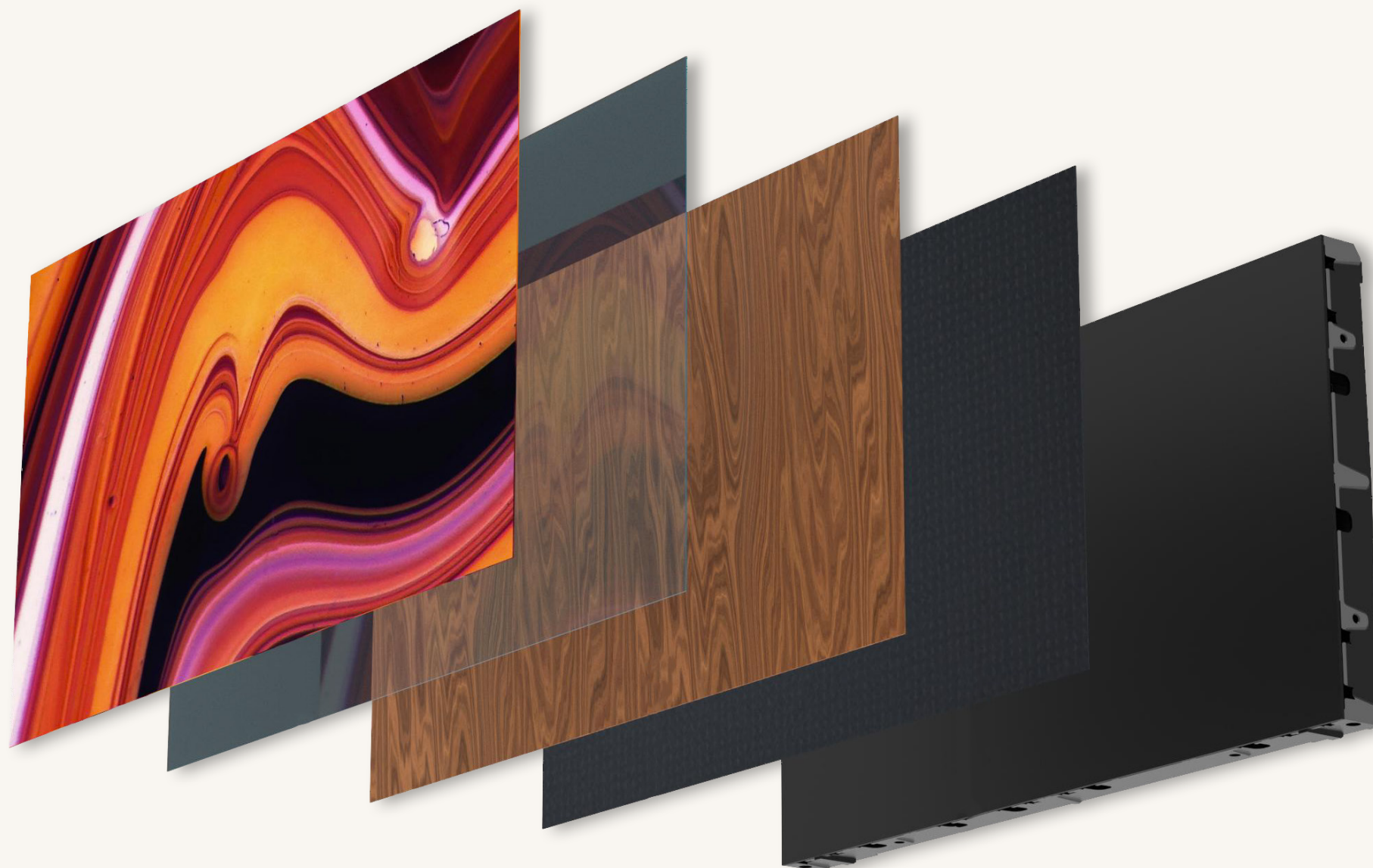




INTRODUCING THE NEXT GENERATION OF LED SCREENS

The Perfect
Integration of
LED Display and
Architectural
Decoration



nowox.cn / nowoxled.com

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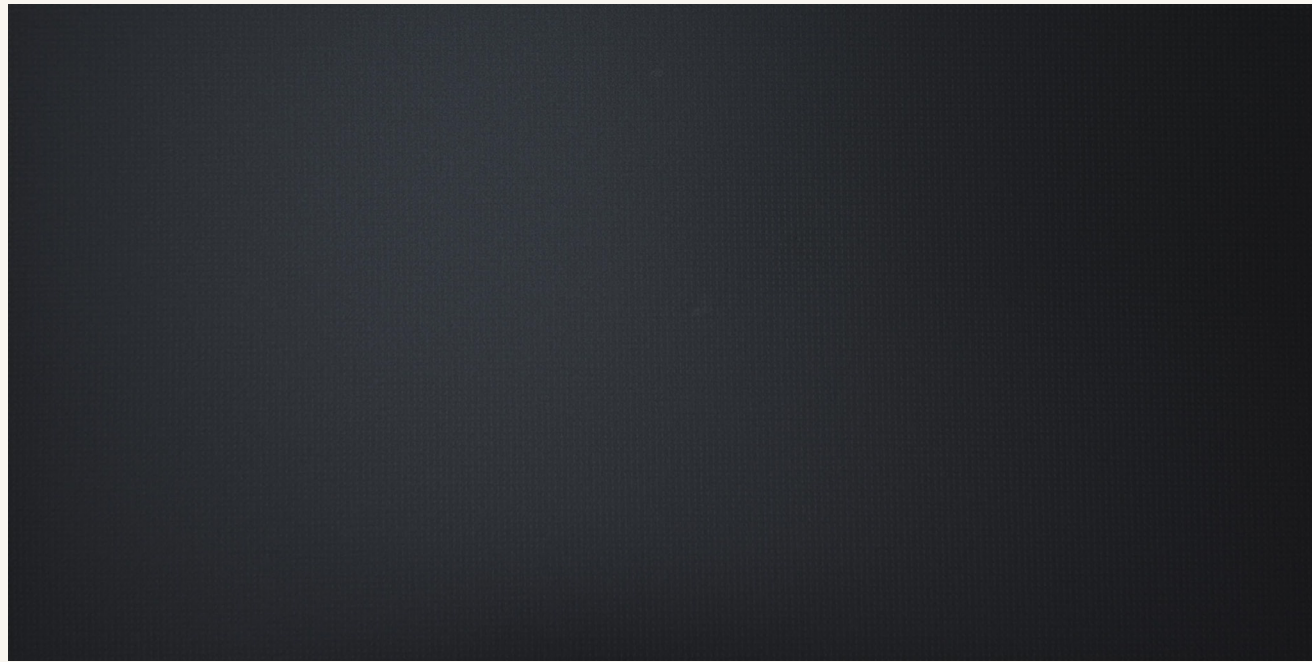
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Product Overview

What is the COB Texture Screen?

Innovative product with mini COB flip chip technology. Integrating display and decoration, featuring textures like wood texture, tile texture, etc. It's the ideal choice for electronic building materials.



