Taking it to

THE STREETS

ALPHA *Eclipse*™ Outdoor Series

FIRST NATIONAL BANK • FOX VALLEY
More than just a bank.
Special!
D.K. Tannan, M.D.
GENERAL PRACTICE
VALLEY NEUROLOGY CLINIC S.C.

Sidewalk SALE going on now!
Extended mall hours 8-8 Fri. & Sat.

CENTRAL ALABAMA
VETERANS HEALTH
CARE SYSTEM
WELCOME AMERICA'S HEROES

RICHARDS
INSURANCE
AUTO GLASS

excite™

ROAD STAR

StreetSmart

Outdoor Product Selection Guide

ADAPTIVE
Connecting people, places and ideas

Maximize the impact of your
with a digital LED

Dealer expertise assures you get exactly what you need
THE RIGHT SOLUTION

Adaptive sells through our experienced sign dealer network, who are well-trained experts in digital signage. We have hand picked these dealer partners and train them to keep up with ever-changing product innovations. They'll help you get precisely the right solution for both your site and your requirements. They'll work closely with you to optimize your LED display communication value.

Innovative design adds value
PERFORMANCE

For almost three decades, Adaptive has designed LED displays from the ground up, with ongoing R&D to assure our products are truly state-of-the-art. We design them to be energy-efficient and modular for easy service. And our exclusive weather-sealed Protector™ case eliminates costly filter changes and component contamination by weather or the elements... so you can concentrate on running your business.

StreetSmart™ 24x160

Keeping you productive with unmatched training and support
SUPPORT

Adaptive is committed to delivering an unmatched level of training and support for our dealer partners and you, our customer. Our exclusive E-Train online training classes get you up to speed on software quickly – right from your desktop. And our 24/7 technical support staff will ensure that your Adaptive digital display solution is performing to its full potential... maximizing your display investment.

outdoor advertising potential
display company that has what it takes!

Advertising with a digital LED display is the best investment you can make to increase your customer traffic. Targeted communication, with returns unlike any other advertising media available today. Instantly react at a moments notice. Most LED displays might look alike, at first glance. Yet, choosing the right solution and manufacturer is vital to maximize your return on your investment.

Adaptive's AlphaEclipse™ Outdoor Series – the smartest digital sign choice you can make today!

Software tools that bring your digital content to life

From our time-tested AlphaNet™ software to our Ooh!Media graphics-based software, Adaptive has designed software solutions that have anticipated market needs, user skill set development and desires. For example, Ooh!Media gives you access to all your Windows® fonts, a rainbow of colors, and the power and effects to create dynamic content using graphics and animations like a pro. With Ooh!Media's down-to-the-minute or out-for-a-year virtual scheduling, you can manage content for one location across town or a network of displays across the country.
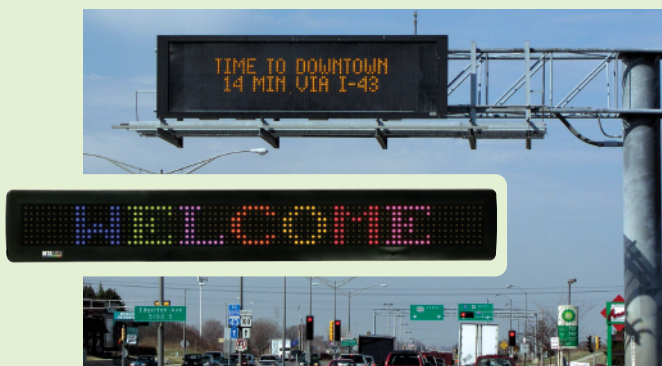
DEPENDABLE

Excite™ 23mm - 128 x 320

A company you can count on

While many LED display manufacturers have come and gone, Adaptive continues to be a model of vitality. We've been in the LED electronic message center business for three decades, producing hundreds of thousands of solutions for a wide variety of industries. This diversification makes us a stable and vibrant partner. In addition, we reinvest millions of dollars each year in engineering and product development to assure you of a steady stream of innovative solutions and state-of-the-art technology.

