ALPHA® *Eclipse*™ ex**c**ite™

What is the AlphaEclipse Excite Series?

If you can run a video clip on your PC, you can run it on Adaptive's new Excite Series of LED displays. This advanced, all-digital, innovation is the next step in Adaptive's commitment to give our customers the most current technological tools needed to beat out increasingly tough competition.

What's the real excitement? – All-Digital Technology!

Excite's advanced, all-digital architecture IS really exciting. It takes our LED signage to the leading edge of what technology has to offer today. Adaptive used their unique embedded-PC design and industry-standard DVI Ethernet connectivity to assure superior performance: lightning-fast communication, pure image transmission without analog color loss, and super-fast processing of larger file formats. In addition to our Ooh!Media™ PC software, the Excite "open architecture" design allows you to create, manage and schedule content through Scala,® PowerPoint,® Clarity CoolSign,® desktop graphic design programs, etc. This means you can link your mega-screen display to your indoor flat panel signage as well!

How does Excite help my dwindling advertising budget?

Advertising budgets are tight – it's tough to get good returns on your advertising dollar. There are no good media buys when TV watching crosses so many networks. Few consumers take time to read print. Web ads get blocked, Tivo® zaps commercials, flyers get tossed…

Investing in a video display yields returns on that investment for years to come. Respond to changing marketing needs instantly: the weather, the price across the street… All easily programmed from your home or office PC.

This massive 13x30' Excite video display is easily programmed, demanding the nearby interstate attention in SE Idaho – it draws in droves of new customers.

So how do you communicate with your REAL potential audience, effectively… know it's worth your investment, and getting your message across?

You spent a lot for a prime location. Your best potential customers are driving right by your front door. The clear attention grabber roadside are full-color screens that M O V E. Use Excite's full-color, higher-definition, moving video displays to command customer attention.

Will the Excite replace other Adaptive lines?

Rather than replace existing AlphaEclipse lines, StreetSmart™ and RoadStars™ will be upgraded to be compatible with the Excite Series and Ooh!Media software. All lines will continue to have Adaptive's PureColor™ processing, LED wide-angle readability, performance and brightness at a competitive price.

What Excite models are available?

- **Excite Marquee Message Centers**
Excite Marquees can run dynamic graphic video animations at 20 fps

(frames per second), and limitless custom-programmable graphic and text advertising – perfect in many main street applications. They'll bring in your drive-by customers with engaging and moving content, cut-through-the-clutter brightness, color, wide viewing angles and long distance readability.

- **Excite Video Board Spectaculars**
Increase the video capability to 60 fps, tighten the pitch… and you're playing real-time, higher-resolution video – at any size! Play a commercial, run DVD/video clips or use live video feeds to entice your customer to your message. Because of their modular construction, Excite video boards can be built up to billboard size. **Their modular nature** makes them easily custom sized, competitively priced, quick to ship, easy to install and a literal snap to maintain.

- **Excite "Ticker-Type" Displays**
These custom-designed LED displays can literally wrap your outside world,

commercial building, theater, gym, or arena with streaming data. The Excite Tickers have limitless entertainment possibilities, and use web-based RSS data feeds.

What is the advantage of the Adaptive sealed Protector™ case design?

The all-weather Protector case's sealed design does not depend on outside air for cooling. It has no outside air fans or vents, **eliminating critical component contamination (rain, salt, fog, or dust) and filter maintenance**. It has an unobtrusive frameless profile for a space-saving footprint with an exterior that reflects solar radiation and keeps the internal component temperatures down. The front-hinged door enables easy front access to internal components for one-man servicing and a related labor cost reduction.

What is the real advantage of LED PureColor™ displays?

Excite's all-digital PureColor™ processing management system coupled with wide 140° horizontal/60° vertical viewing angles give you a lot of stopping power roadside. It guarantees that the LED output color is virtually equal to the input color. The special design automatically renders precise color reproduction, controls gamma output and color intensity. It has the ability to create 16.7 million dynamic colors.

What type of connectivity does the Excite Series use?

Adaptive products are designed so that they will be able to communicate with each other, so you can rest assured that your investment will grow with future product offerings.

You can communicate with your sign through industry-standard wired or wireless Ethernet connections. But Adaptive's unique, embedded-PC design, that comes standard, allows your sign to play any number of pre-programmed sequences of content without keeping it tied to another "driver" PC. This design and industry-standard DVI Ethernet connectivity assure superior performance: lightning-fast communication, pure image transmission without analog color loss, and super-fast processing of larger file formats.

The "open architecture" design allows you to create, manage and schedule content through many different third party programs or services that may be available in your industry. This means you can link your Excite mega-screen video board display to your indoor signs as well!

Excite's standard embedded PC design can free your sign from being tied to another PC.

The innovative sealed Protector case with it's front door access-to-component design reduces maintenance and service costs.

What about software?

Adaptive's new Ooh!Media™ software will enable you to produce your own dynamic advertising programs in a flash. It's fully Windows® compatible. With intuitive single-window editing, drag and drop graphic file placement and powerful layer control for text over

color or graphic backgrounds, and dynamic scheduling architecture, it will become a pleasure to implement all of your ideas. The exciting Alphamation™ library of static, moving and animated graphics is included with every Excite display and adds to your creative arsenal.

Add Adaptive's eTrain™ web-based training programs, delivered to your desktop PC when and where you're ready, and you'll be a pro in no time… increasing customer traffic, boosting sales, informing the public, or promoting events.

Why Adaptive?

Adaptive is committed to aggressive technological innovation and total dealer and customer support. We've been designing and manufacturing leading LED display solutions for over 28 years. Our nation-wide network of dealer partners is also committed to provide industry leading full-service support, installation, training, and on-going content development services. They will be there to help you make the right choices for your business… your location, and they'll be there for your installation and training to get you up and running. Unmatched technical and educational support is always a call or click away.

Partner with Adaptive, and watch your business grow!

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