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SUNSHINE[®]
ELECTRONIC DISPLAY CORPORATION

product overview | 2011

LOTTO DISPLAY SYSTEMS



strength in numbers
INTRODUCTION

SUNSHINE® IS THE PREFERRED VENDOR FOR 34 OF 44 STATE LOTTERIES. A leader in outdoor signage since its inception in 1972, Sunshine's forward strides in innovation and technology continue to make it a visible force in secure, reliable and effective numeric displays.

Sunshine® is equipped with an inventory of products proven to attract attention and generate reader response. It's also dedicated to putting the control of those products in the hands of its clients, saving them both time and money. Sunshine's Skylink® online updating system, for example, allows lotteries to connect to hundreds of displays, from billboards to subway kiosks, with just one transmission—simultaneously updating jackpot information across the state in minutes.

Proudly manufacturing its products in St. Joseph, Missouri, Sunshine® also operates a nationwide network of service technicians available to assist clients 24 hours a day, seven days a week.

Entrusting your jackpot display to Sunshine®—a company founded on the fact that there is power in numbers—isn't a gamble. It's a guarantee.

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stand out
VISIBILITY

“The electronic jackpot signs have helped give our Powerball product an opportunity to stand out from window clutter at C-Store locations. It’s also provided our independent retailers with hassle-free signage that grabs the attention of customers who may no longer pay attention to the hundreds of old signs fighting for visibility at their location.”

-NIKKI ORCUTT, VIRGINIA LOTTERY



think big
BILLBOARDS

LOOKING FOR THE MOST BANG FOR YOUR BUCK? Billboards reportedly capture the attention of 75 percent of car passengers on interstates and state highways—with more than half of those individuals retaining what they've read. A billboard sporting Sunshine's easy-to-read, striking display, clearly outfitted with either the LED or TallDigit® system, is a sure bet to drive up jackpots.





POWERBALL
POWER PLAY™



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LOTTO

lead the way
LED TECHNOLOGY

SUNSHINE'S LED SYSTEM IS THE BOLDEST, BRIGHTEST AND MOST RELIABLE on the market. Boasting a viewing angle well beyond 120 degrees, this technology is designed to turn heads. Available in four colors (red, green, blue and amber) and from six inches to nine-and-a-half-foot tall, response times to Sunshine® LEDs are up to 1,000 times faster than their incandescent equivalent. Plus, they're built to last: burning for 100,000 hours (that's 10 years) and enabled to withstand shocks, vibrations and extreme temperatures. This product line can be controlled with Sunshine's Skylink®—allowing clients to make changes to LED displays in the blink of an eye.

Think Green. Sunshine's LED technology is 10 to 50 times more energy efficient than other light sources, reducing clients' operating costs up to 90 percent.

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built to last

TALLDIGIT® JACKPOT SYSTEMS

IN DEMAND FOR MORE THAN 20 YEARS, the TallDigit® product line is a reliable, effective and energy efficient Sunshine® display system that has stood the test of time. Its simple, streamlined design—motor-driven segments that open and close to display numeric combinations—is powered by clean, renewable solar energy; making TallDigit® an accessible display option for remote areas without electricity. ‘Off the grid’, however, does not stand for ‘out of touch’—large format sizing options (available three to 10 feet tall), custom lighting and color ensure that TallDigit® signage draws the eye. This product can also be controlled with Skylink®.





get in position
SKYRISE

SUNSHINE'S SKYRISE JACKPOT DISPLAY smartly combines the visual impact of a large format billboard with the heightened exposure that comes from high traffic areas. Mount SkyRise displays anywhere there's action—an office building, high-rise or ballpark—and watch jackpots soar. Available from 28 to 84 inches tall, these displays are frequently combined with a full backlit cabinet and creative artwork to garner the most attention.

STRIPESIGN

PEOPLE HATE TO SEE FUEL PRICES RISE, BUT THEY LOVE TO SEE A JACKPOT GROW. And now they can—Sunshine's StripeSign system places jackpot displays on the primary signage a gas station uses to advertise its prices. Prime real estate like this is designed to drive customers from the fuel pump to the ticket counter—and it works!

“With the convenience of pay-at-the-pump, it's tough getting people in the store these days. But now this gives them millions of reasons to come inside. Since installing the sign, we've had a 15 percent increase in ticket sales, leading to an overall increase in retail sales.” -JERRY WIEDMAIER, WIEDMAIER TRUCK STOP



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make it count
KIOSK DISPLAYS

POSITIONED AT CAN'T-MISS LOCATIONS like subways, airports, malls, grocery stores or bus stops, kiosk displays have major potential to reach consumers. Sunshine® is equipped to transform pre-existing kiosks into striking LED jackpot displays that stand out from surrounding signage and grab the attention of each passerby.

THE LOTTERY STANDSIGN®

SUNSHINE'S PORTABLE, MULTI-POSITION LOTTERY STANDSIGN® gives clients the ability to take jackpot displays into their own hands. Want to move your LED sign? No problem. Just unplug, relocate and plug back in. Sunshine's Skylink® Uplink Center will remotely update jackpot information.

"I like the fact that it can be moved around relatively easy, inside or out. And then I just plug it back in and it does the update automatically." -JAMES HUTCHINSON, GEORGIA LOTTERY

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trust quality craftsmanship
MANUFACTURING

SUNSHINE® IS COMMITTED to manufacturing quality, reliable products that are designed to demand attention and stand the test of time. Outfitted with a dedicated work force that expertly molds cutting-edge numeric displays from raw materials at their production facility in St. Joseph, Missouri, Sunshine® is continually working to perfect existing products and develop new technologies. Working with Sunshine® — a company developed to manufacture, install and service its own products across the country — means that clients only have to make one call to have their needs completely met.

update with ease
SKYLINK®

SUNSHINE® IS CONSTANTLY DEVELOPING and implementing easy-to-use programs that put clients in control—ensuring that everything from sign design to price updates is in the hands of those who know the message best.

