

# GO DIGITAL: COMMERCIAL VS CONSUMER DISPLAYS

On the surface, the consumer and commercial-grade displays seem alike, but the few crucial differences are what make a visual solution suitable for a professional environment. In a battle between commercial and consumer-grade screens, which yields a stronger ROI? Let's break it down:

## COMMERCIAL DISPLAYS VS CONSUMER DISPLAYS

Designed for industrial use. Features advanced anti-burn and image retention technology that prevents burn-in or fading when displayed 24/7.



### IMAGE RETENTION

Not designed for high-volume commercial environments. Susceptible to image-burning if in constant use upwards of standard 8 hours.

High brightness displays can be used indoors and outdoors and can even perform in direct sunlight. The excellent colour reproduction makes content vivid and enticing. 450 - 2500 nits.



### BRIGHTNESS

Designed to function in well-lit conditions that are controlled. Not suitable for commercial or retail spaces where brightness is needed. 250-350 nits.

Commercial displays have built-in cooling technology to prevent over-heating, allowing them to operate for longer periods of time.



### HEAT CONTROL

Consumer displays run the risk of wearing out if used for an extensive period in excess of the standard 8 hours.

Commercial screens can be displayed in both portrait and landscape, depending on the application.



### ORIENTATION

Consumer screens are designed to be used in landscape.

These displays are built to withstand harsh environments like high temperatures in QSR or dusty, difficult-to-reach spaces.



### ENVIRONMENT

Consumer screens are designed for domestic use.

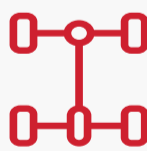
Commercial screens typically have a longer warranty which covers on-site service. The cost of replacement over time is far less than with a consumer-grade display.



### WARRANTY

These screens are warranted for consumer-use. The warranty is usually void if the screen is used commercially.

The chassis is more robust and intended to endure harsher use. In addition, commercial screens come in varied bezel thickness.



### CHASSIS

Consumer chassis have an aesthetic advantage, though not designed for business usage.

Glare can distract viewers and prevent them from seeing important information. Commercial displays have anti-glare coatings for visibility and readability. The heavy-duty glass is also less sensitive to image retention.



### FINISH

Consumer-grade displays typically have a glossy finish which is susceptible to glare.

Commercial screens are less likely to change cosmetically over time. Should a business wish to add to their visual display, they can maintain the same look and feel.



### SCALABILITY

Consumer screens are likely to change every year or so. For uniformity, screens would need to be replaced every time the display is expanded.

For a high-impact visual solution for business that yields strong results – go digital. **Book a consultation with a DMX Customer Experience Consultant today.**