

Drive-By Information Systems



The Competitive Marketplace

Petroleum retailers and lodging facilities have a tougher time than ever before, not only maintaining margins, but also attracting and retaining motivated employees in an ever increasingly competitive market place. Today's consumer and employee are accustomed to high-tech visual offerings and the ease of use that the computer offers to previously manual tasks.

All businesses are looking for the integration of electronic systems that will eliminate manual functions within their company, reduced overall costs and elimination of dangerous operations. The enhanced control over the manual operation of changing prices at the street will result in the elimination of one of the most disliked tasks of the attendant's job and result in enhanced employee satisfaction and safety.

The ImagePro Company has developed a complete series of price changers and message centers designed to effectively improve communication with passing motorists and improve control over the ever-changing prices of lodging or fueling centers locations. Now, whether one location, regional or nationally, prices and messages can be advanced programmed or changed to be pro-active to market conditions. These changes can be performed from the immediate location or the remote office facility with a couple of keystrokes.

Not only does our visual communications system improve the execution of messages, it does so with high-impact to the motorist. ImagePro's flexibility of sizes and configurations ensure the ability to select the right size for each individual site's viewing distance requirements. This will result in reaching the motorist in time for them to make a decision in time to react and take advantage of your facility and its offerings.





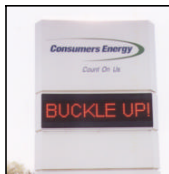
Street Communicator Series



Hi-Way Communicator Series



X-Pressway Communicator Series



Street & Hi-Rise Message Centers

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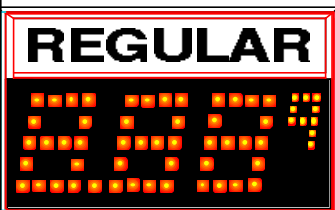
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1000

LED CHARACTER SIZES
FROM 9" TO 72"
AVAILABLE

VARIABLE VERTICAL PRODUCT
PANEL HEIGHTS TO FIT STANDARD
OR CURRENT SUPPTS

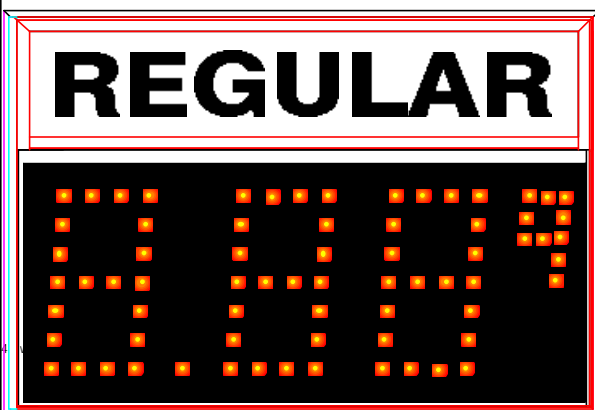
MODEL 1000_24"



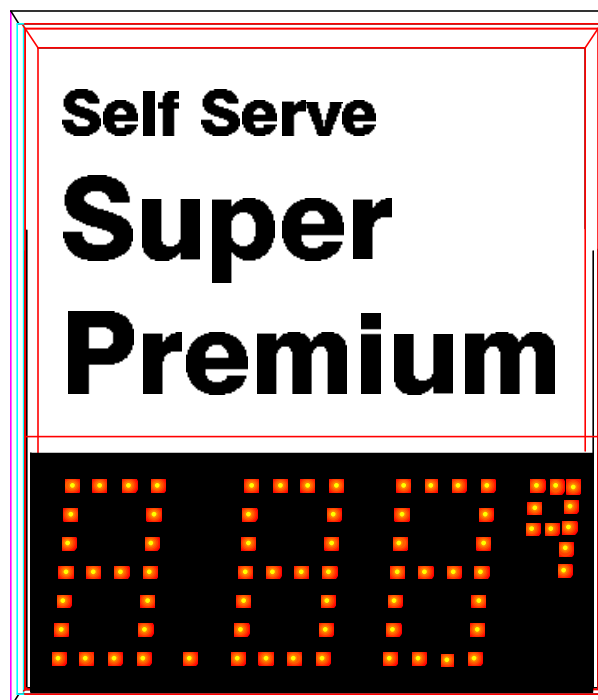
MODEL 1000_12"



MODEL 1000_18"



MODEL 1000_24"



The modular *IMAGEPRO*[®] electronic sign system has been designed and engineered to integrate into current multi-national company sign programs.

Price numeral options of 9", 12", 18", 24", 36", 48", 60" and 72" enable a multi-location company to integrate price changers and message centers into their current or future site programs and ensure a coordinated and dynamic visual element no matter the viewing distance requirements.

IMAGEPRO[®] extruded aluminum cabinet system has been especially designed for the exterior electronic signage application and its unique demands. One body frame, frame divider and its dual companion retainers offer an extremely versatile housing system that serves the entire *IMAGEPRO*[®] product line. The industry unique rubber gasket system seals not only the doors but also any translucent faces from the entrance of water or bugs, thus protecting the electronics and keeping the faces clean. The *IMAGEPRO*[®] cabinet has vertically hinged doors for great serviceability. Not only environmentally correct and functional, it projects a 21st Century streamlined design.

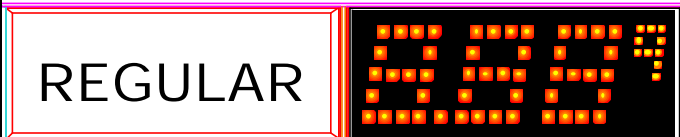
9000

LED CHARACTER SIZES
FROM 9" TO 72"
AVAILABLE

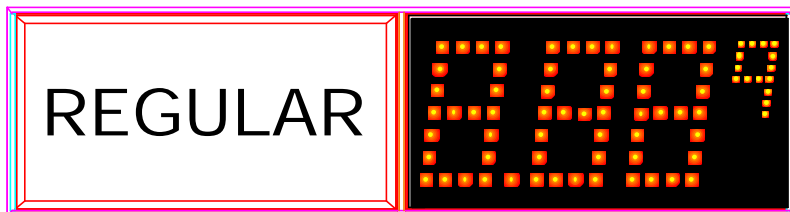
The Model 1000 and 9000 units are industries leaders in versatility.

