

TITLE OF THE INVENTION**A SELF-ORIENTING LED DISPLAY UNIT****ABSTRACT OF THE DISCLOSURE**

The present invention concerns light emitting diode (LED) display unit suitable for use in outdoor and indoor displays. The text or images formed by the LED are always in the right orientation for viewing when the display unit rotates horizontally, tilts vertically, or positions horizontally. The display unit comprises three rectangular LED panels mounted together along a longer edge thereof forming into two triangular shape ends; two circular end plates, each being mounted to the triangular shape end; a sensor module and a plurality of integrated circuit boards; and a housing to enclose the sensor module and the circuit boards. The display unit can be rolled horizontally or placed vertically upright. The text or images shown on a displaying board formed by the LED panels are self-oriented and self-aligned to provide an appropriate illustration for viewing.

(Fig. 3 is suggested for publication)