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## OPTEC OPTIMIZER

Powered to Outperform.



The mutual success of Optec Displays and our dealers is realized by Optec providing the best possible sales information to those who sell and service Optec sign products.

[www.optec.com](http://www.optec.com)

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### Feb 2008 In This Issue:

- [Optec Observer - THE BUSINESS OF COMMUNICATIONS: GETTING ON THE SAME PAGE AS YOUR CUSTOMERS](#)
- [Product Announcements -](#)
- [Sign Contest Winner - JNB SIGNS & KALAHARI WATER PARK](#)
- [New Features - OPTEC DISPLAYS OFFERS NEW WEB SITE](#)
- [New Features - OPTEC DISPLAYS OFFERS ELECTRONIC BILLBOARD SERIES](#)
- [Conference Calendar -](#)
- [Picture Contest Winners](#)

More details; please visit us at [www.optec.com](http://www.optec.com)

### OPTEC OBSERVER

#### THE BUSINESS OF COMMUNICATIONS: GETTING ON THE SAME PAGE AS YOUR CUSTOMERS

OPTEC DISPLAYS is a manufacturing and sales organization which designs, fabricates, sells and services LED indoor and outdoor displays. There is a second business that goes hand-in-hand with selling signs and that is the Business of Communications. This is a multi-level process of understanding who your customers are and what are the best ways of communicating with them particularly when you have many types of customers each with specific needs.

For Optec displays there are three layers of customer communications that are connected to its sign products.

These groups include the dealers who represent Optec displays, the sign's end-users who own and operate the displays and the public who view the signs that inform them about sales, public service, transit and weather alerts. Communicating with each group has its own layered challenges, which passes from group to group.

Optec Displays has evolved unique channels of communications to assist and guide each group as they present their questions and challenges to Optec displays.

- **DEALERS**

Optec Displays has recently introduced a new web site to more clearly present its corporate mission, its products and services that it offers to its dealer network.

- **SIGN-OWNERS / END-USERS**

Optec Displays offers its sign operation training classes to new and advanced sign owners which can be taken through its weekly webinars, or for those visiting Southern California, live on-site at Optec Displays corporate headquarters.

- **THE PUBLIC**

Optec Displays provides full color, grey scale and monochromatic displays which allow its sign owners a complete range of features to present outdoors, video, graphics, and text message marketing campaigns on their signs. As for the public, their questions are inevitably answered by the sign messages they see on the roadside Optec Displays they pass. The

splendor of sales communications is making everyone happy, for the manufacturer, the opportunity to increase sign production, for the dealer closing the sale, for the end-user, learning how to operate and benefit from their signs. And for the public - getting the latest word on sales and services opportunities that interest them.

## Product Announcements

Dear customers, Optec's price changer product line for gas station application now has a standard cabinet depth of 3" for easier installation. This new cabinet design is available for GPC's with 12", 16", 18" 24" and 30" character height! Please click [Here](#) for Shop Drawing

## New Features



### OPTEC DISPLAYS OFFERS NEW WEB SITE

Optec Displays web site has been recently upgraded to better present the company's services, products and resource offerings to its dealer network.

The new home page is a customer roadmap to everything you need to learn about Optec Displays including:

- **VIDEO WEB BANNER**  
Opening page video banner presents Optec Displays web commercials highlighting different company services and product divisions
- **LED DISPLAYS 101**  
a background briefing on LEDs for first time sign buyers
- **OPTEC ADVANTAGE**  
Introduction to Optec Displays patent pending Hybrid Pixel Technology which maximizes brightness and viewing angles for each display
- **PRODUCT LINE OVERVIEW**  
An overview of Optec Displays four product lines:



- Product Warranty: .....5 years parts, 5 years on-site service and support

For more specific information, visit the web site ( ). To see these spectacular LED billboards in operation, check with your Optec Displays sales manager to learn where the closest Optec Digital Billboards are to visit.

As an additional resource, Optec Displays also offers its Digital Outdoor Advertising Resource which includes critical information about regulatory guidelines, Outdoor media metrics, research reports and other important information:

## **SIGN CONTEST WINNER**

### **KHALARI WATER PARK ACQUIRES OPTEC DISPLAY FULL COLOR GRAPHIC BOARD**

JNB Signs (Janesville, WI) deals with all kinds of signage including exposed neon, window graphics, lighted awnings, channel letters, and pylons. However the company mainly specializes in roadside electronic signage incorporating everything from pylon-based signs to electronic price changers. Design and Production Engineer Rick Bender noted that recently, over the last few years, JNB has seen a tremendous interest and growth in LED signage from small to m-d-size businesses.

Recently JNB Signs was proud to become the first place winner in Optec Displays ongoing sign contest. The winning sign project was a JNB client, the Kalahari Water Park (Wisconsin Dells, WI), which is Wisconsin's largest indoor water park. In upgrading the park's exterior signage, they selected from JNB, an Optec Displays full color sign as a new addition on one of their roadside pylon sign structures.

"This project was interesting as it was a replacement of a single pole incandescent based message reader board complete with a lamp-top cabinet above the reader board. Incandescent being what it is, we were climbing on that sign at least once a month to replace whatever sign bulbs had burned out."

"Kalahari is an ongoing customer for us, and in time the water park realized it was

in their best interest to 'trade up' and switch to an electronic message center as a more effective marketing tool for reaching out to their customers. With this in mind JNB designed, sold and installed an Optec Displays full color, (model # 2345-5) double-faced pylon mounted sign. The new sign face was 15-feet tall (160 pixels) by 28-feet wide (304 pixels). Overall, the LED sign was designed into a bigger sign package that became a double-faced sign and included radius cabinet on the top of the sign that was a back-lit vinyl right above the LED display, illustrating their water park logo (an elephant). Right below the LED sign face was a second back-lit cabinet which was an ID sign identifying the water park by name."

With the bigger sign package in place, its foundation support changed from a single pole to a double pole support as explained by Bender. "We began by removing the old sign cabinet and stripping the sign pole bare. We then added a second pole opposite the original pole in preparation for mounting the final sign package in place."

One challenge in setting up the second pole was the soil composition was very sandy and that gave JNB Signs a pause for thought that it might not be able to support the second pole or its final sign structure. Bender said a structural engineer reviewed the site and gave it his blessing. At that point, the second pole was set in place and the new Kalahari sign was built to completion. As for the customer response, Bender noted they liked the first Optecs Display sign package so much, they got the best compliment possible, the customer ordered a duplicate sign package for their other water park in Ohio.

## CONFERENCE CALENDER

- World Expo 2008  
United Franchise Group - Disney Coronado Springs - Lake Buena Vista, FL  
March 5 -8, 2008
- Feria International de Franquicias 2008  
Latin America Franchise - World Trade Center - Mexico City, Mexico  
March 5 -8, 2008
- ISA International Sign Expo 2008  
International Sign Association - Orange County Convention Ctr - Orlando, FL  
March 27 - 29, 2008

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