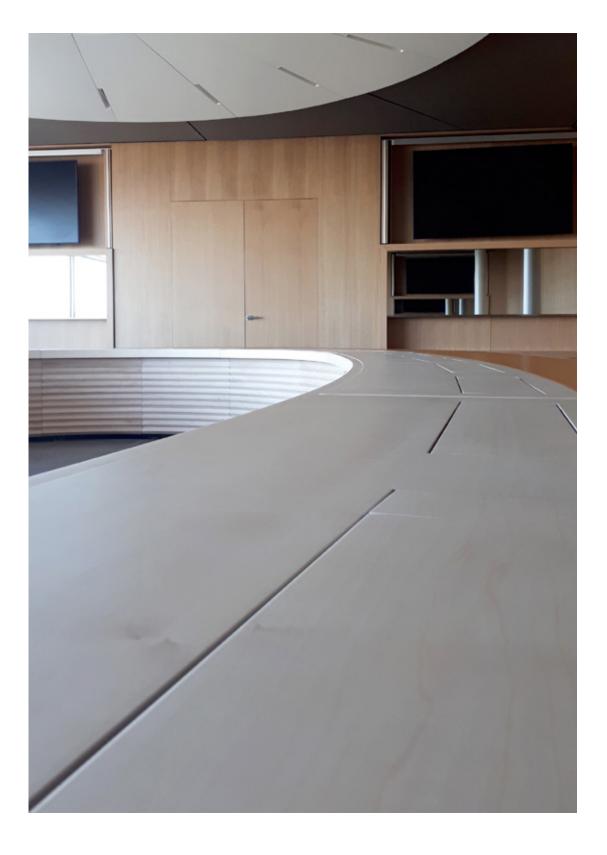
The patented cover slides down and disappears inside the table.

This unique system combines both cutting edge technology and minimal design to seemingly disappear within the desk. When activated, an aluminium Full HD touch screen monitor will appear together with a microphone, push to talk and mute buttons, speaker, power socket, and connectors such as RJ-45, HDMI and USB.

The patented cover of this solution slides comfortably downwards (into the table) and has been designed to be veneered, providing a uniform finish with the furniture. The monitor movements are remotely controllable so the product is not visible when not in use, leaving no trace on the desk surface.







Motorised monitor and microphone all in one!

Highlights

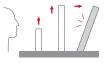
- Aluminium retractable monitor with an independent microphone lift
- Automatic 20° monitor tilt angle: patented single engine for up/down and tilt
- Microphone lift compatible with 3 pin XLR 500 mm "gooseneck" microphones
- \bullet Patented 360° LED lighting ring to indicate microphone status
- AH-AMMC Auto Mechanical Movement Calibration
- Wireless connectivity for setup and control
- PA and Conference working modes
- Stainless steel cover plate





Arthur Holm DynamicX2Talk is a motorised retractable monitor that includes an independent lift for gooseneck microphones. The system provides silent, reliable and harmonic movements using a patented solution with just one engine. The variable speed system raises, lowers and tilts the monitor 20° to ensure the best ergonomics, viewing angle and visibility. The integrated independent lift system for microphones provides a rounded coverlid that makes the microphone disappear within the desk surface and also provides a pleasant light to indicate its status. A protective and patented lighting ring safely stores the microphones, protecting them, making meeting and conference spaces more flexible and versatile.

This system has 2 different working modes: PA and Conference. In PA mode a push button activates and de-activates the microphone while the LED ring will show the status changing from red to green. The system will silence the microphone when retracting. In Conference mode, the microphone will be always active.

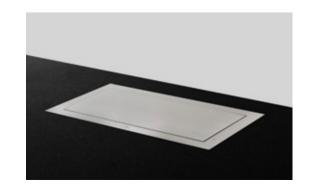


Extremely versatile & adaptable to third brand conference solutions.

A retractable working station!

Highlights

- Compact, space optimising and elegant solution
- Motorised keyboard and mouse compartments
- Connectivity for wired keyboard and mouse
- Customisable cover plate
- Automatic 20° inclination
- Interactive Setup Display



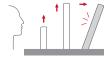


DynamicX2KM

DynamicX2 monitor combined with an automated keyboard and mouse, creating a motorised automation system that lifts the keyboard and mouse at the same time the monitor is being raised. This combination offers the best possible quality Full HD screen with an elegant keyboard and mouse storage that converts into a work station by the touch of a button.

The keyboaard & mouse are lifted from storage at the same time as the monitor raises.

A safety mechanism stops the system in case of obstruction. The design is simple, with just 2 operation buttons or managed by remote control. It is intuitive and extremely easy to install. **DynamicX2** greatly improves table space and contributes to a neater environment.



Dynamic2: The power of classics!

Highlights

- Single engine for up/down and tilt movements
- Milled alumium housing, squared edges
- Energy saving design, low consuption video controller
- Serial control and remote diagnosis
- AH-AMMC Auto Mechanical Movement Calibration
- Wireless connectivity for setup and control
- Interactive Setup Display
- 2 DVI I/HDCP compliant
- Automatic 20° tilt angle
- Individual monitor addressing



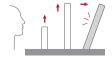


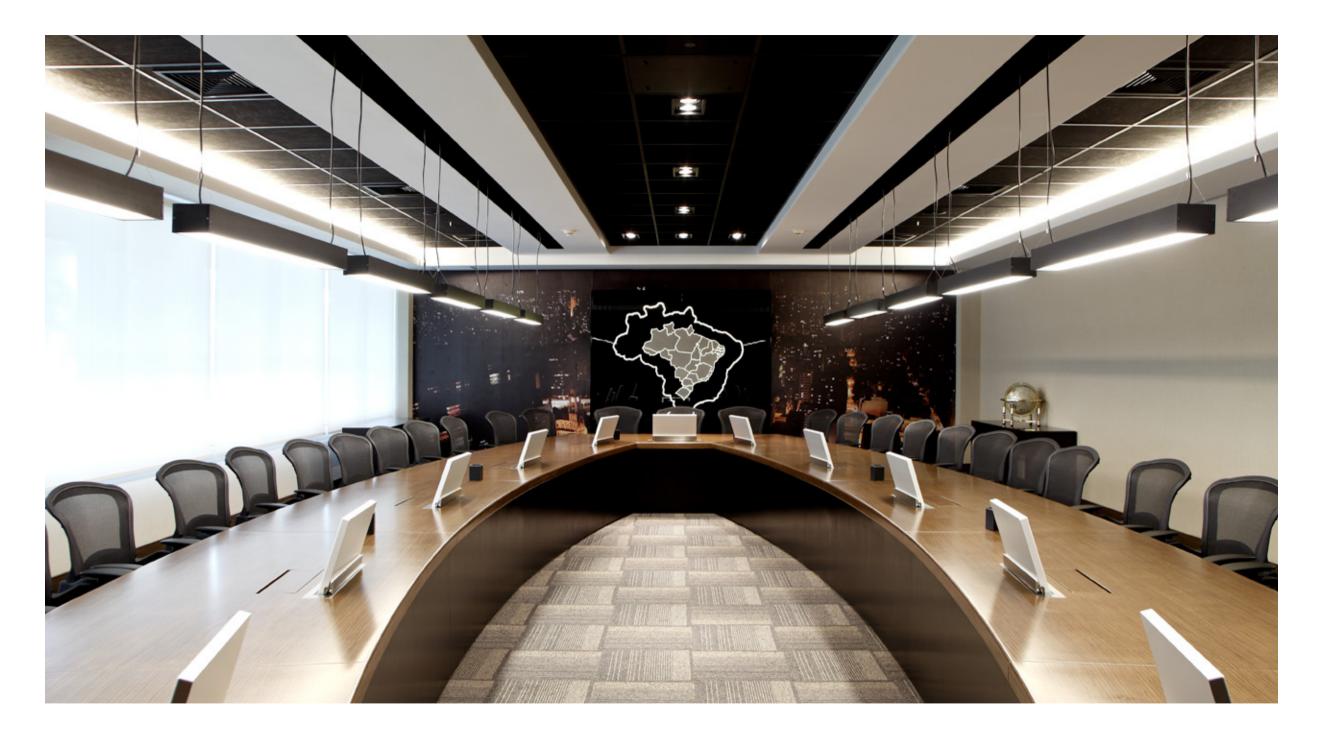
Dynamic2

Dynamic2 monitors offer a timeless, classic and discreet design with squared edges. Elegant monitors built from a solid anodised aluminium block and have an extremely swift yet silent lift system. They have a vertical motorised movement with an automatic 20° tilting movement to ensure the best ergonomics, visibility and viewing angle. This automatic tilt system provides a fast, silent and robust response, offering a highly reliable and maintenance-free solution.

This automatic tilt system provides a fast, silent and robust response.

The stainless steel cover plate allows the customisation to add different connectors, retractable cable and fixed or monitorised microphones as well as other features.





Chamaleon: A flexible and versatile monitor!

Highlights

- No loss of work space
- Low profile monitor enclosure leaving enough space ergonomic work position
- AH-AMMC Auto Mechanical Movement Calibration
- Keyboard and mouse storage space
- 2 working positions: vertical and horizontal (with screen facing up)
- \bullet Opens, folds down and rotates 180 $^{\circ}$
- Automatic image flip
- Patented synchronised tray lift movement
- Milled aluminium housing and cover plate
- Flotating security sensor
- Wireless connectivity for setup and control



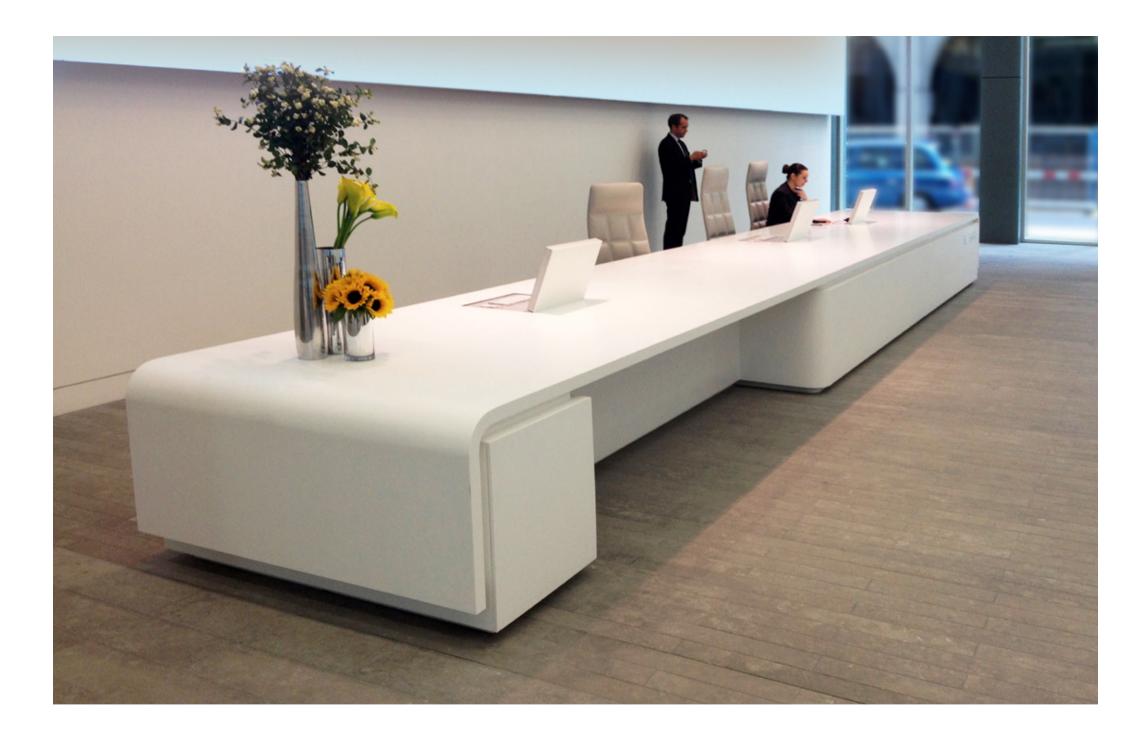


Dynamic3

Arthur Holm's Dynamic3 is a motorised product range that provides different working positions while keeping a low profile inside the working desk and a perfect integration in the furniture. The aluminium monitor housing rises and leans, has an additional 180° rotation movement, and retracts inside the work surface in 2 different positions: with the monitor oriented up or down. The movement can be stopped at 90° in order to share the display with the person located at the opposite side of the desk. The screen's lifting system automatically activates the elevation of a tray where a keyboard and mouse can be placed.

