What is the application of this opportunity?
1) Channel Letters  2) Cabinets  3) Border  4) Architectural

1) Channel Letters/ cabinets
   a) What are the cabinet or channel letter dimensions?
   b) Are there multiple signs that need to be controlled together?
   c) Are these mounted to the top of a large multi-story building?

2) Border/ Architectural
   *A layout of the building with a rough indication of where the product will go is required.*
   a) How many linear feet?
   b) Are there multiple elevations?
   c) Are there multiple buildings?
   d) Will we have access to building network?

3) What does the end user want?
   a) If there are multiple components, will they be controlled together, separately, or both?
   b) Do they want this to be fully animated with color changing? Or will this be a single color most of the time with the occasional change for special events?
   c) If any color change is desired, will it be uniform or segmented color change?

4) How does the end user want to control the system? (Some of this will be dictated by the answers to the previous questions):
   a) Does the end user want the program to stay the same day-to-day, or will they want to be able to change it frequently?
   b) Does the end user want to use a network interface like a computer or tablet to control the system?
   c) Does the end user just want to control the system at the unit control unit by manually swapping SD cards?