



ALPHA EA414W

Light, color, and motion combine together to attract attention and pull more customers into your store. This ideal, indoor window display offers message impact from a distance of 15 ft. to 200 ft day and night. Our patented display design with pixel "hoods", increases image contrast and provides shading from the sun. We use super-bright LEDs and 4 inch tall characters to create dazzling, moving messages you know your customers will notice.

The Alpha EA414W includes an infrared keyboard that allows you to instantly enter promotional messages at a moment's notice. The exclusive Automode™ function will allow you to enter messages within seconds – without reading any manuals! You may also store messages in memory and schedule them to appear at specific times of the day or week.

The RS232/485 PC interface can be used to connect one or multiple displays to your desktop computer by purchasing optional software. Other computer options include; an Ethernet LAN adapter if you want to connect to your network, a RF interface for wireless control within your building or an easy to use IR message loader.

Replace the reoccurring cost of unsightly, faded static signs with a one-time investment in electronic advertising. There is no more effective, or cost effective way to advertise, period.



Standard Features

- IR keyboard programs the display through your window, 30 ft. distance
- RS232 or RS485 serial port connects one or multiple displays to your PC
- Bright, large character size: 4.0"
- 26 exciting operation modes
- One year USA Factory Warranty, indoor use only
- Store, schedule and display over 80 messages
- 5 Operating speeds for each message
- 6 Character fonts for message impact
- Create your own graphics & logos

Alpha® EA414W Display Specifications

Case Dimensions:	49.0"L x 4.25"D x 6.25"H (124.5 cmL x 11.0 cmD x 16.0 cmH)
Display Dimensions:	45.6"L x 4.0"H (115.8 cmL x 10.16)
Display Weight:	12.25 lbs. (5.6 kg.)
Display Array:	80 columns x 7 rows
Characters displayed:	One line – Typical 13 / Maximum 27
Display memory:	28,000 characters
Pixel Size (Diameter):	0.35" (0.89 cm)
Pixel (LED) Color:	Super-bright red(standard), visible in sunlight
Center-to-Center Pixel Spacing (Pitch):	0.57" (10.1 cm)
Character Size:	4.0" tall
Character Array:	5 x 7 matrix
Character Sets:	Block(sans serif); decorative (serif); upper/lower case; slim/wide
Memory Retention:	2 weeks minimum
Message Capacity:	80 different messages
Message Operating Modes:	26-consisting of: Interlock, hold Roll (6 directions), Rotate, Sparkle-on, Spray-on, Slide across, Switch, Wipe

	Starburst, Flash, Snow, Scroll, Condensed rotate – Continuous message entry with automatic centering in any mode – User programmable logos and graphics – Five hold speeds
Built-in Animations	Cherry-bomb exploding, don't drink and drive, fireworks, slot machine, no smoking, running animal, moving auto, WELCOME (in script) and THANK YOU (in script).
Clock:	Date and time, 12 or 24 hour format, maintains accurate time without power for up to 14 days
Serial Computer Interface:	RS232, RS485
Power:	120 VAC or 230 VAC optional
Maximum Power Cord Length:	10 ft. (3m)
Keyboard:	Handheld remote, infrared, 54 key layout included
Case Material:	UV stabilized high temperature ABS
Limited Warranty:	One-year parts/labor, factory servicing.
Agency Approvals:	– ETL conforms to EN60950/IEC950 standard – Complies with part 15 of the FCC rules
Operating Temperature:	32° to 120°F, (0° to 50°C)
Humidity Range:	0% to 95% non-condensing
Mounting:	Hardware for wall/ceiling mounting is included

Application Ideas

- Introduce new products and services.
- Run "Instant Promotions" - test new promotional ideas without the repetitive cost of static window signs
- Inform the public of new store or grand openings
- Advertise factory rebates & overstock items
- Display OPEN-CLOSED in addition to operating hours.
- Run live news, sports and weather updates with optional RF data receivers.
- Advertise for HELP WANTED with new impact.
- Entertain and inform your customers to reduce the perceived wait times.
- Promote upcoming attractions and events.
- Show the community that your business supports local clubs, events.
- Say "Happy Birthday" to your customers, employees and friends.
- Display the day, date, and time to the general public ...be noticed.
- Recognize your employee of the month.
- Promote your ATM equipment – "ATM INSIDE".
- Create customer awareness of your store and its location
- Make free offers ... "Free coffee with fill up", "Free checking accounts", "Free tire rotation with purchase of four", etc.
- Run exciting attention getting promotions whenever required.

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