

Our customers tell us that their Cirrus LED digital display has:



Positively impacted their business by increasing traffic & revenue



Streamlined the on-premise marketing of products & services



Greatly improved the visual appearance of their establishment & augmented brand recognition



Substantially reduced their social media & traditional online marketing spend

Digital Signage Drives Revenue

RESTAURANT CASE STUDY

See how one McDonald's franchisee **grew his revenue by 17%** when he updated his old single color sign to a high-definition Cirrus LED display.

SCAN ME
OR CLICK
THIS LINK





A RoboRevolution Automated American Made Efficiency

With Globally Sourced Premium Components

It's not just advanced; it's revolutionary and unparalleled, setting a new standard for manufacturing excellence on a global scale. Covering a staggering 340 feet of continuous and automated electronic manufacturing, plastic injection molding, and CNC mills for our frames, our facility boasts state-of-the-art equipment that is nothing short of extraordinary.

At Cirrus, we take great pride in being the **most vertically integrated LED digital display facility in all of North America**, further solidifying our position as industry leaders. From conception to completion, we control every aspect of the manufacturing process, ensuring maximum efficiency and exceptional quality at every step.



Virtual
Factory
Tour

SCAN ME
OR CLICK
THIS LINK



Why does **this matter** and how does this **benefit our partners**

Cirrus delivers the **lowest failure rate in the market**, thanks to our state-of-the-art manufacturing processes and premium-grade components. Our advanced production line, paired with features like built-in fault detection, power monitoring, and automatic thermal protection, ensures unmatched durability and performance.



Display underwater in flood

SCAN ME
OR CLICK
THIS LINK



LED module in fish tank
since Feb 3rd, 2025

SCAN ME
OR CLICK
THIS LINK



Hockey puck shot at display

SCAN ME
OR CLICK
THIS LINK

With 97,000 of our new Outdoor LED modules in the field over the last 3 years our reliability/failure rate is...



99.59%
Reliability Rate

0.41%
Failure Rate

Your **most effective** marketing tool

Expensive, time consuming and hard to target customers



\$1000-\$2000 a month to generate any significant engagement

Fast, efficient and can surgically target customers



\$0.75 cents
an hour 24/7

Assuming a \$30K display install, financed by your bank at \$575 a month for 60 months

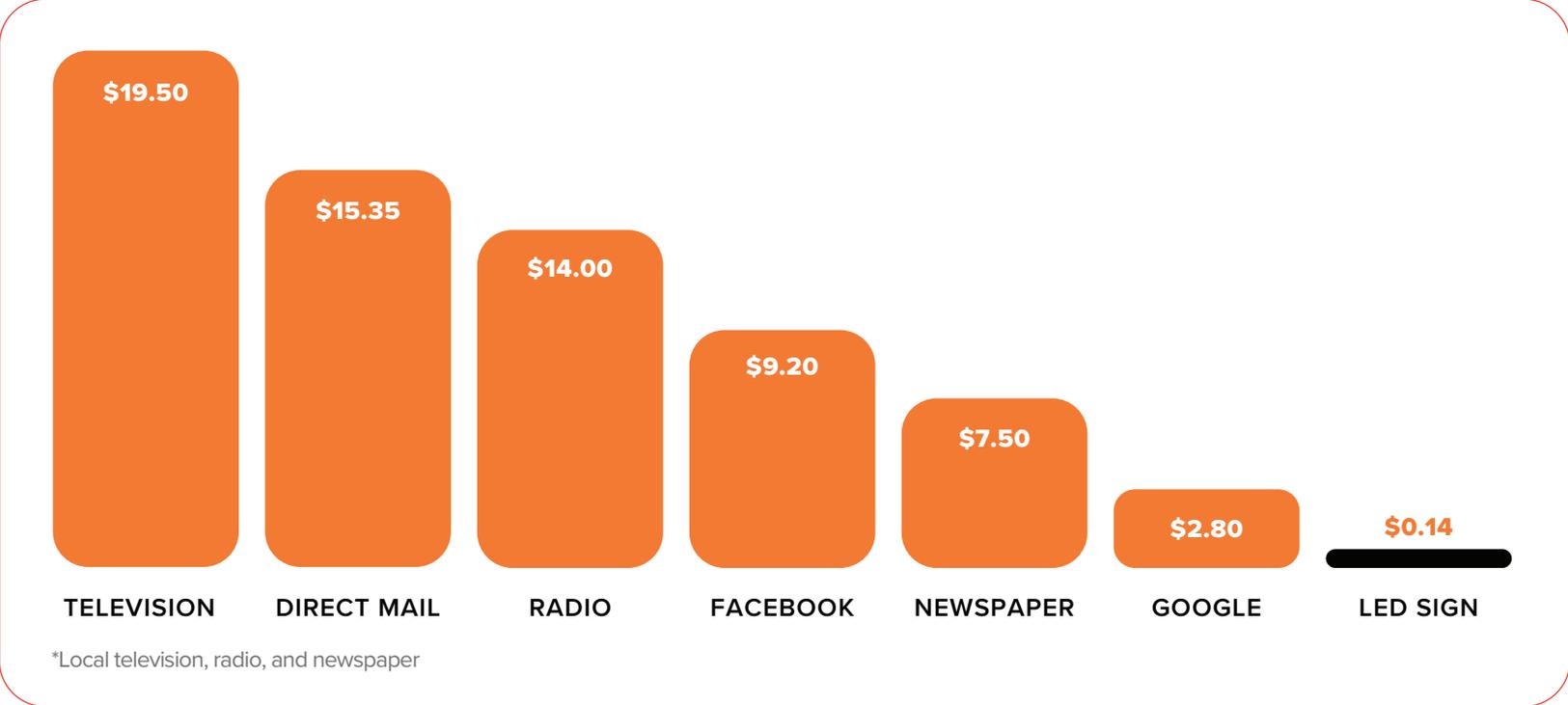
\$575 a month and can surgically target people in your community driving by your business

