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**TRANS-LUX**

**Request for proposal for Trans-Lux custom trade show display**

**BACKGROUND**

Trans-Lux West (www.txcommercial.com) designs and manufactures a full line of electronic displays, including LED (light emitting diode) message centers, price changers, video displays and time and temperature signs. Our primary customers are sign companies located nationwide. Five regional sales managers market our displays to these re-sellers, who in turn sell them to banks, auto dealers, theaters, hotels, truck stops and travel plazas and other retailers. Occasionally, for specific markets—such as truck stops and travel plazas—we will sell directly to the end-user.

Trans-Lux West and its sister company, Fair Play Scoreboards, are two Iowa divisions owned by our parent company, Trans-Lux Corporation (www.trans-lux.com). Headquartered in Norwalk, Connecticut, for more than 80 years, Trans-Lux designs, manufactures and sells indoor electronic information systems for financial, gaming, hospitality, transportation, retail and other markets.

Trans-Lux West recently moved its operations from Utah to Des Moines, Iowa. Trade shows have since become a major part of our marketing budget. We will travel to 20+ regional trade shows next year and six national shows each year; see chart below for details.

Trans-Lux West and the Fair-Play divisions operate independently. Our marketing efforts rarely coincide and thus, any trade show booth designs will use Trans-Lux equipment and will be branded under the Trans-Lux name.

**COMPETITION**

There are hundreds of competitors in the electronic display business, but a few dominant players in the market. Some include Daktronics (Brookings, South Dakota), Time-O-Matic (Danville, Illinois), Electronic Display Systems (Grand Island, Nebraska), Optec (City of Industry, California) and FutureMedia Displays (Dallas, Texas).

**Trans-Lux West 2005 trade show schedule**

NATSO (National Association of Truck Stops and Travel Plazas) February 8-12, 2005 Nashville, TN 10 x 20 inline	NECA (National Electrical Contractors Association) September 17-20, 2005 New Orleans, LA 10 x 20 inline
ISA (International Sign Association) March 31-April 2, 2005 Las Vegas, NV 20 x 20 island booth; booth #3022	NACS (National Association of Convenience Stores) October 29-November 1, 2005 New Orleans, LA 20 x 20 island
AIA (American Institute of Architects) May 19-21, 2005 Las Vegas, NV 10 x 10 inline; currently on waiting list	Sign World USA December 1-3, 2005 (estimated show dates not yet announced) Atlantic City, NJ 10 x 10 inline

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**TRANS-LUX**

Electronic displays are considered a commodity by many of our customers. Sign companies re-sellers hold little loyalty to a manufacturer and often make purchase decisions based largely on price. It's especially important for Trans-Lux West to develop personal relationships with its re-sellers to edge out some firmly entrenched competitors. We use trade shows to deepen these relationships and demonstrate our equipment capabilities to current and potential customers.

Some photos of competitors' booths are attached for your reference.

**TRADE SHOW PROGRAM**

For now, Trans-Lux West configures its presentations with rented booth trusses and inherited equipment from our former Utah location. We are commissioning a custom trade show booth(s) that will:

- Spotlight our equipment and demonstrate its capabilities
- Allow for consistent company branding
- Portray our professionalism and longevity in the industry
- Include modular components adaptable to a variety of booth sizes, from 20 x 20 islands to 10 x 10 in-line booths (and their respective height requirements)
- Provide durable materials and packaging for 5+ years of use

Our budget for this project is not to exceed \$50,000, with a timeline for completion of March 1—in time for the International Sign Association (ISA) trade show scheduled for March 31, 2005, in Las Vegas.

Please quote this project, developing recommendations and preliminary booth concepts to help us decide on an appropriate vendor. Please respond with your quote, project recommendations and concepts by Monday, December 13, 2004. Include information on your rate structure (hourly, on a project basis or combination) and references.

