LCD panels use LED light sources to illuminate the pixels. Direct View LED displays use a surface array of LEDs as the display pixels and light source. OLED displays use self-lighting pixels for exact control of image brightness and quality.

**WHAT’S IN A NAME**
- **LCD**: Liquid Crystal Display
- **LED**: Light Emitting Diode
- **OLED**: Organic Light Emitting Diode

**HOW IT WORKS**
- **LCD**: Edge-lit displays place an LED light source at the outer edges. Backlit displays place an LED light source directly behind the LCD pixels. Direct View LED displays place a signal layer behind the LED array plus a thermal plane for heat sink. The LEDs provide the lighting.
- **LED**: With no separate light source and only half the layers of an LCD panel, OLED displays are extremely thin and lightweight.
- **OLED**: Dual-sided flat and curved tiling displays enable images to be swapped or mirrored on either side. Single-sided custom displays can be arches, curves, or cones.

**FORM FACTOR**
- **LCD**: Edge-lit and backlit displays come in many different sizes. The backlit display enables thinner bezels for creating large video walls.
- **LED**: Direct View LED displays can be made in virtually any size. They’re ideal for outdoor spaces such as sports arenas.
- **OLED**: Dual-sided flat and curved tiling displays enable images to be swapped or mirrored on either side. Single-sided custom displays can be arched, curved, concave or convex.

**PICTURE QUALITY**
- **LCD**: LCD panels offer bright, high resolution images. THIN • LIGHT
- **LED**: DIRECT VIEW
- **OLED**: THINNEST • LIGHTEST

Higher nits mean higher brightness. High brightness is recommended for outdoor applications for optimum visibility in daylight/sunlight.