Mvix

Content Rich Digital Signage

Digital Signage Screen Guide

LED VS LCD

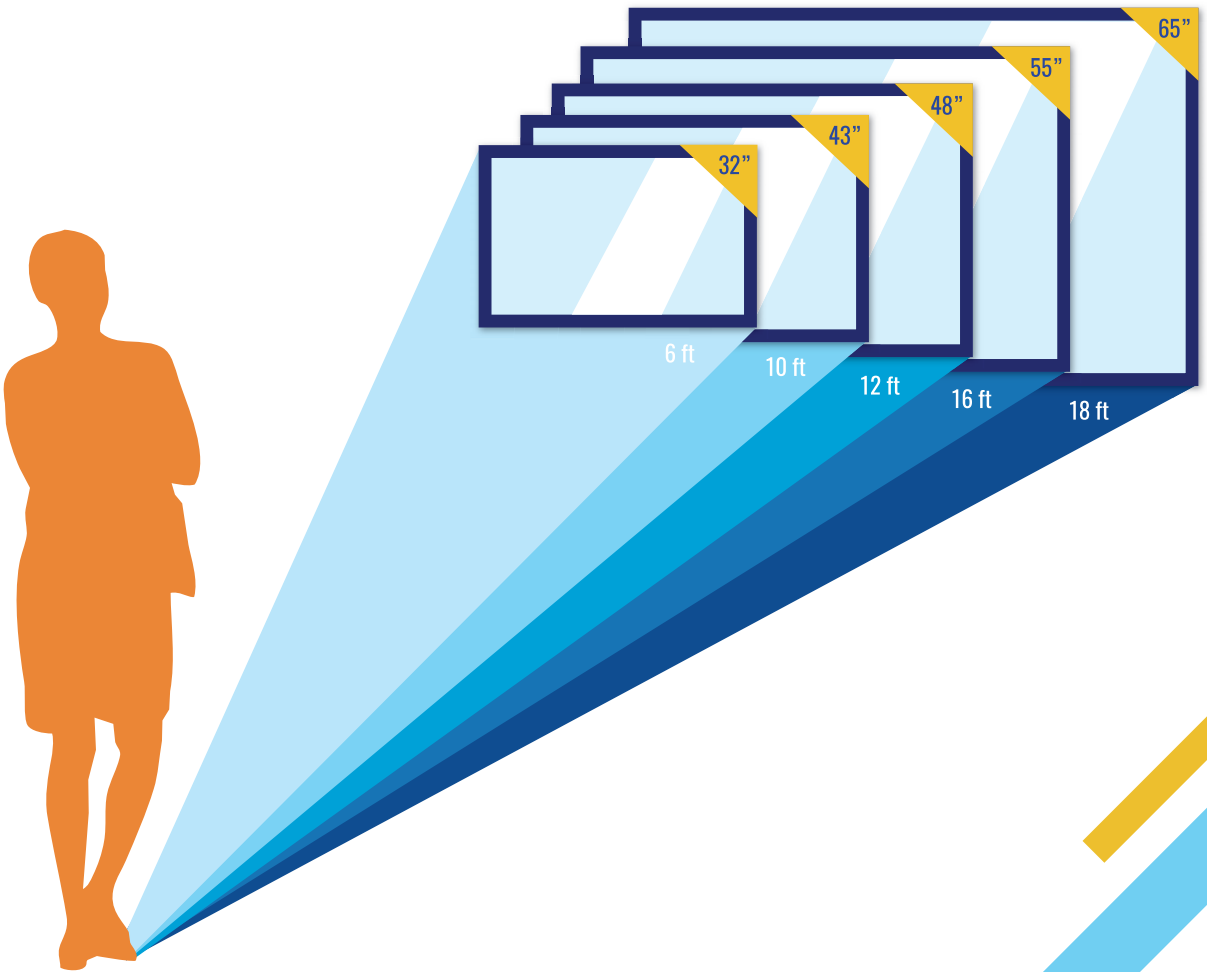
Which digital signage display technology is right for you?

