# Dynamix

## BY OUTFORM

PRODUCT CATALOG 2021

# OUTFORM™

**Dynamix**
BY OUTFORM

# AMPLIFY YOUR PRODUCTS WITH CUSTOM ILLUMINATED GRAPHICS

An innovative take on the traditional lightbox display, Dynamix by Outform uses a combination of customized LED animations, and fabric prints to tell brand and product stories. Available in a variety of sizes, formats, and configurations, Dynamix by Outform is designed to integrate mounted merchandising elements such as hangers, shelves, or brackets, inviting the shopper to a memorable product discovery.

With Dynamix by Outform as a permanent marketing solution, you can change the fabric prints as well as the configuration of the product display to match your new collection or merchandising initiative.

PLAY MOVIE

https://vimeo.com/474677929
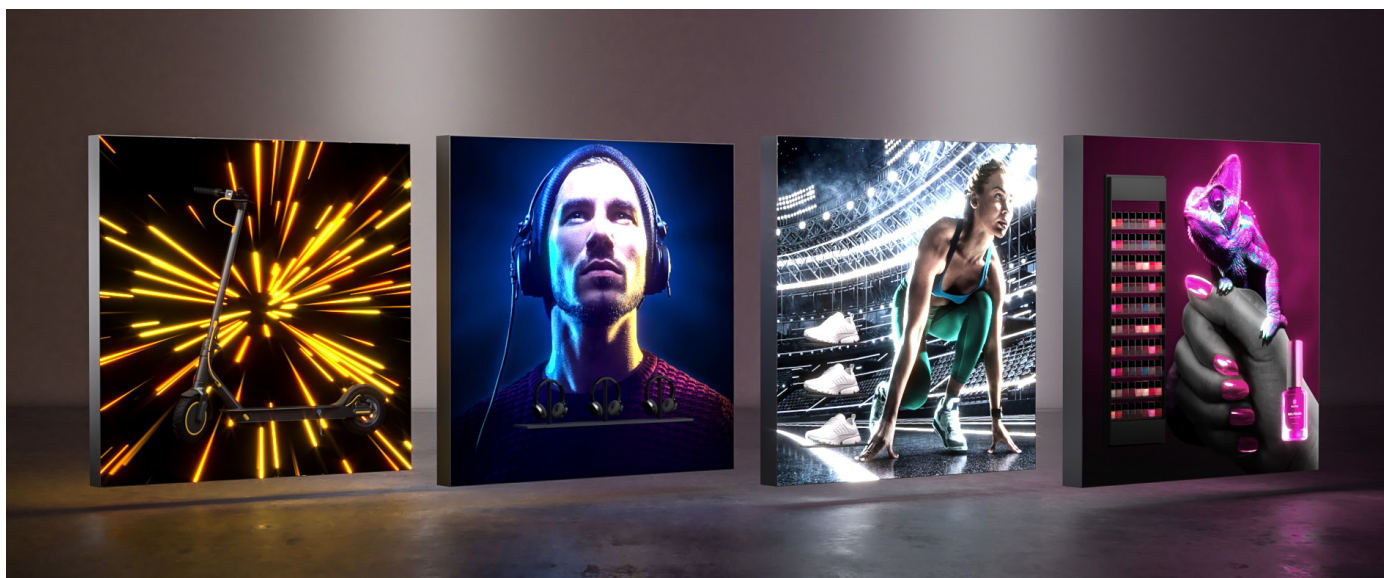
# Dynamix
## BY OUTFORM

## ENDLESS POSSIBILITIES

By simply updating the printed fabric with changing seasons and collections, or rearranging showcase elements, the creative and branding possibilities are endless with Dynamix.



## PRINTED FABRIC OVERLAY

Create custom and updatable fabric screen overlays to compliment your seasonal merchandising initiative.

## MOUNTED MERCHANDISING

Mounted merchandising is supported by a variety of compatible showcase elements. Vertical racking allows for mounting of shelves, hooks, and pegs. This type of modular bracketing creates a multitude of display combinations to merchandise products in front of the light box.



## MULTIPLE SIZE OPTIONS

Dynamix is available in 8 standard sizes, in various formats and configurations, based on multiplying a fixed LED plate size. Bespoke sizes are also optional.
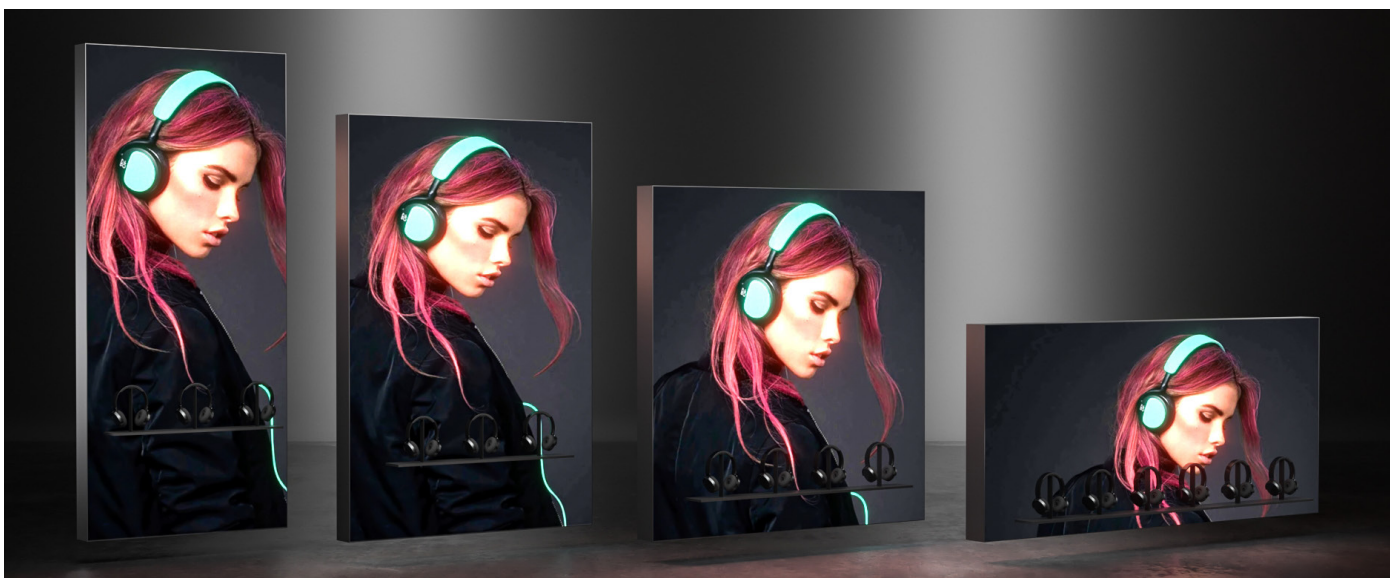
## MULTI CONTENT SYNC

