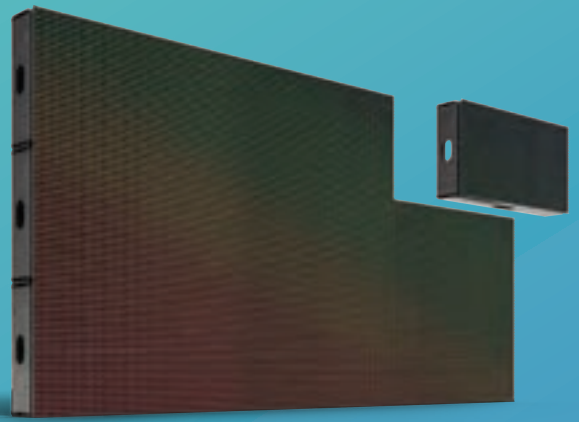
Cirrus®



Increase your sales with Cirrus.

Revolutionary
and cutting-edge
digital displays.

cirrusled.com | contact@cirrusled.com | 877 636 2331

WHY CIRRUS?

Who we are

Cirrus is dedicated to providing an interconnected ecosystem of hardware and software tools that helps businesses and organizations maximize marketing results by optimizing their on-premise digital advertising. We provide revolutionary and cutting-edge digital displays that enable our customers to better communicate their message, tell their story, and reach new customers. At our core we are a digital marketing technology firm that uses innovation to power maximum revenue potential for our customers.

Launched in 2012 with the mission of creating a new and more advanced modular display system for outdoor digital signage, we make each successive version of the product simpler, better performing, and more cost effective. Our goal is to improve customer experience and make digital signage more accessible for all.

Each and every process starts and ends with our customer's satisfaction in mind. Our concierge-level sales team works with our premier partners and dedicated customer service and tech support teams to deliver personalized and premium service.

4’x8’ Double-Sided BladeM Install

INTRODUCING THE BladeM Pro

A Cirrus display is the best investment for your business.

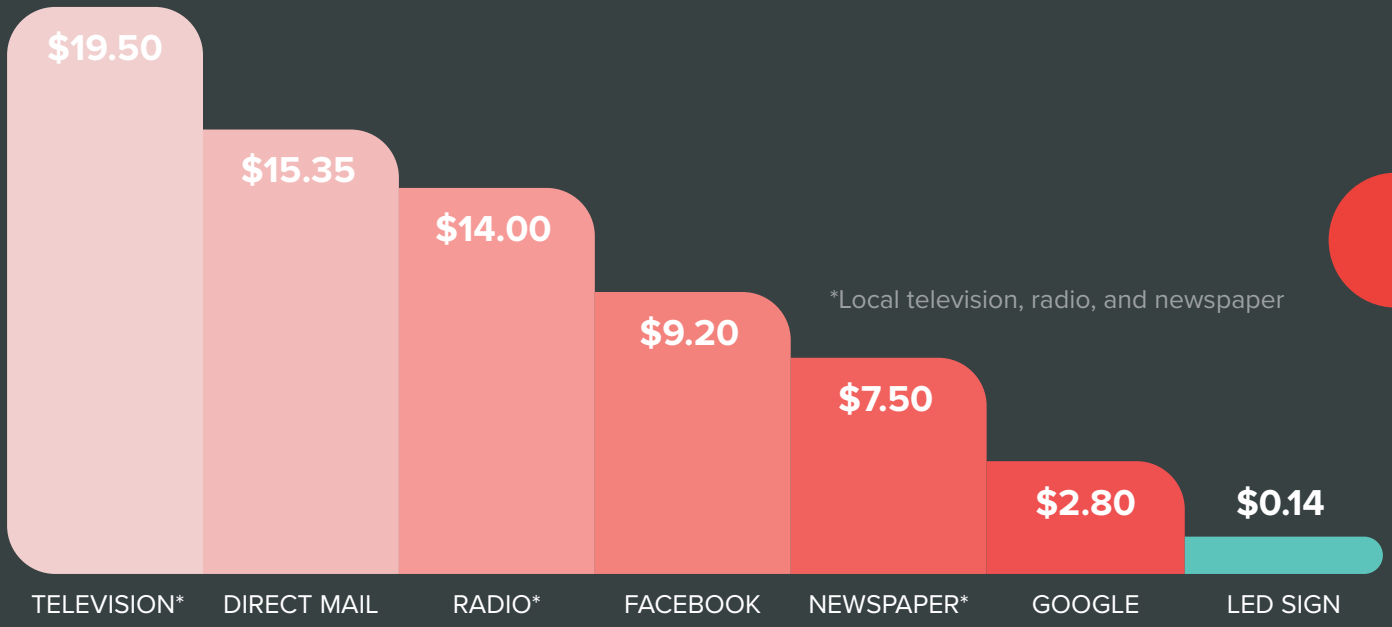
Just by installing an LED display,
the average business can expect to see
a minimum increase in business of 15%
up to a staggering 150%.

