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:

**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)*
- 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 outdoor applications: screen material and ambient lighting conditions have an impact on brightness required

**SIZE**

- Virtually limitless size and shape

**VIEWING DISTANCE**

- View viewing distance is critical when choosing a display technology.

**CONTENT**

- Excellent for video and still images

**BUDGET**

- Offers the largest image at lowest costs (up to $25,000)

**LIFETIME**

- Typical life = 20,000 hours

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**TECHNOLOGIES**

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

- **Active Glass**
  - 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.

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**FIND THE RIGHT DISPLAY TECHNOLOGY FOR YOUR NEEDS**

**DISPLAY TECHNOLOGY**

- 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**

Learn how Sharp NEC gives you the display you deserve.

www.sharpnecdisplays.us