Multi Content Sync feature allows for multiple animations to be played in sync on different Dynamix by Outform lightboxes. This feature enhances the Dynamix by Outform technology by creating an immersive light experience that transforms the ambiance in the retail space.
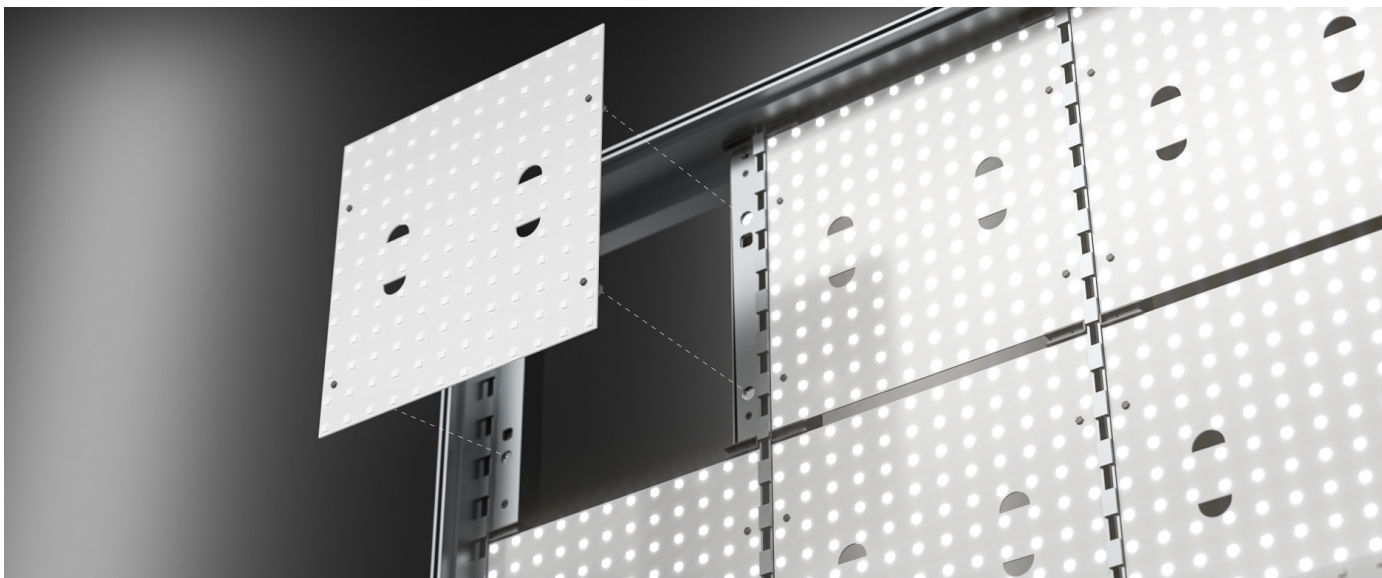


## PRODUCT HIGHLIGHT

Hero your products to make them stand out. Using light animations, Dynamix by Outform creates powerful visuals to draw attention toward merchandise and tell an impactful brand story.
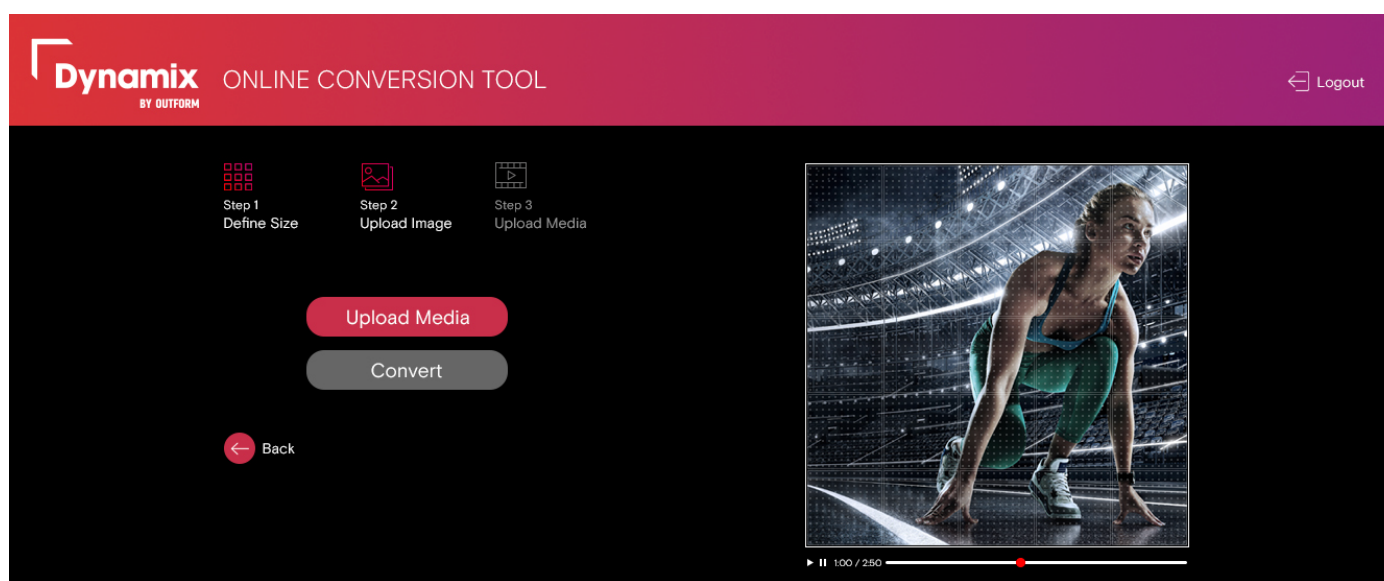
## QUICK SET UP

