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DOWNLOAD

A - B - C - D - E - F - G - H - I - J - L - M - N - O - P - R - S - T - U - V - W

A

ADVERTISING MEDIA: The means by which an advertising message is carried to potential customers; including Internet, magazine, newspaper, radio, signage and television.

ANIMATED SIGN: A sign depicting action, motion, light or color changes through electrical or mechanical means. Although technologically similar to flashing signs, the animated sign emphasizes graphics and artistic display.

ANNUAL AVERAGE DAILY TRAFFIC (ANNUAL ADT): Measurement representing the total number of vehicles passing a given location each day. These counts can usually be obtained from your State Highway Department.

Return to TOP

B

BALLAST: An electrical device required to operate fluorescent lamps.

BRIGHTNESS: The output intensity or brightness of an LED.

BUILDING CODE: State and/or local regulations governing public health, welfare and safety of construction and maintenance.

BUILDING MOUNTED SIGN: A sign that is applied or attached to a building.

Return to TOP

C

CABINET SIGN: A sign structure consisting of the frame and face(s), not including the internal components, embellishments or support structure.

CHANNEL LETTER: Fabricated or formed three-dimensional letter that may accommodate a light source.

COLUMN: A single vertical row of LED pixels.

CONTRAST: Difference or degree of which between things such as, light and dark areas, colors or typefaces.

COPY: Letters, numbers, figures, symbols, logos, or other graphics that make up the content or message on a sign.

COPY AREA: Area in which the copy of a sign is enclosed.

COST PER THOUSAND EXPOSURES: A common way to measure the cost for an advertiser to send a message to 1000 receivers. This is calculated by dividing the total amount spent for a given advertisement by the number of people exposed to it. (Signs are usually considered to be the least expensive form of advertising after applying this formula)

CUSTOM SIGN: A sign designed, manufactured and installed to meet the requirements of a specific location.

Return to TOP

D

DAILY EFFECTIVE CIRCULATION (DEC): The average number of daily potential exposures to a display or group of signs determined by counting only those vehicles traveling toward the face of the sign, and then multiplying that number by the average number of people per car during the hours the sign is visible. Pedestrian and mass transit circulations are not included. This is the basic measure in establishing cost per thousand exposures on signs. The basic traffic numbers can usually be obtained from your State Department of Transportation.

DIRECTIONAL SIGN: Signs that serve to provide direction to pedestrian and vehicular traffic.

DIRECTORY SIGN: Identifies the names and locations of tenants within a multi-tenant building(s).

DISPLAY AREA: The area used for displaying the information show on the led display.

DOUBLE FACED SIGN: A sign with two back-to-back faces.

Return to TOP

E

ELECTRIC SIGN: Any sign containing or using electrical wiring.

ELECTRONIC MESSAGE CENTER: A variable message sign that utilizes computer-generated messages or some other electronic means of changing copy.

Return to TOP

F

FACE: The surface area on a sign where advertising copy is displayed.

FLASHING SIGN: A sign with an intermittent or flashing light source. Generally, the sign's message is constantly repeated, and the sign is most often used as a primary attention-getting device. Government highway departments frequently use flashing signs to improve highway safety.

FONT: A set of letters, numerals, and shapes, which conform to a specific set of design criteria.

FREESTANDING SIGN: A sign that is not attached to a building.

FULL COLOR LED: A display that is fully populated with LEDs capable of presenting trillions of

colors per pixel. Recommended technology for video content. Colors may be set by software.

Return to TOP

G

GROUND SIGN: A freestanding sign with no visible support structure.

Return to TOP

H

Return to TOP

I

ILLUMINATED SIGN: A sign that contains electrical equipment to light it up when it is dark out. This can be done through either an internal or external light source.

INTERNALLY ILLUMINATED SIGN: A sign that is illuminated by a light source inside of the sign.

