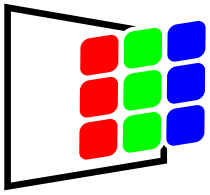
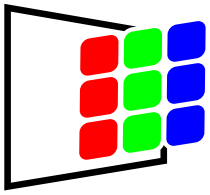


# LED Digital Signs A Comprehensive Guide for Sign Shops

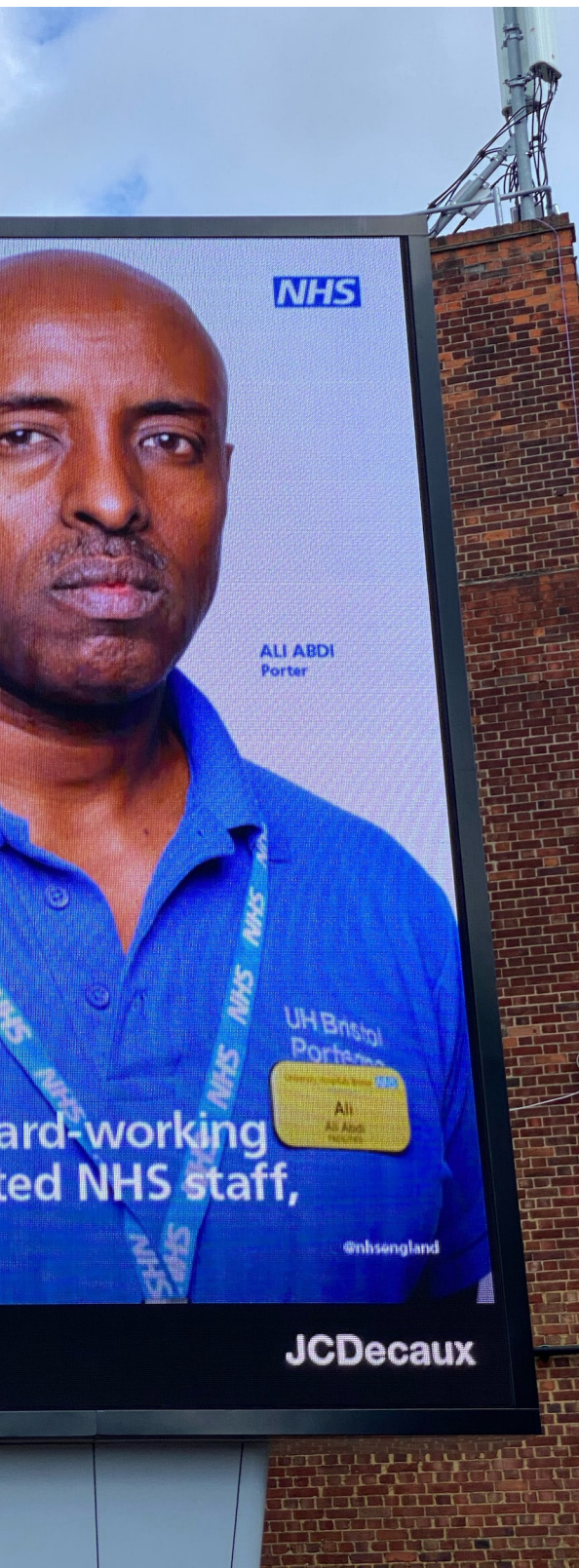


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# About Skyline LED Signs

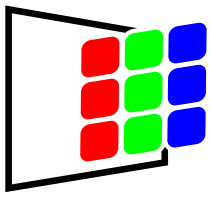


Welcome to Skyline LED Signs, a leading LED sign manufacturer dedicated to providing high-quality signage products and exceptional customer service to businesses like yours. We understand the importance of having an eye-catching and effective sign to promote your business, and we are committed to helping you achieve that goal. Our LED signs are designed to be energy-efficient, durable, and highly customizable to fit your unique needs and branding.

