

BRIGHTLUX

Retail & Hospitality

LED Display Specification for Shops, Hotels, Restaurants & Malls

Application-specific LED display specifications for architects, AV consultants, and project managers in the UAE and GCC.

1. SHOPFRONT WINDOW DISPLAY

Parameter	Specification
Type	Transparent LED Film or GOB Panel
Pixel Pitch	P2.5 - P3.9 (transparent), P1.5 - P2.5 (standard)
Brightness	3,000 - 5,000 nits (must compete with daylight)
Transparency	60-90% for transparent; N/A for standard
IP Rating	IP43 front minimum (cleaning spray)
Refresh Rate	3,840 Hz (customers photograph constantly)
Content	Portrait orientation, 16:9 or 9:16 aspect
Control	Cloud CMS for multi-store scheduling

2. HOTEL LOBBY FEATURE WALL

Parameter	Specification
Type	COB or MiP (premium visual quality)
Pixel Pitch	P1.2 - P2.5 (depending on lobby size)
Brightness	800 - 1,500 nits (controlled lighting)
Aspect	Custom - match architectural design
Refresh Rate	3,840 Hz minimum (guest photos/videos)
Service	Front-service if flush-mounted
Integration	HDMI + IP streaming for content flexibility

Parameter	Specification
Special	HDR support for cinematic content

3. IN-STORE DIGITAL SIGNAGE

Parameter	Specification
Type	SMD or MiP indoor panels
Pixel Pitch	P2.5 - P4 (viewing distance 3-10m)
Brightness	1,000 - 1,500 nits (bright retail lighting)
Size	Standard 16:9 sections or custom
Mounting	Wall, ceiling-hung, or free-standing totem
Content	Scheduled promotional content via CMS
Network	Ethernet + WiFi backup for content delivery

4. RESTAURANT / BAR

Parameter	Specification
Type	Flexible LED or standard indoor panel
Pixel Pitch	P2.5 - P4 (ambient, not close-viewing)
Brightness	600 - 1,000 nits (dim ambient lighting)
IP Rating	IP43+ if near kitchen/bar (grease/steam)
Content	Menu boards, ambience video, live sports

Parameter	Specification
Audio	Integrate with venue AV system

VENDOR CHECKLIST

Before signing off on any LED display specification, confirm:

01. Technology type matches application requirements
02. Pixel pitch appropriate for actual viewing distance
03. Brightness specified at operating temperature (not lab 25C)
04. IP rating covers actual installation environment
05. Front or rear service matches physical access constraints
06. Redundancy level appropriate for criticality
07. Control system and content management platform confirmed
08. Structural and electrical requirements documented
09. Warranty terms and SLA clearly defined
10. Spare parts provision agreed
11. Installation and commissioning scope defined
12. Training for operators included

BRIGHTLUX | Premium LED Display Solutions

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