



You never get a second chance to make a first impression.

Put a BetaBrite® Director™ in your lobby & provide guests with the information they need at a glance. This contemporary, electronic message display adapts to any environment. Plus, you control the message from a handheld keyboard or your PC. Update and revise your message in a moment's notice.

Answer their questions before they have the chance to ask. The Director™ welcomes guests, posts events, and most importantly, keeps your traffic flowing.

Make your first impression a lasting one.

## *Director™*

*High visibility  
indoor lobby  
display*

### **Features:**

- Floor stand and brochure rack included.
- Comes complete with our BetaBrite® Messaging Software™ – It's easy to install & easy to use. You can adjust your messages in a moment's notice.
- Handheld remote.
- Beautiful solid oak case.
- Real-time Clock.
- One-year USA factory warranty.



# BetaBrite® Director™ Specifications

<b>Case Dimensions: (wall mounted)</b>	22.50"L x 3.12"D x 27"H (57.15 cm x 7.93 cm x 68.58 cm)
<b>Case Dimensions: (with optional brochure rack and stand)</b>	27"L x 18"D x 61"H (68.58 cm x 45.72 cm x 154.94 cm) (Depth reflects floor stand feet)
<b>Case Dimensions: (optional brochure rack)</b>	22.50"L x 2.50" x 9.0" (57.15 cm x 6.35 cm x 22.86 cm)
<b>Display weight: (w/out brochure rack and stand)</b>	37 lbs. (16.783 kg.)
<b>Display weight: (with brochure rack and stand)</b>	65 lbs. (29.484 kg.)
<b>Display weight: (wall mount)</b>	37 lbs. (16.783 kg.)
<b>Display Dimensions:</b>	19"L x 16.8"H (48.26 cm x 42.67 cm)
<b>Display Array:</b>	16 characters x 8 lines
<b>Pixel (LED) Color:</b>	Tricolor (red, green, and amber)
<b>Center-to-Center Pixel Spacing (Pitch):</b>	0.2" (0.51 cm)
<b>Character Column Pitch:</b>	0.4" (1.02 cm) Space between characters
<b>Character Row Pitch:</b>	1" (2.54 cm) Space between lines
<b>Character Size:</b>	1.4" tall x 1.0" wide (3.556 cm x 2.54 cm) (visible from 75 ft)
<b>Character Array:</b>	5" x 7" matrix (12.7 cm x 17.78 cm)
<b>Character Set:</b>	Sans Serif upper/lower case Small Sans Serif

<b>Memory Retention:</b>	One month typical
<b>Message Capacity:</b>	26 different pages can be stored, scheduled, and displayed according to time and day of the week
<b>Message Operating Modes:</b>	7 consisting of: Automode™, Hold, Wipe (four directions), and Flash (character or word)
<b>Real-Time Clock:</b>	Date and time, 12 or 24 hour format, maintains accurate time without power for up to 30 days typical
<b>Serial Computer Interface:</b>	RS232
<b>Power:</b>	Internal Power Supply 120 VAC, 60 Hz, 150 W (230 VAC, 50Hz, 150 W also available)
<b>Maximum Power Cord Length:</b>	6' 7" (204.22 cm)
<b>Keyboard:</b>	Handheld remote operated, infrared, 55 key layout
<b>Case Material:</b>	Solid Oak
<b>Standard Package Includes:</b>	<ul style="list-style-type: none"> <li>– BetaBrite® Director™</li> <li>– Floor stand and brochure rack</li> <li>– BetaBrite® Messaging Software™</li> <li>–25 ft. RS232 Cable</li> <li>–9 pin RJ11 Adapter</li> <li>–IR keyboard</li> <li>–Installation instructions</li> </ul>
<b>Limited Warranty:</b>	One-year parts and labor, factory servicing
<b>Agency Approvals:</b>	ETL (Conforms to ANSI/UL Std. 1950) IEC 950, EN 60950, certified to CSA STD. C22.2 #950 Complies with part 15 of the FCC rules
<b>Operating Temperature:</b>	32° to 95°F, 0° to 35°C
<b>Humidity Range:</b>	0% to 95% non-condensing