

City of Westminster

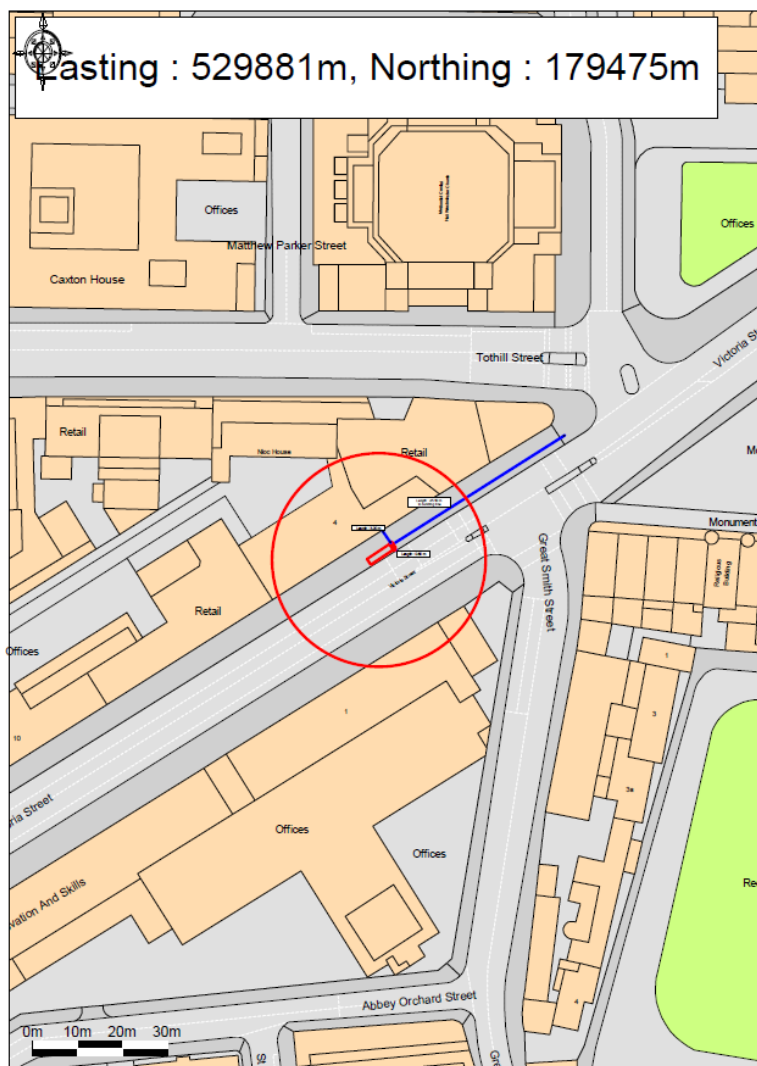
TfL Bus Shelter Advertising Upgrade

Site Address

Victoria Street, IFO no. 4, London. SW1H 0NE

Bus Stop 0133/0146

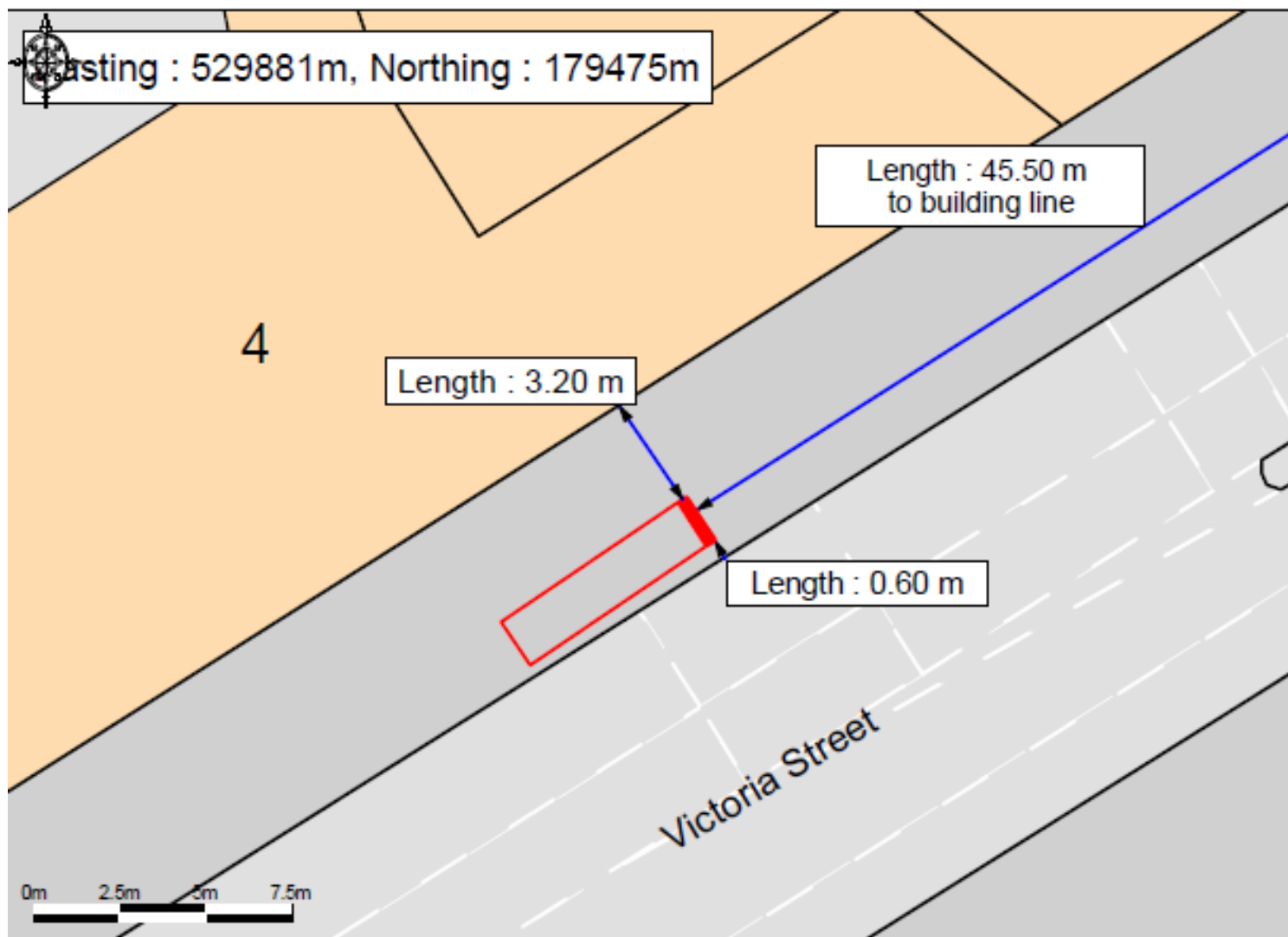




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Site Images



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Presentation

- Digital display in Forum design.
- Product specially designed for direct outdoor use in a wide range of environmental/temperature conditions and features.

General Product Information

Performance

- Excellent contrast and quality of image.
- Displays great quality fix images and video, thanks to its resolution 3840 x 2160 4K.
- Brightness up to 2500Cdm², the best performance available in the market for an LCD screen.

Robustness and Durability

- Product specially designed for direct outdoor use in a wide range of environmental/temperature conditions and features.
- Brightness level not affected by extreme temperatures and does not degrade over time like other technologies.
- Best in class product in term of visibility in direct sunshine. Improved reliability and life through expert thermal and solar management de
- Bumpers option to protect the furniture.

