



*It all starts with  
a first connection*

Featuring the Light&Play® Family  
LCD and LED display solutions

**vitrinemia** Catalogue 2026



Thibault GUILLAUME  
CEO Vitrinemedia Global Alliance

« It all starts with a first connection »

**At Vitrinemedia**, we believe that every great professional story begins with a simple yet essential moment: **the first contact**.

Whether it's a handshake in an agency, an exchanged glance in front of a vitrine, or a click on a digital screen — everything starts with **that first moment of encounter**.

This 2026 catalog, which you hold in your hands, is a tribute to this fundamental idea. It gathers together **our solutions designed** for real estate professionals, but above all, it reflects our conviction: to provide you with the tools that turn every first contact into **an opportunity** for trust, visibility, and growth.

As you browse through the pages, you will discover how — whether through your physical vitrine or your digital presence — each interaction can become the starting point of a lasting relationship.

**Our ambition is simple:** to make every first contact an unforgettable first impression.

We are delighted to share with you this new edition, created **to support you** in a world where people and digital technology come together to shape **unique experiences**.

Together, let's make every first contact **the beginning of a beautiful story**.

Thibault Guillaume

*A vitrine is not only a physical facade with screens.*

*A vitrine is the first place where you are seen, where you are noticed, and where you are chosen.*

*For some, it is an agency, for others, it is a digital profile, a website, social networks, an advertisement...*

*But the logic remains the same: the first impression often determines what comes next*

## Time to Light & Play!



 **Bring Your Vitrine to Life with 100% Digital**

For 20 years, Vitrinemia has been helping real estate professionals create meaningful encounters moments that make clients stop in front of your agency, take interest, and simply say: « I'd like to work with you. »

LEASING SOLUTION

With our leasing solutions, combine performance, financial flexibility, and continuous innovation for a vitrine that is always modern and spectacular.



Who We Are ?

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Global Alliance

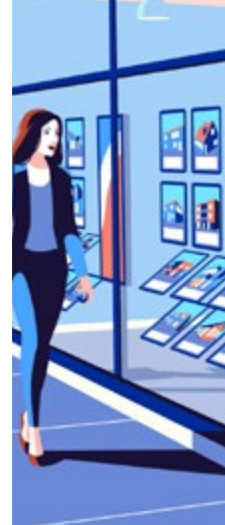
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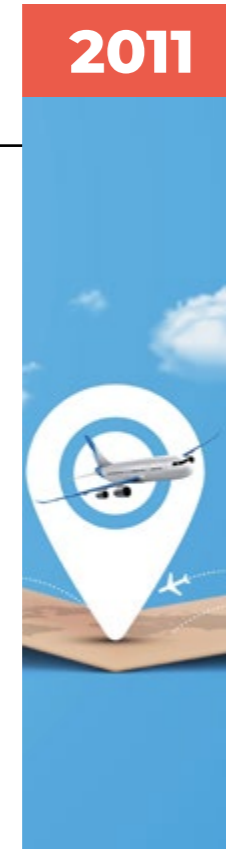
2006

**The Encounter**  
Two visions meet,  
Vitrinemia is born.



2007

**The Launch**  
Vitrinemia invents the illuminated (LED) poster holder, which becomes the standard for real estate window communication.



2011

**International Expansion**  
Development of a worldwide network of franchised partners to represent and promote the brand's identity and values.



2012

**The factory**  
Opening of our own factory in Asia. From that moment, we controlled the entire value chain, from design to installation.



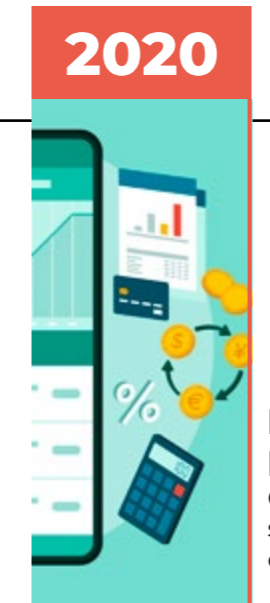
2018

**LCD Screens**  
Launch of a range of dynamic screens compatible with LED vitrines. Marketing of the first professional content playlist management software.



2019

**The Communication Agency**  
Integration into the group of a communication agency specialized in real estate.



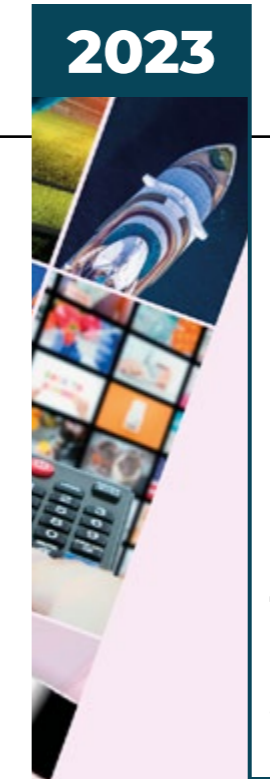
2020

**Financial Leasing**  
Creation of a financing subsidiary to support our clients.



2021

**The Digital Offer**  
Development of our Content Management Software, a content broadcasting solution compatible with our entire range of LCD screens, designed to energize and enhance window communication.



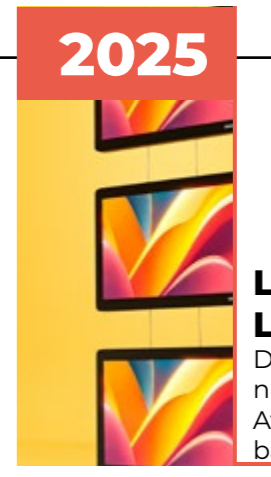
2023

**The Advertising Network**  
Launch of Visible Ads, the first advertising platform dedicated to vitrines.



2024

**The 100% Digital Vitrine**  
Launch of Light&Play® 4 and Eco Smart Display 100



2025

**Launch of the Light&Play® Family**  
Designed, developed, and manufactured by Vitrinemia. Available in 21.5", 32", 43", and banner formats.



2026

**VitrinemediAI**  
« Yes, Your Vitrine Is Smart »  
Development of an AI conversational assistant that identifies customer needs directly in front of the showcase.

## Who We Are?

### The Vitrinemia Community in Numbers



**Pioneers** in illuminated and digital display solutions **since 2007**



A team of **100 experts** including sales representatives **across 30 countries**



**50 000 clients** worldwide



All our products are manufactured in **our own factory**, ensuring **optimal quality**



**Over 2 millions** LED display poster holders sold across the globe



A committed company working to reduce its GHG emissions **by -25% à -50%** by 2030



**More than 10,000 large-format** LCD screens and over **10,000 Light&Play®** devices connected

## They trust us

Barnes International Realty | Bayleys | Century 21 | Era Real Estate | Coldwell Banker | Harcourts | Keller Williams | Property Partners | Remax | Sotheby's International Realty ...



## #MADEBYVITRINEMEDIA

### From Design to Installation

At Vitrinemia, we manage the entire process — from design to installation at your location. We create **innovative solutions**, ensuring complete control over quality. Based in France, with VM Partners all over the world we provide **responsive customer service** and **tailor-made support** at every stage.

### Innovation

**As pioneers in illuminated and digital displays**, we constantly push boundaries so that you are always more visible. With our advanced technological solutions, you have everything you need **to shine** and stand out. With Vitrinemia, **you become truly remarkable!**

### Making Your Equipment Accessible Is Our Commitment

At Vitrinemia, through our network of financial partners, we make **equipment acquisition easier**, whatever the needs or constraints.

### Environmental Responsibility

**At Vitrinemia, we take our environmental responsibility seriously.**

Since the introduction of the Climate Law, we have implemented concrete solutions. This includes the launch of our **Durable range** dedicated to refurbishing our products. We have also developed the **Eco range**, which significantly reduces the energy consumption of our equipment. Finally, our packaging is designed to be eco-responsible, reducing our environmental impact at every stage.

# Our Commitment to the Planet

We are committed to an **eco-responsible policy** to minimize the environmental impact of our activities.

# 1

## RESPONSIBLE USE OF LCD SCREENS

Aiming to improve energy consumption in vitrines, Vitrinemedia configures all its LCD screens by default to **turn off from 10:00 PM to 7:30 AM**. These schedules can be adjusted.



The Eco Smart Display screens, as well as the next generation of Light&Play®, are equipped with a **sensor that automatically adjusts the screen brightness** according to ambient light.