An aluminium tray is activated with the opening of the sccreen.





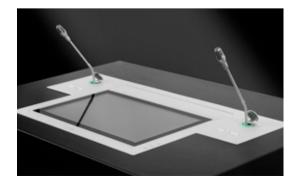


Motorised monitor and microphone all in one!

Highlights

- Aluminium foldable and rotatble monitor with an independent microphone lift
- Opens, folds down and rotates $180\,^\circ$
- 2 working positions: vertical and horizontal (with screen facing up)
- Automatic image flip
- Synchronised tray lift movement
- Milled aluminium housing and cover plate
- Front double sided anti-reflecting coating 3 mm black edged glass
- Flotating security sensor
- AH-AMMC Auto Mechanical Movement Calibration

- Microphone lift compatible with 3 pin XLR 500 mm "gooseneck" microphones
- Patented 360° LED lighting ring indicates microphone status
- PA and Conference working modes
- Wireless connectivity for setup and control



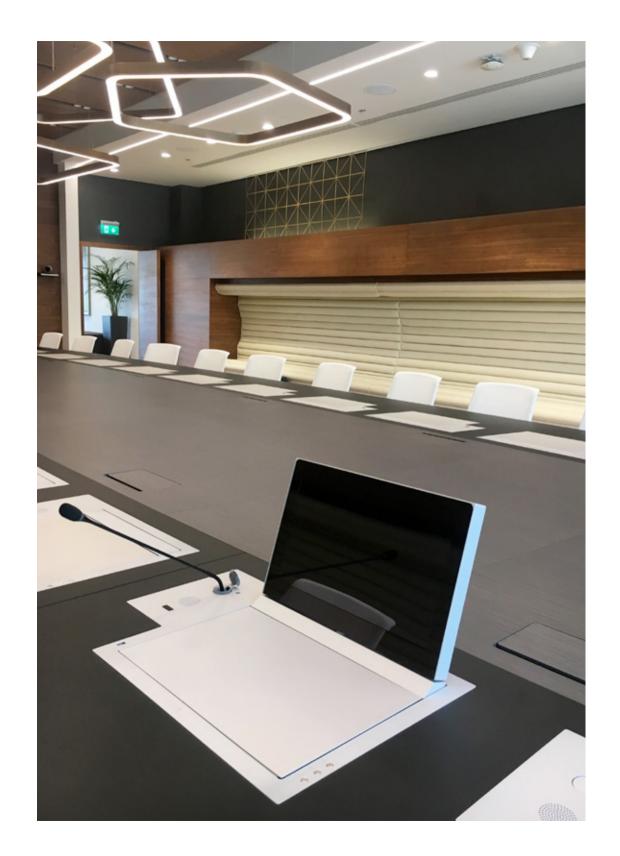
Dynamic3Talk

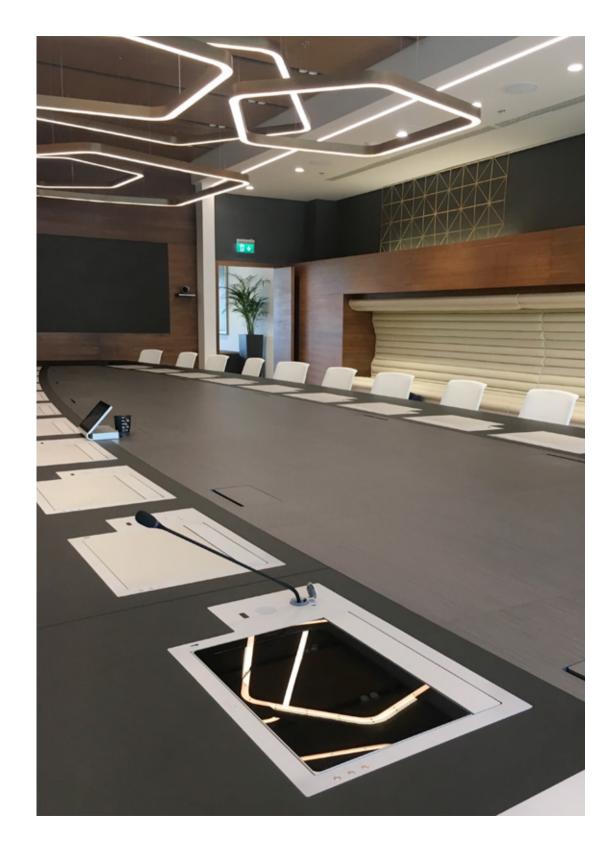
Arthur Holm Dynamic3Talk is a motorised product range that provides different working positions and includes an independent lift for "gooseneck" microphones. The aluminium monitor housing rises and leans, has an additional 180° rotation movement, and retracts inside the work surface in 2 different positions: with the monitor oriented up or down. The movement can be stopped at 90° in order to share the display with the person located at the opposite side of the desk. The screen's lifting system automatically activates the elevation of a tray where a keyboard and mouse can be placed.

The integrated independent lift system for microphones provides a rounded microphone coverlid and it not only makes the microphone disappear within the desk surface, but it also provides a pleasant light to indicate its status. This patented, protective lighting ring stores safely the microphones, making meeting and conference spaces more flexible and versatile.



A Dynamic3 monitor that integrates a lift for a microphone.





Dynamic3Reverse: A view on the room!

Highlights

- Adjustable viewing angle from 0° to 90°
- Can be folded with the screen facing down
- Position memory
- Interactive Setup Display
- Wireless connectivity for setup and control





Dynamic3Reverse

Dynamic3Reverse is a unique electrically foldable 18,5" touch screen monitor with horizontal and vertical working positions. Its tilt angle can be adjusted to any point, from flush with the desk up to 90°, and it rotates to be folded. The rotation axis is located in the area that is closer to the user and the user can select the desired tilt angle, from flush on the table to almost a vertical position, ensuring a total view on the room. The monitor can the rotate 180 degrees to be closed with the screen facing down and thus, totally protected.

The monitor has an Interactive Setup Display which provides exclusive features for remote control and adjustments. It includes HDCP compliant DVI-I and DVI-D inputs and it is extremely compact. It is ideal for interactive meetings in conference and board rooms and can be closed both with the screen facing up or down.

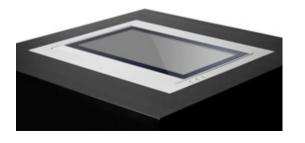
Totally unobtrussive foldable monitor with a memorisable screen position.



A straight forward motorised, foldable monitor!

Highlights

- Adjustable position
- Position memory
- Interactive Setup Display
- Maintenance free
- Energy saving design
- Safety system
- Serial control & Remote diagnostic
- Wireless connectivity for setup and control

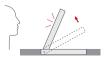




Dynamic1H

Dynamic 1H motorised foldable monitors provide a smooth horizontal movement. The screen is always visible, it raises and leans and can be stopped at any position between 0 and 70°. A smart memory system enables both the set up and recall of the desired tilting position. Built entirely of aluminium and with a black edged anti-reflection glass, **Dynamic 1H** monitors are extremely elegant, discreet and timeless.

Flexible screen position from flush to the table to 70° of inclination.





DYNAMIC 1 TWIN

Two-way communication!

Highlights

- Double sided display
- Passive cover plate
- Interactive Setup Display
- Maintenance free
- Energy saving design
- Safety system
- Serial control & Remote diagnostic
- Wireless connectivity for setup and control





Dynamic 1Twin

Dynamic 1Twin is a vertically retractable monitor with a double screen. 2 monitors are placed back to back in a compact anodised aluminium frame to display different content for a 2 way communication. It is designed for reception desks, information counters or meeting and conference room tables with limited space. The screens are only visible when required, disappearing inside the table desk when not needed by simply pressing a button or by remote control.

Dynamic 1Twin has 2 monitors placed back to back in a compact anodised aluminium frame.

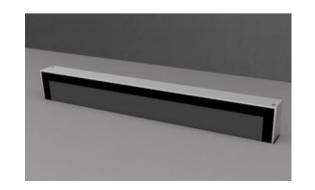
Dynamic 1Twin has an extremely fast lift system with a very low noise level. Very easy to install, these monitors require no maintenance. To protect the user, these monitors are equipped with a safety system which stops the movements in case of resistance detection. They are remotely controllable and diagnosable through the ERT interfaces in an very easy and cost effective way.

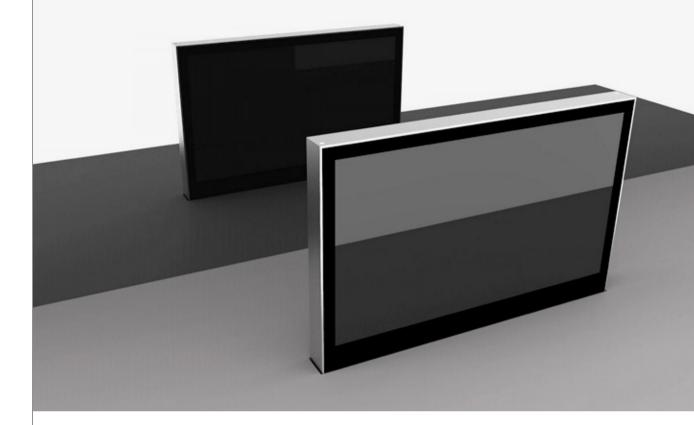


The monitor for invisible two-way communication!

Highlights

- Double sided display
- No cover plate
- Ready for veneering (V)
- Capacitive sensor
- Interactive Setup Display
- Maintenance free
- Energy saving design
- Wireless connectivity for setup and control





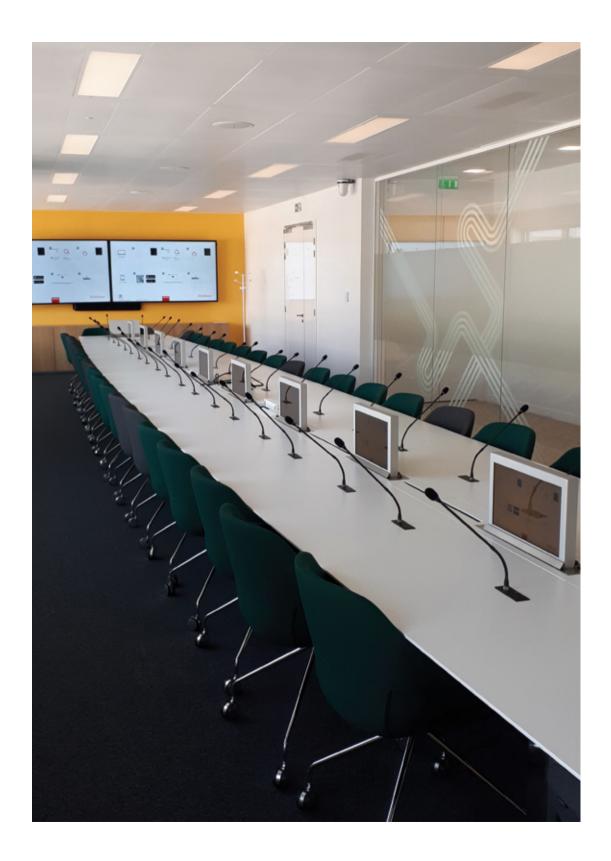
DB1Twin

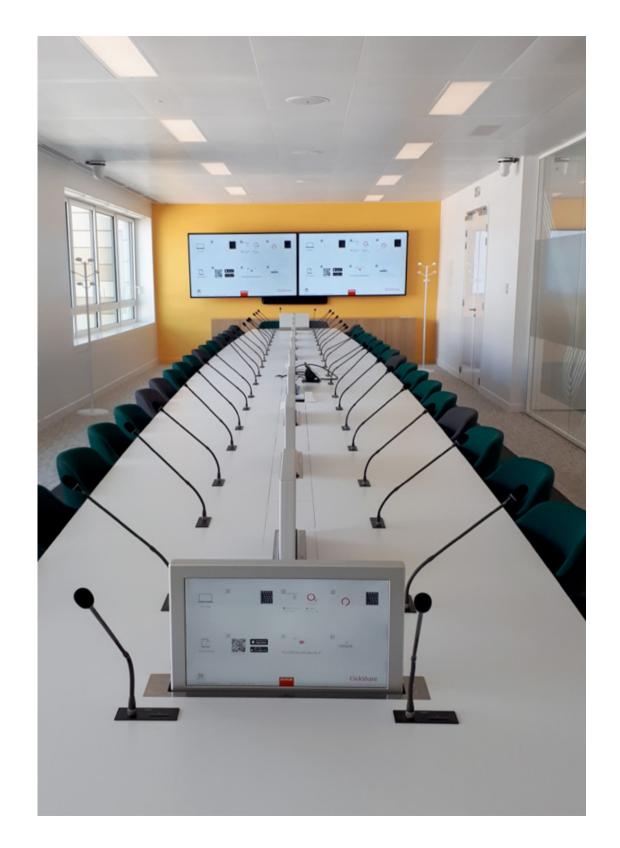
DB1Twin is a vertically retractable monitor with double screen. Two monitors are placed back to back in a compact anodised aluminium frame displaying different contents for a 2 way communication. **DB1Twin** is designed for reception desks, information counters or meeting and conference room tables with limited space. The screens are only visible when required, disappearing inside the table desk when not needed by simply pressing a button or by remote control.

