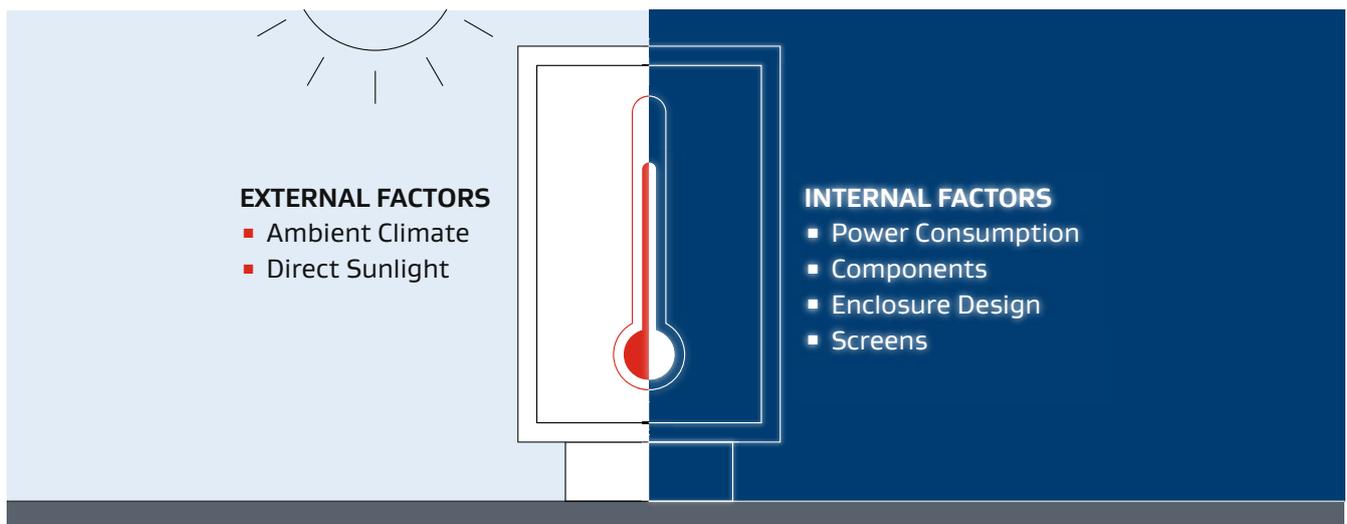


WHAT IS DRIVING HEAT EMISSION FOR DIGITAL SIGNAGE?



Ambient climate

Outdoor conditions can change fast and dramatically: Temperatures will vary significantly throughout the year and depending on geographical location, high humidity levels can be a serious challenge, too.

Direct sunlight

Direct sunlight, indoors and outdoors, will not only significantly increase overall temperature in digital signage, but can also create specific hotspots: areas of high heat that can lead to temporarily loss of image and permanent scarring of the LCD, LED or plasma screen.

Screens

Outdoor displays need to be significantly brighter and often larger than their indoor counterparts for the content to stay viewable – from far away and even in direct sunlight. A rise in brightness and size significantly increases heat emission and power consumption.

Power consumption

The more power a digital signage unit consumes, the more heat potentially develops internally.

Components

In electronics, performance always equals heat. Therefore, higher performing equipment and increased electronic components in thinner digital signage enclosures lead to higher heat emissions.

Enclosure design

The usage of heat-storing materials, glass and dark colors in enclosure design lead to increased heat accumulation. The total surface area of the enclosure as well as the number of sides exposed to the elements affect how much heat needs to be dissipated.

The Solution: GORE Direct Air Cooling for Thermal Management in Digital Signage

The GORE Direct Air Cooling solution uses a fan to move ambient air into digital signage units thereby cooling the hot interior. Unlike conventional direct air cooling systems, we combined this thermal management technology with our high efficiency membrane filters for thorough ingress protection from salt, dust, water and other contaminants, making GORE Direct Air Cooling the only fit for indoor, outdoor, and semi-outdoor application.

The result: the most reliable and cost-effective prevention of overheating from internal and external heat for digital signage in every environment – to keep your systems cool and operational for as long as possible.

More information: www.gore.com/digitalsignage

