Videowall display technology means it is possible to create very large, interactive, and dynamic 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.

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

Retail
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- Retail
  - LED technology is completely seamless, more readily adapts to unusual wall dimensions and shapes, and even works with curves.
  - Daylight glare can overpower many LCD displays in lobbies and atriums.
  - LED is bright enough to cut through and shine.

- 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
- 2 mm = 20 feet
- 2.5 mm = 25 feet
- 3 mm = 30 feet

Here are key considerations for planning your videowall project:

- Budget
- Shape
- Sunlight
- Content

Successful videowalls start with great technology, but the choice of LCD or LED technology must be based on requirements and pitches. Great projects start with solid objectives and plans.