



GREAT OUTDOOR

1. IP Rating

Permanent outdoor LED screens must be able to work reliably in a wide range of weather conditions, from extreme heat to extreme cold, extremely dry to extremely wet. It is vital that they have a high Ingress Protection (IP) rating, particularly for water and dust.

2. Brightness

If an outdoor LED screen is to reach its maximum audience, it must be legible in the brightest ambient light conditions, even in full sunlight. This means that they must deliver exceptional brightness, a minimum of 6000 nits, but also able to be rapidly dimmed as conditions change.

WHAT'S IMPORTANT...

There are many applications for outdoor LED screens, but all share similar aims of drawing the attention of advertisers' target audiences, broadcasting information and maximising revenue-generating opportunities. To achieve these, there are a number of key requirements that LED screens must satisfy.

3. Viewing angle

A key requirement for all outdoor LED screens is a wide viewing angle. Allowing viewers to enjoy the content from acute horizontal angles is essential to ensure as many people as possible benefit from the screen's message, whether it is information, advertising or live footage. Wide vertical viewing angles are also essential, as outdoor screens are usually mounted at height to be seen from a distance - but this must not limit the visibility for those close to the screen.

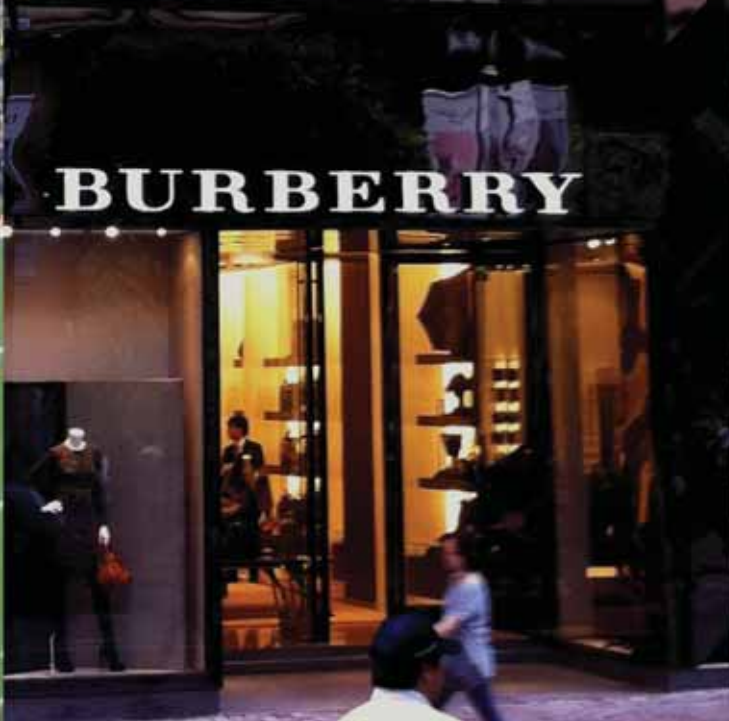
4. Colour

In the same way that insects are attracted to brightly coloured flowers, humans also notice bright colours, which is why they are so important in advertising. As well as using high quality colour reproduction and uniformity to make LED screen content eye catching, it is also very important that a company's specified corporate colours are reproduced with exceptional accuracy, particularly for advertising.



New

Previously, screens using oval LEDs have been accepted as the best solution for outdoor applications. However, as technology has evolved, it has been recognised that Surface Mount Device (SMD) LED screens deliver superior visual performance for all outdoor applications. Lighthouse SMD screens deliver the best available outdoor viewing experience, as well as exceptional reliability at a competitive price.





Recently, Lighthouse were applied in d around the world users to enjoy a h experience. Let's e see how Lighthouse could benefit you

DIGITAL SIGNAGE

Axis@The Hacienda

Bigger panel size – faster installation

Whether it is a sports ground, roadside site, retail outlet or any other situation where a large format LED screen is required, fast installation is always a key priority. Lighthouse has designed the Impact series with larger panels to ensure that installation is quick and straightforward. The 0.75m x 1.17m panel size facilitates rapid hanging and connection, to ensure that the screen is complete and working in a short space of time.



Panel photo



CASINO

Galaxy, Macau

Better viewing angle

The better the viewing angle for an LED screen, the more people will see the content, whether it be public information, advertising, video footage or signage. The performance of many LED screens tails off dramatically at extreme viewing angles, but the design of the Impact series, using SMD LEDs, allows content to remain crisp and legible even at acute angles.

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Significant cost effectiveness

LED screen customers are always looking for the best quality performance at an attractive price. The Impact series satisfies this requirement by using all of Lighthouse's technical expertise to deliver a reliable product that delivers stunning images, but is extremely cost-effective. These cost savings can be passed on to customers in the form of lower advertising costs, which attract more advertisers and higher revenue for the screen owners.

SPORTS

Jeld Wen Field, US

of Impact series

Higher pixel densities - better visual performance

The combination of higher pixel densities and Lighthouse's M5 video technology means that the Impact series delivers stunning quality images, with the resolution and clarity at normal viewing distances far exceeding that of competing products. Content providers do not need to worry about any subtleties of their graphics or footage being lost - with Impact even the smallest detail is reproduced with amazingly lifelike accuracy.



BRAND SHOPS

Christian Dior flagship store, Hong Kong



Lighthouse Impact series

With SMD LED screens providing the best and most cost-effective outdoor displays, Lighthouse has launched a series of SMD panels to provide a solution for all requirements. The Impact series includes 8mm, 10mm, 12mm, 16mm and 19mm panels that deliver optimum visual performance, as well as a significant price advantage.

Specification

Model		Impact 8	Impact 10	Impact 12	Impact16	Impact19
Brightness	nits	6,000				
Viewing Angle - Horizontal (50% brightness)	deg.	140(+70/-70)	140(+70/-70)	140(+70/-70)	140(+70/-70)	140(+70/-70)
Viewing Angle - Vertical (50% brightness)	deg.	90(+35/-55)	100(+45/-55)	110(+50/-60)	95(+35/-60)	95(+35/-60)
Pixel Configuration	R/G/B	SMD3 in 1				
Pixel Pitch	mm	8	10	12	16	19
Processing Depth	bit	16				
Ingress protection (Front/ Rear)	IP	IP65/IP54	IP65/IP43	IP65/IP43	IP65/IP43	IP65/IP54
Lifetime (50% brightness)	hrs	≥100,000				

*Lighthouse reserves the right to change any specifications without notice

For further details of Lighthouse products visit our website www.lighthouse-tech.com or contact your nearest Lighthouse office.

Hong Kong
 Unit 301-306 & 316 -320, 3/F, Photonics Centre, 2 Science Park East Avenue, Hong Kong Science Park, New Territories, HONG KONG
 T: +852 2192 1688 F: +852 2423 1092 E: info@lighthouse-tech.com

Asia Pacific
 T: +852 2192 1688
 E: info@lighthouse-tech.com

China
 T: +86 4008 240128
 E: infochina@lighthouse-tech.com

Europe
 T: +44 208 380 9500
 E: infoeurope@lighthouse-tech.com

N. & S. America
 T: +1 949 2650 534
 E: infous@lighthouse-tech.com

Website: <http://www.lighthouse-tech.com>
 Facebook: <http://www.facebook.com/LighthouseLED>
 Twitter: <http://twitter.com/LighthouseLED>