## ElectronicSigns com

## Options \& Ideas

800-341-6397
www.electronicsigns.com

## Getting started

Simply stated, LED signs are the most cost efficient and effective advertising available today.

## Chosing the Right Resolution

The 17 mm series is perfect for advertising along any local city street. High display resolution makes it ideal for slower city traffic volumes. Brilliant red or amber LEDs with 256-shades/grayscaling really attract attention.

The 35 mm series is ideal for advertising to both faster and slower traffic volumes. With 1 ft . to 4 ft . charac-
ters red or amber LEDs with 256-
shades/grayscaling, this LED display will bring more drive-by customers into your location.

Solid State LEDs are 10 times more efficient than incandescent bulbs and about twice as efficient as fluorescent lamps.

## Benefits

LED displays are significantly more cost effective than signs using incandescent bulbs. The LED display also has a much greater viewing distance, especially at night, which allows your message to reach more people for more hours of the day. Unlike changeable lettering signs, the LED display allows you to update your messages quickly, easily and safely, without concern about weather, and eliminating the ongoing cost of replacing standard lettering.

## Viewing Distance

Before you decide on the size of your LED display, you need to evaluate the distance between your target audience and the display. How far away will your potential customer be from your sign?

Consider the traffic pattern of the audience for your sign. Understanding the viewing distance and speed of traffic will help you determine the correct size of your electronic sign. A driver in a 45 mph speed zone will have less time to read a message than a driver in a 25 mph speed zone.

Ramiro Vazquez Sign Industry Magazine

## Benefits of Electronic LED Display over Traditional Changeable Copy Sign

An electronic LED sign may be a larger initial investment than a traditional changeable copy sign, but the benefits and savings of LED Display technology are significant. The added flexibility of being able to change a message simply and quickly - regardless of weather conditions or time of day - boosts advertising and increases sales.

## Don't forget about Indoor LED Displays!

Standard print text on changeable copy signs is viewable from up to approximately 32 feet away. LED Displays emit light which allows for approximately one inch of text to be viewed from 50 feet away. An LED Display can be seen from a greater distance
giving drive-by traffic more time to read your message, especially at night.

Please feel free to contact us at 800-341-6397 with any questions you have or to discuss your electronic display projects and requirements.


#### Abstract

\section*{About Us}

ElectronicSigns.com has been providing electronic information display systems to a wide range of national and international clients for over 16 years. Our online presence, ElectronicSigns.com, is backed by the experience and reputation of Visual Communications as a leader in Electronic Display sales and support.

From the small local business to the large Fortune 100 company, we are there to assist you with your display projects. Our knowledgeable staff can participate in all aspects of the process including project consultation, product selection, networking and installation guidance, as well as ongoing hardware and software support and service. We stock most standard displays for immediate shipment. Custom projects are always welcome. 


Reduce perceived wait time while informing, selling and entertaining customers

Educate \& constantly remind customers about

Entertain waiting customers with current news, sports and weather services

## products and special services <br> productsandspecial servics

Indoor displays will help you significantly enhance communications with the flexibility of scheduling messages, presenting graphics and even displaying real time information.

## Single Pole



| 17MM | $32 \times 160$ |
| :---: | :---: |
| Cabinet Size | Height: 1 ft .10 inches Width: 9 ft . 2 inches |
| Character Height | 5 lines - 3 inches <br> 4 lines - 5 inches <br> 3 lines - 7 inches <br> 2 lines - 10 inches <br> 1 line - 21 inches |

35MM
$16 \times 80$

| Cabinet Size | Height: $1 \mathrm{ft}$.10 inches <br> Width: 9 ft .2 inches |
| :--- | :--- |
| Character Height | 2 lines -10 inches <br> 1 line -21 inches |



Simple and affordable, the single-pole sign is a highly effective way to combine your location branding with the dynamic advertising of an LED display.

ElectronicSigns.com

## Single Pole



## Double Pole



The double-pole sign offers strength, durability and support for any size and combination of fixed sign and LED display.

17MM

| Cabinet Size | Height: 1 ft .10 inches <br> Width: 9 ft .2 inches |
| :--- | :--- |
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35MM
$16 \times 80$

| Cabinet Size | Height: 1 ft . 10 inches <br> Width: 9 ft .2 inches |
| :--- | :--- |
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17MM
$48 \times 160$

| Cabinet Size | Height: 2 ft .9 inches <br>  <br> Width: 9 ft. 2 inches |
| :--- | :--- |
| Character Height | 8 lines -3 inches |
|  | 6 lines -5 inches |
|  | 4 lines -7 inches |
|  | 3 lines -10 inches |
|  | 2 lines -13 inches |
|  | 1 line - to 20 inches |

35MM
$24 \times 80$

| Cabinet Size | Height: 2 ft .9 inches <br> Width: 9 ft 2 |
| :--- | :--- |
| Charaches |  |$|$| 4 lines -7 inches |
| :--- |
| 3 lines -10 inches |
| 2 lines -14 inches |
| 1 line -33 inches |.

35MM


| 17MM | $48 \times 192$ |
| :--- | :--- |
| Cabinet Size | Height: 2 ft .9 inches <br>  <br>  <br> Width: 11 ft |
| Character Height | 8 lines -3 inches |
|  | 6 lines -5 inches |
|  | 4 lines -7 inches |
|  | 3 lines -10 inches |
| 2 | 2 lines -13 inches |
|  | 1 line - to 20 inches |

## Double Pole



## Aluminum Panels



Aluminum panel signs are designed for extreme outdoor environments and are engineered to withstand winds up to 150 mph . This versatile, all-aluminum sign is the perfect compliment to a dynamic LED display.


17MM
$32 \times 160$

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35MM
$24 \times 96$


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| Cabinet Size Height: $24 \mathrm{ft.9}$ inches <br> Width: $11 \mathrm{ft}$. <br>  4 lines -7 inches <br> 3 lines -10 inches  <br> 2 lines -14 inches  <br> 1 line -33 inches  |


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## Monument Styles



Brick or stone, big or small... short or tall... monument signs provide the perfect opportunity to attract passerbys with your LED message.

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