

Nobody buys a *pixel
pitch*. They buy a
room.

Specifying an indoor LED wall by the closest viewer, the content and the space. Not by a model number.

Pitch is a *distance*, not a quality rating.

Pixel pitch measures the gap between adjacent pixels in millimetres. Tighter packs more pixels into the same area and looks smoother up close. It also costs more and adds system complexity. A reception wall read from three metres needs a different answer from a town-hall screen read from twenty.

Work in this order or you will redo it

01 Define the wall area

Available space and the aspect ratio the architecture allows.

02 Mark the viewers

Nearest, typical and farthest positions, including seated and side approaches.

03 Name the content

Video, presentations, text, dashboards or art. Ask for real sample files.

04 Shortlist pitches

Then calculate the native pixel dimensions each one gives you.

05 Test the real content

See how your actual files scale onto that canvas before approval.

Sometimes the right answer is not an LED wall

Direct-view LED

Seamless large canvas, custom size, real impact. Upfront cost, calibration, power and service access.

LCD video wall

Familiar tiled panels. Visible bezels and fixed panel proportions.

Single display

Meeting rooms, menus, smaller signs. Practical size ceiling.

Projection

Very large image in controlled light. Ambient light, shadows and surface quality decide it.

Eight answers a supplier needs from you

01

Where do people stand?

Nearest, typical, farthest. Seated and side approaches too.

03

How bright is the room?

Daylight, glazing and artificial light across the working day.

05

What holds it?

Structure, load, tolerances, ventilation, cable routes, finishing.

07

Who runs the content?

Sources, scheduling, permissions, training. Name a person.

02

What plays on it?

Ask for sample files, not a verbal description.

04

How is it serviced?

Front or rear access. Decide before the interior is detailed.

06

Where do power and data run?

Load, distribution, earthing, isolation, controller location.

08

What happens on failure?

Spare modules, batch matching, response time, local service.

A comparable LED quote states all of this

- Manufacturer, product series, pixel pitch and pixel configuration.
- Active display dimensions and native resolution.
- Cabinet dimensions, quantity and weight.
- Brightness, refresh and colour-processing specifications.
- Controller, scaler and input interfaces.
- Front or rear maintenance method, structural frame and architectural finish.
- Installation, testing, calibration, burn-in and spare parts.
- Product, workmanship and on-site support warranties, separately.

Installation day should be a *fit*, not a fix.

Pitch, frame and service access get resolved on paper. Cabinets get gridded and burned in on the bench, where dead pixels, module uniformity, colour drift and heat faults are cheap to find. Then the wall goes up calibrated and content-ready.

The seven expensive ones

- Buying the tightest pitch without checking whether anyone can see the difference.
- Comparing a panel price against a quote that includes structure, processor and installation.
- Detailing the interior first and leaving no service access.
- Choosing a fashionable aspect ratio that fights the daily content.
- Ignoring reflections and daylight at the actual site.
- Skipping spare components from the original production batch.
- Treating content and operation as somebody else's future problem.

The procurement order that works

01 Survey and map viewers

Then test your content at that size and distance.

02 Approve a physical sample

At the real viewing distance, in the real light.

03 Coordinate structure and services

Before the wall and the interior are finished.

04 Assemble, burn in, calibrate

On the bench. Then install.

05 Train the operators

A display that needs one specialist laptop becomes a black rectangle.

We build the *housing* too.

We specify the wall, fabricate the structure and housing, install and calibrate it, and hand it over content-ready. Send the wall size, the room, the closest viewing distance, the content and the date.

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