

High-impact *advertising* is easier than ever.

VisionWriter – the dynamic, high-tech, affordable alternative to print advertising.

VisionWriter is a low-cost, easy-to-manage electronic display that can be set up almost anywhere to deliver an unlimited stream of promotional messages to a captive audience. Because VisionWriter can be programmed on a stand-alone or networked basis, its message content is quickly and easily changed to meet shifting consumer market trends.

VisionWriter adds impact and immediacy to any message.

Any setting where high traffic and opportunity for customer action are combined – banks, retail stores, hotels, car dealerships, casinos, airports, corporate lobbies – is an ideal setting for VisionWriter.

24-hour service and support.

Whether you select a rental or purchase option, you can count on trouble-free operation through our rigorous quality standards, North American 24-hour service network and toll-free customer hotline.



A multi-functional and flexible display system:

- Advertising, promotion and cross-selling messages
- Up to 20 pages of text continuously cycled across the electronic display in bright, easy-to-read LED characters
- Attractive kiosk or wall-mounted units to blend with any décor
- Customized back-lit logo panel
- Optional literature rack
- Rental and purchase options

TRANS·LUX®

Easier than ever to manage.

Updating display information is a snap with Windows software.

Almost any employee can program VisionWriter by direct keyboard input or a PC running Windows software with on-line help. Message sequences can be created and stored on a PC for future schedules or sent to the display for immediate viewing. Windows 95/98/NT users have enhanced modem and LAN networking features as well as enhanced preview capabilities.

DisplayConnection™ provides the ultimate in VisionWriter productivity.

DisplayConnection turns any VisionWriter into a powerful, compelling source of information. Fresh news from premier news sources is blended with your own custom messages and delivered to stand - alone or networked VisionWriters over the Internet. All programming and maintenance is managed by the DisplayConnection Control Center; you decide the content, Trans-Lux does the rest.



Exclusive DisplayConnection adds news and sports content plus professional programming. Ask your Trans-Lux sales specialist about our latest DisplayConnection news offerings.



**For high-impact advertising,
call 1-888-485-9669 (1-888-4TLXNOW)
or request more information at www.trans-lux.com.**

TRANS·LUX®
The leader in electronic displays.

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