



NEW IDEAS - NEW TECHNOLOGY, INC.

4242 McIntosh Ln , Sarasota, Florida 34232
t. 800-848-4262 f. 941-378-4062

City of Stone Mountain

875 Main Street
Stone Mountain GA 30083
Attention: Maggie Dimov
470-925-3286

Jeremy Yax
Regional Manager
Jeremy@SignsPlusSigns.com
Quote #: 148190-1
Date: Jun 4, 2025

Qty	Description
1	6mm, 1'x 2' (HxW) Ascend LED Modules - Quantity of 24 LED Modules - Customer Assembles Modules to Build a 3' 0"x 8' 0" (HxW) Double Sided LED Display - LED Display Matrix: 144x384 (HxW) with 55,296 Total Pixels (Double Sided) - Each Module Includes a 1'x 2' Extruded Aluminum Frame - Display Text, Graphics, Images, and Video Clips - Brightness, up to 10,000 Nits - Fully Sealed & Waterproof Aluminum LED Panels, IP67 Rated, Front & Back - 6-YEAR Limited Warranty & 10-YEAR Part Availability for LED Panels. Refer to Warranty Document for Complete Details. - Ascend Media Player, Always-on Cloud Based Software Included - Industrial Waterproof Controller, Quad-core Processor, 16 GB On-board Storage PLUS Cloud Storage - Remote Diagnostics & Lifetime In-house Tech Support Included - 100% Solid State System. Zero Moving Parts - LED Panels have No Internal Serviceable Parts - LED Panels Removeable with Front Access Latch System - Bidirectional Data-flow Between LED Panels - Non-daisy Chained PRECISE POWER Control System - Fanless System with Solid Aluminum Heatsinks - 60 Frames per Second for Smoother & More Realistic Imaging - Image Refresh Rate >3,000 HZ for Reduced Motion Blur - 16.7 Quadrillion Colors (On Average the Human Eye can Distinguish 710 Million Colors) - 100 Levels of Auto Brightness Control - ISO 9001 Certified Factory Compliance: FCC Part 15 & ETL Electrical Requirements: 1 Circuit, 240-Volt, Max Amps per Circuit: 10 Light & Temp Sensors Included All Cables & Frame Fasteners Included with Module Layout Diagram & Complete Assembly Instructions Mount Not Included
1	2' 0"x 7' 10" (HxW) Double Sided Identification Cabinet - 13" Deep, All Aluminum - Unitized, High-strength and All-welded Cabinet Frame - Energy Saving Internal LED Illumination with Day-Night Light Sensor - Unbreakable Solar Grade Polycarbonate Faces - Digital Graphics on 3M Vinyl Applied to Inside Surface to Prevent Fading, Scratching or Marring"
1	Remote Diagnostics & Sign Communication Via Cell Data Modem with a Life-of-the-Sign Prepaid Data Plan. Requires cell service at sign site with Verizon 4G LTE coverage.
1	Shipping Included in Quote
1	Installation Included in Quote
1	Pedestal Wrap Included
1	Vandal Cover over LED display Included in Quote

Prices are valid for 60 days. Unless otherwise noted in Special Instructions freight & applicable sales tax will be added to your invoice. Organizations exempt from sales tax must include exempt certificate with order.

Total Investment: \$41,019.00

Terms

Unless otherwise indicated in the buyer approved sign installation agreement, Form SIA-0422.2, sign permits, footers, sign erection, electrical service, electrical connection and planters or other decorative masonry or other structures are the responsibilities of the buyer. All signs subject to zoning and code per city/county. Signs Plus furnishes engineered footer drawings when applicable. Buyer acknowledges and agrees that any cancellation may result in charges that exceed the deposit. In the event of payment default disruptions of the LED display operation may occur. The Buyer is responsible for all collection costs incurred by Signs Plus, including but not limited to court costs, filing fees and attorney fees. All legal proceedings will be in Sarasota County, Florida. A 2% convenience fee applies to all credit card transactions.

Special Instructions

Please contact me if I can be of further assistance.

Here is the quote you requested.

Approval / Authorization

I have read and fully understand the contents of this document and I agree to the stated terms and conditions.