In addition, screen brightness varies throughout the day:

**30%**

brightness from  
7:30 AM to 9:30 AM

**70%**

brightness from  
9:30 AM to 5:30 PM

**30%**

brightness from  
5:30 PM to 8:30 PM



▶ YouTube | **Vitrinmedia's Commitments!**

## RESPONSIBLE USE OF LED POSTER HOLDERS

# 2

We recommend the **same display times** for LED poster holders as LCD screens.

**Thanks to the VM DYNAMIC DIMMER**, the brightness of your LED-backlit poster holders can be managed automatically.

# Let's Act Together for More Responsible Consumption

# 3

## WASTE REDUCTION

To reduce our waste, we ensure **the collection and repair** of LCD screens and LED poster holders at the end of their contract so they can be resold at a reduced price.

At the same time, **we are reducing packaging** for all our products (LCD and LED) and progressively making it recyclable.

The Eco Smart Display screens, as well as the next generation of our products, are designed **with sustainability** in mind, consuming less energy, using more recyclable materials, and offering longer product life cycles.





# Wear the *colors* of Vitrinemedia

## passion

*Our Flame, Every Day*

It is what drives us to act with enthusiasm, rigor, and energy. A passion for work well done, for collective projects, and for daily, hands-on entrepreneurship.

It is the force that gives meaning to everything we do.

## ambition

*Our Drive, Our Horizon*

It is the desire to go further, to leave our mark, and to achieve great things together. Ambition is that inner force that keeps us from settling for “good” when we can aim for “exceptional.”

## innovation

*Our Reflex, Our Breath*

Anticipating, inventing, adapting, this is what keeps us moving forward.

At Vitrinemedia, innovation is not limited to products. It is a shared culture, a way of approaching every challenge with creativity and common sense.

## collaboration

*Nothing Lasting Is Achieved Alone*

Collaboration is what connects talents, ideas, and energies to make possible what once seemed impossible. Together, we move faster and, above all, further.

A light, a dream, ideas, and heart: this is everything that Vitrinemedia embodies.

# *Our Digital Range*

*Be remarkable*



# LIGHT&PLAY® Family

# NOW VERSION **5**



Discover the  
Entire Range



**NEW BRIGHTNESS FOR 2026**
















**LIGHT&PLAY® 21,5" MAX**

Poster holder, but digital

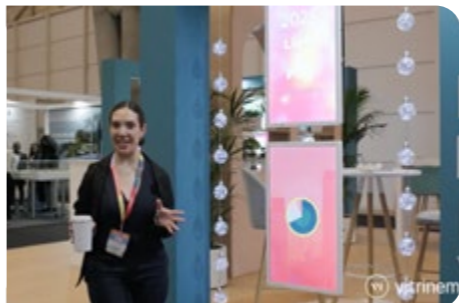
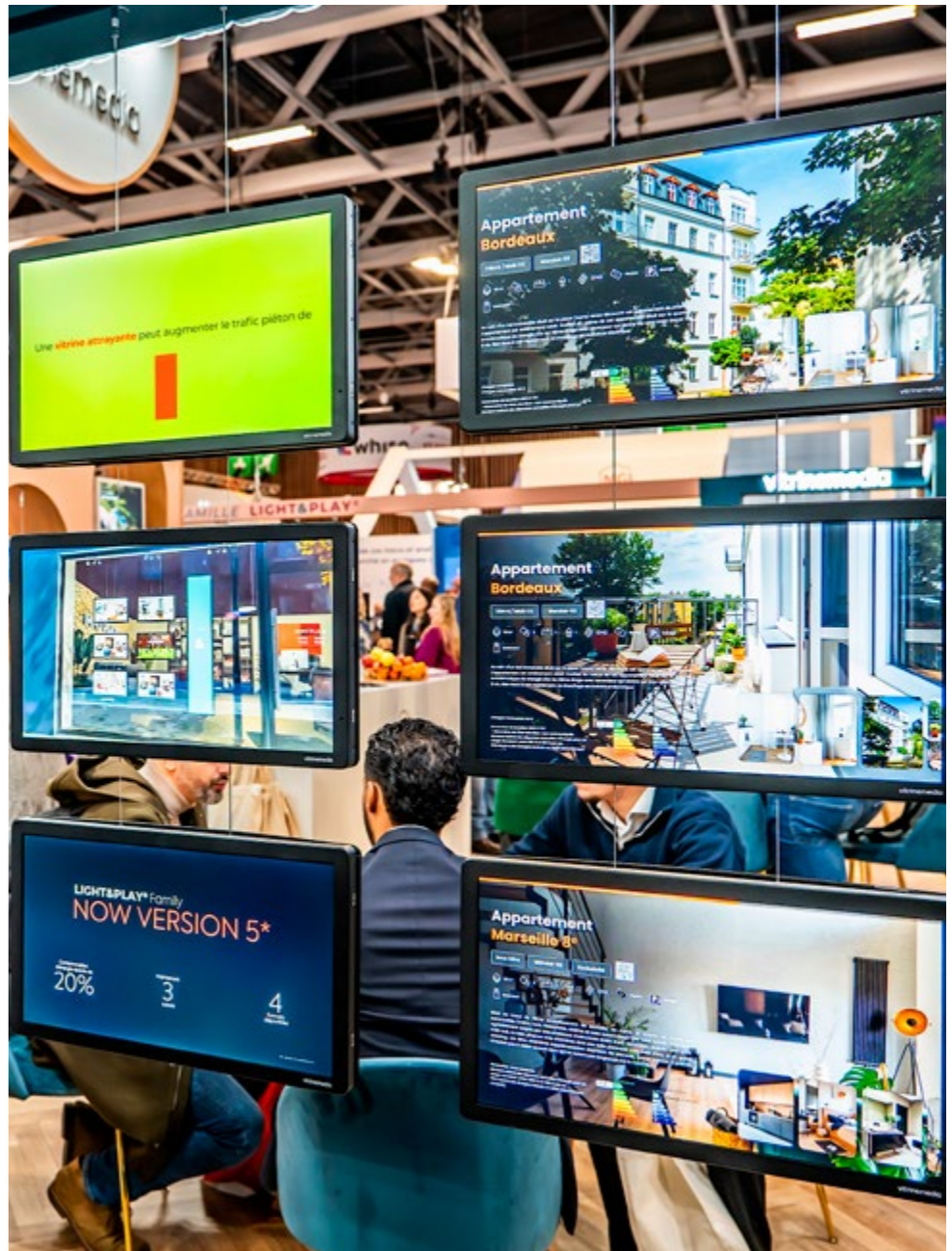
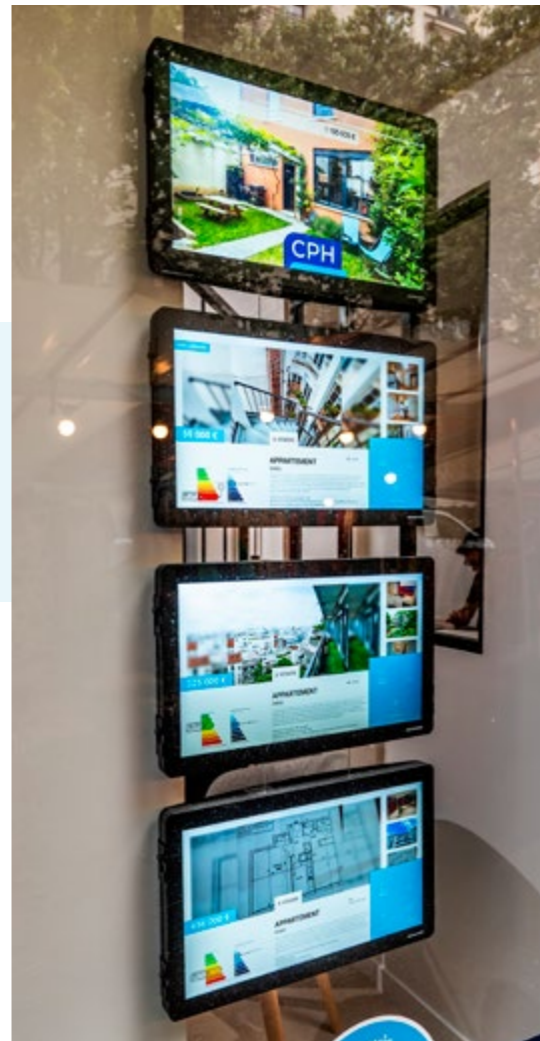
Order now

The 2026 Light&Play® MAX is part of the Vitrinemia digital screen range, the Light&Play® Family. It allows dynamic content to be displayed in showcases and interior spaces. Discreet and elegant, it integrates perfectly with existing Vitrinemia display systems. Now a must-have, Light&Play® is part of the Vitrinemia concept agency.

