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Press Release

**16th Sep 2024**

Vision releases universal post for Retail Digital Signage Installations

Vision is revolutionising retail digital signage with the launch of its new **VFM-POST**, a universal heavy-duty column designed to provide unparalleled flexibility and creativity in display installations. Tailored for the unique challenges of retail environments, the VFM-POST allows multiple displays to be mounted on any side, accommodating a wide range of configurations to suit every space and business need.

Whether showcasing a large portrait display for a window feature, creating a back-to-back display setup, or going for a sign-post style, the possibilities for integrators are limitless. Compatible with all of Vision’s heavy-duty wall mounts, the VFM-POST is designed to make even the most complex installations simple and efficient for installers.

Crafted from high-grade extruded aluminium, the post stands 3 meters tall (supplied in two parts and cut to length), offering both strength and sleek design. With gently curved corners developed by Vision’s industrial design team, the post is visually refined to fit seamlessly into any retail environment.

A large internal cable channel provides space not only for tidy cable management but also for housing a power distribution board, keeping installations clean and professional. The VFM-POST bolts securely to the floor and can be fixed to a ceiling or wall for added stability.

Available from mid-October through Vision’s distributors, the VFM-POST eliminates the need for bespoke metalwork, ensuring fast, reliable installations without the long lead times.

For more details, visit vav.link/vfm-post.

As with all Vision products, the VFM-POST comes with a **Lifetime Guarantee**, underscoring Vision’s commitment to delivering unmatched quality and reliability.

**ENDS**

**Media Contact:**

Beth Whelan, Plaster Creative Communications, 0117 953 0320, E: [beth@weareplaster.com](mailto:beth@weareplaster.com)

**About Vision**

Vision designs and manufactures installation products including mounts, connectivity devices and audio that are exceptionally easy to install and so reliable, they come with a lifetime guarantee. Its products are available worldwide through a network of distributors. Vision is a TD SYNNEX business. <https://visionaudiovisual.com>