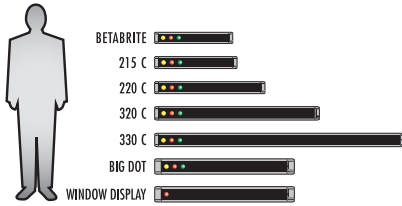


Indoor Product Selection Guide



One-Line Indoor Models



- 2-, 3- or 4-inch Characters
- Full color, tri-color (8 colors from shades of red/green/amber) or super-bright red as noted
- Aluminum cases except as noted
- Networkable via RS232, RS485 or optional Ethernet adapter
- Programmable via remote keyboard or ALPHA software
- Viewing distance up to 200 feet



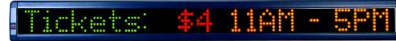
Ideal for use in retail, factories, warehouses and service industries.



Case: 84.4" x 5.5" x 3.8"
8 brilliant colors, 3 rainbow effects



Case: 57.4" x 5.5" x 3.8"
8 brilliant colors, 3 rainbow effects



Case: 37.7" x 3.8" x 2.9"
8 brilliant colors, 3 rainbow effects



Case: 25.8" x 3.8" x 2"
8 brilliant colors, 3 rainbow effects



Plastic Case: 28.8" x 3.2" x .9"
Brilliant full color, 3 rainbow effects

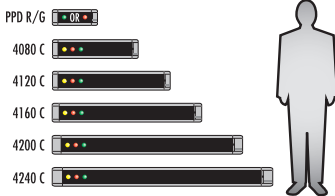


Plastic Case: 49" x 6.25" x 4.25"
8 brilliant colors, 3 rainbow effects



Super-bright red only (Visible in direct sunlight and through tinted glass)
Plastic Case: 49" x 6.25" x 4.25"

Two-Line Indoor Models



- .7- to 4.8-inch Characters
- Tri-color (PPD available in red or green)
- Aluminum cases except as noted
- Networkable via RS232, RS485 or Ethernet adapter (optional)
- Programmable via remote keyboard or ALPHA software
- Viewing distance up to 240 feet



Ideal for use in lobbies, schools, manufacturing and warehouses.



(Not to scale) Plastic Case: 13.7" x 3.5" x 1.84"
Monochrome: Red only



Case: 28.2" x 7.7" x 5.5"
3 brilliant colors, 3 rainbow effects



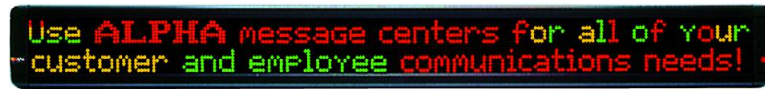
Case: 40.2" x 7.7" x 5.5"
3 brilliant colors, 3 rainbow effects



Case: 52.2" x 7.7" x 5.5"
3 brilliant colors, 3 rainbow effects



Case: 64.2" x 7.7" x 5.5"
3 brilliant colors, 3 rainbow effects



Case: 76.2" x 7.7" x 5.5"
3 brilliant colors, 3 rainbow effects

BETABRITE®

80 columns x 7 rows
1 line / 2.1" hi / 13 char.

BETABRITE PRISM®

80 columns x 7 rows
1 line / 2.1" hi / 13 char.

215 C

90 columns x 7 rows
1 line / 2.1" hi / 15 char.

220 C

120 columns x 7 rows
1 line / 2.1" hi / 20 char.

320 C

120 columns x 7 rows
1 line / 3.1" / 20 char.

330 C

180 columns x 7 rows
1 line / 3.1" hi / 30 char.

BIG DOT®

80 columns x 7 rows
1 line / 4" hi / 13 char.

WINDOW DISPLAY

80 columns x 7 rows
1 line / 4" hi / 13 char.

PPD™

120 columns x 7 rows
2 lines / .7" hi / 20 char.

4080 C

80 columns x 16 rows
1 line / 4.8" hi / 8 char.
2 lines / 2.1" hi / 13 char.

4120 C

120 columns x 16 rows
1 line / 4.8" hi / 12 char.
2 lines / 2.1" hi / 20 char.

4160 C

160 columns x 16 rows
1 line / 4.8" hi / 16 char.
2 lines / 2.1" hi / 26 char.

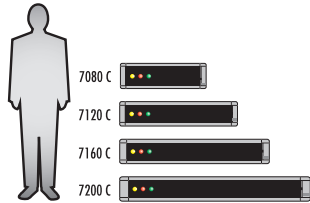
4200 C

200 columns x 16 rows
1 line / 4.8" hi / 20 char.
2 lines / 2.1" hi / 33 char.

