

**ENGLEWOOD SPECIAL IMPROVEMENT DISTRICT CORPORATION  
BOARD MEETING MINUTES  
TUESDAY, MARCH 5, 2019  
8AM TO 9AM**

**Board Attendees:**

Albert Krull – Chairman – TREECO  
Linda Dunham – Vice Chair  
Wayne Hamer – City Council Representative  
Marcia Dominguez – Buckley's Pharmacy and Mardo's Gifts  
Carol Rauscher – Executive Director

**Other Attendees**

Adam Brown  
Katharine Glynn

**Call to Order**

Albert Krull called meeting to order at 8:16am. He read the required OPMA Statement describing how the meeting had been advertised pursuant to state law by notifying the City Clerk, *The Record* and by placing notice on the City bulletin board.

**Board Minutes**

February 5, 2019 Board Minutes approved

**PAVERS AND BUMP OUTS**

Albert Krull reported:

He discussed with Franz Vocy. Franz said brick pavers are a disaster. SID is going to be looking at bump out on South Dean by Liberty Travel and will email Ed Hynes.

**STREET SCAPES AND BENCHES**

Al Krull wants to look into these items.

**LIGHTING**

Wayne Hamer noted that public lighting needs to be picturesque. The issue is PSE&G.

**INFRASTRUCTURE - FLOODING**

Al Krull noted he wants SID to facilitate and start discussion concerning flooding issues with City, County and State in Englewood.

**WIFI**

Adam Brown reported:

WIFI should be up and running in April. Waiting on quote for upgrade and repairs. WIFI is on the roofs of bergenPAC, TREECO and Englewood Health. These are private properties.

## **WILLIAM STREET PROJECT**

Adam Brown reported:

There are 24 spaces. A design layout is being drawn and will include the James Street lot.

Board went into closed session to discuss Executive Director position.

**Next Board Meeting** – April 2 at TREECO -10 East Palisade Avenue, 2<sup>nd</sup> Floor Conference Room at 8am.

## Overview

The current Wi-Fi system deployed in Englewood is over 5 years old, having been installed between 2013 and 2014. The current system has operated at a very high level; Up-time and maintenance has been minimal; average daily usage has been 2,800 users and 30GB of data.

However, given the age of this equipment the current system is considered obsolete and has the following limitations:

- No longer capable of system updates
- Difficult to get replacement parts for existing equipment
- Limited functionality for Splash Page and advanced market push actions
- Minimal monitoring capability

In the near future, the current Wi-Fi system will become unusable and the current goal to improve the Wi-Fi as a marketing and communication tool for the community will be unrealized. A system upgrade is needed in Englewood. This upgrade should utilize state of the art technology that will enable faster more reliable data transmission; better collection and management of user data for more reliable targeted marketing capability; and faster more effective City and Business communications.

## SYSTEM UPGRADE

The Veloxpath solution from PATH can deliver a state-of-the-art system that will create a fast Wi-Fi experience and can allow for push communications to improve targeted marketing for merchants.

Some of the benefits of the Veloxpath solution:

- Cisco based 802.11ac Wave 2 (Wi-Fi 5) client access radios
- Upgradeable to Wi-Fi 6
- Multiple gigabit full duplex bridges linking Access Points to create a resilient mesh network
- Support for Cisco DNA Spaces to provide better location aware usage reports.

## SYSTEM UPGRADE COST ESTIMATE

Given the current coverage area of the existing Wi-Fi system it is expected that 25-30 Access Points will be required. The expected cost of designing and installing of the Veloxpath solution will range between \$50,000 to \$75,000. In addition, a 3 year service and warranty agreement will be required. The cost of the Service Agreement is \$25,000 per year.

## RECOMMEDATIONS

Detailed below are the action steps required to modernize Englewood's Outdoor Wi-fi System using the Veloxpath Solution. Included in each step are expected cost.

1. Perform previously planned on-site maintenance visit to bring repair existing offline APs. During this visit we will also conduct an in-depth assessment of Englewood requirements for Veloxpath System. An outcome for this assessment will be a detailed proposal for the Veloxpath Solution Upgrade. Cost \$5,000 on-site visit; \$600 Bridge replacements where needed and \$1,000 for AP replacements where needed.
2. Install Veloxpath temporary trial demonstration units on W. Palisades between Lafayette and Van Brunt. Cost \$3,500
3. Deliver final proposal for upgrading Englewood current coverage area with Veloxpath Solution System



## **BUDGET PROPOSAL FOR LED MARQUEES IN ENGLEWOOD**

**Prepared by Carol Rauscher & Richard Engel for the Englewood SID  
April 2, 2019**

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## EXECUTIVE SUMMARY

This budget supports the installation of digital, highly readable, LED signs at three key locations in Englewood.

1. Replace the double-faced electronic sign at the **City Hall** monument which would be seen by motorists from both directions on Palisade Ave. and Van Brunt St. as well as pedestrians walking along those streets.
2. Install a new single-sided electronic sign and pedestal monument at **Gateway Corner of Demarest Ave & Veterans Park** which would be seen by motorists coming down North Dean Street and from both directions on Demarest Ave.
3. Install a new double-sided electronic sign at **Gateway by the Monument at Liberty School** which would be seen by motorists entering the CBD from West Palisade Ave., Tenafly Rd., and Lafayette Ave.

The City Manager's Office has verbally approved the project and is awaiting SID approval. Installation and electrical work will be coordinated by the City Manager's office and the Englewood Chamber of Commerce.

Hardware is manufactured by Adaptive Displays. Delivery and installation are provided by local reseller, Valley Sign Company, LLC.

