

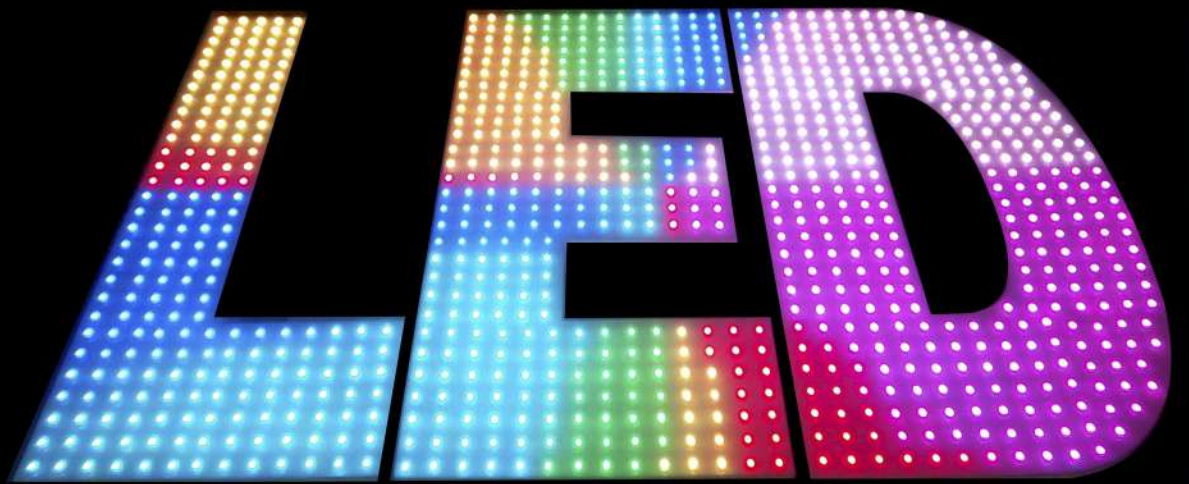
# LED

PARTNERS

# FLORIDA

LED MESSAGE DISPLAYS





**PARTNERS**  
**FLORIDA**  
**LED MESSAGE DISPLAYS**

*Statewide Sign Manufacturer & LED Distributor*

# Who we are

## About LED Partners

LED Partners is a rapidly expanding innovative company driven by our success with customers, and our dedication to providing great products at a fair price. We lead the way in developing high quality, low cost solutions in the digital LED display market. We stand behind what we sell and are certain you'll see why.

## Mission Statement

**“Our goal is to provide a quality product that benefits our customers and brings pride to our employees and our community.”**

Decade of hard work have shown American made products are considered the standard to beat across the globe. Many countries and industries strive to produce that “Made in America” quality. We’ve developed a diverse team that brings great skill in design, fabrication, assembly, programming, software and networking. This allows us to construct a high quality product built and assembled at our facility in Daytona Beach, Florida

*We have the Holy Grail of the LED sign world:*

## Premium product at a value price

- World class resolution and picture quality
- Ultra-reliable electronics
- Lowest price of any other major US outdoor LED manufacturer
- White glove after sales support

### THE SECRET SAUCE IS TOP PEOPLE & TECHNOLOGY FOCUSED ON ELITE PRODUCTS

**We make only "Cadillacs".** If you don't waste resources on Chevrolets, Pontiacs, Saturns, GMCs, Oldsmobiles, and Buicks, you can make Cadillacs even better and do so at a lower cost since you make a lot more of them (economies of scale).

**We have the only global A-Team in the industry.** The best educated, trained and experienced managers, engineers, sales staff, technical support, and strategic distribution partners all based in the US.

**Better Resolution**  
Focus on 16mm & 10.66mm pixel pitch

**Better Picture**  
Better contrast, higher brightness, better uniformity, true whites

**Better Price**  
Benefit from our large volumes (economies of scale)

premium wheat and making it into the world's highest quality flour BEFORE it makes the dough and bakes the bread.

**We use only the highest quality components in the world.** In the world of LED, selecting the grade and size of LED chips means everything. When you see the brightness, color uniformity, and awesome picture quality, you know our product is great. Now you know why.

