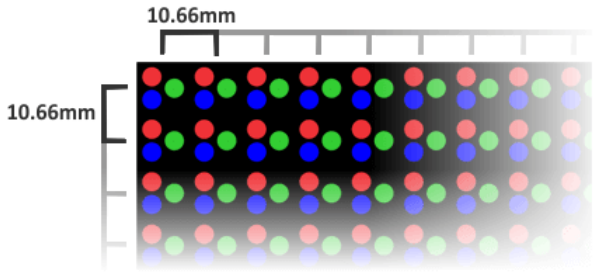
Capabilities for a 10.66mm 90x270 Full Color LED Display

Your new LED sign will be capable of incredible things! From simple text to amazing animations, our signs allow your organization to **thrive through effective communication**. Learn more on our LED Sign Education page.

Understanding Your LED Display

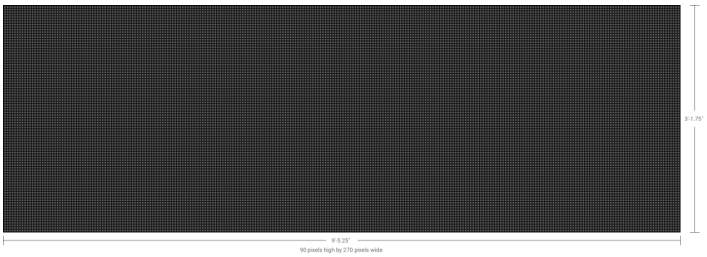
Pixel Pitch

10.66mm (0.42 in.) is the pixel pitch. This is the distance between the centers of individual pixels (points of light) in the LED display. The smaller the pitch, the more pixels can fit inside of the display.



Matrix Size

90x270 is the matrix size. This is the number of pixels high (90) and the number of pixels wide (270) of the display. That's **24,300 pixels per side!** The more pixels, the higher the clarity and amount of detail that can be shown.



View larger image

Display Colors

This full-color display is capable of showing **an enormous number of colors** by combining red, green and blue light in different amounts!



Example of colors only. Amount of detail is dependent on matrix size.

Optimum Viewing Distance

The optimum viewing distance for this display is between **34' and 297.2'**. Images and video clips at closer than 34' will be discernible, but will appear pixelated. Greater than 297.2' will decrease the display's readability. Learn more.



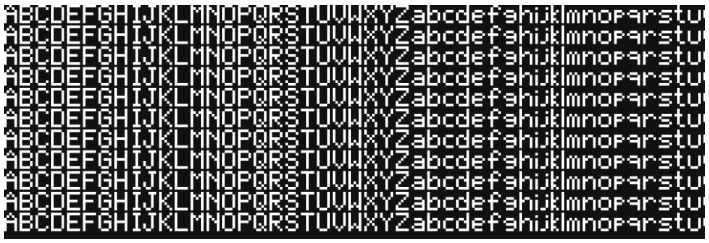
The display area is approximately 3'-1.75" high by 9'-5.25" wide, or 29.7 sq.ft. per side.

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Text Capabilities

Maximum Text

The maximum amount of text for your LED display is **11 rows of 2.9" text**. This size uses pixel text for optimum screen usage and clarity.



Optimum Text

A message can also be created using **3 rows of 12.4" text**. This sized text is suitable for traffic speeds of **up to 70+ mph**.



Amount of detail is dependent on matrix size.

Fonts & Styles

In addition to pixel text, your message can be shown in **many fonts and styles**. Color and outline options are also available for full-color displays.



Amount of detail is dependent on matrix size.

Full Text Capabilities

This display is capable of the following text sizes. Miles per hour are based on five seconds of readability at that constant speed.

11 rows of 2.9" text * *(Up to 20 mph.)*
9 rows of 3.8" text * *(Up to 26 mph.)*
8 rows of 4.2" text * *(Up to 29 mph.)*
9 rows of up to 4" text *(Up to 27 mph.)*
8 rows of up to 4.6" text *(Up to 31 mph.)*
7 rows of up to 5.2" text *(Up to 35 mph.)*
6 rows of up to 6.1" text *(Up to 42 mph.)*
5 rows of up to 7.4" text *(Up to 50 mph.)*
4 rows of up to 9.3" text *(Up to 63 mph.)*
3 rows of up to 12.4" text *(Up to 70+ mph.)*
2 rows of up to 18.7" text *(Up to 70+ mph.)*
1 row of up to 37.8" text *(Up to 70+ mph.)*

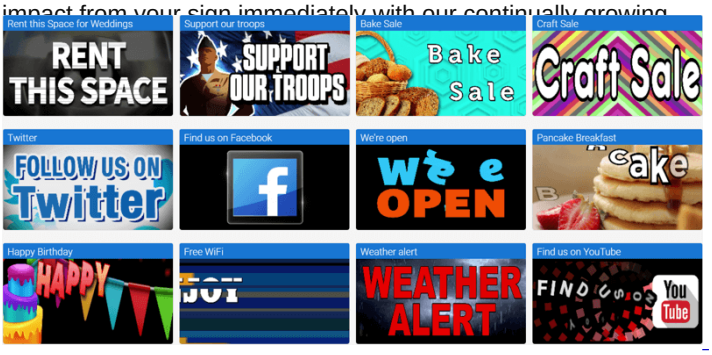
** Using pixel text.*

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Media Capabilities

Media Library

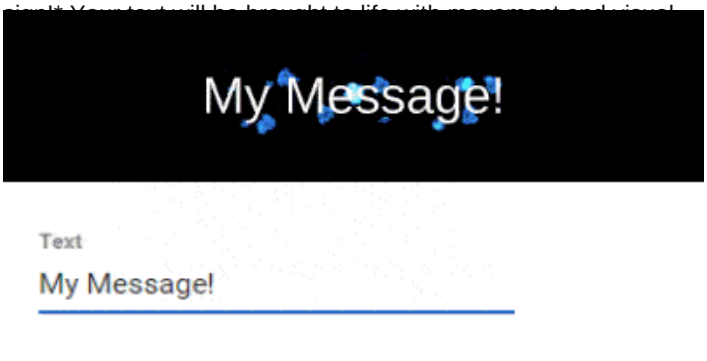
Our cloud-based software has **over 2,500 built-in video clips and images** for use on any sized display. Get the maximum impact from your sign immediately with our continually growing



Learn more about our Media Library

Animation Templates

Make **compelling, eye-catching custom messages** for your



Check local ordinances regarding sign content.

Learn more about our Animation Templates

Of course, you can upload and **use your own images and video clips** as well. We support AVI, BMP, GIF, JPG, MOV, MP4, MPG, PNG, TIF and WMV formats, with *unlimited* media file storage. Learn more about your new sign's capabilities with our cloud-based software SignCommand.com!

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Want More?

We make LED displays to **fit every budget and need**.
Upgrade to a higher resolution display for even more amazing clarity and increased capabilities!