

SELLING LED DISPLAYS

National Meeting 2010



LED Basics

- Presenters
 - Robert Efrain – Finest LED
 - Jason Melby – Daktronics
- Session Overview
 - LED Basics
 - Selling LED Display Best Practices
 - Selecting the Right Product & Making Money Every Time
 - Sign Code Resources



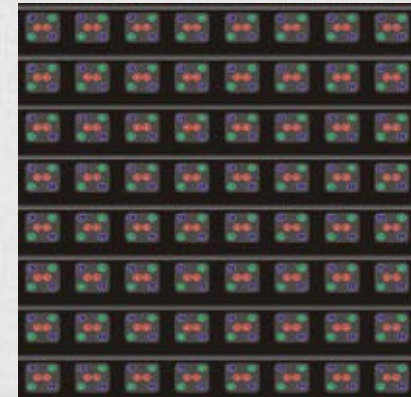
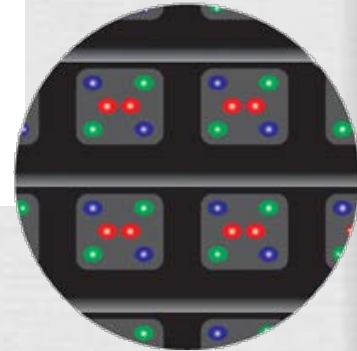
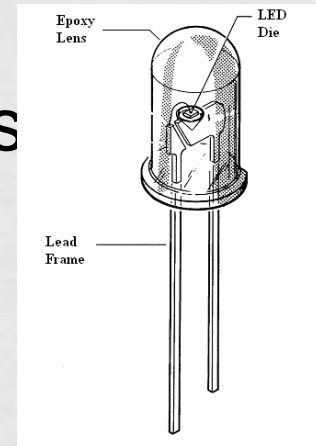
LED Basics

- Displays are configured as Monochrome, Tri-color (RG), and Full Color (RGB).
- Indoor vs. Outdoor
 - Differences: Louvers, cabinet design, ventilation requirements, environmental protection for components.
 - Outdoor displays cost considerably more to manufacture.
- Control Options
 - Onboard controller – programmed via a remote pc, messages saved at the sign.
 - Dedicated pc – requires constant communication with sign.
 - Remote control – basic programming.



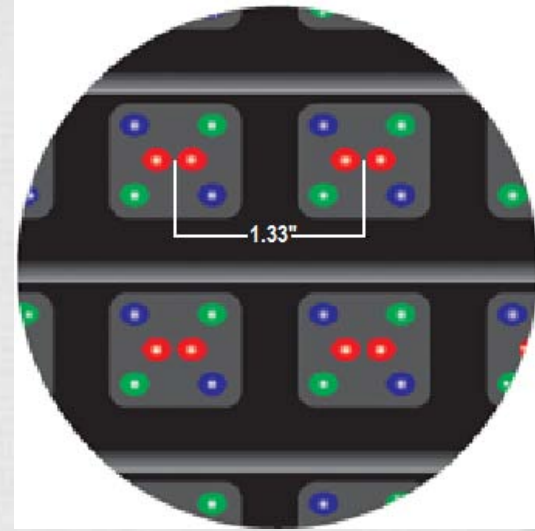
LED Basics

- Terminology and Building Blocks
 - LED (Light Emitting Diode)
 - How are LEDs different from typical lighting elements
 - Pixel
 - The smallest individually controlled element within a sign
 - Module
 - An array of pixels oriented in lines and rows
 - The building block of a display



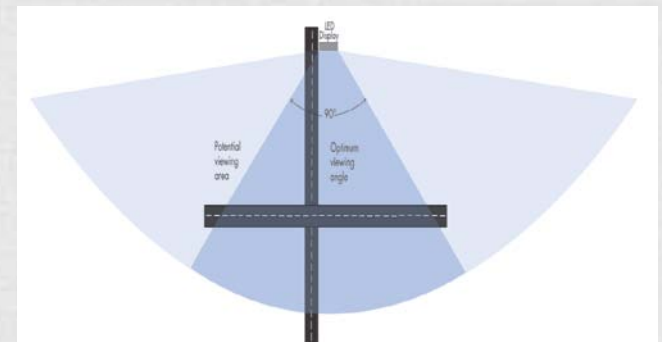
LED Basics

- Other Important LED Terms
 - Pixel Pitch
 - The distance from the center of one pixel element to the center of the adjacent pixel element both vertically and horizontally
 - Display Matrix
 - The display size described as the number of pixels high x the number of pixels wide.



