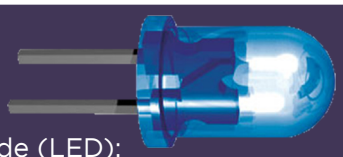
INDUSTRY DEFINITIONS

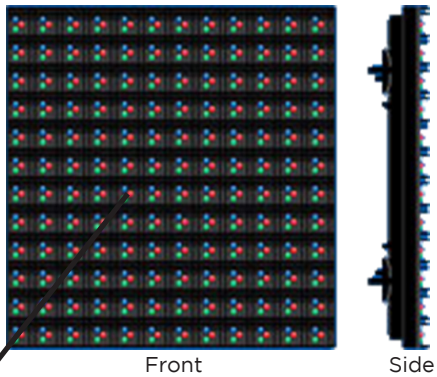
LED



A light emitting diode (LED):
A small electronic semi-conductor that converts electric energy into visible light.

The chemical compound used in the diode determines the color, brightness and power efficiency of the LED.

MODULE



Front Side

LED modules are the building blocks of LED message centres.
The Matrix of a display is the number of lines of pixels high by the number of pixels wide.
Example: 12 x 12 Matrix.

PIXEL

Points of light that illuminate together to form letters, words, graphics, animation and video images.

A pixel can be made up of a single or multiple LED(s):
Mono: 1 LED / pixel
RGB: 3 LEDs / pixel

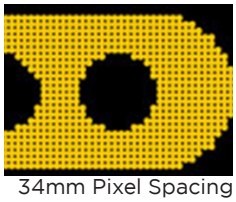
DISPLAY RESOLUTION

Resolution is defined as the number of pixels contained in the physical area of an electronic display. Also known as pixel or line spacing.

THE GREATER THE NUMBER OF PIXELS PER SQUARE FOOT, THE GREATER THE AMOUNT OF DETAIL DISPLAYED.

16mm Pixel Spacing

20mm Pixel Spacing



34mm Pixel Spacing

DISPLAY COLOUR

Monochrome (mono) colour displays consist of one Red or Amber LED per pixel capable of 4,096 shades.

Full Colour displays consist of 3 LEDs grouped together with one Red, Green and Blue LED (RGB) per pixel.

The colour capabilities of full colour boards depend on the specific model, typically ranging anywhere from *68 billion to 144 quadrillion different colors.*

Mono (Red)

Mono (Amber)

Full Colour (RGB)