



MP V2 SERIES PRODUCT INTRODUCTION

Products Marketing Dept.

Nov. 2023

Maz Zou

MP V2 Series

Outdoor Fixed Fine Pixel Energy-saving LED Display

500*500	MP-190V2	MP-260V2	MP-290V2	MP-390V2
	MP-480V2	MP-590V2	MP-780V2	MP-100V2
500*750 curve	MP-290	MP-390	MP-480	MP-590
	MP-780	MP-100		
500*1000	MP-290V2	MP-390V2	MP-480V2	MP-590V2
	MP-780V2	MP-100V2		
1000*1000	MP-590	MP-780	MP-100	
corner cabinet	MP-290RV2	MP-100RV2		

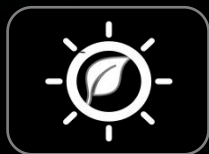


BO
INNOVATION
DESIGN
REDEFINE
邦基ZBJ

垂直生态资产 都芯生活臻境
建面约55-366m² 4.5/9米倍享空间 全城争藏

2525 9888 深圳·罗湖·布心地铁站B出口

2525 9888 深圳·罗湖·布心地铁站B出口



High Brightness
&Energy-saving



Various Size
&Corner Panel



True Color



High Stability
&Reliability



High Weather
Resistance



Save Money

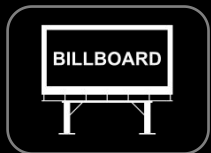
Applications



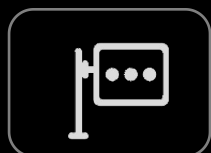
Spectacular



Street furniture



Billboard

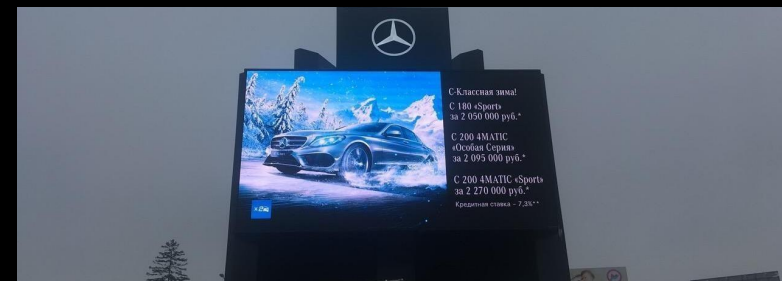


Digital Sign

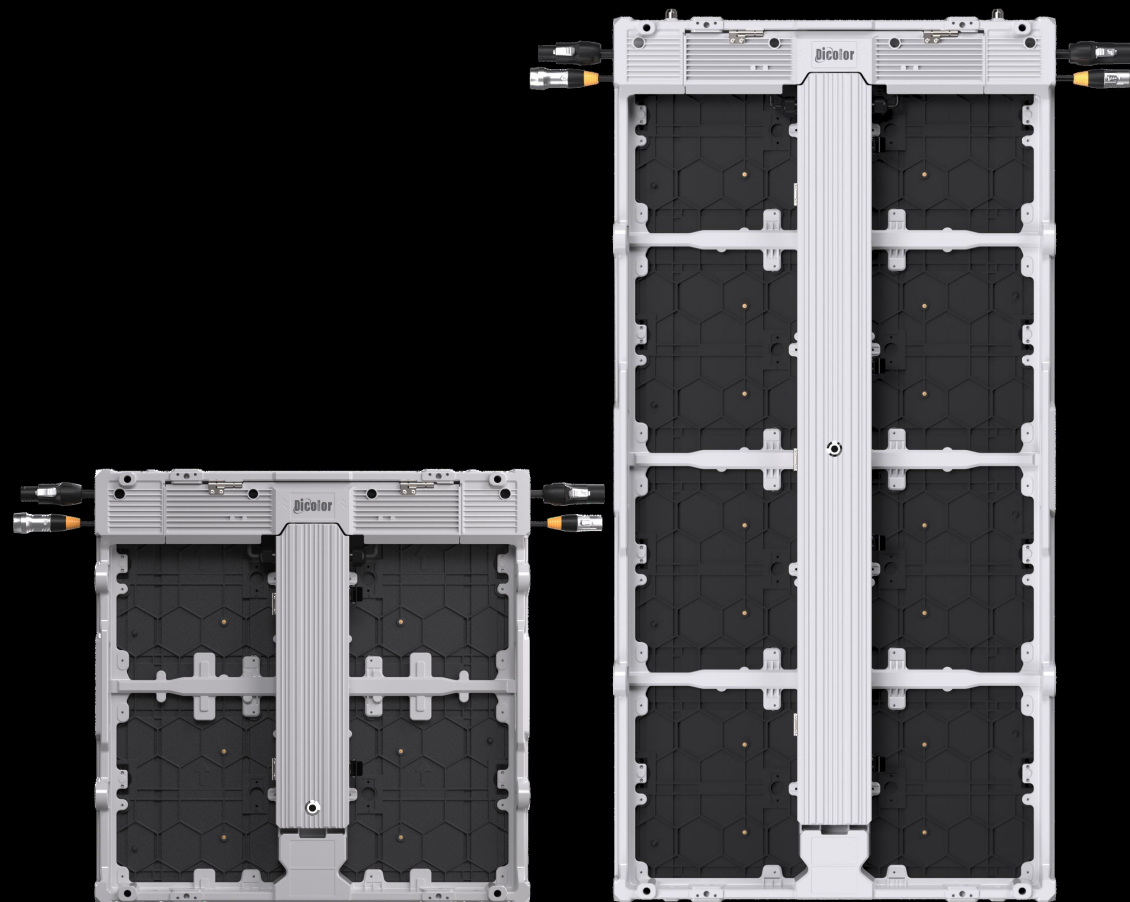


Transit Center

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Basic info



500x500/500x1000x68mm

Cabinet dimensions

Die-casting aluminum

Cabinet material

MP V2 Series

Outdoor Fixed Fine Pixel Energy-saving LED Display

Key features

