



IMMEDIATE RELEASE

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Visual Graphic Systems Revolutionizes Signage with the NEW Magillum® LED Flat Panel Menu Display

The Magillum® LED is an internally illuminated Flat Panel Display for menus and décor.

July 26, 2012 - Visual Graphic Systems Inc (VGS) has introduced the new [Magillum® LED Flat Panel Menu Display](#). Combining the sophistication of flat panel technology with brand customization and easy changeability, the [Magillum® LED Flat Panel Menu Display](#) is available at a price point significantly lower than other LED panels.

While the ultra-slim profile of this menu display provides a modern feel, edge-lit technology creates an [energy-efficient](#) focal point for menus and imagery. The [Magillum® LED Flat Panel Menu Display](#) saves 80% more energy compared to using traditional lighting, while operating 20% brighter than other models with the same power consumption. Optically-refined dot pattern technology optimizes the quality of light, producing high brightness and evenness. In addition, these LED displays are engineered to provide the same brightness over a variety of sizes; this consistency makes modular design possible, allowing customers to create an even bigger impact with their menus and graphics.



Matt Buksbaum, vice president at VGS, comments on the addition of the display into VGS' current product line. "We always try to look for ways to incorporate [sustainable resources](#) into our products, and we feel that LED technology is finally at a point to be able to do that. With an ultra slim profile and our patented [MagaLens®](#) frame – which is so thin and unobtrusive it virtually disappears into the display – we have the perfect blend of energy-efficiency and sleekness, at a very competitive price. In addition this new unit integrates seamlessly with VGS' [digital and non-illuminated modules](#), allowing clients to mix and match panels to create their own unique menu system."

Powder-coated chassis construction ensures durability and the lift-up [MagaLens®](#) frame allows for fast and easy content changes. Available as 24" wide single panels, or 48" wide double panels, [Magillum® LED Flat Panel Menu Displays](#) have an ultra slim profile of only ¼ inch. Choose from 9 stock decorative border designs and optional headers for a look that appears to be custom, at a stock price. Suspend units from the ceiling or wall mount, either flat or at a 15° angle for optimal viewing.

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The minimalist profile, energy-efficiency, customization options and economical price point make [Magillum® LED Flat Panel Menu Displays](#) perfect for displaying menu content, store promotions or brand imagery.

VGS, as a full service manufacturer of next generation signage, also supplies complementary products to support [digital, stock, custom and hybrid menu board systems](#) such as [freestanding displays](#), [countertop displays](#) and [wall/ceiling displays](#).

About VGS

Headquartered in Carlstadt, NJ, Visual Graphic Systems, Inc. (VGS) is recognized as a leading innovator in the design and production of visual communication and marketing systems. Their business is unique in that they offer turnkey services – from design to fabrication – with global project management capabilities. For over 30 years, VGS has designed, manufactured, and installed a thousands of high quality, innovative architectural signage programs, digital displays, fixture systems, eco-friendly solutions and menu boards for a variety of industries, including corporate, food service, c-store, hospitality, entertainment, education and retail. For more information about VGS' [products](#), [projects](#) and services, please visit www.vgsonline.com. To speak directly to a representative, please call 1-800-203-030 or contact VGS at info@vgs-inc.com.