



ROGERS
CORPORATION

The world runs better with Rogers.®

Illuminated Advertising Solutions



Make Your Advertising Shine

Rogers Corporation has over 20 years of experience in developing innovative solutions in energy efficient, electroluminescent (EL) backlighting systems and EL drivers. Rogers' highly reliable thermal transfer and screen printing technologies for selectively animated lighting has been used in a wide range of markets. These new lighting solutions, using DUREL® EL technology, are ideal for Point-Of-Purchase (POP) and transit displays for the out-of-home (OOH) advertising and signage markets.

Rogers' Durel Division is introducing an innovative Finishing Center model. These new technologies will give any graphics printer the ability to produce thin, animated, compelling backlit signs that command a premium from advertisers and allow you to be a premier Finishing Center with the following benefits:

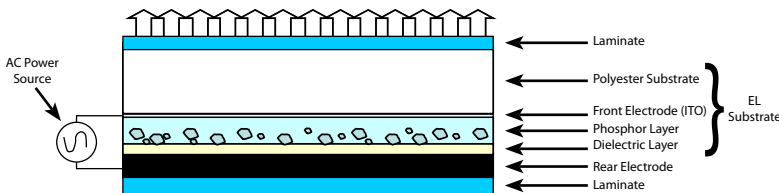
- ▶ **Easy to produce** – Using proprietary EL materials, any graphics printer can produce bright, effective backlit signs using familiar printing processes.
- ▶ **From POP to Transit** – The EL substrate is available in roll widths of 15" up to 30". These can be further assembled into much larger areas using simple lamination and assembly techniques enabling all sizes of OOH advertising to be backlit.
- ▶ **Short Lead-time** – These lighting solutions allow the graphics printer to go from Design to Sign in minutes.
- ▶ **No Setup Costs** – The thermal printing system enables low volume runs by eliminating high setup costs. You can print one, hundreds, or thousands of units.
- ▶ **"Green"** – Rogers' EL substrates and lamps are environmentally friendly and contain no heavy metals.

Applications

- Point of Purchase • Banners • Posters • Automotive Wraps • Bus, Taxi, Train, Truck Advertising • Street Furniture

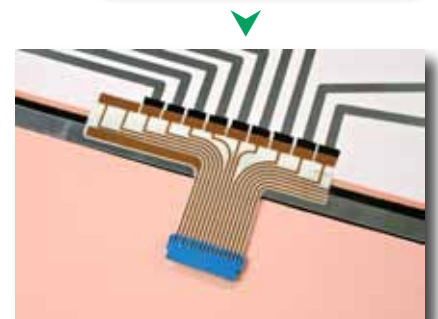
Product Offerings

Key Materials: EL Substrate and Thermal Transfer Ribbon



Rogers' roll coated substrate has Front Electrode (FE), Phosphor (PH) and Dielectric (DE) Layers.

Thermal Transfer Printing Process: Quick and Easy



Finished EL Lamp with Ultra Thin Interconnect System

Inverter Systems

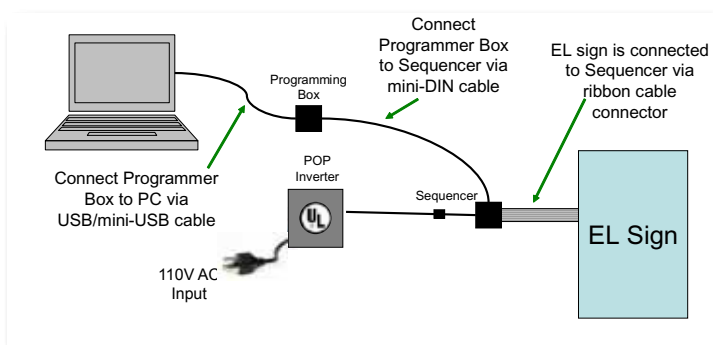
Rogers offers a family of programmable inverters for you to choose from based on your applications.



- 1DDI001AA-S01, 1sq ft lit area, 12V DC input
- 1DDI002AA-S01, 2sq ft lit area, 120V/60Hz input
- 1DDI003AA-S01, 3sq ft lit area, 120V/60Hz input
- 1DDI005AA-S13, Programmable Sequencer (Converts single segment inverter into programmable multi-segment inverter, up to 13 Segments)
- 1DDI006AA-S00, Programmer Box
- 1DDI012AA-S01, 12sq ft lit area, 12V DC input
- 1DDI015AA-S01, 15sq ft lit area, 24V DC input

The diagram below shows how the inverter system works.

POP Inverter System



Training

Rogers offers training classes to teach you how to start and operate a Finishing Center. You will immediately gain knowledge of how to make custom lamps for your customers and walk away with a working 3 ft² lamp with a graphic of your choice.

Features and Benefits of Rogers' Illuminated Advertising Solutions

Increase Your Revenue

Brand and media owners want to maximize their advertising dollar. Animated, backlit signs are more compelling and generate 80% higher response rates for the advertisers, and therefore more lucrative for you to produce. Rogers' EL System allows you to easily bring this technology to your customers.

Animation

This EL System enables you to create animated, backlit signs for greater visual impact and retention.

Thickness

At approximately 0.5mm thick, these signs are thin enough to provide backlit advertising anywhere a standard poster or sign can be placed.

Flexibility

EL signs can be rolled for shipping, and can be posted around pillars or corners.

Light Weight

At approximately 1 kg/m² (3.3oz/ft²), EL signs are easy to install, easy to move and can be placed in locations that cannot support heavier lighting systems.

Installation

In most cases, EL signage installation will not require a building permit due to the light weight and use of standard wall outlets.

Green

Rogers' EL lamps are considered "green" products. They fully comply with US, European and Chinese RoHS directives.

Electroluminescent (EL) lamps have been used in the automotive and electronics industry for many years. While exciting, reliable and proven in high tech applications, this technology has historically been difficult to produce, limited in size, and constrained by long lead times and high fixed costs for low volume runs.

Rogers' Electroluminescent Lamp System solves all of these problems and brings the proven features and benefits of EL to the advertising industry.

www.rogerscorp.com



For more information, call the Rogers location nearest to you.

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For a complete listing of the Rogers RoHS/WEEE compatible products, visit www.rogersgreenworld.com.

The information contained in this brochure is intended to assist you in designing with Rogers' EL systems. It is not intended to and does not create any warranties, express or implied, including any warranty of merchantability or fitness for a particular purpose or that the results shown in this brochure will be achieved by a user for a particular purpose. The user should determine the suitability of Rogers' EL lamp and driver products for each application.

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