

Tred Launches Smart Signs at International Sign Expo 2009

April 9, 2009 - Albuquerque, NM - Tred Displays

(www.TredDisplays.com), a pioneer in the field of Smart Signs, is launching its tredPANEL™ and tredLINK™ products at the ISA International Sign Expo 2009(www.signexpo.org) April 16-18, 2009. ISA is North America's largest sign industry trade event, with approximately 600 exhibitors and 20,000 attendees. Smart Signs are a new class of signage which merges bold, digitally displayed information with fixed color graphics. Smart Signs offer the benefits of a real time digital display with the low cost and simplicity of printed graphic signs. Application areas include digital pricing and point of purchase displays, as well as numeric information such as interest rates, temperature, and time. Smart Signs are enabled by tredPANELS, an entirely new ready-to-go, reflective, digital sign panel developed by Tred. TredPANELS make it easy to produce Smart Signs, because they integrate into a sign-maker's existing workflow. Communications to the signs is handled by tredLINK, a wireless sign management system which includes tredLINK v1.0 for Windows and Tred's iN200 USB routers.

"Until now most graphic sign-makers have not been able to offer a digital signage solution to their customers," comments Chuck Edwards, President and CEO of Tred. "Most digital signage uses LCD or LED technology, whose price point, content management, power requirements and install costs can make it difficult for most sign-makers and their customers to adopt. TredPANELS allow sign-makers to simply add inkjet or cut-vinyl graphics to produce a Smart Sign, a new class of dynamic digital sign. Because Smart Signs are battery powered and completely wireless, customers can install them as easily as hanging a graphic poster. It's the best of both worlds. " TredPANELS are enabled by Tred's proprietary and patent-pending EMD²™ (Electro-Magnetic Digital Display) technology. EMD² provides sign-makers with high contrast (up to 80% reflectance) large format, reflective text that looks similar to ink. Tred's EMD² display technology is light weight, thin and bi-stable, using virtually no power until the digital information is changed. For many applications a tredPANEL can run for up to 6 months on a single pack of AA batteries.