

## DESIGNER'S CHEATSHEET:

# SHOULD I PUT A VIDEO DISPLAY ON THAT WALL?

Who wants to spend between \$2,000 and \$10,000 in infrastructure and hardware to hang a video display (TV) on a wall no one will ever look at? And yet, there are tons of displays that are underperforming because the following variables weren't considered. Here's a cheatsheet to help answer: Should I put a video display on that wall?



**What is the purpose of display?**



**What is the content?**



**What is the size of the room/area?**



**How many people do you need to reach?**



## PURPOSE

If you cannot justify through purpose, you can save the cash – no display needed. But here's a quick run down of purposes for display screens just to make sure!

### DIGITAL SIGNAGE Give Information

Viewers must be able to comfortably read the information, and be in the location long enough to see it. A busy connecting hallway would be a bad place for digital signage because people who stop block flow, and many will be hesitant to stop.



### OVERFLOW FEED Get the action to people who won't fit into the main venue.

When the main event space is at max capacity and people are moved to an adjacent space, the screens are usually larger to provide a better experience. This location could also be receiving a different line cut than the broadcast, more tailored to an overflow audience.



### BROADCAST FEED Connect people to the action, even when not in their seat.

Usually, this comes in the form of a live broadcast of the event happening in the same venue. Again, comfort is key... are they sitting or standing?



### WAYFINDING Tell people where to go to find what they want.

These displays can be big to address large numbers of people flowing through an area. The displays could also be small and adjacent to a door.



## ADVERTISING

Create revenue by serving sponsors.

Displays specific to advertising are designed to reach the maximum number of people in an area. Think about all the places where groups gather, ends of wide corridors, and at strategic places in concourses.



## CUEING

Let people see what's happening so they know when to enter.

Whether in a green room or at the stage entrance, these displays serve to cue actors/participants so they can monitor when to enter the stage.



## ART - Atmosphere and eye candy.

These displays serve no other purpose but to beautify a wall with imagery.



## CONTENT

Content and purpose are mostly synonymous, but content is usually created somewhere else, so the creators don't always have the location and the size of the display in mind. Consider that the displays may have to be designed with restrictions—for example when content comes from a corporate office and cannot be altered to fit the space. Or when a font size is too small to register at a distance. In a perfect world, content is developed to fit the purpose, size, location, and orientation of the screens it will be displayed on, but sometimes designers have to flex to accommodate the content.



## AREA SIZE

Large areas with higher capacity require larger displays and higher mounting heights. Sometimes, a display size is dictated by the wall design. A small TV might be enough but look odd on a large wall.



## AUDIENCE

More people in an area? You are going to need a larger display and higher mounting height to preserve sightlines. However, the bigger variable is if they are seated, standing, or walking.

If the audience is seated, the displays should be comfortable to look at. Seating areas usually mean waiting—which makes those areas prime locations to reach people. Walking people have a limited view time so displays and content are limited.

With a little thought, you can make sure the right audience is reached with the right information, in the right place, at the right size and mounting height.