	LCD	LED
Design flexibility	• Limited flexibility	• Significant design freedom
Physical footprint	• Small; depth depends on the size of the screen	• Small; depth depends on the size of the display
Installation ease	• Quick to install	• Quick but more complex than LCD
Image quality	• Pixel pitches typically between 0.5-0.6mm • Standard contrast and resolution • Screen gaps/bezels	• Pitches range from 0.9 up to more than 20mm • Deep saturated colors/wide color gamut • No screen gap or bezel
Ambient light tolerance	• Lower; require better light control in the viewing environment	• Most flexible; highest contrast in presence of ambient light
Reliability	• Image retention can be an issue • Ranges from 30,000 up to 50,000 hours • Typically not 24/7	• No image retention • 100,000 hours to half brightness • 24/7 performance
Ease of maintenance	• Often require manual calibration • Not field serviceable	• Automatic calibration without disrupting the image, reflecting the colors and brightness of other tiles in the display • Components can be repaired quickly on site

Viewing Distance

Choose the right screen

How far away will your screen be viewed from? For the best viewing experience, select a properly sized screen for that distance.



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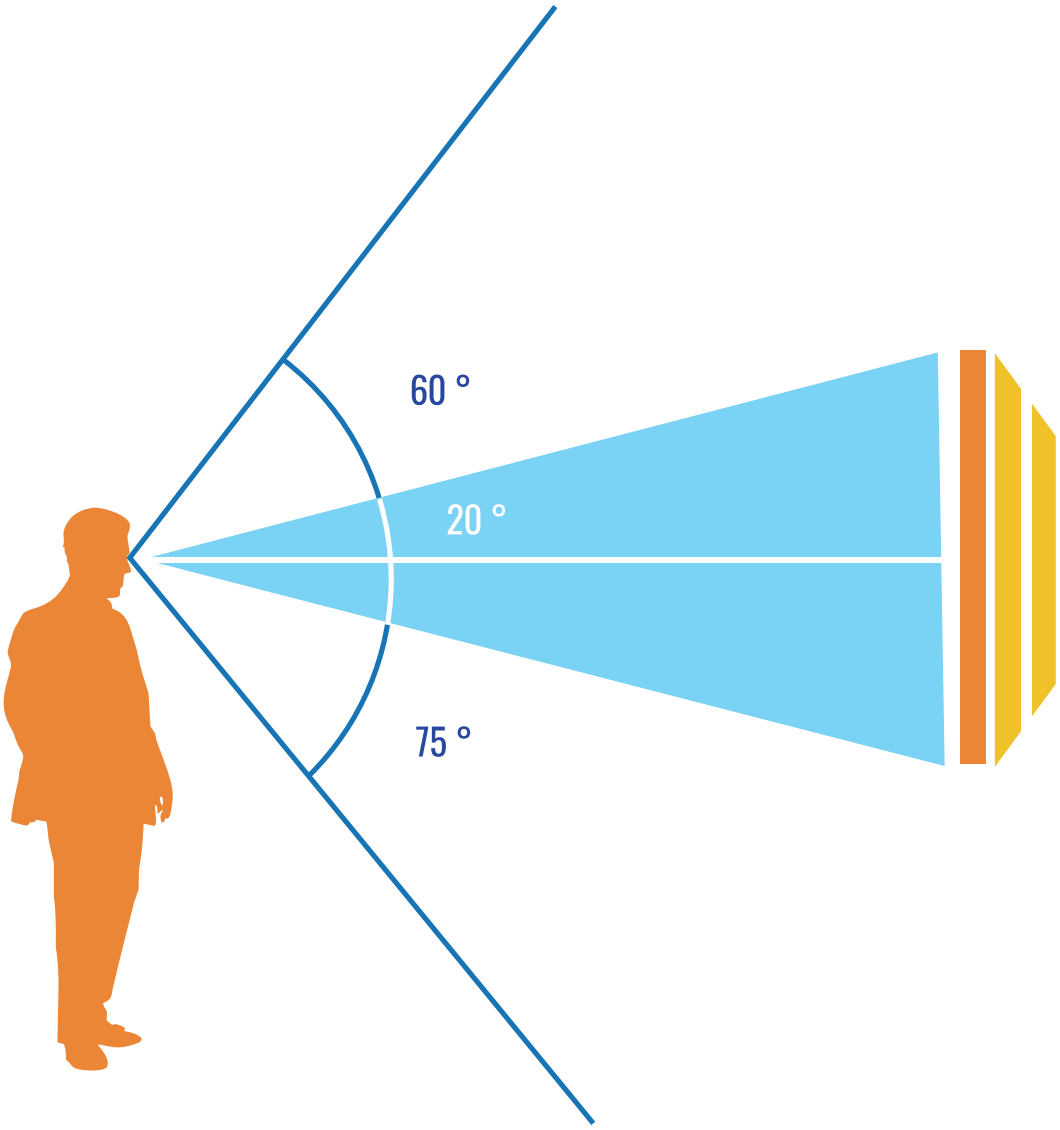
Viewing Angle

