



White Paper On Media Facade Design

How pixel pitch, grey level, refresh rate and control redundancy decide whether a media facade still looks right five years after handover.

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Pixel Pitch And Viewing Distance

Pitch should be derived from the real vantage point, not from a catalogue default. Our guidance is that maximum point spacing should not exceed 2.5 metres, with each intermediate power supply covering roughly 6 metres left and right, adjusted to project conditions.

Grey Level And Refresh Rate

Full colour lamps use high grey level and high refresh rate driver ICs. Pixel products are available with 256, 4096 and 65536 grayscale per channel, and controllers support up to 120 frame refresh for high definition and 3D display.

Redundancy

A dual channel real time backup control protocol and dual way controller backup mean the display keeps running if a controller fails or a network cable is cut.

White Balance And Colour

Three primary colour independent brightness control and precise gamma correction keep white balance consistent across a large elevation.

Environmental Protection

Full potting with high thermal conductivity weather resistant PU glue, plus outdoor lightning and electrostatic protection design, are what keep a facade alive through storms.

Transmittance

Grid and strip installation keeps transmittance up to 94 percent on mesh products and up to 90 percent on cable mounted points, so daylight and views are preserved.