## PROPOSED BUDGET

1	<b>City Hall Location</b> New <b>double sided</b> 36" x 89" Elite Series A 7.8 mm color display. Use existing monument.	\$ 34,000.00
2	City Hall Electrical & Meter Installation and Connection (estimated cost)	\$ 6,000.00
3	<b>Demarest Ave / Veterans Park Location</b> Install new 30" x 90" <b>single faced</b> 16mm RGB color display. (96") 4" x 4" x .25" steel poles with concrete footings.	\$ 16,100.00
4	Demarest Electrical & Meter Installation and Connection (estimated cost)	\$ 8,000.00
5	1) Optional Pedestal Monument for Panel to Rest on (based on verbal estimate)	\$ 6,000.00
6	<b>Liberty School Flagpole Location</b> Install new 30" x 90" <b>double faced</b> 16mm RGB color display. (96") 4" x 4" x .25" steel poles with concrete footings.	\$ 26,000.00
7	Liberty School Electrical & Meter Installation and Connection (estimated cost)	\$ 8,000.00
8	Miscellaneous / Unforeseen Expenses	\$ 5,000.00
	<b>Estimated total cost</b>	<b>\$ 109,100.00</b>

Valley Sign Company LLC.  
30 Pavonia Avenue  
Emerson, NJ 07630

Email - valleysign@optonline.net

**Proposal**

**Customer**

Name Englewoo SID  
Address \_\_\_\_\_  
City Englewood State NJ  
Phone \_\_\_\_\_  
Richard Engel 917-693-0967

Date 1/29/2019  
Order No. \_\_\_\_\_  
Rep \_\_\_\_\_  
FOB \_\_\_\_\_

Qty	Description	TOTAL
	<b>Quote #1 7.8mm Premiere Series</b>	
	Remove existing double faced digital sign and save for re-installation. Install new double sided 36" x 89" Premiere Series A 7.8 mm color display display on existing monument. Brightness 5500 nits Color processing 4.72 sextillion colors 64,000 level grey scale 256 dimming levels 1200 Hz Display Refresh Standard video 30 frames per second Viewing angle 150 degree horizontal - 90 degree vertical Estimated power per side maximum 1976.4 watts 16 amps @ 120V Average operating power - 592 watts 5 amps @120V Standard O-media software & E-training Temperature and light sensors Warranty - 1st year parts and labor / 5 year parts Wi-Fi ready communication	
	Master Unit	\$ 16,000.00
	Slave Unit	\$ 14,400.00
	Installation	\$ 3,000.00
	Shipping Approx.	\$ 600.00
	50% Deposit on all work 50% on completion of job.	

Subtotal **\$ 34,000.00**

NJ Sales Tax

6.63%	Exempt
<b>TOTAL</b>	<b>\$ 34,000.00</b>

Office Use Only

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs, will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents, or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workmen's Compensation Insurance.

Authorized Signature \_\_\_\_\_

NOTE: This proposal may be withdrawn by us if not accepted within 14 days.





Valley Sign Company LLC.  
30 Pavonia Avenue  
Emerson, NJ 07630

Email - valleysign@optonline.net

**Proposal**

<b>Customer</b>	
Name	Englewood SID
Address	_____
City	Englewood State NJ _____
Phone	_____
Richard Engel 917-693-0967	

Date	1/29/2019
Order No.	_____
Rep	_____
FOB	_____

Qty	Description	TOTAL
<b>Quote #3 16mm RGB</b>		
2	Install new 30" x 90" double faced 16mm RGB color display (96") 4" x 4" x .25" steel poles with concrete footings Galvanized mounting brackets Brightness 10000 nits Color processing 4.72 sextillion colors 64,000 level grey scale 256 dimming levels 1200 Hz Display Refresh Standard video 30 frames per second Viewing angle 160 degree horizontal - 60 degree vertical Estimated power per side maximum 1788 watts 16 amps @ 120V Average operating power - 625 watts 5 amps @120V Standard O-media software & E-training Temperature and light sensors Warranty - 1st year parts and labor / 5 year parts Communication - TBD Wi-Fi ? Cellular - add cost of \$1000.00 <div style="text-align: right; margin-top: 10px;">                         Master Unit \$ 11,000.00                          Slave Unit \$ 9,900.00                          Installation Approx. \$ 4,500.00                          Shipping Approx. \$ 600.00                     </div>	
50% Deposit on all work 50% on completion of job.		

_____ _____ _____ _____
----------------------------------

	Subtotal	\$ 26,000.00
NJ Sales Tax	6.63%	Exempt
<b>TOTAL</b>		<b>\$ 26,000.00</b>

Office Use Only

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs, will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents, or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workmen's Compensation Insurance.

Authorized Signature \_\_\_\_\_

NOTE: This proposal may be withdrawn by us if not accepted within 14 days.



# Adaptive

OUTDOOR LED SIGN CATALOG

[ADAPTIVEDISPLAYS.COM](http://ADAPTIVEDISPLAYS.COM)

800-558-7022

# Customer Praise

**“Both my coffee and candy sales increased as a result of promoting the items with the sign.**

Adaptive’s signs are very effective. The colors are very vivid and pop off the display from quite a distance. The sign has been more effective than some of the other media advertising outlets we have tried. I will definitely install these additional units in stores.”

— Jeff Stueber, Kornell’s Express

**“Thank you so much for the great sign and support. You made it so easy!**

People are very visual and having an outdoor sign to put information on is great! Adaptive’s outdoor LED sign has been a good asset for our company. The system is very easy to use. Using the scheduler and its neat effects, I can easily create my messages and sales in advance, then schedule them to automatically play and change.”

