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# Displaying Impact on a World Stage

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**Abstract:** Espresso displays is a tech hardware company that has developed an ultra-thin USB-powered portable LED monitor that is easy to transport and use on-the-go. The company is now launching its product worldwide.

**Keywords:** Espresso displays, ultra-thin LED, UTS

## 1. The success story—Espresso Displays

We all experience daily frustrations with our technology and their bulky parts. Display technologies are changing quickly, with higher resolutions, new applications like flexible displays, and AR/VR headsets. There are many opportunities to innovate in this space to create the workplace of the future. We are becoming increasingly excited about what we can do. Espresso Displays is a tech hardware company that develops thin USB-powered portable monitors to address this exact problem. The company is developing a super-thin LED monitor that can reach out to diverging markets by capitalising on its simplicity. The concept is very simple; it's your office in a bag, a workspace you can take anywhere and plugin when you need it. The device can work with anything that is USB-C enabled—a phone, a laptop, or a tablet.

## 2. Where did it start and the motivation?

The idea started when UTS start-up co-founders, Scott Mckeon and Will Scuderi, were trying to finalise a university assignment one night and were in need of an extra display screen. Upon further research, the team could not find any product that ticked all the boxes.

That night Will 3D-printed the first product iteration of Espresso Displays. "From then on, it was all they could talk about", says Scott, and the idea was for them to develop the product themselves. Less than a year later, their one-off solution to a small problem became the foundation of their full-time business, Espresso Displays.

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**Figure 1.** The world’s thinnest usb-powered displays—Espresso displays.

The Espresso Display technology is an ultra-thin USB-powered portable LED monitor that is easy to transport and use on-the-go. The minimal design could easily be integrated into office setups and promote the configuration of the user’s workspace to their personal preferences.



**Figure 2.** From left to right: Espresso displays co-founders, Mathew Childs, Scott Mckeon, and Will Scuderi.

### 3. The journey so far

For Scott and Will, the UTS Start-ups community was the turning point for their business, providing support, guidance, and mentorship throughout the setup of their company. To date, the company boasts over 1500 users worldwide, including organisations such as Atlassian.

Scott reflects on how far Espresso Displays has come since first starting out, “It wasn’t long ago that we were googling how to buy a domain name and how to make a website. We really were just getting started”, he said.

#### 4. Look into the future

For now, the Espresso Displays team is thrilled to be riding a wave of innovation and what the future holds for more tech-guided innovative products, i.e., flexible displays, transparent smart glasses, rollable screens, etc., and our interaction with screens will be different in the future to come. Driven by their entrepreneurial spirit, Espresso Displays are determined to be at the forefront of that change.

Throughout the team's work over the last year, the co-founders have realised it's not about getting the right job or the right title and moving up the chain, it's about developing the learning, being able to do more, and seeing how things work more clearly. Scott is now encouraging other students to get involved in entrepreneurship and to pursue their curiosities.

Following our pre-sale campaign, Espresso plans to hard launch into key geographies, including the USA, UK, EU, SGP, and Australia. The goal is to scale our hardware sales, learn more from our existing customer base, and launch new products in our roadmap.

#### The company



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**Olivana Smith-Lathouris** is a fourth-year journalism and law student at the University of Technology Sydney (UTS). She has worked in communications for the UTS Innovation and Entrepreneurship unit for a year and now works full time as an Associate Producer for Nine News while interning with a Sydney law firm. In her first few months as a journalist, she was part of the digital news team that has



recently been selected as a finalist for the Kennedy Awards for their coverage of the 2019/2020 bushfire crisis. She was also the recipient of the Legal Entrepreneurship Scholarship for 2019/2020 after being selected as a finalist in the UTS Start-ups Sustainability weekend for her start-up Foodwise—a digital platform that helps consumers make more sustainable choices when choosing a place to eat.'