

LED DISPLAYS GET NOTICED



Increase impulse buying with an advertising medium you completely own and control – a digital display. Digital displays are programmable LED displays used on pylons and monument signs in place of changeable copy boards.

After installing an LED sign, **sales increased for 83%** of small businesses.

Results from a recent study conducted at a major retail chain:

said the LED sign could impact their future buying decisions



50% of customers chose to eat there because of the LED sign

65%

85%

mentioned the LED sign influenced what they ordered

ATTRACTIVE & MEMORABLE

Adding a graphic to the text increases customer memory by **65%**

LED signs seize **400% more** glances than a static sign.



IMPULSE BUYING

5 out of 6 Americans surveyed admitted to impulse buying.

20% spent **\$1,000** on impulse.

More than **50%** spent **\$100+** on unplanned purchases.



COMMUNITY CONNECTION

Studies reveal that "consumers thought various products performed better when told the companies donated to charity."

WORKS BETTER, COSTS LESS



5-38¢ <small>(cost of sign & power)</small>	\$8.99 <small>(excluding prime time)</small>	\$10.00	\$32.50 <small>Cost Per Thousand (CPM)</small>

EXAMPLE DISPLAY CONTENT FOR PROGRAM PARTICIPANTS

- › Free, Professionally-Created Content for Subway program participants
- › Subway-specific pieces running automatically at point of install
- › Content created and uploaded for Subway program participants every month

VENUS CONTROL SUITE FOR MESSAGE DISPLAYS

SOFTWARE TRAINING CUSTOMIZED TO FIT THE NEEDS OF YOUR BRAND

Control your display anywhere, anytime, from any device with our control solution, Venus® Control Suite. There's no software to download or operating system compatibility concerns. Simply drag and drop files into your media library and organize them in your playlist.

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FINANCING OPTIONS AVAILABLE

- › Use and own an LED sign while making affordable monthly payments
- › Highly competitive rates with a variety of payment options
- › Quick and easy financing process

STANDARD SUBWAY DISPLAYS

Category	Model Number	Dimensions Ft-In (H x W)
3' x 6'	GS6-60x125-15.85-RGB-2V	3' 8" x 6' 9"
3' x 8'	GS6-60x150-15.85-RGB-2V	3' 8" X 8' 1"
2' x 5'	GS6-40x100-15.85-RGB-2V	2' 7" x 5' 6"
4' x 6'	GS6-40x125-15.85-RGB-2V	2' 7" x 6' 9"

*Other display sizes and models available upon request, including monochrome text-only displays.

DAKTRONICS

- › Daktronics has designed, built, and supported LED displays for over 50 years.
- › Sales & Service offices are located throughout the United States and Canada.

SOURCES:

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SIGNATURE WRAP

Black Forest Ham



NEW

Southwest Chicken Club



TRY OUR NEW S'MORES COOKIE



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PERSONA

- › Since 1980, Persona has earned a reputation for quality workmanship and superb customer service. Each year we serve more than 200 companies at more than 7,000 locations across North America.

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The Alara Group and Adventir, Inc., conducted surveys at Church's Chicken locations in Brownsville, Texas.

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