



LED is not a TV, it's LIGHT.

Every pixel emits light that competes with sunlight, traffic, architecture, and human attention in real time. Great creative turns that light into impact.

In LED signage, the message is the medium. Exceptional creative captures attention, engages viewers, and makes messages memorable.

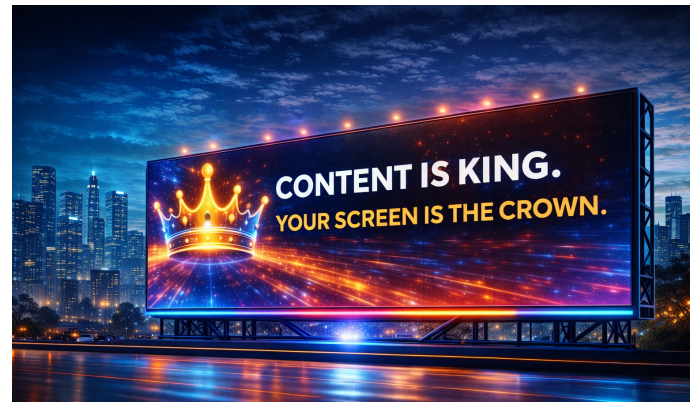
LED is not a TV. It's Light.

Best Practices

- ◆ Design to the exact pixel resolution
- ◆ Use PNG format for graphics and logos, JPG for photos
- ◆ Use MP4 (H.264) for motion graphics and video content
- ◆ Communication one message per screen
- ◆ Keep message to minimal words (6-8 max)
- ◆ Match viewing distance to font size
- ◆ Use darker backgrounds (white burns pixels faster)
- ◆ Make good use of the millions of color possibilities
- ◆ Use the entire screen, every pixel
- ◆ Set strategic auto-dimming levels
- ◆ Schedule dayparted ads: morning/afternoon/evening
- ◆ Use subtle motion where regulations permit
- ◆ Display each message for 10 seconds or longer for on-premise signs, 6-seconds is the standard for third-party advertising signs
- ◆ Keep playlists short and repeat every minute
- ◆ 5-Second Rule – Can you read it? Can you remember it?
- ◆ Contact **VueTronic** for creative content services

Creative Ideas

- ◆ Increase Brand visibility
- ◆ Utilize beautiful, colorful, product pictures
- ◆ Cater message to target demographic
- ◆ Attract viewer engagement, enhance dwell time
- ◆ Market Promotions
- ◆ Enforce Call-to-Actions
- ◆ Push top selling products & clearance items
- ◆ Promote special events & sponsors
- ◆ Create a count-down clock
- ◆ Develop weather-triggered content
- ◆ Offer directional/wayfinding cues
- ◆ Integrate social media platforms
- ◆ Add live feed to time & temp, stock quotes, game scores
- ◆ Embrace community messaging – events, amber alerts, fire-bans
- ◆ Revenue-generating advertising partnerships
- ◆ Don't just put your logo on it!



Free Product Consultation | Free Technical Support

Suite #206 16028 100A Ave. NW
Edmonton, AB

vuetronic.com
info@vuetronic.com



VueTronic