

LCD Monitor Arms



Unlocking the Value of Your
LCD Investment

A White Paper published by:
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You've upgraded to a flat panel monitor. Now learn how to make the most of your new investment!

Introduction

This paper provides an introduction to the sound arguments for utilizing LCD monitor arms in workplaces where LCD monitors are employed. The case will be made that a) LCD arms are an investment which pays for itself in productivity increases and increased ROI, and b) Innovative's LCD arms offer features which emphasize these benefits, making Innovative the provider of choice for forward-thinking computer and office installations.

Topics covered in this White Paper include:

- ▲ Why are LCD arms a wise investment?
- ▲ Why choose Innovative's products?

Why Are LCD Arms A Wise Investment?

1. LCD arms make better use of desk space

LCD monitors are attractive to most users primarily due to their thin profile. However, when CRT's are replaced with LCD's, there is typically minimal space savings, even though the LCD occupies much less space.

Why? The ideal viewing distance for a monitor is 18" to 24" from the user. An LCD which sits on the desktop is typically positioned so that the LCD screen is the same distance from the user as that of the CRT. The 'space savings' are behind the monitor. Desk space which was formerly occupied by the CRT is now left unused behind the LCD. Thus, an LCD monitor mounted on a static base provides essentially no space savings over a CRT.

However, combining a LCD monitor with a movable LCD arm unlocks the value of your investment. An LCD arm is a flexible mounting device for the LCD monitor. An LCD arm allows the monitor to be suspended over the desktop, freeing your desk space for productive use. With the LCD arm in place, you will discover a dramatic gain in workspace when compared with the use of a CRT monitor.



2. LCD arms are ergonomic

Have you ever suffered from the dreaded 'crick-in-neck' from spending long hours day after day viewing a monitor in exactly the same position? That problem is quickly solved with flexible LCD arms, which allow you to easily reposition the monitor, and allow for continual adjustment throughout the workday. You are no longer locked into one permanent viewing position. Awkward viewing angles quickly become a thing of the past, since you can reposition the monitor each time you feel the need.

At desks shared by multiple users, monitor arms are particularly useful, because each user is able to customize the monitor position according to his/her specific needs. The same monitor can be used from a sitting or standing position, and can easily accommodate users of different heights.



3. LCD arms are adaptable

Monitor arms make it easy to quickly reposition a monitor, changing from sitting to standing usage, or even swinging one monitor between two desks. Equipped with an arm, one monitor is able to serve multiple purposes, thereby increasing the return on the technology investment.

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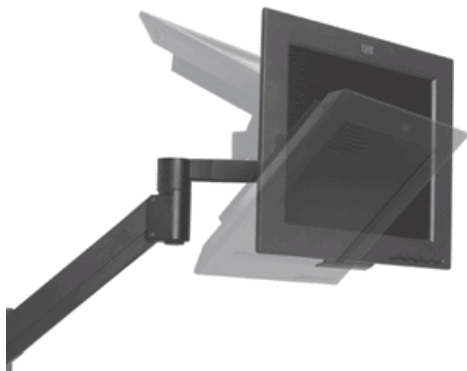
4. LCD arms allow more employees per work area

A company's productivity per square foot rises as either a) more employees are fit in a constant space, or b) the company is able to fit a constant number of employees in a smaller space. Because monitor arms increase the amount of desk space available to the employee, narrower desks can be used. In workplaces with multiple rows of desks, the space savings can translate into an additional row fitting in the workplace. The result: more employees in the space, resulting in a dramatic increase in productivity per square foot. Alternately, a company may keep the same number of employees, yet save money by renting a smaller workplace.

5. Ergonomic workspaces save you money!

Numerous scientific studies have shown that an ergonomic environment translates into higher employee productivity, both through greater time spent at the desk, and fewer missed days. In today's computer-intensive environment, an ergonomic monitor setup is critical to achieving these benefits. Employees comfortable in the workplace reward the employer with higher productivity. Higher productivity, of course, translates into lower costs and greater profit!