IMAGEPRO[®] LED electronics have been designed in response to our experience with, and feedback from, our many client/users over the last decade. From the flexibility of the number of signs to be controlled to the programming and communication options offered, you will finally be able to gain control of your site's offering to the street.

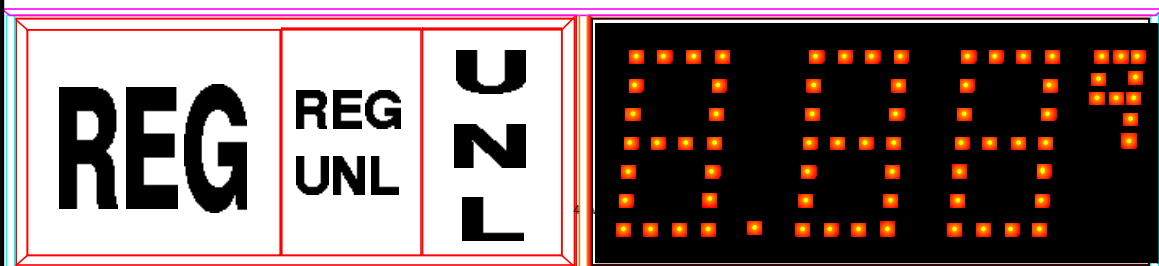
IMAGEPRO[®] advanced wide-angle LED's are engineered to not only be extremely bright and legible, but offer 10 to 11 years of operating life.



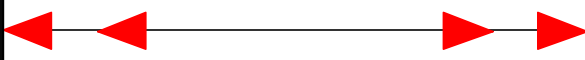
M-9000_12"



M-9000_18"



M-9000_24"



VARIABLE HORIZONTAL PRODUCT
PANEL WIDTHS TO FIT STANDARD
OR CURRENT SUPPORTS

Sizes: 9" - 12" - 18"

The Street Communicator Series is designed for traffic speeds of 25 to 40 mph

To satisfy the challenges that traffic speed and viewing distances present each site, *IMAGEPRO*[®] offers a model which will fit existing sign programs and that will meet even the most stringent of municipal code requirements.

The Street Communicator Series with LED numeral sizes of 9", 12" and 18" are designed for traffic patterns of 25-mph to about 45-mph. The models are available in monument or stanchion mounting and range in widths of 4', 5', 6', 7' or 8'.

The *IMAGEPRO*[®] Street Communicator line is easily adaptable to custom applications while maintaining modular efficiencies.





Character Readability 1100 feet

The Street Message Centers come in 9" or 12" characters in single or multi-line models and are available in colors of Red, Amber or 9-color capability. Message Centers can be included at initial order or added at a future date. Communication options allow advance programming and brand advertising to be slotted by the hour, day and week.



Sizes: 24" - 36" - 48"

The HiWay Communicator Series is designed for traffic speeds of 50 - 65 mph

The *IMAGEPRO*[®] HiWay Communicator Series is designed for viewing distances up to 2800 feet and speeds of 50-65 mph, limiting factors which reduce the time available in which the motorist has to react to your message offerings.

Single or double face models in numeral sizes of 24", 36" and 48" are suitable for 25' to 45' high installations, mounting on canopies or remote Outdoor Billboard locations.

Communication options are available for controlling one or many displays at the same time, from the station or corporate office.

Message centers can be included with the initial order or at a future date. *IMAGEPRO*[®] HiWay LED Message Center models come in 24" or 30" characters in single or multi-line configurations.





Readability to 2800 feet
and modular flexibility to
meet special needs

Hi-Impact visibility day and night is now obtainable with the *IMAGEPRO*[®] LED line of price changers. Size availability allows choosing a model that fits each situation best. The *IMAGEPRO*[®] electronics hardware and software allows controlling prices as one whether they are on the same structure or located separately on the site.



X-PressWay Communicator Series **IMAGEPRO** INC. ©

Sizes: 60" - 72"

The X-PressWay Communicator Series is designed for traffic speeds of 65 - 80 mph

Effectively reaching motorists on a divided super-highway with traffic speeds up to 80 mph and viewing distances of a half-a-mile, requires large characters with sufficient negative space to enhance readability. The challenge is to accomplish this without the historically high cost of power to operate and the continuous maintenance costs required to control lamp outages.

IMAGEPRO® has the answer! X-PressWay Price Communicator Series come in sizes of 60" and 72" numerals with overall sign sizes of 10' x 12 1/2' and 12' x 15'. Each is available for between pole, sandwiching a single pole or in our walk-in models.

When it comes to large format message centers, IMAGEPRO® LED X-PressWay LED Message Communicator models really fit the bill. Sizes are available in 42" and 60" characters. Our offering is designed to replace the expensive operational and maintenance headaches of the last century with high-impact, long life, 10-11 year LED's which consume only 10% of the energy used by the traditional incandescent lamp banks of old.



Readability up to 4200 feet and communication options allow remote placement of displays

Remote control of price and message displays allows efficient placement on Hi Rise signs and billboards even when located beyond hardwire capability. *IMAGEPRO*® Universal Hanging system suspends the display in front of a flex-face billboard allowing installation and changing of the face without interference from the electronic display.



Sizes: 9" - 60"

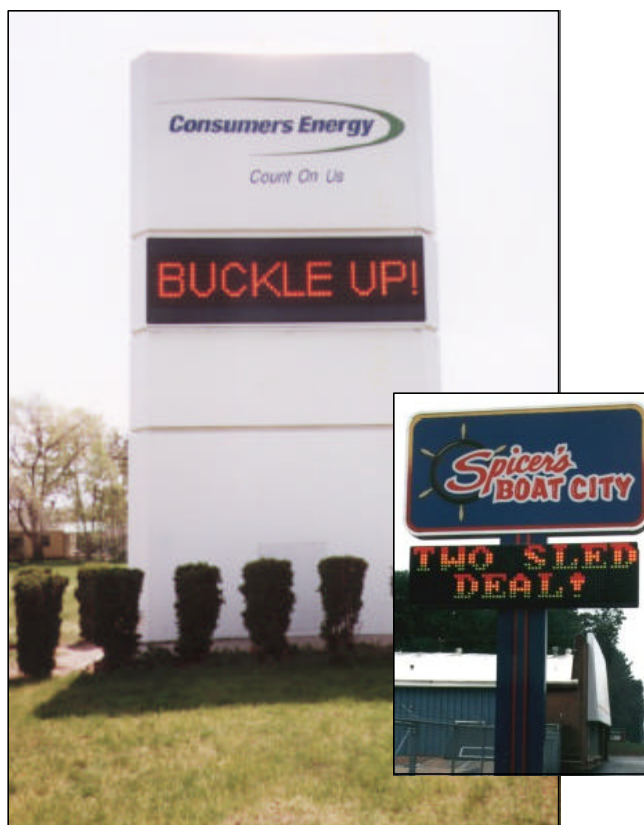
LED Message Centers enhance any facilities promotional effectiveness



All businesses have the same challenge, efficiently and effectively promoting the products they have inside their store facility to their primary potential market which passes their door every hour. *IMAGEPRO*[®] offers the ultimate product that can react to market conditions or be pro-active to opportunities as they present themselves, right at the point of decision - the street.

