



livewire

Technology Made Simple

THE HOMEOWNER'S

MicroLED Video Wall Buyer's Guide

*"This is not just a TV. This is a canvas.
It's immersion. It's an experience."*

Henry Clifford, President, Livewire

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4.9★

Google rating

20+ YRS

In Central Virginia

421

Verified reviews

ONLY

MicroLED showroom in region

SECTION 01

What Is MicroLED?

The technology, explained simply

You have already seen MicroLED. Every NFL stadium scoreboard, every Times Square billboard, every arena display runs on the same fundamental technology. The difference is that MicroLED has now been refined to work at the viewing distances and lighting conditions of real homes. The result is the most capable display technology available at any price.

The Simple Explanation

A traditional LED TV uses a backlight that shines through a liquid crystal layer and color filters to produce an image. There is a lot of hardware between the light source and your eyes, and each layer costs you brightness, contrast, and accuracy.

MicroLED eliminates all of that. Each pixel in a MicroLED display is its own self-emitting light source. There is nothing in front of it. No glass layer, no filters, no diffusion. You are looking directly at the pixels themselves. That is why the image looks like nothing else.

Why It Matters for Your Home

No size limit

MicroLED panels tile together seamlessly. Our Richmond showroom installation is 142" x 66". Larger is possible. Smaller is possible. The wall is the limit.

Works in any light

1,200+ nits of brightness performs beautifully in a bright living room, not just a dark theater. A projector cannot compete in daylight. MicroLED does not care.

100,000+ hour lifespan

That is over 11 years running 24 hours a day. No lamp to replace, no burn-in risk, no gradual dimming over time.

No burn-in

Unlike OLED, MicroLED has no burn-in risk. You can display a static image, a logo, or artwork for as long as you want.

Up to 32 simultaneous sources

Watch multiple live sports feeds, security cameras, presentation content, and streaming all on the same wall at the same time.

SECTION 02

MicroLED vs. Projector vs. Large TV

Three technologies. Three different trade-offs.

No single technology is right for every space. This table is honest. If a projector or a large TV is the better answer for your room, we will tell you that.

| Factor | MicroLED Video Wall | UST Projector | 98-100" Flat Panel TV |
|----------------------|-------------------------------|----------------------------------|---------------------------|
| Max Screen Size | 75" to 300"+ | 100" - 120" | Fixed (98-100") |
| Bright Room | Excellent (1,200+ nits) | Fair to Good (ALR helps) | Excellent (2,000+ nits) |
| Dark Room Cinema | Excellent (deep blacks, HDR) | Excellent (best value) | Good (size limited) |
| Multi-Source Viewing | Yes — up to 32 | No | No |
| CinemaScope (2.40:1) | Auto aspect switching | Requires masking | Letterboxing only |
| Lifespan | 100,000+ hours | 20,000-30,000 hrs | 50,000-80,000 hrs |
| Sports / Refresh | 120Hz+ (premium tier) | 60-120Hz | 120-144Hz |
| Burn-In Risk | None | None | Low-Moderate (OLED) |
| Digital Art Mode | Yes (stunning) | Limited | Some models |
| Installation | Professional required | Moderate | Simple wall mount |
| Total Project Cost | \$30K - \$250K+ | \$5K - \$15K | \$5K - \$15K |
| Best For | Any room, any size, any light | Dedicated dark theater on budget | Smaller rooms, simplicity |

All prices are display equipment only. Add \$8K - \$20K+ for installation, processing, trim, and cabling. Use our free instant pricing tool at getlivewire.com/video-wall-calculator for a ballpark on your specific room.

