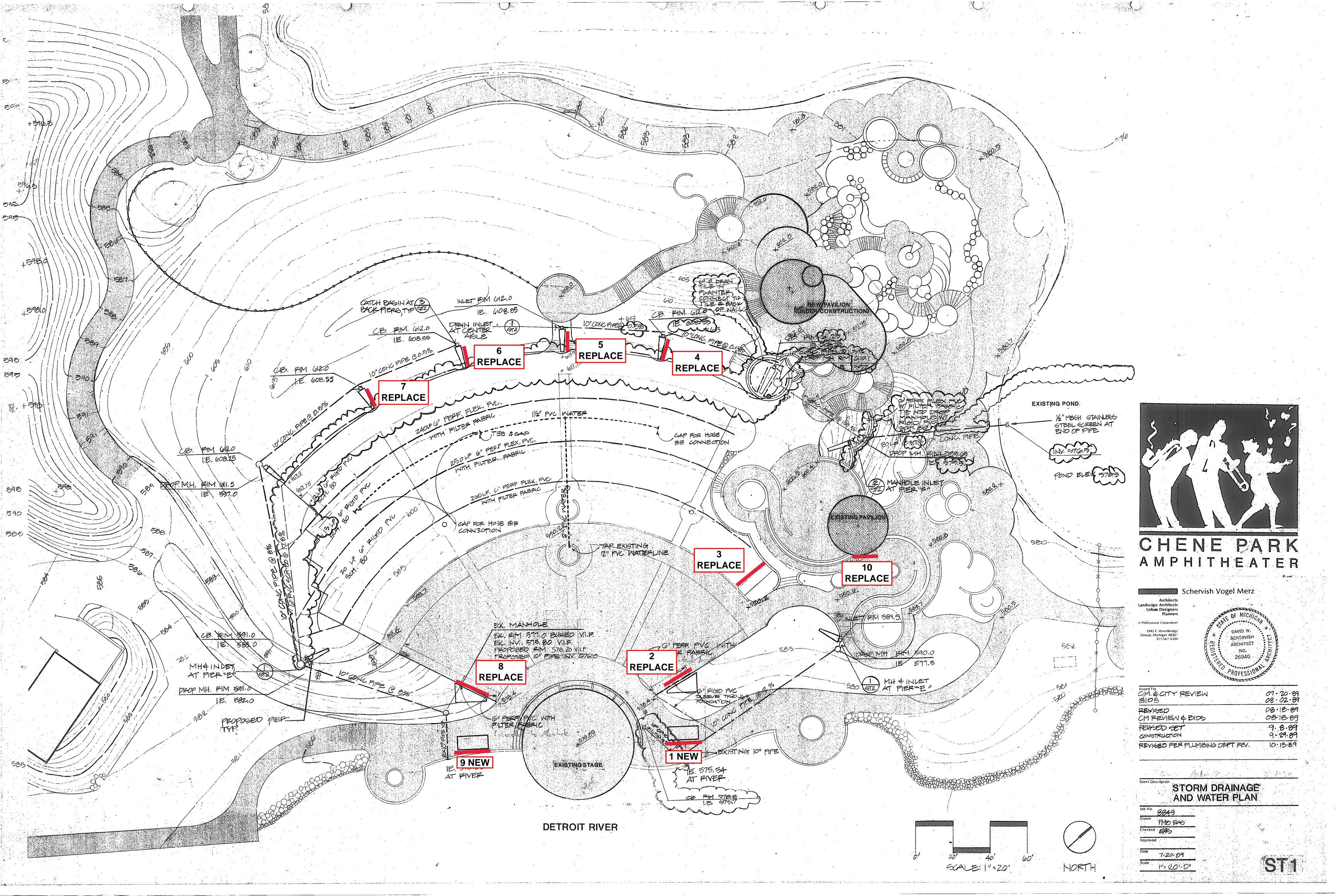
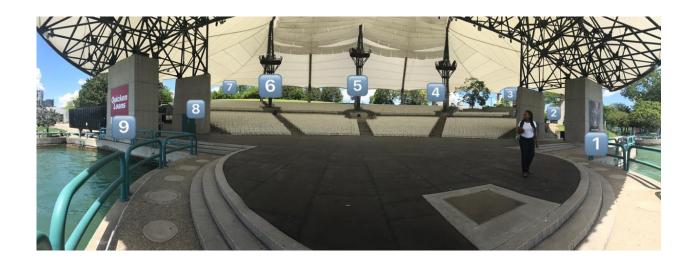
## <u>Project Narrative – Aretha Franklin Amphitheatre</u>

The Aretha Franklin Amphitheatre wants to upgrade (8) existing LED signage and add (2) additional LED signage that is currently displayed in the venue from costly static duratran graphics to digital surfaces. This will allow us to expand our messaging within the venue and the areas will no longer be static.

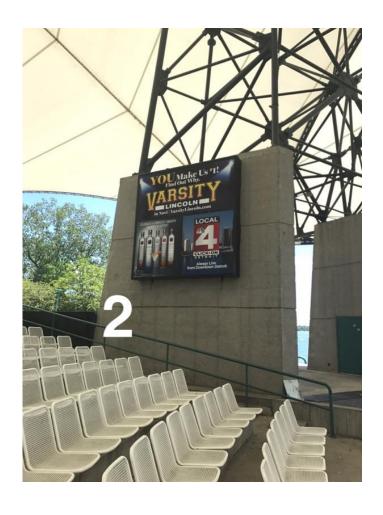
Some added benefits to going digital:

- There won't be replacement costs for printing as information changes because it is now digital. Just a click of a button changes what is display.
- Will never have the labor cost to go up and change these graphics as these are in elevated areas for all to see which requires tall ladders and costly lifts.
- We can run video content instead of one single static image.









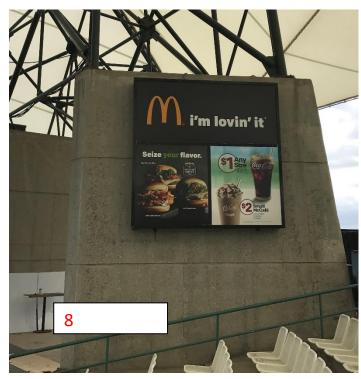


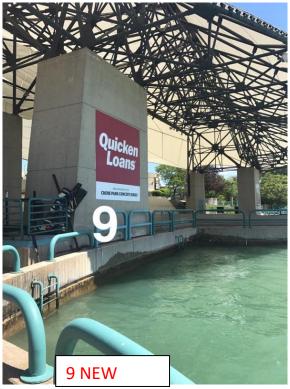


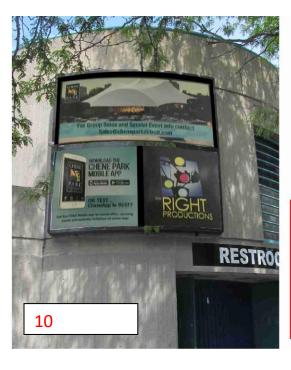














## PLEASE NOTE

- \* The bottom 2 faces will have to be cut down to fit the bottom cabinet. Once they are cut they can't go back in the original cabinet.
- \* The red area is where we would need to add panels to fill in the space where the faces don't cover.