



FOR IMMEDIATE RELEASE

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**ADAPTIVE PUTS WIRELESS CONVENIENCE WITHIN
EASY REACH OF MORE LED DISPLAY USERS**

New, cost-effective connectivity option makes Alpha
Series LED displays an even greater value

Milwaukee, WI. - (September 1, 2004)..... Adaptive Micro Systems LLC today announces the release of a cost-effective wireless communication option which allows users to conveniently send messages from their PC to Adaptive's Alpha® indoor and outdoor LED displays.

"There is a growing segment of LED display users that are interested in the convenience of wireless connectivity," notes Curt Lillie, Commercial Products Manager for Adaptive. "But the costs associated with competitive systems have been prohibitive for many. Thanks to the introduction of the Alpha RF900 client/server transceiver kit, Adaptive once again changes the playing field...coming in at half the price of the next nearest available option."

RF900 helps users simplify installation and minimize overall LED display system costs, by eliminating trenching expenses for outdoor applications. It also eliminates hard-wiring materials and labor costs for both indoor and outdoor applications. At the same time, it offers exceptional placement flexibility, making it easier for users to optimize sign location. AlphaNet™ software and compact RS232 plug-and-play design allow users to conveniently distribute messages from their PC to any Alpha electronic message center (EMC), indoors or out.

Alpha EMC wireless applications include commercial point-of-sale advertising programs, on-premise roadside and drive-thru advertising, community and campus/school messaging, as well as employee communications for both retail and lean manufacturing environments.

"Adaptive's Alpha brand electronic message center products are rapidly becoming the standard of the LED industry for quality and value," concludes Lillie. "The same can be said of our unique brand of dealer-based distribution and the exceptional commitment to customer service that forms the very foundation of our business model. The RF900 simply represents the latest example of our commitment to meet customer needs and exceed their expectations."

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About Adaptive Micro Systems, LLC

Founded in 1978, Adaptive Micro Systems is the leading supplier of indoor and outdoor programmable LED electronic display systems. The ALPHA® brand is the defacto industry standard for multiple indoor applications as diverse as state lotteries to manufacturing automation. Adaptive's Eclipse™ brand is fast becoming the popular choice for any outdoor dynamic display need from commercial messaging to integrated transportation information systems. Adaptive leverages its US, Malaysia and Europe manufacturing, sales and service capabilities to provide high value solutions and world-class customer support. For more information visit www.adaptivedisplays.com or contact us at 414.357.2020.