**COMPONENTS**

Here's a list of must-haves from our senior management team and sales staff for an island booth:

- Exploit height allowances for island booths to rig equipment above the booth when available.
- Avoid designs that bisect the booth or otherwise block sight lines (see ISA booth photos from last year to see what I'm talking about). Suggest using structure in the center of the booth for signage and storage.
- Use modular materials that can be adapted to a variety of booth sizes, from 10 x 10 and up.
- Include a small seating area to meet with customers.
- Include areas for prominent branding. Our logo is attached; our corporate color is PMS 485 (four-color mix CO, M97, Y100, K0).
- Include areas for light boxes containing installation photos. Any presentation area in the display need to be flexible to swap out photos quickly and easily.
- Include storage and shipping crates in the booth cost. Crates that are able to accommodate a variety of booth configurations are important.
- Consider that equipment assortments will vary from show to show. Please see our website for details on our product line and sizes. Any booth ideas will require suggestions for mounting or displaying demo equipment.

Here is a tentative list of equipment demos and the corresponding sizes and dimensions for ISA:

- **CaptiVue™ color message center:** 4'7" high x 9'2" long x 4" wide; 703 lbs.
- **CaptiVue™ monochrome (amber) message center:** 4'7" high x 9'2" long x 4" wide; 703 lbs.
- **CaptiVue™ monochrome (red) message center:** 1'3" high x 7'3" long x 4" wide; 109 lbs.
- **Time & Temperature display:** 2' high x 5' long x 4" wide; 56 lbs.
- **Fuel PriceChanger display:** 1'4" high x 3'7" long x 4" wide; 34 lbs.
- **Blue ticker:** 11 3/8" high x 7'2" long x 4 1/4" wide; 56 lbs.

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Developing this proposal not only involved research and writing, but buy-in from the highest levels of the organization. I later managed the project to completion.

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TRANS-LUX®

Electronic message centers and price changers:  
marketing effectively and efficiently

**E**LECTRONIC MESSAGE CENTERS AND PRICE CHANGERS offer a number of important marketing benefits for economy lodging businesses such as Crystal Inns:

- They develop a memory for a location and the products and services available there;
- They reinforce a memory, extend reach of other advertising efforts and assist with branding and brand recognition;
- They attract new customers by prompting first time or impulse purchases. The right sign can trigger an unplanned stop and use additional services once the customer arrives on site; and
- They change ingrained purchasing habits. Message centers' ability to vary copy and inject light and motion is especially effective at attracting attention - the first step in shaking up established buying patterns

Electronic LED (light emitting diode) signage is both effective and efficient, as you'll see below:

EFFICIENT OPERATING AND MAINTENANCE COSTS

**Operating costs** We reviewed the Crystal Inn property in Logan, Utah, and calculated the power usage of Trans Lux electronic displays appropriate for the site. You may be surprised: it costs a mere 67 cents per day to operate a Trans Lux LED message center. It's even less for a price changer - only 6 cents per day!

Crystal Inn proposal • June 2004

Even a cup of coffee costs more than 67 cents these days. Today's new and tremendously efficient electronic message centers based on incandescent systems currently installed at the Crystal Inns, simply by installing a Trans Lux LED message center, can save you a tremendous amount of money. The cost of a Trans Lux LED message center is only 67 cents per day to operate. This is a significant savings over the cost of an incandescent message center, which can cost as much as \$1,500 per year to operate.

Illustration A: Message center power consumes two line 12 inch characters measure 24" high

INCANDESCENT VS LED MESSAGE CENTER POWER COST COMP		
INCANDESCENT	LED	
10.24 kWh power requirement	0.15 kWh power requirement	1
DAILY	YEARLY	
\$4.76	\$1,713.60	
ESTIMATED YEARLY POWER REQUIREMENT		
INCANDESCENT VS LED MESSAGE CENTER		\$1,472.40

Note: This chart compares the power requirements of a Trans Lux LED message center with an incandescent message center. Calculations are based on daily power requirements of 10.24 kWh for an incandescent message center and 0.15 kWh for a Trans Lux LED message center. All calculations are based on a 24-hour day.

Looked at another way, it costs 67 cents per day to operate a Trans Lux LED message center. It's even less for a price changer - only 6 cents per day!

**Maintenance costs** One of the most important considerations in choosing a message center is the maintenance requirements. Unlike incandescent message centers, Trans Lux LED message centers are maintenance free.

