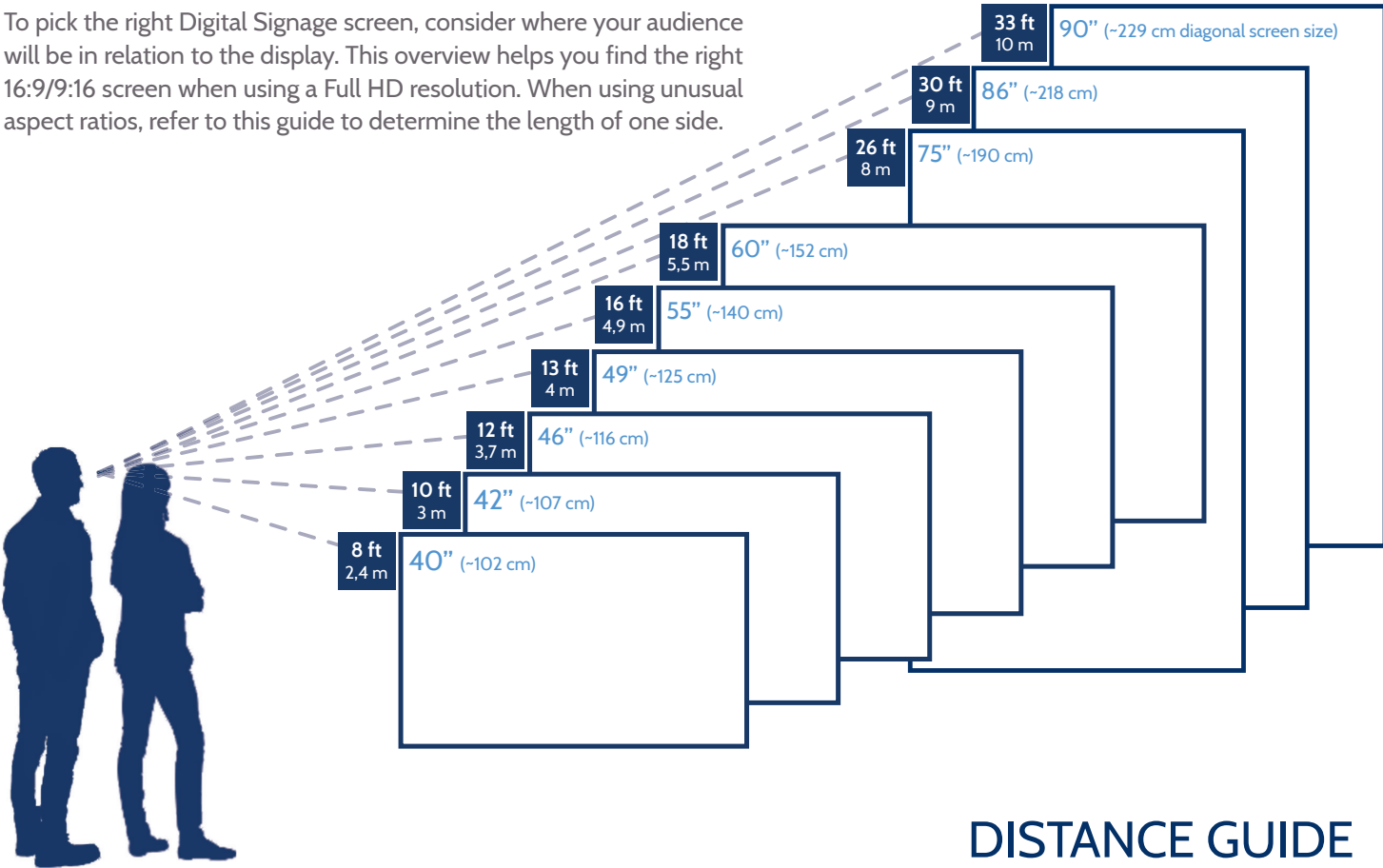


Choose the right display

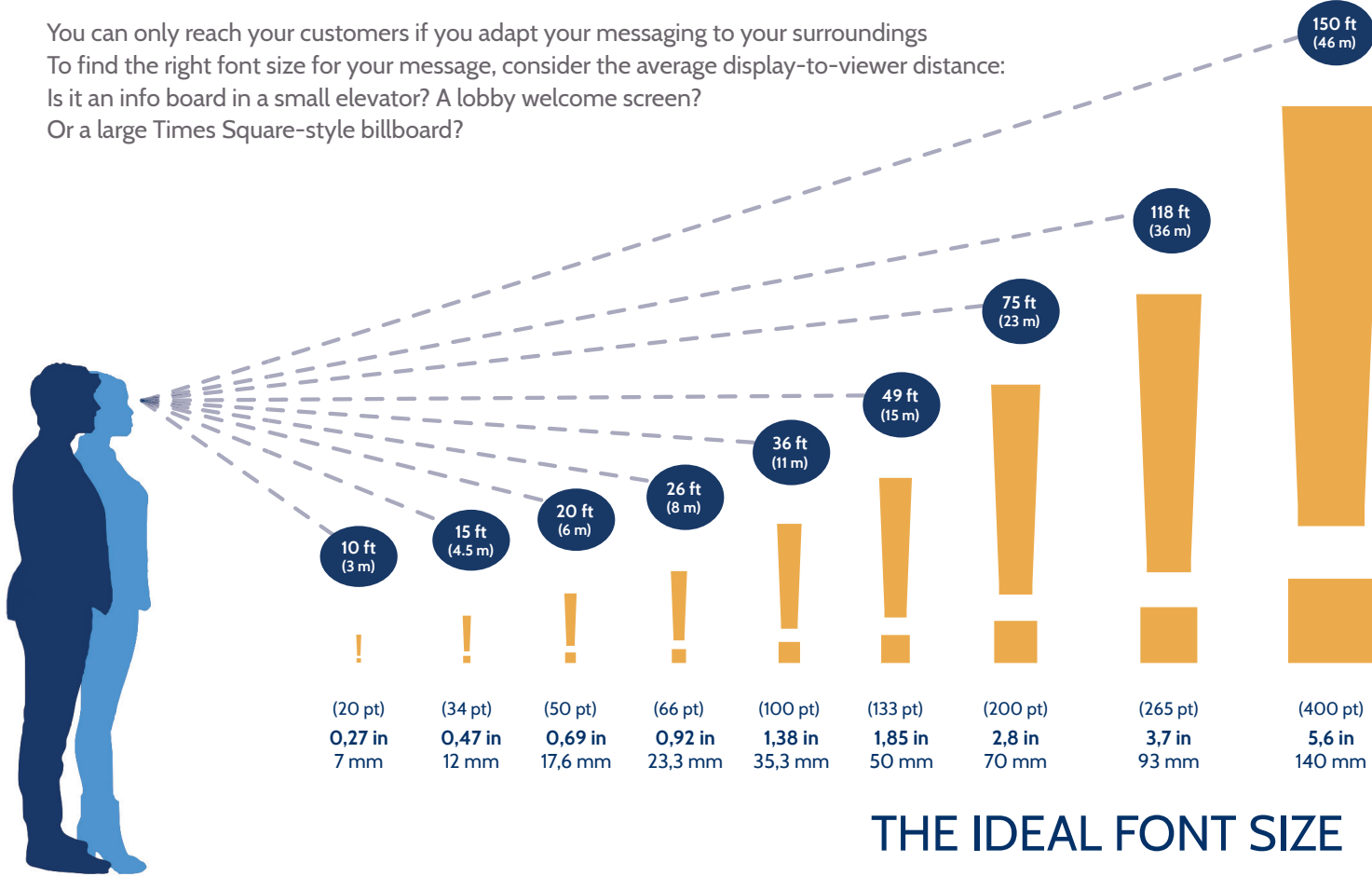
To pick the right Digital Signage screen, consider where your audience will be in relation to the display. This overview helps you find the right 16:9/9:16 screen when using a Full HD resolution. When using unusual aspect ratios, refer to this guide to determine the length of one side.



DISTANCE GUIDE

Because size matters

You can only reach your customers if you adapt your messaging to your surroundings
To find the right font size for your message, consider the average display-to-viewer distance:
Is it an info board in a small elevator? A lobby welcome screen?
Or a large Times Square-style billboard?