DIVERSIFICATION

BetaBrite Prism® & AlphaXpress Walk In 27x108

High performance, full color with video

23mm Pitch

excite Series

FULL COLOR, Video capable

- Full color, high resolution for detailed rendering of static or up to 60 fps video graphic content
- Sizes from 14" x 58" – 14' x 48' billboard sizes
- 9.7" case depth
- Character sizes from 6" – 14' using available Windows fonts
- 6500 NITS brightness and special high-contrast display face for great visibility in full sun
- 160˚ ultra-wide viewing angle
- High resolution – visible from 85 to over 1500 feet
- Front serviceable SmartPanel™ LED design
- Maintenance-free Protector sealed case
- Ooh!Media graphic-based software for content creation and virtual scheduling
- Wired or wireless communication
- Quick downloads via high speed Ethernet

80 x 320

112 x 224

48 x 112

35–65 MPH   85–1500 feet viewability

Rows	Columns	Case Dimensions H X W	Character Height Choices*	6.3" Characters Per line*	Max 115VAC Input Current (Amps)	Weight	# Of Circuit Breakers Needed @ 115VAC
16	96	1'3" x 7'3"		16/2	6	90 lbs.	1
16	112	1'3" x 8'5"	4.5" - 14.5"	18/2	7	105 lbs.	1
16	128	1'3" x 9'8"		21/2	8	120 lbs.	1
32	96	2'5" x 7'3"		16/4	12	180 lbs.	1
32	112	2'5" x 8'5"	4.5" - 28.9"	18/4	14	210 lbs.	1
32	128	2'5" x 9'8"		21/4	15	240 lbs.	1
48	96	3'7" x 7'3"		16/6	18	270 lbs.	1
48	112	3'7" x 8'5"	4.5" - 43.4"	18/6	20	315 lbs.	1
48	128	3'7" x 9'8"		21/6	23	360 lbs.	1
64	128	4'10" x 9'8"		21/8	31	480 lbs.	2
64	144	4'10" x 10'10"	4.5" - 57.9"	24/8	39	540 lbs.	2
64	160	4'10" x 12'1"		26/8	39	600 lbs.	2
80	128	6' x 9'8"		21/10	38	600 lbs.	2
80	144	6' x 10'10"	4.5" - 72.4"	24/10	48	675 lbs.	3
80	160	6' x 12'1"		26/10	48	750 lbs.	3
96	128	7'3" x 9'8"		21/12	46	720 lbs.	2
96	144	7'3" x 10'10"	4.5" - 86.8"	24/12	58	810 lbs.	3
96	160	7'3" x 12'1"		26/12	58	900 lbs.	3
192	640	14'6" x 48'3"	4.5" - 173.7"	106/24	249 (230VAC only)	7200 lbs.	Consult Dealer

■ –Indicates largest size available

Many additional sizes available up to 14.5 ft. x 48.3 ft (192 rows x 640 columns)

All specifications are approximate. Request exact measurement drawings from your Adaptive dealer. Due to continuing product innovations, all specifications are subject to change without notice. *Based upon standard Adaptive 5x7 character font - with Ooh!Media character height choices also include many sizes of standard Windows fonts.

Brilliant color, a Big Bang for your Buck!

35mm Pitch

excite™ Series

FULL COLOR, for longer viewing distances

- Full color, cost-effective resolution for detailed rendering of static or up to 60 fps video graphic content from a distance

- Sizes from 2' x 5' – 14' x 48'

- 10.135" case depth

- Character sizes from 10" – 15'

- 6500 NITS brightness and special high-contrast display face for great visibility in full sun

- 160˚ ultra-wide viewing angle

- Viewing distances from 100 – 2500 feet

- Front serviceable SmartPanel LED design

- Maintenance-free Protector sealed case

- Ooh!Media graphic-based software for content creation and enterprise-wide digital signage control

