

WHAT ARE THE COMMON CAUSES OF SCREEN BURN?

Screen burn (or burn-in) can happen when you display a fixed image, logo or ticker bar for a long period of time. Some manufacturer warranties are not valid if you leave the same image on the screen for a period longer than an hour.

When screen burn occurs, the pixels become damaged and retain the colour that they have previously been displaying. This means that the screen image or logo stays on the screen whatever content your customer is trying to watch (this is often called “image sticking” or “ghosting”).

Watching films, news tickers, sports channels with static logos and gaming can be more susceptible to screen burn. Your customer can be safe in the knowledge that they can enjoy incredible Ultra HD Premium picture quality whatever they're watching.



CHANNEL ID LOGOS



NEWS BULLETINS



SPORTS BOX SCORES



GAMING ELEMENTS



LETTERBOX FORMATS



4:3 ASPECT RATIOS