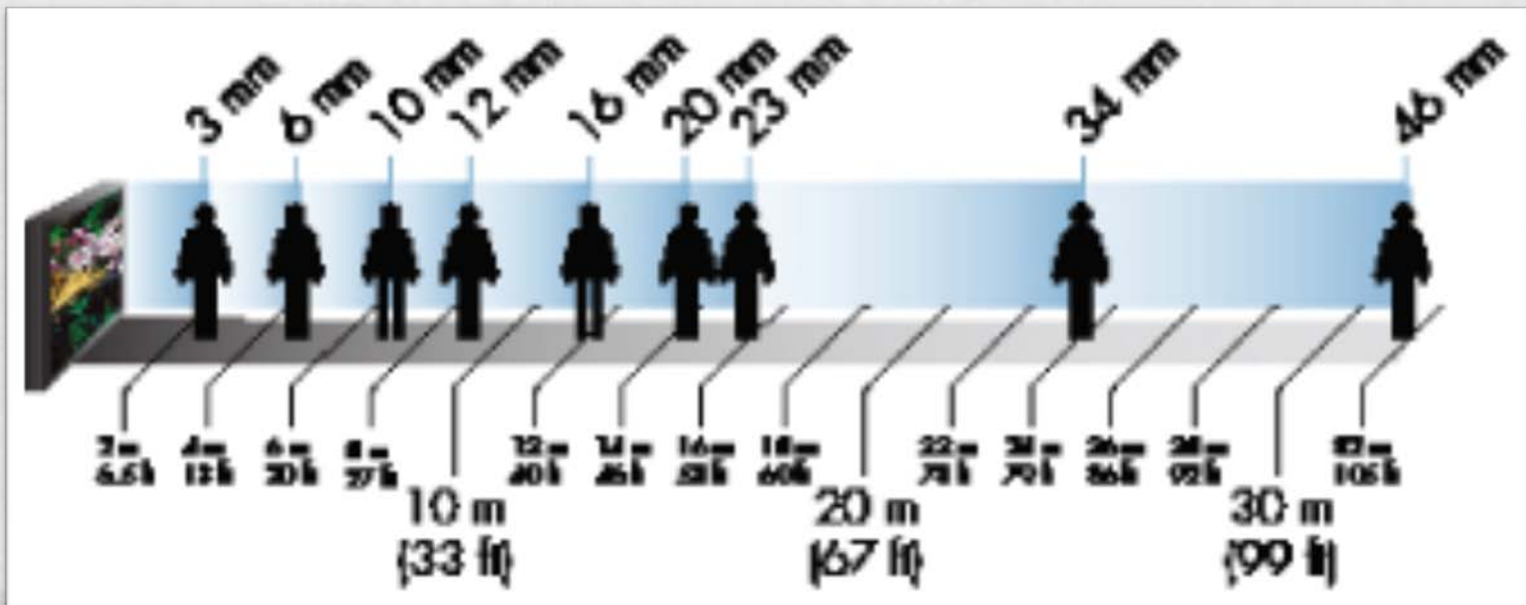
LED Basics

- Other Important LED Terms
 - Optimum Viewing Angle
 - The viewing cone as measured from perpendicular to the display where the light intensity is measured at 50% of the measured original intensity of the display.
 - Potential Viewing Angle
 - The potential readability angle will exceed the optimum viewing angle depending on site-specific circumstances and ambient light conditions.



LED Basics


- Viewing Distances
 - Minimum Viewing Distance – The minimum distance where LEDs blend and are not individually distinguishable.



