AD Series Guides
About High Bright & Sunlight Readable Displays

Manufacturer of LCD Display Solutions in China & Europe
HIGH BRIGHT
SHELF-EDGE
INTERACTIVE
CUSTOM

Why Sunlight Readable displays?

In bright sunlight and in high ambient light conditions, standard LCD screens suffer from fading, washed-out colours and poor performance. You'll be all too familiar with this when trying to use your mobile or laptop in bright light.

Big LCD displays are no different. If your display is in a sun-facing window or an environment with high levels of light, you need to consider the benefits of a sunlight readable display. True sunlight readable displays will typically have brightnesses well in excess of 1000 nits with high contrast ratios making them brighter than a TV and many times brighter than a standard desktop monitor.

Is brighter better in other conditions?

Yes! The benefits of extra brightness aren't just limited to sunlight readability. Imagine a standard display next to a higher brightness display in a crowded shopping mall or a railway station or on an exhibition floor. When combined with higher contrast ratios, a higher brightness display will deliver superior picture sharpness and intensity, making your content stand out over the competition. Not only this, but the superior performance will be delivered over a greater viewing distance as well attracting more customers and creating greater impact.

A cheaper, standard brightness screen could cost you more than you think

AD Series High Bright displays deliver consistent higher brightness performance whatever the lighting conditions. When light is bright, your High Bright displays can advertise and project your brand effectively for more hours of the day than standard brightness displays, increasing the number of customers that see your content.

Not only this but even under conditions where a standard display performs well, your high bright display will still be brighter, more impactful and have more reach out into its market - the high street, retail environment, auditorium or public space. Put simply, your high bright display with its extra luminance and high contrast ratio projects crisper images over greater distances; it has more reach.

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So, how much is a potential customer worth to you and how many more of them will see your brand? A high bright display may be up to 2 or 3 times more expensive than a TV and could be 1.5 to 2 times more than a purpose-build standard signage display. However, your fixed costs of content, installation, network and advertising footprint will remain the same regardless of the display type you choose. So, the key additional consideration is the cost of communication per customer. For example, if by using a high bright display you communicate with customers consistently for 12 hours of the day and reach an average of 150 customers an hour, you are reaching 1800 customers a day. If a standard brightness display can only be seen effectively for 8 hours a day and reaches 110 customers each hour, then you are communicating to 880 customers a day. How much are those potential extra customers worth?

Each application must be looked at on its merits and high bright displays will not be appropriate in all environments, but don't assume that a cheaper display is always saving you money! It's always important to look at what you are trying to achieve with your displays and to how that relates to a return on your investment.

What about Transreflective displays? Are they more cost-effective than High Bright?

There are a number of different technologies that achieve LCD sunlight readability in bright light, and as technology progresses, doubtless there will be more. How do AD Series High Bright compare with Transreflective displays, another technology commonly available today?

A transreflective display will undoubtedly perform better in a sunny environment than a standard display and they are often cheaper than displays using High Bright technology. However, it's worth considering exactly what performance they do deliver.

Look at the brightness of the transreflective display. It's likely to be around the same as a TV (500nits). When the transreflective display is in full sunlight it will increase its brightness by reflecting some of the sun's energy up to around 1000 nits and deliver sunlight readability. What it won't do is perform better than a standard display in any other conditions. By contrast, an AD Series High Bright display will consistently perform at amazing brightness levels (1500-2000 nits depending on size) in any lighting conditions delivering not only the sunlight readability but the additional reach and impact of a higher performance screen. And it will do this all of the time, not just in the sun!