Authorized Signature: _____

Title: _____ Date: _____

Customer:	Ship Sign To:	Invoice To:
City of Stone Mountain 875 Main Street Stone Mountain, GA 30083 Attention: Maggie Dimov 470-925-3286 mdimov@stonemountaincity.org	City of Stone Mountain 875 Main Street Stone Mountain, GA 30083 Attention: Maggie Dimov 470-925-3286 mdimov@stonemountaincity.org	City of Stone Mountain 875 Main Street Stone Mountain, GA 30083 Attention: Maggie Dimov 470-925-3286 mdimov@stonemountaincity.org



ASCEND

TO HIGHER RESOLUTION



We're Making Something Different.

Signs Plus Ascend uses our Advanced Modular System with ultra-bright LEDs, lightweight aluminum frames and waterproof aluminum LED panels. This transformative 100% solid-state design with its future proof functional elements results in long term value.



Get In Touch



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info@signsplussigns.com



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New Ideas New Technology

Present your message with a Full Color LED sign to grab the attention of passersby with something truly eye-catching. LED signs of the past have large pixel pitches resulting in coarse images with little detail.

That's why Signs Plus introduced our Ascend high resolution LED screens that will become the focal point and transform your presence within your community.

*Increase your prominence with the Ascend and make the focal point **YOUR LOCATION.***

www.signsplus.com



**SIGNS
PLUS+**
NEW IDEAS-NEW TECHNOLOGY, INC.

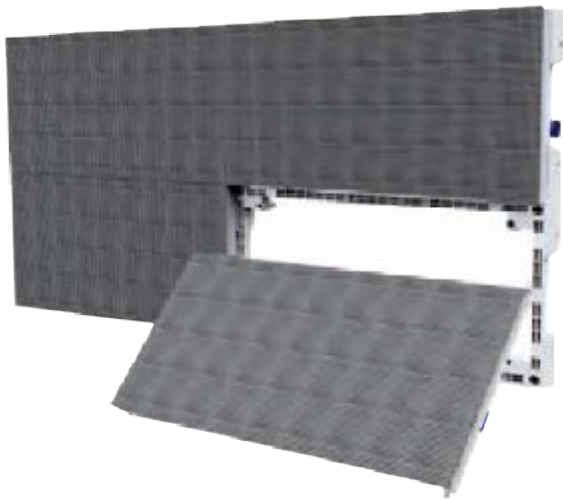


ASCEND



Ascend Raises Your Organization to the **TOP LEVEL**

**We're Making
Something Different**



- ✓ **Precise Power Control**
20% Energy Savings
Creates Less Heat
Longer Life
- ✓ **Future Proof**
Upgrade to Higher Resolution or
add LED Panels to Increase Size
or Both! Without Replacing Your
Sign.
- ✓ **Remote Diagnostics &
Lifetime Technical Support**
Our In-house Team Provides
Support for the Life of Your Sign.
- ✓ **No Internal Servicable Parts**
Traditional LED Cabinets
have Dozens. The Ascend
Advanced Modular System
has ZERO.



NEW IDEAS = BETTER SPECS.

Signs Plus Ascend uses our Advanced Modular System with ultra-bright LEDs, lightweight aluminum frames and waterproof aluminum LED panels. This transformative 100% solid-state design with its future proof functional elements results in long term value.



Light Weight Frames

Combining structural aluminum and CNC Machining for extreme precision and reduced weight.



Connectivity

Network with Wi-Fi, Ethernet, Fiber Optic or Cellular Technology.



Waterproof LED Panel

IP 67 Rating.
Fully Sealed LED Modules
Increased Lifespan
IP67 Rating, Front and Back



Ascend Media Player

Always-on Cloud Software
Control with Remote
Diagnostic System.



6-Year Warranty

6-Year Module Replacement
Plus 10-Year Parts
Availability Guarantee.



SMD LEDs

Ultra Bright up to 10,000 nits
100,000 Hours Lifetime
More colors than the Eyes
Can See!



LED Display Control

Program Display with PC, Mac,
Smartphone, Tablet, or any other
Internet-connected Device.



A smaller pixel pitch of 4, 6, or 8mm produce higher resolution creating sharper images with crisp details..

A larger pixel pitch of 12, 16 or 20mm results in low resolution and coarse images with little to no details..



