

# MagicSIGN™

Patent No. US 8,099,261

*Low-cost Solid-state Identification Device*

Patent Pending No. US 14,455,928

*Apparatus Intelligent Illuminated Sign,  
Methods of Configuration and Controls*

Patent Pending No. US 14,475,911

*Apparatus Real Time Control and Navigation System  
Using Networked Illuminated Signs  
Improving Safety and Reducing Response Time of First Responders*

## **BUSINESS OFFERINGS**

August 2015

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## I. Executive Summary

ADVS-Technologies™ (“ADVS”) is specializing in the development of innovative proprietary technologies improving safety and environment.

The ADVS Patented and Patent Pending products of “*Intelligent LED Illuminated Signs*” (“MagicSign™”) provide environmentally friendly illumination solutions of street and address signs, improving safety of communities and reducing response time for First Responders trying to identify the location of a crisis during evening or night hours. Information in this document includes excerpts from the “ADVS Business Plan”, which is available upon request.

### Business Opportunities

Ability to identify a street address during evening and night hours is highly important for maintaining safety within a community, and is potentially critical in events of emergency. There are significant number of residential areas within our communities that have inadequate illumination of the street addresses and even the street names. While the demand for a solution is clearly there, and it is recognized by the local authorities, the currently available product options are very limited, clearly impacting the progress. The existing products do not operate based on status of the ambient light, and as result – remain ON, consuming electrical power 24 hours per day, every day. The associated energy costs wasted by these products across the USA is significant.

MagicSign™ solves the problem by providing unique esthetically beautiful, environmentally friendly and cost effective illumination solutions.

The MagicSign™ configurations for the **BUSINESS OFFERINGS** will include:

- Intelligent LED Illuminated Street Address and Street Name Signs, improving visibility of Address Signs and Street Name Signs of Residential Communities, Commercial and Industrial Areas. Networked configurations support visual real-time navigation during evening and night hours, saving valuable time in finding a destination.
- Intelligent LED Illuminated Parking Space Identification and Status Signs, assisting in identifying a vacant parking location. Networked configurations support real-time tracking of a parking location assigned, and real-time navigation in finding it.
- Intelligent LED Illuminated Point of Service Identification and Status Signs, providing visual identification (Station number, POS ID, etc.) and status (Ready, Busy, Out-of-Service, etc.). Networked configurations support real-time navigation for directing traffic in event of emergency.

Consuming less than one Watt of electricity the MagicSign™ can be visible from hundreds of feet away. Optional color controls and dynamic effects (blinking, illumination intensity) make the sign noticeable from miles away. When installed for residential apartments, condominiums, houses, the MagicSign™ improves safety and in majority of emergency situations, according to First Responders, will significantly reduce the response time attending to emergency.

MagicSign™ offers a number of patented and patent pending features not available in competitor's products. MagicSign™ is uniquely qualified to succeed due to the number of highly important standard and optional features not available in competitor's products, including the following KEY features:

- Auto-detection of the applied power, allowing the sign to be powered from a variety of power sources. The controller of the sign auto-detects applied power and makes required adjustments to ensure safe and reliable operation. This feature allows the MagicSign™ to be installed for residential units regardless of the year they were built, and in compliance to local and agency regulations.
- Auto-detection of ambient light, reducing power consumption according to the level of the ambient light, and turning the sign OFF when the illumination is not needed. MagicSign™ will exceed the most stringent efficiency requirements.
- Auto-self-diagnostics, including monitoring of internal temperature to ensure reliable operation at all times. During cold outside temperatures, the controller of the sign will turn ON illumination and use self-heating generated by LED's to extend the sign operation at low temperatures.
- Water-resistant packaging, including IP66 and NEMA 4 ratings, sustaining sign operation during adverse weather conditions.