Continue to diversify your advertising with an LED display. Reduce your Facebook, Google or Direct Mail marketing spend by **\$575** and include a display, keeping your **\$1500** a month marketing budget the same.



Low average cost per 1000 impressions

According to the U.S. Small Business Association, no other form of advertising comes close to matching the efficiency and cost-effectiveness of an outdoor LED display.



Section 179 Calculator



\$25,000

LED Display Cost



21%

Tax Rate



\$5,250

Section 179 Savings



\$19,750

Net Equipment Cost

Big Tax Deduction

Under Section 179, business owners can take an expense deduction for purchases of depreciable business equipment.

And as luck would have it, LED signs fall under the Section 179 tax code, which allows you to deduct a digital sign in the year you purchase a display. You can even deduct the entire cost of the sign and install through our subscription model.

As an example, on a \$25K display, you'll save \$5,250 at a 21% tax rate, bringing the total cost down to \$19,750.



A Cirrus Outdoor display simply has more pixels

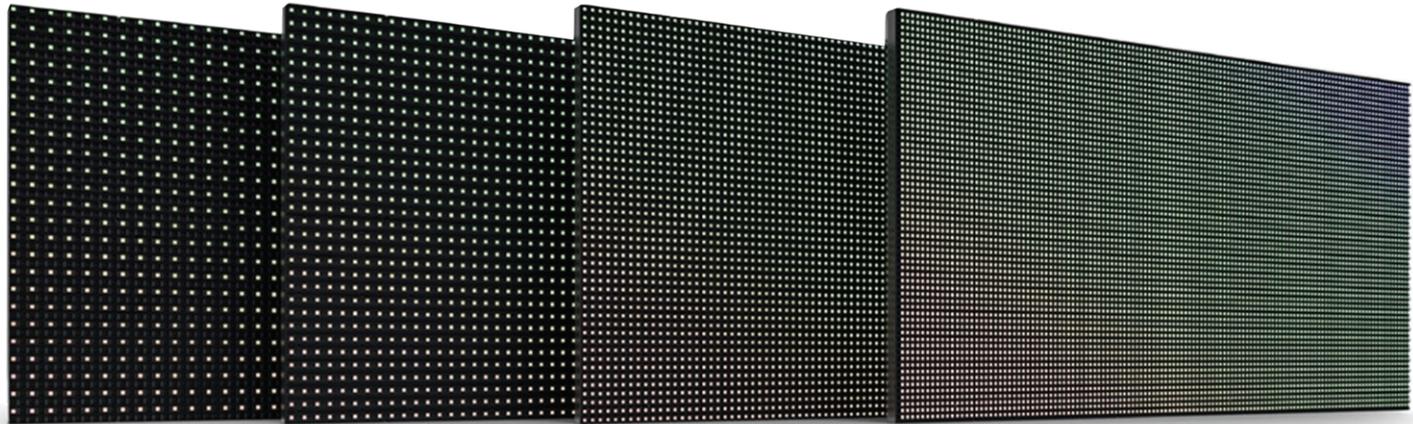
High-resolution panels engineered to make your message stand out.