THE IDEAL FONT SIZE

eas@screen
DIGITAL SIGNAGE SOLUTION

DIGITAL SIGNAGE
MAGIC GUIDE

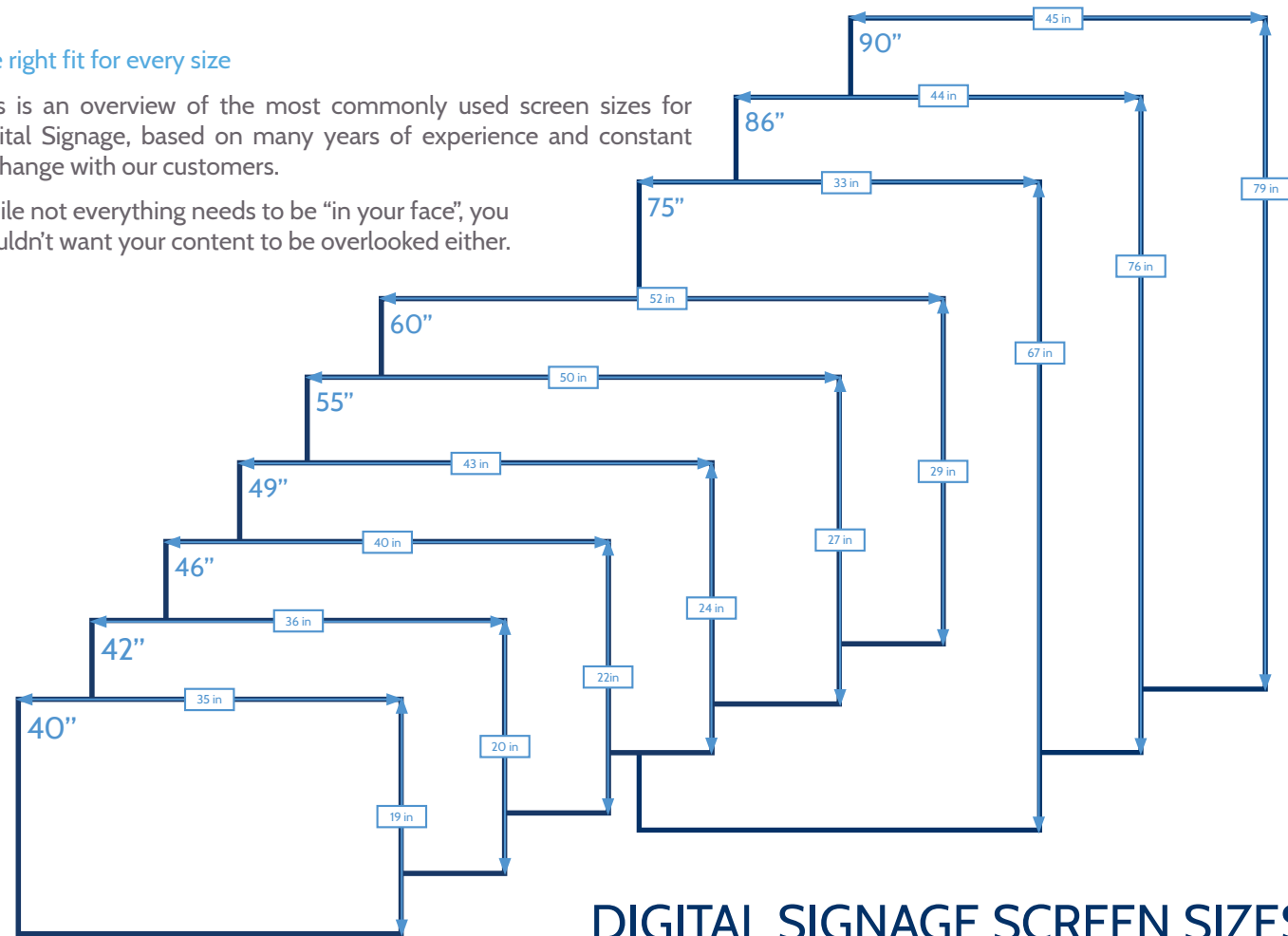
Your way to success



The right fit for every size

This is an overview of the most commonly used screen sizes for Digital Signage, based on many years of experience and constant exchange with our customers.

