

Challenge

BelOrta's auction hall features customized furniture with integrated touchscreens. When the old screens needed recalling, the new screens needed to fit into the existing enclosure.

Solution

With Elo's broad range of open frame touchscreens, it was possible to find a model that fit almost perfectly into the existing auction benches and that was compatible with all technology requirements.

Benefit

Without having to change the layout of the hall or the customized auction benches, BelOrta was able to exchange 50 touchscreens. The result was a modern look and feel, as well as a solution meeting the requirements for daily trading with accurate and quick transactions.

Interactivity Bearing Fruit at BelOrta

Case Study - BelOrta



BelOrta, Belgium's largest cooperative fruit and vegetable auction, attaches great importance to innovation and quality. The market leader invested in 50 new 12-inch Elo touchscreens that play a central role in the auction hall - the heart of BelOrta.

Updating Without Reconstructing

BelOrta is one of Europe's major fruit and vegetable auction houses with up to 4,000 tons of produce traded daily. From Monday to Saturday, buyers meet in the auction halls to purchase their fruit and vegetables. They take their seats at one of the auction benches where they closely follow every tick of the clock and conclude transactions. Each auction seat is equipped with an interactive screen on which buyers can consult information and prices about the products.

The auction benches were already equipped with touchscreens, but these screens were still running on Windows XP which posed a cybersecurity risk for BelOrta. The decision to switch to Windows 10 was also the start of the search for new screens.

"We wanted to replace the interactive screens in the most efficient way possible, without having to change the existing furniture and redo the entire auction bench. One of the requirements was that the dimensions of the new touchscreens had to match the dimensions of the old screens as closely as possible." says Tim Van Caeyzele, head of ICT at BelOrta. "We were also looking for a partner to assist us. A party that could supply the hardware, on the one hand, and could adapt the existing customised solution to the new needs, on the other."



BelOrta were already using Elo touchscreens in other parts of the auction halls, and were satisfied with the quality of the products. They contacted DOBIT, a long-time Elo partner with experience in interactive solutions from concept to realisation and implementation.

Renewed in a Fortnight

"Based on the existing solution, we searched for the best touchscreen for this retrofit project," says Anton Hammenecker, Account Manager at DOBIT.

"By effectively dismantling the auction benches, we came to the conclusion that the Elo 1291L open frame touchscreen fit into the existing set-up almost perfectly. Since BelOrta was already convinced of the quality of the Elo screens, we were able to switch quickly and work out a plan of action. In just two weeks, the auction benches were dismantled, the cut-out was milled to size, the new screens were flush-integrated at DOBIT, and our technicians assembled the new solution at BelOrta."

Flexibility with a Modern Look & Feel

Now the BelOrta action hall is equipped with 50 Elo 1291L interactive touchscreens with Projected Capacitive (PCAP) technology, flush-integrated where the old screens were.

"Everything was delivered on time and on budget," Tim Van Caeyzele adds. "By using the Elo 1291L with PCAP touchscreens, the whole bench also looks even more modern, because PCAP enables a nice, flush integration. In addition, PCAP technology also offers more flexibility for future applications because of its multi-touch functionality," concludes Anton Hammenecker.

Elo Commercial-grade Touchscreen Solutions



1291L
Open Frame
Touchscreen

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