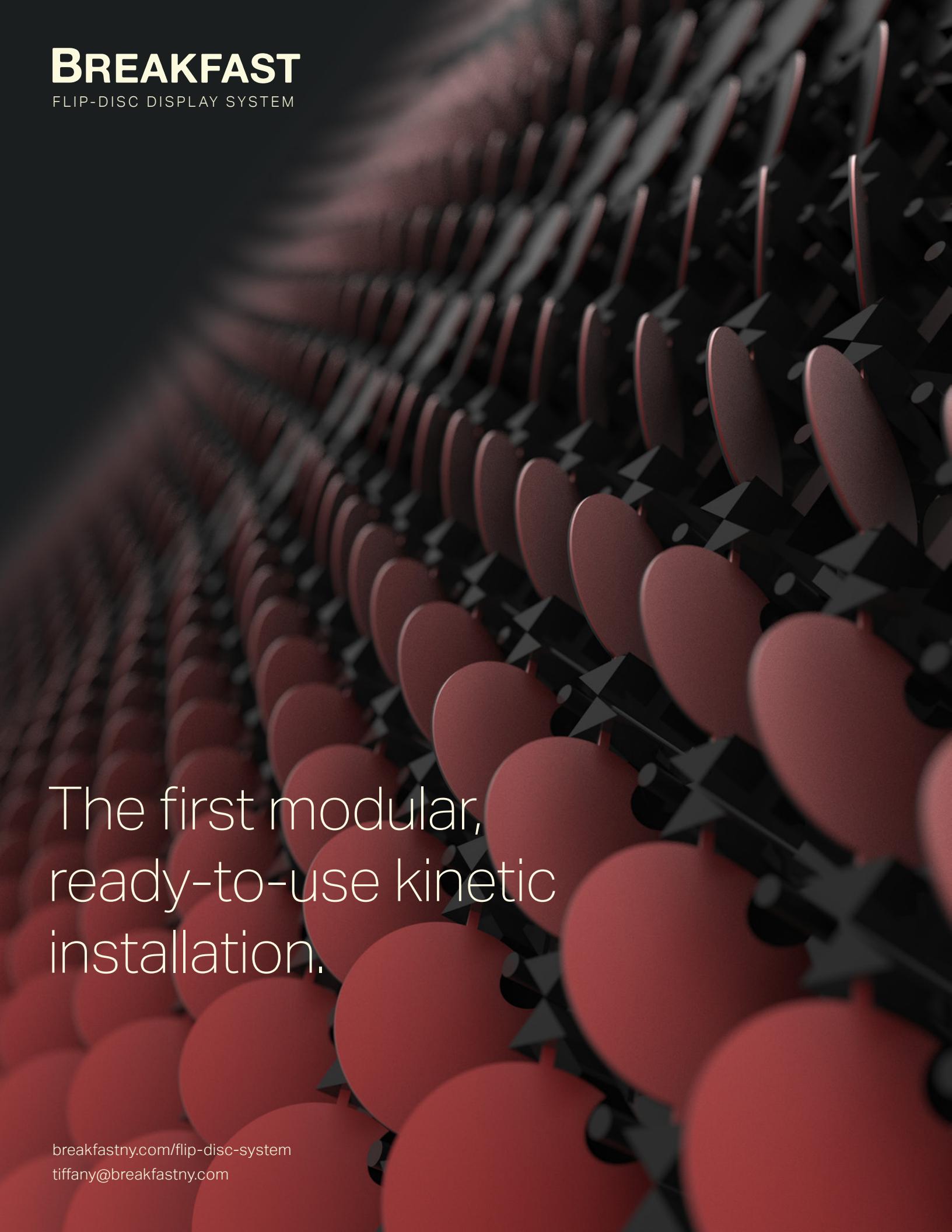


BREAKFAST

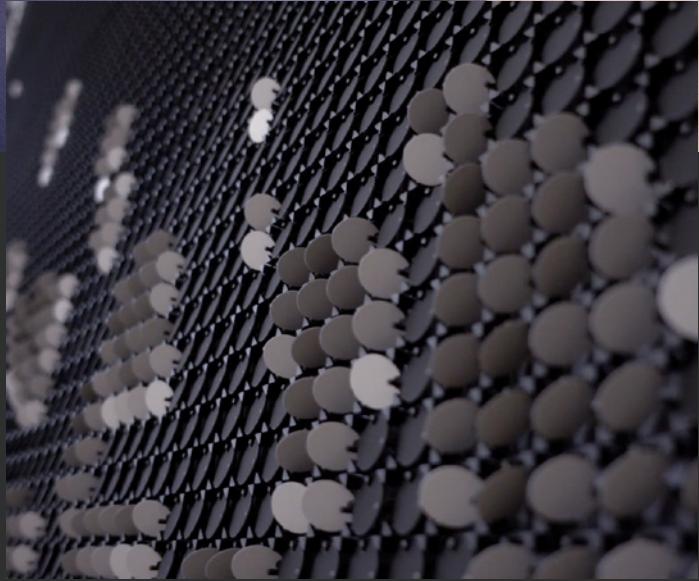
FLIP-DISC DISPLAY SYSTEM



The first modular,
ready-to-use kinetic
installation.

breakfastny.com/flip-disc-system

tiffany@breakfastny.com



Flip-Disc Display System