*Paper is over, Let's LIGHT&PLAY!*

-  **Exclusive**  
Designed & Manufactured by Vitrinemia
-  **Resolution**  
Full HD
-  **Format**  
21,5" (A3 type)  
52x31cm
-  **Connection**  
Wifi
-  **Colors**  
Black, Metallic Gray, White, Champagne, or Bronze
-  **Brightness**  
2 500 nits
-  **Orientations**  
Portrait or landscape
-  Connect to VM APP
-  Reduced Energy Consumption: -17% compared to the previous version, and up to -50% thanks to the new optimized standby mode (16 hours of daily operation)
-  Customizable Back Cover with an A3 Visual
-  Lifespan: 50,000 hours  
3 year warranty (or 5 years in option) and all other technical details
-  High Resistance to UV and Heat
-  Find the Light&Play® Accessories Range on [page 54](#)

**NEW MAX VERSION**



 YouTube | This is the Light&Play® 21,5"



# LIGHT&PLAY® 32"

Order now

Introduced in 2025, the Light&Play® 32", the medium format in the Light&Play® Family, offers an ideal display surface to showcase your exceptional content. Bigger than the standard 21.5" model, it captures attention and perfectly enhances your vitrine.

*Paper is over, Let's LIGHT&PLAY!*

**Exclusive**  
Designed & Manufactured by Vitrinemedi

**Resolution**  
Full HD

**Format**  
32" (A2 type)  
74,3 x 43,8 cm

**Colors**  
Black, Metallic Gray, White, Champagne, or Bronze

**Connection**  
Wifi

**Brightness**  
2 000 nits

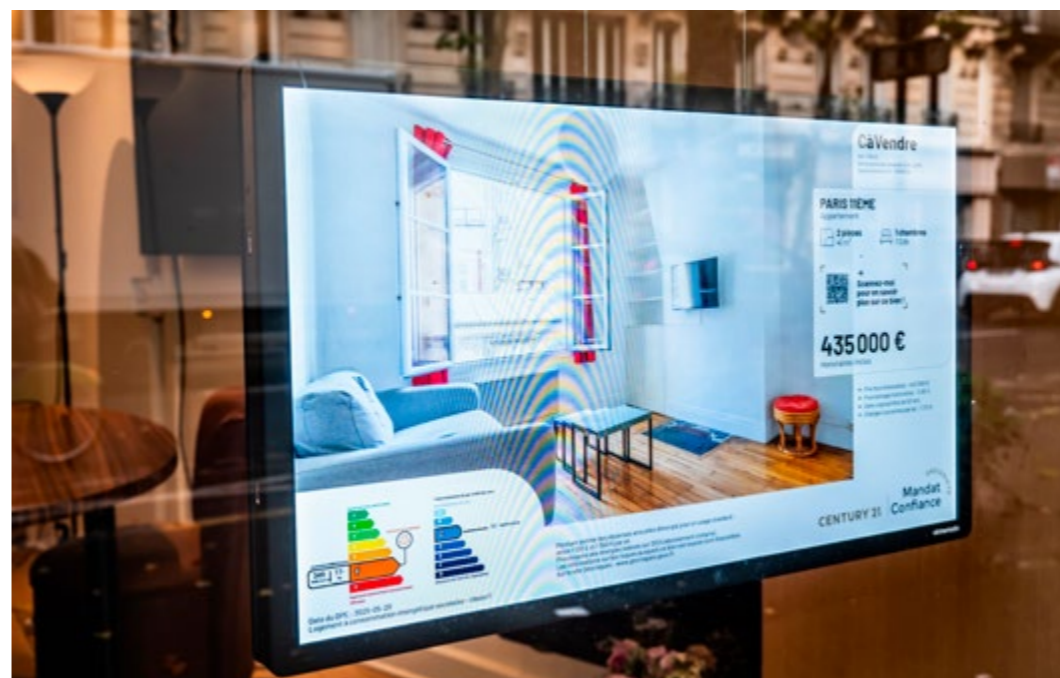
**Orientations**  
Portrait or landscape

➤ Connect to VM APP

➤ Customizable Back Cover with an A2 Visual

➤ High Resistance to UV and Heat

➤ Find the Light&Play® Accessories Range on [page 54](#)



YouTube | About the Light&Play® 32"













**New 2026**  
Order now

# LIGHT&PLAY® 43”

The Light&Play® 43” is the largest format ever launched in the Light&Play® Family. Featuring a large display area and an exceptional brightness of 4,000 nits, it showcases your content beautifully and ensures perfect visibility, even in direct sunlight. This large-format model is a powerful tool to catch the eye and energize your vitrine.

*Paper is over, Let's LIGHT&PLAY!*

-  **Exclusive**  
Designed & Manufactured by Vitrinamedia
-  **Resolution**  
Full HD
-  **Format**  
43" (A1 type)  
98,6 x 57,4 cm
-  **Colors**  
Black, Metallic Gray, White, Champagne, or Bronze
-  **Connection**  
Wifi
-  **Brightness**  
4 000 nits
-  **Orientations**  
Portrait or landscape
-  Connect to VM APP
-  Available with customized textile back cover
-  High Resistance to UV and Heat



 **YouTube | Rent 2025 Digital Products Presentation**



## LIGHT&PLAY® Banner

Order now

The most exclusive format, the Light&Play® Banner, part of the Light&Play® Family, is this slim and elegant banner display is specially designed to bring your window display to life with dynamic content. An innovative display to capture attention and transform your vitrine into a true focal point.

*Paper is over, Let's LIGHT&PLAY!*



**Exclusive**  
Designed & Manufactured  
by Vitrinemia



**Resolution**  
3840x720 px



**Format**  
169 x 36 cm



**Colors**  
Black, Metallic Gray, White,  
Champagne, or Bronze



**Connection**  
Wifi



**Brightness**  
2 000 nits



**Orientations**  
Portrait or landscape



Connect to VM APP



Available with customized textile back cover



High Resistance to UV and Heat



YouTube | Light&Play® Banner Presentation



1

## Choose Your ECO SMART DISPLAY 100 Screen Format

Vitrinmedia LCD Display

The latest generation of high-brightness displays, designed and produced by the Vitrinemedia factory. With its exceptional image quality and slim design, the ESD is the ideal solution for businesses seeking a high-resolution display. Choose the structure that suits you, the ESD is compatible with the Air Line suspension, the Ultra-Slim Stand, or the Single Stand.



**Exclusive**  
Designed & Manufactured  
by Vitrinemedia



**Brightness**  
4 000 nits



**Orientations**  
Portrait or landscape



**Formats**  
49", 55" & 75"



**Resolutions**  
Full HD for 49" & 55"  
UHD for 75"



100% manufactured in our factory



Lifespan: 50,000 hours



High Resistance to UV and Heat



3-Year Warranty (or 5 years in option)



Low Energy Consumption:  
200W for 49"  
230W for 55"  
600W for 75"



30% Reduction in Energy Consumption  
compared to equivalent models on the  
market

49" : 1092,8x626,4mm - 55" : 1235,5x709,4mm - 75" : 1679x957mm  
Full HD : 1920x1080px - UHD : 3840x2160px



2

## Adapt your structure

3

## Choose your back cover





# ULTRA SLIM RANGE

Order now

The Ultra Slim combines elegant design with functionality. With its concealed cables and integrated back cover, this screen structure offers a refined finish that fits perfectly into any environment.

## VM ULTRA SLIM PORTRAIT

**VI Exclusive**  
Designed & Manufactured by Vitrinemedi

**Formats**  
49, 55" & 75"

**Orientation**  
Portrait



## VM ULTRA SLIM LANDSCAPE

**VI Exclusive**  
Designed & Manufactured by Vitrinemedi

**Format**  
75"

**Orientation**  
Landscape





## AIR LINE 2

Order now

This support system allows you to suspend your digital screen from the ceiling. The elegance of a floating screen in your vitrine!



**Exclusive**  
Designed & Manufactured  
by Vitrinemia



**Orientations**  
Portrait or  
landscape



**Mounting**  
· Slim design with  
discreet cable  
· Adjustable height



**Formats**  
49", 55" & 75"



**Color**  
Black  
White (front frame only)  
Metal grey (front frame only)

Version 2





# AIR WALL

Order now

This LCD screen stand features a sleek and minimalist design, putting the focus on the displayed content. Its design allows it to fit any space, with 1.98 m to 2.6 m between two walls.