DB1Twin has an extremely fast lift system with a very low noise level. Very easy to install, these monitors require no maintenance. To protect the user, **DB1Twin** are equipped with a safety system which stops the movements in case of resistance detection. They are remotely controllable and diagnosable through the **ERT** interfaces in an very easy and cost effective way.



Two monitors placed back to back in a compact anodised aluminium frame. Designed to be veneered (V).



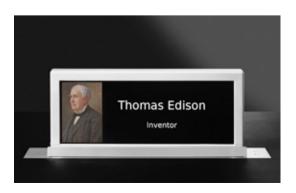


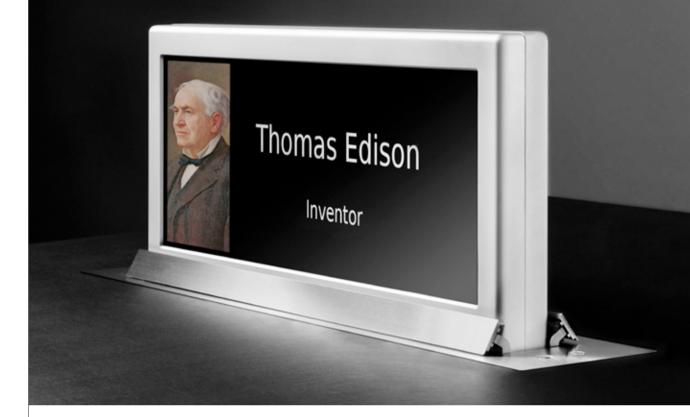
DYNAMIC SIGNATURE DISPLAY

Identifying the user!

Highlights

- Half widescreen double sided motorised monitor
- Internal embedded computer
- Software provided
- Interactive Setup Display
- Maintenance free
- Energy saving design
- Serial control & Remote diagnostic
- Wireless connectivity for setup and control





DynamicSignatureDisplay

DynamicSignatureDisplay is a retractable digital labelling monitor for auditoriums, meeting and conference rooms, institutions and public communication spaces.

The product consists of a vertically motorised retractable double side stretched screen and a Linux based software which allows a simple display of a picture and a name (or any digital content) in full colour. Two screens are placed back to back in a compact, anodised aluminium frame, displaying different information on each one. The side facing the audience will display the picture and name of the conference participant, and the information in the other side allows the attendee to identify the seat. The system is ideal for name tagging applications over a single CAT-5 cable per screen.

DynamicSignatureDisplay is equipped with a Linux based player, with TCP/IP interface for control, configuration and content upload and management.

Double sided retractable digital labeling monitor for displaying digital content.

DYNAMIC CHAIR DISPLAY

DynamicChairDisplay: Business class!

Highlights

- Adapts to multiple armrests
- Motorised adjustable angle
- Maintenance free
- Energy saving design
- Safety system
- Serial control & Remote diagnostic
- Wireless connectivity for setup and control



DynamicChairDisplay

DynamicChairDisplay is a retractable motorised monitor to be integrated in chair armrests. The monitor is only visible when it is in use and it is safely stored in the armrest when not needed.

This elegant aluminium screen possess an automatic vertical extraction movement plus an additional manual rotation towards the user followed by a motorised tilt adjustment. The monitor housing is made of milled aluminium with anodised finish. Its mechanism is robust and silent and the whole solution is integrated in a compact block, being very simple to install. A motorised monitor to be integrated in chair armrests, is only visible when it's in use.



DYNAMIC RECEPTION MONITOR

You never get a second chance to make a first impression!

Highlights

- Ergonomic
- Motorised adjustable height
- Adjustable viewing angle (horizontally and vertically)
- 140 degrees rotation
- Exquisite materials
- 24/7 Design





Dynamic ReceptionMonitor

Motorised adjustable reception monitor for a perfect fit. Quick motorised adjustment to match each individual needs when working to create a correct and preferable work environment at the front desk.

The professional **Arthur Holm DynamicReceptionMonitor** incorporates the latest professional technologies to ensure a perfect workplace. It offers a non-obstructive design in which all technical interfaces and cables are internal, so the front desk is free of cables and obstructive components, creating a cleaner work environment.

The **DynamicReceptionMonitor** has been designed to be integrated in tables or desks. The base of the monitor is installed on the surface and its connectivity is placed below the table, making the installation clean and minimalistic. The elegant monitor housing is made of milled aluminium and stainless steel and it includes an antiglare protection glass with black marking. The stainless steel rotary arm of the monitor offers a motorised adjustable height for a perfect fit.

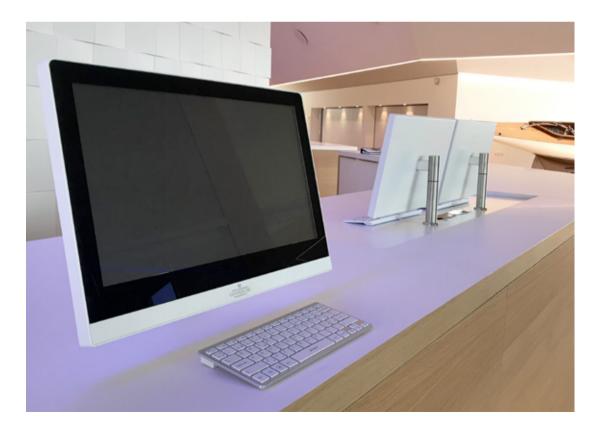


The elegant monitor housing is made of milled aluminium and stainless steel.



VIDEO

MANUAL 1.2 MONITORS



First impressions are an essential part of human interaction. They affect the perception of office environments, especially in reception and lobby areas, but also in information counters, check-in desks, business centers and in meeting and conference rooms. **Arthur Holm** understands that technology should be an important element in any office allowing positive feelings in visitors as they enter the room. The importance of selecting a stylish monitor for these areas cannot be underestimated. It will be one of the most visible elements of the space.

Monitors should be well designed from all angles, provide a cable management system and help with space optimisation. We propose a wide range of manual monitors to be placed on desks, integrated in these, and can be manually folded back or forward. AH1: Don't touch the table!

Highlights

- Milled aluminium with a cast iron base
- Manually foldable
- Totally adjustable position
- No need to modify desk surface
- USB pass through
- Maintenance free
- Energy saving design





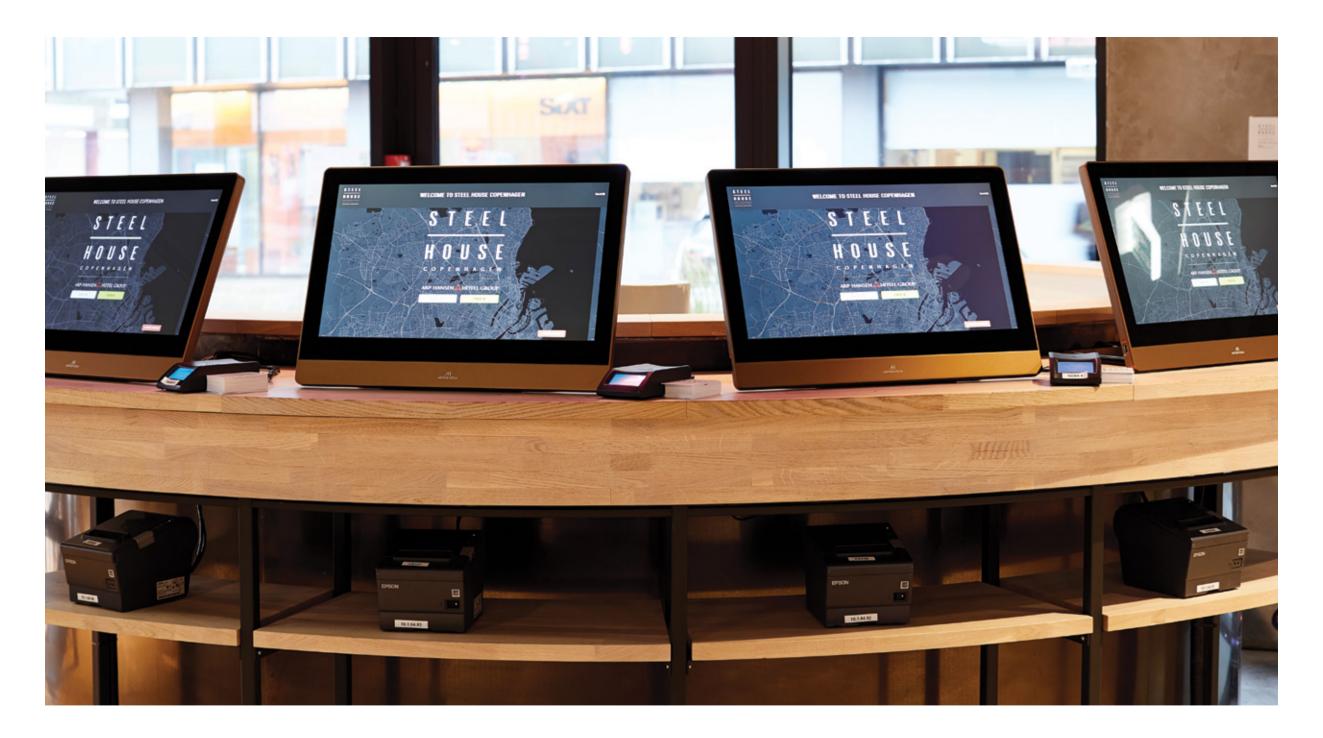
AH1

AH1 is a manually foldable aluminium monitor for desktops with anodised finish and a dark cast iron base. It includes an anti-glare protection glass with a very stylish black frame.

Tired of monitors that become too intrusive? **AH1** desktop monitor is the ideal solution for auditoriums, tele presence, training rooms, meeting and conference rooms and information counters. With a height that can be easily adjusted, they do not require structural changes on the table surface.

A manually foldable aluminium monitor for desktops which doesn't require structural changes to the table surface.





AH2: Forward folding!

Highlights

- Manually foldable from 0° to 110°
- Totally adjustable position
- Ready for desk mounting
- Auto-power off
- Easy to integrate
- Maintenance free
- Energy saving design



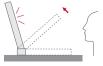


AH2

AH2 manually foldable monitors are the perfect solution to create flexible and versatile tables needing to optimise the available space. Elegant displays that enhance participation, creativity and co-working in dedicated areas and they can be easily folded down to leave a direct line of sight to the other participants or events taking place in the room. Furthermore, the low profile space needed for their installation allows users to have a large cable-free surface to work using both the screen and other materials over the desk.

With a discreet and classic design **AH2** monitors turn technology into an appealing cutting edge system, able to perform at the highest standard while generating a memorable user experience.

AH2 can be folded on the table surface with the screen facing down.





Gooseneck: Clean off the desk!

