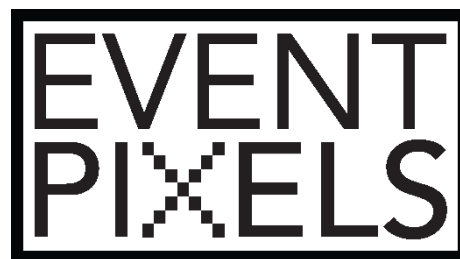


LED DIGITAL DISPLAY
INFO PACK FOR
DISTRIBUTORS

Inside you will find more information on how your customers will benefit from an LED Digital Display, a price list, a detailed explanation of our all-in-one bundles, and information about quoting custom screens.

LED Digital Display



*Over the last few years everything seems to be going digital with signage being no exception. You only need to look around your local area to see the huge uptake in LED Digital Displays. From hospitals, schools, small businesses and shopping centres, LED Digital displays are popping up all over the place. And it's little wonder with **LED Digital Displays receiving up to 10 times more eye contact than traditional static signage**¹*

Why your client needs an LED Digital Display?

- **HASSLE FREE EDITING:** Easy to change marketing material from campaign to campaign without adding the expense of reprinting, shipping, processing and labour.
- **TESTING:** Your clients can now test their marketing message, or even split test making it easy to modify their message, ensuring they are targeting the right audience.
- **AUTOMATION:** can be completely automated to show different material at different times, also responding to a number of factors including traffic, light and weather highlighting how effectively you can target your audience.
- **BRIGHTNESS:** brighter, making it more 'eye catching' to your consumers.
- **LOW MARKETING COSTS:** save your client money by bringing in more consumers, and spending less on printing new marketing material in between campaigns and re-branding.
- **EFFECTS:** Moving pictures, motion graphics, changing lights and full colour video are much more appealing to the eye than a static image and more effective.
- **VISIBLE:** stand out from their competitors allowing you to build brand visibility and influence customer's decisions.

Why buy from us?

Our LED Digital displays are;

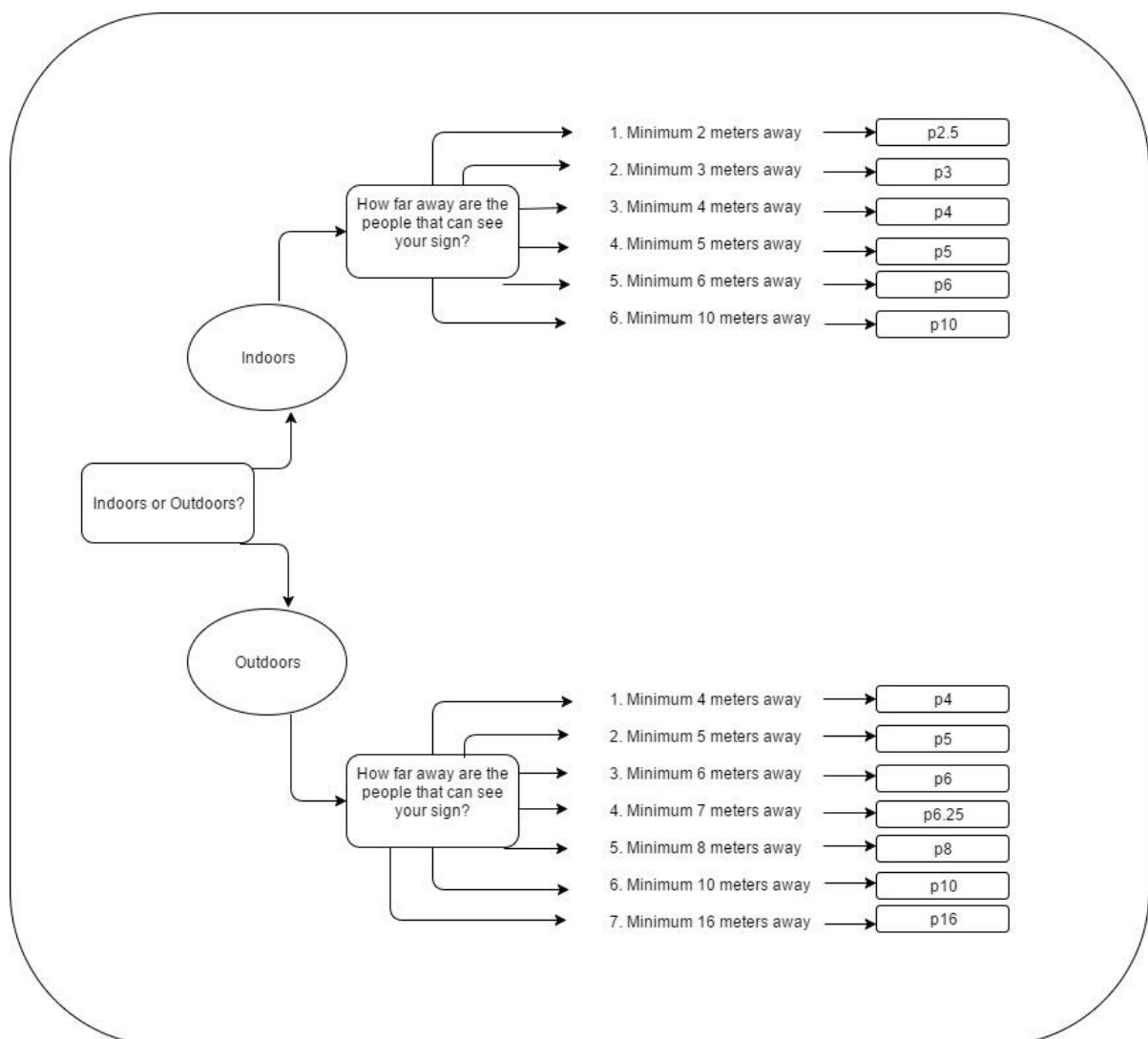
- Suitable for most environments – indoor/outdoor installations.
- Customised Solutions – We work with you to make sure we deliver exactly what your client wants.
- Different shapes available to create your client a unique custom sign that can match your client's brand, or anything else you want it too!
- Spare parts, on-going support, including a technician to assist with support (travel expenses not included)
- 3 years warranty
- Ongoing marketing support
- Great Customer Service, get delivery on time
- Great Pricing