12mm

9mm

6mm

4mm



18,432 pixel

Cirrus Outdoor 4'x8'
12mm SS Display

32,768 pixel

Cirrus Outdoor 4'x8'
9mm SS Display

73,728 pixel

Cirrus Outdoor 4'x8'
6mm SS Display

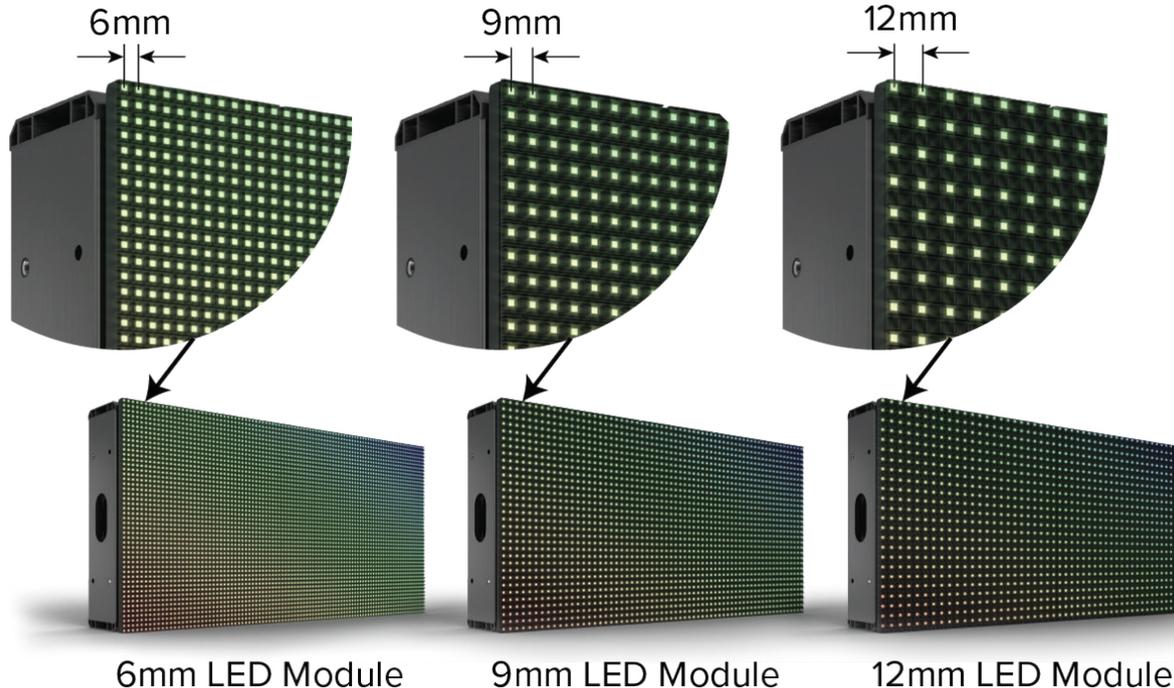
131,072 pixel

Cirrus Outdoor 4'x8'
4mm SS Display



Pixel Pitch Explanation

If you're new to direct view LED displays, it can be confusing on how the screen resolution or clarity is determined. Unlike TVs or phones, LED displays identify resolution by the distance between the pixels. As you can see below, the millimeters is the distance between the two center points of the pixels. The smaller the number, the more densely packed the LEDs, hence the clarity of the image on the screen will be better.



Pixel Comparison

Please zoom in on images for a better comparison



12mm
6,912 PIXELS / 10' DISTANCE



9mm
12,288 PIXELS / 10' DISTANCE



6mm
27,648 PIXELS / 10' DISTANCE



12mm Close-up



9mm Close-up



6mm Close-up





Why Modular?

Future-proof design

Our patented modular design allows you to easily expand or upgrade existing displays to keep pace with the changing world of new technology. This future proofs your investment.

Weight Savings

Our solid-state modularity, also makes our displays super light...

Cirrus 4x8 double-sided = 346 pounds

Competitors 4x8 double sided = 815 pounds

Save money on your installation with our super light digital display.