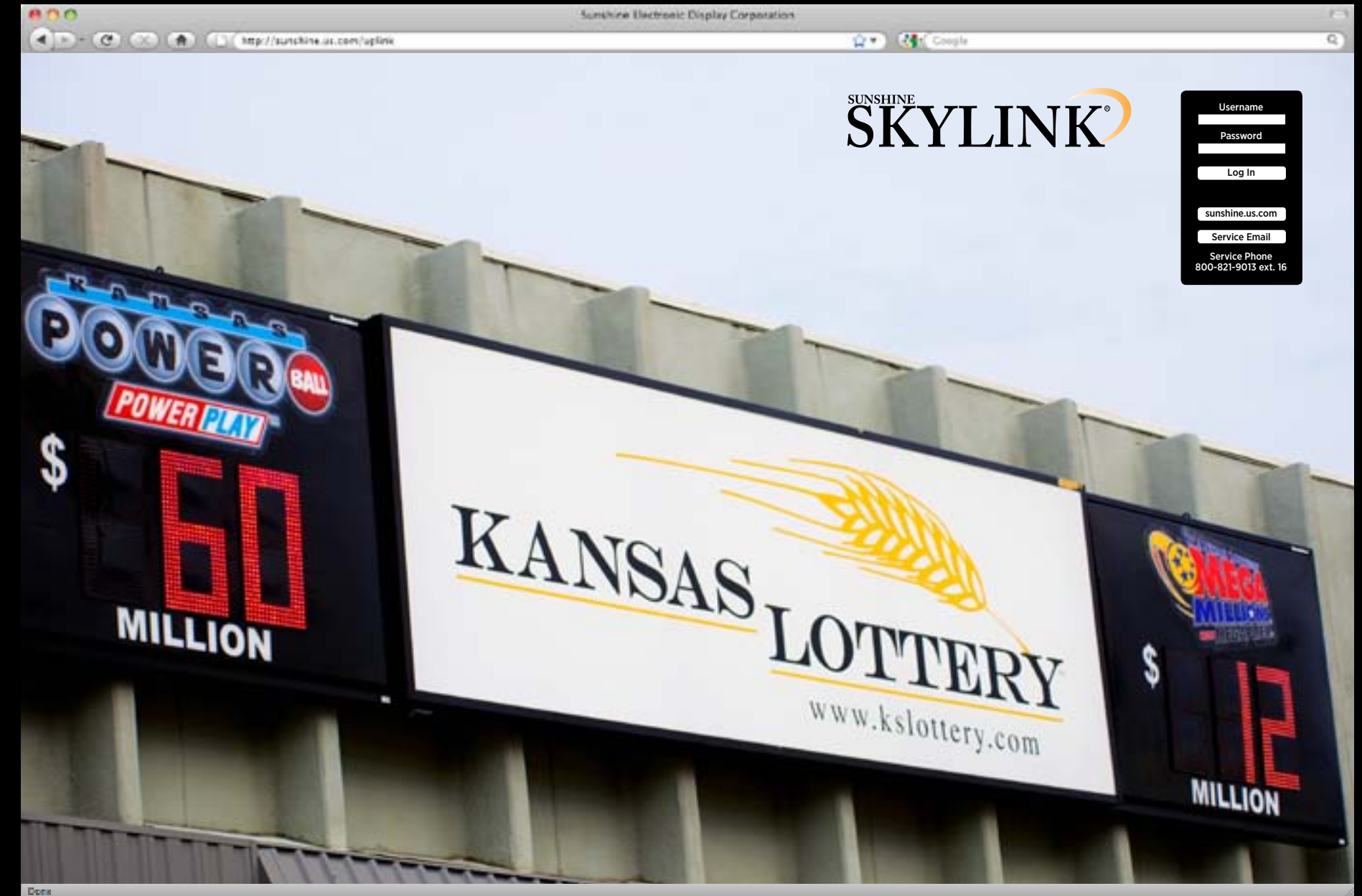
SIGN DESIGNER. Clients use this online design tool to concept a sign from scratch. Simple steps guide them from start to finish and prompts help accomplish the signage they want and need. Upon completion, print out or email specifications to Sunshine® for pricing or planning purposes.

SIGN TRACKER. Clients review their entire inventory of Sunshine® signs, all plotted on an online map. Click specific locations to access real-time data like current pricing, live snapshots, service logs and pricing history.

UPLINK CENTER. Whether a client wants to update one or 1,000 Sunshine signs, Skylink® enables them to manage displays from anywhere, at anytime. Log on to the online Uplink Center and in a single click, update jackpot displays across the state.

PROJECT TRACKER. Clients get up-to-the-day status of where their sign is in the production cycle—from start to ship.

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rest assured
SERVICE

SUNSHINE® MAINTAINS THE QUICKEST response rate and lowest downtime in the industry. A team of local, skilled technicians and a nationwide network of approved subcontractors are available around the clock to install and service Sunshine® products.

If a client encounters a problem, one call to the 24-hour toll free service line guarantees the issue will be resolved in less than 72 hours. Technicians carry most parts on their trucks to ensure fast and efficient repairs; any additional parts will be shipped overnight from Sunshine's production center.

A client's price sign *is* their business. Sunshine® employees understand this and make it their mission not only to manufacture reliable products, but to offer skilled and experienced support if service is ever required. Need to know more? Contact headquarters for a full client list and hear firsthand about the Sunshine® standard from those who've seen it in action.

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FOR MORE INFO:

contact us: 800.821.9013 or visit: sunshine.us.com