— Diana White, Culvers

**“I’ve been happy to give my endorsement.**

We’ve been very pleased with our sign. Your product is a blessing to our church members and attracts much attention from passersby. Several other local churches have inquired about price and effectiveness of the sign.”

— Pastor Paul Arnold, University United Methodist Church

**“... our advertising budget has decreased.**

**On days we run advertised specials on the display, customers are lined up at our door waiting for us to open.**

The increase in our store’s overall daily sales are directly associated to the advertisements that are being displayed on the sign. The public has come to rely on our messages and specials due to the sign’s visibility from both sides. We’ve had great feedback from our customers about Adaptive’s Display.”

— Linda Whitby, St. Vincent De Paul Thrift Store



## Why Adaptive?

### CERTIFIED SUPERIORITY

Adaptive's full color A-Series displays are engineered for maximum reliability and perform well in the harshest environments. Every unit is burned-in and subjected to QC & QA tests.



#### TEMPERATURE TESTED

Signs handle torturous temps from -22°F to 122°F (-30°C to +50°C) at full solar load.



#### UL LISTED

Signs meet or exceed rigorous safety standards for design and manufacturing.



#### CLIMATE TESTED

Signs perform reliably in extreme coastal, desert, southern and northern climates.



#### ROHS COMPLIANT

All designs meet stringent global hazardous material restrictions.



#### LIFE TESTED

Helps ensure maximum longevity of every Adaptive LED display.



#### ELECTRICAL TESTED

Products pass surge protection; electrical fast transient, ESD and radiated emissions tests.



#### UL ENERGY VERIFIED

UL-verified products consume less energy and decrease overall operating expenses.

## Compare & Choose

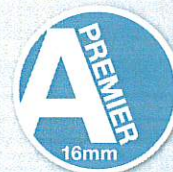


PG 6

**IDEAL FOR** advanced animated messages, detailed motion graphics, dynamic videos

**MOST EFFECTIVE FOR** passing pedestrians to vehicles ≤50 mph

**HIGHLY VISIBLE** near traffic, city streets, busy intersections, and vehicle traffic



PG 7

**IDEAL FOR** basic animated messages, simple motion graphics, short videos, sales, announcements, and info

**MOST EFFECTIVE FOR** passing traffic of 25-60 mph

**HIGHLY VISIBLE NEAR** city streets, heavy pedestrian traffic, and busy intersections



PG 8

**IDEAL FOR** static images, attention grabbing headlines, messages, and information

**MOST EFFECTIVE FOR** passing traffic of 25-65 mph

**HIGHLY VISIBLE NEAR** busy intersections, major highways, rural areas



*For zoning ordinances requiring single color or text-only LED signage*

PG 9

**IDEAL FOR** single color, bold or multi-line ads, messages, news, sales, and announcements

**MOST EFFECTIVE FOR** passing traffic of 10-65 mph

**HIGHLY VISIBLE NEAR** city streets, busy intersections, major highways, rural areas, and close pedestrian / vehicle traffic

# Increase Awareness

Broadcast your ideas to the public. Unite your community. Cultivate public participation, and promote eco-friendliness using an Adaptive outdoor LED display.

## COMMUNITY & BUSINESS

Instantly share critical information with residents. Or, advertise current sales and events to customers. Adaptive outdoor LED messaging signs promote public awareness and commercial presence.

- Broadcast upcoming events and promotions to residents and customers
- Display special parking regulations, warnings, and weather alerts
- Direct visitors to landmarks and attractions

## CAMPUS CRUSADE

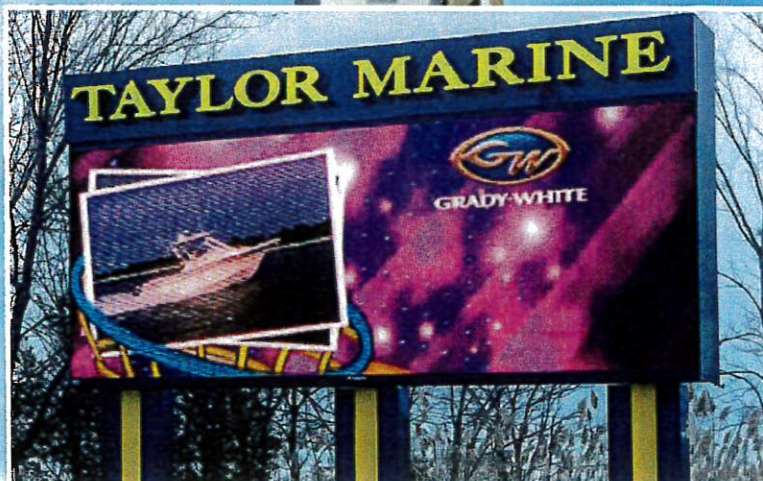
Install an LED sign as an energy-efficient solution to dramatically increase campus communication.

- Promote school activities, open house, and events to students, staff, parents and others
- Announce class cancellations; schedule changes and other important notifications
- Heighten campus safety
- Advertise fundraisers and fairs
- Display campus wayfinding and directions

## HOUSES OF WORSHIP

Share the word ... even from a distance. Invite new and existing worshippers to join in fellowship with your congregation. Inspire, motivate and effectively reach your surrounding area using an LED sign.

- Post special services and prayer times
- Feature festivals, weddings, fundraisers
- Share daily affirmations and spiritual insight
- Attract new members
- Push announcements in minutes



# Increase Sales & ROI, Decrease Cost

Advertise your products. Send out any number of company messages.  
By using an Adaptive LED display, the promotional advantages are unlimited.

