



Pixels & Possibilities

Insights into the Future of the dvLED Landscape.

A Fireside Chat with K -WAV President & Founder Doug Wack

⋮ You Can't Have
a Fireside Chat
Without a Fire
can you?



Meet Us



Doug Wack
K-WAV President

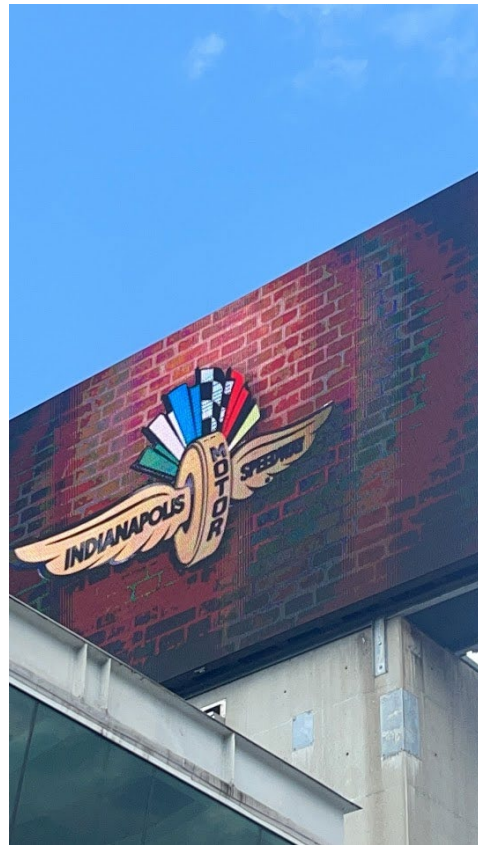


Mike White
AV-Maven Founder

Before We Get Started..A Burning Question



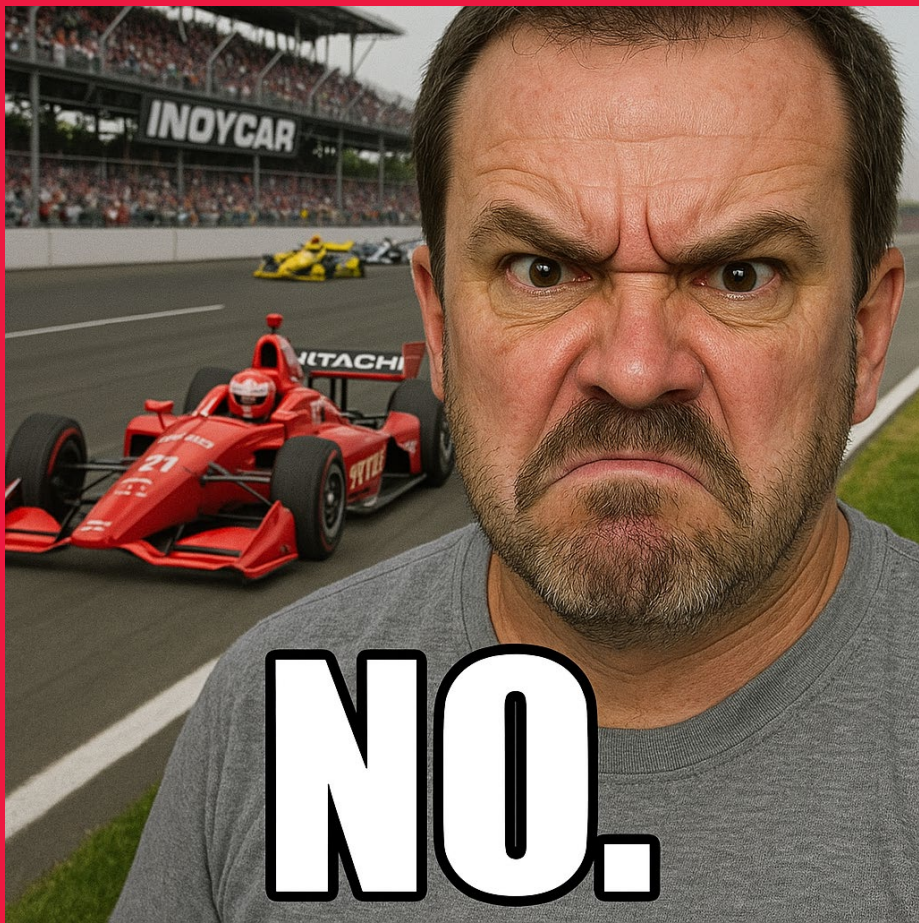
At the Indy Motor Speedway...



