



BRINGING BRIGHT SOLUTIONS FOR BRIGHT MESSAGES

Genoptic Smart Displays ("GSD"), is an innovative design & manufacturing firm that, for over a decade, has been dedicated to serving the U. S. and Canada with the highest quality and most reliable LED display solutions - for a wide variety of businesses and industry channels.

Genoptic Smart Displays is extremely selective in developing its strategic alliances with the highest quality standard manufacturing partners and component suppliers, globally. In addition to selecting strong partners, GSD also implements a vigorous QA inspection protocol, which ensures some of the highest reliability performance and warranty coverage for our clients.

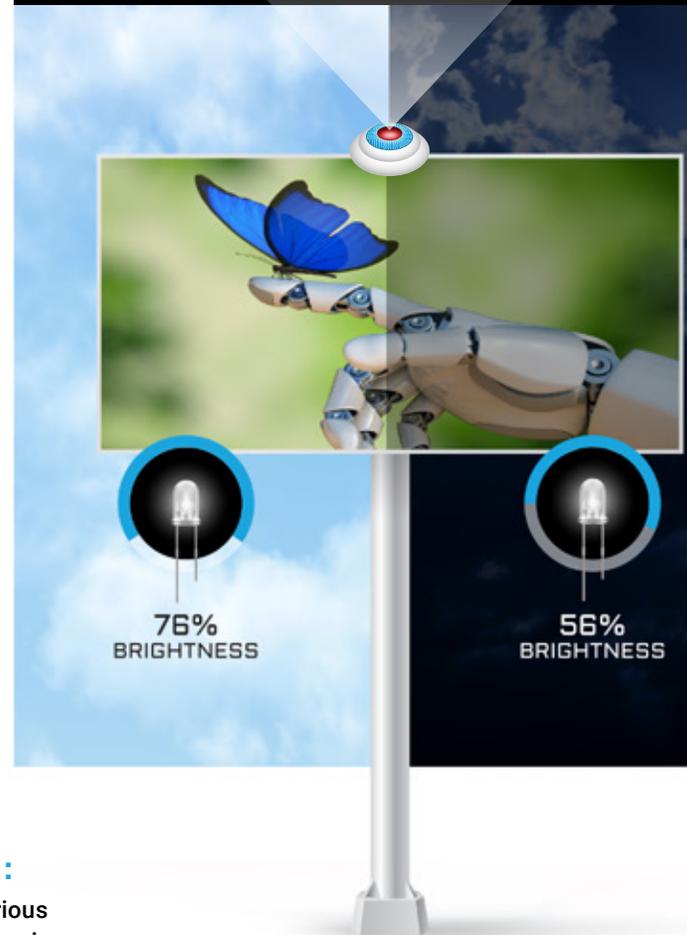
INDUSTRY-LEADING PRODUCT AND COMPANY FEATURES:

Genoptic Smart Displays utilizes the highest quality manufacturing standards and materials to improve the performance and life longevity of its LED signs.

- Superior craftsmanship and manufacturing
- High-grade aluminum cabinets that are rust-proof and won't warp over time
- Heat sink technology, utilizing premium superior-performing materials
- LED Potting - utilizing copper vs steel terminal pins
 - Maximum longevity of sign
 - Pins come off the LED diode and soldered to the PCB board (pic is below).
 - Steel corrodes, causing sign to fail and/or appear dim and patchy
- Industry leading 10 year warranty
- Top-rated customer service & technical support - available 24\7
- Weatherproof cabinets with custom automatic cooling system (IP68 rated)
- 4.5" cabinet depth vs industry standard of 10" - 12"
- 50% less watts \ square metre versus industry standard
- 70% less weight per square meter versus industry standard
- North American Electrical Safety Compliant (CSA, UL and ETL)
- Accredited certifications: cETLus, cULus or CSA, UL safety equivalent
- Highest performing brightness LED's (up to 12,000 NITS)
- Better Business Bureau "BBB" A+ rating

DAYSENSOR Technology:

Automatic and programmable photocell dimming brightness sensors to adjust screens to comfortable ambient light levels which drastically reduces radiant glares in cloudy or high time environments.



