

---

## **LED variety: from small price module to full-surface LED wall**

# **More customer communication for the petrol station area**

Windischeschenbach, 24.06.2021

In many places, the mere petrol pump has long since become a world of service, shopping or even a world of adventure. Last but not least, the pressure of competition is constantly promoting new concepts. And yet one thing has remained the same: customer density is still mostly a question of the (fuel) price - and how well it is communicated in advance. Modern price displays have long been able to show more than just monetary amounts.

### **From simple price information to additional business**

Whether current fuel prices, advertising or general information for customers - digital price displays at petrol stations visualise all information variably and in real time. The diverse possibilities offer several benefits at once: Customer information, customer guidance and, in the case of advertising by external partners, additional income separate from the fuel business. Microsyst develops and manufactures suitable display systems "Made in Germany".

### **From an LED module to a full-surface display board.**

The modular staggered system structure of the components allows individual display sizes: from a pure price display to a full-surface LED board for even more flexibility in display. Up to 8 m<sup>2</sup> display area can be implemented without any problems, and even larger areas can be technically planned depending on the conditions on site. Individual designs allow for pole-mounted price displays, clad pillars, wall-mounted systems as well as the imprint of logos or payment options up to double-sided display versions. The full-colour LED displays for outdoor use withstand snow, rain, fog and sunshine. An integrated brightness sensor and the optional pixel pitch of 4 or 8 mm ensure optimum readability in all weather and visibility conditions. Even reading distances of up to 100 metres can be easily bridged. The robust aluminium housing and fanless technology ensure maintenance-free continuous operation.

### **Simple system integration and configuration**

A direct interface to the POS system via EPSI protocol makes connection extremely simple. Meanwhile, the manufacturer's own software, including an intuitive user interface, takes care of the configuration of the display content.

**For more information:** Vera Lehmann  
Marketing  
microSYST Systemelectronic GmbH  
marketing@microsyst.de

**About microSYST Systemelectronic GmbH**

*Founded in 1985, the company based in Weiden i. d. Opf. has been developing, manufacturing and selling LED display systems for 30 years. The comprehensive know-how in LED technology goes back to the early in-house developments. This pronounced pioneering spirit is still deeply rooted in the company today. With future-oriented thinking and environmental awareness, microSYST will continue to dedicate itself to LED technology in the future under the following principles*

- Know-how right from the start*
- Individual development and production*
- Adapted systems with unique optics*
- Regionally sustainable and efficient*