

London Borough of Camden

TfL Bus Shelter Advertising Upgrade

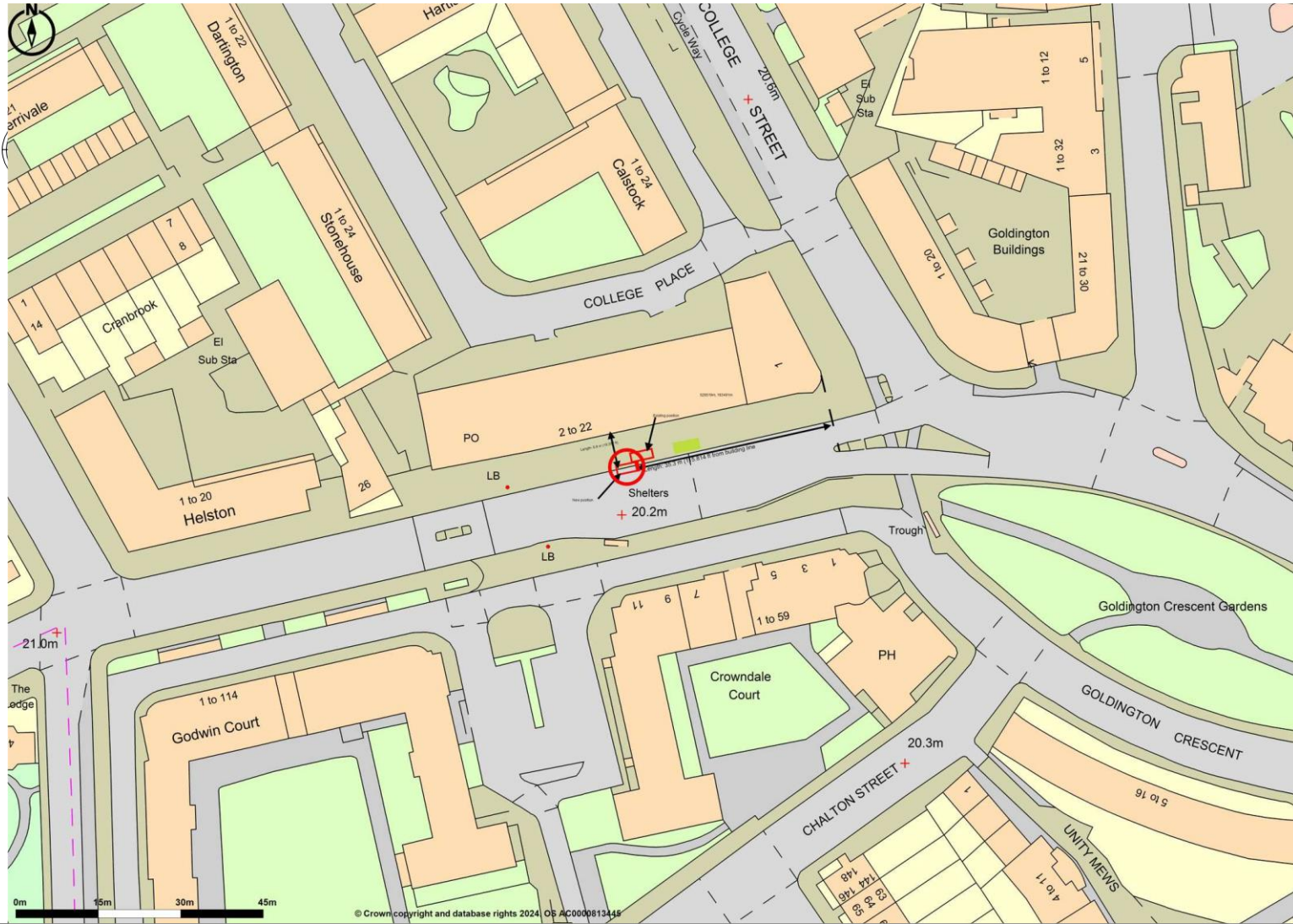
Site Address

6 Crowndale Rd, London NW1 1TT

Bus Stop: CAM0017AB



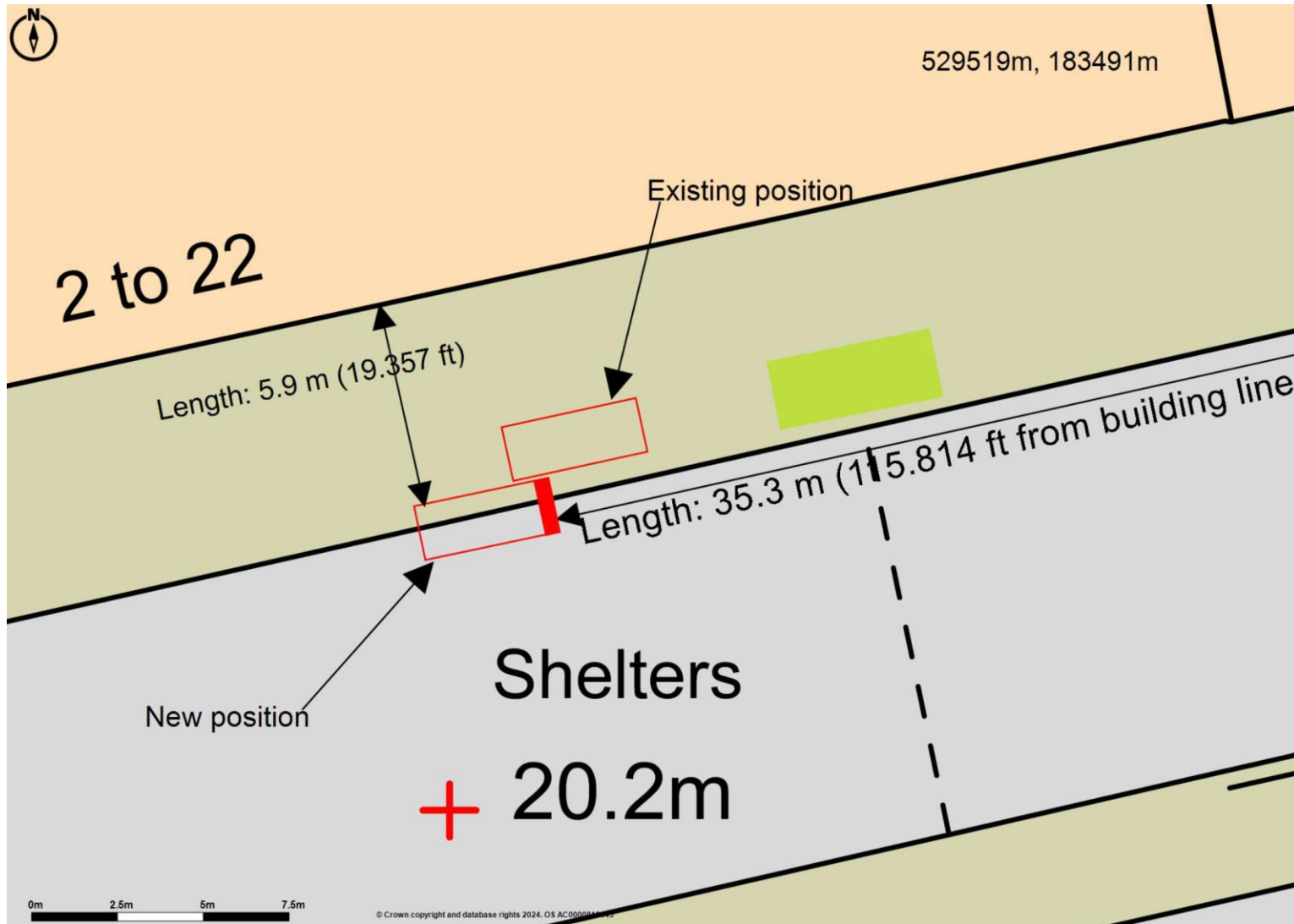
Location Plan 1:1250



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Site Images



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Digital Totem 84" Forum Outdoor

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 design.
- 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	28,56kWh/day based on 15% nighttime and 55% daytime brightness

Weight and Dimensions

Global	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.
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Comment

