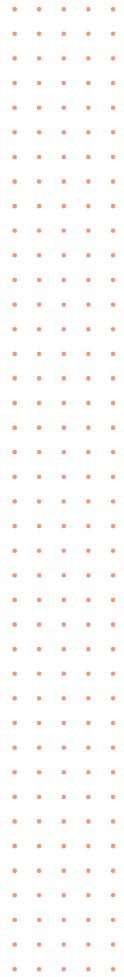


The importance of TCO when investing in dvLED displays.



## What is the Total Cost of Ownership (TCO)?

The TCO encompasses the total product cost for its entire life cycle, including purchasing, installation, operation, maintenance, and support costs until the product reaches its end of life.

AV partners/integrators unsurprisingly focus heavily on the price of purchase & installation because these are the costs that directly impact capital expenditure. From the end-user perspective, however, the long-term impact of operational, maintenance and support costs are equally as important since they profoundly affect their annual operational budget.

With climate change regulations coming to the forefront of business leadership, standards such as LEED building certification are gaining wide popularity among business leaders. They are continuously looking for ways to reduce operational energy costs especially from notoriously power-hungry dvLED walls.

### LOW TCO = BETTER PLANNING

Keeping TCO cost down allows long-term global AV budget savings.

Mastering end-to-end TCO of AV expenditures allows a clearer view of current and future expenses.

Long-term savings derived from a detailed understanding of enables investments in even more efficient technologies.

Our Zavus™ XP is the only product line offering unparalleled image quality while at the same time maximizing power efficiency, thereby reducing carbon footprint.

## What is the best metric to evaluate power efficiency for dvLED products?

Since dvLEDs come in all shapes and sizes the established metric up until now has been Watts/m<sup>2</sup>. This refers to electrical power consumption per square meter and is useful in calculating HVAC cooling requirements. However, it ignores the amount of optical power produced for every electrical Watt consumed. We hold that optical power produced being just as important as electrical power consumed. We therefore propose the all-inclusive metric of nits per Watts/m<sup>2</sup> as a true metric of any display technology's efficiency.

## Why does the metric of nits per Watts/m<sup>2</sup> matter?

As nits are candela/m<sup>2</sup> and candela is lumens/steradians this metric effectively conveys the light produced by a display for every electrical Watt consumed. It is a true metric of a display's electrical to optical energy conversion efficiency ratio ensuring your investment delivers the best performances, benefiting from advanced engineering and best in class technologies, without running cost way above average; or invest in a product that allows you to keep a very low TCO, without sacrificing key elements such as luminance, contrast and color.



## How does Zavus™ XP compare to the market?

Our Zavus XP P1.2 is one of the most efficient products in its category: **2.45** nits per Watts/m<sup>2</sup>.

Average efficiency of **1.00** nits per Watts/m<sup>2</sup>  
(For comparable SMD P1.2 products).

## How does Zavus™ XP lower your TCO?

Flip-Chip Common Cathode COB architecture.

Fully encapsulated LDMs with micro-LED lamps are immune to ESD, scratching, oxygen and moisture.

Reliability increases more than 5x when compared to competing SMD offerings.

Reduce more than half of your running cost with Zavus™ XP. Accept no compromises with state-of-the-art MicroLED ultra fine pitch technology and leading image processing.

<https://jupiter.com/Zavus> for more informations