



# Adaptive

2015 OUTDOOR LED SIGN CATALOG

[ADAPTIVEDISPLAYS.COM](http://ADAPTIVEDISPLAYS.COM)

800-558-7022

# Customer Praise

“Both my coffee and candy sales increased as a result of promoting the items with the sign.

Adaptive’s signs are very effective. The colors are very vivid and pop off the display from quite a distance. The sign has been more effective than some of the other media advertising outlets we have tried. I will definitely install these additional units in stores.”

— Jeff Stueber, Korneli’s Express

“Thank you so much for the great sign and support. You made it so easy!

People are very visual and having an outdoor sign to put information on is great! Adaptive’s outdoor LED sign has been a good asset for our company. The system is very easy to use. Using the scheduler and its neat effects, I can easily create my messages and sales in advance, then schedule them to automatically play and change.”

— Diana White, Culvers

“I’ve been happy to give my endorsement.

We’ve been very pleased with our sign. Your product is a blessing to our church members and attracts much attention from passersby. Several other local churches have inquired about price and effectiveness of the sign.”

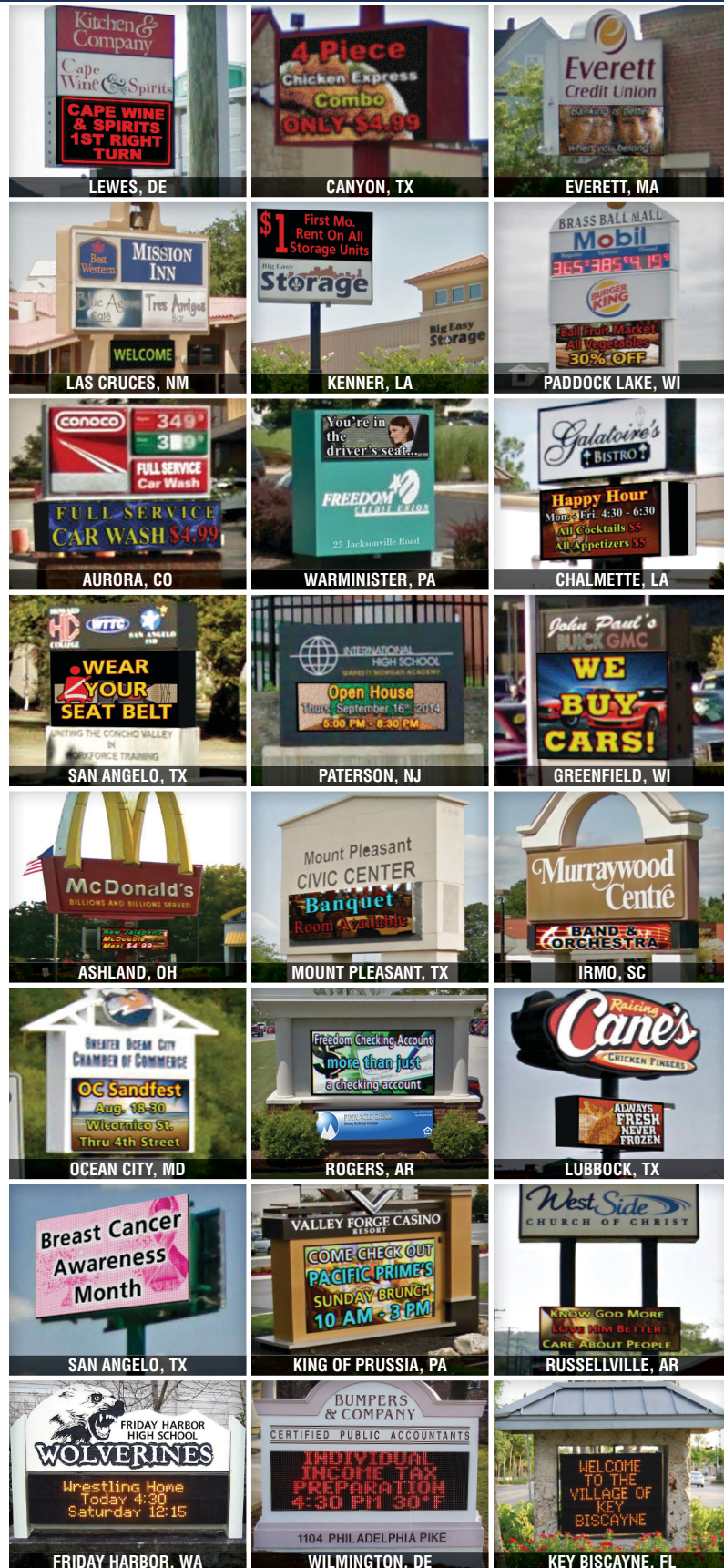
— Pastor Paul Arnold, University United Methodist Church

