LEDBANGERS FIELD GUIDE · EPISODE 10 DELIVERABLE

Screen Spec Card

Four lines per location, written before you read a spec sheet. Then the buying checklist and the acceptance test.

1 The card one per screen location

LOCATION / ZONE _____ OWNER (NAME) _____ CLOSEST REAL DISTANCE (M) _____ TYPICAL DISTANCE (M) _____

LIGHT ON THE SCREEN

☐ controlled interior ☐ near a window ☐ covered / semi-outdoor ☐ behind glass, gets sun ☐ lux at noon _____

CONTENT

☐ mostly text ☐ mixed ☐ picture and video only ☐ smallest letter _____ cm

PITCH (MM) = CLOSEST DISTANCE (M) OR LESS _____ BRIGHTNESS (NITS), DIMMABLE ON A SCHEDULE _____ NATIVE PIXEL SIZE (W X H) _____

2 Rules of thumb then confirm with a demo on site

PITCH	CLOSEST (1 M PER MM)	PIXELS GONE (3.4 M PER MM)	SMALLEST LETTER (7 DIODES)
1.5 mm	1.5 m	5.2 m	1.1 cm
2.5 mm	2.5 m	8.6 m	1.8 cm
4 mm	4 m	13.8 m	2.8 cm
6 mm	6 m	20.6 m	4.2 cm

LIGHT ON THE SCREEN	BRIGHTNESS
Interior, away from windows (about 320 to 500 lux)	**250 to 500 nits**
Interior, near a window	**500 to 700 nits**
Covered or semi-outdoor	**700 to 1,500 nits**
Window or street in direct sun (32,000 to 100,000 lux)	**2,500 to 4,000+ nits**

3 Operations answer before you sign

- ☐ Who updates it, and how often
- ☐ Player / CMS and the files it really plays
- ☐ Files made at the native pixel size
- ☐ Proof of play, alert when it goes black
- ☐ Day and night brightness schedule
- ☐ Spare parts, service access, response time

4 Acceptance test before sign-off

- ☐ Noon at the window: text readable from the pavement
- ☐ Night at the window: not glaring
- ☐ Walk-up from the closest point: no dots and gaps
- ☐ Angle test from the side
- ☐ Ten minutes next to it: staff are comfortable
- ☐ Native file plays pixel for pixel

Buy a viewing condition, not a screen.

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