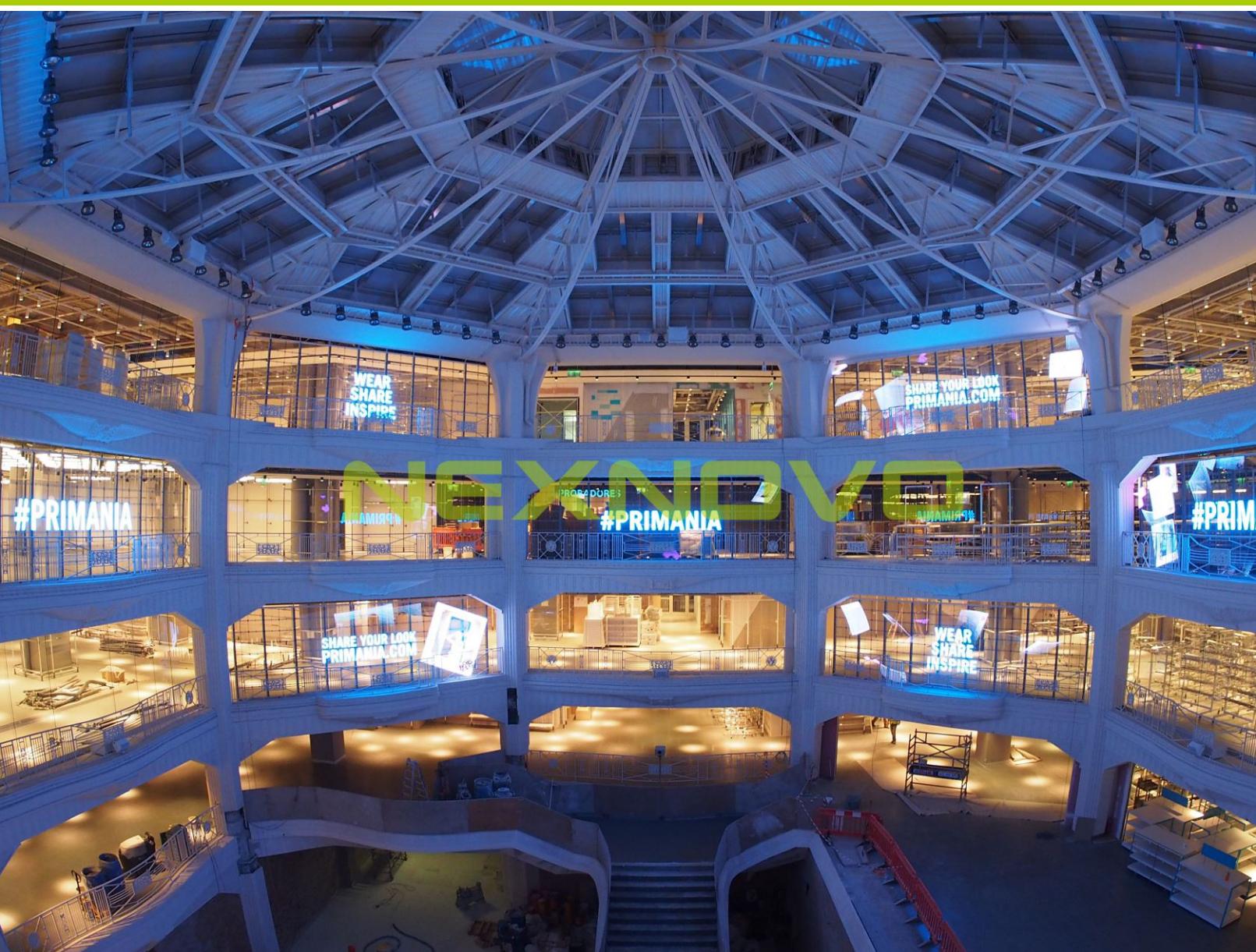


# XRW | FIXED INSTALLATIONS



THE INVENTOR AND MANUFACTURER OF TRANSPARENT LED DISPLAYS

[www.nexnovo.com](http://www.nexnovo.com)



# About Us

THE INVENTOR AND MANUFACTURER  
OF THE WORLD'S FIRST TRANSPARENT LED DISPLAY

- NEXNOVO TECHNOLOGY CO, LTD, is the inventor and manufacturer of the world's leading transparent LED displays. Based in Shenzhen, China, occupying over 10,000SQM of factory floor which produces over 4,000SQM monthly of transparent LED displays. The company holds over 20 patents on its displays. NEXNOVO strives to evolve and bend ideas of innovation to reality. NEXNOVO is committed at 100% to keep developing the best product in the world by having sole focus, transparent LED displays.
- The current product lineup: XT, XRW, NR, NH, NS, NJ and XH series, all which are designed for a wide range of applications such as retail windows, restaurants, shopping malls, airports, museums, financial institutions, trade shows, events, festivals, media architecture and many others. With a pixel pitch ranging from 2.0mm to 30mm, brightness levels reaching up to 7500nits, NEXNOVO products have been by far the clearest and brightest transparent LED displays in the world.
- Our partners include brands such as U2 band, Rolls Royce, Mercedes Benz, Land Rover, ZARA, McDonald's, Primark, 7-11 and many others. Through NEXNOVO's continuous effort on product innovation and design, the newest NR & NS are simpler, lighter, user-friendlier, energy efficient and aesthetically amazing. NEXNOVO's technologies and patents will give you true advantages in your markets.

