

Revolutionary Point-of-Purchase Marketing Tool

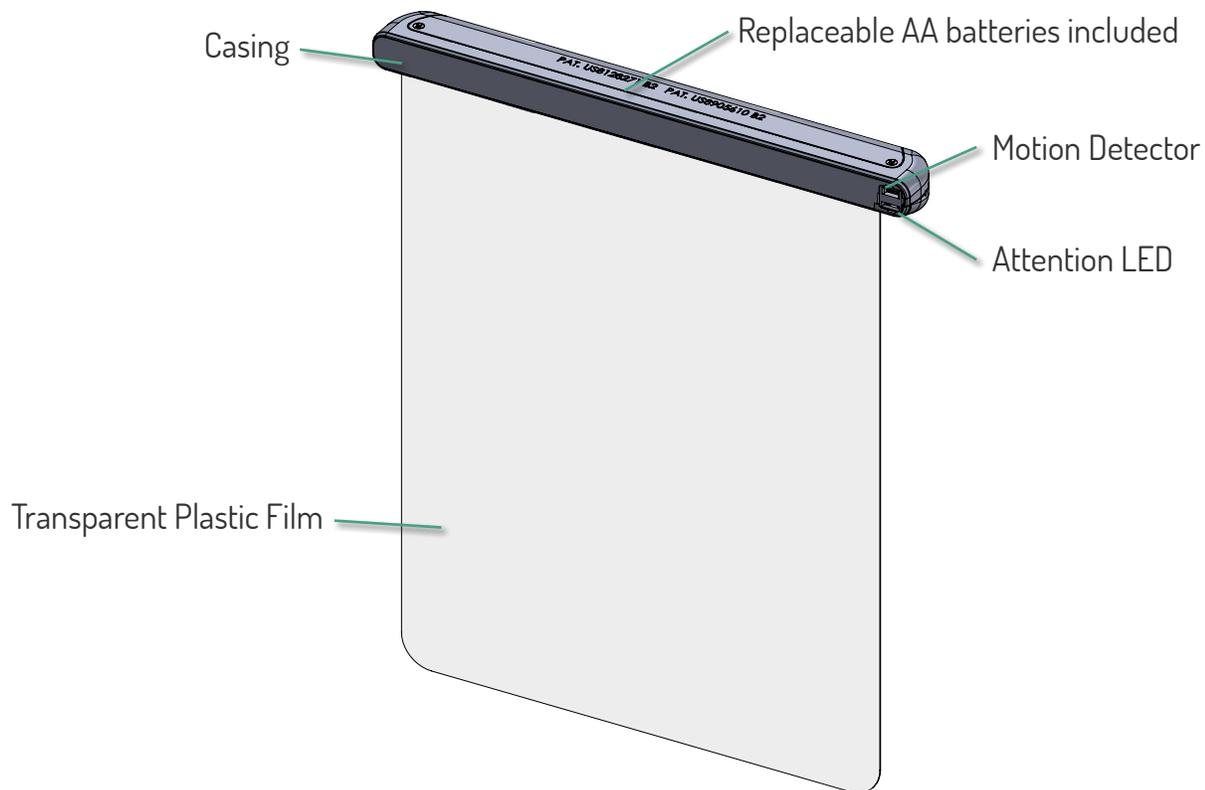
An invisible clear plastic sign that can be placed in front of products on shelves or mounted on glass cooler doors, end caps or display cases without obstructing the view of the products. The InvisiSign allows, on demand, a customized logo, branding image or message to appear in light and then fades away to become invisible.

Dimensions and Power

- 8" x 5" or 8" x 10" thin transparent plastic sheet, with an 8 1/2" casing along one edge.
- Casing is 1/2" x 1" (x 8 1/2") and holds batteries, control circuitry and proprietary lighting system.
- Device runs on three AA batteries with an optional upgrade to D batteries or A/C power.

Printability

- Resolution 300 dpi (minimum) and 1,000 px along the 8" edge.
- Grayscaled images will have whites and light grays appear glowing in light, while the blacks and dark grays will be transparent.
- Optional CMYK print can be included as a separate layer.



A Customized Logo, Branding Image or Message is Invisibly Imprinted on the Plastic Film

Image can be up to 8" x 17" and printed in any orientation to accommodate different mounting schemes.

- When off - film is completely transparent; printed image is invisible.
- When on - printed image is activated and projects out of the film in light.

Ease of customization and ROI of unit price allows InvisiSign to be regularly changed out to avoid visual fatigue and to track with new marketing campaigns, product launches, seasonal promotions, etc.

A Variety of Mounting Options are Available

- Beverage cooler door and display case applications use two-sided tape to affix the casing to the inside of the pane, with the plastic sign hanging down (invisibly) in front of the product. Aligning the casing with the shelving makes it virtually unnoticeable.
- Shelf-mounted applications attach the InvisiSign to the underside of standard retail shelving, with the plastic sign hanging down (invisibly) in front of the product. An additional bracket is available to allow the InvisiSign to swivel as a shopper pulls product from the shelf.
- Table-topper applications orient the casing at the base, which allows the unit to stand up as a stand-alone sign. It is used to situate the sign in front of a product or on a table, tray, header, or other flat surface.

Features:

Motion Detector - a motion detector senses the approach of a customer, allowing the device to activate only when there is someone there to set it off. Similar to "click-throughs" in a web environment, this capability helps insure that the activation of the device creates actual impressions on potential customers. It also allows a very specific attraction sequence to be timed to and triggered in the 3'-10' range for CPG applications.

Attention LED - a small LED built into the casing enables various modes wherein the LED is flashed to attract attention and draw a shopper's gaze at the 10' range prior to lighting the full graphic image at the 3' range.

Batteries - plastic casing contains three AA batteries which can be replaced. A single set of these batteries will provide 25,000 activations. Optional upgrades to lithium batteries or D batteries can provide up to 300,000 activations. A/C power connections are also available.

CMYK Layer - an optional full color printed transparency layer can be included in the sign to provide "always-on" branding and additional color.



Developed by FLEX Lighting

An optical technology company creating lighting solutions for wearable electronics, in conjunction with Design Phase, an award-winning manufacturer of retail displays worldwide.

Testing the InvisiSign® in-store helped prove its undeniable impact on shopper behavior. You can see the stopping power it has almost immediately after the installation. The fact that it's mobile and modular allows for endless creative solutions."

— Joe Scaramuzzi, Micro Market Operator of Mark Vend Co.