

# Can You See Me?

Display contrast is the most crucial aspect to achieving brilliant image quality.

## CONTRAST

Key contributor to crispness and brightness of your display.  
Poor contrast results in poor content quality.



## WHITES

When LEDs can't display whites, the whites aren't truly white, they have a pink hue.



## BLACKS

The darkness of black has the biggest impact on contrast.

Some manufacturers claim increasing brightness corrects contrast, but you will pay more due to higher power consumption.



**Poor Contrast:** Too Low



**Good Contrast**



**Poor Contrast:** Too High

## SHINE

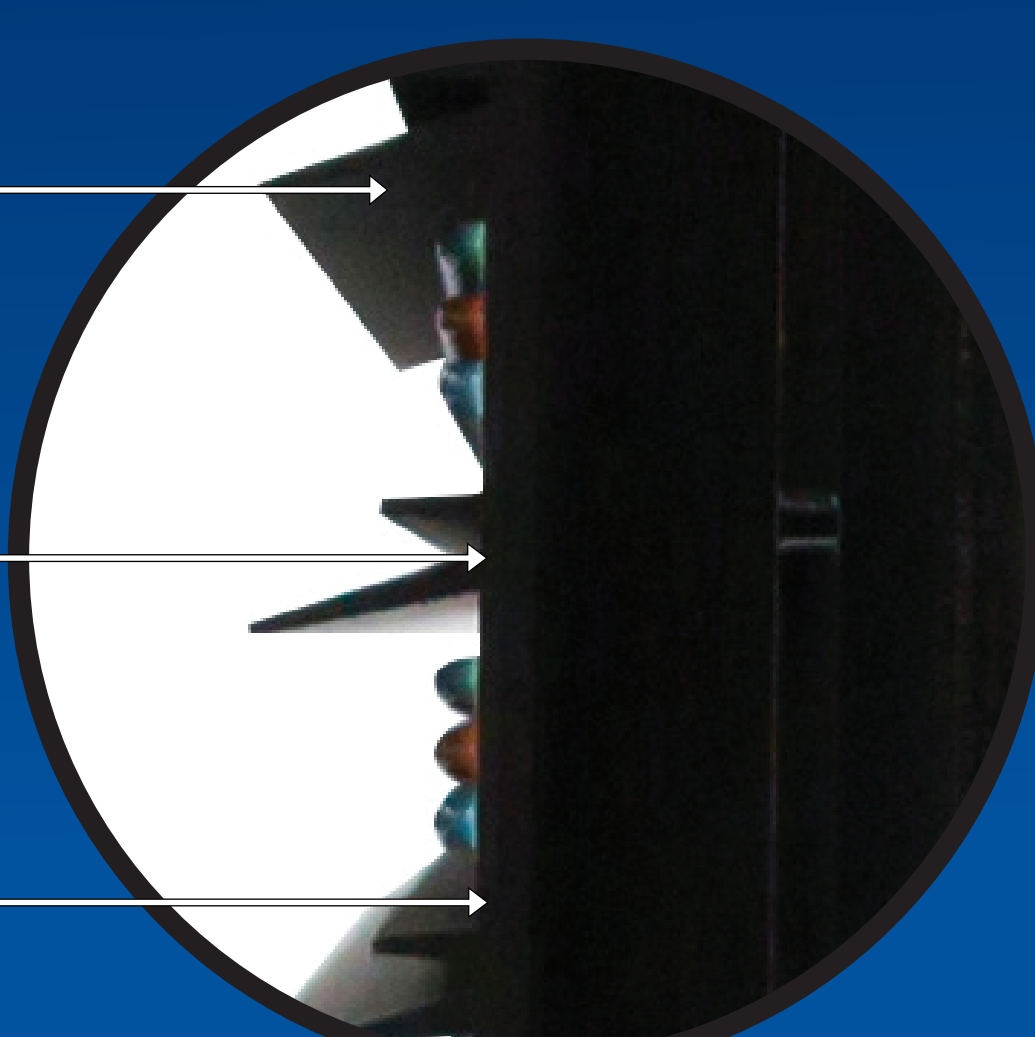
Louvers shade LEDs to combat sunlight.

Daktronics coats all modules with a proprietary black coating on the face of every module.

Matte Finish

Angled Louvers

Surface Ribbing



## IMAGE

Crafted for Quality

The image on your digital billboard is a reflection of our company, just as it is a reflection of you to your customers.



What does your image say about you?  
Test your Image Quality IQ today at:

[daktronics.com/image](http://daktronics.com/image)