**Exclusive**  
Designed & Manufactured  
by Vitrinmedia



**Orientation**  
Landscape



**Color**  
Black  
White (front frame only)  
Metal grey (front frame only)



**Mounting**  
Wall-to-Wall



**Formats**  
49" 55" & 75"





# SINGLE STAND

Order now

This structure is specially designed to fit any vitrine thanks to its central pole. It can be stand alone or fixed to the floor.

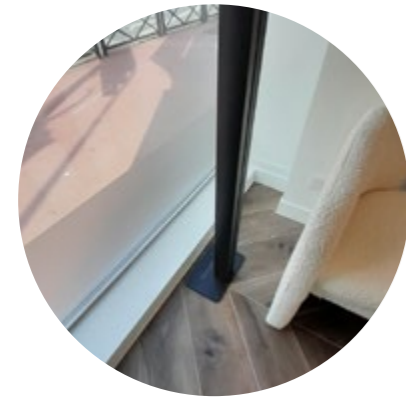
**Exclusive**  
Designed & Manufactured by Vitrinemia

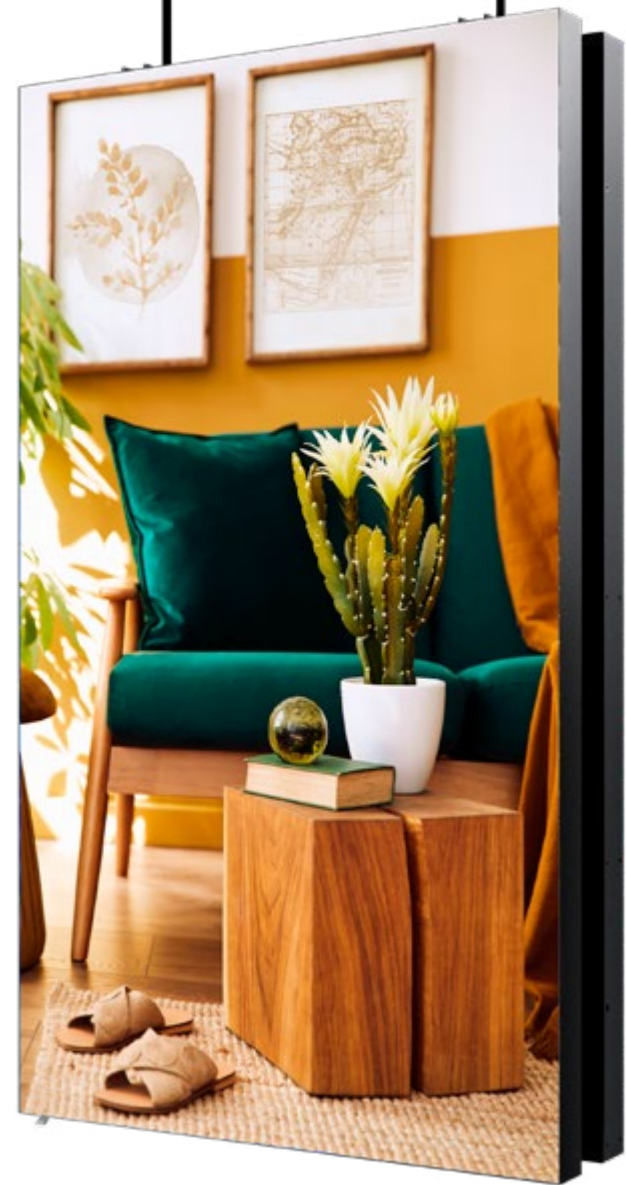
**Orientations**  
Portrait or landscape

**Mounting**  
Adjustable height

**Formats**  
49", 55" & 75"

**Color**  
Black  
White (front frame only)  
Metal grey (front frame only)





## BACK COVER

### Lighted textile back cover for LCD Screens

Enhance your visibility with our customizable textiles, illuminated or not!

Let your agency's colors shine thanks to the LEDs placed behind the textile.

### Add a touch of elegance to your agency

We offer a wide selection of visuals to dress your screens and elevate your interior.

Choose your visual!







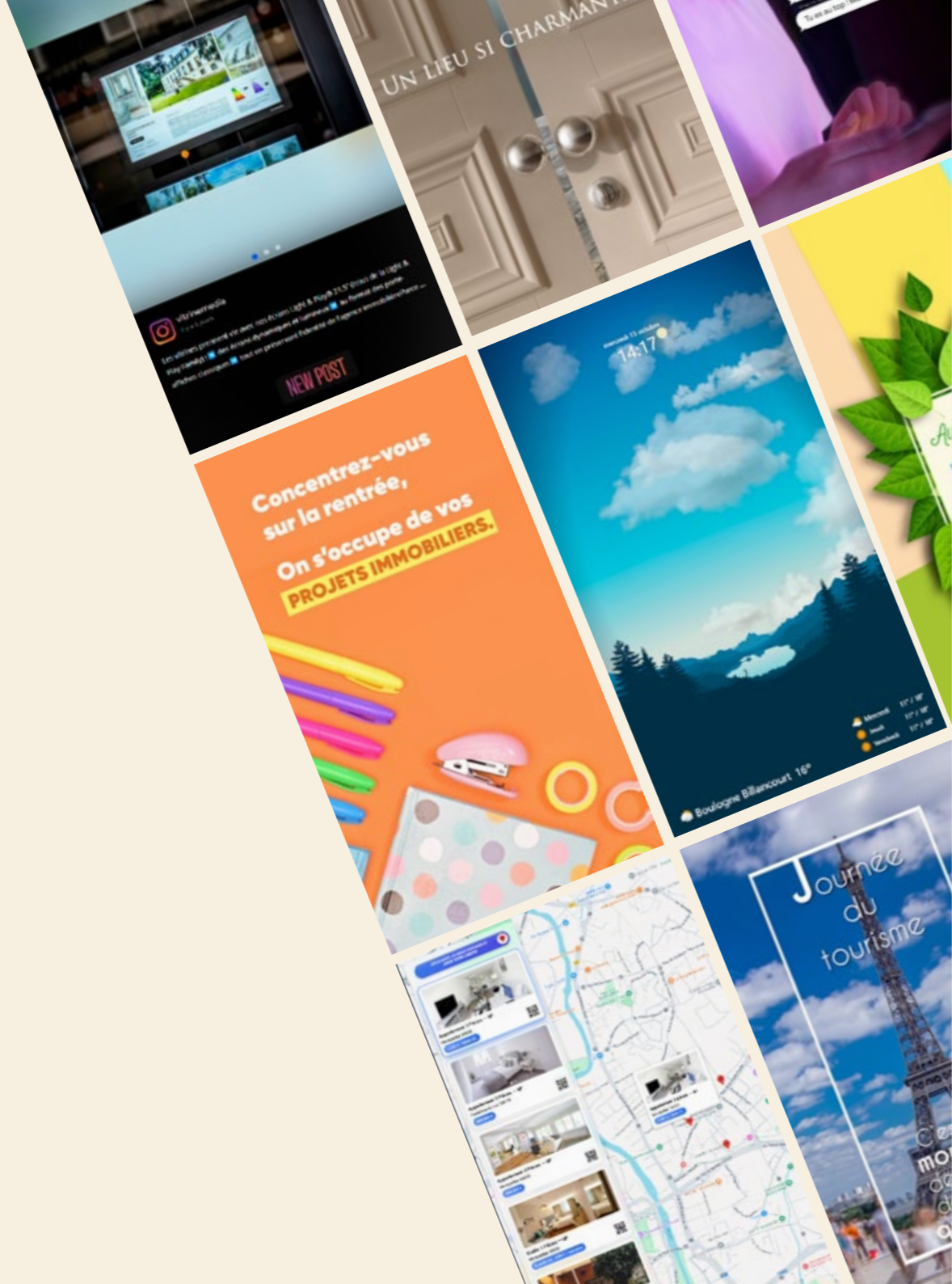
# *Our digital solution*

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*Be remarkable*



- **Content management software**, connected to your digital window displays
- Display **your property listings**
- Access a **free content library**
- Generate engagement and boost your leads generation with the **window QR Code**



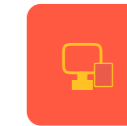
### Discover our main features:



**App catalog**  
Attract and engage passers-by, and bring more dynamism to your playlists in just a few clicks thanks to a wide selection of apps: News, Instagram, Weather forecast, Social Media QR codes...



**Playlist Creation**  
Create powerful playlists with a simple drag-and-drop! Build impactful messaging using your favorite media and apps.



**Schedule your content and playlists**  
Display different playlist at different time or day to maximize the impact of your contents and property listings.



**Screen Management**  
Supervise your fleet, identify your connected screens and see in real time what is being broadcast. Easily set your power-on and power-off schedules remotely.



