



EasyNATURAL Series

Turn off the Display,
turn on the Art

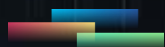
ooo Design



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01

PART ONE

WHY





What is the traditional LED display designed to serve?

Big project, Venue

Commercial business

Rental business



fresh goal

Decoration Market

Visualize for a second

When you step into a museum or an art gallery and are amazed by the simplicity of modern art, you surely wouldn't want a black display screen or a modern electronic device to be obtrusively inserted, thus ruining the whole scene.

When you step into a trendy brand store, you definitely don't want a glaring billboard to spoil your shopping mood.

Also, when you turn off the TV, the black screen of the television stands in your living room, affecting the decorative style of your house.



Now introducing EasyNATURAL Series



EasyNATURAL

Series

The EGO Display EasyNATURAL series is committed to integrating the art of display into building materials, breaking through the constraints of traditional black displays, achieving the integration with the environment when the screen is off and living in harmony with various decorative designs. When the screen is on, it can display fine and beautiful pictures.

The EGO Display EasyNATURAL series, leveraging nano-optical technology, guarantees high luminance, minimal light attenuation, and low reflectivity. It presents vivid off-screen textures and crystal-clear on-screen visuals.



EasyNATURAL Series

Standard Texture Pattern

Wood
003

Wood
007

Wood
006

Marble
003

Marble
004

Concrete
001

The background is dark with a glowing blue cylinder on the left. The cylinder has a bright blue tip and a darker blue base. To the right of the cylinder is a large, light gray number '02'. In the top right corner, there are three overlapping squares in blue, red, and green. The background also features a series of thin, vertical lines that create a sense of depth and perspective.

02

PART TWO

Characteristics



First of all, the Texture Screen represents a remarkable LED display. It incorporates state-of-the-art COB technology.



**Versatile
Splicing**

30%
Energy-saving

The common-cathode energy-saving design saves 30% energy compared to traditional cabinets

RGB

RGB Fullflip-chip design



Eye-protective

29.8
mm
Thickness

3+7

Layers Of Protection

Anti-splash	Anti-dust	Anti-glare	Anti-salt mist
Anti-bump	Anti-static	Anti-mildew	Anti-moisture
Anti-moire			