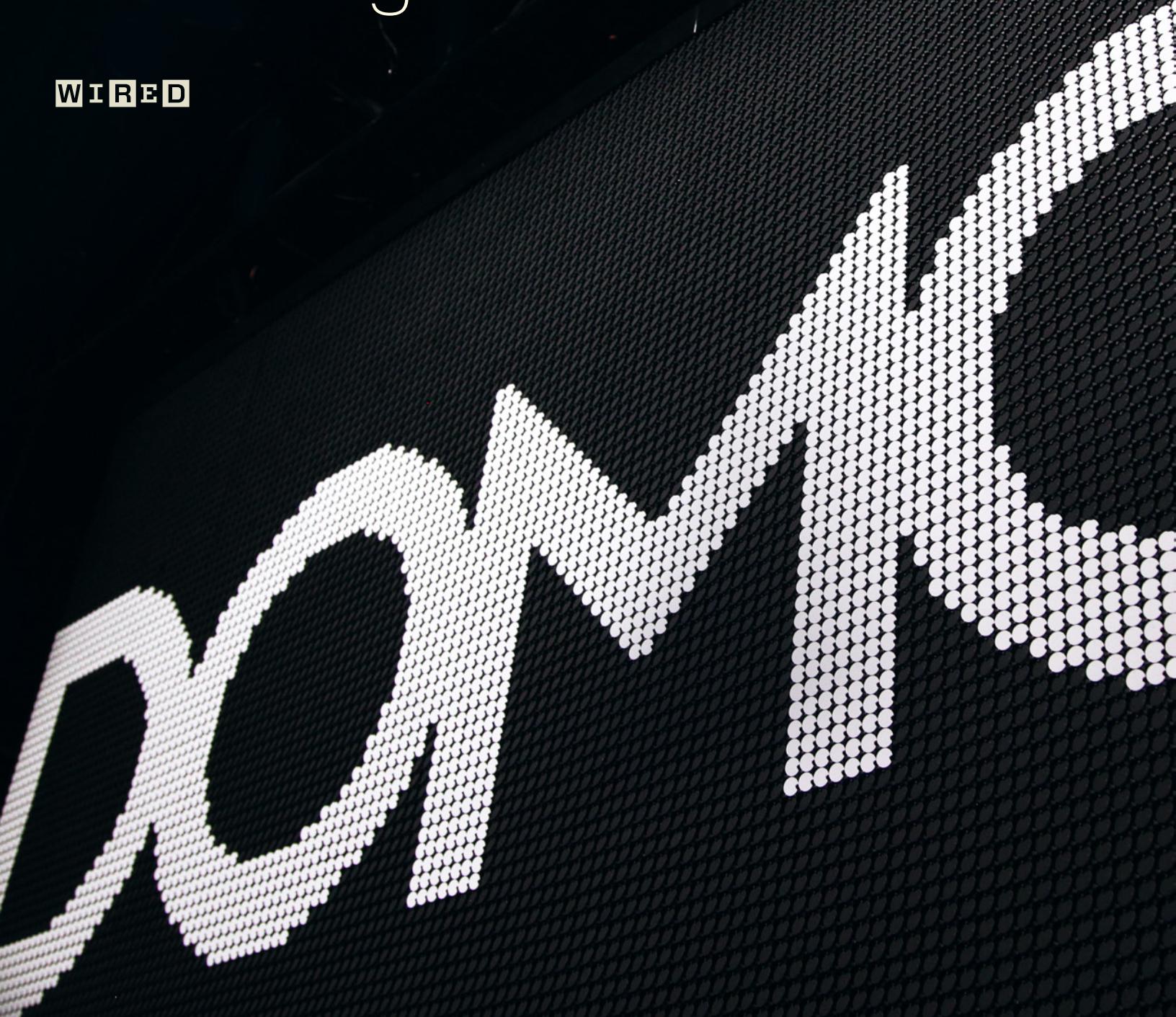
Built for companies looking for an alternative to covering another wall in LED screens, the Flip-Disc Display System offers a much more engaging, mesmerizing and unique alternative that does not require a team of engineers and developers to install and setup.