TRANS-LUX®

supply more than 100,000 hours (about 12 years) of performance - offering the brightness of lamps without the service calls and burned out bulbs

**Ease of use** Electronic message centers and price changers are controlled from one central, indoor location. One can adjust prices and content from a single, central PC for signs in multiple locations. This product feature makes the signage very easy to use

EFFICIENT MARKETING TOOL

Another way to assess the benefits of electronic signage is to compare their media efficiency with other advertising methods. Their 24 hour coverage and large viewing audience make these signs virtual electronic billboards - only better, with variable content that you change and control

Take a look at what the Crystal Inn property in Logan,

Illustration B: Media planning comparison

CLASSIC MEDIA MIX VS TRANS LUX LED MESSAGE CENTER			
MEDIA	MEDIA EFFICIENCY CALCULATION	COST PER THOUSAND (CPM)	
NEWSPAPER	Logan Herald Journal 1/4 page ad, black and white	Daily CPM = $\frac{\$385.56 \text{ ad rate} \times 1000}{16,000 \text{ circulation}} = \$24.09 \text{ CPM}$ Sunday CPM = $\frac{\$385.56 \text{ ad rate} \times 1000}{17,000 \text{ circulation}} = \$22.68 \text{ CPM}$	\$23.39 average
	KSL AM radio 30-second commercial during a.m. and p.m. drive times for ages 18+	A.M. drive time CPM = $\frac{\$250 \times 1000}{13,100 \text{ audience}} = \$19.08 \text{ CPM}$ P.M. drive time CPM = $\frac{\$220 \times 1000}{13,100 \text{ audience}} = \$16.79 \text{ CPM}$	\$17.94 average
TELEVISION	KUTV (CBS) Top-rated television slot on in market: 30-second commercial during highest-rated morning news segment for ages 18-49	A.M. CPM = $\frac{\$400 \times 1000}{14,000 \text{ audience}} = \$28.57 \text{ CPM}$	\$28.57
SIGN	Crystal Inn LED message center 12-inch characters, measuring 24" high x 94" long	Message center CPM = $\frac{\$0.67 \times 1000}{40,745 \text{ daily traffic count}} = 26 \text{ CPM}$	26¢

Note: We researched daily traffic counts for the Crystal Inn property in Logan with Utah Department of Transportation data and Logan commercial power rates (calculated by kilowatt hour or kWh) to arrive at CPM data for Trans Lux electronic signage

Crystal Inn proposal • June 2004

TRANS-LUX®

Keep in mind that the expenses detailed here compare the cost of a single newspaper, radio or television advertisement with the 24 hour visibility of a Trans Lux message center. Another note: the 40,745 daily traffic count at the Crystal Inn property is almost as large as the combined audience of all television vehicles combined in the Logan area.

Utah, would spend on a classic media mix of newspaper, radio and television advertising and compare it with the advertising value of a Trans Lux electronic LED message center (Illustration B)

Costs are calculated in CPMs, or cost per thousand impressions, a media planning tool that compares advertising options based on audience and cost. The lower the CPM, the more efficient the media vehicle in reaching your chosen audiences

CPM =  $\frac{\text{unit cost} \times 1,000}{\text{Audience size}}$

Media costs in the Logan area range from a \$17.94 CPM for a radio spot to a \$28.57 CPM for a single television commercial

What's the CPM for a Trans Lux LED message center in Logan? Only two cents per impression!

CRYSTAL INN PROPOSAL

As you've seen here, Trans Lux electronic signage provides clear competitive advantages at the Logan Crystal Inn property. The benefits extend to the other Crystal Inn sites as well. LED message centers and price changers are highly efficient revenue generators, transforming your locations into visual landmarks while compelling impulse visits and attracting new customers

Trans Lux electronic signs are "model employees" working hard for you 24 hours a day, seven days a week, year after year - all for just pennies a day

Please let us be of service as you evaluate this opportunity. Trans Lux West can conduct site visits at proposed locations and will recommend appropriate stand alone advertising methods or variable content, an ideal other Crystal Inn marketing tools

We also recognize that you're not just considering the merits of a sign, but of our company as well. Trans Lux has an 80 year history of quality manufacturing and service after the sale. Please review the attached materials for more information about Trans Lux and the indoor and outdoor electronic displays we manufacture

We thank you for the opportunity to introduce our company to Crystal Inn

Warm regards,

C. Edward Koch

John Long

Michael Mulcahy

Trans Lux Corporation



Traditional sign (left) and message center (right) as rendered for the Crystal Inn property

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This client proposal became a corporate template.

