JCDecaux

APPENDIX A

TRANSPORT FOR LONDON

Shelter Advertising Proposal

TECHNICAL SPECIFICATION

Transport for London

JCDecaux

TfL London Landmark Shelter

With *DynaScan* Outdoor LCD Screen

Transport for London

DynaScan

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TfL London Landmark Shelter

LCD Outdoor Screen Attributes

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.

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LCD Screen Specification

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	LCD Screens
Pitch	0.831mm(V) x 0.831mm(H)
Resolution	3840 x 2160 at full HD
Brightness	Max 2500Cdm^2 Auto adjust to ambient levels
Angle of Visibility Horizontal	178^O
Angle of Visibility Vertical	178^O
Display color	72%
Backlight technology	White LED
Number of colors	16.7 Million

OPERATING CONDITIONS

Temperature	-20^O c/+50^O c
Humidity	20%-90%
Screen orientation	Portrait
Other	Direct sunlight

LIFESPAN

Lifespan Typical	10 years
Daily maximum operating time	24h

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ELECTRICITY

Input Voltage	230v
Max Power	2315W
Average Consumption	24.14kHw based on 15% nighttime and 55% daytime brightness

WEIGHT & DIMENSIONS

Global	1338 (W) x 2100 (H) x 245 (D) mm
Visible	1096 (W) x 1920 (H) 2188 diagonal)
Visible area	2.1m^2
Screen aspect ratio	16/9
Weight	approx 500kg

CERTIFICATES

Certifications	CE, RoHS, EN 62368-1, IEC 60950-22

COMMENTS

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 9mm front glass
- Extensive monitoring capability via digital management verification on display performance and function
- Capable of showing static and dynamic content in sequence

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Eco Friendly Design

Low Power Consumption

less power consumption than industry average.