- U.S. Small Business Association

COST EFFECTIVE

Low average cost per 1000 impressions.

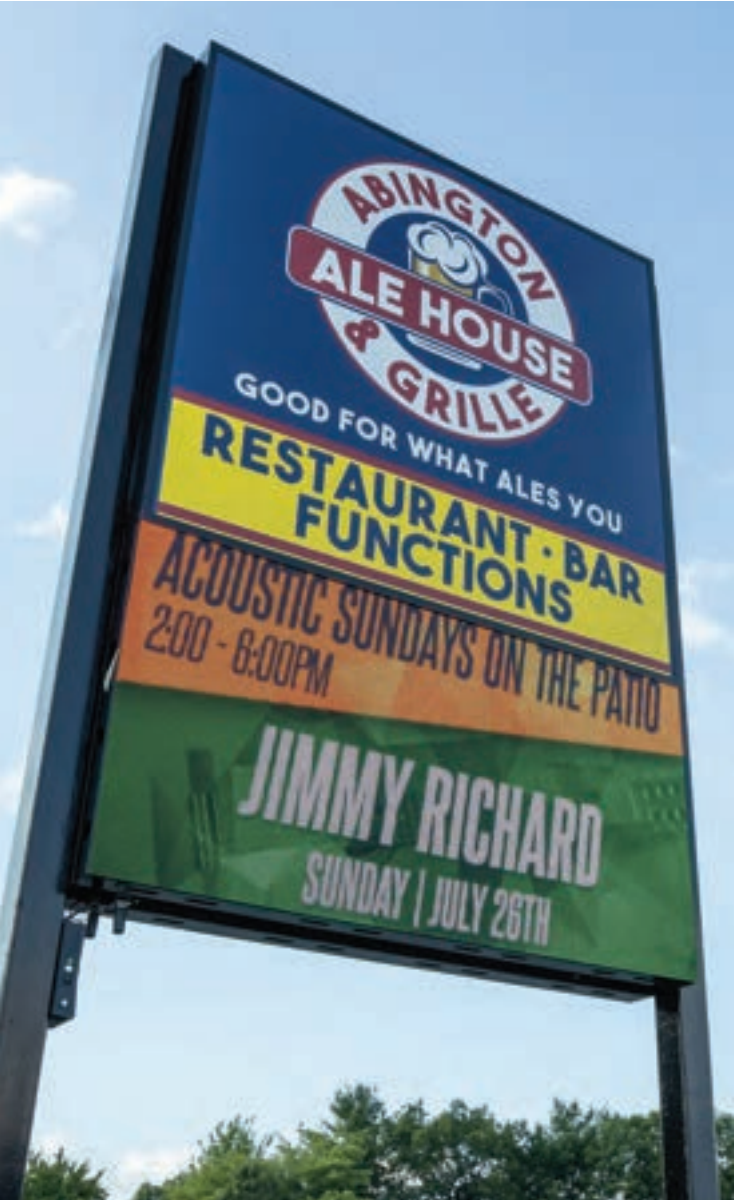
According to the U.S. Small Business Association, no other form of advertising comes close to matching the efficiency and cost-effectiveness of an outdoor LED display.



