

## When purchasing an LED display, Buyer Beware!

Buying LED displays are like buying cars. An entry level grocery getter only costs 15% of a top of the line Mercedes. The same consideration applies to the LED diodes' performance/price ratio. A similar spec and size LED display from a small, foreign display manufacturer might cost you only 60% of a display from a well established US company such as Optec. That's because a high grade green LED diode from the best LED diode manufacturers such as Nichia (our primary LED diode provider) can cost as much as 200% more than from a cheaper equivalent display from a small LED factory.

To get a high resolution, vibrant color, long lasting and high end LED display, you have to pay for the higher performance and quality. Buying a low performance, low brightness LED display is a short term solution. It may look good in the first several weeks or months, but will it still have the same brightness and use performance two or three years later? Therefore the money saved from buying a less expensive display may have to be applied in a serious upgrade of that display's brightness levels or even more dramatic, replacing the entire display. As the display brightness degrades over time, so will your company's image start to look a little less bright. Buy right the first time - buy Optec.

## Optec Displays See The Light of Day

Getting your customers' attention and getting your messages across is the first step in any form of advertising. A boring, non-attention grabbing advertisement will not grab your customers' attention, no matter how effective the marketing message is. A low price, low performance (low brightness, poor readability) LED display can be a big expense with a low return on attracting new customers or increasing sales.

When someone is trying to sell you a display at a low price, it is important to compare their display's performance with products from established manufacturers such as Optec during daylight before you make the purchase. Think about how many of your customers will miss the messages you are trying to send if your display under performs.

Optec Displays is more than a display, it's also a brand with a level of product quality, technical service, customer support and a warranty to guarantee you getting the best LED sign products and corporate support for the entire life of the sign.






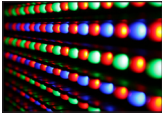

To help in your decision about the best LED display for your business, consult with our Optec sales representatives for selecting the most suitable displays for your application.

## Your business image.

### A good display tells who you are.

LED displays are an on-premise advertising medium, and intended to direct nearby traffic flows into your business location. Once you install an LED display at your business location, it becomes part of your business image. LED displays add a high tech, modern feeling to your business and help influence 'impulse stops' from passing motorists to do business with the store beneath the sign.

## Here are the 10 reasons to buy Optec

1. Optec's marketing department will work with you to create and manage effective advertising campaigns and libraries of content. This lets you focus on your core business. Let Optec do all the creative work.
2. Our dynamic display network software lets you manage thousands of locations and thousands of promotions by SKU number. 
3.  Optec's project management team is able to work with our dealer network and manage processes such as initial zoning review, site surveys, permits, installation, electrical upgrade, and customer service support.
4. Optec's hybrid design gives us the advantage of being the easiest product to service in the industry. 
5. Optec can download to a group or network of EMC's at the same time it takes to download to one display. This fast response lets you react quickly with targeted promotions for specific stores, a region, or the entire network.
6.  Optec's products are made from best of the best LEDs from the best LED diode manufacturers such as Nichia and HP.
7.  With 600+ field technicians and 500+ dealers standing by, we offer you a 5 year parts and optional labor warranty to give you peace of mind.
8. We offer the brightest, highest performing products in the industry. Our patented design protects the emitting light from competing sunlight intrusion. 
9. Optec is the exclusive manufacturer for Sonic Industries. Their proven success is a testament to why you should consider buying an EMC.
10.  Our UL rated, rock solid product is capable of withstanding a 140mph wind load. Our displays have survived hurricanes, and broadcasted emergency evacuation information during Katrina.