



CoolVu™
...keeping Outdoor Displays cool

Atlanta, GA - Manufacturing Resources International, Inc. (MRI) is pleased to announce a new, innovative cooling system for Outdoor Digital Displays that allows for operation in ambient temperatures up to +50°C (+122°F) ... even in direct sunlight conditions.

The patent pending CoolVu™ TMS (Thermal Management System) has been developed by MRI using EFD (engineering fluid dynamics) to model air flow and cooling performance based on ambient temperature conditions and the impact of direct sun load on the LCD screen, running at 2000+ nit brightness. Designed exclusively for MRI's line of BoldVu digital displays ranging from 32" to 82" diagonal in size.

This "energy efficient" cooling system is achieved without the use of air-conditioners (A/C) or thermo-electric coolers and without the introduction of external ambient air over any optical surfaces or electrical components. All electronics, display surfaces, optical films, and backlight assemblies are contained in a sealed, cool, dry, and clean environment thereby prolonging the life of the electronics and significantly reducing field failures and associated maintenance costs.

In addition, the LCD surface is maintained at a safe temperature thereby preventing "solarclearing" which results in black spots on the LCD surface or a completely blackened screen with prolonged sun exposure. Different than costly, bulky, noisy and high maintenance A/C systems that only address high ambient temperatures, the low cost, no maintenance CoolVu™ system addresses both ambient temperature extremes and direct sun load in a small, lightweight form factor.

For more information, please contact:

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