*Local television, radio, and newspaper

Why digital signage works.

1. **70% of Americans** have seen a digital display in the past month
2. **52%** have seen a digital sign in the past week
3. **47%** remember seeing a specific ad or message
4. **Recall jumps to 55%** for outdoor digital displays or billboards
5. **80%** have entered a store after seeing a digital sign



Digital signage is visual. And so are we.

90% of information transmitted to the brain is visual. Our brains process visual information **60,000x** faster than text. After three days, people retain **65%** of visually presented information, compared to only 10-20% of written or spoken info.

Pictures and videos evoke an emotional connection to a menu item, product, service, community event, or student body/faculty function.

ROI

The Cirrus BladeM Pro makes money.

The average revenue for a restaurant chain is $1.4M

$477
Cost of a 4’x8’ double-sided display per month*

15%
Minimum estimated increase in revenue

$17K
Net increase in monthly revenue minus display

$204K
12 month increase in revenue

$1.02M
5 year increase in revenue

*Initial cost to include a down payment

INNOVATION LEADER

Award winning hardware and software

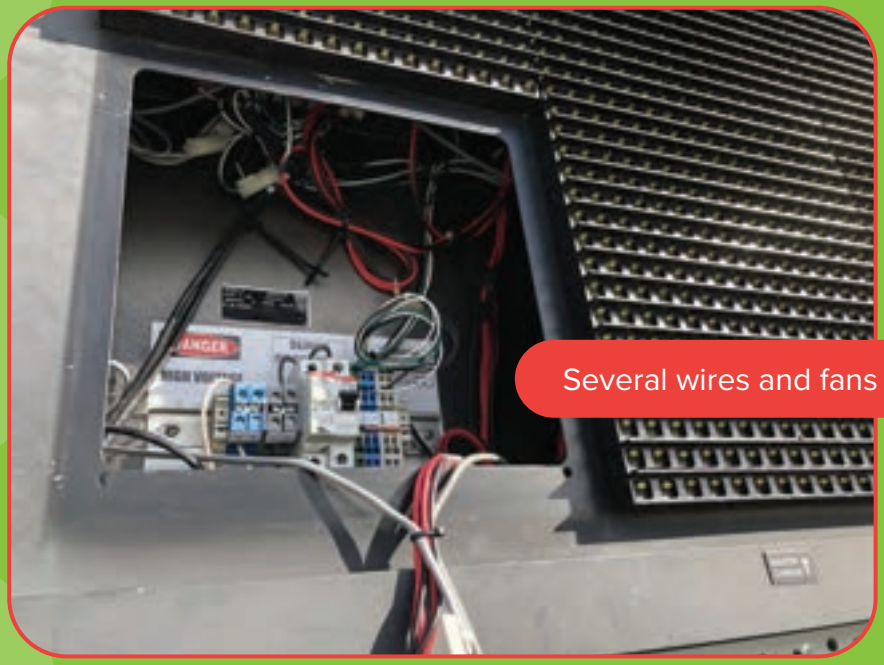
No other company has been more disruptive and innovative in the LED digital display market. Cirrus delivers more value to our customers at an affordable price point.

Advanced solid-state technology.

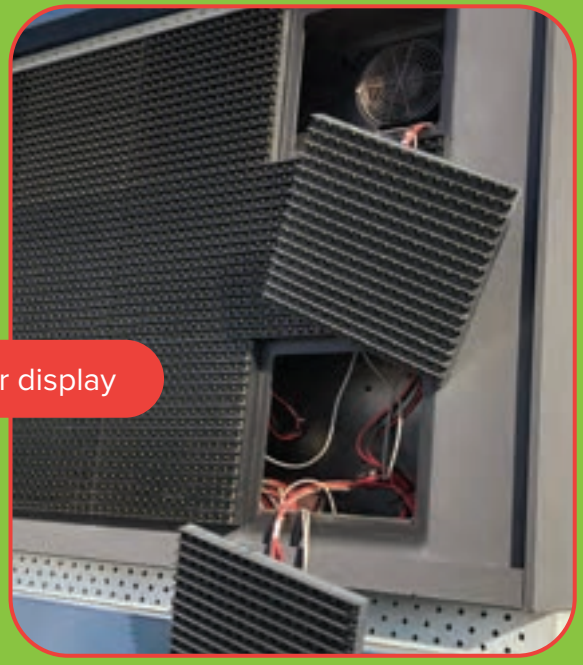
Exceptional performance & longevity.