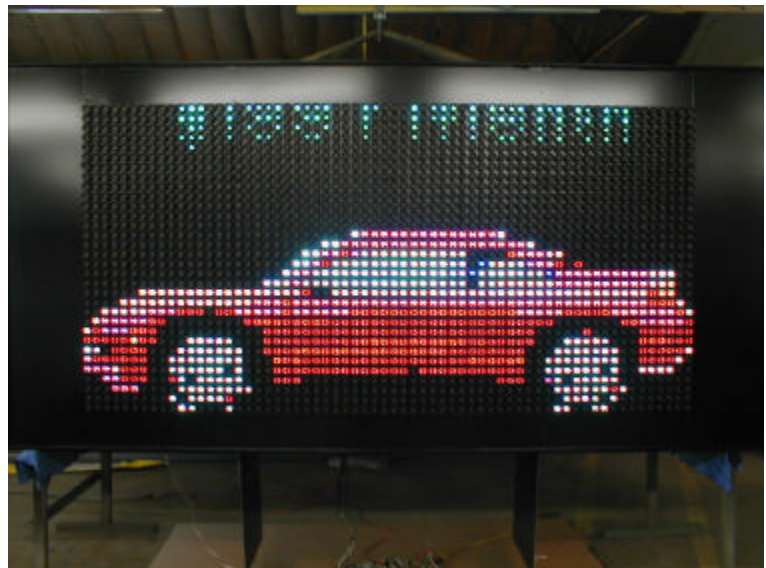
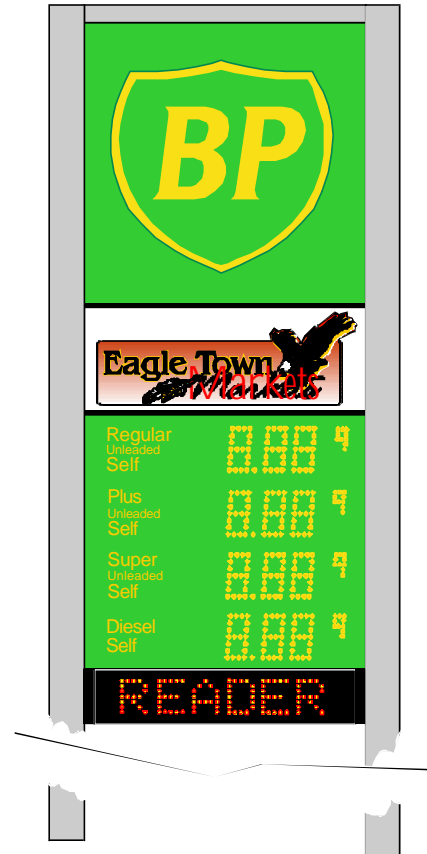
IMAGEPRO[®] Message Communicators come with 9" and 12" characters in single line displays. When built in multi-line displays, characters up to 40" are possible. This flexibility can become a truly effective marketing tool. Displays are available in red, amber or nine color models. Programming flexibility allows advance scheduling of advertising by the hour, day, week and year.

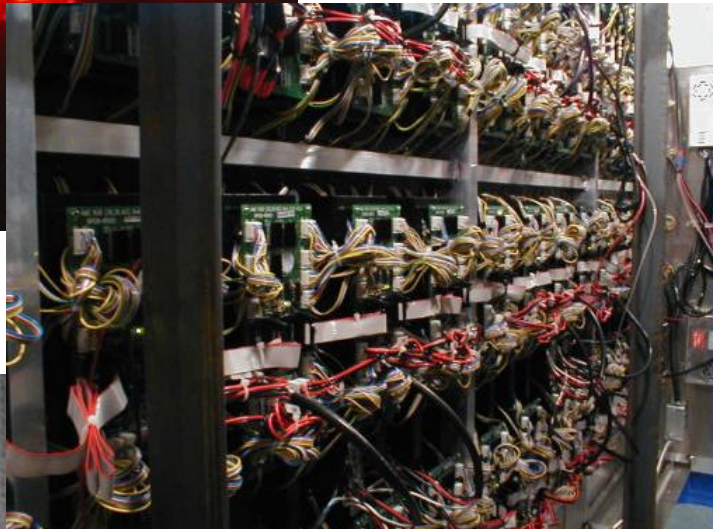
IMAGEPRO[®] Message Centers have been designed to take advantage of modular design for ease of arrangement and ease of future maintenance. Larger models utilize the same cluster technology as our price changers. Across the entire product line, the use of a full plastic cover is avoided eliminating the negative reflection and glare.



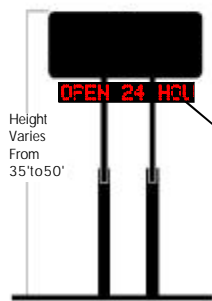
64 Color RGB displays offer animated graphics or scanned photos

The development of an LEDBlueallowsfull-color exterior displays with capabilities similar to that of a television. Utilizing this technology, actual photos and corporate logos can be displayed with perfect quality. Unlimited in size and scope, IMAGEPRO[®] can provide creative solutions for a single location or nationwide.