20 +

### Holding over 20 patents

NEXNOVO has always devoted itself to the development of transparent LED displays and has been leading the trends of this industry with their unique 3D-SMT™ Technology patent.

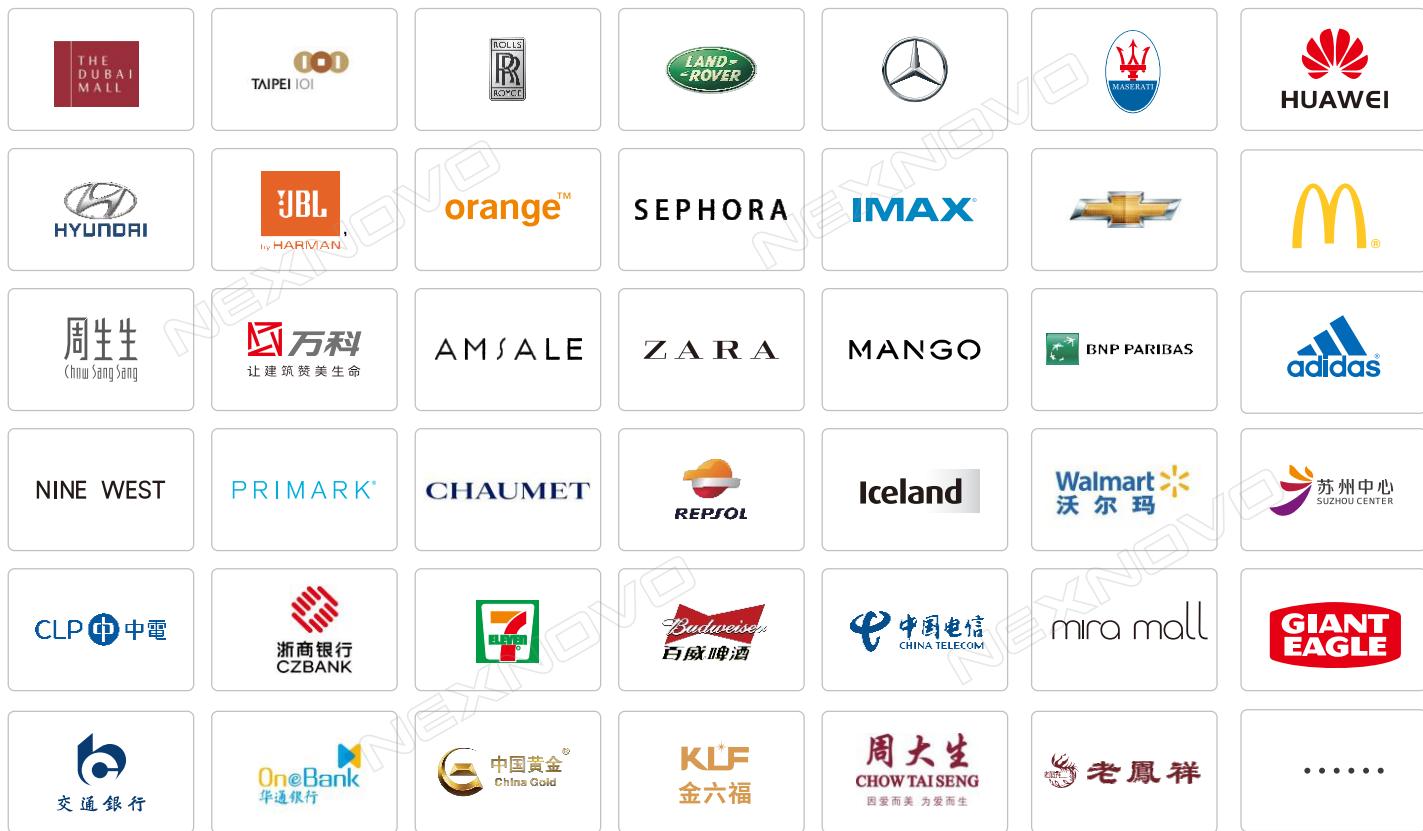
50 +

### Shipping to over 50 countries and counting

NEXNOVO has accomplished many successful landmark projects across the globe.

