

# The NEW Outdoor, Blank-out, LED Backlit Sign

## Phēnix™

### Brighter & Greener

Introducing Phēnix, a line of outdoor backlit signs that offer LED long life and energy efficiency, with a bold, easy to read message that blanks out when off.

Phēnix signs are designed with the same super **bright** LED technology used to light new car headlights and the New Years Eve countdown ball in Times Square!

It's the **smart** replacement for our old neon and incandescent signs because it fits the same cabinet footprint and the sharp new look makes this the ideal product to use when upgrading a bank drive-thru.

Phēnix, the **Green** choice in outdoor backlit signage. Uses up to 90% less energy and is guaranteed readable even on the sunniest days without a visor!

### Brighter & Greener

7" h x 34" w x 2½" d  
25883

COMMERCIAL

7" h x 34" w x 2½" d  
25929

ATM

7" h x 18" w x 2½" d  
29524

OPEN  
CLOSED

14" h x 18" w x 2½" d  
25938



Directional Systems

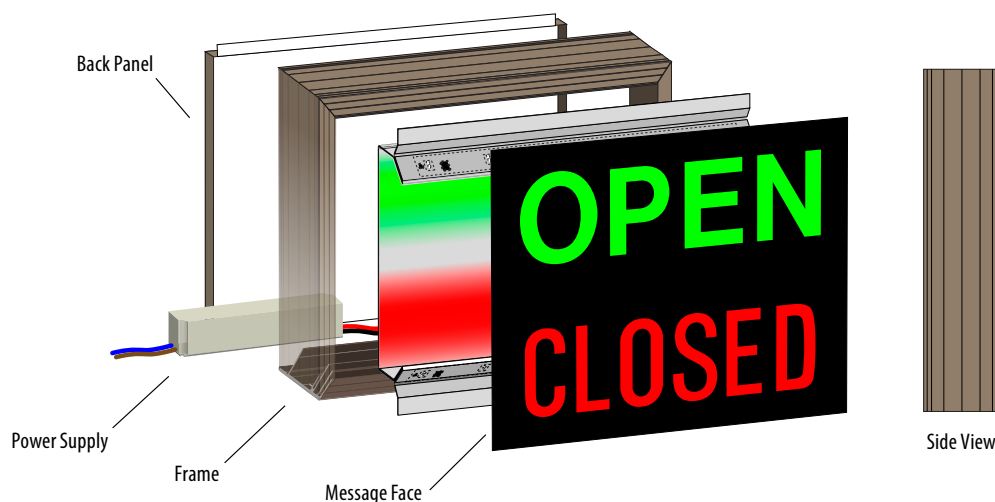
2250 West 23rd Street • Erie, Pennsylvania 16506  
Toll Free: 877/827-8296 • Toll Free Fax: 877/827-8291

1-877-827-8296 toll free or  
Online @ [directionalsystems.com](http://directionalsystems.com)

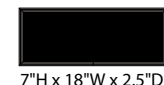
# Phenix™ Series

## Outdoor Blank-out LED Backlit Signs

PHX Breakaway View



### Phenix™ Cabinet Sizes



7"H x 18"W x 2.5"D



14"H x 18"W x 2.5"D



7"H x 34"W x 2.5"D

### Illumination

**Light Source:** High-intensity, LED reflected, backlit illumination

**Colors:** Red, Green, Amber, White

**Life Expectancy:** Over 100,000 hours

### Electrical

- Universal Input 100 - 240VAC
- Constant current, switchmode, LED power supply

### Materials and construction

**Cabinet:** Continuous, extruded aluminum, 2.5" in depth

**Cabinet Finish:** Duranodic Bronze, custom paint colors available

**Backlit Message Panel:** Translucent black acrylic, 1/8" thick

Vinyl message applied in a reverse stencil cut on second surface

**Application:** Outdoor blank-out use

### Mounting

- Includes our special Lift 'n Shift standard wall mount design for easy installation and maintenance.
- **Compatible with:** Recessed mount, ceiling mount, side mount, angle mount, swivel mount, double and single post mounts

### Benefits

- Guaranteed viewable in direct sunlight
- Message blanks-out completely when off
- Designed for outdoor use and high vibratory conditions
- Consumes 75% less energy than comparable neon backlit signs
- Is 50% brighter than most neon backlit designs
- Quick turn-around
- 5 Year warranty

## Customization Options

Directional Systems can customize Phenix™ Outdoor Blank-out LED Backlit signs to display any message or logo; the size of the sign can be customized in increments of 7" high and increments of 18" or 34" wide. By applying vinyl to the second surface, (back side), of a black acrylic face the sign can be customized with virtually any message or image. The Phenix Series has the option to be double faced.

### Message Options

Say what you want, all Phenix backlit signs can display any message. The message can be in any color or combination of colors.

### Character Styles

Choose the character style by the character size, font and upper/lower case letters. The Phenix series will accommodate up to a 3.75" high character, depending on the size of the sign and the length of the message.

### Logo or Graphic

Include a logo or graphic to bring more attention to a sign or message. The Phenix series will accommodate graphics or logos up to 3.75" high. Graphics may include anything from warning symbols such as DO NOT ENTER or handicap symbols to shapes like Arrows, Circles, Pedestrians or the Shape of a Hand.

### Multi-lingual Messages

Just like we're not limited to words, we are not limited by language. You can also design signs to include other languages and create multi-lingual messages in Spanish, French, German, Arabic, Chinese, etc.

### Customize the Cabinet

All cabinets can be painted to match any color upon request. You can also customize a cabinet by including hoods or special mounting

### Voltage

We understand projects require different voltages for different applications. All Phenix series signs offer a standard Universal 100-240VAC input and are equipped with a constant current, switchmode, LED power supply.

*Details are typical only - some details may vary.*



Directional Systems

2250 West 23rd Street • Erie, Pennsylvania 16506

Toll Free: 877/827-8296 • Toll Free Fax: 877/827-8291

1-877-827-8296 toll free or  
Online @ [directionalsystems.com](http://directionalsystems.com)