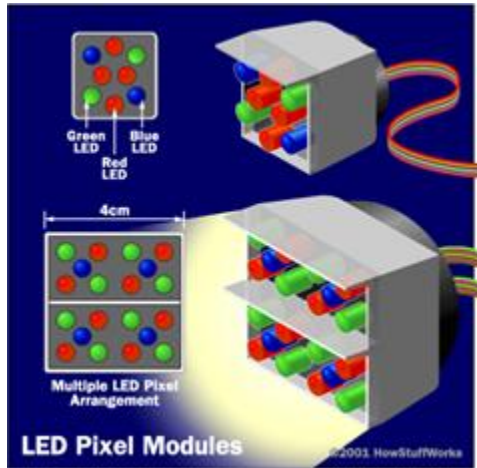


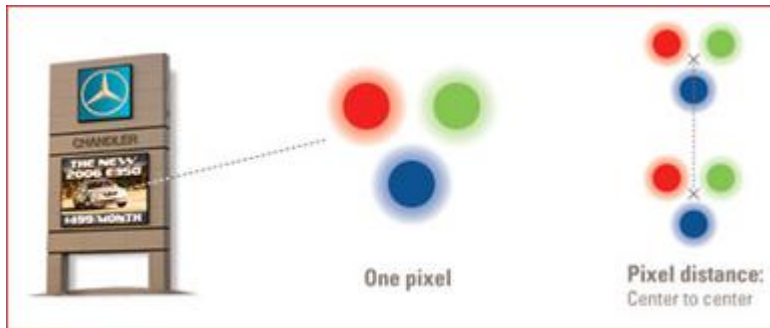
What is a Pixel?



Pixel is short for “picture element.” Pixels are points of light on a computer monitor, flat panel TV or in our case, an LED display that illuminate together to make letters, words, graphics, animations and video images. Pixels can consist of a single LED, multiple LEDs of the same color or multiple LEDs of different colors.

Monochrome signs are either red or amber. In a full color LED display, the smallest point usually includes three LEDs: one red, one blue and one green. Pixels are the smallest component of an electronic display that can be individually controlled. Displays with more pixels typically have what is called “higher resolution” meaning images will be sharper and more detailed.

What is Pitch?



Pitch or “Pixel Pitch” refers to how close pixels are grouped together and is usually measured in millimeters. The smaller the millimeter, the more pixels you will have per square foot. Small pixel pitches are great for text based signs with slow traffic and close viewing distances. A large pitch will translate to a larger text or character size.

When the display is to be viewed from a longer distance, a larger pitch is better than a tighter pitch because they are more economical.

What is Matrix?

The matrix of an LED display refers to the number of vertical pixels by the number of horizontal pixels in the display. For example, the display pictured has a matrix of 64 x 128, meaning it has 64 pixels from top to bottom and 128 pixels from left to right.



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