- Wired or wireless communication

- Quick downloads via high speed Ethernet

80 x 96

112 x 160

96 x 144

35 – 70 MPH   100 – 2500 feet viewability

Rows	Columns	Case Dimensions H X W	Character Height Choices*	10" Characters Per line*	Number of Shippable Sections	Number of Power Entries	Total AC Current Req. (Amps)	Power Entry A (Amps)	Power Entry B (Amps)	Weight
16	96	1'10" x 11'1"	7" - 22"	16/2	1	1	11.1	11.1	-	204 lbs.
16	112	1'10" x 12'11"		18/2	1	1	13.0	13.0	-	238 lbs.
24	128	2'9" x 11'1"	7" - 33"	16/3	1	1	16.7	16.7	-	306 lbs.
24	96	2'9" x 12'11"		18/3	1	1	19.4	19.4	-	357 lbs.
32	112	3'8" x 11'1"	7" - 44"	16/4	1	1	22.2	22.2	-	408 lbs.
32	128	3'8" x 12'11"		18/4	1	1	25.9	25.9	-	476 lbs
40	96	4'8" x 11'1"	7" - 55"	16/5	1	1	27.8	27.8	-	510 lbs.
40	112	4'8" x 12'11"		18/5	1	1	32.4	32.4	-	595 lbs.
48	96	5'7" x 11'1"	7" - 66"	16/6	1	1	33.3	33.3	-	612 lbs.
48	112	5'7" x 12'11"		18/6	1	1	38.9	38.9	-	714 lbs.
48	128	5'7" x 14'9"		21/6	1	1	44.4	44.4	-	816 lbs.
64	128	7'5" x 14'9"	7" - 88"	21/8	2	2	59.2	44.4	14.8	1080 lbs.
64	144	7'5" x 16'7"		24/8	4	2	66.6	50.0	16.7	1224 lbs.
64	160	7'5" x 18'5"		26/8	4	2	74.0	55.5	18.5	1360 lbs.
80	144	9'3" x 16'7"	7" - 110"	24/10	4	2	83.3	50.0	33.3	1530 lbs.
80	160	9'3" x 18'5"		26/10	4	2	92.5	55.5	37.0	1700 lbs.
96	160	11'1" x 18'5"	7" - 132"	26/12	6	2	111.0	55.5	55.5	2040 lbs.
96	176	11'1" x 20'3"		29/12	6	2	122.1	61.1	61.1	2244 lbs.
128	416	14'9" x 47'10"	7" - 177"	69/15	12	3	290.3	144.3	146.0	7022 lbs.

 –Indicates largest size available

Many additional sizes available up to 14'9" x 47'10" (128 rows to 416 columns).

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Monochrome 256 levels of shading – standard

17mm Pitch

StreetSmart™ Series
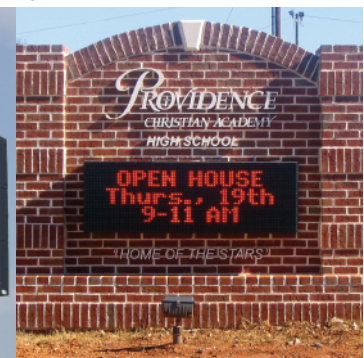
RED / AMBER Monochrome Shaded Graphics

- High resolution monochrome with 256 shades of red or amber for text, graphics or animations – great for pedestrian and street viewing in monument applications
- Sizes from 1' x 4' – 5.5' x 15'
- 9.875" case depth
- Character sizes from 4" – 22"
- 125˚ viewing angle
- 100–1000 foot viewing distances
- Direct replacement for 4, 6, and 8-inch manually changeable letterboards
- Two- to 12-line models
- Maintenance-free Protector sealed case
- Content creation and scheduling using AlphaNet or Ooh!Media software
- Wired or wireless communication
- Quick downloads via high speed Ethernet

