



**Mvix**  
Content Rich Digital Signage

# Digital Signage Screen Guide



# LED VS LCD

Which digital signage display technology is right for you?

	LCD	LED
<b>Design flexibility</b>	<ul style="list-style-type: none"><li>Limited flexibility</li></ul>	<ul style="list-style-type: none"><li>Significant design freedom</li></ul>
<b>Physical footprint</b>	<ul style="list-style-type: none"><li>Small; depth depends on the size of the screen</li></ul>	<ul style="list-style-type: none"><li>Small; depth depends on the size of the display</li></ul>
<b>Installation ease</b>	<ul style="list-style-type: none"><li>Quick to install</li></ul>	<ul style="list-style-type: none"><li>Quick but more complex than LCD</li></ul>
<b>Image quality</b>	<ul style="list-style-type: none"><li>Pixel pitches typically between 0.5-0.6mm</li><li>Standard contrast and resolution</li><li>Screen gaps/bezels</li></ul>	<ul style="list-style-type: none"><li>Pitches range from 0.9 up to more than 20mm</li><li>Deep saturated colors/wide color gamut</li><li>No screen gap or bezel</li></ul>
<b>Ambient light tolerance</b>	<ul style="list-style-type: none"><li>Lower; require better light control in the viewing environment</li></ul>	<ul style="list-style-type: none"><li>Most flexible; highest contrast in presence of ambient light</li></ul>
<b>Reliability</b>	<ul style="list-style-type: none"><li>Image retention can be an issue</li><li>Ranges from 30,000 up to 50,000 hours</li><li>Typically not 24/7</li></ul>	<ul style="list-style-type: none"><li>No image retention</li><li>100,000 hours to half brightness</li><li>24/7 performance</li></ul>
<b>Ease of maintenance</b>	<ul style="list-style-type: none"><li>Often require manual calibration</li><li>Not field serviceable</li></ul>	<ul style="list-style-type: none"><li>Automatic calibration without disrupting the image, reflecting the colors and brightness of other tiles in the display</li><li>Components can be repaired quickly on site</li></ul>