Limited Lifetime Warranty

1. Signs Plus New Ideas - New Technologies (the "Company") expressly warrants to the original purchaser (the "Customer") that, for a period of six (6) years from the date of shipment (the "Warranty Period"), the Ascend Series LED electronic display and the associated Company products (the "Product") will be free of material defects in materials and workmanship impacting Product fit, form and/or function.
2. Ascend LED Display: The LED display consists of a 1'x 2' LED Modules. If the LED modules fails to operate the Company will replace the module for a period of 6 years. The Company will replace the LED module for a period of 6 years if 0.5% or more of the LED pixels malfunction.
3. Sign Structure and Sign Face: In the event the sign structure or identification portion of the sign malfunctions under normal use and service thereof DURING THE LIFE OF THE SIGN due to material defects in workmanship or materials, the Company will, at its option, repair or replace any defective materials.
4. Vandalism to Sign Faces: This Limited Warranty covers polycarbonate faces against breakage due to vandalism DURING THE LIFE OF THE SIGN. Warranty protection does not extend to these surfaces if damaged by gunshots, or when damaged coincident with damage to the sign cabinet.
5. During the Warranty Period, the Company will, at its discretion, repair or replace any defective covered Product. The Customer will be responsible for removing and reinstalling all repaired or replacement parts. This Limited Warranty only applies to the Company's Product if installed, used, and maintained in the manner recommended by the Company.
6. Lifetime telephone support for the Product is provided, as needed.
7. The Company assumes no liability for damage caused by careless handling or poor installation, except for work completed by employees or companies contracted by the Company.

8. LED display communication devices are covered for one (1) year or by the Manufacturer's warranty, whichever is longer.
9. ID cabinet internal LED illumination is covered for six (6) years.
10. Exclusions and Restrictions:
 - a. The Company reserves the right to restrict service, limit replacement parts, or invalidate this Limited Warranty to Customers whose account balance is past due. This Limited Warranty specifically excludes any on-site labor required to service the covered Product, including diagnosis, removal, and installation of parts and/or products.
 - b. Damage to Product that has been moved from its original installation location or is mounted in a mobile structure other than mobile structures provide by the Company.
 - c. Cosmetic damage to the Product (including but not limited to scratches and dents that do not otherwise affect the fit, form or functionality of the Product or materially impair its use).
 - d. Temperature sensor results: temperature sensors will register variable results, given local environmental factors such as direct sunlight, distance from concrete or asphalt, etc.; results are not guaranteed or covered under this Limited Warranty.
11. This Limited Warranty specifically does not cover conditions, defects or damage caused by or resulting from the following:
 - a. Unreasonable or unintended use of Product; improper or unauthorized handling; accident; omission; neglect; vandalism (unless otherwise noted in this Limited Warranty); misuse; physical abuse; installation, use and/or fabrication, and maintenance of the Product by any party other than the Company.
 - b. Damage (not resulting from manufacturing defects) that occurs while the Product is in the Customer's control and/or possession, unless otherwise noted in this Limited Warranty.
 - c. Extreme physical or electrical stress or interference, inadequate, improper, or surges of electrical power; lightning, floods, fire, acts of God, including Force Majeure.
 - d. Product modification or service by anyone other than: (a) the Company, (b) a Company-authorized service provider, or (c) Customer's own installation of Company approved parts with instruction from the Company. Service to damaged or malfunctioning Product which has not been ordered or authorized by the Company's Customer Satisfaction Department is not covered under this Limited Warranty and will automatically invalidate this Limited Warranty.

12. All items returned to the Company must have a Return Materials Authorization (“RMA”) number available upon contacting the Company.
- a. Replacement LED Modules are shipped with the agreement that the malfunctioning LED module is returned to the Company and the Customer is invoiced for the replacement module if the module is not returned within 30 days.
 - i. The Company provides a prepaid mailing label for the return shipment and a written agreement for the amount of the potential invoice upon receipt of the RMA.
 - b. The Company is responsible for the cost of shipping parts from the Company to the Customer, except for sign faces replaced due to vandalism. Standard shipping via the United States Postal Service or other commercial parcel delivery company is the default method of delivery.
 - c. Warranty claims must be registered with the Company within thirty (30) days of damage or malfunction.
13. The Limited Warranties set forth herein are the only warranties made by the Company in connection with the Product. The Company cannot and does not make any implied or express warranties with respect to the Product and disclaims all other warranties, including, but not limited to, any warranty of merchantability or fitness for a particular purpose. The Company’s sole obligation under this limited warranty shall be to repair or replace malfunctioning or defective parts of the Product. Customer assumes all risk whatsoever as to the result of the use of the Product purchased, whether used singularly or in combination with any other Product or substances.
14. No claim by the Customer of any kind including, but not limited to, claims for indemnification, shall be greater in amount than the purchase price for the Product with respect of which damages are claimed. In no event shall Company be liable to customer in tort, contract or otherwise, for any special, indirect, incidental, consequential, reliance, punitive or exemplary damage, or for loss of profit, revenue or use, in connection with, arising out of, or as a result of, the sale, delivery, servicing, use or loss of use of the Product sold hereunder, or for any liability that Customer has to any third party with respect thereto.



