



# MIDAS ORO

**Onsite  
Regeneration  
Operation**

The **Service & Replacement Program** including White Glove and Extended Warranty

**Save up to:  
\$30 Million + 1 Million  
lbs. e-waste\***

\* Based on a case study with 4000 Midas displays deployed and calculated over 8 years

E d u c a t i o n a l

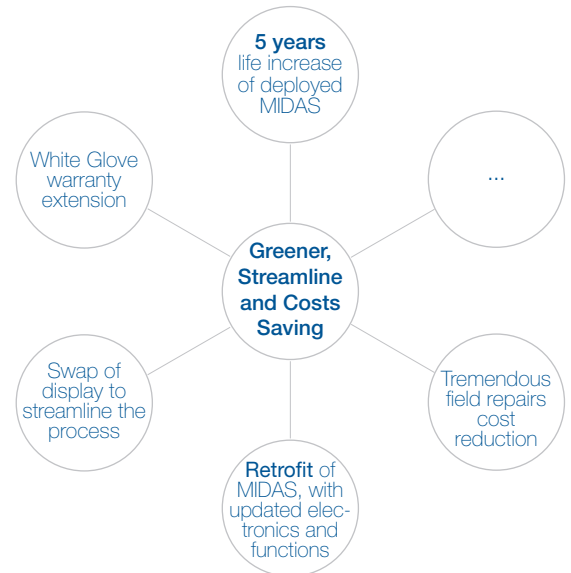
## Overview

Over the past 15 years, GDS has worked hard to provide to its customers the best-in-class outdoor displays for Digital Signage. The GDS' Midas display in the long-term remains compelling, underpinned by the strength of its specialized architecture designed to withstand the worst outdoor conditions and to provide an extended life of over 5 years.

The unique ability to cost-effectively 'renew' the display allowed its operation for over 10 years. In fact, for one of our large projects, Midas displays installed in 2009 have an extended operating life to 2025. Having a large deployment, with more than 10 000 outdoor displays in the field, always allows room for improvements that elevate the reliability and streamline the organizational operations.

With a focus on innovation and with a disciplined execution, GDS, by listening to customers, has shaped a proposal that creates meaningful long-term value for the customer and a significant cost savings of millions of usd, together with a greener and streamlined process.

Here is how GDS can foster this:



## Significant reduction of field repair costs

GDS has worked in four directions to reduce maintenance costs:

1. Provide extended warranties and dedicated field service
2. Optimize logistics and freight costs
3. Reuse materials and components efficiently
4. Allow for the depreciation of the cost of replaced field displays lowering operating costs

In order to achieve the best match of the above points, GDS can swap the complete display in order to rework it in the GDS factory, which will allow the highest reuse of materials.

In order to make this repair depreciable across several years, it is possible to restore the swapped display making it "as good as new" and so to extend its life of further 5 years. Doing this should allow our customer to depreciate this replacement in 5 years.

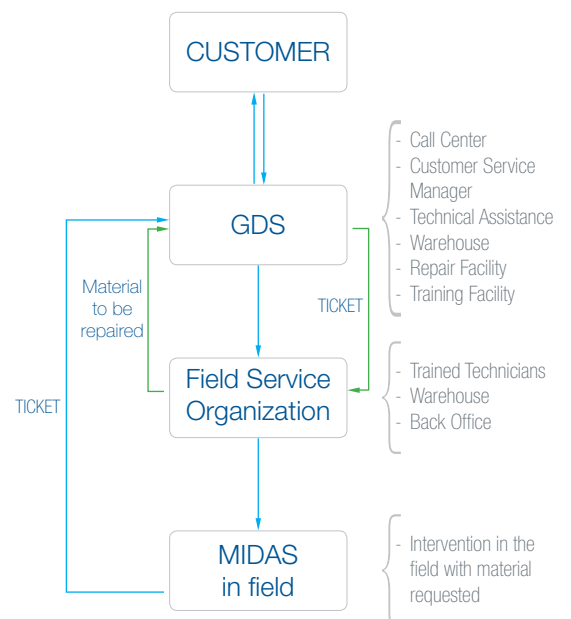
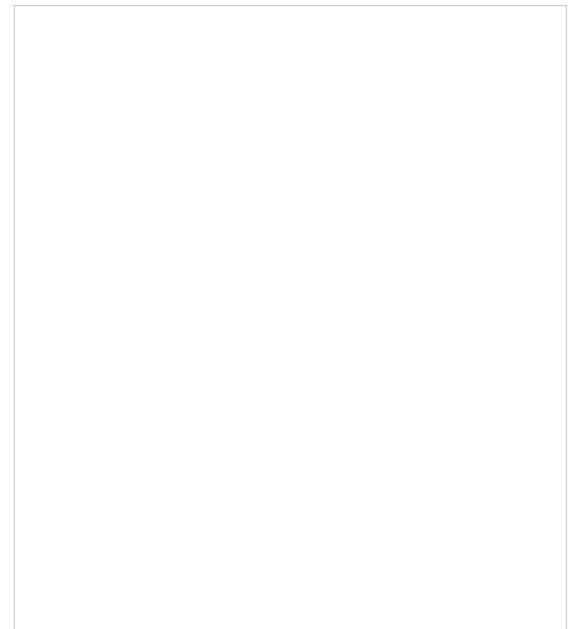
## White Glove on All screens

