**Press Release**

**28th October 2025**

### **Vision launches universal digital signage stand**

Vision Audio Visual, a global designer of smart AV accessories, has unveiled its latest innovation, the VFM-F1, a versatile floor stand designed to work with any digital signage display, regardless of brand.

In a market where many floor stands are locked into proprietary ecosystems, especially those tailored only for Samsung’s QMC range, the VFM-F1 opens up the playing field. It provides a universal solution for integrators seeking flexibility, safety, and speed of installation without compromise.

Stuart Lockhart, Managing Director at Vision, said:“This is a really elegant and integrator-friendly solution. Most digital signage floor stands out there are either brand-specific or overly industrial in design. The VFM-F1 changes that. It’s safe, looks clean in public environments, and is designed with real-world installation challenges in mind.”

The VFM-F1 supports VESA mounts from 100 x 100 up to 600 x 400, meaning it can accommodate most commercial displays up to 55". Its built-in cavity behind the rear covers allows integrators to hide players or signage hardware neatly inside, ideal for clean-fit public installations in retail, education, and reception spaces.

A key innovation of the VFM-F1 is the optional second mount allowing two screens to be placed back-to-back. This is especially valuable in high-traffic areas like airports or shopping malls, where visibility from both sides is essential.

Designed with public safety at its core, the VFM-F1 features chamfered edges and a low-profile base for stability. The sleek column ensures that even in high-footfall environments, there’s less risk of injury from sharp corners or protrusions. A smart rear cover system neatly hides cabling and media players, maintaining the professional appearance integrators strive for.

Now shipping across Europe, exclusively through TD SYNNEX Maverick, the VFM-F1 is covered by Vision’s lifetime warranty, offering long-term value and peace of mind.

[Learn more here](https://visionaudiovisual.com/en/product/vfm-f1)

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**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>