## ADVERTISE ANYTHING, ANY TIME

- Store and display many messages
- Publicize at a moment's notice
- Schedule messages based on time of day, day of the week, or month
- Never use static signs again

## GROW BUSINESS & IMPULSE BUYS 24/7

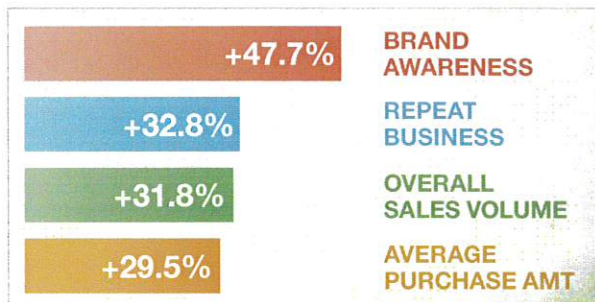
- Achieve maximum daily exposure to vehicular and pedestrian traffic
- Boost visibility 365 days a year
- Create long-term business awareness
- Stimulate repeat business

## SAVE MONEY

- Adaptive displays are UL Energy Verified
- Benefit from decreased utilities, operating expenses and power consumption

## PROMOTE BUSINESS SMARTER

- Draw attention and customers to your business you might have missed
- Increase public awareness of your business with analysis-proven outdoor advertising:

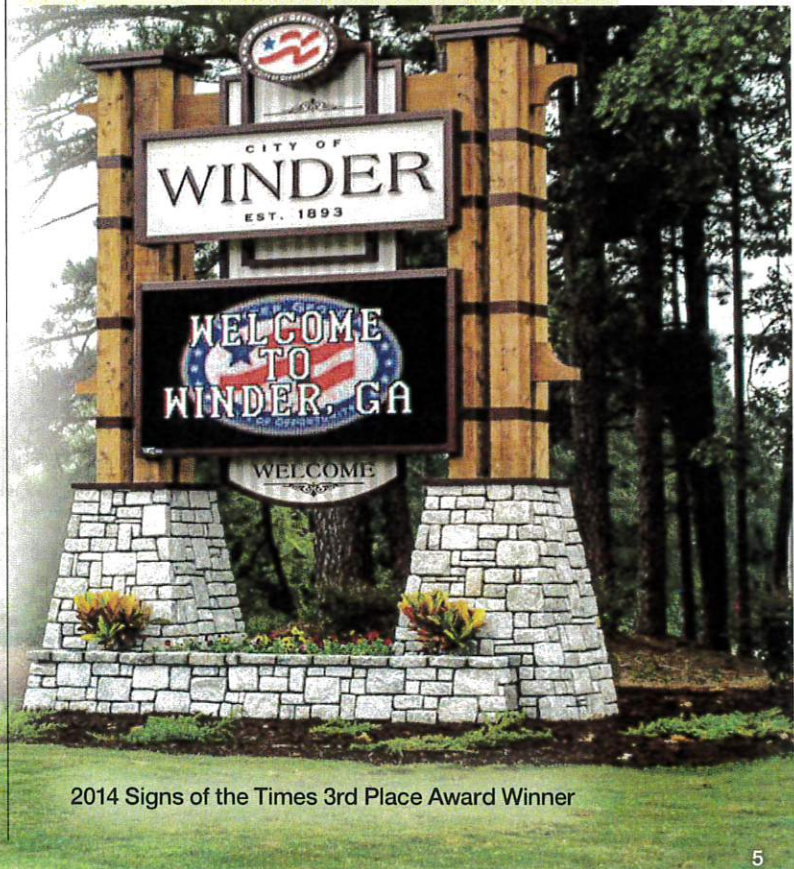


▲ Source: InfoTrends, "Narrowcasting: The Opportunity For Digital Signage and In-Store TV Networks"

“... no other form of advertising comes close to matching the efficiency and cost-effectiveness, dollar for dollar, of an electronic message display. The electronic message display rapidly becomes a landmark in a business' local community, because it offers a valuable public service to the entire community ... see an increase in business of 15%-150%.”



▲ Source: SBA, "Electronic Message Centers (EMCs)," © 2001, Cosponsorship Auth. No. 00-7630-43





Professional custom content creation is included with every A Series LED sign purchased.

- A-Series signs pass these tests: Signal Integrity, Cold Start, Thermal, Impact & Flame, Rain, Immunity, and Surge Protection
- Units operate in temps from -40° to +50°C (-40° to 122°F)
- Life tested and rated for 10+ years
- Industrial-grade LED enclosure is ultra-thin, scratch- and crack-resistant, adding significant safety and security
- Certified 100% weather proof
- 100% fully-front serviceable
- Industry-leading 5-year warranty with 2-year on-site labor
- Ooh!Media™ software makes content creation, editing and scheduling powerfully easy
- AlphaNet™ software

## HIGHEST DEFINITION RESOLUTION

Adaptive's A-Series Elite message displays feature our most advanced, industry-leading technology. Tightly-spaced LEDs provide the most detailed animations, videos, graphics and text. Elite's resolution impresses the most discriminating eyes.

### SPEED READ

Elite signs are very effective on walkers up to vehicles traveling 50 mph.



### HIGHLY VISIBLE NEAR

- Close pedestrians / drivers
- Busy intersections
- City streets



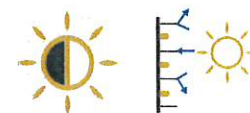
### 4,000 QUINTILLION COLORS

Vivid colors command attention. Images and text jump off the screen in crisp, vibrant light.



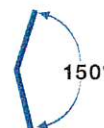
### CLARITY & READABILITY

AutoShine™ and Glare-Shield™ guarantee ads display in 20/20 definition even in brightest sun.

