



**FOR IMMEDIATE RELEASE**

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**NEW LED DISPLAY BRINGS LONG-TERM ADVANTAGES TO LONG-DISTANCE VIEWING.**

Adaptive's RoadStar Series designed to replace older highway incandescent reader board technology while addressing users' need for improved reliability, serviceability and value.

**Milwaukee, WI, January 13, 2005** . . . Adaptive Micro Systems LLC today announces the release of the AlphaEclipse® RoadStar™ Series of LED messaging centers. This latest generation of Adaptive's outdoor line retains the viewing and connectivity advantages of Adaptive's AlphaEclipse family while helping users overcome the unique challenges inherent in interstate highway applications and other long-range viewing environments.

"When you have displays that can be more than 50 to 100 feet up in the air, product reliability and serviceability become every bit as important as the quality of the display itself," notes Curt Lillie, Commercial Products Manager for Adaptive Micro Systems. "The RoadStar Series was designed from the ground up with this application in mind."

The solid-state reliability of LEDs means the RoadStar Series delivers significantly longer operating life than old incandescent and flip-disk sign technology. Initially, a choice of four, large-character models (17.5" to 56") will be offered to assure exceptional visibility for the majority of long-range viewing applications. A second phase of models is planned with

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character offerings to 112" tall to deliver the desired visibility at even greater distances. In addition, Adaptive's unique Pure Color™ lens-free design provides excellent color contrast, pixel brilliance and message clarity.

"RoadStar also outshines other LED solutions in terms of overall reliability, ease of service and connectivity," adds Lillie. The RoadStar Series features a cleaner design with fewer parts, fewer things to go wrong. There are no fans or filters to worry about. There are fewer connectors to deal with; they are socketed and keyed for a proper installation and a tight fit each time. "RoadStar is simply designed to keep your service requirements to the absolute minimum and speed service when it is needed. Add to that the low power consumption of LEDs and Adaptive's rigorous testing in environmental conditions ranging from rain to ice and snow and you are looking at the new standard for low lifetime operating costs," says Lillie.

To maximize user convenience and minimize training, all RoadStar Series models feature wired or wireless control and are fully compatible with Adaptive's industry-leading line of indoor LED messaging solutions. "Now, Adaptive offers users the best of both worlds and allows them to operate it all on one network... from a single PC or laptop," concludes Lillie.

### ***About Adaptive Micro Systems LLC***

Founded in 1978, Adaptive Micro Systems is the leading supplier of indoor and outdoor programmable LED electronic display systems. The ALPHA® brand is the defacto industry standard for multiple indoor applications as diverse as state lotteries to manufacturing automation. Adaptive's Eclipse™ brand is fast becoming the popular choice for any outdoor dynamic display need from commercial messaging to integrated transportation information systems. Adaptive leverages its US, Malaysian and European manufacturing, sales and service capabilities to provide high-value solutions and world-class customer support. For more information visit [www.adaptivedisplays.com](http://www.adaptivedisplays.com) or contact us at 414.357.2020.

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