**We are a high technology company, not a me-too copycat of someone else's electronics.** The architecture of our LED modules is truly superior because they are designed by elite electrical and electronic engineers.

### You make money when you buy from us

*The best looking, most reliable, most reasonably priced LED sign will drive the revenue and profit of your business more than any other form of advertising.*

**Resolution + Reliability + Reasonable Cost = Revenue for your business**

# What can we do for you?

## Opportunity, Quality and Fair Pricing

We believe in manufacturing and providing a high-grade display that allows your customers to take advantage of the LED revolution of the sign industry. LED Partners has become an alternative to overpriced LED solutions due to our small scale and efficient approach to growth. This gives us the flexibility to give our full attention to you and your business



*"With the Readerboard, Friday sales are up 23%, Saturday sales are up 30%, and Sunday sales are up 50%. I am loving it! Thanks!"*

**May Masoli**

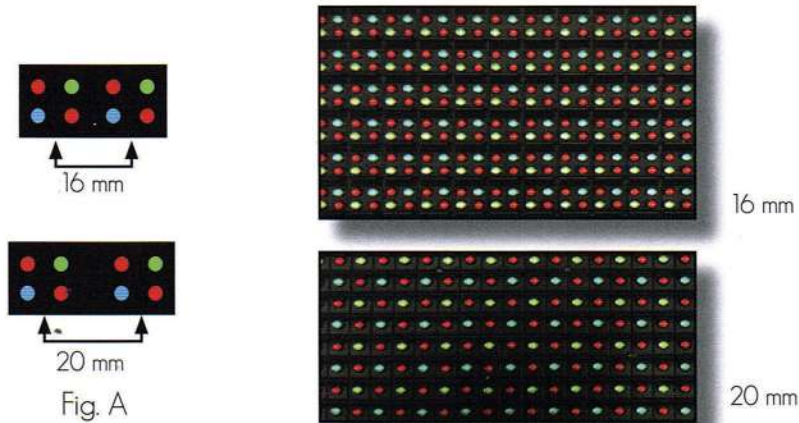
*Whitestone Foods/Long John Silver's*

# LED 101

## LED EDUCATION

### How are LED signs priced?

LED signs are sold based on the "pitch" or resolution of the signs. In simple terms, the distance between the LED pixels determines the pricing. Knowing and understanding this simple principal will ensure that you can make an accurate comparison between suppliers.



Pixel Pitch or resolution refers to the distance from the center of one pixel to the center of the adjacent pixel (See Fig. A); the closer the LED pixels are to one another the better the resolution.

The *pixel pitch* is the most important aspect of creating quality videos and graphics. If you do not have enough pixels on your LED screen you will not have clear videos. The pixel pitch can also be compared utilizing the *Matrix* of the sign. The matrix is 2 numbers: the number of pixels high, and the number of pixels wide.

This is very important information to have when comparing different products  
*All quotes should contain this information!*

All examples are the same physical size (4' x 8'). Look at the difference in total pixels.

**Example:** 16 mm matrix: 64 height x 144 width = 9216 Pixels per screen face.  
20 mm matrix: 48 height x 112 width = 5376 Pixels per screen face.  
25 mm matrix: 40 height x 88 width = 3520 Pixels per screen face.