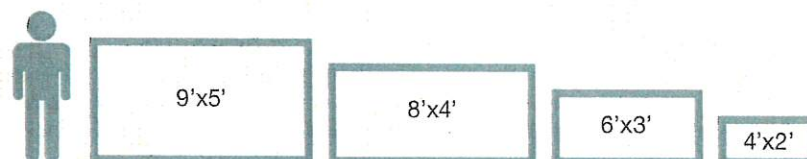


### WIDE VIEWING ANGLE

The Elite's superior 150° viewing angle means viewers will see your messages the longest time.



**ALL-WEATHER DESIGN** popular sizes include:





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- Units operate in temps from -40° to +50°C (-40° to 122°F)
- Life tested and rated for 10+ years
- Industrial-grade LED enclosure is ultra-thin, scratch- and crack-resistant, adding significant safety and security
- Certified 100% weather proof
- 100% fully-front serviceable
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- AlphaNet™ software

## ENHANCED RESOLUTION

Adaptive's A-Series Premier model is one of the industry's clearest outdoor full color boards. Maximize message impact and attract traffic to your business. Its higher resolution is ideal for attention-grabbing messages, info and images.

### SPEED READ

Premier signs are effective for establishments with traffic ranging from 15 mph to 60 mph.



### HIGHLY VISIBLE NEAR

- Heavy pedestrian traffic
- Busy intersections
- City streets



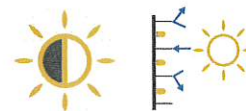
### 4,000 QUINTILLION COLORS

Vivid colors command attention. Images and text jump off the screen in crisp, vibrant light.



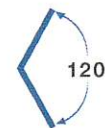
### CLARITY & READABILITY

AutoShine™ and Glare-Shield™ guarantee ads display in 20/20 definition even in brightest sun.

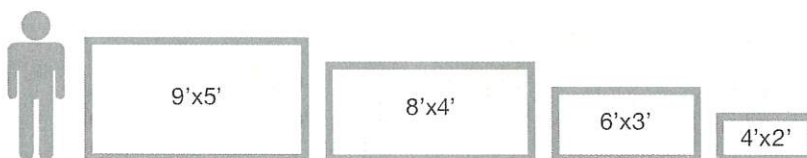


### WIDE VIEWING ANGLE

Industry-leading viewing angles ensure viewers get longer, more accurate exposure.



### ALL-WEATHER DESIGN popular sizes include:







Professional custom content creation is included with every A Series LED sign purchased.

- A-Series signs pass these tests: Signal Integrity, Cold Start, Thermal, Impact & Flame, Rain, Immunity, and Surge Protection
- Units operate in temps from -40° to +50°C (-40° to 122°F)
- Life tested and rated for 10+ years
- Industrial-grade LED enclosure is ultra-thin, scratch- and crack-resistant, adding significant safety and security
- Certified 100% weather proof
- 100% fully-front serviceable
- Industry-leading 5-year warranty with 2-year on-site labor
- Ooh!Media™ software makes content creation, editing and scheduling powerfully easy
- AlphaNet™ software

## INDUSTRY STANDARD RESOLUTION

Adaptive's A-Series Classic is one of the industry's clearest outdoor full color boards. Maximize message impact and attract traffic to your business. Its bold resolution is ideal for attention-grabbing messages, info and images.

### SPEED READ

Classic signs are effective in speed limit ranges varying from residential to highway flow.



### HIGHLY VISIBLE NEAR

- Busy intersections
- Major highways
- Rural areas



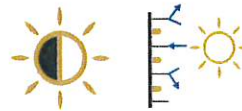
### 4,000 QUINTILLION COLORS

Vivid colors command attention. Images and text jump off the screen in crisp, vibrant light.



### CLARITY & READABILITY

AutoShine™ and Glare-Shield™ guarantee ads display in 20/20 definition even in brightest sun.

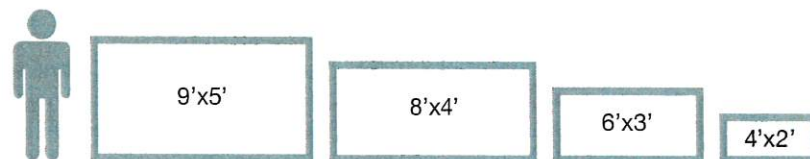


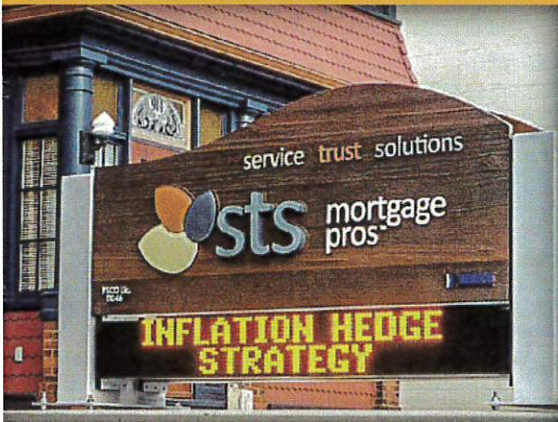
### WIDE VIEWING ANGLE

Industry-leading viewing angles ensure viewers get longer, more accurate exposure.



**ALL-WEATHER** popular sizes include:





- Units operate in temps from -40° to +50°C (-40° to +122°F)
- Life tested and rated for 10+ years
- Industrial-grade LED enclosure is ultra-thin, scratch- and crack-resistant, adding significant safety and security
- Certified 100% weather proof
- 100% fully-front serviceable
- Industry-leading 5-year warranty with 2-year on-site labor
- AlphaNet™ software
- Ooh!Media™ software

## BRILLIANCE ON A BUDGET

StreetSmart™ LED displays are great where ordinances require text-only or single-color. Show ads, sales, events, news and notices boldly and economically. Messages are clear 1,000 feet away, brightly visible even in direct sunlight.