Normal COB Screen

Product Specifications

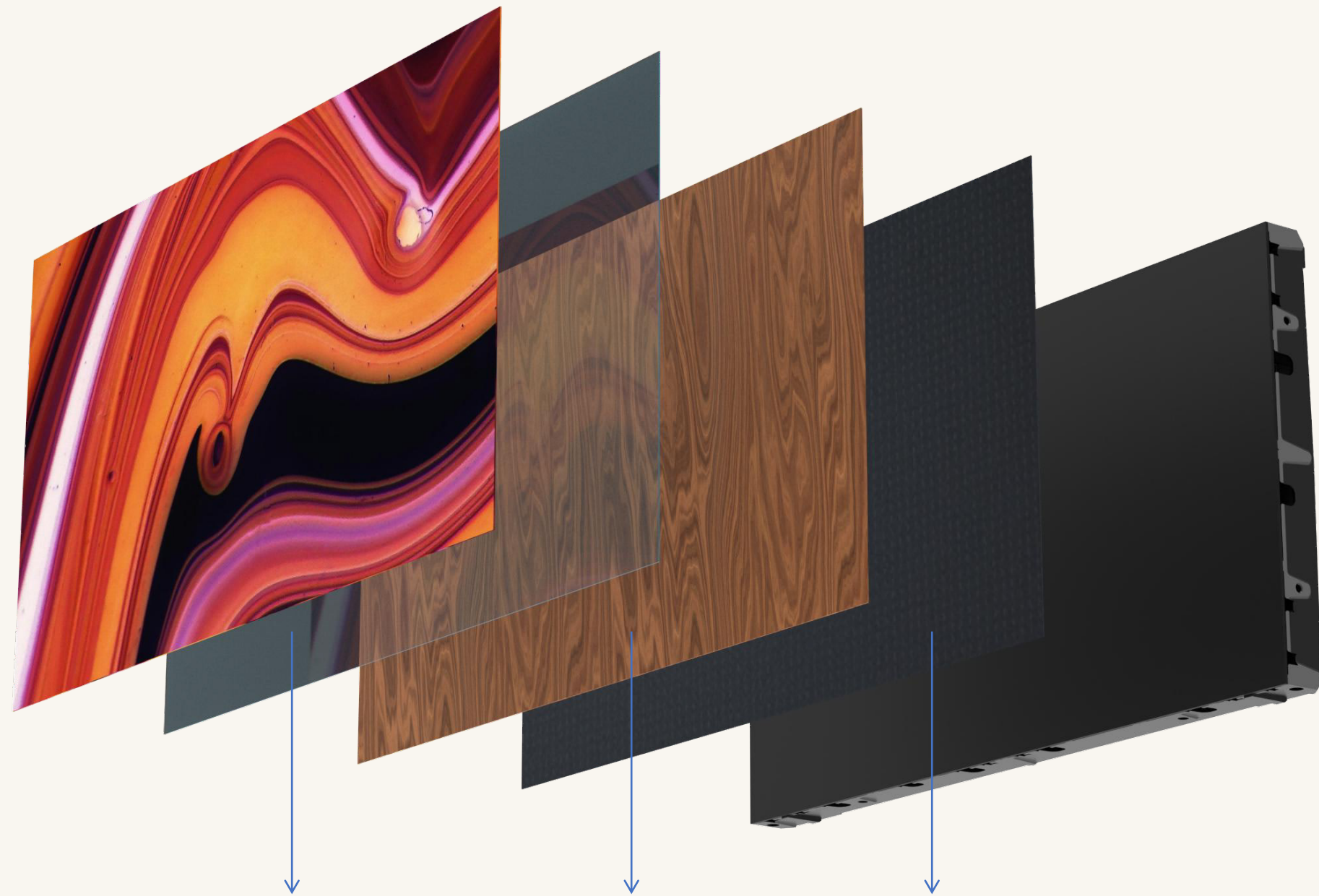
- **Module Size: 320×160mm, 150×168.75mm**
- **Cabinet Size: 640×480mm, 600×337.5mm**
- **Customizable Surface Textures: Wood Texture, Tile Texture, Metal Texture, Stone Texture, and More**



COB Texture Screen

Product Principle

What is the COB Texture Screen?



