

CLEAR
LED™

ClearLED Digital Posters

MEDIA CONTENT DESIGN GUIDELINE

The ClearLED Poster is the latest transparent display produced by ClearLED in 2016. The revolutionary design allows light to shine through the transparent screen while displaying high-resolution content for the viewer. The poster comes with standard digital inputs including HDMI, and is compatible with various media file formats. The new features include a light sensor, OLED control pad and a remote control.

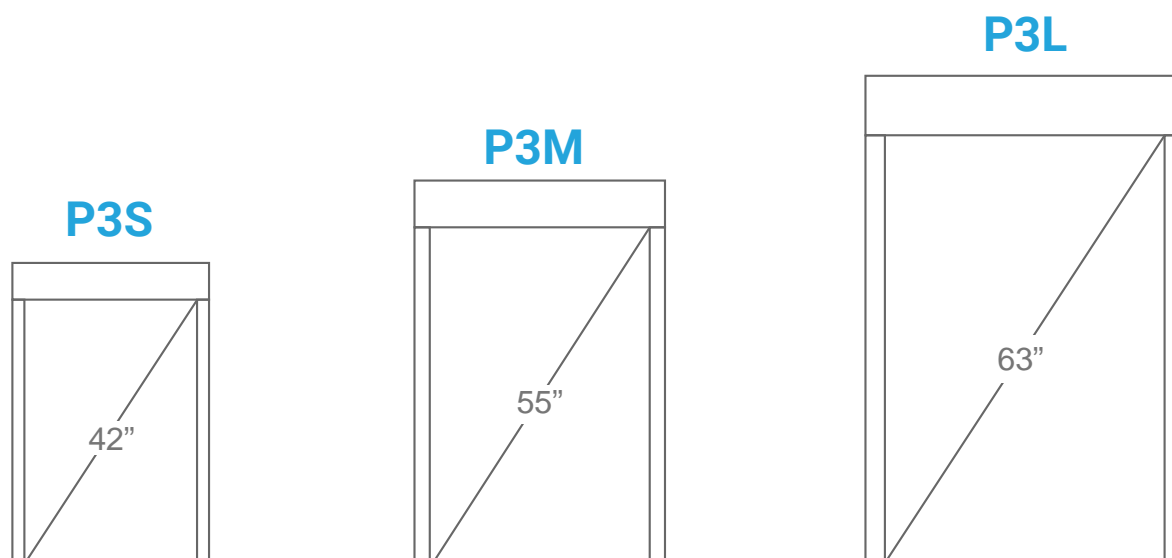
ClearLED

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This Design Guideline is for



POSTER SPECS

Model	P3S(42")	P3M(55")	P3L(63")
Unit Size	636 x 864 x 25.4 mm	845 x 1109 x 25.4 mm	970 x 1267 x 25.4 mm
Pixel Pitch	3 x 6 mm	3.3 x 6.6 mm	3.3 x 6.6 mm
Brightness	5500 nits	5500 nits	5500 nits
Display Resolution	212 x 144 pixel	256 x 168 pixel	294 x 192 pixel
Transparency	55%	60%	60%
Frame Rate	≥60 fps	≥60 fps	≥60 fps
Adjustment	Auto and Manual Brightness adjustment, Manual Color Contrast adjustment		
Viewing Angle	120° Horizontally and Vertically		
Viewing Distance	> 6 m	> 6 m	> 6 m
Video Input	HDMI	HDMI	HDMI

For more technical details, please refer to our ClearLED Poster webpage at:
<http://www.clearleddisplays.com/products/clearled-poster/>

CONTENT DESIGN

To optimize the clarity and the visual performance of your content, please design your media content according to the Canvas Size, and set your LED player software to display in the Display Resolution provided below:

	Display Resolution	Canvas Size
P3S	212 x 144 pixel	212 x 288 pixel
P3M	256 x 168 pixel	256 x 366 pixel
P3L	294 x 192 pixel	294 x 384 pixel

Please design and display your content in the exact dimensions provided or your content may appear inaccurate, stretched or blurry.

