

BANNER-LITE™

The Ultimate Programmable Electronic Banner.



USER GUIDE

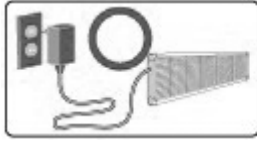
Version 1.0

Sign Version 3.0 (Black Remote)



IMPORTANT SAFETY INSTRUCTIONS

READ BEFORE OPERATING DISPLAY



Do not share or split the power cable of the power adaptor.
This may cause serious injury and electrical shock.



Do not plug more than two plugs into a single outlet.

Sharing several plugs into a single outlet causes overheating and is a fire hazard.



Do not bend, twist, or place heavy objects on the power cord.

Excessive binding or twisting may cause the wires inside to short circuit causing a potential fire hazard.



Do not touch outlet or handle power adapter plug with moist or wet hands.

This may cause serious injury and electrical shock.



The power adapter plug must be securely connected to the outlet.

Loose plugs can overheat and cause an electrical fire.



Do not open, modify or disassemble any part of this display.

This will void warranty and may result in bodily injury or even death.



If there is any sign of smoke or unusual odor from the operation of this display, unplug the unit and contact the Pro-Lite Service Center.

Continued operation after noticing the above is dangerous and can cause a fire.



Handle with care when transporting or carrying the display.

Dropping the unit may cause damage causing the sign to be inoperable.



During installation, properly mount and fastened the sign.

Improperly mounted signs can fall causing bodily harm and injury.



Do not allow the sign to swing. Do not install near a magnetic source.

This may cause the sign to be inoperable.



Do not open, modify or disassemble the remote control.

This will cause the remote control to become inoperable.

FEATURES

UNIQUE CAPABILITIES

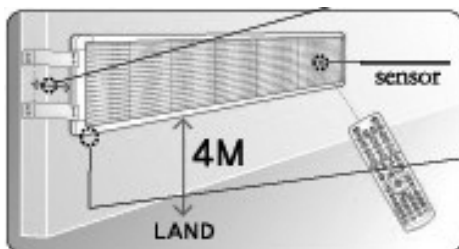
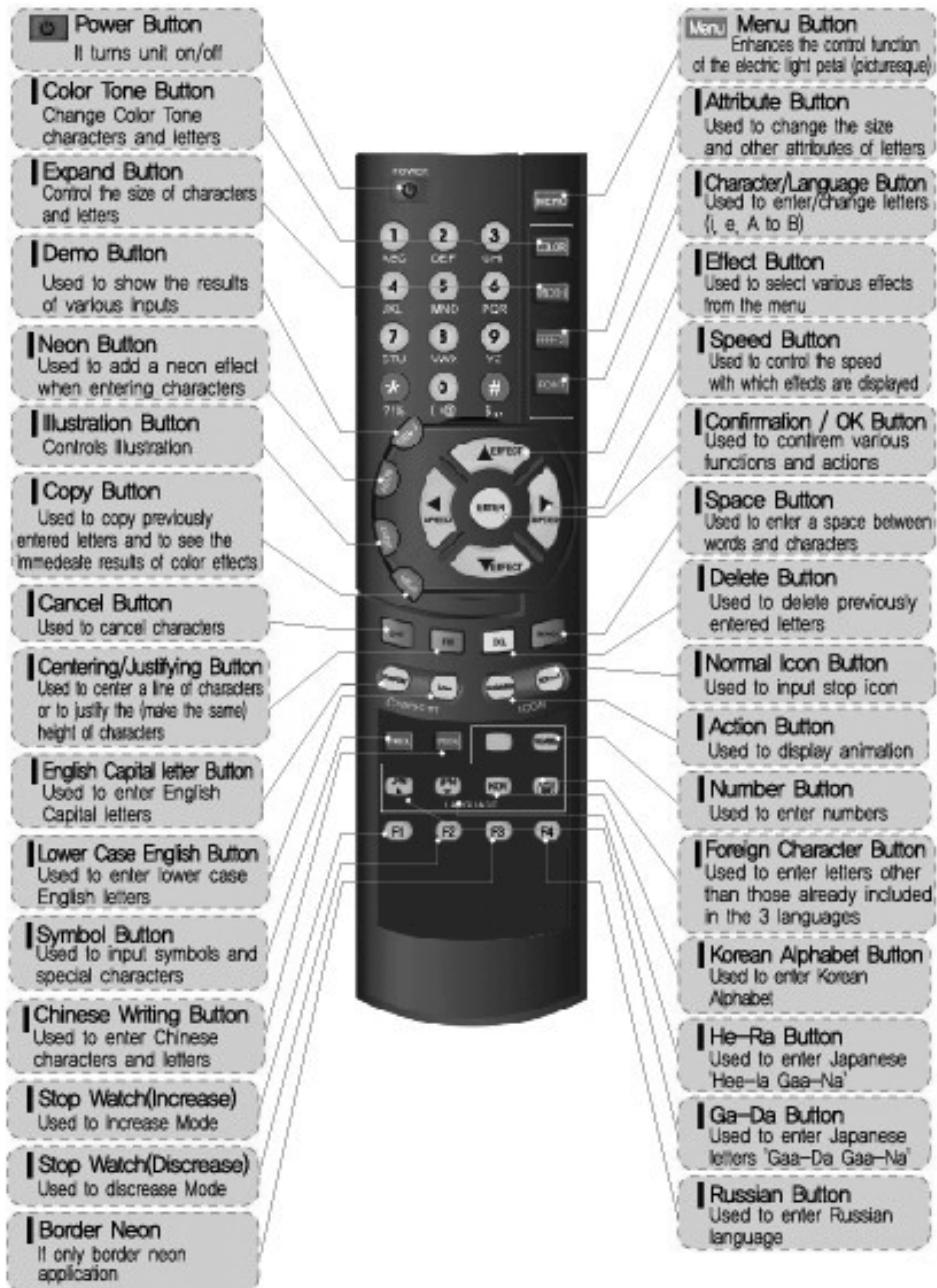
- ❖ Letters, characters, and symbols can all be easily resized.
- ❖ Four times brighter than the average electronic sign.
- ❖ Remote Control is easy to use and will accurately respond to your touch.
- ❖ Scheduled ON/OFF feature for automatic message display and shutdown. This includes special message reservations for controlling display content during the day.
- ❖ Display important viewer information such as TIME and DATE.
- ❖ Six user selectable fonts and several font effects can be used to capture the attention of your audience.
- ❖ Create exciting message using any one of the 20 different message effects available.
- ❖ Capable of displaying approximately 100 different and distinctive message results. Imagine the possibilities!
- ❖ Light yet durable construction for easy handling and installation.
- ❖ Dependable customer service support when needed.