Dynamix is a 10 minute, tool-less install where LED panels are simply snapped into place.
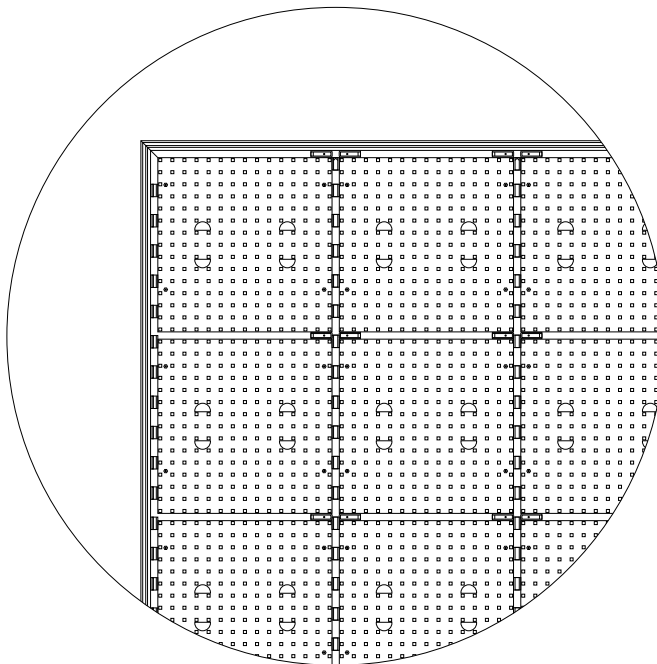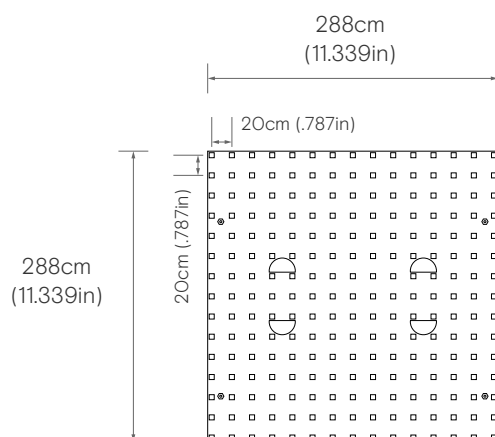


## ONLINE CONVERSION TOOL

The online conversion tool allows for quick and seamless animation development. Brands can now simply upload graphics and videos, simulate the lighting effect on the print, and the conversion tool will generate the visual animation that runs on the lightbox.
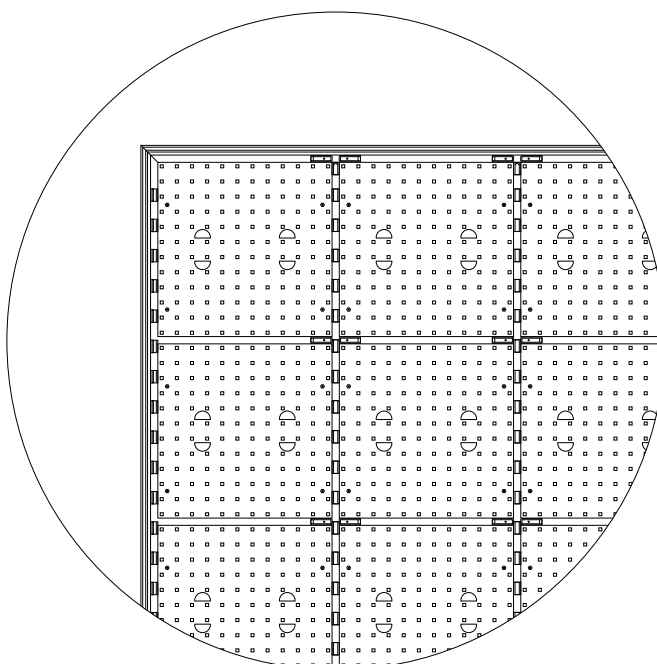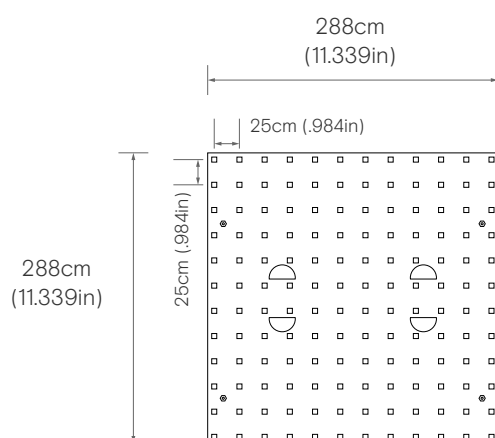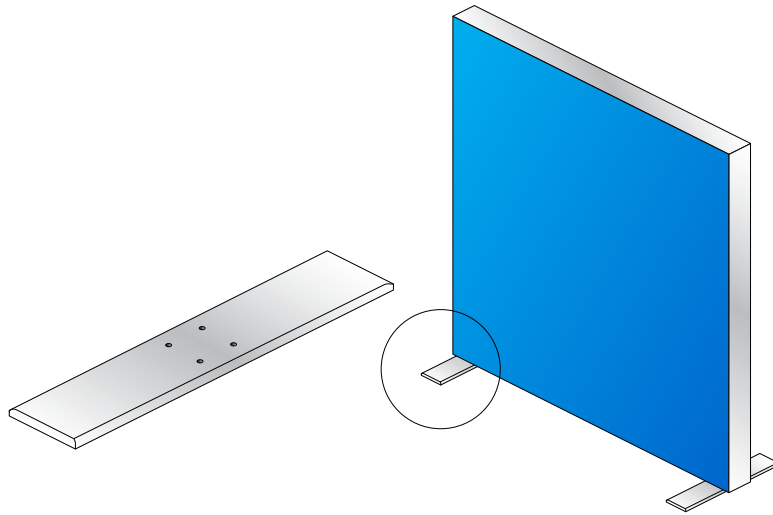
# LED TYPES