COMPATIBLE MEDIA FORMAT

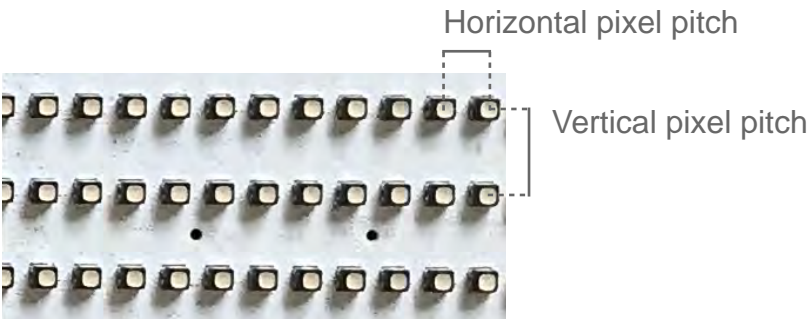
The ClearLED Poster supports almost all image and video file formats.
We suggest using the following media formats for optimal visual performance:

Video	.mov .avi .mp4 .flv .wmv
Image	.png .jpeg .gif .tiff .fpx .pcd

SPECIFICATION TERMS

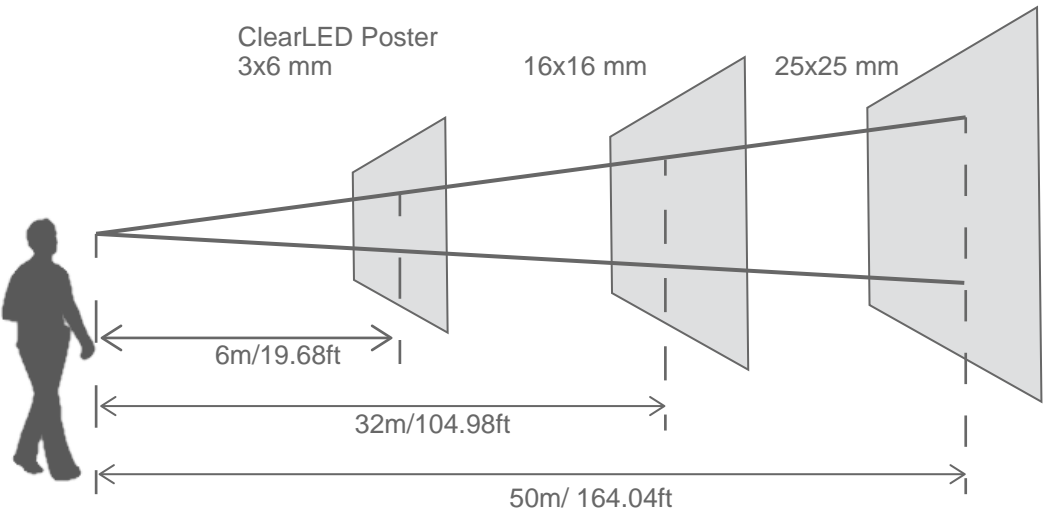
PIXEL PITCH

Pixel Pitch represents the distance between each pixel. On an LED display, Pixel Pitch represents the physical distance between each LED. It determines the resolution, minimum viewing distance and best viewing distance of an LED display.



VIEWING DISTANCE

The viewing distance refers to the distance between the viewer and the LED display. The optimal viewing distance for the ClearLED Posters is 6 metres.