No moving parts equals rock solid reliability. Each panel is IP67 rated for the toughest environments, meaning through rain, heat, or snow, you can have confidence that your display is up and running.

Internal components of our competitors:



Several wires and fans per display



Other LED displays have many failure points. In contrast to Cirrus modules, our competitors have many moving parts like wires that can corrode or come loose and fans that can break over time.

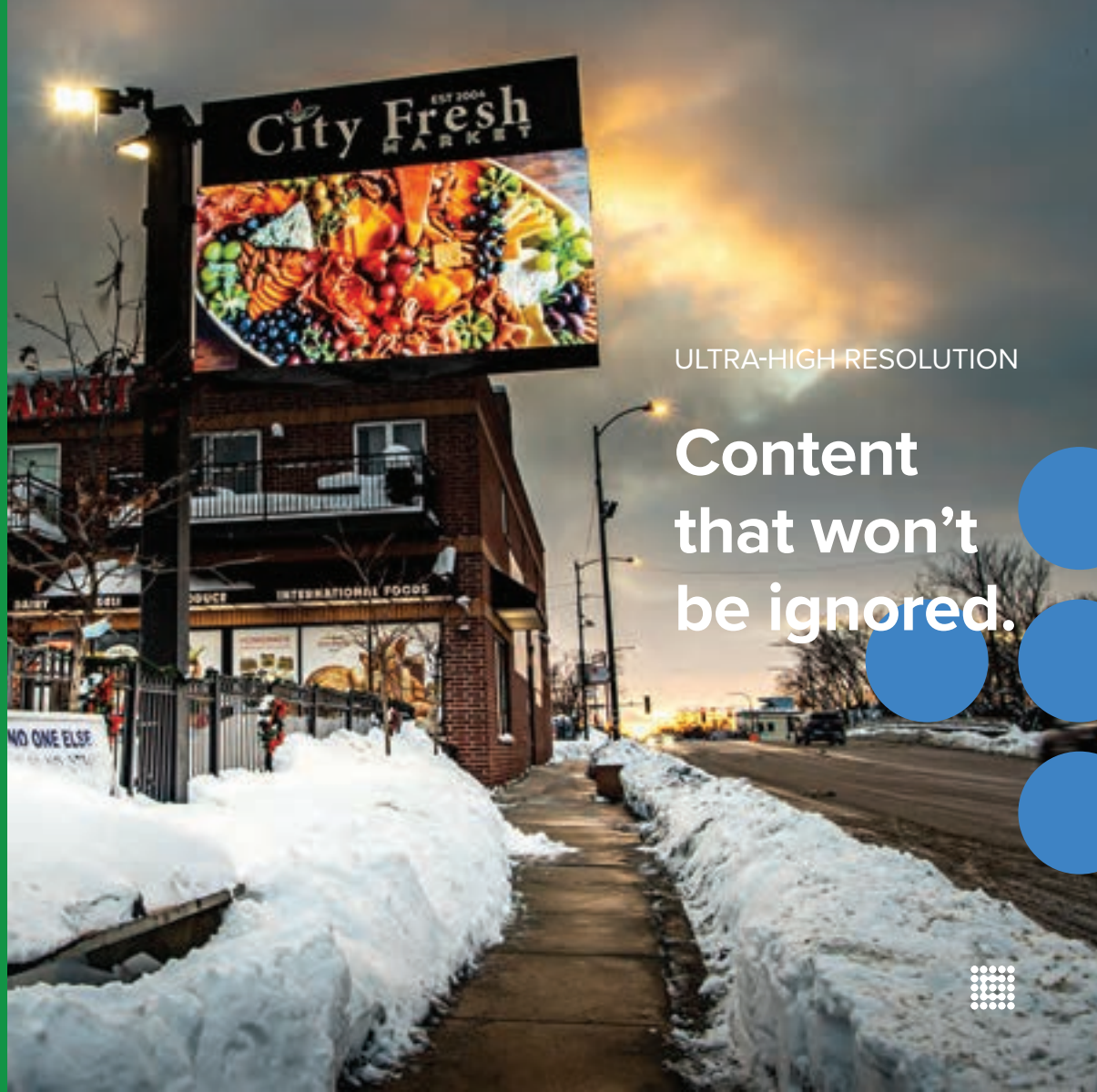
FUTURE-PROOF

Modular architecture.

Our patented modular design allows you to **easily expand** or **upgrade** existing displays to keep pace with the changing world of new technology as your business grows.

Our **9mm BladeM** displays images and videos with 298 trillion colors and 60fps video, delivering stunning, full edge-to-edge messages that won't be ignored.

Lower resolution 15-20mm displays can't effectively capture today's rich content.



ULTRA-HIGH RESOLUTION

Content that won't be ignored.

Resolution is vital to generate a strong ROI:

