

BILLBOARDS

VANTAGE®

INNOVATIVE DISPLAY SOLUTIONS











WE ARE A UNIFIED TEAM
COMMITTED TO EMPOWERING PEOPLE
TO GROW AND EXPRESS THEMSELVES TO THE WORLD

EVERY ACTION MUST MAKE AN IMPACT
AND BE USEFUL; IT MUST PUSH INNOVATION
PUSH OUR INDUSTRY

EVERYTHING WE DO MUST ADD REAL BENEFITS AND
BRING OVERALL VALUE

AND...



A KICK ASS DESIGN HOUSE
HELPING PEOPLE MAKE AN IMPACT
WITH THEIR ~~BUSINESS~~ AND THEIR LIFE

BILLBOARD



Riverbend Communications, Idaho
25mm – 120 x 480 – 9'-10" x 39'-4"



Motley's Auction, Virginia
20mm – 132 x 708 – 8'-7" x 46'-5"

WHAT YOU NEED TO SET YOURSELF APART.

7 YEAR COMPREHENSIVE PARTS & OPTIONAL LABOR WARRANTY

All our components, communication devices, and up to 7 years optional on-site parts replacement are covered under warranty at no cost to you.

LIGHTNING & VANDALISM PROTECTION

Our optional on-site parts replacement includes financial reimbursement towards the insurance deductible for Lightning or Vandalism damage to your sign.

US-BASED DESIGN & SUPPORT

Your display is completely designed and supported by our teams at our ISO9001 Quality Management Certified facility in California.

ULTRA LOW POWER

Our LED modules pull up to 70% less power than leading manufacturers. Our power supplies are conformal coated for additional protection against corrosion & oxidation.

ENHANCED RESOLUTION

The display controls each individual LED within each pixel resulting in crisper and more fluid videos/animations for amazing and dynamic ad content.

MAXIMIZE UPTIME & REVENUE

Professional lifetime support and remote diagnostics for components, communication, or power loss help ensure quick issue resolution. Smart component and data design minimize failure points to maximize uptime.

CLOUD-BASED REPORTING & MANAGEMENT

Easily manage your ad library, schedules, and reporting online with SM Infinity™ cloud-based software. Empower teams, while maintaining security, with a robust permissions system.

1 YEAR PROFESSIONAL CUSTOM CONTENT + AI

Maximize display potential and increase revenue with custom content from our professional designers in SM Infinity™. PLUS access to MojoStudio AI for instant image generation! That's over $15,000 market value, included free of charge.

PUBLIC & PRIVATE EMERGENCY ALERTS

Support the community with automated FEMA/IPAWS alerts in SM Infinity including weather, public safety, and amber alerts. PLUS integration with private safety platforms for on-premise critical mass alerts.

CELLULAR COMMUNICATION

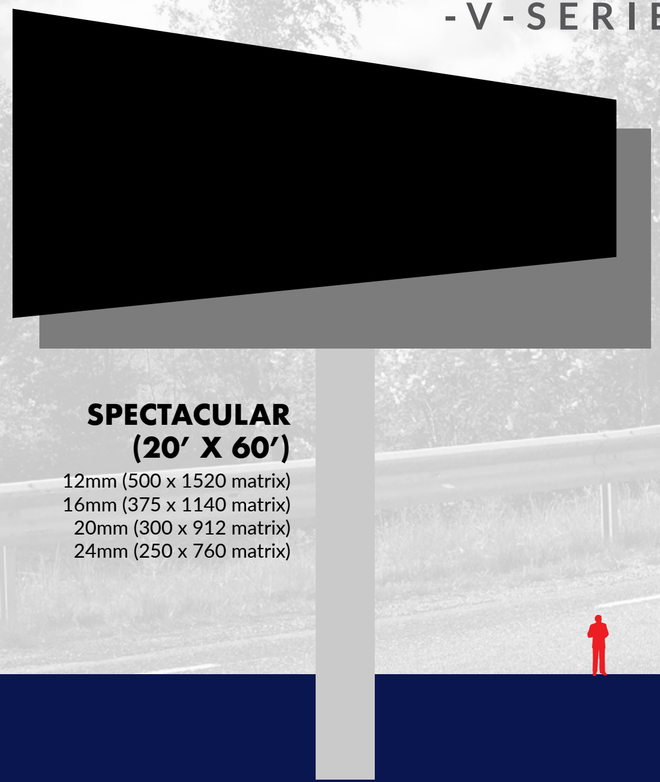
Select our reliable industrial cellular communication package for a Plug-n-Play installation and remote locations.