### SPEED READ

StreetSmart™ signs are legible if your audience is travelling at a snail's pace or highway speed.



### HIGHLY VISIBLE NEAR

- Pedestrian traffic
- Busy intersections
- City streets



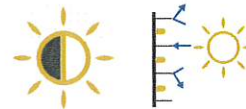
### RED OR AMBER LEDs

Brilliant red or amber LEDs capable of 256 color shades speak plainly and boldly.



### CLARITY & READABILITY

AutoShine™ and Glare-Shield™ guarantee ads display in 20/20 definition even in brightest sun.

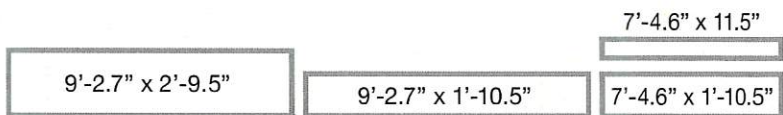


### WIDE VIEWING ANGLE

Industry-leading viewing angles ensure viewers get longer, more accurate exposure.



**ALL-WEATHER** popular sizes include:





# Easy Software, Free Premium Content

Make messages for an A-Series display with Adaptive's powerful Ooh!Media™ software.

### EXTENSIVE CONTENT LIBRARY

Utilize 9,000+ pre-made graphics and easy-to-edit animations.

### MESSAGE EDITOR

Add text on colored backgrounds, images or animations.

### FLEXIBLE FILE SUPPORT

Use JPG, GIF, AVI and BMPs.

### SIMPLE SCHEDULING

Schedule recurring messages at specific times, on specific days.

### STANDARD SPECIAL FX

Built-in transitions and shadows enliven messages.

### BUILT-IN APPS

Add live weather, time, and RSS feeds to messages effortlessly.

### PREVIEW YOUR MESSAGE

Preview content prior to publishing for ensured accuracy.

**ANIMATED FONTS** attract and captivate attention.



Adaptive's free, value-added QuickTrigger™ app for iPhone or iPad allows you

to instantly interrupt a currently-running message and replace it momentarily with another desired message. For instance, highlight a big play during a sports event, like a touchdown or an interception.



The screenshot shows the ooh!Media 3 software interface. It features a menu bar (File, Sign, View, Language, Tools, Help) and a toolbar with icons for Message Editor, Schedule, and Graphic Tools. The main window displays a table of message schedules for 'NEWA\_Series\_16mm1'. Below this is a 'Current Message Schedule' table with columns for Message Name, Status, Time, Start Day / Time, and Stop Day / Time. At the bottom, there is a 'Car Wash - Schedule' section with options for Recurrence (Always, Daily, Weekly, Monthly, Inactive), Time (Start: 12:00 AM, End: 11:59 PM), and Range of Recurrence (No End Date, End After, End by: 01.13.2015). Brackets on the right side of the screenshot label these sections as 'Sign Mgmt', 'Current Display Message Schedule', and 'Message Schedule Details'.

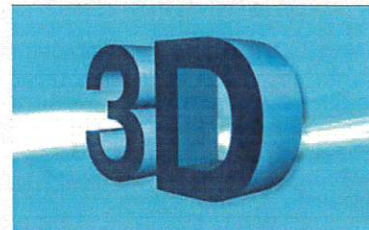
Message Name	Status	Time	Start Day / Time	Stop Day / Time
Logo	Success	28 sec	Always	Always
Car Wash	Success	27 sec	Always	Always
Healthy	Success	11 sec	Always	Always
Facebook 32x80	Success	9 sec	Always	Always

# Custom Content Creation

A-Series purchases include high impact, *custom content designed just for you*. To get started, provide a few details:

Company Name:	Website:
Contact:	
Email:	Phone Number:
What type of business do you have?	
What are trying to accomplish using LED signage?	
What's your target market and/or audience?	
Briefly describe your top five highest margin items, products, services, events or other important info related to your business:	
1.	
2.	
3.	
4.	
5.	
What are your branding requirements?	

Visually-persuasive media is vital. We can provide dynamic, custom messages tailored to your needs.



**ANIMATED BACKGROUNDS**



**ADS AND MESSAGES**



**HOLIDAY BACKGROUNDS**

# Confidence Warranty

Adaptive proudly offers an additional level of quality assurance and confidence on our A-Series and StreetSmart™ outdoor displays. This enhanced warranty is provided at no additional cost.

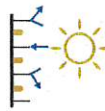
## 5-YEAR PEACE OF MIND PARTS WARRANTY

Includes replacement of failed electronic parts and assemblies, and Adaptive outdoor LED display mechanical components. LED display modules are eligible for replacement if 1% or more of the LEDs on a display module fail (no longer emit light).

## 2-YEAR NO-HASSLE LABOR WARRANTY

The 2-year on-site labor warranty repair period begins on the date of commissioning or 30 days after the shipment of the product from Adaptive, whichever is earlier. This program includes "A" and StreetSmart™ series LED displays.

# A-Series Advanced Design



## GLARE-SHIELD™

Glare-Shield™ dissipates sunlight, reducing glare to ensure optimal readability. Content is easier to read than standard displays.



## AUTOSHINE™

Adaptive signs detect and auto-adjust to ambient light levels for max clarity and readability day or night, in any weather.



## STEEL MOUNTING BRACKET

2" wide, 1/8" thick, 10-gauge, removable (A-Series) HRS angle steel angle mounting brackets and two 1/2" thick steel eye bolts.