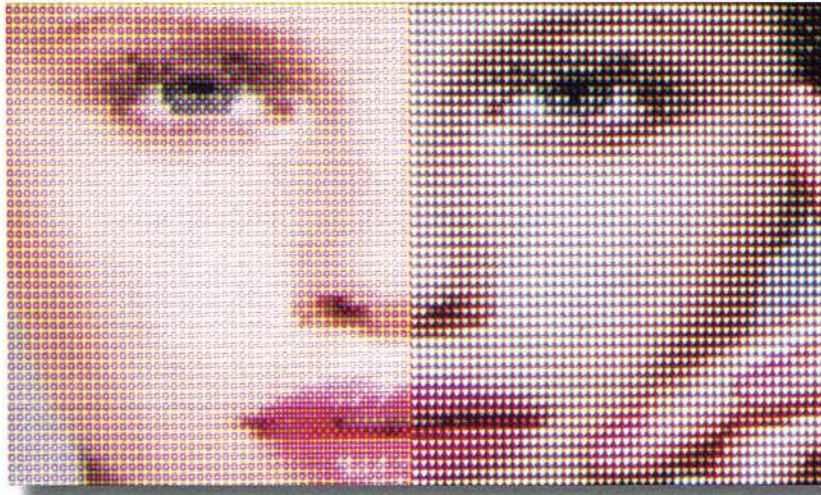
Every quote should identify the number of LED's per pixel. In simple terms if you take the number of pixels per face (matrix) times the number of LED's per pixel, generally 3 or 4 PER pixel and multiply you will know exactly how many LED lamps or diodes are on the face of the unit.

With this understanding, you now realize the MOST IMPORTANT aspect of buying, and comparing LED signs; *the ACTUAL number of LED diodes on the face of the display!* The more LED's you have on your screen, the better the picture quality will be. This translates to higher profits based on the quality of the advertising messages and how they look! Thus, creating a higher return on your investment.

## QUALITY BY DESIGN

All of our primary resolutions have (4) LEDs per pixel. The industry standard is only (3) LEDs per pixel.

**Example:** Both sides of the image bellow are 20 mm, but the left side is (4) LEDs and the right side is (3) LEDs.



4 LED vs 3 LED

### PRIMARY RESOLUTIONS

#### 10 MM HD RESOLUTION:

If you are looking to promote your business using **HD graphics or videos** your best choice is the 16 mm resolution. The 16mm resolution gives you a much higher picture quality than the industry standard 10 mm by simply having at least 40% more LEDs on the exact same surface area.

#### 16 MM HD RESOLUTION:

**16 mm is the industry standard for full color displays.** It's important to be aware that some manufacturers only use 3 LEDs per pixel as a cost cutting measure. LED Resource uses 4 LEDs per pixel, yielding superior image quality. The more LEDs on the surface area of your display the better the images will look!

#### 20 MM HD RESOLUTION:

**This resolution is the most economical LED display resolution.** When using a 20 mm resolution we recommend using mainly text based messages. The 20 mm will, however, produce videos and graphics in full color in the event you want to use this type of advertisement.

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## ALL INCLUSIVE

Our clients receive a total "Sign Package Bundle" with their displays. Most companies charge for each individual hardware/ software component when buying an LED sign; we DO NOT. Below is a breakdown of your entire "Sign Package Bundle."

## SOFTWARE

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LED Partners offers you the best software. Software training is included FREE for the life of the sign; thus, ensuring maximum increase in your business daily. Our Artistic Creative 7 Software allows you to combine text, photos, video and animation. You can import photos, scale, crop, animate and add creative touches to create maximum interest in your messages.



## CONTENT CREATION

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In addition to the Artistic Creative 7 Software, your package also includes a multitude of pre-packaged photos, videos and animated clip art.

### Your package includes:

- 1800 video backgrounds
- 2000 HD images
- Hundreds of still images
- Over 500 fonts

We will professionally create your first four advertisements, ready to go *live* the moment your sign is operational.



## CABINET CONSTRUCTION

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- LED Partners panels come in various sizes, all water proof, with Super Bright diodes on all HD Full Color Displays.
- Water (direct spray), fog, salt and humidity tested. Guaranteed reliability and performance in all weather conditions.
- Temperature tested to -20°F and 170°F.
- Halt/vibration tested for proper solder joints.
- Weather proof, cooled cabinets.

## DEDICATED LAPTOP COMPUTER

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Premium laptop, pre-configured for communication to your display.



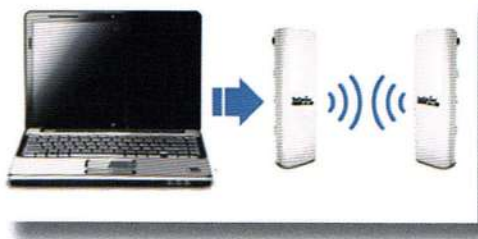
- Optimized settings and content included.
- Clip art images.
- Animation Images and animation templates.