Highlights

- Adjustable viewing angle
- Table integration monitor
- Rotatable 160°
- Below table connectivity
- No visible cabling
- Maintenance free
- Energy saving design



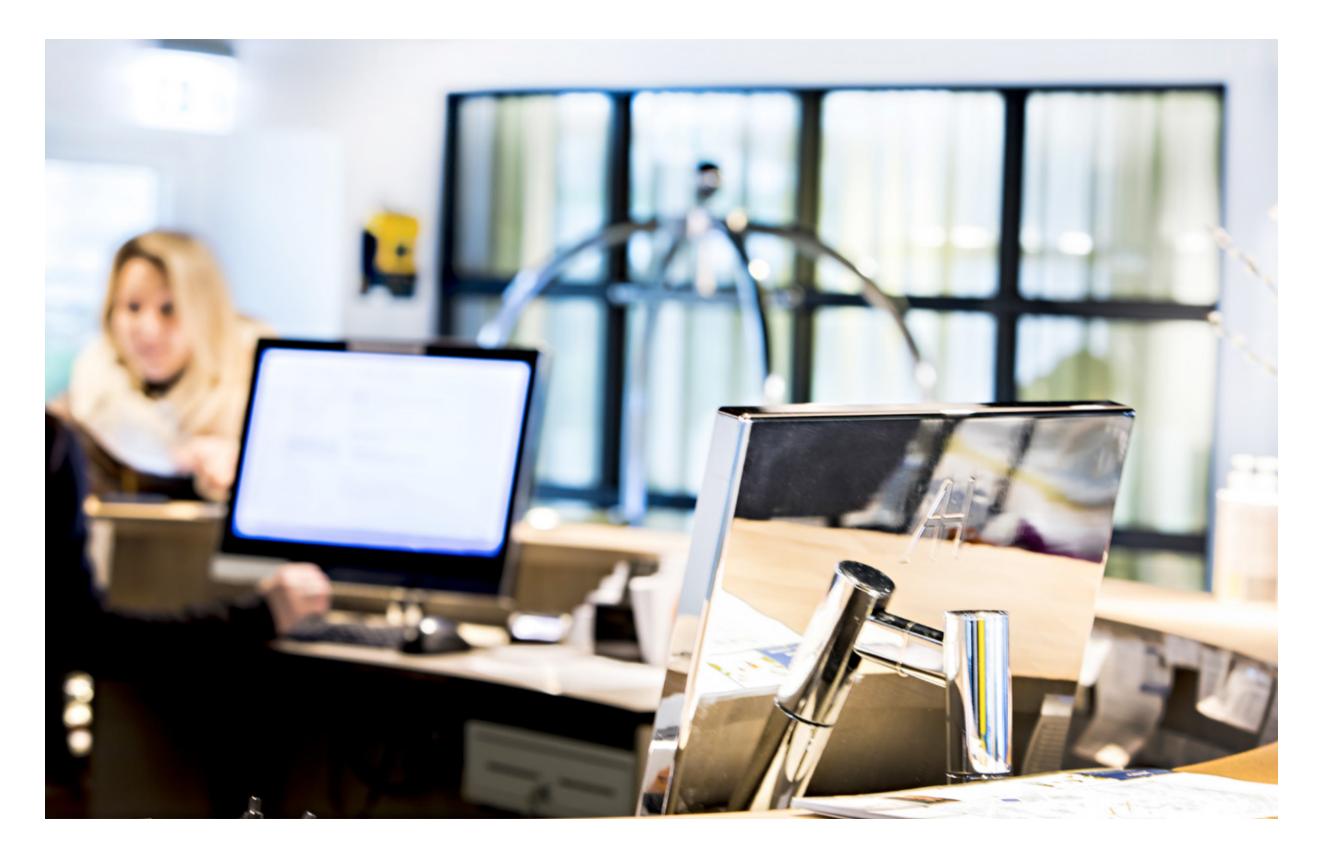


Gooseneck

Gooseneck monitors have been designed to be installed on counters or desks. These monitors have a brushed stainless steel support base assembled to the table. Very elegant screens designed for fixed installation on tables are made from milled aluminium with a stylish, protective glass panel. The cables are neatly concealed inside the support and under the table to reach the connection point.

A monitor designed to be installed on counters or desks.





VIDEO

WALL 1.3 MONITORS



In-wall, on-wall, built into the furniture or mounted on a foot stand, **Rise** and **Drop** monitors offer a wide range of sizes and finishes: Aluminium, stainless steel or glass. They can be personalised with different features and the customers' logo. Designed with a professional approach they provide all the accessories for a quick, straight forward, secure installation.

Integrating monitors in or on the wall is a space optimising solution conceived to enhance the user experience. In reception and public areas inside hotels, office and commercial buildings, museums and visitor or business centres, they are part of a friendly eye-catching space that provides positive feelings to visitors. Wall mount monitors can be discreetly installed on the wall and deliver convenient information, personalised welcome messages or corporate presentations.

Wall monitors are also ideal to offer relevant information when placed outside a conference or purpose-built room, showing details about the session taking place inside. It is extremely helpful and engaging for attendees to know schedules, programmes or other information of interest. Wall mount monitors become an entertaining feature in these spaces while acting as an interactive communication display for users.

The monitor for on-wall digital information!

Highlights

- On- wall installation
- Brushed stainless steel/ Aluminium/ Glass front frame (depending on the model)
- Integrated wall mount
- Security anti-theft locking system Maintenance free
- Easy to install
- Energy saving design





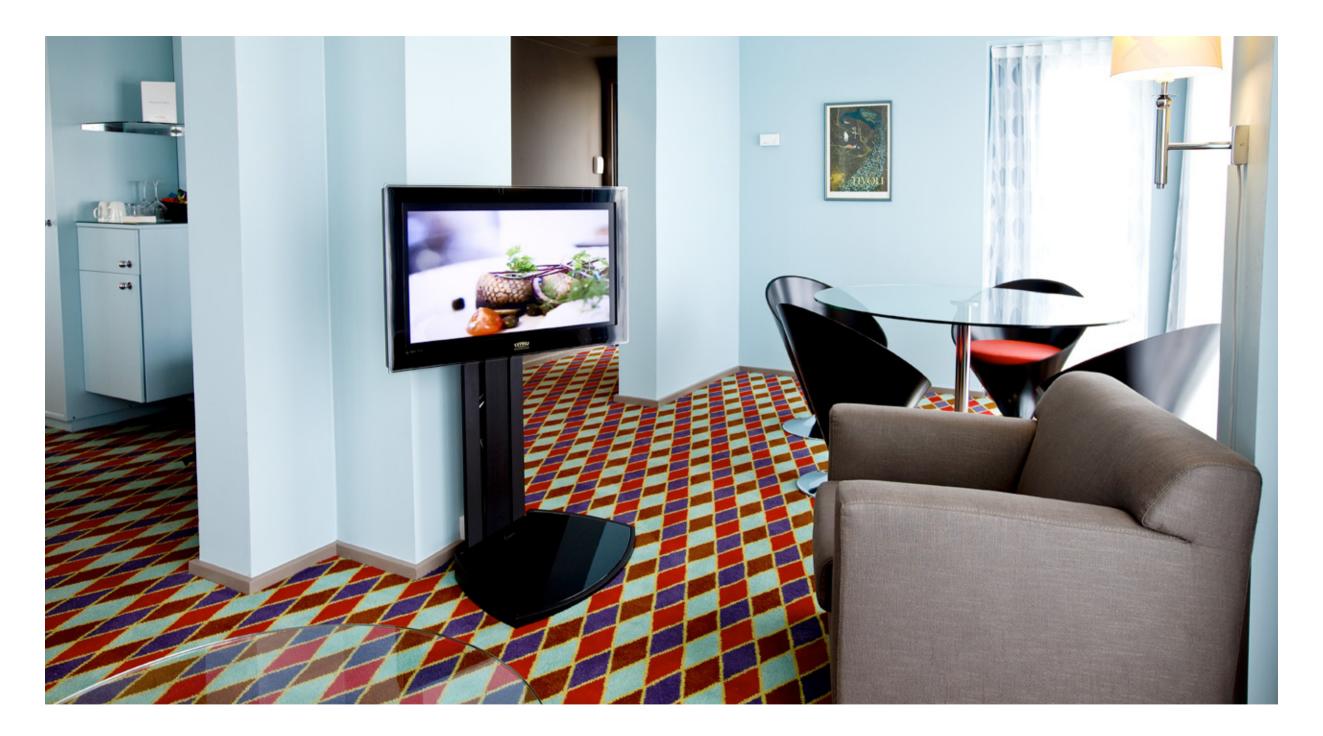
Rise

Rise monitors are ideal to offer relevant meetings information when placed outside a conference or purpose- built room, where they will undoubtedly catch the eye of the public. They can show details about the session taking place inside, being extremely helpful and engaging for attendees to know schedules, programmes or other general information of interest. Rise monitors become an entertaining feature standing out in these spaces while acting as an interactive communication display for users.

Rise monitors are designed to be wall mounted to provide an interactive display for users.

The displays are robust and resistant, all set for the busy areas where they are installed. These monitors serve users with advanced technology ready to play in a very own and useful way, adding a distinctive smart touch to their time in a particular building or meeting and working up an awesome experience to remember.







The monitor for in-wall digital information!

Highlights

- In- wall installation
- Brushed stainless steel/ Aluminium/ Glass front frame (depending on the model)
- Galvanised in-wall mounting box
- Clip on front system
- Maintenance free
- Easy to install
- Energy saving design





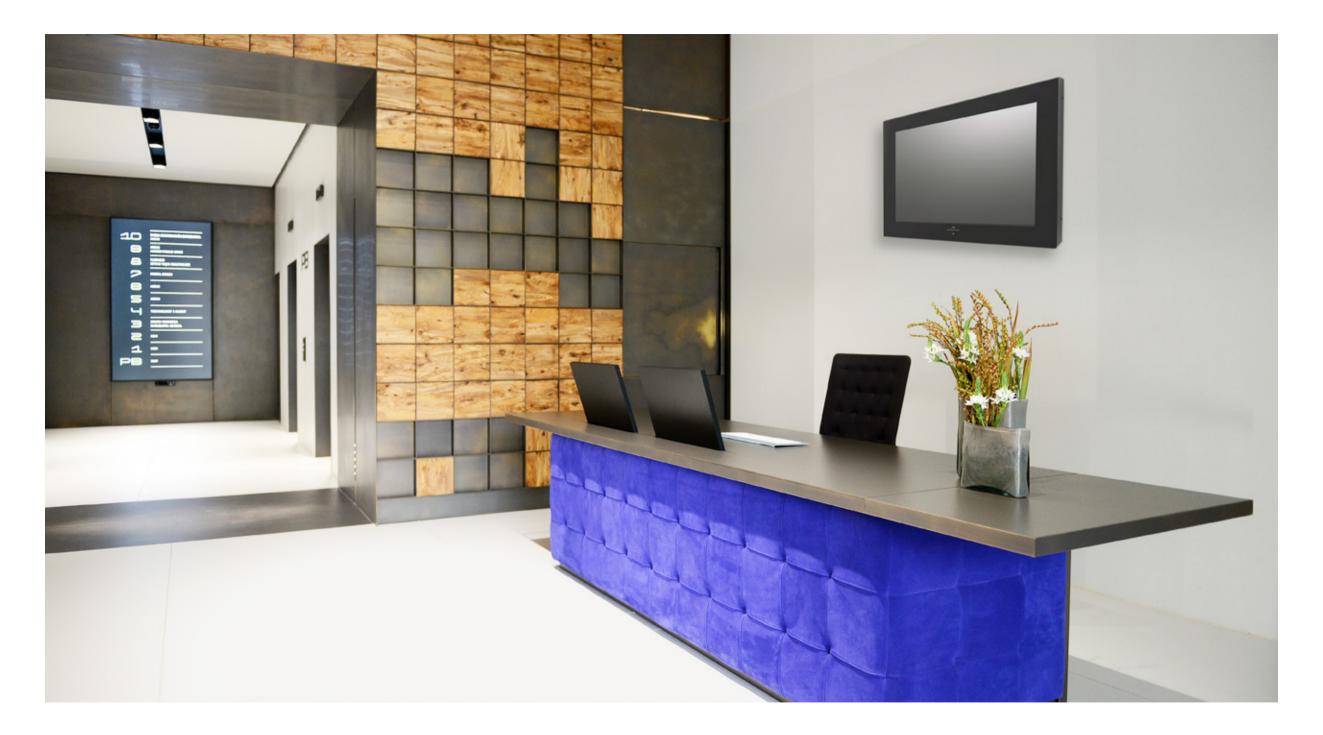
Drop

Drop monitors have been designed for an easy in-wall installation. They are supplied with a separate box for fix mounting, while the screen itself provides an integrated "clip-on front" system.

Drop monitors are available with glass, brushed stainless steel and aluminium frames, with multiple options and customisations. All models are provided with a galvanised mounting box and they are available in a variety of sizes.

Drop monitors are designed for an easy wall integration and are available in a variety of finishes.





VIDEO

Interactive solutions improve the user engagement and experience, no matter what environment – from a reception in a company, a wayfinding directory to lecterns and speaker podiums.

