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, Kornel'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
Adaptive's full color A-Series displays are engineered for maximum reliability and perform well in the harshest environments. Every unit is burned-in and subjected to QC & QA tests.

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

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

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

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

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:

- **BRAND AWARENESS**: +47.7%
- **REPEAT BUSINESS**: +32.8%
- **OVERALL SALES VOLUME**: +31.8%
- **AVERAGE PURCHASE AMT**: +29.5%

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
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:

- 9’x5’
- 8’x4’
- 6’x3’
- 4’x2’
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:

- 9’x5’
- 8’x4’
- 6’x3’
- 4’x2’
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:

- 9’x5’
- 8’x4’
- 6’x3’
- 4’x2’
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:

9'-2.7" x 2'-9.5"
9'-2.7" x 1'-10.5"
7'-4.6" x 11.5"
7'-4.8" x 1'-10.5"
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.
Custom Content Creation

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

<table>
<thead>
<tr>
<th>Company Name:</th>
<th>Website:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact:</td>
<td></td>
</tr>
<tr>
<td>Email:</td>
<td>Phone Number:</td>
</tr>
</tbody>
</table>

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?

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.

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

ANIMATED BACKGROUNDS

ADS AND MESSAGES

HOLIDAY BACKGROUNDS
A-Series Advanced Design

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

**STEEL MOUNTING BRACKET**
2” wide, 1/8” thick, 10-gauge, removable (A-Series) HRS angle steel angle mounting brackets and two ½” 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 accesible 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 prematurel aging.

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

**INDUSTRIAL-GRADE ENCLOSURE**
Scratch/crack resistant, lightweight, durable aluminum protects from extreme weather.
## Tech Specs

<table>
<thead>
<tr>
<th>LED COLORS</th>
<th>Single (red or amber)</th>
<th>Full color</th>
<th>Full color</th>
<th>Full color</th>
</tr>
</thead>
<tbody>
<tr>
<td>PIXEL PITCH</td>
<td>17mm</td>
<td>20mm</td>
<td>16mm</td>
<td>7.8mm</td>
</tr>
<tr>
<td>CASE CONFIG</td>
<td>Weather proof, industrial grade, sleek and thin, lightweight aluminum</td>
<td>Weather proof, industrial grade, sleek and thin, lightweight aluminum</td>
<td>Weather proof, industrial grade, sleek and thin, lightweight aluminum</td>
<td>Weather proof, industrial grade, sleek and thin, lightweight aluminum</td>
</tr>
<tr>
<td>FULLY FRONT SERVICEABLE</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>FRONT VENTILATION</td>
<td>NO</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>OPERATING TEMP</td>
<td>-40°F to 122°F</td>
<td>-40°F to 122°F</td>
<td>-40°F to 122°F</td>
<td>-40°F to 122°F</td>
</tr>
<tr>
<td>MAX VIEWING ANGLE</td>
<td>125° Horizontal 45° Vertical</td>
<td>120° Horizontal 50° Vertical</td>
<td>120° Horizontal 50° Vertical</td>
<td>150° Horizontal 90° Vertical</td>
</tr>
<tr>
<td>BRIGHTNESS</td>
<td>8,000 nits (Red or Amber LEDs)</td>
<td>8,000 nits</td>
<td>10,000 nits</td>
<td>5,500 nits</td>
</tr>
<tr>
<td>BRIGHTNESS DIMMING</td>
<td>256 dimming levels</td>
<td>256 dimming levels</td>
<td>256 dimming levels</td>
<td>256 dimming levels</td>
</tr>
<tr>
<td>PIXEL CONFIG</td>
<td>1 Red or 1 Amber</td>
<td>1 Red, 1 Green, 1 Blue</td>
<td>1 Red, 1 Green, 1 Blue</td>
<td>Surface Mount Technology RGB</td>
</tr>
<tr>
<td>COLOR PROCESSING</td>
<td>256 shades</td>
<td>4.72 sextillion (4,000+ quintillion) vibrant color shades</td>
<td>4.72 sextillion (4,000+ quintillion) vibrant color shades</td>
<td>4.72 sextillion (4,000+ quintillion) vibrant color shades</td>
</tr>
<tr>
<td>FRAME RATE</td>
<td>N/A</td>
<td>30 frames per second (fps) for high impact video</td>
<td>30 frames per second (fps) for high impact video</td>
<td>30 frames per second (fps) for high impact video</td>
</tr>
<tr>
<td>AGENCY APPROVALS</td>
<td>ETL, cETL</td>
<td>UL, cUL, UL Energy Verified, RoUL HS Compliant</td>
<td>UL, cUL, UL Energy Verified, RoUL HS Compliant</td>
<td>UL, cUL, UL Energy Verified, RoUL HS Compliant</td>
</tr>
<tr>
<td>POPULAR SIZES</td>
<td>9’2.7”x1’10.5”, 9’2.7”x2’9.5”, 7’4.6”x11.5”, 7’4.6”x1’10.5” (custom sizes on request)</td>
<td>2’x4’, 3’x6’, 4’x8’, 5’x9’ (custom sizes on request)</td>
<td>2’x4’, 3’x6’, 4’x8’, 5’x9’ (custom sizes on request)</td>
<td>2’x4’, 3’x6’, 4’x8’, 5’x9’ (custom sizes on request)</td>
</tr>
<tr>
<td>WARRANTY</td>
<td>5 years: parts 2 years: repair labor</td>
<td>5 years: parts 2 years: repair labor</td>
<td>5 years: parts 2 years: repair labor</td>
<td>5 years: parts 2 years: repair labor</td>
</tr>
</tbody>
</table>
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-trafficked 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

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

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.