“... our advertising budget has decreased.

On days we run advertised specials on the display, customers are lined up at our door waiting for us to open.

The increase in our store’s overall daily sales are directly associated to the advertisements that are being displayed on the sign. The public has come to rely on our messages and specials due to the sign’s visibility from both sides. We’ve had great feedback from our customers about Adaptive’s Display.”

— Linda Whitby, St. Vincent De Paul Thrift Store



## Why Adaptive?

### CERTIFIED SUPERIORITY

Displays are engineered for precise heat management, structural stability, and corrosion, water, and wind resistance. Every unit is burned-in and subjected to stringent quality tests. All Adaptive LED signs are:



#### TEMPERATURE TESTED

Signs handle torturous temps from -22°F to 122°F (-30°C to +50°C) at full solar load.



#### UL LISTED

Signs meet or exceed rigorous safety standards for design and manufacturing.



#### CLIMATE TESTED

Signs perform reliably in extreme coastal, desert, southern and northern climates.



#### ROHS COMPLIANT

All designs meet stringent global hazardous material restrictions.



#### LIFE TESTED

Helps ensure maximum longevity of every Adaptive LED display.



#### ELECTRICAL TESTED

Products pass surge protection; electrical fast transient, ESD and radiated emissions tests.



#### UL ENERGY VERIFIED

UL-verified products consume less energy and decrease overall operating expenses.

## Compare & Choose



PG 6

**IDEAL FOR** advanced animated messages, detailed motion graphics, dynamic videos

**MOST EFFECTIVE FOR** passing pedestrians to vehicles ≤50 mph

**HIGHLY VISIBLE** near traffic, city streets, busy intersections, and vehicle traffic



PG 7

**IDEAL FOR** basic animated messages, simple motion graphics, short videos, sales, announcements, and info

**MOST EFFECTIVE FOR** passing traffic of 25-60 mph

**HIGHLY VISIBLE NEAR** city streets, heavy pedestrian traffic, and busy intersections



PG 8

**IDEAL FOR** static images, attention grabbing headlines, messages, and information

**MOST EFFECTIVE FOR** passing traffic of 25-65 mph

**HIGHLY VISIBLE NEAR** busy intersections, major highways, rural areas



*For zoning ordinances requiring single color or text-only LED signage*

PG 9

**IDEAL FOR** single color, bold or multi-line ads, messages, news, sales, and announcements

**MOST EFFECTIVE FOR** passing traffic of 10-65 mph

**HIGHLY VISIBLE NEAR** city streets, busy intersections, major highways, rural areas, and close pedestrian / vehicle traffic

# Increase Awareness

Broadcast your ideas to the public. Unite your community. Cultivate public participation, and promote eco-friendliness using an Adaptive outdoor LED display.

## COMMUNITY & BUSINESS

Instantly share critical information with residents. Or, advertise current sales and events to customers. Adaptive outdoor LED messaging signs promote public awareness and commercial presence.

- Broadcast upcoming events and promotions to residents and customers
- Display special parking regulations, warnings, and weather alerts
- Direct visitors to landmarks and attractions

## CAMPUS CRUSADE

Install an LED sign as an energy-efficient solution to dramatically increase campus communication.