ENVIRONMENT FRIENDLY

Manufactured with Recyclable Materials

Low Noise

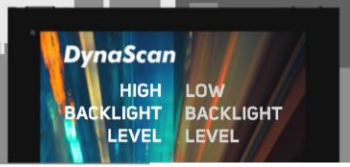
typ. less than

58 dBA

industrial quietest outdoor digital kiosk

Auto Brightness Control

Low Light Pollution



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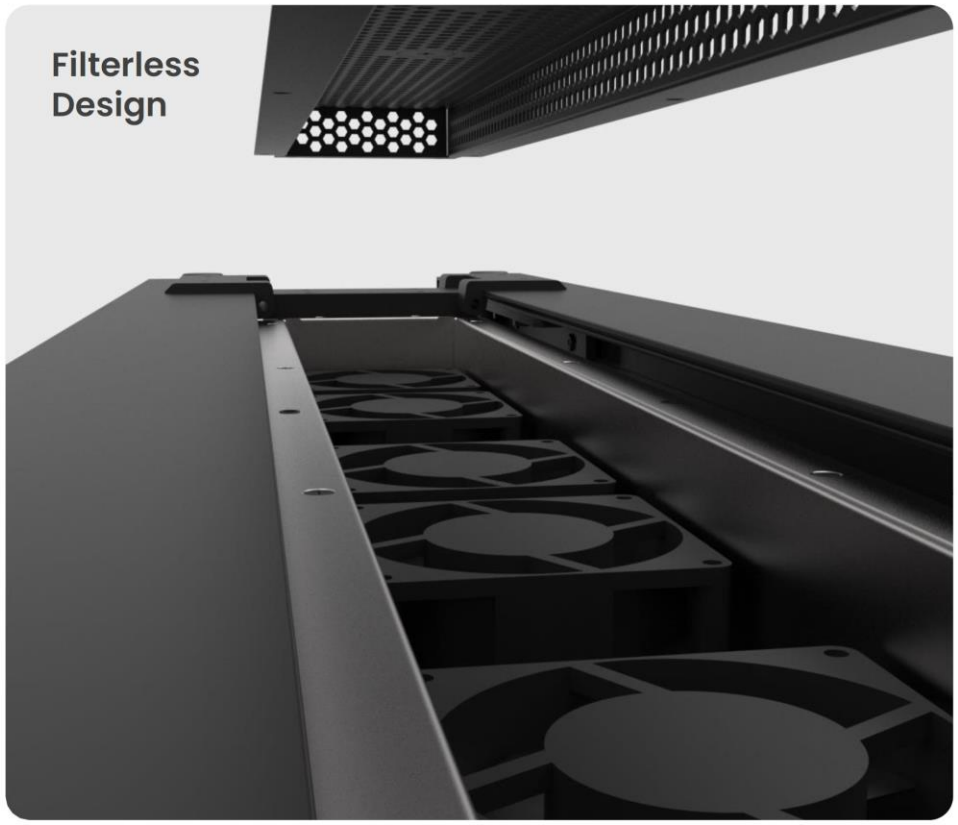
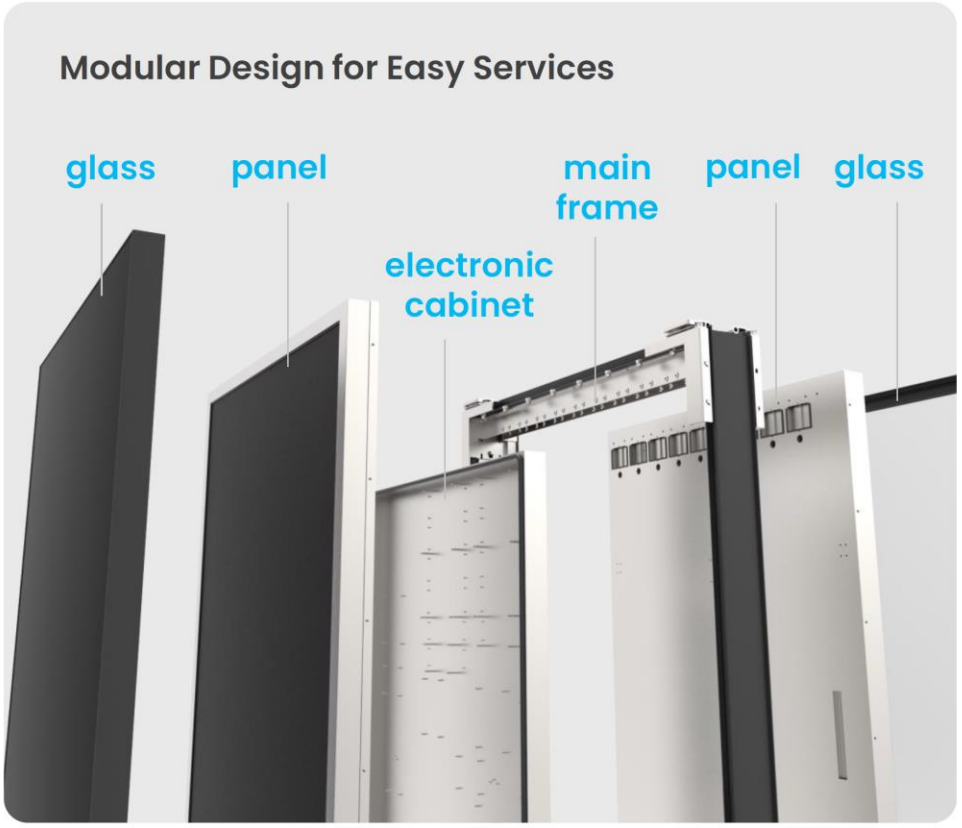
Maintenance





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Monitoring & Remote Control

Monitoring

Power Consumption
Power Supply Status
Input Power Status
Brightness Level
Door Status
Running Time
Input Source
Network Speed
Humidity
Media Playback Resolution
Temperature

Remote Operation

All On Screen Display Settings
- Input Source Setting
- Failover Setting
- Color Temperature
- Brightness Setting
- Local Dimming
- Schedule Setting
- Display Mode
- Power Off Mode
- AC Back Status

Smart Alarm & Notification

Media Playback Failover
Over Heat
Door Opening
Power State (On/Stand By)
Power Supply
No Video Signal
Brightness Level

Remote & Reboot

Entire Kiosk Reboot
Media Player Reboot
Video Control Board Reboot
Lan Switch Reboot
Liquid Crystal Module Reboot

