



## Commercial Displays vs. Consumer TVs: A guide.

Purchasing the right display for your business is an important decision. Display location, content, lighting conditions and hours of operation are all things to consider when creating the perfect solution for your needs. Commercial-grade displays are specifically designed to meet the needs of various businesses in a variety of environments, ensuring content and information comes across as intended. Though many businesses might be attracted by the price of consumer TVs, there are several key benefits you're missing out on if deciding to use consumer digital displays in a professional setting. Before making a decision that will impact how others will view your business, here are a few examples of how commercial displays can help provide you the right tools to get your message across.

### What is a Commercial Display?

In many ways, commercial display models are more powerful than a consumer TV. Depending on the needs of your business, a commercial display or TV may be running up to 24 hours per day. A standard consumer TV is not designed with this type of demand in mind. Consequently, many businesses become disappointed with the programming that appears on those displays or finding out their warranty is voided due to improper use. Additionally, commercial displays often include plenty of customizable options that offer customers a better viewing experience and provide other important key benefits such as:

- Longer parts and services warranties
- Physical and technological security features
- A simpler, more streamlined set up process through remote management systems

These features, when combined, become more cost-effective, customizable and easier to manage, helping to reduce costs while minimizing the administrative and technical burden over time.



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## Commercial Displays

### Primary usage

#### Business

Can roughly be categorized into three main uses: digital signage, video walls and interactive displays

- Digital signage can bring your messages alive with animation that replaces unchanging menu boards
- Video walls are used where multiple flat screens are connected together to form a large stationary image, or feature animation that transitions from the various screens
- Interactive displays offer wayfinding/kiosks with touchscreen capabilities

### Reliability and design

Several reliability and design elements come into play—from simple aesthetics to more complex long-term considerations.

#### Aesthetics

- Typically include simple lines and symmetrical bezels for a streamlined appearance
- Support portrait mode option, with greater internal cooling for such capabilities

#### Connectivity and Control

- May include standard built-in digital signage media players (also referred to as SOC) or options for PC modules
- Expanded input panels mean a much wider variety of inputs, such as VGA, DVI, Display Port, additional HDMI and often Video Loop Out
- Offer RS232 (for connecting computer and peripheral devices to allow serial data exchange between them) and RJ45 (ethernet connectivity over LAN), enabling full control for remote display management; many even include built-in scheduling to turn on/off as needed
- IR and remote lockout altogether help eliminate the possibility of display/screen tampering
- Include varying brightness levels to fit a variety of lighting needs
- Built-in scheduling or external ability to schedule the on/off of the display, eliminating the need for remotes

#### Ruggedness

- Constructed with stronger materials (glass, plastics, etc.) specifically with high traffic areas in mind
- More resistant to both higher/lower temperatures and dusty/greasy environments
- Built-in brightness levels for high-ambient lighting conditions
- Can be left on anywhere from 16–24 hours/day, 7 days/week with greater cooling capabilities for longer run times
- Anti-image retention technology protects against 'ghosts' or 'image burn-in'

### Warranty, service and support

Commercial displays are warrantied for just that: commercial usage, whereby they're typically used in public environments and require more complex technologies and greater flexibility over long periods of time. They also offer a more robust level of post-purchase service and support as standard.

## Consumer TVs

### Primary usage

#### Residential

Consumer TVs are primarily designed for the sole purpose of being used in a domestic setting/different rooms. Typically intended for TV content and consumer electronics/gaming consoles.

### Reliability and design

Often incorporate different design and engineering considerations not necessarily for the business market, though purchase decision-makers feel their price points warrant shorter-term applications. For long-term solutions, this may not be the most cost-conscious route.

#### Aesthetics

- Chassis and bezel designed more for pure aesthetics and generally are not appropriate for business and hospitality settings
- Overall designs change frequently, meeting the needs of residential users rather than business settings
- Should never be used in portrait mode, as they're not designed to support internal cooling

#### Connectivity and Control

- Main focus is on HDMI inputs, but may vary on the type of additional inputs
- If RS232 is included (for connecting computer and peripheral devices to allow serial data exchange between them), it's typically limited to on/off and input switching
- No IR or front panel lockout capabilities, leaving TVs vulnerable to on-screen tampering
- In general, include same brightness levels intended for darkened living areas

#### Ruggedness

- Constructed specifically for home usage where traffic is limited
- Have a much lower threshold for temperature extremes and dusty/greasy environments
- Brightness levels are limited (up to 3.5 times less luminous intensity)
- Can only be left on anywhere from 6–8 hours/day with limited on-board cooling capabilities
- Develop image retention issues, as they typically don't include technology to protect against 'ghosts' or 'image burn-in'

### Warranty, service and support

Consumer TVs are generally warrantied for a shorter period of time and specified for home usage only, with language often citing that the warranty is solely valid for consumer use or void if used in a commercial space. However, some brands might specify if used for commercial use, the warranty is valid for a certain number of days parts and labor. Also, they include a comparatively limited level of post-purchase service or support.