- The 3th generation energy-saving technology, more than 20% lower power consumption;
- 10,000nit high brightness, dedicated visibility of image even under strong direct sunlight;
- High precision die-casting aluminum cabinet, perfect flatness;
- 90° corner cabinet design;
- Supports 500x750mm, 1000x1000mm sizes to meet different installation areas;
- High protective grades and high weather resistance;
- Full front and rear access.

Lightweight & thinner

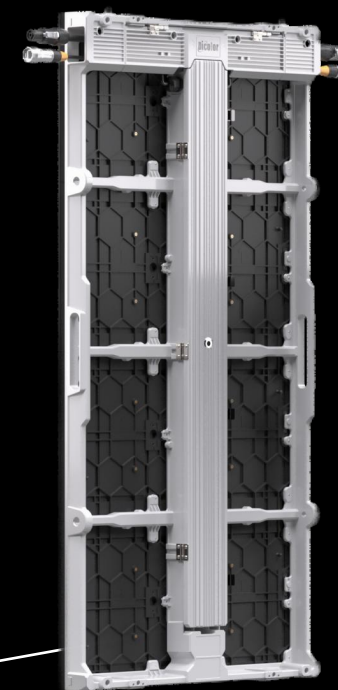
- Thin cabinet, convenient transport, save transport cost;
- Lightweight cabinet, saving steel structure cost more than 20%.

Conventional iron cabinet

- 48Kg/sqm
- 135mm thickness



Lighter 47.5%, Thinner 50%



MP V2 500*1000mm

- 12.6Kg/pcs, 25.2Kg/sqm
- 68mm thickness

The 3th generation energy-saving technology

1th
Common anode

2th
Common cathode

3th
DCD technology

Precision RGB voltage control

- Individual RGB voltage control;
- Lower RGB voltage.

Stunning visuals

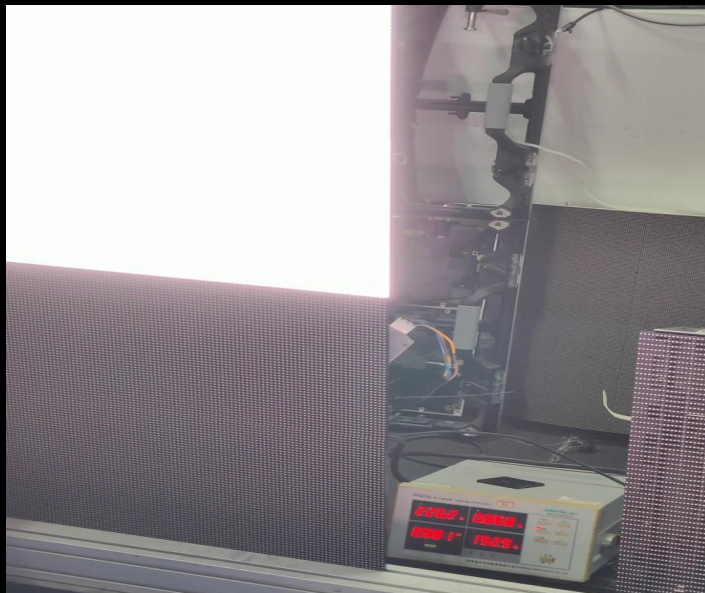
- Thermal management, 20%+ cooler temperatures;
- 20%+ lower power consumption;
- Better color and brightness uniformity;
- Longer LED lifespan.

Save money

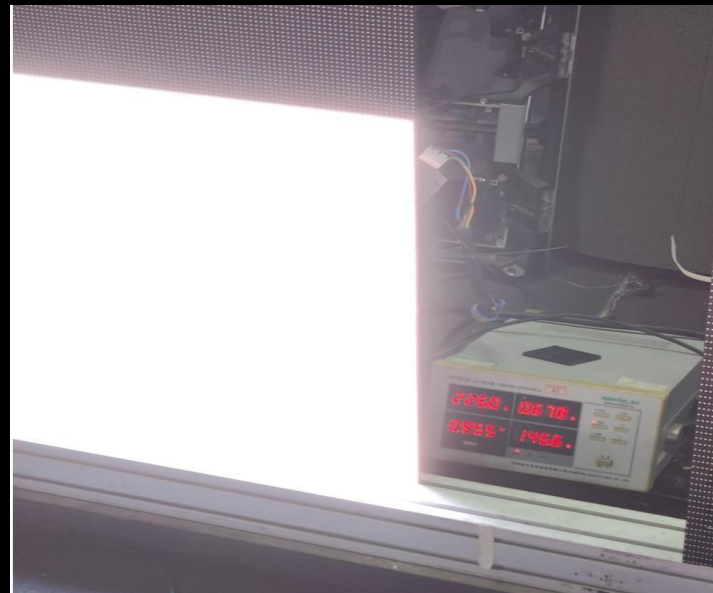
- Price of common anode tech, performance of common cathode tech.

