



Stretched Displays Open New Opportunities

What are stretched displays?

[Stretched displays](#) are screens with an ultra-wide 32:9 aspect ratio. Also known as bar displays, these panels come in a variety of configurations, accommodating for a number of sizes, brightness, and design options.

Stretched displays are being widely adopted across digital signage and wayfinding applications, allowing for space-saving designs and panoramic content delivery. Stretched technology allows putting displays in places where the screen could not live before—further expanding digital signage capabilities.

High demand for 32:9 panels comes primarily from transportation and retail industries; however other applications such as hospitality, entertainment, and healthcare are increasingly adopting the stretched display.

Native vs. cut stretched displays

Until recently, customers requiring 32:9 ultra-wide aspect ratios had to settle for “cut” displays. As the name implies, regular 16:9 panels were resized into 32:9 aspect ratio. This method would require module disassembly, panel cutting, and then re-assembly into the stretched solution. This was not only costly and inefficient but even more importantly resulted in subpar product performance. Broken glass, fragile sealing, micro-cracks, light leakage were typical challenges that clients encountered with cut bar displays.

Today the customer has a choice to upgrade to native stretched panels. Samsung PID’s stretched panels are made using native ultra-wide LCD masks to manufacture professional grade stretched panels. SDC’s stretched 32:9 h-FHD panels are made to meet the same performance benchmarks as our 16:9 LCD’s: There is no compromise on quality! This approach gives those using Samsung Display’s stretched panels a clear competitive advantage in performance, quality, and durability.

By choosing native stretched panels like those from SDC PID, you not only help the environment (less wastage) but also your business since most “cut” panels have no warranty. SDC’s stretched panels come with industry leading 2 years 24/7 usage warranty.



Innovative next-generation PID panels are built stretched - not cut.

Unique advantages of SDC’s stretched PID displays:

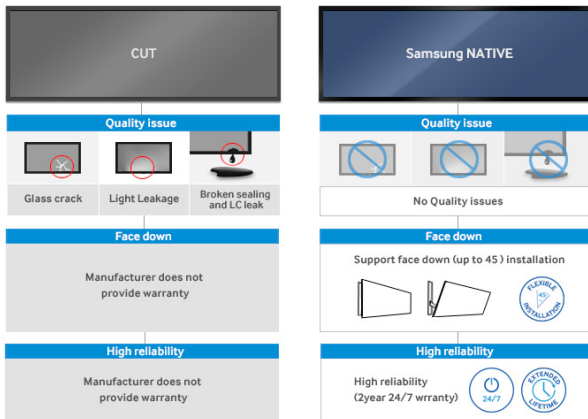
- 32:9 ultra-wide screen format allowing for panoramic content presentation, driving creative, high impact installations.
- Increased visibility due to face down (up to 45°) installation capability (*this special feature is based on panel manufacturing technology, not all panel suppliers can support this



performance).

- Versatile design solutions due to compatibility with both landscape and portrait layouts.
- High brightness screens that are glare-free and perfect for indoor and semi-outdoor applications.

Comparison of Display Quality



Comparison of display quality - Samsung Display's native 32:9 panels vs. cut panels provided by others.

How to choose the right high-performance stretched display?

Professional grade stretched displays are offered in a variety of specifications. Here is what to look for when procuring your stretched panels:

Size and formats

Look for a range of **sizes** to work with any space saving designs. Samsung PID currently offers 29" and 37" panels both in **module** and **open cell** configurations for stand-alone as well as custom solutions where screens are integrated in the design.

Bezel size

Narrow bezel design allows creating multiple configurations such as 1x2, 1x3 or 1x4 etc. The narrow bezel allows for multiple stretched displays to be stitched together in a beautiful and practical design.

Side profile

Ultra-slim panels – currently less than 1 cm thick. Given that most customers are working with space constraints or with installations where the screen is a stand-alone element also visible from the back, thick screens become an obstacle for the viewer experience and project aesthetics.



Panel versatility

Ask for compatibility with both **landscape** and **portrait** layouts as well as **face down (45°)** usage. Choose panels that allow for flexible designs and are built to support multiple viewing directions.

