



# YOUR VISION DELIVERED

Sharp NEC Display Solutions dvLED solutions deliver the crystal-clear visual experience your content deserves wherever you are. Direct View LED (dvLED) delivers near-perfect, crystal-clear color, contrast and visibility.

Each panel uses at least three LEDs per pixel, and you can add panels seamlessly, without bezels.

## GET A BRIGHTER FUTURE

LEDs are able to emit light over and above surrounding glare from natural light or brightly lit indoor settings. In addition, when LEDs are off, the color black is blacker than LCD or projection. This gives them a visual edge over traditional LCD displays and ensures your content gets that eye-catching brightness you need.



## FINDING THE PERFECT PITCH

Pixel pitch is the distance from the center of a pixel to the center of any adjacent one. The smaller the pixel pitch, the higher the density - and the clearer the image.

Smaller pixel pitch isn't automatically the best option for your needs. Will people view your content from far away? Or close up? Is it a simple design or more complex? Greater pixel density carries a higher price tag, so the best way to choose the right option for you is by considering optimal viewing distance for the type of content you'll be displaying, whether that's text, images or video.

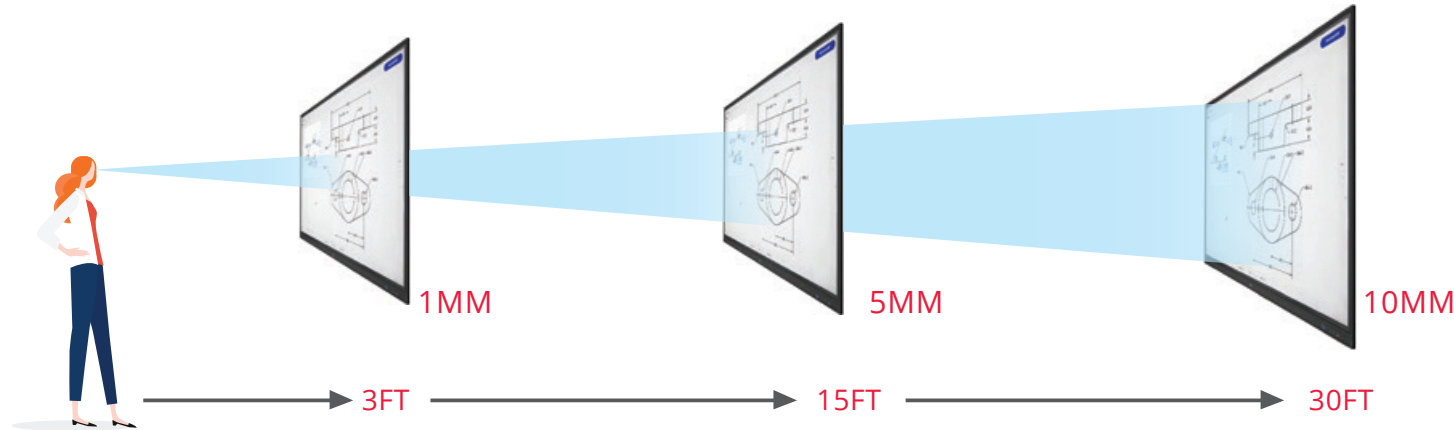
## GET THE BALANCE RIGHT WITH OPTIMAL VIEWING DISTANCE

This is the viewing distance at which you get the perfect view. For example, a small, detailed font needs to be crystal clear from close up — but that high resolution isn't needed on a large video wall, viewed from 20 feet away. In short — smaller pitch will always give higher quality — but if your content is always viewed from a greater distance, lower pitch could be a better option (and more cost-effective too).



## IT'S A RULE OF THUMB - OR FEET

The simplest standard for estimating the pixel pitch best suited to the viewing distance needed is 1 mm of pixel pitch per 3 feet of viewing distance. So a 1 mm pixel pitch screen has an optimal viewing distance of 3 feet, a 5 mm pitch is best viewed from 15 feet and 10 mm has an optimal viewing distance of about 30 feet. So, if your optimal viewing distance is 30 feet, a lower pixel pitch option will still give you the perfect view, and it's more cost-effective too!



## WHICH NEC DVLED HAS THE PERFECT PITCH FOR YOUR NEEDS?

### FC Series

Using the latest COB Flip-chip technology, the added durability is perfect for up-close viewing in public spaces. With a range of 0.95mm to 1.5mm, provides optimal viewing from up close distance.

### FA Series

Corporate lobby or "Command and Control" room, where you need 24/7, always-on capability. With a range of 0.95 mm to 3.8 mm, you'll experience optimal viewing from a range of distances.

### FE Series

Retail store, perhaps facing a window. With a broad selection of pixel density, you can choose the best view for anywhere from 3-30 feet.

### Q Series

Retail store, or public space. Indoor and Outdoor options available. With a broad selection of pixel densities, you can choose the best view for anywhere from 9-30 feet.

## YOUR VISION IS LIMITLESS.

Learn how Sharp/NEC gives you the display you deserve.

[www.sharpnecdisplays.us/led-direct-view-displays](http://www.sharpnecdisplays.us/led-direct-view-displays)