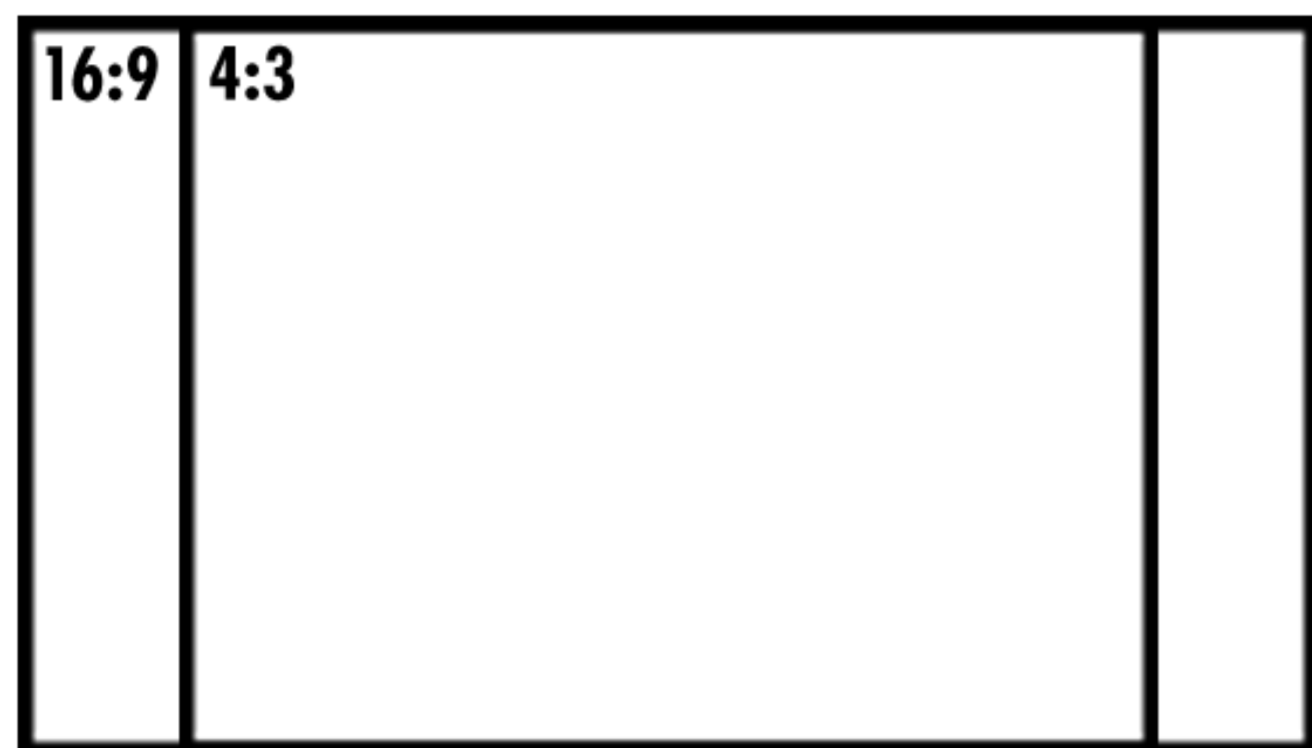


# Digital Signage Specs Visualized

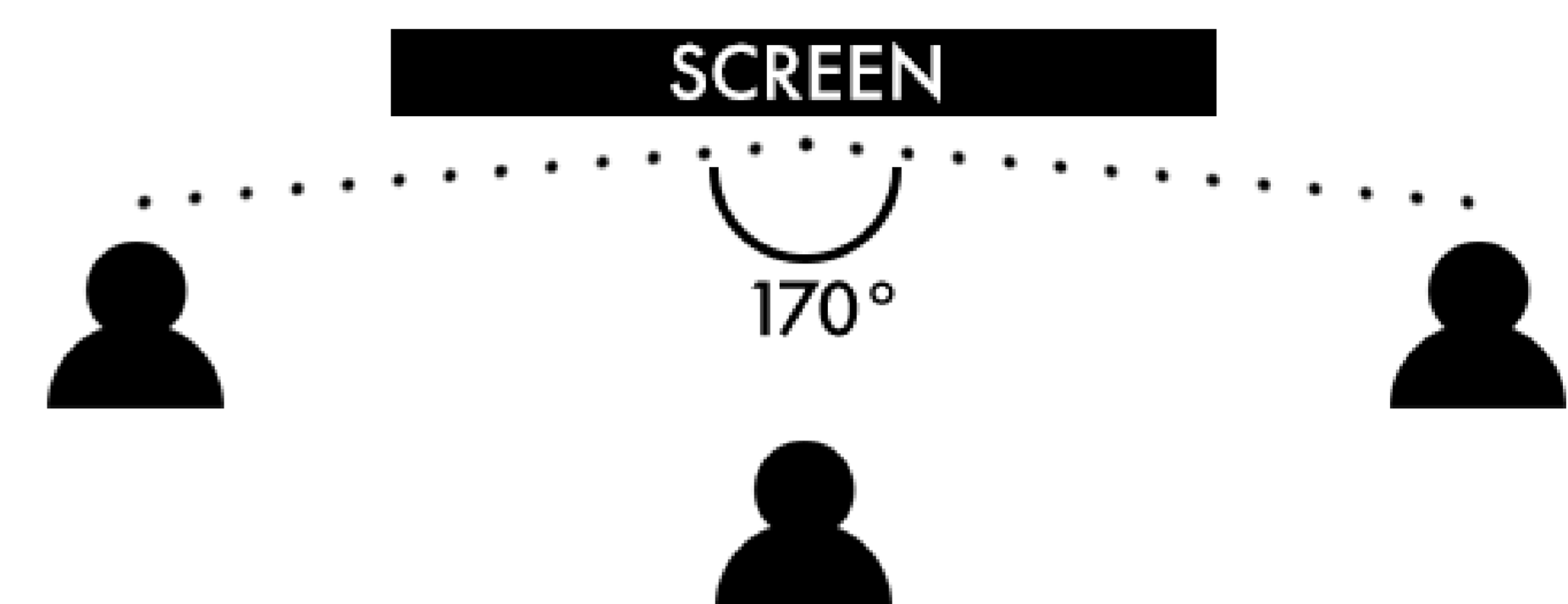
## Aspect Ratio

The relationship between the width and height of a display. Expressed as "width:height" in units.



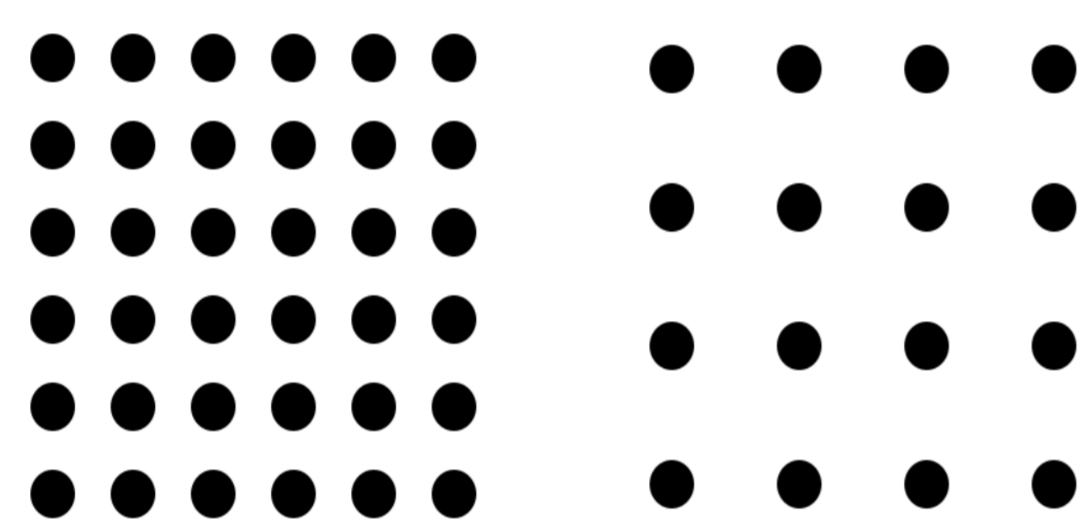
## Viewing Angle

The angle at which a viewer can still accurately see the image displayed on screen.



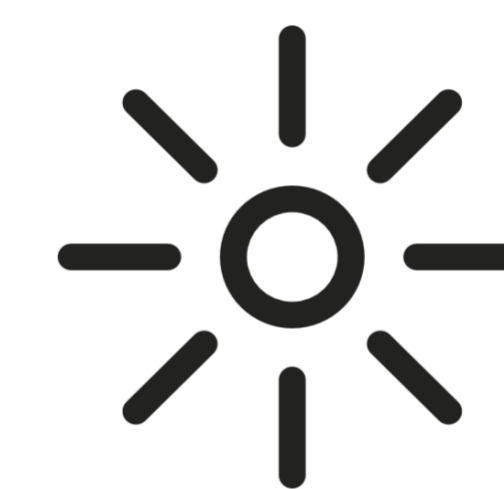
## Pixel Pitch

A measure of distance between the center of two adjacent pixels for large format LEDs. The smaller the pixel pitch, the closer together the pixels.



