

Digital Sign Cost Drivers Chart



Lower Cost

Higher Cost



Small ← **Overall size of sign (height and area)** → Large

Small ← **Size of message center** → Large

Monochrome ← **Technology choice** → Full-Color
 Low Resolution (25mm) → High Resolution (12mm)
 Fiber Communications → Broadband

Simple Design Elements ← **Sign design & embellishments** → Complex Design
 Single-Pole Construction → Multi-Pole Construction
 No Pole Cover → Pole Cover
 Square Configuration → Custom Shapes
 No Embellishments → Decorative Embellishments
 Non-Customized Base → Masonry Base

Competitive/ ← **Choice of EMC manufacturer** → Market
 Second Tier → Leader