24 x 84

48 x 96

32 x 96

25–35 MPH

100–840 feet viewability

Rows	Columns	Case Dimensions H X W	Character Height Choices*	4.9" Char's per line*	Max Current (Amps)	Weight
16	96	11" x 5'6"	3" - 11"	16/2	2.76	69.3 lbs.
16	128	11" x 7'4"		21/2	3.69	93.2 lbs.
16	160	11" x 9'2"		26/2	4.61	109 lbs.
16	192	11" x 11'0"		32/2	5.53	124.7 lbs.
32	96	1'10" x 5'6"	3" - 22"	16/4	5.53	91.7 lbs.
32	128	1'10" x 7'4"		21/4	7.37	110.5 lbs.
32	160	1'10" x 9'2"		26/4	9.22	140 lbs.
32	192	1'10" x 11'0"		32/4	11.06	158.7 lbs.
48	96	2'9" x 5'6"	3" - 33"	16/6	8.29	137.9 lbs.
48	128	2'9" x 7'4"		21/6	11.06	173.2 lbs.
48	160	2'9" x 9'2"		26/6	13.82	211.1 lbs.
48	192	2'9" x 11'0"		32/6	16.59	238.2 lbs

Rows	Columns	Case Dimensions H X W	Character Height Choices*	4.9" Char's per line*	Max Current (Amps)	Weight
64	96	3'8" x 5'6"	3" - 44"	16/8	11.06	164.1 lbs.
64	128	3'8" x 7'4"		21/8	14.75	194.5 lbs.
64	160	3'8" x 9'2"		26/8	18.43	246 lbs.
64	192	3'8" x 11'0"		32/8	22.12	276 lbs.
80	96	4'7" x 5'6"	3" - 44"	16/10	13.82	201.8 lbs.
80	128	4'7" x 7'4"		21/10	18.43	248.6 lbs.
80	160	4'7" x 9'2"		26/10	23.04	309 lbs.
80	192	4'7" x 11'0"		32/10	27.65	347 lbs.
96	256	5'6" x 14'8"	3" - 67"	12/42	NA	539 lbs.

–Indicates largest size available

Many additional sizes available up to 5'6" x 14'9" (96 rows x 256 columns)

All specifications are approximate. Request exact measurement drawings from your Adaptive dealer. Due to continuing product innovations, all specifications are subject to change without notice. *Based upon standard Adaptive 5x7 character font - with Ooh!Media character height choices also include many sizes of standard Windows fonts.

Cost-effective text and graphic content

35mm Pitch

StreetSmart™ Series

RED / AMBER Monochrome Shaded Graphics

- Monochrome models in 256 shades of red or amber. For text or fully shaded graphics or animations – excellent for any mainstreet advertising application
- Sizes from 1' x 4' to 11' x 30'
- 10.135" case depth
- Bold 10" to 44" characters
- 125˚ viewability models
- 200–1760 foot viewing distances
- Designed for higher speed vehicle viewing
- One- to 12-line models
- Maintenance-free Protector sealed case
- Content creation and scheduling using AlphaNet or Ooh!Media software
- Wired or wireless communication
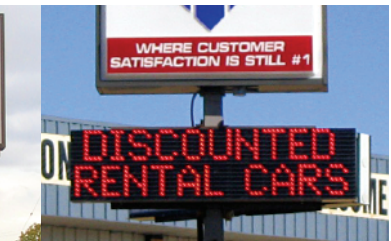- Quick downloads via high speed Ethernet

48 x 96

24 x 64

24 x 96

16 x 64

35–70 MPH   200–1760 feet viewability

Rows	Columns	Case Dimensions H X W	Character Height Choices*	10" Char's per line*	Max Current (Amps)	Weight
8	32	11" x 3'8"		5/1	1.12	54 lbs.
8	64	11" x 7'4"		10/1	2.24	93 lbs.
8	80	11" x 9'2"		13/1	2.64	109 lbs.
8	96	11" x 11'	7" - 11"	16/1	3.04	125 lbs.
8	112	11" x 12'10"		18/1	3.76	148 lbs.
8	128	11" x 14'8"		21/1	4.16	179 lbs.
8	144	11" x 16'6"		24/1	4.56	195 lbs.
16	64	1'10" x 7'4"		10/2	3.84	111 lbs.
16	80	1'10" x 9'2"		13/2	4.96	140 lbs.
16	96	1'10" x 11'	7" - 22"	16/2	5.76	159 lbs.
16	112	1'10" x 12'10"		18/2	6.88	188 lbs.
16	128	1'10" x 14'8"		21/2	7.68	222 lbs.
16	144	1'10" x 16'6"		24/2	8.8	251 lbs.