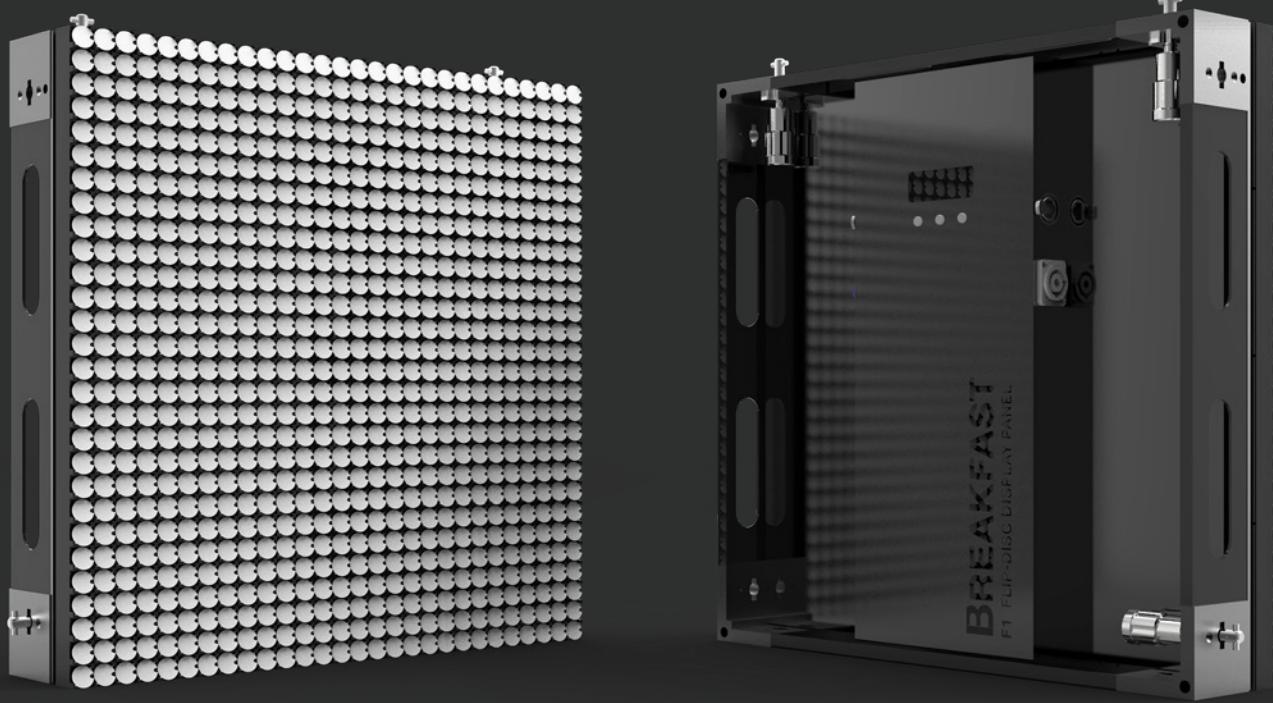
Leveraging technology from the not-so-distant past, the Flip-Disc Display System's modular panel design utilizes electromagnetic physically flipping discs to turn digital content into a physical experience that's approachable, alluring and exciting.