# Viewing Distance

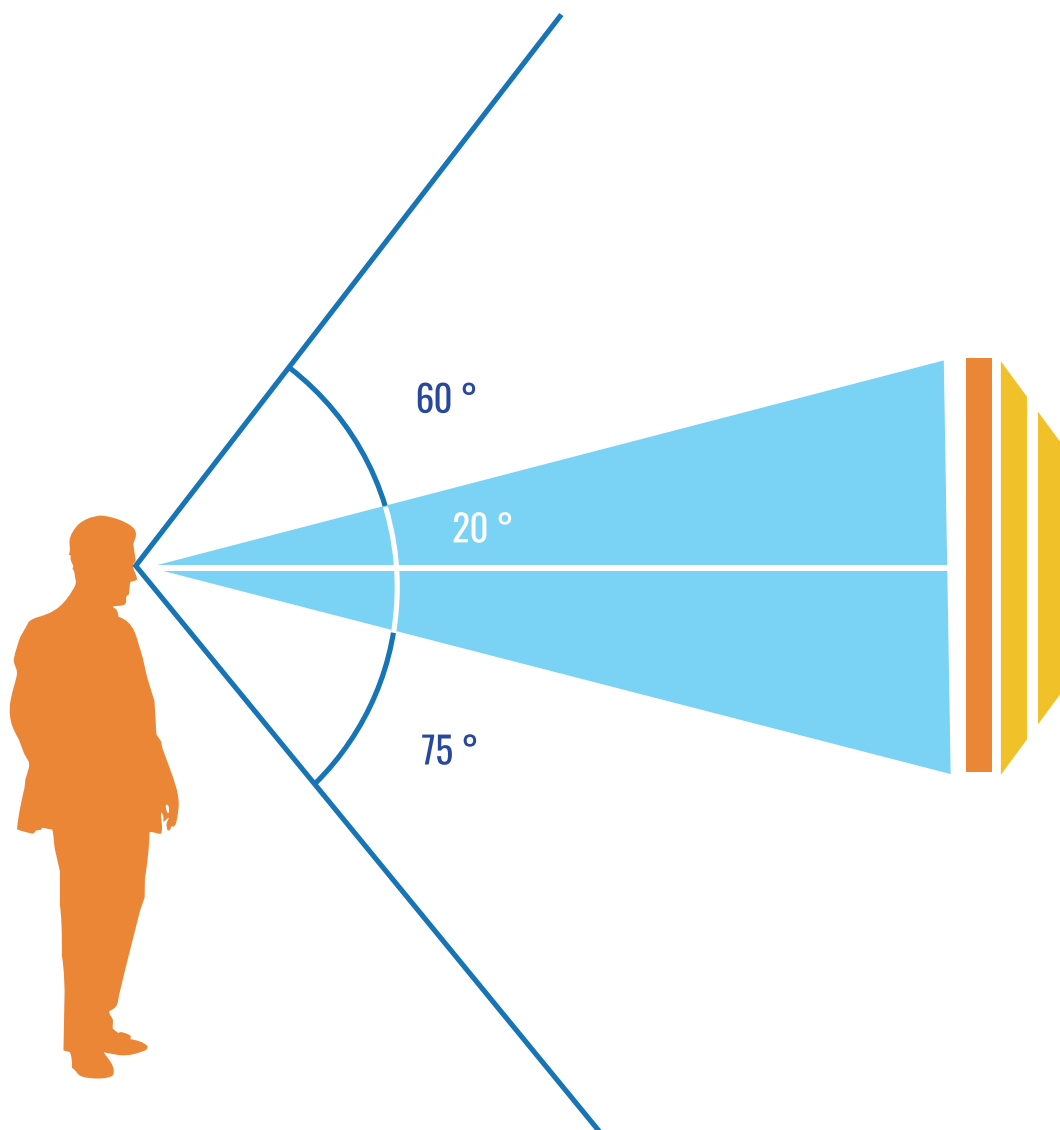
Choose the right screen

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



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

# 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

Lower initial cost

Lower brightness and color uniformity

Lower brightness/color gamut = shorter life

All plastic cabinet with limited ventilation

Designed for narrow range of temperature environments

Designed for 4-6 hrs of continuous operation

Susceptible to image retention/dead pixels (both on and off)

Not designed for portrait mode

90-day commercial warranty (1-year consumer)

## Commercial-grade Screens

Higher initial cost

Higher brightness for public space usage

Built for 24/7/365 operation

Designed for horizontal or vertical orientation and tiling

Designed for a wider range of temperatures

Wide variety of inputs (e.g. display ports, HDMI/DVI, YPbPr)

Comniation plastic/metal housing for reinforced stability

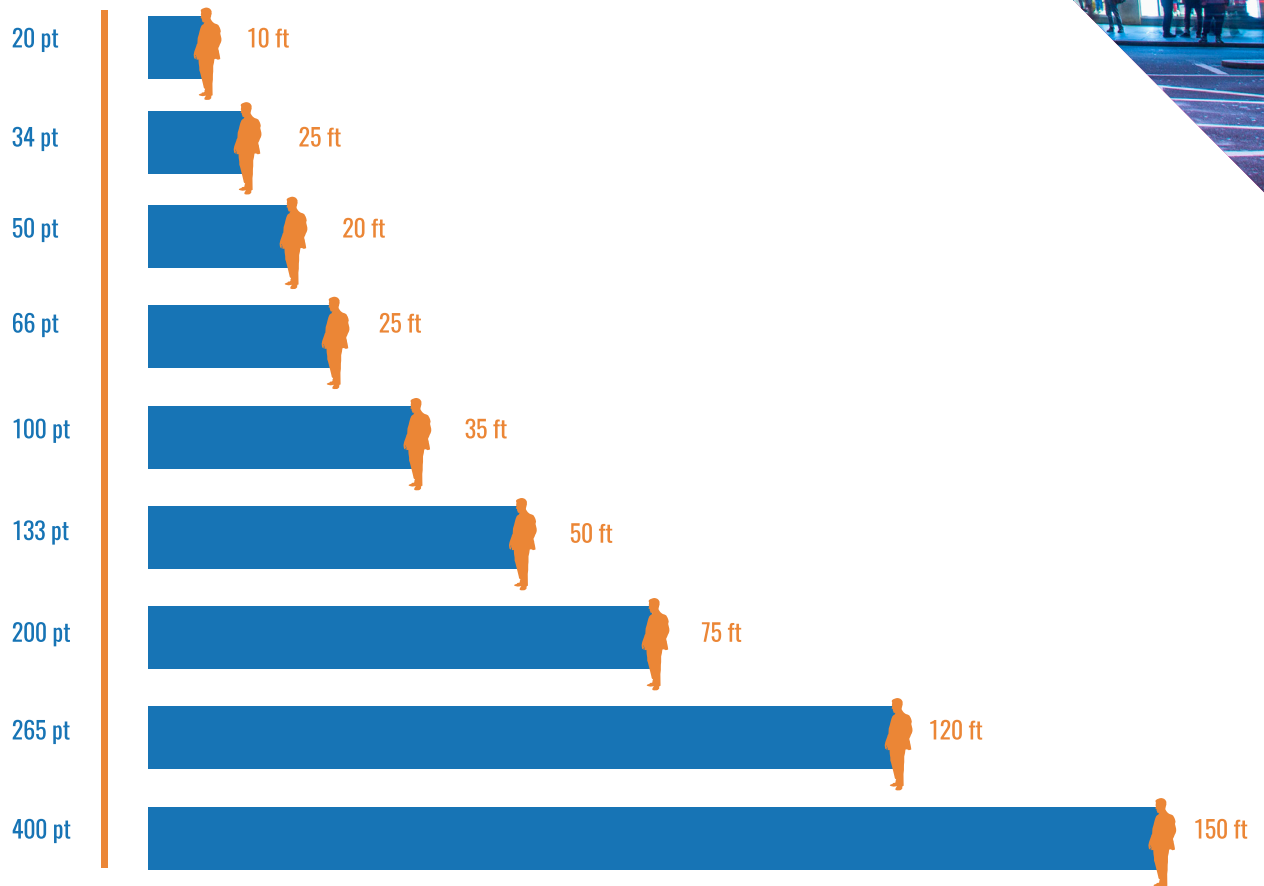
Unobtrusive, minimalist design; small/thin bezels

