

## NanoBar” Brings Real-Time Twitter Feed

Written by Bob Snyder  
24. 09. 2012

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When Ben & Jerry's decided to open its very first retail location in Japan, they wanted to open an innovative store, complete with the company's first digital menu boards and a live Twitter feed display.

With that goal in mind, they contacted **NanoLumens** to build an 8' wide, 4.5" tall, full color 6mm pixel pitch LED display, aka the **NanoBar**.

The 'NanoBar' display's content is powered by software developed by **Scala**, which also provides content for the store's digital menu boards behind the register counter.

NanoLumens displays are slim, ultra-lightweight, energy efficient. The company says its edge-to-edge picture quality (up to a brightness of 5000 nits) can be viewed from any angle or any distance without color shift or picture drop-off. The company's patented display technology allows customers to select from 4mm up to 10mm pixel pitch (depending on the model.)

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NanoLumens displays consume significantly less energy per square foot than conventional displays and (their displays consist of up to 50% reclaimed materials) are recyclable.

Designed and assembled in USA, NanoLumens displays come in both flexible and fixed frames in five product lines: NanoFlex™, NanoFlex Wrap, and NanoFlex Ribbon flexible displays; NanoSlim™ fixed rectangular displays; and NanoShape™ fixed round, square, and triangular displays.

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