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McDonald's Display Specifications

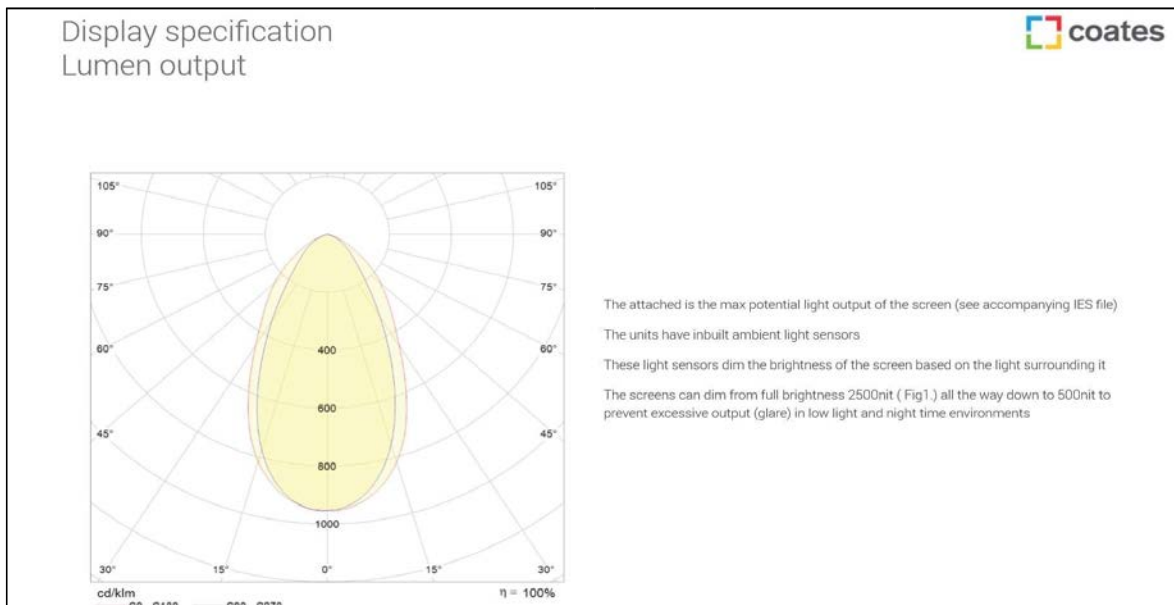
The ODMB digital display is equipped with both a dimmer control and a photocell that automatically adjusts the display's intensity according to natural ambient light conditions.

- Effective Area = 19.87 sq ft
- Sign Brightness 73.97 foot candle (2500 nit)
- Sign Brightness at distance – calculated by $1/d^2 \times \text{Sign Brightness} = 0.00037322$ foot candle
- Ambient Light = .09 foot candle (1 lux)
- Ambient Light + .3 foot candles = .39 foot candle

End user cannot adjust sign over 2500 nit output and cannot manipulate brightness change algorithm

Installation Settings

Brightness is set to 100. Max and min settings are 100 and 20.



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