Introducing the AlphaEclipse excite™ series

Let Adaptive add some *Excitement* to your business

FORT HALL CASINO

FORT HALL CASINO
TREAT YOURSELF!
Exit 80 off I-15, just north of Pocatello, Idaho

Shoshone-Bannock Tribes

Dynamic on-premise advertising solutions

ADAPTIVE®
Connecting people, places and ideas

Excite 23 – The next generation in *all Digital* EMC full-color Displays.

You'll be glad you waited to purchase your on-premise advertising solution.

Adaptive's latest AlphaEclipse Excite 23 full color design is all digital. Eliminating older analog VGA processing design means industry standard display (DVI-digital video interface) connectivity for you, crystal clear image transmissions for your customer and vitrually unlimited file format and display possibilities.

Exciting technology

- All DVI digital connectivity, and reliability – throughout our entire design
- PureColor™ LED processing wows your targeted viewing audience without color or image loss
- Standard Embedded PC design enables powerful control and industry standard Ethernet connectivity
- A family of products from small 2' x 4' displays to dominating (mind blowing 14' x 48') billboard sizes
- Product configurations to meet your advertising requirements
  – *Video-boards displaying real-time 60 frames per second (fps) content*
  – *Message Marquee displays - for graphic intensive 20fps applications*
- Lightweight aluminum modular design provides fast delivery, easy installation, and front serviceability
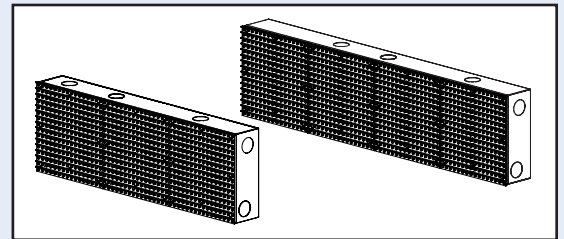
Maintenance free

Adaptive's exclusive all weather Protector™ sealed case design eliminates air filters and the potential for cabinet contamination. The Protector design provides a fast return on your investment by eliminating the need for costly maintenance and service calls and provides you with long-term reliability and reduced operating costs.

Dynamic color

The Excite's 23 PureColor what you see is what you get management system guarantees that the LED output color is virtually equal to the input color. **All digital processing** means that the primary colors (RGB) of the display are preset to produce a pure white. This unique approach automatically; renders precise color reproduction, controls gamma output and color intensity. Precise color rendering is the key to sharp, eye-catching, "excite-ing" images. Compare Excite color side-by-side to the competition - seeing is believing.

Enterprise Digital Signage

Excite's "open architecture" allows you to also effortlessly link Excite outdoor digital EMC displays into your indoor digital signage solutions*, like Scala® or CoolSigns® to create a comprehensive on-premise advertisng solution. *Requires XP operating system option.
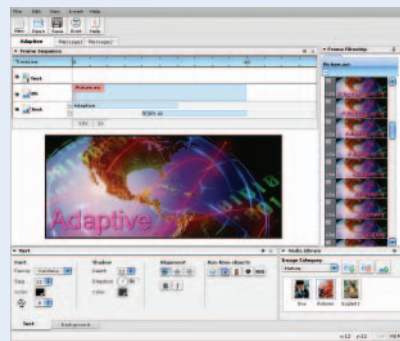
Excite 23 & Ooh!Media™
The perfect out-of-home
on-premise advertising solution

Exciting Software

Adaptive's Ooh!Media™ content management software allows you to produce your own dynamic advertising programs at a moment's notice. Spectacular attention grabbing content is critical to the success of any digital signage network

- Intuitive single window editor/emulator combination enables a fast learning curve

- Drag and drop graphics, images, video files from almost any format, GIF, AVI, JPG for easy ad creation

- Powerful scheduling architecture to transmit instant promotional messages, or store and forward content to meet day part, weekly or monthly advertising needs.

- **Compelling content** – the Alphamation™ creative content program offers you an exciting library of static, moving and animated graphics for any business application.

Customized graphics and messaging programs are also available from Adaptive to fit your specific business needs.

- **eTrain education** - comprehensive on-line training programs delivered to your desktop PC when & where you desire.

Exciting Investment

Excite's awe-inspiring size, from 2' x 4' to huge 14'x 48' billboard spectaculars, to attract, motivate, inform and entertain your most important asset - your customers. Excite digital displays may be configured as; video displays, or electronic message center marquees to meet any project requirement. Spectacular on-premise advertising will dramatically impact your drive-by audience, and increase your in-store traffic, to produce a fast return on your investment like no other out-of-home medium can.

Adaptive's 10-point dare to compare competitive challenge.

✓ **Excite's all digital design** – no outdated VGA design constraints or connectivity requirements

✓ **Standard embedded PC and Ethernet connectivity** – all Excite models offer top-of-the-line performance

✓ **Industry standard DVI architecture** – compatibility protects your enterprise digital signage investments

✓ **Maintenance free all weather sealed enclosures** – eliminates costly servicing for vented systems

✓ **Industry approvals insure testing reliability and safety** - FCC Class A, CE marking and ETL listing.

✓ **Industry leading Ooh!Media software solutions** – single location to enterprise wide command & control

✓ **Awesome Alphamation content library** – hundreds of graphics and animations bundled with OOH Media

✓ **Peace-of-Mind 5 year factory parts warranty** – backed by Adaptive and supported locally for your business

✓ **eTrain** – personalized, web based education programs delivered to your desktop

✓ **Local sales, installation service and support** – full service, Adaptive authorized partners to meet your daily needs, and for years to come.

Adaptive is committed to innovation and customer support. We've been designing and manufacturing LED display solutions for over 28 years. Now that you've made the final comparisons we know that you will choose a company with a commitment to your success. When you win, we win, it's as simple as that.

About Adaptive Micro Systems

Founded in 1978, Adaptive Micro Systems LLC is a leading supplier of indoor and out-door LED digital signage solutions. The ALPHA® brand is the defacto industry standard for multiple indoor applications as diverse as state lotteries to manufacturing automa-tion. Adaptive's AlphaEclipse™ brand is fast becoming the popular choice for any outdoor dynamic display need from commercial advertising to integrated transportation information systems. Adaptive leverages its US, Malaysia and Europe manufacturing, sales and service capabilities to provide high value solutions and world-class customer support. For more information visit **www.adaptivedisplays.com** or contact us at **414.357.2020**.

Headquarters – Milwaukee, Wisconsin USA
Adaptive's 71,000 sq. ft. corporate headquarters is also home to:
- Engineering Research and Development
- North American Sales and Marketing
- Customer and Technical Support

European Operation – Grenoble, France
Adaptive's 15,000 sq. ft. European headquarters.

Malaysian Operation – Alor Setar, Malaysia
Adaptive's 50,000 sq. ft. Far East headquarters is home to:
- Automated electronic assembly
- State-of-the-art Chip on Board (COB) production

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