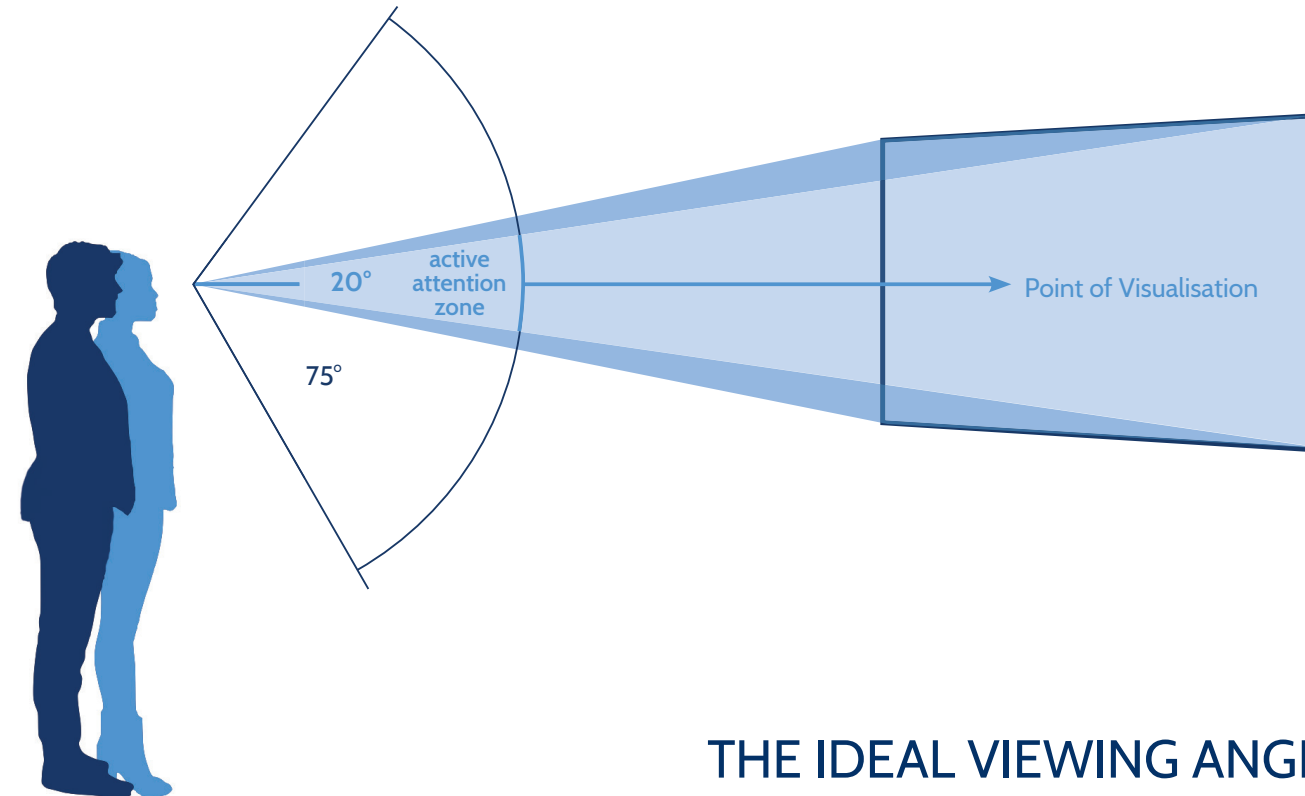
While not everything needs to be “in your face”, you wouldn’t want your content to be overlooked either.



DIGITAL SIGNAGE SCREEN SIZES

A matter of perspective

When arranging displays, remember that our attention zone is limited to 20°. Our brain ignores peripheral visuals almost completely. This is why most Digital Signage installations are at eye level, except for certain applications such as large out-door billboards or wayfinding solutions.



THE IDEAL VIEWING ANGLE

eas@screen DIGITAL SIGNAGE SOLUTION

HQ: Wiener Straße 287 8051 Graz AUSTRIA

SALES AUSTRIA

Anton-Baumgartner-Str. 125/ 2/ 6
1230 Wien, AUSTRIA

Tel.: +43 699 10 10 1155
sales.at@easescreen.com

easescreen AMERICA LLC

121 Alhambra Plaza, Suite 1000
Coral Gables, FL 33134, USA

Tel.: +1 (305) 710-5032
sales.us@easescreen.com

SALES GERMANY

Tel.: +49 162 109 7102
sales.de@easescreen.com

SALES INTERNATIONAL

Tel.: +43 699 10 10 1103
sales.int@easescreen.com

Please note that we carefully created this folder for you;
it should be seen as a helping compendium.

Thank you