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It is never easy to pick out a high-quality LED display for outdoor use. But there are a few important things that a good display must have.

1. Waterproof Protection

First of all, your cabinet or enclosure has to be waterproof for an Outdoor LED display. The structure, cables and plugs have to resist any kind of weather outside. The cabinet itself has to be very well sealed. Get to know the IP level of the display and check out if your display fits your requirements. If necessary, ask your supplier to conduct a waterproof test of the whole cabinet or enclosure.

2. Heat Elimination

A solid waterproof LED display also has to have good ventilation system. You don't want your display to be burned in over 100 degree summer time heat. A good cabinet can make sure to cool down the display in many ways: good structure, heat-conducting materials, fans and intakes. Also installing a temperature probe inside the cabinet can inform you any unusual temperature change inside the cabinet.

3. The Brightness

Sunshine can easily make your display invisible so the brightness of the outdoor display has to be at least 5000cd/m² to show clear images or messages in a sunny day. Don't trust your eyes if you are looking at some LED displays inside because all of them look very bright there. The supplier should be able to use optical machines to test the true brightness.

4. Uniformity

In order to ensure that the display image is not distorted; the surface should be as flat and even as possible. Normally the tolerance should be within $\pm 1\text{mm}$. Take a look at the display from both sides and you will see the flatness of the display.

5. White balance

Make sure that you examine the display with pure white color being shown rather than fancy colorful videos. You can see so many things when the display is in pure white which will indicate quality level. A good LED display will look very uniform in both color and brightness, and there should be no color bias.

6. Good chips

Yes, the tiny chip inside every LED pixel counts too. You want to know which brand the LEDs are from and different brands LEDs are different on their longevity, brightness, stability and performance. Also their price varies a lot. Make sure the price that your supplier gave to you fits the brand relative to the market.

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