

## VIEWING DISTANCES

### Optimum vs. Minimum

The viewing distance of your main audience is generally the first factor you should consider when determining what model of LED sign is right for you.

The *optimum* viewing distance for a Watchfire sign is the point at which the individual pixels begin to blend together forming a smooth, consistent image.

The *minimum* viewing distance is the point at which the image is still clearly identifiable on the sign, even though the individual pixels are visible.

### Why is the viewing distance important?

Generally speaking, the shorter the viewing distance to your audience the higher the recommended resolution. Consider too that a 35mm unit set at its optimum viewing distance can display imagery as cleanly as a 16mm unit set at its optimum viewing distance, provided both signs have the same pixel matrix. However, such a 35mm unit would be approximately twice the physical size of a 16mm unit at the same pixel matrix. Bear in mind that legible text must also be proportionally larger the greater the viewing distance.

