# Daktronics Unveils Flip-Chip COB LED Display Technology with Enhanced Reliability and Lower Power Consumption



Daktronics has launched its Flip-Chip COB (Chip On Board) LED display technology globally. This addition to their Narrow Pixel Pitch (NPP) product line offers pixel spacings from 1.8 millimeters to 0.9 millimeters and features lower power consumption.

Adam Gilliland, Daktronics' product manager, highlighted that this development reflects their commitment to leading-edge technology in the LED industry. COB technology serves as an alternative to traditional Surface Mount Device (SMD) and Integrated Matrix Device (IMD) LEDs, enhancing reliability by eliminating wire bonds and reducing heat on the display face.

According to Jim Vasgaard, national sales manager for the AV sales channel, Daktronics ensures product reliability through dedicated lab testing. The new product's cabinet is noted as the thinnest and lightest in the market. It offers various brightness options to suit indoor environments susceptible to indirect sunlight, such as offices and high-ambient brightness lobbies.

Gilliland emphasized the product's thin, durable design, which allows users to interact with the display without risking damage. The company anticipates wide implementation of this technology in the near future.

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David Smith has over 20 years of experience writing about technology, including AV. Based in York since 2008, he has written for various magazines and websites.