MagicSign™ offers additional application-specific optional features, not available in competitor's products:

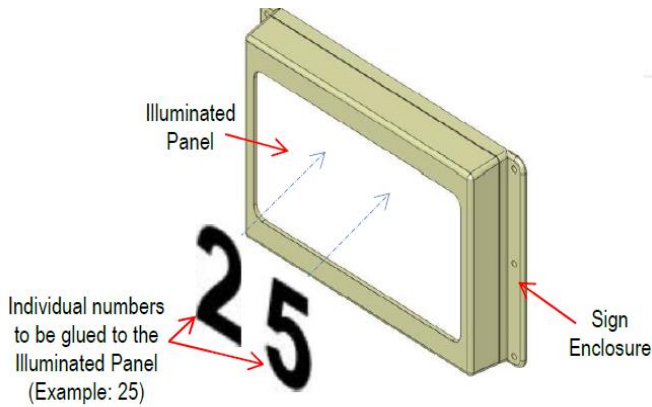
- External sensor interface, including sensors for detecting presence of an object (vehicle, etc.) occupying a specific parking space location, and controller adjusting status of the sign.
- Wireless network interface, connecting the sign to a wireless LAN (WiFi, etc.), including mobile devices, and controller providing real-time navigation to a "linked" parking space
- Esthetics: MagicSign™ provides ParallelView™ illumination, which is evenly distributed, and is pleasant to an observing eye. The enclosure of the MagicSign™ can be configured to provide illumination by a single LED source of both the front and the back panels, enabling the sign identifying street addresses of residential complexes and private residencies in rural areas, while consuming the same amount of electrical energy as the standard configuration.

MagicSign™ is engineered to highest quality standards, including: compliance to NEC and UL requirements; and compliance to Green Technology of environmentally friendly products in terms of materials and energy efficiency. Each configuration of the MagicSign™ product line complies with respective specifications, including operating temperature range from -20 to 50°C. MagicSign™ comes with *One Year Warranty*, but is expected to operate for at least 5 years of continuous use. When controlled based on Ambient Light, the operating longevity will exceed 7 years of continuous use.

## II. Business Offerings

### Intelligent LED Illuminated Street Address Signs.

#### MagicSign™ MS-5XX series [7]



**FIG.1**

Standard configuration includes [1]:

- Water-resistant rating NEMA-4
- Industry standard 2.1mm 12VDC power interface cable [3]
- Controller auto-detect of applied power
- Controls per ambient light
- Self-diagnostics
- Mechanical interface for a mounting bracket
- One year warranty

Optional components [2]:

- Address character kit
- 12VDC UL Class 2 power kit
- VAC power kit [3]
- Interface for 3-wire external sensor [4]
- Mounting kit

REF. No.	Product Configuration	Description	Price [5] (\$,1K+)	Price [5] (\$,10K+)	Notes
1	Plastic enclosure, area illuminated 7.5"W X 4.5"H. Max. 3 chars, 4.2"H [8]	LED Illuminated Unit ID Sign, apartment/condo residential complex	\$22	\$15	[1]
2	Address character kit	1-3 characters (numeric and/or alpha); installation template; glue	\$4	\$2	[5]
3	12VDC power kit	12VDC 0.5A Class 2 UL power supply; and 6 feet long DC extension cable	\$10	\$6	[5]
4	8-10 VAC power kit [3]	AC-DC interface module "8VAC" with diagnostic LED; mounting hardware	\$8	\$5	[5]
5	15-18 VAC power kit [3]	AC-DC interface module "16VAC" with diagnostic LED; mounting hardware	\$10	\$7	[5]
6	22-24 VAC power kit [3]	AC-DC interface module "24VAC" with diagnostic LED; mounting hardware	\$12	\$9	[5]
7	3-wire external sensor kit	Interface for 3-wire external sensor [4]	[4]	[4]	[5]
8	Mounting kit	Hardware required to attach the SIGN to a hard surface: wood, stucco [6]	\$8	\$5	[5]

