



## Compare & Beware.

Getting several quotes? Do you require multiple bids? Did you get 10 quotes, and they all say something different? Frustrated?

There is no great mystery to LED Displays. Our past article ([Pixels? Pitch? Viewing Angle? Where do you begin?](#)) simply details the building blocks of LED Displays, and these building blocks will be the basis of your comparison among all the quotes you received.

We have compiled a simple list that will help you compare all the quotes; to make sure you are comparing apples to apples. If you cannot find these items below, we recommend calling that company for more details.

### Compare & Beware Checklist:

1. Is the **Pixel Matrix** the same ?

*Note: For example, 32 x 128*

2. Is the **Pitch** the same ?

*Note: For example, 17mm. The higher the pitch, the bigger the text.*

3. Is the **Viewing Angle** the same ?

*Note: 30-90 degrees is fair, 125-140 degrees is the best.*

5. Are you getting an Illuminated Cabinet? If so, is it **UL Listed & Approved** ?

*Note: Its about quality and safety. This means the cabinet was built to meet UL specifications and labeled with a unique UL inspection number.*

4. Compare the **Warranty** offered by each company.

*Note: A 5 yr parts/factory labor warranty is standard on the display and the communication devices (radios, modems, etc). Some companies offer onsite labor for an additional nominal charge. Also, LEDs are rated for 100,000 hours of life, about 11.3 years. Some companies offer a 10 yr warranty based solely on this fact. Read the warranties carefully.*

5. Is **Freight** or **Installation** included ?

*Note: These are hidden costs that can be expensive.*

6. What **Support** will you receive ?

*Note: 24 hr tech support, Software training & support, Toll-Free 800#, etc.*

7. Experience. How long has the company been in business?

*Note: Look for references, client lists, photos, or an online Photo Gallery or Testimonials.*

**If you have other concerns, feel free to call AdsLED anytime, at 1-800-455-1955**