EasyNATURAL

New texture decoration

3H

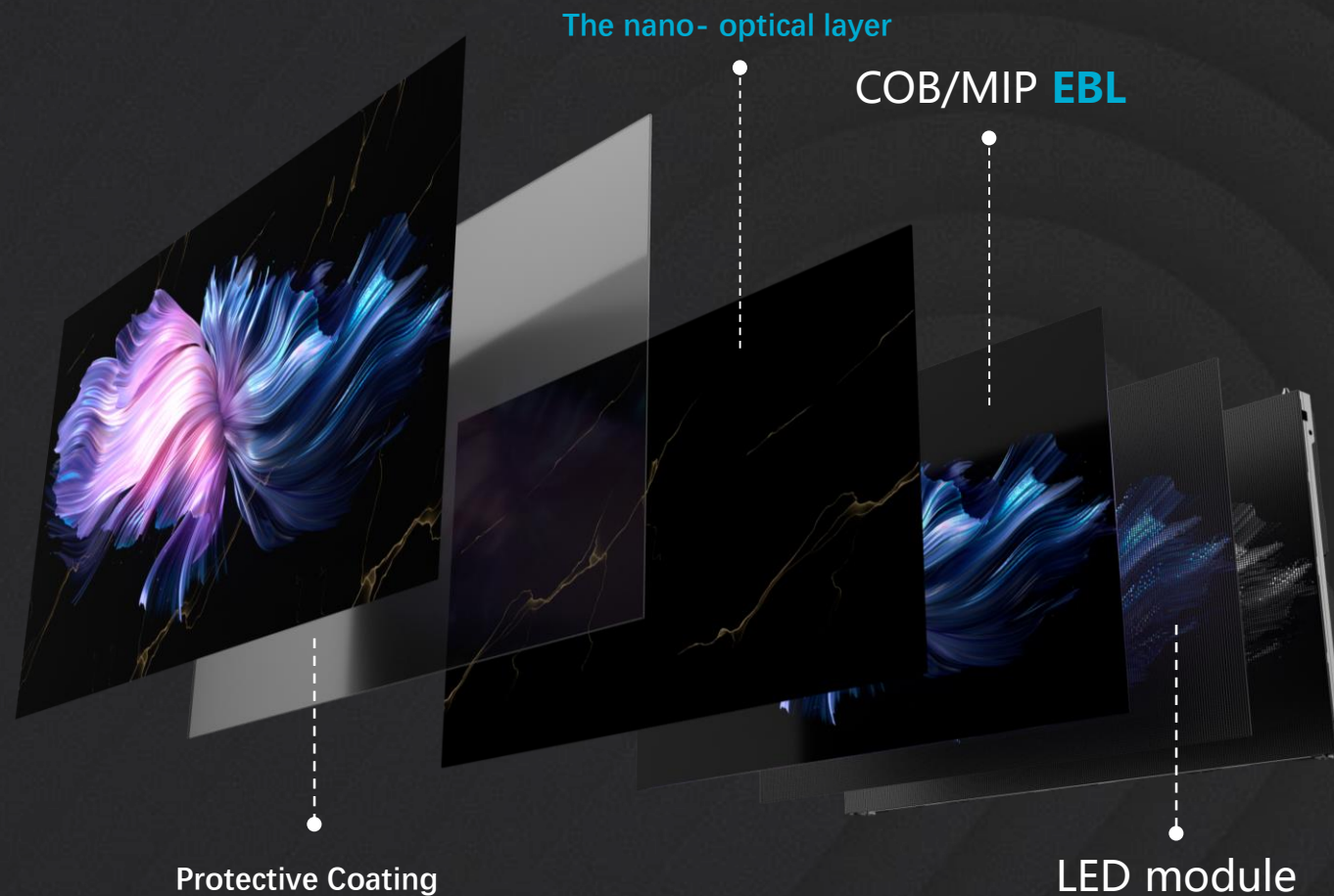
Scratch-resistant

110°

water drop contact angle

0.5%

Low Reflectivity



This achievement is attributed to the native composite optical nano layer in COB/MIP technology.

Our Advantages

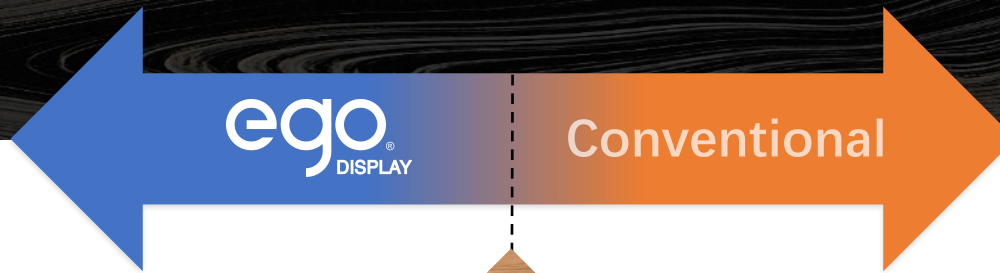


**High
Brightness**

**Without
Color Cast**

**Seamless
Texture**

Our Advantages



nano-optical solution

EGO Display's nano-optical layer is natively compounded onto the surface of EGO Display's self-developed COB/MIP. It has no additional light loss and can maintain the high brightness of the product. Besides, it has excellent color cast suppression.

 **High brightness**  **Without Color Cast**

Conventional printing and direct film solutions.

In the case of conventional direct printing or film lamination schemes, the film exhibits a low light transmittance level, thereby exerting a negative impact on the overall display quality.

EasyNATURAL

Seamless Mapping

It can make the texture connection relatively natural and bridge the physical separation.