The 3th generation energy-saving tech

- For example MP-480V2, in terms of power consumption, the 3th energy-saving technology is equal to the common cathode technology, and the energy saving is about **24%** compared to the common anode technology.



MP-480V2@ *common anode tech*,
500*500mm cabinet size ,
8S, 5300nit, **192.9W**



MP-480V2@ *DCD tech*,
500*500mm cabinet size ,
8S, 5300nit, **146.6W**



MP-480V2@ *common cathode tech*,
500*500mm cabinet size ,
8S, 5300nit, **146.7W**

500sqm, 10years, save 200,000usd+

- Save electricity cost, save wiring, save electricity equipment.....

	MP-480V2 DCD tech	Conventional tech (common anode)
Brightness (nits)	5,300	5,300
Area (sqm)	500	500
Years	10	10
Max. power consumption (W/sqm)	586.4	771.6
Ave power consumption (W/sqm)	195.5	257.2
Working hours (hours/day)	12	12
Electricity charge (0.15USD/KWH)	0.15	0.15
Screen electricity charge (USD)	642,217	844,902
Save money (USD)	202,685	—



High brightness

- 10,000nits high brightness, clear and bright even in strong outdoor direct sunlight.



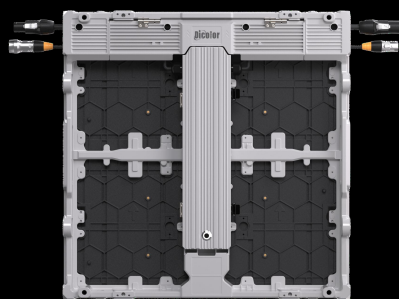
MP-480@450sqm@Saudi Arabia



Conventional LED

Any size you need

- Supports 500x750mm, 1000x1000mm sizes and corner cabinet design to meet different installation areas