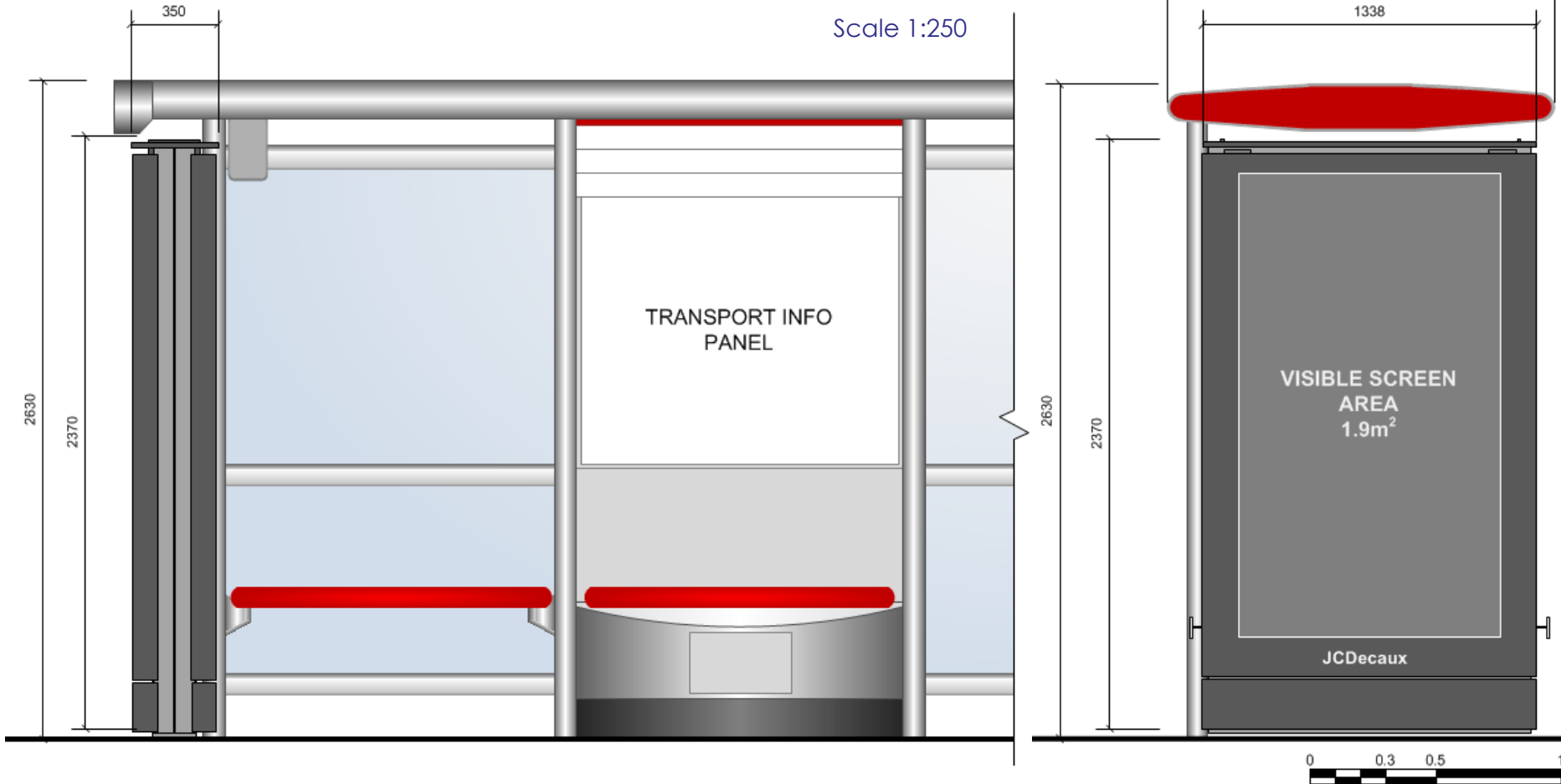
The Screen is best in class in terms of visibility in full sunshine. The technology includes the latest features to lower TCO through:

- 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

Elevation Drawings

The proposed advertising display will comprise a double sided digital display unit at one end of the bus shelter. The display structure will be freestanding but viewed as an integral part of the Transport for London shelter design.

