Understanding LED Signs

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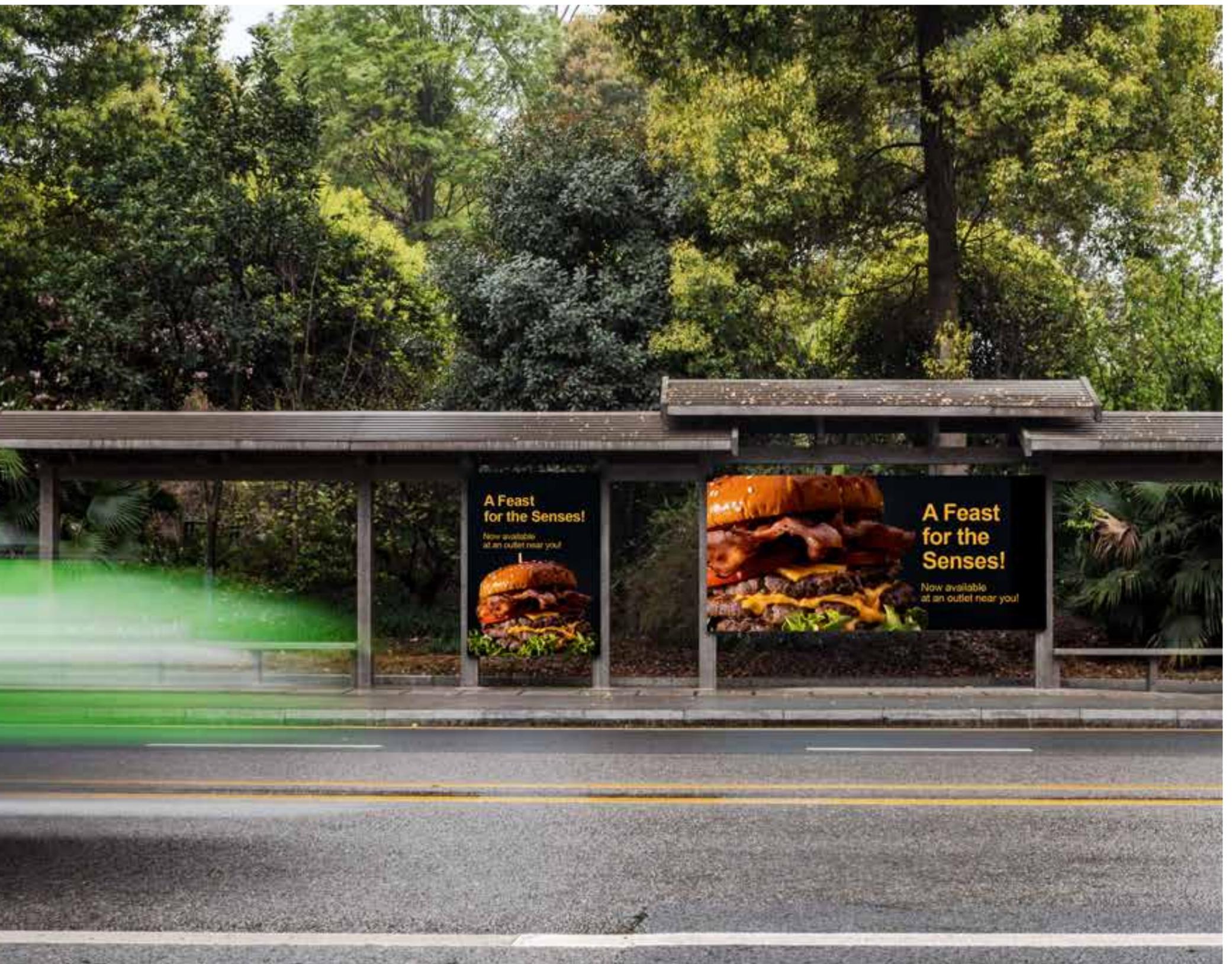# of Content

Summary

Targeted advertising is key to increasing foot traffic for your location and boosting sales.

Many businesses struggle to get results from traditional advertising media like newspaper, radio and television. An outdoor digital sign offers the most cost-effective tool for delivering vibrant, eye-catching advertising to customers.

What is a LED sign?

A LED (light emitting diode) is an efficient, effective & ultrabright alternative for your signage needs.