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REMOTE CONTROL

FUNCTIONS & DESCRIPTION OF BUTTONS



Do not install sign higher than 4 meters (13 feet) from the ground. Doing so will effect remote control operation.

REMOTE CONTROL

ENTERING SYMBOLS, SPECIAL CHARACTERS, AND LETTERS

Programming a “HOUSE” onto the display.

- 1) Press the [ENG] button.
- 2) Press [GHI] twice.
- 3) Press [MNO] 3 times.
- 4) Press [STU] 3 times.
- 5) Press [STU] one more time.
- 6) Press [DEF] twice.
- 7) A “HOUSE” has been inserted in your message.

Programming symbols.



- 1) Press the [SYM] button once.
- 2) Press [<] or [>] to view the available symbols.
- 3) Press [OK] when you have found the desired symbol.
- 4) The symbol will be inserted in your message.

Programming special characters and icons.




- 1) Press the [SPE] or [ICON] button once.
- 2) Press [<] or [>] to view the available characters.
- 3) Press [OK] when you have found the desired character.
- 4) The character will be inserted in your message.

Programming special characters and icons.



- 1) Press the [MOVE] button once.
- 2) Press [<] or [>] to view the available characters.
- 3) Press [OK] when you have found the desired character.
- 4) The character will be inserted in your message.

 **NOTE:** To change a letter, letter color, border style, letter effect and so forth, select the appropriate letter key by moving the cursor left or right. And then use the appropriate button keys to change effects such as tone of color, size of letter, etc.

QUICK START INSTRUCTIONS

HOW TO ENTER A BASIC MESSAGE

The Edit Mode

- 1) Press the [MENU] button. The “Additional Contents” menu appears. Press [OK].
- 2) The “Adding Sentence” menu will appear, press [OK].
- 3) The message reading “Enter writing/information” will appear momentarily. At this time you can start entering your message.
- 4) When you have completed entering your message, press [OK].