- Promote school activities, open house, and events to students, staff, parents and others
- Announce class cancellations; schedule changes and other important notifications
- Heighten campus safety
- Advertise fundraisers and fairs
- Display campus wayfinding and directions

## HOUSES OF WORSHIP

Share the word ... even from a distance. Invite new and existing worshippers to join in fellowship with your congregation. Inspire, motivate and effectively reach your surrounding area using an LED sign.

- Post special services and prayer times
- Feature festivals, weddings, fundraisers
- Share daily affirmations and spiritual insight
- Attract new members
- Push announcements in minutes



# Increase Sales & ROI, Decrease Cost

Advertise your products. Send out any number of company messages.  
By using an Adaptive LED display, the promotional advantages are unlimited.

## ADVERTISE ANYTHING, ANY TIME

- Store and display many messages
- Publicize at a moment's notice
- Schedule messages based on time of day, day of the week, or month
- Never use static signs again

## GROW BUSINESS & IMPULSE BUYS 24/7

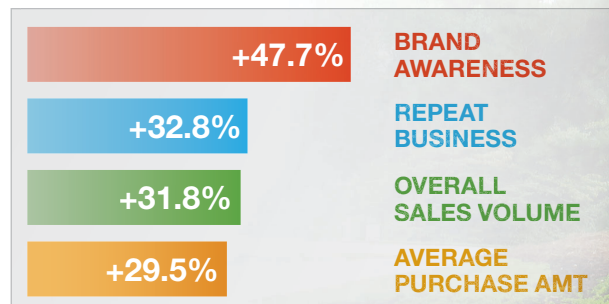
- Achieve maximum daily exposure to vehicular and pedestrian traffic
- Boost visibility 365 days a year
- Create long-term business awareness
- Stimulate repeat business

## SAVE MONEY

- Adaptive displays are UL Energy Verified
- Benefit from decreased utilities, operating expenses and power consumption

## PROMOTE BUSINESS SMARTER

- Draw attention and customers to your business you might have missed
- Increase public awareness of your business with analysis-proven outdoor advertising:



▲ Source: InfoTrends, "Narrowcasting: The Opportunity For Digital Signage and In-Store TV Networks"

“... no other form of advertising comes close to matching the efficiency and cost-effectiveness, dollar for dollar, of an



**electronic message display.** The electronic message display rapidly becomes a landmark in a business' local community, because it offers a valuable public service to the entire community ... **see an increase in business of 15%-150%.”**

▲ Source: SBA, "Electronic Message Centers (EMCs)," © 2001, Cosponsorship Auth. No. 00-7630-43



2014 Signs of the Times 3rd Place Award Winner



**Professional custom content creation is included with every A Series LED sign purchased.**

- A-Series signs pass these tests: Signal Integrity, Cold Start, Thermal, Impact & Flame, Rain, Immunity, and Surge Protection
- Units operate in temps from -40° to +50°C (-40° to 122°F)
- Life tested and rated for 10+ years
- Industrial-grade LED enclosure is ultra-thin, scratch- and crack-resistant, adding significant safety and security
- Certified 100% weather proof
- 100% fully-front serviceable
- Industry-leading 5-year warranty with 2-year on-site labor
- Ooh!Media™ software makes content creation, editing and scheduling powerfully easy
- AlphaNet™ software

## HIGHEST DEFINITION RESOLUTION

Adaptive's A-Series Elite message displays feature our most advanced, industry-leading technology. Tightly-spaced LEDs provide the most detailed animations, videos, graphics and text. Elite's resolution impresses the most discriminating eyes.

### SPEED READ

Elite signs are very effective on walkers up to vehicles traveling 50 mph.



### HIGHLY VISIBLE NEAR

- Close pedestrians / drivers
- Busy intersections
- City streets



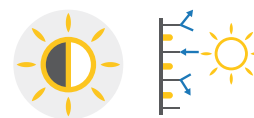
### 4,000 QUINTILLION COLORS

Vivid colors command attention. Images and text jump off the screen in crisp, vibrant light.



### CLARITY & READABILITY

AutoShine™ and Glare-Shield™ guarantee ads display in 20/20 definition even in brightest sun.

