

Why choose Commercial LCD's for Digital Signage?

With the advent of large digital signage many are falling into the trap of buying on price alone..... some things to consider before you buy;

Many factors come into consideration when selecting the 'right' panel to display in a commercial environment.

Commercial Displays	-v-	Domestic Displays
Built with commercial components, and robust materials designed for full 24/7 running time.		Built for domestic use, operating time approx 6 hours per day maximum.
Warranty: – Most Commercial panels offer a three (3) year warranty for use in commercial applications.		Warranty: – normally 3 – 12 months. Most do not offer any warranty if product is used in a commercial environment.
Manufacture: Commercial panels are made with robust components, some with multiple fans designed for long use and demanding environments.		Manufacture: Domestic panels are designed for approx 6 hours use a day, with softer components and normally without heavy duty fans.
Connections: Most commercial panels have provision for RS-232, RJ45 and other connections, these can allow for control via network or other more sophisticated functions.		Connections: Domestic panels are not suitable for network or control functions and generally have DVI connection only.
Picture Dynamics: Commercial displays produce full greyscale and good linear colour tracking from black to white showing 256 different levels of brightness.		Picture Dynamics: In consumer televisions the greyscale is skewed for more of the white end of the scale relative to the narrow broadcast standards that they must meet.
Mounting: Most Commercial panels can be used in either portrait or landscape mode – check that the manufacturer supports this.		Mounting: Domestic panels are designed for landscape use only, pixel drop can be evident with use in portrait mode.



Things to consider before you buy —

- Warranty
- Design aspects
- Power consumption
- Security features
- Life expectancy
- Mounting
- Burn-in problems

In the end, you get what you pay for....and nothing more so than with Commercial or Domestic LCD Panels.