

Illuminated Advertising Solutions

APPLICATIONS: Out Of Home Advertising

- Point of Purchase
- Banners
- Posters
- Automotive Wraps
- Bus, Taxi, Train, Truck Advertising
- Street Furniture

FEATURES AND BENEFITS:

Thickness

At approximately 0.5mm thick, Rogers' signs are thin enough to provide backlit advertising anywhere a standard poster or sign can be placed.

Animation

Rogers' Electroluminescent materials enable you to animate advertisements for greater visual impact and retention.

Flexibility

Signs can be rolled for shipping, and can be posted around pillars or corners.

Light Weight

At approximately 1 kg/m² (3.3oz/ft²), Rogers' signs are easy to install, easy to move and can be placed in locations that cannot support heavier lighting systems.

Installation

In most cases, signage installation will not require a building permit due to the light weight and use of standard wall outlets.

Cost

Cost of Rogers' signs are competitive with other advertisement lighting solutions.

Green

Rogers' EL substrates and lamps are environmentally friendly and contain no heavy metals.



Rogers' electroluminescent (EL) material provides thin, flexible, light weight backlighting to virtually any advertising application. Unlike other backlighting technologies, Rogers' lamps are only ~0.5mm in thickness and very light weight, which allows you to install backlit advertisements in previously impossible locations.

Designed especially for the Out Of Home advertising market, our EL material can provide animation to your ad. Multiple segments can be lit and controlled separately, providing eye-catching highlights to your message, or animation to your graphics.

Rogers' EL materials are a cost effective alternative to fluorescent lightboxes, LED displays and neon signs. Our EL material is much more durable, flexible, energy efficient and lower maintenance than any other backlighting alternative.

Performance Characteristics

Lit Color through graphics	Bare Lamp Color Coordinates @ 180 Vrms / 850 Hz		Luminance @180Vrms 850Hz
	x-coord	y-coord	
White	0.28	0.37	170 cd/m ² (50 ft-L)

Life: For typical advertising applications, EL materials will provide adequate lighting for approximately 6 months. Life can be extended by adjusting the electrical conditions, duty cycle, etc. Please contact Rogers Corporation for more information.

TYPICAL & MAXIMUM RATINGS			
	UNIT	MAX	TYPICAL
Supply Voltage	Vrms	300	140 to 180
Supply Frequency	Hz	N/A	600 to 850
Operating Temperature Range	°C	-40 to 70	0 to 50
	°F	-40 to 158	32 to 122
Storage Temperature Range	°C	-40 to 85	0 to 50
	°F	-40 to 185	32 to 176
Thickness	Inches	0.03	0.02
	Mm	0.75	0.25 to 0.5

Typical values are a representation of an average value for the population of the property. For specification values contact Rogers Corporation.

- Rogers' Electroluminescent (EL) lamps are considered "green" products. They do not contain heavy metals or radioactive substances and fully comply with European and Chinese RoHS directives. They are not fabricated using ozone depleting chemicals (ODC).
- For disposal purposes, our EL lamps are not considered a hazardous waste by US EPA regulations. As always you should verify acceptability with state and local regulations prior to disposal.
- Rogers' EL lamps are not UL rated. EL lamps are solid state devices and have been used in applications ranging from watches to automobile instrument clusters to billboards with no reports of property loss or injury associated with lamp failure. (Any shorts occurring in the lamp are self limiting due to the nature of the lamp electrodes.)
- An EL system consists of a lamp and driver. The DUREL® family of EL drivers includes devices that can be powered by either AC or DC power supplies and will output the necessary AC voltage and frequency to optimally drive the Rogers' EL lamp.
- AC-DC converters are UL approved.
- Inverters, wiring and connectors are fabricated from UL approved components and built with UL guidelines.



The information contained in this data sheet is intended to assist you in designing with Rogers' EL systems. It is not intended to and does not create any warranties, express or implied, including any warranty of merchantability or fitness for a particular purpose or that the results shown on the design guide will be achieved by a user for a particular purpose. The user should determine the suitability of Rogers' EL lamp and driver products for each application.