



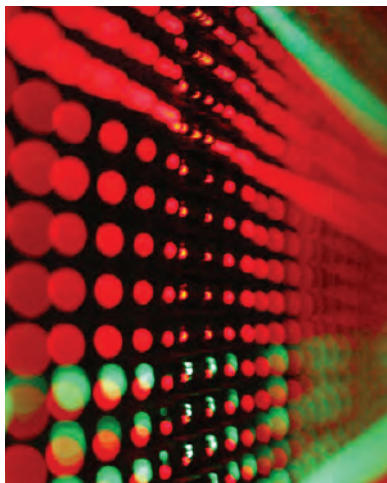
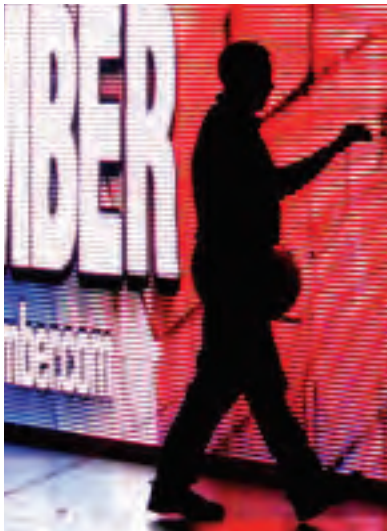
**Customers evaluate your board
based on what they see.**

So shouldn't you?

In the digital world, your image depends on the quality of your board's image. That's where Adaptive comes in. Our Excite™ Billboard's stunning good looks can help you land sales and keep customers coming back for more. So see what real industry leadership looks like... with Adaptive billboards.

Can your board pass this simple eye test?

Every Adaptive digital billboard is engineered to deliver unmatched image quality, so you can be confident of getting a brilliant face capable of winning over customers and viewers. Once you see our exclusive advantages, you'll understand why you can spend your money on a lesser board, but chances are your customers won't.



- **On-Staff Doctor of Optics** – Directs product engineering to assure the highest quality optical presentation for the most effective communication possible with the human eye in terms of brilliance, contrast and color intensity.
- **Total Die Lot Control** – Only manufacturer to produce its own pixel building blocks for greater quality control of all LED colors – within each batch and over time.
- **Pantone® (PMS)-Matched Color** – By taking color quality to another level, Adaptive enables you to faithfully transfer digital graphic content to the display... eliminating the frustrating and time-consuming trial-and-error routinely needed on other boards to achieve the desired finished product.
- **Consistency Across the Board** – Adaptive specifically engineers its boards to deliver uniform intensity and color values over the entire billboard face, helping prevent the patchwork effect that can be embarrassing to you and your customers.
- **Contrast Intensification** – Our non-reflective board surface combines with a unique louver design to produce a vivid, attention-getting display. You need to see it to believe what a tremendous difference it makes to the overall effectiveness of the board and your customers' advertising.

See for yourself what Adaptive's billboard UPTIME & OPERATING EFFICIENCY can mean to your business.