SECTION 03

Pricing by Brand

What different MicroLED brands actually cost

Most companies will not show you this. We will. These are real retail/MSRP figures we track in the industry, current as of Spring 2026. Pricing covers display equipment only. Plan to add \$8K - \$20K+ for installation, processing, trim, and cabling.

| Brand | ~108" | ~135" | ~162" | 220"+ | The Catch |
|-------------------------|----------|---------------|----------------|------------------|---|
| AWALL | \$19,250 | \$33,900 | \$56,900 | \$69K - \$114K | 60Hz, 2-yr warranty, new dealer program |
| Just Video Walls | ~\$40K+ | \$55K - \$75K | \$80K - \$120K | \$150K+ | Young company, OEM-sourced panels |
| Samsung The Wall | N/A | N/A | N/A | \$120K - \$800K+ | Price. Just... price. |
| LG MAGNIT | N/A | \$237K (118") | N/A | Custom | Requires certified integrator |
| Quantum Media | Custom | Custom | Custom | \$150K - \$500K+ | Ultra-niche, turnkey only |

How to read this table. "The Catch" is the trade-off you should know about. AWALL is the value play; the panels are good but the warranty and refresh rate are limited. Samsung and LG are the prestige brands; you pay for the name. Just Video Walls is a newer entrant worth watching. Quantum Media is custom-only and rare. We work with several of these brands and will recommend the right one for your space, your use case, and your budget.

SECTION 04

Room Sizing Guide

Find the right size for your space

Viewing distance is the single most important factor in choosing the right display. Use this page to think through your room, then bring it to your consultation.

Your Room

| | | | |
|---------------------------------------|----------|------------------------------|----------|
| Room width: | _____ ft | Room depth: | _____ ft |
| Viewing distance (main seat to wall): | _____ ft | Number of seating positions: | _____ |

Ambient Light Level

Dark (dedicated theater, blackout shades) Moderate (some windows, can dim) Bright (lots of windows, open floor plan)

Primary Use

Movies / Streaming Sports (multi-game) Gaming Digital Art / Ambiance All of the above

Budget Range (total project, including installation)

Under \$15K \$15K - \$30K \$30K - \$75K \$75K - \$150K \$150K+

Quick Sizing Reference

| Viewing Distance | Recommended Size | Best Pixel Pitch | Best Technology | Budget Range |
|------------------|------------------|------------------|---------------------------|-----------------|
| 6 - 8 feet | 75" - 98" | 0.9mm or finer | Large TV or MicroLED | \$5K - \$25K |
| 8 - 12 feet | 100" - 135" | 1.2mm | MicroLED or UST Projector | \$15K - \$80K |
| 12 - 16 feet | 135" - 162" | 1.2mm | MicroLED | \$40K - \$130K |
| 16+ feet | 162" - 220"+ | 1.2 - 1.5mm | MicroLED | \$60K - \$250K+ |

Rule of thumb: Multiply pixel pitch (mm) × 8 = minimum comfortable viewing distance in feet. Example: 1.2mm × 8 = about 10 feet.

Under \$15K budget? A premium 98" TV or UST projector is likely your best value. We install those too and are happy to help.

SECTION 05

What You Can Do With It

Every use case, explained

Most people start thinking about a video wall as a big TV for movies or sports. Then they discover digital art, and everything changes. Here is the full picture.

Digital Art

Powered by a curated streaming platform — your wall becomes a living gallery when not in use.

Sports

Multiple games at once, 120Hz refresh on premium tiers. The home sports bar, done right.

Cinema

True blacks, HDR contrast, automatic CinemaScope aspect switching. Movies the way they were meant to be seen.

Gaming

Ultra-high refresh rates and instant response. No motion blur. No ghosting.

Outdoor

Poolside, covered patio, anywhere with shelter. 1,200+ nits performs in daylight.

Presentations & Business

Multi-source views, security camera grids, conference video. Your home as a serious workspace.

SECTION 06

Digital Art

The use case most buyers miss

This is the section most people skip, and then wish they had read first.

One of the most compelling things about a MicroLED video wall is what happens when you are not watching content. A large black rectangle on your wall is not a design choice. A living piece of art is.