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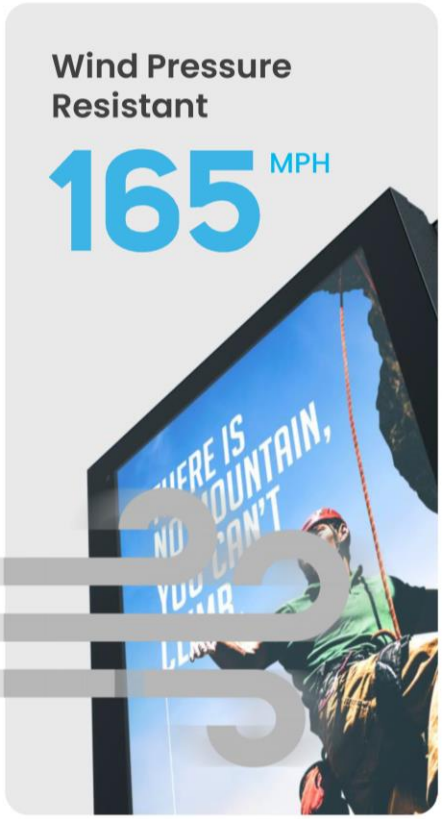
Eco Friendly Design



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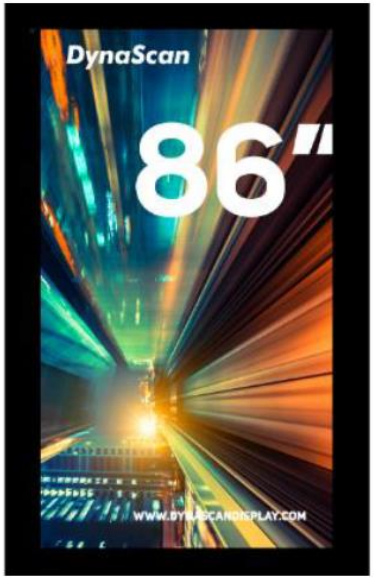
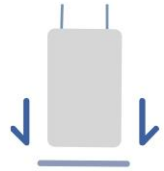
Key Features and Dimensions



FACE	LCD Digital Screen	
BRIGHTNESS	Nighttime	Max 300Cdm²
	Day Time	Max 2500Cdm²
RESOLUTION	3840 x 2160	
DIMENSIONS	1338 x 2100 x 245mm	
CONTENT	Static and Dynamic Content Capability	



Ready to Install Robust Outdoor Solution

Field Serviceable

Local Dimming Control

Brightness and Color Guaranteed

TrueColor™ Calibrated

Intelligent Thermal Management

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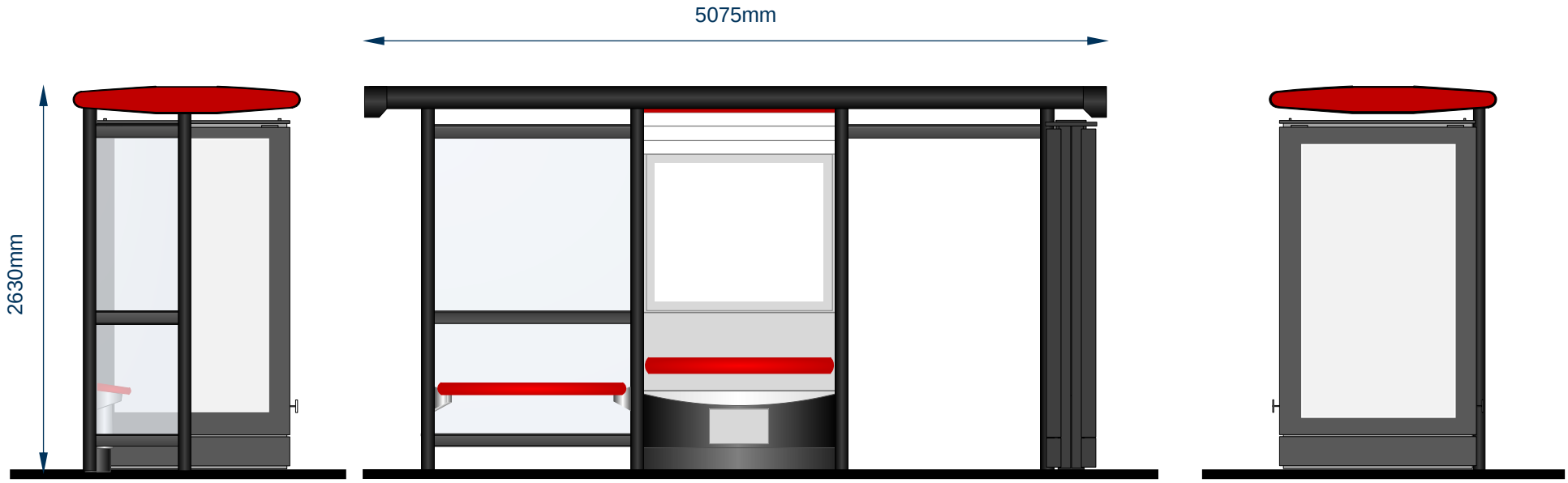
TfL London Landmark Shelter Design

