



## 7' 10" Wide Double Faced Marquee



**DF Interior Illuminated Sign  
2' x 7' 10"**

**20mm, 48 x 120 Matrix  
(3' 2" x 7' 10")**

**DF Message Center**

**5' x 4' Pole Cover (optional)**



### LED Display Includes:

### Message Center Available In:

- ✓ SM Infinity™ Cloud Based Software
- ✓ iPad
- ✓ Free Online Software Training & Updates for Life
- ✓ 7 Years FREE Custom Graphics
- ✓ 7 Years Parts AND On-Site Labor Warranty

- ✓ 3' 2" Tall by 7' 10" Wide
- ✓ 3' 11" Tall by 7' 10" Wide
- ✓ 4' 9" Tall by 7' 10" Wide
- ✓ 5' 6" Tall by 7' 10" Wide
- ✓ 6' 4" Tall by 7' 10" Wide

SM Infinity™

sm<sup>∞</sup>

## Automatic Emergency Alerts (IPAWS)

The Integrated Public Alert and Warning System (IPAWS) is operated by FEMA to provide national and local alerts on supported electronic devices and signage during emergencies. SM Infinity™ has integrated with the IPAWS system, and can play these alerts on any outdoor or indoor digital sign running the SM Infinity™ platform.

### Help Save Lives.

Emergency Alerts help save lives and ensure the safety of communities and property by providing a central place to distribute all types of alerts, including severe weather, safety, amber alerts, and many others.



Alerts from the IPAWS system are provided by “authorized alerting authorities”. These authorities include federal agencies like the National Weather Service, DHS and FEMA, as well as local authorities like police departments and city governments.

### How Does it Work?

The alerts are presented in an easy to read text format, automatically sized for the display. They can be set to page through the alert, or set to scroll horizontally depending on your preferences and sign size.



Alerts cycle in between your existing content and this frequency can be adjusted from the SM Infinity portal at any time. They are only played in the event of an emergency or public safety advisory according to the proximity of the display to the alert area, and they stop playing when the alert period is over.



### Included for Everyone!

This feature is currently provided for all SM Infinity users as a simple yet significant way to give back to the community. Enabling the feature requires only a few mouse clicks, and your display is ready to receive alerts within 1-2 days.

For more Information on IPAWS visit [www.fema.gov/ipaws](http://www.fema.gov/ipaws)  
Visit our website for more videos, features and information about us at [www.sminfinity.com](http://www.sminfinity.com)

# SM Infinity™

cloudware for digital advertising



## Cloudstanding!

**SM Infinity™**, the next generation of advertising control for your digital display.

### cloud control

Advertising Control from Anywhere

No longer will software reside on clients' computers like most display operating software. Our **software resides on the internet**, or "in the cloud." This allows the client to securely login from any PC, MAC, or iPad connected to the internet to operate their display. No more worries about installing or updating software ever again. The client is always using the latest version, plus, all the media and schedules are securely stored in the cloud and backed up daily.

Also, **SM Infinity™** allows for multiple permission-based users, so the master account user can assign multiple people to control the display, but still has override capabilities at any stage.

Any Device. Anytime. Anywhere.



### content creation

Professionally Designed Content

Clients will **never have to worry about creating effective content** or "hoping someone knows how to within their business."

The Graphics Team behind **SM Infinity™** will provide professionally designed dynamic content aimed at enhancing their clients' image with the goal of increasing traffic. Clients simply login, type in their ideas, and submit a graphic request for still or animated content. The Graphics Team will create the content and put it in the client's queue to be approved and sent to the display automatically. **Service and Attention.**

Better Content. More Business.

### universal compatibility

Compatible with Multiple Manufacturers

Say goodbye to proprietary operating software. Typically, digital display manufacturers provide proprietary software for controlling content on their displays. **SM Infinity™** is **compatible on any manufacturers' display** allowing anyone with a digital display to sign up.

Plus, this gives clients with multiple displays made by different manufacturers complete freedom by using **one comprehensive software** instead of learning or using multiple software platforms.

Freedom and Control.



