



THE OMAN BUYER'S GUIDE

# BOE LED Displays: Indoor & Outdoor

How to choose the right LED video wall, signage or DOOH screen for your space — pixel pitch, indoor vs outdoor, panel types, budgeting and a pre-survey checklist.



**Kays International LLC (Kays IT)**

Authorised BOE Reseller · supplying & installing LED displays across Oman since 2006

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## START HERE

# Buying an LED display in Oman

An LED video wall is a serious investment, and unlike an off-the-shelf TV it is engineered to your space. This short guide explains the few decisions that drive both the result and the price — so you can budget with confidence and ask the right questions before you commit. It is written to be vendor-neutral on the basics, then shows where BOE's  $\alpha$ -MLED range fits.

## Direct-view LED vs a tiled LCD video wall

A tiled LCD wall joins separate panels, leaving thin bezel lines across the picture. Direct-view LED (BOE's Mini/Micro LED, branded  $\alpha$ -MLED) is one seamless canvas with no bezels — brighter, higher-contrast, and buildable to almost any size or shape, indoors or outdoors. It is the modern choice for boardrooms, control rooms, retail, signage, façades and events.

## The five decisions in this guide

- Indoor or outdoor — they are built differently.
- Pixel pitch — how sharp, matched to viewing distance.
- Panel type — fixed, flexible, all-in-one or rental.
- Budget drivers — what actually moves the price.
- Your pre-survey checklist — what to prepare.

**DECISION 1**

## Indoor or outdoor?

This is the first fork. Outdoor screens need far higher brightness to fight daylight and must be sealed against Oman's heat, dust and humidity — so they are built and priced differently from indoor screens.

	Indoor LED	Outdoor LED & DOOH
<b>Pixel pitch</b>	P0.9 – P2.5 (fine)	P2.5 – P10 (long-range)
<b>Brightness</b>	~600–1,200 nits	Up to 6,000+ nits (sunlight-readable)
<b>Weather sealing</b>	Indoor-rated	IP-sealed front & rear
<b>Viewing distance</b>	Close (1–10 m)	Far (5 m+)
<b>Typical use</b>	Control rooms, studios, retail, mosques	Billboards, façades, transit, stadiums
<b>Technology</b>	COG / COB fine pitch	SMD / COB high-brightness

DOOH (Digital Out-Of-Home) is the term for outdoor and public-space advertising screens — billboards, façades, mall and transit signage that show scheduled, changeable content.

