

Don't let Potential Customers pass you by!

Your colorful and vibrant messages will make you **stand out and get noticed**. LED lighting technology is the most energy efficient and our simple and reliable designs make our products the most affordable in the industry.

A QUICK OVERVIEW

Display Capabilities

- » Full nature, full color, 4.3 Trillion plus color combinations!
- » Exposed LED design produces brilliant and dazzling messages 24/7
- » Upload video, text, logos and pictures

Many Sizes

- » Choose from our extensive selection of sizes
- » Custom configurations available upon request

Low Maintenance Costs

- » LED life expectancy of up to 100,000 hours
- » Easy access to all components

Green Technology

- » Efficient LEDs use 1/10th to 1/40th the energy of older, incandescent signs
- » Lower power consumption than a 90 watt light bulb = cost savings
- » No need for maintenance contracts to replace light bulbs

Software

- » Simple and easy communication with Windows based software
- » User-friendly graphic interface

Wired or Wireless Connectivity

- » Standard 50' Ethernet cable included
- » Wired Ethernet connectivity up to 300 ft
- » Remote IP accessible
- » Wireless connectivity up to 2000 ft

5 Year Warranty

- » We back our products with a 5 year limited factory warranty (*See warranty for details*)
- » Dedicated technical support





Viewing Distance and Time

Viewing distance is one of the most important factors used to determine the correct size of an LED display. Based on AdChoice experience and research, another factor to consider when the target audience is not stationary is that an average of at least 4 seconds is needed for a moving audience to adequately recognize and comprehend the content of a sign. The chart below lists the maximum time an audience will have to view a sign with specific character sizes.

For example, a sign with four inch text is not suited for 55mph traffic, because the audience will have only 2.5 seconds to view display. AdChoice Electronic Message Centers have a minimum character size of 8 inches and range in size up to a maximum of 38 inches.

Character Size in Inches	Maximum Viewing Distance in Feet	Maximum Viewing Time in Seconds				
		25 MPH	35 MPH	45 MPH	55 MPH	65 MPH
8	400	10.9	7.8	6.1	5.0	4.2
12	600	16.4	11.7	9.1	7.4	6.3
16	800	24.1	18.3	13.5	10.6	8.2
20	1000	31.2	19.7	17.2	12.4	11.1
26	1300	36.5	25.4	18.2	17.1	12.9
32	1600	41.8	29.3	24.2	18.9	17.8
38	1900	49.2	37.4	28.6	24.5	22.1

LED vs Traditional Changeable Copy Signs

Your signage is not just your identity, but more importantly, it is an important tool to advertise, promote, and communicate with your community.

While the initial upfront cost of an electronic messaging system may be more than a traditional changeable copy sign, the benefits and savings that are gained from installing one are much more significant.

Benefits of an Electronic Messaging Center

1. Greater viewing distance, especially at night. LED emits light which allows one inch of text to be viewed from 50 feet away while 1 inch of standard print text is viewable up to 30 feet away. You want to give your audience as much time and distance to read your message, especially if they are in a car.
2. Ability to display more messages. Electronic messaging systems allow you to cycle through numerous and different messages.
3. Electronic message boards increase your visibility with transition and display styles, animated graphics and time displays.
4. Time savings from not having to manually change letters.
5. Money saved from not having to replace changeable copy letters.

Here's what current Adchoice customers have to say about their **New Electronic Message Centers**

“ Your signs increased my sales by 38%. Thanks AdChoice. ”

E. Walsh , Lincoln, NE

“ Just a note to say thanks, your signs increased my overall sales by at least 18%. ”

S. Harden, Logan, OH

“ My customers can't stop talking about my new Electronic Message Center, they just love it. I've sold three hottubs and two billiard tables to people who never knew we were even open. We've been in business for 13 years. Thank you

AdChoice, we really appreciate the way you do business. ”

L. Kincaid, Wasilla, AK

“ We are thrilled with the results from our new LED scrolling sign from AdChoice. All day customers are telling us “I didn't know you were here” even though we have been in the same location for 18 years. Needless to say, our sales are way up! ”

I. Gay, Cushing, OK

“ These signs are amazing, my sign paid for itself in under three months. How soon can I get my other four systems installed? ”

D. Hunt, Columbus, NC



Adding a high-rise sign to a McDonalds restaurant increased sales by 11.3% on average, according to a study conducted by the McDonalds Corporation. Increasing the height and area of an existing sign boosted sales an average of 18.5%.

Americans report spending an average of 15 hours a week in their cars. Many Americans say they make their decision to shop while driving home from work. Outdoor signs play a major role in getting these consumers into your business.

An estimated 35-50% of consumers shop outside their local area. Effective signs attract many nonlocal and new customers. Studies show that approximately 50% of all consumer items are purchased on impulse, and these sales are directly attributable to signs that draw consumers to the point of purchase.

The addition of a pole sign increased weekly average sales by 5% to 10%, according to a study of a popular chain of import goods stores. Adding small directional signs for entrance and exit routes triggered average weekly sales increased from 4% to 12%.

A drug store located in the rear of a Florida shopping mall relied on a \$3,500 pole sign for street visibility. When that sign was given to another tenant, sales began declining, and fell by \$250,000 each year until the store went out of business.

A case study of a small restaurant in southern California measured the benefit of a new, more visible Electronic Message Center. The total cost of replacing the old sign was \$10,045. After one year, gross annual sales had risen 16%; after two years, 32% - for a total of \$192,844 in additional sales in the first two years alone. It was concluded that the new Electronic Message Center was solely responsible.