Return to TOP

J

Return to TOP

L

LED: (Light Emmitting Diode) The LED is a semiconductor that emits light when electricity pass through it. The color of the light emitted can be of different colors including, but not limited to; red, amber, green and blue

LEGIBILITY: The characteristics of letters, numbers, graphics, or symbols that make it possible to differentiate one from the other.

LEXAN: Brand of Polycarbonate manufactured by GE.

LOGO: A design that represents goods, identity or service.

Return to TOP

M

MATRIX: The total of columns and rows of pixels are referred to as the sign “Matrix”. This is commonly referred to in a height and width (HxW) representation. The LED Sign Matrix should never be confused with the signs overall dimensions or size

MESSAGE AREA: The area within the sign panel describing the limits of the message.

MONOCHROME LED: A display that is populated entirely in single color LEDs (e.g.:amber or red), which is less expensive than multicolor LED displays of the same type.

MONUMENT SIGN: A ground sign with low overall height.

Return to TOP

N

NIT: Generally speaking, nit is a unit of measurement of luminance, or the intensity of visible light.

Return to TOP

O

Return to TOP

P

PAN FACE: A plastic sign face molded into a three dimensional shape. Also called molded

face, molded and embossed face, molded and debossed face.

PITCH: It the distance from the center of one pixel to the center of the next adjacent pixel, expressed in millimetres. It is a fundamental measure as it defines the image's quality, the displays' minimum viewing distance

PIXEL: A pixel is a point of light on an LED sign. An LED sign is made up of an array of pixels which can be made up of one LED or a cluster of LEDs that together make up one pixel. The closer the pixels are together the higher the resolution of the image.

POLE OR PYLON COVER: An enclosure for concealing and/or for decorating poles or other structural supports of a ground sign.

POLE SIGN: A freestanding sign with visible support structure.

POLYCARBONATE: Type of material used to form faces.

PYLON SIGN: A freestanding sign with visible support structure or with the support structure enclosed with a pole cover.

Return to TOP

R

RACEWAY: An electrical enclosure that may also serve as a mounting structure for the sign.

READABILITY: It's the maximum distance within the images visualized on the LED screen are readable, therefore clearly recognizable.

RESOLUTION: Measurement of how much information a screen shows. This is based on the total number of pixels within the display area and is a significant factor in determining image quality.

RETAINER: A framing member mounted around the perimeter of a sign face, and attached to the sign cabinet structure. It is designed to attach the face to the cabinet and/or intended to provide a decorating trim piece.

REVEAL: An indented detail on a sign.

RGB: (Red, Green, Blue) Every color perceptible by the human eye is generated by a proportionate mix of these three primary colors.

ROW: A single continuous horizontal line of LED pixels.

Return to TOP

S

SIGN: Any visual display with words or symbols designed to convey information or attract attention.

SIGN CABINET: The enclosure of an electric sign, not including the components and mounting structure.

SIGN FACE: The area of a sign on which copy is intended to be placed.

SIGNAGE: A system of signs.

SINGLE-FACE SIGN: A sign with only one face/side.

Return to TOP

T

TARGET AUDIENCE: The profile of the most desired consumer prospects for a product or service, listed by characteristics such as demography, lifestyle, brand or media consumption, purchase behavior, etc. This is common to all media.

TRAFFIC COUNT: The recording of the vehicles and pedestrians passing a given point, usually in a day.

TRANSFORMER: Electrical equipment that converts input voltage and current to a different

output voltage and current.

Return to TOP

U

Return to TOP

V

VARIANCE: Special administrative procedure by which one may obtain an exception to zoning rules such as height, setback and type of use.

VIEWING ANGLE: A screen's viewing angle is the angle within which the brightness of the display is reduced by 50% of the frontal luminosity. LED displays are at their brightest when viewed "head on" and continues to slowly decrease in brightness as the viewing angle increases.

VISIBILITY: The maximum distance within the LED screen is able to capture human's eye's attention, even if the images are not perfectly recognizable.

Return to TOP

W

WALL SIGN: A building mounted sign.

WINDOW SIGN: A sign that is displayed in a window.

Return to TOP