Is a NanoLumens LED Display Right for You?

You want to make your commercial space come alive, and you've thought of just the solution: an LED display. But where do you start to choose a solution that suits the scope and location of your project?

NanoLumens offers LED solutions for a wide range of environments. To determine if our technology is right for your installation, proceed down the diode-lit road.

Where will your application be installed?

Indoor

Outdoor → Opt for an outdoor LED product

Will this installation be temporary or permanent?

Permanent

Temporary → Consider renting LED equipment, an LCD display or even some projectors

From what distance will viewers be experiencing the installation?

More than 5 feet

Less than 5 feet → You may want to consider other technologies

So far, so good — it looks as though NanoLumens may offer a solution for you. Let's take a deeper look at your business's needs to determine whether NanoLumens' technology is the right fit.

How bright will the installation's environment be?

Why it matters:

The more ambient light in the room housing the installation, the brighter your display must be for viewers to experience your messaging properly.

NanoLumens	Tile display systems	LCD display
3,000 nits (Brightest)	600 nits	400 nits

What is a nit?
A nit is a measure of luminance, or the luminous intensity of a surface in a given direction per unit of projected area.

Automobile headlights: approximately 1 nit[1]

iPad Air: 449 nits[2]

What are the depth and weight requirements for the space in which your display will be featured?

Why it matters:

Certain spaces may not have room for thick displays. The structures supporting the display may also be unable to handle thick displays that exceed their weight capacities.

NanoLumens	Tile display systems	LCD display
4.1 inches	10 inches or more	2 to 4 inches
950 pounds or less	more than 2,300 pounds	over 1,000 pounds

Does your company need to comply with environmental or budgetary restrictions that limit energy use?

Why it matters:

If environmental responsibility is part of your firm's culture, or if you cannot exceed a certain energy allowance, it will be essential for your display to be highly energy-efficient. And who isn't concerned about containing costs?

NanoLumens	Tile display systems	LCD display
2,100 watts at $1,938 per year*	8,190 watts at $7,512 per year*	2,800 watts at $2,568 per year*

*Per-year costs are approximated based on a 16 x 9 foot display used for 12 hours per day at 10 cents per kilowatt.

Do heat and noise restrictions apply to the space in which the installation will reside?

Why it matters:

Violating these restrictions can interfere with other business operations being conducted in adjacent spaces or adversely affect your facility.

NanoLumens	Tile display systems	LCD display
1,967 BTUs per hour	28,000 BTUs per hour	12,800 BTUs per hour

What is a BTU?
A BTU, or British thermal unit, is a measure of heat content that equals the amount of heat needed to raise the temperature of one pound of water by one degree Fahrenheit.

A clock = 10 BTUs per hour[3]

The human body (at rest) = approximately 400 BTUs per hour

What resources can your company dedicate to maintaining your display?

Why it matters:

Replacing equipment when necessary will consume valuable time and financial resources, so it is best to choose a low-maintenance system.

NanoLumens	Tile display systems	LCD display
100,000 hours of run time	65,000 hours of run time	50,000 to 60,000 hours of run time

If your requirements meet the specifications of NanoLumens' technology, or you need help determining your requirements, contact us at 1-888-771-6266 or visit www.nanolumens.com

Sources:

1. Luginbuhl, C., Israel, H., Scowen, P., Polakis, T. and Polakis, J. "Digital LED Billboard Luminance Recommendations," Nov. 9, 2010.
2. PhoneArena.com. "Amazon Kindle Fire HDX 8.9 beats out the Apple iPad Air and Nexus 10 in display test," Nov. 5, 2013.
3. EnergyTrends.org. "Household Energy Facts," accessed Jan. 17, 2014.

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