The human eye is limited to an active vision span of just 20°.
Take this into consideration when placing your screens.



Brightness

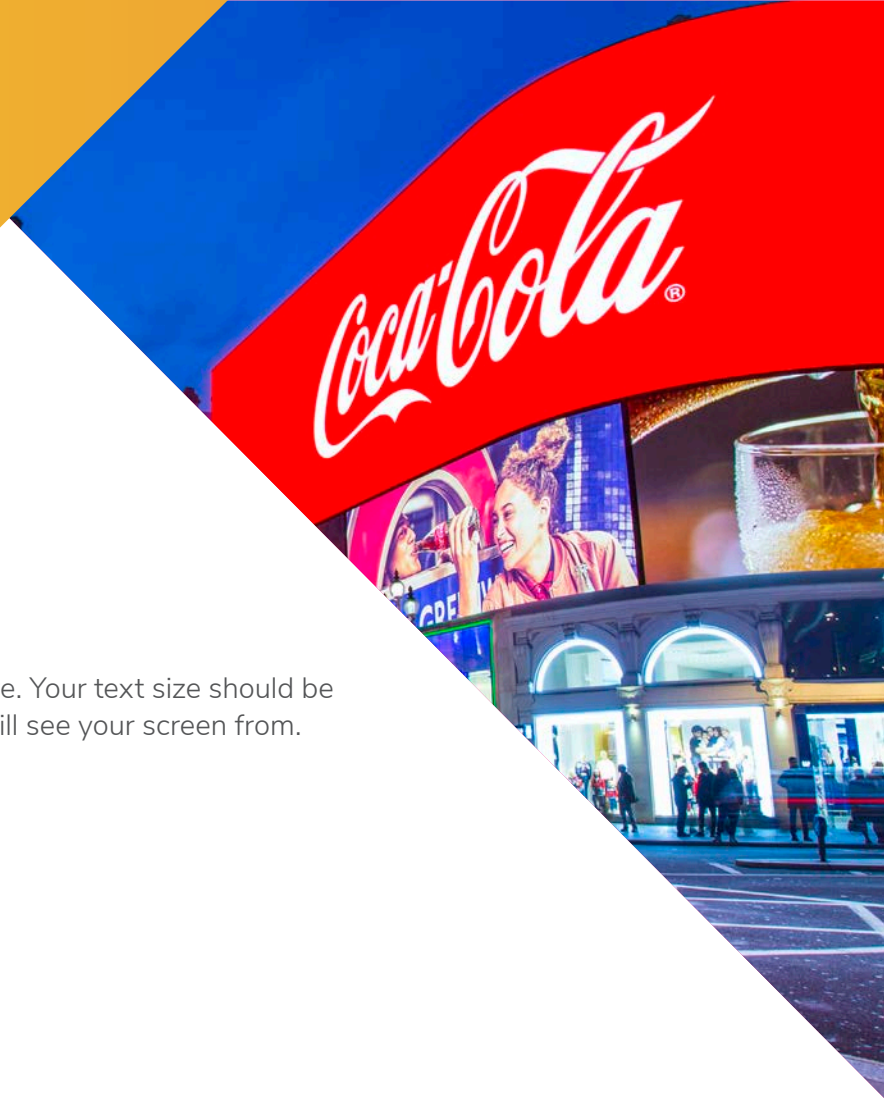
A display with the correct brightness will ensure that the information is properly displayed even under difficult lighting conditions.

Industry	Workspace	Typical ambient brightness	Mvix recommended display brightness
Corporate Office	Corridors	50-250 lux	350-500 cd/m^2
	Meeting room	150-500 lux	250-800 cd/m^2
	Board room	200-700 lux	400-1,000 cd/m^2
	Reception area	250-1,000 lux	500-1,600 cd/m^2
	Office desk area	250-500 lux	350-800 cd/m^2
	Atrium	400-5,000 lux	700-2,500 cd/m^2
DooH	Roofed areas	2,000-10,000 lux	2,500 cd/m^2
	Outdoor area	5,000-50,000 lux	2,500 cd/m^2
Education	Corridors	100-300 lux	350-600 cd/m^2
	Classroom	150-500 lux	350-800 cd/m^2
	Auditorium	200-1,000 lux	400-1,600 cd/m^2
Healthcare	Reception area	250-1,000 lux	500-1,600 cd/m^2
	MDT room	150-350 lux	350-650 cd/m^2
	Waiting room	150-500 lux	350-800 cd/m^2
Hospitality	Entrance area	300-2,000 lux	700-2,500 cd/m^2
	Reception	250-1,000 lux	500-1,600 cd/m^2
	Corridors/staircases	100-250 lux	350-500 cd/m^2
Restaurants	Restaurant window	1,000-10,000 lux	1,700-2,500 cd/m^2
	Menu board	250-500 lux	350-800 cd/m^2
	Self-ordering kiosks	250-600 lux	500-900 cd/m^2
	Drive thru menu board	5,000-50,000 lux	2,500 cd/m^2
Retail	Storefront window	1,000-10,000 lux	1,700-2,500 cd/m^2
	Entrance area	300-1,000 lux	600-1,600 cd/m^2
	Pharmacy interior	250-1,000 lux	500-1,600 cd/m^2
	Retail store interior	250-700 lux	500-1,000 cd/m^2
	Grocery store interior	250-600 lux	500-900 cd/m^2
	Product showroom	350-1,500 lux	600-32,500 cd/m^2