Protective Coating

The Nano - Optical Film

COB

- **Cabinet Size: 600×337.5mm**
640×480mm

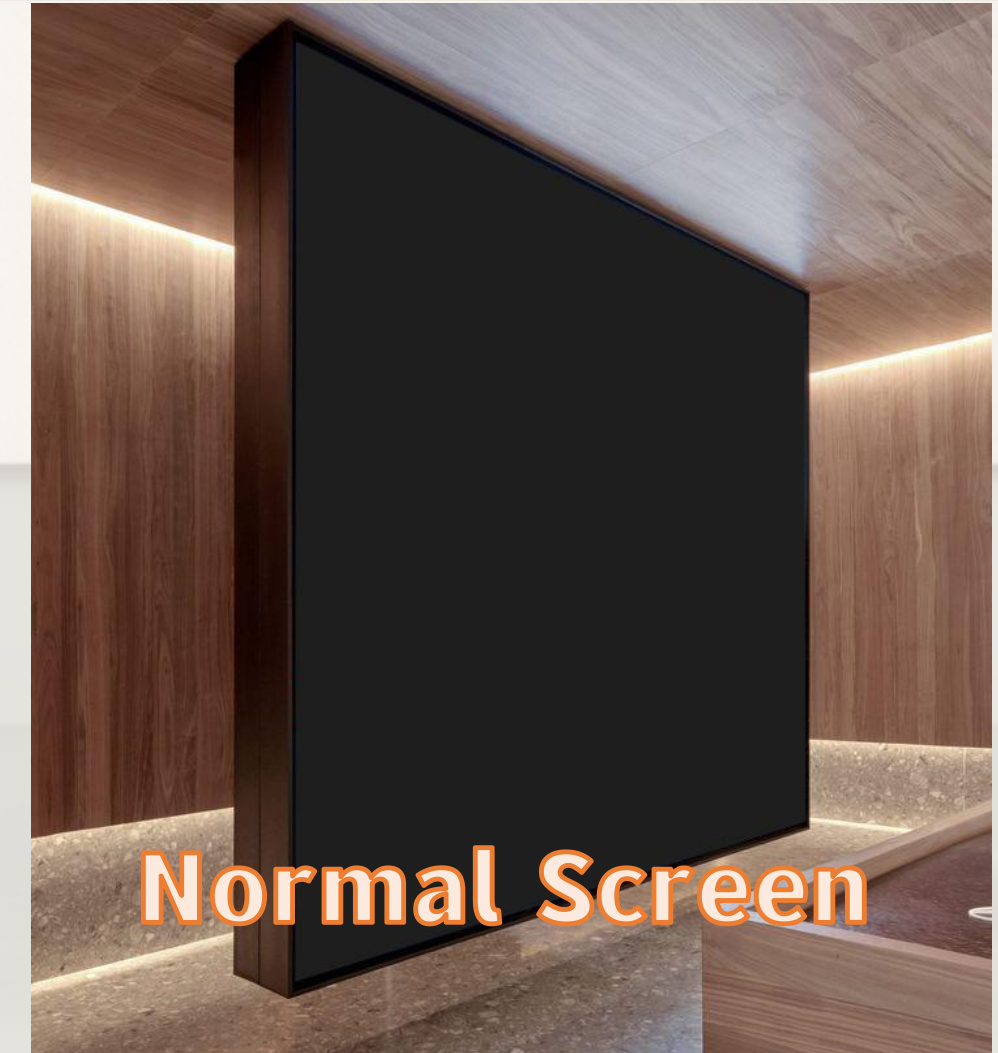
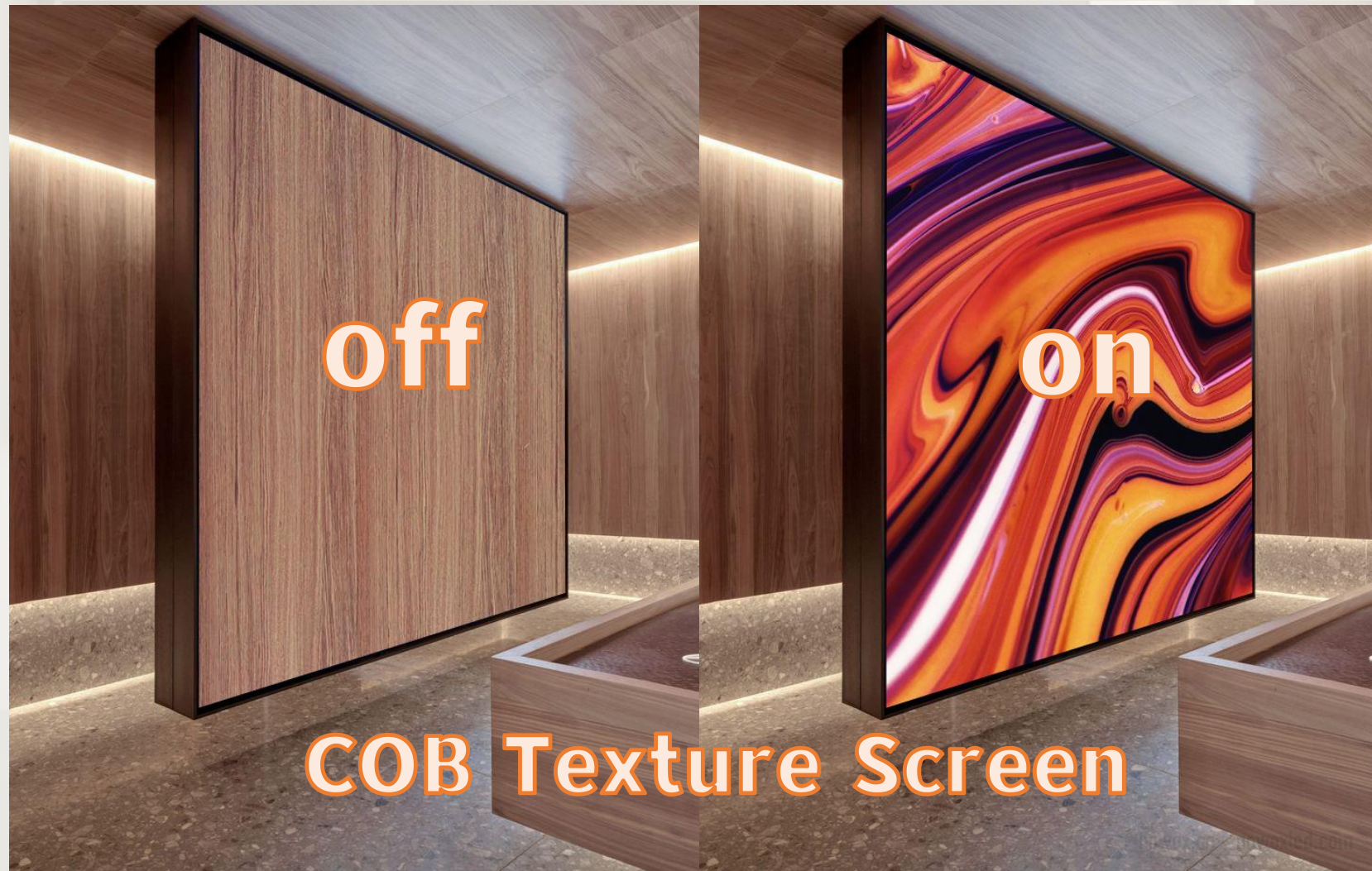
Market Trends & Industry Challenges