Out with the old...



...and in with the new!



CASE STUDIES & FACTS

On-premise signs develop and reinforce memories of a business in the minds of those who see them, and extend the customers recall of other advertising efforts of the business. Signs attract new customers by triggering first-time visits and impulse purchases. They can also modify the buying habits of customers to increase profits.

LED Electronic Message Center benefits and advantages



Increased Sales

- » Boost market share
- » Increase impulse purchasing
- » Create community awareness
- » Promote higher margin items
- » Entice passing traffic with targeted items to purchase
- » Increase and maximize profits



High Visibility

An Electronic Message Center (EMC) is extremely noticeable by utilizing light, motion, color, graphics and high brightness to grab the attention of passing traffic.



Flexibility

Instantly change messages! An Electronic Message Center provides added flexibility when you want to advertise your time sensitive messages.



Lower Cost Advertising

The cost of advertising with an Electronic Message Center is 40-60% less per thousand viewers than other methods of advertising. Because Electronic Message Centers have the flexibility to change your messages on the go, advertising budgets may be lowered by eliminating or decreasing the purchase of static signs and banners.



Frequency

An Electronic Message Center helps you reach out to more potential buyers through repetitive advertising.



Eye-catching


- » Moving messages command attention
- » Instant communication
- » Convey information quickly




Green Technology

- » LED displays are energy efficient - reducing costs up to 95% (compared to incandescent systems)
- » Long LED lamp life - up to 100,000 hours
- » Weather resistant
- » Low maintenance
- » High resolution and clarity

Product Specifications

The Full Color Outdoor  Approved AdChoice Message Center offers the ability to display custom text messages, graphics, and video that create an unbeatable dynamic visual impact at an affordable cost.

LED Color	4.3 Trillion Colors					
Digital Display	STYLE #	HEIGHT x LENGTH x DEPTH			WEIGHT	
	AC-13-0206	15.76 X 78.75 X 4.7			95LBS	
	AC-16-0206	18.91 X 97.65 X 4.7			148LBS	
	AC-13-0306	22.05 X 78.74 X 4.7			143LBS	
	AC-13-0405	28.35 X 66.14 X 6.3			159LBS	
	AC-13-0406	28.35 X 78.74 X 6.3			190LBS	
	AC-13-0506	34.65 X 78.74 X 6.3			239LBS	
	AC-16-0406	34.65 X 97.64 X 6.3			296LBS	
	AC-16-0407	34.65 X 113.39 X 6.3			346LBS	
	AC-13-0606	40.94 X 78.74 X 6.3			285LBS	
	AC-16-0506	42.52 X 97.64 X 6.3			370LBS	
	AC-13-0705	47.24 X 66.14 X 6.3			275LBS	
	AC-16-0606	50.39 X 97.64 X 6.3			445LBS	
	AC-16-0607	50.39 X 113.39 X 6.3			518LBS	
	AC-16-0707	58.27 X 113.39 X 6.3			604LBS	
	AC-13-0809	53.54 X 116.54 X 6.3			569LBS	
Viewability & Intensity	160 Degrees Horizontal/65 Degrees Vertical; Calibrated to 9000 nits					
Pitch & Model Series	RGB:1 Red, 1 Green and 1 Blue LED per pixel - Pixel Pitch: 20mm & 25mm					
Power	AC-13-0206: 3.0A	Max/1.5A	Typical	AC-13-0606: 10A	Max/5.0A	Typical
	AC-16-0206: 5.0A	Max/2.5A	Typical	AC-16-0605: 13A	Max/6.5A	Typical
	AC-13-0306: 5.0A	Max/2.5A	Typical	AC-13-0705: 10A	Max/5.0A	Typical
	AC-13-0405: 6.0A	Max/3.0A	Typical	AC-16-0606: 16A	Max/8.0A	Typical
	AC-13-0406: 7.0A	Max/3.5A	Typical	AC-16-0607: 18A	Max/9.0A	Typical
	AC-13-0506: 8.0A	Max/4.0A	Typical	AC-16-0707: 21A	Max/10.5A	Typical
	AC-16-0406: 10A	Max/5.0A	Typical	AC-13-0809: 20A	Max/10A	Typical
	AC-16-0407: 12A	Max/6.0A	Typical	AC-16-0809: 22.6A	Max/10.2A	Typical
Programming	PC programming software included					
Controller	Embedded Solid-State Controller: 600MHz, 256MB Ram, Max 32GB Flash					
Connectivity	Wired Ethernet with optional Wireless Connectivity					
Service Access	Front and Rear Serviceable Components					
Cabinet Design	Weatherproof Cabinet Design:IP 65 Face/ IP 55 Rear					
Mounting	Bracket Mounting System Included					
Dimming Feature	Automatic and Programmable dimming included					
Video Frame Rate	60 fps					
Special Features	<ul style="list-style-type: none"> • Weatherproof Case Design eliminates external contamination and reflects solar radiation. • Automatic Thermal Protection for all electronics. • Fan driven ventilation for internal cooling. • Conformal Coating on all internal Electronics. • Optional Accessories: Wireless Communication Kit, External Temperature Probe, External light sensor, Back-to-Back Configuration Kit (two-Sided). 					
Operating Temperature	-35 to 122 Degrees Fahrenheit					
Limited Warranty	Three Year Limited Warranty					
Agency Approvals	 E345587					