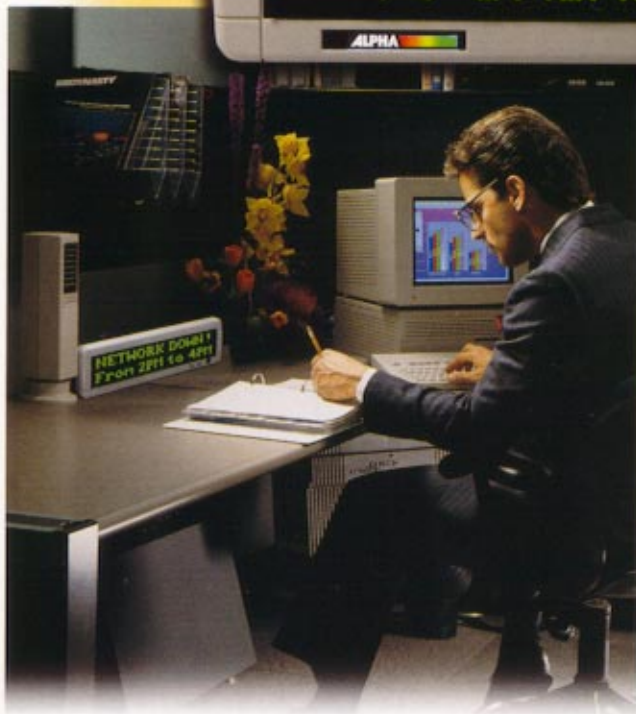




ALPHA™
PERSONAL PRIORITY DISPLAY
FOR BUSINESS COMMUNICATIONS



ALPHA™



(Actual size)

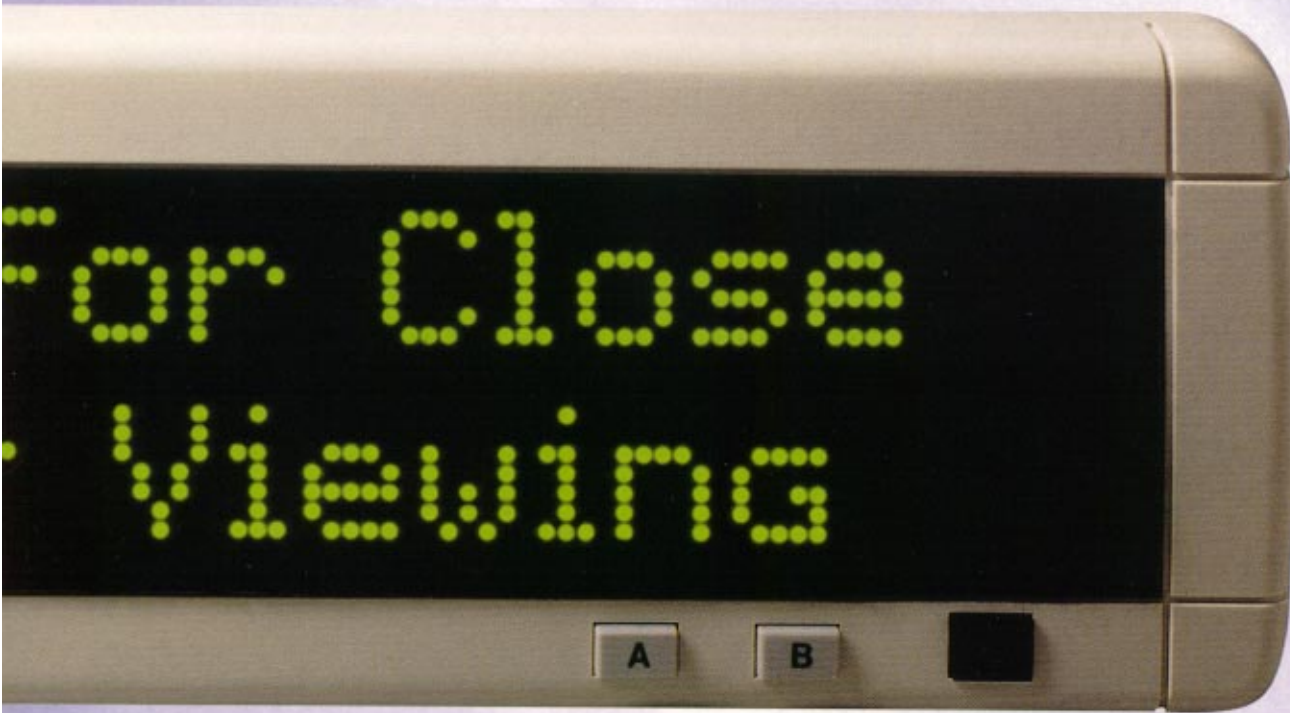
Ideal for High-Priority Messaging

The ALPHA™ Personal Priority Display (PPD) is designed specifically for high-priority messaging. With the PPD, you can communicate critical, time-sensitive information specifically to individuals who need it – when they need it. You can be certain your messages are being received at the appropriate time, without the delay and clutter often associated with memos, bulletin board announcements and E-mail.

Because of its size, the PPD is also suited for delivering advertising messages, for products and services, to customers waiting for tellers or at point-of-sale terminals. In addition, it delivers information to visitors, clients and patients in lobbies and waiting rooms.