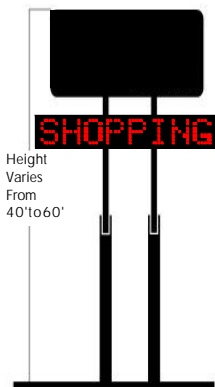




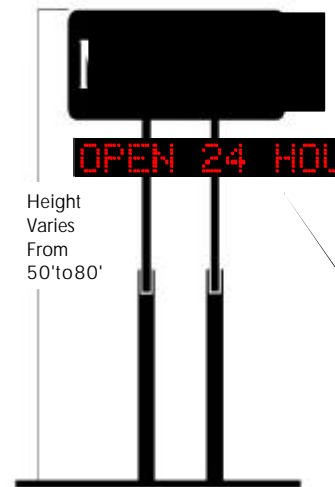
Large Scale LED message centers designed especially for truck stops and expressway retailers



30" CHARACTERS



42" CHARACTERS



60" CHARACTERS

IMAGEPRO[®] announces the latest in our line of innovative products for the petroleum industry. We have designed an effective large scale LED message center in response to the negative image and appearance of the traditional, high-power consumption, high-maintenance, incandescent hi-rise message center.

The IMAGEPRO[®] HiRise Message Communicator series comes in 30", 42" and 60" models. Power consumption savings can be up to 90% over the traditional displays. Traditional incandescent lamp life is 2500 hours or about 13 months. Our LED lamps are rated at 100,000 hours or about 10 to 11 years. Our signs are intended to attract customers not sign maintenance trucks.

IMAGEPRO[®] HiRise Message Communicators will project the image you intend and deliver the traffic you expect on a consistent basis. The HiRise series have advance scheduling and remote location programming as our other message center series.



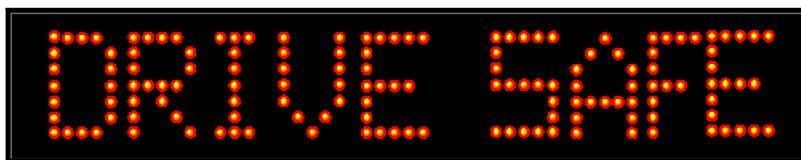
30Inch

7x48 Array 3'-6" x 19"



42Inch

7x48 Array 4'-6" x 25' - 6"



60Inch

7x48 Array 7' x 37"

Electronic Technology

Advantages



Cluster Technology

Options



Color Options

Configurations



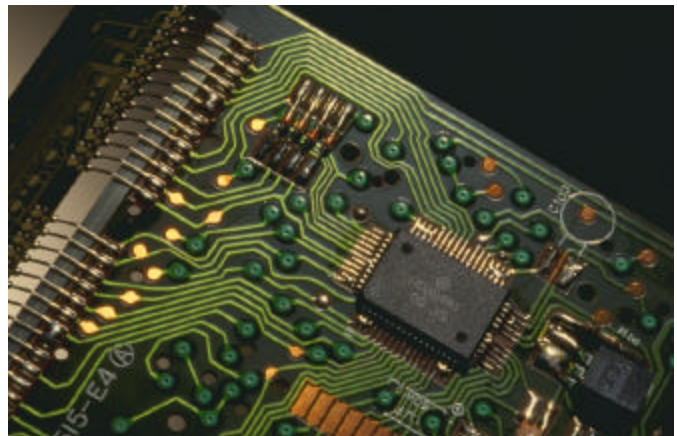
Driver Technology

Requirements

Support



Software





Hi-Rise LED Array

State of the art LEDs
that are the most durable
product on the market.

Waterproof, wide angle,
UV protected units stand
up to the most extreme
weather and climatic
applications

