Liquid Crystal Display (LCD) panels use an LED light source to illuminate the pixels. Direct View LED displays use a surface array of LEDs as the display panels and light source. Organic Light Emitting Diode (OLED) displays use self-lighting pixels for exact control of image brightness and quality.

LCD panels offer bright, high resolution images. IPS technology enables wide viewing angles.

Direct View LED displays offer amazing brightness and color depth. Image quality depends on pixel pitch and viewing distance.

OLED displays deliver unprecedented picture quality, with perfect black, infinite contrast and incredible color.

**WHAT’S IN A NAME**

**DIRECT VIEW**

**FULL HD (1080P)**

**ULTRA HD (4K)**

**LCD**

**OLED**

**FORM FACTOR**

Edge-lit and backlit displays come in many different sizes. The backlit display enables better light diffusion by creating large image panels.

Direct View LED displays can be made in virtually any size. They’re ideal for outdoor spaces such as sports arenas.

OLED displays are extremely thin and lightweight.

**PICTURE QUALITY**

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