

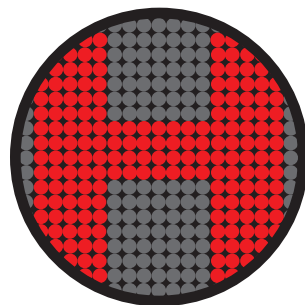
Pitch Comparison Chart

Longer distances require less resolution, and shorter distances require higher resolution. Resolution, also known as pitch, plays a key role in the cost of your sign. The higher the resolution, the more expensive the sign. Pitch is the distance (usually in millimeters) between pixels. A pixel can be one single LED or a pixel can consist of a cluster of LEDs running off the same circuit. Pitch is always measured from the center of one LED to the center of another LED. The smaller the pitch number, the higher the resolution quality. Larger pitch numbers indicate a lower resolution. Certain pitches are better for certain distances.

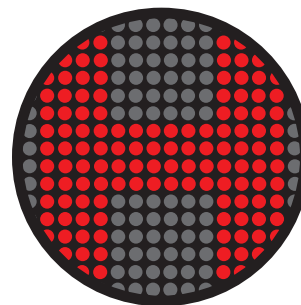
For example, a sign off a freeway that will only be viewed from far away only needs a low resolution because of the distance from which it is being viewed. A sign viewed from street level, such as one in front of a school, would want a higher resolution because it will be viewed from a shorter distance.

The distance you stand from the sign will impact how the sign looks. The higher the pitch, the farther you will want to stand away from the sign to view it. The smaller the pitch, the closer you can stand to the sign and still read the message on the sign.

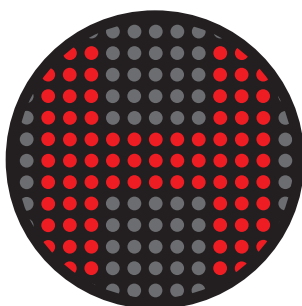
Note: All examples are the view from less than 5ft. away.



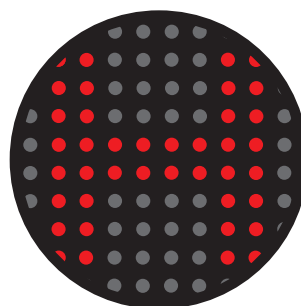
16mm



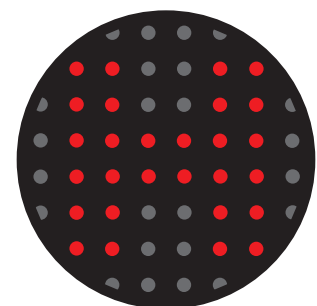
20mm



25mm



32mm



40mm