

advertising
annual reports
articles
catalogs
direct mail
event planning
identity
newsletters
public relations
special projects
technical
web



As copywriter for Fair-Play publications, a close collaboration with the graphics team was essential. We worked together to develop copy and graphics that illustrate the distinct benefits of Fair-Play Scoreboards for coaches, athletic directors and administrators.

Fair-Play Features and Benefits

Fair-Play Scoreboard Benefits-Outdoor

- Major LED light pollution avoidance scores on all outdoor scoreboards.
- Timing feature allows for maximum visibility to all lighting conditions.
- Change over games and score combination with variable digital components.
- Operable in inclement weather to protect against the effects of rain and wind.
- Operable from indoor location.
- Free combination time logs.

Outdoor scoreboard benefits

Water resistant
Fair-Play's aluminum body provides more than 1000 hours of protection from moisture and corrosion. The scoreboard's weather-resistant coating protects the scoreboard from moisture and corrosion.

Best & brightest
High contrast and low light use one complete scoreboard's power while ensuring bright, readable numbers in the dark to see the scoreboard's numbers at night.

Wide sights
Wide, bright digital numbers maximize the scoreboard's readability for the field, court, or arena seats with large viewing fields.

Fair-Play Scoreboard Benefits-Indoor

- Non-LED led lights provide consistent color—no "flickering".
- Free colorfull and weathering options with standard scoreboard.
- Standard score with extra in-line scoreboard.
- Double score allows standard scoreboard (1000 score).
- Free combination time logs.

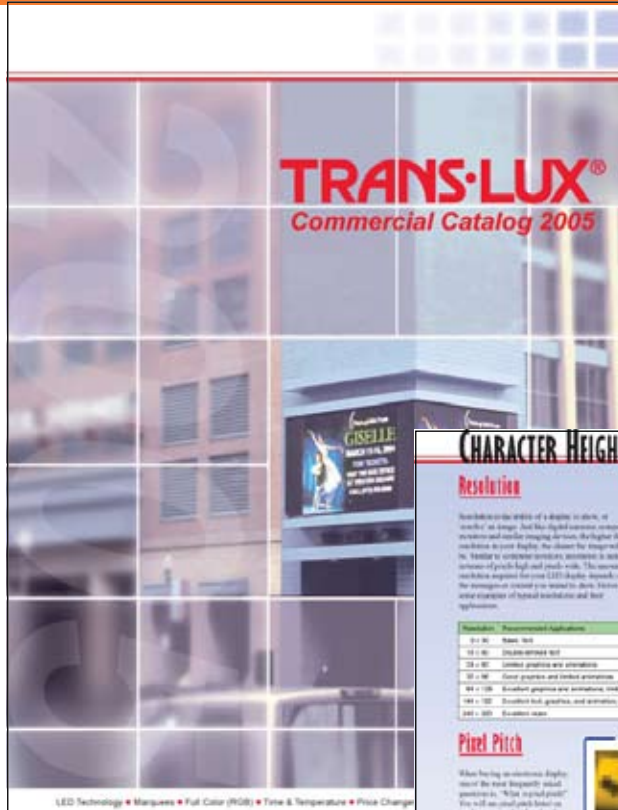
Indoor scoreboard benefits

Visible LEDs
Touch and long-lasting LEDs provide maximum visibility to the scoreboard. No more changing light bulbs!

Acrylic protection
Not all LED lights are created equal. Fair-Play's indoor LED lights are built to last. They are not only protected from the elements, but also from the scoreboard's own heat.

Full light colors
Fair-Play's indoor scoreboards come in a variety of colors. From standard red and green to unique scoring alternatives and more availability.

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Trans-Lux West manufactures electronic signage using LED (light emitting diode) technology. Selecting the right sign can be a technical challenge for new customers. As copywriter on the project team, we combined compelling copy with instructive graphics that helped translate industry jargon.

CHARACTER HEIGHT / PIXEL PITCH

Resolution

Resolution is the width of a display in dots, or pixels, or segments. Just like digital cameras, monitor resolution and video imaging devices, the higher the resolution is, the better the image for images will be. Higher resolution monitors increase the level of resolution of your high end media. The amount of resolution required for one LED display board can be managed based on what the client needs and other examples of hybrid resolution and best applications.

Resolution	Recommended Application
320 x 240	Small LED
640 x 480	Standard LED
1280 x 800	Standard graphics and animation
1920 x 1080	Standard graphics and animation, standard graphics
3840 x 2160	Standard high graphics and animation, standard video
7680 x 4320	Standard video

Pixel Pitch

When buying an electronic display board, the most important consideration is "What is the pixel pitch?" You will see pixel pitch listed on nearly every product based on the resolution of the board. The smaller the pixel pitch, the closer the pixels are together.

Pixel pitch is important because, as the pixels get closer together, the more information you can display. The closer the pixels are together, the more information you can display. The closer the pixels are together, the more information you can display. The closer the pixels are together, the more information you can display.

VIEWING ANGLE / EXPOSURE

Character Height

Character height is the minimum character height of a character on the display. There are different character heights for different applications. The way to calculate character height is to divide the pixel pitch by the resolution.

Viewing Distance

Viewing distance is the minimum distance to the display to see the characters clearly. It is calculated by dividing the character height by the resolution.

Viewing Angle

Viewing angle measures visibility in degrees. It is the angle between the viewer and the display. The viewing angle is determined by the resolution of the display and the viewing distance.

Viewing Exposure

Viewing exposure is the amount of time the viewer spends looking at the display. It is determined by the viewing angle and the viewing distance.

LED Technology • Marquee • Full Color (RGB) • Tone & Temperature • Price Change