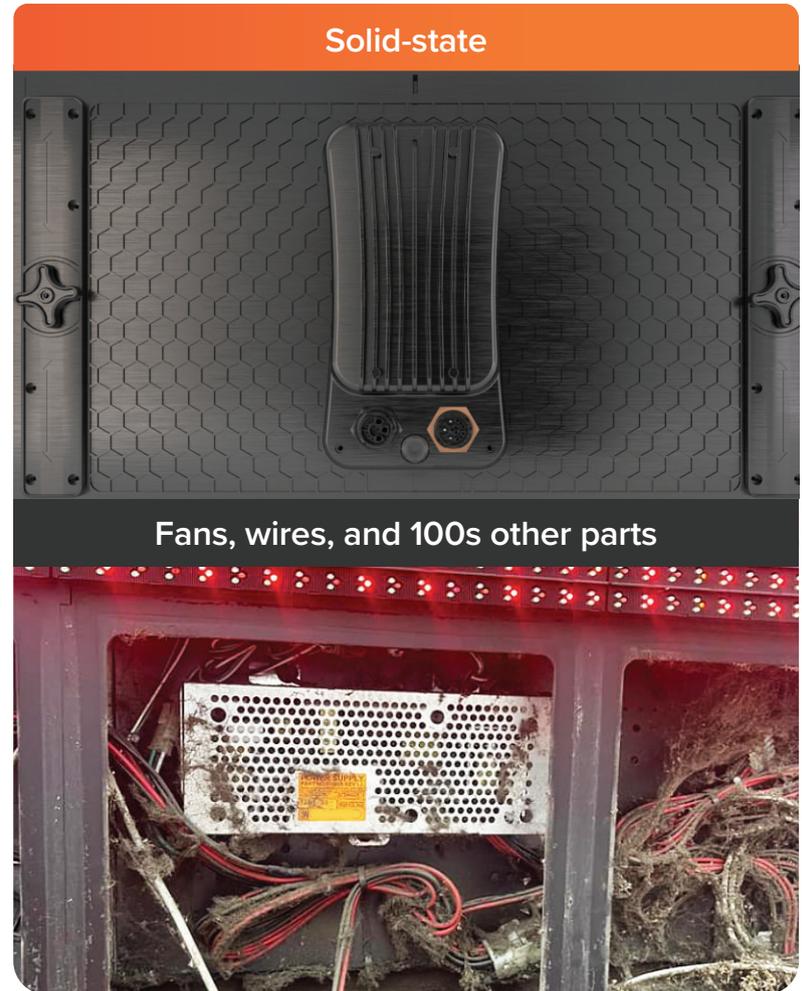


Why Solid-state?

Over the past decade, LED display technology has evolved—fans and wires are now obsolete. With premium LEDs, advanced power supplies, and cutting-edge PCB design, today's displays are built with no moving parts or loose connections.

Solid-state technology means fewer points of failure, delivering unmatched reliability. Unlike wires that corrode or fans that break, solid-state displays are built to last.

Our patented modular design future-proofs your investment, giving you a display that's more durable, dependable, and long-lasting. Don't settle for outdated tech—upgrade to solid-state today.



Pro-Active Health Monitoring

Advanced AI-powered monitoring protects every display in real time—detecting power, temperature, panel, and connectivity issues before they become problems.



Power Monitoring with AI self-protection to Smart Power Monitoring with AI

By automatically terminating power to the panels when necessary, our intelligent monitoring provides protection for the display 24/7. This critical feature empowers sign companies to promptly rectify power issues, preventing any potential disruptions or poor experiences for both end-users and themselves.



Temperature Monitoring with AI self-protection to AI-Driven Temperature Protection

If the display temperature exceeds 185°, it automatically enters cooling mode by dimming its brightness. This feature allows the display to cool down while still running content. Once the temperature falls below 185°, the brightness returns to its preset levels. Continuous temperature monitoring is integrated to safeguard the hardware from overheating.



LED Panel Monitoring with AI monitoring to Real-Time Panel Monitoring & Fault Detection

Each LED panel in the display is continuously monitored, tracking data throughput, firmware version, and outages. This enables remote deployment of corrective actions, such as firmware updates, or on-site panel replacements when necessary. The system records display anomalies and uses AI to proactively identify and address potential issues before they occur.



Connectivity Monitoring to Real-Time Connectivity Monitoring

If the display's connectivity is disrupted, whether through cellular, WiFi, or hardwire, the system will immediately alert stakeholders. This enables prompt corrective action to swiftly restore connectivity.



Pixel Error Detection

Revolutionizing the North American Outdoor display market, Cirrus is proud to introduce a game-changing innovation - **pixel error detection**.