In addition to our products, we are proud to offer a comprehensive training program for sign shops like yours. Our program is designed to provide you and your staff with the knowledge and skills that are needed to install, maintain, and troubleshoot LED signs effectively. We offer both on-site and online training options to fit your schedule and budget, and our experienced trainers will work with you to develop a customized training plan that meets your specific needs.

Our training program covers a range of topics, including best practices for installing LED signs, how to troubleshoot common issues with LED signs, maintenance tips and techniques to keep LED signs in optimal condition, and information on the latest LED sign technologies and trends.

To learn more about our products and training program, please visit our website or contact us directly. Thank you for considering Skyline LED signs as your LED sign provider.



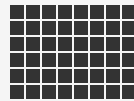
# How Skyline LED Signs Supports Sign Shops

Skyline LED Signs offers these services to support sign shops in providing high-quality, custom LED signs to their customers. By offering a range of services that cater to the needs of sign shops, Skyline LED Signs helps its partners to grow their business and deliver exceptional customer service.



## School LED Scoreboards

These scoreboards are highly visible and durable, making them ideal for use in outdoor sports venues.



## Outdoor LED Signs

The company offers a range of outdoor LED signs that are highly visible and effective at attracting attention. These signs are designed to be durable and weather-resistant, making them ideal for use in a variety of outdoor settings.



## LED Animation Services

Skyline LED Signs provides LED animation services that can be used to create eye-catching and engaging content for LED signs. These animations can be customized to meet the specific needs of each customer, and are designed to be highly visible and effective at capturing attention.



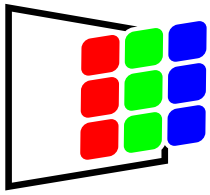
## Mobile Billboard Advertising

The company offers mobile billboard advertising services that can be used to promote businesses and events. These billboards are highly visible and can be placed in strategic locations to attract the attention of potential customers.



## LED Billboard and Signs Maintenance Support

Skyline LED Signs provides maintenance and support services to ensure that its customers' LED signs operate smoothly at all times.



# Considerations for Installation of a LED Digital Sign

Installing an LED sign can be a complex process, so it's important to take several factors into consideration before starting the installation.

Here are some considerations to keep in mind:



## Permits

Before installing any signage, ensure that you have obtained all necessary permits from your local government.



## Location

Consider the location of the sign carefully, as it can have a significant impact on its visibility and effectiveness. This includes traffic patterns, nearby buildings and trees that may block the sign's view, and the distance between the sign and the intended audience.



## Mounting

The way in which a sign is mounted will depend on several factors, including its size, weight, and location. Signs can be mounted on a variety of surfaces, including walls, poles, and freestanding structures.



## Electrical Requirements

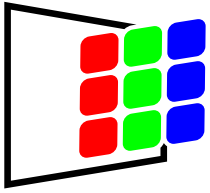
LED signs need electricity to operate, so ensure that there is an adequate power supply in the location where the sign will be installed. This may involve running new electrical lines or installing a transformer.