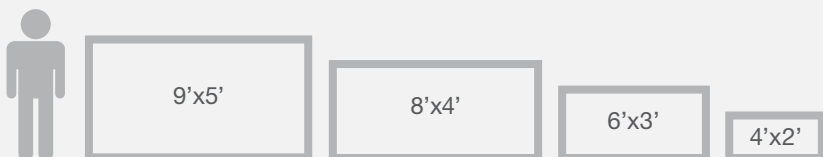


### WIDE VIEWING ANGLE

The Elite's superior 150° viewing angle means viewers will see your messages the longest time.



**ALL-WEATHER DESIGN** popular sizes include:





Professional custom content creation is included with every A Series LED sign purchased.

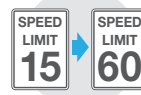
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- Industrial-grade LED enclosure is ultra-thin, scratch- and crack-resistant, adding significant safety and security
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- Ooh!Media™ software makes content creation, editing and scheduling powerfully easy
- AlphaNet™ software

## ENHANCED RESOLUTION

Adaptive's A-Series Premier model is one of the industry's clearest outdoor full color boards. Maximize message impact and attract traffic to your business. Its higher resolution is ideal for attention-grabbing messages, info and images.

### SPEED READ

Premier signs are effective for establishments with traffic ranging from 15 mph to 60 mph.



### HIGHLY VISIBLE NEAR

- Heavy pedestrian traffic
- Busy intersections
- City streets



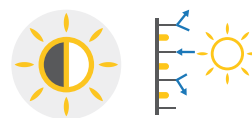
### 4,000 QUINTILLION COLORS

Vivid colors command attention. Images and text jump off the screen in crisp, vibrant light.



### CLARITY & READABILITY

AutoShine™ and Glare-Shield™ guarantee ads display in 20/20 definition even in brightest sun.

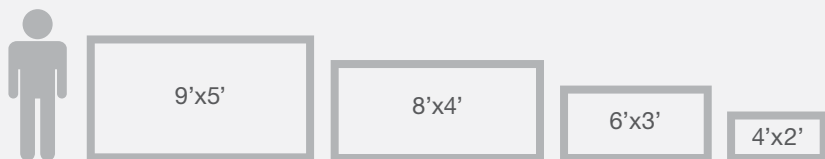


### WIDE VIEWING ANGLE

Industry-leading viewing angles ensure viewers get longer, more accurate exposure.



**ALL-WEATHER DESIGN** popular sizes include:





Professional custom content creation is included with every A Series LED sign purchased.

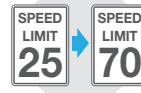
- A-Series signs pass these tests: Signal Integrity, Cold Start, Thermal, Impact & Flame, Rain, Immunity, and Surge Protection
- Units operate in temps from -40° to +50°C (-40° to 122°F)
- Life tested and rated for 10+ years
- Industrial-grade LED enclosure is ultra-thin, scratch- and crack-resistant, adding significant safety and security
- Certified 100% weather proof
- 100% fully-front serviceable
- Industry-leading 5-year warranty with 2-year on-site labor
- Ooh!Media™ software makes content creation, editing and scheduling powerfully easy
- AlphaNet™ software

## INDUSTRY STANDARD RESOLUTION

Adaptive's A-Series Classic is one of the industry's clearest outdoor full color boards. Maximize message impact and attract traffic to your business. Its bold resolution is ideal for attention-grabbing messages, info and images.

### SPEED READ

Classic signs are effective in speed limit ranges varying from residential to highway flow.



### HIGHLY VISIBLE NEAR

- Busy intersections
- Major highways
- Rural areas



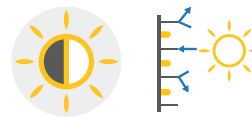
### 4,000 QUINTILLION COLORS

Vivid colors command attention. Images and text jump off the screen in crisp, vibrant light.



### CLARITY & READABILITY

AutoShine™ and Glare-Shield™ guarantee ads display in 20/20 definition even in brightest sun.

