

# BRING IN YOUR COMMUNITY with Dynamic LED Message Signs for Government

## WHY?

### The Answer Is Simple:

LED Signs are a **One-Time Investment** for **On-Premise Targeted Advertising** that advertises & brands your organization with custom content that speaks to your community to promote events, notices, and fundraisers to **increase awareness, safety, and participation**. You can **change the LED sign as often as you like** from anywhere, anytime.

### When Compared To:

Printing flyers which cost time & money, plus the labor to pass them out or post up, costly banners which only have one message and are typically used once, or manual letter boards that are missing letters, unsafe, and difficult to change.

## HOW?

### We'll help determine the proper LED sign size for your location

Simply login from any PC, Mac, or iPad and start controlling your own messaging. Use the online message editor, create schedules, assign multiple users, & more.

### Display Dynamic Messages and Increase Awareness

"Burn Ban in Effect" "Volunteers Wanted" "Buckle up For Safety"  
"Charity Pancake Breakfast 8am" "Save The Air, Fuel Up After 5pm"

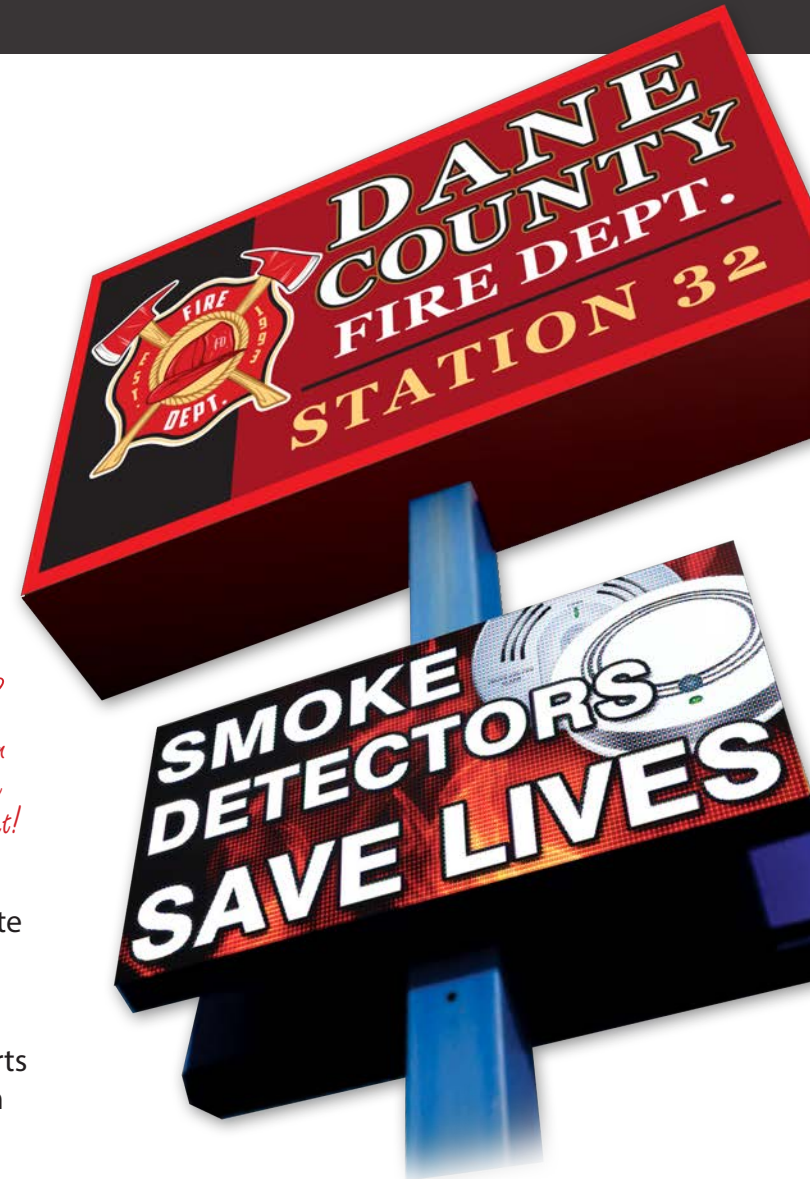
*Peak Traffic Time?  
Special offer can turn  
on and off according  
to the hours you set!*

### Let our Professional Designers Create Custom Messages

Use the integrated Graphic Request form and let our professional designers standing by create custom messages for you made specific to your business and LED sign size.

### And Complete Peace of Mind

Ultra low power consumption, 7 year Comprehensive Parts Warranty, and a 7 year On-Site Parts Replacement Service. Eliminate the worries of maintenance and **focus on your organization and community**.



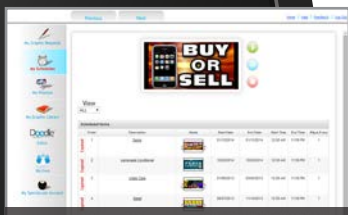
*"It was the easiest and best decision I ever made for my town."*

- George, Fire Chief

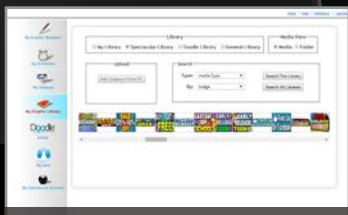
# Control Your LED Signs from Any Device. Anytime. Anywhere...with **SM Infinity™**



Login Screen



Schedule



Graphic Library



Doodle Message Editor

## *What is it?* **SM Infinity™ is 100% cloud-based software.**

It resides on a central server that you can access through a secure Internet connection. There is no software to load, no CDs to keep track of, and you're always using the latest version, plus all your content is organized securely online and backed up daily.

## *How do I use it?* **Internet Web or Mobile Access**

Simply login securely at [www.sminfinity.com](http://www.sminfinity.com) and start controlling the LED sign from any PC or Mac connected to the internet, or simply launch the app on an iPad or iPad mini, or use any other mobile tablet via its internet browser.

## *Is it better?* **Compared to local software**

Most operating software restricted to one computer via a verification code or a dongle key and demands you to learn the software, be the graphic artist, and send messages with little to no help. Our software allows multiple permission-based users who can operate the sign from any computer.

## *What makes it different?* **Personalized Content Creation**

SM Infinity™ is the only software to have the personal attention of professional graphic designers standing by via an integrated request form to create custom dynamic content specifically for your LED sign, or use Doodle™, our online message editor for a quick message, or upload any graphics/animations you created.



## *What's the true beauty of cloud-based software?*

### **Features and Updates**

Everytime you log in, you are always using the latest version and the best features available.

### **Emergency Alert Service:**

*Amber Alert or Severe Weather coming?*

The LED sign can automatically help alert the community using IPAWS (Integrated Public Alert & Warning System) made by FEMA ([www.fema.gov/IPAWS](http://www.fema.gov/IPAWS)).



### **Conditional Messaging:**

*Is it cold outside?*

The LED sign can automatically display "Icy conditions, Please drive safely!"



### **Reporting:**

Knowing what, when, and how long each message is playing is valuable information.

