

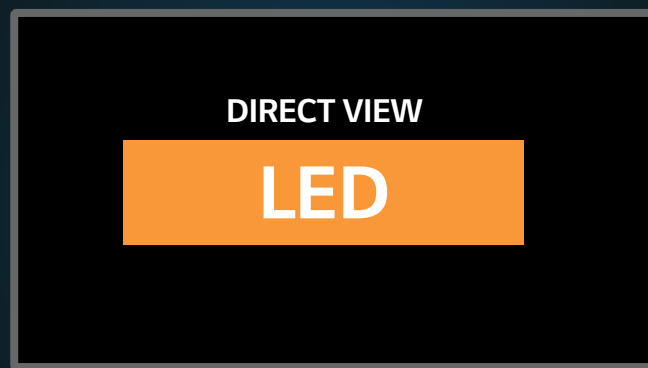
THE DIFFERENCE LCD, LED, and OLED

WHAT'S IN A NAME



(Liquid Crystal Display)

LCD panels use an LED light source to illuminate the pixels.



DIRECT VIEW

LED

(Light Emitting Diode)

Direct View LED displays use a surface array of LEDs as the display pixels and light source.



OLED

(Organic Light Emitting Diode)

OLED displays use self-lighting pixels for exact control of image brightness and quality.

FULL HD (1080P)
or
ULTRA HD (4K)

MEASURED BY "PIXEL PITCH"
The smaller the distance between pixels, the closer viewers can get before they see
ACTUAL PIXELS

FULL HD (1080P)
or
ULTRA HD (4K)

INDOOR:
300-700 nits
OUTDOOR:
2500 nits

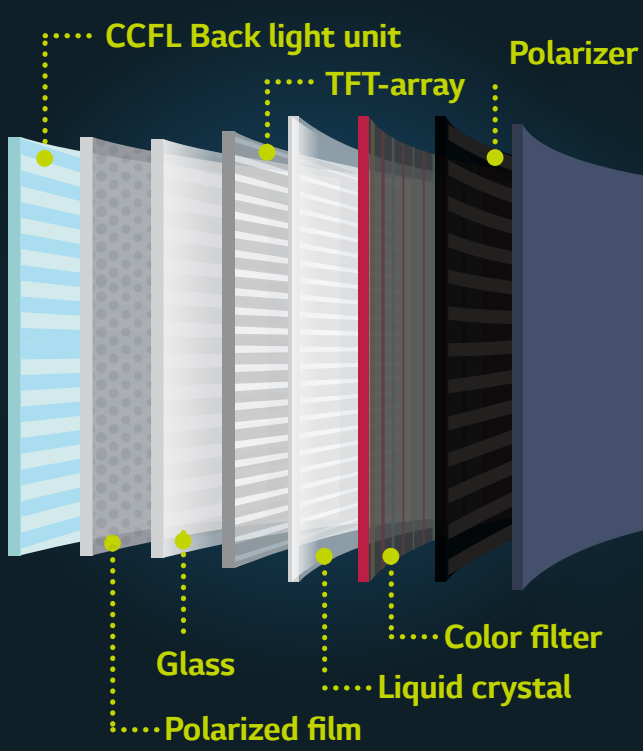
INDOOR & OUTDOOR:
4,000 to
10,000 nits

INDOOR:
400 to
450 nits

Higher nits mean higher brightness. High brightness is recommended for outdoor applications for optimum visibility in daylight/sunlight.

HOW IT WORKS

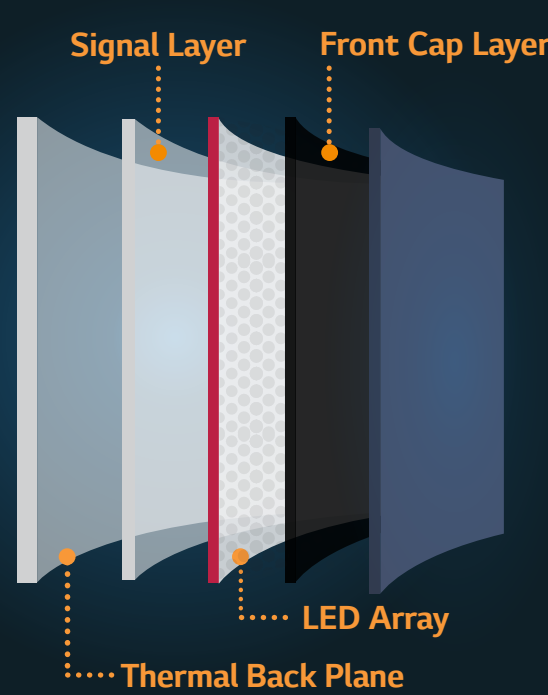
LCD



Edge-Lit displays place an LED light source at the outer edges. Backlit displays place an LED light source directly behind the LCD pixels.