FLEX

-V-SERIES-

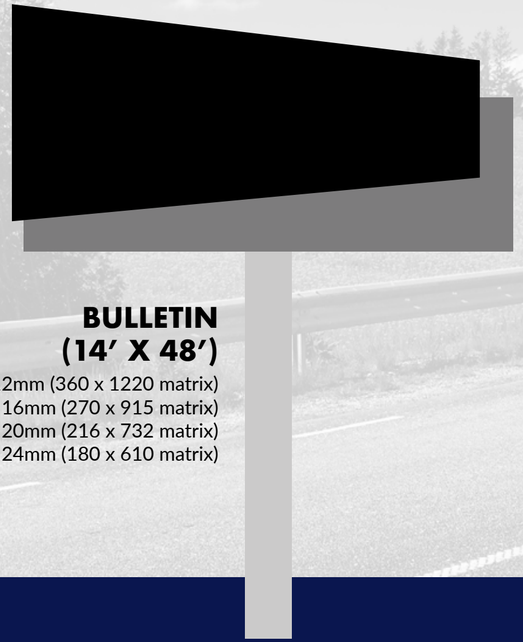
Our FLEX-V LED Sign Series modules are universal in size (9.45” x 9.45” / 240mm x 240mm) for all available pitches: 12,16, 20, and 24mm. We can accommodate any billboard size... plus, upgrade the resolution later in the field.





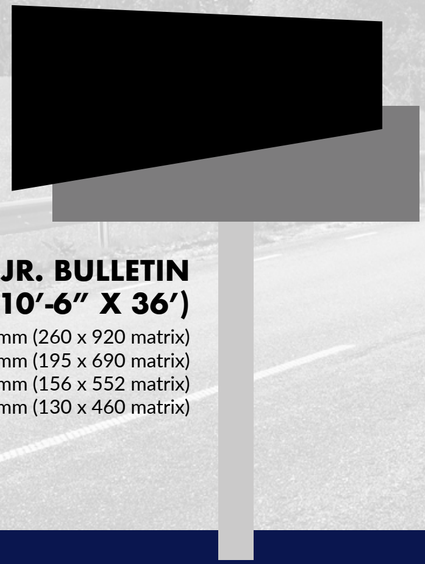
SPECTACULAR (20′ X 60′)

12mm (500 x 1520 matrix)
16mm (375 x 1140 matrix)
20mm (300 x 912 matrix)
24mm (250 x 760 matrix)



BULLETIN (14′ X 48′)

12mm (360 x 1220 matrix)
16mm (270 x 915 matrix)
20mm (216 x 732 matrix)
24mm (180 x 610 matrix)



JR. BULLETIN (10′-6″ X 36′)

12mm (260 x 920 matrix)
16mm (195 x 690 matrix)
20mm (156 x 552 matrix)
24mm (130 x 460 matrix)



POSTER (11′ X 22′)

12mm (280 x 560 matrix)
16mm (210 x 420 matrix)
20mm (168 x 336 matrix)
24mm (140 x 280 matrix)



THE BUILD: FRONT

ENGINEERED CABINET

Designed and built to ensure strength and weatherability.

- Aluminum construction with steel mounting hardware to minimize weight and maximize strength.
- IP65 front rated.
- Industry proven powder coat.
- Borderless construction to improve installation options and maximize square footage. Custom borders available.

LED MODULES

The building blocks that connect together to create the display area.

- Universal in size making it easy to swap & upgrade to a higher resolution.
- Individual pixel louvers improve contrast.
- Quick quarter turn latches for easy front access and serviceability.
- Neoprene seals to provide long term weatherability.

POWER SUPPLIES

Converts AC power to DC power.