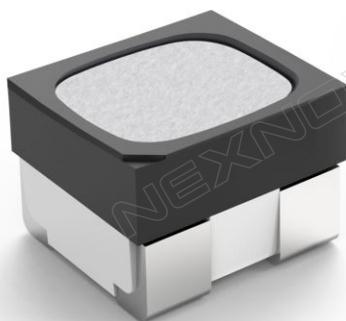


### Some well-known companies which have made great choices!



# Basic key Technology

Only high quality LED Lamps are used



SMD1515

SMD3535



High Brightness



Consistency

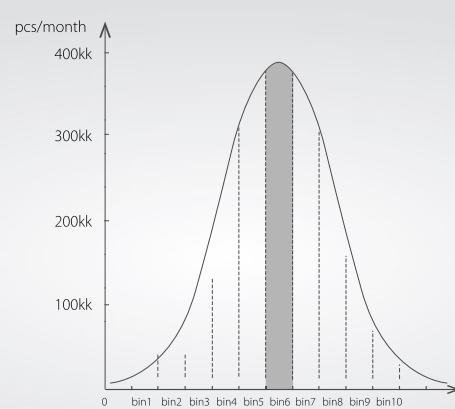
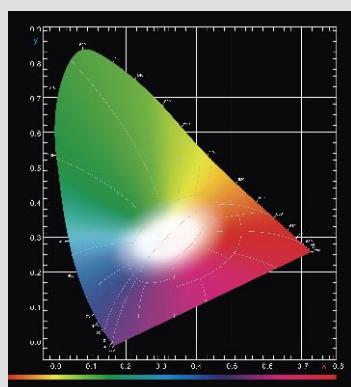


Anti-UV



Long life span

Using a matte encapsulation lens to enhance the color balance and combined with a custom design black housing to increase the contrast ratio, NEXNOVO lamps are shadowing all others!



With a monthly output of over 400 million pcs, these lamps are produced in large single bin quantities, this ensures the maximum brightness and color uniformity throughout your displays.

## 3D-SMT™ Technology

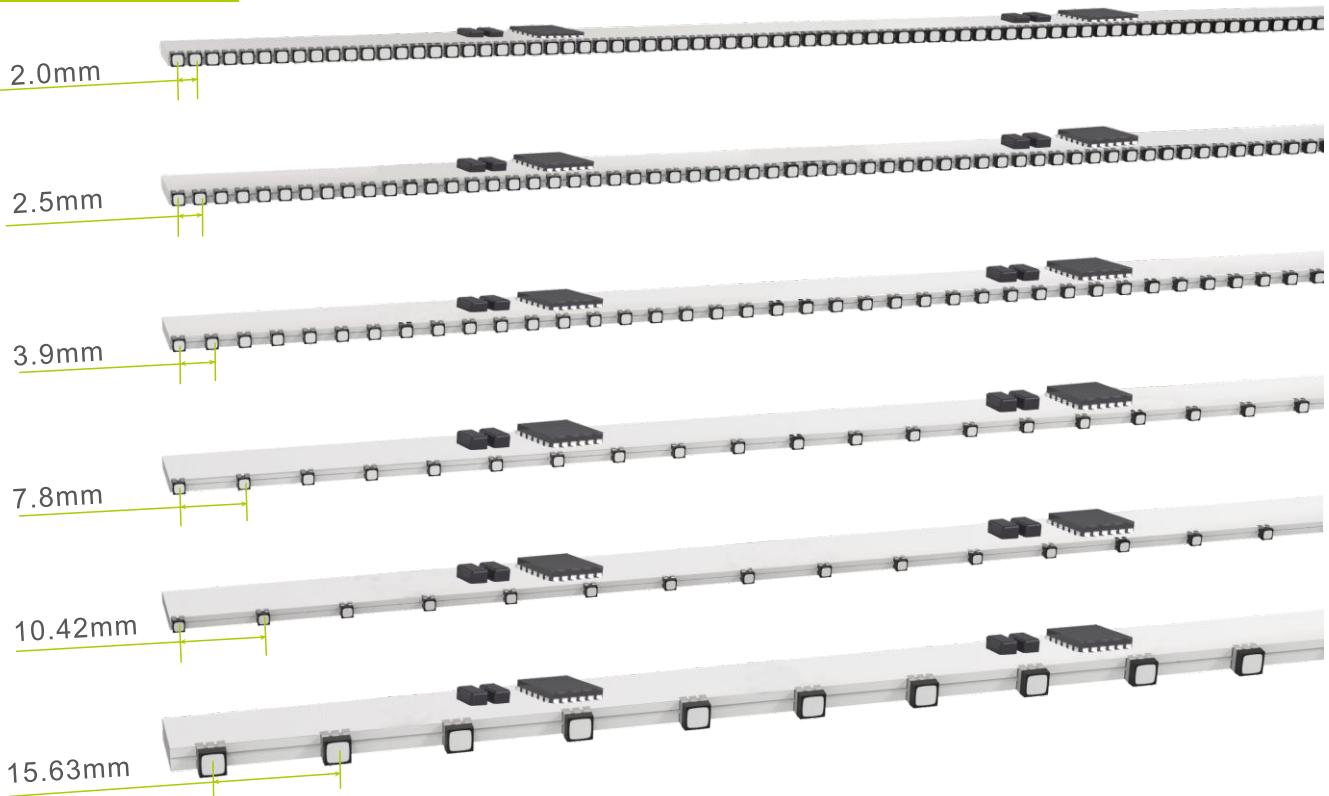
NEXNOVO has invested years of research and money on its 3D-SMT™ Technology. Every soldering plate on the PCB has an 8 stage process, giving them the best possible surface to LED connections.



