

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.