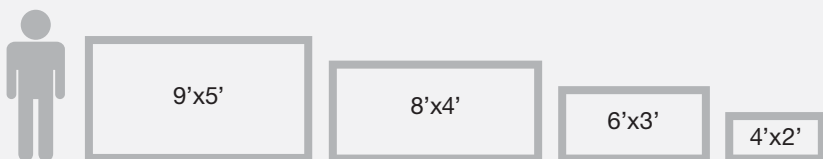


### WIDE VIEWING ANGLE

Industry-leading viewing angles ensure viewers get longer, more accurate exposure.



**ALL-WEATHER** popular sizes include:





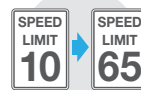
- Units operate in temps from -40° to +50°C (-40° to +122°F)
- Life tested and rated for 10+ years
- Industrial-grade LED enclosure is ultra-thin, scratch- and crack-resistant, adding significant safety and security
- Certified 100% weather proof
- 100% fully-front serviceable
- Industry-leading 5-year warranty with 2-year on-site labor
- AlphaNet™ software
- Ooh!Media™ software

## BRILLIANCE ON A BUDGET

StreetSmart™ LED displays are great where ordinances require text-only or single-color. Show ads, sales, events, news and notices boldly and economically. Messages are clear 1,000 feet away, brightly visible even in direct sunlight.

### SPEED READ

StreetSmart™ signs are legible if your audience is travelling at a snail's pace or highway speed.



### HIGHLY VISIBLE NEAR

- Pedestrian traffic
- Busy intersections
- City streets



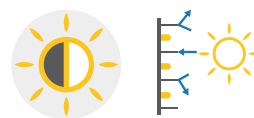
### RED OR AMBER LEDs

Brilliant red or amber LEDs capable of 256 color shades speak plainly and boldly.



### CLARITY & READABILITY

AutoShine™ and Glare-Shield™ guarantee ads display in 20/20 definition even in brightest sun.

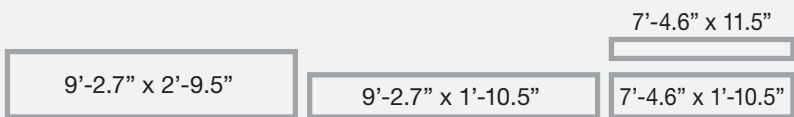


### WIDE VIEWING ANGLE

Industry-leading viewing angles ensure viewers get longer, more accurate exposure.



**ALL-WEATHER** popular sizes include:



# Easy Software, Free Premium Content

Make messages for an A-Series display with Adaptive's powerful Ooh!Media™ software.

## EXTENSIVE CONTENT LIBRARY

Utilize 9,000+ pre-made graphics and easy-to-edit animations.

## MESSAGE EDITOR

Add text on colored backgrounds, images or animations.

## FLEXIBLE FILE SUPPORT

Use JPG, GIF, AVI and BMPs.

## SIMPLE SCHEDULING

Schedule recurring messages at specific times, on specific days.

## STANDARD SPECIAL FX

Built-in transitions and shadows enliven messages.

## BUILT-IN APPS

Add live weather, time, and RSS feeds to messages effortlessly.

## PREVIEW YOUR MESSAGE

Preview content prior to publishing for ensured accuracy.

**ANIMATED FONTS** attract and captivate attention.



Adaptive's free, value-added QuickTrigger™ app for iPhone or iPad allows you to instantly interrupt a currently-running message and replace it momentarily with another desired message. For instance, highlight a big play during a sports event, like a touchdown or an interception.



