

# OPTEC OPTIMIZER

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Emerald Queen Casino (Tacoma, WA) with Optec LED display (30' x 40') with a secondary amber grayscale facing screen (10' x 40'). Third, opposite side screen (not shown) is a 40' x 40' amber grayscale display.

## When The Going Gets Tough

Tough economic times can be a difficult environment to close new sales as uncertainty about the future and conserving cash is at the top of people's minds. Yet LED displays are unique marketing tools for increasing customer and business activities. One of our favorite names for an LED display is *people magnet*. A well-designed LED display will grab drivers' and pedestrian's attention, causing them to stop for a meal or a place to rest, or helping them identify a store promoting a special sale. Not having a *people magnet* when a business needs one makes a tough economic environment even tougher. Ordinarily an LED display is a storeowner's last chance to spark a roadside driver's impulse to stop and make a purchase that will satisfy their needs. In every economic environment, LED displays help businesses get noticed.

At Optec Displays, we collaborate with our dealers to help end-users make "getting noticed" as easy as possible. Optec Displays works with our dealers to offer continually improving LED displays, excellent service, and technical support. For example, Optec Displays has recently simplified its LED sign product lines into three unique brands: Hybrid (full-color video displays and monochrome message centers), Infinity (HD full-color video displays and HD monochrome message centers), and Durabrite (full-color, high-performance, high-definition billboards). In upcoming issues, the Optec Optimizer will deal more specifically with each of these brands, their unique features, and market opportunities for installation. Moreover, Optec Displays maintains an ongoing partnership program, where dealers can receive assistance in sourcing new sign customers. And whenever possible, Optec Displays will help dealers close new sales.

At Optec Displays, we see tough times as an opportunity to be working harder for our dealers and their customers to acquire the best LED signs, which will raise their business profile and bring in more customers. After all, what business could resist a *people magnet* that attracts customers willing to spend money? When the going gets tough, Optec Displays sees opportunity!

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## Optec Displays Product Line 2009–2010

*“Powered to Perform”*

Optec Displays has reconfigured its LED displays into three product lines offering LED sign quality and affordability for every budget.

### I. Hybrid LED Displays

# HYBRID

**The Bright Choice**



Optec’s premier Hybrid line delivers the ultimate in outdoor LED display performance. By incorporating 60% more diodes than average displays, the Hybrid line maintains visual clarity even under the harshest direct sunlight conditions. Hybrid displays also last 40% + longer than average LED displays. Higher diode density provides reserve capacity that allows daylight functionality at less than maximum brightness, reducing the rate of diode degradation and extending useful life.

### II. Infinity HD LED Displays

# INFINITY

**The New Standard in Affordable HD LED Displays**



The new energy-efficient Infinity series full color, solid state LED video display delivers superior performance and reliability at extremely attractive prices. The Infinity series is backed by the same industry-best 5-year comprehensive parts and factory labor warranty standard on all Optec LED displays. Available in configurations from storefront displays to large format video screens.

### III. Durabrite Digital Billboards

# DURABRITE

**Industrial Grade Digital Billboards**



Introducing Optec Durabrite LED billboards - engineered to deliver superior performance and value for digital outdoor advertising applications. This lightweight, modular product delivers the high performance, superior weather resistance and outdoor durability required to generate the maximum return on investment. Competitive pricing.

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## Optec Releases New *A Series* Controller Board For Its Monochrome Message Center Displays

Optec Displays is introducing its new *A Series* controller board as an improved feature component of its electronic message center displays. The core of this improvement offers increased display capabilities with more graphics, animations, and bigger storage capacity for its text message files, and is now a standard component to the entire Optecs monochrome product line. This significant enhancement is included at NO additional price increase to the existing cost of monochrome display products.

### ***A Series* Controller Board Features:**

- **Faster Processor**

The *A Series* controller is rated at 60MHz with 16MB built-in system memory, providing superior text and simple graphics capabilities compared with regular monochrome message centers.

- **Larger Storage Memory**

Each *A Series* controller comes with a 32MB of on-board storage flash-memory for users to store their messages. 32 MB of memory can store about 50 to 100 message schedules depending on how many graphics each schedule contains.

- **Range of Gray Scale Capability**

Instead of simple text and graphics with no color shadings, the new *A Series* controller provides 16 gray scale levels at the same price as regular monochrome text message centers. The added gray scale levels dramatically improve the graphics capability of the display.

- **Hi-Speed Data Transfer**

Depending on the communication device selected, the new *A Series* controller data transfer rate has been increased by 10 to 100 times in speed.

- **LAN Ready**

The *A Series* controller is compatible with the RJ45 data cable, and will enable the display to connect to your Local Area Network.

- **Improved Connectivity**

The *A Series* controller has built-in ports for all the communication devices it supports. This therefore eliminates the need for converter devices such as the V-Link Ethernet Converter.

For more information about the *A Series* controller board, please contact the Optec marketing department.

## Queens Crossing

In the Queens borough of Manhattan, the town of Flushing (New York City's second largest Chinatown) has acquired its first large format outdoor LED display. The new LED display is installed on the side of a large mall on Main Street, a major commercially zoned part of Flushing.

The mall, known as Queens Crossing, is a 12-story building that houses a major lifestyle, mixed-use center that blends fashion, art galleries, office space, retail, fast food and fine dining. The building's exterior now boasts a set of large format, full-color Optec Displays LED screens that are positioned on the front and immediate side of the Queens Crossing building.

The LED screens that are visible throughout most of the Main Street retail area offers a continuing visual message presence of all Queens Crossing tenants, and advises passing pedestrians and drivers of ongoing shopping and dining opportunities within the mall.