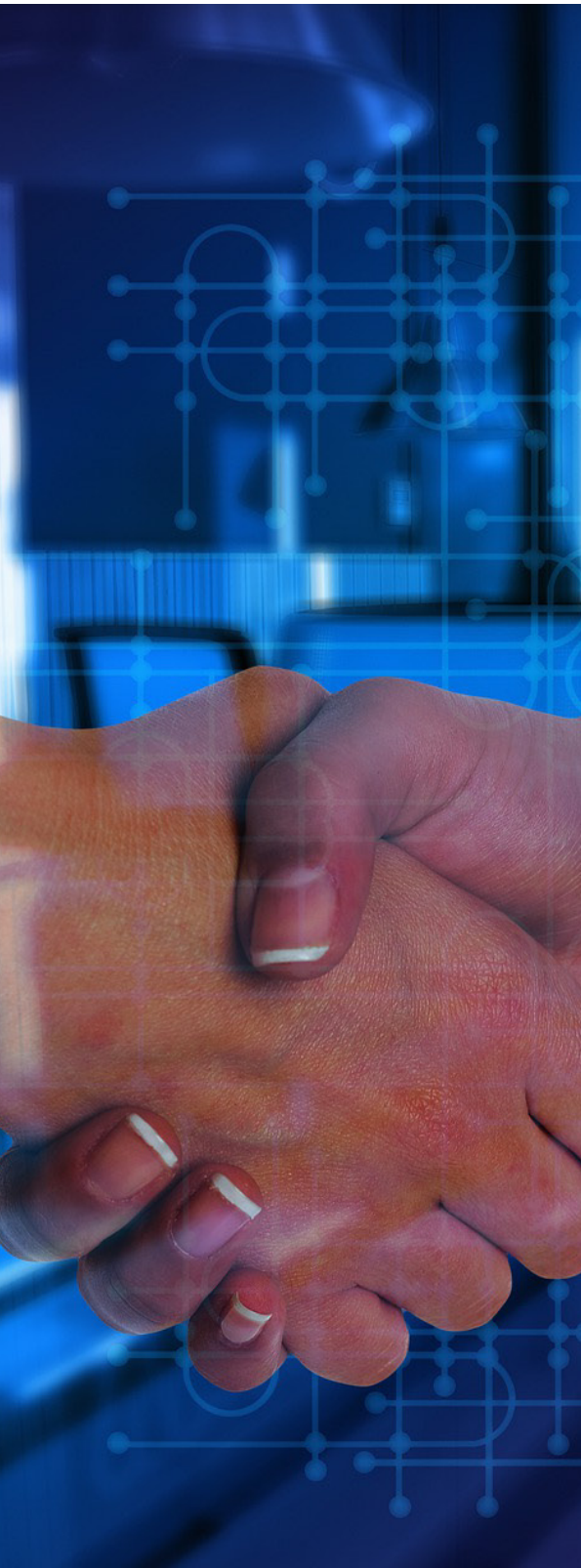
## Maintenance

Once the sign is installed, it's important to maintain it regularly to ensure that it remains in good condition and continues to function properly.

At Skyline LED Signs, we understand that installing and maintaining an LED sign can be challenging, which is why we offer a comprehensive training program for sign shops like yours. We also offer post-installation support to ensure that your sign is up and running smoothly.



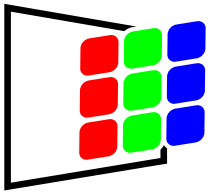
# Warranty



Our company is proud to offer a warranty period of 2 years from the date of delivery for all of our products. In the unlikely event that you encounter any issues with our products, we are here to assist you with part supplies and phone support to help you resolve any problems that may arise.

We understand that some issues may be more complex and require on-site attention. In these cases, we are committed to providing the necessary support and resources to resolve the issue quickly and effectively. Depending on the situation, we may be able to fly out and repair the product in question to ensure that it is operating at peak performance once again.

It's important to note that our commitment to quality doesn't end with the warranty period. Our customer service team is always available to assist you with any questions or concerns you may have about our products. We believe that by offering comprehensive support and assistance, we can provide our customers with the peace of mind they deserve when investing in our products.



# Understanding the Components of your LED Sign

Understanding the components of your LED Sign is crucial for troubleshooting and maintaining its optimal performance. From the LED panel to the SmartSign2Go software and Chrome computer, every part plays a critical role in ensuring that the sign displays high-quality content.

In this guide, we will explore the different components that make up an LED Sign, and explain how they work together to create an eye-catching display.

**LED Module** - This is the component that displays the visual content on the LED sign, typically measuring 7.5"x7.5" and consisting of 1024 LED pixels per module. An 8'x4' sign would be made up of 13 LED modules wide, and 7 LED modules tall.

**Ethernet Card** - The Ethernet card is a network interface that allows the LED module to connect to a network via Ethernet cable or WiFi, enabling communication with a computer or other devices.

**Power Supplies** - A power supply provides the LED module and Ethernet card with the necessary voltage and current to function.

**Ribbon Cables** - These flexible flat cables connect the LED panel to other components of the sign, such as the Ethernet card and power supplies.

**Internal Hard Drive** (if needed) - An internal hard drive may be included in the sign if you prefer to have a self contained unit that does not require a cloud based operating system like SmartSign2Go.