The screenshot shows the ooh!Media 3 software interface. It features a menu bar (File, Sign, View, Language, Tools, Help) and a main window titled 'My Displays - NEW\_A\_Series\_16mm 1 - Sign Management'. The interface is divided into several sections:

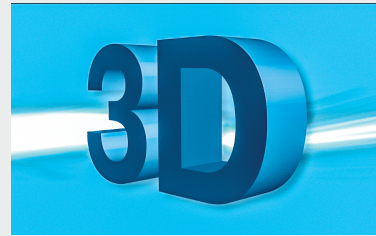
- Sign Mgmt:** A table listing displays with columns for Name, Serial Number, Status, and Status Updated. Below this is a 'Schedule Transmission Legend' and buttons for 'Get Schedule', 'Send Schedule', and 'Cancel Sending'.
- Current Display Message Schedule:** A table showing the schedule for the selected display, with columns for Message Name, Status, Time, Start Day / Time, and Stop Day / Time. The messages listed are Logo, Car Wash, Healthy, and Facebook 32x80.
- Message Schedule Details:** A detailed view for the 'Car Wash' message, showing recurrence options (Always, Daily, Weekly, Monthly, Inactive), time settings (Start: 12:00 AM, End: 11:59 PM), and range of recurrence (Start: 01.13.2015, End: 01.13.2015).

# Custom Content Creation

A-Series purchases include high impact, *custom content designed just for you*. To get started, provide a few details:

Company Name:	Website:
Contact:	
Email:	Phone Number:
What type of business do you have?	
What are trying to accomplish using LED signage?	
What's your target market and/or audience?	
Briefly describe your top five highest margin items, products, services, events or other important info related to your business:	
1.	
2.	
3.	
4.	
5.	
What are your branding requirements?	

Visually-persuasive media is vital. We can provide dynamic, custom messages tailored to your needs.



**ANIMATED BACKGROUNDS**



**ADS AND MESSAGES**



**HOLIDAY BACKGROUNDS**

# Confidence Warranty

Adaptive proudly offers an additional level of quality assurance and confidence on our A-Series and StreetSmart™ outdoor displays. This enhanced warranty is provided at no additional cost.

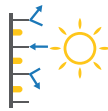
## 5-YEAR PEACE OF MIND PARTS WARRANTY

Includes replacement of failed electronic parts and assemblies, and Adaptive outdoor LED display mechanical components. LED display modules are eligible for replacement if 1% or more of the LEDs on a display module fail (no longer emit light).

## 2-YEAR NO-HASSLE LABOR WARRANTY

The 2-year on-site labor warranty repair period begins on the date of commissioning or 30 days after the shipment of the product from Adaptive, whichever is earlier. This program includes "A" and StreetSmart™ series LED displays.

# A-Series Advanced Design



## GLARE-SHIELD™

Glare-Shield™ dissipates sunlight, reducing glare to ensure optimal readability. Content is easier to read than standard displays.



## AUTOSHINE™

Adaptive signs detect and auto-adjust to ambient light levels for max clarity and readability day or night, in any weather.



## STEEL MOUNTING BRACKET

2" wide, 1/8" thick, 10-gauge, removable (A-Series) HRS angle steel angle mounting brackets and two 1/2" thick steel eye bolts.



## CLEAN, SIMPLE DESIGN

Slim-line outdoor-rated cabinet with WiFi and Ethernet quick disconnects and external easy-connect industrial electrical box.



## GOLD-PLATED CONNECTIONS

All internal sign connector contacts are gold plated for maximum corrosion protection.



## RUGGEDIZED POWER SUPPLY

Solid state, industrial, derated power supply is weather-resistant coated for long life.



## 100% FRONT SERVICABLE

All internal components are accessible from the display's front for easy maintenance.



## LED MODULE BOARD

Ultra-bright, long-lasting, energy-efficient boards deliver over 4,000 quintillion colors.



## SOLID STATE CONTROLLER

An industrial-grade control unit delivers reliable, high-detail, high-resolution content.



## SURGE PROTECTION

Internal outdoor-grade industrial breaker protects from lightning and power surges.



## ADVANCED INTERNAL COOLING

Premium thermal management system prevents premature aging.







## INDUSTRIAL-GRADE ENCLOSURE

Scratch/crack resistant, lightweight, durable aluminum protects from extreme weather.