Spending money on a display that can only produce text or low-resolution images will generate a lower impression rate. A high-resolution display that can deliver superior content will maximize revenue.

More attention on your display:

Dynamic, rich content generates more attention to your services. Stand out like never before to promote your business or to engage with the community using our ultra-high resolution displays.

MORE BANG FOR YOUR BUCK

A BladeM display simply has more pixels.

32,768 pixels
BladeM 4’x8’ 9mm SS Display

73,728 pixels
BladeM 4’x8’ 6mm SS Display

131,072 pixels
BladeM 4’x8’ 4mm SS Display

9,216 pixels
Traditional 4’x8’ 16mm SS Display

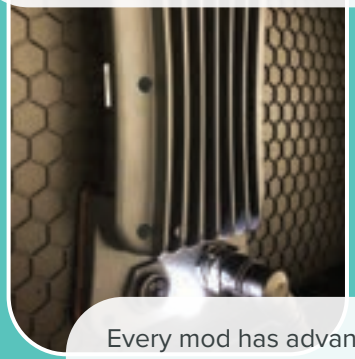
3-12x

HIGH QUALITY DISPLAYS

Premium hardware, built in New Hampshire

Our manufacturing process utilizes one of the most advanced Surface Mount Robotic production assembly lines in the world and uses the highest quality globally sourced components.

Honeycombed structure that reduces contraction and expansion in different environmental conditions.