Rows	Columns	Case Dimensions H X W	Character Height Choices*	10" Char's per line*	Max Current (Amps)	Weight
24	64	2'9" x 7'4"		10/3	6.08	173 lbs.
24	80	2'9" x 9'2"		13/3	7.6	211 lbs.
24	96	2'9" x 11'	7" - 33"	16/3	8.8	238 lbs.
24	112	2'9" x 12'10"		18/3	10.64	284 lbs.
24	128	2'9" x 14'8"		21/3	11.84	339 lbs.
24	144	2'9" x 16'6"		24/3	13.36	377 lbs.
32	64	3'8" x 7'4"		10/4	7.68	194 lbs.
32	80	3'8" x 9'2"		13/4	9.92	246 lbs.
32	96	3'8" x 11'	7" - 44"	16/4	11.52	276 lbs.
32	112	3'8" x 12'10"		18/4	13.76	328 lbs.
32	128	3'8" x 14'8"		21/4	15.36	389 lbs.
32	144	3'8" x 16'6"		24/4	17.6	441 lbs.
96	256	11' x 29'4"	7" - 134"	42/12	NA	2350 lbs.

■ –Indicates largest size available

Many additional sizes available up to 11' x 29'4" (96 rows x 256 columns).

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BIG and BOLD for high visibility

64/89mm Pitch

ROAD STAR Series

RED / AMBER Monochrome Shaded Graphics

- Designed for elevated, higher speed traffic and/or long distance applications
- Sizes from 1.5' x 5' to 14' x 46.5'
- 64mm - 10", 89mm 11.75" case depth
- 256 shades of ed or amber
- Large character sizes from 17.5" to over 9 feet
- 125° viewability
- 450 to over 4480 foot viewing distances
- Maintenance-free Protector sealed case
- Front serviceable design
- Content creation and scheduling using AlphaNet or Ooh!Media software
- Low cost alternative to energy-consuming incandescent technology

89mm - 7 x 64

89mm - 16 x 96

64mm 16 x 64

45–75 MPH   450–4480 feet viewability

Rows	Columns	Case Dimensions H X W		Character Height Choices* 64mm	Character Height Choices* 89mm	Number of Characters Per Line*	Red Rated Max 115VAC Input Current (Amps)		Amber Rated Max 115VAC Input Current (Amps)		Weight with Mounting Brackets	
		64mm	89mm				64mm	89mm	64mm	89mm	64mm	89mm
7	64	1'8" x 13'4"	2'4" x 18'8"	12.5" - 17.5"	17.5" - 24.5"	10/1	6	9	9	12	210 lbs.	350 lbs.
7	80	1'8" x 16'8"	2'4" x 23'4"			13/1	7	11	11	15	360 lbs.	440 lbs.
7	96	1'8" x 20'	2'4" x 28'			16/1	8	13	13	18	310 lbs.	530 lbs.
16	64	3'4" x 13'4"	4'8" x 18'8"	12.5" - 40"	17.5" - 56"	10/2	12	19	18	27	460 lbs.	770 lbs.
16	80	3'4" x 16'8"	4'8" x 23'4"			13/2	14	23	23	33	580 lbs.	960 lbs.
16	96	3'4" x 20'	4'8" x 28'			16/2	17	27	27	39	690 lbs.	1150 lbs.
24	64	5' x 13'4"	7' x 18'8"	12.5" - 60"	17.5" - 84"	10/3	17	27	27	39	690 lbs.	1155 lbs.
24	80	5' x 16'8"	7' x 23'4"			13/3	21	34	34	49	870 lbs.	1440 lbs.
24	96	5' x 20'	7' x 28'			16/3	25	41	40	58	1035 lbs.	1725 lbs.
32	64	6'8" x 13'4"	9'4" x 18'8"	12.5" - 80"	17.5" - 112"	10/4	22	36	36	52	920 lbs.	1540 lbs.
32	80	6'8" x 16'8"	9'4" x 23'4"			13/4	28	45	45	65	1160 lbs.	1925 lbs.
32	96	6'8" x 20'	9'4" x 28'			16/4	33	54	53	77	1380 lbs.	2300 lbs.
40	64	8'4" x 13'4"	11'8" x 18'8"	12.5" - 100"	17.5" - 140"	10/5	28	45	45	65	1150 lbs.	1925 lbs.
40	80	8'4" x 16'8"	11'8" x 23'4"			13/5	34	56	56	81	1450 lbs.	2400 lbs.
40	96	8'4" x 20'	11'8" x 28'			16/5	41	67	67	96	1725 lbs.	2875 lbs.
48	64	10' x 13'4"	14' x 18'8"	12.5" - 120"	17.5" - 168"	106	33	54	53	77	1380 lbs.	2310 lbs.
48	80	10' x 16'8"	14' x 23'4"			13/6	41	67	67	96	1740 lbs.	2880 lbs.
48	96	10' x 20'	14' x 28'			16/6	49	80	80	115	2070 lbs.	3450 lbs.
96	256	20'3" x 53'10"	28'1" x 74'10"	12.5" - 240"	17.5" - 336"	13/42	NA	NA	NA	NA	10970 lbs.	17450 lbs.