# Tech Specs

				
<b>LED COLORS</b>	Single (red or amber)	Full color	Full color	Full color
<b>PIXEL PITCH</b>	17mm	20mm	16mm	7.8mm
<b>CASE CONFIG</b>	Weather proof, industrial grade, sleek and thin, lightweight aluminum	Weather proof, industrial grade, sleek and thin, lightweight aluminum	Weather proof, industrial grade, sleek and thin, lightweight aluminum	Weather proof, industrial grade, sleek and thin, lightweight aluminum
<b>FULLY FRONT SERVICEABLE</b>	YES	YES	YES	YES
<b>FRONT VENTILATION</b>	NO	YES	YES	YES
<b>OPERATING TEMP</b>	-40° to 122°F -40° to 50°C	-40° to 122°F -40° to 50°C	-40° to 122°F -40° to 50°C	-40° to 122°F -40° to 50°C
<b>MAX VIEWING ANGLE</b>	125° Horizontal 45° Vertical	120° Horizontal 50° Vertical	120° Horizontal 50° Vertical	150° Horizontal 90° Vertical
<b>BRIGHTNESS</b>	8,000 nits (Red or Amber LEDs)	8,000 nits 256 dimming levels	10,000 nits 256 dimming levels	5,500 nits 256 dimming levels
<b>PIXEL CONFIG</b>	1 Red or 1 Amber	1 Red, 1 Green, 1 Blue	1 Red, 1 Green, 1 Blue	Surface Mount Technology RGB
<b>COLOR PROCESSING</b>	256 shades	4.72 sextillion (4,000+ quintillion) vibrant color shades	4.72 sextillion (4,000+ quintillion) vibrant color shades	4.72 sextillion (4,000+ quintillion) vibrant color shades
<b>FRAME RATE</b>	N/A	30 frames per second (fps) for high impact video	30 frames per second (fps) for high impact video	30 frames per second (fps) for high impact video
<b>AGENCY APPROVALS</b>	ETL, cETL	UL, cUL, UL Energy Verified, RoUL HS Compliant	UL, cUL, UL Energy Verified, RoUL HS Compliant	UL, cUL, UL Energy Verified, RoUL HS Compliant
<b>POPULAR SIZES</b>	9'2.7" x 1'10.5", 9'2.7" x 2'9.5", 7'4.6" x 11.5", 7'4.6" x 1'10.5" (custom sizes on request)	2'x4', 3'x6', 4'x8', 5'x9' (custom sizes on request)	2'x4', 3'x6', 4'x8', 5'x9' (custom sizes on request)	2'x4', 3'x6', 4'x8', 5'x9' (custom sizes on request)
<b>WARRANTY</b>	5 years: parts 2 years: repair labor	5 years: parts 2 years: repair labor	5 years: parts 2 years: repair labor	5 years: parts 2 years: repair labor
<b>TESTS PASSED</b>	Thermal, Cold Start, Signal Integrity, Flame, Impact & Rain, Immunity & Surge Protection	Thermal, Cold Start, Signal Integrity, Flame, Impact & Rain, Immunity & Surge Protection	Thermal, Cold Start, Signal Integrity, Flame, Impact & Rain, Immunity & Surge Protection	Thermal, Cold Start, Signal Integrity, Flame, Impact & Rain, Immunity & Surge Protection

## CASE STUDY

### Culver's

#### THE CHALLENGE

Culver's (Zion, IL) wanted to convert their location's high vehicle traffic into higher inside traffic, boost sales, and build brand presence in the community.

#### THE SOLUTION

Modernize their existing signage with a 8'5.2"x4'2.8", energy-efficient, high impact, full color LED display strategically positioned to maximize visibility for vehicles and pedestrians. The new display was mounted to existing supports. Managers can easily create content, update it freely, and push it to the sign from a standard computer in their office.

#### THE RESULT

Culver's experienced a dramatic sales increase — especially of daily highlighted items featured on their dynamic Adaptive display. LED boards present scheduled, customizable and ultra-bright animated content to attract customers and encourage action.

