ASPECT RATIO

Definition

Aspect ratio is defined as the ratio of the **width** of an image to its **height**, and can be expressed in decimal form by dividing the width by the height.

$$\text{Aspect Ratio} = 3{:}2 = \frac{3"}{2"} = 1.5$$

The decimal value of the aspect ratio is the number you multiply the width by to get the height. In this case, the above image's width is 1.5 times its height.

Common Ratios

4:3 (Standard Definition TV)

$$\text{Aspect Ratio} = 4{:}3 = \frac{4}{3} = 1.3$$

16:9 (High Definition TV)

$$\text{Aspect Ratio} = 16{:}9 = \frac{16}{9} = 1.7$$

:: 1015 Maple Street, Danville, IL 61832 USA
:: 800-637-2645 :: 217-442-0611 :: fax 217-442-1020 :: www.watchfiresigns.com

ASPECT RATIO

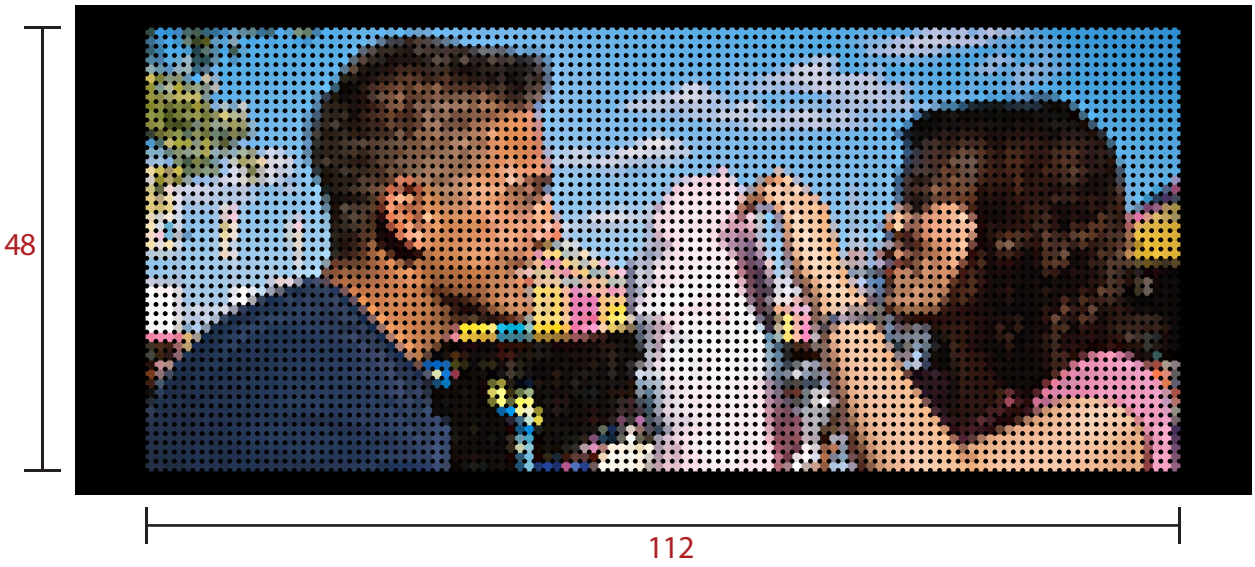
Ratio Guidlines for Video

The further above an aspect ratio of 1.7 you travel, and the further below 1.3, the more you lose of your source footage.

For displaying video on Watchfire signs, a pixel matrix aspect ratio between 1.0 and 2.0 is recommeded for best results.