–Indicates largest size available

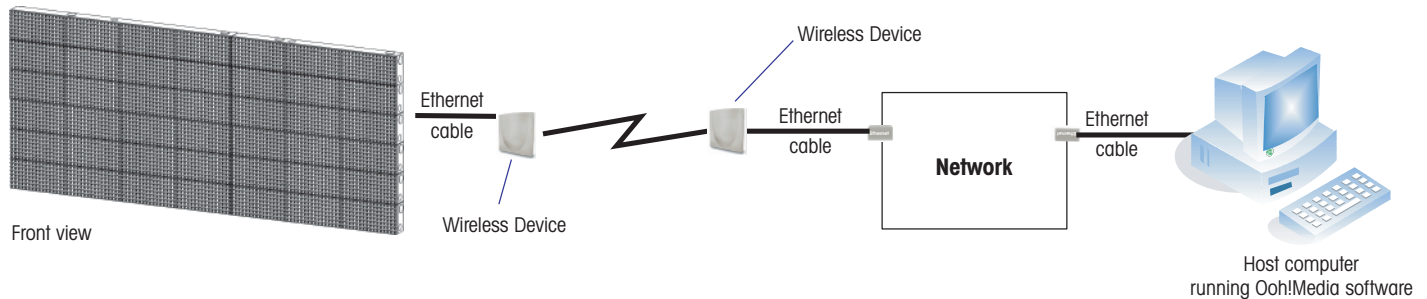**Many additional sizes available up to 28' x 74' (96 rows x 256 columns)**

