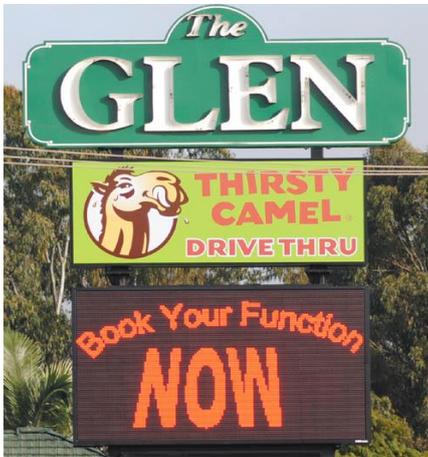


Are You Getting a Quality LED Solution?

Getting the best possible price for an item or service is an age old desire. And the emergence of price comparison websites means that prices for everything from children's toys and TVs to mobile phone packages can be compared in an instant. But are these evaluations being made on like for like products? While price comparisons are relatively simple for items such as standard TVs, many mobile phone packages appear to be the same on the surface, but further investigation often reveals that this is not the case.

LED signage is no different, with many suppliers offering LED solutions with vastly different features and inclusions. "LED technology can be quite complex," says LED-Signs Operations Manager, Scott Cloughessy. "And buyers need to understand that if they are being quoted a reduced price they are probably going to get a low-grade LED display."



"A quality, long lasting sign should not only incorporate quality LEDs but should include reliable temperature control technology, weather proofing, electrical protection and conform to Australian Standards," adds Scott.

LED quality can vary greatly between product offerings. Buyers need to ensure that a colour balance and brightness guarantee forms part of the product

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offering. The absence of such a guarantee may lead to uneven colour quality that can be costly to replace.

Temperature control is as critical to the longevity of a LED display as the LED component. Excess temperature or low quality components will result in premature failure, brightness loss and colour inconsistency in as little as 3-months. The best way to ensure that a LED sign meets your expectations is to use the following check list*.

Check List

- ✓ *Colour balance and brightness guarantee on LED panels*
- ✓ *Extended warranties, will the supplier stand by their product*
- ✓ *Nationwide onsite service and service level guarantee*
- ✓ *LED component type and specifications*
- ✓ *Temperature sensing*
- ✓ *Light sensor for auto dimming for low ambient and night operation*
- ✓ *User friendly control software (including message scheduling)*
- ✓ *Custom fabrication, brackets and mounting ability*
- ✓ *Circuit breakers, Lightning arrestor and electrical power surge and spike arresting*
- ✓ *IP65 Industrial designed cabinet and weatherproofing*
- ✓ *Thermal and electrical power protection, Thermal controlled ventilation for longevity*
- ✓ *Lockable, weather sealed, hinged doors*
- ✓ *Features such as event counter, ability to display graphic animations*
- ✓ *Free product comparison and consultancy*
- ✓ *Lower the specification to meet budget, not the quality*

* Based on full colour graphic outdoor display.

"While there is a place for budget LED signage, it is essential to be fully aware that you may not be getting a product that is built to last," says Mr Cloughessy. "Buyers need to examine their quotes carefully, request technical details and ask questions to ensure that they are getting what they expect!"

Price is no Barrier

LED-Signs' new totem display, priced at under \$4,500[#] is proof that price should be no barrier to incorporating digital signage into a communication strategy!



At 1.8 metres tall and incorporating a 42" HD LCD screen (with optional touch screen), the free standing totem is easy to install and exceptionally simple to use. Supported by a built in industrial PC, Windows7 and media sharing capabilities, the sign can display anything that a PC can. LED-Signs can supply custom designed software and is suitable for use in almost any indoor setting. This uncomplicated, high quality digital signage solution can be used to display anything from directory information or advertising in a retail setting.

[#] For base package, ex gst

DID YOU KNOW?

LED signs are relatively inexpensive to run. Apart from the fact that LEDs consume substantially less power than incandescent light sources, LED technology can be highly reliable and long lasting. LED displays can be remotely managed to allow the content to be updated at the push of a button thereby eradicating ongoing production costs to replace static signs. LED displays provide the ability for an indefinite number of content changes at next to no deployment costs and very little lead time.