LED Basics

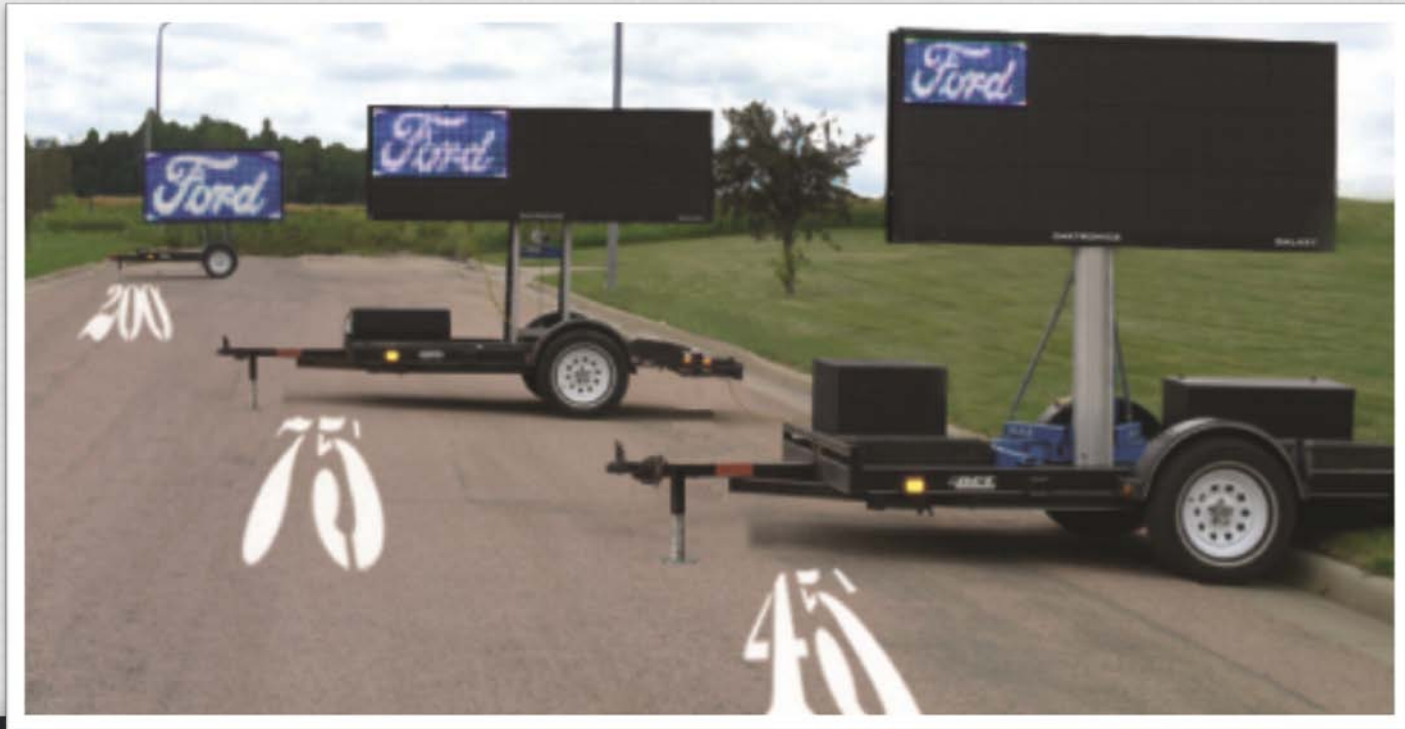
- Viewing Distances
 - Maximum Viewing Distance – The farthest point from which the sign is visible.

Character Size		Max. Viewing Distance		Maximum Viewing Time (seconds)							
inches	mm	feet	meters	5 mph (8 km/h)	15 mph (24 km/h)	25 mph (40 km/h)	35 mph (56 km/h)	45 mph (72 km/h)	55 mph (89 km/h)	65 mph (105 km/h)	75 mph (121 km/h)
2	51	100	30	13.7	4.6	2.7	1.9	1.5	1.2	1.1	0.9
6	152	300	91	41.1	13.7	8.2	5.8	4.6	3.7	3.2	2.7
9	229	450	137	61.6	20.5	12.3	8.8	6.8	5.6	4.7	4.1
13	330	650	198	89.0	29.7	17.8	12.7	9.9	8.1	6.8	5.9
18	457	900	274	123.3	41.1	24.6	17.5	13.7	11.2	9.5	8.2
24	610	1,200	366	164.4	54.8	32.8	23.4	18.2	14.9	12.6	10.9
36	914	1,800	549	246.6	82.2	49.2	35.1	27.3	22.3	18.9	16.4
48	1,219	2,400	732	328.8	109.6	65.6	46.8	36.4	29.8	25.2	21.8

 Shaded areas represent an acceptable exposure time

LED Basics

- Viewing Distances
 - The matrix on each of these displays is the same. An example of both minimum and maximum viewing distances



Selling LED Displays

- Target Customers
 - Anyone with a message to communicate is a potential customer
- Hot Niches
 - Houses of Worship
 - “Our visitor traffic has greatly increased, and the membership at our school is also up. This sign became the number one source of bringing in new members to our congregation.”