Insertion Effect see *the Advanced Editing section for explanation on using this feature.*

- 5) The message reading “Insertion Effect” will appear momentarily.
- 6) Press [OK] to continue.

Maintain Effect

- 7) The message “Maintaining Effect Selection” will appear momentarily.
- 8) Press [OK] to continue.

Maintain Seconds

- 9) The message “Maintain 5 Seconds” will appear. At this time select the number of seconds to hold your message on the screen before disappearing off the screen.
- 10) When you are satisfied with your setting, press [OK] to save your setting.

Display Effect


- 11) The message “Select a Display Effect” will appear momentarily.
- 12) Press [OK] to continue.

Connection X

- 13) The message “Connect X” will appear.
- 14) Press [OK] to continue.

Finalizing Your Message

- 15) The message “Additional Contents” will appear momentarily.
- 16) Press [END] to store your settings. This also automatically activates your messages to run on the display.

 **NOTE:** Refer to the Advanced Editing section for in-depth details on using the Insertion Effects, Maintain Effects, Maintain Seconds, Display Effect, and Connection X.

OVERVIEW OF MENU OPTIONS

SIGN OPTIONS AND SETTINGS

- 1) Adding Contents (*options*)
 1. Additional Sentence
 2. Adding Figure/Diagram
 3. Video
 4. Image
 5. Date Indication
 6. Time indication
 7. D-Date
 8. D-Time
 9. An Event
- 2) Revisions (*modification*) of Contents
- 3) Enter Information (*contents*)
- 4) A List of Contents
- 5) Deletion of Contents
 1. Deleting Selection
 2. Delete All
- 6) Stop Watch
- 7) Creating a Password
- 8) Setting the Timer
 1. Setting the Timer
 2. Setting Dates
 3. Setting Turn On
 4. Setting Turn Off
- 9) Equipment Set Up
 1. Reservation X
 2. Sound X
 3. Production Date
 4. Number of Column
 5. Color
 6. Screen (one side or both)
 7. Test
 8. Changes in tone of color

SYMBOLS AND SPECIAL CHARACTERS

- 1) Symbols
"!#\$%&'()*+,-./:;<=>?@[\] ^ _ ` { | } °
- 2) Special Characters
1 2 3 4 5 6 7 8 9 0 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
※ ★ ☆ ○ ● ◎ ◇ ◆ □ ■ ▲ △ ▼ ▽ ◀ ◁ ▷ ▶ ♠ ♣ ♡
♥ ♣ ♠ ○ ◆ ■ ☞ ☎ ☏ ☑ ☒ ☓ ☔ ☕ ☖ ☗ ☘ ☙ ☚ ☛ ☜ ☝ ☞ ☟ ☠ ☡ ☢ ☣ ☤ ☥ ☦ ☧ ☨ ☩ ☪ ☫ ☬ ☭ ☮ ☯ ☰ ☱ ☲ ☳ ☴ ☵ ☶ ☷ ☸ ☹ ☺ ☻ ☼ ☽ ☾ ☿ ☽ ☾ ☿ ☽ ☾ ☿ No. a.m. p.m. Tel °C

ADDING CONTENT

CHARACTER STYLES AND EFFECTS

The Edit Mode

- 1) Press the [MENU] button.
- 2) When the message “Additional Contents” appears, press [OK].
- 3) When the message “Adding an Additional Sentence” appears, press [OK].
- 4) The message “Enter a Sentence” will appear momentarily followed by a blinking cursor on the left side of the screen.
- 5) Begin to enter your message content.

Changing the Character Style

- 6) When your message is complete, use the [<] and [>] arrow buttons to move the cursor to a letter you would like to change the character style to.
- 7) When you have selected a letter, use any one of the character style buttons such as [Enter], [Width], [Effects], and [Font] to preview the font effect.
- 8) When you are satisfied with your font effect preview, use the [<] and [>] arrow buttons to move the cursor to another letter you would like to change the character style to.
- 9) Press [OK] to apply your style changes and continue to the next step.

Insertion Effect – The effect used to control how your message will jump on the screen.

- 10)The message reading “Insertion Effect” will appear momentarily.
- 11)The next step is to preview and select the effect to use for your message. Use the [up] or [down] arrow buttons to preview the effects available.
- 12)When you are satisfied with your effect preview, press [OK] to save your selection.