Market Trends

- Increase in demand for LED displays in architectural decoration
- Pursuit of perfect integration between LED screens and the interior decoration environment
- Electronic building materials: the new hotspot in the future

Industry Challenges

- Traditional LED screens become black when off, affecting space aesthetics
- GOB Texture screens still have limitations, such as light reflection and low contrast
- Rising demand for smart and multifunctional materials in architecture



Key Advantages of COB Texture Screen



Mini Flip Chip COB Technology

COB and flip chip technology with integrated surface, more scratch-resistant, waterproof, and anti-collision



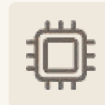
Eco-friendly and Energy-saving

High brightness, low power consumption, longer lifespan



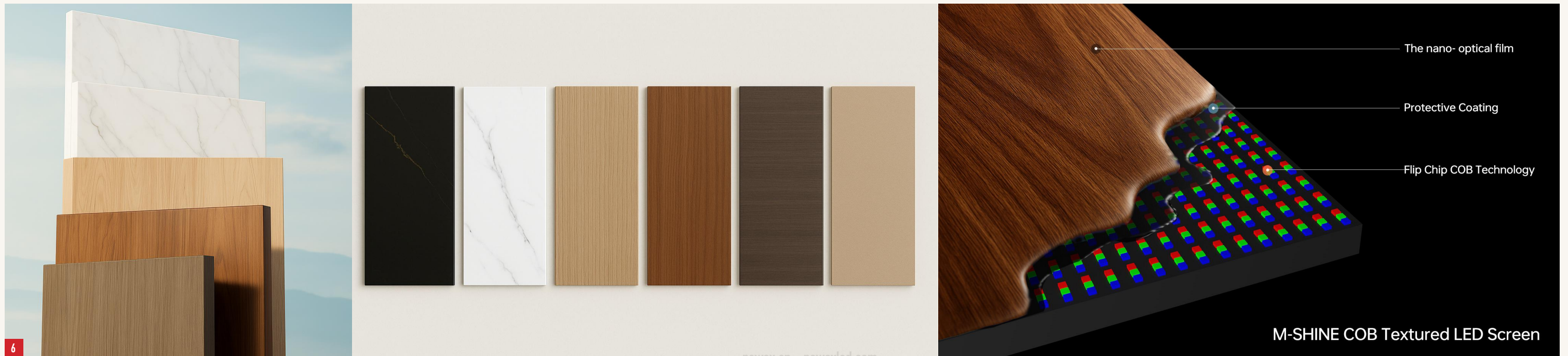
Seamless Mapping

Becomes a decorative wall when powered off, with customizable textures to suit different architectural styles



Smart Interaction

Compatible with smart technologies like interactive effect



Product Specifications and Technical Features

Pixel Pitch	P1.25/P1.53/P1.86 mm
Cabinet Size	640*480 mm, 320*480 mm
Brightness	400-600 nits (Higher brightness version under R&D)
Contrast Rato	5000:1
Surface Texture	Wood Texured/Tile/Stone/Metal and Customizable
Maintenance Method	Front service
IP Lever	Front: Surface IP54 (cleanable by wet mop)/ Rear: IP43

Product Specifications and Technical Features

Pixel Pitch	P0.625/P0.78/P0.9/P1.25/P1.56/P1.875 mm
Cabinet Size	600*337.5 mm
Brightness	400-600 nits
Contrast Rato	5000:1
Surface Texture	Wood Texured/Tile/Stone/Metal and Customizable
Maintenance Method	Front service
IP Lever	Front: Surface IP54 (cleanable by wet mop)/ Rear: IP43



Screen Off State



3D Background Video
Playback State



Normal Video Playback State



**COB
Texture Screen**



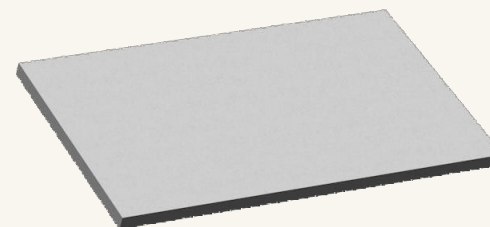
**320*160mm
Module**



**-Metal
Texture**



**-Wood
Texture**



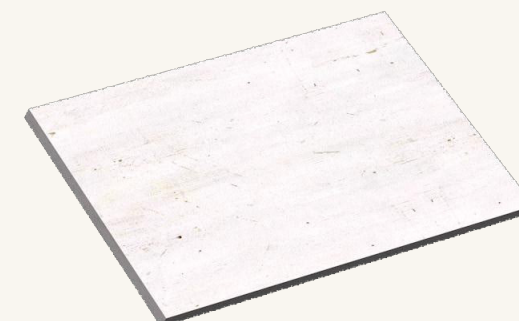
**600×337.5mm
Cabinet**



**-Stone
Texture**



-Tile Texture



Application Scenarios



Application Scenarios



Office Buildings



Commercial Space



Dining and Entertainment

Comparative Analysis (COB Texture Screen vs. GOB Texture Screen)



