

displayLED Reports Increase in Demand for Higher Resolution Screens

Screen specialist displayLED has reported a marked increase in projects specifically looking for high resolution screens. The company celebrated the start of its tenth year in business at ISE this February and recorded a significant increase in customers looking for tighter pixel pitch solutions than in previous years.

“On the top end of the scale we had on display the HRi 1.9mm – one of the world’s highest resolution commercially available screens,” explains Managing Director, Graham Burgess. “We had a lot of interest in our HRi systems throughout the show and had many requests for projects specifying in the 2mm - 3mm range. Pretty much all of the projects are for fixed installations with applications in high-end retail settings and entertainment venues such as casinos.”

displayLED incorporated a range of its latest products into its ISE stand design, demonstrating the latest technology available combined with potential creative applications.

The stand received great feedback, with customer comments including: ‘In my opinion displayLED has changed the whole thought process about stand designs, cleverly combining its products and showing off its digiLED MC series’ curving abilities to the max.’

Before the show over 8000 modules of the acclaimed digiLED MC & MK series, available in 5mm, 7mm, 10mm and 15mm were already in the AV rental market, with users including Pete’s Big TVs, Video Walltronics, CT UK, CT US, Ford Motor Company, Bruce Springsteen, Nike, Super Bowl, MVI Multivision, Kia Motor Company, Moo TV, Bloomberg, Blackberry and Black Entertainment Television (BET). The system brings a host of USPs and enables users to mix and match pixel pitches in the same screen. As well as being available in solid or mesh form (apart from the MK5), there are two mechanical alternatives, one which can produce curved screens and the standard straight version. Both types can be used side-by-side for complete compatibility. The MC & MK series also includes Image Optimisation Technology (IOT) which enables screens to produce perfect 16 bit greyscales even when operating in low brightness environments such as TV studios.

Also on display was the 2nd generation of the award winning digiFLEX tile, which has proved a major hit with both the TV studio and rock and roll touring markets. For fixed installations, the IP67 rated ‘IT’ Tile with full remote diagnostics was available for inspection on the stand and gained much interest for large-scale screen installations.

AV purchasers looking to test a range of the latest LED technology can visit displayLED’s UK showroom and industry resource, *The Pixel Depot*, located at the company’s headquarters near Dorking, Surrey (UK). Designed to be Europe’s most comprehensive collection of LED video

displays, and featuring the latest in innovative LED products from leading manufacturers, The Pixel depot continues to attract decision makers from across the AV rental and installation markets.

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