## CLEAN, SIMPLE DESIGN

Slim-line outdoor-rated cabinet with WiFi and Ethernet quick disconnects and external easy-connect industrial electrical box.



## GOLD-PLATED CONNECTIONS

All internal sign connector contacts are gold plated for maximum corrosion protection.



## RUGGEDIZED POWER SUPPLY

Solid state, industrial, derated power supply is weather-resistant coated for long life.



## 100% FRONT SERVICABLE

All internal components are accessible from the display's front for easy maintenance.



## LED MODULE BOARD

Ultra-bright, long-lasting, energy-efficient boards deliver over 4,000 quintillion colors.



## SOLID STATE CONTROLLER

An industrial-grade control unit delivers reliable, high-detail, high-resolution content.



## SURGE PROTECTION

Internal outdoor-grade industrial breaker protects from lightning and power surges.



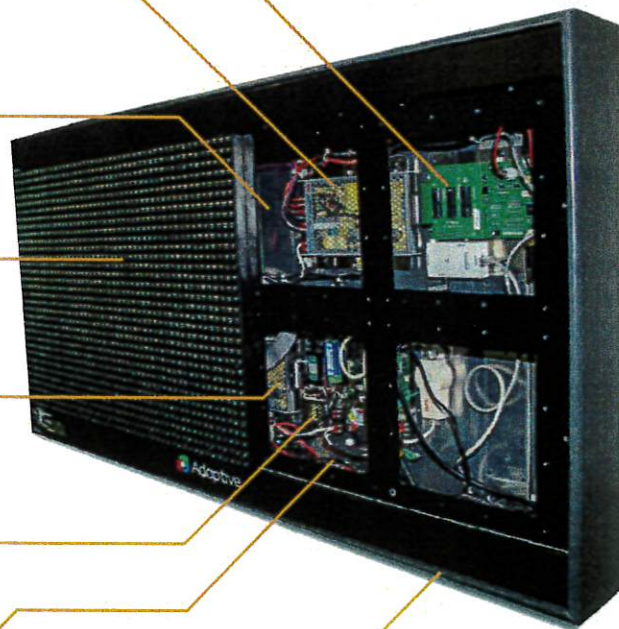
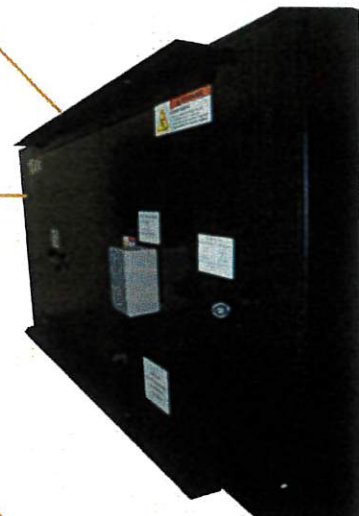
## ADVANCED INTERNAL COOLING

Premium thermal management system prevents premature aging.



## INDUSTRIAL-GRADE ENCLOSURE

Scratch/crack resistant, lightweight, durable aluminum protects from extreme weather.



# Tech Specs

	<i>Street Smart</i>	<b>A</b> CLASSIC 20mm	<b>A</b> PREMIER 16mm	<b>A</b> ELITE 7.8mm
<b>LED COLORS</b>	Single (red or amber)	Full color	Full color	Full color
<b>PIXEL PITCH</b>	17mm	20mm	16mm	7.8mm
<b>CASE CONFIG</b>	Weather proof, industrial grade, sleek and thin, lightweight aluminum	Weather proof, industrial grade, sleek and thin, lightweight aluminum	Weather proof, industrial grade, sleek and thin, lightweight aluminum	Weather proof, industrial grade, sleek and thin, lightweight aluminum
<b>FULLY FRONT SERVICEABLE</b>	YES	YES	YES	YES
<b>FRONT VENTILATION</b>	NO	YES	YES	YES
<b>OPERATING TEMP</b>	-40° to 122°F -40° to 50°C	-40° to 122°F -40° to 50°C	-40° to 122°F -40° to 50°C	-40° to 122°F -40° to 50°C
<b>MAX VIEWING ANGLE</b>	125° Horizontal 45° Vertical	120° Horizontal 50° Vertical	120° Horizontal 50° Vertical	150° Horizontal 90° Vertical
<b>BRIGHTNESS</b>	8,000 nits (Red or Amber LEDs)	8,000 nits 256 dimming levels	10,000 nits 256 dimming levels	5,500 nits 256 dimming levels
<b>PIXEL CONFIG</b>	1 Red or 1 Amber	1 Red, 1 Green, 1 Blue	1 Red, 1 Green, 1 Blue	Surface Mount Technology RGB
<b>COLOR PROCESSING</b>	256 shades	4.72 sextillion (4,000+ quintillion) vibrant color shades	4.72 sextillion (4,000+ quintillion) vibrant color shades	4.72 sextillion (4,000+ quintillion) vibrant color shades
<b>FRAME RATE</b>	N/A	30 frames per second (fps) for high impact video	30 frames per second (fps) for high impact video	30 frames per second (fps) for high impact video
<b>AGENCY APPROVALS</b>	ETL, cETL	UL, cUL, UL Energy Verified, RoUL HS Compliant	UL, cUL, UL Energy Verified, RoUL HS Compliant	UL, cUL, UL Energy Verified, RoUL HS Compliant
<b>POPULAR SIZES</b>	9'2.7" x 1'10.5", 9'2.7" x 2'9.5", 7'4.6" x 11.5", 7'4.6" x 1'10.5" (custom sizes on request)	2'x4', 3'x6', 4'x8', 5'x9' (custom sizes on request)	2'x4', 3'x6', 4'x8', 5'x9' (custom sizes on request)	2'x4', 3'x6', 4'x8', 5'x9' (custom sizes on request)
<b>WARRANTY</b>	5 years: parts 2 years: repair labor	5 years: parts 2 years: repair labor	5 years: parts 2 years: repair labor	5 years: parts 2 years: repair labor
<b>TESTS PASSED</b>	Thermal, Cold Start, Signal Integrity, Flame, Impact & Rain, Immunity & Surge Protection	Thermal, Cold Start, Signal Integrity, Flame, Impact & Rain, Immunity & Surge Protection	Thermal, Cold Start, Signal Integrity, Flame, Impact & Rain, Immunity & Surge Protection	Thermal, Cold Start, Signal Integrity, Flame, Impact & Rain, Immunity & Surge Protection