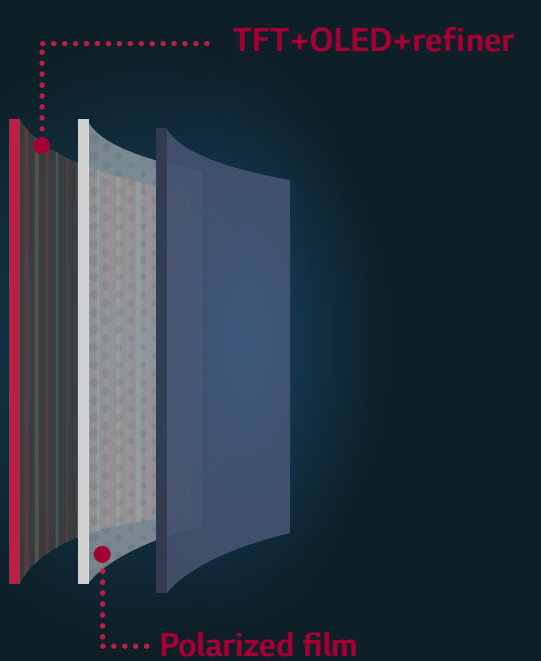
DIRECT VIEW

LED



Direct View LED displays place a signal layer behind the LED array, plus a thermal plane for heat sink. The LEDs provide the lighting.

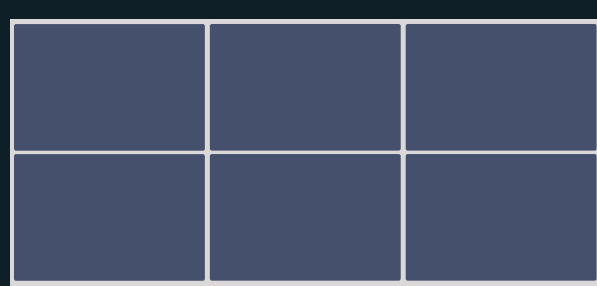
OLED



With no separate light source and only half the layers of an LCD panel, OLED displays are extremely thin and lightweight.

FORM FACTOR

LCD

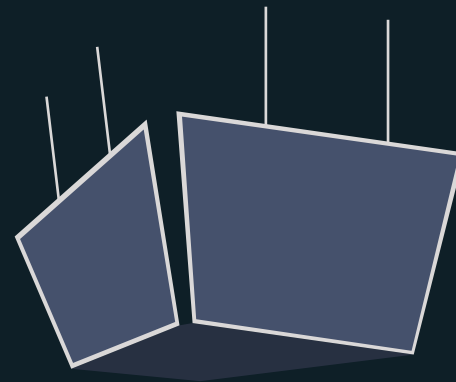


Edge-lit and backlit displays come in many different sizes. The backlit display design enables a very thin bezel. Great for creating large video walls.

THIN • LIGHT

DIRECT VIEW

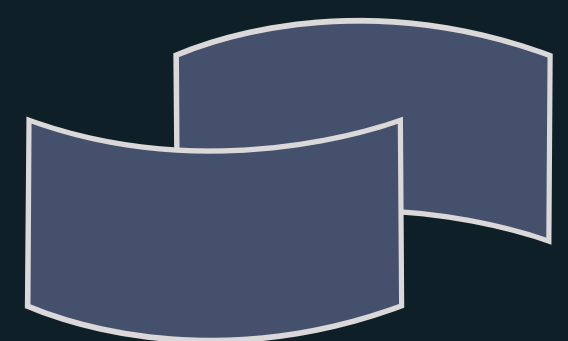
LED



Direct View LED displays can be made in virtually any size. They're ideal for outdoor spaces such as sports arenas.

THICK • HEAVY

OLED



Dual-sided flat and curved tiling displays enable images to be swapped or mirrored on either side. Single-sided custom displays can be arched, curved, concave or convex.

THINNEST • LIGHTEST

PICTURE QUALITY

LCD



LCD panels offer bright, high resolution images. IPS technology enables wide viewing angles.

DIRECT VIEW

LED



Direct View LED displays offer amazing brightness and color depth. Image quality depends on pixel pitch and viewing distance.

OLED



OLED displays deliver unprecedented picture quality, with perfect black, infinite contrast and incredible color.