COLOR OPTIONS



Red Only



Amber



9 Color



RGBColor

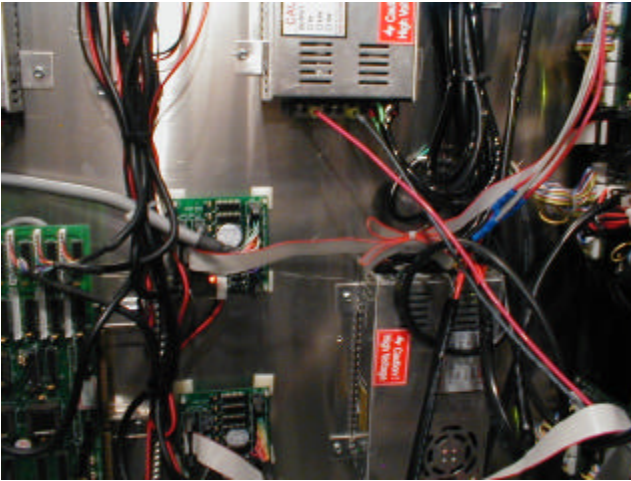


R-7

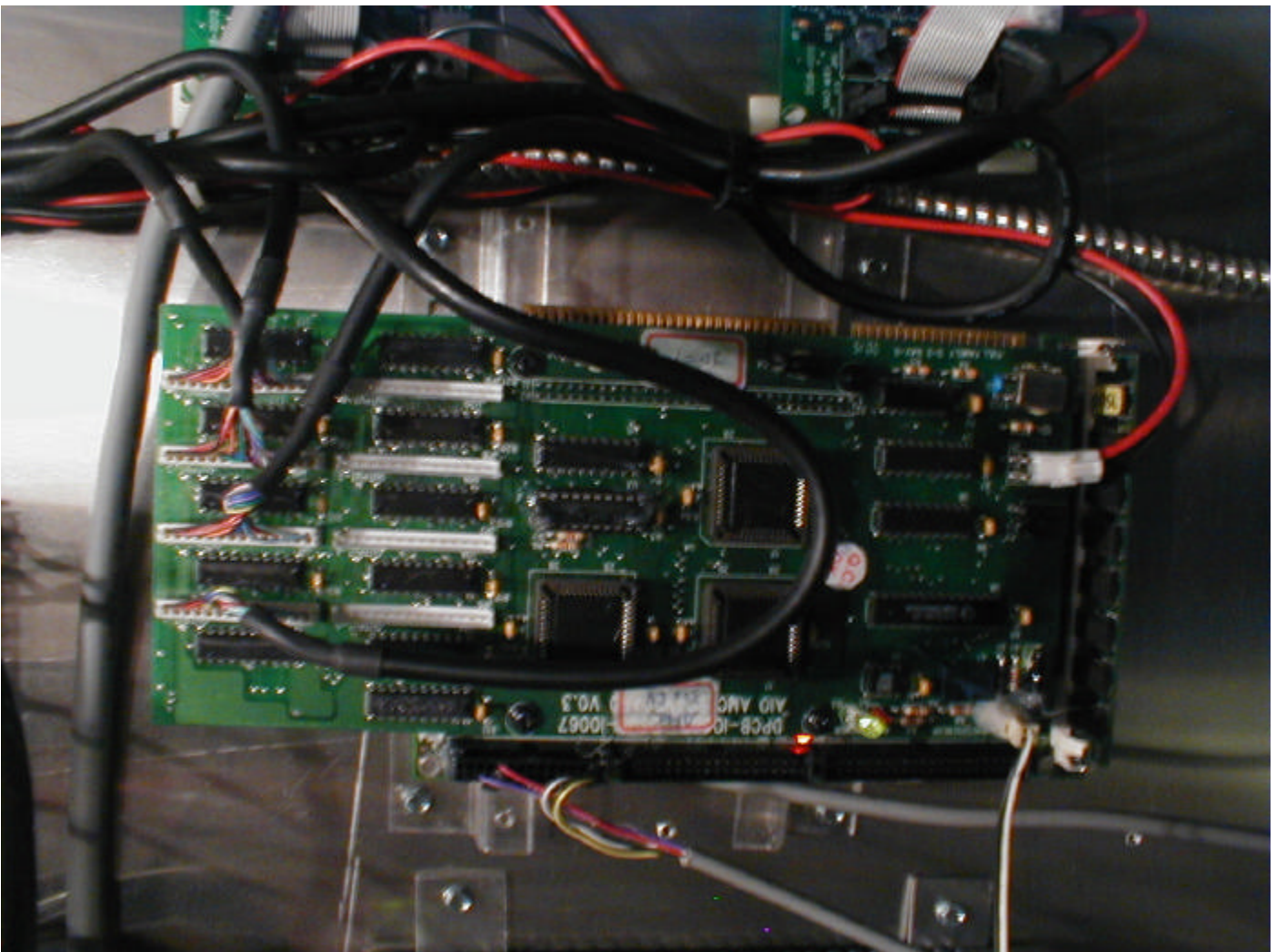


R-14





Patented current limiting drivers provide optimum LED life



Features of the *IMAGEPRO*^R LED Price Changer Series III Electronics

Advanced Design

- Reliable communication of up to 4000 feet between sign and station.
- 32 digits in any combination up to 4 lines and 8 digits per line.
- Up to 8 faces per line, for a total of up to 32 faces for 4 different lines.
- Supports all cluster types including quad-cluster control and partial characters.
- Can support alphabetic characters
- Rich character set (up to 256 possible characters)
- User interface can be a wall or desktop mounted LCD keyboard unit, or a Windows PC software application.

Manager Control Settings

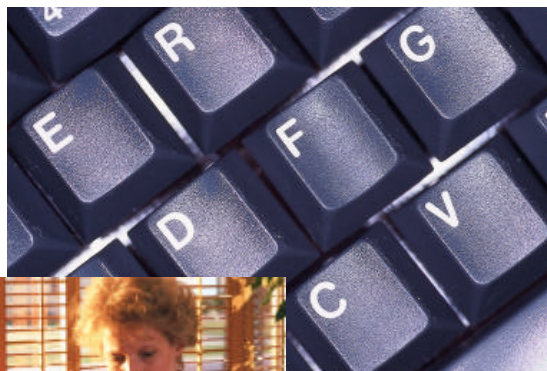
- Automatic On / Off programming capabilities
- Supervisor menus are protected by a four to eight digit numeric password.
- Recovery from a forgotten password is supported in software.

Flexible Intensity Control

- Five levels of intensity control. Each level is software programmable throughout the entire intensity range so that adjacent, heterogeneous signs, can be matched for daytime and nighttime intensity levels.
- On-the-spot manual control of intensity.
- Automatic intensity control using photo sensor.
- Automatic intensity control using time of day.

Self-Testing Failure Detection

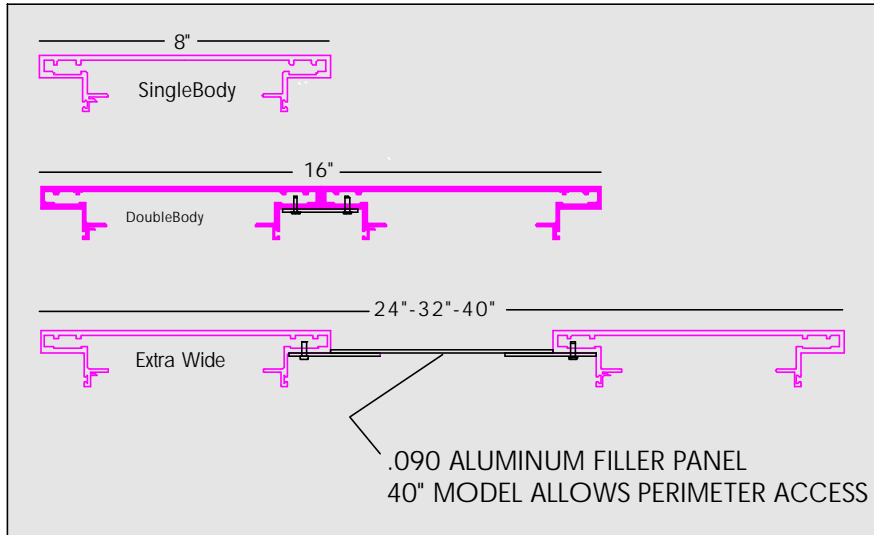
- Digits are tested each time a new price is posted.
- Test utility isolates failure to a single digit and displays the digit number, line number and face number.
- Failures are logged in battery backed memory to aid in troubleshooting intermittent failures.
- Protection from power outage. All price, calendar, and setup data is stored in battery backed memory. On restoration of power, prices are restored to the sign.



Additional Features

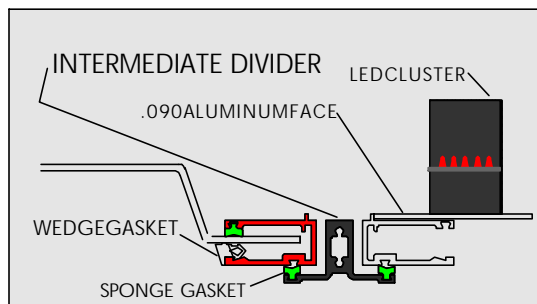
- Daylight savings can be enabled so that the time will automatically be updated on the appropriate dates.
- Simplified installation due to ease of cabling.
- Programmable system allows for future expansions via software updates.
- Programmable system allows for new sign applications.

