

## Finding the Balance

When considering an electronic sign it is important to understand exactly what you are buying. Used properly, an LED display is an important communication tool that is often the first impression the public has of your business.

The LED or light emitting diode component is the single most important factor to consider when exploring an investment in an LED display. This is because the quality of the LED will directly impact on the clarity, brightness and longevity of a display.

There can often be large price differences in LED signage and buyers need to be aware that while products may initially appear to be identical, the quality of the LED may vary greatly resulting in a lower purchase price and in many cases a product that is not fit for purpose.

Just like any market place there are a variety of brands designed to suit the various needs of LED signage buyers. In the motor vehicle industry, for example, all cars are capable of getting us from A to B but drivers choose from the plethora of brands available based on particular needs such as size, fuel economy, prestige and budget. Similarly, buyers of LED displays have various needs and it is important that their signage company correctly matches the LED chip brand to these exact needs.

There are a number of LED chips available, each having a place in the market.



At one end are lower cost budget chips. While there is no guarantee that the brightness and colour balance of these chips can be maintained at very high levels over a long period of time, these chips are suitable for installations where budget is a key issue and where running times are not excessive.

At the other end of the spectrum are high quality LEDs such as Nichia®. This brand is manufactured to a very high standard and has superior longevity and colour balance at increased temperatures. These chips are ideal for installations where longevity and pixel perfection is important. But it should be noted that a premium LED can add as much as 30% to the overall cost of the display.

There are also a number of mid-range LED chips. These chips offer an ideal balance between display quality and value for money. They are manufactured to a reputable standard and are highly suited to most indoor and outdoor installations.

Regardless of the LED chip used it is important that the decision is not made solely on price. Buyers need to consider the operating features they desire, longevity, clarity and brightness requirements, as well as environmental conditions and the display's purpose.

## Installation News

### Stock Price Boards

LED-Signs has begun the roll out of 11 LED stock price boards in Qantas Clubs and Chairman's lounges at capital city airports throughout Australia.

The boards are 4mm pitch, full colour, graphic screens. Each display has been custom made to suit individual lounges, has front service access and interfaced to ASX software feeds to display live stock exchange data.



## DID YOU KNOW?

People are more likely to read LED signs over other forms of signage because they are conditioned to expect important information such as traffic conditions and flight schedules on LED signs. Additionally, all LED signs are programmable meaning that you are not stuck with a static message, or the expense of changing your signage once it is out of date. Displays can be updated as often as required making an LED sign a one off investment that offers great flexibility.