EasyNATURAL

**The Texture Can
be Seamless.**

Tile-like texture

EasyNATURAL

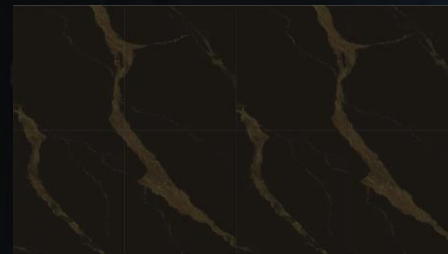
Standard Pattern texture



Wood 002



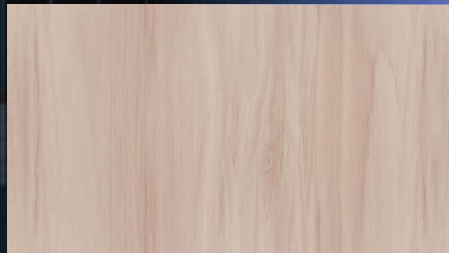
Wood 003



Marble 001



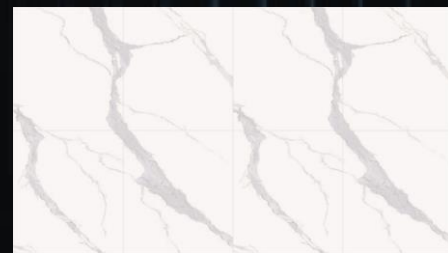
Marble 003



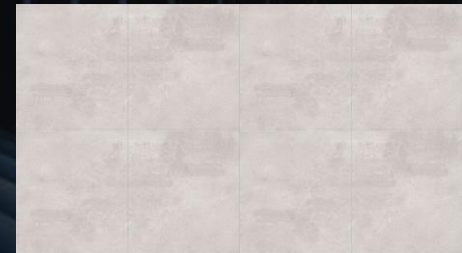
Wood 006



Wood 007



Marble 002



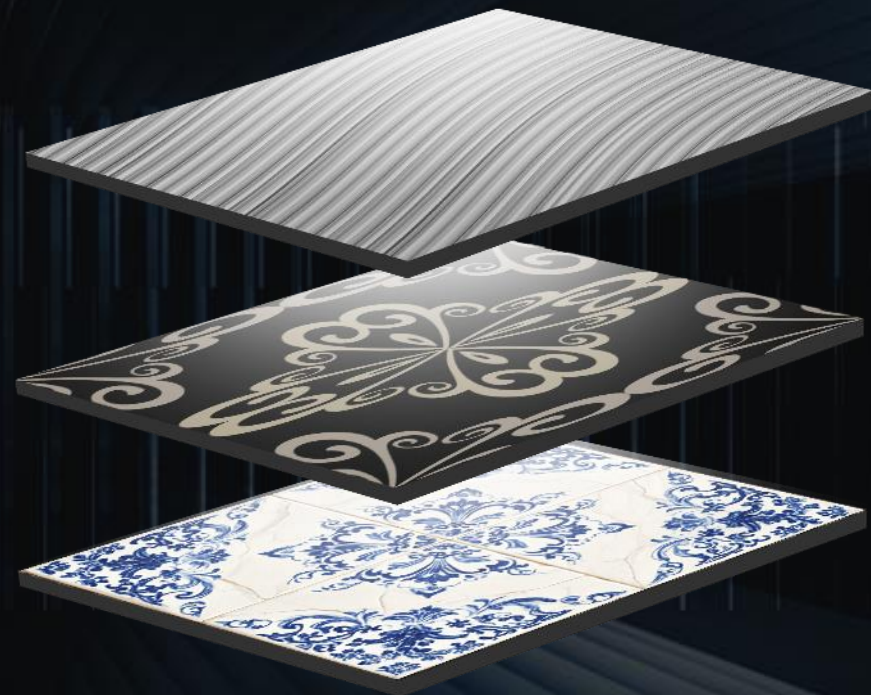
Concrete 001

EasyNATURAL

Customize Your Texture Pattern

Customizable tile patterns are available with the size of the module as the unit.

Module Size: 150*168.75mm



The scope of customization needs to be confirmed with EGO Display's R & D department.

The background is a dark, abstract composition. On the left, a large, semi-transparent grey circle contains a glowing blue cylinder with a dark blue tip, angled upwards. Below the cylinder, the number '03' is displayed in a large, light grey font. On the right, the text 'PART THREE' is written in a bold, white, sans-serif font, with 'Case show' in a smaller, white, sans-serif font below it. A thin white diagonal line is positioned to the right of 'Case show'. In the top right corner, there are three overlapping squares with a color gradient from blue to red to green. The background also features faint, radiating lines and a perspective of receding planes.