Specifically designed and engineered for exterior electronic signage and modular flexibility

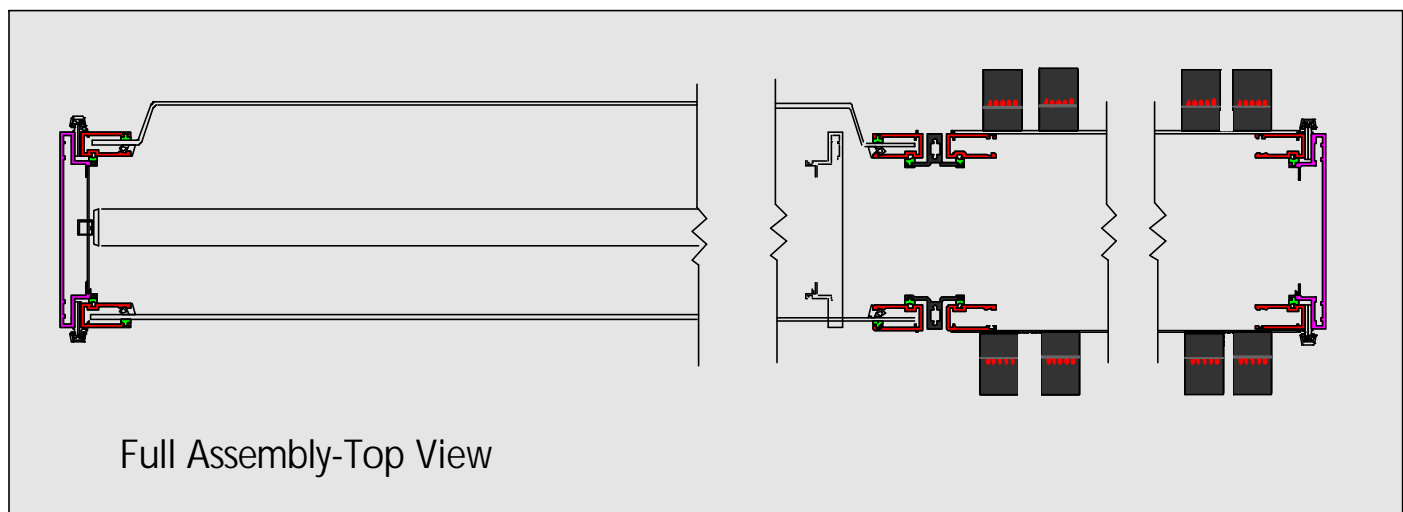


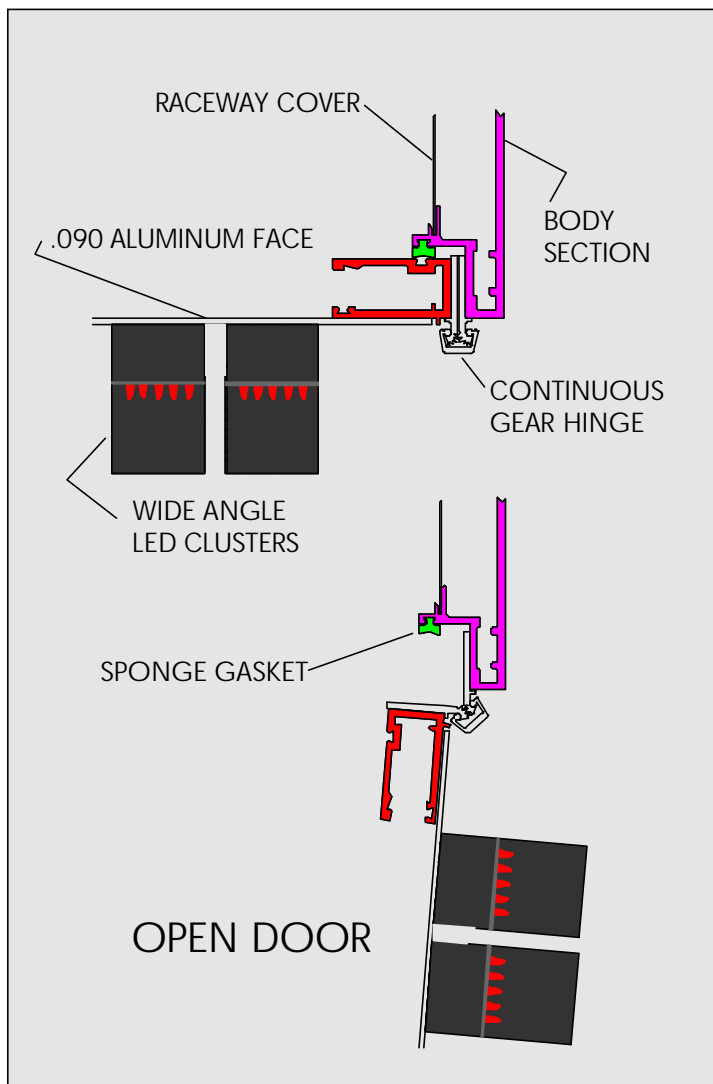
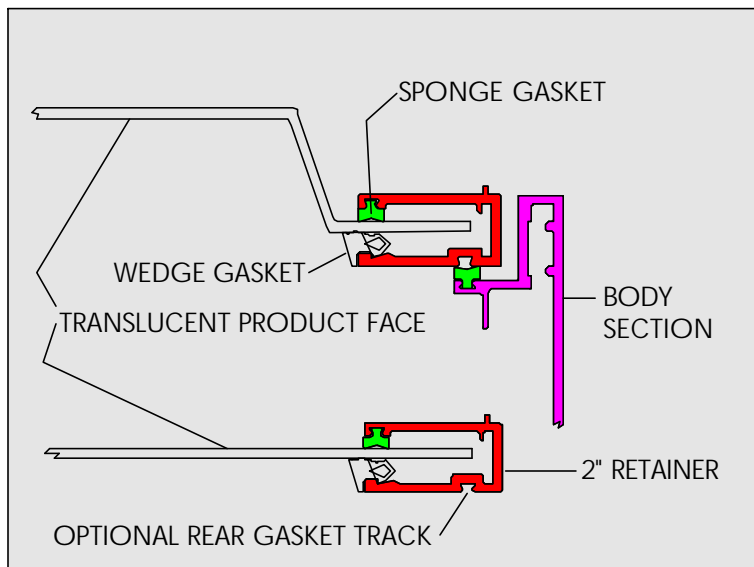
The intermediate divider has the extruded track to accept a flexible gasket and is used as the support between doors. When installed it has a finish flush with the body component and matches its 5/8" face dimension. Cabinet System was especially created for the exterior electronic signage application and its unique demands. Not only is it environmentally correct and functional, it projects a 21st Century streamlined design.

