

CLOSEUP



A PUBLICATION OF FORD AV



The Smart Guide to **DISPLAY TECHNOLOGY**

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A Deeper DIVE

Choosing the right display technology can be challenging, whether you're aiming for durability, visual impact, or scalability. In this Close Up issue, we explore the pros and cons of projectors, flat panel displays, and direct-view LED, helping you decide which solution fits your needs.



Ask The Right Questions - **GET THE RIGHT ANSWERS**

When choosing display technology, it's essential to understand the application and carefully consider the advantages and disadvantages of each option. Projectors, video walls, and direct-view LED walls each offer unique advantages, whether you are after portability or a permanent, high-quality setup.



Have questions about display solutions?

Call the Professionals at Ford AV to receive expert assistance on your next technology project.

VIDEO PROJECTORS

Projectors provide a budget-friendly and versatile option for large displays, particularly in environments where conventional screens aren't feasible. Although they deliver affordable, large-scale images, they may face challenges in brightly lit spaces where controlling light on the screen is difficult. However, with the development of Ambient Light Rejection (ALR) projection screens, which reflect projected light while blocking ambient light, projectors can now be effectively used in well-lit environments.




FLAT-PANEL DISPLAYS (LCD)

Flat-panel displays perform exceptionally well in bright environments, providing high-quality images and flexible configurations for different spaces. They are often the top choice for huddle rooms and small to medium-sized meeting areas. With 4K resolution that exceeds both DVLED and projection systems, they offer a cost-effective solution. However, their size is typically capped at around 100", which can present challenges in transport and installation.

DIRECT-VIEW LED (DVLED)

DVLED offer versatile, modular configurations for both indoor and outdoor use, delivering bright, high-quality visuals without the bezel issues seen in LCD video walls. While they have become more affordable, their higher cost, along with the need for additional infrastructure, can increase both initial and long-term expenses.



The Incredible Power of **DIRECT-VIEW LED**

Direct-view LED technology is gaining popularity as a display choice for corporate offices, churches, lobbies, and auditoriums. Its brightness, high-definition visuals, and long-term durability make it ideal for impactful presentations and dynamic environments. Once cost-prohibitive, it's now more affordable and widely used in spaces like video conference rooms, welcome centers, and houses of worship.

Versatility & Impact

Direct-view LED provides a seamless visual experience, unlike LCD video walls with visible bezels. The pixel pitch, which refers to the distance between the center of two adjacent pixels, plays a critical role in determining the visual sharpness. Pixel pitch (distance between pixels), ranging from 0.6mm to 3.5mm for indoor settings, is crucial for maintaining image sharpness. Smaller pixel pitches are ideal for close viewing, while larger pitches suit wider viewing areas like auditoriums.

Brightness & Flexibility

LED displays provide exceptional brightness, ensuring clear visibility in both indoor and outdoor environments. Indoor displays typically range from 800 to 1,500 nits, while outdoor screens

can exceed 5,000 nits, maintaining clarity even in direct sunlight. These screens are ideal for making a statement in high-end spaces, offering superior visual quality that resists washout from ambient light. For screens larger than 100 inches, LED displays are the optimal choice due to their brightness and high-quality performance.

Durability & Scalability

With lifespans reaching up to 100,000 hours, LED walls offer low-maintenance solutions for long-term use. Their modular design allows for customization in size and shape, making them suitable for a wide range of spaces and applications.

Direct-view LED technology offers unmatched flexibility, scalability, and brightness, making it a leading choice for high-impact visual experiences in environments where budget allows for this premium investment.



VH7B Series



TR3DK Series



LSAB009 Series



136" All-in-One Direct View LED

LG's Full Line of Large Format Displays

Delivering Innovation and Excellence for Every Space

LG's large format displays combine cutting-edge technology with versatility to transform any environment. DVLED solutions, ranging from 84" to 350", including the All-in-One and MAGNIT, offer unparalleled brightness, color accuracy, and immersive visuals, making them ideal for high-impact settings like corporate lobbies, retail spaces, and stadiums. The CreateBoard revolutionizes collaboration in classrooms and meeting rooms with interactive features designed for seamless teamwork and dynamic presentations. LG's UM Series TV Signage, available in sizes ranging from 98" to an impressive 110", ensures unmatched clarity and scalability for large-scale digital signage. With modular Video Walls for maximum flexibility and the reliable UR640 Series for engaging content delivery, LG provides innovative display solutions tailored to your needs.



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At Ford AV, we provide extraordinary audio video solutions and craft experiences that elevate your world. With a passion for innovation and excellence, we transform ordinary spaces into extraordinary environments.

Let's Get Started!