Content Creation Software comes preloaded for easy use, designing your dynamic messages.

## WIRELESS ETHERNET

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High performance, high data rate Dual Polarization long range antenna. This system features the latest Wireless N specification for worry free communication with our Technical department. Two mile line-of-sight coverage at speeds up to 150 Mbps.



## CUSTOMER SUPPORT

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LED Partners offers unlimited US based web, phone and internet support, and unlimited FREE software upgrades.

Should you need assistance, LED Partners is dedicated to *your* support. Our technical and support staff is available to assist you with answers to your questions.

We are available on the phone and on-line to help you complete your task in no time!

## VISUAL VERIFICATION

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### SEEING IS BELIEVING

The last thing you want to do is purchase ANY display without visually inspecting the actual size and resolution you will be receiving first hand! This is a large investment, so make sure you understand what you are purchasing prior to contract.

#### Here are some tips:

- Go to the facility of the manufacturer and view the product, before you buy!
- Make sure what you view first hand is the correct size and resolution.
- Ask for and call client referrals of the manufacturer you are buying from.
- Understand an accurate time table for completion of the project.

Not all LED signs are created equal, not all LED manufacturers are created equal. Do your homework and you will feel confident with your purchase and the Company you have purchased from!

Remember: LED signs can last as long as 10+ years. The company you chose must be great support in many areas including graphic design and tech support for many years to come.

## WARRANTY

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LED Partners manufactures the highest quality LED message boards on the market today; therefore, we offer the best warranty in the digital signage industry. You won't find any other LED sign company with a 6 year warranty that is equal to ours.

#### Industry Best 6 Year Warranty Covers:

- All LED OEM manufactured electronic products and components.
- All LED board assemblies.
- All power supplies.
- All embedded electronic controls
- 100,000 (11.5 years) hour life expectancy on each LED bulb.
- All LED components are ETL Certified and IP 65 rated.



All LED Partners manufactured products are warranted to be free from defects in material and workmanship under intended use and service (normal wear and tear expected, and subject to the terms and conditions set forth for a period of 6 years from the invoice date of purchase.

## 100% FINANCING

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### LEASING IS SMART

Eight out of ten companies lease some or all of their equipment, according to industry research. Why do they lease? Because the flexibility provided by leasing allows them to have the most effective operation possible. Companies that lease tend to be the most entrepreneurial and competitive.

### LEASING IS FAST AND CONVENIENT

Leasing allows you to add equipment or upgrade equipment. Leasing also allow you to respond quickly to new opportunities with minimal documentation. Credit decisions are usually made same day.

### LEASING IS FLEXIBLE

With leasing, you are able to customize a program to fit your business needs, maintaining cash flow, budget, transaction structure and cyclical fluctuations. For example, some leases allow you to miss one or more payments without a penalty, an important feature for seasonal businesses.

### 100% FINANCING

There is very little money down with leasing - typically the first & last month's payment are due at the time of lease signing. Since a lease does not require a down payment, it is equivalent to 100% financing.

### TAX BENEFITS

Under the 179 IRS rule. Our current IRS guidelines does not consider an operating lease to be a purchase, but rather a tax-deductible overhead expense. Therefore, you can deduct the lease payments from your business income. Also, because lease payments are treated as expenses on a company's income statement, equipment does not have to be depreciated over five to seven years.