## CASE STUDY

### Culver's

#### THE CHALLENGE

Culver's (Zion, IL) wanted to convert their location's high vehicle traffic into higher inside traffic, boost sales, and build brand presence in the community.

#### THE SOLUTION

Modernize their existing signage with a 8'5.2"x4'2.8", energy-efficient, high impact, full color LED display strategically positioned to maximize visibility for vehicles and pedestrians. The new display was mounted to existing supports. Managers can easily create content, update it freely, and push it to the sign from a standard computer in their office.

#### THE RESULT

Culver's experienced a dramatic sales increase — especially of daily highlighted items featured on their dynamic Adaptive display. LED boards present scheduled, customizable and ultra-bright animated content to attract customers and encourage action.

“... having an Adaptive [sign] allowed us to vividly display our 'Flavor of Day' and other daily specials!” — *Diana White, Culver's*



## CASE STUDY

# St. Vincent De Paul

### THE CHALLENGE

Having tried newspaper ads, printed coupons and other costly promotions, St. Vincent De Paul turned to Adaptive for a superior long term answer. Their goal: advertise and impact sales by promoting upcoming events at their heavily-trafficed location.

### THE SOLUTION

A full color double-sided Adaptive LED sign was strategically installed on a 10' pole just outside of St. Vincent's business. The 8'5.2"x4'2.8" model was designed to seamlessly integrate with existing on premise signage. Its locale provided high visibility to foot and vehicle traffic.

### THE RESULT

Instantly, St. Vincent De Paul reported:

- Boost in ROI
- Decreased ad expenditures
- Increased daily traffic and sales
- Improved ease and ability to broadcast specific products and promotions

“The public has come to rely on our messages and specials due to the [Adaptive] sign's visibility from both sides.” — *Linda Whitby*

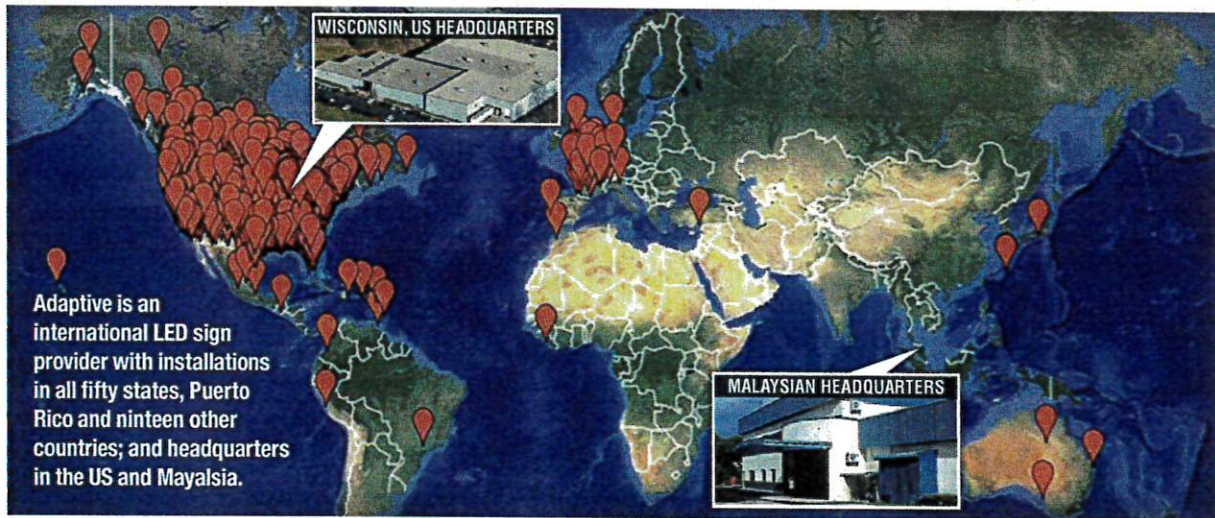
Due to the sign's massive success, St. Vincent now decisively plans all advertisements in advance, then schedules them to automatically display at specific dates and times. Ease and unlimited advertising possibilities facilitates powerful, dynamic advertisement solutions.





## About Us

With over 35 years of manufacturing exceptional message displays, Adaptive provides an extensive line of quality LED signage solutions. We design innovative products that are simple to maintain and easy to operate. We ensure systems are up and running. Every day. Adaptive's outstanding support staff and breakthrough technologies make us a key communications partner you can count on.



### AMERICAN MADE

By designing, manufacturing and testing all products in our advanced Milwaukee-based plant, Adaptive maintains complete control of design and supply chains including products, services and support. In-house QC and QA ensure consistent premium deliverables. Every time.

### CUSTOMERS FIRST

Adaptive provides customers full access to our highly-skilled tech support and service teams. With over 100 years of combined, real-world experience in LED displays, modules, boards and more, Adaptive takes pride in ensuring your needs are met and resolved. Properly and promptly.