For further information on advantages to creating an ergonomic workplace, visit IBM's Healthy Computing website at: www.pc.ibm.com/ww/healthycomputing/



Why Choose Innovative's Products?

1. Exceptional functionality... with style

Innovative is the proud recipient of multiple design awards from iF, the prestigious Industrial Design Forum in Hannover, Germany. The distinctive appearance of Innovative's products enhances your workplace, adding a touch of subtle modern flair.

Just as important, Innovative offers a product line with exceptional functionality and ease-of-use unmatched by competing products. Clients such as IBM, the New York Stock Exchange and NASA have discovered the Innovative advantage. Your workplace can be next.

2. Intuitive adjustment

Day-to-day use of Innovative's products is intuitive. Simply grab the monitor and move it-no tools or knob-turning required. Some competitors' products require the monitor to be adjusted each time the arm height is changed, and may require tightening and loosening of knobs in order to make adjustments. This is time-consuming, distracting and unnecessary. The unique and patented design of Innovative's products keeps the monitor in the exact position the user sets it, even as the arm is moved laterally and horizontally.

3. Value-added features

Innovative's products add value with various features not found in competitive product. Examples include:

- ▲ Cable management: Arms provide for elegant cable management, allowing you to keep cables out of sight and out of harm's way. This contributes to a more organized, sleeker workplace.
- ▲ Flexibility of use: Products such as the patented Flexmount can quickly be reconfigured, allowing you to mount Innovative's LCD arms up to 9 different ways!
- ▲ Adjustable tension: Radial arms can be easily adjusted to accommodate monitors of different weights, rendering all weightless. Ease of rotation can also be quickly adjusted to your preference at all joints and pivots.

4. Easy setup

Innovative products offer quick and painless installation right out of the box. Easy-to-follow instructions are included. Innovative arms can add value to your business within minutes.

5. Easy access for IT workers

IT workers will love Innovative's flexible monitor filter, which allows the monitor to be quickly turned or tilted to allow easy access to cables and ports behind the monitor. Users who choose the remarkable Quick-Release plate accessory are able to quickly swap monitors without the use of any hardware-an essential feature for environments where 'time is money.'

6. Instant custom solutions

Innovative's products are designed with interchangeable parts, allowing instant and affordable custom solutions. Even after taking delivery, you may find it necessary to reconfigure arm setups. This can be accomplished quickly and easily. In cases where more extensive customization is required, Innovative's experienced engineering department is able to design solutions for your unique need.

7. Durable manufacture

Innovative's arms are made from durable aluminum, and are designed to be sturdy as well as stylish. Arms are covered by a warranty for 5 years (parts) and 2 years (gas cylinder).



8. Environmental-friendly packaging

All products are protected in transit by air-pillows and packing material made from recycled paper instead of harmful and messy styrofoam peanuts. Innovative minimizes packaging wherever possible in order to minimize environmental impact.

Summary

LCD monitors make an excellent investment for the modern workplace. When combined with a flexible monitor arm, the benefits of this investment are magnified, paying dividends in higher productivity and enhanced return on investment. Innovative Office Products, Inc., the leading provider of LCD arms, offers a product line loaded with features and user benefits which maximizes the buyer's return.

Your next step

For more information, contact an arm specialist at Innovative Office Products. Our knowledgeable staff will be happy to consult with you on the ideal mount for your workspace, or refer you to one of our installation partners. Call 800.524.2744 to get started. Or visit Innovative online at www.LCDarms.com.



About Innovative Office Products

Innovative Office Products, Inc. designs and builds an industry-leading line of mounting solutions for computer monitors and keyboards. Founded in 1986, the Easton, Pa. company produces innovative products and custom-designed solutions that serve the needs of such prominent customers as the New York Stock Exchange, Mayo Clinic, IBM, Lockheed Martin and NASA. The company received a silver medal as one of Business Week magazine's *Best Product Designs Of The Year* for 2002.