

# EMC VS. MANUAL READERBOARD: WHICH RENTAL OPTION IS RIGHT FOR YOU?



## EMC (Electronic Message Center)

VS

## MANUAL READERBOARD



### POWER

EMC unit must be plugged in, so your site must have electrical access.

Reader must be plugged in to illuminate, electrical access needed if lighting is desired.

### SIDES

Double Face - Visible for two way traffic.

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### READABILITY (Distance)

Words can be displayed in 1-4 lines. A single line of copy can be 24" high with a readability of up to 1000 feet. 4 lines of copy can be 4" high with a readability of up to 150 feet. A variety of font options are available, but bold block copy is most readable.

Copy can be displayed on 1-4 lines at 8" high, which has a readability distance of up to 350 feet.

### READABILITY (Contrast)

Any variety of colors are available, but for best readability use high contrast colors.

Manual Readerboards are white with black copy, the best contrast for readability.

### CONTENT

DYNAMIC - EMCs can feature copy, images and video. Changing slides grab a viewer's attention, making EMCs much more noticed than static displays.

STATIC - Though you can change your manual readerboard copy each day if you wish, the viewer is only seeing one message at a time.

### CONTENT LIMITATIONS

EMCs can display dynamic content, but the most successful messages are simple and easy to read and perceive from a distance. Keeping elements simple and high contrast helps ensure maximum impact on the viewer. These outdoor units are intended to be viewed from a distance and the resolution is not like a TV or indoor screen.

A standard set of zip change letters are included. If your message includes a larger number of a certain character or special characters, talk to us about your needs prior to rental to ensure that you have all the characters needed for your desired message.

### PRICE

EMC rental is more expensive than manual readerboard rental.

Manual Readerboard rental is more economical than EMC rental.

### INCLUDED

Hitch & Extension Cord Included, Hitch Ball Requirement - 2"

Hitch & Standard Box of Letters & Numbers Included, Hitch Ball Requirement - 2"

Contact Creative Sign for our daily, weekly and monthly rates.

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