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VISUAL DISPLAYS

Our 3-Step Guide to Display Success

Use this table or download our DISCAS calculator to decide image size based on distance between farthest viewer and the screen

Step 1 - Getting the image size right				Step 2 - Display type		Step 3 - Choosing your display
Farthest viewer from screen (m)	**Screen Size ("/diagonal)**	**Screen Height (m)**	**Screen Width (m)**	**Ambient light levels**	**Display type**	**Key information and guidance**
1.5m - 6m	40" - 90"	0.5m - 1.1m	0.9 - 2m	Up to brightly lit spaces	**Flat Panel Display** (FPD) or **Large Format Display** (LFD); mostly LCD panels backlit with LEDs	· For single image use in smaller spaces · For multi-screen installations in public and high traffic areas · Easy to install and cost-effective at this size **Critical specification and purchasing requirements:** 1 Use professional grade displays to avoid reliability, monitoring, and controlling issues 2 Use displays with anti-reflective screens to avoid 'cheap seats' where reflections from lights or windows create 'veiling glare' for some viewers - so always 'try before you buy'. 3 Cost-effective only up to 90", from 90"-98" (max. available size) choose ALR Laser Projection for best benefit-cost ratio 4 These are commodity items. Procure from any mainstream AV/IT distributor which can genuinely provide product as per the two points above - and offers good demo and support facilities.
6m - any size	90" - any size	1.1m - any size	2m - any size	Up to brightly lit spaces	**ALR Laser Projection** (laser projector with ambient light rejecting screen)	· Low cost · Scalable to any required size · Maintains perfect resolution at all sizes (unlike dvLED) · ALR (ambient light rejecting) screens use cheaper, lower lumens projectors than those needed when projecting onto walls or standard white screen - PLUS... · ALR screens conformto the global ANSI AVIXA 'PISCR' image quality and contrast standard · Complete packages are sold as single line order items (SKUs) **Critical specification and purchasing requirements:** 1 Use our Complete Laser Display packages comprising Epson high-brightness, 3LCD laser projector, Epson projector mount, dnp Supernova ALR screen and extended Epson 5 year warranty - including optional free installation CAD drawings; optional site surveys; optional installation. All the work is done for you! - **OR...** 2 Let us help you create your own version with with dnp Supernova ALR screens and your own projector, mount etc.

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Farthest viewer from screen (m)	**Screen Size ("/diagonal)**	**Screen Height (m)**	**Screen Width (m)**	**Ambient light levels**	**Display type**	**Key information and guidance**
Not applicable	110" - any size	1.4m - any size	2.4m - any size	Up to brightly lit spaces	**Videowall** (Digital Signage only. Large screen display made from smaller individual LCD panels with LED backlighting)	· Large screen displays made by 'tiling' smaller displays, such as a 110" display made from four 55" panels, arranged two high and two wide (this example known as 2 x 2 array) · Bright displays with wide range of luminances available (350-3000cd/m²) **Critical specification and purchasing requirements:** 1 Not seamless - there is always a small gap between the panels, typically 1-2mm 2 Used only for signage applications - not suitable for meeting rooms, teaching, business presentations as users find the gaps/mullions between the individual display panels to be too distracting 3 Lower capital costs than dvLED, but needs regular maintenance (calibration), so running costs must be factored
15m - any size	200" - any size	2.5m - any size	4.4m - any size	Up to direct daylight	**Direct View LED** (dvLED)	· Super bright - up to 5000cd/m² [nit] · Ideal for digital signage · Can even be used outdoors It's too easy for clients to make expensive mistakes with dvLED, so note these critical specification and purchasing issues: 1 Avoid for ProAV applications where engagement with content is important and/or for extended periods (eg meetings, teaching, presentations etc) unless you get the following points exactly right. 2 Displaying exactly the same resolution as the content is mission-critical. Often users don't understand there's a fixed relationship between pixel size, image resolution and image size. If you specify a certain size and the display's pixels are not exactly the same as the image resolution (eg HD 1920 x 1080, 4K/UHD 3860 x 2160, etc) then content will be 'scaled' and not sharp. 3 Reducing the brightness (luminance) to 350-500cd/m² [nit] typically required for professional content presentation can reduce the dynamic range / contrast / quality of the image - and wastes budget on over-specified brightness. 4 Beware wide range of cost options based on poorly-understood 'binning' (quality selection) of individual LEDs used in manufacture - you really do pay for the quality of what get. 5 Let us do all the specification and best practice calculations for you. We'll do the hard work and guide to a guaranteed success for your clients.