Direct View LEDs

**01 The Basics Explained**

- **LEDs**
  - A LED panel is the smallest element of an LED display, typically consisting of around 1-2 million individual pixels.
  - The panel is the basis for Direct View LED displays, providing a bright and clear image.

- **True Pixel Pitch**
  - A True Pixel Pitch is achieved when the LED panel is designed to display the smallest pixel size possible, ensuring excellent clarity and resolution.

- **No Internal Blending**
  - Unlike Rear Projection or LED Matrix, Direct View LEDs do not require internal blending or interpolation, resulting in a sharper and more accurate image.

**02 The Parts**

- **LED Panel**
  - The LED panel is the crucial component responsible for displaying the image. It contains Pixels, Matrix, and LEDs that work together to produce a vibrant and clear display.

- **Controller**
  - The controller is essential for processing data and converting it into an image format that the LED panel can display.

- **Screen**
  - The screen is the surface on which the image is displayed, ensuring that it is viewed from the correct distance.

**03 Viewing Distance**

- **Recommended Minimum Viewing Distances**
  - The distance between the screen and the viewer is critical for optimal viewing. For Direct View LEDs, distances vary depending on the size and resolution of the screen.

**04 Special Features**

- **True Color Technology**
  - True Color Technology provides a more accurate representation of colors, enhancing the overall visual experience.

- **LED Life Span**
  - LED panels are designed to last longer, typically offering a life span of 60,000 to 100,000 hours, which is significantly higher than other display technologies.

**05 Placement Opportunities**

- **Diverse Setting Options**
  - Direct View LEDs are versatile and can be placed in various settings, such as conference rooms, classrooms, and control centers, offering a high-quality viewing experience in different environments.

**06 ROI**

- **Return on Investment**
  - The cost-effectiveness of Direct View LEDs is determined by factors such as initial investment, energy efficiency, maintenance costs, and the lifespan of the display, resulting in a positive ROI over time.