

The very big picture

A videowall primer

Videowall display technology makes it possible to create vast digital canvases in indoor spaces of any shape and scale. **The videowall industry is seeing double digit growth** as new technologies emerge and existing ones grow more sophisticated and suited to needs.

\$3.4 billion

2015
Global sales of videowalls¹

2X

Forecasted annual sales growth through **2020**²

LCD or Direct-View LED?

Both traditional LCD displays and new fine-pixel pitch LED technology can be used to create stunning videowalls. Each offers unique benefits:

Fine pixel pitch

New direct-view LED videowalls are rated on the basis of their pixel pitch – the distance between the center of each tiny LED cluster on a high resolution video wall.

The lower the number, the more pixels used to show the visual – which leads to higher clarity.

Extreme narrow bezel

The latest generation of videowall LCD displays have razor-thin frames around their edges that all but eliminate seams between the displays in a wall configuration.

Samsung's latest LCD videowall displays reduce the seam to 0.9mm, or 1.7mm bezel-to-bezel.

Walls everywhere

Here are some examples of how videowalls are being applied in different business and public environments:

Retail

Videowalls are becoming more common in retail settings – particularly fashion and consumer electronics. They're used as iconic branding displays, and backdrops at sales counters, and they're even being used to cover entire walls – enabling dynamic messaging, moods and décor.

Hospitality

Hotels and restaurants are using videowalls for everything from virtual concierges, to social media messaging, to experiential art pieces that line support columns or create seamless artwork backdrops at the check-in counter.

Corporate

Commercial property owners and major tenants are making their lobby walls into living art pieces, replacing wood and granite with LCD and LED to create experiential art that excites and entertains workers and guests.

LED viewing distances

Use this simple rule of thumb to determine the right minimum viewing distance for direct-view LED videowalls:

1 mm = 10 feet

For example, a 1 mm pitch videowall will look best from 10 feet and back

1 mm = 10 ft

1.5 mm = 15 ft

2 mm = 20 ft

2.5 mm = 25 ft

3 mm = 30 ft

Plan for success

Here are key considerations for planning your videowall project



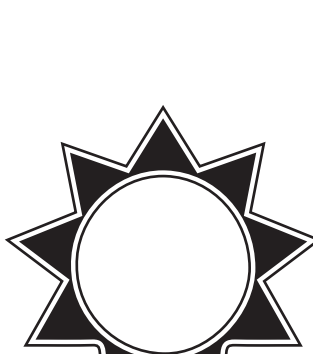
BUDGET

LCD videowalls remain significantly more affordable than fine pixel pitch LED.



SHAPE

LED technology is completely seamless, more readily adapts to unusual wall dimensions and shapes, and even works with curves.



SUNLIGHT

Daylight glare can overpower many LCD displays in lobbies and atriums. LED is bright enough to cut through and shine.



CONTENT

LCDs offer up to 4K ultra high definition content, and look amazing from any distance. Viewing quality hinges on distance and pixel pitch with LED.

Successful videowalls start with great technology, but the choice of LCD vs LED is about much more than bezels and pitches. Great projects start with solid objectives and plans.

Download the ultimate videowall guide

Learn more at samsung.com/digitalsignage