4240 C

240 columns x 16 rows
1 line / 4.8" hi / 24 char.
2 lines / 2.1" hi / 40 char.

Three+ Line Indoor Models



- 1.5- to 7.2-inch Characters
- Tri-color (red/green/amber)
- Aluminum cases
- Networkable via RS232, RS485 or optional Ethernet adapter
- Programmable via remote keyboard or ALPHA software
- Viewing distance up to 360 feet



Ideal for use in offices, factories, warehouses, and lobbies.



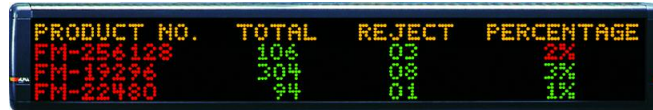
Case: 28.3" x 10" x 5.6"
3 brilliant colors, 3 rainbow effects



Case: 40.3" x 10" x 5.6"
3 brilliant colors, 3 rainbow effects



Case: 52.3" x 10" x 5.6"
3 brilliant colors, 3 rainbow effects



Case: 64.3" x 10" x 5.6"
3 brilliant colors, 3 rainbow effects

7 0 8 0 C

- 80 columns x 24 rows
- 1 line / 7.2" hi / 8 char.
- 2 lines / 3" hi / 13 char.
- 3 lines / 2.1" hi / 13 char.
- 4 lines / 1.5" hi / 16 char.

7 1 2 0 C

- 120 columns x 24 rows
- 1 line / 7.2" hi / 12 char.
- 2 lines / 3" hi / 20 char.
- 3 lines / 2.1" hi / 20 char.
- 4 lines / 1.5" hi / 24 char.

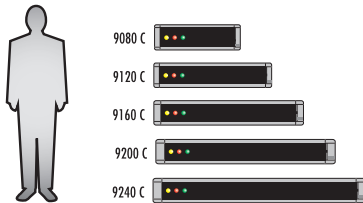
7 1 6 0 C

- 160 columns x 24 rows
- 1 line / 7.2" hi / 16 char.
- 2 lines / 3" hi / 26 char.
- 3 lines / 2.1" hi / 26 char.
- 4 lines / 1.5" hi / 32 char.

7 2 0 0 C

- 200 columns x 24 rows
- 1 line / 7.2" hi / 20 char.
- 2 lines / 3" hi / 33 char.
- 3 lines / 2.1" hi / 33 char.
- 4 lines / 1.5" hi / 40 char.

Four+ Line Indoor Models



- 1.5- to 9.6-inch Characters
- Tri-color (8 colors from shades of red/green/amber)
- Aluminum cases
- Networkable RS232, RS485 and optional built-in Ethernet interface
- Enhanced sound capability
- Programmable via ALPHA software
- User-programmable logos & graphics
- Viewing distance up to 480 feet



Ideal for use in factories, warehouses, and lobbies.



Case: 28" x 12" x 2.2"
8 brilliant colors, 3 rainbow effects



Case: 40" x 12" x 2.2"
8 brilliant colors, 3 rainbow effects



Case: 52" x 12" x 2.2"
8 brilliant colors, 3 rainbow effects



Case: 64" x 12" x 2.2"
8 brilliant colors, 3 rainbow effects



Case: 76" x 12" x 2.2"
8 brilliant colors, 3 rainbow effects

9 0 8 0 C

- 80 columns x 32 rows
- 1 line / 9.6" hi / 9 char.
- 2 lines / 4.5" hi / 9 char.
- 3 lines / 3" hi / 9 char.
- 4 lines / 2.1" hi / 13 char.
- 5 lines / 1.5" hi / 16 char.

9 1 2 0 C

- 120 columns x 32 rows
- 1 line / 9.6" hi / 13 char.
- 2 lines / 4.5" hi / 13 char.
- 3 lines / 3" hi / 13 char.
- 4 lines / 2.1" hi / 20 char.
- 5 lines / 1.5" hi / 24 char.

9 1 6 0 C

- 160 columns x 32 rows
- 1 line / 9.6" hi / 17 char.
- 2 lines / 4.5" hi / 17 char.
- 3 lines / 3" hi / 17 char.
- 4 lines / 2.1" hi / 26 char.
- 5 lines / 1.5" hi / 32 char.