■ COB Texture Screen

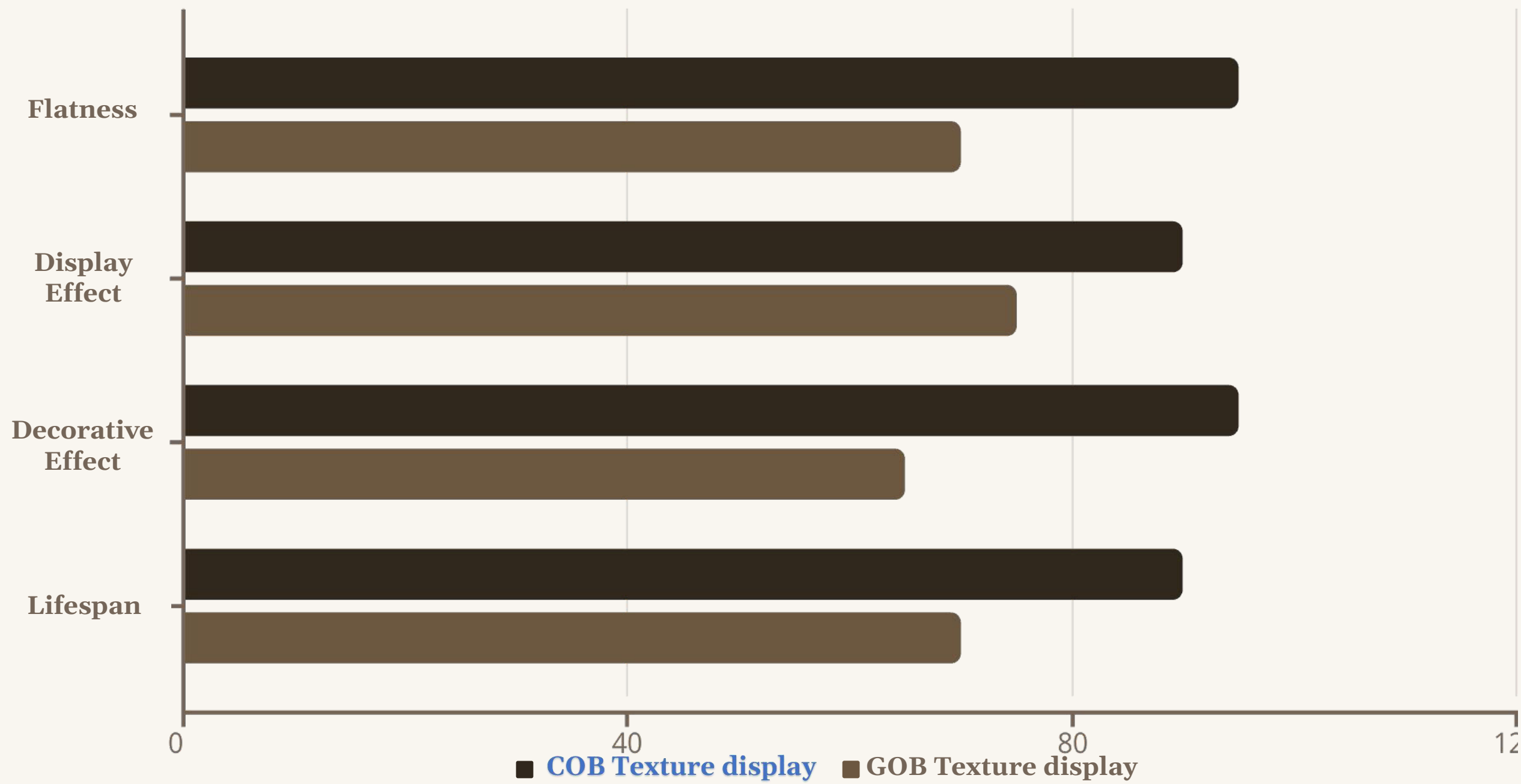


■ GOB Texture Screen

The COB texture screen **outperforms** the GOB texture screen in terms of display effect, decorative effect, and service life.

