



Applications

- Display bright, easy-to-read, daylight-visible, point of sale outdoor advertising.
- Display upcoming events, news, and notices to customers, employees, and the public.
- Display emergency and mass notification system (MNS) messages at schools, on campuses, in office building lobbies, and on military installations.
- Display travel and logistics information for public transportation – bus, trolley, train, subway, cruise ship, ferry, bicycles, and trams.
- Display instructions and directions for truckers, visitors, and employees on shipping docks, in warehouses, and at distribution centers.
- Display customized information for safety, manufacturing, mining, logging, and solar energy applications.
- Display worship service schedules, worship topics, special events, guest music programs, and weekly speakers at churches and worship centers.
- Display current attractions and upcoming events at music venues, concert halls, restaurants, bars, and lodge halls.
- Display daily menu specials and masking instructions at restaurants.
- List rental and purchase items and class or session schedules at gyms, boat ramps, skate parks, YMCA's, parks, pools, and businesses that serve the public.
- Display travel itinerary options and local information at businesses that serve vacationers and travelers.
- Display parking information in garages and parking lots.
- Display your support for your local teams, display community service messages, and display the time and temperature. Your message center and your business will be a landmark in your community.

Increase Sales and Profits

- An outdoor message center is guaranteed to increase your sales traffic. It attracts attention with motion and color and draws new customers into your business.
- Outdoor LED signs dazzle passers-by and cannot be ignored. Prospective customers read every word.
- Target your advertising to potential customers who are only steps away from your front door.
- Announce and list your products and services. List your new items and hot items. List your items on sale. List your profitable items. List the items you want to clear out. List upsell items. List obscure, but profitable items that most customers overlook.
- Remind passers-by and customers of upcoming holidays, birthdays, and gifting needs you can service.
- A programmable message center works 24/7/365 like no salesman, and like no other advertising medium. It is the most effective form of on-premise advertising available today.

Add an Indoor Message Center to Further Increase Sales

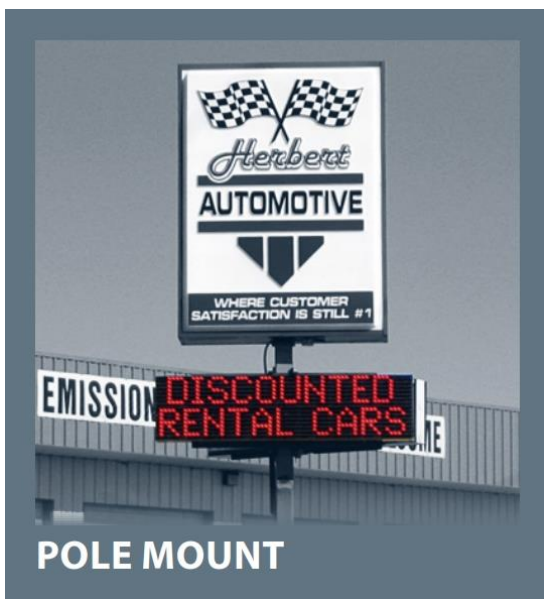
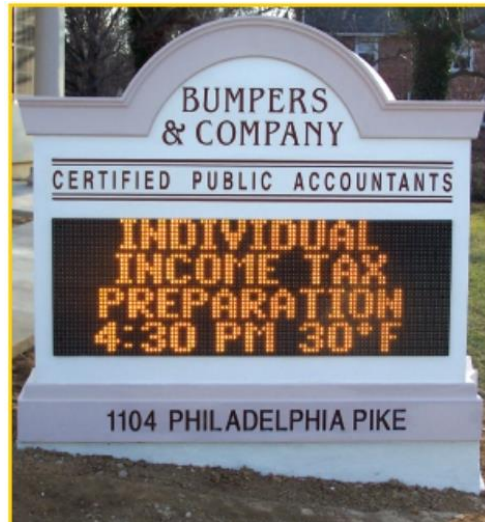
- Reading a message center makes wait times seem shorter.
- A message center is selling when your salespeople are busy – 24/7/365.
- A message center is selling when your customers are waiting in line for service or waiting to pay.
- A message center delivers your sales pitch the way you want it told.
- A message center doesn't leave out details that are important.

