

AdGlo[®]

ILLUMINATED SIGNAGE

Branding Brilliance



**IDENTITY
GROUP**SM
Interior Sign Solutions

The Brightest Idea In Signage...

LEDs are the standard in signage illumination for color brilliance, clarity, energy efficiency and longevity. These highly luminous light sources are the nucleus of all AdGlo® illuminated signage products. AdGlo® signs attract attention to areas, brands, products, POP displays and much more with radiant logos and messages.

Our proprietary process securely embeds LEDs in light diffusing acrylic encased in a housing less than 1" thin, resulting in a lightweight, shatter-resistant design free from the hazards of traditional illuminated signage. Available in five standard colors - red, blue, amber, green and white, AdGlo® illumination provides the design flexibility necessary to create effective illuminated signs with accuracy to original designs, brand standards and font integrity.

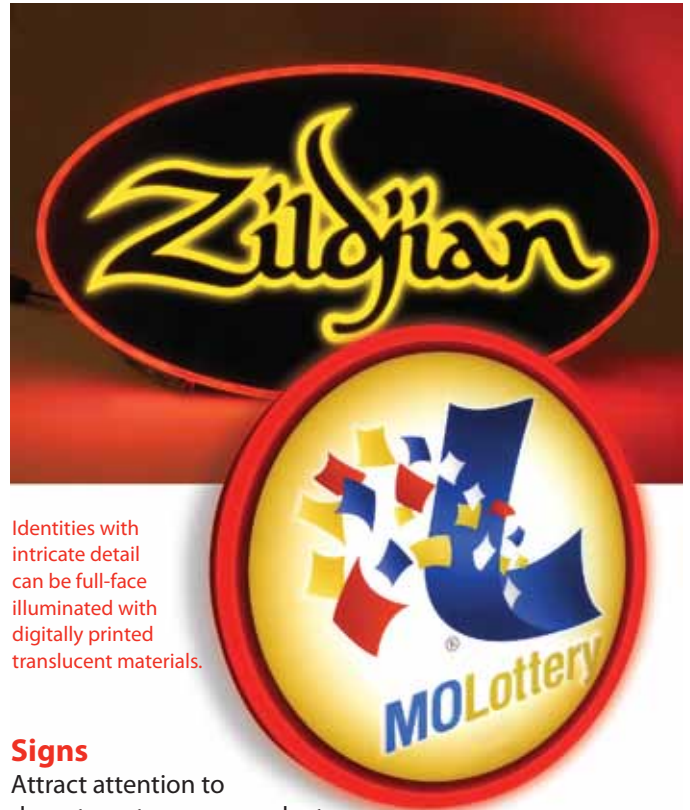
Logos

AdGlo® illuminated signs provide maximum design flexibility by permitting accurate reproduction of logos rather than bent tube representations. The result is a noticeably more refined appearance, which not only grabs attention, but builds brand awareness by closely adhering to each brand's graphic integrity.



Countertop Easels

Countertop easel signs are appropriately sized, and positioned at an optimum viewing angle for display on a counter or case. The illuminated face is customized to your specifications. An optional illuminated border can be added in one or multi-colors. Add animation to the border, and these compact wonders will not be missed. Replace the angled back with a telescopic stand to elevate your message above counter displays.



Identities with intricate detail can be full-face illuminated with digitally printed translucent materials.

Signs

Attract attention to departments, areas, product categories and more with AdGlo® illuminated sign panels. Create dynamic illumination effects with any combination of internal, edge and outline lit letters and graphics pushing through a rigid acrylic faceplate. The faceplate can be a solid color, laminated or direct printed for added visual effects.



Letters & Graphics

Backlight or outline letters and graphics with the brilliant color of AdGlo® illumination. The design flexibility of AdGlo® accurately reproduces fonts and graphics true to their original designs. Add spacers to backlit elements at varying depths to increase the halo effect.

The AdGlo® Advantage

Free AdGlo® Evaluation

Send your artwork: adglo@identitygroup.com



MUSEUM STORE

- **Custom Fabrication**
True to identity specifications.
- **Exact Reproductions**
No bent tube representations.
- **Highly Luminous**
Brilliant, dependable LEDs.
- **Lightweight**
Easy handling and installation.
- **Low Voltage**
Safe 12-volt transformers.
- **Energy Efficient**
Less than half neon's consumption.
- **Durable Construction**
No gas, or fragile glass tubes.
- **Sizes From 1/2" High**
Illuminate intricate detail.
- **Multi-Color Capability**
Five LED colors and blending.
- **Safe, Easy Installation**
Plug into standard outlet.
- **Low Profile Design**
Electronics are less than 1" thin.
- **Long Life Expectancy**
Up to 100,000 hours.

Techniques & Effects



Back Lighting

Illumination radiates from the back of the element creating a halo of light. Each element is mounted with or without spacers to create the desired area of glow cast onto the mounting surface.



Edge Lighting

The sides of elements protruding from an opaque faceplate are illuminated while the face remains non-illuminated.



Contour Lighting

Individual or grouped elements are illuminated along their perimeter up to 1/4" wide.



Full-Face Illumination

Vividly printed translucent panels lit internally, illuminating the entire surface area.



Internal Lighting

Elements protrude from an opaque faceplate and are internally lit producing a solid illuminated surface. This technique can produce elements as small as 1/2" high.

Flash: Elements can be programmed to flash on and off at varying speeds.

Chase: Elements are programmed to illuminate in a linear motion.

Sequence: Elements are programmed to illuminate at a set interval in relation to other elements.

*Some techniques and effects are subject to size limitations.

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