

**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**

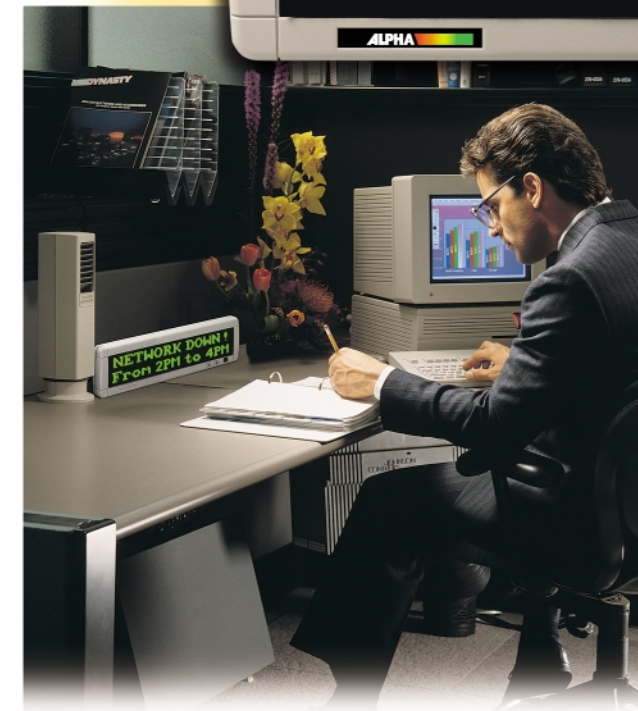
- Display advertising messages
- Communicate operation instructions

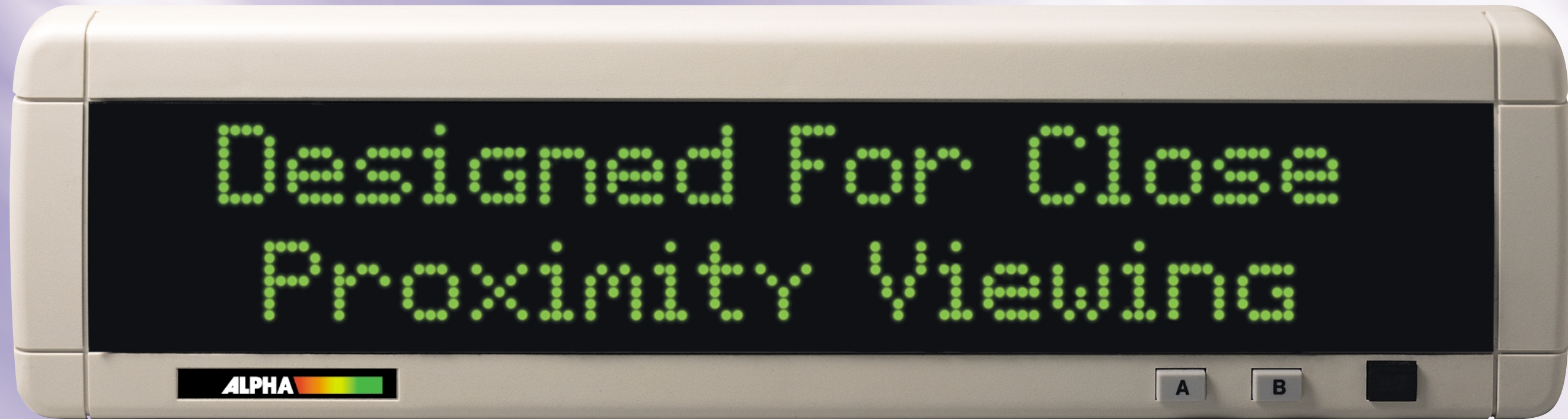
EMPLOYEE COMMUNICATION

**ADAPTIVE**  
Adaptive Micro Systems Inc



**ALPHA™ PERSONAL PRIORITY DISPLAY FOR BUSINESS COMMUNICATIONS**





(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