PODIUMS 1.4

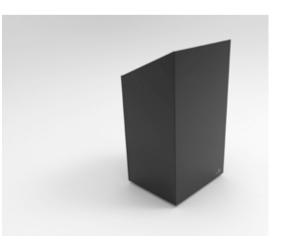
The design should be attractive, convenient, robust and versatile. It should be prepared to accommodate computers, microphones and other peripheral for different communication and presentation purposes.

Podiums should also include wheels to be moved easily and an internal cable management system. A sober and streamlined look will ensure the fusion with any interior design.

Stand up and present!

Highlights

- Interactive professional monitor
- Touch screen
- Piano black glass finish
- Seamless 45° miter construction
- Security glass
- Hidden lockable wheel system
- Easy to move





AHPylon

The **AHPylon** with integrated AV interface serve as a speaker podium or an interactive information podium.

The podium can be configured to match each individual's needs. Its design allows an easy displacement of the podium and the hidden lock system prevents from unwanted movements and unauthorized access to the internal components of the pylon. The hidden wheels create an elegant and unobstructive design while making the podium always mobile. AHPylon is made of glass with a seamless 45° miter construction.

VIDEO

CAMERA 1.5 SOLUTIONS

More businesses than ever are employing video conferencing systems to interface with their co-workers, clients and vendors. Recent research revealed that 86% of companies surveyed plan to use video conferencing as part of their unified communications environment. It is not only important that the videoconference camera is well located in the room but also that it integrates with the interior design, being concealed when not in operation.

DynamicVision is the ideal solution to conceal video conference cameras and controls, with its easily adaptable front enclosure that can be covered with various materials. The pre-installation frame is the perfect solution for system integrators and architects or constructors. **DynamicVision** can be easily installed on the wall with detailed instructions for cabling and connections.

The camera is activated via RS-422, infrared or contact closer interface. It is neatly stored away when not required, both protecting the camera and securing the work environment. The front enclosure moves vertically to reveal the camera which simultaneously moves forward. Just the perfect solution for system integrators, architects, interior designers and space planners!

DYNAMIC VISION

DynamicVision: Privacy please!

Highlights

- Compatible with the most popular video conference cameras on the market
- RS-422 and Infrared controllable
- Customisable cover
- Maintenance free
- Easy to install





DynamicVision

Technology is by your side and should be visible only when needed! **DynamicVision** provides the ideal solution to conceal video conference cameras and controls, improving the interior design of the conference room with its easily adaptable front enclosure that can be covered with various materials.

The camera is activated via RS-422, infrared or contact closer interface when needed. When not required, i'ts neatly stored away, both protecting the camera and securing the work environment. The front enclosure moves vertically to display the camera while moving the camera forward simultaneously. **DynamicVision** is the perfect solution for systems integrators, architects, interior designers and space planners.

The camera can be neatly stored away when not in use.

AUDIO

MOTORISED 2.1 SOLUTIONS FOR MICROPHONES

Let's think about a boardroom or an auditorium. Certainly there is a need to provide optimal acoustics, so that the audience or the attendees can hear perfectly. Gooseneck microphones are the right solution since they have an adjustable, flexible shaft, so the microphone can be positioned in the best possible perspective for sound. The use of gooseneck microphones is standard in meeting spaces, boardrooms, speaker podiums and conference rooms around the world. Gooseneck microphones allow users to move the microphone close to their mouth for a clear and transparent audio pickup.

But what happens when flexibility and space optimisation are a must? There may be no need for permanent microphones, for example, in a spontaneous small committee meeting where audio reinforcement is not needed.

Think about a system that allows users to choose the availability of a gooseneck microphone. The microphone will appear when needed and disappear again inside the desk by the touch of a button. Imagine that a central element ensures the correct position and automatic retraction of the microphone. This element is a translucent ring that lits up in different colours to identify the speaker.



DYNAMIC TALK

Talk and impress the audience!

Highlights

- Universal lift system for gooseneck XLR 3 pin microphones
- Stainless steel cover plate with 3 buttons
- Patented 360° LED lighting ring to indicate microphone status
- AH-AMMC Auto Mechanical Movement Calibration
- PA and Conference working modes
- Wireless connectivity for setup and control



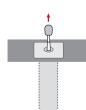


DynamicTalk

DynamicTalk is an elegant retractable system for gooseneck microphones with exclusive features. It not only makes the microphone disappear within the desk surface but it also provides a pleasant light to indicate its status. Due to its protective patented lighting ring, the microphones can be safely stored, protected, making meeting and conference spaces more flexible and versatile.

A 360° LED ring light protects the microphones and indicates the audio status.

DynamicTalk provides two different working modes: PA and Conference. When in PA mode, a push button placed on the stainless steel cover plate activates or de-activates the microphone and the LED ring will indicate the status by changing colour from red to green. This microphone lifting system automatically silences the microphone when retracting whereas in conference mode the microphone remains active and can be controlled via GPI and GPO.



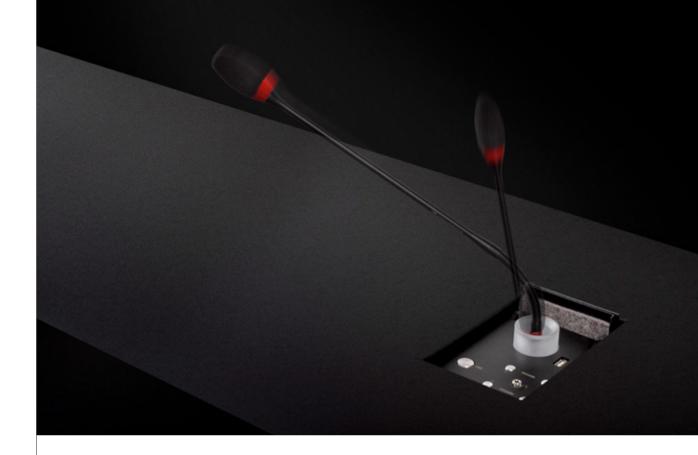
DYNAMIC TALK UNDERCOVER

DynamicTalk UnderCover: Discrete speech!

Highlights

- Patented automated cover plate for veneering
- Universal lift system for gooseneck XLR 3 pin microphones
- 360° LED lighting ring to indicate microphone status
- PA and Conference working modes
- AH-AMMC Auto Mechanical Movement Calibration
- Wireless connectivity for setup and control

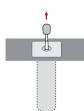




DynamicTalk UnderCover

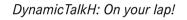
DynamicTalk UnderCover is an elegant retractable system for gooseneck microphones with exclusive features. It allows an easy veneering to provide a seamless integration into furniture. It not only makes the microphone disappear within the desk surface but it also provides a pleasant light to indicate its status. A patented lighting ring safely stores and protects the microphones, making meeting and conference spaces more flexible and versatile.

DynamicTalk UnderCover has two different working modes: PA and Conference. In PA mode, a push button activates or de-activates the microphone while the LED ring indicates the status by changing colour from red to green. The system will automatically silence the microphone when retracting. In Conference mode, the microphone will be always active and can be remotely controlled via GPI and GPO. DynamicTalk UnderCover has a patented cover that slides down and disappears inside the table.





DYNAMIC TALK H



Highlights

- Adapts to 40 cm length microphones
- Low space required underneath the table
- Dynamic LED to indicate microphone's status





DynamicTalkH

DynamicTalkH allows the microphone to be bended while returning automatically to its original, concealled horizontal position.

DynamicTalkH is a horizontal lift for gooseneck microphones specially developed to optimise table space. It ensures comfort and space enough for legs. Silent, remotely controllable and elegant, **DynamicTalkH** is reliable and simple to install. Veneering is also available to match surface finish of the table.

The microphone can be bended while returning automatically to its original horizontal position. **DynamicTalkH** not only cleverly conceals the microphone within the desk, but also provides an interior light that goes from red to green to indicate its status. Microphones are stored safely, improving the flexibility of meeting spaces and leaving tables free for other purposes.

DynamicTalkH has 2 different working modes (PA and Conference) and can be remotely controlled and diagnosed through the **AHnet** protocol (RS-422).

DynamicTalkH's horizontal system optimises the space below the table.



DYNAMIC TALK B

DynamicTalkB: Coworking with style!

Highlights

- Motorised lift for boundary microphone
- Touch control sensor on cover plate
- Wireless interface set-up through AHLink app
- Compact, space optimising and stylish solution
- Silent, elegant and durable system
- Ethernet control and remote diagnosis
- Easy installation and maintenance free
- PoE





DynamicTalkB

Motorised microphone lift for boundary microphones and similar, controllable through network or directly on the device using the flush mounted touch control sensor. Integrated wireless set-up and diagnosis.

Arthur Holm's DynamicTalkB microphone lift is designed to hide boundary microphones when not in use with a smooth, elegant and silent movement.

The microphone lift is capable of providing commands for automatic mute of the microphone (depending on the model and maker of the microphone) when moving and in storage position. The microphone lift is powered using PoE making it easy and compact to install and control. The housing is made out of steel and the upper cover plate is made in stainless steel.

DynamicTalkB has a motorised lift for boundary microphones.

MicConnect: Connect and go!

Highlights

- Easy to install
- Maintenance free
- No Power required
- Universal XLR-3Pin connection
- Push Button and LED controlled by third party conference system



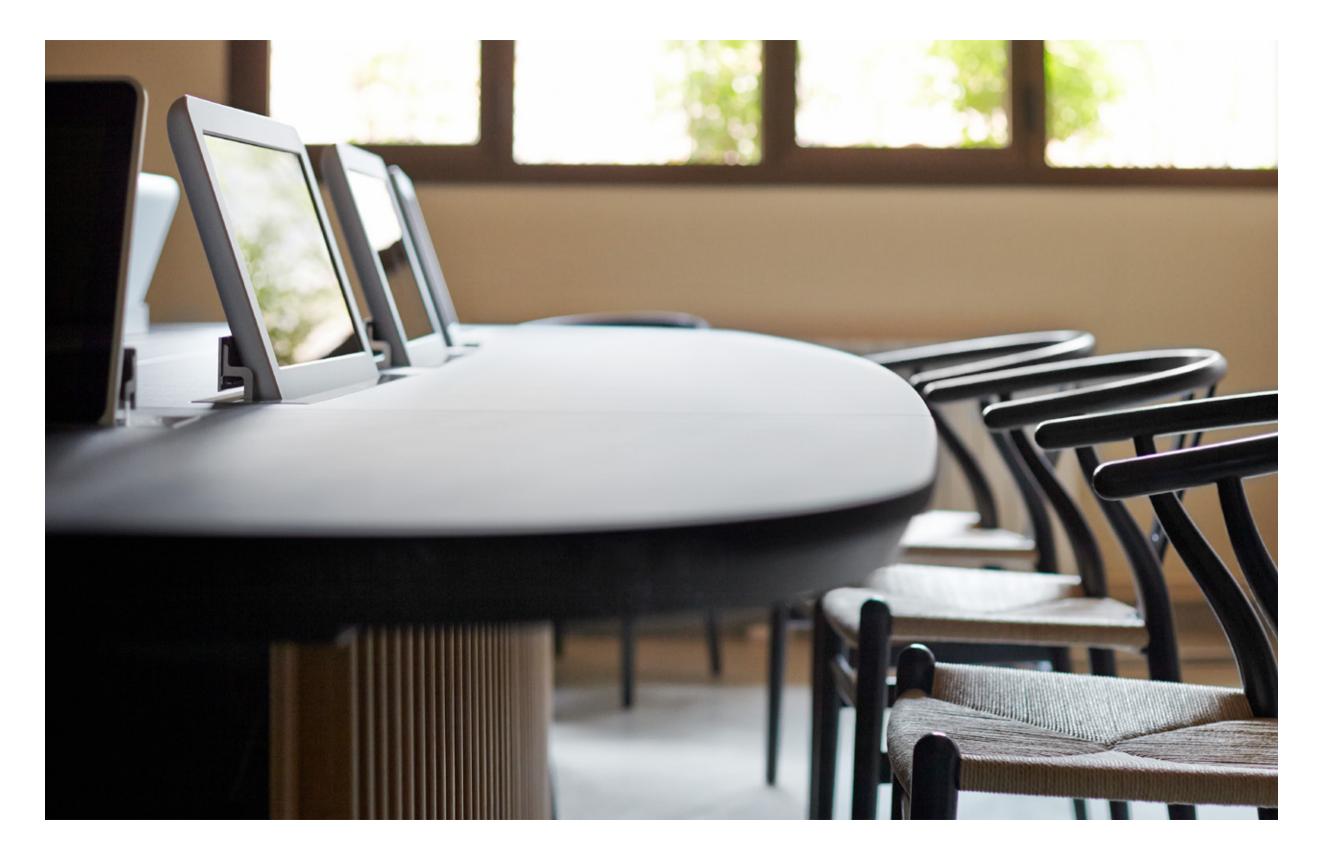


MicConnect

Arthur Holm's MicConnect is a static surface mount for XLR microphones with integrated shock mount, push to talk button and microphone status LED. The microphone is very easy to connect and disconnect. A special tool (included with the product) is necessary to remove the microphone. When there is no microphone connected the XLR connector is covered by a lid integrated in the system.

