

**How does  
display size  
impact  
productivity?**

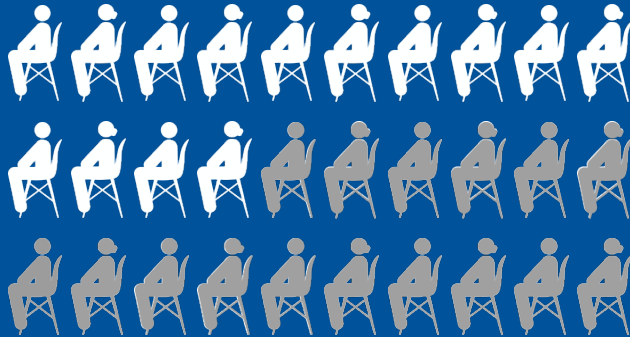
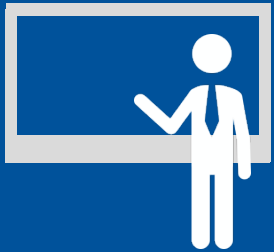


**How does  
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# 55%

of people in an average training room  
can't read content on a 70" flat panel

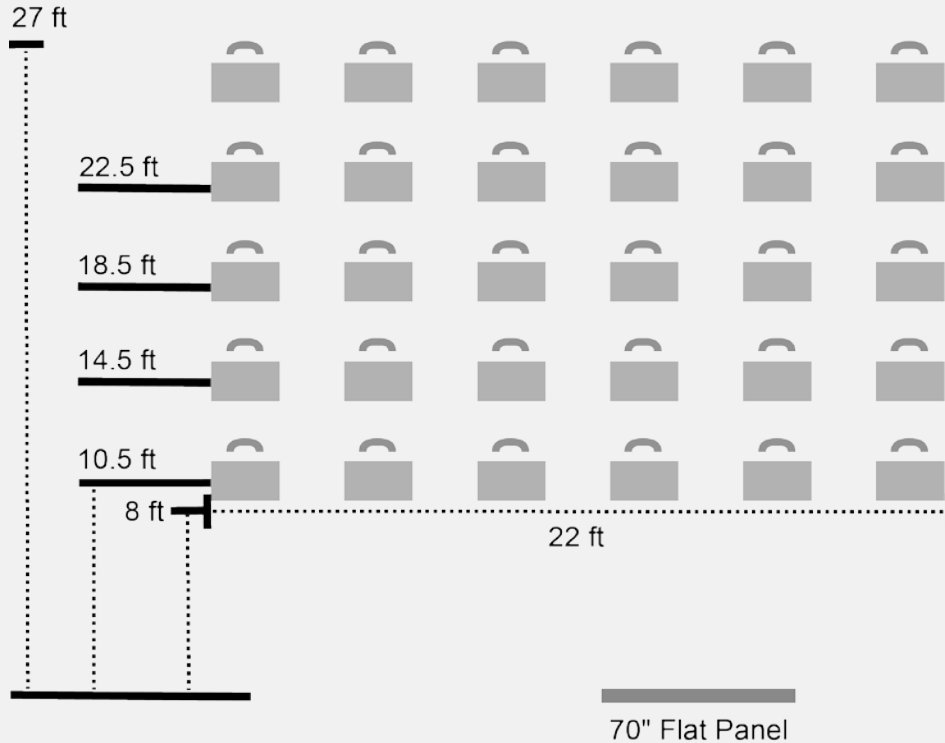


Leading 70-inch class 4k resolution flat panel in a 22' (width) by 27' (depth) training room arrangement. When asked to copy down six short items of information from slides being displayed, 55% of respondents ages 18+ copied at least one item incorrectly. Based on U.S. research conducted by Radius Research.



# Display Size Readability- Research methods

## Display Size Readability Test Setup



Drawing not to scale

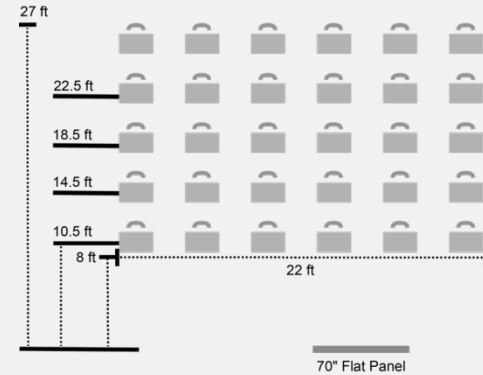
- The study was conducted by Radius Research with 111 adults\* ages 18+ in a 30-foot-by-30-foot conference room
- Participants were asked to read typical presentation content (graphs, charts and text-based information)
- Then participants had to write down what they saw
- Information was displayed on a top-selling 4K 70-inch flat panel display

\*Participants brought their glasses or contacts with them (if needed) and were not colorblind.

# Flat Panel Readability Test Results

- Research results support the 4/6/8 rule widely used by A/V professionals to determine the appropriate sized displays for conference rooms and large venues.

- 4/6/8 Rule prediction of participants in viewing range = **12**
- Average number of participants able to read in research study = **14**



- Results are also consistent with InfoComm DISCAS draft standards by display sizing published by InfoComm International.



# Flat Panel Readability Test FAQs

- **Who did the research?**

The independent, quantitative study was conducted by Radius Research in multiple U.S. markets.

- **What flat panel was used?**

Sony 4K Ultra HD model – #1 selling 70-inch flat panel

- **How many people were tested?**

111 adults ages 18+. Radius Research determined the sample size needed for this study. Adults 22 and under were enrolled in school/university. Adults 23+ were professionals that routinely attended meetings or training sessions in conference/training rooms.

- **How big was the room, and how far away were the participants?**

The room was about 30'x30', and there were 30 seats in a traditional training room layout (5 rows, 6 seats/row). The first row started about 8' from the display, and the back of the last row was about 27' from the display.

# Flat Panel Readability Test FAQs

- **What was shown to them and how big was the text?**

Participants were shown basic content – a simple text table, Excel spreadsheet and PowerPoint schematic – then asked to find six data items (a word, short phrase, or number) and copy it down. Size of text varied from large headlines to smaller details. Missing at least one of the six items meant the participant was counted as “can’t read” the content.

- **Which seats were the worst?**

The sample size for each seat is not large enough to substantiate “can’t read” statement for a particular location or distance, but the error rate of respondents in the back rows was significantly higher than in the front rows.

- **How was the eye sight of participants checked?**

Participants were asked about their eyesight and if they were using glasses/contacts they had to wear them during the study.





**Thank You**