

Text Sign or Graphic Display

Choosing the best LED display for your business is essential to getting the best out of what, in many cases, can be a substantial investment. After all, a digital display is more than just a sign, rather it is a communication medium that allows the user to strategically market services and activities with maximum impact. Content is easily updated and rotated without the hassle and on-going expense of replacing static signage.

The choice of LED display types is extensive and includes numeric, text, matrix, graphic or video displays in monochromatic, bi-colour or full colour as well as a variety of interface and content management systems. But how can the end user determine which is the best option for them?

“Choosing the most suitable LED display need not be complicated if you focus on its purpose,” says LED-Signs CEO, Richard Soussa. “Apart from the obvious budget, viewing distance and indoor or outdoor location considerations, a company that wishes to display pricing information will have a very different requirement to an organisation that wants to display graphics or moving images.”

Most people are familiar with variable LED petrol pricing displays which are commonly made up of single colour digit displays with communication technology that allows for very quick local or national pricing adjustments. At the other end of the spectrum are full colour video screens that are often used in bars to show sporting events or as billboards in the retail sector to display advertising.

More common though, are simple to use message signs typically used in Retail and Hospitality applications that include scrolling messages, static text or multiple pages with variable fonts, text heights and animated effects. “These signs are cost effective and simple to use with scheduled content that can be displayed at specific times of the day,” says Richard.

While full colour graphic displays have the same flexibility when it comes to communication and content capabilities, these displays have the advantage of delivering high impact messages, images and shading with 65,536 colours.

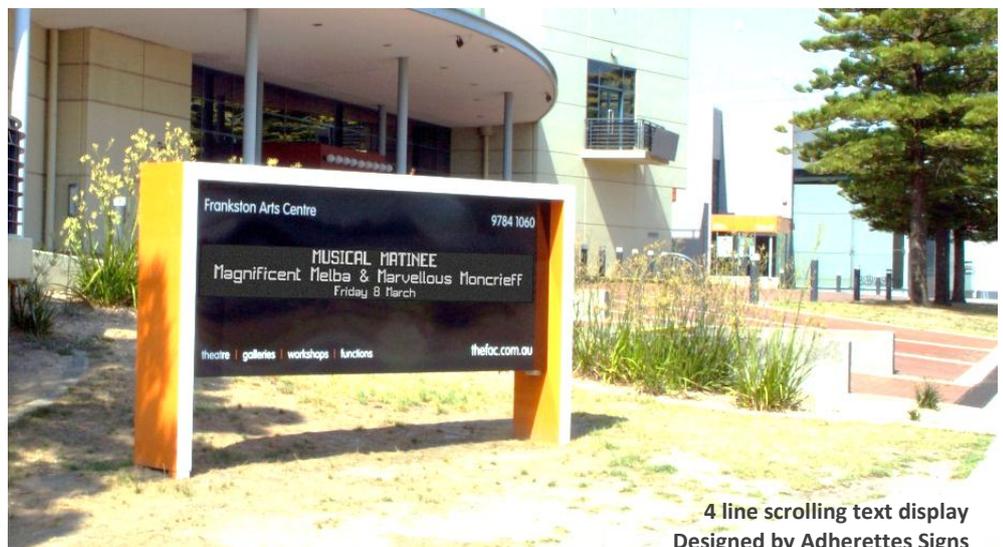
Two recent LED-Signs’ installations are great examples of these types of displays. Two striking outdoor pylon signs at the University of Queensland feature 2.4 by 1.6 metre, full colour graphic displays. These 10mm pitch, RGB screens can display text, logos and detailed graphics incorporating simple flash animations.

In contrast, but equally as effective, a message sign at the Frankston Arts Centre in Melbourne incorporates a 4 line LED display to advertise events and shows. While both signs employ very different LED display types, they are both attention grabbing and effective communication mediums.

“The flexibility of LED signage means that it can be adapted to almost any application,” comments Richard. “The type of content to be displayed often dictates the type of display required.”



4 line scrolling text display
Designed by Adherettes Signs



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DID YOU KNOW?

A changeable message sign, a programmable message sign and a variable message sign are all terms used to describe the same thing. That is, an LED sign that uses control software that turns the LEDs on and off in sequence creating a changeable or variable text and/or graphic sign.