Does the Fastest Car Always Win?



The Short Answer...



ANY
THOUGHTS?

It's Teamwork
It's Efficiency
It's Speed
It's the Attention to Detail
It's Thoroughness
It's Reliability
It's the Quality
It's Pre-Race Prep
It's Trust

Winning Takes More Than Being The Fastest Car





SOUND FAMILIAR?

❖ The Same Things Create A Successful Digital Signage Project



Mercedes-Benz of South Austin

With The Burning Question Answered...



- Our Company History
- How Great our LED Displays Are
- LED Will Replace Projection and LCD - (It Won't)
- Pixel Pitches vs Resolution
- Viewing Distances
- Viewing Angles
- Nits vs Lumens

**...We Promise not to talk
about any Snoozers!**



So What Are We Here For Today?

The Uses for dvLED are Evolving &
Digital Signage is Helping Lead the Way



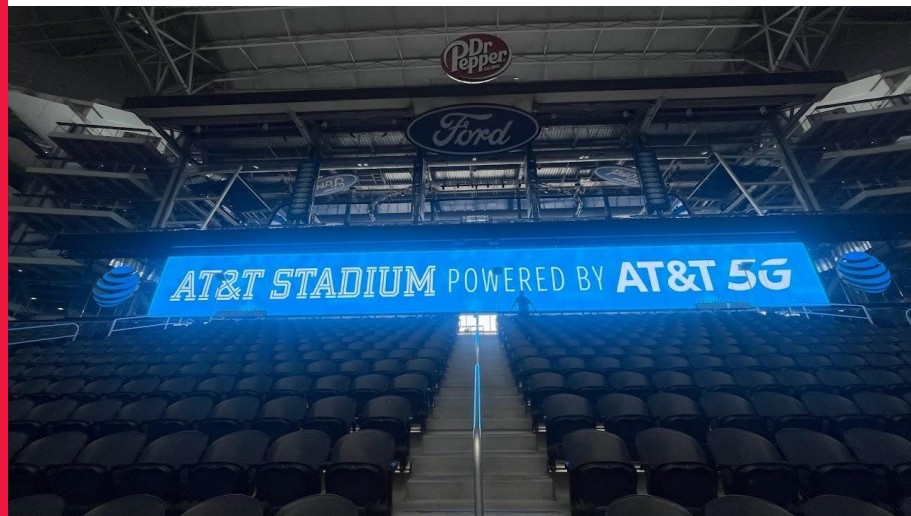
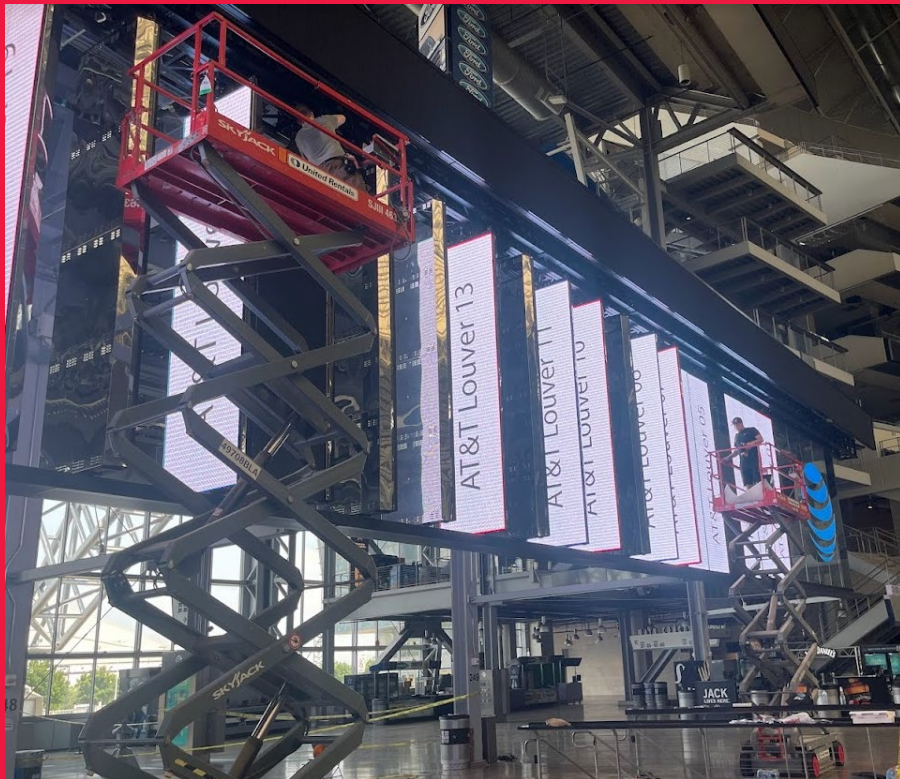
dvLED is Changing Retail