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**F**ocused on customer satisfaction, the West Des Moines Water Works recently completed a taste test of the city's water supply. Eleven volunteers from the community and the West Des Moines Water Board of Trustees met on February 6, 2003 to help pinpoint taste and scent variations within the city's water distribution system and identify any areas for improvement.

**Background**

The West Des Moines Water Works initiated the taste test in response to the results of a telephone survey conducted in the fall of 2002 by West Des Moines residents. The survey asked a random sample of residents to rank their satisfaction with various aspects of West Des Moines city services. The West Des Moines Water Works earned high marks for customer service, reliability and overall quality, about 27 percent of 30 citizens surveyed voiced concerns about the taste and appearance of their water.

"Tasting tap water is an important quality of life issue for West Des Moines," said Larry Pinkerton, general manager of the West Des Moines Water Works.

"The survey statistics gave us the data we needed to study perceptions of the taste and scent

qualities of our water and make adjustments, if necessary."

**Procedure**

Bill Garrett, West Des Moines Water Works assistant general manager, and Mitch Pinkerton, water production supervisor, recruited community volunteers through the Water Works newsletter. The volunteers were asked to comment on the taste and scent of six water samples drawn from five collection sites within the West Des Moines:

- Crossroads Elementary
- West Des Moines Water Treatment Plant
- 35<sup>th</sup> and Ashworth Fire Station
- 50<sup>th</sup> and Grand Fire Station
- West Des Moines Community Center

As a blind test, the volunteers only knew that the water came from various sites in West Des Moines. Two water samples were included from the West Des Moines Water Treatment Plant as a control for the experiment.

"We chose water sources from a variety of areas, from Valley Junction to the western outskirts of the city, to help us isolate the point in the distribution system where fluctuations in taste and scent might occur," Pinkerton said.

Though the mood in the tasting room at the Water Treatment Plant was jovial, Pinkerton was all

business. Room-temperature samples were served in cups that had been aired for hours to eliminate any residual plastic odor. Volunteers cleansed their palates between sips of water by nibbling on saltine crackers.

Testers evaluated the samples on a

scale of "Good," "Neutral," "No opinion" and "Bad." They were also asked to describe how the water tasted and smelled in their own words.

**Results**

Four of the samples gathered mostly "neutral" or "no opinion"

responses from the community volunteers and trustees for taste, while two others samples drew responses that were more wide-ranging.

Sample 6 received five "Good" evaluations, garnering the most favorable response. Sample 2 earned the lowest marks, receiving

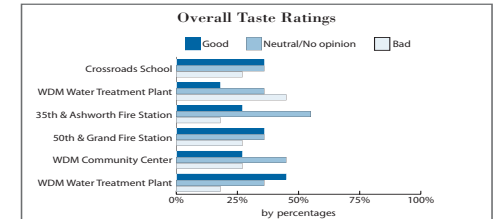
only two "Good" responses.

"Neutral" and "No opinion" responses ranged from a high of six out of 11 for sample 3 (55

percent), from the fire station at 35<sup>th</sup> and Ashworth, to a low of four out of 11 (36 percent) for samples 1, 2, 4 and 6, from Crossroads Elementary, the Water Treatment Plant, the fire station at



THE PROCEDURE: Volunteers tested six water samples drawn from five water sources within the city.



The West Des Moines Waterworks had an image problem: the perception that its water tasted bad! Working closely with the utility's management, we helped produce its first "taste test" with volunteers from the community. I compiled the data and reported the results.

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**Since 1934 FAIR-PLAY SCOREBOARDS**  
CaptiVue Sports Message Displays

**AMBER PIXEL PITCH OPTIONS.** Take a look at this Fair-Play scoreboard model FB 8127 2 in a 24 x 80, three 1 in d splay. The physical dimensions of your message display will change based on the pixel pitch you select. At a 3.75 inch pixel pitch, for example, yields 25 square feet of active area. But when converted to a 2.5 inch pixel pitch, the active area jumps to 83 square feet. Choose a smaller pixel pitch when higher resolution images are important. Select a larger pixel pitch for open playing fields and stadiums, where longer viewing distances are necessary.