## P20 LED MODULE DIMENSIONS

288cm
(11.339in)

20cm (.787in)

288cm
(11.339in)

20cm (.787in)

## P25 LED MODULE DIMENSIONS

288cm
(11.339in)

25cm (.984in)

288cm
(11.339in)

25cm (.984in)

![Dynamix by Outform logo]

# ACCESSORIES

Maximising sales and brand awareness on a small footprint is always a consideration in Retail. The Dynamix shelving system was created with this in mind, allowing illuminated graphics to combine with an invisible system, to increase visibility of products and information. Using an adjustable, internally-fixed structure, and a range of accessories (including the ability to create custom fixings), displays can be easily updated to suit new graphics or promotional displays.

## FREE STANDING

## WALL MOUNTING
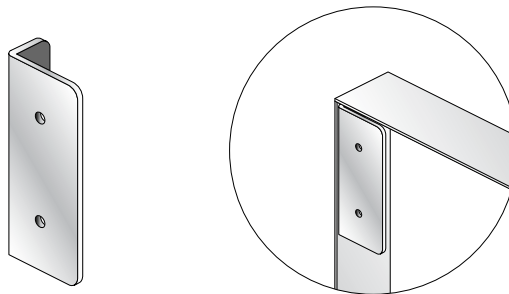
## SHELF MOUNTING
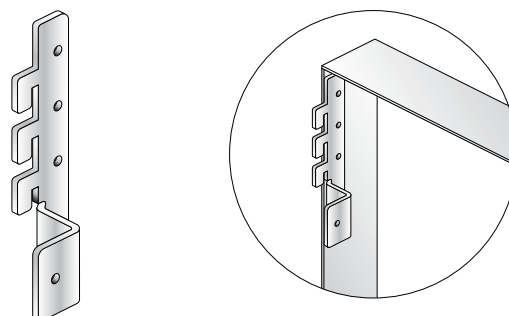
# ACCESSORIES

## SHELF MOUNT



Inner Bracket (Mounted behind fabric)    Printed Graphics (Fabric)    Security Screws    Shelf

## CUBBY SHELF



Cubby Shelf    Printed Graphics (Fabric)    Inner Bracket (Mounted behind fabric)

## PEG HOOKS



Inner Bracket (Mounted behind fabric)    Printed Graphics (Fabric)    Outer Bracket    Peg Hook    Security Screws