Optec Displays has provided Queens Crossing with one full-color, near-high definition screen that wraps around the corner of the building, with screen dimensions as follows:

- a) Large main screen  
20 ft high x 20 ft wide, with a 20 mm pitch and a 280 x 304 pixel resolution.
- b) Side screen  
20 ft high x 8 1/2 ft wide, with a 20 mm pitch and a 280 x 128 pixel resolution.



## PEMEX

PEMEX, a government controlled gas and oil facility of Mexico recently acquired a series of Optec displays as part of their safety-first program. Optec managed the project with LUMTEC SA de CV, a Mexican City sign integrator that specializes in outdoor use of LED signage in commercial and government markets.

LUMTEC, in a partnership with Optec Displays, sold and installed the signs at the PEMEX petroleum refinery, PLANTA CULEBRA SUR, which is located in Reynosa and shares its border with McAllen, Texas. PLANTA CULEBRA is the biggest refinery of gas distribution in PEMEX.

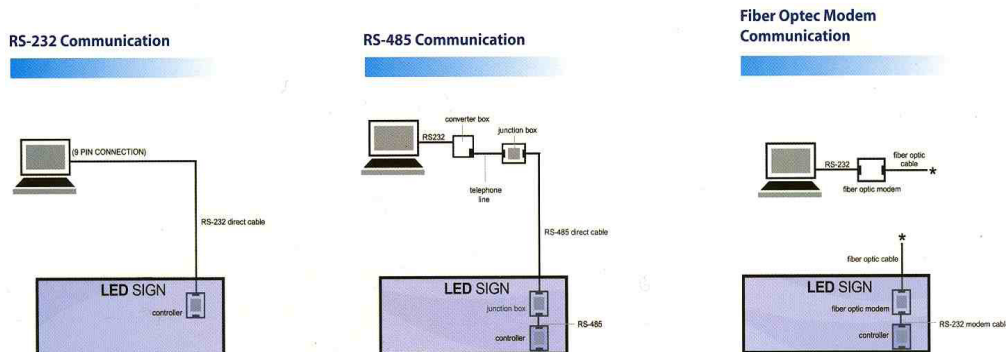
The PEMEX signs were used as part of the company's on-site worker safety program. To initiate this program, PEMEX acquired six full-color, outdoor LED displays to create visual reminders for workers about safe driving, safe use of equipment, and to promote safe working conditions around their machinery.



The PEMEX LED displays, which were placed throughout the refinery, were identical. The sign's dimensions are 3.17 m (H) x 4.18 m (W), with a 24mm pitch (and a 120 x 160 pixel pitch), and presented as single faced signs. Optec provided its proprietary software, Media Editor 3.0, to enable content creation for the signs. All the PLANTA CULERBA signs were connected into a complete network, allowing signs to present either individual messages or a group message, depending on location, time of day, or theme.

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## Data Delivery to Digital Displays / Part I



The essence of electronic displays is the ability to communicate sign messages from point A to point B in the most effective way possible. Optics Displays now offers its dealers and customers multiple solutions that provide a digital link between the sign and the operator site from where it's controlled. Selecting a proper communication link is often defined by the customer's needs and type of sign system.

The qualifications for the proper communications link for a digital display comes from the sales side, as the customer is queried about the type of sign they are purchasing and the distance between its installation site and where it will be managed from. Various connection options include a telephone link, broadband, wireless, or Ethernet.

In this issue of the Optic Optimizer, we will explore Monochrome and RG display options and discuss three of the six options, including the RS-232 set up, the RS-485 set up and Fiber Optics as sign connectivity systems. We will review the other three options in the following issue.

Also in later issues, we will discuss RGB Full Color and Grayscale 256 communication options.

### MONOCHROME / RG DISPLAY OPTIONS

#### RS-232

Once again location is everything, particularly with a sign communications system. If a small business was going to have a single display such as a Time & Temperature sign or a small Electronic Message Center on the side of a building, a possible choice could be a hardwired RS-232, which is a basic telephone line connection for low-bandwidth displays. This format operates at distances up to 50 feet from the sign operation point to the sign itself.

#### RS-485

This is a more robust communications format also proving a low-bandwidth sign communications solution. The two big advantages here are increased distance and multiple display connections. With an RS-485 set up, users can approach distances of up to 4,000 feet between the sign site and the sign operation place. This also creates the possibility of a network or a multiple sign system with up to 32 displays connected together simultaneously.

#### FIBER OPTICS

This is a hard-wired multi-mode or single mode connection for sign communications over great distance or in areas where high EMF interference is encountered. It has a maximum distance use of about 1,000 feet.

## From Seattle to Sarasota: Optec Displays Dealer Field Support Services

Optec Displays' greatest successes are when their dealers close a sale on one of their sign products. Oftentimes Optec provides background support to its dealers to close sales. We do everything we can to partner and support our dealers. For example, our national Field Support Service program strengthens dealer relationships with their clients both during the sale process and afterward. Also, Optec assists new Optec sign owners to get up to speed on learning how to operate and maintain their signs.



Our greatest challenge in dealer support is educating both dealers and their customers that Optec is a manufacturer of premiere LED sign products and that we are a long term player in their support needs. Some of the company services we provide with our Field Support Services include:

- Co-selling, where we are the “technical arm” for our dealers, we help end-users compare Optec signs to those of other LED sign companies, showing why our products are better.
- We can discuss in detail our customer service support structure as to who Optec Displays is and what we can offer the end user with the company’s support services.
- We can provide an in-depth education on the salient technical points of determining the right specifications for their particular sign (i.e. proper pitch, angle of view from road or building side, full color or monochrome).

Ultimately it’s about dealer and end-user comfort levels, which are critical to achieving sales of our LED sign products. For the dealers, we support them during their sales presentations and after sales as well. We’re here for our dealers, their success is our success.

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