Certifications

CE

Manageability

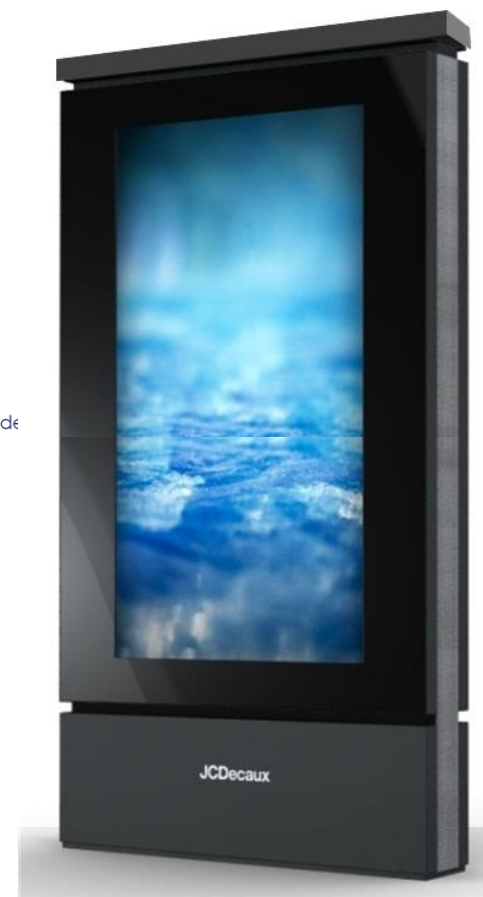
- Extensive monitoring capability through digital image verification that gives immediate feedback about display performance.
- Intelligent monitoring/control and maintenance features.

Modularity

- Available in Forum and iVision designs.
- Modular design for simple on-site service.

Vandalism

- Front-face in laminated 8mm tempered glass.
- Furniture opening guaranteed by the use of special keys.
- Screws and fixing gears are invisible.
- Furniture composed of unalterable materials.
- Encrypted transmission between JCDecaux NOC and the digital displays.
- High quality materials and coating.



Digital Totem 84" Forum Outdoor

Installation

Tested in factory before shipment.

Civil Engineer Approved

Transported full assembled, which minimize actions on site for the installation.

Sustainable Development

Power efficient: Lower power consumption thanks to dynamic dimming approximately 30-40% less. Minimizes the impact on the environment.

Digital furniture mainly integrated by long life and recyclable materials.

Screen

| | |
|--------------------------------|--|
| Technology | 2 x LG LCD Screens |
| Pitch | 0,831mm(V) x 0,831mm(H) |
| Resolution | 1920 x 1080 at full HD |
| Brightness | Max 2500 cd/m ² Auto adjust to ambient levels |
| Angle of Visibility Horizontal | 178° |
| Angle of Visibility Vertical | 178° |
| Display color | 72% |
| Backlight technology | White LED |
| Number of colors | 16,7 Million |

Operating Conditions

| | |
|--------------------|-----------------|
| Temperature | -10° C/+50° C |
| Humidity | 20%-90% |
| Screen orientation | Portrait |
| Other | Direct sunlight |

Lifespan

| | |
|------------------------------|---------|
| Lifespan Typical | 5 years |
| Daily maximum operating time | 24h |

Electricity

| | |
|-------------------------------|--|
| Input Voltage | 230v |
| Max Power | 3400W |
| Average Consumption nighttime | 28,56kWh/day based on 15% and 55% daytime brightness |

Weight and Dimensions

| | |
|---------------------|-------------------------------------|
| Global Visible | 1338(W) x 2370 (H) x 350 (D) mm |
| Visible | 1866mm(H)x1052mm(W)2142mm(Diagonal) |
| Visible area | 1.9m ² |
| Screen aspect ratio | 16/9 |
| Weight | approx 460kg |

Certificates

| | |
|----------------|-----|
| Certifications | CE. |
|----------------|-----|

Comment

The Screen is best in class in terms of visibility in full sunshine. The technology includes the latest features to lower TCO through:

- Improved reliability and life span through expert thermal and solar management design
- Modular design
- Replaceable 8mm front glass
- Extensive monitoring capability via digital management verification on display performance and function

Double-sided freestanding Forum Structure, featuring 2 x Digital 84" screen positioned back to back. Proposed change is from a single sided to a double sided digital panel structure. In the event of an emergency, TfL will be able to override the advertisement function and display an 'Emergency Message', alerting the public of immediate danger.

Elevation Drawings

Scale 1:250

