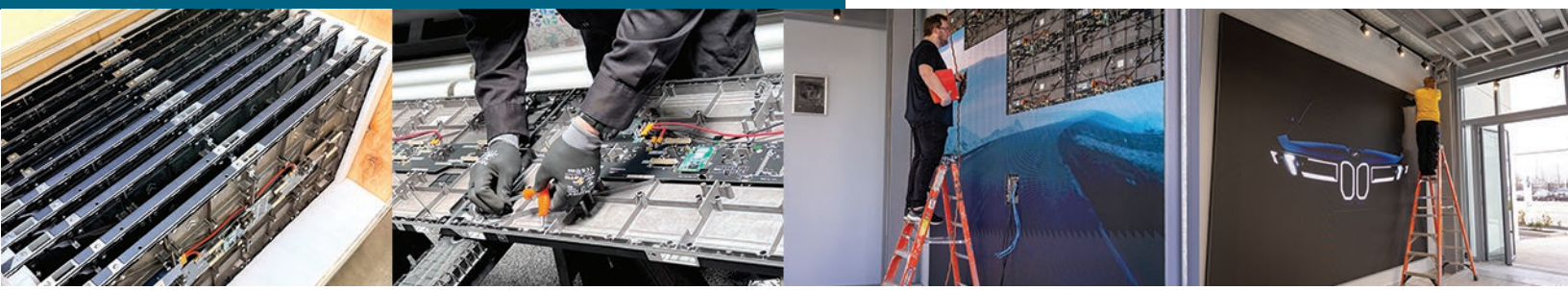
LED Video Wall FAQ Guide

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1. What is a Video Wall?

A video wall is a large display created by connecting LED panels to form one seamless visual surface. Video walls are commonly used at trade shows, corporate events, retail environments, product launches, and live presentations. Unlike traditional printed graphics, video walls can display motion graphics, videos, presentations, live feeds, and dynamic messaging that help attract attention and increase audience engagement.

2. How Much Content Do I Need?

Less than most people think. Many organizations already have usable content such as product videos, PowerPoint presentations, logos, social media assets, customer testimonials, and marketing videos. Even a simple loop of branded content can create a strong visual impact. Additional motion graphics and templates can often be created from existing marketing materials.

3. Should I Rent or Buy?

Renting is often the best choice for companies that exhibit only a few times per year or want flexibility without a large capital investment. Purchasing may be more cost-effective for organizations that use video walls frequently throughout the year. The right solution depends on event frequency, budget, storage capabilities, and long-term marketing goals.

4. How Long Does Setup Take?

Setup times vary depending on the size and complexity of the installation. Smaller trade show displays may be completed within a few hours, while larger custom installations may require additional time. Professional installation teams typically handle assembly, testing, and content verification to ensure a smooth event experience.

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5. Indoor vs. Outdoor Video Walls

Indoor video walls are designed for controlled environments such as convention centers, corporate facilities, and retail locations. Outdoor video walls are engineered to withstand weather conditions and higher ambient light levels. The ideal solution depends on where the display will be installed and the viewing conditions expected during use.

6. What Can I Display on a Video Wall?

Video walls can display product videos, presentations, animations, customer testimonials, social media feeds, event schedules, live camera feeds, branding elements, and promotional messaging. Dynamic content often creates greater audience engagement than static displays.

7. What Pixel Pitch Do I Need?

Pixel pitch refers to the distance between individual LED pixels and directly affects image clarity and optimal viewing distance. The closer viewers are to the display, the smaller the pixel pitch should be.

PIXEL PITCH:	TYPICAL APPLICATION :
1.9mm	Corporate lobbies, executive briefing centers, boardrooms, museums, broadcast studios, and premium retail environments where viewers are often within a few feet of the display.
2.5 - 2.9mm	Trade shows, exhibits, conference rooms, and event environments where audiences are viewing from moderate distances.
3.9mm	Stage backdrops, large event spaces, general session presentations, and larger indoor venues.
4.8mm+	Outdoor displays, stadiums, festivals, and long-distance viewing applications.

8. How Much Does a Video Wall Cost?

Video wall pricing varies depending on size, pixel pitch, installation requirements, rental versus purchase, and content needs. Many customers are surprised to learn that rental options make LED displays accessible for single events and trade shows. Contact our team for a customized recommendation and quote.

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