**Content Libraries**  
Import your own media, benefit from your brand's marketing campaigns, or access our ready-to-use videos.



**Template creation**  
Create your own templates to make your design unique and highlight your branding.

### Additional Features 2026:



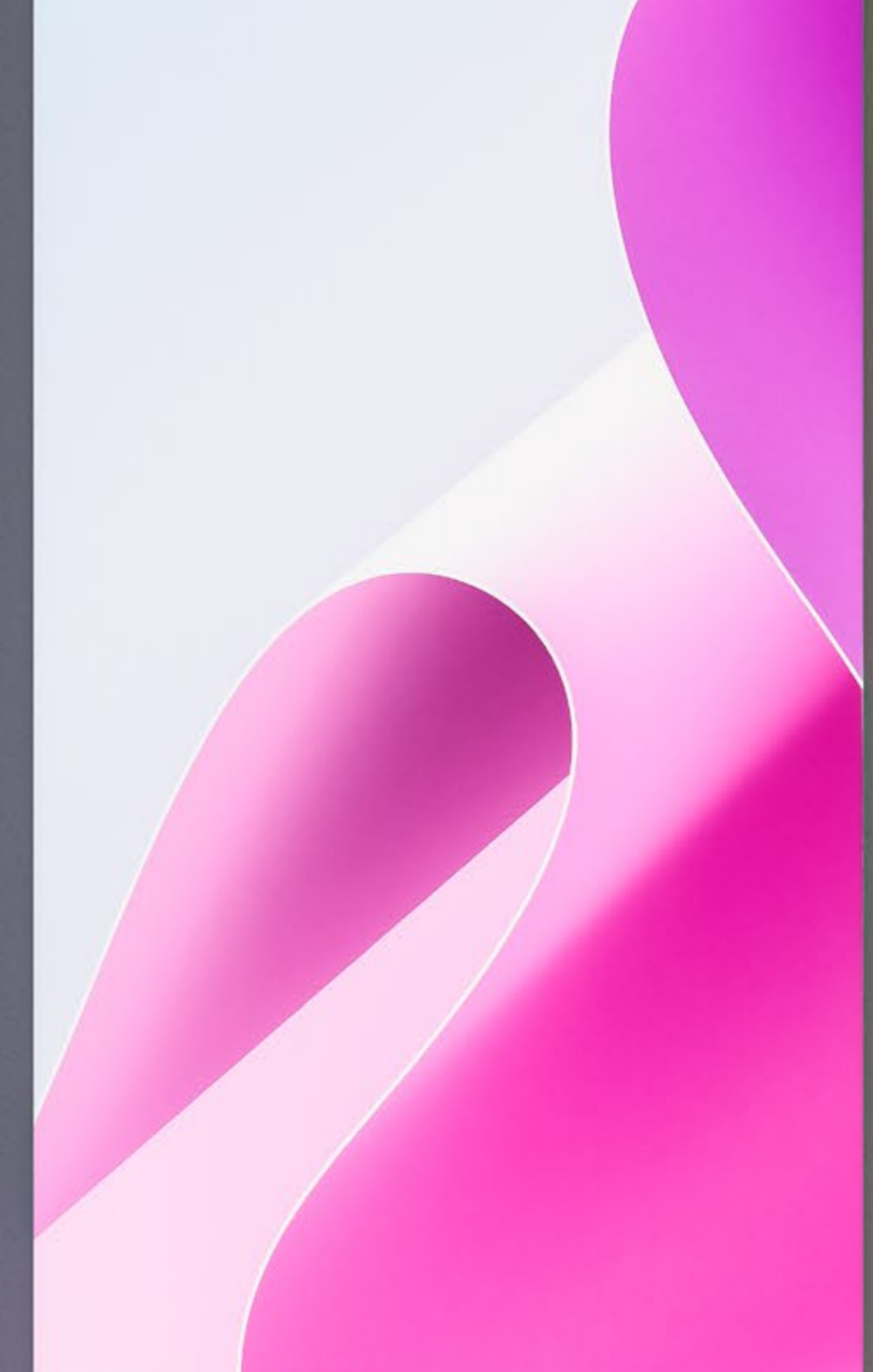
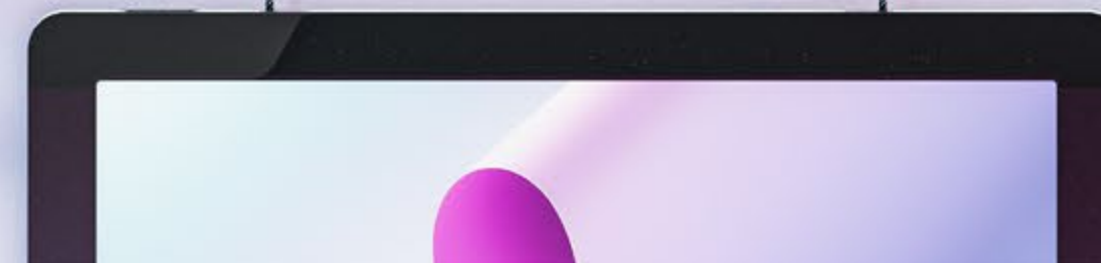
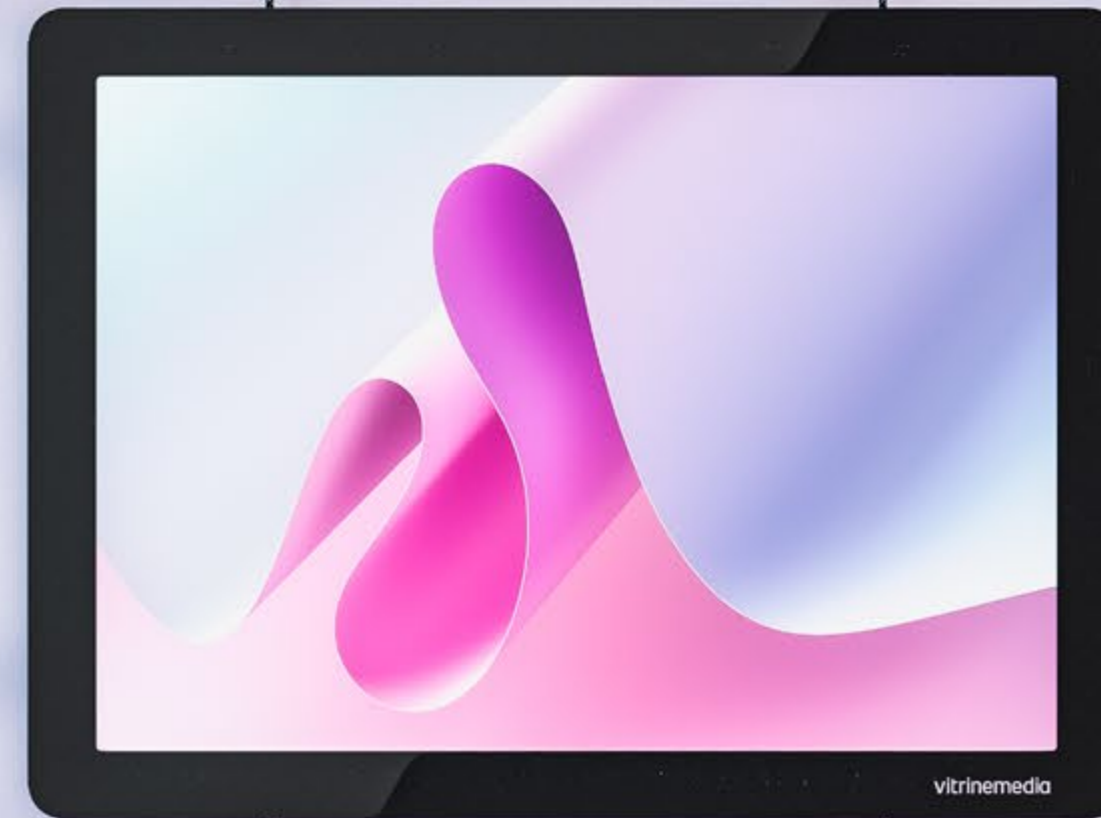
**Canva integration**  
Connect your Canva account to the VM APP to transfer all your visuals easily.



**LinkedIn**  
Display your latest LinkedIn posts in your vitrine

# *Our LED Poster Holders Range*

*Be remarkable*



## VM TWO+

Showcase your properties with an innovative and more environmentally friendly poster holder. The brightest LED Poster Holder on the market will make your window Remarkable!