MicConnect is made of stainless steel and standard and customised finishes are also available.

Arthur Holm's elegant passive shock mount for microphones.



AUDIO

MOTORISED 2.2 SPEAKERS

A radically innovative approach

Meeting rooms are where ideas are born, a sanctuary of creativity, the place where important decisions are taken. If a spoken dialog or the sound of a presentation is unintelligible, much of the communication is lost. In a meeting and conference room, there is the need to spread the sound over a long length of tables. There is also the need that these tables are aesthetically pleasant and versatile. The next challenge is that boardroom tables will place people several meters apart, making it difficult to carry a conversation.

DynamicSpeaker is an ingenious, elegant and space optimising solution. It comprises a motorized loudspeaker for desk integration: a compact, omnidirectional 360° Class-D active speaker, two-way coaxial driver, with integrated DSP technology.

DynamicSpeaker improves the meeting room acoustics with proximity sound, improves speech intelligibility and helps optimising the table space.

DYNAMIC SPEAKER

DynamicSpeaker: To be heard and admired!

Highlights

- Natural sound direction
- Speech intelligibility
- High gain before feedback
- Close proximity to user
- Limited audio pollution
- 360 degrees loudspeaker
- 4" 2-Way coaxial speaker, bass reflex
- 2 x 36W class-D bi-amplifier integrated
- Acoustic omnidirectional diffuser
- DSP integrated Balanced line input
- RS-422 controllable

- Near field audio reproduction
- Speech intelligibility enhancement
- Matching surface, ready for veneer
- Remotely controllable
- Wooden speaker enclosure



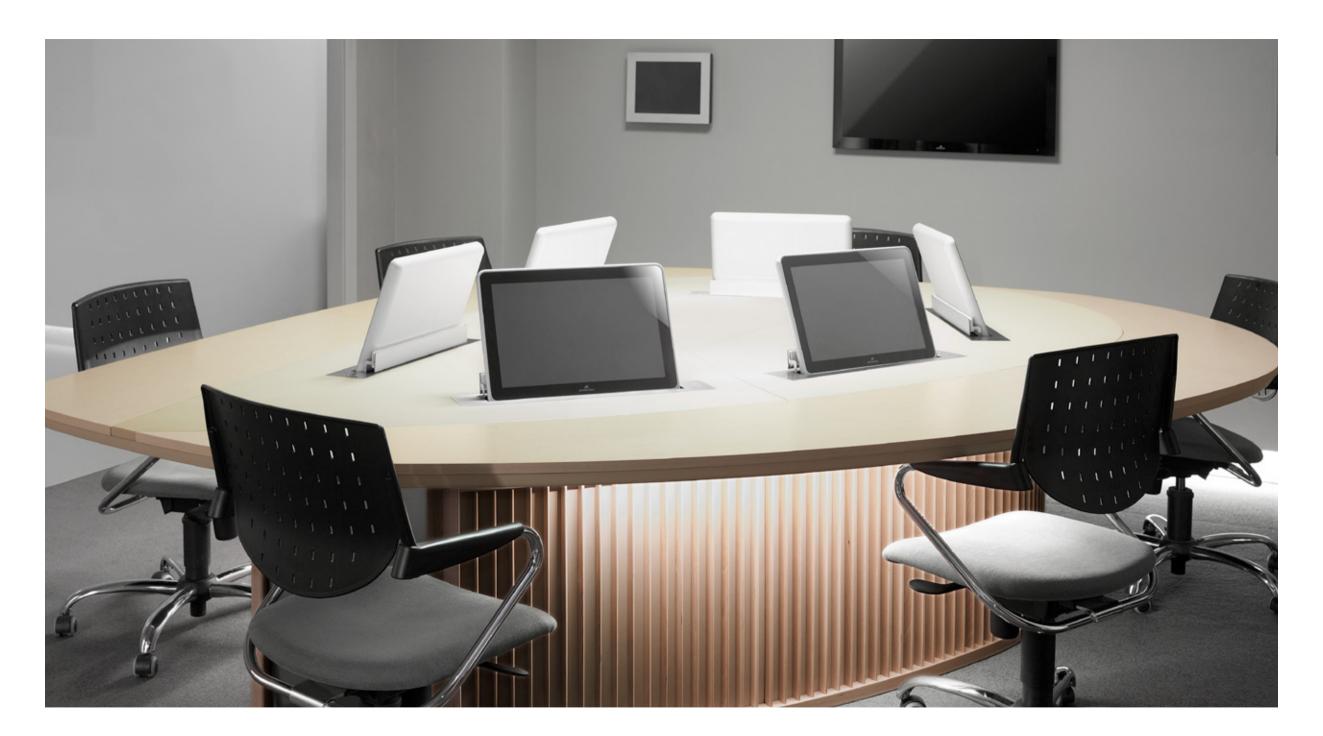


DynamicSpeaker

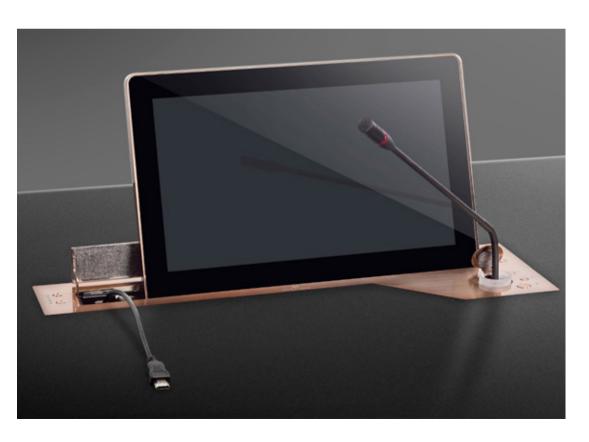
Our new motorised loudspeaker for desk and furniture integration brings flexibility and impressive audio quality with enhanced speech intelligibility to the meeting room or other rooms where quality audio is needed in a magical movement.

The compact, omnidirectional 360 degrees active speaker has a twin 36W Class-D integrated amplifiers and a two-way coaxial transducer that brings the audio to the dedicated area with its acoustic diffuser through its integrated DSP technology, the system can be controlled using the AHnet and its wireless **AHlink** App for control and set-up. The **Arthur Holm DynamicSpeaker** is designed to be hidden when not in use with a smooth magical and elegant movement done without disturbing the audience.

The elegant, discreet solution that brings quality audio to the meeting room.



CONNECT, CONTROL & DISTRIBUTION



VIDEO 3.1 DISTRIBUTION

DynamicShare is a smart and straightforward solution that allows meeting room participants to share different video sources among each other with an optimal video quality (zero frame latency) and security, and it doesn't require a specific training, technical knowledge or assistance. The meeting or conference table can stand alone, without the inconvenience of either messy cabling or having to integrate external devices.

DynamicLoop can manage the distribution of video signal and allows to daisy chain the monitors by using HDMI cables.

Both **DynamicShare** and **DynamicLoop** optimise the cabling and installation time in conference or meeting rooms, auditoriums, court rooms or in any type of facility where there is a need to distribute video inputs or to select and share from different video sources. They are available in 2 versions: one integrated into the monitors and the other as stand-alone devices.

DYNAMIC SHARE

Real time sharing with the maximum quality and security!

Highlights

- Plug and play solution
- Free software
- High security
- No video compression (no latency)
- 3/ HDMI Inputs, 1/HDMI Output
- Dedicated ports for Loop In and Loop Out
- HDCP compliant
- Ethernet external control
- Digital audio Output
- Easy cabling and installation
- Daisy chains up to 20 devices (Full HD)





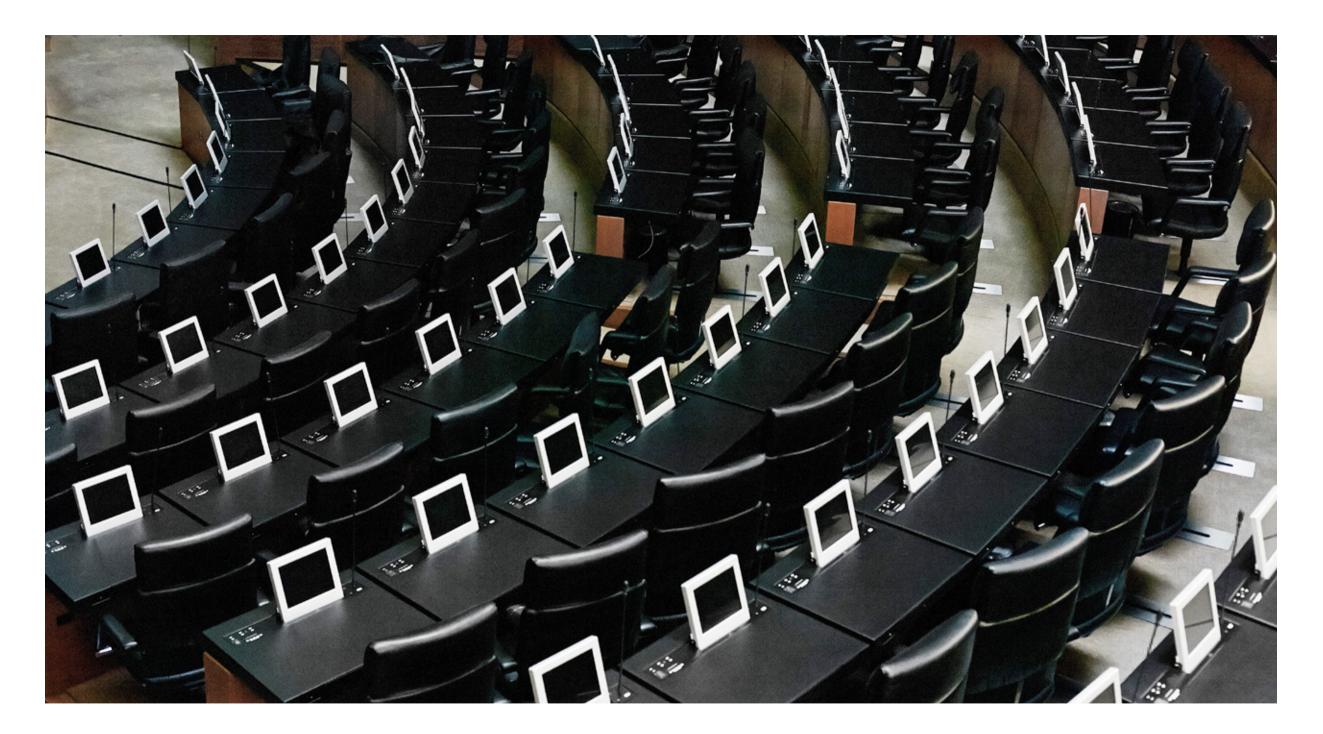
DynamicShare

DynamicShare is a smart solution that allows meeting room participants to share different video sources among each other with an optimal video quality (zero frame latency) and it doesn't require a specific training, technical knowledge or assistance.

A secure, straighforward and integrated collaboration solution.

It is a software free share system that provides quick and seamless connectivity with a high level of security. The meeting or conference table can stand alone, without the inconvenience of either messy cabling or having to integrate external devices.





DYNAMIC LOOP

Daisy chain connection!

Highlights

- HDMI distribution
- Easy cabling
- Daisy chains up to 20 devices (Full HD)
- Short installation time



DynamicLoop

The **DynamicLoop** system can manage the distribution of video signal and allows to daisy chain the monitors in a loop using HDMI cables.

DynamicLoop can be integrated in **Dynamic2**, **DynamicX2** and **DB2** monitors and it's also available as a stand-alone device. This board is integrated internally in the monitors, so no additional power supplies are needed. A maximum of 20 units can be daisy chained at Full HD resolution with a maximum lenght of 40 meters of cable in total.