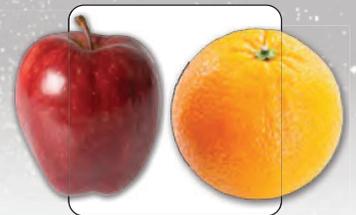
### command center

Automated Diagnostic Check In

A healthy sign means a healthy business.

With the power of the **SM Infinity™** platform, our client's digital display will have the ability to **"check in" on a regular basis to our command center automatically.** This will allow us to alert you immediately if we suspect anything is wrong with the digital display, like power or communications loss. This can be critical if our client has a network of displays people rely on daily or is a major source of revenue and advertising.

Peace of Mind Ownership.



**SM Infinity™** is a comprehensive solution for controlling advertising on your indoor & outdoor digital signage along with professional content creation through the security and reliability of the cloud via PC, Mac or Mobile Device.  
**Anytime. Anywhere.**

## Doodle

Online Message Editor



**Create messages on the fly** with our online message editor via web or mobile.

With the power of a simple online message editor in the palm of their hand, clients can create & send custom messages fast. Create a quick birthday or welcome message, an instant sale, or new inventory. They can use a solid background or import any custom image, overlay text with a border, **and send instantly from anywhere, anytime.**

Be Creative.

## scheduling control

Automatic Campaign & Message Advertising

### Stay ahead of the competition.

Our scheduling feature not only allows standard scheduling like date, time, rotations, and dayparting, but with **conditional messaging**, clients can set scheduling conditions, like weather, to trigger specific messages. For example, if it is cold outside, your display will automatically advertise winter jackets on sale.

Need to move inventory? Our **campaign management tool** talks with the client's POS system and will start boosting the advertising for certain items. When the client's desired numbers are met, the advertising will scale back and resume the normal schedule.



Proactive Control that Works.



## SM Infinity App

Mobile Accessibility

### Never use a computer again!

With the SM Infinity™ App, the client can control their LED sign from an iPad or iPad mini.

Available from the App Store, this app **has all the same features** that are available on the web laid out nicely from the power of any Internet (or wifi) connected iPad or iPad mini.

It even features Voice Command for submitting Graphic Requests. The client simply hits the record button and dictates their message along with any additional comments.

Go Mobile. Be Free.

## REQUIREMENTS for using SM Infinity™:

The Display: The display must be connected to the Internet using a local network router/switch near the site or a stand alone connection like a dedicated DSL/Cable modem or Cellular modem installed at the display location.

- When wireless radios are used, the radio installed at the building must connect directly to the local network router/switch.
- Local networks must allow the display to hold a private static IP address, however a public static IP address is not required.
- Currently scheduled content will continue to play on the display during any internet service disruptions, and update as soon as Internet access is restored.

The Devices: A PC, Mac, Tablet, or Mobile Device connected to the Internet is required to access the SM Infinity portal and manage the display.

- PC or Mac devices must be using the latest version of a supported Internet browser (Google Chrome, Internet Explorer, Firefox, and Safari preferred).
- Mobile devices and Tablets are supported using most factory installed browsers.
- iPad and iPad Mini devices can connect using the SM Infinity app, available in the iPad App Store.

# The Long Term Cost Benefits of a Great Warranty.

The long term cost to a sign owner to maintain an outdoor LED sign can be directly affected by type of warranty coverage. Factors like parts, labor, insurance backing the obligation, and length vary between manufacturers as well as the overall service quality to resolve issues quickly and easily for the dealer and the end-user. Being able to understand a great warranty from a good or bad warranty can save the sign owner a lot of time and money.

## First, Let's Define the Terms within a Warranty:

To understand the difference between manufacturer warranties, it's important to define and understand the terms they use.

**Warranty Length:** This is the number of years your warranty will be valid from the date of installation. It's important to note that warranty term meets or exceeds industry standards to minimize long term costs.

**Parts Coverage:** Standard coverage for parts, including modules, power supplies, and internal components to repair your sign during the warranty term. Read carefully. Unlike Vantage, some sign manufacturers do not cover **all parts** mentioned above during Warranty Term. In some cases, the sign manufacturer will limit the coverage term on a particular part (like power supplies), and/or the shipping costs may not be included.

