

# Industrial LCD Monitors VS Retail/Consumer Grade Monitors

## **TRU-Vu Industrial-Grade**

## **Retail/Consumer-Grade**

Built for harsh industrial/commercial environments	Built for desktop operation in a clean office or home
Use high quality industrial-grade components for long-term reliability	Utilize low-cost components for mass production of low-cost monitors
Models have long-term availability (3+ years), crucial to OEM's	Models change often, on average every 6-9 months
Use the highest-quality LCD panel in each size category, to ensure optimal image quality	Use low to-mid-grade LCD panels, to lower their cost-of-goods
All models 20" and larger feature powder-coated steel housings	Usually plastic housings
Available in 12VDC, 24VDC, and 120VAC	Available in 120VAC
Available in 4:3 and 16:9 aspect ratios	Available in 16:9 aspect ratio
Excellent viewing angle (up to 178° x 178°); enables users to see clear images from any angle	Narrow viewing angle; designed for desktop use, with single viewer directly in front. Image washes out/disappears when viewed from other angles.
Dual LED's indicate receiving video signal, no video signal, or sleep mode	Single LED for power on or off
3 Year Warranty, with Advance Replacement	6 or 12 month warranty; Commercial use voids warranty
Available in standard, rack mount, touch screen, panel mount, open frame, optically-bonded, portable, and other configurations	Available in standard configuration
Can be customized to your specifications from an extensive list of available options	Not Available
Can be private-labeled with your company name, logo, and model number	Not Available
Demo units available for evaluation	Not Available
Tech support, troubleshooting and repair from technicians with 10+ years experience, based in the U.S.	Replies from non-technical salesperson or overseas call centers who have minimal product training and experience.
Service (if necessary) in Illinois with average one week turn around	Return to store, and then wait....