Maintain Effect – The effect used when your message is stationary on the display.

- 13)The message “Maintaining Effect Selection” will appear momentarily.
- 14)The next step is to preview and select the effect to use for your message. Use the [up] or [down] arrow buttons to preview the effects available.
- 15)When you are satisfied with your effect preview, press [OK] to save your selection.

Maintain Seconds – Tells the display how long to hold your message on the screen.

- 16)The message “Maintain 5 Seconds” will appear. At this time select the number of seconds to hold your message on the screen before disappearing off the screen. This setting can be from 01 – 99 seconds.
- 17)When you are satisfied with your setting, press [OK] to save your setting.

Display Effect – The effect used to remove your message from the screen.

- 18)The message “Select a Display Effect” will appear momentarily.
- 19)The next step is to preview and select the effect to use for your message. Use the [up] or [down] arrow buttons to preview the effects available.
- 20)When you are satisfied with your effect preview, press [OK] to save your selection.

 **NOTE:** Refer to section Appendix Section for a list of all effects available.


ADDING CONTENT

Connection X – Links your current message to other messages stored on the display.

- 21) The message “Connect X” will appear.
- 22) Use the [up] or [down] arrow buttons to change the “X” to “O” or vice-versa. Selecting “X” will NOT link your current message to the other messages stored on the display. Selecting “O” will combine your current message with other messages on the display.
- 23) If your selection is “X”, press [OK] to confirm and continue to the **Finalizing Your Message** step.
- 24) If your selection is “O”, press [OK] to confirm and continue to the next step.
- 25) The message “Add Additional Sentence” appears. At this time you can continue adding additional messages starting with step 1. To cancel adding additional sentences, press the [ESC] or [MENU] button.

Finalizing Your Message – Running your message.

- 26) The message “Additional Contents” will appear momentarily.
- 27) Press [END] to store your settings. This automatically activates your messages to run on the display.

 **NOTE:** Apply neon type effects by pressing the [NEON] button. Additionally, pressing the [up] or [down] buttons will display even more neon effects!

VISUAL CONTENT

Add Pictures

- 1) Press [MENU].
- 2) Press [OK].
- 3) Press the [up] or [down] arrow buttons and stop when you see “Add Picture”.
- 4) Now press [OK].
- 5) Use the [up] or [down] arrow buttons to preview the pictures available.
- 6) When you are satisfied with your picture selection, press [OK] to save your selection.
- 7) Your picture selection will be added to your message sequence automatically.

Add Image

- 1) Press [MENU].
- 2) Press [OK].
- 3) Press the [up] or [down] arrow buttons and stop when you see “Add Image”.
- 4) Now press [OK].
- 5) Use the [up] or [down] arrow buttons to preview the image available.
- 6) When you are satisfied with your image selection, press [OK] to save your selection.
- 7) Your image selection will be added to your message sequence automatically.

Add Video

- 1) Press [MENU].
- 2) Press [OK].
- 3) Press the [up] or [down] arrow buttons and stop when you see “Add Video”.
- 4) Now press [OK].

ADDING CONTENT

- 5) Use the [up] or [down] arrow buttons to preview the videos available.
- 6) When you are satisfied with your video selection, press [OK] to save your selection.
- 7) Your video selection will be added to your message sequence automatically.

Add TIME

- 1) Press [MENU].
- 2) Press [OK].
- 3) Press the [up] or [down] arrow buttons and stop when you see “Time Indication”.
- 4) Now press [OK].
- 5) At this time you have the option of changing the character style of any or all the numbers. Refer to the **Changing the Character Style** steps in the **CHARACTER STYLES AND EFFECTS** section.
- 6) When done, press [OK] to apply your style changes.
- 7) To continue, refer to the **Insertion Effect** steps in the **CHARACTER STYLES AND EFFECTS** section.

Add DATE

- 1) Press [MENU].
- 2) Press [OK].
- 3) Press the [up] or [down] arrow buttons and stop when you see “Date Indication”.
- 4) Now press [OK].
- 5) At this time you have the option of changing the character style of any or all the numbers. Refer to the **Changing the Character Style** steps in the **CHARACTER STYLES AND EFFECTS** section.
- 6) When done, press [OK] to apply your style changes.
- 7) To continue, refer to the **Insertion Effect** steps in the **CHARACTER STYLES AND EFFECTS** section.

