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EVENTS THAT TRANSFORM

# LED Wall

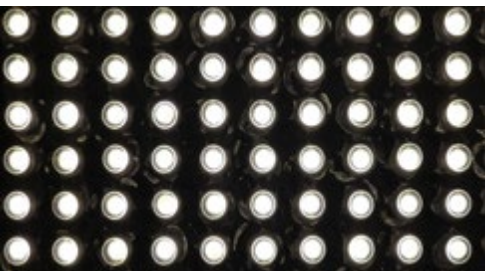
Technology Resource Guide



# What are LED Video Walls?



LED Video Walls are becoming the new standard for displaying vibrant video. Providing many benefits versus traditional projection, LED Video Walls are flexible, reliable and more economical than ever before.



## LED

The Light Emitting Diode (LED) is a giant leap forward in display technology, capable of producing 200 trillion stunning colors. Unlike standard projectors, which use a conventional bulb, LED displays present a much more vivid, vibrant image using brighter technology.



## Brightness

Whereas standard projectors bounce light off a screen toward your audience, the LED Video Wall emits light directly toward your audience, providing much brighter, richer imagery. Plus, the versatility of the LED Video Wall enables you to adjust the brightness of your display for optimal viewing within your specific event environment.

## PLANNING TIP

### LED Video Wall Optimal Brightness

Indoor	1,000 - 1,500 NIT
Outdoor	2,000 - 3,000 NIT
Outdoor with direct sun	5,000+ NIT

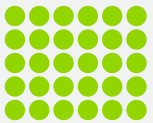
## Measurements of light

- Lux** Projection light is measured in lux. Lux is the measurement of reflected light.
- Nit** LED light is measured in NIT. NIT is the measurement of direct light.

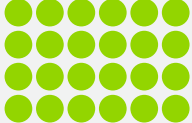
# Image Quality

Give attendees a high-quality image so that they can focus on the message and what matters, rather than being distracted by poor image clarity.

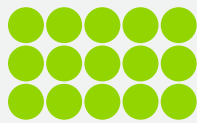
## 3mm LEDs



## 10mm LEDs

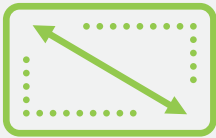


## 18mm LEDs



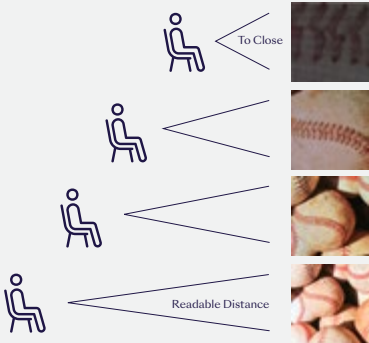
### Pixel Pitch

The term “Pixel Pitch” describes the LED video resolution and refers to the physical distance, measured in millimeters, from the center of one pixel to the center of the next closest pixel. The smaller the number, the more pixels, and therefore, the greater the resolution.



### Size Does Matter

Industry research shows that larger images command greater attention. With larger content, the more engaged attendees become and memory retention increases due to the more intense experience.



### Viewing Distance

The size of your screen should be determined by the size of your event space. By selecting the right screen size and placing it optimally in your meeting environment, guests in the front row and the last row will enjoy the benefits of sitting within the “Readable Distance” segment.

