# FIND THE RIGHT
DISPLAY TECHNOLOGY
FOR YOUR NEEDS

If you're considering adopting a digital display to better engage your customers, employees, or visitors, selecting the perfect solution for your specific needs can be a challenge. That's because you have several technologies to choose among, a wide range of features and benefits to assess, and different cost levels to evaluate.
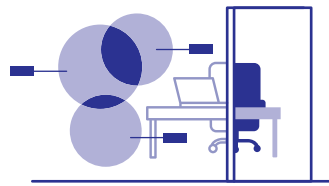
Let's take a look at **7 KEY FACTORS** to consider when choosing a display solution:

TECHNOLOGIES
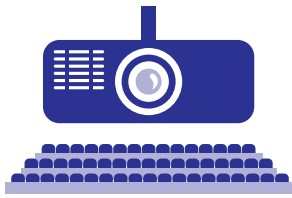
	Projectors	**ActiveScene™**	**LCD Displays**	**dvLED Displays**
	Projectors use a lamp or laser to deliver an image of any shape to a screen or to almost any other surface.	This innovative new technology uses projection to present images onto a film placed on transparent glass.	A liquid crystal display (LCD) uses LED backlights, a TFT Matrix, color filters and polarizing layers all within a transmissive panel technology to convert light to the images that are seen on the screen.	Direct view LED (dvLED) displays use individual light-emitting diodes to convert electricity into visible light to create an image.

INDOOR vs OUTDOOR

For indoor use:

All four technologies can be used, with the appropriate brightness and pixel pitch.

For outdoor use:

Projectors	ActiveScene™	LCD Displays	dvLED Displays
Can be used only in special situations (evening or nighttime)*	Can be used if there is controlled light at the surface or during nighttime	Requires high-brightness panels; perfect when greater detail is needed*	Requires high-brightness panels and high IP rating; offers a wide range of applications

*requires an environmental enclosure

AMBIENT LIGHTING

Projectors	ActiveScene™	LCD Displays	dvLED Displays
Varying levels of brightness for indoor applications and high brightness for outdoor applications; screen material and ambient lighting conditions have an impact on brightness required	Because this is a rear-projector technology, ambient light in the viewing space (except for sunlight) does not dramatically affect viewability	Varying levels of brightness for indoor applications; high brightness for outdoor applications	Large product family with varying levels of brightness to fit any indoor application and capable of very high brightness for outdoor applications with high levels of ambient light

SIZE

Projectors	ActiveScene™	LCD Displays	dvLED Displays
Virtually limitless size and shape	Scalable and can be tailored to the installation	Up to 98 inches for a single panel; larger sizes for video walls	Virtually limitless size

VIEWING DISTANCE

Viewing distance is critical when choosing a display technology.

Projectors	ActiveScene™	LCD Displays	dvLED Displays
An excellent choice for content viewed from long distances as well as closer distances (with a higher-resolution projector).	Because it uses projection, ActiveScene is also an excellent choice for content viewed from long distances (such as branding and promotional materials) and can be used for close viewing.	Often the most suitable technology for content that requires fine detail or is viewed from a close distance, such as advertising or design.	Offers many different pixel pitches for varying viewing distances, ranging from as little as a few feet to hundreds of feet.

CONTENT

Projectors	ActiveScene™	LCD Displays	dvLED Displays
Excellent for video and still images	Typically used for branding or promotional materials	Best choice for content that contains fine detail	Excellent for video and still images

BUDGET

Projectors	ActiveScene™	LCD Displays	dvLED Displays
$	$	$	$
Offers the largest image at lowest costs (up to $25,000)	Offers a large projected image on a transparent glass surface; costs range between projector and LCD	Offers best pixel pitch for value; cost: about $40,000 for a 165-inch wall;	Limitless size, higher brightness, seamless display; cost: $90,000 (based on a 1.9mm pixel pitch @ 1920x 1080)

LIFETIME*

Projectors	ActiveScene™	LCD Displays	dvLED Displays
Typical life = 20,000 hours	Typical life = 20,000 hours	Typical life = 50,000 hours	Typical life = 70,000 - 100,000 hours

* All four technologies have 16/7 and 24/7 (hours-per-days) options.