Targeted One-to-One Communications

Using light, color and motion that's guaranteed to attract attention, the PPD lets you communicate important messages on a one-to-one basis. PPDs can be strategically placed inside help-desk and customer service work stations/cells, offices, information desks, and lobbies so that priority data is immediately and easily available. Whether you're updating a plant supervisor with a production run change or several customer service representatives with individual call waiting/queue information, the applications for the PPD are unlimited.



Special Features

- Two lines of .7" LED characters for high-priority messaging (available in red or green)
- Minimum of 20 standard width characters per line can be displayed
- Attractive Eurostyle case design fits any business decor
- Sleek, compact design (3.5"H x 13.7"W) fits any business setting
- Stands directly on a desk-top or counter
- Mounting brackets for convenient wall/cubicle hanging
- Easy-to-use push button operation to set time/date and turn display on/off
- Network programmable – optional AlphaNET plus™ software lets you control an entire network of Personal Priority Displays and other ALPHA displays, from your computer
- Well-defined protocol allows you to control the PPD from your own customized software application
- Optional wireless, handheld IR remote control allows fast and easy message programming without a computer

The ALPHA™ Personal Priority Display is Ideal for a Wide Range of Applications

Help Desk and Automatic Call Distribution (ACD)

- Display real-time system status information and alerts
- Display up-to-the-minute ACD statistics and vital threshold levels
- Report hourly/daily customer service problems as they are logged, isolated and resolved
- Communicate service restoration timing to the help desk staff

Retail

- Communicate advertising messages in product displays located in high traffic areas
- Communicate one-on-one with customers at point-of-sale terminals
- Utilize in general information kiosks (located in shopping malls and retail centers) for store specials, promotions, and events
- Communicate to customers in lobby/waiting areas

Employee Communications

- Communicate messages directly to supervisory personnel in the office, plant, shipping/receiving, etc. regarding meetings, announcements, schedule changes, policy updates, sales and quality reports, and more
- Display critical real-time production information such as efficiency levels, production schedules/changes, system status information and alerts, and other select data
- Transmit emergency announcements, department objectives, financial and sales goals, weather updates, etc.

Vending Machines

- Display advertising messages
- Communicate operation instructions

Alpha-American Programmable Signs

3460 Borreson Street
San Diego, CA 92117
800-223-4636
858-273-3036
Fax: 858-273-3040
info@alpha-american.com

**ALPHA™
PERSONAL PRIORITY DISPLAY
SPECIFICATIONS**

Case Dimensions:	13.7"L x 1.84"D x 3.5"H (34.8 cmL x 4.7 cmD x 8.9 cmH)	Special Features:	Front access buttons for manually setting: – Time and date – Display on/off – Serial (networking) address – Clearing memory
Display Weight:	21 oz. (0.6 kg.)		
AC Adaptor Weight:	19 oz. (0.54 kg.)		
Display Dimensions:	12"L x 1.7"H (30.5 cmL x 4.3 cmH)	Optional Features:	–32K memory upgrade – Real time clock upgrade (maintains accurate time without power for 10 days typical) (32K and real time clock upgrades are special order and require longer lead time) – Handheld, IR remote keyboard can be ordered for manual programming
Characters Displayed:	Minimum of 40 standard width (2 lines of 20)		
Display Memory:	6,000 characters typical		
Pixels per Line:	120 x 7		
Number of Display Lines:	2		
Pixel Size (Diameter):	0.07" (1.78 mm)		
Pixel (LED) Color:	Red or green versions available		
Typical Forward Pixel Luminance:	Each pixel is rated at 1 mcd typical	Communications:	ALPHA Communications Protocol compatibility
Peak Wavelength:	Red = 630 nm Green = 565 nm	Power:	120 VAC ± 10% - 60 Hz (230 VAC ± 10% - 50 Hz version also available)
Angle Viewing:	±25° (50° cone) to 50% of straight-on brightness	Power Cord Length:	10 ft. (3m)
Center-to-Center Pixel Spacing (Pitch):	0.1" (0.25 cm)	Power Consumption:	35 W
Character Size:	0.7" (1.78 cm)	Case Material:	ABS
Character Fonts:	Serif - upper/lower case, std./double wide Sans Serif - upper/lower case, std./double wide Small Sans Serif - std./double wide	Lens Material:	Acrylic
Operating Temperature:	0°C to 50°C, 32° F to 120°F	Limited Warranty:	One-year parts and labor, factory servicing
Memory Retention:	10 days typical	Agency Approvals:	Safety: • EN60950 • 120V power supply is UL listed/CSA certified • 230V power supply is VDE/TUV certified and carries the CE mark
Message Capacity:	81 different messages can be stored and displayed		EMI: • FCC Class B (120V) • EN55022B, EN50082-1 (230V)
Message Operating Modes:	–25 consisting of: Automode, hold, inter-lock, roll (6 directions), rotate, sparkle-on, twinkle, spray-on, slide across, switch, wipe (6 directions), starburst, flash, snow, scroll –Continuous message entry with automatic centering in any mode –User programmable logos and graphics –Five variable speed controls	Standard Product Packaging Includes:	Marks: • CE – ALPHA Personal Priority Display – AC Adaptor – Mounting brackets – User manual
Time of Day Clock:	Day and time, 12 or 24 hour format		
Serial Computer Interface:	RS232 (TTL) and RS485 (multi-drop networking for up to 255 displays; 32 displays without repeater)		

Specifications subject to change without notice.

Alpha-American Programmable Signs

3460 Borreson Street
San Diego, CA 92117
800-223-4636
858-273-3036
Fax: 858-273-3040
info@alpha-american.com