**Factory Labor:** The term **Factory Labor** does not mean the manufacturer covers on-site labor costs to remove, ship, or re-install part(s) needed to repair your sign, but rather the manufacturer requires you, the sign owner, to coordinate the removal of the defective part(s) and ship them back to them for repair. As a result, it could take several weeks before your sign is up and running again.

**On-Site Parts Replacement Service (Labor):** During the **Warranty Term**, your LED sign is covered for on-site labor costs to remove, ship, or re-install part(s) needed to repair it.

**Insured Warranty Program:** Provides additional "**Peace of Mind**" for the sign owner. In the event the original LED sign manufacturer OR the dealer go out of business, the obligation to provide parts & service during the **Warranty Term** will not be interrupted.

**Typical Service Costs:** Costs can vary depending on location, access, state, and provider. Here are some conservative costs for labor and parts on average for the industry:

- **Service Call 1 Tech:** \$100 per hour, typically 2-3 hour minimum.
- **Service Call 1 Tech and Bucket Truck:** \$195 per hour, 2-3 hour minimum
- **High Rise Service Call:** \$500 per hour, 2-3 hour minimum.
- **Out of warranty Parts:** \$300 - \$3500+ each.

## ★ Vantage LED Exceeding the Standard: 7 Year Parts & On-Site Parts Replacement Service

The industry standard is 5 years parts and factory labor. Vantage LED sets the bar higher, and offers a 7 year parts (all parts) and a true 7 year on-site parts replacement service which is fully backed by an "A" rated insurance company during the **Warranty Term** obligation. If after trouble-shooting the issue and on-site service is required, an Authorized Service Provider will be dispatched immediately to replace the damaged part at no cost under the Warranty Term. A significant cost savings compared to paying for each service trip until the issue is fixed. This approach ensures a better experience for everyone involved.

### Yearly Cost Estimates by Warranty Type and Length

	Year 1 1 Issue	Year 2 1 Issue	Year 3 1 Issue	Year 4 1 Issue	Year 5 2 Issues	Year 6 3 Issues	Year 7 3 Issues	TOTAL
7 Year Parts & On-site Service	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>
5 Year Standard Parts	\$300 - \$500	\$300 - \$500	\$300 - \$500	\$300 - \$500	\$600 - \$1000	\$1500 - \$4000	\$1500 - \$4000	<b>\$5000 - \$11,000</b>
2 Year Standard Parts	\$300 - \$500	\$300 - \$500	\$600 - \$1000	\$600 - \$1000	\$1200 - \$2500	\$1500 - \$4000	\$1500 - \$4000	<b>\$6000 - \$13,500</b>

## A Case Study Instance

### Service Call #1

George operates a restaurant with a great looking LED sign. One day, he notices a problem and calls his support rep. The support rep works with him to isolate the issue, and determines he needs a replacement LED module.

- **With Vantage LED On-Site Parts Replacement Service:**

Parts are shipped, and an authorized service provider is dispatched to replace the module. George ships the old part(s) back via prepaid shipping label. It took about 3-10 business days.

- **Without Vantage LED Service:**

**George's cost to repair his sign could easily exceed \$300 + Shipping Costs + Time.**

The parts are shipped to George and he begins calling around for someone with a bucket truck. He hires an electrician for \$150 per hour with a 2 hour minimum. After some missed appointments, the electrician arrives and installs the parts. George ships the parts back at his own expense. It took 10-20+ business days until fixed, plus 2-4+ hours of his personal time locating and coordinating with the electrician.

### Service Call #2

A week after the service call, George notices an issue near the same location. He contacts a support rep who determines that it may be a loose or bad cable where the original LED module was replaced.

- **With Vantage LED On-Site Parts Replacement Service: (no new costs)**

- Replacement parts are shipped, and the service provider is scheduled to return at no charge (continuation of the previous incident). Service provider arrives, finds the loose cable, and fixes it. George ships the parts back via prepaid shipping label.

- **Without Vantage LED Service:**

**George's additional cost to repair could easily exceed \$600 + Shipping Costs + Time total.**

Replacement parts are shipped, and George takes time to coordinate again with an electrician at a rate of \$150 per hour with a 2 hour minimum. The electrician arrives and installs the parts. George ships the parts back at his own expense.

