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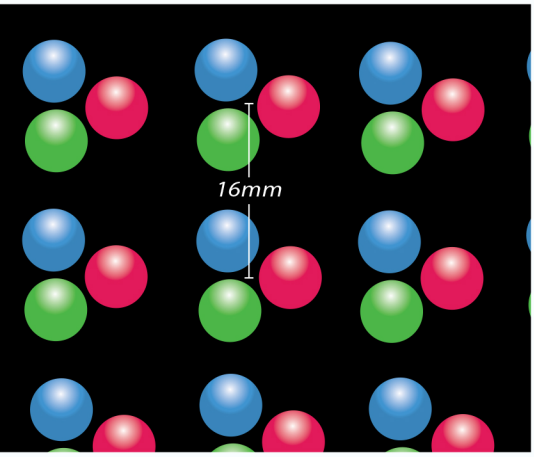
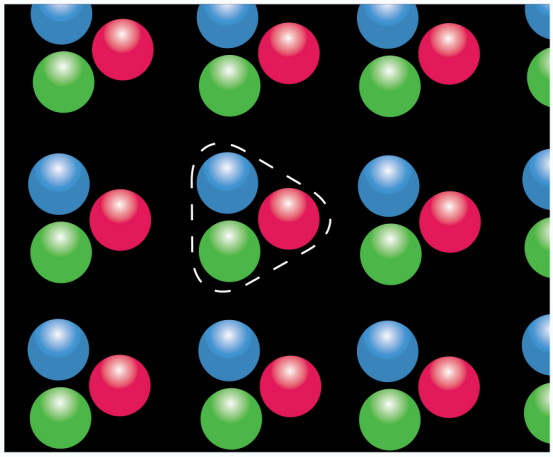
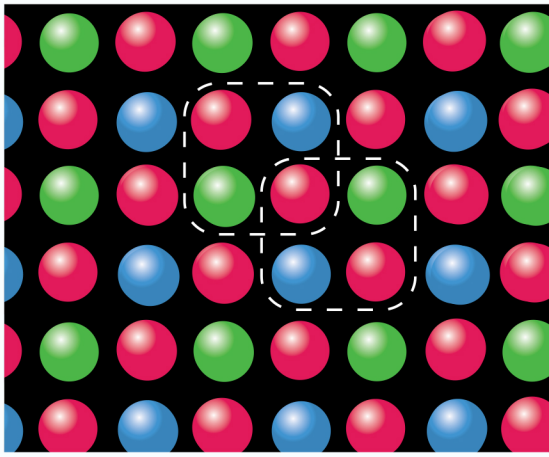
Pixel Sharing - Exposed.



Pitch Measurement



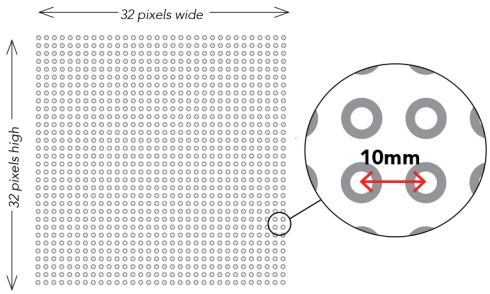
True Pixel

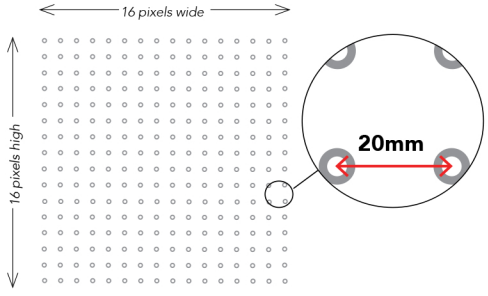


Virtual Pixel

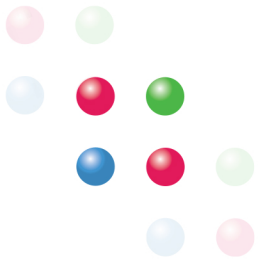
Pitch: The Space Between Pixels Measured in mm

The smaller the space (between pixels) the more pixels can be placed in a given area. As shown in these two, 1' squares.





The concept of Pixel Pitch is a bit more complicated than just distance. Some manufacturers, with software, can allow one pixel to 'borrow' from its neighbor, both vertically and horizontally. This effect creates the Virtual Pitch of the sign which is a lower millimeter measurement, or what we refer to as Pixel Sharing.



With virtual pitch, or pixel sharing, the LEDs are using a 2R 1G 1B pixel cluster. This means the LED cluster is using 2 Reds, 1 Green, and 1 Blue. Red uses more energy than green or blue and therefore the red will operate at a lesser percentage. Since the red is operating at a lower percentage of energy, it will also wear out at a slower pace which can create what is called a "pink" color effect on the sign over time.

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True Pixel EMCs maintain brilliant colors as well as clean, crisp white and black.

Colors, especially white, show pinkish as Pixel Sharing signs degrade over time.

As an overview, Pixel Sharing can negatively impact sign quality in the following ways:

- Low Brightness
- Flickering Images
- Pink Color Effect
- Poor Quality Static Image
- Higher operating cost

ThinkSIGN exclusively uses true pixel technology.

How can you tell the difference between a quality LED sign and one using Pixel Sharing? The typical pixel pitch of a quality LED sign is comprised of a 1R, 1G, 1B in a triangle configuration. That's the most visible way to distinguish between true pixel pitch and virtual or shared. With this LED configuration and zero sharing from one pixel to the next, a customer can be assured he or she is purchasing a quality LED display.