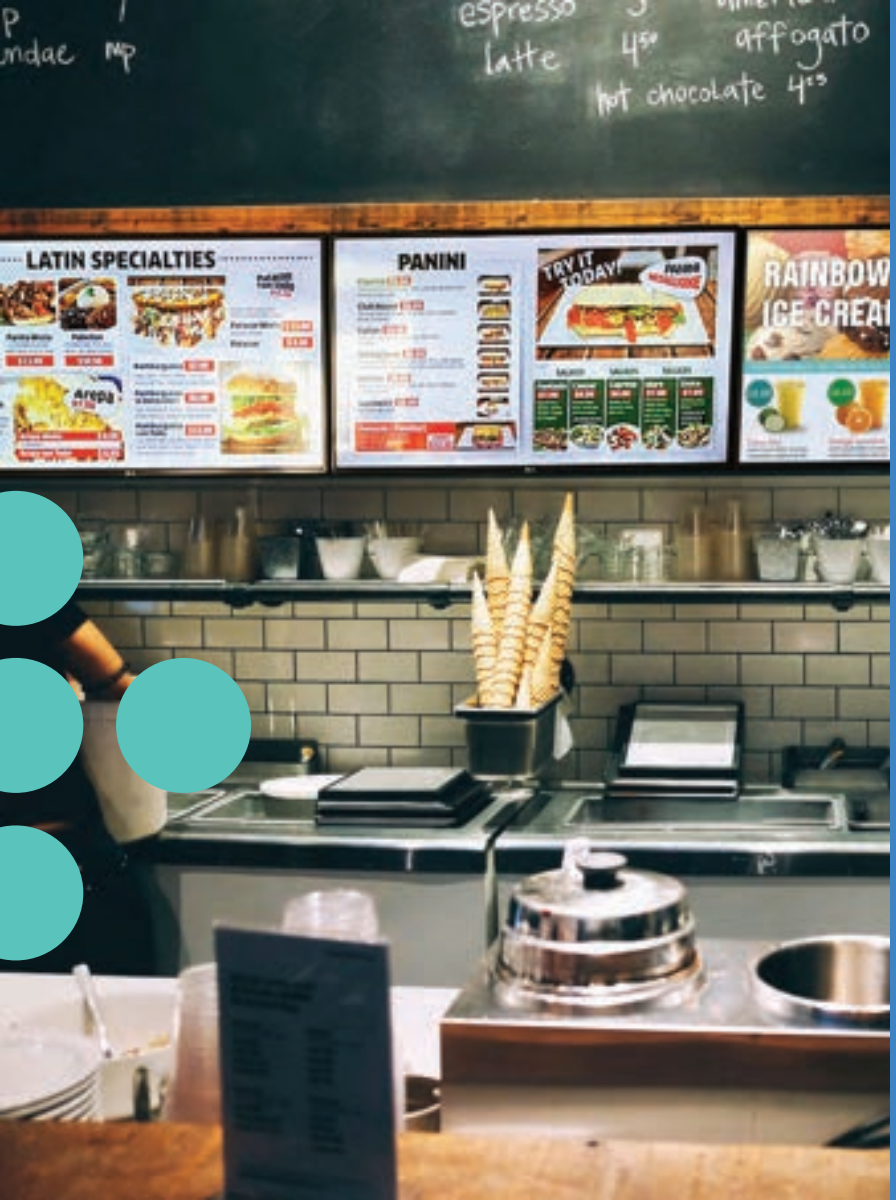


Every mod has advanced software embedded on a chip with a high speed micro-processor.

Future-proof and lightweight modular architecture laser cut down to the millimeter with edge-to-edge viewing area and IP67 rated for the toughest environments.

Advanced and almost unbreakable stepped louver design that displaces light and provides better contrast.

The most advanced controller on the market with auto-mapping, automated diagnostic notifications, cellular/Wifi, and power cycling on board.



ScreenHub

Create.
Schedule.
Play.

ScreenHub by Cirrus is a powerful content management software designed to help you deliver engaging messages to reach your audience.

With 24-hr continuous playback and hardware monitoring, this simple and intuitive software helps you stay top of mind to your customers while giving you peace of mind for your displays.

ScreenHub

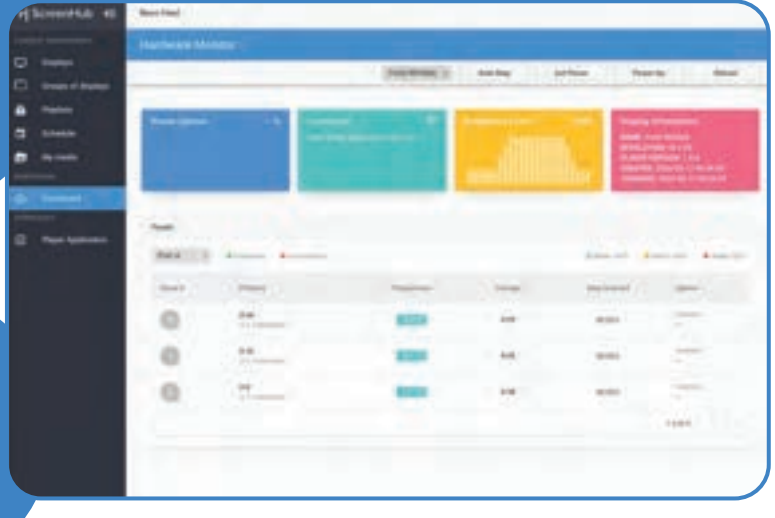
Manage your signs from anywhere, anytime.