No longer will you have to worry about a single LED going out on your display and ruining the whole experience.

Unlike other manufacturers, Cirrus has raised the bar with our cutting-edge hardware that can digitally detect a fault in each individual LED without anyone even looking at the screen. That's right, our boards have the intelligence to detect pixel errors in real-time, ensuring that your display continues to shine brightly and impress your customers.

At Cirrus, we are committed to delivering the highest level of sophistication and innovation in our hardware, because we believe that every display should sparkle and delight your customers.



Pixel Error Detected	
Row 12 - Column 13	
Red Diode	✓
Green Diode	✗
Blue Diode	✓
LED Driver	✓

How does Cirrus compare?

Cirrus' power system innovations enable our outdoor panels to use a fraction of the power compared to other market leaders' SMD displays of similar pitch. Our deep experience and engineering advancements drive lower energy costs, reduced heat, longer lifespan, and more affordable installation.



Lower power bills



Less heat

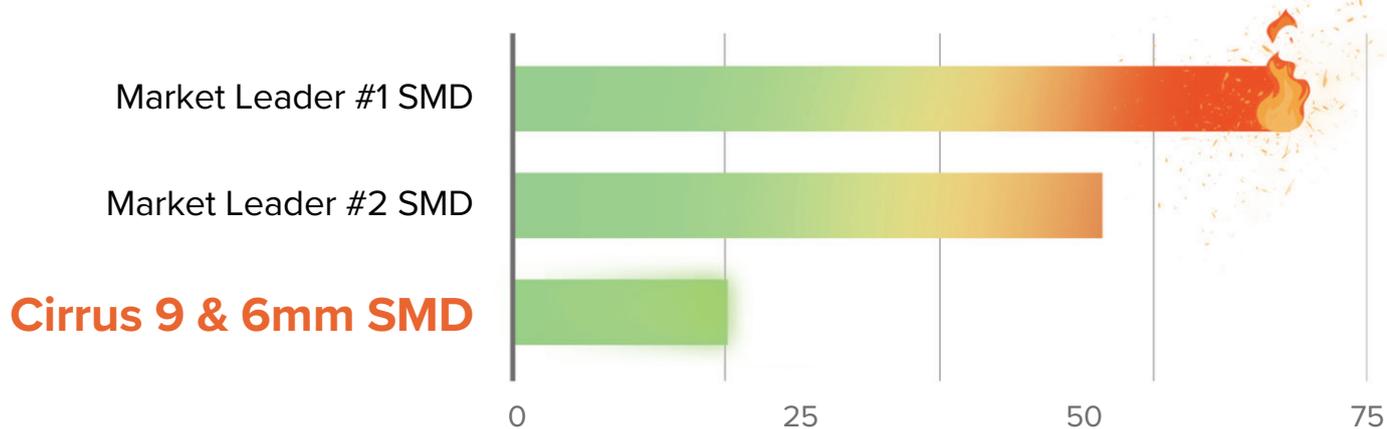


Longer life



Less expensive installation

Power Consumption per Square Foot - Watts/SF



Lower the Cost of Ownership Of Any **Display in the Market**

Redefine your savings with our revolutionary power system. Designed with precision and efficiency in mind, our advanced system significantly diminishes the total cost of ownership over a ten-year span, outperforming any other vendor in the market.

A standard 4x8' 9 or 6mm display can save you an average of...

\$7,000

In electricity costs over 10 years





ScreenHub, It's the best!

ScreenHub, our content management system is more than just software - it's a powerful tool that allows you to easily create, manage, and schedule content for your displays.

Our intuitive interface makes it simple for anyone to use, regardless of their technical background. You can customize content, update it on the fly from anywhere on the planet, and see the health of your display in real-time.

- Tons of content, weather, widgets, RSS, stocks & other real-time info.
- Role-based access control (RBAC) and Workspaces for better security and collaboration.
- Manage multiple displays with one application. For example, a restaurant can control their outdoor LED display and interior TVs right in ScreenHub.
- Optional conditional messaging with our vehicle and people analytic package.



ScreenHub for your indoor TVs

ScreenHub is always free with your outdoor Cirrus LED display—but you can also use it to power any standard TV for just \$6.99/month. Simply plug the Cirrus media player into your TV's HDMI port, and it instantly becomes a dynamic digital sign. The player is a one-time purchase of \$69, making it one of the most affordable signage solutions on the market.



