



**FOR IMMEDIATE RELEASE**

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**WISCONSIN STATE FAIR PARK UNVEILS STATE-OF-THE-ART  
ADVERTISING SIGN TECHNOLOGY**

**Two local companies collaborate to create landmark for major Wisconsin attraction**

**WHO: Wisconsin State Fair Park, Adaptive Micro Systems, LLC,  
Poblocki Sign Company**

**WHAT: Unveiling of the new Wisconsin State Fair Park Sign**

**WHEN: OPEN CALL FOR PHOTOGRAPHERS AND CAMERA CREWS  
Tuesday, July 27 at 9 a.m.**

**WHERE: Wisconsin State Fair Park, North parking lot across from the  
North Millennium Gate. Enter Gate 6 off of 84<sup>th</sup> St. by the Pettit National  
Ice Center.**

**WEST ALLIS, Wis. - (July 26, 2004).....**The Wisconsin State Fair Park will unveil its new, state-of-the-art sign on Tuesday, July 27 at 9 a.m. The local landmark was created through a collaboration with two Milwaukee-based companies, Adaptive Micro Systems and Poblocki Sign Company.

Located just off of I-94, the new Wisconsin State Fair Park sign was designed by Greg Moerne of Poblocki Sign Company and features an AlphaEclipse™ Energy Smart electronic LED billboard supplied by Adaptive Micro Systems, LLC. The new sign stands 58-feet tall and uses 192,000 RGB light emitting diodes (LEDs) to produce 16.7 million vivid colors as opposed to the 16 colors that the former sign featured. Adaptive Micro Systems' innovative advertising system is rated for over 100,000 hours of continuous operation and will require approximately one-tenth the electricity of the previous sign, significantly reducing annual operating costs.

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## I-94 SIGN / ADD ONE

“Over the past several years, we have continued to improve the aesthetic appeal of Wisconsin State Fair Park,” said Joseph Chernelich, chief executive officer of Wisconsin State Fair Park. “In addition to standardizing all of our street and directional signs this year, we decided to update the now famous Wisconsin State Fair sign to remain consistent with our new look.”

“We’re pleased to combine our efforts and talents with Poblocki Sign Company to produce a product for one of Wisconsin’s largest attractions,” said Tom Mandler, president of Adaptive Micro Systems. “Through this exciting partnership we have been able to create a product that reaches vast audiences at a price that is significantly less than any other advertising medium.”

“Adaptive’s expertise with LED technology combined with our design and manufacturing capabilities were a good fit for the State Fair’s new sign,” said Dave Drury, president of Poblocki Sign Company. “Our unique collaboration with Adaptive Micro Systems and Wisconsin State Fair Park has resulted in a highly effective communications vehicle that will be enjoyed by Wisconsin residents for years to come.”

Hundreds of thousands of commuters will see the new Wisconsin State Fair Park Sign each day. While the possibilities for sign usage are virtually limitless, the Wisconsin State Fair Park intends to use the sign to display information about upcoming events at all of the venues at the Wisconsin State Fair Park. Local companies will also be invited to advertise on the fully animated sign, providing additional revenue opportunities for the Wisconsin attraction.

### *About Wisconsin State Fair Park*

The Wisconsin State Fair remains one of the State’s most affordable summer attractions, featuring 11 fun-filled days of live music, great food, exciting rides and hundreds of animals. This year, experience the thrill of a world-class circus as Circus Matrix sets up the big top for six FREE shows daily at the Fair. The 2004 Wisconsin State Fair is “Good to Go” for August 5 - 15. For the most up-to-date information on events held at Wisconsin State Fair Park, call our recorded information line at 1-800-884-FAIR or visit us online at [www.wistatefair.com](http://www.wistatefair.com).

### *About Adaptive Micro Systems, LLC*

Founded in 1978, Adaptive Micro Systems is the leading manufacturer of electronic LED message displays and software programs. Offering a full product line of standard and custom electronic messaging displays and components, the line includes the brand names Eclipse®, ALPHA® and ALPHAVISION®. Additional information is available by calling (414) 357-2020, or by visiting Adaptive’s website at [www.adaptivedisplays.com](http://www.adaptivedisplays.com).

I-94 SIGN / ADD TWO

*About Poblocki Sign Company*

As a manufacturer of exterior and interior signage since 1932, Poblocki Sign Company is a leader in the architectural sign industry and one of the largest custom sign fabricators in the United States. Located in its 110,000 square foot, state-of-the-art facility in Milwaukee, Wis., Poblocki Sign Company is a full-service designer, manufacturer and installer of custom exterior and interior sign systems for the healthcare, educational, retail and corporate markets. Poblocki Sign Company's customer base includes such clients as Target, Northwestern Mutual, Aurora Health Care, M&I Bank, Miller Brewing Company, Midwest Airlines, Rockwell, Disney and United Parcel Service, in addition to sports facilities, school districts, libraries, museums and medical centers throughout the United States.

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