Determining an appropriate pixel pitch for your display requires an understanding of where and how your display will be used. Fortunately, there are easy-to-follow guidelines that can help you arrive at a suitable solution.

**WHAT IS PIXEL PITCH?**

Pixel pitch is the distance between the midpoints of adjacent pixels.

**WHAT DOES A 10MM DISPLAY LOOK LIKE FROM DIFFERENT DISTANCES?**

- **from 3ft**
- **from 15ft**
- **from 30ft**

There is no golden rule for determining your pixel pitch and there are many factors that go into the decision. That being said, you can use the guideline of **1mm pixel pitch per 3ft** of viewing distance to start the conversation.

The closer the viewing distance, the narrower the optimal pixel pitch.