LED Signs

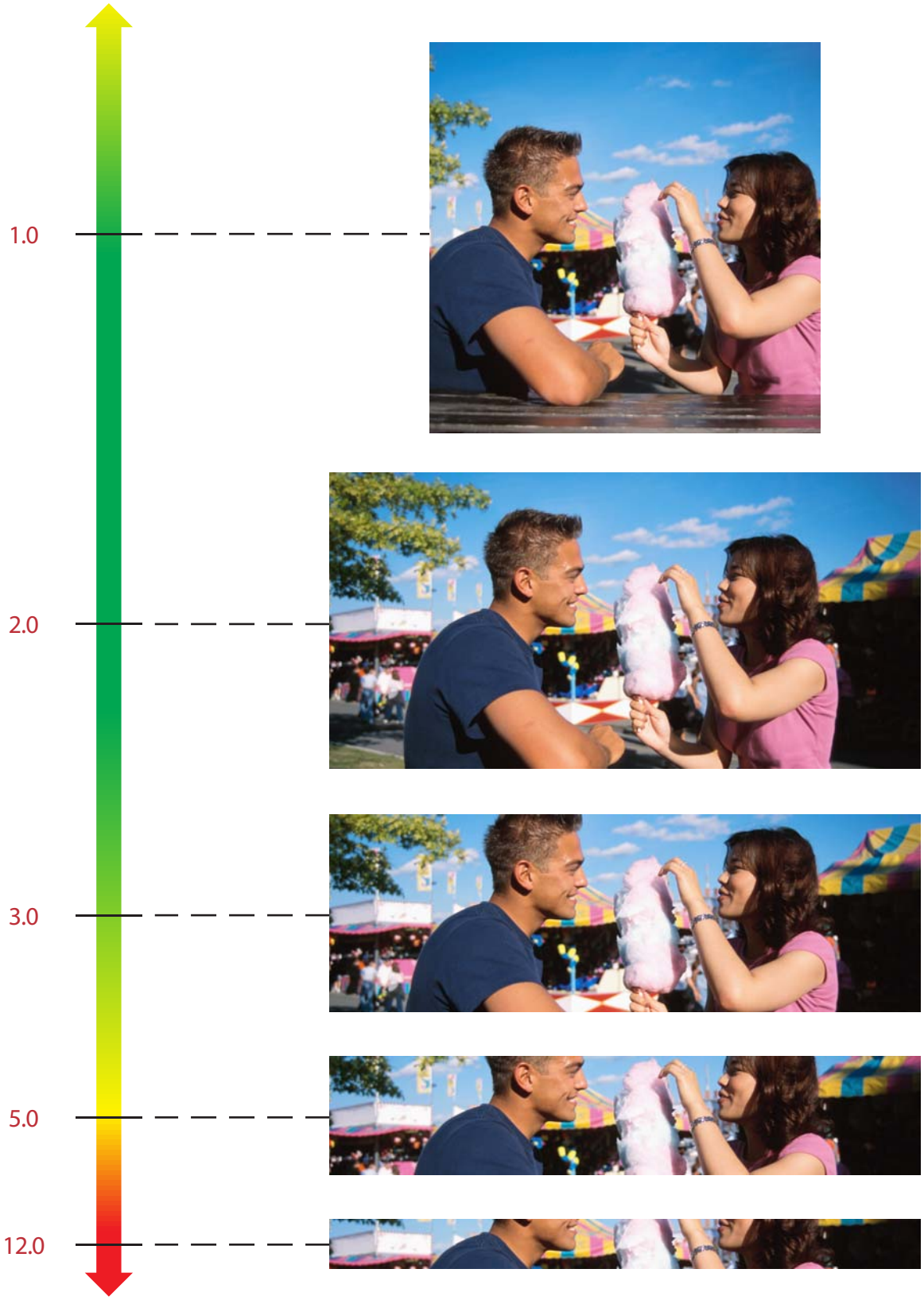
Watchfire terminology refers to sign sizes as **height** x **width**. Since LED sign cabinets are larger than the display area, the aspect ratio is best determined using the **pixel matrix** of the sign.



$$\text{Aspect Ratio} = 112{:}48 = \frac{112}{48} = 2.3$$

:: 1015 Maple Street, Danville, IL 61832 USA
:: 800-637-2645 :: 217-442-0611 :: fax 217-442-1020 :: www.watchfiresigns.com

ASPECT RATIO



:: 1015 Maple Street, Danville, IL 61832 USA
:: 800-637-2645 :: 217-442-0611 :: fax 217-442-1020 :: www.watchfiresigns.com