- One extruded aluminum body component is utilized across the entire price changer line, expandable from 8" to the 40" walk-in design. The body component features an extruded track to accept a flexible gasket for waterproofing around the perimeter. Venting is engineered to facilitate the proper amount of air movement eliminating radiant moisture buildup.

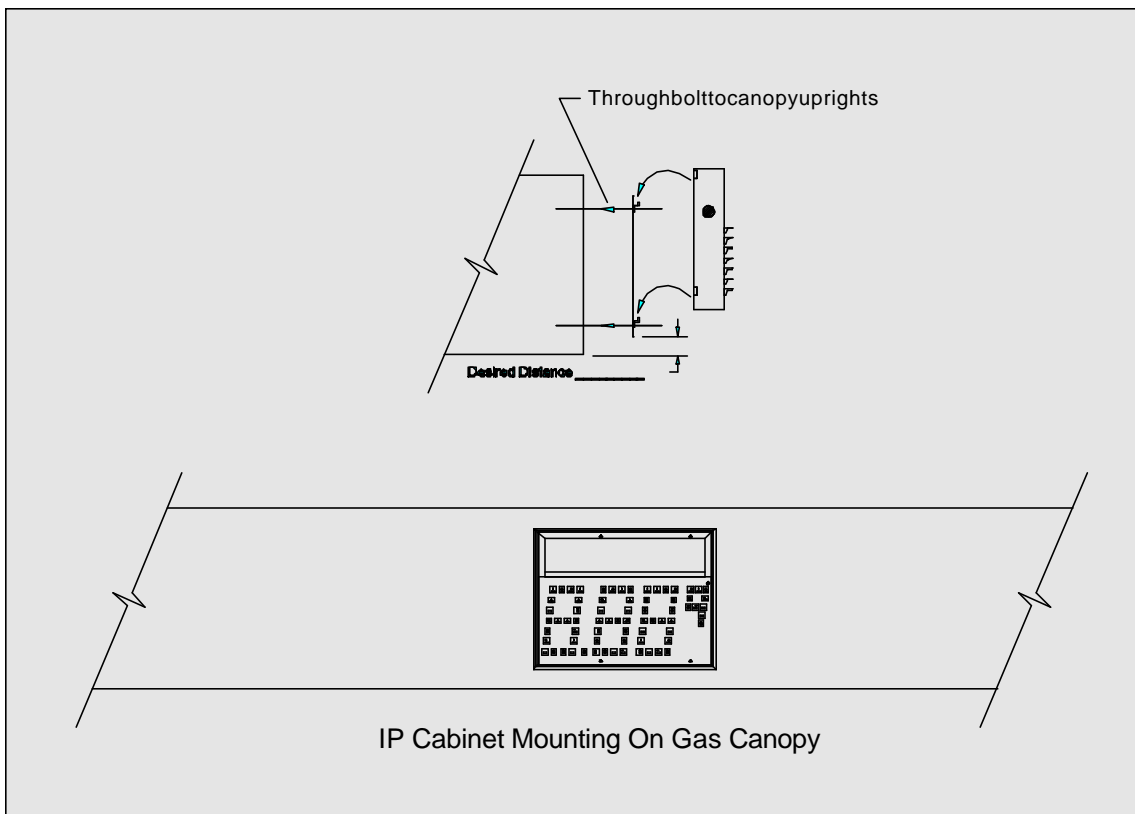


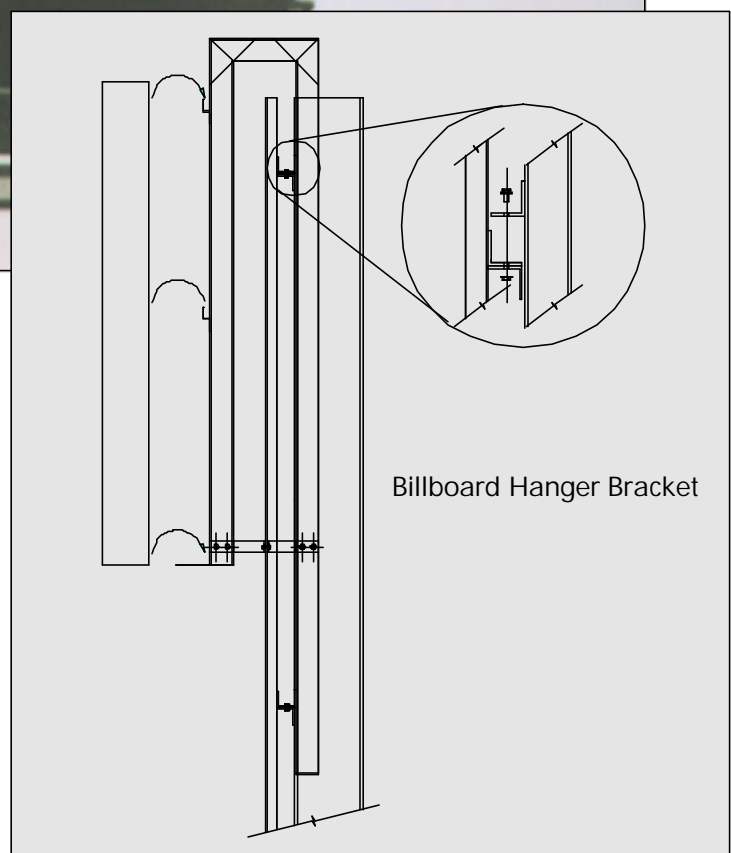
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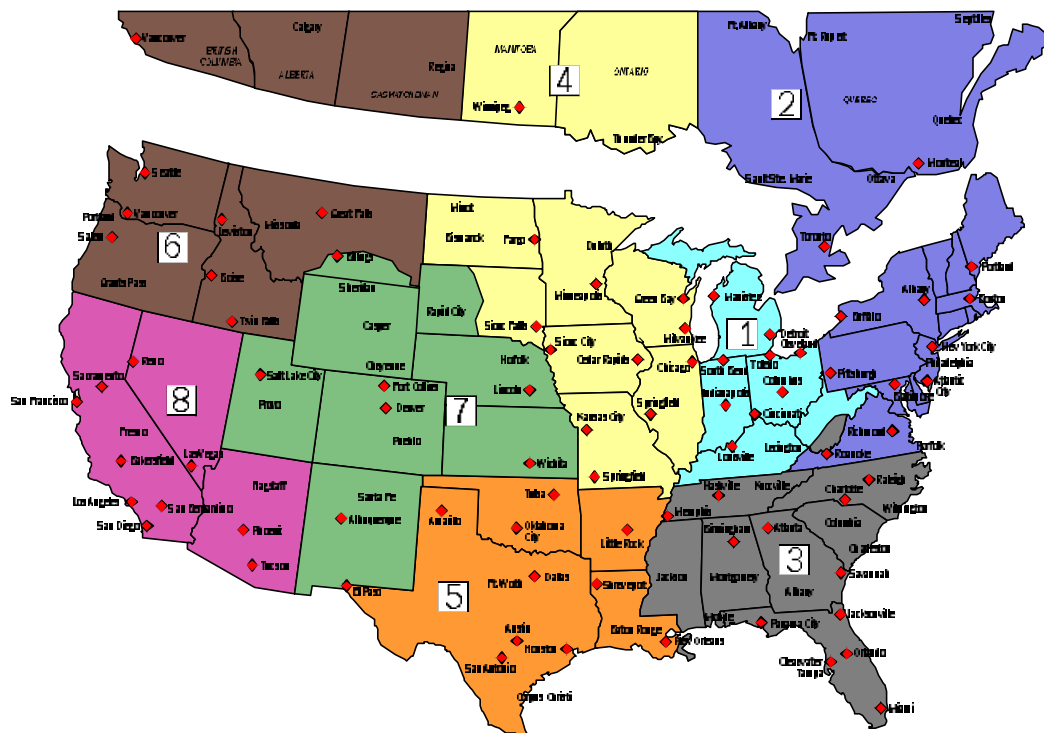




- Retainers come in two sizes, 1 ¼" and 2". They have a multi-function design; retaining the .090 aluminum face which holds the LED clusters; a tracked gasket system on the interior is designed to contain the translucent product panel or house a discrete LED lighting system. It is also designed to support the modular message center models. The 2" retainer has an extruded gasket track at the rear to be used when mounting on other cabinet housings.
- The industry unique rubber gasket system seals not only the doors but also any translucent faces from the entrance of water or bugs, thus protecting the electronics and keeping the faces clean.
- The *IMAGEPRO*[®] cabinet features a continuously geared hinge designed and engineered to support vertically hinge doors. This feature allows convenient access to the electronics that are mounted on the rear of the doors. Hinges are rated to support the various size doors used on the many models. 9.5
- The *IMAGEPRO*[®] Cabinet has mounting options that provide convenient and efficient installation and eliminates the need to violate the water integrity of the cabinet system in the field. 9.5
- Stainless steel fasteners are used to prevent adverse chemical reaction between the aluminum extrusion and the fastening devices.
- Cabinet finishes are available to match a customer's corporate color code. *IMAGEPRO*[®] uses only high quality, long-life polyurethane paint finishes apply under exacting conditions.







ImagePro's broad affiliate base is optimized to offer you quality assured installation and service, regardless of your location in North America.



Nationwide Affiliate Network

IMAGEPRO® has established an Affiliate Network of top quality sign companies in much of the country. Each company will stock replacement components and is trained to service our electronic products. The network is established with the intent to provide efficient geographic coverage and our Affiliates understand the importance of your *IMAGEPRO®* display and are committed to respond timely. They also have the capability to handle permits and variances when required along with other onsite signage and maintenance needs.