ScreenHub is built for businesses big and small. This robust LED message board software can run networks from one to 1,000+ screens from any web-enabled Mac, PC, or tablet.

ScreenHub

Hardware monitoring and tech support.

To sweeten the package, ScreenHub also comes with comprehensive hardware monitoring and lifetime training and support from our dedicated tech and customer support teams.



- Real-time health visualizations for every module
- Automated error reporting via email or text
- Power cycle the display and controller with one button
- Real-time power quality analysis that protects your display
- Built-in artificial intelligence on every module to self-heal
- Automated and remote firmware updates

CIRRUS SIGHT

Optical tracking and analytics.

Cirrus also offers **actionable data** tools that can help your business better understand customer demographics to optimize marketing, increase customer engagement, and boost sales.

SURFACE MOUNT LINE

The most advanced SMT in North America.

- Automated manufacturing using advanced robotics for ultra-precision
- Solder paste inspectors down to the micron
- Robotic soldering machines
- Every screw driven by robotic machines
- Artificial intelligence built into every module
- Unmatched accuracy and quality using meticulously sourced components

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IS NOW AVAILABLE
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10
$20
POPEYES
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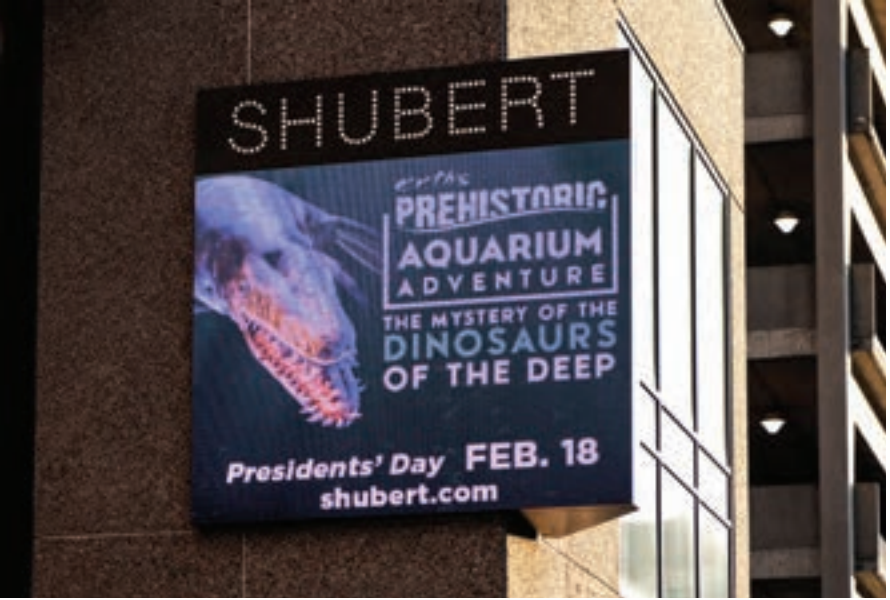
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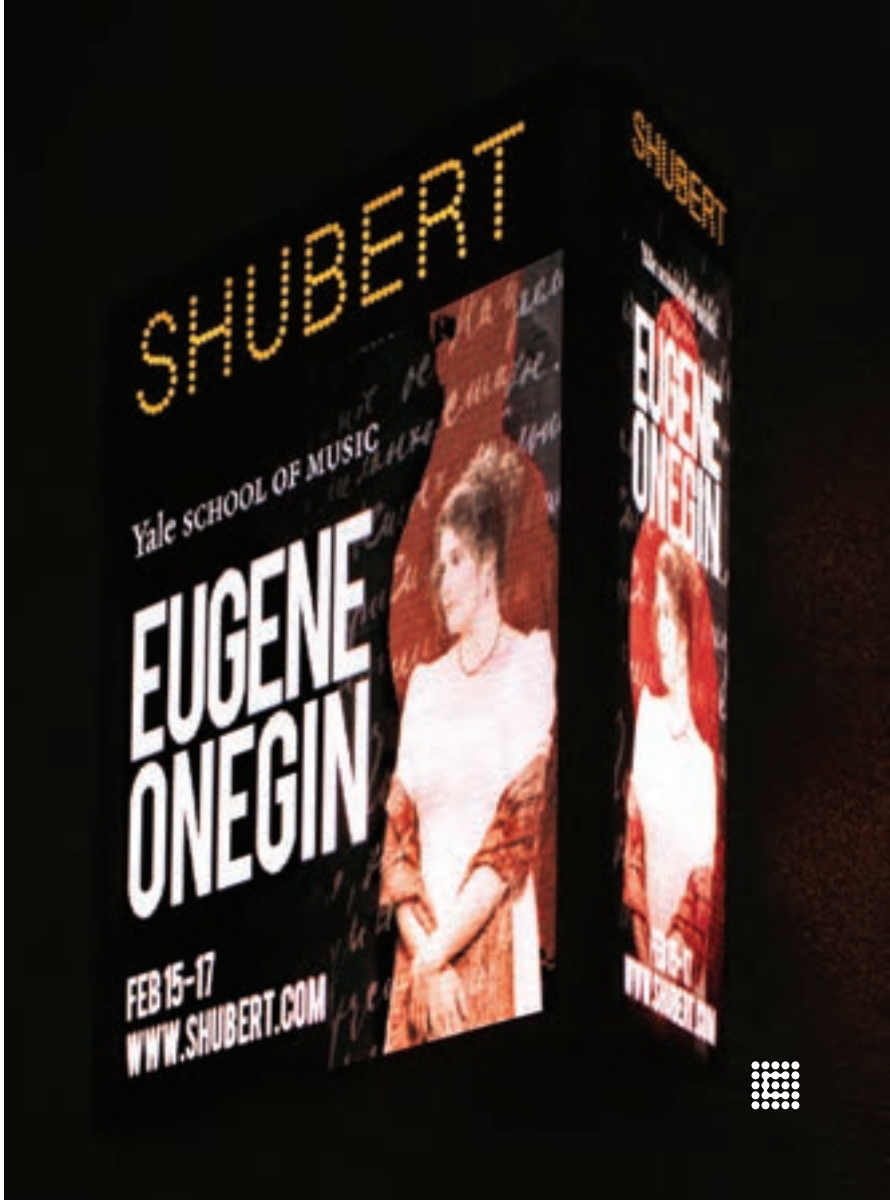
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BladeM Pro SPEC SHEET

The revolutionary display with more pixels.

COLOR	281 Trillion
RESOLUTION (PITCH)	9, 6, and 4mm
BRIGHTNESS (NITS)	5500-7500
PANEL DIMENSIONS	24”W / 12”H / 4”D / 9.82lbs
MODULE MATRIX	9mm 32x64 / 6mm 48x96 / 4mm 64x128
MAX WATTS PER PANEL	9mm 105W / 6mm 115W / 4mm 130W
MIN VIEWING DISTANCE	9mm 12ft / 6mm 8ft / 4mm 4ft
VIEWING ANGLE	160° Horizontal / 90° Vertical
REFRESH RATE	60 FPS
AC INPUT	Universal AC input (90-264VAC input range)
WIFI CONNECTION	TP Link long-range high power bridge
CELLULAR BROADBAND	5 Year cellular broadband available
APPROVALS	FCC, UL 879, CAN/CSA-C22.2 No. 207-M89
DISPLAY LIFE SPAN	100,000 Hours
WARRANTY	5 Year hardware / 5 Year service (optional)

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