**1.375" (34.92mm) pixel pitch**  
Dimensions: 24" x 80"  
Active area: 25 square feet

**1.75" (44.29mm) pixel pitch**  
Dimensions: 24" x 80"  
Active area: 41 square feet

**2.5" (63.50mm) pixel pitch**  
Dimensions: 24" x 80"  
Active area: 83 square feet

**OUTSTANDING FEATURES**

- More wide angle LEDs to achieve the 120 degree viewing angle that sports venues need

LED (light emitting diode) message centers are no longer limited to professional sports venues. As copywriter, I worked closely with the graphics team to market this Fair-Play electronic signage to high schools and colleges.

**Insist on Fair-Play for every sport**

Excite your fans. Promote events. Generate advertising revenue. CaptiVue Sports message displays are designed for sports—and nothing else. See for yourself why Fair-Play is the right choice for your athletic facilities.

**WIDER IS BETTER**

Wide open playing fields, teams and athletes demand wide angle viewing. That's why CaptiVue Sports message displays use wide angle viewing LEDs. (See them on commercial models with wide 120 degree viewing angles to help you realize the value for wide viewing angle—wider field—in the stands.)

**BETTER CONTRAST, BETTER DETAIL**

Dark backgrounds of center or field-side parties, CaptiVue Sports message displays use true color—over 16 million colors—LEDs and LEDs to provide better contrast and better detail. Choose from single or full-color displays. For professional level results, choose the CaptiVue Sports color LED Sports message displays for professional and advertising—available with standard display and LED.

**YOU CAN TAKE IT WITH YOU**

CaptiVue Sports is the only message display in the industry that gives you the portability of a laptop to move, position and reconfigure—without any complicated, necessary. (Unlike most other, weight intensive) message centers, our LED Sports message displays are portable. Upgrade your software center by more than you can. Upgrade your software center to be more or just a little "bigger" change.

**INDOOR AND OUTDOOR DISPLAYS**  
SINGLE OR FULL-COLOR MODELS

Every athletic program is different. To capture the spirit, capture the essence of your school and your players, look for your message center to fit your site and budget. (Choose from...)

- Single or full color models
- Indoor or outdoor displays
- Message centers available up to 100 feet (or more)

Check out the gallery for an entire gallery of actual message centers on the installation, or contact your Fair-Play dealer to help design your perfect display.

**Fair-Play**  
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Fair-Play Scoreboards markets software to accompany its electronic sports message centers. As copywriter working closely with the graphics team, we simplified the product's benefits for high school and college coaches, athletic directors and administrators.

**PRODUCE CONTENT.** When all eyes are on your message display, depend on ProLine® for unbeatable performance. ProLine software creates compelling message center content using text effects, graphics, animations and even video. Its convenient toolbar allows the operator to quickly jump between creating messages, producing schedules and monitoring the display. Use ProLine to power Fair Play's full color (RGB) or monochrome displays equipped with Shades of Gray™.

**STEP 1 CREATE**

**MESSAGE EDITOR**  
Engage your fans with ProLine's Message Editor. ProLine equips you with a large toolbar including image manipulation, drawing tools and transition effects. Import native Windows® file formats such as JPEG and AVI with drag and drop convenience. Use layers to build messages with depth and texture that jump off the display. The ProLine Message Editor includes a variety of familiar drawing tools to create eye-catching messages. Integrate replaceable, changing data such as scores, team and player statistics, countdown timers, and current time and date information.

**STEP 2 TIME**

**SCHEDULE EDITOR**  
Want to show sponsor advertising during time out? Run player statistics during the game batting order? Time your messages to achieve maximum impact using ProLine's Schedule Editor. Schedule Editor allows messages based on criteria you set, such as time, day and date. Use Schedule Editor to coordinate multiple sports schedules and program messages up to a month in advance. Schedule Editor also controls multiple displays with a single interface. Switching between signs is as easy as pressing a button. No need to convert native Windows® file formats. Simply drag and drop files into the messages you've created in Message Editor and you are off and running. It virtually automates time out, pre-game and post-game content.

**STEP 3 PREVIEW**

**MESSAGE PREVIEWER**  
Review your sign content before transmitting to your display with Message Previewer. Useful for checking your graphics' appearance and for proofing text, you see your message in its correct aspect ratio, avoiding typos and distorted graphics within your presentation on the display.

