



6 is the new 10

Sharper, brighter, and more vibrant—why 6 mm LED displays are today's standard

By Bill Shepansky

Not too long ago, 16-mm (0.62-in.) pixel pitch LED signs were considered the gold standard, and sign shops were proud to offer them.

A 2.4-m x 4.8-m (8-ft x 16-ft), 10-mm pixel pitch LED display that has reached its end-of-life, replaced with a new 6.6-mm pixel pitch LED display. Photos courtesy VueTronic

The industry has evolved so fast, so dramatically, that 10 mm (0.39 in.) pixel pitch—once cutting-edge—now feels like yesterday's news. Around the VueTronic shop, we've coined the phrase: "6 is the new 10."

And we're not joking.

With the surge in demand for higher resolution, more vibrant colour, and crystal-clear messaging, the market has moved hard toward 6-mm (0.23-in.) class displays. These days, 6.6 mm (0.25 in.) pixel pitch has become the sweet spot for clients looking for next-level image quality without an out-of-reach price point. And if you're not offering your customers something in the 6 mm range, you're likely underserving them.

What's driving this shift?

Technology has caught up to vision.

Manufacturers have improved diode efficiency, display controller software, and module precision. These advancements mean that tighter pixel spacing no longer has to come with a painful price tag. The cost difference between a 10-mm and a 6.6-mm sign is now small enough that the value proposition of sharper visuals becomes impossible to ignore.

Why it matters

Your client's expectations have changed. That old 16-mm roadside sign they saw five years ago is no longer impressive—not when they're holding a 4K digital screen in the palm of their hand. If your displays look blurry or pixelated from 6 m (20 ft) away, you're doing your client a disservice—content is king. Signage today is even bigger than "sharper graphics." It's a marketing strategy designed to inform, educate, communicate, and promote your brand, ideally delivering a memorable customer experience.

That is how you build brand loyalty, increase sales, achieve return on investment (ROI), and watch your business grow.

A new reality

We have adjusted our approach to match this new reality. We don't keep 16-mm displays in stock anymore; 10 mm is our baseline, and 6.6 mm is now the standard we recommend. For projects where the viewing distance is really close—lobbies,

reception areas, premium retail environments, and so on—we go tighter still. The sweet spot for indoor fine pitch is 2.6 mm (0.10 in.), with 1.9 mm (0.07 in.) close behind. We are immersed in the world of micro-pixels, with a pixel pitch of less than 1 mm (0.03 in.). Each indoor or outdoor project has customizable LED display options in various sizes and pixel pitches.

As a digital display provider, we don't just sell LEDs—we advise, engineer, and support end-to-end solutions that perform and impress. Whether for a busy retail corner, an event centre, or a highway pylon, we help sign companies and end-users deploy screens that turn heads, not just meet specs.

Where do we go from here?

If you're quoting 16 mm, it's time to ask why.

Is it because the client asked for it? As consultants, we help make them aware of better options.

Creative payment solutions, such as small business loans, beautification grants, and leasing options, are also available.

The industry is moving forward quickly, and so should we. Investing in a better pixel pitch today will future-proof your investment by making it relevant for years to come (the lifetime of a sign is usually 10 years or 100,000+ hours). This will maximize the ROI for clients and build long-term trust as providers.

Because in 2025 and beyond, one thing is certain: 6 is the new 10. ●

Bill Shepansky is the owner and managing partner of VueTronic, a provider of LED digital displays headquartered in Edmonton, Alta. He believes true success in LED signage comes from the right balance of smart engineering, thoughtful design, and ongoing support. VueTronic specializes in wholesale indoor and outdoor LED display signage for digital integrators and sign shops across Canada. Over the past decade, the company has grown into a trusted, award-winning brand, serving a wide range of sectors including education, healthcare, municipal infrastructure, entertainment venues, and advertising networks.