

THE BRIGHT SIDE OF STOREFRONT MARKETING:

USING SUPER-BRIGHT DISPLAYS TO CONNECT WITH CUSTOMERS

Two primary display technologies – high brightness LCDs and direct view LEDs – are making the future bright for bringing powerful visual messaging to sidewalks and streets, day or night.

While both offer the brightness to deliver powerful messaging even in direct sunlight, each has unique advantages. How can you identify the right technology for your window-front digital signage needs?

DIRECT VIEW LED

HIGH BRIGHTNESS LCD

CUSTOMIZABLE

LED modules can be tiled together in custom configs

FLEXIBLE

Few constraints on shape or scale of visual canvas

CLIENT:

PROJECT:

IMPRESSIVE

Best for distance viewing

BRIGHT

Super-bright visuals even in direct, mid-afternoon sun

HIGH DEFINITION

Ideal for high-definition visuals and text

CONVENIENT

LCD displays available in standard sizes from 24" to 75"

FOOT TRAFFIC

Best for close proximity viewing, 15 feet or less

SAVINGS

Lower cost to deploy

WHERE THEY FIT IN

Flagship retailers using LED to create digital canvases that can fill large and unconventional window spaces

Real estate agencies showing featured listings in storefronts in high-density urban areas

Retailers and corporates wanting to make branding statements in atrium or glass facade spaces bathed by daylight sun

Fast-casual restaurant operators enticing diners inside from window displays

Brand messaging aimed more at motorists and people passing by from across a street or further

Outlet mall and town center retailers (roofless "malls") using window displays to attract people

Samsung's lineup of high brightness LCD and direct view LED displays offer the **PERFORMANCE, RELIABILITY** and **EASE OF CONTENT MANAGEMENT** to brighten up your window-front.

LEARN MORE ABOUT SAMSUNG DISPLAY SOLUTIONS FOR THE WINDOW-FRONT:

HIGH BRIGHTNESS LCD
samsung.com/outdoordisplays

DIRECT VIEW LED
samsung.com/b2bledsignage

SAMSUNG