9 2 0 0 C

- 200 columns x 32 rows
- 1 line / 9.6" hi / 22 char.
- 2 lines / 4.5" hi / 22 char.
- 3 lines / 3" hi / 22 char.
- 4 lines / 2.1" hi / 33 char.
- 5 lines / 1.5" hi / 40 char.

9 2 4 0 C

- 240 columns x 32 rows
- 1 line / 9.6" hi / 26 char.
- 2 lines / 4.5" hi / 26 char.
- 3 lines / 3" hi / 26 char.
- 4 lines / 2.1" hi / 40 char.
- 5 lines / 1.5" hi / 48 char.

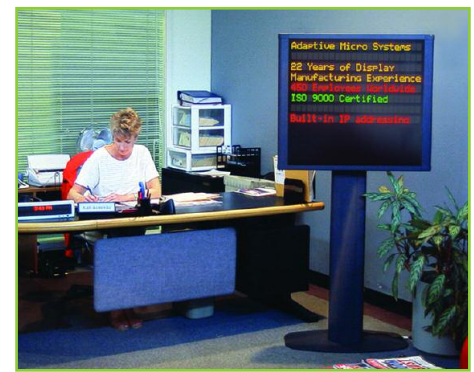


DIRECTOR™

16-24 columns x 8 rows
8 lines / 1.4" hi / 16-24 characters
3 brilliant colors, 3 rainbow effects

The Director is designed for high-visibility indoor use in offices, lobbies, conference rooms, boardrooms, showrooms, or any area that requires a sophisticated message center. Housed in a grey aluminum case and optional floor stand, it's perfect for:

- Bank or hotel lobby – point of purchase info
- Event and conference room scheduling
- Activities/events board – front office welcomes
- Personnel in/out – employee announcements
- Wireless IR remote control
- PC control with AlphaNET
- Comes with Director Software and PC hook-up cable



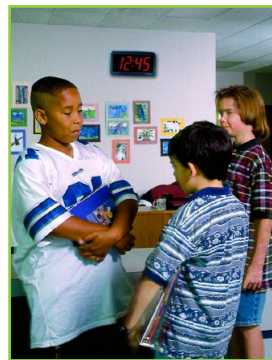
ALPHAVISION™

Character Matrix

- 1.4- or 2.1-inch Characters
- Tri-color, red and super-bright red
- Alphanumeric text-only display
- Aluminum cases
- Viewing distance up to 100 feet
- Front serviceable

Full Matrix

- Displays 1.5", 2.1", 3", 4.5", 6" and 9.6" characters
- Tri-color, red, and super-bright red
- Text and graphic display
- Aluminum cases
- Viewing distance starting at 100 feet
- Networkable via RS232, RS485 or Ethernet adapter (optional)
- Programmable via ALPHA software
- Ideal for manufacturing and warehouse data management, theaters or employee communications



SERIAL CLOCK

- Plastic case: 13.5" x 7.1" x 2.2"
- Network: RS485 serial control
- Characters: 4" high
- Synchronized clocks
- Multiple time zone support
- 12/24 hr time formats



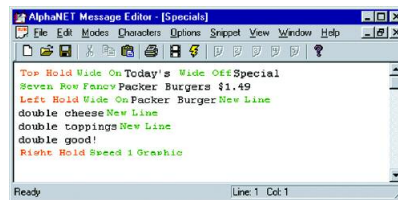
ALPHA Software

AlphaNET™ MESSAGING SOFTWARE

Create, edit, revise and schedule messages and graphics to single or multiple ALPHA displays. Used in retail and service-related industries and employee communications.

- Supports text, graphics, counters and international characters
- Message scheduling options
- Animation library and GIF file support
- Task Bar creation tools
- Diagnostic utility included
- Calendar date scheduling of messages
- Windows® 98/2000/NT 4.0/XP Pro/Vista
- Interface sign connection: PC Serial COM port, Modem, Serial to IR loader, Wireless control, Ethernet network

Also available: Alpha ActiveX control allows user variable updates on a single message for real-time data



Message Editor: Used to create messages



Simulator: Used to preview messages

Alpha® MESSAGING SOFTWARE

Create and program messages to a single ALPHA LED display from a desktop PC. Also used for employee communications and in retail or service industries.

- Easy creation of text messages
- Flexible and efficient programming
- Specific text attributes
- Easy to use and install
- Windows® 98/2000/NT 4.0/XP Pro/Vista
- Connection: PC COM Port