

An LED Sign Is An Effective Marketing Tool For Your Business

Every business is looking to attract new customers and signage is an important marketing tool. Digital signage has many benefits over static signs in their ability to grab the customer's attention with light and motion; and to change the message as often as you like. Chances are you already know this and are visiting this website to learn more about how a digital sign can benefit your business.

An interesting statistic reported by the U.S. Small Business Administration is that approximately 85% of a company's customers live or work within five miles of the business location. There is a strong likelihood that your customers pass by your business frequently and a sign can be an important method of communication. An LED digital sign is not only an effective marketing tool; it is a form of advertising for your business that can't be blocked by TiVo, or pop-up blockers as with TV or web advertising.

Some customers display video or high quality pictures to show the interior of their restaurant or their hotel rooms but the majority of LED message centers display text, so an understanding of text size relative to your target audience is in order.

Seven rows of diodes are required to make one text character. An LED sign needs 7 pixels X 5 pixels to create a standard English character. For multiple lines of text, it requires an eighth line as a separator. For each line of text there needs to be eight rows of pixels. The height of the character will be determined by the viewing distance but whatever the height, each row of text needs eight rows of pixels.

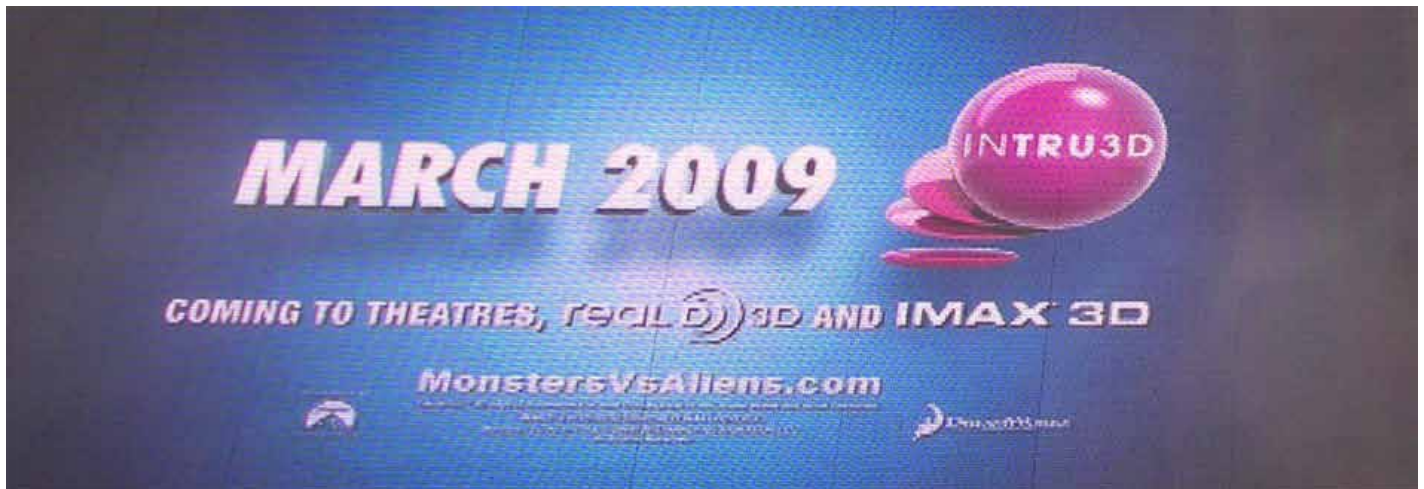
A guide for character height is one inch for every thirty feet of viewing distance. When the viewer is moving, for example; in his car driving past your business, another rule of thumb is that it takes the average person four seconds to recognize and understand a short message. Movement requires larger text for the same message.

Text Height in Inches	Viewing Distance	Viewing time in seconds					LED pitch per text character
		25 MPH	35 MPH	45 MPH	55 MPH	65 MPH	
2"	60'	2.7	1.9	1.5	1.2	1	6mm
4"	120'	5.5	3.9	3	2.5	2.1	12mm
5"	150'	6.8	4.9	3.8	3.1	2.6	16mm
6"	180'	8.2	5.8	4.5	3.7	3.1	16 or 20mm
8"	240'	10.9	7.8	6.1	5	4.2	25mm
10"	300'	13.6	9.7	7.6	6.2	5.2	25 or 30mm
12"	360'	16.4	11.7	9.1	7.4	6.3	30 to 45mm

Sign messages should always be short and to the point. The number of lines of text and the number of characters in each line of text will also determine the readability of your sign in the short time span of the observer. Some careful thought of what kind of messages you will display, the length of words and phrases used in your business will help you determine the number of lines of text you will need in your sign and the number of characters in each line.

LEDs (Light Emitting Diodes) are not degraded by continual on/off cycling which makes them well suited for moving signs. The text in your message center can scroll, flash or move in a way that helps attract customers attention to your sign. The least expensive message center is one color red LEDs, however sign pixels can be made from more than one LED color. A combination of red, green and blue LEDs in each pixel allows us to build full color signs that can display a full spectrum of 281 trillion colors and color adds another dimension of marketing capability to get your sign noticed.

Many LED signs display full color animation and video. When displaying full color video the sign pitch must be smaller than the rules for text above. In the download section of this site is a short video clip of a large LED playing videos at a trade show. If you download and watch it you will be impressed at the quality of the picture and the size of the screen in perspective to the furniture and people in the clip.



The picture is a theater sign that uses this LED display to play movie trailers on the overhead marquee. It is in a complex where patrons are driving and walking in close proximity and walk under the sign as they enter the building. This outdoor sign is 12mm pitch. For applications like this where patrons are driving and walking up to the building where the sign is installed overhead, a 10mm or 12mm pitch sign depending on distance will make a stunning screen to show high quality pictures of the food you serve inside, how well your hotel rooms are furnished or whatever you want your customers to see that is appropriate for your business.

With a sign like this, customers won't be able to miss your message if they are near your building.