Out-of-the box software and an integrated 3D depth camera makes creating interactive content and experiences fast, easy, and one-of-a-kind.

"Get lost in a display
made of thousands
of shifting discs."

WIRED





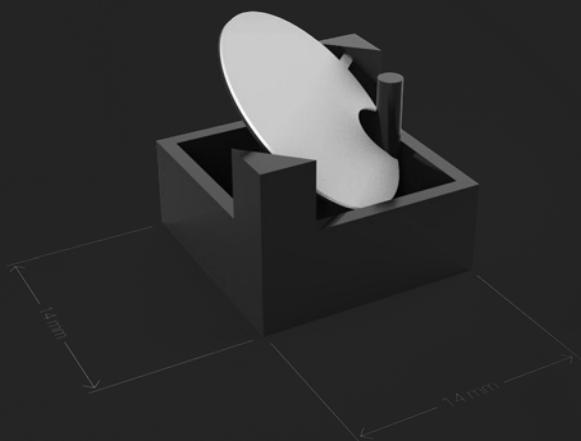
Plug. Play.

Modular Panels

Built to be beautiful, reliable, and fast and easy to install and setup, each panel measures 17" x 17" and contains 784 physically flipping 12mm plastic discs. The click-together panel design makes it possible to easily configure the display size and layout to fit any space. It's simple, modular, customizable.

Reliable by Design

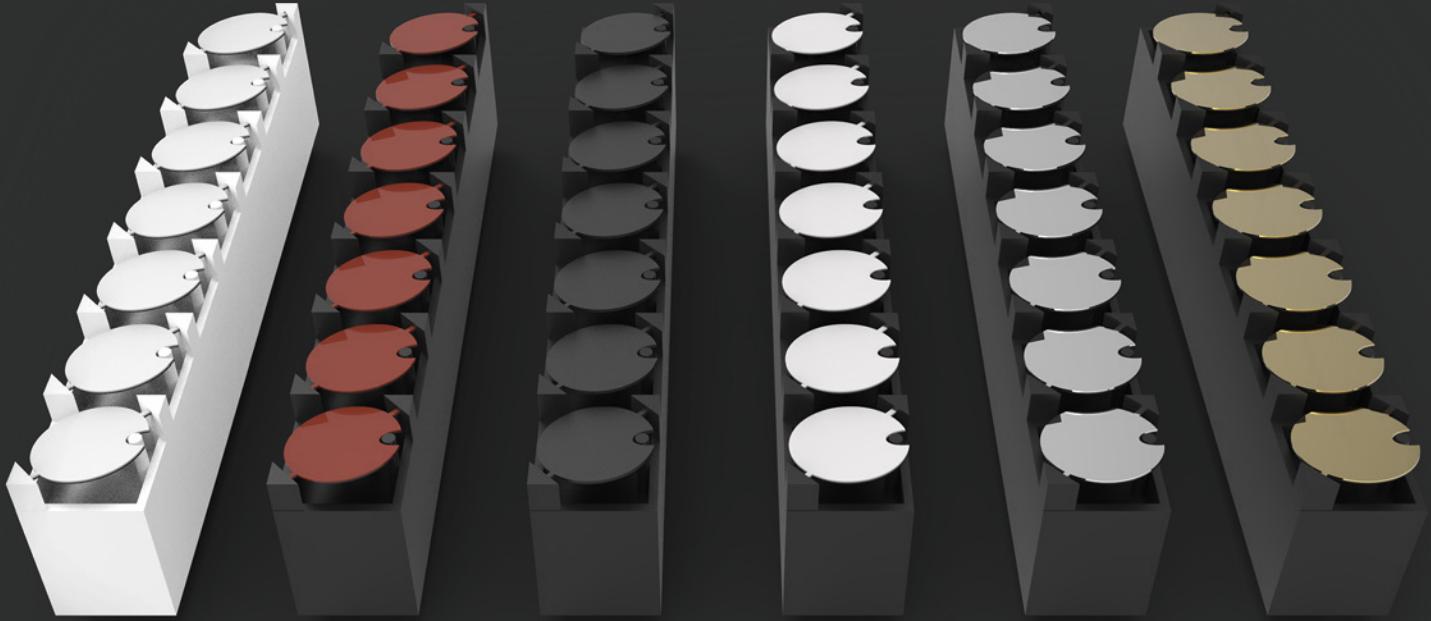
Each pixel flip is controlled by changing the magnetic field of a dedicated electromagnetic coil. Aside from the discs themselves, there are no moving parts that are susceptible to wear-and-tear. Discs are connected to each panel by a 7x7 Module that can be easily removed and replaced.