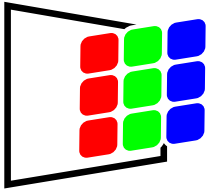
**External HDMI-Ethernet Conversion Box** - This component would convert the HDMI signal from a computer or other device to Ethernet, therefore allowing it to display on the LED module.

**Ethernet Cables** - Ethernet cables would connect the Ethernet card to other components of the sign, such as the external HDMI-Ethernet conversion box and the computer or content management system.

**Power Cables** - Power cables connect the power supplies to a power source.

**SmartSign2Go Sign Software** - This software is used to manage and control the content displayed on the LED sign. Cloud based and very easy to use from anywhere in the world.

**Chrome Computer** - The Chrome computer is used to run the SmartSign2Go Software which displays the image on the LED sign.



# Cost Estimates

LED signs can be a significant investment, and it's important to have a good understanding of the costs involved before making a purchase. The cost of an LED sign is determined by several factors, such as the size, resolution, and features of the LED sign, as well as the specific components included in the build. For example, a higher resolution LED sign will typically cost more than a lower resolution sign.

## P6 LED

### RECOMMENDED

P6 LED: This is our flagship recommended size which is the most common version we sell. This LED module has a pixel pitch of 6mm, which means the individual pixels are 6mm apart, making this viewable at a 19' distance. This is the perfect pixel count for signs 4.5' wide and over, allowing beautiful images and videos to view similar to standard TV from the proper distance. It typically costs about \$300 per square foot, so a 6'x3' screen would cost around \$5400 delivered to you. Generally you should sell this sign for \$15,000-\$20,00 installed. To you give you an example, we price checked the same sign in the Pittsburgh area and it was \$21,000 installed.

## P3 LED

### HIGHEST RESOLUTION

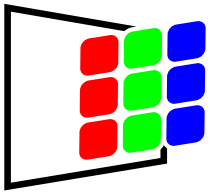
P3 LED: This is our highest resolution LED panel, with a pixel pitch of 3mm, viewable at 9' distance. We only recommend this resolution for smaller screens where smaller text is needed. Example, like an outdoor menu. It typically costs about \$400 per square foot, so a 6'x3' panel would cost around \$7200. Call for exact pricing.

## P10 LED

### BEST FOR LARGER SIGNS OVER 12' WIDE

P10 LED: This is a lower resolution LED panel than the P6, and not recommended for small signage, with a pixel pitch of 10mm. This is viewable at 32' and recommended for larger signs or signs that are not close to the road. Going to P10 will save you some money, but for the cost difference, we feel you would still be much happier with a P6. The resolution difference is noticeable. It typically costs about \$250 per square foot, so a 6'x3' screen would cost around \$4500 delivered to you.

It's important to note that these prices are estimates and can vary depending on factors such as delivery address, software installed, and other customer requests needed. Contact us to get a more accurate quote for your specific needs.



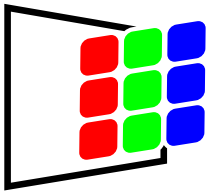
# Expected Time for Delivery & Installation



The first priority is that all necessary permits are obtained in a timely manner. Then the total time from initiation to final delivery of an LED sign can take between 1.5 to 2 months. This depends on various factors. These factors include the time required to manufacture the components, transport them to the installation site, and completion of the installation and testing process.

The time required for manufacturing and shipping the components can vary based on the complexity of the build and the availability of the specific components required. Additionally, the installation process can take several days or even weeks, depending on the size and complexity of the project, as well as any unforeseen issues that may arise during installation.

Collaboration between our company and the installation team is crucial for establishing a clear and realistic timeline for the delivery and installation of an LED sign. This collaborative effort can help to ensure that all parties involved are successful with the installation.