Image quality

Do not forget to evaluate display performance with respect to high **resolution** and **contrast ratios**. We recommend h-FHD resolution and enhanced contrast ratios for stretched panels. These specifications will bring vivid, lifelike images to life and make panoramic content stand out. For commercial applications, insist on anti-glare displays with wide viewing angles to ensure pleasing customer experience.

Cost of ownership

Ensure high ROI and low cost of ownership by closely evaluating the build quality and warranty. Check that the panels can withstand long operating hours and accommodate for extreme weather conditions. If you are looking for a dependable, robust signage product, choose black **mura-free** technology panels with **high Tni liquid crystals**.

Ever-increasing use cases and segment growth

Driven by retail and transportation, bar display market is growing rapidly, validating the product adoption for other applications.

Retail

[Retailers](#) have long been capitalizing on stretched display technology. They are often used to encourage and influence purchase decisions through in-store advertising of product information, benefits, and deals.

Bar displays allow themselves to 'fit-in' without coming in the way. This allows them to be placed at the store shelves, and even on equipment or furnishings.



Stretched displays in retail help connect the shoppers with the latest and most relevant deals.

Some businesses also use stretched displays for pillar installations, particularly in corporate settings.



Stretched displays amplify design and allow sharing information and updates in real time.



Stretched displays in shopping mall installations provide information, directions, and advertisement to shoppers.

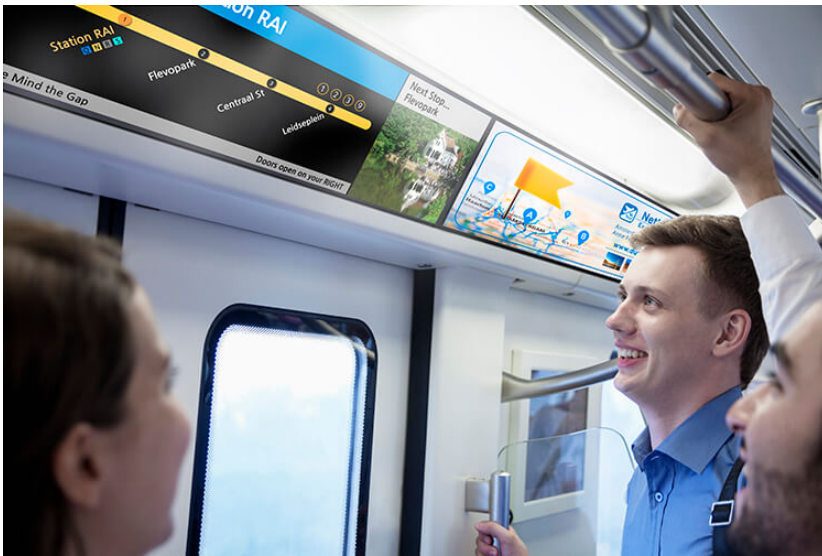


Stretched displays in grocery store installations provide product and promotion information.

Transportation

In [transportation settings](#), stretched displays usually perform the informational or advertising functions. Recently with the evolution of the content management solutions, the ultra-wide nature of stretched panels invites both functions to be on display at the same time.

Stretched displays are being adopted in public transportation venues: airports, rail stations, bus terminals, and subways. They are used as information displays to provide wayfinding, transport schedule, weather updates, advertising and general information broadcasting.



Stretched displays used in transportation sector provide information and advertisement, successfully accommodating limited space without compromising user experience.



Stretched display in action at the train station.



Stretched display in action at the airport.



Stretched display in action outdoors.

Growth areas in other applications

Hospitality and entertainment industries are increasingly using stretched panels to enhance the interior design and deliver prime experiences through providing valuable, real-time information to their patrons in lobbies, elevators, and hallways. High-end dining has adopted the stretched displays to enhance the ambiance and showcase the dishes and deals.

With healthcare regulations being relaxed, display technology is also increasing its footprint in hospitals and care facilities, especially for wayfinding and information broadcasting.



Stretched panels are an exciting growth opportunity within the professional information display industry due to their versatile design. Help your clients advance their business by recommending a native stretched display solution. [Get in touch with Samsung PID team today to discuss your options.](#)