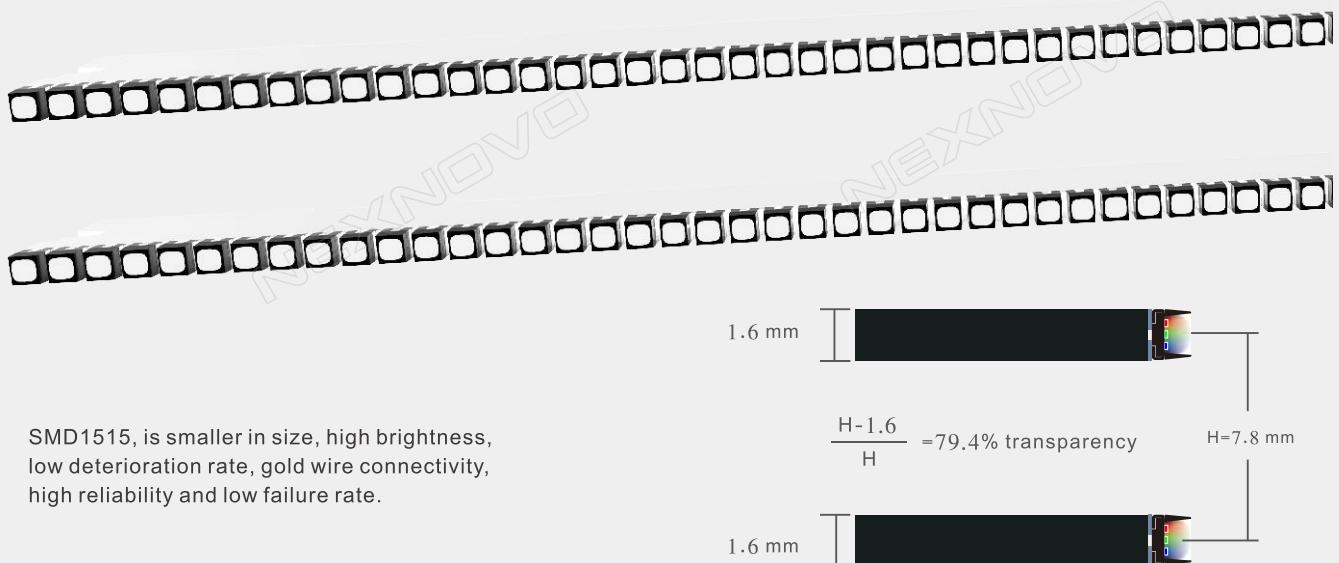
NEXNOVO's LEDs can withstand at least 40 NEWTON ( $\pm 4\text{Kg}$ ) of force before breaking lose. This ensures stability and the lowest defective rate in the industry.

[View testing video](#)

## LED strips



## SMD1515



SMD1515, is smaller in size, high brightness, low deterioration rate, gold wire connectivity, high reliability and low failure rate.