### The Results are Clear

Even with conservative rate estimates for a single incident with two trips, George will spend much less time and money when using a complete parts warranty and on-site parts replacement service.

**Vantage LED On-Site Parts Replacement Service: \$0**

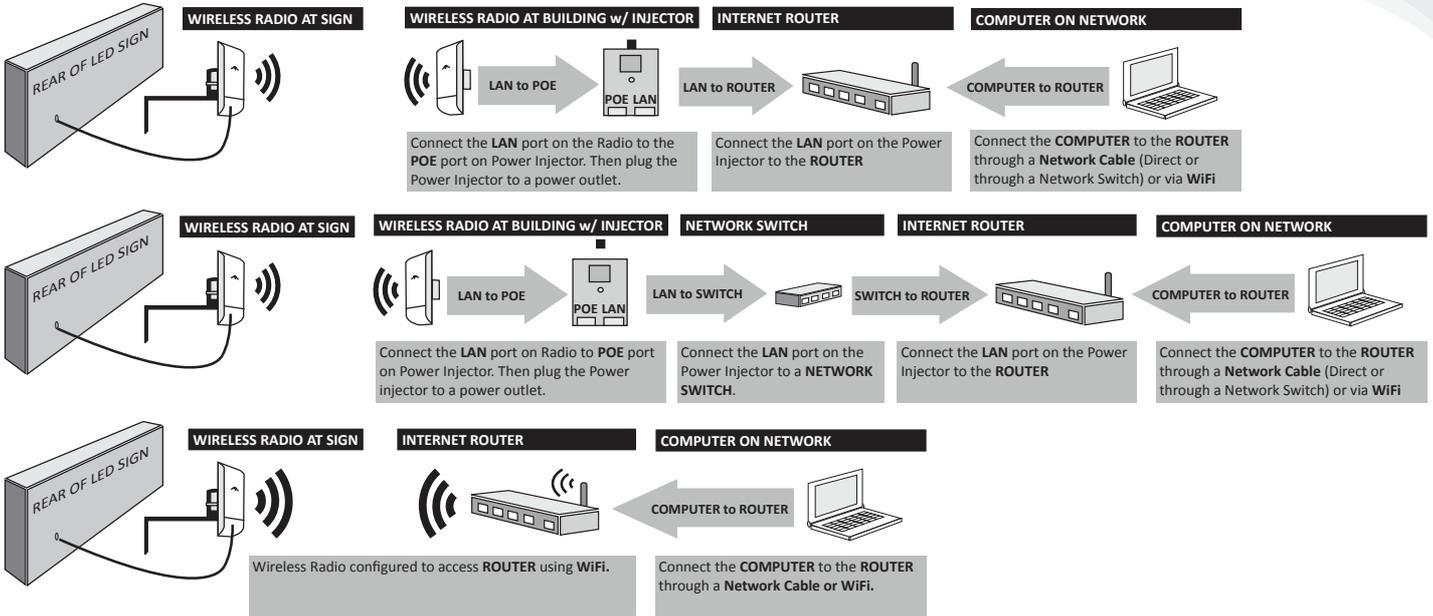
**Standard Parts Warranty: \$600 - \$1000** depending on local service rates.

### Your Time, Your Money, Your Reputation

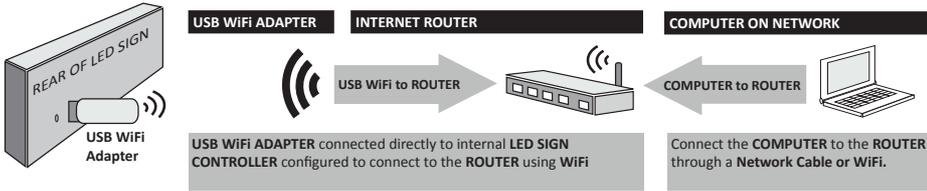
An outdoor LED sign is a big part of your advertising and brand. It generates revenue, interest in your organization, and allows you to communicate to a large audience. It's incredibly important that it works reliably and issues are resolved as quickly as possible. We stand behind our product with the best warranty in the industry. Our service is executed by our professional support team and is backed by an "A" rated insurance company with authorized service providers across the country. With Vantage LED, your time, money and reputation are in good hands.