¹ (According to Alan C. Brawn & Jonathan Brawn from Dynamic Brawn Consulting)

How to quote your customer.

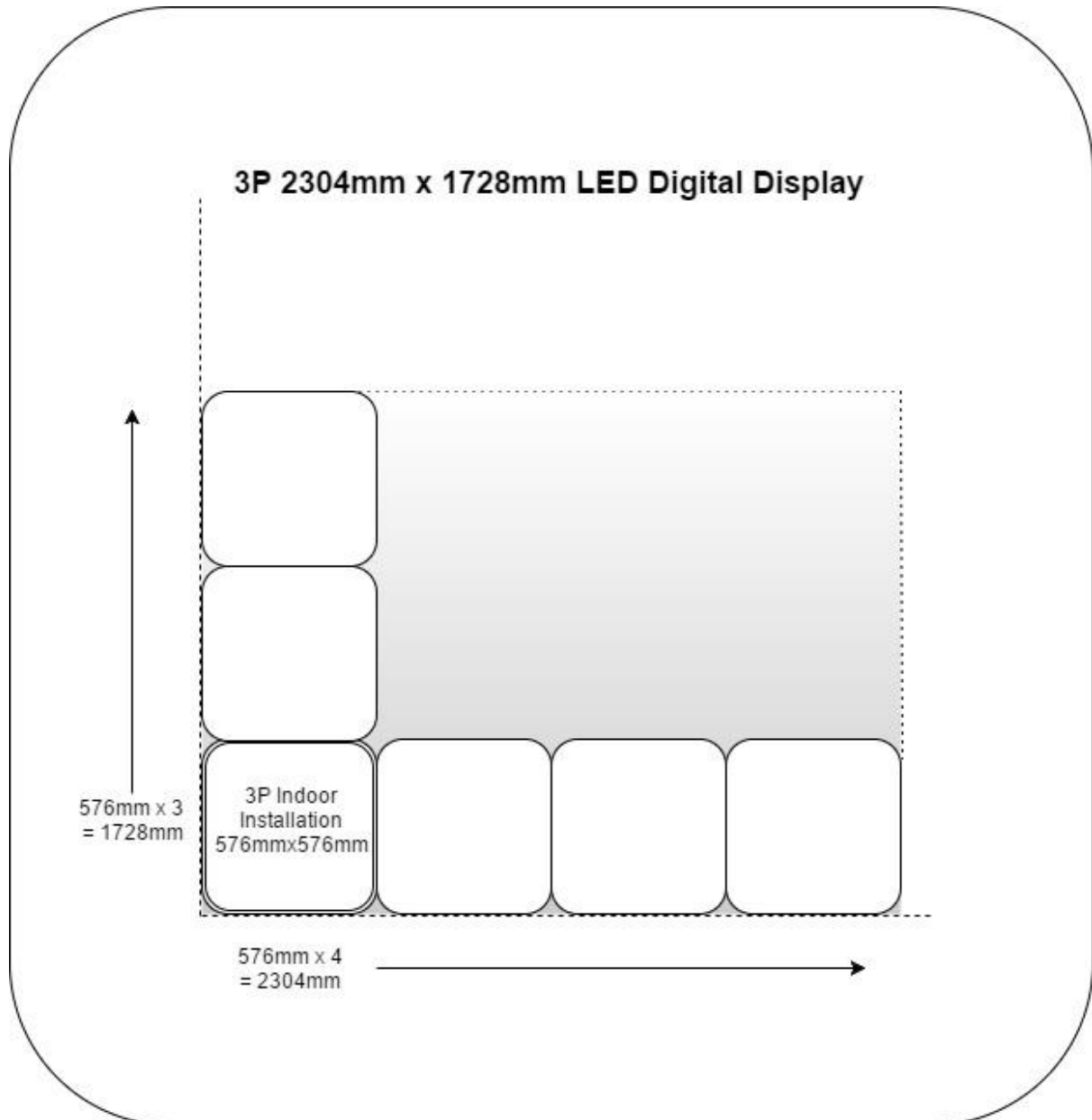
In order to quote your customer, the following must be found out:

