

Introducing

LEDstudio

LED display technology for tomorrow's world

Key qualification questions to ask

The answers to these key questions will assist in formulating a comprehensive product specification

Global leaders in LED display technologies



**Key questions to
ask when qualifying**

OBJECTIVE?

To ensure the customer ends up with **what they need,** not what they want!

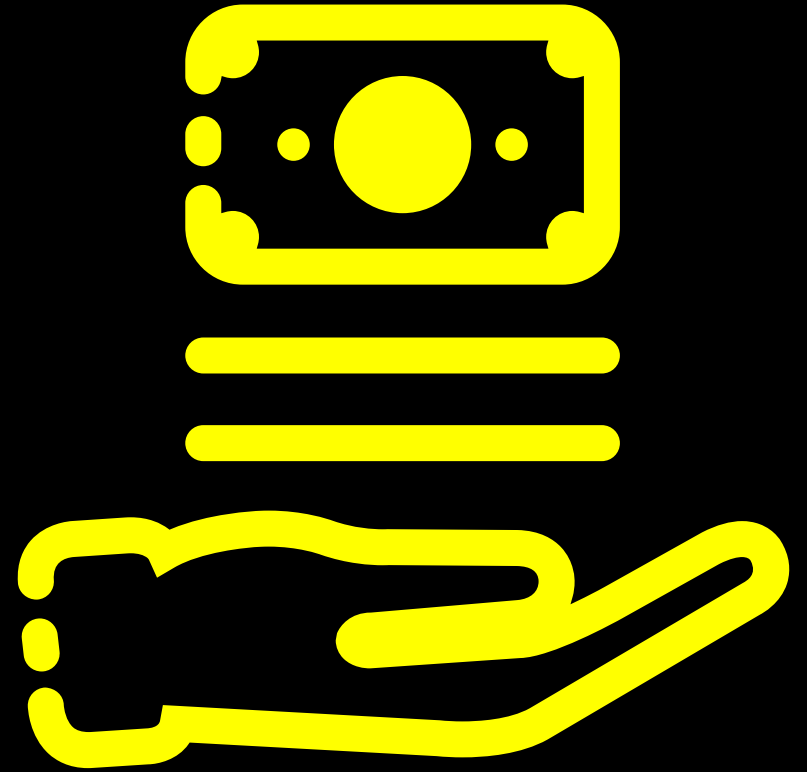


1 | Budget?

LED projects can take a lot of work to build a full quote.

It is worth asking the question right at the start as to whether a budget has been agreed or explored.

If not, it might be worth delivering a ballpark price before moving on to the intricate details.



2 | Can we do a site survey?

- Gives you the opportunity to **get in front of key decision makers.**
- Gives you the opportunity to **express your knowledge** – increasing **trust**
- Ensures all aspect are discussed and visually seen (location, mounting/fixings, power, cable runs etc)
- **Raises your profile in the industry** and puts you in a **better position to win a project.**



3 | 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!**



4 | Will the display be indoor or outdoor?

If Indoors:

1. Will there be any ambient light?
2. Do you have control of the ambient lighting?
3. Will the screen be located near any windows?
4. What orientation are the windows facing? (e.g North facing)
5. Will the display be set back from windows?



5 I Will the display be a fixed install or temporary install?



6 | Do you need front or rear service?



7 | What size display do you need?



8 | How will the display be fixed/mounted?



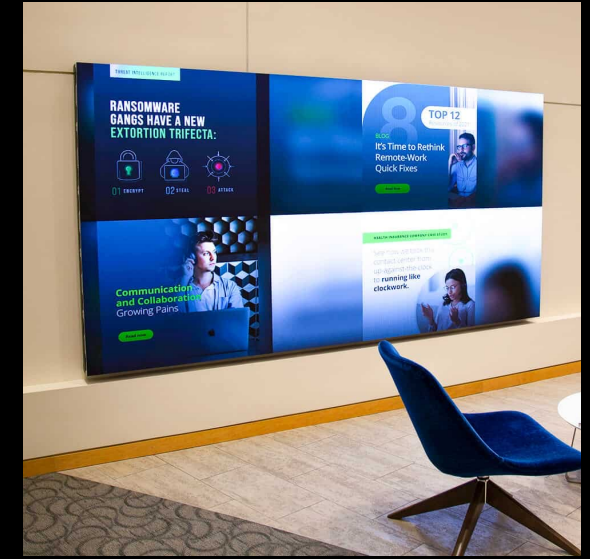
Hanging?



Custom framework?



Free standing ground stack?



Direct wall mount?



At this point you may need to consider what structural support is needed...

9 | What will the screen be used for?

The main purpose of this questions is to determine:

1. Source device
2. Content & screen usage
3. Processor/controller features *
4. Receiver card features *

"I want a screen that is 10m wide and 2m tall and it needs to be 4k"

"I was just gonna plug a laptop in"

"We've got existing content we want to use"

"Most of the time it will play a video on loop but sometimes we want to present on the display"

"We will create custom content and use a media player"

"We want multiple windows on screen that can be moved or scaled"



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