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# How to Choose the Right Digital Signage Display

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Making sure you pick the correct digital signage display is crucial to the success of any digital signage deployment. It is the face, so to speak, of the deployment.

Content may be king in digital signage (though some would argue that context is), but either way, the king would have no clothes without the digital signage display that best fits the deployment.

## 1. Does your application require commercial-grade displays?

The first consideration that buyers often face is whether or not to deploy a commercial-grade product, or to use a consumer-grade television for their display needs. This decision usually circles back to the needs of the business, the duty cycle of the display and the uptime expectations. If you operate an "all-day" or 24/7 environment, you expect products to have years of useful life, be rugged enough to deal with daily use, and be easy to service/maintain, then a commercial-grade product is the choice for you. In general, we advise businesses not to settle for TVs, but instead look for professional displays that can meet the demands of their customers and reflect positively on their brand.

## 2. What is the physical scale of the installation?

Once you reach a decision to pursue a commercial-grade solution, there is a world of possibility that opens up to you regarding the physical size of the installation. Do you want to create a focal point in your environment where an entire wall is activated with color and movement? Are you looking to create something more artistic in the space, by placing a ribbon of video around your store or a sculptural array of video behind the bar? There are a variety of visualization tools that make envisioning large scale video wall installations easier.

## 3. What is the typical viewing distance from the installation?

Very closely related to the scale of the video screen or video wall, is the scale of the space in which it will be installed and the typical viewing distance from which visitors will experience the display. Viewing distance has a direct relationship on the perceived quality of the display (and video or informational content

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displayed), as at some distance the individual pixels of the display are no longer visible. For a high resolution desktop monitor or tablet display, this distance can be a few feet. For a large video wall, this could be dozens of feet away. If it is a touch installation, you would expect users to approach the wall directly and be no further than an arm's length away. Understanding how close users will be to the display, allows integrators and their clients to select the right display resolution and size to achieve the right pixel density.

#### 4. What is the experience you want visitors to have??

Probably the most important question and one that should get asked throughout the process is this: What are we hoping to accomplish with this installation? Understanding the "why" question allows you to better answer questions regarding project budget, scope, and complexity. Similarly, focusing on the commercial requirements, the physical size of the installation and how the user behaves in the space, are all key factors in the experience that customers have with video displays.