03

PART THREE

Case show

EasyNATURAL Effect

 Project
demonstration





Project demonstration





Natural
Project demonstration



Application Scenario

Restaurant

Wall
Decoration





Application Scenario

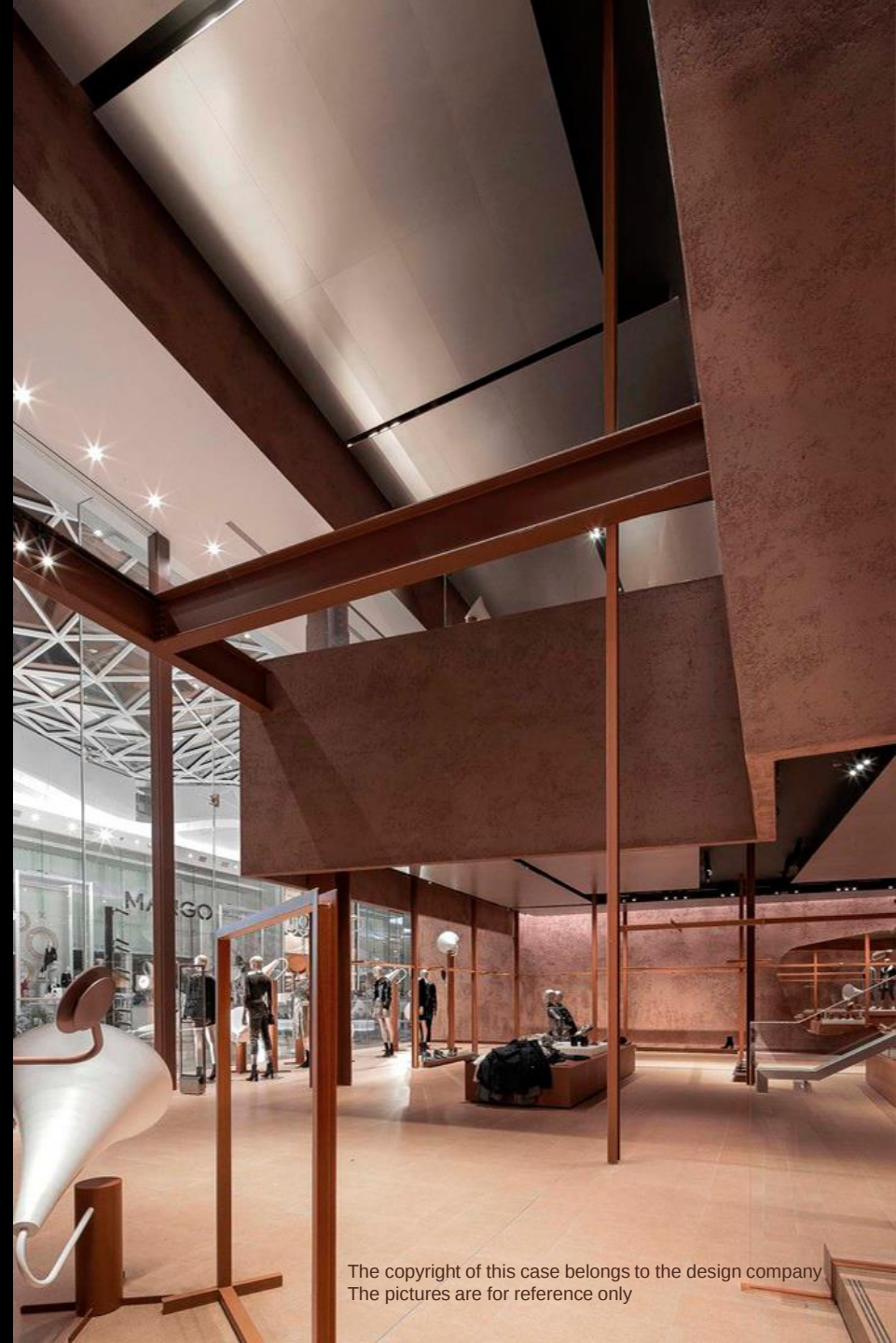
Brand Experience Store





Application Scenario

Brand Experience Store



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Application Scenario

Brand Experience Store



Application Scenario

Club

Space
Decoration



Application Scenario

Screen Wall

Space
Decoration





Application Scenario

Club

Space
Decoration





Application Scenario

Coffeehouse

Space
Decoration

