

## Message Centers for Financial Applications

If you want to maximize the return on your advertising investment, there's no better way than with an on-premise LED message center. According to the SBA, retail businesses who added message centers enjoyed average sales increases of between 15% and 150%! Not only do LED message centers generate a great return, but they do so at a competitive cost. The average cost to make 1000 impressions (CPM) on customers as they pass your branch is less than 10% of the cost to reach them using any other advertising medium, including TV, radio or newspaper.



### PATENTED HYBRID PIXEL

Individual louvers  
achieve maximum  
contrast & protect  
LED diodes



140 viewing angle  
reaches a wider audience  
and extends reading time

### Optec Performance Advantages

Optec's patented Hybrid pixel technology and higher LED density deliver these performance advantages and more!

- » Superior brightness
- » Greater daylight visibility
- » Increased reading time
- » Longer LED life
- » Greater audience exposure

Please contact the authorized Optec Dealer Below: