Definitions, Terminology & Information Critical in Evaluating Exterior LED Displays

LED – Light Emitting Diode

Pixel – One or More LEDs grouped together.

Pixel Size – The number of Pixels in a defined area. If someone quotes a 16 x 128 pixel size, it means there are 16 rows and 128 columns of Pixels. NOTE: Many people confuse the cabinet size with the pixel size. They are two completely different things.

Pixel Pitch – The distance or spacing between each Pixel. A pixel pitch of 19 mm means there is 19 mm between the centers of each pixel. A pixel pitch of 35 mm means the Pixels are 35 mm apart. The smaller the Pixel Pitch, the higher the definition of your LED display.

Viewing Angle - The degree at which the LED pixel can be viewed. The most common viewing angles are 125 degrees and 140 degrees. The higher the angle the better. But, keep in mind that a 180 degree viewing angle is physically impossible.

Controller - Software that runs the LED display. Our signs have internal memory so the only time the software and the sign are in direct communication is when the message(s) is uploaded. Our software also controls unlimited outdoor displays from one computer. Many companies have software that requires a dedicated computer that must be continuously linked to the sign to be operational. If the computer goes down, so does the sign. It also increases the chance for hackers to alter the signs message.

Emulation – Software that allows you to see exactly what the message will look like before sending it to the sign. Our software has full screen emulation.

Message Presentation - The styles of letters used to display the signs message. Our sign has 25 unique presentation styles. International character set, block (sans serif), decorative (serif), upper/lower case, slim, wide, double wide, programmable sets are standard.

Connection Type - The method by which the software communicates with the LED display. Our computer utilizes *Wireless* transmitter and receiver, phone modem, fiber optic, LAN, WAN broadband or our unique *Ethernet* adapter.

LED Protection – Polycarbonate louvers that protect the LED's from vandalism and weather. This also improves readability, even in direct sunlight. Our sign has this protection – many LED displays require Vandal Covers for this protection. Vandal Covers can make your message difficult to read.

Graphics & Animations – Our LED Displays have standard *Built-in Animations* and graphics and support *User Animations* in .BMP and .GIF file formats. The sign is limited only by your creativity. Many LEDs do not support graphics and/or animations.