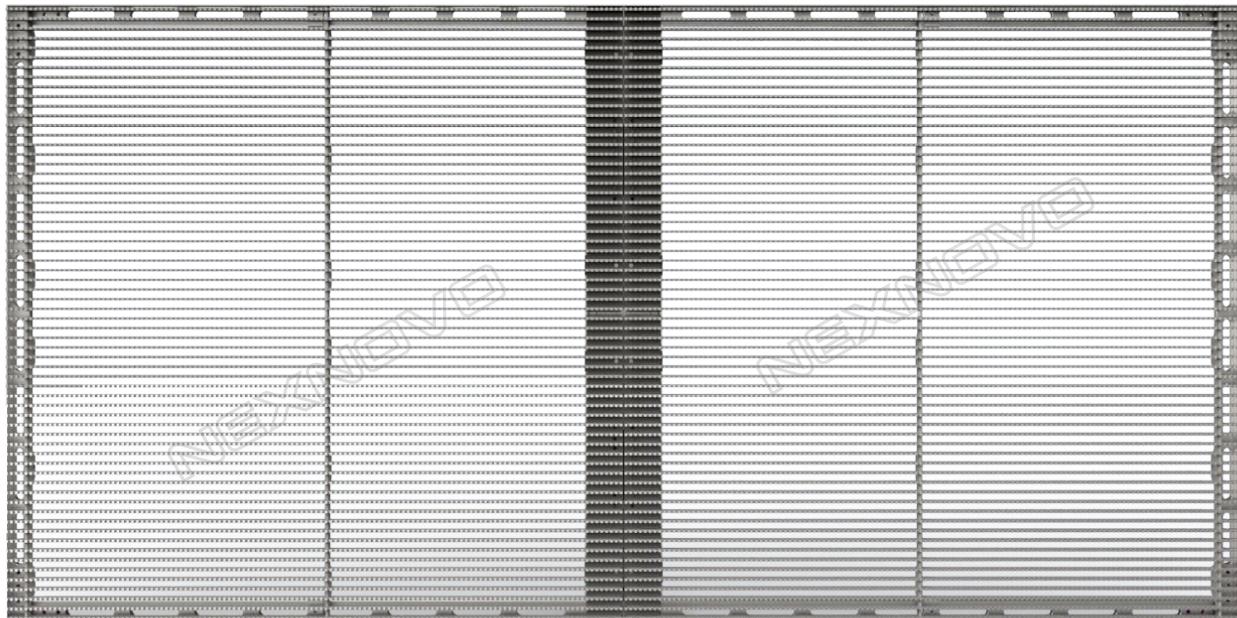
## SMD3535



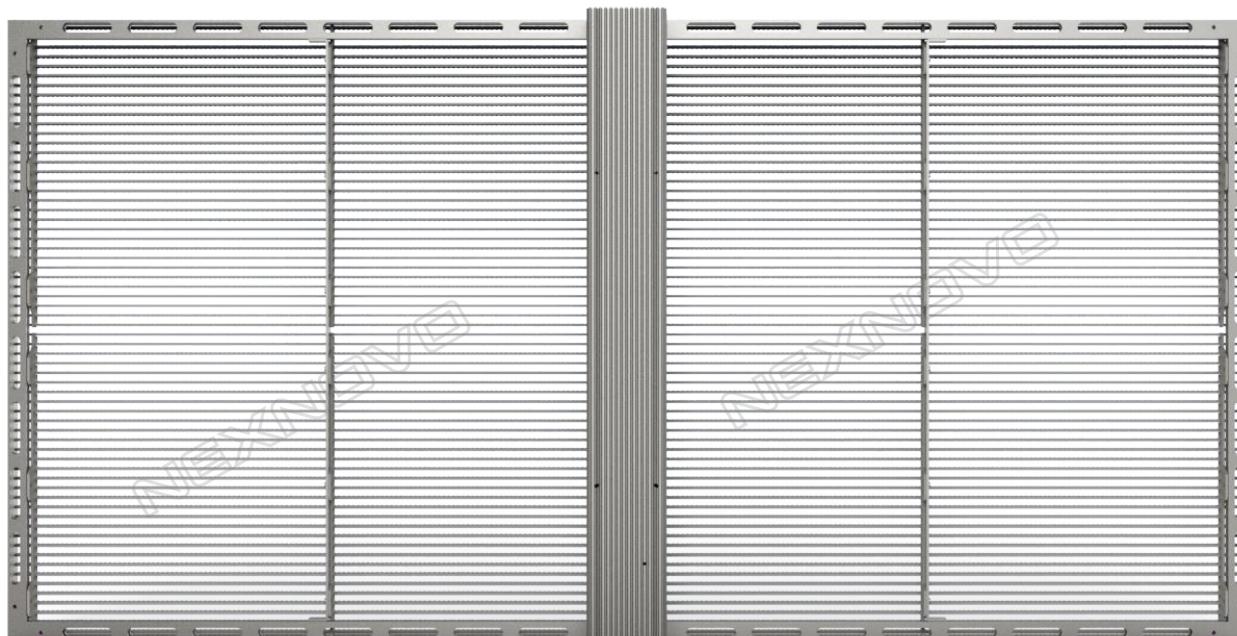
The SMD3535, strong due to its size, very high brightness, low deterioration rate, gold wire connectivity, high reliability and low failure rate.

