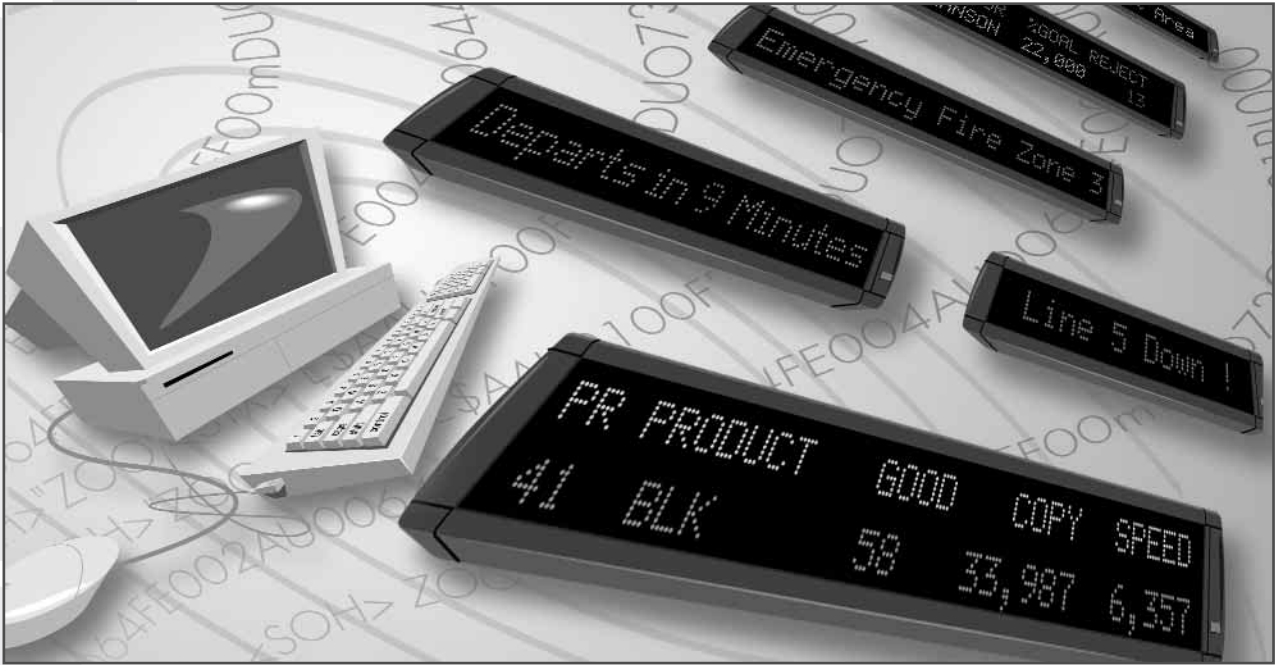


| ALPHA™ Communication Protocol |



ALPHA™ Protocol

Adaptive's protocol document allows you to be in complete control of your ALPHA electronic message display.

The Adaptive protocol document allows your ALPHA sign to communicate directly with cash registers, point-of-purchase displays, programmable logic controls, your desktop PC, or almost any device with a serial port. Post real-time information, boost morale, advertise at the point-of-purchase, all from your own software application. With Adaptive's ALPHA Protocol document you'll have your software "Alpha Ready" in no time.

ADAPTIVE™ - Creating a new vision for business communication

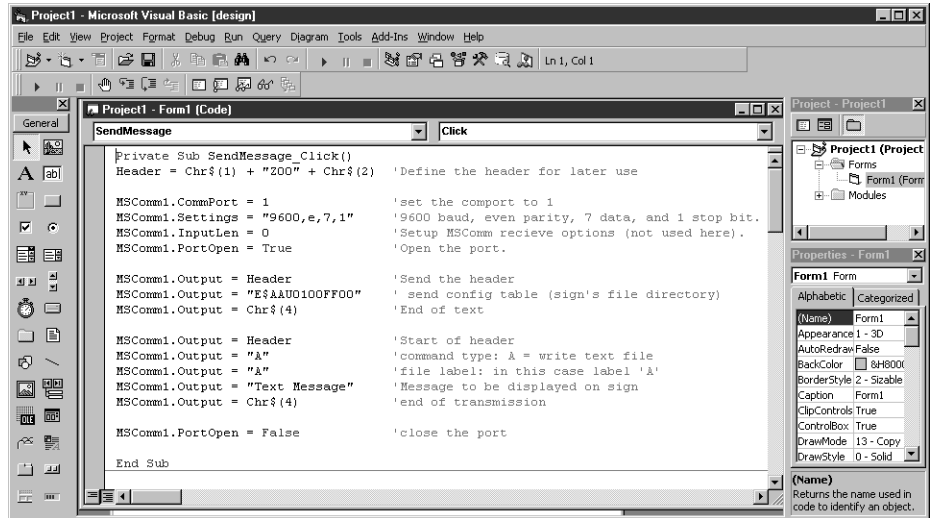


Standard Features

- Set your ALPHA's time.
- Set your ALPHA's date.
- Send a message to your ALPHA.
- Available with technical support.
- Send a picture to your ALPHA.
- Set counter functions
- Request a current status update from your ALPHA
- Run a query on your network
- Send pager compatible transmissions to your ALPHA

ALPHA™ Sign Communications protocol specifications

Use your own development platform (your own programming language). This is a Microsoft "Visual Basic" example.



Item	Name	Descriptions
A	<NUL>	A minimum of Five <NUL>s (00H) must be transmitted. This sign uses these five characters to establish the baud rate.
B	<SOH>	The <SOH>(01H) is the "Start Of Header" ASCII character.
C	"Z" Type	All signs.
D	Sign Address	A number between "00" and "FF" (0 to 255).
E	<STX>	"Start of text (02H) character. <STX> always precedes a Command Code.
F	Command Code	One ASCII character defines the command
G	Data Field	Made up of ASCII character s which are dependent on the preceding Command Code.
H	<EOT>	"End Of Transmission" (04H) character.

Protocol document shows clear examples of how to communicate with ALPHA products