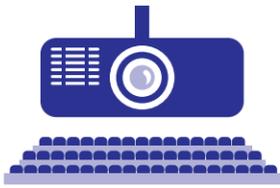


# FIND THE RIGHT DISPLAY TECHNOLOGY FOR YOUR NEEDS

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.

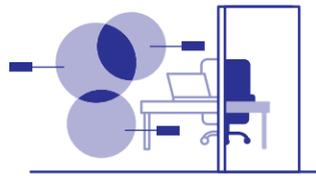
Let's take a look at **7 KEY FACTORS** to consider when choosing a display solution:

## TECHNOLOGIES



### Projectors

Projectors use a lamp or laser to deliver an image of any shape to a screen or to almost any other surface.



### ActiveScene™

This innovative new technology uses projection to present images onto a film placed on transparent glass.



### LCD Displays

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.



### dvLED Displays

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:



Can be used only in special situations (evening or nighttime)\*  
\*requires an environmental enclosure



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

## AMBIENT LIGHTING



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



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.



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



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

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\*

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.

## FIND YOUR SOLUTION WITH SHARP NEC Display Solutions

Sharp/NEC is the only company that offers all four types of display technologies. Our solutions provide the highest quality visual experiences, allowing you to deliver your vision to audiences.

YOUR VISION IS LIMITLESS

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