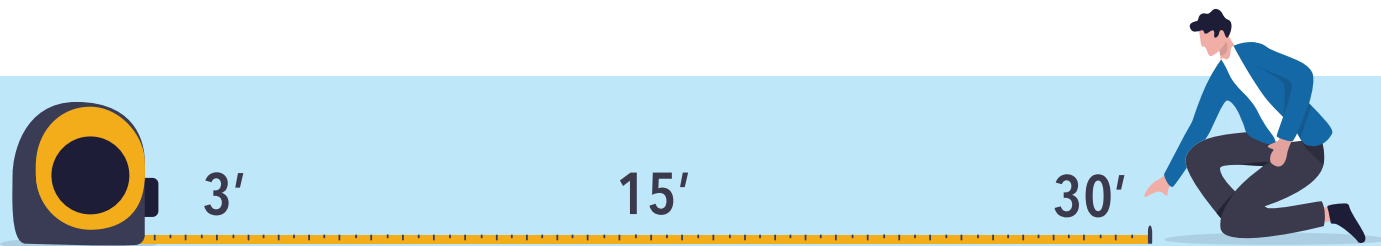
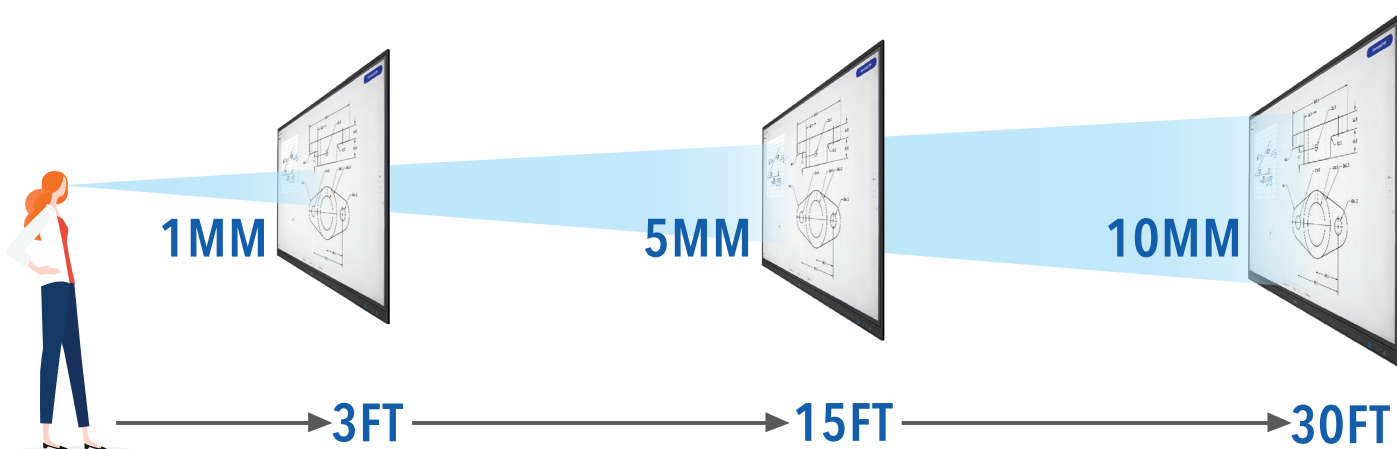


GET THE BALANCE RIGHT WITH OPTIMAL VIEWING DISTANCE



In short — smaller pitch will always give higher quality — but if your content is always viewed from a greater distance, lower pitch could be a better option (and more cost-effective too).

IT'S A RULE OF THUMB - OR FEET



The simplest standard for estimating the pixel pitch best suited to the viewing distance needed is 1 mm of pixel pitch per 3 feet of viewing distance. So a 1 mm pixel pitch screen has an optimal viewing distance of 3 feet, a 5 mm pitch is best viewed from 15 feet and 10 mm has an optimal viewing distance of about 30 feet. So, if your optimal viewing distance is 30 feet, a lower pixel pitch option will still give you the perfect view.



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