**Imperial Theatre
Complete Custom LED**

LEDs typically have a 100,000 hour life-span or over 11 years

LED signs are made up of individual panels, or modules, that measure about twelve inches square. This design allows signs to be configured in almost any size. Each module contains LEDs arranged in pixels. A high-quality color sign will typically have three diodes per pixel: one red, one green and one blue. The distance between the center of one pixel to the center of the next determines the resolution of the sign. This measurement is expressed in millimeters, and is referred to as pixel pitch. The lower the number, the higher the resolution and the image quality of the sign. A LED sign is just one component of a sign's structure. It can also include a business's identification sign. Messages on the LED portion are programmed and scheduled using software installed on a computer that controls the sign.

How does a LED sign work?

A LED sign is programmed through a standard PC that connects to the sign one of four ways:

Executive Plaza
LED

Wireless Connection

Fiber Optic Cable

Wireless Radio
(Rwf Or High-security)

4G Wireless

The sign is programmed with software that allows the user to create, schedule and update messages. The sign owner can choose and arrange text and images for each sign message.

Once created, messages, also referred to as content, can be scheduled and updated right away, or can be pre-scheduled weeks or months in advance.

Who should consider investing in a LED sign?

Any businesses or organizations with access to vehicle or pedestrian traffic can use LED signs to promote events and products, and increase their interaction with consumers. Many already invest in more traditional advertising to reach potential customers. Advertising with an LED sign is less expensive, and more responsive and flexible.

Belding High School
96" x 48" EMC

Advantages of having a LED sign

1. They have high-levels of brightness and intensity

2. They are very efficient

3. They use Low-voltage and current

4. Radiate Low Heat

5. Reliable (resistant to shock and vibration)

6. No UV Rays

7. Long Life Span

8. Easily controlled and programmed

How Does LED Sign Advertising Compare?

The true value of an ad in cost per thousand impressions (CPM). The more people you can reach for less money, the better. LED sign advertising has a far lower CPM than radio, newspaper or television, so messages bring a greater return on investment. LED signs can be updated frequently, without the need to spend time and money on production.

A programmable LED sign enables you to communicate instantly with viewers, and tailor messages according to the time of day or other conditions - like the temperature outside. You can react instantly with messages that get attention from viewers.

| -31%	-34%	+20
Overall newsprint readership across all demographics has declined by over 34% between 2006 and 2016.	Weekly time spent listening declined 31% from 2007 to 2016.	The average time per week American travelers spend on the road driving the same route every day, according to a study by Arbitron.

59% of small business owners who reported more sales after installing an on premise sign, according to the National Signage Research & Education Conference.

How do I choose the right LED Sign?

