

Discover how the

# POWER OF LED'S

can increase your bottom line



A one-time investment in AlphaEclipse LED Electronic Displays will help you make more profits, increase sales and help your business look more professional!



**ALPHA® Eclipse™**

## BEFORE

- Inclement weather makes it hard to change messages
- No way to display time sensitive advertising
- Broken, crooked & missing letters constantly need replacement
- Messages quickly go out-of-date
- Non illuminated static letters are hard to read and unsightly
- Forced to use incorrect letter characters when you run out
- The **RESULT** – it is **hard to constantly change static letterboards, messages become old and NOT EFFECTIVE**



## BEFORE

- Static letterboards require labor to constantly change messages
- Frustrating pole system to change letters is a daily chore that no one wants to do
- Wind & weather blow out letters and add to the hassle of changing ads
- Messages are old & out-of-date leading to lost sales
- Manually changed signs have safety and liability concerns
- Hard to read messages are ineffective leading to lost sales
- The **RESULT** – **your business loses sales and profits**



The power of **EFFECTIVE** AlphaEclipse outdoor LED Advertising

## AFTER

- Impact your drive-by audience with fast, bright text and animations
- Change electronic ads exactly when you want to from the convenience of your home or office PC
- Standout from surrounding businesses on streets cluttered with static signs
- Reap the benefits of a well-advertised business message
- Time & temp is a great community service
- Compare your business to one that is using electronic display ads
- Attract attention of drive-by traffic with bright lights, color and motion
- The **RESULT** – **your business looks better and your ads get attention**

Someone traveling in a car at...		Needs this MRLD (see NOTE)	Then select a sign with...
MPH	ft/sec	ft	Character Size (in)
65	95	524	17
60	88	484	16
55	81	444	15
50	73	403	13
45	66	363	12
40	59	323	11

- 2-year parts warranty
- Automatic calendar scheduling
- Easy to use PC software
- Wired or wireless communications
- Time & Temperature displays available

The power of AlphaEclipse LED Advertising **INCREASES PROFITS**

## AFTER

- Increase sales of advertised specials by up to 50%
- Target messages to your drive-by audience to cut other ad waste
- Reduce recurring ad costs of newspaper, direct mail, radio/TV
- Outdoor LED advertising has the lowest \*CPM of any ad media
- LED displays are a proven low (almost no) maintenance solution
- Reduce labor costs and daily message maintenance concerns
- Eliminate liability connected with changing letterboard systems
- The **RESULT** – **your business looks professional and sales increase**

Someone traveling in a car at...		Needs this MRLD (see NOTE)	Then select a sign with...
MPH	ft/sec	ft	Character Size (in)
35	51	282	9
30	44	242	8
25	37	202	7

**NOTE:** MRLD (Minimum Required Legibility Distance)–is the minimum distance required for a sign to be readable.



- Dynamic LED technology REPLACES static letterboards
- Advertise up-to-the-minute specials according to the time of day, and the type of drive-by audience
- Change your advertising message at a moments notice

\*CPM =Cost per thousand viewers

## BEFORE

- Incandescent lamps constantly burn out and demand maintenance
- High energy needs mean high electricity bills
- Burned out lamps present a poor image of your business
- Incandescent (or flip disk) signs are old technology
- The **RESULT** – your business loses sales and profits



- LED characters from 3" to 44"
- Red or amber LED color
- Visible from 20 feet to over 2000 feet
- Time & temp is a great community service

The power of  
AlphaEclipse  
LED displays  
**REPLACES OLD  
TECHNOLOGY**

## AFTER

- Never change bulbs again, LED's last for over 100,000 hours (over 10 years)
- Attract attention and help increase sales with fast, bright, text and animations
- Get rid of your high cost, annual service agreements
- Drastically reduce your electricity bills. LEDs use up to 1/40 the energy of old incandescent signs
- Replace your old incandescent sign with a new AlphaEclipse LED display and pay for it with the savings in power and recurring maintenance costs
- Save employee labor and liability
- The **RESULT** – your business looks professional, sales increase, and costs are dramatically reduced or eliminated