

LED vs Projector: What's Best for Your Event?

Choosing the right visual setup can make or break the vibe of your event. Whether it's a corporate, conference, product launch, or awards night, the visuals set the tone before anyone says a word. This guide will help you understand the difference between LED screens and projectors. Also when to use each one.

Side-by-Side Breakdown

Feature	LED Screens	Projectors
Brightness	Excellent in daylight	Best in low light
Clarity	Sharp from any angle	Can blur with distance
Setup Time	Longer, more technical	Faster, simpler
Cost	Higher	Lower
Ideal For	Corporate, outdoor, high-impact	Budget-friendly, dark rooms
Interactivity	Great for motion graphics	More static visuals
Reliability	Low failure rate	May need bulb replacement

When to Use What

- Hosting a daytime event outdoors or in a well-lit venue? LED is your friend.
- On a tighter budget and the room can be made dark? Projectors can work great.
- Planning to livestream or capture video? LED gives a cleaner feed with no flicker or fade.
- Want a WOW-factor for product launches or brand activations? LED will always hit harder.

SMAV Pro Tip

Not sure which way to go? Ask your AV partner about screen resolution, space requirements, power needs, and crew setup times. At Sydney Metro AV, we don't just rent gear. We guide you through every step to make sure your content looks as good on screen as it does in your head.

Want More Help?

Download the full AV Planning Kit or book a free pre-event check-in at sydneymetroav.com.au. We'll help you design a setup that works. Without the last-minute panic.

What's Pixel Pitch (and Why It Matters)

Pixel pitch is the distance between each tiny LED on a screen. The smaller the gap, the sharper the image. Especially up close.

Here's the cheat sheet:

3.9mm pitch = budget-friendly, solid for larger spaces

2.9mm pitch = sharper image, ideal for close viewing

If the audience is sitting close to the screen (like in a conference or small venue), go for a tighter pitch. If it's a big room and they're further back. You can save some budget with a wider pitch, without losing impact.