Add D-Date

- 1) Press [MENU].
- 8) Press [OK].
- 9) Press the [up] or [down] arrow buttons and stop when you see “D-Date”.
- 2) Press [OK].
- 3) Use the [<] and [>] arrow buttons to change the position of the cursor. The date format is as follows = Year/Month/Day
- 4) Now use the [up] and [down] arrow buttons to change the date accordingly.
- 5) When done, press [OK].
- 6) Enter your D-Date message.
- 7) When done, press [OK] to preview your D-Date message.
- 8) If you are satisfied with your message, press [OK] to save your D-Date message. Otherwise, press [ESC] to go back.

Add D-Time


- 1) Press [MENU].
- 2) Press [OK].
- 3) Press the [up] or [down] arrow buttons and stop when you see “D-Time”.

ADDING CONTENT

- 4) Press [OK].
- 5) Use the [<] and [>] arrow buttons to change the position of the cursor.
- 6) Now use the [up] and [down] arrow buttons to change the time accordingly.
- 7) When done, press [OK].
- 8) Enter your D-Time message.
- 9) When done, press [OK] to preview your D-Time message.
- 10) If you are satisfied with your message, press [OK] to save your D-Time message. Otherwise, press [ESC] to go back.

Event

- 1) Press [MENU].
- 2) Press [OK].
- 3) Press the [up] or [down] arrow buttons and stop when you see “Event”.
- 4) Now press [OK].
- 5) At this time you can enter your Event message.
- 6) When done, press [OK].
- 7) To continue, refer to the **Insertion Effect** steps in the **CHARACTER STYLES AND EFFECTS** section.

 **NOTE:** Pressing [MENU] at anytime will return you to the top of the menu.

CONTENT MODIFICATION

REVISE, ADD, VIEW, LIST, AND DELETE CONTENT

Contents-Amend/Revise – Change the content on an existing message.

- 1) Press [MENU].
- 2) Press the [up] or [down] arrow buttons and stop when you see “Content-Amend/Revise”.
- 3) Press [OK].
- 4) Now press the [up] or [down] arrow buttons to scroll and preview the contents of your message(s).
- 5) Select a message to edit and press [OK].
- 6) To continue to modify your content, refer to the **ADDING CONTENT** section.

Enter Content – Insert new content between an existing message.

- 1) Press [MENU].
- 2) Press the [up] or [down] arrow buttons and stop when you see “Enter Content”.
- 3) Press [OK].
- 4) Now press the [up] or [down] arrow buttons to scroll and preview the contents of your message(s).
- 5) When you are ready to insert new content, simply press [OK].
- 6) To continue, refer to the **ADDING CONTENT** section. Your content will automatically be inserted after the stored message you selected.

List of Content – View existing content currently saved.

- 1) Press [MENU].
- 2) Press the [up] or [down] arrow buttons and stop when you see “List of Content”.
- 3) Press [OK].
- 4) Now press the [up] or [down] arrow buttons to scroll and preview the contents of your message(s).
- 5) At this time you have the option of removing or including a specific message in the message-cycle. Simply press [OK] to change the “O” to “X” or vice-versa. Selecting “X” will NOT link your current message to the other messages stored on the display. Selecting “O” will combine your current message with other messages on the display.
- 6) Press [ESC] to confirm and accept your settings.

Delete Content – Deleting stored messages.

- 1) Press [MENU].
- 2) Press the [up] or [down] arrow buttons and stop when you see “Delete a Selection”.
- 3) Press [OK].
- 4) A message reading “Delete a Selection” will appear.
- 5) Press [OK].
- 6) Now press the [up] or [down] arrow buttons to scroll and preview the contents of your message(s).
- 7) Select a message to be deleted and press [OK].
- 8) To confirm message deletion press [OK] again. To cancel press [ESC].


CONTENT MODIFICATION

Delete All – Deleting ALL stored messages.

- 1) Press [MENU].
- 2) Press the [up] or [down] arrow buttons and stop when you see “Delete All”.
- 3) Press [OK].

WARNING: ALL MESSAGES STORED ON THE DISPLAY WILL BE PERMANENTLY DELETED. YOU WILL NOT BE ABLE TO RECOVER THE MESSAGES.

- 4) To confirm ALL messages deletion, press [OK] again. To cancel press [ESC].

