

INDUSTRY INSIGHT

WHY CHEAP DIGITAL SIGNAGE COSTS YOU MORE

It is not only the money.

It is the perception damage, random
downtime, and the brand hit that sticks
around.



THE REAL TECHNICAL DIFFERENCE

Same size on paper. Two totally different machines in real life.

X CONSUMER TV	✓ COMMERCIAL DISPLAY
6-8 hrs/day maximum	16-24 hrs/day, every day
250-400 nits brightness	700-2,500+ nits + anti-glare
Passive cooling, overheats	Active cooling, handles heat
Portrait voids warranty	Portrait designed & supported
Static logo burn-in risk	Built-in burn-in protection

Make the wrong choice and you pay 3× more within 18 months.

THE 5 MISTAKES BUSINESSES REPEAT

01

Buying on price instead of duty cycle

Consumer TVs cost less upfront but fail 3-4x faster in commercial environments.

02

Ignoring ambient brightness

A 350-nit screen washes out completely in a bright lobby or retail floor.

03

No ventilation planning

Even good screens fail prematurely when airflow is blocked in tight enclosures.

04

Assuming portrait mode works

Consumer panels run portrait on a technicality — but it voids the warranty.

05

Ignoring brightness degradation

Budget panels lose 30-40% brightness within 12 months of continuous use.

⚠ **Replace every 12-18 months vs. 5 solid years. The math is brutal.**

SYSTEM BRAIN

THE SCREEN IS THE SPEAKER.

THE CMS IS THE BRAIN.

Without it, you're running
expensive digital posters.

- Schedule & push updates from your phone
- Alerts before customers see any problem
- Live data: prices, promos — automated
- One dashboard for every location
- No more USB drives. Ever.

**MANAGED CMS**

WHEN IT'S DONE RIGHT

What it actually feels like.



Your content updates itself.



Screens stay bright and sharp 24/7.



Issues fixed before customers notice.



Everything syncs with your other systems.



50,000-hour panels. Set and forget.

You stop thinking about the signage.

Your space does the talking.

HIGH-VALUE CLIENTS

NOTICE INSTANTLY.



A dim or flickering screen does not
read as a small technical glitch.

It quietly communicates:

"This business cuts corners."

The businesses that win premium clients
built their environment properly from day one.

It is not luck. It's a system.

DIGITAL SIGNAGE

ARENA

SYSTEM INTEGRATOR

DON'T PAY TWICE.

Get the whole system right the first time.

RETAIL

CORPORATE

HOSPITALITY

INDUSTRIAL

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**Tired of the cheap route
coming back to haunt you?**

Message us for a straight technical assessment.