

**FOR IMMEDIATE RELEASE**

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**Neoti Launches UHD Pro - World's Proven Best Color Accuracy and TAA Compliant Product**

- Robust mission-critical, always-on solution for the most demanding LED environments.
- TAA compliant series, that is 100% Pure Logic, includes options for even more robust security features, and features industry-leading engineering and manufacturing.
- Exceptional performance with color features unparalleled in LED displays for accuracy and continuity in color reproduction.

**FORT WAYNE, INDIANA (July 7, 2023)** – Neoti, an industry leader and manufacturer of LED video displays, announces the release of UHD Pro, an ultra-fine pixel pitch product line that is TAA compliant, and with optional features for added security where required. The enhanced proprietary color features are unparalleled and have made this product the choice for everything from automotive design studios to art exhibitions.

Neoti launched the UHD Pro series at NAB and InfoComm 2023 to great accolades. Clients appreciated having a US-based manufacturer for their LED displays requiring TAA compliance at a level Neoti calls 100% Pure Logic. Additional, more confidential features make UHD Pro the natural choice for high-security, command-and-control operational situations.

“We live in a time where access to critical information can be a matter of life and death,” says Derek Myers, Neoti CEO. “We introduced our TAA compliant UHD Pro line so that mission-critical information can now be displayed on the highest quality LED available in the market. The details matter, red should be red, blue should be blue. Our LED technology ensures that the absolute best imagery and color reproduction are available to decision-makers.”

UHD Pro does not modify the input signal as other systems do, the control software works harmoniously with all the LED hardware to preserve the integrity of the original content, thus being capable of delivering true-to-life imagery. Proprietary dynamic thermo and line compensation deliver perfect color management and image homogeneity. The gamma correction technology achieves the purest black levels and gradients at extremely low brightness.



The robust color features are why UHD Pro is winning shoot-outs for design centers, immersive art exhibitions, huge broadcast studios and more. Exact color matching is hard to achieve in LED, but the proprietary technology delivers an exact match to the color the originator intended, even in low brightness situations. Ideal for applications where exact logo colors are required, or visibility where light levels are low or continually changing.

For more information about UHD Pro and Neoti's full line of dvLED products, visit our website at [www.neoti.com](http://www.neoti.com) or contact us at [sales@neoti.com](mailto:sales@neoti.com).



*Figure 1 - Corporations are drawn to the exceptional color reproduction and imagery only available with UHD Pro.*





*Figure 2* A 92-foot UHD Pro video wall is the centerpiece of a Charlotte-based broadcast studio producing 40+ shows and special projects annually.







Figure 3 - UHD Pro launched at InfoComm 2023 in Orlando.

### About Neoti

Founded in 2006, [Neoti](https://www.neoti.com) is a worldwide leader in video display technology offering a wide range of dvLED video display products and TAA compliant products to help transportation, sports, broadcast studios, government, corporations, churches, education, hospitality, and retail markets clearly communicate their message and product information in all environments. Building strong relationships by living out Neoti Core Values – People First, Technology Expertise, Total Commitment, World-class Support – is foundational to how Neoti does business.

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