- Our LED modules pull up to 70% less power than other industry leaders.
- Conformal coating protects against corrosion for increased lifetime.
- Voltage and temperature safeguards prevent component damage, resulting in fewer service issues.

DISPLAY CONTROLLER

Our controller provides a powerful and versatile platform for display management.

- Ruggedized with a wide operating temperature.
- Fast and stable SSD storage.
- Built in diagnostics.
- Easy Integration for Custom Projects.

ENHANCED RESOLUTION

The display controls each individual LED within each pixel resulting in crisper and more defined content for amazing video and dynamic animations.



Marks of Safety, Care, and Pride:
- ISO9001 Quality Management Certified.
- ETL certified & tested to be safely operated outside.
- RoHS compliance means Restriction of Hazardous Substances.
- FCC Tested and Compliant.



Shippable Display Section

THE BUILD: BACK

CONTINUOUS STEEL ANGLE

High strength steel used to mount the display to any structure.

- 3” x 3” x 3/16” thick steel angle located along to the top and bottom edges of each cabinet for easy mounting or framing to any structure.

POWER CONNECTION

Pre-wired for 120 VAC or 240 VAC.

- External power cables provided for easy termination in junction box.
- Power connections clearly labeled for location and voltage.
- ¾” Liquid Tight conduit fittings for weatherproof connections.

PRIMARY/SECONDARY CONNECTION

Mirrors the content from the primary side to the secondary side.

- Standard Cat5/6 cable connections.
- Backup cable creates a data loop minimizing image failure.
- Industry standard typically has data in only one direction allowing larger image failure.

COMPONENT REDUNDANCY OPTION

Spare components that take over if a component fails to ensure uptime.

- In addition to remote diagnostics, redundancy options further ensure uptime with little to no risk of revenue loss while service is being scheduled.
- Redundant components include: Power supplies, display controller, and communications.

COMMUNICATION OPTIONS

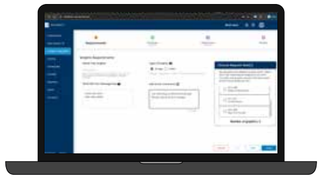
Options for getting content from the computer to the display.

- **Cellular Communication** for plug-n-play connectivity to the Internet bypassing local networks or failure points.
- **Wireless Radios** provide secure direct communication from the sign to the building network or computer.
- **Fiber Optic** converters allow for long distance hard line communication to the sign.
- **Hard Line** Cat5/6 connections allow a simple and easy way to connect directly to the network or computer.

SM Infinity™

cloudware for billboard advertising

SM Infinity™ was built from the ground up to be 100% true cloud-based LED display software that completely controls the display from any Internet-connected device (PC, Mac, iPad or Mobile) anytime from anywhere.



Request Professional Ad Content from your PC at the office



Monitor all your billboards from your Mac at home



Change Ad Content or Schedule Quickly from your iPad on the road

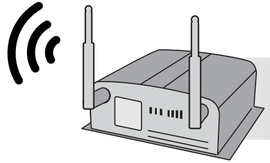
CLOUD-BASED MANAGEMENT

SECURITY



24/7 SECURE WEB ACCESS

SECURE CELLULAR



other communication options available

ACCOUNT PROTECTION
All SM Infinity™ accounts are password protected immediately upon creation.

DISPLAY PROTECTION
SM Infinity™ powered displays are accessed only by our protected and secure SM Infinity™ servers.

CLOUD ACCESS
24/7 management is a security benefit giving administrators the ability to manage the displays quickly and effectively.

SECURE ENCRYPTION
SM Infinity™ user activity and logins are securely encrypted using HTTPS protocol.