Elevation Drawings



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TfL London Landmark Shelter Design

Perspective View

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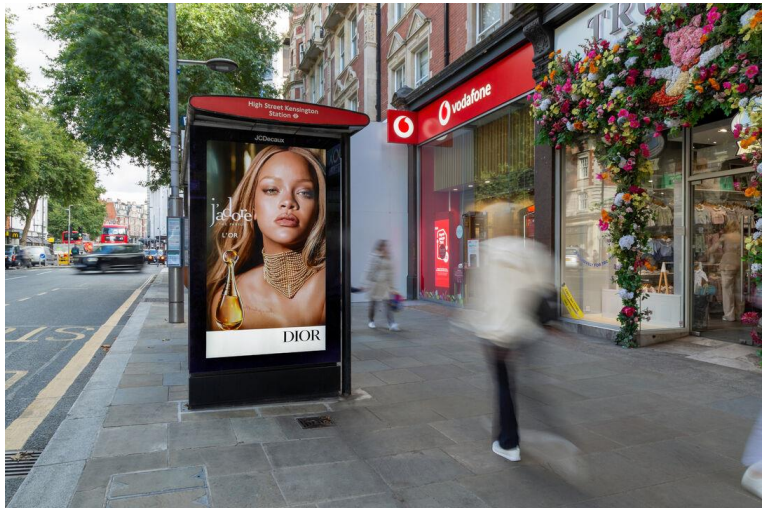
TfL London Landmark Shelter Design

Existing Examples



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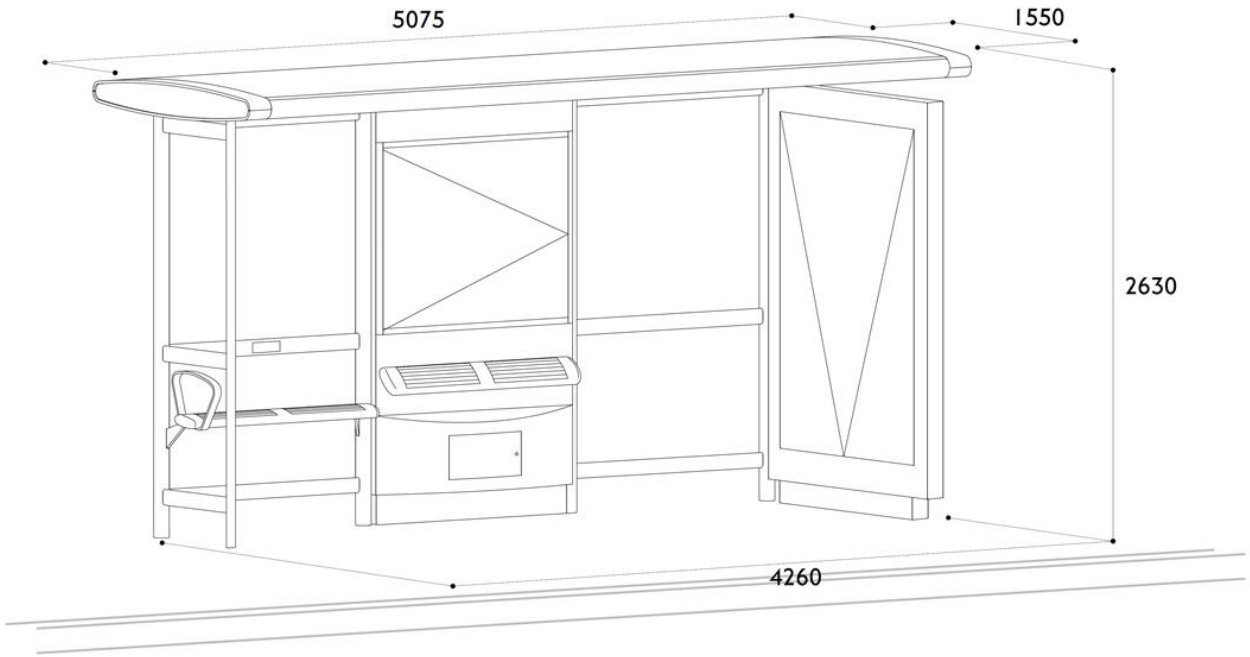
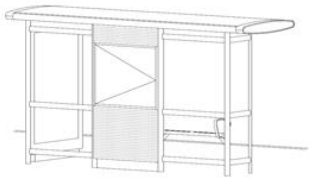
Shelter Configuration