“... having an Adaptive [sign] allowed us to vividly display our 'Flavor of Day' and other daily specials!” — *Diana White, Culver's*



## CASE STUDY

# St. Vincent De Paul

### THE CHALLENGE

Having tried newspaper ads, printed coupons and other costly promotions, St. Vincent De Paul turned to Adaptive for a superior long term answer. Their goal: advertise and impact sales by promoting upcoming events at their heavily-trafficed location.

### THE SOLUTION

A full color double-sided Adaptive LED sign was strategically installed on a 10' pole just outside of St. Vincent's business. The 8'5.2"x4'2.8" model was designed to seamlessly integrate with existing on premise signage. Its locale provided high visibility to foot and vehicle traffic.

### THE RESULT

Instantly, St. Vincent De Paul reported:

- Boost in ROI
- Decreased ad expenditures
- Increased daily traffic and sales
- Improved ease and ability to broadcast specific products and promotions

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“The public has come to rely on our messages and specials due to the [Adaptive] sign's visibility from both sides.” — *Linda Whitby*

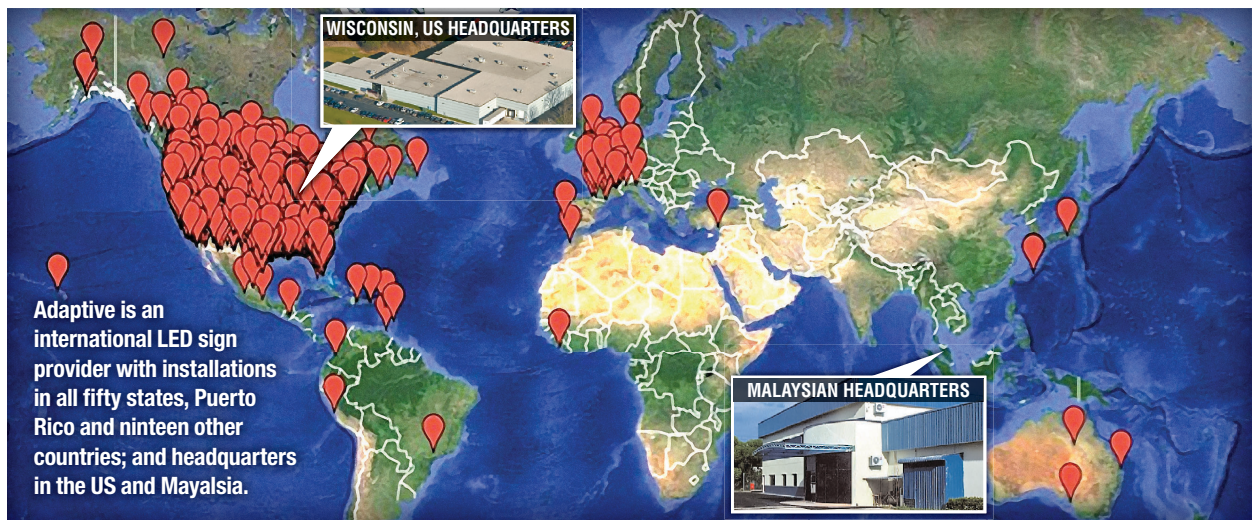
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Due to the sign's massive success, St. Vincent now decisively plans all advertisements in advance, then schedules them to automatically display at specific dates and times. Ease and unlimited advertising possibilities facilitates powerful, dynamic advertisement solutions.



## About Us

With over 35 years of manufacturing exceptional message displays, Adaptive provides an extensive line of quality LED signage solutions. We design innovative products that are simple to maintain and easy to operate. We ensure systems are up and running. Every day. Adaptive's outstanding support staff and breakthrough technologies make us a key communications partner you can count on.



### AMERICAN MADE

By designing, manufacturing and testing all products in our advanced Milwaukee-based plant, Adaptive maintains complete control of design and supply chains including products, services and support. In-house QC and QA ensure consistent premium deliverables. Every time.

### CUSTOMERS FIRST

Adaptive provides customers full access to our highly-skilled tech support and service teams. With over 100 years of combined, real-world experience in LED displays, modules, boards and more, Adaptive takes pride in ensuring your needs are met and resolved. Properly and promptly.

