

Some of things to look for when comparing Color Video Displays

Specification	Description
What are "Frames Per Second" (F.P.S.)?	This is the frame rate of video. Anything Less than 25-30 f.p.s. will be noticeably jittery to the naked eye with any Imported video or graphics .
How many available colors are there and what do they mean?	16.7 Million=8-Bit Processing - Mainly Logos & RGB Animation 1.07 Billion=10-Bit Processing - Excellent Video Clarity 281.4 Trillion=16-Bit Processing - HD Video Quality
What is the difference between RGB vs. Full Color?	The term "RGB"(1-Red-Green-Blue) is a general term used to describe a color display, while the term "Full Color" utilizes 2-Reds for a more accurate representation of the color pallet (2-Red, 1-Green, 1-Blue).
What does the term "pixel-pitch" mean?	This is a standard term for not only color displays, but for monochrome (single-color) displays also. This is the distance in millimeters from the center of one pixel, or cluster of LED's), to the adjacent one. Think of this as the resolution of the display, the smaller the number, the better the resolution will be.
How many LED's are in a pixel?	To achieve "true color"(10bit-16bit) there must be twice as many red LED's in a pixel than green and blue. Without this ratio, the colors will not be accurately represented. (whites will have a pinkish tint, pinks a blue/green tint, etc.)
What does the "matrix" mean?	This is the number of LED pixels tall, by the number of pixels wide. In other words, the more "pixels" in any given area, the larger the matrix is.
How is the brightness of a display rated?	This is one of the most debated, and often "enhanced" specifications out there. Most manufactures rate LED brightness in NITS. A "NIT" is a unit of visible-light intensity, one "NIT" is the equivalent to 1-Candella per square meter. Honest manufactures will give their rating number "per LED", rather than taking their rating and multiplying it by the number of LED's in their pixel, very sneaky! Most LED displays will have a NIT rating around 5,000-6,000 NITS. There are also a lot of manufactures "over-driving" their LED's to gain a higher NIT rating, this only shortens the life of the display.
How long should an LED display last?	Most LED displays are rated for 100,000 hrs (11.4 yrs @ 24hrs a day). This number is the "half-life" rating per LED, or when the LED is half as bright as it was when it was new. Most people won't have their display running 24hrs a day, so one could realistically expect 15yrs or more out of a display.