To Higher Resolution

Ascend's Advanced Modular System

VS Traditional LED Cabinets

High Resolution 6mm, or 8mm. Small pixel pitches produce higher resolution and sharper

Weather resistant enclosures protecting the internal LED electronics. 16mm is most popular pixel pitch but the outdated 20mm is still offered. Both result in low resolution, coarse images.

LED panels are sealed & waterproof. IP67 rated, includes full submersion. Advanced engineering with heat sink technology eliminates cooling fans. Internal electronics are isolated from the external environment.

Requires fans to prevent heat build-up which draws in outside air & any humidity, degrading electronics. Insects penetrate screened vents. Open any traditional LED cabinet after 1 or 2 years and discover collected debris and degradation of internal components.

Ascend LED panels have no internal serviceable parts. Easy & fast LED panel removal with latch system. No service tech, no labor, no trip charge, & limited downtime. Lower cost of ownership over time.

Dozens of internal parts require service by trained technician. Trip charges, high labor rates, excessive downtime & escalating cost of ownership while being referred to as "that organization down the street with a broken sign"

Bi-directional data supply. LED panels receives data from both directions, limiting a failure to one panel while the rest continue to receive data

Uni-directional data supply. Data travels from one LED board to the next, one failure results in multiple LED boards going dark.

Non-daisy chained power supplies. If a power supply fails only 1 module is affected

Daisy chained power supplies, each powering multiple LED boards. One failure results in multiple LED boards going dark.

Future Proof!

Not Future Proof

Upgrade to a higher resolution or increase the size of the LED display without replacing your sign.

Requires complete sign cabinet replacement

6-year LED panel replacement warranty
20% longer peace of mind

Typical LED warranty is 5-years



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ASCEND

Technical Specifications

to Higher Resolution

Pixel Pitch	LED Panel Matrix	Pixels per Square Foot	Min. Text Size	Brightness	LEDs per Pixel
8mm	40 x 80	1,600	2.4"	10,000 Nits	1R, 1B, 1G (SMD)
6mm	48 x 96	2,304	2"	10,000 Nits	1R, 1B, 1G (SMD)

Full Color 281 Quadrillion Colors

Average LED life 100,000 hours

Control type Waterproof Industrial Solid-state Quad-core CPU&GPU Controller

Communication Options Direct Ethernet, Wireless, Fiber, Verizon

Video File Formats AVI, WMV, MPG, RM/RMVB, MOV, DAT, VOB, MP4, FLV,

Text Formats TXT, RTF, WORD, PPT, Excel, etc.

Image Formats BMP, JPG, PNG, TIF, GIF, etc.

Refresh Rate > 3,000 HZ for Reduced Motion Blur

Frame Rate ≥ 60 frames-per-second for Smoother & More Realistic Imaging

Dimming 100 levels - Light Sensor or Software

Software Ascend Media Player, Always-on Cloud

Operating System Cloud OS, Connect using PC, Mac, iPad,

Storage Capacity Cloud Storage

LED Panel Construction Patented Aluminum LED Panels, 100% Solid State System, Zero Moving Parts

Cabinet Construction Ascend LED Panels Eliminates Traditional LED Cabinet

Service LED Panels have No Internal Serviceable Parts

Tech Support Remote Diagnostics with Lifetime In-House Tech Support

LED Module Weatherability IP67 Rated - Front and Back - Fully

Thermal Control Advanced Solid Aluminum Heat Sink Technology

Data-flow Bidirectional Data-flow Between LED Panels

Power Control Non-daisy Chained PRECISE POWER Control System

Sign Face & Structural Warranty Limited Lifetime Warranty

Removing LED Panels Easy & Fast Latch System

Future Proof Easy Upgrade of Pixel Pitch or Larger Screen Size

Calibration Remote Calibration for LED Panel Brightness

Working Voltage AC 110-volt to 240-volt ± 15%, 50-60-HZ, Sign Size Specific

Certifications UL, ETL, FCC, RoHS, ISO 9001

LED Panel Warranty 6-year LED Panel Replacement Warranty

∞ Researchers say a healthy human eye distinguishes between 1 - 10 millions colors, we've got them all covered!

∞ Refer to sign quote for specific warranty information for your sign

∞ All components are certified to comply with FCC Rules, Part 15

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PLUS**

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