Alpha Eclipse StreetSmart Features

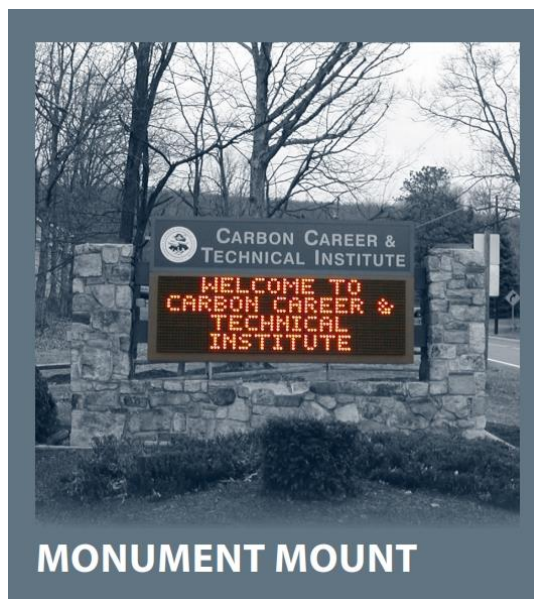
- Display messages instantly, or schedule your messages and advertising to display at the best and most appropriate times of the day and week: morning, noon, afternoon, evening, nights, weekends, when you're open, when you're closed, before and during holidays, after events, or always.
- Display or stream 5-Inch to 22-inch red or amber text, graphics, animations, date, time, and temperature.
- Change messages easily, quickly, and conveniently using your phone, PC, or laptop.
- Economical 17.5 mm resolution. Messages are easy to read, and the display is not too expensive.
- It can be Wall Mounted, Pole Mounted, Monument Mounted, or Suspended from above.
- Wired or wireless communications – Ethernet, WiFi, Bluetooth, or RS485.
- Alpha LED technology uses minimal energy and requires minimal maintenance.
- Five-year USA factory warranty. Rated for 100,000 hours of LED life (ten years full-time use).
- Easy front access to all components for service.

Specifications

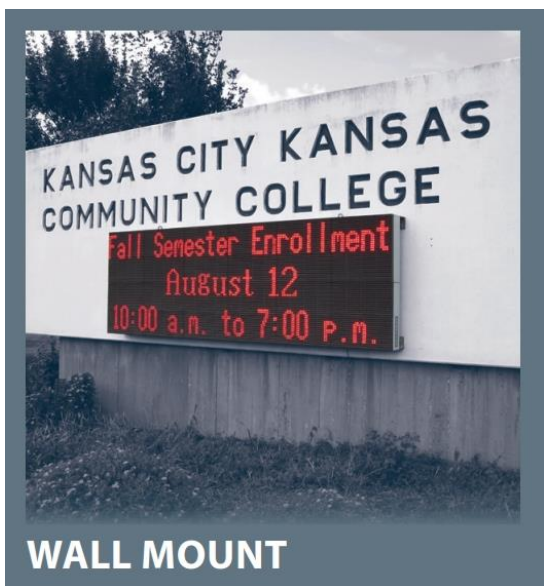
- May be ordered as a single stand-alone display or as a two-sided Master-Slave configuration.
- Available in sizes from 11-inches to 55-inches high and from 32-inches to 110-inches wide.
- Power: 120V AC single-phase. 240V AC available.
- Pixel Pitch: 17.5 mm center to center spacing.
- Viewing Angle: 125° Horizontal, 75° Vertical.
- Brightness in Candelas / Square Meter:
 - Red LED's > 5500 NITs
 - Amber LED's > 9200 NITs
- Shades of color: 256.
- Automatic Dimming based on ambient light: 100%, 50%, 10% brightness.
- Edge to edge LED design. No frame around display.
- Players, Software Options, and Graphic and Video Formats Available:
 - Alpha Communication Protocol and AlphaNet Software (.bmp, .gif, .jpg)
 - Ooh!Media Player and Ooh!Media Software (.avi, .jpg, .png, .mpg, .wmv, .gif, .bmp, .png)
 - NTCIP with Alpha Protocol and AlphaNet Software
 - Siemens Protocol with Alpha Protocol and AlphaNet Software
 - Revolution Synapps with Alpha Protocol and AlphaNet Software
 - Other Mass Notification System Protocols available
- Built-in POE and USB for powering a WiFi Adapter or Bluetooth Adapter.
- Operation Temperature Range: -40°C to 50°C (-40°F to 122°F), -30°C cold start.
- Temperature and Light Sensor.
- Quick connect, twist-lock cables make connections watertight.
- NEMA 3R-rated, weather-proof, aluminum enclosure.
- Case Depth: 9.85", including the angle iron (top and bottom rear) used for mounting.
- Agency Approvals: FCC Part 15, Subpart B, Sections 15.107b and 15.109b for Unintentional Radiators, Class A digital devices, ICES--003 (Canada).



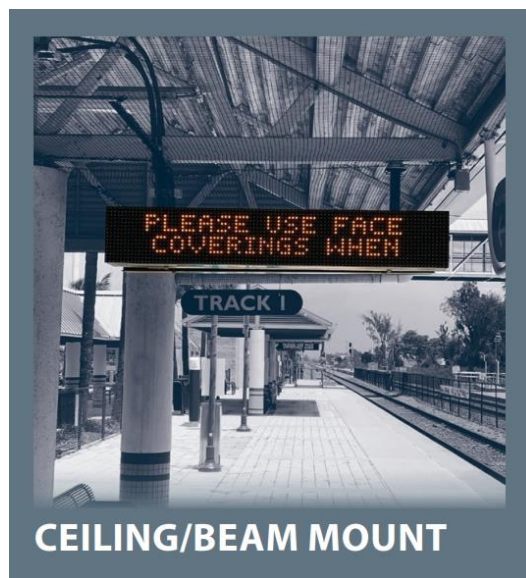
POLE MOUNT



MONUMENT MOUNT



WALL MOUNT



CEILING/BEAM MOUNT