## PLANNING TIP

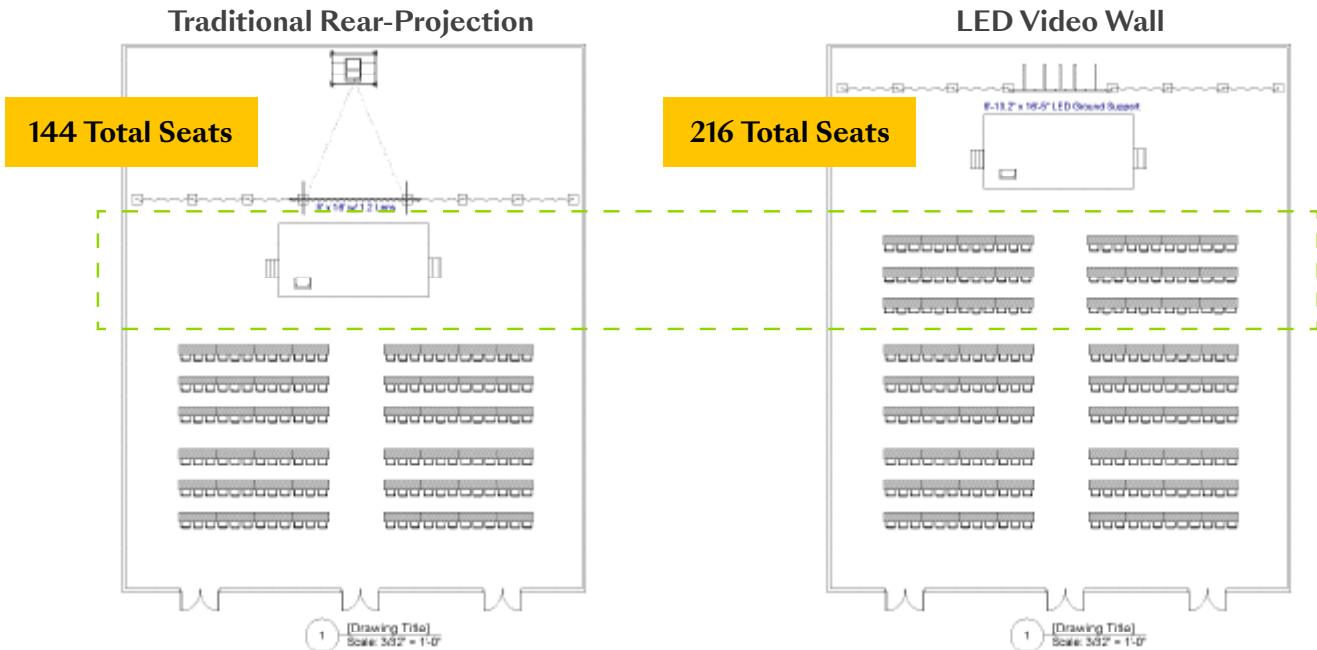
### Image Quality Determining Factors

- Pixel Pitch** 4mm or tighter “smaller” pitch is ideal for indoor meetings
- Wall Size** Bigger commands greater attention
- Viewing Distance** Place the front and back rows within the readable distance range

# LED Wall Benefits

## More Seats, Same Space

Instead of traditional rear-projection screens, which monopolize valuable real estate behind the screen, opt for the LED Video Wall, which requires no projection space.



## Flexibility Is Fundamental

Low ceilings? Need nontraditional screen shape or size? No problem! Exercise your creative prowess and introduce new display designs and configurations!



## More Reliable

If your projector bulb burns out, your entire picture disappears. If an LED stops working, not only is most of your image left unaffected, but the LED can be quickly and easily changed right on-site.



## Clarity Anywhere

LED Video Wall brightness is easily adjusted, making it quick and simple to display optimal brightness and clarity for any event environment. Brightness can even be adjusted as your event progresses from sunlight to sunset to moonlight!



# Using LED Video Walls



## LED Video Walls - Ideal Usage

- > When image clarity is important, such as for detailed images or video. When brightness needs to be controlled, such as for outdoor events
- > For accommodating intimate or unusual meeting spaces
- > For creating unique video configurations for a lasting impression on attendees

### 16:9 Widescreen

Substitute 16:9 widescreens with the LED Video Wall to accommodate standard presentation formats.



### 3:1 Super-Wide Screens

Drive your message home with the optimal 3:1 format, but with even greater clarity and vivid images!



### Ultra-Wide Screen

Go even wider than 3:1 with the Ultra-Wide LED Video Wall! Only your imagination and event space are your limitations!



### Custom Shapes and Sizes

Optimize your event environment by eliminating projection space with the LED Video Wall. Break from the standard rectangle shape and surprise guests with a fresh, new shape or configuration!