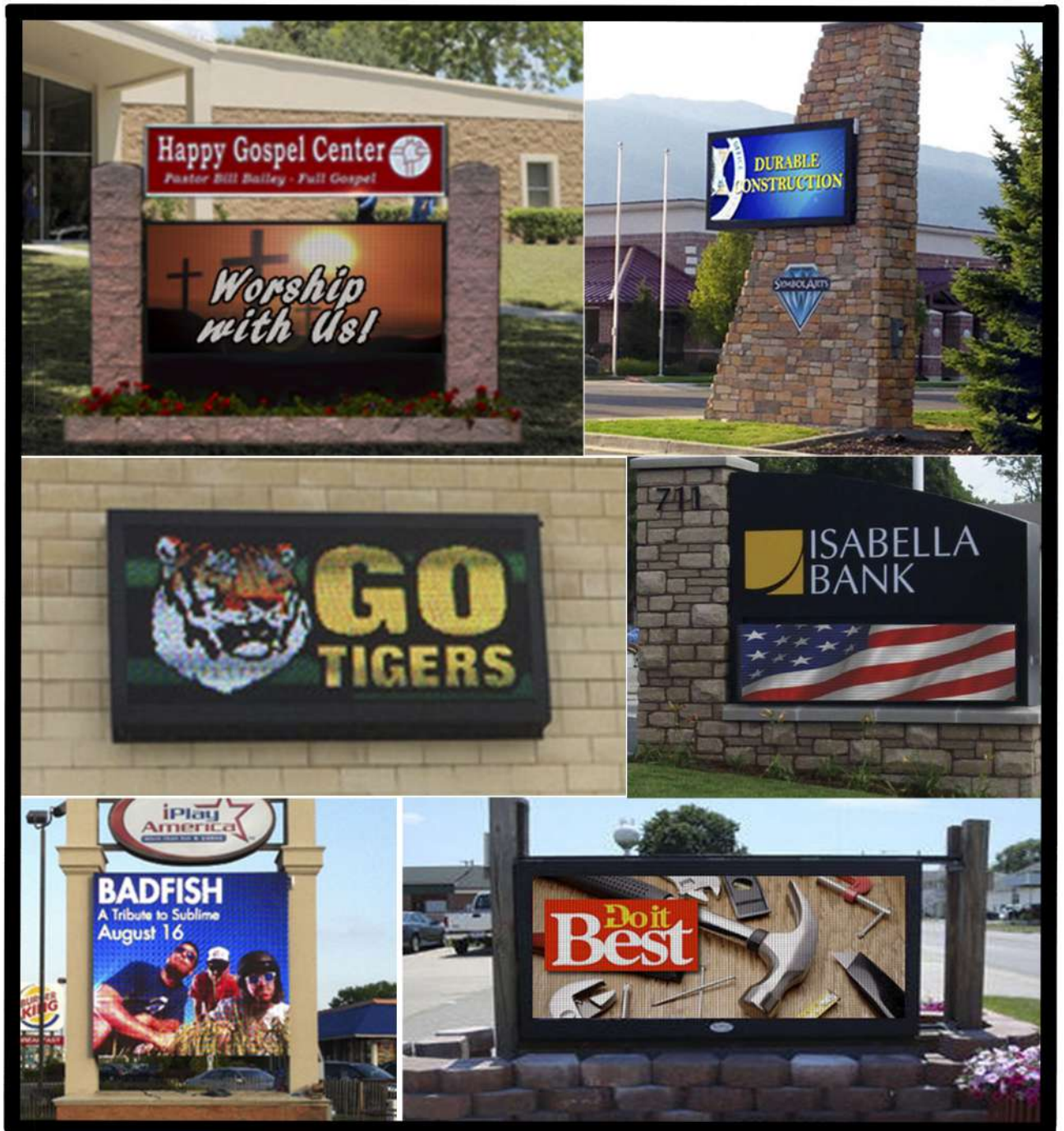
### PROTECTS CASH FLOW

Lease payments are historically lower than loan payments, hence conserving cash for other uses. In addition, by leasing equipment you know the amount & number of lease payments over the life of the leasing period, so you can accurately forecast cash requirements for your equipment.