— Pastor Brenton Franks - Evangel Christian Center



Selling LED Displays

- Hot Niches
 - Medical & Healthcare
 - “There’s been so much business! In the first month alone we had 75 to 85 new customers.”

Dr. Timothy Raborn
Raborn Dental
Baton Rouge, Louisiana



Selling LED Displays

- Hot Niches
 - Auto Dealerships
 - "In the first two weeks of having our Daktronics display, we were able to identify 12 car sales that were a direct result from our advertising efforts on the display. We are reaching a segment of the public we have never reached with other forms of advertising."

Duane Huff

Treasurer, Fred Martin Motor Company
Norton, Ohio



Selling LED Displays

- Hot Niches
 - Restaurants
 - “I estimate that 20 percent of our business is from customers that see our sign driving by and decide to stop on impulse.”

Rex Wolf

Owner

Junction Sports Bar & Grill
Centralia, Washington



Selling LED Displays

- Hot Niches
 - Retail/Shopping Centers
 - “We had out-of-town customers mention that they didn’t know our store was in the mall until they saw it on the sign.”

Tenant

West Acres Shopping Center
Fargo, North Dakota



Selling LED Displays

- Hot Niches
 - Schools



Selling LED Displays

- Hot Niches
 - Gas Stations



Selling LED Displays

- Sell displays as Advertising Tools rather than capital expenditures
 - Customer budgets for advertising are generally more liberal than capital budgets
- Know advertising costs in your area
 - Cost of other advertising media provide a comparison for closing the sale
- Utilize lease pricing
 - Lease payments will make the costs of a display more comparable to other advertising expenses they are already paying for
 - Leasing Provides immediate ROI



Selling LED Displays

- Return On Investment Model
 - The SBA cites research indicating that by installing an Electronic Message Center, the average increase in revenues for that customer will range from 15-150%.
- Example
 - \$5,000 daily revenues
 - 10% increase in sales
 - \$182,500 in additional revenues annually
 - 20% GP = \$43,800 extra profit
 - Lease payment on \$30,000 sign = \$722/mo, \$8664/yr



Selling LED Displays

- Best Practices

- Use the ROI model and Leasing to create a sense of urgency.
- Provide an option for a message center with every proposal
 - Show a high/low option.
 - Color vs. Monochrome
 - Large vs. Small display size
- Don't swing for the fence
 - Large projects attract more competition and carry smaller margins.
 - Smaller projects are easier to close and do not require as much time and money invested to win.



Selling LED Displays

- Best Practices
 - Product Demonstration
 - Show the largest size display as possible. People buy what they see.
 - Customize content for each customer
 - People love to see their name in lights
 - Quality of content is extremely important.



Proposal Considerations

- Selecting the right product
 - Permitting
 - Can you get one?
 - Usage limitations?
 - Size limitations?
 - Site evaluation
 - New construction vs. retrofit
 - Obstructions
 - Existing Power. Is it adequate?
 - Site access



Proposal Considerations

- Selecting the right product
 - Customer expectations
 - Content expectations
 - Text message vs. graphics
 - Resolution
 - Control system – Computer vs. Remote
 - Communication – Will you need to work with customers IT department
 - Hardwire
 - Fiber
 - Radio
 - Remote



Proposal Considerations

- Selecting the right product
 - Installation
 - Read the products manual completely
 - Grounding requirements
 - Structure
 - Installation equipment
 - Sub-contractors
 - Connection
 - Does the provider require opening the sign to connect to power and communication vs. quick connectors on exterior of display
 - » This will effect installation costs and time on site.



Proposal Considerations

- Selecting the right product
 - Customer Service After the Sale
 - Who is going to provide service after the sale?
 - Participate in mfg sponsored trainings
 - Ongoing customer support is key to creating long term customer relationships?
 - What level of support is available to aid in servicing displays after the sale and during installation?



Proposal Considerations

- Best Practices to insure ensure profit on the project
 - Test the display in your shop.
 - Review shop drawings during sign design
 - Ensure connection points and structure do not interfere
 - Use qualified and experience sub-contractors
 - Involve your supplier early and often in the sale.
 - Take advantage of their knowledge and expertise.
 - Pick your sub-contractors carefully
 - Your reputation is on the line.



