

# We don't stop until your customers are in their seats

# LED THEATRE DISPLAYS



# At first glance you may think all systems are the same... look again



At Adaptive, we take your business seriously. That means systems up and running every day of the year. We provide the most extensive product line of quality LED products and engineer them to be the simplest to maintain and operate. Couple this with outstanding support and breakthrough technology and you have a partner you can count on, 365 days a year.

# Most complete interior and exterior product selection

Our theatre solution is comprised of specially adapted displays from 3 popular Adaptive LED display families. Each family, a market leader in its class. Theatre customers benefit from quality, high volume production, and the knowledge that every solution represents the very latest in design and serviceability.



#### LED Auditorium Display

- Tri-color, 2.1"- 20 character displays
- Customized trim kits- right angle cords
- Advertising and time-to-next show countdown



# **Box Office & Lobby Displays**

- Tri-color, 1.4" & 2.1" character displays
- Front serviceable

FEATU

- Customized length and height
- Advertising and low-seat-count

special Customer-defined line color



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#### Alpha™ LED Message Centers Series

The defacto industry standard for mono & tri-color 1, 2, 3 & 4 line indoor displays. Millions in use everyday from commercial to theater applications.

#### AlphaVision™ LED Character and Full Matrix Series

4 to 16 line and graphic indoor displays. Utilized extensively in applications as diverse as transportation for communicating large amounts of data.



#### AlphaEclipse™ Exterior and Roadside Series

Mono, tri-color and full color outside displays. Designed for the rigors of outdoor use and "in place" serviceability.



# Exterior & Roadside Displays

- Red, amber and full color
- Front serviceable
- 1 to 16 lines
- Graphic and animations



#### Lowest cost to operate

Adaptive's commitment to lowest cost of ownership starts the day we plan your installation. Our B2B E-sign central allows you to track your order on the web and the shipping status from our US production headquarters.

Installation, system commissioning and software training is all coordinated and performed by our theatre specialist team to make sure we don't miss a beat on your opening day.

#### Easy to maintain

Adaptive's sign enclosures are front serviceable, and troubleshooting and repair can be done without removing the sign. For example, if an LED needs to be replaced it takes only a few seconds to remove the socketed LED cube and replace it with a matched replacement. No tools, no solder...completed in a few minutes. "We haven't had to replace a single sign or server in over 6 years...(Adaptive) truly understands what reliability and customer service is all about."

> Andy Gift, Information Technologies Kerasotes Theatres

But we don't stop there. With PC Anywhere installed on your client workstations, and our 24/7 Milwaukee based technical support team it's like having us right next door.

#### Easiest to use software

Adaptive incorporates and utilizes industry standard solutions whenever possible.

#### Microsoft 2000 user interface

Our Simply Theatre Software, STS™, is based on Microsoft Windows 2000 so that your most inexperienced staff member can use the system. But it's also the special features we have added to the STS application that makes it the most versatile theatre sign software in the industry.



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# Single screen operation

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Our single screen emulation mode allows you to quickly assess the status of each and every display STS controls, including communication status and text display without paging through multiple screens. "STS is so easy to use that we typically spend about 10-15 minutes with the managers showing them the drop down menus....then they are up and running on their own."

> Andy Gift, Information Technologies Kerasotes Theatres

#### Special features

Our auditorium signs can double duty with advertisements and "time-tonext-show" messages. And our "low seat count" box office message will please your customers.

#### Convenient

The capability to preload show schedules days in advance from the POS will save a lot of time if you lose your POS link.



Front serviceable display offers easy access to LED cubes



#### Auditorium sign advertising



## Display box office messages such as "sold out" and "low seat count"

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# STS – POS Interfaces:

RADIANT VENUE SPLYCE RTS RDS DATA QUICK TICKET PACER CATS OMNI TERM ITET ICON CINE SERVICE PROJECTS CRANE



# A partner invested in your total satisfaction





Since the inception of Adaptive Micro Systems in 1978, theatres have used our Alpha<sup>™</sup> indoor LED electronic message centers to communicate with their customers.

Over the last decade, Adaptive has offered a totally integrated LED theatre communication solution of customized signs for the box office, auditorium, lobby and exterior applications. And, its specialized theatre software package, called Simply Theatre Software (STS), provides a simple and efficient way of communicating movie schedule information to a theatre-wide sign network.

Now with over 200 installations and 50 customers, Adaptive is setting the standard for maximizing your theatre LED sign investment



# In good company.























WEHRENBERG WTHEATRES

### **Solid foundation**

A 2004 Wisconsin double-digit-revenue growth award recipient, Adaptive's winning formula started over 25 years ago with a "whatever its takes" customer centric business approach. Today, our unwavering commitment to help customers, large and small, be their most competitive has helped us become the fastest LED electronic message center manufacturer in the world.

And our strategy of applying products across diverse business segments means that you can count on Adaptive to remain a strong business partner.

#### **High-value** solutions

Set apart from all other LED EMC manufactures, Adaptive's leadership in vertical integration starts with automated chip-on-board SMT fabrication-the very building blocks of LED technology. This visionary approach to high-volume LED component manufacturing enables Adaptive to constantly redefine the industry standards for product quality, reliability, cost-effectiveness and on-time delivery.

#### Defining the future

Adaptive's unique LED design capabilities like our new 3-in-1 SMT pixel, will provide a lower-cost full color option for indoor LED displays.

R&D reinvestment rates of 10% of revenue per year ensure that Adaptive customers will remain at the cutting edge of technology... reaping the benefits of high-impact designs and the lowest cost of ownership.





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