# Mounting and Maintenance of Digital LED Signs

There are two distinct aspects of installing an LED sign: mounting the sign and maintaining it. Mounting the sign involves physically attaching it to a fixture, such as a wall or a frame, which often requires permitting and engineering work to ensure that the structure can support the weight of the sign and withstand wind and weather conditions. To ensure the longevity and optimal performance of an LED digital sign, regular maintenance is crucial. Here are some key maintenance requirements to keep in mind:

**Cleaning** - Regular cleaning with a soft cloth and mild detergent can help maintain the sign's appearance and functionality.

**Inspection** - Regular inspection of the sign's components, such as the LED modules, power supplies, ribbon cables, and Ethernet card, can help detect and address any problems before they become serious.

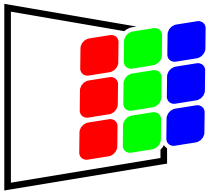
**Software Updates** - The SmartSign2Go software and other content management systems used to control the sign should be updated regularly. This will ensure optimal performance and security.

**Power Supply Maintenance** - The power supplies that provide power to the LED modules should be inspected and maintained regularly. This will ensure proper function. This includes checking for any damage or loose connections and replacing faulty components as needed.

**Professional Servicing** - In the event of any significant issues or faults, it may be necessary to engage the manufacturer or a professional service provider to conduct repairs or replacements. Regular servicing can help maintain the sign's performance and extend its lifespan.

By following these maintenance requirements, you can ensure that your LED digital sign remains in good condition and operates efficiently for years to come.

As a manufacturer of LED digital signs, we understand the importance of regular maintenance for the longevity and optimal performance of the signs. We offer maintenance programs for our sign shop clients to ensure that the LED digital sign owners are on a recurring and scheduled maintenance program. This not only provides a steady stream of revenue for our sign shop clients but also helps to maintain the value and functionality of the signs for their owners.



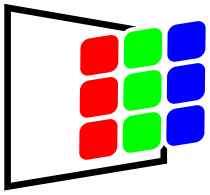
# Territory Marketing Support for Sign Shop Clients



At our company, we believe in building strong partnerships with our sign shop clients. Our goal is to help our clients sell more signs in their region and grow their business.

To achieve this, we provide our sign shop clients with marketing support and resources, including customized marketing materials, sales training, and access to our marketing team. We also offer our sign shops exclusive territories for sales, so that they can focus on selling and installing signs in their designated region without competition from other sign shops in the same area.

By working closely with our sign shop clients and providing them with the tools and resources they need to succeed, we believe that we can help them grow their business and achieve their goals. Our success is tied to the success of our sign shop clients, and we are committed to help them reach their full potential.

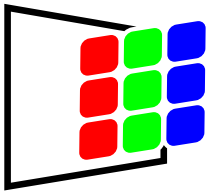


# Exclusive Rights and Marketing Resources



As part of our commitment to territorial integrity, we understand the importance of providing sign shops with exclusive territories for sales. By limiting the number of sign shops operating in a specific region, we can help ensure that each sign shop has a fair chance to establish a strong market presence and build lasting relationships with customers.

We also believe that by limiting the number of sign shops operating in a region, we can help reduce the risk of price undercutting and maintain a healthy and competitive market for all sign shops in the area.



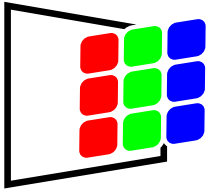
# Maximizing ROI with Data-Driven Insights



## Maximizing ROI with Data-Driven Insights from Mounted Radar Detection Equipment

At our company, we recognize the importance of analytics and data-driven insights when it comes to making sound business decisions. This is why we use advanced radar detection equipment to analyze traffic patterns in the area surrounding our LED digital signs. By providing our clients with comprehensive reports on the demographics and behaviors of the people who view their signs, we can help them make informed decisions about their advertising content and placement.

We work closely with our sign shop clients to ensure that they have the necessary information and tools to sell high-quality LED digital signs to prospective buyers. Our advanced analytics capabilities provide valuable insights into consumer behavior, allowing our clients to tailor their advertising content to their target audience and maximize their return on investment.



