

BRIGHTLUX

Supermarket Digital Signage

LED Display Specification for Grocery & Supermarket Promotions

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

1. ENTRANCE FEATURE DISPLAY

Parameter	Specification
Type	SMD or MiP indoor panel
Pixel Pitch	P2.5 - P4 (viewing 3-10m)
Brightness	1,000 - 1,500 nits (bright retail lighting)
Size	2m x 1.5m typical for store entrance
Content	Welcome messages, daily deals, promotions
Orientation	Landscape 16:9
Mounting	Wall or ceiling suspended

2. AISLE END CAPS

Parameter	Specification
Type	Slim indoor LED panel
Pixel Pitch	P2.5 - P3.9 (close viewing)
Brightness	800 - 1,200 nits
Size	Portrait 0.5m x 1m typical
Content	Category promotions, product highlights
Integration	POS system for dynamic pricing
Durability	IP20 minimum for indoor retail

3. CHECKOUT ZONE DISPLAYS

Parameter	Specification
Type	Indoor SMD panels
Pixel Pitch	P2.5 - P4
Brightness	1,000 - 1,500 nits
Content	Last-minute deals, loyalty programs, queue entertainment
Mounting	Above checkout lanes, visible from queue
CMS	Dayparting for time-based content

4. DELI / FRESH SECTION

Parameter	Specification
Type	Indoor panel with IP43+ protection
Pixel Pitch	P2.5 - P4
Brightness	800 - 1,200 nits
IP Rating	IP43 minimum (food service area)
Content	Menu boards, pricing, freshness messaging
Special	Easy-clean surface for hygiene compliance

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

Dubai, UAE | +971 55 991 0711 | info@brightlux.com | brightlux.com