The Bright Side of Storefront Marketing: Using Super-Bright Displays to Connect with Customers

Two primary display technologies – high brightness LCDs and direct view LEDs – are making the future bright for bringing powerful visual messaging to sidewalks and streets, day or night.

While both offer the brightness to deliver powerful messaging even in direct sunlight, each has unique advantages. How can you identify the right technology for your window front digital signage needs?

**LED modules can be tiled to create digital canvases that fill large and unconventional window spaces.**

**Customizable: Custom displays can be sized, shaped or configured to customer needs.**

**Bright: Displays maintain brightness in direct, mid-afternoon sun.**

**Cost-effective: Lower cost to deploy, with potential for savings.**

**Super-bright visuals even in direct, mid-afternoon sun.**

**High brightness displays:**

- Best for distance viewing, 15 feet or less.
- Few constraints on shape or scale of visual canvas.

**LCD displays:**

- Ideal for visuals and text.
- High definition, available in standard sizes from 24” to 75”.

WHERE THEY FIT IN

**Real estate agencies showing featured listings in storefronts in high-density urban areas.**

**Fast-casual restaurant operators enticing diners inside from window displays.**

**Outlet mall and town center retailers (roofless “malls”) using window displays to attract people.**

**Retailers and corporate spending to make brand impressions in atriums or glass facade spaces bathed by daylight sun.**

**Flagging retailers using LED to create digital canvases that fill large and unconventional window spaces.**

Learn more about Samsung display solutions for the window front:

- Samsung’s lineup of high brightness LCD and direct view LED displays offer the PERFORMANCE, RELIABILITY and EASE OF CONTENT MANAGEMENT to brighten up your window-front.

- For more information, visit samsung.com/outdoordisplays for high brightness LCD and samsung.com/b2bledsignage for direct view LED.