## TV MOUNT



40" TV    VESA Bracket    Printed Graphics (Fabric)    Inner Bracket (Mounted behind fabric)
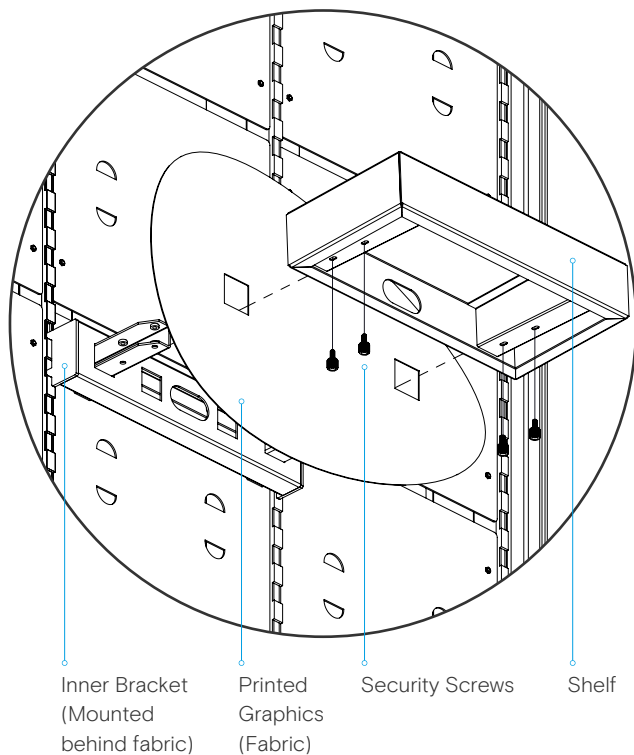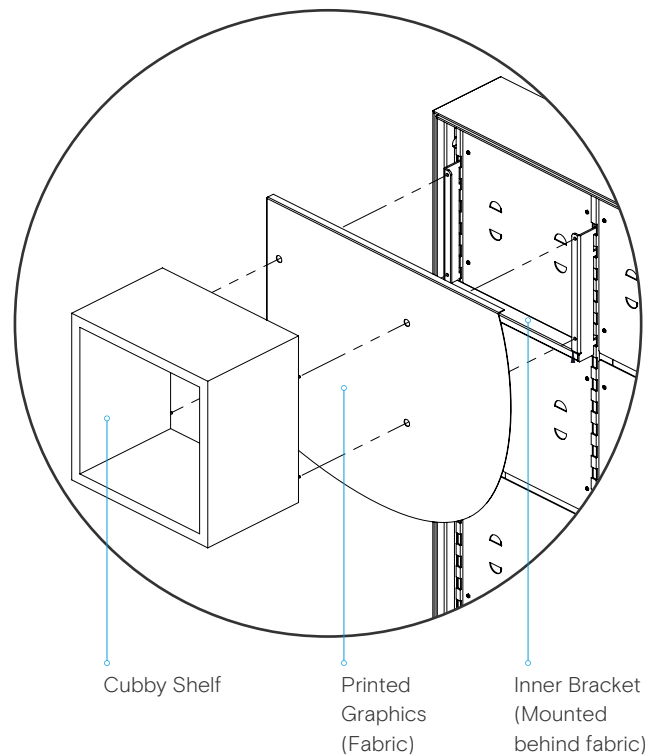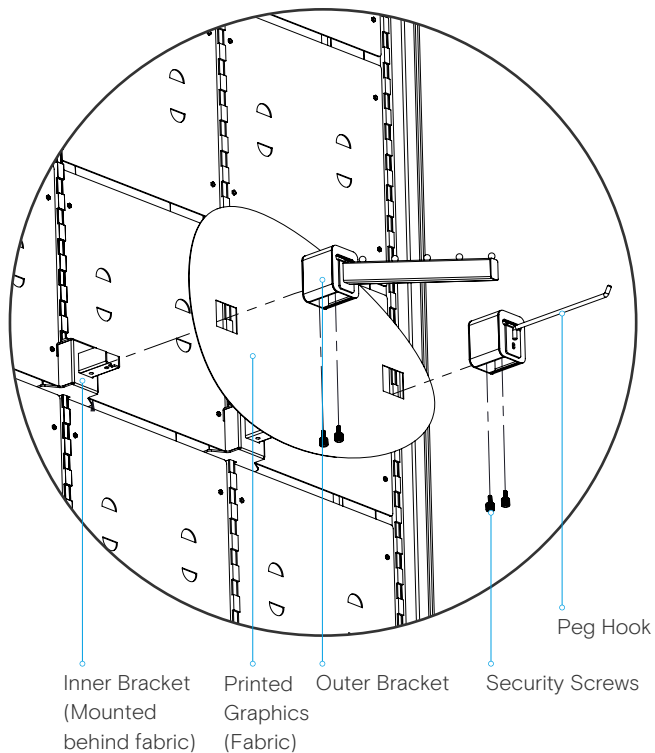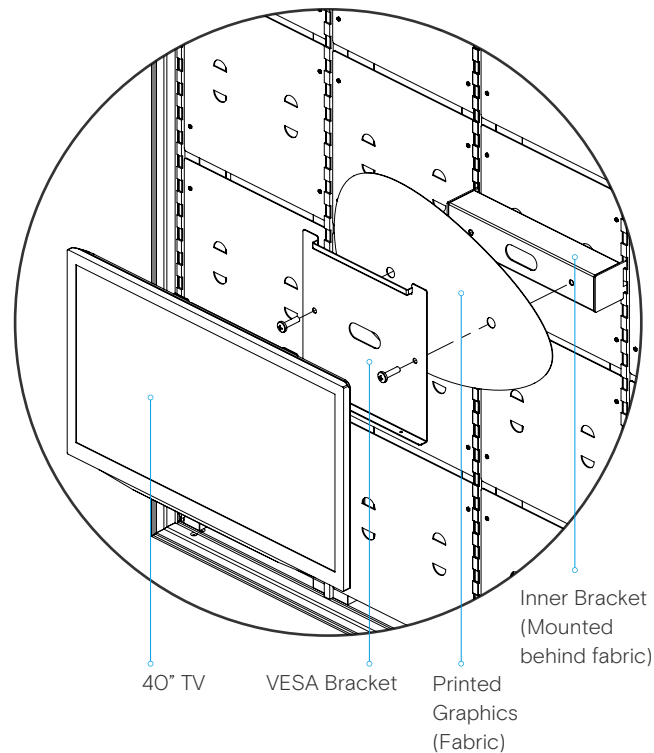
# TECHNICAL SPECIFICATIONS

| | | |
|---|---|---|
| **MECHANICAL PARAMETERS** | **PIXEL PITCH(mm)** | P20/P25 |
| | **LED TYPE** | SMD5050 |
| | **MODULE RESOLUTION (PIXELS)** | P20 – 15 x 15 / P25 – 12 x 12 |
| | **MODULE SIZE** | 288mm x 288mm |
| | **MODULE AREA (M²)** | 0.08 |
| | **PIXEL DENSITY (DOT M²)** | P20 - 2500 / P25 – 1600 |
| | **MAINTENANCE** | FRONT |
| | **MATERIAL** | ALUMINUM |
| | **LIGHTBOX WEIGHT (M²)** | 20Kg |
| | **LIGHTBOX DEPTH** | 120mm |
| | **MINIMUM SIZE** | 944mm x 944mm |
| | **MAXIMUM SIZE** | 3644mm x 3644mm |
| | | |
| **OPTICAL PARAMETERS** | **BRIGHTNESS (CD/M²)** | 425 |
| | **COLOR TEMPERATURE (K)** | 4500 |
| | | |
| **ELECTRICAL PARAMETERS** | **MAX POWER CONSUMPTION (W/M²)** | P20-170/P25-130 |
| | **AVERAGE POWER CONSUMPTION (W/M²)** | P20-80/P25-50 |
| | **VOLTAGE RANGE** | AC 90-260V, 50, 60 (Hz) |
| | | |
| **PROCESSING PERFORMANCES** | **FRAME RATE (Hz)** | 50, 60 (Hz) |
| | **GRAY SCALE** | 50, 60 |
| | **REFRESH RATE** | ?? |
| | **COLOR FIGURES** | ?? |
| | | |
| **OPERATING PARAMETERS** | **LIFE TIME (H)** | ?? |
| | **OPERATING TEMP/HUMIDITY RANGE** | ?? |
| | **STORAGE TEMP/HUMIDITY RANGE** | ?? |