 **NOTE:** Pressing [MENU] at anytime will return you to the top of the menu.

SETTINGS

STOP WATCH, PASSWORD, TIME, DATE, AND TIMER SETTING

Stop Watch – Numerical count up or down.

- 1) Press [MENU].
- 2) Press the [up] or [down] arrow buttons and stop when you see “Stop Watch”.
- 3) Press [OK].
- 4) There are two Stop Watch options, Increase Mode and Decrease Mode. Select the option you would like to use and press [OK].
- 5) Press [OK] again to begin and pause the Stop Watch.
- 6) Press [ESC] to exit the Stop Watch feature.

Create a Password– Password protect your messages from being changed by another user.

- 1) Press [MENU].
- 2) Press the [up] or [down] arrow buttons and stop when you see “Create A Password”.
- 3) Press [OK].
- 4) When the Password message appears, enter your own secret 4 digit PIN number.
- 5) Now confirm your 4 digit PIN number again.
- 6) The message “New password is stored” will appear momentarily.
- 7) Press [ESC] to exit the Password menu.

Setting the Time – Set the current Time.

- 1) Press [MENU].
- 2) Press the [up] or [down] arrow buttons and stop when you see “Setting The Time”.
- 3) Press [OK].
- 4) Use the [<] and [>] arrow buttons to change the position of the cursor.
- 5) Now use the [up] and [down] arrow buttons to change the time accordingly.
- 6) When done, press [OK].

Setting the Date – Set the current Date.

- 1) Repeat the same steps as setting the Time.

Timer ON/Timer OFF – Set the display to turn ON and OFF automatically.

- 1) Repeat the same steps as setting the Time.

ADDITIONAL SETTINGS

Setting Up –

- 1) Press [MENU].
- 2) Press the [up] or [down] arrow buttons and stop when you see “Setting Up”.
- 3) Press [OK].
- 4) There are four menu options. Press the [up] or [down] arrow buttons to view the options under this menu. They are as follows:
 1. Reservation – activate Timer
 2. Sound – activate sound
 3. Direction – display vertical or horizontal viewing

SETTINGS

4. Password - activate password
5. Brightness - set the brightness level
- 5) Select the "O" or "X" option by pressing the [OK] button. Selecting "X" will turn OFF the selection. Selecting "O" will turn ON the selection. The brightness setting can be changed by using the [up] or [down] arrow buttons.
- 6) When done, press [ESC].

APPENDIX

EFFECTS TABLE

Insertion Effects – The effect used to control how your message will jump on the screen.

- 1) Automatic – default setting
- 2) Drama – random effects
- 3) Scroll – scroll up/down/left/right
- 4) Gathering – merge lines left/right/up/down/diagonal
- 5) Hurricane – rotation effect
- 6) Tornado – twisting effect
- 7) Lens - expands and contracts letters in multiple directions
- 8) Appearing – displays different letters in multiple forms.
- 9) Hue groups – combines and separates colors individually or in groups.
- 10) Beam/Light – laser beam effects
- 11) Wave – wave effect

Maintaining Effects – The effect used when your message is stationary on the display.

- 1) Drama – random effects
- 2) Opposite direction – inverse color effect
- 3) Shaking – letters/characters shake effect
- 4) Hurricane – rotation effect
- 5) Tornado – twisting effects.
- 6) Lens – expands and contracts letters in multiple directions
- 7) No effect – none

Display Effects – The effect used to remove your message from the screen.

- 1) Scroll – scroll up/down/left/right
- 2) Drama – random effects.
- 3) Hurricane – rotation effect
- 4) Tornado – twisting effect
- 5) Dividing – closes message using various shapes
- 6) Lens – expands and contracts letters in multiple directions
- 7) Erase – erase effect
- 8) Hue groups – combines and separates colors individually or in groups.

FAQS - TROUBLESHOOTING

FREQUENTLY ASKED QUESTIONS

Why do words get cutoff?

Words that exceed the size of the screen will flow off the screen and be shown thereafter. It is practical to type your wording using the letter count that can fit on the screen at one time.

Can I adjust the speed of the effects?

When previewing any effect, use the [<] and [>] arrow buttons to adjust the speed of the effect.

Can I change the effect selection?

After saving an effect selection, you can always go back to the previous step by pressing the [ESC] button.

Can I recover any deleted messages?