Scale 1:250



TfL London Landmark Shelter Design Sustainability

Sustainability is a core principle for JCDecaux. We strive to create a balance between its business growth and social and environmental responsibilities. The twin pillars of innovation and sustainability drive the business forward and influence every project we undertake.

JCDecaux have recently been commended for its leading approach by achieving a place on the CDP's prestigious 'A-List' for climate change action.



Our business is backed
by electricity generated
from renewable sources.



All source certification meets GHG Protocol Scope 2 Guidance Quality Criteria. This is not a REGO certificate. REGO certificates are held by energy suppliers for Fuel Mix Disclosure. The zero carbon electricity that we buy for Zero Carbon or Renewable tariffs and products is supplied into the National Grid. Customers receive that electricity through the National Grid, not directly from zero carbon generators.

We certify that

JCDecaux UK Limited

has 100% of its electricity generated in the UK from clean renewable sources, wind, solar and/or hydro.

All sites

01/01/2022 – 31/12/2022

Rich Hughes
Director of Sales and Marketing



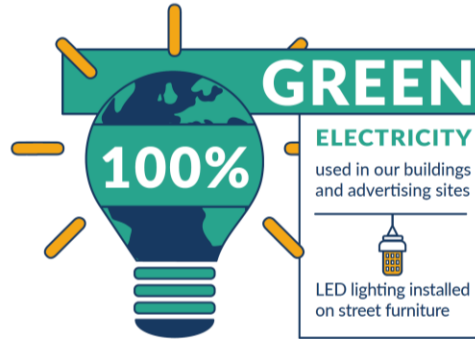
*100% of the electricity supplied is renewable, backed by certificates of renewable energy generation of origin. Emission factor compliant with the GHG Protocol Scope 2 Guidance and to be used for the 'market-based number'



SUSTAINABILITY: Key to the Future of Cities

100% RENEWABLE ENERGY

JCDecaux is the first Out-of-Home company to join the RE100 initiative



COMMITTED TO CARBON NEUTRAL BY
100% 2030

9 ELECTRIC VANS
IN OPERATION



SITE LANDSCAPING, GREEN WALLS AND VISUAL AMENITY
RAINWATER COLLECTED FOR CLEANING BUS SHELTERS



OUT OF HOME : As a Force of Good

8,256
BUS SHELTERS

PROVIDED & MAINTAINED
BY JCDECAUX UK

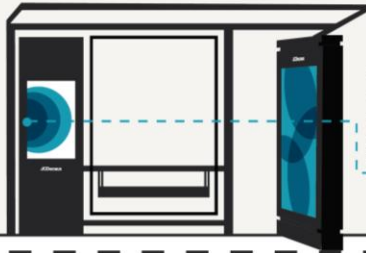


+350 STAFF IN OPERATION & MAINTENANCE
STREET FURNITURE CLEANED
EVERY 2 WEEKS



EMERGENCY
MESSAGING

WILL OVERRIDE ADS TO SHOW
LIVE ALERTS FOR THE PUBLIC



128

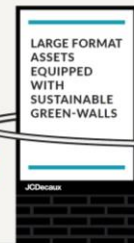
LIVETOUCH PANELS
OFFERED WITHIN STREET
FURNITURE ASSETS



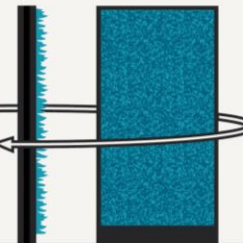
DEFIBRILLATOR

10
5

DEFIBRILLATORS OFFERED
WITHIN STREET FURNITURE ASSETS



LARGE FORMAT
ASSETS
EQUIPPED
WITH
SUSTAINABLE
GREEN-WALLS



COLLABORATING WITH COUNCILS

50%

OUT-OF-HOME REVENUE
RETURNED TO THE COMMUNITY
AND LOCAL AUTHORITIES



5 NEW
TREES

PLANTED IN MANCHESTER FOR
EVERY COMMUNITY INFORMATION
PANEL INSTALLED



JCDecaux



VIOOH

Digital campaigns can be updated
and scheduled remotely by our
Council Partners through VIOOH,
an independent marketplace that
enables automated planning and
trading of Out-of-Home inventory