Lease Contracts Available

Leasing equipment allows you to get instant return on your new LED display without using capital that must be earmarked for hard assets. The minimum cash outlay and modest payments enable leasing to work within any budget. Sign lease payments are usually 100% tax deductible as an advertising expense. It can accelerate the write-off of your display during the term of the lease v/s amortizing it over the useful life of the asset that would be much longer. This makes for a faster turnover of assets, better earning power for investment, less financial risk and a smaller debt-to-equity ratio on your balance statement.

Corporate Offices:

443 Water Street
Manistee, MI 49660

Sales: 877-723-7906

Service: 800-922-2667

Fax: 231-723-9365

User Training Options

VIDEO & USER MANUAL

A video and user manual is supplied with each *IMAGEPRO*® Message Center. Designed for first time users whether at the installation of the display or when a new employee is assigned the responsibilities of input. The system is very user friendly and easy to learn.

ON-SITE TRAINING

Personal on-site training is available. One and two line displays and price changers do not typically need this option. It is recommended for larger message center displays and full color models.

PHONE SUPPORT

After the user has become familiar with the software, the video and the manual a call to our toll free support center will there to walk you through any questions you may have.

Warranty

FIRST YEAR WARRANTY

In brief, *IMAGEPRO*® Inc. provides a one-year warranty (measured from the date of IP invoice) on equipment purchased from IP, to be free from defects in materials and/or workmanship as further spelled out in the specific warranty. Excluded from this warranty is any damage caused by abuse, misuse, misapplication, or accidental damage by man or nature, and any consequential or contingent liability. See full warranty for additional details.

Maintenance Contracts

Maintenance contracts covering your *IMAGEPRO*® products are recommended and available to insure your display always operates like the day it is installed. Contracts will be managed by *IMAGEPRO*® and executed through its Affiliate Network.

Municipal Permits

Permits are usually required for the installation of any signage. It is advisable to confirm compliance before ordering any *IMAGEPRO*® signage product. *IMAGEPRO*® will furnish specifications that will enable you to apply for permits. *IMAGEPRO*® is not responsible for site compliance.

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