

SIGN

Business

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LED Technology

A Giant Leap Forward.





LEDs on Ice

Expanding an already existing relationship, signage solution provider **ANC Sports Enterprises** inked a multi-year agreement with **Sunrise Sports & Entertainment** and the National Hockey League's Florida Panthers to install and operate two LED dasherboards at the BankAtlantic Center. Last year, ANC installed and created all the content for the arena's SMARTVISION LED fascia display and debuted the BannerDrop system. The latest dasherboard system, Lexan-protected screens measuring approximately 9.5 feet in length and 28 inches in height, provides users an unlimited amount of televised sponsor inventory at ice level including product messages, on-the-fly promotions or in-game event updates.

"Our LED dasherboards create an opportunity for sponsors to display different televised advertisements and promotions based on what is happening during the game, offering a new state-of-the-art medium in addition to the traditional rotational and static dasher decals featured throughout the National Hockey League," said Scott Carmichael, executive VP, ANC Sports Enterprises.

The Florida Panthers are the second NHL team to select ANC Sports' LED dasherboard system. The Tampa Bay Lightning also features the technology at the St. Pete Times Forum.

Malls Networked Digitally



Adspace Networks Inc., owner of the largest in-mall digital advertising network in the country, has announced the expansion of its Adspace Mall Network to include The Parks at Arlington, Stonebriar Centre and Vista Ridge Malls in the Dallas market as well as the Deerbrook, First Colony and The Woodlands Malls in the Houston market.

The Adspace Mall Network is a national network of digital displays called "Smart Screens" located throughout 45 upscale shopping malls in 14 top DMAs across the U.S.

The digital advertising network features programming called "Today's Top Ten," which showcases a mall's top 10 sales items that week.

In Memory

Mid South Sign Association (MSSA) member and long-time friend of the sign industry, **Bill Phillips**, VP of National Accounts for **Spartech Plastics**, passed away on Monday, November 6, 2006. A memorial service for Phillips was held in St. Louis on November 17 at the Schrader Funeral Home, which was followed by Military Honors at Jefferson Barracks Cemetery. Donations in memory of Bill Phillips may be made to Cardinal Glennon Children's Hospital at:

Honor and Memorial Fund
Cardinal Glennon Children's Hospital
1465 South Grand Blvd.
St. Louis, MO 63104



IFAI Achievement Awards

The 59th annual International Achievement Awards, sponsored by **The Industrial Fabrics Association International (IFAI)**, recognized design and technological innovation and excellence in the specialty fabrics industry. This year's contest winners, submitted from companies in 13 different countries, were selected from 348 entries and judged based on complexity, design, workmanship, uniqueness and function. The winners from all 27 categories, which include banners and flags, awnings, and trade show displays, receive exposure at the annual IFAI Expo, the official trade show of IFAI. For a complete list of winners, visit www.ifai.org.

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