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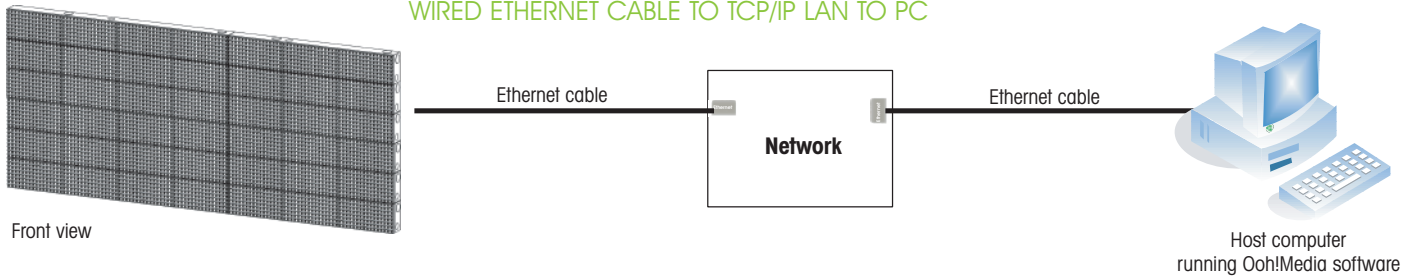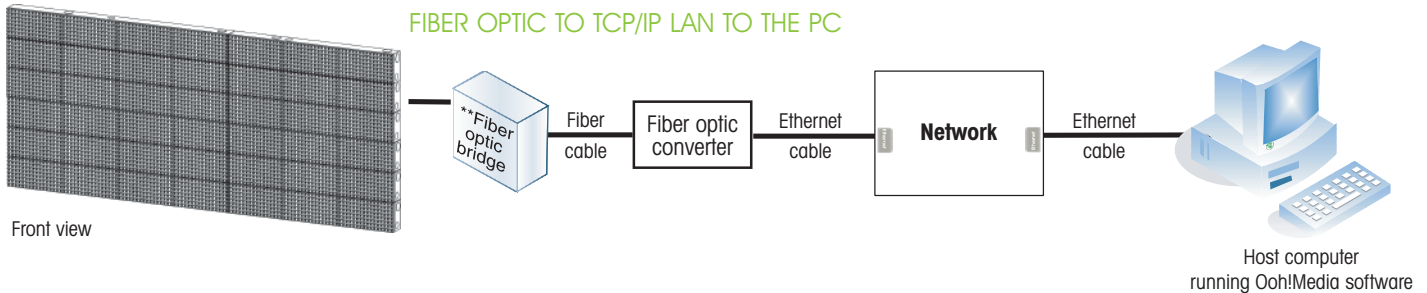
Ooh!Media Software