**TABLE 1.**

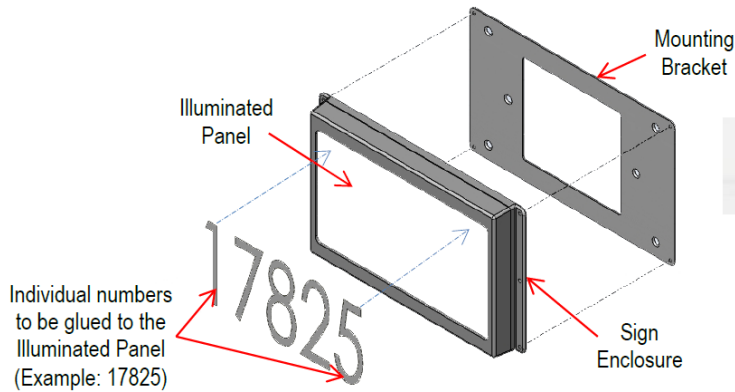
**NOTES (for all MODELS):**

- [1] Standard options can be configured per BUSINESS specifications. The default color for LED illumination – is warm white.  
CUSTOM configurations include:
- Other single colors
  - Multi-color RGB LED illumination with a multi-function remote control (IR) or (RF), enabling the BUSINESS to set the desired illumination color, which will be retained by the SIGN controller in its non-volatile memory. Per MARKET demand, this feature could be made available to end-users of the SIGN.
- [2] Optional components (kits) are ordered or made available as a separate item. Each kit will have installations instructions on how to use it.
- [3] VAC power kits are designed for hard-wire connection of the SIGN to the VAC power supply of the door-bell. The kit includes: AC-DC conversion MODULE with diagnostic RED LED indicating when the power is ON; and mounting hardware for INDOOR installations only. Detailed installation instructions for the MODULE will be included.
- NOTE:** *Each MODULE has a label indicating the input VAC range it is designed for.  
Example: 15-18VAC. Installation will need to be completed by a certified ELECTRICIAN.*
- As required by local regulations, the default 12VDC power interface cable with a 2.1mm male connector can be modified for hard-wiring installation.
- [4] Applies mostly to “LED Illuminated Parking Space ID Signs”. The sensor can be included, per respective specifications. Example: PROXIMITY sensor detecting an OBJECT within 10 feet. Price depends on specification. Software algorithm includes processing the external SENSOR, when detected by the sign controller. CUSTOMER specific control algorithm can be developed for extra cost.
- [5] The PRICE is the BUSINESS purchase price from ADVS for respective item in quantity of over 1K and over 10K respectively, and includes S&H charges when shipped in bulk quantities of at least 1K units.
- [6] Attaching to other type of surfaces, such as cement, will be done by end-user (CUSTOMER).

**NOTES (specific to MS-5XX):**

- [7] The EXCLUSIVITY rights for a period of 3 years can be purchased for \$100K.
- [8] The colors available for standard enclosure include: almond, gray and black.

**MagicSign™ MS-1XXX series [7]**



**FIG. 2**

Standard configuration includes [1]:

- Water-resistant rating NEMA-4
- Industry standard 2.1mm 12VDC power interface cable [3]
- Controller auto-detect of applied power
- Controls per ambient light
- Self-diagnostics
- Mechanical interface for a mounting bracket
- One year warranty

Optional components [2]:

- Address character kit [9]
- 12VDC UL Class 2 power kit
- VAC power kit [3]
- Interface for 3-wire external sensor [4]
- Mounting kit

REF. No.	Product Configuration	Market Segment Application	Price [5] (\$,1K+)	Price [5] (\$,10K+)	Notes
1	Plastic enclosure, area Illuminated 8.75"W X 5"H. Max. 4 chars, 4.8"H [8]	LED Illuminated Street Address Sign, SFR, apartment/condo building number	\$30	\$18	[1]
2	CUSTOM plastic enclosure Illuminated 8.75"W X 5"H. Max. 4 chars, 4.8" H [9]	LED Illuminated Street Address Sign, SFR, apartment/condo building number	\$22 [9]	\$8	[1]
3	Address character kit	3-4 characters (numeric and/or alpha); installation template; and glue [10]	\$5	\$3	[5]
4	12VDC power kit	12VDC 1A Class 2 UL power supply; and 6 feet long DC extension cable	\$12	\$8	[5]
5	8-10 VAC power kit [3]	AC-DC interface module "8VAC" with diagnostic LED; mounting hardware	\$8	\$5	[5]
6	15-18VAC power kit	AC-DC interface module "16VAC" with diagnostic LED; mounting hardware	\$10	\$7	[5]
7	22-24VAC power kit	AC-DC interface module "24VAC" with diagnostic LED; mounting hardware	\$12	\$9	[5]
8	3-wire external sensor kit	Interface for 3-wire external sensor [4]	[4]	[4]	[5]
9	Mounting kit	Hardware required to attach the SIGN to a hard surface: wood, stucco [6]	\$10	\$6	[5]

