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“IN AIR” RETROFITS RESOLVE ESCALATING MAINTENANCE COST ISSUE.

Adaptive works with WI DOT to facilitate a needed overhaul of over-the-road variable message signs.

Milwaukee, WI, December 2, 2004 . . . Adaptive Micro Systems LLC uses “in air” LED display retrofits to help Wisconsin DOT address soaring maintenance costs surrounding aging, mechanical over-the-road displays.

“We had 13 over-the-road displays that used flip disk/fiber optic display technology,” notes Don Schell, Systems Engineer for the Wisconsin DOT, Transportation District 2. “They were getting more costly to maintain. Plus, their reflectivity was diminishing. At the very least, we were looking at re-disking all the signs and replacing all the magnets, which would still leave us with outdated technology.”

Adaptive offered a more attractive alternative: refurbish the existing enclosures with state-of-the-art LED display technology. “More and more state DOTs want to preserve their investment in the over-the-highway enclosure while upgrading to newer, brighter and more reliable LED display technology,” says Ron Levac, Vice President of Transportation Sales for Adaptive Micro Systems. “On average, we can accomplish an in air retrofit project at 1/3 the cost of purchasing a new VMS. With Adaptive’s flexible AlphaXpress™ LED replacement module, we can accommodate virtually any VMS upgrade program.”

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The upgrade consisted of 5x7 AlphaXpress™ LED display modules, AlphaXpress™ NTCIP-conformant VMS controllers, interconnect cabling, power supplies and photocell and temperature sensors... all installed *within* the existing sign and ground controller enclosures.

“Adaptive’s in-air retrofit was an extremely cost-effective solution,” adds Schell. “It meant minimal traffic disruption, while providing us with highly reliable solid state technology rated at 100,000 hours of field operation. The LED technology significantly reduces power consumption costs. Adaptive’s solution also offered the added advantage of NTCIP compliance, making this a cost-effective way to meet a long-term goal of ours, which is to get all our systems converted over to NTCIP.”

“In addition to the price and the quality of the Adaptive product, another key for us was Adaptive’s use of local contractors,” concludes Schell. “That local connection means we know we are going to get the support we need and it showed in the installation. It wound up taking longer to switch over the phone lines than it did for Adaptive and TAPCO to complete the sign work.”

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, Malaysian and European 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.