Two primary display technologies – high brightness LCDs and direct view LEDs – are making the future bright for bringing powerful visual messaging to sidewalks and streets, day or night.

While both offer the brightness to deliver powerful messaging even in direct sunlight, each has unique advantages. How can you identify the right technology for your window-front digital signage needs?

**LED modules** can be tiled together in Flagship retailers using LED to create digital canvases that can fill large and unconventional window spaces.

**Retailers and corporates** wanting to make branding statements in atrium or glass facade spaces bathed by daylight sun.

Brand messaging aimed more at motorists and people passing by from across a street or further.

**Learn more about Samsung display solutions for the window-front:**

- **High Brightness LCD**
  - samsung.com/outdoordisplays
- **Direct View LED**
  - samsung.com/b2bledsignage

Samsung's lineup of high brightness LCD and direct view LED displays offer the **performance**, **reliability** and **ease of content management** to brighten up your window-front.

**WHERE THEY FIT IN**

- **Flagging retailers using LED to create digital canvases that can fill large and unconventional window spaces.**

- **Real estate agencies showing featured listings in storefronts in high-density urban areas.**

- **Fast-casual restaurant operators enticing diners inside from window displays.**

- **Outlet mall and town center retailers using window displays to attract people.**

**CUSTOMIZABLE**

- Super-bright visuals even in direct, mid-afternoon sun

**BRIGHT**

- Best for distance viewing

**IMPRESSIVE**

- Few constraints on shape or scale of visual canvas

**FLEXIBLE**

- Lower cost to deploy

**SAVINGS**

- Best for close proximity viewing, 15 feet or less

**FOOT TRAFFIC**

- Ideal for visuals and text

**HIGH DEFINITION**

- Direct View LED

**WHERE THEY FIT IN**

- **High Brightness LCD**

- **Direct View LED**