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OPTEC OPTIMIZER

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www.optec.com

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.

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Optec 2007 Installation Photo Contest

Take photos of your recent Optec LED display installation, fill out the attached form, and mail or e-mail them to Optec Displays, Inc. It's that easy to enter the Installation Photo Contest. Enter as many times as you wish!

Please click [here](#) to download the entry form for tips and criteria. In order to be qualified, it is required to submit each set of pictures with a completed entry form.

Deadline is July 31st!

Note: All pictures submitted will only be used by Optec Displays with credit to the dealer and will not be distributed to other sign companies

OPTEC OBSERVER

Killer Aps Push Sales

Good sign sales is the fuel that drives Optec Displays from its manufacturing output to the distribution of its sign products by its dealers. In the great scheme of things, there is nothing better to drive sales than a market driven 'Killer Ap' (Killer Application) product that all customers want or need.

KILLER APS WHERE SUPPLY MEETS DEMAND

In the sign world, two big LED killer aps are electronic billboards and High School sport scoreboards. In the former category, Optec dealers everywhere seem to have one or two electronic billboard deals brewing or recently completed. At the very least, from everything we hear, this is the tip of the iceberg of what's coming down the turnpike (literally). We hear billboard operators have a great interest in adding or converting much of their existing static billboards into its electronic counterpart. And when you think about it, that's a lot of billboards to convert. If there was ever a convergence of demand meeting supply, this is it, let's get 'em!

The other sign Killer Ap is High School sport scoreboards. High school sport teams know better than most people the value of a video display, particularly for their competitions when they can show game play in action, replays, slo mo reruns, etc. And having space for advertising is a definite plus in getting a ROI on their initial

sign purchase. Just like the pros in the big leagues.

In our current OPTEC ON-SITE column, we report on Agnew Signs (West Monroe, Louisiana) and their pioneering efforts in bringing a full color Optec video board to West Monroe High School. As Agnew reported, their first installation created a demand from seven other local High Schools who would like a similar full color video display. When you think about the number of potential High Schools in the United States that could benefit from modernizing their scoreboards, the imagination soars.

CUSTOMER SERVICE IS LIKE A PAINTING

As sales increase there is another equally important part to managing that success, and that is Customer Service, whose prime job is keeping dealers and customers happy. Customer Service is like a new painting in creation. It's always being refined with new colors and a sharper image. Likewise at Optec Displays Customer Service is also always being refined to better serve your needs. When you need that product support, Optec Customer Service is always phone call away. Check it out!

SIGNING ON

From the Regional Business Managers
Strategies on selling LED signs

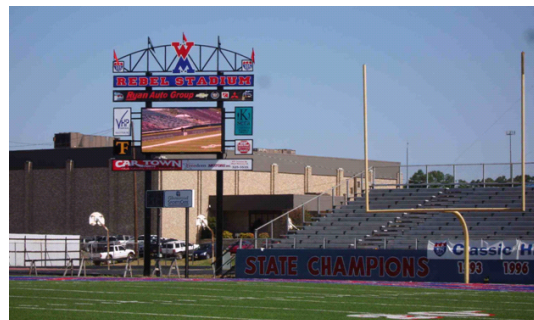
Joe Livatino is Optec Display's Southeast Regional Business Manager (RBM) who is responsible for six states including South Carolina, North Carolina, Alabama, Georgia, Tennessee and Mississippi. As the RBM of that area, he works with at least one hundred Optec dealers in terms of bringing Optec signage into that part of the United States

Most consultants salivate on cue when clients ask for proposals. After all, it's exciting to have a chance to show your stuff and move closer to the client and the tantalizing prospect of a new, challenging project.

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WEST MONROE HIGH SCHOOL SPORT TEAM SCORES THE BIG ONE

AGNEW SIGNS (West Monroe, Louisiana) sold an Opted LED video display to a local Louisiana High School as a sport display for showcasing their home games on a big video screen. As a result, the video board ripples have spread out beyond anything Agnew Signs or West Monroe H.S could have imagined. Consequently the Optec Displays sign became the center of the universe for the High School and the town. Read on....



AGNEW SIGNS is a full service sign company with the capability to take a sign idea from a design to fabrication to final location. The company maintains a fully equipped sign manufacturing facility complete with a small fleet of service and crane trucks for final installation of a sign's new home. "Agnew Signs services mostly the south eastern region (Louisiana, Mississippi, Arkansas, Texas) of the United States," says president Mike Pullian, "but while most our signs are placed locally, our full reach is nation wide, selling and shipping signs to our customers all over the United States."

[Read More..](#)

CUSTOMER SERVICE

Optec Onsite Service and Support Plan

For many years we have stood behind our products and supported our dealers with a high degree of dedication. To take it to the next level, Optec now proudly presents the Optec 5 Year Onsite Service and Support Plan. For a small fraction of the display's price, Optec will take care of the service related costs for your Optec display during the covered period. Our goal is to provide



you with worry free protection for your hardware investment.

If you experience hardware failure with the product during the plan's term, simply call the plan's toll-free number, report the issue, and after basic troubleshooting, if the issue cannot be resolved over the phone, a service technician will be dispatched by Optec to repair or replace the product..

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Miracle Signs Wichita, Kansas

DEALER PROFILE

Miracle Signs of Wichita, Kansas is a design/build custom electric sign company that is involved with signage from designing a customer's initial sign product to the finishing work of building the sign cabinets and installing them on site at the customer's location. President Joe Poston noted, "While we put up sign systems throughout the United States, the biggest share of our new signs installations is here in Kansas. We work mostly with LED signs and our emphasis is mostly with on-premise signage where the bulk of our signs are placed."

Miracle Signs philosophy as explained by Poston is, "We build your business. What that means to us is, we don't just put up signs, we create and install a complete communication display system for each customer we deal with. We think every business we deal with has a unique message. If our clients are going to be successful, our job is to come to understand that message, so it is properly seen on their sign in how they communicate to their own customers."

[Read More..](#)

IN CLOSING A NEW SIGN CUSTOMER PURCHASE:

10 REASONS TO OWN AN LED SIGN

1. Providing important information about community action programs such as Amber Alert, weather alerts and public service announcements.
2. Control your sign message on a day-by-day situation, depending on your market strategy or sales specials to your customers.
3. Present your messages 24/7.
4. Total control of how and when your sign content appears to the passing public.
5. Advertise to passing public who can view your business message every day.
6. Flexibility to change the sign message as needed.
7. Can be controlled off-site through the Internet.
8. Advertise your sign message to season and holidays for more community appeal.
9. If you own multiple signs, it allows you to develop more of a regional approach to branding your business to surrounding community.
10. Creates "impulse stops" to attract new customers.

NEW SIGN PRODUCTS

As businesses needs new signage, Optec Displays periodically offers new LED sign products to increase business opportunities with improved sign displays.

Most recent additions:

- 25MM pitch display in monochromatic & RGB formats:

Length and width dimensions are variable depending on customer sign requirements. The 25mm pitch LED sign was introduced as a midrange sign to fill the sign product gap between the 23mm and the 28mm Optec Display products. Its large sign face is a perfect setting for high resolution and best used for video and animation messages. A perfect choice for a roadside display for billboards, for

outdoor entertainment settings and casino streetside pylons.

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