



All About
**Distinctness of
Image Measurements**

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Introduction

First impressions matter. One of the first things customers notice when entering facilities is the floor. A damaged or dull floor can create a lasting impression that your business is not well-maintained. This makes it essential to preserve the aesthetic appeal of your concrete floors, especially in high-traffic areas. Traditionally, gloss measurements were used to assess a floor's reflective quality. However, many facilities are adopting a more reliable metric: Distinctness of Image (DOI). This new standard offers building service contractors (BSCs) a more precise and accurate way to measure a floor's visual appeal.



Understanding Surface Appearance Measurements

When evaluating a floor’s reflective quality, two main measurements come into play: Gloss and DOI. Gloss measurements involve using a gloss meter, which directs a bright light onto the floor at a specific angle and measures the intensity of the light reflected back. However, this measurement method falls short of capturing the full aesthetic quality of your polished concrete surfaces.

DOI measurements provide a more comprehensive assessment by evaluating how light scatters or spreads due to imperfections in the polished surface. This newer measurement offers a deeper understanding of your floor’s overall visual appeal.

Ameripolish’s SmartFloor® Maintenance System is engineered to help ensure a high-quality aesthetic for your polished concrete floors while simplifying their upkeep. The SmartFloor® Pad System abrasives can help you improve aesthetics through daily maintenance and restore stained or dull, worn-out floors back to a sustainable aesthetic with a high DOI measurement.

Distinctness of Image (DOI) Measurements

DOI measures the clarity and sharpness of reflected images on a polished surface. It considers all attributes of the reflected image. This measurement uses a DOI meter, which captures the distribution of reflected light through multiple sensors arranged within the light beam. These measurements are taken at a 20-degree incident angle, closely resembling how the human eye perceives reflections. DOI values range from 0 to 100, with higher values indicating greater image clarity and definition. For example, a mirror has a DOI of 100.

Positioning the DOI meter on the polished surface can accurately assess the distribution of reflected light, providing a comprehensive measure of your floor's entire visual image quality and reflective sharpness.



What's the difference?

Gloss and DOI measurements provide insights into a floor's reflective quality. Gloss measurements use a glossometer to measure the amount of light reflected back from a very narrow angle range. This method cannot measure any light deflected outside of that range, which means two different floors can have the same reading but look different.

DOI measurements offer a more detailed evaluation by examining how light scatters or spreads across a broad angular range (+/- 7 degrees). It measures the clarity of a reflected image, providing insight into the sharpness of the reflection, while gloss only measures brightness. Using DOI measurements provides a comprehensive understanding of your floor's reflective quality, covering more than just one area.



Benefits of using DOI measurements

Measuring the reflectivity of your polished concrete floors using DOI enables you to get a precise measurement of surface appearance. It helps characterize aspects of surface durability, contributing to extended service life and helping reduce maintenance costs. DOI gives you a true, more sustainable measure of your floors' aesthetic quality.

When deciding how to maintain the aesthetic appeal of your concrete floors, it's crucial to understand the differences between Gloss and DOI measurements. While both metrics assess reflective qualities, DOI provides a more comprehensive view by capturing the clarity of reflections, not just their brightness. Embracing DOI measurements can lead to better maintenance decisions, ensuring that the full spectrum of your polished concrete floor's visual quality is considered. DOI measurements elevate your floor care standards and enhance the appearance of your floors to create a welcoming atmosphere for those in your facility.