

Just as there is no one-size-fits-all solution for the best LED sign at every location, there is no single specification that determines the best choice. Choosing a digital sign requires a little homework and understanding how different specifications affect a sign's performance.

For measuring brightness, the standard unit of measurement is nits. Basically, a nit is a metric for measuring how much light an object emits. While this is an objective measurement at the source, how much light we see can still be affected by different factors. For an LED sign, some of these factors include the height of a sign, its distance from the viewer, or even the angles from where the content is viewed.

The way a sign is engineered can make a significant difference in the perceived brightness of a sign in the field. Higher resolution signs pack more pixels than lower resolution products into the same sized area. Higher resolution displays are typically manufactured with surface mount diode (SMD) LEDs, which contain all three diode colors inside one lens device and have a wider overall pattern of light dispersion.

Additionally, simply measuring brightness in outdoor displays does not consider the practical application of how the sign appears in the field. Contrast, something that does not have a standard measurement metric in the sign industry, is equally important. Contrast is a measure of the difference between black and white. Poor contrast – whether it's generated by substandard LEDs, the sun or surrounding lights – can make images appear dim.

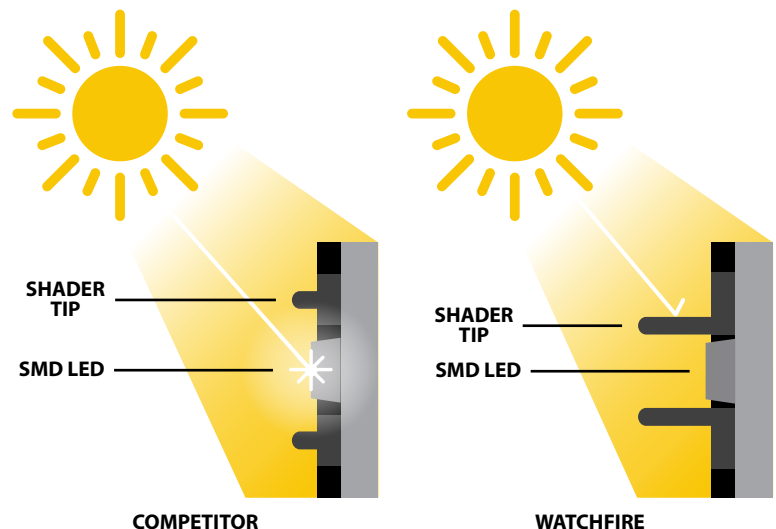
Thoughtful design really makes a difference. Some display manufacturers use inadequate louvers, or worse yet, no louvers at all. Watchfire displays feature louvers that are designed to limit light reflection and provide rich contrast that results in vibrant, true-to-life images.

Small channel extensions in the louver, called shader tips, provide a small amount of shade on each LED, even in direct sunlight. This design, along with high contrast louver material, decreases reflection from the sun and other light sources.

To learn more about high resolution SMD products from Watchfire Signs, visit watchfiresigns.com.



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Choosing the right manufacturer as a partner in LED signage requires a look at every aspect of their manufacturing process. From the quality of the LED chosen, to the design of each module and louver, you want a product that looks great in direct sunlight, as well as on overcast days.

Brightness alone is not enough. Watchfire knows there is no one-size-fits-all solution, so our engineers are here to make sure that each sign model we produce – from our 6mm to our 19mm – has been designed to give you the best image available.