# Introducing Our Marketing Team



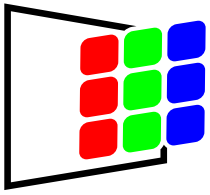
## Helping Sign Shops Get More Business

We are excited to announce that our marketing team is here to help your business grow! Our team specializes in both paid and organic SEO, website development, and other marketing services to help drive traffic to your website and ultimately, bring more business to your doorstep.

Whether you specialize in digital LED signs or traditional signage, we understand the importance of getting your brand out there in today's digital age. That's why we've developed a comprehensive approach that can help you increase your online presence and reach more customers.

In addition to our SEO services and directory listings, we also offer website development services to ensure that your online presence is not only visible, but professional and effective in converting leads into sales.

We are confident that our team can help your business grow and thrive. If you're interested in learning more about our services, please don't hesitate to reach out. We look forward to the opportunity to work with you and help your business reach its full potential.



# Enhance Your Business' Online Presence

## Enhance Your Business' Online Presence with Skyline LED Signs' Directory Listing Program

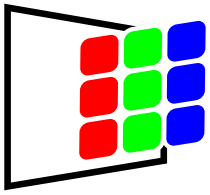
As a leading supplier of high-quality LED signs, Skyline LED Signs is dedicated to helping businesses and organizations enhance their brand visibility and attract more customers. We offer a range of innovative sign solutions and services, and we work closely with a network of trusted distributors to ensure that our products are available to businesses across the country.

We understand that promoting your business and attracting new customers can be a challenging task, which is why we offer a directory listing program exclusively for our distributors. By listing your business in our directory, you'll be able to connect with potential customers who are looking for high-quality LED signs, showcase your expertise and unique offerings, and increase your visibility to help grow your business.

Our directory listing program is a comprehensive platform that provides visitors with all the information they need to find the right distributor of our LED sign products. As one of our trusted distributors, you'll be able to take advantage of this platform to showcase your services, upload photos of your work, share customer reviews, and even include special offers and promotions to entice potential customers.

We take great pride in working with our distributors to provide the best possible service to our customers. Our directory listing program is just one of the many ways that we support our distributors and help them to succeed.

If you're interested in becoming one of our distributors and taking advantage of our exclusive directory listing program, please visit our website to learn more. We look forward to working with you to help grow your business and enhance your online presence.



# About the Founders

Ryan Moore and Shane Clark are the co-founders of Skyline LED Signs, a company that is quickly becoming a leading provider of custom LED signs for businesses of all sizes.



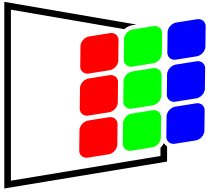
Ryan's printing career began in Atlanta GA in 1998. He has worked among some of the largest printing companies in GA, learning all aspects of the industry. Since 2010, he broke out on his own and created DFM Graphics, a company that specializes in signs, printing, and fulfillment. This has given him valuable expertise in logistics and customer service. Ryan has extensive knowledge of printing, pre-press, design, and the technical side of printing industry equipment. Making and installing LED signs was logically the next step in his career and has been a valuable asset to DFM Graphics. Ryan is our top technician for Skyline LED Signs and has the capability to provide solutions to any issue that arises.



Meanwhile, Shane's has 19 years of experience in business systems and web development, including working with companies such as Apple, Google, PayPal, eBay, IBM, and Yahoo, make him a valuable asset to the Skyline LED Signs team. In addition, Shane has a strong background in web development, marketing, and automation. Over the years, he has developed a deep understanding of various web development technologies, marketing and automation tools, and has leveraged this expertise to build complex web-based applications that help businesses improve their workflow and increase efficiency. He is also the founder of Shanewebguy.com, a website dedicated to providing tips, tricks, and insights on web development, marketing, and automation.

With his diverse skill set, Shane is an invaluable asset to the Skyline LED Signs team, providing expertise in programming, web development, marketing, and automation to help the company grow and succeed.

With the combined expertise of Ryan and Shane, Skyline LED Signs is poised for success in the custom LED sign industry, offering exceptional customer service and high-quality products to businesses across the country.



Contact us



Call us for more info:  
1-888-SKYLED-4



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