**TABLE 2.**

**NOTES (specific to MS-1XXX):**

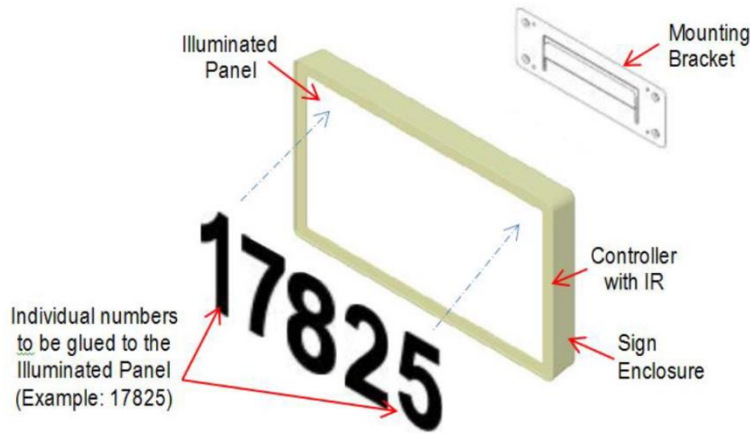
[7] The EXCLUSIVITY rights for a period of 3 years can be purchased for \$120K.

[8] The colors available for standard enclosure include: almond, gray and black.

[9] The colors available for CUSTOM enclosure are defined by BUSINESS specifications. The price for qty. 1K includes amortization costs of CUSTOM tooling (molds, etc.)

[10] Optional replaceable SignSheets™ designed per BUSINESS specifications can be printed out on a transparent plastic sheet, and then trimmed and inserted into the slots at designated locations along the illuminated area of the SIGN.

**MagicSign™ MS-15XX series [7]**



**FIG. 3**

Standard configuration includes [1]:

- Water-resistant rating NEMA-4
- Industry standard 2.1mm 12VDC power interface cable [3]
- Controller auto-detect of applied power
- Controls per ambient light
- Self-diagnostics
- Mechanical interface for a mounting bracket
- One year warranty

Optional components [2]:

- Address character kit [9]
- 12VDC UL Class 2 power kit
- VAC power kit [3]
- Interface for 3-wire external sensor [4]
- Mounting kit

**NOTE:** The MS-15XX is available only with a CUSTOM enclosure, which will be designed per specifications provided by a reseller BUSINESS.

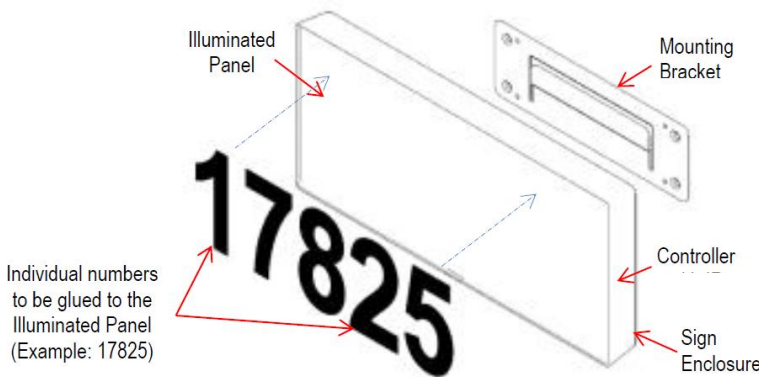
REF. No.	Product Configuration	Description	Price [5] (\$,1K+)	Price [5] (\$,10K)	Notes
1	CUSTOM plastic enclosure Illuminated 11"W X 6.5"H. Max.5 chars, 6.3"H [5,8]	LED Illuminated Street Address Sign, SFR, apartment/condo building number, commercial building	\$25 [5,8]	\$11	[1]
2	Address character kit	3-5 characters (numeric and/or alpha); installation template; and glue [10]	\$10	\$6	[5]
3	12VDC power kit	12VDC 1A Class 2 UL power supply; and 6 feet long DC extension cable	\$12	\$8	[5]
4	8-10 VAC power kit [3]	AC-DC interface module "8VAC" with diagnostic LED; mounting hardware	\$8	\$5	[5]
5	15-18VAC power kit	AC-DC interface module "16VAC" with diagnostic LED; mounting hardware	\$10	\$7	[5]
6	22-24VAC power kit	AC-DC interface module "24VAC" with diagnostic LED; mounting hardware	\$12	\$9	[5]
7	3-wire external sensor kit	Interface for 3-wire external sensor [4]	[4]	[4]	[5]
8	Mounting kit	Hardware required to attach the SIGN to a hard surface: wood, stucco [6]	\$12	\$8	[5]

