



PRESS RELEASE

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Giant iTab launches new smartphone design for 2020

Award-winning event technology and digital solutions company, Giant iTab is showcasing its brand new slimmer, sleeker smartphones at this year's ISE, 11 years after originating the concept of creating giant smartphones at ISE 2009.

Giant iTab provides a range of giant tablets and smartphones for enhanced digital engagement at events, in banks, schools, shopping centres among other places. Giant iTabs, in three different sizes including 27inch, 42 inch, and 55 inch, completely replicate the mobile experience, from screen clarity to responsiveness of the touch and gesture controls, yet on a larger scale. All Giant iTabs come as a complete 'plug & play' solution ready for selling through reseller, integrators, design and experiential agencies.

The iTabs are capable of showcasing any digital content, including websites, digital multi-media, and apps in native or web format. Giant iTab leverages the powerful medium of smartphones and combines it with a businesses' digital assets to provide a seamless customer experience that draws in large crowds of consumers.

The new giant smartphones have been created with curved edges and a slimmer design to better emulate the smartphones of today. Portrait and landscape options of the smartphone are available and they now come in black as well as their flagship white with other colours and personalisation of client logos as an added feature.

Giant iTab's Founder CEO, Mark Jones, says: "The new design brings a more immersive and engaging experience to customers as the giant smartphones perfectly mimic the smartphones of today. As consumer attention span shrinks, we have provided yet another innovation to ensure brands can incite curiosity and engagement in a seamless way."

The smartphones are officially available from 1 April 2020.

***Journalists, we are exhibiting in Hall 10 stand number N164. Please come and say hello and see out Giant iTabs in action.**



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Notes to editors:

About Giant iTab

Giant iTab is an award-winning event technology and digital solutions company providing giant touchscreens, tablets and smartphones for enhanced digital engagement. The company is the brainchild of Mark Jones, a serial entrepreneur and self-professed digital disruptor, and their clients include GES, Freeman, Reed Exhibitions, the BBC, Harrods, Barclays, NHS, London Fashion Week and many more. Giant iTab has built an international network of partners and resellers to support events and installations all around the world. Giant iTab has received numerous awards and accolades for its products. Awards include: winner of the ISE Award for Best New Digital Signage Hardware, winner of the Event Technology Awards for Best New Technology, Creative Disruptors Award for Innovation, a recent Technology Media and Telecoms Award for Best Digital Media Solution, and many more.

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