### Formats

From A0 to A4  
Banner S: 1,020 × 350 mm  
Banner L: 1,392 × 350 mm  
Sign R60: Ø60 cm



### Orientations

Portrait or landscape



### Colors

Black / black or silver / white



### Brightness

6 400 LUX max



30% less energy consumption compare to the first VM TWO



Large opening on the front and back faces







Lifespan: 100,000 hours

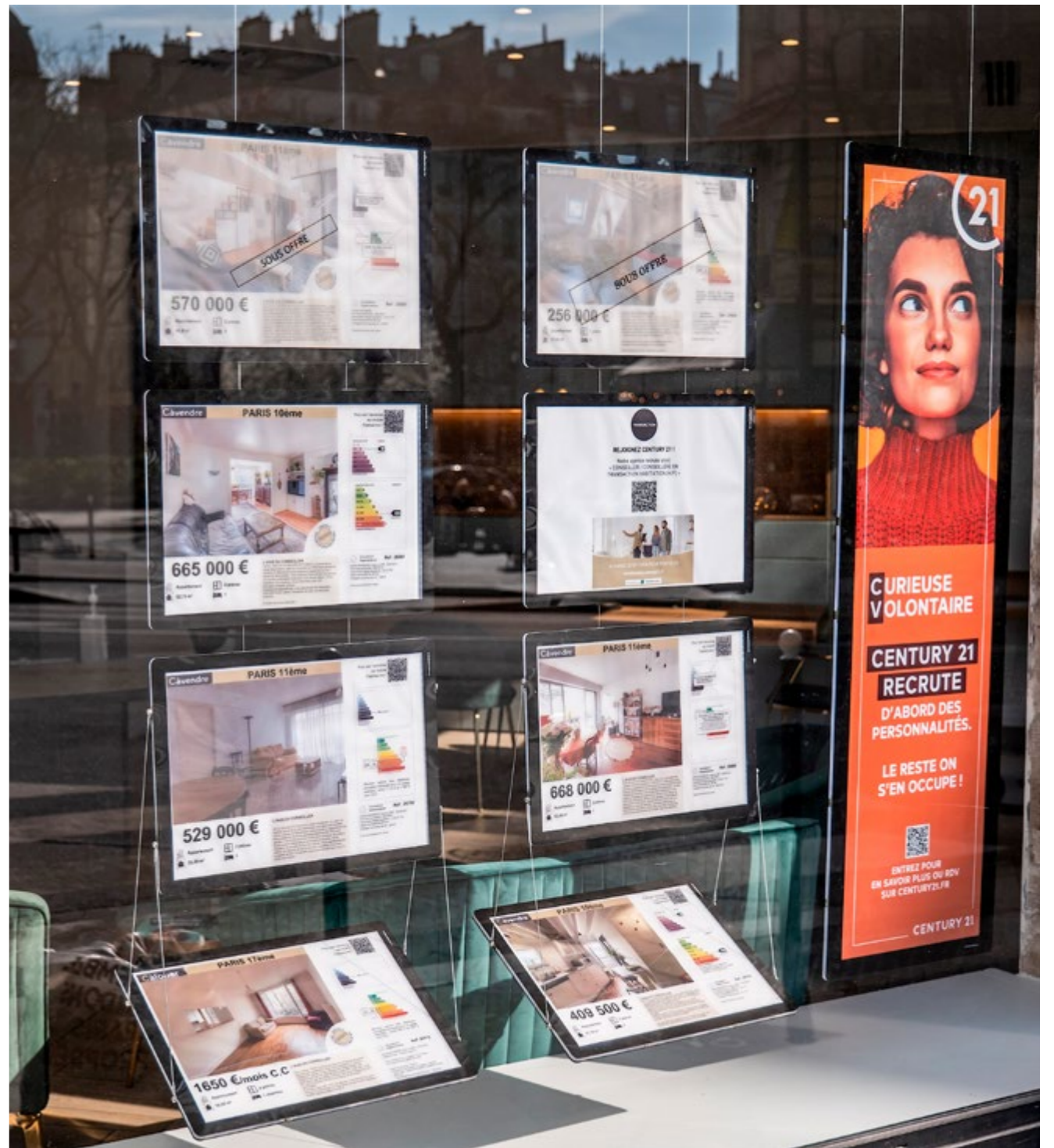
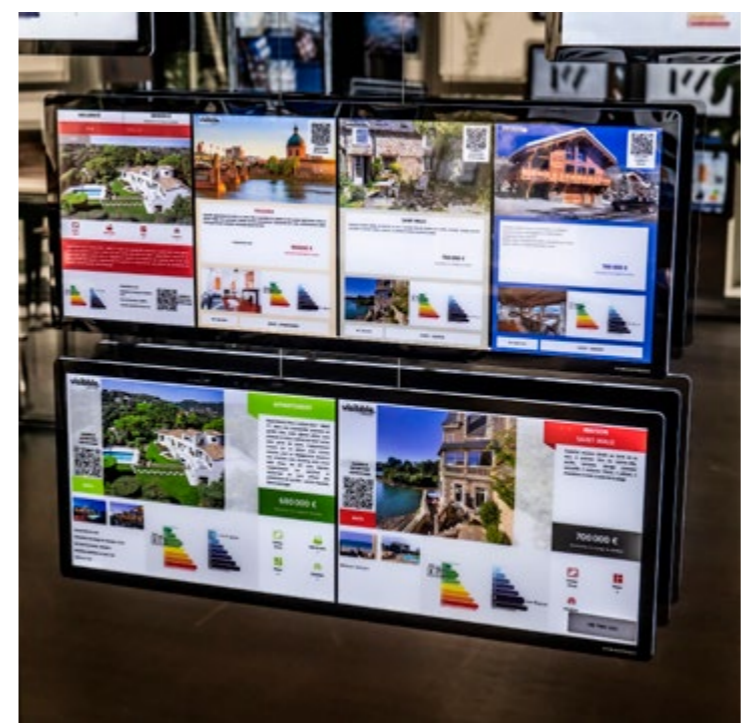
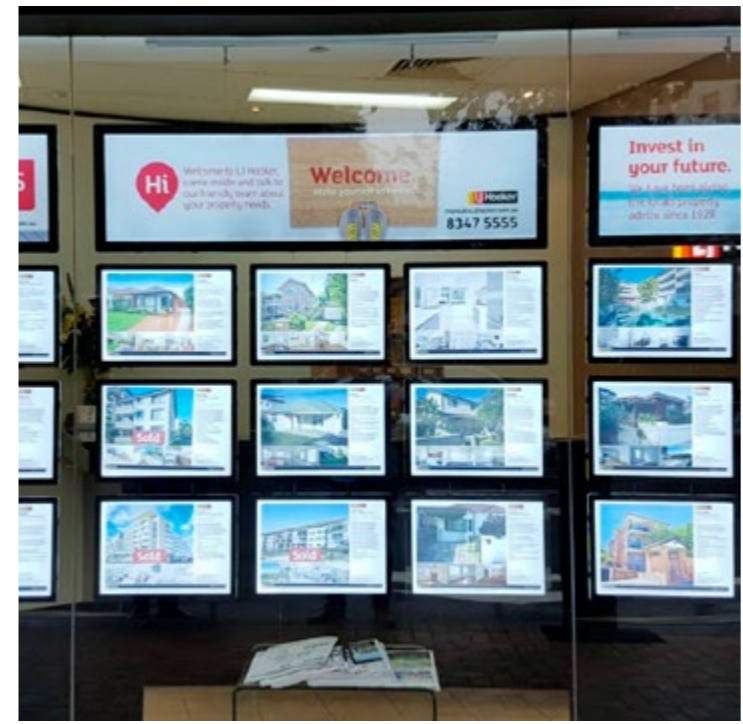
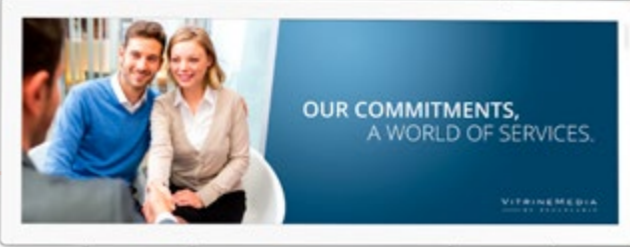
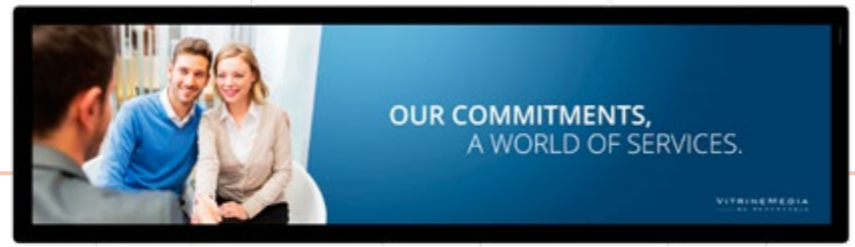


# VM TWO+ RANGE

## VM TWO+ BANNER S AND L





Thanks to the large dimension, you can highlight your key message on top of your vitrine. Showing large and impactful visual will make your store way more attractive.