**TABLE 3.**

**NOTES (specific to MS-15XX):**

- [7] The EXCLUSIVITY rights for a period of 3 years can be purchased for \$130K.
- [8] The colors available for CUSTOM enclosure are defined by BUSINESS specifications. The price for qty. 1K includes amortization costs of CUSTOM tooling (molds, etc.)
- [9] Optional replaceable SignSheets™ designed per BUSINESS specifications can be printed out on a transparent plastic sheet, and then attached to the SIGN via optional COVER plate.

**MagicSign™ MS-2XXX series [7]**



**FIG. 4**

Standard configuration includes [1]:

- Water-resistant rating NEMA-4
- Industry standard 2.1mm 12VDC power interface cable [3]
- Controller auto-detect of applied power
- Controls per ambient light
- Self-diagnostics
- Mechanical interface for a mounting bracket
- One year warranty

Optional components [2]:

- Address character kit [9]
- 12VDC UL Class 2 power kit
- VAC power kit [3]
- Interface for 3-wire external sensor [4]
- Mounting kit

**NOTE:** The MS-2XXX is available only with a CUSTOM enclosure, which will be designed per specifications provided by a reseller BUSINESS.

REF. No.	Product Configuration	Description	Price [5] (\$, 1K+)	Price [5] (\$,10K)	Notes
1	CUSTOM plastic enclosure illuminated 14.5"W X 6.5"H. Max. 7 chars, 6.3" [8,9,10]	LED Illuminated Street Address Sign, apartment/condo building number, commercial building, industrial building, private property in rural areas	\$35 [5,9,11]	\$15 [5,11]	[1]
2	Address character kit	4-7 characters (numeric and/or alpha); installation template; and glue	\$15	\$10	[5]
3	12VDC power kit	12VDC 2A Class 2 UL power supply; and 6 feet long DC extension cable	\$15	\$10	[5]
4	15-18VAC power kit	AC-DC interface module "16VAC" with diagnostic LED; mounting hardware	\$10	\$7	[5]
5	22-24VAC power kit	AC-DC interface module "24VAC" with diagnostic LED; mounting hardware	\$12	\$9	[5]
6	3-wire external sensor kit	Interface for 3-wire external sensor [4]	[4]	[4]	[5]
7	Mounting kit	Hardware required to attach the SIGN to a hard surface: wood, stucco [6]	\$20 [11]	\$16 [11]	[5]

**TABLE 4.**

**NOTES (specific to MS-2XXX):**

- [8] The EXCLUSIVITY rights for a period of 3 years can be purchased for \$150K.
- [9] The colors available for CUSTOM enclosure are defined by BUSINESS specifications. The price for qty. 1K includes amortization costs of CUSTOM tooling (molds, etc.)
- [10] The size of the illuminated area supports configuration of the SIGN for illuminating a street address with 4" high characters, and the street name (or any text) with 2" high characters.
- [11] The CUSTOM enclosure includes configuration for a stand-alone mounting of the SIGN (not attached to any building) with both the front and the back translucent panels of the SIGN illuminated by a single LED source. This configuration allows the SIGN to be used for identifying street address numbers of residential complexes and private residences in rural areas, while consuming the same amount of electrical energy as the standard configuration.



The FIG. 5 illustrates samples of MagicSign™ models MS-1XXX and MS-15XX, including configurations with replaceable SignSheets™, which can be customized, and then installed in seconds. An installed SignSheet™ has one year warranty.



FIG. 5