# Dynamix
BY OUTFORM

## STANDARD SIZE 1

180cm
(70.866in)

124.4cm
(48.976in)

124.4cm
(48.976in)

124.4cm
(48.976in)

| PRODUCT SIZE | PRODUCT RESOLUTION (PIXEL) | PRODUCT WEIGHT | BRIGHTNESS(CD/M$^2$) | COLOR TEMPERATURE (K) |
|---|---|---|---|---|
| 124.4 x 124.4cm 48.976 x 48.976in | P20 / P25 | 20kg | 425 | 4500 |

| MAX POWER CONSUMPTION (W/M2) | AVERAGE POWER CONSUMPTION (W/M2) | VOLTAGE RANGE | L70 | CONTENT UPDATE METHOD |
|---|---|---|---|---|
| P20-170/P25-130 | P20-80/P25-50 | AC 90-260V, 50, 60(Hz) | 50000 | SD Card |

* L70 indicates the number of hours before light output drops to 70% of initial output.

# Dynamix
**BY OUTFORM**

## STANDARD SIZE 2

214.4cm
(84.409in)

180cm
(70.866in)

214.4cm
(84.409in)

| | | | | |
|---|---|---|---|---|
| **PRODUCT SIZE** | **PRODUCT RESOLUTION (PIXEL)** | **PRODUCT WEIGHT** | **BRIGHTNESS(CD/M$^2$)** | **COLOR TEMPERATURE (K)** |
| 124.4 x 124.4cm<br>48.976 x 48.976in | P20 / P25 | 20kg | 425 | 4500 |
| **MAX POWER CONSUMPTION (W/M2)** | **AVERAGE POWER CONSUMPTION (W/M2)** | **VOLTAGE RANGE** | **L70** | **CONTENT UPDATE METHOD** |
| P20-170/P25-130 | P20-80/P25-50 | AC 90-260V, 50, 60(Hz) | 50000 | SD Card |

* L70 indicates the number of hours before light output drops to 70% of initial output.

# Dynamix
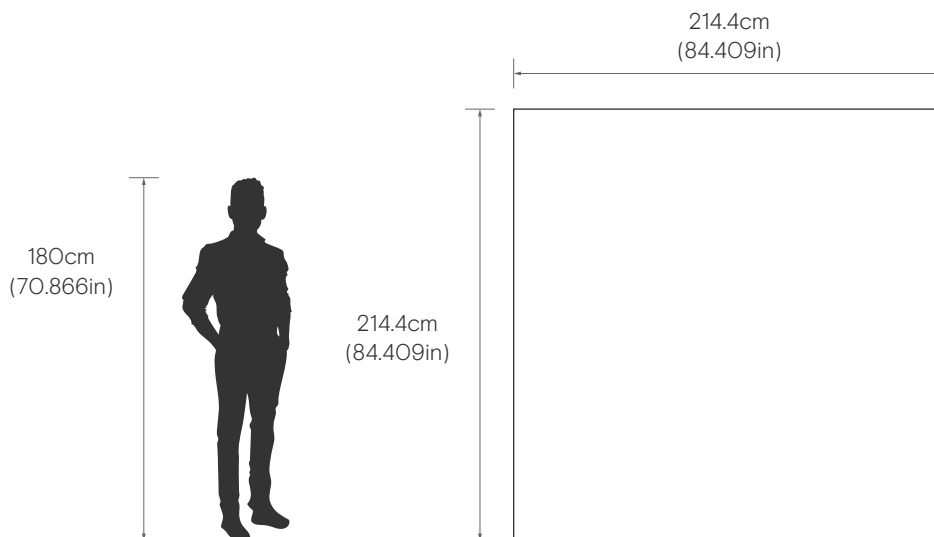### BY OUTFORM

## STANDARD SIZE 3

944cm
(37.165in)

180cm
(70.866in)

214.4cm
(84.409in)