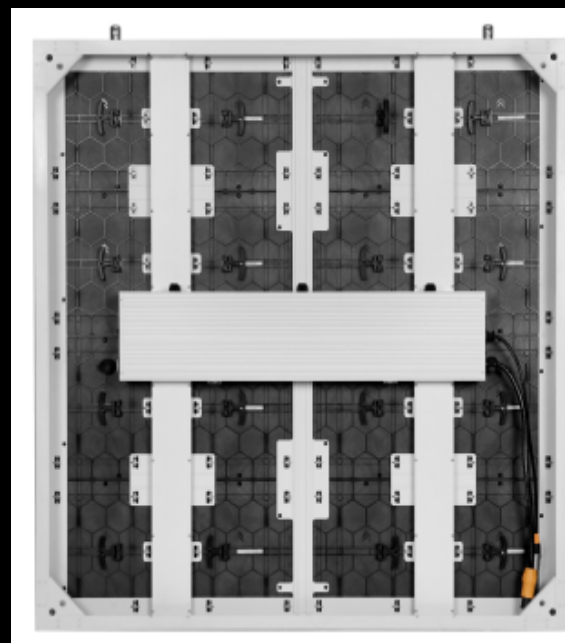
500*500
Die-cast aluminum



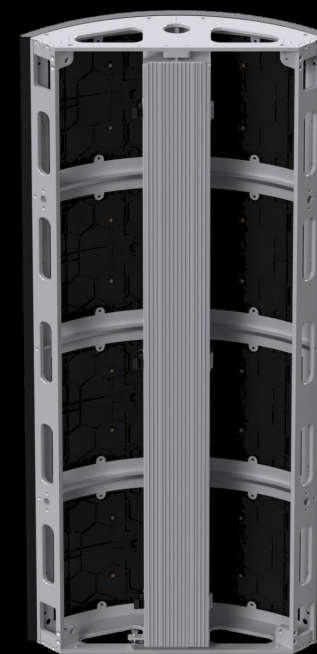
500*750
Aluminum



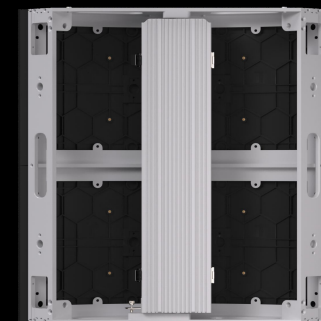
500*1000
Die-cast aluminum



1000*1000
Aluminum



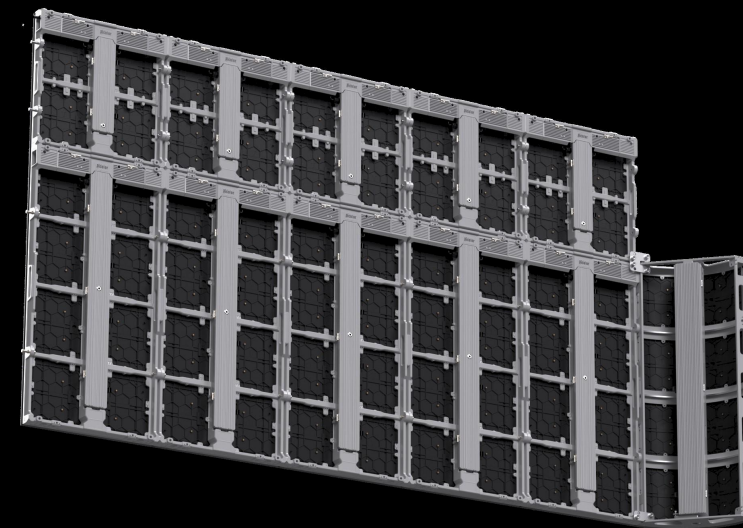
500*1000(R)
corner cabinet, Al



500*500(R)
corner cabinet, Al

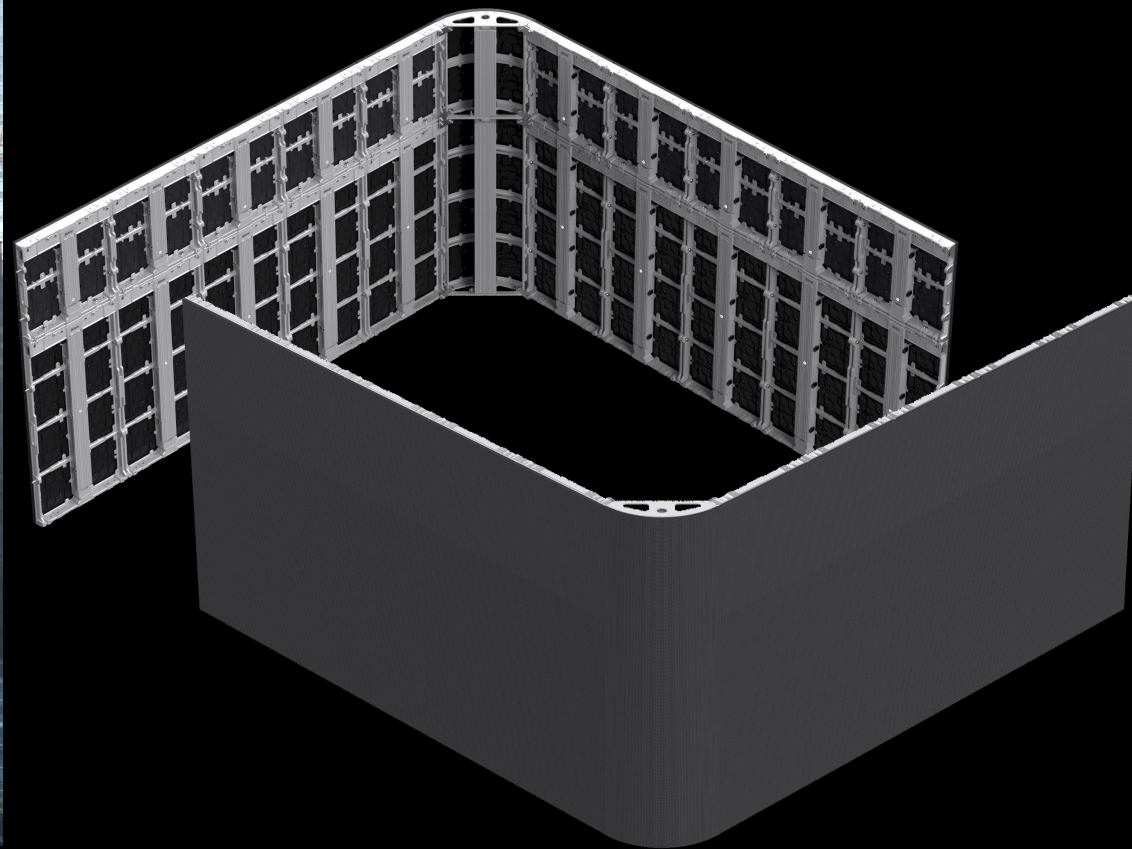
Any size you need

	500*500	500*750	500*1000	1000*1000	500*1000 (R)	500*500 (R)
500*500	○	○	○			
500*750	○	○	○			
500*1000	○	○	○			
1000*1000				○/√		
500*1000 (R)			○			○
500*500(R)	○				○	



