



We respect our competition, but there's just **no comparison in technology stacks** when you look under the hood. We don't just strive to be incrementally better than our peers; **we work to deliver our customers a superior marketing platform** through innovative engineering and advanced manufacturing techniques. Your ROI is our biggest priority and the lens we look through when designing our displays here at Cirrus.

|                      |  <b>Cirrus</b>   | Competitors   |
|----------------------|---|---|
| PRICE PER PIXEL      | <b>Best price/pixel on the market.</b><br>4x8 double-sided <b>9mm: \$0.33</b>   | Overpriced price/pixel.<br>4x8 double-sided 10mm: \$0.60  |
| COMPONENTS           | Ultra-premium Cirrus designed PCB's, LED's, power supplies, and high-power 4 core CPU's on every LED module.  | Good to average quality components, limited processing power and antiquated sender-receiver card setup.   |
| SOLID-STATE          | Not a single wire or moving part, engineered using the most innovative and modern practices, providing rock-solid reliability. Patented auto-mapping.   | Antiquated engineering with 10x the components of a Cirrus display and several wires, which means 10x the failure points. No auto-mapping capability.   |
| MANUFACTURING        | Manufactured domestically on the most advanced SMT and robotic assembly line in North America for ultimate precision and quality.   | Manufactured domestically, but on an antiquated assembly line without robotics or modern manufacturing techniques.  |
| BRIGHTNESS & CONTROL | High brightness SMD LED's. Nit rating of 7000 plus ultra-long degradation rate keeps the display looking great at year 10. Automated software & sensor.   | High brightness SMD LED's. Nit rating of 7000. Unknown LED degradation rate at year 10. Sensor only, which is prone to failure.   |
| SOFTWARE             | First to market with a true web-based cloud CMS, ScreenHub, that is the most intuitive and easy-to-use software in the industry. Advanced interday, 3-day, and 5-day weather forecasts. Connection via API into public stock photography libraries for daily fresh images and videos. Instant connections to real-time RSS, Twitter, stocks, and live video feeds. Facebook live and YouTube live compatible as well. | Partial cloud platform with an antiquated UI that is difficult to use. Unlike the Cirrus CMS, updates are not automatic; manual only . No advanced weather, only current temperature. Static stock image libraries and limited connections to live information. |
| FUTURE-PROOF         | Patented modular architecture allows you to increase the display size or upgrade the resolution efficiently.  | No capacity to increase size/resolution. An entire new display would have to be installed, which would incur new costs.   |
| WEIGHT & THICKNESS   | 4x8 double-sided display is <b>320 lbs.</b> using our high-strength extruded aluminum frame. All of our frames are made at Cirrus using advanced robotics and only <b>4 in. thick per side.</b>   | 4x8 double-sided display is <b>815 lbs.</b> , which comes in a heavy aluminum box that cannot be manipulated or customized (without voiding the warranty). <b>7 in. thick per side.</b>   |
| IP RATING            | Entire module, front and back, has an <b>IP 67 rating</b> and can be completely submerged in water for 30 minutes.  | LED module is not fully waterproof.   |
| TURN-AROUND          | <b>24-72 hour</b> turnaround time.  | Shipping time between 4-8 weeks.  |
| WARRANTY             | 5-year hardware / optional on-site service warranty called Cirrus Complete and the market's best pixel warranty. The most advanced 24/7 performance monitoring visualizing electrical, connectivity, module health and temperature. Built-in AI to self-heal & protect the display.   | 5-year hardware warranty with limited remote diagnostics.   |