Livewire can connect your wall to a curated digital art streaming platform with thousands of works from artists around the world. When your wall is idle, the platform streams moving art in perfect resolution. You can set it to rotate through collections, match the mood of a room, or display a single artist's work indefinitely.

The difference between a MicroLED wall displaying art and a framed print is the difference between a photograph and a window. The colors are alive. The motion is subtle and intentional. Guests consistently stop and ask what they are looking at.

What's Possible

- Access to thousands of curated works from artists worldwide
- Moving and static art in any aspect ratio your wall supports
- Collection curation by mood, palette, artist, or style
- Seamless integration with your Livewire-installed MicroLED system
- Automatic rotation, scheduling, and scene management
- New works added regularly to the library

***"Art deserves more than a frame.
It deserves to be alive."***

SECTION 07

20 Questions to Ask Any Integrator

Print this page. Bring it to your consultation.

A good integrator will welcome every one of these questions. If they cannot answer them, that tells you something.

About the Display

- What pixel pitch do you recommend for my viewing distance, and why?
- What is the display's refresh rate? Will sports content look smooth at 120Hz?
- What is the native contrast ratio? Does it support HDR10 or Dolby Vision?
- How bright is the display (peak nits)? Will it perform in my room's lighting?
- What is the LED lifespan, and what happens when individual LEDs fail over time?

About Installation and Infrastructure

- What structural, electrical, or HVAC preparation does my wall require?
- Can the display be recessed flush with the wall, or is it surface-mounted only?
- How long does installation take, and how many technicians are involved?
- Can individual panels be replaced from the front without disassembling the wall?
- What does the display look like when turned off? Can it display digital art?

About Integration and Control

- How does this integrate with my control system (Control4, Savant, Crestron)?
- Does the system support multi-source viewing (multiple inputs simultaneously)?
- Does it automatically detect and switch aspect ratios for CinemaScope content?
- What video inputs are supported (HDMI 2.1, fiber, AV-over-IP)?
- Can it be controlled via my phone, voice assistant, or existing remote?

About Cost, Warranty, and Service

- What is the TOTAL installed cost, including processing, trim, cabling, and labor?
- What does the warranty cover, and for how long?
- Who handles service calls in my area, and what is the typical response time?
- Do you stock replacement panels, or do they need to be ordered from overseas?
- Can I see a working demo of this display before I commit to purchasing?

My Notes

SECTION 08

Why Livewire

Central Virginia's only MicroLED showroom

If the right answer for your space is a \$6,000 projector instead of a \$60,000 video wall, we will tell you that. That is why 80% of our business comes from referrals.

**Central Virginia's Only
MicroLED Showroom**

Come see the wall before you decide. Our 142" x 66" display is live at 4900 West Clay Street, Richmond, VA. No other integrator in the region has this. You can see digital art, multi-source sports, cinema, and daylight performance in a real room before you commit to anything.

20+ Years in Richmond

Livewire has been integrating technology into Central Virginia homes and businesses since 2001. We know the market, we know the homes, and we have the track record to prove it.

**4.9 Stars,
421 Google Reviews**

Richmond's highest-rated technology integrator. Those reviews are from real customers who live in the same neighborhoods you do. Read them before you call anyone.

**INVISION 24/7/365
Monitoring**

Our exclusive remote monitoring service watches your system after we leave. Issues are identified and resolved remotely before you notice them. No other integrator in Central Virginia offers this.

**Honest
Recommendations**

We install projectors, flat panels, and video walls. We will always recommend the right solution for your space, your budget, and the way you actually live. We have no incentive to oversell you.

**Curated Digital
Art Integration**

When your wall is not in use, it can become a living gallery. We configure and support digital art streaming as part of your install, not as an afterthought.

Ready to see it in person?

Schedule a showroom visit at getlivewire.com/booking-options or call (804) 212-3841. No pressure. Just 142 inches of the most impressive display technology in Central Virginia.

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