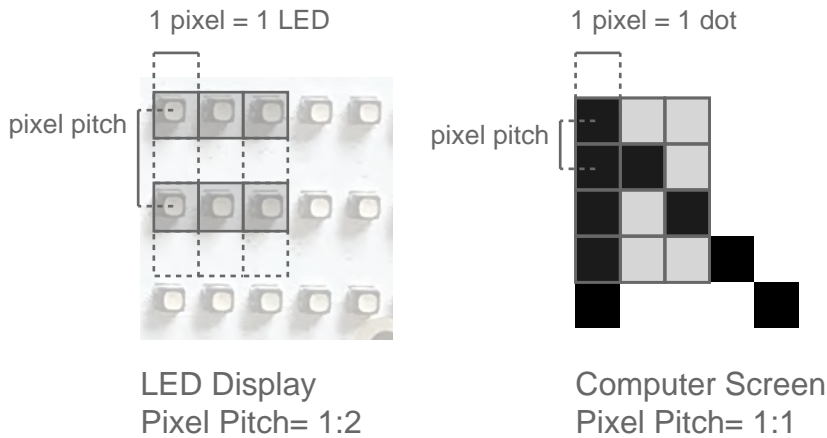


DISPLAY RESOLUTION

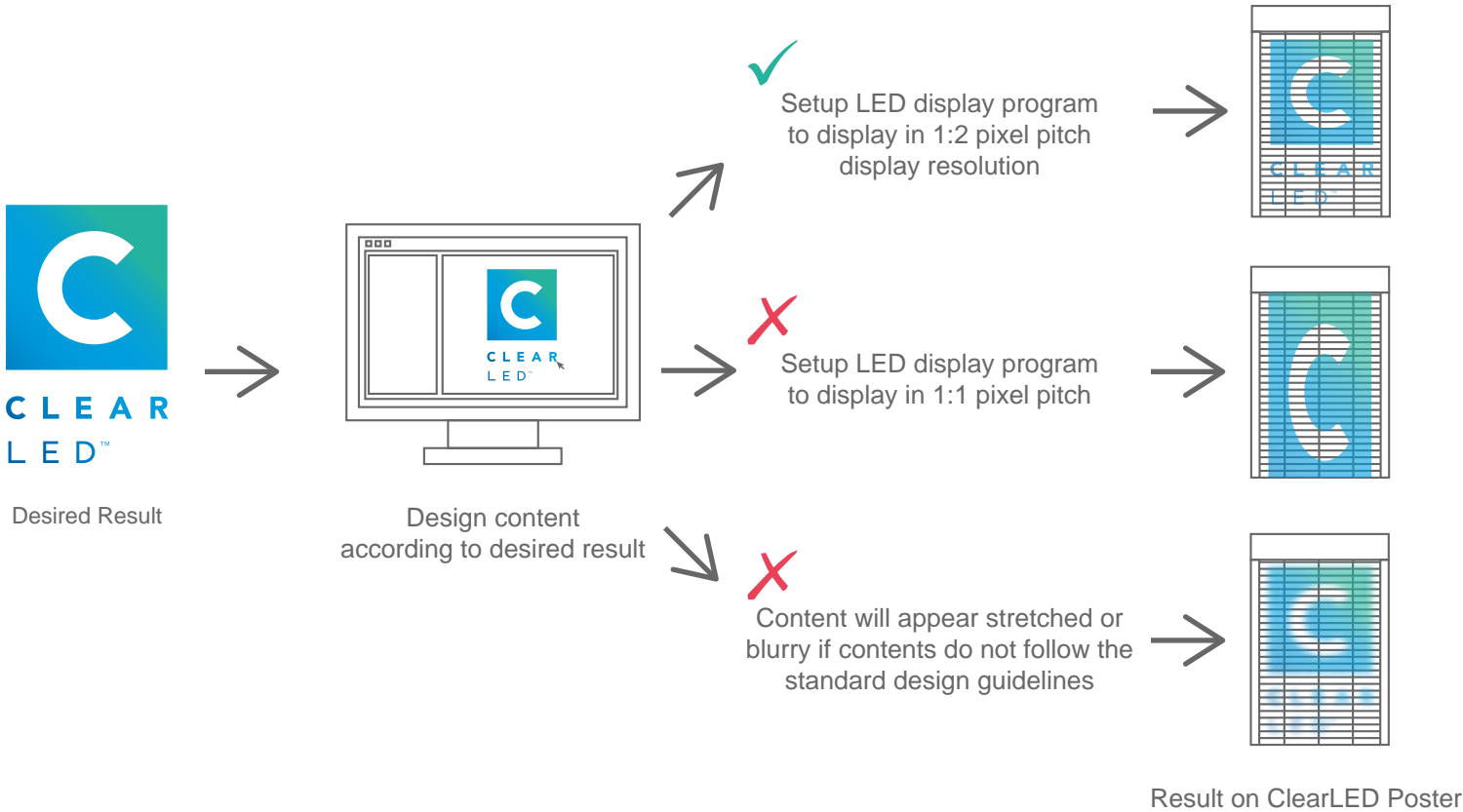
Resolution refers to the clarity and amount of detail presented on a screen, often determined by the total amount of pixels.

DISPLAY RESOLUTION OF LED SCREEN

Due to how the LED is mounted on an LED module, the pixel pitch on an LED display is different from computer screens.



For this difference in pixel pitch, displaying content based on 1:1 Pixel Pitch will render the image to be stretched vertically on an LED screen



Please refer to page 2 for the standard design guidelines and follow the instructions while designing your content. Following the design guidelines will help optimize the visual performance of your content.

DESIGN RECOMMENDATIONS

TYPE

Flat and simple content will maximize the clarity your content. We highly recommend using Sans-serif typeface and avoid any cursive, embossed text, or drop shadows for your text content.



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COLOR

On a ClearLED Poster, the darker the color, the more transparent the content is. The black color would appear transparent, and fully saturated color would appear opaque. To optimize the appeal of your content, we recommend:

- Using black as background color
- Using saturated colors or white for graphics and text content
- Avoid blending saturated colors together



Designed Content



Display Result

CONTACT US

For more technical details about the ClearLED poster, please refer to our ClearLED Poster webpage at: <http://www.clearleddisplays.com/products/clearled-poster/>

If you have anymore questions, please do not hesitate to contact us at:

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