DynamicLoop gives as many outputs as needed in combination with a distributor.

DynamicLoop can also be combined with a distributor to get as many outputs as required. This feature significantly contributes to optimise the cabling and installation times in large projects.

CONNECT, CONTROL & DISTRIBUTION



Arthur Holm's cable cubby solutions have been designed to blend discreetly with the furniture and to give the user a professional AV solution with a long-life span. **Arthur Holm's** cable cubby solution is available as a standard product with mix and match connectivity, power and control or as a veneer version that is prepared for the veneering to exactly match the furniture for a seamless integration. The veneer versions are prepared for veneering, making simple the mounting of the veneer, which can be done onsite without special requirements.

Arthur Holm's cable cubby system have been designed for system integrators, table manufactures and designers who want to go one step further to achieve perfection of integration with an actual, lifelong design that fulfils all the technical aspects for actual and future connectivity and control.

- Mix and match connectivity.
- Straight forward underneath or up-desk installation.

CONNECT 3.2

• Factory colour option.

DYNAMIC CABLE RETRACT

DynamicCableRetract: Connect and surprise!

Highlights

- Motorised cable retraction solution
- HDMI and USB-C cables
- Minimalistic design
- Designed to be discreet
- Capacitive sensor to deploy and retract the cable



DynamicCableRetract

Simply touch a button and a 60 cm cable will appear in a smooth and silent move. Push to deploy and push to retract: extremely easy and surprisingly neat.

The patented **DynamicCableRetract** is compact, elegant and robust. It provides a harmonic and silent motorised movement for a seamless integration into furniture.

DynamicCable Retract integrates seamlessly into furniture.

DYNAMIC CONNECT

Motorised connection!

Highlights

- Motorised solution for AV connectivity and power
- Designed to be discreet
- Ready to veneer
- Custom versions and finishes
- Safety system





DynamicConnect

DynamicConnect is a motorised retractable connection box that can be customised with different connectors. The ergonomic angle of the product enhances confort and usability. The design is simple, including a capacitive sensor for the opening and close. It is intuitive and easy to use and to install and integrates a safety mechanism stops the system in case of obstruction. Its ergonomic design enhances comfort and usability.

DynamicConnect provides cable management and creates a neater table environment.

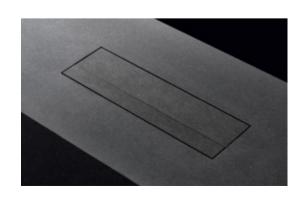
DynamicConnect offers cable management, improved table space and a neater environment. It offers many finish and AV connectivity options and it can be veneered to match the surface of the table perfectly.



Connection box: Elegant and invisible!

Highlights

- Manual solution for AV connectivity and power
- Designed to be discreet
- Two lid opening system
- Syncronised damped controlled movement
- Ready to veneer
- Custom versions and finishes





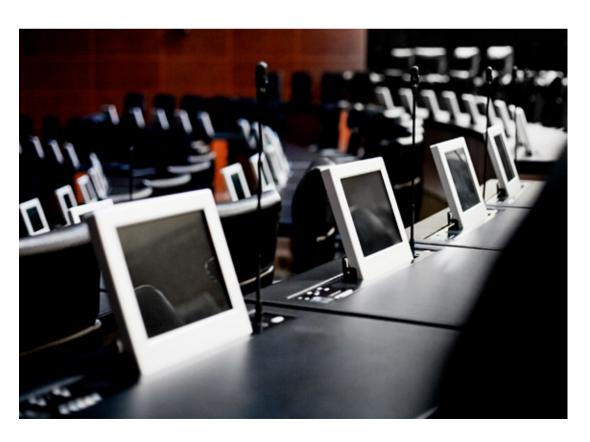
Connection box

Arthur Holm's connection box is a manual opening connectivity solution that allows users to connet their devices una a discreet and strealined way.

The user simply pushes the lid that opens in two parts. The passive lid and the active lid are joined together making a syncronised damped controlled movement with the option of veneer. The unit has been designed to blend perfectly into the furniture's design.

The user has to simply push the split-in-2 lid to open it.

CONNECT, CONTROL & DISTRIBUTION



SETUP, CONTROL 3.3 & DIAGNOSE

Experienced AV integrators help ensure that technologies are integrated to maximise efficiency and user productivity. This allows not only get a higher return on investment, but integrators can help ensure that projects run smoothly from the start and provide an efficient service and maintenance.

We believe that a manufacturer should offer extended support to system integrators by providing a selection of robotics, conveyor equipment, easy controls and solutions-based technologies. This is why we have developped a wide range of products and tools to help system integration to be straightforward, remotely controllable and diagnosable.



ERT-30 & ERT-60: All under control!

Highlights

- OTAS (One Touch Addressing System)
- IP to RS422/RS485 interface
- ERT-60 2 AHnet inputs (RS-422) / ERT-30 1 AHnet input
- Controls up to 60 units (ERT-60)
- RDM system (Remote Diagnostic and Maintenance)
- Remote/local control and management
- Wireless control through AHlink app





ERT-30 & ERT-60

ERT interfaces provide an easy and convenient system to control and diagnose motorised monitors, microphone lifts and other automated solutions by **Arthur Holm** helping to reduce the installation costs in terms of both equipments and time. Easy to install and set-up, they facilitate a quicker installation and eliminate the need of external relay boxes and extra power outlets. It is also possible to have **Arthur Holm**'s virtual support on site as long as there is an Internet connection available.

AHlink wireless control is also integrated in ERT interfaces, providing an easy and direct access to the most common settings through an app and making the start-up and future interventions hassle free. This means there is no need to access physically the unit to set-up or diagnose its installation. ERT interfaces provide control, set up & diagnose all in one! The app that makes the system integrator's job easy!

Highlights

- Wireless connnection free app
- Allows configuration and setup
- Easy to use
- Advanced features for system integators

Orange 40	16:48 AHlink	4 84 K 🖿
AHlink		HOLM
Orientation: Po		
Scan for local of	sevices	
Help		
Computer Services a PICmicro with BA Lynx library for the and more help and AHlink, go to http:/	d and maintained by , Inc(CCS). This application of the actorith running the CCS C Compiler. For documentation reg www.ccsinfo.com/	p requires EZ App or support arding scapp
2018 Custom Com	contents are copyri puter Services, Inc. and Arthur Holm () on/)	Chetp://
Version 4.0.8		
	\bigcirc	

AHlink

Take your smart conference room a step further with **AHlink**! It will be easily optimised, helping to configure accurately every aspect of your workspace. **AHlink** provides the freedom of mobile and reduces work hours and costs to concentrate on the really important: creating inspiring spaces where ideas flow and productivity takes off.

With **AHlink** the whole system can be managed through a wireless connection, no need to open or dismantle the table to reach the mechanical and electronic systems of the unit for setting-up or diagnosing its installation.

AHlink is a wireless control system giving through a free app an easy, direct access to the most common settings, making the start-up and future interventions hassle free. AHlink app can be downloaded for free on iOS and Android devices. It allows the user to configure basic parameters when installing Arthur Holm motorised products. Its extra advanced features make much easier and quicker the job of after sales technicians and authorised installers.

AHlink turns your mobile device into a tool to setup and configure your meeting room!

SOLUTIONS

COURTESY 3.4 BOXES

During a meeting, clients and employees will want to focus on the task at hand and, therefore, it is important to include some extra amenities that prevent the need to leave the room. Keeping doors open is an easy way for the topics of the meeting to be overheard.

Arthur Holm offers flexible motorised opening solutions that allows to have water bottles, glasses and tissues that will not only go a long way for productivity, time management and privacy but also to create a welcoming and comfortable work environment.



COURTESY BOX

CourtesyBox: Be nice to your guests!

Highlights

- Motorised housing, can contain any object
- Can be veneered
- Maintenance free
- Personalised finish
- Control buttons on cover plate
- Easy installation
- Compact, space optimising & elegant solution
- Silent, reliable and durable solution
- Serial control and remote diagnosis





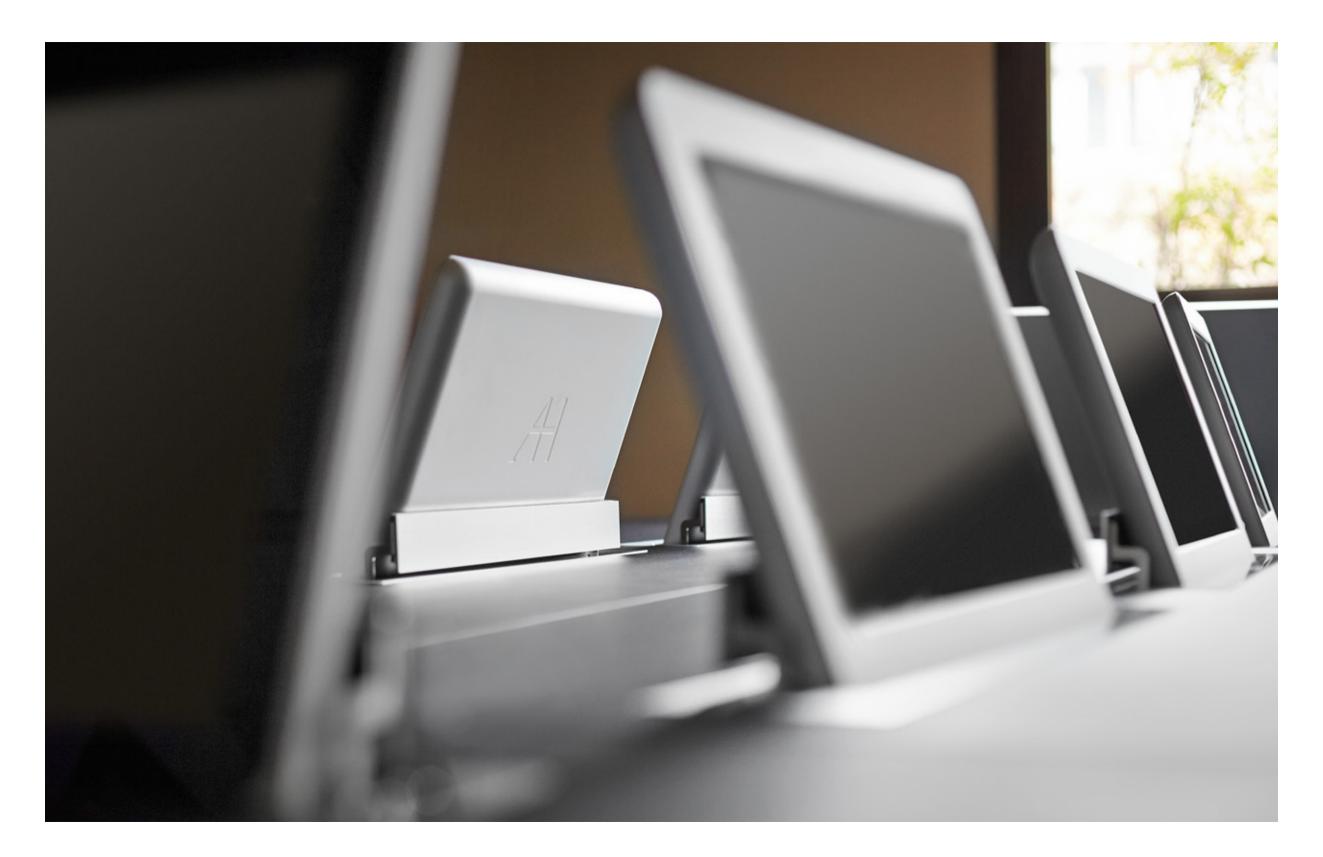
CourtesyBox

The **CourtesyBox** is an outstanding motorised solution to hide anything in the table, keeping the surface clean. Expect the unexpected with the **CourtesyBox** for water and glasses or as a tissue box. The CourtesyBox can be controlled locally or remotely through R422 and the open/close button can be disabled or locked.

The CourtesyBox can hide anything in the tables keeping the surface free.

The **CourtesyBox** can also be daisy chained with all the rest of **Arthur Holm** motorised products using CAT6 cables for control. The Courtesy Box is made to be installed in horizontal surfaces of furniture. When the hatch is closed, the desk free of any obtrusive elements.