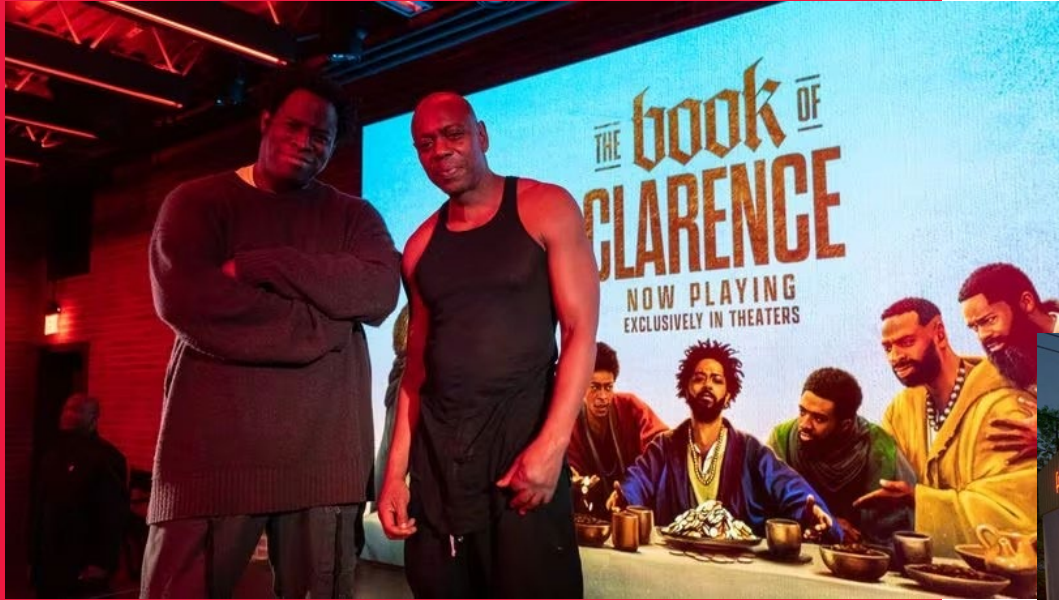
And Museums...



Even AT&T Stadium



And Certainly with Unique Implementations



⋮ So Where Will the use of dvLED Grow?

Fortune Business Insights Research States:
The highest growth in 2026 will be in...

- Retail
- Airport/ Railways
- Control Rooms
- Media & Advertising
- Sports & Entertainment
- Auditorium
- Commercial Buildings
- Museums

But the highest projected area of growth...

**DIGITAL
SIGNAGE**



But It Goes Beyond Beautiful Displays...

