

The How-To Magazine

# Sign Builder

## ILLUSTRATED



# In Touch with DIGITAL SIGNS

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## Florida Graphic Supply Turns 20

**Clearwater, Florida**—Florida Graphic Supply (FGS) is celebrating its twentieth anniversary. The sign company launched in 1991 and, through a series of vendor alliances, helped to introduce successful manufacturers like Roland DGA and Oracal to the industry.

"We are extremely appreciative of all our vendor relationships, as we depend on new products and improved technology to help our customers grow and continue to be successful," said Owner, Operator, and President Bill Watts.

Today FGS comprises two divisions with a combined team of over thirty employees, 35,000 square feet of warehouse and operational space, and a new state-of-the-art demo room and training facility.

Florida Graphic Supply offers wholesale printing for sign shops that require print technology outside of their capabilities, such as "direct-to-substrate" printing, laminating, and banner finishing.

"Our goal at FGS is to always exceed our customer's expectations," said John Eukovich, director of Sales & Marketing.

To learn more, schedule a demo, or access FGS' product catalog, visit [www.fgsi.com](http://www.fgsi.com).



PHOTO COURTESY OF ANC SPORTS ENTERPRISES.

## A Rodeo Event Lassoos a Digital Signage System

**Purchase, New York**—The bucking bulls weren't the only thing that got people's attention at the Dodge National Circuit Finals Rodeo (DNCFR)—the full-motion LED signage was also a crowd-pleaser.

The DNCFR was one of several new events to feature digital signage designed specifically for both television and in-venue viewing. ANC Sports Enterprises ([www.ancsports.com](http://www.ancsports.com)) installed, operated, and created content for the Diamond Vision® LED Event Perimeter Signage.

"We are excited to partner with the Dodge National Circuit Finals Rodeo to introduce this new advertising platform to rodeo events," said Greg Terlizzi, manager of sales services at ANC Sports. "Our technology will enhance the event experience for fans with full-motion animations right next to the live action, while also providing corporate partners with new activation opportunities."

Measuring thirty-six feet long and three feet high, the display was featured on top of the bucking and roping chutes. The roping chute is a three-sided fenced area at one end of the rodeo arena where calves and steers are loaded for certain events. The bucking chute is where the wild horses and bulls are placed and mounted.

"The digital signage provides greater flexibility to deliver brand messages to rodeo fans around the chutes, which is the most visible piece of marketing inventory in the sport," said Bob Funk Jr., CEO of Prodigal LLC (one of the DNCFR's producers).

Driven by ANC Sports' patent-pending VisionSOFT™ operating system, the signage allowed corporate partners to display an unlimited amount of promotional messages directly related to the action. In addition, the signage was capable of synchronizing to feature one dynamic, full-motion visual that provided moments of exclusivity or segmenting into individual images for various sponsors.

"Utilizing ANC Sports' state-of-the-art technology generates new revenue opportunities, while enhancing the benefits for our current partners," said Funk.

In addition to the rodeo event, ANC has introduced event-side LED signage systems to professional tennis and ice skating. The displays have also been used at the ESPN X Games, the United Football League, Major League Soccer, and other events.