THE ART OF4.0CUSTOMISATION

Alchemy

We offer a very wide product range. If we don't have the product that your customer requests, we put at your disposal our teams of mechanical, design and electronic engineers and more than 25 years of experience. Do not hesitate to ask! We will be at your side to make sure we fulfil your expectations. **Arthur Holm's** products can be personalised 100% to customer' needs. Products are prepared to integrate different options of functionalities as well as different finishes.

Our goal is to innovate in designs that integrate seamlessly into furniture, that move silently and in harmony as if they were dancing to the beat of an inspiring melody. Safe, beautiful and easy-to-use designs that allow users to concentrate on the objectives of the meeting without distractions, without frights. With the best image and the best sound quality.

We are specialists in converting the spark of an idea into a product; a magical transformation to which each and every one of us contributes: engineers, designers, operators and sales people. We work restlessly until we find the desired solution. Pure alchemy.

A professional approach!

Non-stop innovation

It is in the DNA of **Arthur Holm** to always chose the best materials to design it's product range. From the LCD panel, to the aluminium used for the construction of the enclosures and the electronics, we believe that professional users need professional-grade monitors and solutions. It is true that consumer LCD panels are thinner, but there are many other differences between the industrial ones. The same can also be said about the electronics and even about the quality of the housings.

Initial and long-term cost

Cost is a big part of a purchase decision and consumer LCD panels are dramatically cheaper (and thinner) than the industrial ones. But, in our field of application, the cost should take into consideration the factor of time. If the goal is to manufacture a monitor with a life as durable as the furniture itself, we should always use industrial displays.

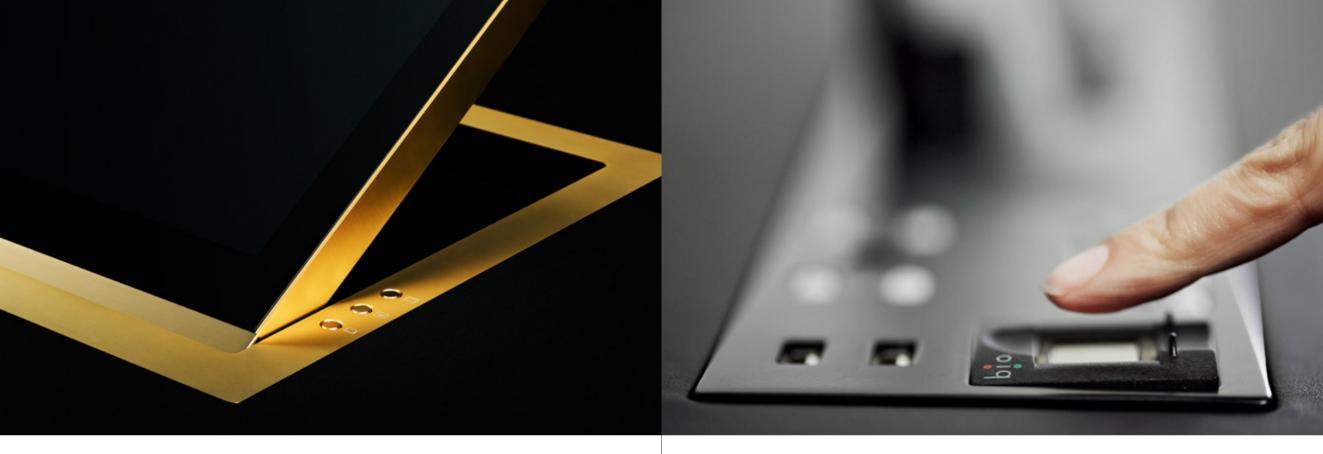




Lifetime

The lifetime of an industrial panel never goes below 20,000 hours. Some of them provide a life of 70,000 hours so we are talking about a huge difference. The first thing to consider is what manufacturers mean by "lifespan". It doesn't mean that after a certain lenght of use the monitor will just stop working. What they're talking about is brightness. The generally accepted method for measuring lifespan is the number of hours of use until a monitor is half as bright as it was when new. We call this 'half brightness'. Bearing in mind that these monitors are going to be installed in rooms where critical decisions are going to be made, it is crucial to have the best screen visibility for as long as possible. Imagine a crisis room where the monitors must work 24/7. With an industrial panel, we could use the monitors at their maximum brightness for a period of 8 years compared to 2 years with a consumer panel.

It is also crucial to take into account several factors in the real world that will shorten this estimate. In a perfect world, backlights would maintain their brightness during the time indicated by their manufacturer. However, environmental conditions like excessive current, excessive heat, movement and vibrations can shorten the life of an LED backlight. We manufacture motorized monitors, so the use of an industrial panel is highly recommended. The use of an industrial panel is highly recommended.



Warranty, compatibility and spare parts availability

Consumer displays are warrantied just for that: consumer use. And if you are looking for a display to be used professionally, warranty is something to take into consideration. Not only the warranty terms but also the spare parts availability on the market. Industrial panels and components are available for years, ensuring the long life of the product itself.



Electronic features and extras

The electronics of professional products should be specifically designed to suit the product's application. Let's say that we have a conference room that is used with different lighting conditions. Curtains might be opened allowing natural light to come in, whereas on other occasions we would prefer a much darker environment. Wouldn't it be useful if we could regulate the brightness of the monitor via the control panel? Providing RS-422 and IP control to parameters of brightness, contrast and backlight will definitely help the versatility of the room. Other features like remote setup and diagnose will ensure that all is prepared when needed.

Having different inputs, HDCP compliance and the possibility to have a video output to facilitate video distribution, would also be a great help. Professional displays are designed to handle a wide range of resolutions but also to facilitate the installation, service and maintenance. Speciall features have been specially designed for the AV professional such as accessing the setup diagnose and control features without having to remove the displays from the table.



APPENDIX

WORLDWIDE REFERENCES

A Acleda Bank, Cambodia ACS, Spain ADAC, Germany ADNOC HQ. UAE Adobe, USA Aena, Spain AG2R, France Air Lingus, Ireland B Banca CR Asti, Italy Banca d'Alba, Italy Banca Valdichiana, Italy Banco de España Banco do Brasil Banco Portugues de Inversion, Portugal Banco Santander, Spain Bankia, Spain Banque du Golf, Algeria BBVA, Spain BCEE, Luxembourg BGFI, Gabon BNP, France Board of Grievances, KSA

Bouygues, France BPH Billiton. Chile Business Center Emerald Quarter Kazakhstan C CA Paris, France Caixabank, Spain Caja Popular Mexicana, Mexico Caja Viva, Spain Casais Town House, Portugal Catlin, Singapore CENACE. Mexico Central Directorate of State Airports Turkey CHEIL-SAMSUNG Cite Judiciaire, *Luxembourg* CMA, France Commercial Bank Qatar Congress of Deputies, Mexico Conseil de la Marne, France Conseil IDF, France Continental, Romania Cour de cassation, Moroco Court des Comptes, Luxembourg

COVIRAN. Spain CPAM. France Credit Agricole, France Credit Suisse, UK Crown Prince Court, UAE D Deloitte, Belgique Deloitte. Chile Diriyah Authority, KSA Dubai Court. UAE Dubai Customs, UAE E EFSA. Italv ENAGAS, Spain ENAP, Chile ENOC. UAE Epicenter Company, Ukraine Equate HQ. Kuwait European Comission, Belgium European Justice Court, Luxembourg European Parliament, Belgium European Parliament, Luxembourg F Federal Court, UAE FIBA. Switzerland Fleurv. Brasil

Fondazipne Banche del Monte di Lombardia. Italv Forensic Research Service, Ukraine Foundation of the First President of the Republic of Kazakhstan Futbol Club Barcelona, Spain G Gas Natural, Spain Gazprom. Russia Grimaldi. Monaco Groupe Afnor, France Groupe Casino, France Groupe Limagrain, France H HACA. Morocco Henry Ford museum, USA Heracles, Spain Hewlett Packard, USA Holland & Knight, USA Home Depot. USA Hotel Kempinski, UAE Hungarian Competition Authority Hungarv | Iberdrola. Spain IESE, Spain Interjet, Mexico IPIC. United Arab Emirates IRD. France Irish Courts, Ireland J Jahra & Frawaniya Court Complex Kuwait Jeddah Municipality, KSA Jeronimo Martins, Portugal IETEX. UAE Jumeirah Emirates Tower, UAE K KFSHRC. KSA King Abdulaziz University, KSA King Faisal University, KSA Klesia. France KPNC. Kuwait KUFPEC. Kuwait Kuveyt Turk Bank, Turkey Kuwait Council of Ministers Kuwait National Assembly Kuwait National Bank Kuwait University L Linea Directa. Spain LMH. France M Magyar Telekom, *Hungary* MAILIS. Oman Mapfre, Spain Masdar. UAE MASEN. Morocco McDonalds. USA MEPHI Institute Tashkent, Uzbekistan

Metlife, France MGEN. France Ministere De L'Agriculture Morocco Ministère de la Defénse. France Ministère des finances. Moroco Ministerio del Interior. Spain Ministry of Agrarian Policy, Ukraine Ministry of Defence. Germany Ministry of External Affairs, Qatar Ministry of Health, KSA Ministry of Interior, Angola Ministry of Interiors, Italy Ministry of Internal Affairs, Kazakhstan Ministry of Justice. Qatar Ministry of Labour, UAE Misitry of Justice, Azebaijan Mitsubishi. USA Mobile World Center, Spain MODON. KSA MOE. UAE MOI. KSA MOMRA. KSA Mutua Loreto, Spain Mutua Madrileña. Spain N Nairan University, KSA National Anti-Corruption Bureau Kazakhstan National Bank of Qatar National Security Committee Taldvkorgan, Kazakhstan NATO HQ. Belgium Naturgy, Spain NCA. KSA Nestlé. Brasil Nippon Toyota, India NIS Gazprom. Serbia NPCC. UAE O Office of the Prime Minister Republic of Kazakhstan Oran Palace, Algeria Ordre des Masseurs Kinesitherapethics. France OVH. France P PAAET. Kuwait Palais des Congres de Monaco Parex Bank. Latvia Parliament of Jordan Peugeot. France Piraeus Bank. Greece Pirelli, Italv Porsche, Germany Presidential Palace, UAE

O Qatar Foundation, Oatar Qatar Gas. Qatar Qatar Olympic Commitee Qatar Petroleum. Qatar R Real Madrid. Spain Repsol. Spain The Rivne Nuclear Power Plant. Ukraine Roval Court. Oman RTA. UAE S SACYR, Spain Saipem. Italv Sanofi, France SASO. KSA Saudi Energy Efficiency Center, KSA Saudi Irrigation Organisation, KSA SBI. India SEAT. Spain Senate. France Senate. Mexico Seoul Guartantee Insurance Company South Korea Servired, Spain Situational Center, Kazakhstan SMA BTP. France Sochi Olympic Games, Russia State Security Service Republic of Kazakhstan Steel House. Denmark Suez Canal, Egypt T.C.Rekabet Kurumu Toplanti Salonari Turkev Tasweeg. Qatar Telefonica. Spain Thales Group, France The Emergency Committee in Almaty Kazakhstan Tivoli Hotel, Denmark TKI, Turkey Turkish Petroleum, Turkey U U-Park, China United Arab Bank, UAE Universidad de Granada, Spain Université de Strasbourg Uría Menéndez, Spain V V2 Development, Greece VAV, Gremany Veolia, France W Wakeup Copenhagen Hotel, Denmark

Wakeup Copenhagen Hotel, Denmark
 World Economic Forum, Switzerland
 World Trade Centre, Iraq
 World Trade Organization, Switzerland

PATENTS

P24821DEEP P28089ESEP P24821ESEP P28089ITEP P24821GBEP P28089USPC P24821USPC P31160ESES P27178DEEP P31160PCES P27178ESEP MU17180ES00 P27178ITEP MU17301ES00 P27178RUPC MU17322ES00 P27178USPC MU17413ES00 P27284DEEP MU17445ES00 P27284EPPC MU17854ES00 P27284GBEP MU17868DEPC P27284RUPC MU17868RUPC P27284USPC P27715ESEP P28089DEEP

AWARDS



2 Delta Selection
2 AV Finalist
1 Trophees Nominé
4 InAvation Finalist
8 AVTechnology Best of Show
2 rave - Best of Infocom
2 i-NOVO nomine
1 NewBay Media Best of Show
1 NeoCon Gold
1 rave - Best of ISE
1 Installation ISE Best of Show
1 German Design Award Gold
2 InAvation Winner
2 reddot Award Winner

reddot award product design 2017