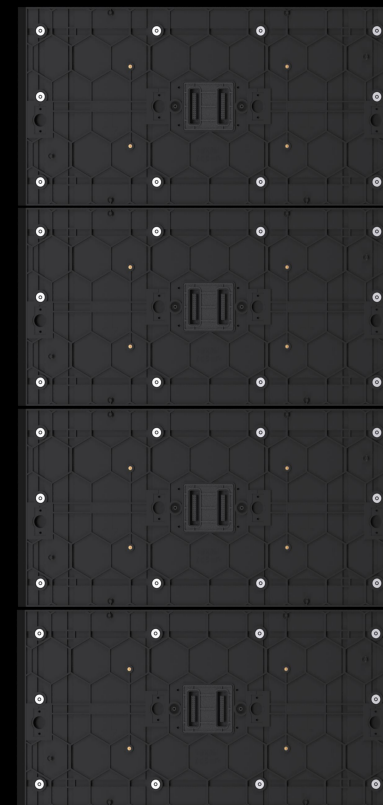
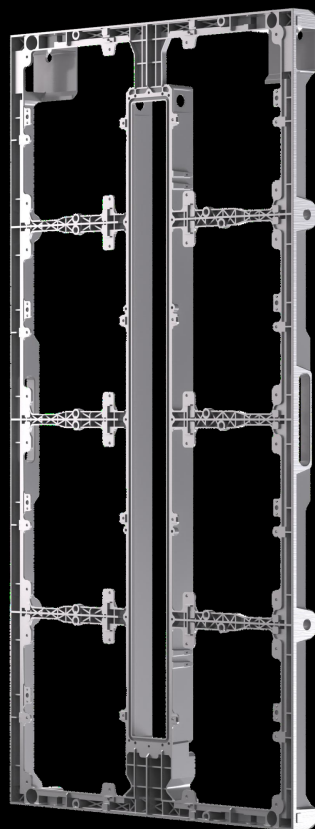
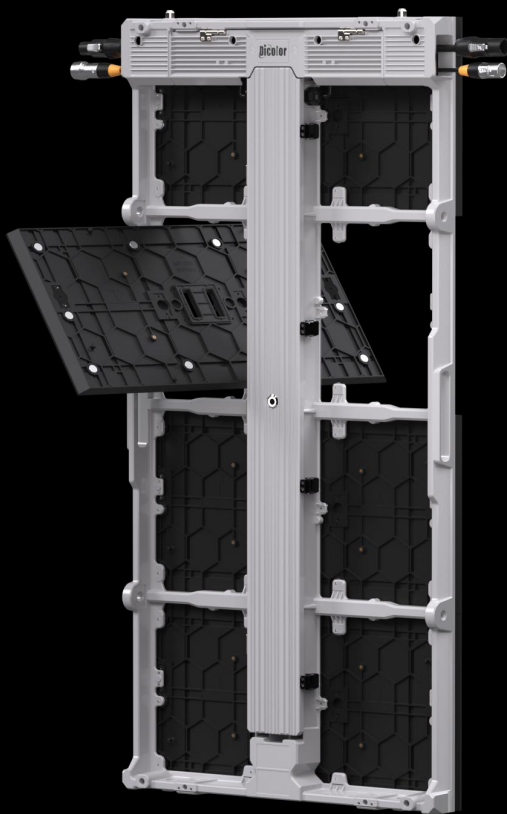
- * ○ means that only the vertical direction can be assembled ;
- * √ means that only the horizontal direction can be assembled.

90° corner design, ideal for naked-eye 3D



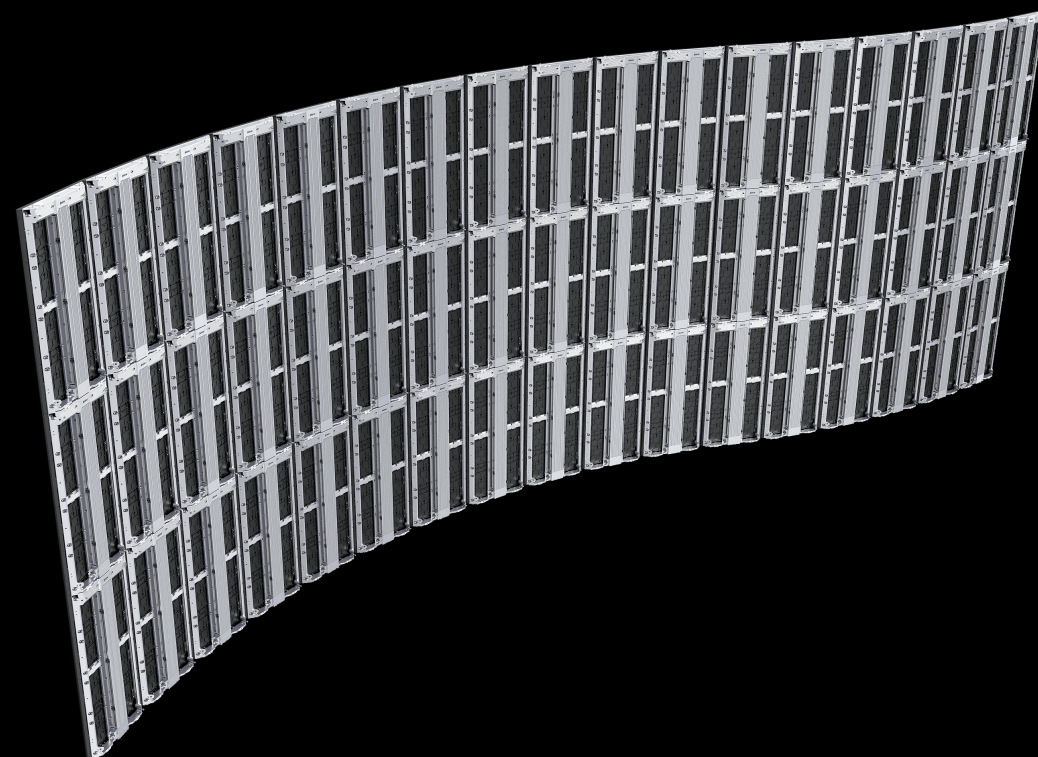
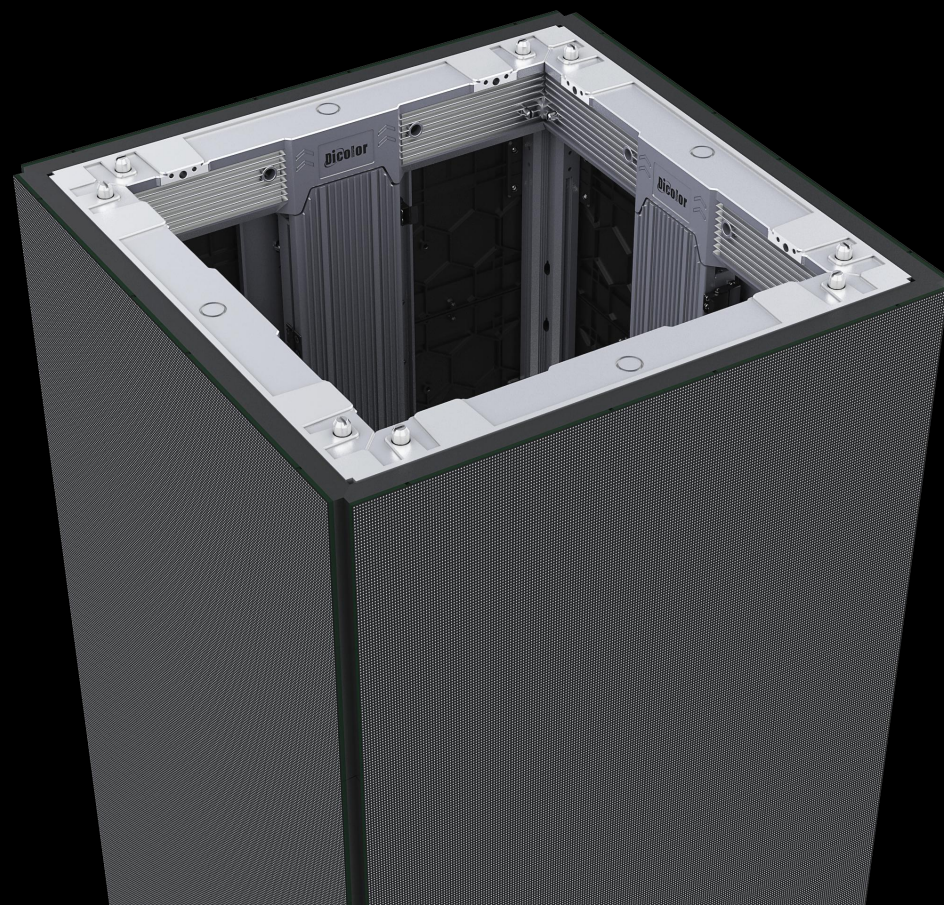
Full front and rear access