GDS can provide a white glove service with warranty extension as described here. It will include materials and field service repairs for route causes covered by GDS warranty.

GDS is able to manage preventive and corrective maintenance of the system through:

- Continuous, non-stop supervision and monitoring of anomalies thru the diagnostic system
- Quick response to requests through defined SLA in order to guarantee the MIDAS's continuous functioning
- Complete autonomy for every activity carried out
- Development of continuous improvement solutions

A more complete description of this service is available on request.



## Full Display Refurbishment

**5 years life increase of deployed MIDAS.** As the displays, and in particular the LCD backlights, reach its intended life of 5 years, the opportunity to ‘renew’ the display exists. GDS proposes to provide a renewal of existing displays in the field that would provide the customer with essentially a “as good as new” display along with a “warranty reset” (the warranty and optionally the white glove service will start and cost as for a new product). This display can in turn be amortized for an additional 5 period of time as the life increase will be of 5 years. The refurbishment will check and where necessary restore the following components:

- a) Backlight with a minimum brightness of the original one
- b) Electronics and fans
- c) LCD and/or Glass

The cost for this refurbishment would encompass shipment and display swap, along with essentially an “as good as new display” The cost includes:

- a. Renewal Display with Upgrade to last achievable Midas generation
- b. Dismounting installed MIDAS display
- c. Installation of the renewed display
- d. Firmware update if necessary
- e. Field service labor and freight

## Retrofit of Midas by updating the electronic with new functionalities

The flexibility of the current MIDAS allows an easy retrofit of the installed base with new, more modern and state-of-the-art device, without the need to fully replace the display.

It is also possible to update to the latest configuration of features and the addition of dedicated wireless diagnostic communication channel and portal to ensure all parameters are being monitored.

By using an updated configuration, it is also possible to reduce the number of cables, change the video chain and/or change the media player.

## Greener, Streamline and Costs Saving

In summary, GDS is committed to remaining a strong partner to its customers by offering the best cost-effective replacement program to extend the life of the existing MIDAS deployments, providing greater resources to support service and to provide the next generation outdoor display architecture.

This program is also more environmentally friendly as it recycles and reuses most of the installed displays parts, while smart managing the power consumption for its reduction.

By providing customers with an avenue to refresh the existing field displays in the most cost-effective manner, reduce ongoing operational costs, provide extended life, transfer the risk of future issues and service resources to GDS through an extended warranty while at the same time begin moving to a new, more advanced architecture, total cost of ownership and ongoing operational costs will be significantly reduced.

## About GDS

For 40 years, GDS has been at the forefront of developing and manufacturing leading edge technologies for the digital signage market. We are passionately committed to pioneering new displays technologies, while delivering total customer satisfaction in the design, manufacturing, installation and lifetime support of our display solutions. Our goal is to provide eye catching display performance at lowest total cost of ownership.

Our display solutions are evident in everyday life – from drive thru menu boards to information displays on your daily bus or rail commute to the office. From fuel pump price displays to advertising displays at the shopping mall, GDS provides customized display signs, solutions and services to a wide range of clients across diverse markets. GDS uniqueness is in our relentless innovation of technology and products, as well as in our organization and how we meet our customers' needs. It is not just innovation, but innovation shaped around our customers.

### GDS Europe

(Headquarters)  
Via Tezze di Cereda, 20/A  
36073 Cornedo Vicentino (Vicenza)  
Italy

T. +39-0445-428991  
E. [emea@gds.com](mailto:emea@gds.com)

### GDS America

Maurice Cohen Building  
5217 28th Avenue  
Rockford, IL 61109  
USA

T. +1 815 282 2328  
E. [america@gds.com](mailto:america@gds.com)

### GDS Asia

No. 11 Building, EDI Processing Business  
Network Supervision District,  
No. 888 Pangjin Road  
Wujiang Economic Development Zone  
Wujiang City, Jiangsu Province, 215200  
China

T. +86 512 88812766  
E. [asiapacific@gds.com](mailto:asiapacific@gds.com)