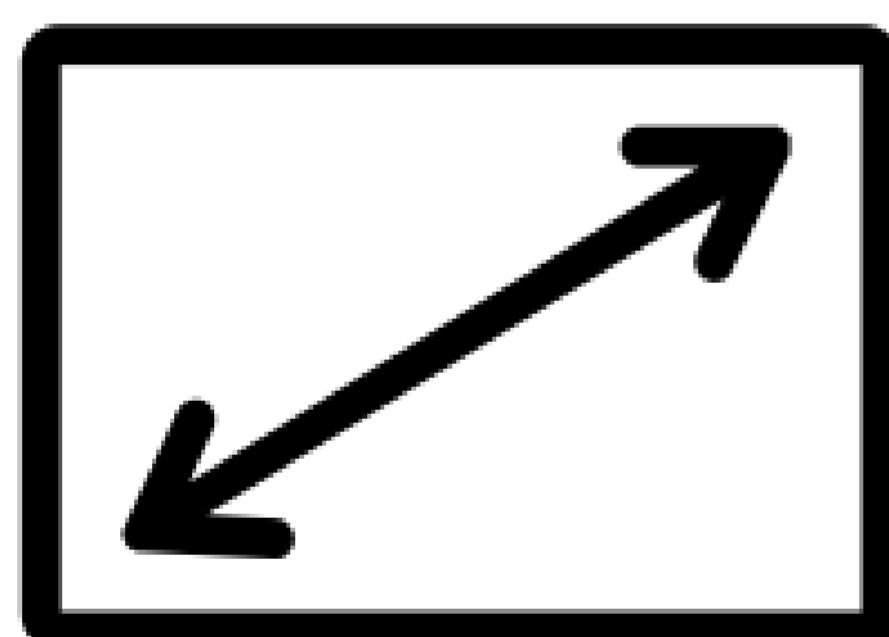
## Nits/Brightness

A measure of the maximum brightness of a display. Displays in direct sunlight should have at least 1,000 nits while a kiosk for indoor use may only need around 400 nits.



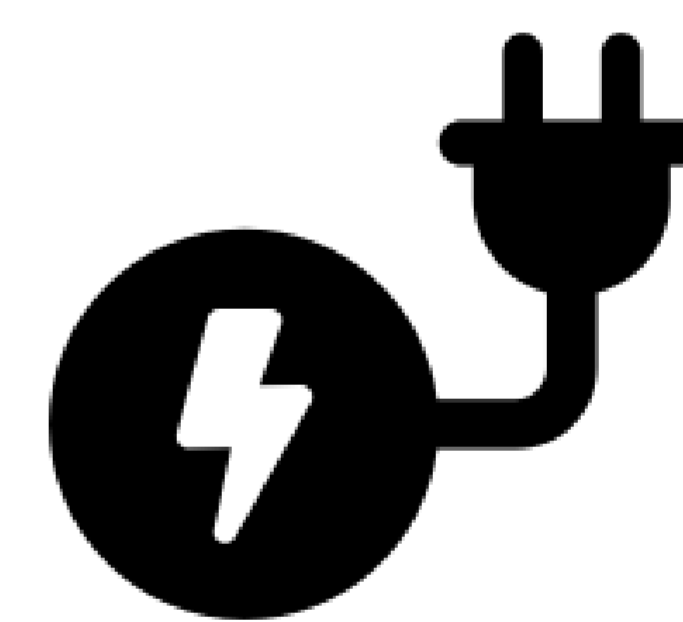
## Screen Size

The physical dimensions of a screen measured diagonally in inches.



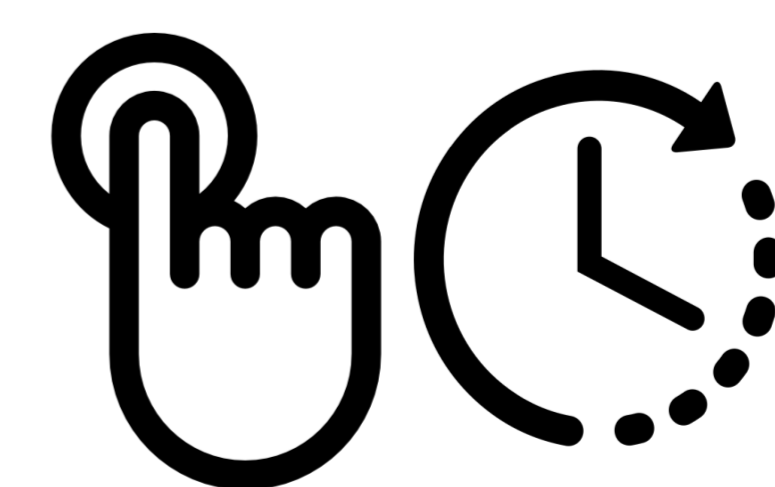
## Power Consumption

The amount of electrical power a device uses while it is operating, measured in watts (W).



## Response Time

The time it takes for a touch screen device to recognize and respond to a touch input, measured in milliseconds (ms). Faster response times improve use experience.



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