**STEP 4 CHECK**

**SIGN VIEWER**  
You can still check your messages even without a direct line of sight to your sports message center. Displaying everything that goes to your sign, Sign Viewer is your window to the end zone. The queue display lists upcoming messages, animations and images. You can even check multiple displays simultaneously with Sign Viewer.

**STEP 5 ACT**

**INTERACTIVE COMMANDER**  
When you're creating and sending messages on the fly, ProLine's Interactive Commander sets the pace. Categories with Interactive Commander make it easy for you to quickly access a library of resources such as logos, advertising copy or messages. Set priorities for each element with ProLine's unique message priority system to ensure the most urgent messages display first. And when speed is critical, keyboard shortcuts help you work even faster. Quickly send messages to multiple displays with a single keystroke. Switching between multiple signs is a snap with Interactive Commander's intuitive tab interface.

**Nothing but ProLine® for your electronic display**

ProLine® keeps the crowd jumping with electric content for your sports messaging system.

**FLEXIBILITY**  
Your school, your teams, your courts and playing fields – everyone runs their athletic programs differently. That's why Fair Play offers three different flavors of ProLine® for sports applications. Whether you operate a single or full color display broadcasting text effects to video action – each version of ProLine is tailored to specific levels of performance.

Demanding facilities get the most out of their sports message center with advanced features like zoning, video broadcasts and interfaces to third party sports data. ProLine's capabilities extend even further with dozens of optional interfaces such as Sports Ticker or FinishLynx®.

**Fair-Play**  
A TRAVIS LUX COMPANY

When you're creating and sending messages on the fly, ProLine's Interactive Commander sets the pace. Categories with Interactive Commander make it easy for you to quickly access a library of resources such as logos, advertising copy or messages. Set priorities for each element with ProLine's unique message priority system to ensure the most urgent messages display first. And when speed is critical, keyboard shortcuts help you work even faster. Quickly send messages to multiple displays with a single keystroke. Switching between multiple signs is a snap with Interactive Commander's intuitive tab interface.

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Trans-Lux West markets software to accompany its electronic message centers. Working with the graphics team, we simplified the product for a non-technical audience and illustrated its benefits.

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### ProLine® 100/900

#### Sign Viewer

Check what's running on your display without leaving the comfort of your office. Monitor the contents of your electronic sign right from your computer desktop with ProLine's Sign Viewer - a great time saver when the sign is not directly viewable from the control area. ProLine can even open multiple Sign Viewer windows to monitor several displays simultaneously.

#### Advanced Features

Imagine playing a live data feeds, advertising and sales specials on your message center all at the same time. You can do it with ProLine's advanced zoning feature. Capable of dividing your electronic display into sections, ProLine displays different content in each. Combine zoning with other advanced ProLine functions including live or recorded video output and live data feeds. You can simulate news channels and sponsor ads continuously as another part of your display cycles through hourly specials. Use zoning to get the most out of your sign's real estate!

#### Compatibility

ProLine integrates web, video and graphic file formats into your messages without conversion making the software quick and simple to use. Its versatility means you can create backgrounds using any Windows-based file format in Message Editor, or drag and drop an animation into Sign Viewer to see it instantly.

#### System Requirements

The following specifications list the minimum system requirements for all ProLine controllers.

- CPU: Pentium 4
- Speed: 1.7 GHz
- RAM: 256 MB
- Screen Resolution: 1024 x 768
- USB: 1.1 or 2.0 (preferred)
- Hard Drive Capacity: 40 GB
- Hard Drive RPM: 7200
- Operating System: XP Professional

The ProLine® toolbar allows you to quickly open any of the programs that you need to program your sign.

Schedule up to 30 days in advance with the Schedule Editor

#### Software Comparison

Software	Monochrome	Shades of Gray™	Full Color	Images & Movies	Layers	Zoning	Live Video
ProLine® 100	•	•	•	•	•	•	•
ProLine® 900	•	•	•	•	•	•	•

**TRANS-LUX®**

### ProLine® 100/900

An electronic display is only as good as its software. ProLine® turns your sign into a compelling showpiece.