# Border Series

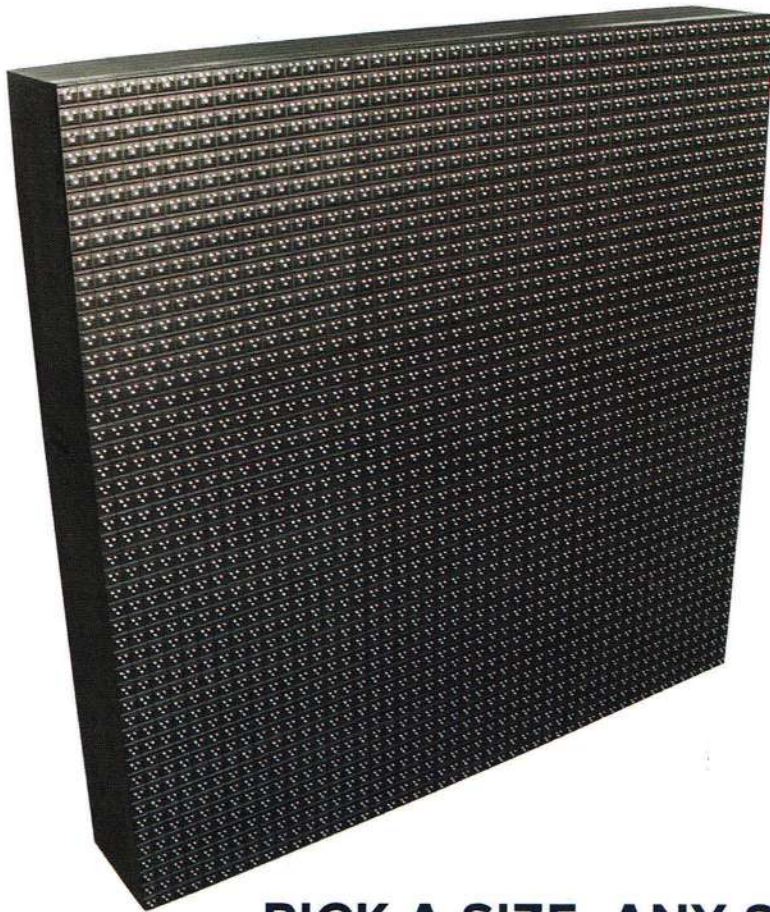
- ✓ 10.66mm Recommended
- ✓ LED Monuments
- ✓ LED Pylons / Walls

*Our premier Border Series Full Color LED Displays will deliver a dynamic advertising impact. With bold colors and TRUE whites, the highest contrast ratio, and superior quality construction, standard sign industry sizes for easy retrofits, our clients will recognize a difference in appearance and performance versus other LED displays. Our 16mm and 10.66mm are IN-STOCK and ready to be shipped.*



# Flex Series

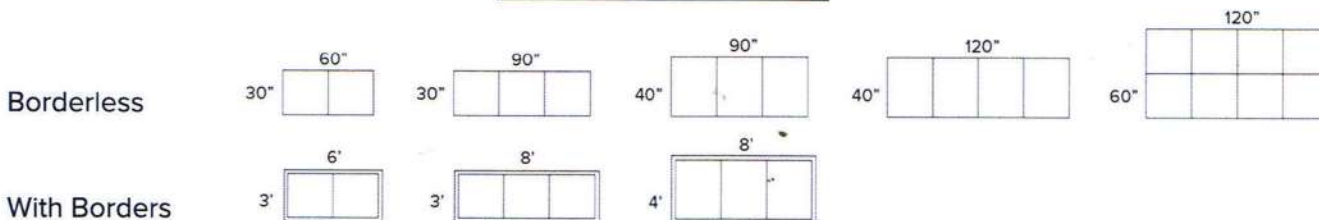
- ✓ 10.66mm Recommended
- ✓ Custom LED signs
- ✓ Monument, Pylon or Wall Mount



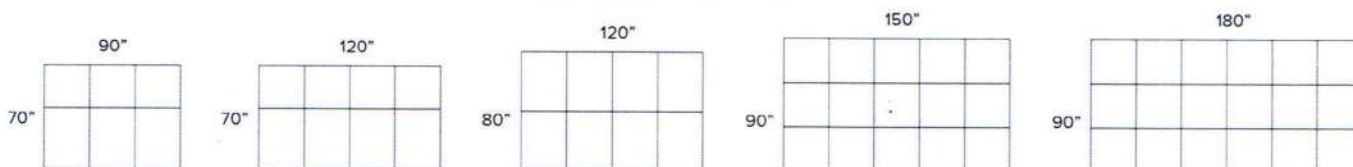
*With our new Flex Series 40"x30" and 30"x30" front serviceable aluminum cabinets, you can build any size LED Display you want, from a 30"x60" to a 100"x180". Our cabinets are designed for easy installation and maintenance. Free training on LED content and scheduling your messages and ads from a laptop or PC that is provided with every digital sign. A subframe can also*

