

PITCH PITCH AND IMAGE QUALITY



What is pixel pitch?

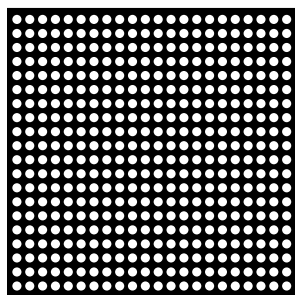
Pixel pitch is the distance from the center of an LED cluster (or pixel) to the center of the next LED cluster measured in millimeters. Pixel pitch can range from .2mm up to 34mm. The LED sign industry uses this pixel pitch as a standard method of indicating the resolution of a digital display based on the spacing of LED clusters.

Why is pixel pitch so important?

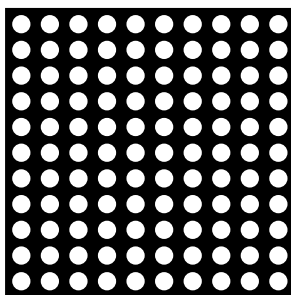
The smaller the pixel pitch number, the more pixels used to make up the image on your display. The increased number of pixels is referred to as pixel density. The increased pixel density of the smaller pixel pitch improves the sharpness in the resolution of the LED sign. A smaller (or tighter) pixel pitch will enable your sign to display more detail in your images, video and text. And the tighter pitch will allow your audience to view your signs at a closer distance without losing any of that enhanced detail in the resolution.

The larger pixel pitch is more suited for viewing signs at a distance or when moving at a faster speed. This larger pitch will allow the viewer to see your message from a greater distance giving them more time to read your message before they pass the sign.

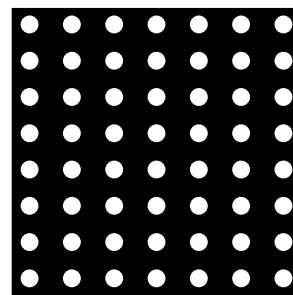
But the larger pitch is not a good fit for up-close viewing. As a viewer gets relatively close to an LED display, it may be possible to see the individual pixels and the black gaps between them. Because the distance between the pixels is greater in larger pitch displays, the viewer may be distracted by those gaps.



10MM



16MM



20MM