

The logo features the word "PrimeVue" in a serif font. "Prime" is in a dark teal color, and "Vue" is in white with a dark teal outline. A large, dark teal swoosh underline starts under the "P" and extends past the "e". The background is a screenshot of a computer desktop with several windows open, including a message editor and a calendar showing "TODAY" and "4:20 PM".

PrimeVue<sup>®</sup>

*Primevue Software*

Ad-Tech International, Inc.  
2963 Pleasant Hill Road  
Duluth, Georgia, 30096, USA  
TEL: 770-209-9102  
FAX: 770-209-0465  
sales@adtechintl.com  
www.adtechintl.com

**AdTech**<sup>®</sup>  
*The Innovator In Advertising Signage.*

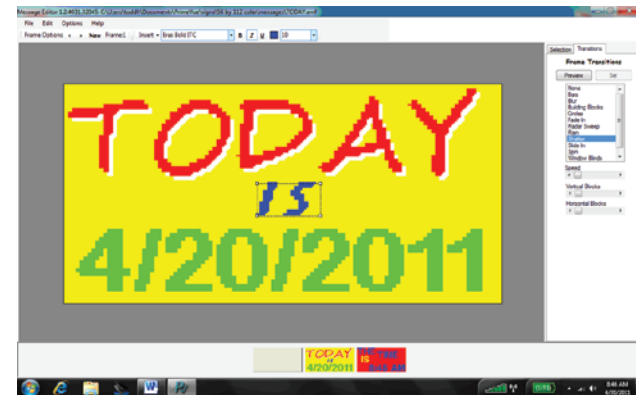


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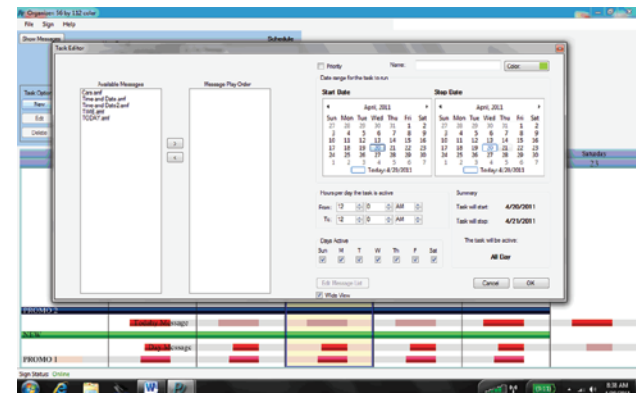
Developed by Ad-Tech International, Inc., Ad-Tech's engineers specifically designed Primevue to be easy to operate and create eye catching messages with a very well-designed message scheduler. There are two main parts: the message manager and the schedule manager. The message manger gives you the ability to make multiple frame messages with eye-catching transitions and variable message hold time. The schedule manager gives you the ability to schedule multiple message to be displayed by a date range, time of day, and day of week, with an easy to understand graphical presentation.

## Primevue LED Screen Operating Software Features:

- Fonts line up with Pixels, no blurry edges on fonts.
- Background layers utilize Visual Pixel Technology for higher quality graphics and video.
- Ability to import Graphic Files in .JPG, .AVI, .WMV, .BMP, and .GIF Formats.
- Utilizes all of the available Windows fonts.
- Enter live text Time, Temp and Date into message frames.
- Each individual line of text has it's own font, font size and font color or shade.
- Selectable background colors and shades.
- Red LED EMC signs have 256 shades.
- Easy to use scheduler, graphical presentation of schedules over time.



The Message Screen displays fonts as actual LED pixels



Manage the duration and time of your messages