**PRODUCT SIZE**

124.4 x 124.4cm
48.976 x 48.976in

**PRODUCT RESOLUTION
(PIXEL)**

P20 / P25

**PRODUCT WEIGHT**

20kg

**BRIGHTNESS(CD/M$^2$)**

425

**COLOR TEMPERATURE
(K)**

4500

**MAX POWER
CONSUMPTION (W/M2)**

P20-170/P25-130

**AVERAGE POWER
CONSUMPTION (W/M2)**

P20-80/P25-50
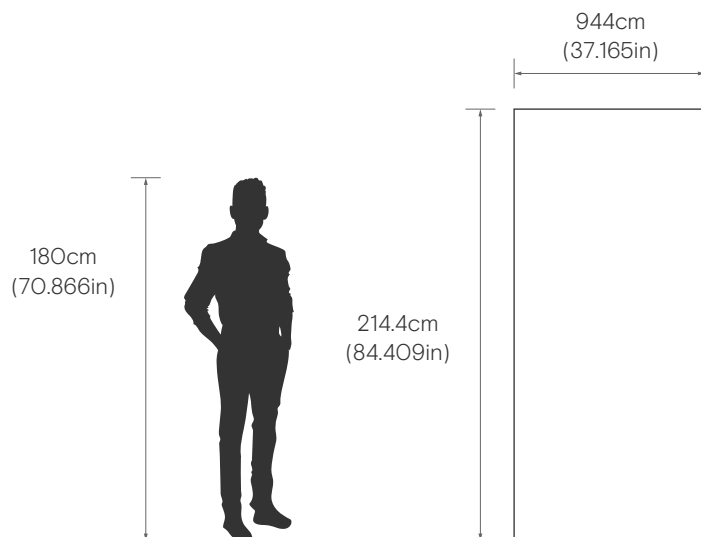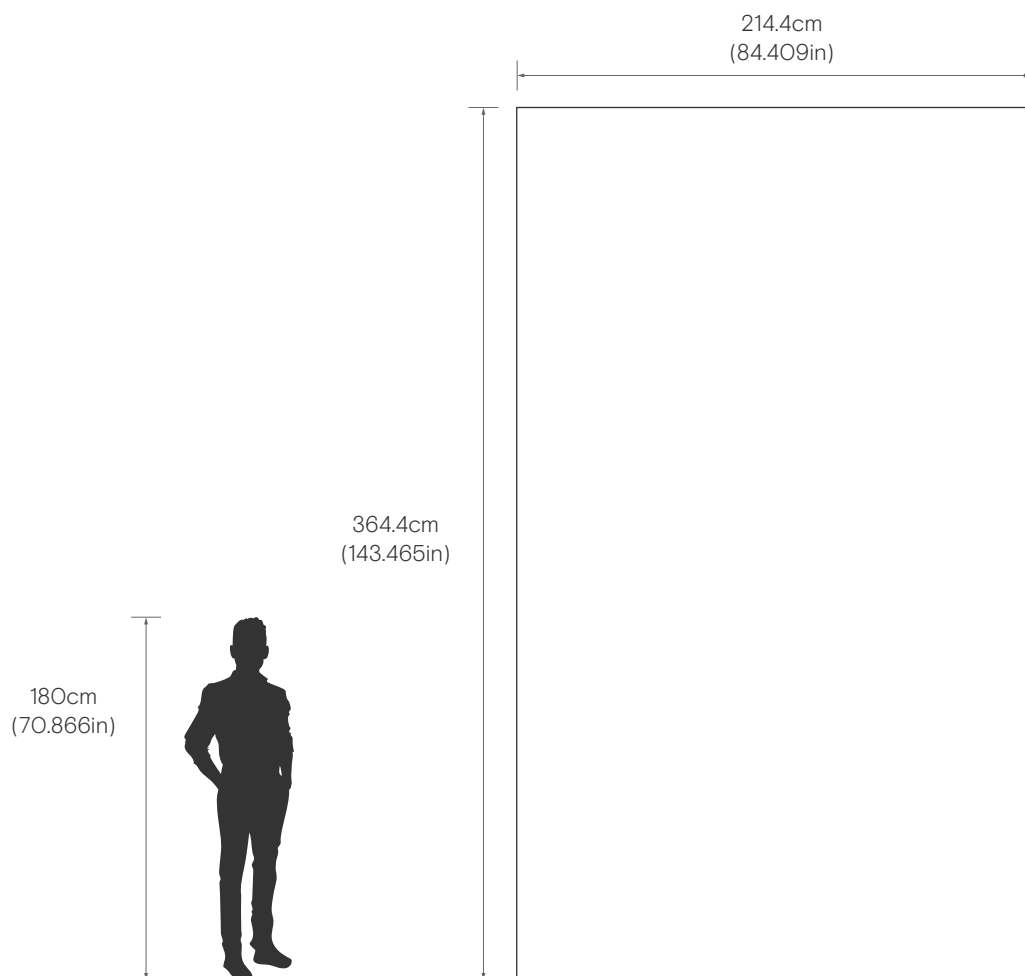
**VOLTAGE RANGE**

AC 90-260V, 50, 60(Hz)

**L70**

50000

* L70 indicates the number of hours before light
output drops to 70% of initial output.

**CONTENT
UPDATE METHOD**

SD Card

# Dynamix
## BY OUTFORM

## STANDARD SIZE 4

214.4cm
(84.409in)

364.4cm
(143.465in)

180cm
(70.866in)

| | | | | |
|---|---|---|---|---|
| **PRODUCT SIZE** | **PRODUCT RESOLUTION (PIXEL)** | **PRODUCT WEIGHT** | **BRIGHTNESS(CD/M$^2$)** | **COLOR TEMPERATURE (K)** |
| 124.4 x 124.4cm 48.976 x 48.976in | P20 / P25 | 20kg | 425 | 4500 |
| **MAX POWER CONSUMPTION (W/M2)** | **AVERAGE POWER CONSUMPTION (W/M2)** | **VOLTAGE RANGE** | **L70** | **CONTENT UPDATE METHOD** |
| P20-170/P25-130 | P20-80/P25-50 | AC 90-260V, 50, 60(Hz) | 50000 | SD Card |
| | | | * L70 indicates the number of hours before light output drops to 70% of initial output. | |

# Dynamix
BY OUTFORM

## STANDARD SIZE 5

214.4cm
(84.409in)

944cm
(37.165in)

180cm
(70.866in)

| PRODUCT SIZE | PRODUCT RESOLUTION (PIXEL) | PRODUCT WEIGHT | BRIGHTNESS(CD/M$^2$) | COLOR TEMPERATURE (K) |
|---|---|---|---|---|
| 124.4 x 124.4cm 48.976 x 48.976in | P20 / P25 | 20kg | 425 | 4500 |

| MAX POWER CONSUMPTION (W/M2) | AVERAGE POWER CONSUMPTION (W/M2) | VOLTAGE RANGE | L70 | CONTENT UPDATE METHOD |
|---|---|---|---|---|
| P20-170/P25-130 | P20-80/P25-50 | AC 90-260V, 50, 60(Hz) | 50000 | SD Card |

* L70 indicates the number of hours before light output drops to 70% of initial output.