# XRW Series

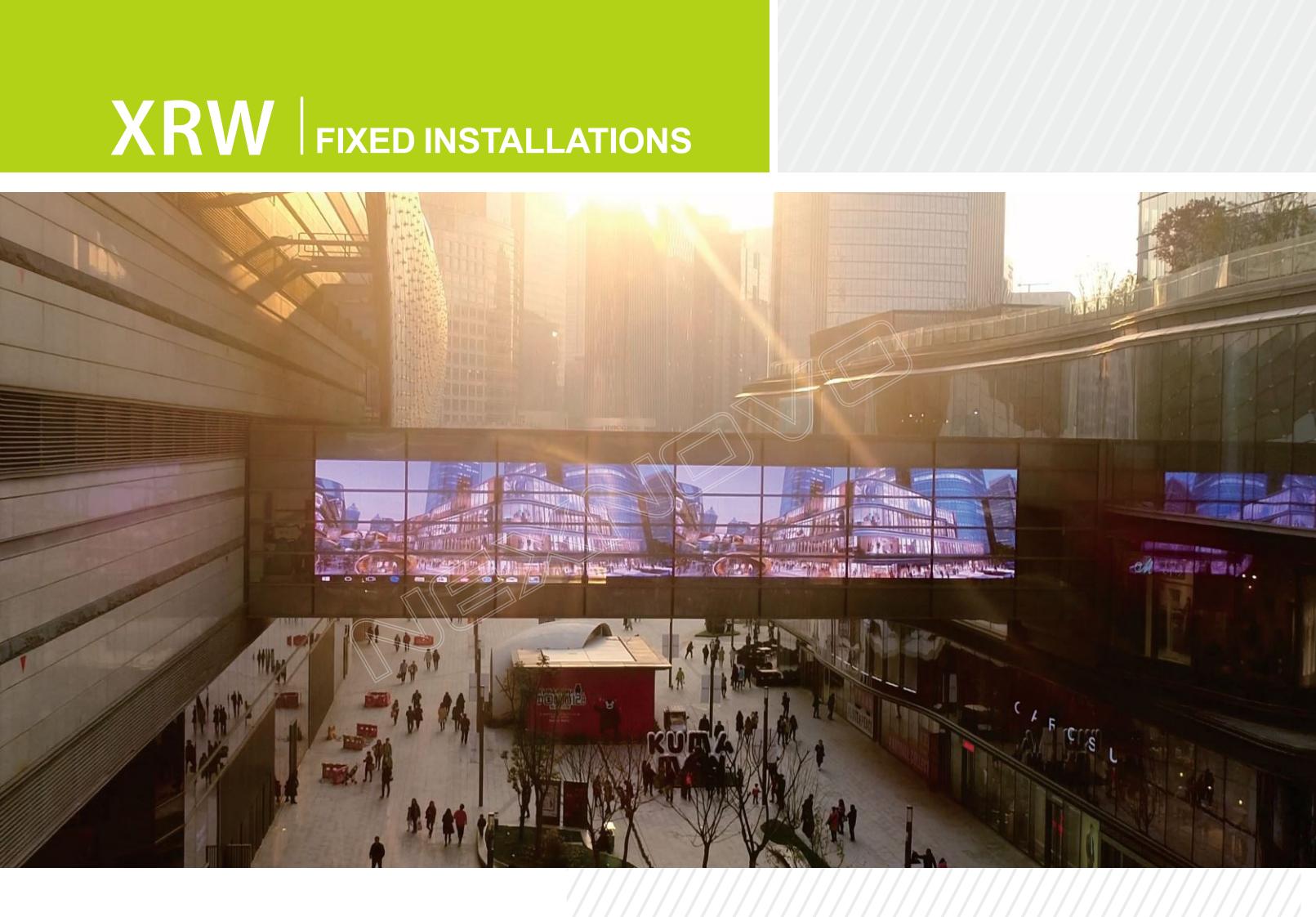
Designed for permanent /fixed installations.