## PICK A SIZE, ANY SIZE

### Common Sizes



### Endless Options Include



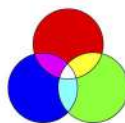
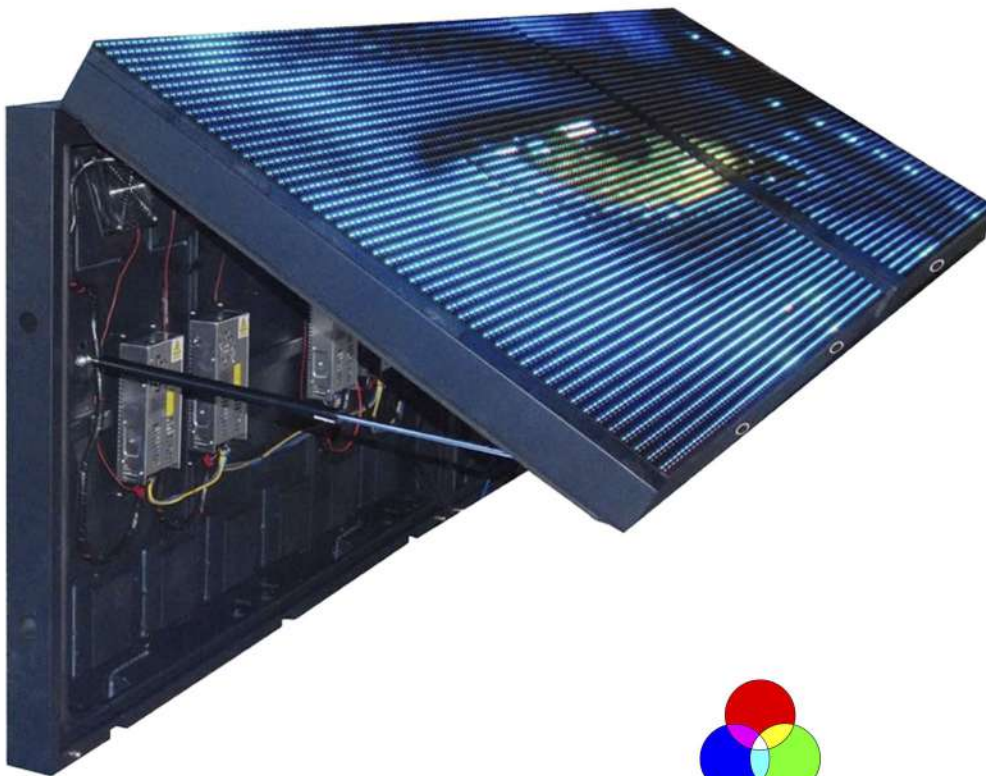
# CALL TODAY! 1-800-526-3291

## Contact Us

*If you are a sign company or outdoor advertising company looking for an LED display manufacturer or if you are an end user seeking an indoor or outdoor LED sign for your restaurant, school, church, or retail location, please contact us. We educate customers and sell our LED displays through a carefully selected and trained network of Strategic Distribution Partners positioned throughout North America and the Caribbean, ensuring the fastest and most efficient support and service to the end users. Lightking has supplied tens of thousands of LED displays from indoor displays, standard size full color displays to spectacular outdoor full color digital billboards.*

### Our LED displays include:

- ✓ 6-Year peace of mind warranty with including telephone and remote-computer support
- ✓ World class high quality products certified to UL 48 and UL 8750 standards
- ✓ Highest energy-efficient electronic components with highest quality LED lamps
- ✓ Focused after-sales service from the entire team of highly-trained and well-educated staff in the LED industry



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