- Modules and PSU with front and rear maintenance, cabinet supports front or rear installation, convenient and efficient;
- Platform standard modular design, save your money on product, accessories and training.



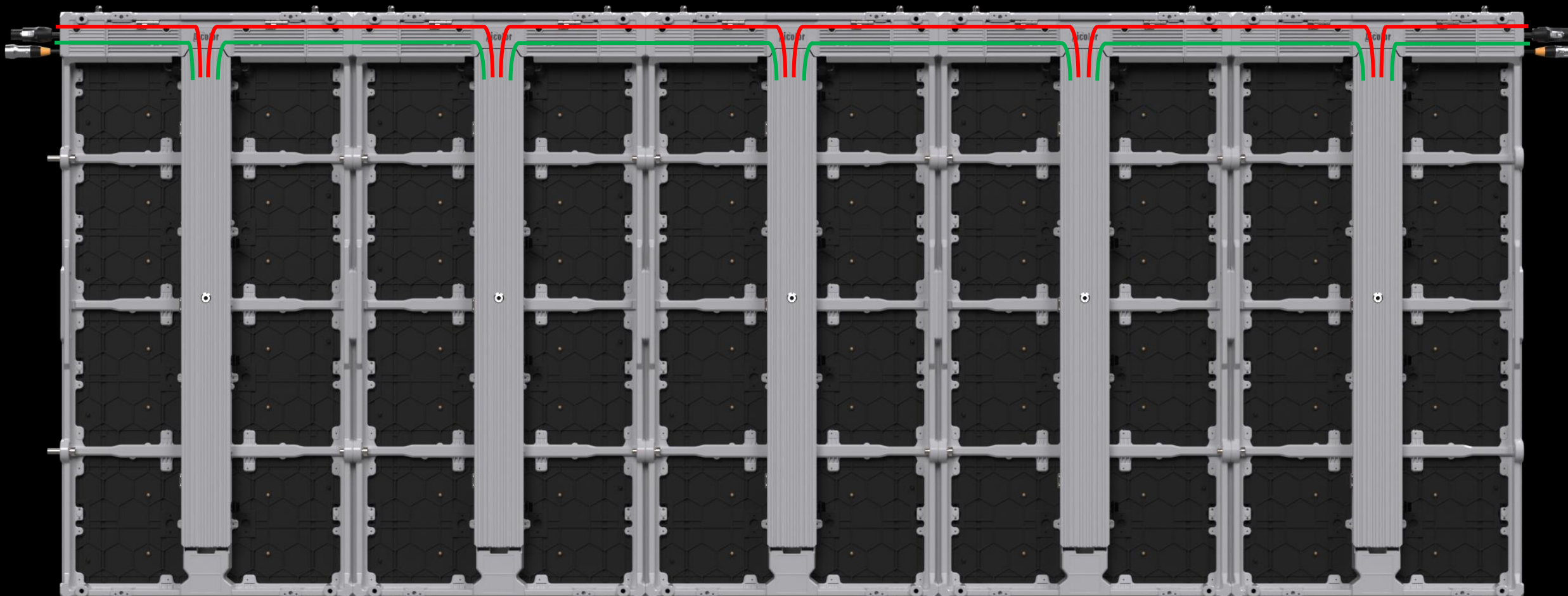
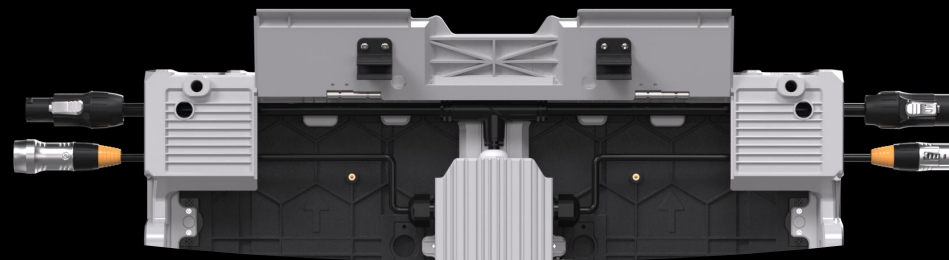
Curved & cube column

