



## Brighter Sign, Brighter Choice

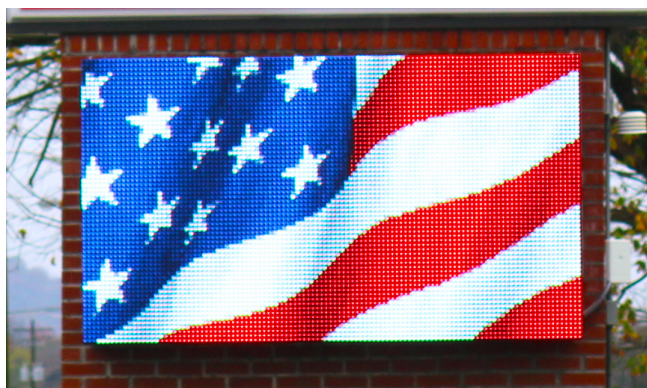
Discerning value among so many different manufacturers and vendors can be difficult. It is understandable that a consumer would want to save money and choose a lower cost product. However, something most consumers don't realize is that their sign needs to be bright enough to compete with the sun to be visible, therefore the sign's brightness is the most important factor when comparing signs.

The average luminescence of outdoor sunlight is measured at 6,000 NITS. An LED sign (electronic message center) must overcome that 6,000 NITs of brightness in order to provide value over the course of the sign's life. The brighter the sign, the easier to see further away.

**Brightness is even more important than resolution. A high resolution display without high brightness is ineffective. (Ex: A TV can be HD, but too dim to be seen outside)**

**ThinkSIGN**

**8,000 - 11,000 Nits**  
**High Visibility**  
**Reaches Furthest**



**Low Cost Competitor**

**5,000 - 7,000 Nits**  
**Low Visibility**  
**Limited Reach**