-  **Formats**  
Banner S : 2 columns below  
Banner L : 3 columns below
-  **Orientations**  
Portrait or landscape
-  **Colors**  
Black / Black or Silver / White
-  **Brightness**  
3 800 LUX



## VM TWO BANNER XS (Multi-Formats)

This banner helps you to maximize the number of content in your vitrine. You can combine different contents in the same banner, in portrait or landscape.

-  **Color**  
Black / black
-  **Orientations**  
Portrait or landscape
-  **Formats**  
4 x A4 images  
2 x A3 images  
1 x A3 image & 2 x A4 images  
1 long image, 84 x 29,7 cm
-  **Brightness**  
3 800 LUX



### VM WALL

Inspired by the Anglo-Saxon approach, VM WALL is Vitrinemia's wall-mounted display product. **It is very easy to install**, you just clip the VM TWO CLIP on the rods.

**Compatibility**  
VM TWO CLIP  
From A4 to A1

**Design**  
Slim rods



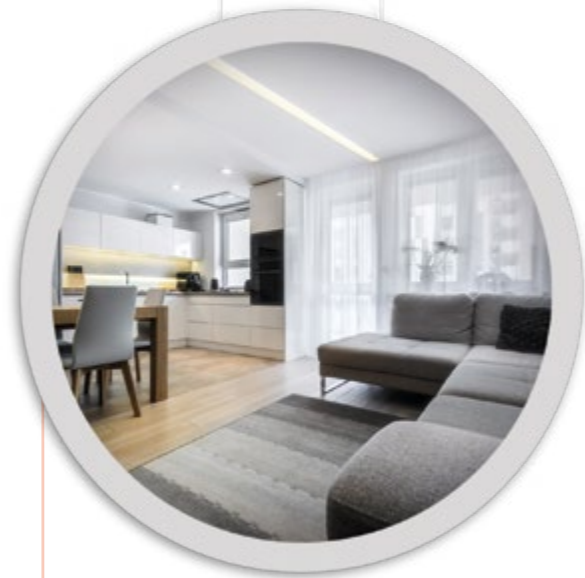
### VM TWO TILTED SET

If you have a high storefront vitrine, even the lowest displays will be **perfectly visible** thanks to our tilted system.

**Format**  
A4 and A3

**Orientations**  
Portrait or landscape

**Easy installation**



### VM TWO+ SIGN R60

Innovative and unique, this round LED display lights up your communications, **ideal for promoting your logo**.

**Format**  
60 cm diameter

**Brightness**  
3,200 LUX

**Colors**  
Black / Black  
or Silver / White



# VM ACCESSORIES



## BUBBLE LIGHT 2

The VM Bubble Light brings Christmas magic straight to your vitrine with its stunning “snow” color — inspired by sparkling snowflakes!

Designed for rail installation, the VM Bubble Light can be easily mounted on a rail system. If needed, one or more 50 cm extension cables can be added to adjust the length according to your preferences and configuration.



**Color**  
Snow (White/Blue)



**Installation**  
Fast and easy rail mounting  
(no tools needed)



**Low power consumption**  
2,4 W



**Lighting mode**  
Static or alternating



Discover more now



## COLORS FRAMES for Light&Play®

New for 2026

Illuminate and customize your vitrine with Colors Frames.

### Flexible Configurations

Available for **21.5" and 32" displays** from the Light&Play® Family. Colors Frames can be used in portrait or landscape orientation.

### Installation

Colors Frames also feature a back cover matching the front frame color. They are easy to remove and interchangeable.



## DELUXE FRAMES for Light&Play®

New for 2026

Customize **your Light&Play®** and enhance your vitrine with **Deluxe Frames**.

### Flexible Configurations

Available for **21.5" and 32" screens** from the Light&Play® Family. Deluxe Frames can be used in portrait or landscape orientation.

### Installation

Deluxe Frames also feature a back cover matching the frame color. They are easy to remove and interchangeable.



### Available colors

-  Black
-  Metallic gray
-  White
-  Champagne  
Y220T1
-  Bronze  
Y224G1



Here, our Champagne color in action



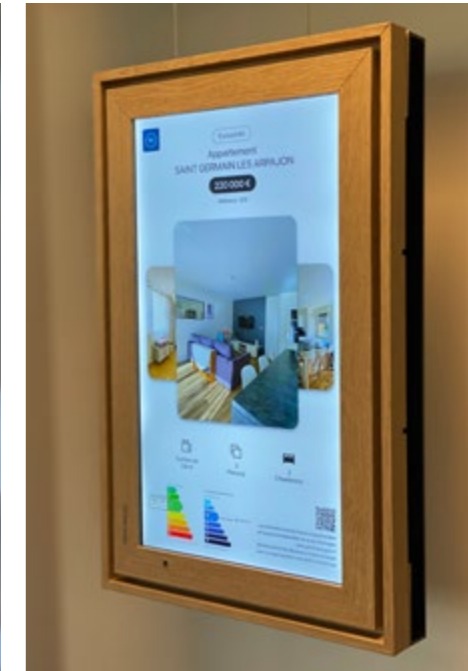
Angled edges

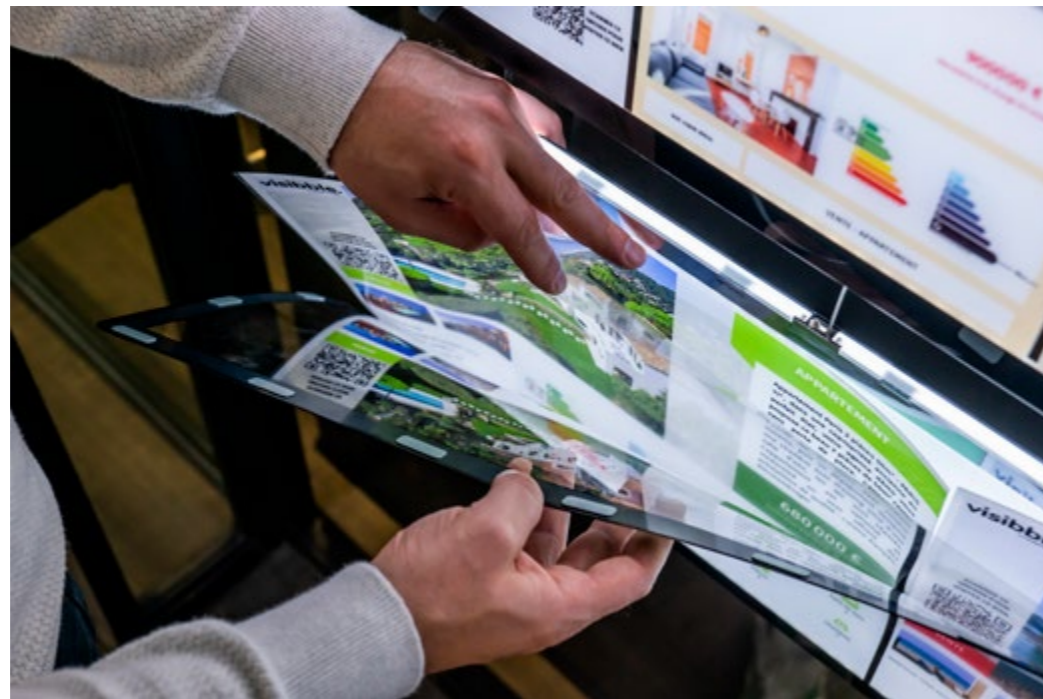


American-style edges

### Available Colors / finishes

-  Oak Wood  
NF40
-  Brushed Gold  
NE47
-  Matte Black  
NE81
-  Brushed Copper  
NH60





## BACKLIGHT PAPER PRINTING

Vitrinemia Backlight paper is specifically designed to maximize the impact of your visuals in Vitrinemedia's LED display poster holders.

Backlight paper is a printing tool which allows light to diffuse. Also known as 'backlit paper', it is placed in lit casings or LED display panels. Backlighting is a technique which allows you to add light behind your paper in order to improve its visual impact and the display contrast. This type of display method ensures proper visibility of all marketing or information messaging, even in dimly lit or dark areas. It changes how your clients perceive your messaging and makes it more dynamic.

