

Introducing



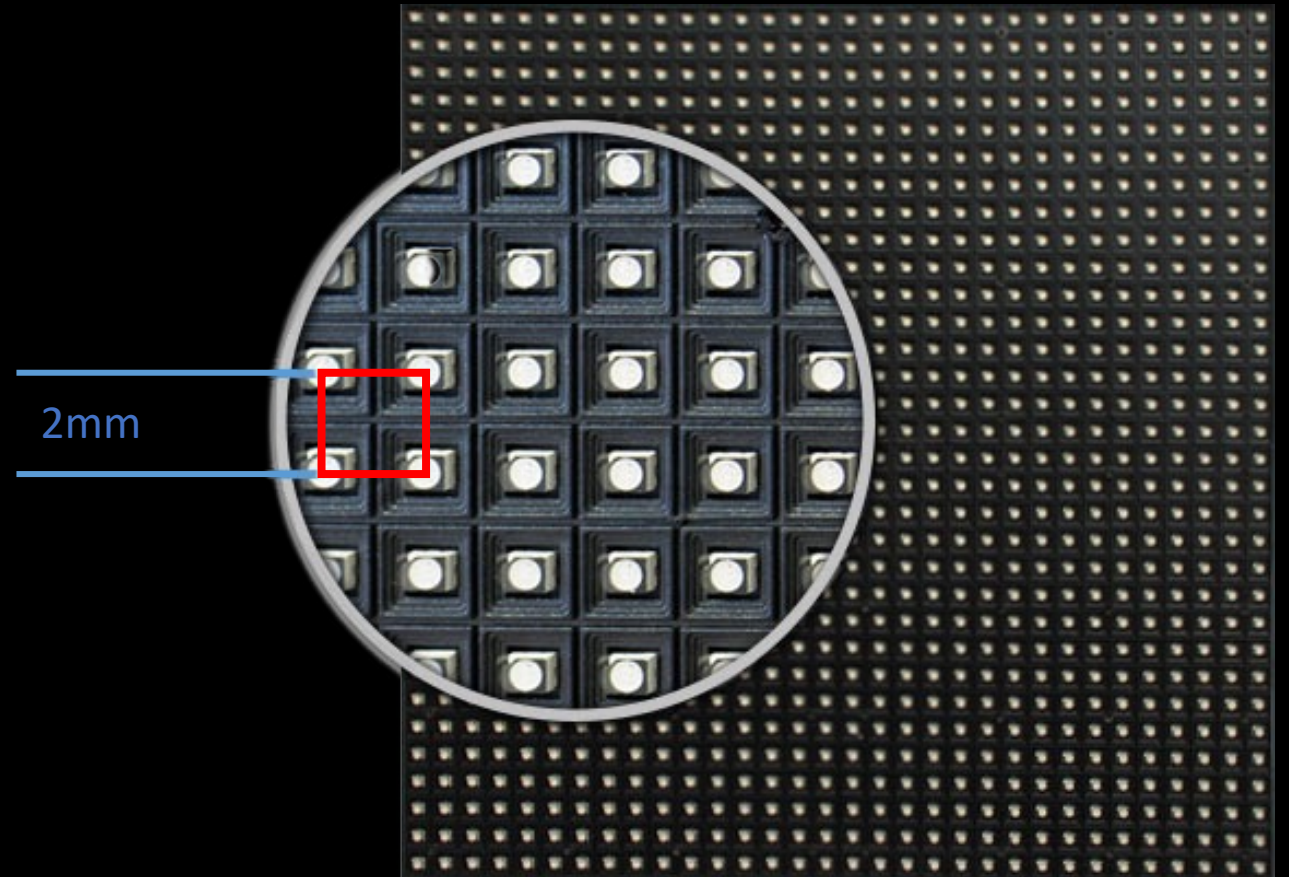
LED display technology for tomorrow's world

What is Pixel Pitch & what is the right
Pixel Pitch for me?

Global leaders in LED display technologies

LEDstudio | What is pixel pitch?

- Pixel pitch refers to the distance between the center of each pixel.
- The smaller the pitch the higher the resolution of each module.
- Typically, the value is equal in the horizontal and vertical planes. **There are a few exceptions.**



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Minimum viewing distance vs Minimum optimal viewing distance



Minimum viewing distance:

- As a general rule minimum viewing distance is calculated based on the pixel pitch x 1000

Example: $P1.5 \times 1000 = 1.5m$

Optimum viewing distance:

- As a simple rule, minimum optimum viewing distance is calculated using the displays width or height.

Example: 10m wide screen should be viewed from 10m back for the eye to take in all the onscreen information.



**What do you want to see, and
where do you want to see it from?**

How close will the target audience be to the display?

Possibly the most important question to ask and qualify correctly.

It's important to understand what the purpose of the screen is and who your target audience is.

✓ **You must always cater for the closest target audience!**

✗ **GET IT WRONG AND YOUR PRICING AND END SOLUTION WILL BE WRONG!**





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