



excite™ 16mm Series

Powerful advertising that drives results: that's the genius behind electronic message centers! Displaying a targeted message during a targeted daypart drives even more results to your bottom line. Adaptive LED displays open a whole new world of dynamic advertising tactics for your on- or off-premise promotional plans.

The dynamic Excite® line comes in two configurations: **Marquee Message Centers** that get the word out at 20 frames per second (fps), and **Video Boards** that can broadcast live or prerecorded full-motion video at 60 fps.

If increased revenue and visibility are part of your business plan, investing in an Excite LED display is the perfect vehicle to put you on the road to success:

ATTRACTION..... The SBA has found that adding an electronic message center can increase store sales of advertised items by at least 10% to 20%, capturing today's "on the go" consumers.

FLEXIBILITY Instantly adapt your message to meet sudden opportunities or fresh promotions.

RAPID ROI..... Increased profits mean the average payback for an Excite EMC is one year or less.

EFFICIENCY..... A one-time investment that can replace the recurring costs of traditional ad media.

new
tighter pitch
for higher
definition
images!

Standard Features

- Digital PureColor™ processing delivers Pantone-perfect color matching.
- Adaptive's exclusive ventless Protector case guards sensitive components from external contaminants and eliminates the need for filter changes.
- Peace-of-Mind Five Year Warranty
- Embedded PC with wired/wireless connectivity
- Runs more efficiently and quietly than any competing product.
- Installed and serviced by your local Adaptive dealer network.

Excite™ 16mm Full Color Digital Display Specifications

			WIDTH OF DISPLAY IN FEET & INCHES AND NUMBER OF COLUMNS					
			6' 9.1"	7' 7.2"	8' 5.2"	9' 3.3"	10' 1.4"	10' 11.5"
			128	144	160	176	192	208
HEIGHT OF DISPLAY IN FEET & INCHES AND NUMBER OF ROWS	1' 8.6"	32	2.0 / 5.7 128 lbs	2.4 / 6.8 144 lbs	2.6 / 7.4 160 lbs	2.8 / 8.0 176 lbs	3.0 / 8.5 192 lbs	3.4 / 9.6 208 lbs
	2' 6.7"	48	3.0 / 8.5 192 lbs	3.5 / 10.1 216 lbs	3.9 / 11.0 240 lbs	4.2 / 11.9 264 lbs	4.5 / 12.7 288 lbs	5.0 / 14.3 312 lbs
	3' 4.8"	64	4.0 / 11.3 256 lbs	4.7 / 13.5 288 lbs	5.1 / 14.6 320 lbs	5.5 / 15.8 352 lbs	5.9 / 17.0 384 lbs	6.7 / 19.1 416 lbs
	4' 2.8"	80	5.0 / 14.1 320 lbs	5.9 / 16.8 360 lbs	6.4 / 18.3 400 lbs	6.9 / 19.7 440 lbs	7.4 / 21.2 480 lbs	8.3 / 23.8 520 lbs
	5' 0.9"	96	5.9 / 17.0 384 lbs	7.0 / 20.1 422 lbs	7.7 / 21.9 480 lbs	8.3 / 23.6 528 lbs	8.9 / 25.4 576 lbs	10.0 / 28.6 624 lbs
			POWER (AMPS) 115VAC (TYPICAL/MAXIMUM)					
			WEIGHT OF UNIT					

- NOTES**
- Many more sizes are available, up to 12' x 46' (240 rows x 880 columns).
 - Approximate dimensions, power and weight. Call your Adaptive dealer for architectural / engineering drawings before beginning your project design.
 - Due to continuing product innovations, all specifications are subject to change without notice.

LED Pixel	16mm / 0.63 inch pixel pitch 1 Red / 1 Green / 1 Blue LED per pixel
LED Color	PureColor™ 16.7 million colors
Digital Display Matrix Size	Min. 32 x 128 / Max. 240 x 880
Case	10.2" deep (including 3" steel mounting angle) UL50 type 3R, IP24 mill finish aluminum cabinet.
Viewability & Intensity	160° horizontal/60° vertical; 6500 nits minimum
Programming	Operates with Ooh!Media 2009 or Pro version software (purchased separately)
Controller	Embedded PC, DVI link to the sign monitor
Connectivity to Controller	Wired Ethernet with optional wireless and DSL modem (phone company requirement)
Service Access	Front-serviceable components. Display drivers (16 x 16) are removable without opening the front access door
Mounting	Steel mounting angle for welding/bolting to third party superstructure
Dimming	10% to 100%; automatic light sensor included
Video Frame Rate	Message marquee version: 20fps Video version: 60fps, functions as a video monitor/replay board.

Special Features	<ul style="list-style-type: none"> • Industry standard 1GB compact flash memory for message storage • External temperature probe (optional) • Marquee and Video models have DVI monitor capability • Protector™ case – ventless enclosure design reflects solar radiation and eliminates external contamination by rain, salt fog, fumes, or dust. No filter changes needed. • Automatic thermal protection for all electronics • Thermostatically controlled fans for each module/case for internal air mixing.
Operating Temperature	-22° to 122° F / -30° to 50° C
Limited Warranty	Five year limited factory depot parts warranty. Third party-supplied devices such as modems and wireless devices carry a warranty respective of the supplier. See Adaptive Terms & Conditions for complete warranty details.
Agency Approvals	UL 48