



Light, color, and motion combine together to attract attention and pull more customers into your store. This ideal, indoor window display offers message impact from a distance of 15 ft. to 200 ft day and night. Our patented display design with pixel "hoods", increases image contrast and provides shading from the sun. Designed for maximum visual impact, the BETAbrite® Window Display has 10 times more light output than our standard indoor displays. We use super-bright LEDs and 4 inch tall characters to create dazzling, moving messages you know your customers will notice.

The BETAbrite Window Display includes an infrared keyboard that allows you to instantly enter promotional messages at a moment's notice. The exclusive Automode™ function will allow you to enter messages within seconds – without reading any manuals! You may also store messages in memory and schedule them to appear at specific times of the day or week.

The RS232/485 PC interface can be used to connect one or multiple displays to your desktop computer by purchasing optional software. Store dozens of message files on your hard drive and transmit them to the display with ease, by using the optional software programs. Other computer options include; an Ethernet LAN adapter if you want to connect to your network, a RF interface for wireless control within your building, town or around the country, or an easy to use IR message loader.

Replace the reoccurring cost of unsightly, faded static signs with a one-time investment in electronic advertising. The BETAbrite Window Display will pay for itself in no time and will also help you to create a professional, storefront appearance for your business for years to come. There is no more effective, or cost effective way to advertise, period.

## *Electronic Window Advertising...*

*a better way to communicate with your customers.*

### **Features:**

- IR keyboard programs the display through your window, 30 ft distance
- RS232 or RS485 serial port connects one or multiple displays to your PC
- Bright, large character size: 4.0"
- 26 exciting operation modes
- One year USA Factory Warranty, indoor use only
- Store, schedule and display over 80 messages
- 5 Operating speeds for each message
- 6 Character fonts for message impact
- Create your own graphics & logos



# BETAbrite Window Display Specifications

<b>Case Dimensions:</b>	49.0"L x 4.25"D x 6.25"H (124.5 cmL x 11.0 cmD x 16.0 cmH)		
<b>Display Dimensions:</b>	45.6"L x 4.0"H (115.8 cmL x 10.16)		
<b>Display Weight:</b>	12.25 lbs. (5.6 kg.)		
<b>Display Array:</b>	80 columns x 7 rows		
<b>Characters displayed:</b>	One line – Typical 14 / Maximum 27		
<b>Display memory:</b>	28,000 characters		
<b>Pixel Size (Diameter):</b>	0.35" (0.89 cm)		
<b>Pixel (LED) Color:</b>	Super-bright red		
<b>Center-to-Center Pixel Spacing (Pitch):</b>	0.57" (10.1 cm)		
<b>Character Size:</b>	4.0" tall		
<b>Character Array:</b>	5 x 7 matrix		
<b>Character Sets:</b>	Block(sans serif); decorative (serif); upper/lower case; slim/wide		
<b>Memory Retention:</b>	2 weeks minimum		
<b>Message Capacity:</b>	80 different messages can be stored and displayed		
<b>Message Operating Modes:</b>	– 26 consisting of: Automode™, Hold, Interlock, Roll (6 directions), Rotate, Sparkle-on, Twinkle Spray-on, Slide across, Switch, Wipe (6 directions), Starburst, Flash, Snow, Scroll, Condensed rotate – Continuous message entry with automatic centering in any mode – User programmable logos and graphics – Five hold speeds		
		<b>Built-in Animations</b>	Cherry-bomb exploding, don't drink and drive, fireworks, slot machine, no smoking, running animal, moving auto, WELCOME (in script) and THANK YOU (in script).
		<b>Clock:</b>	Date and time, 12 or 24 hour format, maintains accurate time without power for up to 14 days
		<b>Serial Computer Interface:</b>	RS232, RS485
		<b>Power:</b>	120 VAC or 230 VAC optional
		<b>Maximum Power Cord Length:</b>	10 ft. (3m)
		<b>Keyboard:</b>	Handheld remote, infrared, 54 key layout included
		<b>Case Material:</b>	UV stabilized high temperature ABS
		<b>Limited Warranty:</b>	One-year parts/labor, factory servicing. Indoor use only
		<b>Agency Approvals:</b>	– ETL conforms to EN60950/IEC950 standard – Complies with part 15 of the FCC rules
		<b>Operating Temperature:</b>	32° to 120°F, (0° to 50°C)
		<b>Humidity Range:</b>	0% to 95% non-condensing
		<b>Mounting:</b>	Hardware for wall/ceiling mounting is included

## Application Ideas

- Introduce new products and services.
- Run "Instant Promotions" - test new promotional ideas without the repetitive cost of static window signs.
- Inform the public of new/grand store openings and locations.
- Advertise factory rebates & overstock items
- Display OPEN-CLOSED in addition to operating hours.
- Run live News, Sports and Weather updates with optional RF data receivers.
- Advertise for HELP WANTED with new impact.
- Entertain and inform your customers to reduce the perceived wait times.
- Promote upcoming attractions and events.
- Tell customers when your store will be OPEN during closed hours.
- Show the community that your business supports local clubs, events, and authorities.
- Say "Happy Birthday" to your customers, employees and friends.
- Display the Day, Date, and Time to the general public ...be noticed.
- Recognize your employee of the month.
- Promote your ATM equipment – "ATM INSIDE".
- Create customer awareness of your store and its location, stand out from surrounding businesses.
- Make free offers ... "Free coffee with fill up", "Free checking accounts", "Free lifetime tire rotation with purchase of four", etc.
- Run exciting attention getting promotions whenever required.