

PLANNING GUIDE TO DIGITAL SIGNAGE

To assist with planning guidelines on external lite boxes, we are aware of the importance of the illuminance of the screen during day and night operation.

Each display manufactured for external use has its own **Tamper Proof** auto light sensor; therefore it will always show the correct brightness with regards to the prevailing light conditions.

The light output is factory set at a minimum of 200mcd/Nits rising to a maximum of 800mcd/Nits working in direct sunlight, however this can be changed if stated to comply within the light output of the area.

A frequently asked question by many planning officers is; 'how is the display illuminated?' The digital screens are all SMD/LED based, therefore they have no internal illumination. The digital screens also utilise the latest LED technology; together with Scanlite's control system to provide a flicker-free and a constant illuminated image.

The quality of the images portrayed by the high-resolution display, offers clear visual text or graphic. This does not give the imagery a blurred visual appearance, which could prove to become a distraction.

The pixel image resolution, content and any possible artwork is constantly reviewed by our graphic department to ensure that the screen is within the immediate keeping of its location. Evidence is coming forward that LED digital technology is not causing accidents as first thought, and in some locations the displays can offer assistance in black spot areas.

Utilising LED's for the illumination of digital displays offer the most environmentally low powered option vs. the lumens output with longevity of over 10 years minimum added to the equation.

Within the design, the edge-to-edge concept keeps the display looking modern and eye-catching without the need for obtrusive and bulky casework. Thus making the display, when not illuminated, blend's into the structure.

LED DISPLAYS

Uniform Brightness over the whole display board. Brightness control which automatically adjusts the display to the ambient brightness. 400 H z based video, flicker-free display. Illuminance levels: 0 – 800cd/m.

Displays are set-up in the manner of signs approved by the Department of Transport.

Light sensors reduce the brilliance in poor light or after nightfall, and can be remotely varied to comply with Highways or other interested parties.

For more information visit the Scanlite Website.

www.scanlite.co.uk

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