It allows you to print your messaging with ease, and guarantees extraordinary results. Your display poster holders highlight your messaging and the Backlight paper intensifies their impact. Vitrinemedia does not recommend using other types of paper as they may give a spotty appearance to the visual.



With classic paper

**With VM  
BACKLIGHT paper**

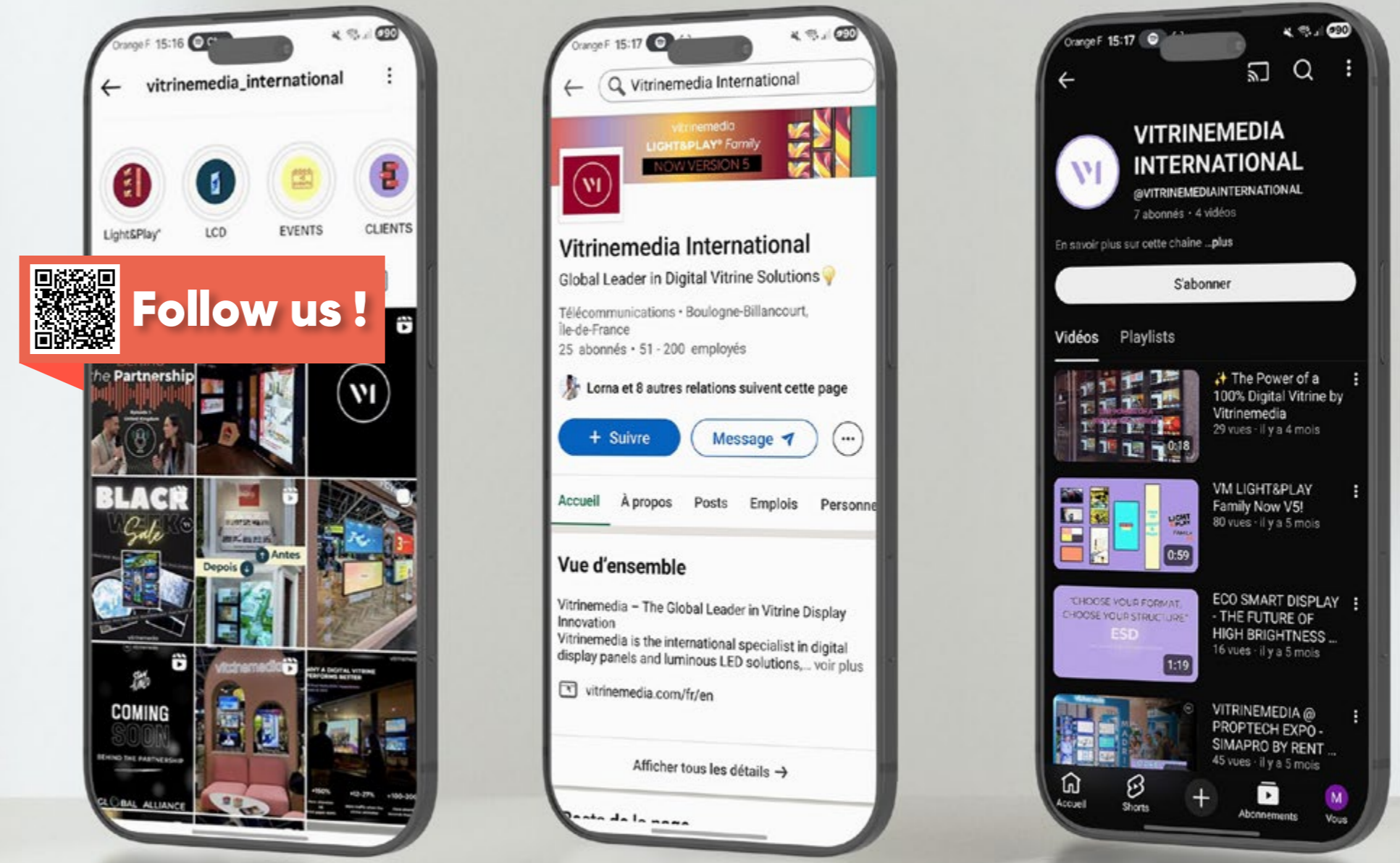
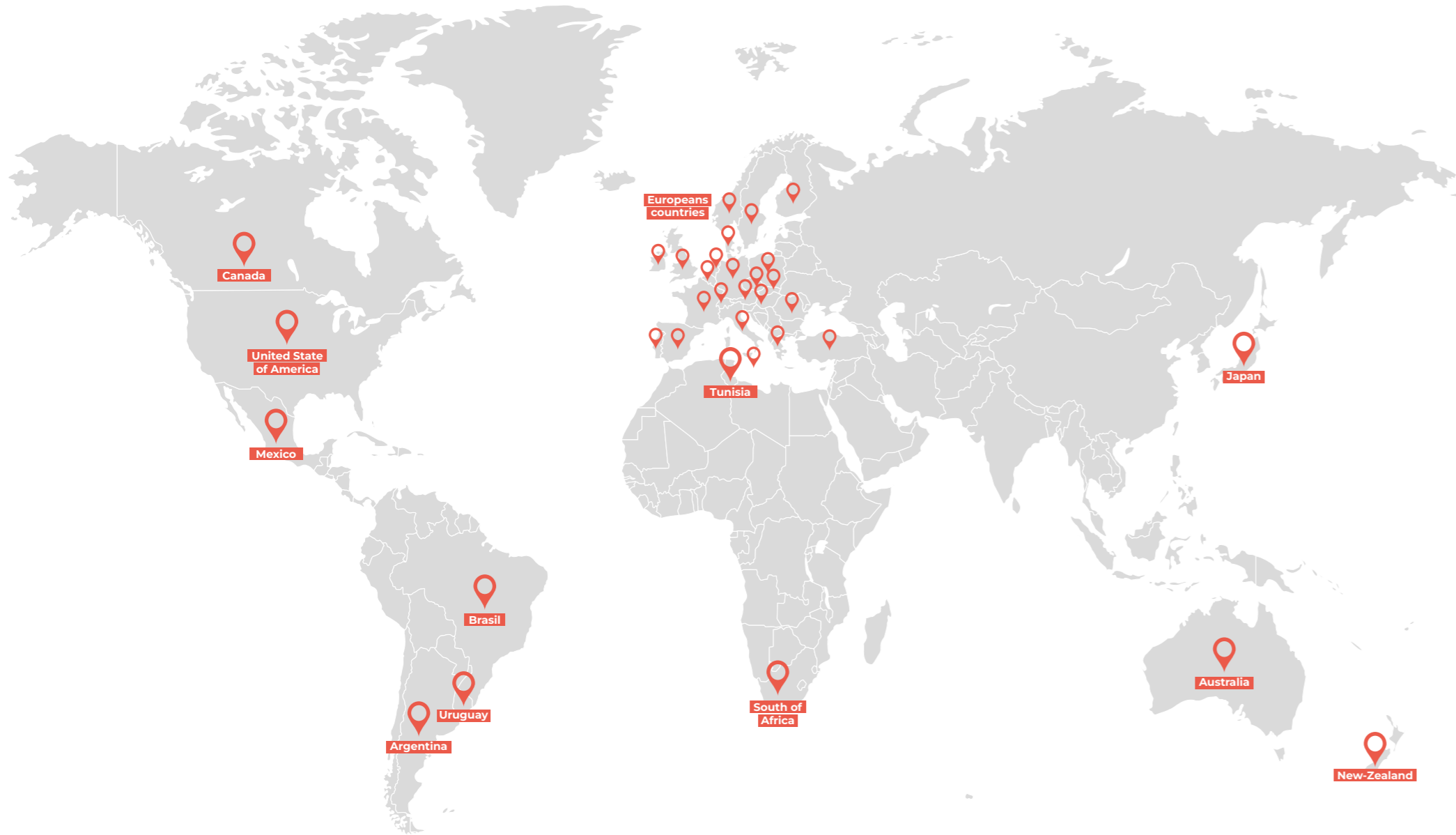



➤ VM BACKLIGHT LASER  
for laser printer

➤ VM BACKLIGHT 125G  
for inkjet printer

Let's continue **spreading Vitrinemia magic and splendor** all over the world

**vitrinemia**  
GLOBAL ALLIANCE



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# vitrinemedia

Our Website



- A selection of real estate experts to help you boost performance
- Regular digital sessions: videos, podcasts, and more...
- Every week, discover an interview with a real estate expert.
- A company close to you, thanks to our 80 sales representatives across the world.



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