# SM Infinity™ COMMUNICATION METHODS

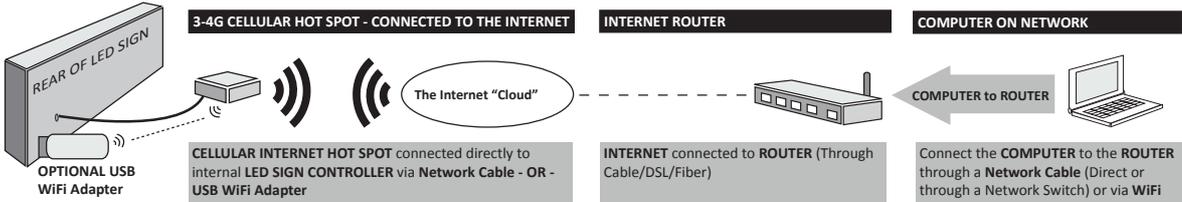
## WIRELESS RADIOS - Dual Bridge or Single WiFi



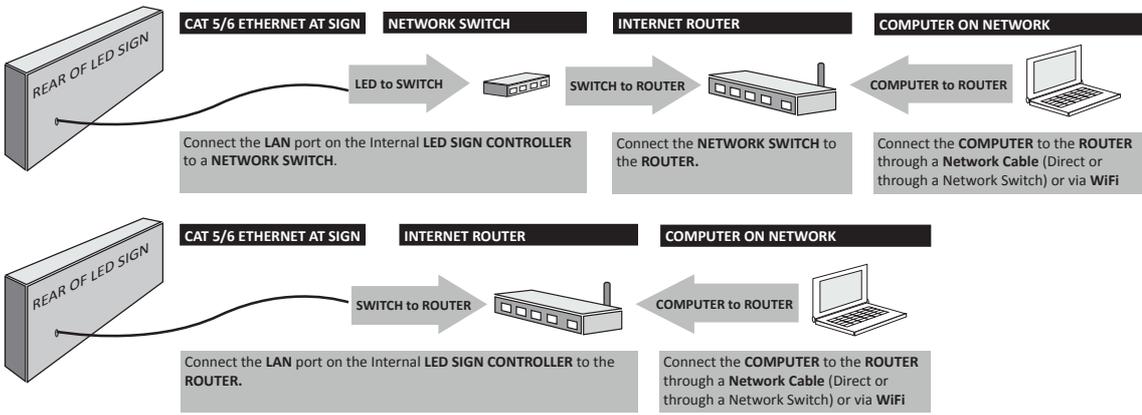
## USB WiFi Adapter - WiFi



## CELLULAR HOT SPOT - WiFi



## HARD WIRED - Cat5/6 Ethernet





spectacular media presents  
**SM Infinity™**  
cloudware for digital advertising

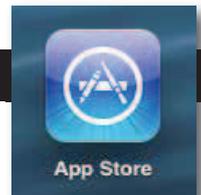
# iPad Installation

## 1. Register Your iPad

Register and complete the initial setup of your iPad. For instructions, please visit Apple directly at:  
[http://manuals.info.apple.com/en\\_US/ipad\\_user\\_guide.pdf](http://manuals.info.apple.com/en_US/ipad_user_guide.pdf)

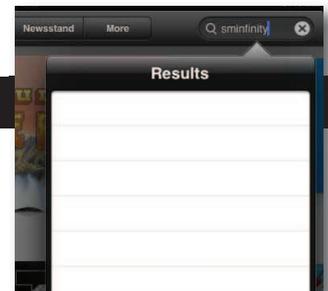
## 2. Open the App Store

Access the App Store by clicking the icon on your iPad's home screen.



## 3. Search the App Store

Select the search box in the top right portion of the App Store window and type "SMInfinity"



## 4. Download the App

Locate the App, and press the "Free" button. Then Press the "Install App" button.



## 5. Run It!

Go back to your main home screen and run the app!  
Use the same username and password you enter on the website to login.

If you have further questions, please see our help guide by clicking the help button in the app, or by visiting:  
<http://www.sminfinity.com/mobilehelp.html>