No. If you use the delete function, your information will be removed permanently from the display.

Why will my timer not work?

Make sure the Reservation setting is turned ON. Refer to **SETTINGS** section.

TROUBLESHOOTING

I plugged my sign to the power outlet but it did not light up?

- 1) Unplug the power cord from the outlet.
- 2) Make sure that there is power at the outlet location by plugging in a lamp. If a lamp is not available, please try another power outlet and make sure that it outputs the required 110VAC ~ 120VAC.

I am sure that the outlet I am using meets the voltage requirements but my sign still does not light up.

- 1) Insert the batteries into the remote.
- 2) Press the [MENU] button. If the sign lights up, return to the beginning of the manual for further instructions. If the sign still fails to light up, please contact the Pro-Lite technical support department.

My sign does not respond to the remote controller.

- 1) Make sure the batteries are inserted correctly following the polarity diagram inside the battery compartment.
- 2) Stand approximately 5 feet from the sign.
- 3) Press the [MENU] button to see if the sign responds. If no response, please try a new set of batteries. If remote continues to fail, please contact the Pro-Lite technical support department.

CUSTOMER SERVICE - WARRANTY

TECHNICAL SUPPORT

Available 7:30 am – 4:30pm PST

Phone (714) 668-9988

Email: support@pro-lite.com

Web: www.pro-lite.com

WARRANTY

ONE YEAR LIMITED WARRANTY

PRO-LITE, INC. warrants to the original consumer that each of its PRO-LITE products and all components therein contained will be free from defects in materials and/or workmanship for one year from the date of purchase. Any warranty hereunder is extended only to the original consumer purchaser and is not assignable.

In the event of malfunction or other indication of failure attributable directly to faulty workmanship and/or material, PRO-LITE, INC. will at its option, repair or replace said products or components to whatever extent it shall deem necessary to restore said product to proper operating condition, provided the consumer purchaser has previously returned the enclosed Warrants Registration Card to PRO-LITE, INC. Before returning a product for repair, the customer must call PRO-LITE, INC. Customer Service at (714) 668-9988 for a Return Materials Number. This number should be included with the customer's mailing address and telephone number when the product is returned. Products should be returned to: PRO-LITE, INC., Attention: Warranty/Repair, 3505 Cadillac Ave. Bldg. D, Costa Mesa, CA 92626 (postage prepaid). During the year after the date of purchase, all labor and materials will be provided without charge. There shall be no warranty for either parts or labor after the expiration of one year from the date of purchase.

Units must be returned postage prepaid. It is recommended that the unit be insured when shipped. Units returned for which a Warranty Registration Card has not been submitted or out-of-warranty units returned will be repaired or replaced (at the option of PRO-LITE, INC) and the customer will be charged for parts and labor

Products will be returned to customer after repair or replacement has been completed by carrier and method chosen by PRO-LITE, INC. to any destination within the United States of America. Should the customer desire some other specific form of conveyance, or be located outside the border of the U. S. then the customer must bear the cost of return shipment.

The customer shall be solely responsible for failure of any PRO-LITE, INC. product or component thereof, resulting from accident, abuse or misapplication of the product, and PRO-LITE, INC. assumes no liability as a consequence of such events under the terms of the Warranty.

This Warranty gives you specific legal rights and you also have other rights that vary from state to state.

This Warranty is in lieu of all other express warranties, which now or hereafter might otherwise arise with respect to this product. ANY AND ALL IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR PARTICULAR USE SHALL HAVE NO GREATER DURATION THAN THE PERIOD FOR THE EXPRESS WRITTEN WARRANTY APPLICABLE TO THIS PRODUCT AS SHOWN ABOVE AND SHALL TERMINATE AUTOMATICALLY AT THE EXPIRATION OF SUCH PERIOD. No action shall be brought for breach of any implied or express warranty after one year subsequent to the expiration of the period of the express written warranty. (Some states do not allow limitations or how long an implied warranty lasts, so this limitation may not apply to you.)

Incidental and consequential damages caused by malfunctions, defect, or otherwise and with respect to breach of any express or implied warranty, are not the responsibility of PRO-LITE, INC. and to the extent permitted by law are hereby excluded both for property and, to the extent of unconscionable, for personal injury damage. (Some states do not allow the exclusion or limitations of incidental or consequential damages, so the above may not apply to you.)