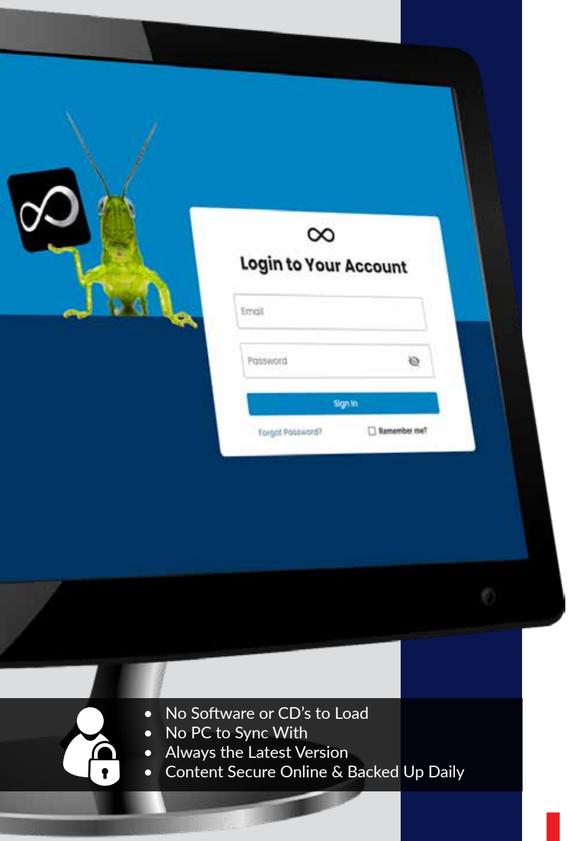
DATA BACKUP
The SM Infinity™ servers are backed up regularly to maximize up-time and the integrity of the system.

SESSION CONTROL
SM Infinity™ employs session control to automatically lockout users who are inactive for a period of time.

WIRELESS RADIO | **WIRED ETHERNET** | **FIBER OPTIC**

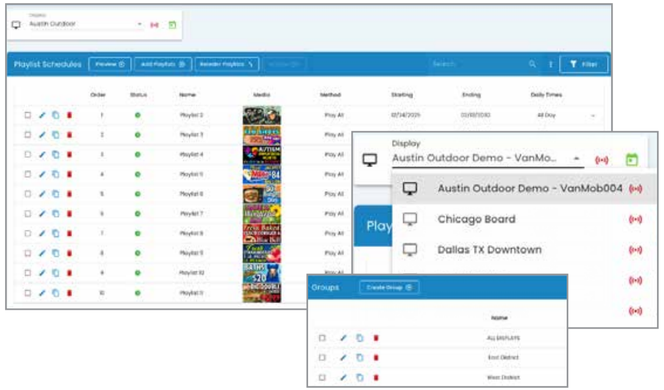


Big M, Hutchinson, KS
20mm – 112 x 352 – 7'-8" x 23'-5"



- No Software or CD's to Load
- No PC to Sync With
- Always the Latest Version
- Content Secure Online & Backed Up Daily

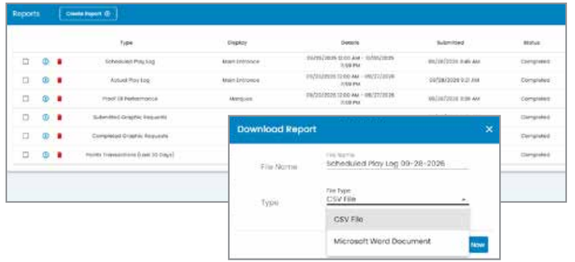
OPERATIONS



POWERFUL SCHEDULING

- **Infinite Organization:** Configure and label playlists independently for groups, slots, clients, dayparting, contracts, and more. Rotate a single ad in a playlist or play them back to back.
- **Multi-Display Scheduling and Groups:** Link playlists to multiple displays or customized groups in one shot. Change one, and they all change automatically.
- **Conditional Messaging:** Trigger specific ad content or messages based on certain custom conditions like the chance of rain or temperature.

Have a unique idea or need? SM Infinity™ is developed in-house by a talented team of developers. We work with customers closely to develop, update, and even customize SM Infinity™ for unique needs and projects.



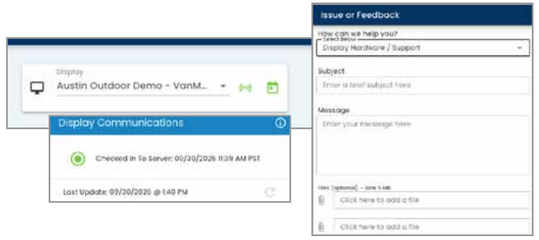
CUSTOM REPORTING

- **Easy Access:** Generate reports day or night directly from SM Infinity™. Stats like play count, playtimes, percentage of occupancy and scheduled playtimes are included.
- **Customize and Export:** Choose custom dates and export to PDF or CSV for easy third party integration and editing.