The display size of your sign will vary according to factors like the speed of traffic in the area, the sign's distance from viewers, other signs in the area, and the type of content you plan to display.
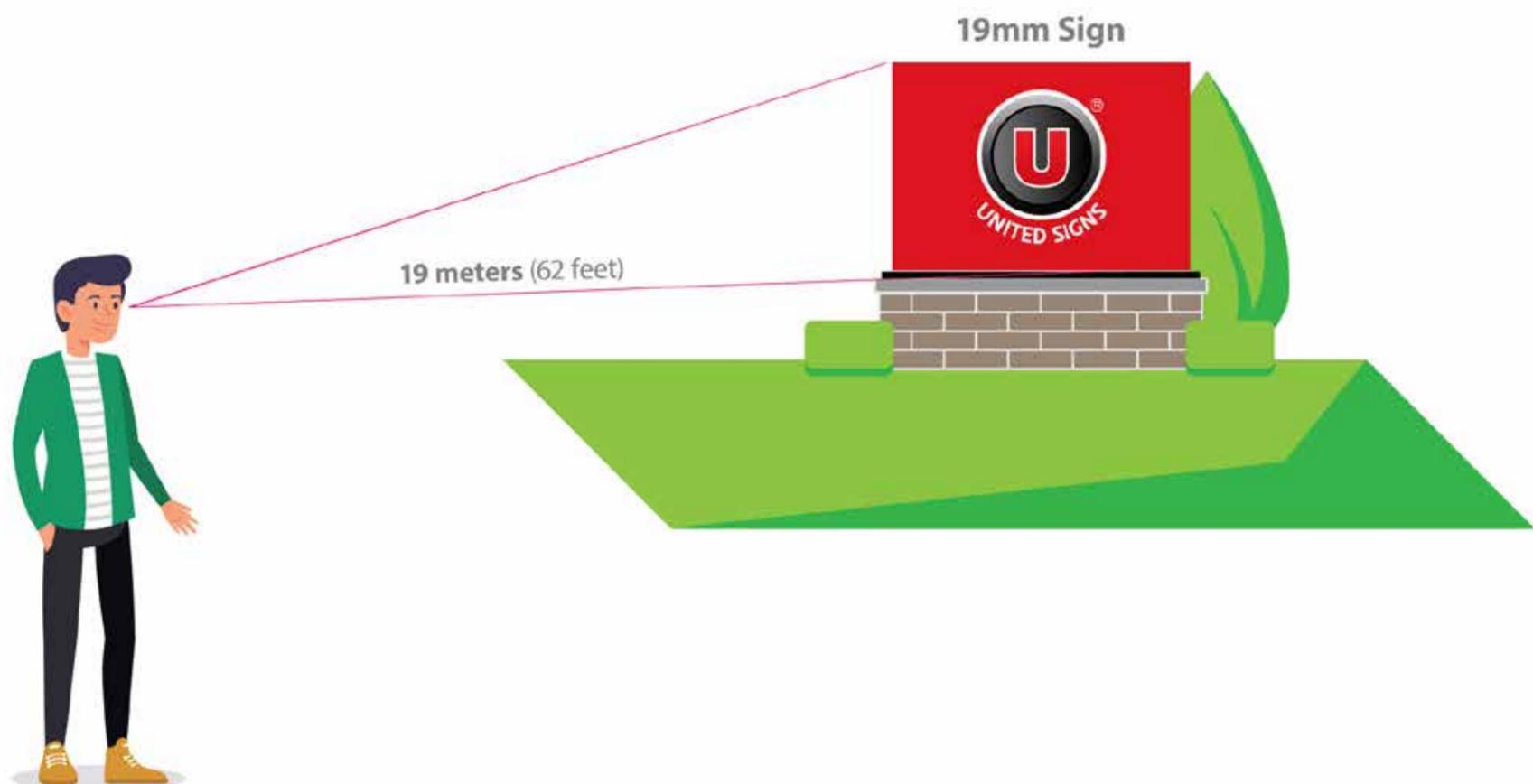
Pixel pitch measures the distance between each cluster of LED diodes. The closer the spacing, the tighter the resolution and the higher the image quality.

When choosing a LED sign, viewing distance is one of the most important factors to consider. Signs located in high traffic areas where vehicles pass by at a distance can use a lower resolution EMC and still display a clear, crisp image. Messages viewed from closer distances where traffic moves slower or frequently stops are a good fit for a higher resolution sign. A quick way to estimate the viewing distance is to change the pixel pitch, in millimeters, to meters for an estimate of the viewing distance needed.

How much should I budget?

There are a lot of variables to consider when buying an LED sign. The size, pixel pitch, color and display features will determine the final price tag. The quality of the components and adherence to industry and governmental standards will also affect the cost. Generally, the price of a quality LED sign will run between $15,000 for a small, monochrome sign, up to $500,000 for a very large, full-color video display.

Although that price might surprise many interested buyers, it's important to remember that a digital sign is more than just a capital expenditure. A programmable sign puts the power of promotion and communication into your hands. You can bypass costly production services and respond to market changes more immediately.

