



Smart Pole LED Display

High Brightness · Low Power · Lightweight Outdoor Digital Signage



Three Core Advantages

01 High Brightness: 7000 cd/m^2 , clearly visible in strong outdoor light

02 Low Power: avg. 200 W/m^2 , lower electricity and heat load

03 Lightweight: 4th-gen die-cast magnesium cabinet, only 20 kg; corrosion-, rust-, salt-spray- & waterproof

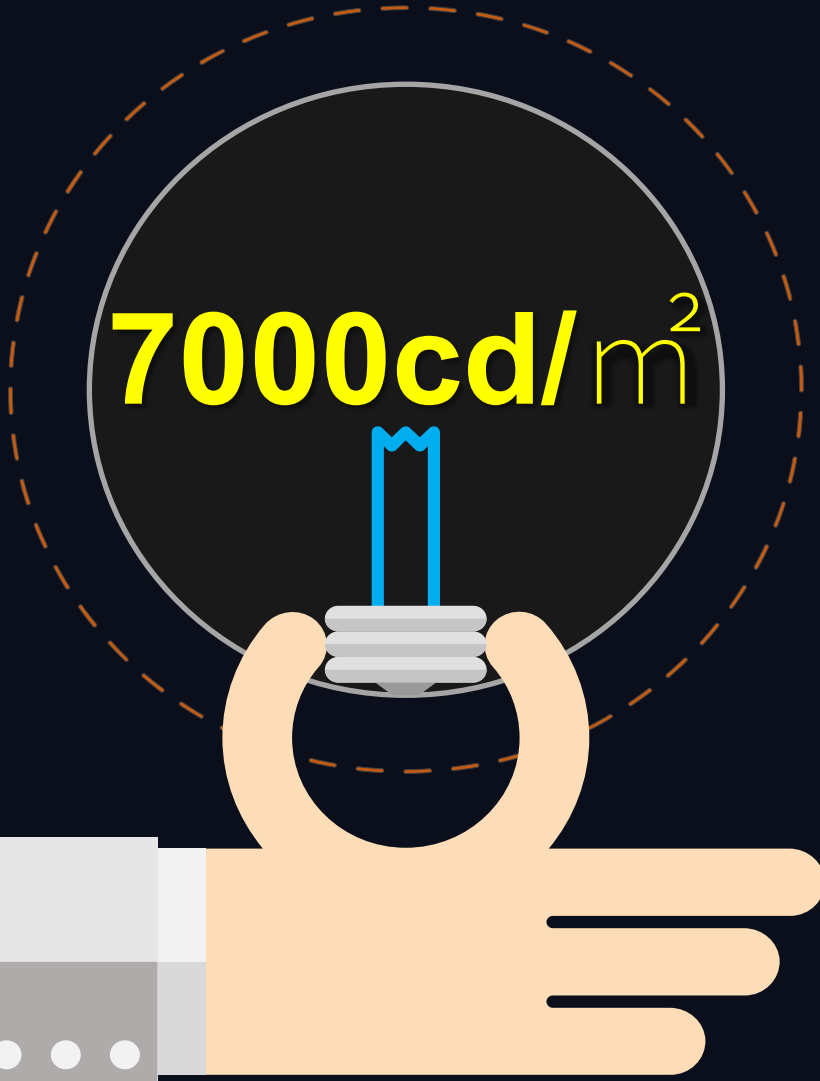


Selection Guide

Pole Height	Screen Size	Display Area	Pixel Pitch
4–6 m	35"	400 × 800 mm	P3.125
6–8 m	53"	600 × 1200 mm	P3.57
8–10 m	63"	800 × 1400 mm	P3.846
10–12 m	70"	800 × 1600 mm	P3.846

Technical Specifications

Parameter	Value
Pixel Pitch	2.38 / 2.5 / 2.94 / 3.125 / 3.33 / 3.57 / 3.84 / 4.55 / 5.55 mm
Pixel Configuration	1R1G1B, SMD1515 / SMD1919
Module Size	200 × 200 mm
Ingress Protection	IP65
Brightness	7000 cd/m ²
Average Power	200 W/m ²
Application	Outdoor
Operating Temp.	-40°C ~ +80°C



7000cd/m²

Why We Specify 7000 cd/m²?

- 01 Energy saving: high brightness $\neq$ high power; efficient power supply & IC
- 02 Longer life: brightness headroom, never runs at full load
- 03 Less heat, stable system: lower temperature rise, fewer failures
- 04 Wide dimming range: adapts to ambient light and day/night changes

How we do it:

- Custom LED chips
- Improved manufacturing process
- Higher-grade materials & build cost

Energy Saving = Lower Total Project Cost

01 Lower operating costs, less resistance to project rollout

02 Less heat from saving energy, more stable system

How we save energy:

- Efficient power supply
- Efficient IC
- High-brightness LED
- Temp-controlled fan



Stable Operation in Extreme Temperatures

Why is High-Temperature Resistance Necessary?

1 Improve system stability

2

Improve power conversion efficiency

3

Reduce product failure rate

Resistance to High and Low Temperatures (-40°C ~ +80°C)

How to Achieve High-Temperature Resistance?

1

All components (power supplies, cards, cables) must be industrial-grade, rated for 80°C.

2

Oversize power supplies to ensure sufficient power even at low conversion efficiency.

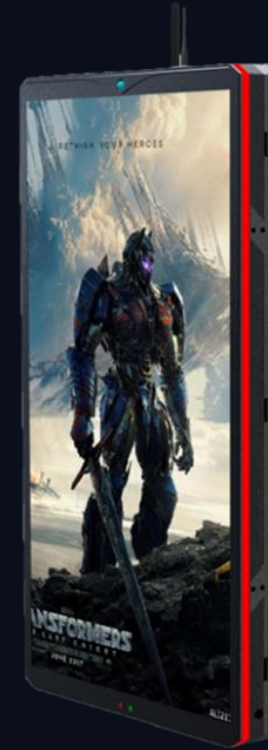
3

Optimize internal layout for air convection, with large air inlets and outlets.

Lighter, Thinner, More Corrosion-Resistant



Fourth-generation die-cast magnesium LED cabinet



Only 20kg

Internal Structure Drives Long-Term Stability

01 Temp-controlled fan: physical cooling in outdoor heat

02 Light sensor: auto brightness adjustment

03 Receiving / sending card: stable transmission

04 Power supply: N+1 backup, lower failure rate

05 Leakage protection: safe & reliable

06 Amplifier & speaker: synchronized audio

07 Cables & indicators: standardized layout, easy maintenance

08 Die-cast cabinet & modules: fully standardized customization





THANK YOU

Website: <https://www.chechi-led.com>

WhatsApp: +86 18914738606

Email: supervise@chechitech.com

Address: Second Floor, Building 1, No. 9 Gaohu Road Jiangning District, Nanjing, Jiangsu, China