

DIFFERENTIATING COMMERCIAL DISPLAYS AND CONSUMER TVS

It's more than meets the eye.

Presented by:

ptg

**ENGAGING TECHNOLOGY
THAT WORKS**

1. APPLICATIONS

Consumer

Applications limited to entertainment and streaming services.



Commercial

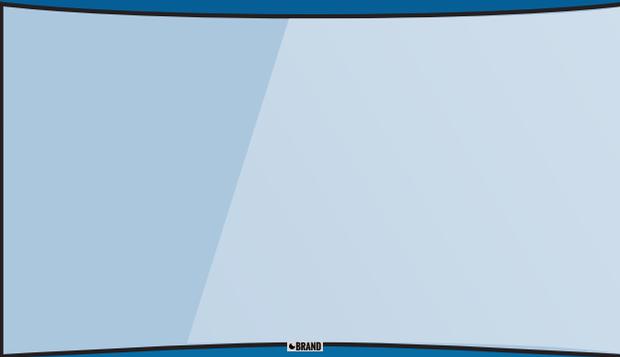
Variety of applications that can work simultaneously.



2. DESIGN

Consumer

Brand logo and a variety of casings.



Commercial

No brand logo and clean, symmetrical casing.



3. INPUTS

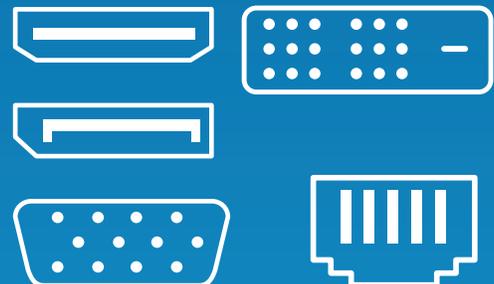
Consumer

Typically limited to HDMI inputs.



Commercial

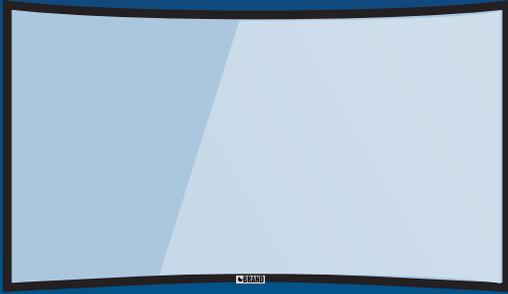
Input panels also include VGA, DVI, DisplayPort, Ethernet, and video loop-out.



4. DURABILITY

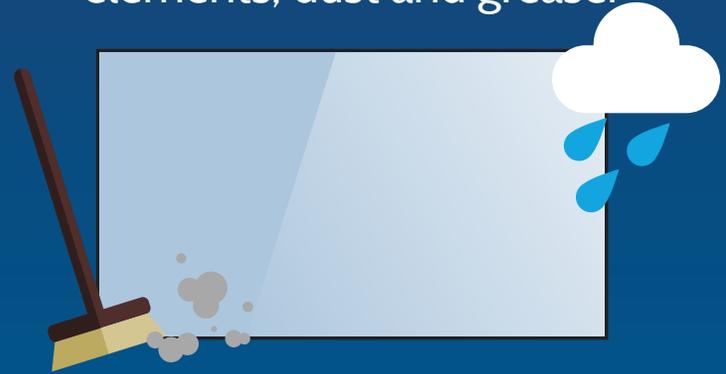
Consumer

Casings designed solely for aesthetic appeal



Commercial

Casings designed to withstand the elements, dust and grease.



5. BRIGHTNESS

Consumer

Brightness displays 150–300 nits, designed for in-home use.



Commercial

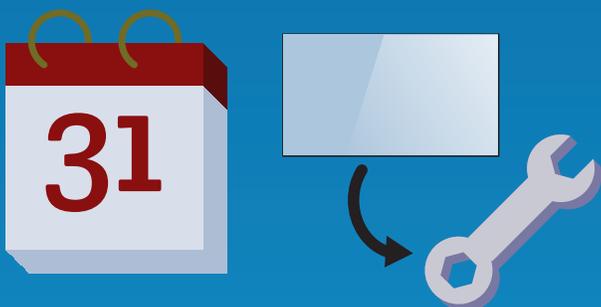
Brightness ranging from 300–2500 nits for outdoor use.