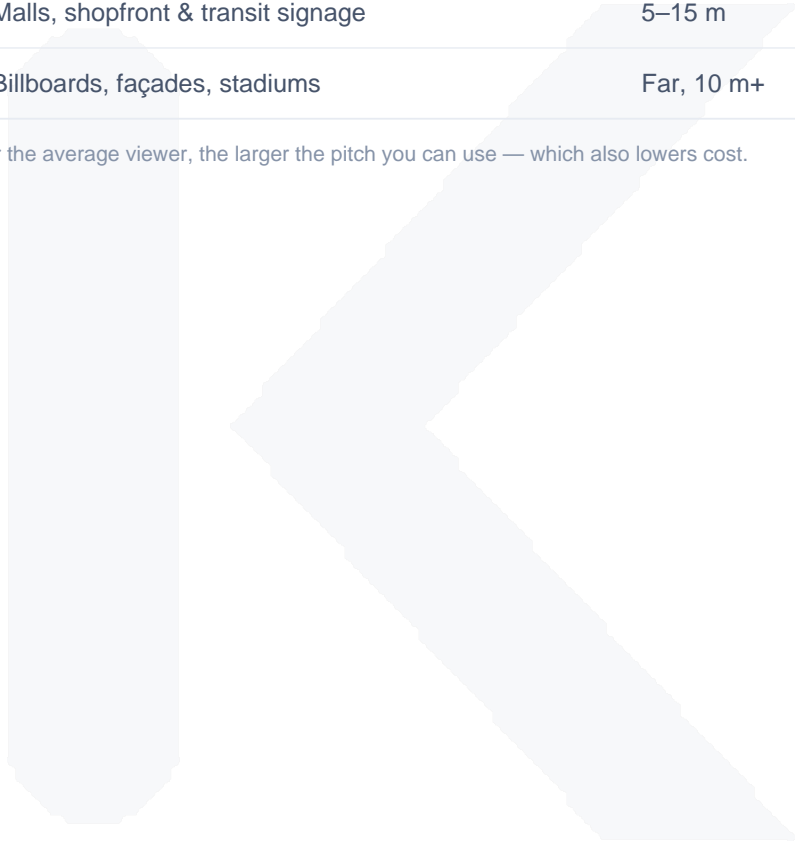
DECISION 2

## Pixel pitch — how sharp do you need it?

Pixel pitch is the gap, in millimetres, between one LED pixel and the next. "P2.5" means 2.5 mm apart. A smaller number means more pixels, a sharper image and a higher price — so it is matched to how close people stand, not chosen by guesswork. Get too fine a pitch for a far-viewed screen and you pay for detail no one sees; too coarse for a close screen and the image looks grainy.

Pixel pitch	Best for	Typical viewing
P0.9 – P1.5	Control rooms, studios, boardrooms	Close, 1–3 m
P1.5 – P2.5	Lobbies, retail, mosques, meeting rooms	3–8 m
P2.5 – P4	Malls, shopfront & transit signage	5–15 m
P4 – P10	Billboards, façades, stadiums	Far, 10 m+

Rule of thumb: the further the average viewer, the larger the pitch you can use — which also lowers cost.



## DECISION 3

### Which panel type?

BOE's  $\alpha$ -MLED range comes in formats built for different jobs. The right one depends on the wall, the environment and whether the screen is permanent or moves.

**Fixed install.** Permanent cabinets bonded to a wall or structure — the standard for boardrooms, lobbies, control rooms, retail and façades.

**Flexible / curved.** Bendable modules for columns, curves, corners and creative shapes — used for feature walls, landmarks and naked-eye 3D.

**All-in-one.** A pre-built, plug-and-play LED screen in standard sizes — fast to install for meeting rooms and showrooms.

**Rental series.** Lightweight, fast-rig cabinets in indoor and outdoor versions, for events and staging. Kays IT supplies these to AV and rental companies to own and operate.

### Mounting tech: SMD, COB & COG

These describe how the LEDs sit on the panel. **SMD** packages the red/green/blue LEDs together — common and cost-effective. **COB** (Chip-on-Board) seals the chips under resin for a tougher, smoother, finer-pitch screen. **COG** (Chip-on-Glass) mounts chips on glass for the finest, highest-end indoor displays.

## DECISION 4

### What drives the budget

Every project is quoted individually, but four factors move the number. Knowing them lets you budget realistically before you call anyone.

**1 · Pixel pitch.** Finer pitch = more LEDs per square metre = higher cost. Matched to viewing distance so you don't overpay.

**2 · Screen size.** LED is priced per square metre; a bigger canvas costs more, though the per-metre rate improves at scale.

**3 · Indoor or outdoor.** Outdoor cabinets cost more — higher brightness, IP sealing and tougher builds for Oman's climate.

**4 · Install & structure.** Mounting structure, power, controllers, working height and curves all factor in.

### What a proper quote includes

A transparent, itemised quote should cover supply, mounting structure, installation, controllers and calibration, and warranty — in one clear number, after a site survey. Be cautious of vague "starting from" pricing with hidden extras.

## DECISION 5

# Your pre-survey checklist

Have rough answers to these and your survey — and your quote — will be fast and accurate:

- Where is the screen, and is it indoor or outdoor?
- Roughly how wide and tall is the wall or space?
- How close will most people view it from?
- What will it mostly show — data, video, branding, advertising?
- Is there a power supply and a clear mounting surface nearby?
- Is it permanent, or does it need to move between events?
- What is your target budget range and timeline?

## Book your free site survey

Our Muscat team visits your space, measures wall, distance and ambient light, and recommends the exact BOE panel and pitch — with an itemised quote. No obligation, completely free.

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