# Dynamix
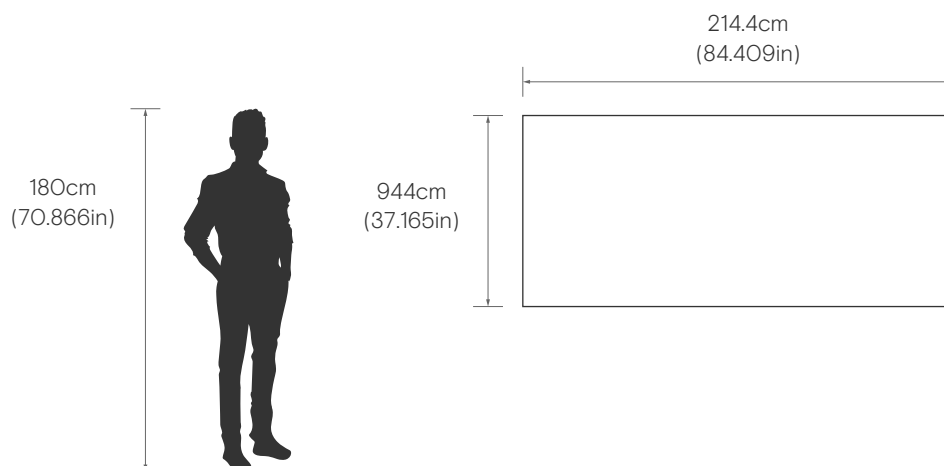BY OUTFORM

## STANDARD SIZE 6

304.4cm
(119.843in)

1544cm
(60.787in)

180cm
(70.866in)

| PRODUCT SIZE | PRODUCT RESOLUTION (PIXEL) | PRODUCT WEIGHT | BRIGHTNESS(CD/M$^2$) | COLOR TEMPERATURE (K) |
|---|---|---|---|---|
| 124.4 x 124.4cm 48.976 x 48.976in | P20 / P25 | 20kg | 425 | 4500 |

| MAX POWER CONSUMPTION (W/M2) | AVERAGE POWER CONSUMPTION (W/M2) | VOLTAGE RANGE | L70 | CONTENT UPDATE METHOD |
|---|---|---|---|---|
| P20-170/P25-130 | P20-80/P25-50 | AC 90-260V, 50, 60(Hz) | 50000 | SD Card |

* L70 indicates the number of hours before light output drops to 70% of initial output.

# Dynamix
## BY OUTFORM

## STANDARD SIZE 7

124.4cm
(48.976in)

180cm
(70.866in)

1544cm
(60.787in)

| | | | | |
|---|---|---|---|---|
| **PRODUCT SIZE** | **PRODUCT RESOLUTION (PIXEL)** | **PRODUCT WEIGHT** | **BRIGHTNESS(CD/M²)** | **COLOR TEMPERATURE (K)** |
| 124.4 x 124.4cm 48.976 x 48.976in | P20 / P25 | 20kg | 425 | 4500 |
| **MAX POWER CONSUMPTION (W/M2)** | **AVERAGE POWER CONSUMPTION (W/M2)** | **VOLTAGE RANGE** | **L70** | **CONTENT UPDATE METHOD** |
| P20-170/P25-130 | P20-80/P25-50 | AC 90-260V, 50, 60(Hz) | 50000 | SD Card |

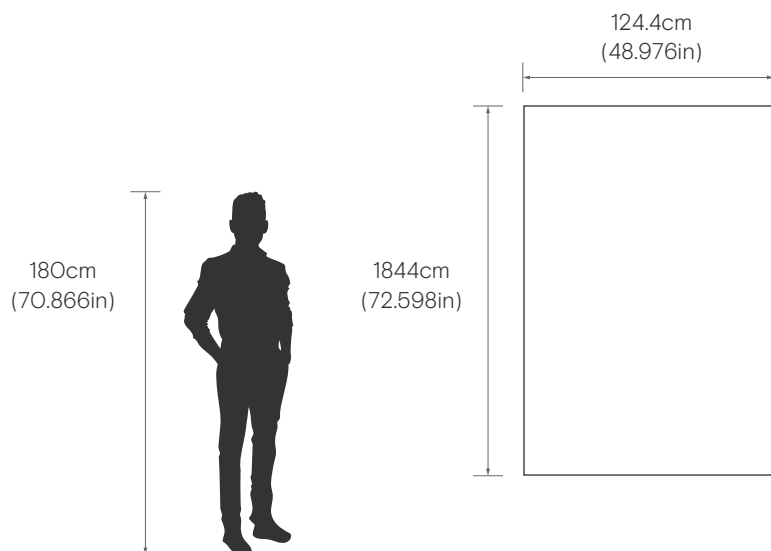* L70 indicates the number of hours before light output drops to 70% of initial output.

# Dynamix
BY OUTFORM

## STANDARD SIZE 8

124.4cm
(48.976in)

180cm
(70.866in)

1844cm
(72.598in)

| | | | | |
|---|---|---|---|---|
| **PRODUCT SIZE** | **PRODUCT RESOLUTION (PIXEL)** | **PRODUCT WEIGHT** | **BRIGHTNESS(CD/M$^2$)** | **COLOR TEMPERATURE (K)** |
| 124.4 x 124.4cm 48.976 x 48.976in | P20 / P25 | 20kg | 425 | 4500 |
| **MAX POWER CONSUMPTION (W/M2)** | **AVERAGE POWER CONSUMPTION (W/M2)** | **VOLTAGE RANGE** | **L70** | **CONTENT UPDATE METHOD** |
| P20-170/P25-130 | P20-80/P25-50 | AC 90-260V, 50, 60(Hz) | 50000 | SD Card |
| | | | * L70 indicates the number of hours before light output drops to 70% of initial output. | |