



# A Powerful Marketing Tool That YOU Own.

ROTATING MESSAGES ARE  
EASIER & LESS EXPENSIVE  
THAN TRADITIONAL PRINT MAKETING



UNMATCHED  
VISUAL IMPACT



OUTDOOR ADVERTISING  
**GENERATES**  
\$5.97 PRODUCT SALES  
FOR EVERY \$1 SPENT



RESEARCH SHOWS THAT  
DIGITAL SIGNS CAPTURE  
**400% MORE**  
VIEWS THAN STATIC SIGNS



SIGN GALLERY



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# The Building Blocks

A LED sign is made up of individual panels called modules. Many full-color, outdoor LED displays use a cluster of three LED lamps to create a pixel. In newer, SMD technology, the LEDs are placed behind a singular lens on the face of the module. The distance between the pixels, or pitch, is what determines the resolution of the sign. The closer the pixels are together, the higher the resolution and clarity of the images on the display.

## CHOOSING RESOLUTION

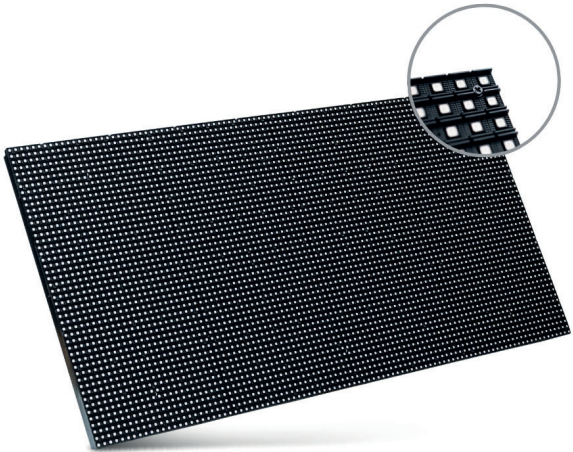
### 6mm

Our highest resolution, high-brightness outdoor product. Perfect for eye-level viewing and finely detailed imagery. Also, a great choice for displays less than 30 square feet.

### 9mm

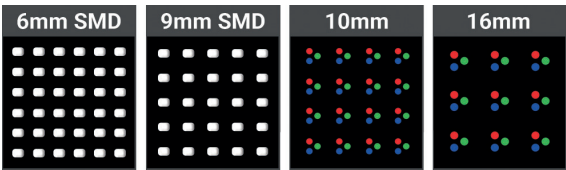
The highest value display in outdoor marketing. Ideal for monument, pylon, and wall signs. Incredibly effective in all commercial applications, from two-lane streets to high-traffic highway signage.

Pitch	6mm	8mm	10mm	16mm	19mm
Pixels/Square Foot	2304	1296	900	324	256
Min. Viewing Distance	14'	19'	23'	38'	43'



## HIGH RESOLUTION

NEXT Modules feature 9mm SMD and 6mm SMD resolution. Amazing display clarity perfect for nearly every commercial application. And at 9,000+ NITS brightness, you can be sure that display will outshine the sun for years.







Some think of digital signage as a capital expense. More accurately – it's prepaid advertising for the next decade. It's the most effective way to reach passing traffic.

Dr. Taylor Wilbeck, Owner

## Seriously Robust Hardware

### SOLID STATE

Constructed with no moving parts. Every display features sealed modules, automotive-grade cabling and an advanced control system. **NEXT DELIVERS RUGGED DISPLAYS** requiring no cooling elements or ventilation. This cutting-edge technology is designed to withstand: heat, wind, cold, humidity, salt and any other environmental enemy of traditional digital signage.

### LIFETIME CELLULAR

No more wi-fi/wireless devices. **SAVE TIME, MONEY, AND HASSLE** on every install. We take care of all data service charges for the lifetime of the display.

### BRIGHTNESS + CALIBRATION

NEXT outdoor displays are designed to maintain visual brightness that beats direct sunlight. Our signs have a max level of 9,000+ NITS on day-one but are governed early in life to delay degradation so that they'll shine bright even after reaching their half-life. If new modules are introduced as service parts, our team will color calibrate the entire digital canvas so that your display maintains a consistent appearance.

**70%**

### ATTRACT

70% of people consciously notice digital signs when driving

**67%**

### ENGAGE

67% of customers state they would be more likely to purchase when influenced by digital signage.

**15% - 150%**

### CONVERT

Organizations that enhance their signage with a LED Display typically see a 15% to 150% increase in revenue.




# Project Content

Control your STAX™ Display from anywhere, on any device with the industry's best cloud software. Project Content is mobile friendly and comes loaded with professionally designed, **EDITABLE TEMPLATES** specifically made for EMCs.



## Best in Industry Software

FEATURES		SOME HAVE	ALL HAVE
ROBUST/CUSTOMIZED CONTENT LIBRARY	✓	✓	
SEAMLESS INTEGRATION BETWEEN CONTENT CREATION & SCHEDULING	✓	✓	
PRESTO CONTENT EDITOR	✓		
MOBILE-OPTIMIZED SCHEDULING	✓		
WEIGHTED CONTENT SCHEDULING	✓		
PROOF OF PERFORMANCE REPORTING	✓	✓	
FLEXIBLE OPTIONS FOR CONTENT CREATION	✓	✓	
GENERATIVE AI DESIGN ASSISTANT	✓		
CLOUD-BASED SOFTWARE (ACCESS FROM ANYWHERE)	✓	✓	
CURRENT EVENTS CONTENT (UPDATED MONTHLY)	✓		
INSTANTLY AUTO SIZE CONTENT TO ANY SIZE OF SIGN	✓		
ACCESS TO THOUSANDS OF ANIMATED OR NON-ANIMATED DESIGNS	✓	✓	
LIMITED CONTENT LIBRARY	✓	✓	✓

## Network Them All

For organizations with multiple locations, our system allows you to connect and assign multi-level permissions to various users effortlessly. Account permissions and security are built on the "Auth0 platform" and are linked to our servers by the Verizon and AT&T networks through a lifetime cellular connection included with each sign purchase. This integration ensures secure, reliable access and management across all your displays and locations, providing a seamless and efficient experience for your entire team.

## Any Device, Anywhere

NEXT commercial signs come with a cloud-based operation platform that allows users to create and schedule content on their display from anywhere, on any device. Schedule messages in advance and highlight specials, community events, and powerfully engage your audience.

## The Only Industry Software with **EDITABLE** Templates

Presto stands out as a unique industry tool, empowering every user to create professional templates tailored with their custom messaging. With access to over 1,000 editable templates and animations, all designed to look stunning on screens of any size, Presto ensures your content always looks its best. For organizations managing multiple displays, our portals provide the perfect solution, enabling your entire ecosystem to access branded messaging and approved content seamlessly. Presto truly revolutionizes the way you manage and display your digital content.