6. SERVICE & SUPPORT

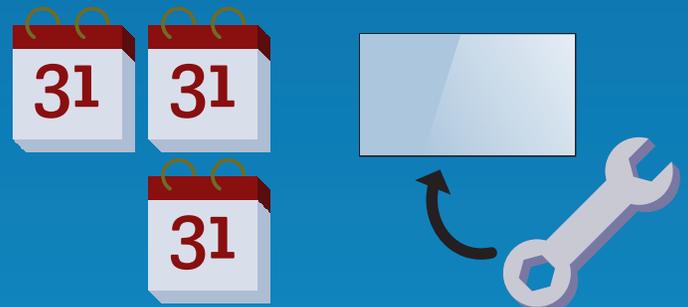
Consumer

Limited warranty — typically one year with offsite repair.



Commercial

Typically warranted for three years with parts, labor, and onsite repair.



7. DESIGN LIFECYCLES

Consumer

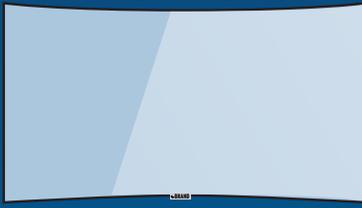
Styles frequently change — a new screen added later may not match your existing hardware.

2020



Thick bezel, large status light.

2021



Thinner, curved bezel
Brand logo now centered

Commercial

Styles last for years — important when adding or replacing,

2020



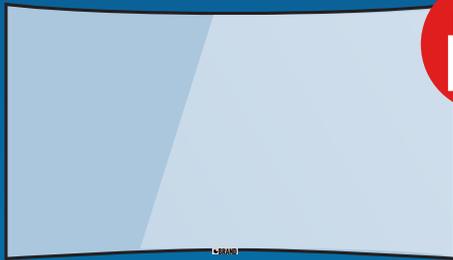
2021



8. ORIENTATION

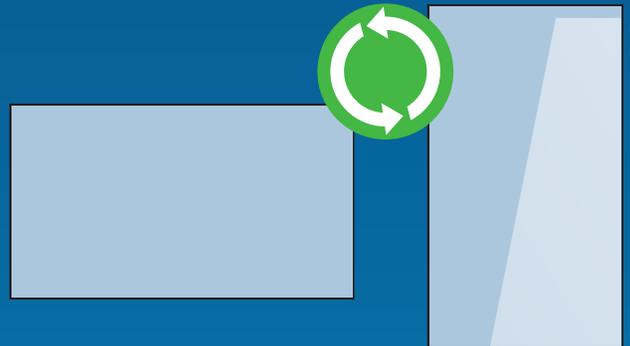
Consumer

Not designed to support portrait mode; manually flipping may cause overheating.



Commercial

Supports portrait mode with proper cooling technology.



9. CONTENT MANAGEMENT

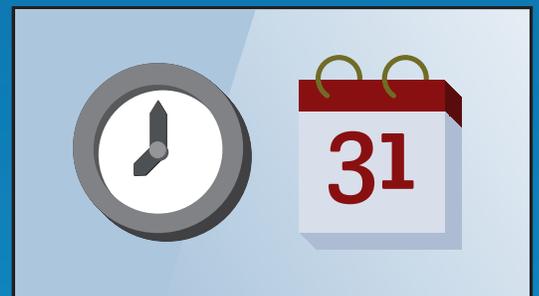
Consumer

Content must be changed manually or use separate media player.



Commercial

Includes built-in media players for web-based signage applications.



10. GLARE & FINISH

Consumer

Glossy finish designed for use in low-light rooms.



Commercial

Varying matte and anti-glare finishes for readability and visibility



11. RUNTIME

Consumer

Designed to operate a few hours a day.



Commercial

Designed to operate 24/7/365.



12. IMAGE BURN

Consumer

Static images can cause image retention issues.



Commercial

LCD technology protects against image retention issues.



THANK YOU!

*We appreciate you taking the time to review our guide.
Hopefully, you've gained some new insights and also
developed a pile of questions unique to your business.*

Give us a call and we'll be happy to answer them.

248-668-3100

hello@promotion.tech

29755 Beck Road, Wixom Michigan 48393

www.promotion.tech

ptg

ENGAGING TECHNOLOGY
THAT WORKS