Front



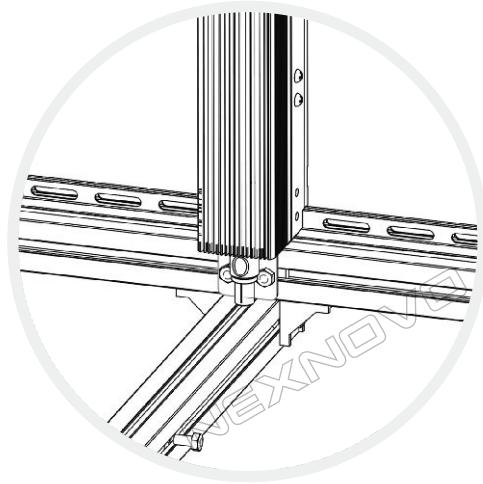
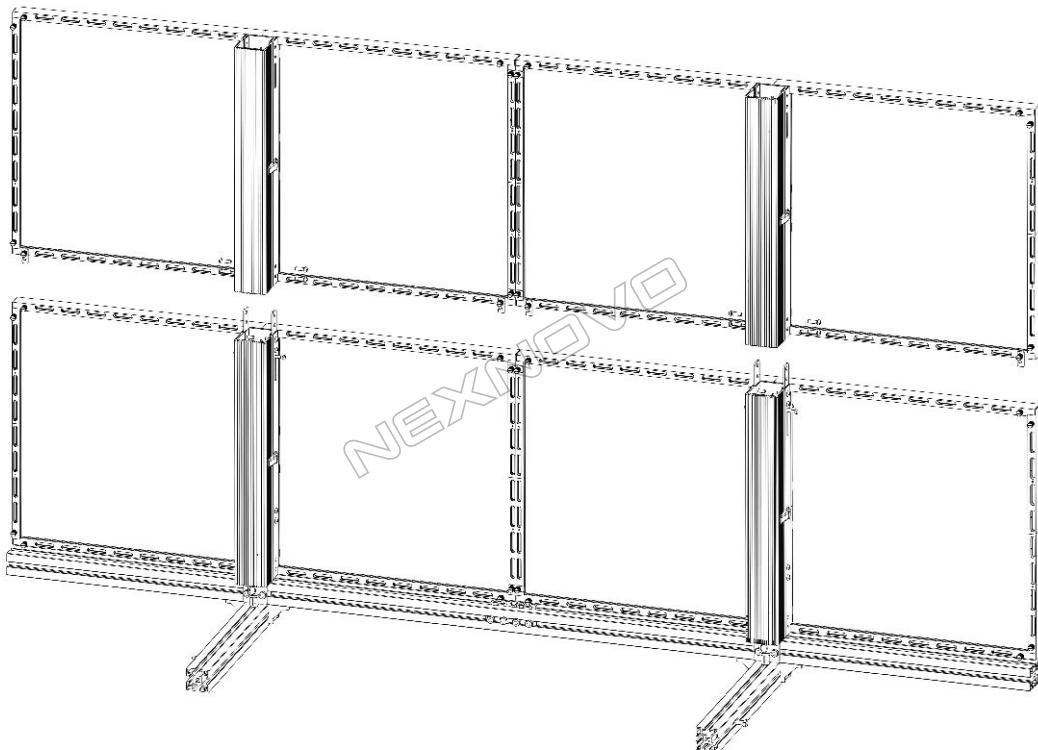
Back



**XRW** Series are designed for permanent / fixed installations, such as shopping malls, airports, hotels, car showrooms and many more.

## Technical specifications

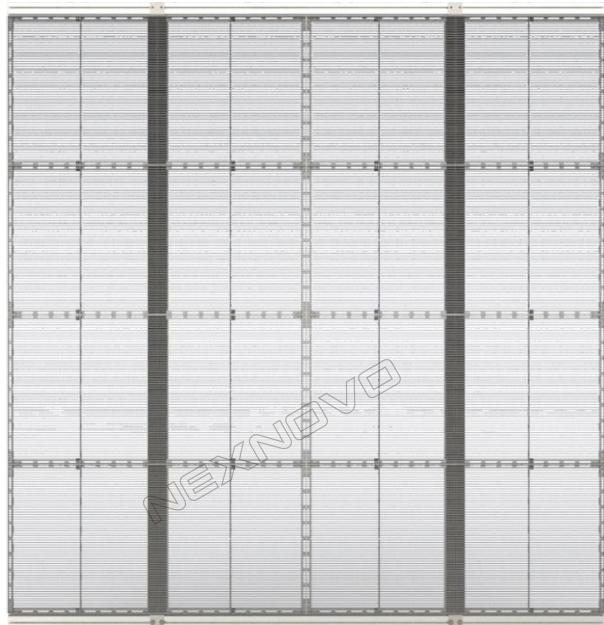
Model	XRW2.6	XRW3.9	XRW8	XRW10	XRW16	XRW16	XRW20	XRW25
LED	SMD1515	SMD1515	SMD1515	SMD1515	SMD1515	SMD3535	SMD3535	SMD3535
Resolution (dot / m <sup>2</sup> )	67584	32768	16384	9216	4096	4096	2304	1600
Pixel Pitch (W x H)(mm)	2.61x5.68	3.91x7.82	7.82x7.82	10.42x10.42	15.63x15.63	15.63x15.63	20.83x20.83	25x25
Module size (W x H)(mm)	1000x500(1000)							
Module Resolution	384x88	256x64	128x64	96x48	64x32	64x32	48x24	40x20
Brightness (CD/m <sup>2</sup> )	5500~6000	5500~6000	5500~6000	5000~5500	3000	7500	4500	2500
Max.Power (W/m <sup>2</sup> )	800	800	800	800	800	800	800	800
Avg.Power (W/m <sup>2</sup> )	240	240	240	240	240	240	240	240
Transparency	72%	80%	80%	85%	90%	80%	85%	88%



### Easy and quick installation

The screens can be hung or mounted.  
Power supplies are built into the frame hence making  
the setup faster and easier.