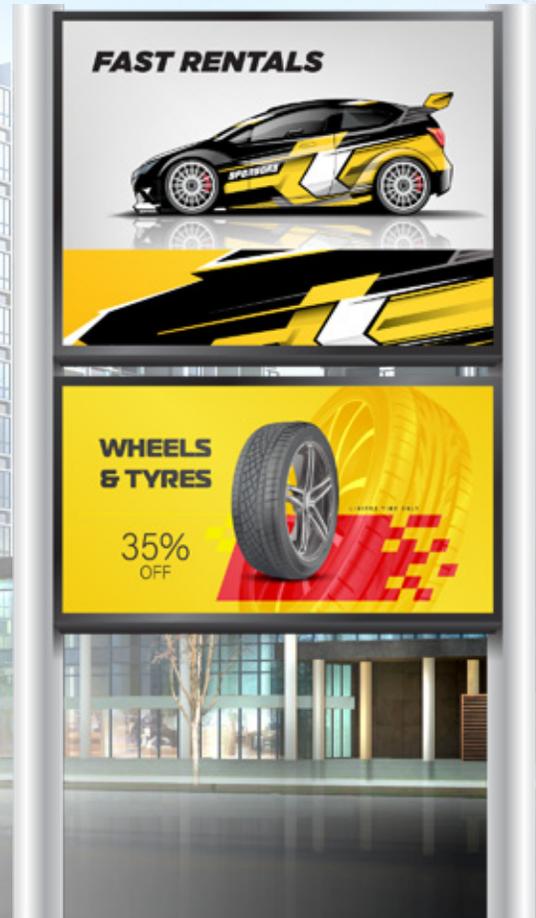
PROPRIETARY TECHNOLOGY ADVANTAGES:

GSD's proprietary technologies bring measurable advantages to various indoor/outdoor LED advertising solutions for both small and large businesses.

 <p>Lightweight & slim design for increased versatility and easy installation</p>	 <p>Filtration technology eliminates internal dust and debris</p>
 <p>Easy to use software for text, animation, graphics, and full video capabilities.</p>	 <p>Protects against vandalism and damage</p>
 <p>High grade, lightweight, IP68 rated, weatherproof aluminum cabinets</p>	 <p>Reporting technology automatically sends proof of play performance</p>
 <p>Automatic cooling sensor technology regulates internal temperature</p>	 <p>Automatically adjusts to suggested ambient light levels</p>

RATIONALE FOR LED SIGN CONVERSION:

- Proven increase of a store's visibility by 900%
- Increased sales by 30% to over 100%
- Greater visibility from further distances
- Consolidates advertising messages
- Visibility in terms of branding
- A one-time hardware investment provides long-term cost effective advertising
- Instantly inject key messages such as, store specials, promotions, sale items & more
- LED signs have the lowest cost per 1,000 exposures.
 - LED signs = \$.15 per 1,000
 - Television = \$6.26 per 1,000
 - Radio = \$5.47 per 1,000
 - Newspaper = \$7.39 per 1,000



THIRD-PARTY LED SIGN VALIDATION:

Recent key studies, by The Small Business Administration (SBA), Best Buy Co., Inc., and the University of San Diego have supported the benefits of LED Sign usage for advertising. They concluded that LED signage drastically increases sales, walk-in traffic, and brand awareness.



THE SBA CONCLUDED:

- That 85% of a business's customers live or work within a 5-mile radius of the business
- Customers will likely drive by a nearby company at least 10 times per month
- LED signage is 900% more attractive versus traditional signage
- LED signs increase sales and brand awareness up to 150%
- That inadequate signage is responsible for more than 50% of all business failures



BEST BUY CONCLUDED:

- 17% of purchases were driven by impulse as passing traffic saw their signage.
- 10% of people will notice a traditional sign, yet 90% will read an LED Electronic Message Center



THE UNIVERSITY OF SAN DIEGO CONCLUDED:

- The simple addition of a pole sign will increase gross sales by 15.6%
- Proper use of LED signage can increase sales between 30% to over 100%

Genoptic, of Calgary, Canada, is a progressive nano-optoelectronics technology development firm, dedicated to improving how the world powers and views electronic products through further developing and commercializing its Intellectual Property portfolio. Its R&D team consists of highly experienced engineers and scientists who have successfully transformed research into commercial product solutions; thus far resulting in a patent portfolio consisting of 44 patents filed covering 14 patent families within the nano-optoelectronic power conversion, visual display, solar, and lighting industries.

These breakthroughs will likely lead to technological advancements in such industries as LED lighting, Digital Displays, Solar Systems, Healthcare, Military, Biotech, Agriculture, and the Internet of Things (IoT). For example, its smart-chip IC technology breakthrough, for distributed power solutions, is highly relevant for today's global need to vastly improved energy efficiency, significantly reduce costs, and improve reliability for a vast array of electronic systems that affect hundreds of industries, within the IoT scope, globally.



GENOPTIC

LED Sign Supply Inc.,
a division of Genoptic LED Inc.

6000 – 72nd Avenue S.E., Suite #18
Calgary, AB T2C 5C3
Canada

Corporate Office:
1 (866) 989-7446

WWW.LEDSIGNSUPPLY.COM
WWW.GENOPTIC.COM