* only for 500*750mm cabinet

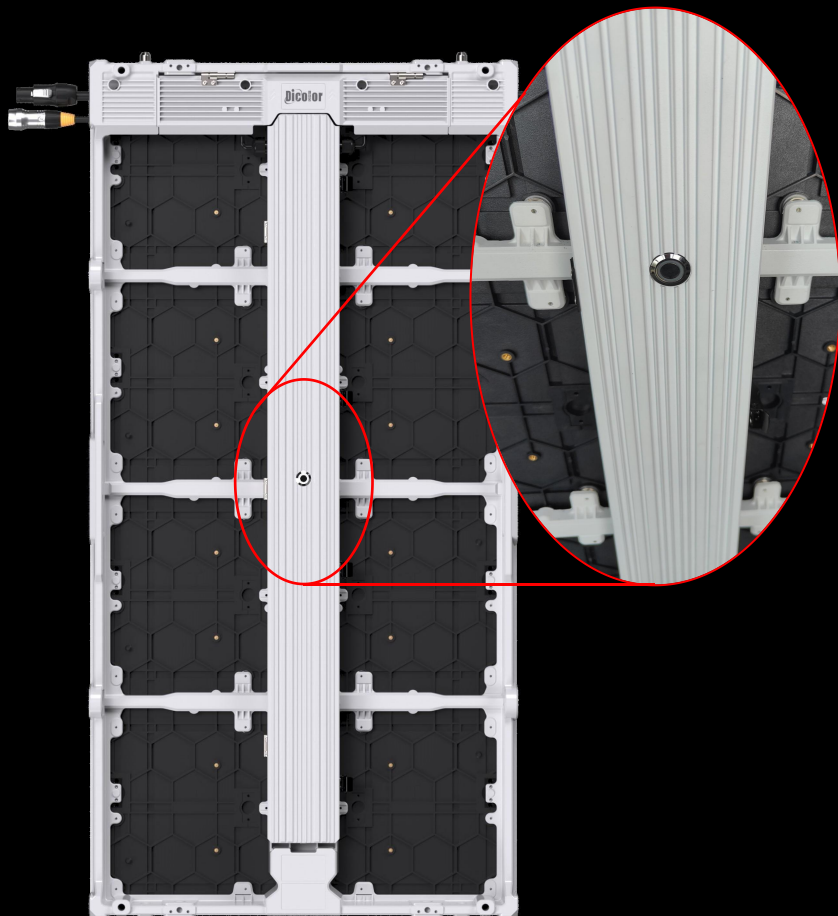


Hidden cables

- The back of the product is more neat and beautiful, easy to operate and reduce the failure rate.



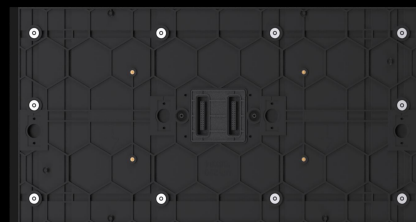
High efficiency heat dissipation



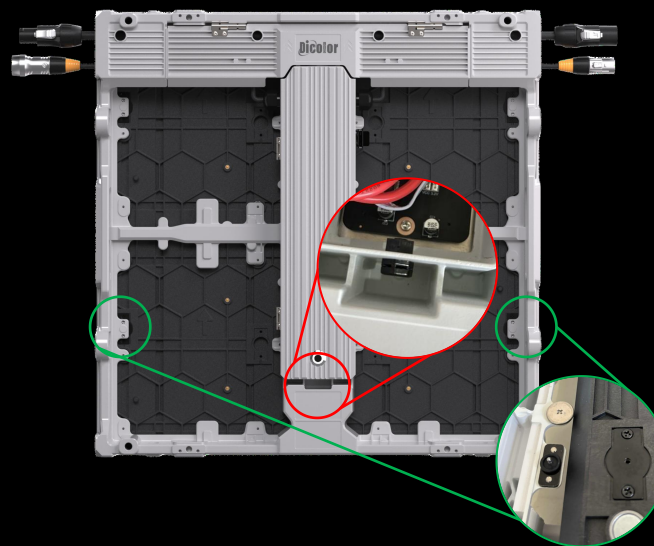
- High efficiency heat dissipation die-casting aluminum cabinet;
- Free of fan design, protect cabinet from dust and moisture's entrance, not giving rise to fan failure caused by heat dissipation issue, reduce the failure rate;
- Aluminum control box, and the heat dissipation area is increased through the heat dissipation bar.
- The cabinet's white surface to reduce the influence of solar radiation and effectively reduce heat absorption.

