

▶ ZUNI OFFERS TECHNOLOGY WITHOUT CONTROVERSY

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▶ SCROLLING SIGNS ARE REVOLUTIONARY

▶ ENTER ZUNI SIGNS

# ZUNI

ADDRESSING THE NEEDS OF INDIVIDUAL ADVERTISERS AND PLANTING THE SEEDS FOR A SECURE FUTURE.

## Scrolling Signs

### ZUNI Offers Technology Without the Controversy

By Staff Writer: Winston Riley



Exterior signage provides customers with a first impression of a company's message. Custom interior and exterior signs have a very broad range of applications and uses. Main identification exterior signs introduce and welcome visitors to a facility. They should be large and easily visible at a distance, should carry a company's logo and color scheme, and preferably, be illuminated. Interior signs may be used for advertising multiple businesses within a complex such as a shopping mall, bowling alley, movie theater or fitness center.

Custom signs can be made from a wide variety of materials. By combining metal fabrication, lighting, vinyl cutting, and digital output abilities with a variety of other materials and skills, there is virtually an endless array of signage options. Remember, an

attractive custom interior or exterior sign is essential to making a business more visible. "Don't deprive your customers!" Invest in a quality interior or exterior sign and give your customers a greater awareness of your company's products and services.

The sign industry is on the cusp of a new age. On one extreme are hand painted wooden signs, which are nearly extinct and on the other extreme are something being called "Smart Signs." Microsoft and Intel are exploring new technologies which are controversial because they are being perceived by the public as potentially infringing on the privacy of consumers.

This quote is taken from a press release by an industry watch group to describe efforts by Intel and Microsoft on the development of these new "Smart Signs":

*"They will collaborate to help companies create and use new forms of digital signs. By exploiting Intel chips and Microsoft software, the companies hope to bring more interactivity to such devices and help retailers customized marketing offers to consumers. Signs equipped with cameras and specialized software could recognize the age, gender and height of people in front of them, and tell what products and images received the most attention, the companies said. By gathering information about which messages are more effective, they add, traditional*

*retailers could develop marketing approaches that better counter Web-based competitors. "Every year retailers lose more ground to online [sellers], and they have to do something about that," said Joe Jensen, general manager of Intel's embedded computing division."*

Here is a headline from a newspaper after CNN broke with the story last September:

**Smart-Sign Technology: Retail Marketing Gets Sophisticated, But Will Regulation Kill It First?**



# Scrolling Signs are Revolutionary!

A scrolling sign is a revolutionary way to deliver photo-quality imaging at nearly any size. Businesses and organizations looking for creative and unique exposure will be delighted by the quality construction and visibility these signs provide. Ideal for mounting on building fronts or as free standing cabinets, these scrolling signs provide an unbeatable image for a great price. Each scrolling unit can hold up to 8 images, with the time spent on each 'frame' pre-set via a convenient "hand-held" controller.

These signs can be custom-built to specification. Several units can be installed via a unique electronic mechanism that connects one sign to the next, creating a seamless image spanning any distance. Scrolling signs can be built to any angle to maximize visibility.



Zuni sign in the country of Georgia

## Features

- Display up to 8 images/advertisements
- Cabinet can be made for indoor or outdoor use
- Perfect for building fronts and or as free standing cabinets
- Illuminated from the inside
- Ongoing revenue opportunity with re-printed images
- Customized cabinet built for a broad range of sizes
- Can be "linked" to form coordinated messages in a line of signage
- All aluminum construction with industrial powder coat finish
- Can be made to be portable with casters
- Controlled via "hand-held" programmer



Double sided scrolling sign in Six Flags, New Jersey

## Enter ZUNI Signs!

*Offering an inexpensive and non-privacy invasive approach for marketers to use modern technology in an affordable and more traditional way*

Zuni scrolling signs offer marketers what is required for modern communications in indoor and outdoor signage. Metal fabrication for stylish cabinet design, inexpensive lighting for necessary illumination, vivid graphics printed on inexpensive film material for optimal resolution and beauty, and multiple images for effective use of space for an audience "on the go."

Contact Zuni today for a customized approach to your indoor and outdoor signage needs!



Zuni Scrolling Signs

[www.zuniscrollingsigns.com](http://www.zuniscrollingsigns.com)

For more information

Call (908) 489-4616