Physical Pixels

Each pixel is a 12mm plastic disc that physically flips from one colored side to the other – making a small sound as it flips. Our custom engineered hardware and software is optimized for low latency and an unmatched refresh rate of over 40 frames per second.

Customize



Standard Colors



Special Colors



Colors and Finishes

Flip-Discs™ offer a variety of off-the-shelf standard colors and finishes including the most popular matte black and white, and disc casings are available in either satin-black or white. A wide selection of custom disc colors and finishes are also available. Design with silver and gold mirror finishes, high gloss, or a full spectrum of color choices to build it on-brand.

3M™ DI-NOC™

Flip-Discs™ can be customized using many 3M™ DI-NOC™ finishes to complement any installation space. Featuring over 500 eco-friendly designs and finishes in their catalog – choose from metallic finishes, wood grain, stone and marble, and much more.



Volkswagen - Chicago Auto Show

40 Panels | 8 x 5 | 11.2 ft. x 7 ft.



Accenture - Atlanta Innovation Hub

15 Panels | 5 x 3 | 7 ft. x 4.2 ft.



Controller Software

Securely manage, configure and control a Flip-Discs™ installation over WiFi from a mobile device or desktop browser, and view accurate content previews before you hit play.



Built-In Apps

The Particles App allows people to interact with static graphics via the included 3D depth camera. Showcase your video files, static images and text with a suite of user-friendly apps.



Scheduling

Schedule playlists and content to run automatically at specified times through the day, week, month or year. Intuitively set repeat frequency and create custom rules.



HDMI Input

Easily connect to video Content Management Systems and existing infrastructure with a simple HDMI cable. Add it to a Playlist or Schedule for even more content flexibility.



Playlists

Group and sequence multiple apps to play them in order – each for a specified amount of time. Take it even further by creating multiple playlists that run on a set schedule.



Developer-Friendly API

Developers can use the HTTP API to remotely create and manage playlists, app instances, and media – or create custom apps using the Flip-Discs™ Python Framework available on GitHub.



Updates

Receive a notification as software updates become available, and easily and seamlessly update your system with new features, enhancements, upgrades and applications.



Playground Global - Palo Alto, CA
55 Panels | 11 x 5 | 15.4 ft. x 7 ft.

Flexible Mounting



Mounting Bar

The included Flip-Discs™ Mounting Bar provides a flexible way to mount panels to a wall, hang from cables or wall studs, or attach to scaffolding.

Versatility

Various threaded holes are provided along the Mounting Bar allowing for easy and safe installation, as well as attaching custom facades and trim.