It's also important to consider what is included with an LED sign purchase. Quality components, energy efficiency, governmental compliance, easy-to-use software, ready-made content, service after the sale, and a solid warranty backed by a replacement parts guarantee ensures that your investment will improve your bottom line for years to come.
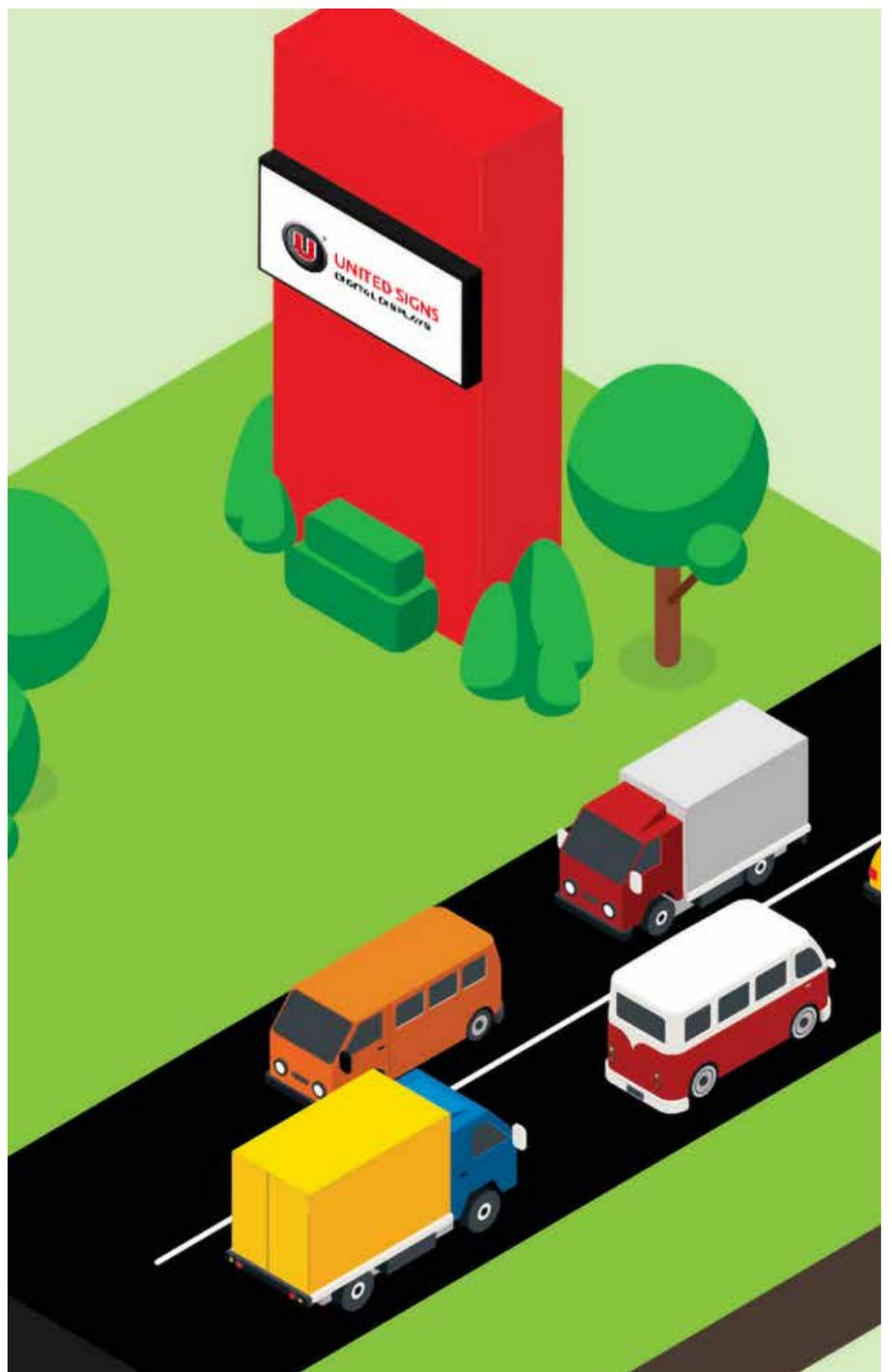
Why United Signs?

Reliability

United Signs has the longest uptime of any manufacturer in the industry. Ventilation and solid construction make installation easy and reduce the possibility of failure. Fewer connection points systematically increase reliability for the life of your LED sign.

Stellar Service

We provide unmatched customer support to both the sign company and you. With more than 30 years in business, we have the experience and resources to deliver superior quality and customer service.

Quality Content

Our United Signs® management software is an easy-to-use, intuitive program for creating and scheduling messages. Software training is available to help everyone on your team learn how to create eye-catching messages. Dynamic features let you schedule messages based on temperature or weather changes, and our optional cloud-based software options makes it possible to control one sign, or many, from any internet connected device.

FCC Compliance

United Signs' engineers deploy a variety of in-house tests aimed at confirming emissions compliance throughout the design process. Then, as prescribed by the law, each final design is tested by an accredited independent lab.

Unmatched Durability

United Signs encapsulates every LED module in a thick bed of silicone gel for superior weather resistance. Our products are rigorously tested for durability and are proven to withstand internal cabinet temperatures from -40 °F to 140 °F.

How do I move forward?

CONTACT US TODAY TO GET STARTED.
Our design services can demonstrate the visual impact of a
LED sign on your site.

Email: info@unitedsigns.com | Phone: +1 800-920-3970

United Signs LLC. , ATLANTA-DALLAS

UNITED SIGNS

Smarter. Brighter. Greener.