WIRELESS TO TCP/IP LAN TO THE PC

Wireless Device

Ethernet
cable

Ethernet
cable

Ethernet
cable

Network

Front view

Wireless Device

Host computer
running Ooh!Media software

WIRED ETHERNET CABLE TO TCP/IP LAN TO PC

Ethernet cable

Ethernet cable

Network

Front view

Host computer
running Ooh!Media software

FIBER OPTIC TO TCP/IP LAN TO THE PC

**Fiber optic bridge

Fiber
cable

Fiber optic
converter

Ethernet
cable

Ethernet
cable

Network

Front view

Host computer
running Ooh!Media software

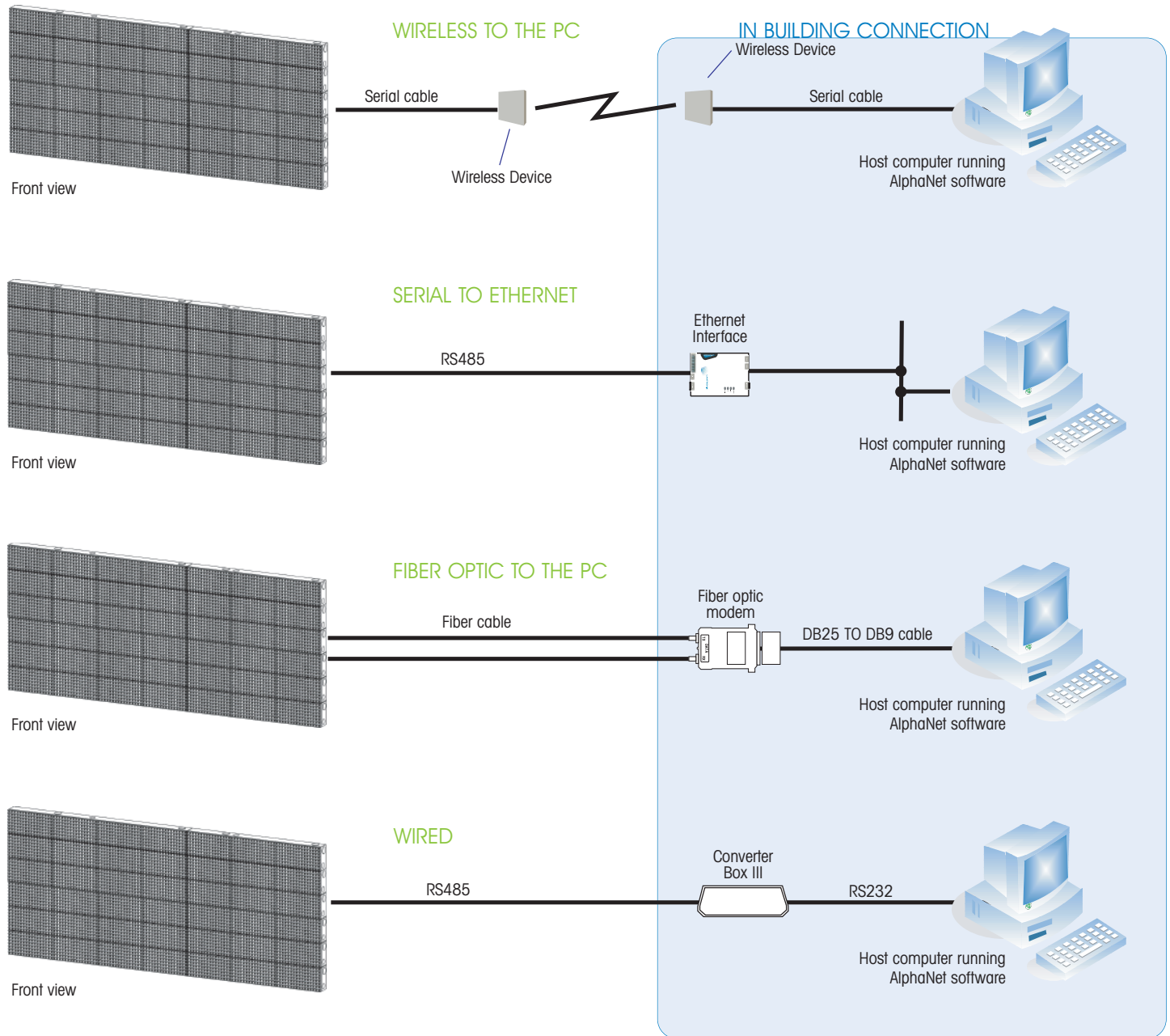### Connectivity solutions for AlphaEclipse outdoor models using Ooh!Media Software

WIRED CONFIGURATIONS

- Ethernet 10/100 BaseT via Cat5 cable
- Fiber optic for cable runs longer than 300 ft.
- Standard TCP/IP addressing–LAN or DSL/cable modems
- Direct to PC or notebook control via crossover cable kit

WIFI COMMUNICATIONS

- Plug-and-play pre-configured matched radio pairs
- 128-bit encryption provides secure data delivery
- Integrates into networks

(For more detailed information contact your Adaptive dealer)

AlphaNet Software

WIRELESS TO THE PC

IN BUILDING CONNECTION

Wireless Device

Serial cable

Wireless Device

Serial cable

Host computer running
AlphaNet software

Front view

SERIAL TO ETHERNET

Ethernet
Interface

RS485

Host computer running
AlphaNet software

Front view

FIBER OPTIC TO THE PC

Fiber optic
modem

Fiber cable

DB25 TO DB9 cable

Host computer running
AlphaNet software

Front view

WIRED

Converter
Box III

RS485

RS232

Host computer running
AlphaNet software

Front view

Connectivity solutions for AlphaEclipse models using AlphaNet Software

- Wired or wireless networking
- Fiber optic for longer cable runs
- Plug-and-play pre-configured matched radio pairs

- Installed and supported locally by an Adaptive®
  AlphaEclipse dealer

(For more detailed information contact your Adaptive dealer)

US HEADQUARTERS

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Milwaukee, WI USA 53224
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Fax: 414-357-2029
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Jackson, WI USA

EUROPEAN OPERATION

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MALAYSIAN OPERATIONS

Alor Setar, Kendah Malaysia

ADAPTIVE®

www.adaptivedisplays.com