



Brilliant Visual Communications

Advantages of Electronic Displays over Static Reader Boards

More Attention Grabbing – Colorful moving messages capture potential customers' attention more than stationary black letters on a white background.

More Information At One Time – Over 22,000 characters can be stored in an LED message display, versus 100 on a reader board. The more information you can show the better chance you have of striking a potential customer's interest.

Frequency of Changing Information – For Example: "Snow Storm? We've got Snowblowers!" Who wants to change a reader board in a snowstorm? Electronic displays can be updated in seconds! They can even be updated several times a day if one so desires.

Quick and Convenient – Messages are changed in **seconds** using a computer in a nice and comfortable office.

Advantages of LED Displays versus Incandescent Displays

Color!!! – AutoComm LED Displays are available in **Red, Green, Amber**, and even **Full Color** (video capable). All of these colors attract much more attention than a plain white and black reader board!

Appearance – To start, color is more attractive than white! Beyond that, LED's don't burn out like incandescent bulbs! There will never be holes in your messages! LED's are fully lit immediately so as a message "scrolls" across, the brightness is the same as if it is static.

Better Graphics and More Fonts – LED displays typically have a higher resolution, because "pixels" can be placed closer together. Having more pixels allows for better graphics and a wider selection of fonts!

Significant Cost Savings Number 1: Energy Bills are 1/10th – LED's are a "semiconductor" and consume very little power (about .4 watts per pixel), even a "low watt" wedge base lamp consumes 4 watts! Over time this results in a very significant savings!

Significant Cost Savings Number 2: No Bulb Replacement – LED's last about 15 **years**. Light bulbs last about 15 **months**. Over the life of an LED, **all** bulbs in an incandescent sign will have been changed 12 times! Light bulbs cost between \$1.50 and \$7.50 each. You do the math!!

Significant Cost Savings Number 3: No Maintenance Agreement – Because LED's don't burn out, there is no need for a maintenance contract, which will save you and your company even more money! You just can't go wrong with LED displays!!