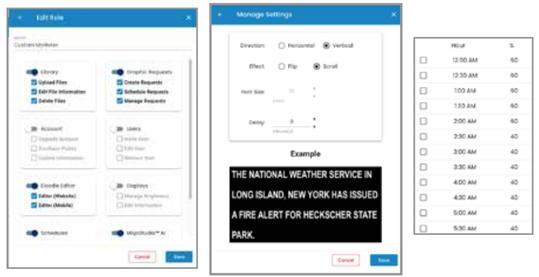
PROFESSIONAL AD DESIGN

- **Integrated Professional Service:** Request, review and approve custom ads created by our professional design team directly through SM Infinity™.
- **Simple and Powerful Editor:** Create custom content on the fly, schedule last minute ads, resize pictures, and incorporate time/temp and RSS feeds. Easily apply animated effects, or keep your ads static.



CONNECT & RESPOND

- **Easy Site Communications:** We don't require public IP addresses, custom software installation, or restrictive network configurations.
- **Remote Support:** We can quickly diagnose many issues remotely without the cost of personnel and equipment onsite. Issues are often resolved with a single trip.



FULL CONTROL

- **Multi-User:** Add, modify and delete users on your account. Limit access to specific displays or any section of SM Infinity™.
- **Emergency Alerts:** Enable or disable our fully automated emergency alert system tied directly to IPAWS.
- **Brightness:** Modify the brightness of your display 24/7, or blank it out completely during regulated hours to meet state or local regulations.



WARRANTY: MISSION CRITICAL

A standard warranty of 2-5 years covering parts is not good enough. Outages and issues disrupt the ability to effectively increase awareness and revenue with a billboard. We help minimize downtime with a warranty that is longer, stronger, and better.

LONGER

UP TO 7 YEAR PARTS & 7 YEAR ON-SITE SERVICE

Every part is covered from power supplies to wireless radios, plus an optional On-Site Spare Parts Kit available for immediate repairs. We save billboard owners thousands of dollars every year with our optional On-Site Parts Replacement Service.

STRONGER

UNDERWRITTEN, INSURED, AND PROFESSIONAL

Our On-Site Parts Replacement Service is administered and underwritten by a licensed 3rd party provider for the entire warranty term. When service is needed our professional support team schedules an Authorized Service Provider to fix the issue.
New spare parts are shipped to replenish the optional On-Site Spare Parts Kit.

BETTER

LIGHTNING & VANDALISM PROTECTION

Our On-Site Parts Replacement provides financial reimbursement towards the insurance deductible once the claim has been processed and approved through the insurance provider.

BENEFITS OF A GREAT WARRANTY

The Long Term Cost Benefits of a Great Warranty:

The long term cost for a sign owner to maintain an outdoor LED display can be directly affected by type of warranty coverage. Factors like parts, labor, insurance backing the obligation, and term vary between manufacturers as well as the overall service quality to resolve issues quickly and easily for the dealer and the end-user. Being able to understand a great warranty from a good or bad warranty can save the display owner a lot of time and money.

First, Let's Define the Terms within a Warranty:

To understand the difference between manufacturer warranties, it's important to define and understand the terms they use.

Warranty Length: This is the number of years your warranty will be valid from the date of installation. It's important to note if the warranty term meets or exceeds industry standards to minimize long term costs.

Factory Labor: This term does not mean the manufacturer covers onsite labor costs to replace parts needed to repair your sign, but rather the manufacturer requires you, the display owner, to coordinate the removal of the defective part(s) and ship them back to them for repair. This takes more time, and adds additional cost to the display owner.

Costs can vary depending on location, access, state, and provider. Here are some conservative costs for labor and parts on average for the industry if you **do not** have an on-site replacement service:

- **Service Call 1 Tech:** $100 per hour, typically 2-3 hour minimum.
- **Service Call 1 Tech and Bucket Truck:** $195 per hour, 2-3 hour minimum.
- **High Rise Service Call:** $500 per hour, 2-3 hour minimum.
- **Out of Warranty Parts:** $300 - $3500+ each.