### Standard cabinet size





Shopping malls



Airports



Banks



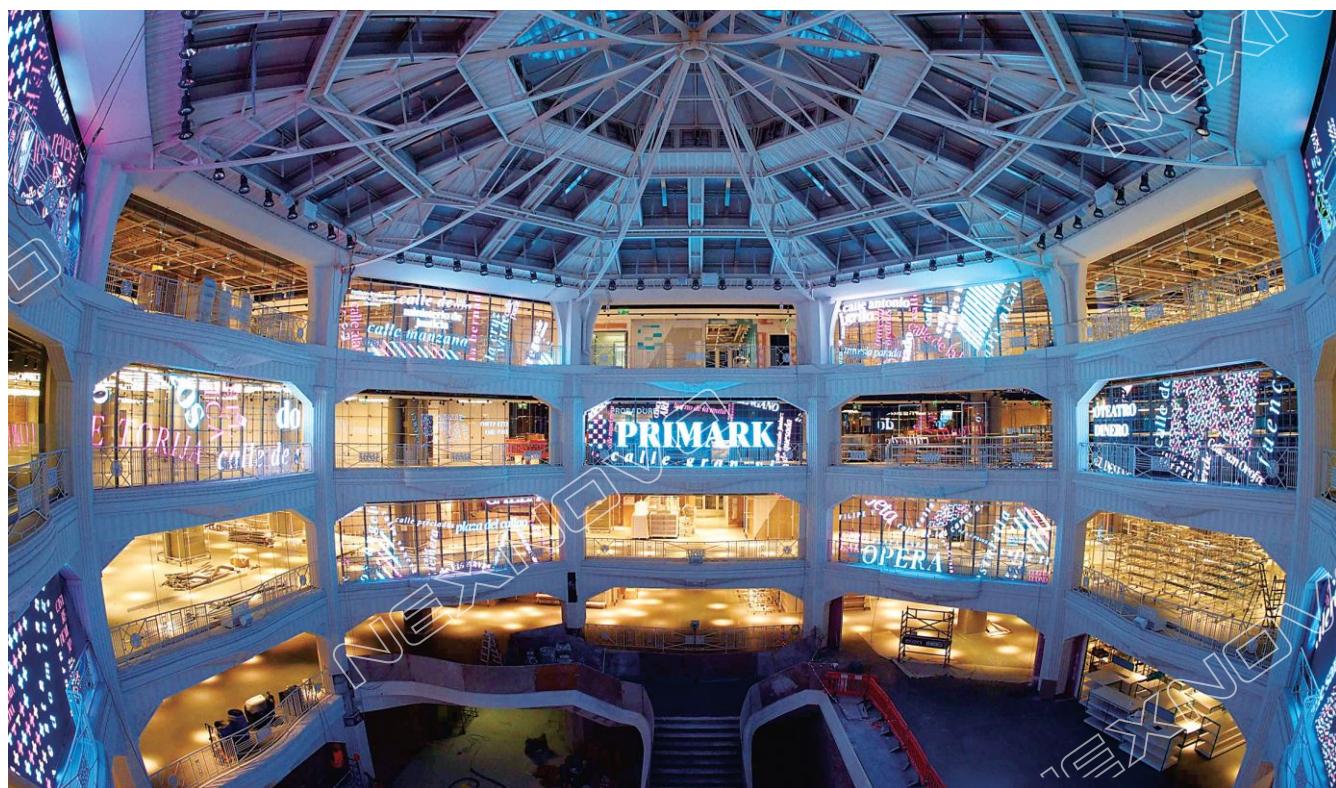
Hotels



Car showrooms



Glass facades



## PRIMARK®

Model: XRW10

Pixel Pitch : 10mm x10mm

Area: 250m<sup>2</sup>

Location: Calle Gran Via.32,28013, Madrid, Spain



[view project video](#)



## Nevada

SHOPPING

[view project video](#)

Model: XRW10

Pixel Pitch : 10mmx10mm

First display: 15.36m x 4.8m, 73.72m<sup>2</sup>

Second display: 15.36m x 4.8m, 73.72m<sup>2</sup>

Third display: 13.44m x 4.32m, 58.06m<sup>2</sup>

Location: Granada Spain





**BNP PARIBAS**

Model: XRW10  
Pixel Pitch: 10mm x 10mm  
Size: W16.32 x H2.88  
Location: Square du Bastion 9, 1050 Ixelles, Belgium



view project video



Model: XRW5  
Pixel Pitch: 5mmx5mm  
First floor: 1.7mx2.048mx5pcs, 17.41m  
Second floor: 0.48mx1.6mx28 pcs, 21.51m  
Location: Opera Paris, France

Model: XRW20  
Pixel Pitch: 20mm x 20mm  
Size: W3.84m x H2.8m x 15pcs  
Location: South tower shopping mall in Mito South Tower Ibaraki Japan



view project video



Model: XRW10  
Pixel Pitch: 10mm x 10mm  
Size: W8.64m x H15.2m  
Location: Shopping mall in Moscow, Russia



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#### Head Office

No. 8, Qinglan Road 1, Pingshan District, Shenzhen, China  
Tel: +86 18129873870 E-mail: sale@nexnovo.com



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