



## Enhanced communication with custom graphics

Alphamation™ brings your electronic message centers (EMCs) to a new level, with fun, dynamic, custom-tailored, powerful, eye-catching graphics and animated images guaranteed to attract attention. Whether it's a logo, a special event, promotion, or holiday celebration... Alphamation can create static images or animation to enhance the communication power of your AlphaEclipse,™ StreetSmart™ or RoadStar™ EMC product.

### What is it?

Alphamation, is Adaptive's custom content service, available from your local AlphaEclipse dealer, is a quick and cost-effective way to harness more of the tremendous marketing power of your EMC, customized to your needs. Your dealer has a FREE CD library of creative content tailored to different types of businesses and topic related themes – just ask for it!

### What can I display?

Depending on the size and resolution of your EMC, you can display logos, taglines, promotional or celebratory themes... the list is limited only by your imagination... many kinds of static, moving or animated graphic visuals. Whether you want your logo to flash, hold, interlock like a puzzle, or do a barrel roll; your current promotion to rotate, scroll, slide or sparkle like a star; your upcoming event to splash, starburst, switch, twinkle, wipe or explode like the 4th of July... there are many things that can be done with text, slogans, logos and graphic or video imagery.

### How do I get started?

Talk to your AlphaEclipse dealer and provide them with electronic art files (BMP, JPG, GIF files, web art, etc.) and we will turn them into dynamic static, moving or animated graphics you can easily upload to your EMC.

We can draw from a palette of 256 shades of red or amber, or over 16 million brilliant colors to bring customized graphics to life on your Adaptive EMC.

### What does it cost?

Content needs are quoted and guaranteed to meet with your approval. Depending on size and complexity, simple single frame Alphamations can be as little as \$50, while complex animations can run over \$150. They can be used over and over at no further cost to you.

### Creative content in light and color increase sales.

The dynamic, eye-catching power of graphic content, adds a new dimension to your targeted messaging that's sure to increase the impact of your EMC, attract attention and keep you standing out from the crowd. Increase your same store sales by adding this powerful tool to your daily advertising arsenal.

Work them into your message programming quickly and easily. Review the Alphamation CD for more creative ideas and free graphics to add selling sizzle and impact to this powerful business communication tool.

Call today!

**GAMMA**