Alpha™ Window Display – Red provides your customers clear messages, even in direct sunlight, up to 200 feet away.
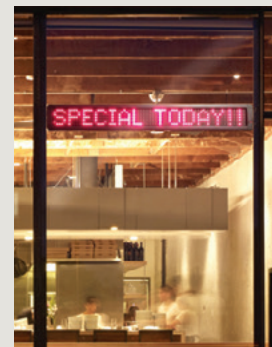
Light, color and motion combine together to attract attention and pull more customers into your store. This ideal indoor window display offers message impact from a distance of up to 200 feet day and night. Our patented display design with pixel "hoods", increases image contrast and provides shading from the sun. We use super-bright LEDs and 4 inch tall characters to create dazzling, moving messages your customers will notice.

The Alpha Window Display includes an infrared keyboard that allows you to instantly enter promotional messages at a moment's notice. The exclusive Automode™ function will allow you to enter messages within seconds – without reading any manuals! You may also store messages in memory and schedule them to appear at specific times of the day or week.

The RS232 interface can be used to connect to your PC, or use the RS485 interface with additional networking software to connect multiple units to your computer. An Ethernet adapter is also an option to connect to your LAN. The display comes standard with an IR keyboard for wireless control.

Standard Features:

- IR keyboard programs the display through your window, 30 ft. distance

- RS232 or RS485 serial port connects one or multpile displays to your PC

- Bright, large character size: 4.0 inches

- 26 exciting operation modes

- One year USA Factory Warranty, indoor use only

- Store, schedule and display up to 96 messages

- 5 Operating speeds for each message

- 6 Character fonts for message impact

- Create your own graphics and logos

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Display Specifications

Display Dimensions:	45.6"L x 4.0"H (115.8 cml x 10.16)
Display Array:	80 columns x 7 rows
Display Memory:	28,000 characters
Characters Displayed:	One line – Typical 13 / Maximum 27
Pixel Size (Diameter):	0.35" (.089 cm)
Pixel (LED) Color:	Super-bright red (standard), visible in sunlight Amber (optional)
Center-to-Center Pixel Spacing (Pitch)	0.57" (10.1 cm)
Character Size:	4.0" tall
Character Array:	5 x 7 matrix
Character Set:	Block (sans serif), decorative (serif), upper/lower case, slim/wide
Memory Retention:	2 weeks minimum
Message Capacity:	96 different messages can be stored and displayed
Message Operating Modes:	– 26 consisting of: Automode™, Hold, Interlock, Roll (6 directions), Rotate, Sparkle-On, Twinkle, Spray-on, Slide-Across, Switch, Wipe (six directions), Starburst, Flash, Snow, Scroll Condensed Rotate – Continuous message entry with automatic centering in any mode – User programmable logos and graphics – Five hold speeds
Built-in Animations:	Cherry Bomb Exploding, Don't Drink and Drive, Fireworks, Slot Machine, No Smoking, Running Animal, Moving Auto, WELCOME (in script) and THANK YOU (in script)
Real-Time Clock:	Date and time, 12 or 24 hour format, maintains accurate time without power for up to 14 days

General Specifications

Case Dimensions:	49.0"L x 4.25"D x 6.25"H (124.5 cmL x 11.0 cmD x 16.0 cmH)
Display Weight:	12.25 lbs. (5.6 kg.)
Case Material:	UV stabilized high temperature ABS
Mounting:	Hardware for wall/ceiling mounting is included
Limited Warranty:	One-year parts and labor, factory servicing, indoor use only

Network and Power Specifications

Serial Computer Interface:	RS232, RS485
Power:	100 VAC - 230 VAC optional
Maximum Power Cord Length:	10 ft. (3m)
Keyboard:	Handheld remote, infrared, 54 key layout included
Agency Approvals:	– ETL conforms to EN60950/IEC950 standard – Complies with part 15 of the FCC rules
Operating Temperature:	32° to 120°F, (0° to 50°C)
Humidity Range:	0% to 95% non-condensing

Applications:

- Introduce new products and services
- Run "Instant Promotions" – test new promotional ideas without the repetitive cost of new static window signs
- Inform the public of new store grand openings
- Advertise factory rebates and overstock items
- Display "OPEN-CLOSED" in addition to operating hours
- Run live news, sports and weather updates with optional RF data receivers
- Advertise for "HELP WANTED" with new impact
- Entertain and inform your customers to reduce the perceived wait times
- Promote upcoming attractions and events
- Show the community that your business supports local clubs, events and authorities
- Say "Happy Birthday" to your customers, employees and friends
- Display the day, date and time to the general public
- Recognize your employee of the month
- Promote the ATM equipment – "ATM INSIDE"
- Create customer awareness of your store and its location, stand out from surrounding businesses
- Advertise free offers... "Free coffee with fill up", "Free checking accounts", "Free lifetime tire rotation with the purchase of four", etc.
- Run exciting, attention getting promotions daily!

Adaptive

7840 N 86th St.
Milwaukee WI 53224 USA
800-558-7022
Adaptivedisplays.com