

Chadmark Associates

Electronic LED Display Specialists

The "Director"



With a Director from Chadmark Associates you get the message across in style. The Director color electronic message center is designed for high-visibility, indoor use as a lobby and boardroom display for banks, hotels, commercial, retail, and office applications. The Director displays 8 lines of 1.4-inch characters in vivid color. Its automatic update capabilities allow for changes in a moments notice. Great for displaying interest rates, commodities exchanges, or even use as a board or conference room scheduler.

The Director has an attractive solid oak wood grain case which will compliment any business environment. It is also designed for convenient wall or floor mounting.

The ALPHA Director instantly displays large amounts of information in 3 bright colors and 3 rainbow effects. Messages are entered through a wireless, remote control keyboard as easy to operate as an ordinary calculator. Exclusive EZ KEY 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 ALPHA Director can be networked with other ALPHA displays and connected to a personal computer to form an integrated visual information network.

Standard Features

Ideal for Lobby or Office use
Beautiful solid oak case
Bright LEDs for excellent visibility
Options for brochure holders, wall and floor mounting (requires assembly)

Character 1.4-inches in height
Readable from 10 to 75 feet
Dazzling Moving Color
3 vivid colors 3 rainbow effects

Flexible Visual Display
Displays up to 128 characters at the same time
26 page capabilities

Easy 3-step Message Entry
Automode feature automatically displays messages in 6 attention-getting modes

Simple programming procedures

Real-time Clock

Schedules messages automatically for specific times and days of the week
Maintains accurate day and time, even during power outages

Easy Wired or Wireless Networking

Optional AlphaNET plus software provides the capability to control an entire network of ALPHA message centers from a personal computer
Up to 255 ALPHA message centers can be networked for an integrated visual information system, telephone modems can be used for remote networking
Wireless data receivers may be added for portability



Wireless Remote Control

No cable to connect Operates up to 30 feet away

Warranty

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

Specifications

Case Dimensions: (wall mounted)	22.50"L x 3.12"D x 27"H
Case Dimensions: (with optional brochure rack and stand)	27"L x 18"D x 61 "H
Case Dimensions: (optional brochure tack)	22.50"L X 3.12"D X18"H
Display Weight: (w/out brochure rack and stand)	46.5 lbs.
Display weight: (with brochure tack and stand)	58.7 lbs.
Display weight: (wall mount)	31.1 lbs.
Mounting:	Hardware to accommodate wall mounting or floor standing (optional)
Display Dimensions:	19"L x 16.8"H (48.26 cm x 42.67 cm)
Display Array:	16 characters x 8 lines
Display Memory:	3,328 characters
Pixel Size (Diameter):	.07" (. 18 cm)
Pixel (LED) Color:	Tricolor (3 color, 3 rainbow effects)
Pixel Pitch:	.2" (.56 cm)
Character Column Pitch:	0.4" (1.02 cm) Space between characters
Character Row Pitch:	1" (2.54 cm) Space between lines
Character Size	1.4" tall x 1.0" wide
Character Array:	5" x 7" matrix
Character Set:	Sans Serif upper/lower case
	Small Sans Serif
Operating Temperature:	32 to 95deg. F (00 to 35deg. C)
Humidity Range:	0% to 95% non-condensing
Real Time Clock:	Day and time, 12 or 24 hour format, maintains accurate time without power for up to 30 days typical
Memory Retention:	One month typical

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

Chadmark Associates, 313 Woodridge Lane, Media, PA 19063

Specifications subject to change without notice.

Serial Interface:	RS232 and RS485 (multi-drop networking for up to 255 displays) optional wireless data receiver.
Software:	Optional AlphaNet plus for Windows
Power:	Internal Power Supply 120 VAC, 60 Hz, 150 W (230 VAC, 50 Hz, 150 W also available)
Limited Warranty:	One-year parts and labor, factory servicing
Agency Approvals:	ETL (Conforms to ANSI/UL Std. 1950) IEC 950, EN 60950, certified to CSA STD. C22.2#950)
Standard Product	- ALPHA Electronic Message Display
Packaging Includes:	- 6.7 ft. 120 VAC power cord - Hardware to accommodate wall mounting or floor standing (optional) - Installation instructions - IR Keyboard (optional)
Operating Modes:	7 consisting of: Automode, Hold, Wipe (4 directions), Flash (character or word)
Message Capacity:	26 different Pages can be stored, scheduled and displayed according to time and day of the week
Keyboard (optional):	Remote operated, infrared, 55 key layout
Power Cord Length:	6.7" (2m)
Testing:	Complies with part 15 of the FCC rules

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