- Is it for indoor or outdoor use?
(This will determine whether the screen needs to be bright enough to be seen in the light as well as ensuring it can endure the weather conditions).
- How far away will the people be viewing the screen? (The closer your audience is to the screen, the smaller you want your pixel pitch. A general rule of thumb is to add a meter for every 1mm of pitch. So a P3 would be used where the minimum viewing distance is 3 meters, whereas a P4 would be used for a minimum viewing distance of 4 meters. Of course, the intended use of the LED Digital Display will affect this).
- What does your customer want to use the screen for? (Again this will affect what pixel pitch you will want, as well as what size screen you will end up recommending).



A questionnaire is provided in our pack that helps streamline the process of going through these questions with your clients. At this point, you can email or call us with the supplied information and we will help you figure out exactly what LED Digital Display to quote for the job in question.

If you would prefer to complete the quote yourself, look through the supplied price list and find the panel that you want to quote and work out the size accordingly. If the panels available will not allow you to accommodate the required size, call us and we will provide a custom solution for you. (See diagram below).



Once you have decided on the number of panels, you will need to find an appropriate sender box. To do this, find the total number of pixels for the LED Digital Display by referring back to the price list and finding the total number of pixels per panel (eg $192 \times 192 = 36864$) and then multiply that by the total number of required.

Now, if the total number of pixels is smaller than the number shown on the price list, you can go ahead and quote that sender box. If this is not the case, try looking at the next model until you find a suitable match.

Note: Not all sender boxes are appropriate for all uses and some technical specifications may vary. Please check with us before finalizing a quote.

Media Source

A media source is required to send the chosen media to the sender box. A computer, server or other compatible media devices are suitable. If your client does not already have a suitable media device for use with their LED Digital Display, then please refer to our price list for information on the mediaDROIDx.

More about our Packages

Our packages are the ready to go standalone solution which makes life easier for you and your customer. After the install, just plug in the supplied media box and load your content on to the media box's memory from any computer with an internet connection and watch as your LED Digital Display comes to life.

Included within our packages are:

- One LED Digital Display
- One sender box
- One mediaDROIDx media player

These packages are collections of the most asked for LED Digital Displays in their respective specifications and may be perfect for your client's needs (though don't forget, we can provide a customized solution for almost any job if the LED Digital Display sizes and/or specs you are after are not listed here).
