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**Without doubt, LCD video wall displays have played a crucial role in the growth of the digital signage industry with both manufacturers and end users alike. They have revolutionised advertising and direct to audience communication across the globe but as many companies have found, they don't come without their challenges.**

In the last couple of years, we have seen a seismic shift in indoor displays to LED technology with many clients using LED screens over LCD screens to create the most impressive large format displays. Organisations who invest in visual display technologies want to make a statement and need the technology to support that objective. The resolution and brightness of, more recent, fine pitch [LED displays](#) makes them ideal to wow audiences in any environment including retail and advertising, as well as receptions and showrooms, and at live events.

There are several reasons why LED technology is over taking LCD in terms of large format displays and I am going to discuss a few in this article.

### Keeping up appearances

If you have an LCD video wall, it's inevitable that over time at least one of the screens will fail and the colour difference in screens will become an issue. It's not a common problem with LCD technology but happens more so with video wall displays where screens are installed into enclosures, and it's very noticeable where screens are positioned tightly next to each other, where the slightest difference in panel colour is magnified.

Replacing a failed screen is not only labour intensive and costly but matching the colour of a new panel from another batch, is virtually impossible, meaning that once a screen of an LCD video wall display fails, the whole display will

LCD video wall display fails, the whole display will never look perfect again.

LED is different. Due to the modular nature of the technology, end users can easily and quickly replace a module themselves when needed. The high brightness, absence of inter-tile gaps and impressive colour depth means that the [LED display](#) retains the same high-quality effect, even when new units are added. This is one of the main benefits of LED technology.

### Simple upgrade

The complexity and upheaval of upgrading from LCD to LED indoor displays has also been removed as the technology continues to advance. A number of our customers are using our 43" and 55" single die case cabinets because they're designed to fit directly into existing legacy LCD frames and are compatible with standard versa brackets making the transition to LED simple, quick and cost effective.

### Reduced costs

Unlike LCD screens an LED module that fails can be easily replaced in a matter of seconds by the end user without the need to call an engineer on site. We supply our clients with spare units so modules can be swapped out instantly with minimal downtime and no engineer call out and fixed fee.

The idea that LED technology is expensive is a myth. The cost of the actual units has significantly decreased in recent years, making it more accessible to new markets and users. The price gap between LCD and LED is closing and as a result [LED displays](#) are in reach of most businesses, regardless of their use.

LED screens replace one big fluorescent bulb with tiny diodes that consume considerably less electricity than an LCD screen. Therefore, the cost of running an LED video wall is on average 40% lower than a legacy LCD wall. So although the initial investment might appear higher, over time the total cost of ownership (electricity and consumables like cooling fans) is significantly less with LED. Lower maintenance and running costs LED solutions offer a greater ROI over time.

## Increased performance

One of the key benefits of fine pitch [LED screens](#) is the amazing high-resolution quality. They create stunning visual output and today's audiences expect the naturally realistic picture quality offered by LED technology. In addition to their visual performance, LED screens are built to run continuously for 30% longer than their LCD counterparts equating to 11 years rather than 8.

## Environmental

It is becoming increasingly important for companies to adopt environmentally friendly options when it comes to selecting new IT solutions. The environmental benefits of LED screens not only include reduced energy consumption, they also extend to their manufacturing process. Due to outdated production methods many traditional screens require special handling when they reach the end of their lifespans. You do not have to worry about any of these issues with LED screens.

## So to summarise...

65% of large format display installations are now LED and we'll see that number continue to grow over the next 5 years. LCD video wall monitors are everywhere in the display field, but they do have their shortcomings. The higher brightness and modular nature and size of LED panels makes them the ideal choice for superior visual quality, and impressive large format displays that will continue to WOW your audiences for years to come.

**If you are considering replacing your LCD video wall, Melford have a solution for you. Our 55" cabinets are ideal for replacing traditional LCD video walls without the hassle of filling gaps or modifying enclosures. For years our LED screens have helped retailers, broadcasters, academic institutions, sports grounds and corporations share their messages with their target audiences. So whatever market you operate in, we can help you find a solution matched to your exact needs.**



## Explore our Video Wall Displays

Click below to find out more about Melford's range of highly engaging Video Wall Displays, which can be flexibly arranged to suit your specific needs.

[Video Wall Displays](#)