

# Chadmark Associates

## Electronic LED Display Specialists

Great for  
window use . . .  
Big & Bright!



### The "Big Dot"

With a "Big Dot" color electronic message center (EMC) from Chadmark Associates you get the most bang for the buck. Designed for high -visibility, indoor use in industrial, commercial, retail, and office applications. The Big Dot EMC displays one line of large, 4-inch characters. The large character height, coupled with the use of super-bright LEDs and a unique built-in louver system- make it ideal for window as well as indoor use. As a result, the Big Dot EMC can be easily read from distances of 15 to over 150 feet. And because it's over 4 feet in length, it delivers great visual impact for your messages.

The Big Dot EMC instantly displays large amounts of information in 8 super-bright colors and 3 rainbow effects. It also features nine exciting, built-in graphic animations to attract extra attention.

Messages are entered through a wireless, remote control keyboard as easy to operate as an ordinary calculator. Exclusive EZ KEY II operation with Automode programming eliminates the need to learn complicated programming procedures. Within seconds, you can create exciting visual messages that cannot be ignored. In applications requiring multiple units to effectively disseminate information, the Big Dot EMC can be networked with other ALPHA EMCs and connected to a personal computer to form an integrated visual information system.

The Big Dot's attractive Eurostyle case design compliments any business environment. It's also designed for convenient wall, ceiling, or counter top mounting.

#### Standard Features

- **Ideal for Window Use**
- **Unique louver design provides high contrast**
- **Super-bright LEDs for excellent visibility**
- **Large 4-Inch Characters Readable from 15 to over 150 feet**
- **Dazzling Moving Color**
- **Eight true colors**
- **Three rainbow effects**

**Displays up to 27 characters at the same time**

**66 ways to display each character**

**Stores and displays up to 80 moving messages**

**Nine exciting, built-in animations 5 operating speeds**

**Easy 3-Step Message Entry**  
**Automode feature automatically displays messages in 26 attention-getting modes**

**Create Your Own Logos and Graphics**



**Wireless Remote Control No cable to connect Operates up to 30 feet away from the display**

**Real-time Clock Maintains accurate day and time even during power outages**

**Easy Networking**  
**Optional AlphaNET plus Software provides the capability to control up to 255 ALPHA message centers.**

**Telephone modems can be used for remote networking**

**- ALPHA displays receive extensive factory testing and are covered by a one-year USA factory warranty**

## Specifications

<p><b>Case Dimensions.</b> -Length: 49" (124.5cm) Depth/Width: 4.25" (11 cm) Height: 6.25" (16cm)</p> <p><b>Weight.</b> . 12.25lbs. (5.6kg) (excludes remote keypad)</p> <p><b>Mounting Hardware.</b> to accommodate ceiling/wall/counter mounting</p> <p><b>Display Dimensions.</b> 4" x 45.6" (10.16 cm x 115.8 cm)</p> <p><b>Display Array.</b> 80 column x 7 row</p> <p><b>Pixel Size.</b> (Diameter): 0.35" (0.89 cm)</p> <p><b>Pixel (LED) Color.</b> 8 bright colors and 3 rainbow effects</p> <p><b>Center-to-Center Spacing.</b> (pitch): 0.57" (1.44 cm)</p>	<p><b>Characters Size.</b> 4" (10.1cm)</p> <p><b>Characters Displayed.</b> 27 In the condensed rotate mode (any color); 14 in all other modes (any color)</p> <p><b>Character Set.</b> Block (sans serif), decorative (serif), upper/lower case, slim/wide</p> <p><b>Display Memory.</b> 30,000 characters</p> <p><b>Memory Retention.</b> One month typical (when unpowered)</p> <p><b>Message Capacity.</b> 80 different messages can be stored and displayed</p> <p><b>Real-time Clock.</b> Day and time, 12 or 24 hour format maintains accurate time without power (30 days typical).</p>	<p><b>Operating Modes.</b> 26 consisting of: Automode, hold, interlock, roll (6 directions), rotate, sparkle-on, twinkle, spray-on, slide across, switch, wipe (6 directions), star burst, flash, snow, scroll, condensed rotate</p> <p><b>Special Features.</b> Continuous data entry with automatic centering in any mode, user programmable logos and graphics, five variable speed controls (except rotate mode)</p> <p><b>Built-in Animations:</b> Cherry bomb exploding, don't drink and drive, fireworks, slot machine, no smoking, running animal, moving auto, welcome (in script), thank you (in script)</p>	<p><b>Serial Computer.</b> Interface: RS232 TTL and RS485 (multi-drop networking for up to 255 displays)</p> <p><b>Power.</b> Attached, rear-mounted power supply 120VAC, 60HZ, 100W 230VAC, 50HZ, 100W also available)</p> <p><b>Power Cord Length.</b> 10 ft. (3m)</p> <p><b>Keyboard.</b> Remote operated, infrared, 55 key layout</p> <p><b>Operating Temperature.</b> 32 - 120 deg.F (0 - 50deg. C)</p> <p><b>Humidity Range.</b> 0% - 95% (non -condensing)</p> <p><b>Limited Warranty.</b> One-year parts and labor</p>
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**To order your display, call our sales line at [1-610-566-6371](tel:1-610-566-6371) or Fax [1-610-566-4614](tel:1-610-566-4614)  
Or visit us on the web at [www.chadmark.com](http://www.chadmark.com)**

**Chadmark Associates, 313 Woodridge Lane, Media, PA 19063**

Specifications subject to change without notice.