In-Wall

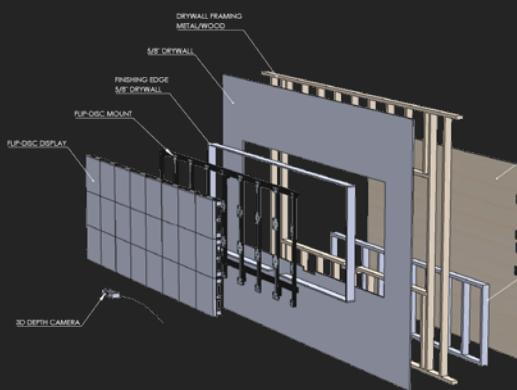
In-Wall mounting options provide easy access to panel components from either the front or back of the display without disassembly.

Suspension

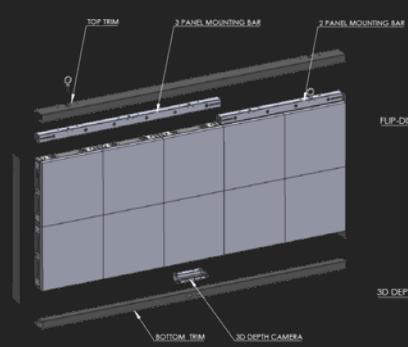
Numerous display configurations can be safely hung from cables and scaffolding using the threaded holes in the included Mounting Bar.

Flush Mount

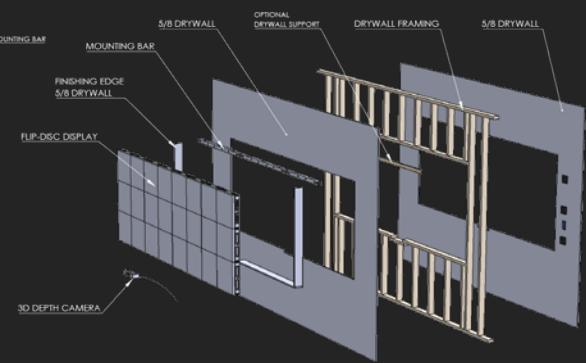
Securely mount directly to walls and surfaces with a low-profile flush mounting system. Finish it off with standard or custom borders and trim.



Front Access In-Wall Mounting



Suspension Mounting

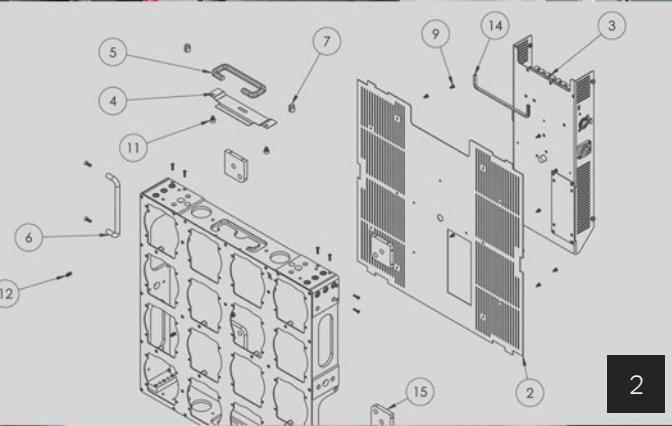


Rear Access In-Wall Mounting



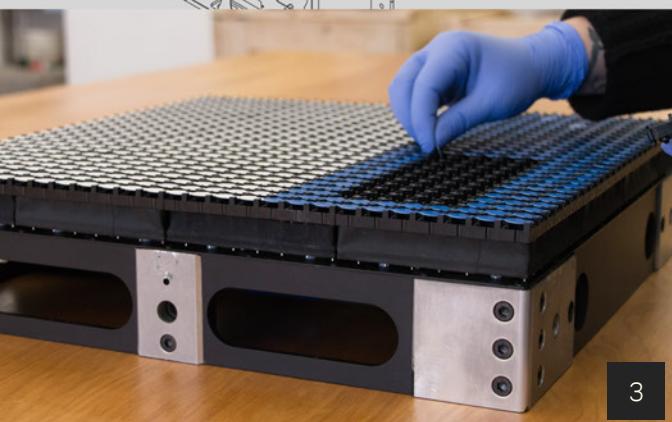
Art and Function

Flip-Discs™ is an interactive art installation – capable of conveying meaningful, functional and timely information. Whether displaying engaging interactive content, mesmerizing motion graphics, real-time data, or generating unique and ear-catching sound, the Flip-Disc Display System is equal parts beauty and utility.



Reliability and Longevity

Every aspect of the Flip-Disc Display System has been designed for long-term reliability, and with the included two-year parts and labor warranty – peace of mind is simply part of the package. Other than the replaceable plastic discs, there are no moving mechanical parts that are susceptible to wear-and-tear. Technology built to last.



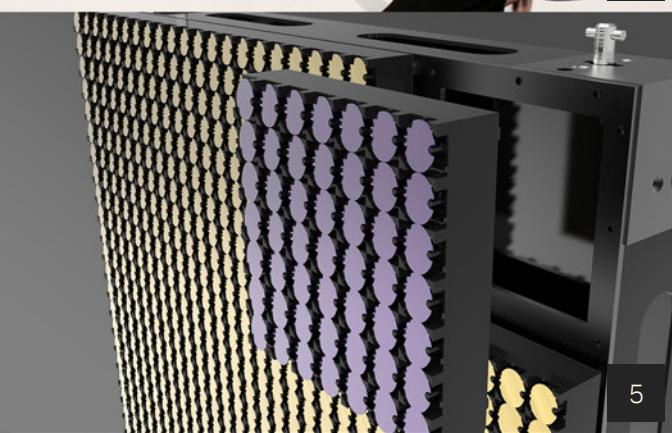
Flexible and Customizable

Unique click-together panels and flexible mounting options make it easy to configure display size and layout to fit any space. Customize the discs' appearance with a variety of custom colors and finishes. Control and display custom content straight from a mobile device. The creative combinations and opportunities are endless.



Unmatched Performance

Re-imagined and re-engineered hardware and software is optimized for high performance, low latency, and fast refresh rates upwards of 40 FPS. Flip-Discs™ is the first and only commercially available kinetic flip display to achieve those speeds – making it possible to feature video footage and interactive content in a truly unique way.



Uniquely Efficient

Electromagnetic technology enables the display's current state to persist even when the power is turned off, and content is clearly visible in a wider range of lighting conditions when compared to traditional LED screens.

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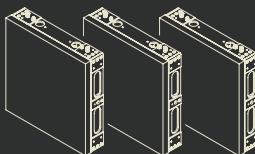
LEARN ABOUT THE

f Percepti

"Captivating to
see in action."

GIZMODO





F2 Flip-Discs™ Panel

Construction / Physical	
Dimensions	16.8 x 16.8 x 3.8 (428.72 x 428.72 x 97 mm)
Weight	15.5 lbs (7.0 kg)
Housing Materials	Aluminium
Exterior Color	Black
Panel Interlock	Twist Locks
Refresh Rate	40+ frames per second
Components	16 Modules (replaceable), 784 Flip-Discs
User Interface	Power and Data LED indicators, Test button

Power	
AC Power	110-220 VAC 50/60Hz
Peak Power Consumption	100W
Average Power Consumption	Aluminium
Power Supply Unit	High-Efficiency, Short, Load, Temp Protection Replaceable without disassembly.

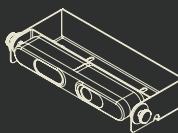
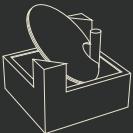
Connections	
Power	Neutrik® powerCON®
Data	Neutrik® etherCON® (CAT6)



Flip-Discs Controller

Construction / Physical	
Dimensions	17" x 1.7" x 11" (43 x 4.4 x 27.8 cm)
Details	1U Rackmount Case with LCD Display
Exterior Color	Gray
Hardware	
Processor	Intel® Core™ i7 (Skylake) 2.4GHz
Memory	4 GB SO-DIMM DDR4
Storage	256 GB 2.5" SSD
Network	Ethernet, WiFi, Bluetooth, Dual Band 802.11/a/b/g/n

