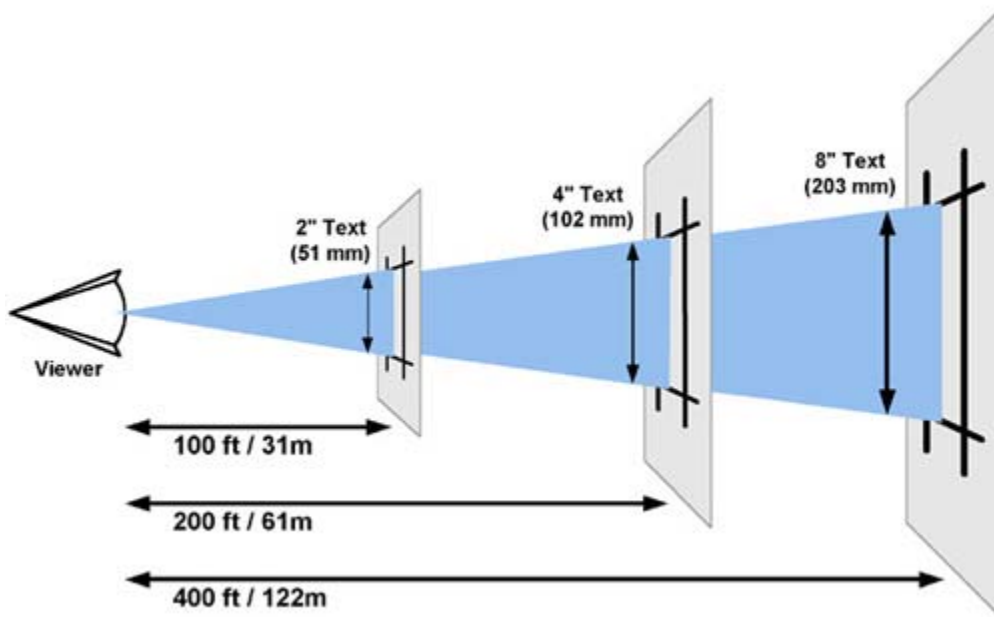


# Viewing Distance and Time

Viewing distance is one of the most important factors needed to determine the correct size of most electronic signs.

As a general rule: **1 inch of text is viewable up to 50 feet away<sup>1</sup>** or **25mm of text is viewable up to 15m away**. The following diagram illustrates at what distance and character size that a stationary audience will recognize and understand the content of an electronic sign.



content.

As a summary:

- 2 inch text works well in most foot traffic areas, such as for indoor applications.
- 4 to 6 inch text is ideal for 45mph or under traffic, such as outdoor church and school applications.
- 8 inch text or larger works is suited for most outdoor applications where traffic is 60mph or slower.

| Character Size |     | Max. Viewing Distance |       | Max. Viewing Time (seconds) <sup>3</sup> |               |               |               |                |
|----------------|-----|-----------------------|-------|--|---------------|---------------|---------------|----------------|
| inch           | mm  | foot                  | meter | 25mph / 40kph                            | 35mph / 56kph | 45mph / 72kph | 55mph / 89kph | 65mph / 104kph |
| 2              | 51  | 100                   | 31    | 2.7                                      | 1.9           | 1.5           | 1.2           | 1.0            |
| 4              | 102 | 200                   | 61    | 5.5                                      | 3.9           | 3.0           | 2.5           | 2.1            |
| 5              | 127 | 250                   | 76    | 6.8                                      | 4.9           | 3.8           | 3.1           | 2.6            |
| 6              | 152 | 300                   | 91    | 8.2                                      | 5.8           | 4.5           | 3.7           | 3.1            |
| 8              | 203 | 400                   | 122   | 10.9                                     | 7.8           | 6.1           | 5.0           | 4.2            |
| 9              | 229 | 450                   | 137   | 12.3                                     | 8.8           | 6.8           | 5.6           | 4.7            |
| 10             | 254 | 500                   | 152   | 13.6                                     | 9.7           | 7.6           | 6.2           | 5.2            |
| 12             | 305 | 600                   | 183   | 16.4                                     | 11.7          | 9.1           | 7.4           | 6.3            |
| 16             | 406 | 800                   | 244   | 21.8                                     | 15.6          | 12.1          | 9.9           | 8.4            |
| 20             | 508 | 1,000                 | 305   | 27.3                                     | 19.5          | 15.2          | 12.4          | 10.5           |
| 24             | 610 | 1,200                 | 366   | 32.7                                     | 23.4          | 18.2          | 14.9          | 12.6           |
| 36             | 914 | 1,800                 | 549   | 49.1                                     | 35.1          | 27.3          | 22.3          | 18.9           |