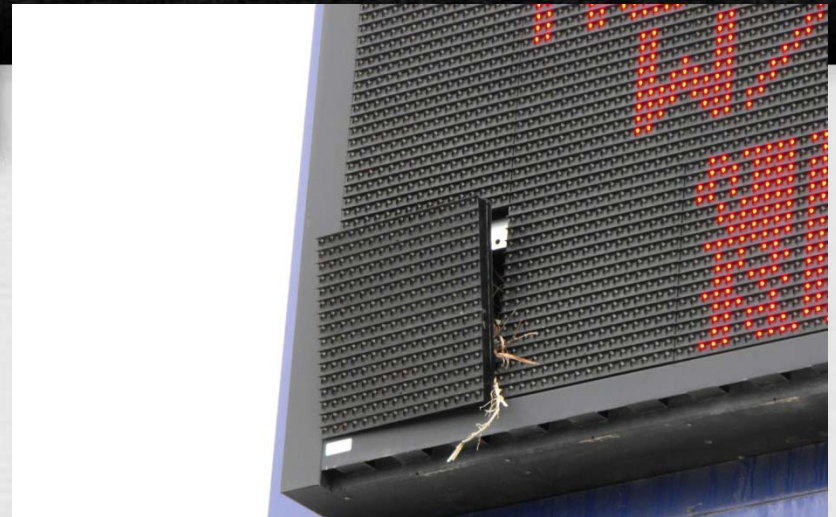
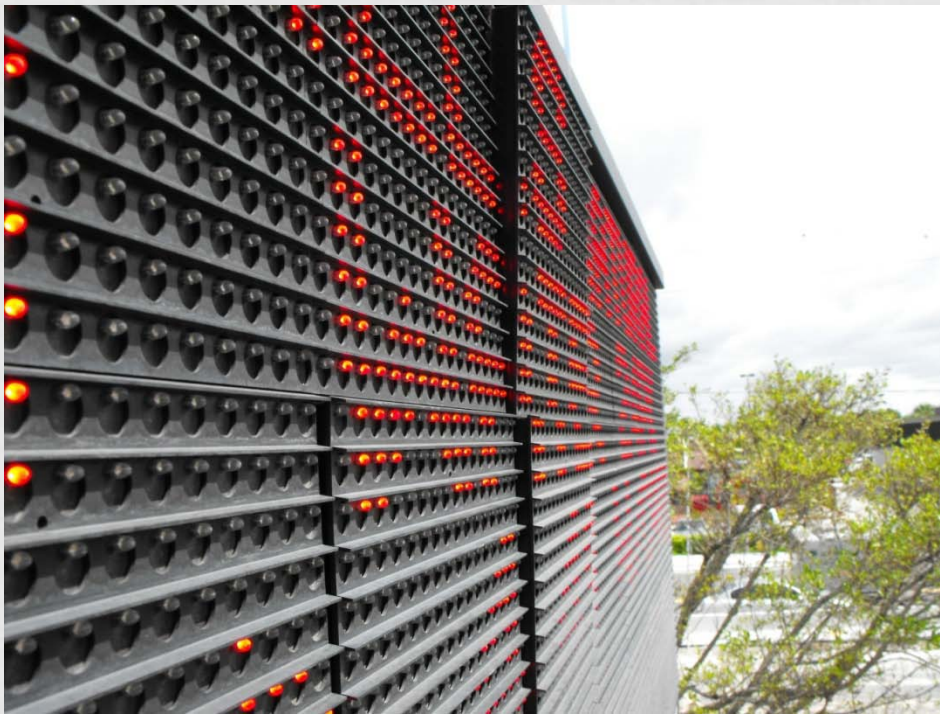
Proposal Considerations

- Examples
 - Things not to do.



Proposal Considerations

- Examples
 - Things not to do.



Sign Codes

- Municipal codes

- If you hear rumors of sign code reform, get involved early.
- Contact resources to help educate your city council.
- ISA has a task force to assist in providing materials to present.
- Your sign manufacturer may have materials to assist.
- Local influence has the greatest impact, garner support from local businesses.
- Use facts and studies to dispel common fears.
 - Message centers are not a traffic safety concern.
 - Your town **will not** be the next Las Vegas.
 - Thousands of towns and cities allow message centers, yet there is still only one Las Vegas.



Questions