Especially in the **screen-off state**, its decorative effect is more realistic, and the **LEDs behind the texture are completely invisible**.

Comparative Analysis (COB Texture Screen vs. GOB Texture Screen)



The COB texture screen outperforms the GOB texture screen in aspects of display effect, decorative effect, and service life.

In particular, when the screen is in the powered-off state, its decorative effect is more vivid and lifelike.

Product Expansion: The ArtMode Screen



Art Exhibition

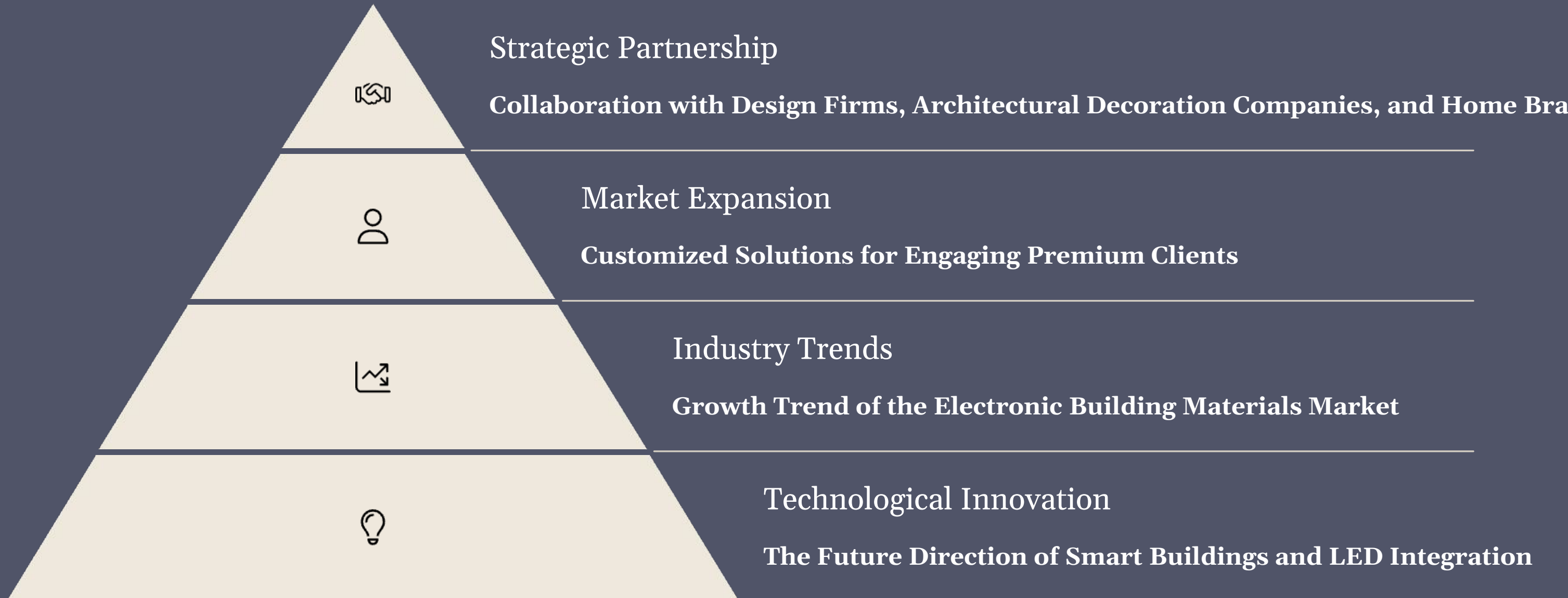
The ArtMode Screen is tailored for **art display**. It's designed primarily for high-end applications in galleries, art museums, and similar settings.



Architectural Decoration

The texture screen is well - suited for **architectural decoration purposes**. It's an ideal fit for wall-building materials, integrating seamlessly into the architectural landscape.

Future Growth and Partnership Opportunities



Let's Explore Collaboration Opportunities and Create a New Era of Electronic Building Materials!



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