High stability & reliability

IP65



- Modules independent waterproof, multi-layered waterproof design at the port.



- A ventilating valve device is added at the bottom of the power box, which can adjust the internal air pressure of the power box to control the temperature rise, balance the internal environment and make the screen run more stably.
- Modules safe-lock design (\leq P2.9 safe-lock & magnetic design, $>$ P2.9 safe-lock design)

True color, stunning visuals

Up to 10,000nits
high brightness

7680Hz
high refresh rate

≥16bit
high gray scale

≥5,000:1
high contrast ratio

110%NTSC
wide color gamut

PWM IC+Nova AxS
colormanager



Parameters

	MP-260V2	MP-290V2	MP-390V2	MP-480V2	MP-590V2	MP-780V2	MP-100V2
Pixel pitch	2.6mm	2.97mm	3.9mm	4.8mm	5.95mm	7.8mm	10mm
LED	SMD1515	SMD 1515	SMD1921	SMD1921	SMD2727	SMD2727	SMD2727
Scan rate	1/24	1/21	1/11	1/8	1/6	1/4	1/2
Cabinet material	die-casting aluminum						
Brightness	4,000nits	4,500nit	5,000nit	5,000nit	5,000nit	7,000nit	10,000nit
Cabinet dimensions(W*H*D)	500*500	500*500, 500*750, 500*1000			500*500, 500*750, 500*1000, 1000*1000		
Refresh rate	7680Hz						
Grayscale	16bit						
Ingress protection	IP65/IP54						
Maintenance	front and rear						
Certificate	CE, FCC, ETL						



深德彩科技（深圳）股份有限公司
Shenzhen Dicolor Group Co., LTD.

MPV2 代产品营销推广送样活动方案

一、目的

最新的 MPV2 系列产品已经完成研发，进入批量生产环节。为了提高市场占有率，进一步高效率完成公司经营目标，现开展 MPV2 系列产品营销推广送样活动。在产品送样活动期间，市场部需在社媒推广、谷歌付费推广等外贸推广活动中做相应的配合营销。

二、适用范围

营销中心全体销售员

三、活动期限

2023 年 11 月 10 日 00:00 分至 2024 年 2 月 10 日 23:59 分

四、活动内容

我司拟生产 100 平 MP-480V2 或替代品作为营销推广送样产品，由每个区域的销售员筛选适合的目标客户，将产品送给客户试用，以促成销售订单落地。原则上物流等相关费用由客户承担，届时样品统一发送至我司指定的海外中转站，再转寄至客户指定地址。原则上样品试用完成 5-10 天内，须将样品退回至我司指定的海外中转站。

五、活动奖励

奖励成功送样的销售员 1000 元/家，本次活动奖励合计 100 家封顶。

六、申请流程

由销售员根据客户的情况填写 MPV2 系列产品营销推广送样活动方案申请表（附件一），原则上每家客户送样面积须控制在 1 平方之内，提交部门领导-董事长审批。审批完成后，由业务员收取客户除产品费用之外的费用，包括但不限于运费、报关费、清关费等。

注意：为了保障流程的顺利通过，请认真填写申请理由（送样的必要性，客户项目合作的意向度）、客户背调栏（客户的公司名及背调材料，可包含客户体量，采购周期，合作供应商，采购习惯，需求产品，付款条件，合作战略，客户关系，客户满意度，品牌声誉）。

七、跟进落实

- 1、由产品市场部协调工程部分 2 次下单，前 50 平计划于 2023 年 12 月 15 日完成生产，后 50 平计划于 2023 年 1 月 15 日完成生产；
- 2、由商务部组织在营销中心月度会议上公布活动进展情况，由各大营销负责人反馈 MPV2 代产品的活动效果，以便及时调整；
- 3、由财务部监督收齐相关费用，由商务部协调完成样品寄出，原则上在生产完成的 5 个工作日内寄样。
- 4、由商务部跟进产品试用返还情况，并反馈至产品市场部。

编制人	审核人	审批人

地址：深圳市光明区凤凰街道塘家社区工业路13号 电话：+86 755 29592940 传真：+86 755 29604042 网址：www.dicolorled.com
Address: No.13 Huayuan Road, Tangjia Community, Fonghuang Street, Guangming District, Shenzhen, China Tel: +86 755 29592940 Fax: +86 755 29604042 Website: www.dicolor.cn

表格编号：33-LS-002-6-B03-A1

- 1) MP-480V2106, 晶台SMD1820, ICN2153S, 500*500, 5000nit, 40sqm, 预计2024年1月交付;
- 2) MP-480V2107, 晶台SMD1820, ICN2153S, 500*1000, 5000nit, 10sqm, 预计2024年1月交付。

如何卖？--project proposal

项目分析

项目定位，显示屏用途，使用环境，造型需求分析

户外屏问题分析

户外固装屏的常见问题及案例展示，不刻意贬低竞手

企业优势

专业能力体现，如企业文化/专业化/制造能力等

01

02

03

04

05

把价值传递到位

聚焦主推产品的价值传递，如质保/运营成本/节能等

竞品对比

项目竞争友商或主要友商的对比，凸显项目选择理由

THANK YOU!

<https://www.dicolorled.com/>



Dicolor Website



Dicolor Facebook