Cirrus outdoor display specs

Color	281 trillion
Resolution (Pitch)	12, 9, 6, and 4mm
Brightness (NITS)	6000 - 8500
Panel dimensions & temp rating	24"W / 12"H / 4 1/8th"D / 11.2 lbs. • minus 40° to 158° F
Controller Dimensions	7"W / 2.6"H / 8.9"D / 3.16 lbs.
Module Matrix	12mm 24x48 / 9mm 32x64 / 6mm 48x96 / 4mm 64x128
Max watts per panel	12mm 70W / 9mm 90W / 6mm 90W / 4mm 130W
Min viewing distance	12mm 20 ft. / 9mm 12 ft. / 6mm 8 ft. / 4mm 5 ft.
Viewing angle	160° Horizontal / 90° Vertical
Refresh rate	24-60 FPS - FPS dependant on display size and resolution
AC input	Universal AC input (90-264 VAC input range)
WIFI connection	TP Link long-range high power bridge (available)
Cellular broadband	5-year cellular broadband included (AT&T and Verizon - Rogers in Canada)
Wind load	160 mph following proper install instructions
Approvals	UL 879, FCC, CAN/CSA-C22.2 No. 207-M89
Display lifespan	100,000 hours
IP Rating	IP67 - Protection against rain, snow, dust or other environmental conditions
Warranty	5-year hardware / 5-year service (optional)

Cirrus Warranty and Product Overview

At Cirrus, we stand behind our product with a warranty, boots on the ground and performance monitoring capabilities that will make sure your display is always sparkling. No one can come close to what we comprehensively offer below.



5 year hardware (parts) warranty.



10 year parts availability.



100% pixel guarantee in year one, 2 pixels for years 2-3 and then 3 pixels for years 4-5. (9mm example)



Optional, and very affordable 1 and 5 year labor warranty.



Lifetime training and support with the award winning ScreenHub Software (No cost for ScreenHub with Cirrus)



5 year cellular included as standard. Cellular provided by AT&T & Verizon in the US and Rogers in Canada.



Spare LED panels with every display as standard.



Overnight shipping on warranty parts first 30 days.



24/7 Performance Monitoring with AI built in to protect against electrical and temperature issues.



Display Performance/Health Dashboard in ScreenHub.



90% of support calls have a 60 second response time.



What our customers say



I am thrilled with my new Cirrus LED sign! The colors are vivid, extremely crisp and clear. My business is located on a busy 4 lane highway and I needed something eye catching. I am so glad I chose Cirrus - it is even better than I expected! Amazing difference!

Donna Herberger,
The Ideal You Weight Loss Center



Cirrus has without a doubt helped the community know who we are. People have dropped by to donate food for our ministry, more are attending church, and someone even handed me \$20 for a good cause... all this wouldn't have happened without our Cirrus display.

Mike Sparks,
Care Church



Wanted to let you know we've had the sign for a few months now and so far so good. I'm really happy with the investment and the quality. The software is great. We've seen other competitor signs in the area go down, especially Daktronics, but ours has been solid. Probably the best advertising investment I've made in 40 years. Thanks again to you and your team!

Dave Botz,
CCB



A fantastic service and technology that has elevated our presence! Modern cloud-based system that allows us to update content from anywhere and reach a huge amount of people who drive by our arena each day. Our rep Kelly was very accommodating and helpful

Chris Biele,
Pechanga Arena in San Diego



Using ScreenHub in my office is easy. I can create a new board, then walk outside and see the change right away. That instant gratification is so nice. It's very vivid and very striking. I think the sign is beautiful. It showcases the different colors of our vehicles and our branding really well. I just don't think there is anything like it in the Tri-state area.

Louis Velazquez,
Marketing Director





Big or small, we can do it all

Get ready to be blown away by our impressive installations! We've got everything from the classic 3x8' to the massive 14x48' billboards, we're equipped to handle any size project that comes our way.

No matter what type of organization you run - whether it's a church, school, restaurant, bank, or automotive dealership - our top-of-the-line hardware and software is specifically designed to meet your needs. Big or small, we've got you covered. So sit back, relax, and let us show you what we're made of.



BEFORE



CRAFT BEERS
PRIME RIB
PERCH SALMON

AFTER



NO SEMIS
ON LOT
NO TRUCK
TURN
AROUND

BEFORE



AFTER



3x8 6mm DS display



7x14 6mm DS display



5x10 9mm DS display