Power	
Power Supply Unit	Flex-ATX Power Supply
Peak Power Consumption	250W
Software	
User Interface	Access via web browser on local network or direct connect to controller access point.
Applications	Particles App, Video App, Image App, HDMI, Screensaver
Extensibility	HTTP API Flip-Discs™ Python Framework



Magnetic Flip-Discs

Specifications	
Diameter	12 mm (disc only), 14mm (with casing)
Thickness	2mm
Material	Plastic
Resolution	28 x 28 per panel (784), 7 x 7 per module (49)
Standard Colors	Matte black and white
Custom Options	Availability in variety of custom colors and finishes including – metallic, mirror (silver, gold), high gloss, and 3M™ DI-NOCTM.

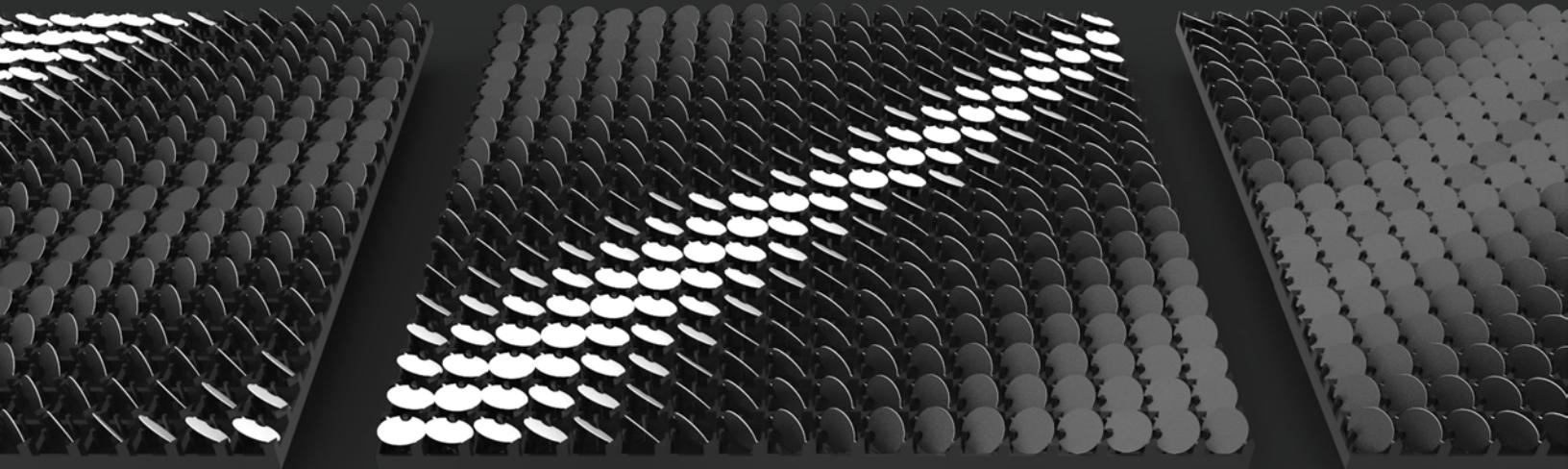
Specifications	
Type	RGB-D, Structured Light
Resolution	RGB: 320 x 240 @ 30fps Depth: 640 x 480 @ 30fps
Distance	Minimum: 31" (79 cm) Maximum: 138" (350 cm)
Field of View	58° horizontal, 45° vertical, 70° diagonal
Power Consumption	< 2.5 W
Interface	USB 2.0

Display Dimensions	
Rows / Columns	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Width / Height (inches)	33.6 50.4 67.2 84 100.8 117.6 134.4 151.2 168 184.8 201.6 218.4 235.2 252 268.8 285.6 302.4 319.2 336

Display Weight	
Panels	6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24
Weight (lbs)	120 140 160 180 200 220 240 260 280 300 320 340 360 380 400 420 440 460 480

“You need something unique. You need a flip disc system.”

TC TechCrunch



BREAKFAST
FLIP-DISC DISPLAY SYSTEM

breakfastny.com/flip-disc-system
tiffany@breakfastny.com