

Why an LED Display?

Let's face it. Yellow pages are too expensive. Radio ads and TV commercials aren't hitting your target market. Not seeing any returns on flyers and mail marketing. You are not alone! 95% of small businesses in America fail for many reasons. But the simple reason for failure of these businesses is the lack of customers. We are here to help. The answer is right out your front door. Yes, that's right, the traffic that is driving by your business each and every day. Did you know that 85% of your potential customers live and work within a 5-15 mile radius of your business. Some of these potential customers are passing your business 30, 40, 100 times a month. How do you turn drive-by traffic into walk-in customers? That's a great question. Let Discount LED Displays show you how to utilizing an on-site marketing system with an outdoor LED display to capitalize on those missed opportunities. This is not a marketing gimmick. This type of marketing has a proven track record and a LED sign can and will increase your sales revenue from 15% to 150%. Unlike traditional media such as newspaper, radio, yellow pages, billboards and magazines, LED displays quickly capture attention with a combination of light, color, motion and graphics that gets your business noticed. An LED display can offer unique options for creating content to brand your business location that gets you remembered and, in turn, proven results time and time again. For most business owners, the most important market is the local one. Think of a LED displays as local advertising and sales partners that is "on" 24/7, working night and day to attract customers, deliver marketing messages and drive sales. LED displays also cost 40 to 60 percent less per thousand viewers than most other forms of advertising. In fact, you can communicate with thousands of people each day for just a few dollars a day. When purchasing an LED display, it is important to understand a few basic principles that will help you select the right product for your application. Below are just a few options to consider when purchasing an LED display.

Pitch (Resolution) Resolution of an LED display equate to the total number of pixels on the display area or "face" of the display. This is a very important factor that affects the performance and the image quality of the sign. More resolution means more LED diodes and more LED diodes means better image quality. Pitch is the distance (usually in millimeters) between pixels. Pitch is always measured from the center of one pixel to the center of an adjacent pixel. The smaller the pitch number (16mm) the higher the resolution and image quality. Larger the pitch number (35mm) will have a lower resolution and image quality. A pixel can be one single diode, or a pixel can be a cluster of many diodes running off the same circuit. Modular pixel construction is become more and more common within the LED display industry. With modular pixels, the only different is that there is less circuit connections which mean lower maintenance and failure of components.

Brightness The Brightness of an LED display is generally expressed by a numerical value in NITs. A NIT is defined as unit of illuminative brightness described as candela output per square meter (cd/M²). The higher the number of NITs, the brighter the display. In general, 1,500 NITs provides readable text in outdoor daylight, while grayscale and outdoor video require at least 5,000 NITs for acceptable color depth. More quality LED displays today are built with a high-density of super-bright, high quality LED diodes and can range from 1500 NITs up to 12,000 NITs. Contrast ratio is another important factor in overall brightness, and refers to the difference between levels of blacks compared to the levels of whites in the display. Things like reflective surfaces, glare from the sun, and dimming all affect contrast ratio. To optimize the contrast ratio and overall brightness higher quality LED displays will offer some type of louver system that will shade the diode from the sun. Some LED displays have individual louver systems for each diode and other have rows of louvers that will shade multiple diodes at one time.

Viewing Angles — At least 140 degrees When choosing an LED display always purchase the widest viewing angle that your budget will allow. Why? Simple, more exposure. The wider the viewing angle, the longer (in seconds) your attendance will have to process the message on the sign. Diodes can put out a single, narrow beam of light like a flashlight, or they can output a wide array across a room like a light bulb. Diodes output about the same amount of light no matter what type they are—but the "high-beam" diodes with a narrow angle focus more light into one small spot, whereas the "wide angle" diodes spread their light across the horizon. So, if you were to stand in front of a sign made from "high-beam" diodes with narrow viewing angles, you would see an extremely bright sign if you stood directly in front of it, but the minute you walked away from the small spot light of its focus, you would see nothing but black. On the other hand, if you were to build a sign with lots of "wide angle" diodes, you could move around and to the side of the sign, and still see a great image. Always choose an LED display that uses wide viewing angle diodes that have at least a 140 degrees viewing angle.