#### Message Editor

ProLine unleashes your creativity in a fully equipped electronic design studio with a complete array of transition effects and fonts. Import native Windows® file formats such as JPEG images and AVI movies with drag and drop convenience. Use layers to build messages with depth and texture that jumps off the display. The ProLine Message Editor includes a variety of familiar drawing tools to create eye catching messages. Integrate live feeds and changeable data such as sports scores, stock prices and time and temperature readings for an up to the minute resource for information and promotion. Review your newly created messages with the built in Message Previewer.

#### Schedule Editor

Time your messages to achieve maximum impact on your target audience using ProLine's Schedule Editor. Schedule Editor plays messages based on criteria you set such as time of day day of the week and date. With Schedule Editor program time sensitive messages up to a month in advance such as holiday specials seasonal menus or loss leader promotions. Schedule Editor also controls multiple signs with a single interface. Switching between signs is as easy as pressing a button. No need to convert native Windows file formats—simply drag and drop files into the messages you've made in Message Editor and you are off and running. Checking the effectiveness of your advertising? Log and track the ads you run against your sales data to refine your advertising program.

#### Message Editor features layers, effects and numerous other tools to allow you to create eye-catching and engaging messages.

**TRANS-LUX ANNOUNCES NEW PROLINE RELEASE**

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This brochure translated insurance jargon into something CIPCO employees could use to plan their benefits packages.

It won a Clarion award from Women in Communications and a Bronze Quill award of merit from the International Association of Business Communicators, Iowa Chapter.

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## “Stop, look, and listen.”

What do Preferred Providers have to do with me?

Years ago, we called them “family doctors”. Now, they’re often called “Preferred Providers”. They’re the doctors that Alliance Select has accepted into its network.

Of course, you can obtain care from any health-care provider you choose. But your plan pays for more of your care when you stay in the Alliance Select Preferred Provider family.

For example, your deductible is waived when you see a Preferred Provider for office visits. And 90 percent of your covered procedures are paid by Alliance Select, rather than 80 percent (plus a deductible) if you go outside the Preferred Provider network.

Any covered procedures done during an office visit to a Preferred Provider don’t require a deductible. So try to find a network doctor that performs lab tests—even X-rays—in the office whenever possible. You will have to pay a deductible if these are performed outside the office setting.

**So stop. Look** for the Alliance Select logo, or ask if your provider is in the network. Ask where lab tests and X-rays are performed before you need them. Ask how services will be billed, and **listen** for ways to save.



Still have questions?

Call PlanLink:  
1-800-840-6452

SEABURY & SMITH

## “Coexisting with your coinsurance.”

What do all these insurance terms have to do with me?

Once you learn that most insurance terms mean money—usually your money—they’re pretty easy to translate. Definitions to a few key terms here will get you started.

**Deductible**—the initial amount you must pay each year for covered services before the health plan begins to provide benefits.

For single coverage, your deductible is \$500 per year. It’s \$1,000 for family coverage.

**Coinsurance**—percentage of eligible expenses you and your health care plan share. For example, because your plan pays 80 or 90 percent coinsurance (depending on the provider you choose), you will need to pay either 10 or 20 percent of the expenses after your deductible.

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Counseling that is not covered includes:

- genetic counseling
- bereavement counseling or services
- marriage and family counseling
- sexual identification counseling

Mental health conditions and chemical dependency treatments are covered, provided that treatment is considered medically necessary and that you choose a provider approved by the plan for treatment.

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**Mosby Book Bulletin**

**BAILEY AND SCOTT'S DIAGNOSTIC MICROBIOLOGY, 8th Edition**

Baron, Ellen Jo (00344)

**By:**

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with 4 contributors

**Book Data:**

Publication Date: March 1990  
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\$52.95 (tentative)  
Book Code: 00344

**Book Description:**

Tailored to aspiring medical technologists as well as medical laboratory technicians and medical students, Bailey and Scott's DIAGNOSTIC MICROBIOLOGY has been called "the bible in every clinical microbiology laboratory". This 8th edition commemorates its 50th year of excellence. Contributing to the text's success is its superior performance as both a textbook and a bench reference—appealing to the student and the diagnostician. Exceptional formatting integrates step-by-step test procedures, key terms and a complete appendix system. Another highly marketable feature unique to this edition is the four-color text throughout something no other current text offers in this field.

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