Parts Coverage: Standard coverage for parts, including modules, power supplies, and internal components to repair your sign during the warranty term. Read carefully. Some sign manufacturers do not cover **all parts** mentioned above, or the shipping costs. In some cases, the sign manufacturer will limit the coverage term on a particular part (like power supplies) differently than the rest of the warranty.

On-Site Parts Replacement Service (Labor): This **additional** benefit offered by Vantage LED covers on-site labor costs to replace parts needed to repair your LED display during the warranty term. This saves you time and money over the long term.

Vantage LED 7 Year Parts & On-Site Parts Replacement Service: Exceeding the Standard

The industry standard is 5 years parts and factory labor. Vantage LED sets the bar higher, and offers up to 7 year parts and 7 year on-site parts replacement service. If on-site service is required after troubleshooting the issue, an Authorized Service Provider will be dispatched to replace the damage part during the Warranty Term. A significant cost savings compared to paying for each service trip. A significant cost savings compared to paying for each service trip until the issue is fixed. This approach ensures a better experience for everyone involved.

Yearly Cost Estimates With On-Site Service vs Standard Parts Only

	Year 1 1 Issue	**Year 2** 1 Issue	**Year 3** 1 Issue	**Year 4** 1 Issue	**Year 5** 2 Issues	**Year 6** 3 Issues	**Year 7** 3 Issues	**TOTAL**
7 Year Parts & On-Site Service	$0	$0	$0	$0	$0	$0	$0	$0
5 Year Standard Parts	$300 - $500	$300 - $500	$300 - $500	$300 - $500	$600 - $1000	$1500 - $4000	$1500 - $4000	$5000 - $11,000
2 Year Standard Parts	$300 - $500	$300 - $500	$600 - $1000	$600 - $1000	$1200 - $2500	$1500 - $4000	$1500 - $4000	$6000 - $13,500

Your Time, Your Money, Your Reputation:

An outdoor LED display is a large part of your advertising and brand. It generates revenue, interest in your organization, and allows you to communicate to a large audience. It's incredibly important that it works reliably and issues are resolved as quickly as possible.



Tanger Outlets, Mississippi
20mm - 300 x 600 - 19'-8" x 39'-5"
This national outlet chain needed to make an impact on the street for their brand and tenants. The large format allows their creative team to turn heads locally, while SM Infinity™ provides complete advertising control for multiple sites from the corporate headquarters.



Silver Lining Advertising, Las Vegas
12mm - 220 x 460 - 8'-8" x 18'-2" / 220 x 200 - 8'-8" x 7'-11"
An ultra high resolution mobile digital billboard on the Vegas Strip with customized GPS-Driven Stop-n-Go Messaging & Equal Ad Play Distribution all from a tablet onboard.



Fan Fest Brazil
16mm - 512 x 960 - 27'-2" x 50'-8"
Vantage LED was chosen to provide billboard-sized LED screens throughout Brazil in 5 cities: Brasilia, Cuiaba, Curitiba, Fortaleza, Natal for the Fan Fest events to showcase the greatest soccer games live to the greatest fans.