2-4 year premium warranties (on-site, advanced replacements, etc.)



# Font Size

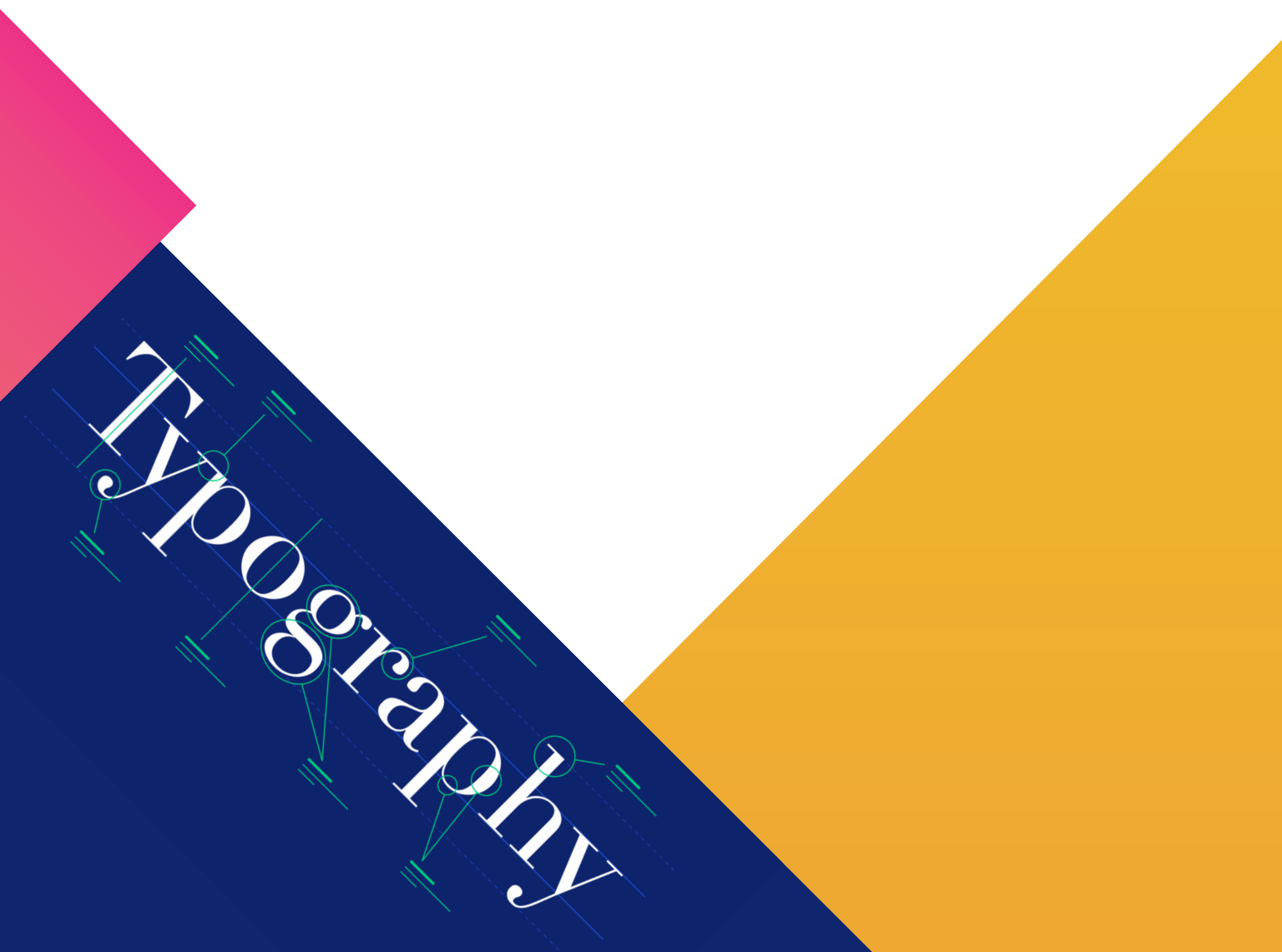
The legibility of your text is imperative. Your text size should be optimized for the distance viewers will see your screen from.





# 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.







# Mvix

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