



Article Side

An old Concept with a Modern twist: Electronic Signs by [Ronny Smith](#)

Article published on July 19th 2012 | [Advertising](#)

Why Illuminated signs?

In this fast and competitive world every marketing company and marketer is vying for the top spot. In such a scenario to give a marketer an edge over the others he has to constantly think of new means to advertise his product. One very such novel venture would be to use illuminated signs. These signs use an LED display to highlight the product banner that they are marketing. Even in a group of banners an electronic sign will stand out because it will be glowing and all its content will be displayed with precision.

Attention seekers

The consumer is automatically drawn towards anything that is attractive or i.e. catches its attention. LED signs make use of that very same principle and grab the maximum attention of the consumer. It takes the message you want to convey to the consumer to the next level and leaves an imprint of it on him.

Advantages

The advantages of the illuminated sign are many. One might argue that since such a display constantly uses power it will be expensive to maintain. The truth is that since these displays use LEDs they run on a fraction of the power required to run a conventional bulb while at the same time providing a bright and precise visibility. The LEDs used in these displays have a life of around 100,000 hours so it is very efficient in the long term. Also since LEDs emit a very small amount of heat they are much safer than conventional bulbs as they are less likely to fail or blow up.

The construction of these LED signs is also simple and at times their assembly does not even require tools. Ergonomically designed these LED displays can be disassembled and packed in a significantly compact manner and hence are easy to transport. They are also light in weight.

Usage

They are best used in conferences, seminars or in any gathering to highlight your product. Industries of all types from fuel stations to department stores used Illuminated signs. Interior Illuminated signs are very efficient and useful when utilized in airports, fairs, trade shows, road shows, malls, and office buildings for giving directions and advertising any product.

Product/ Types

A standard LED display will be usually made of a folding grid structure. Many have an option of being lit from the inside as well as from the out. This ensures that the whole of the illuminated sign is evenly bright and there are no dark spots. LED signs are available a variety of shapes. Some of the commonly available shapes will be the tower shape, the flat banner and the box shaped banner. Each shape has its advantage and its utilities. The tower shape ensures that the consumer will be able to view the product information from all directions. The box type sign can also be used as a table on which brochures for the product may be put up. The flat banner LED display does not consume space and yet manages to convey a bright message to the consumer.

Article Source:

<http://www.articleside.com/advertising-articles/an-old-concept-with-a-modern-twist-electronic-signs.htm> - [Article Side](#)

[Ronny Smith](#) - About Author:

Check out for the wide range of advertising displays from a [Easydisplay.ie](#) to market your product in public fair, exhibition and events.

Article Keywords:

LED display, LED sign, Illuminated sign, Electronic signs

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!