HOW WE DO IT & QUESTIONS TO ASK

QUESTIONS TO ASK	VANTAGE LED — INNOVATIVE DISPLAY SOLUTIONS	OTHERS — TYPICAL OFFERINGS — WHAT'S THEIR ANSWER?
Transparent Display Specifications & Upgradeability?	**CLEAR SPECIFICATIONS & FEATURES** - Dimensions, Pitch, and Physical Pixel Matrix - Upgradeable to any Pitch or Full Color in the Field - Power Requirements	**MISMATCHED OR VAGUE SPECIFICATIONS** - Hard to Find or Not Listed - Have to Replace & Install with a New Display - Significantly Higher Power or Not Listed
Extraordinary Comprehensive Parts Warranty?	**UP TO 7 YR FULL PARTS & FACTORY LABOR** - Longer Warranty & ALL Parts are Covered - In-Stock & Shipped From California Factory - Includes Standard Shipping BOTH Ways	**1-5 YEAR PARTS & FACTORY LABOR** - Comm Devices & Power Supplies are 1 Year - Parts Need to be Shipped back for Repair - Shipping May Not Be Included
Extraordinary On-Site Service?	**UP TO 7 YR ON-SITE PARTS REPLACEMENT SERVICE** - Significantly Reduce Service Costs Over Time - Guaranteed for the Full 7 Years - All Ticketing & Support through Vantage	**NOT AVAILABLE** - Cost & Service Responsibility of Display Owner - No Guarantee if they go out of Business - Limited Support Options
Lightning & Vandalism Protection?	**UP TO 7 YR PEACE OF MIND FOR THE UNEXPECTED** - Financial Reimbursement towards Owner's Deductible - 1 Claim for Lighting & 1 Claim for Vandalism allotted - Personal Attention throughout Claim Process	**NOT AVAILABLE** - All Damage is Display Owner's Responsibility - All Parts & Service at an Extra Cost - No Reimbursement
Integrated Custom Message Content?	**1 YEAR CUSTOM CONTENT CREATION + AI** - Designed Specifically for Your Business & Display - Completely Integrated with SM Infinity™ - Plus AI Image Generation Built-in!	**NOT AVAILABLE** - Generic Content & Not the Right Size - Non-Integrated Limited Third Party Service - Not Usable
Cloud-Based Software Anytime, Anywhere, Any Device?	**100% ONLINE WITH SM INFINITY™** - Use PC, Mac, iPad App, or Mobile from Anywhere - Complete Creation & Control of Content - Add/Delete Unlimited Permission-Based Users	**NOT AVAILABLE or RESTRICTIVE** - No Web Portal or App - Not 100% Cloud, may require sync with PC - Limited Features & Complicated to Use
Local PC-Based Software No Internet Required?	**PROVEN ROCK SOLID SOFTWARE** - 365+ Day Limitless Scheduling & Message Editor - Easy to Use, Training Included - Live Video & Scoreboard Options	**OUTDATED or OUTSOURCED** - Confined Scheduling Options - Limited or No Built-In Editor - Clunky & Non-User Friendly Interface
Automated Amber & Emergency Alerts?	**PUBLIC & ON-PREMISE SUPPORT** - Public IPAWS/FEMA alerts (Amber, Weather, Safety...) - Private on-premise alert integration for platforms like AlertUs, Everbridge, Raptor, CrisisGo, Centegix, and More!	**NOT AVAILABLE** - May Require an additional PC between the Cloud Server and Display, if available at all - Requires Manual Input
Ultra Low Power?	**Up to 70% LESS POWER REQUIRED** - Reduced Cost to Operate - Environmentally Friendly - Power Supplies Conformal-Coated for Extra Protection	**STANDARD POWER** - Increased Cost to Operate - Harder on the Environment - Standard, Not Protected



RiverBend Communications, Idaho

25mm – 120 x 480 – 9'-10" x 39'-4"

RiverBend decided to expand to digital outdoor media with their own in-house billboards. The boards are connected with long range WiFi ISP for access via SM Infinity™ where they manage content to increase revenue and exposure for in-house stations and advertising partners.



Venus Espectaculares, Mexico

20mm – 144 x 528 – 9'-5" x 34'-7"

This advertising and marketing firm in Sonora connects their clients to audiences through multiple platforms including strategic billboard sites. Using the best assets and people in the community, they help their clients grow and prosper.



Exterior Media, Puerto Rico

20mm – 176 x 368 – 11-10" x 24'-5"

They operate and update a network of billboards through the cloud from multiple locations. The board checks in regularly with diagnostic updates, proving effective when the system proactively alerted the client of outside power failure, resulting in a quick fix that minimized revenue loss.



Manchester Center, California

20mm – 216 x 732 – 14'-2" x 48'

A popular trend for mixed-use properties, this main entry piece to a large redevelopment project takes advantage of the 250,000+ cars passing each day. Advertising internal and tenant ads during construction helps generate awareness and revenue for the entire project and retailers.

VANTAGE®

INNOVATIVE DISPLAY SOLUTIONS

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