Implementing dvLED Successfully
Requires A Deep Understanding of
Where the Potential Pitfalls Exist

Success Means Controlling Quality & Outcomes

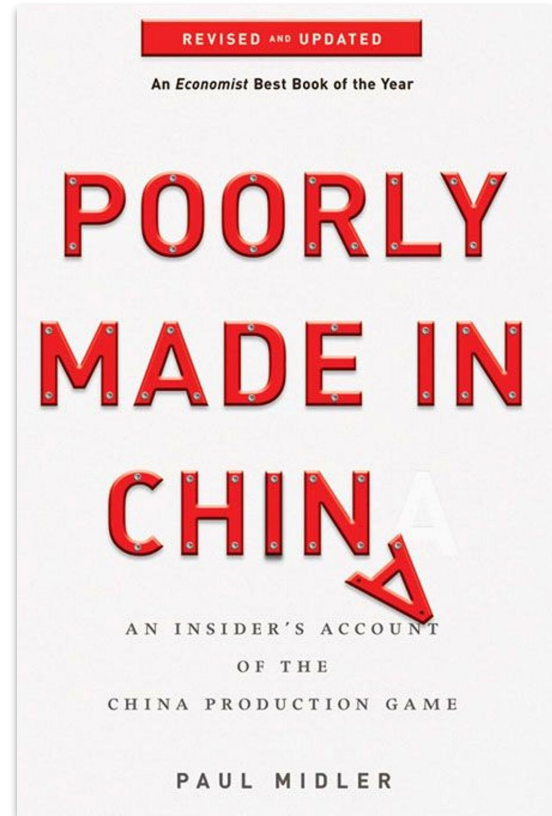
- End-User
- Integrator
- Domestic Shipping and Logistics
- US Import Company- US or Foreign Owned
- International Shipping Logistics
- Manufacturing Facility
- LED Lamp Manufacturer
- LED Control System Manufacturer
- IC Driver Chip Manufacturer
- Mask or Shader Manufacturer
- PCB Board Supplier
- Power Supply Supplier
- Die-Cast Frame Supplier
- Installation Hardware Supplier
- Cabling and Connectors Supplier
- Shipping Packaging

⋮ Some Inconvenient Truth:

Anyone Can Import

Few Can Navigate the Project Details

Even Fewer Can Impact Quality &
Create Positive Outcomes

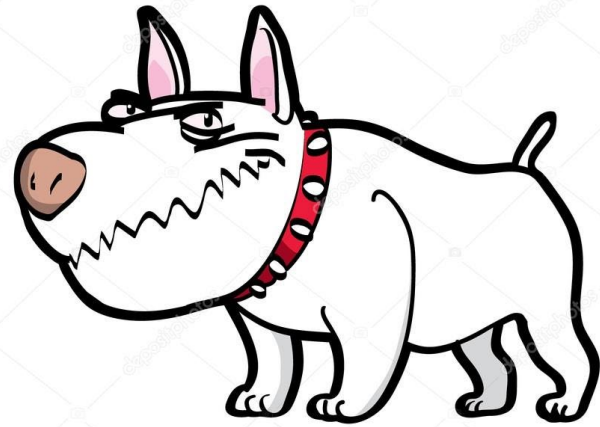


⋮ Mistakes can be costly. Find a partner who is all about the Details....

Electrical outlet out of place	Days
Wrong voltage	Days
Insufficient amperage	Days
Wall not flat	Days/Damage
Site not ready/Dusty/Paint	Days
Module Install Damaged	Up to \$100 ea.
Client Content	Ongoing
Poor mechanical design	Dollars
Untrained Team	All of the above



⋮ You Ultimately
Need A Team &
Watchdog To
Manage the
Process



In Closing We Answer A Few Questions

- With No Set of Standards in LED – **What is Quality?**
- **Acceptable Vs Non-Acceptable** Uses of dvLED..What Are They?
- Should I be leary of suppliers taking Large Projects **Direct?**
- End-users Are Upset By the **Lack of Service & Support** (How to avoid this)
- Let's Recap the Benefits of dvLED in **Digital Signage.**

It's Teamwork
It's Efficiency
It's Speed
It's the Attention to Detail
It's Thoroughness
It's Reliability
It's the Quality
It's Pre-Install Prep
It's Trust

It's





Thank You

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