Commercial vs. Consumer LCD Displays

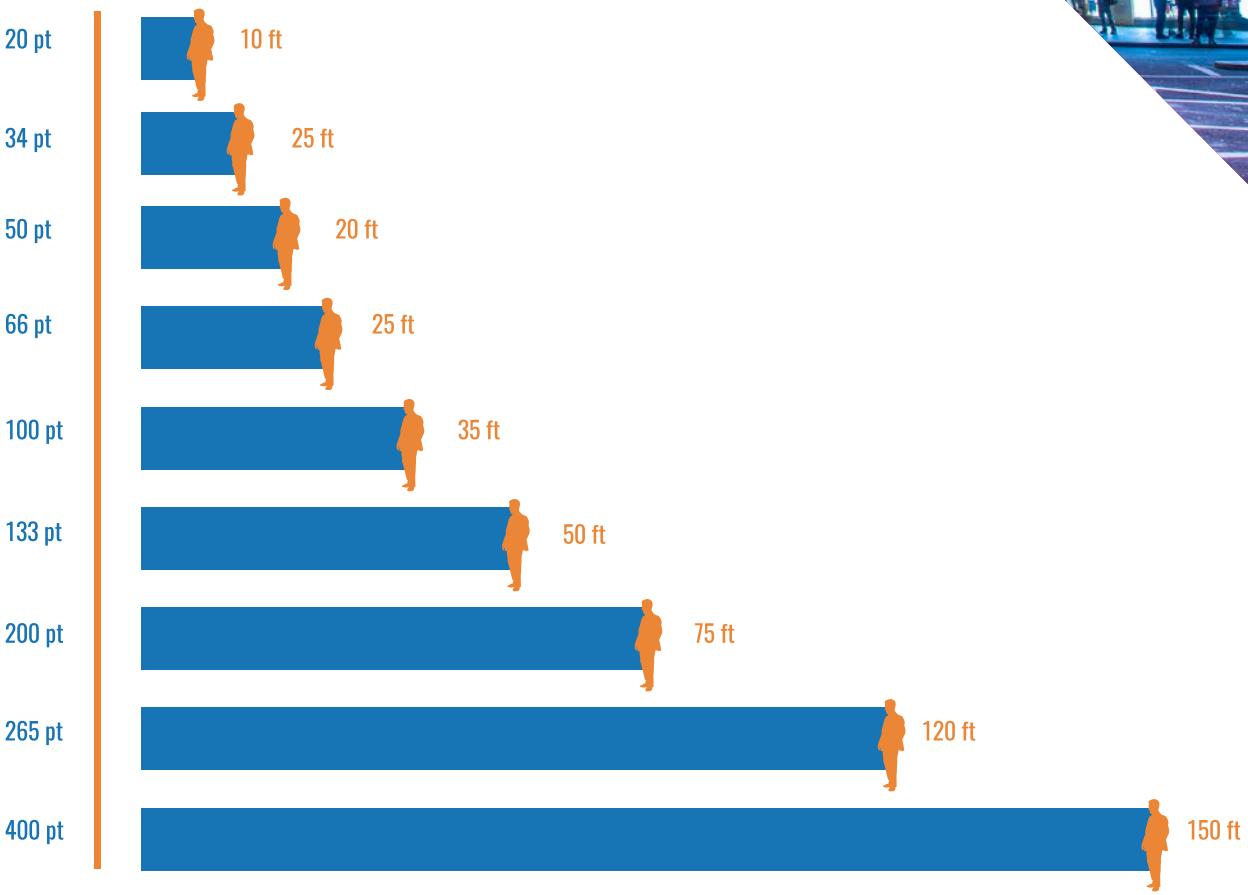
What is the intended use for your screen? Consumer-grade displays are designed for moderate use (6-8 hrs per day). Commercial-grade displays allow for long, continuous periods of playtime.

Consumer-grade Screens	Commercial-grade Screens
Lower initial cost	Higher initial cost
Lower brightness and color uniformity	Higher brightness for public space usage
Lower brightness/color gamut = shorter life	Built for 24/7/365 operation
All plastic cabinet with limited ventilation	Designed for horizontal or vertical orientation and tiling
Designed for narrow range of temperature environments	Designed for a wider range of temperatures
Designed for 4-6 hrs of continuous operation	Wide variety of inputs (e.g. display ports, HDMI/ DVI, YPbPr)
Susceptible to image retention/dead pixels (both on and off)	Comniation plastic/metal housing for reinforced stability
Not designed for portrait mode	Unobtrusive, minimalist design; small/thin bezels
90-day commercial warranty (1-year consumer)	2-4 year premium warranties (on-site, advanced replacements, etc.)



Font Size

The legibility of your text is imperative. Your text size should be optimized for the distance viewers will see your screen from.



Typography

Fonts often play a role in the legibility of your content.
Opt for sans-serif fonts for a cleaner and easier-to-read screen.

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