Mark One / 3 Bay

Advertised Shelter





Mk I cantilever shelter, three bay unit, comprising:
fully glazed half end screen
fully glazed panel with priority perch seat with arm
info panel with QR display and rest seat
fully glazed panel
double sided illuminated six sheet advertising display replacing end screen

Quad royal display on reverse of info panel

Construction:
Mild steel framework and cladding: silver grey/ optional stainless steel
GRP roof: dark grey
Mild steel roof interior ceiling: light grey
GRP seat: red/ other seat colours available to match transport modes

Glazing panel options: refer to 2.1
Seating options: refer to 3.1

Shown located Centre Of Path
All dimensions in millimetres

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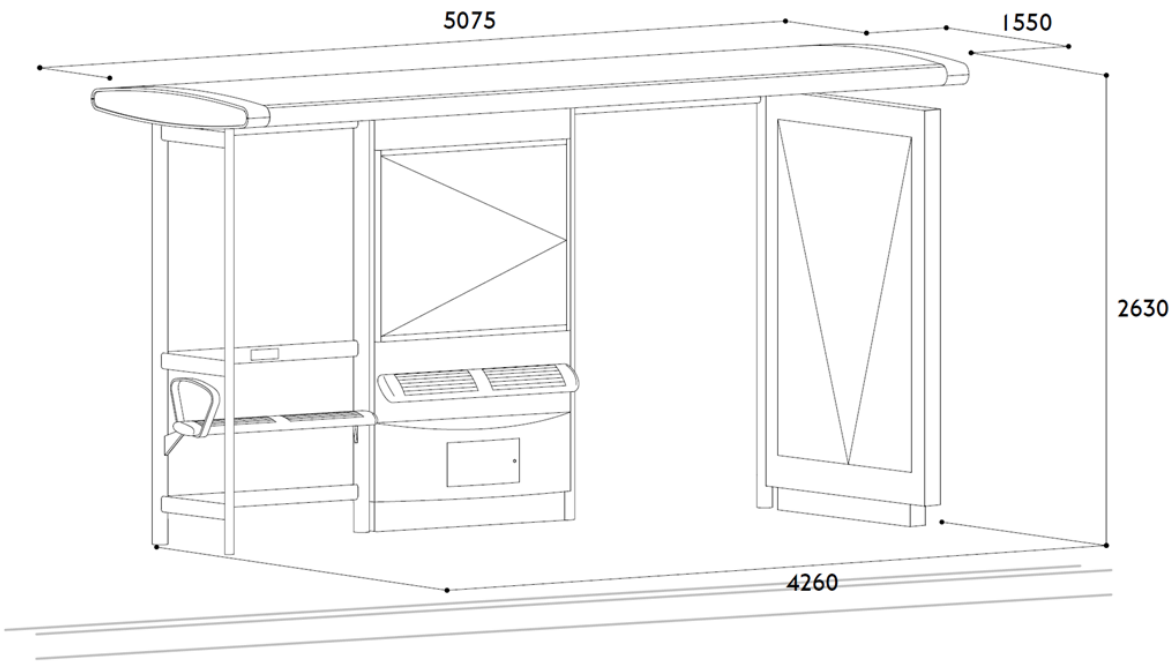
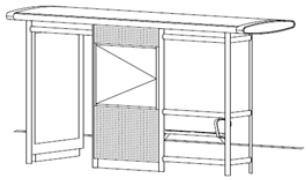
Shelter Configuration

Mark One A / 3 Bay

Advertised Shelter





Mk1A cantilever shelter, three bay unit, comprising:
fully glazed half end screen
fully glazed panel with priority perch seat with arm
info panel with QR display and rest seat
double sided illuminated six sheet advertising display replacing end screen

Quad royal display on reverse of info panel

Construction:
Mild steel framework and cladding: silver grey/ optional stainless steel
GRP roof: dark grey
Mild steel roof interior ceiling: light grey
GRP seat: red/ other seat colours available to match transport modes

Glazing panel options: refer to 2.1
Seating options: refer to 3.1

Shown located Centre Of Path
All dimensions in millimetres

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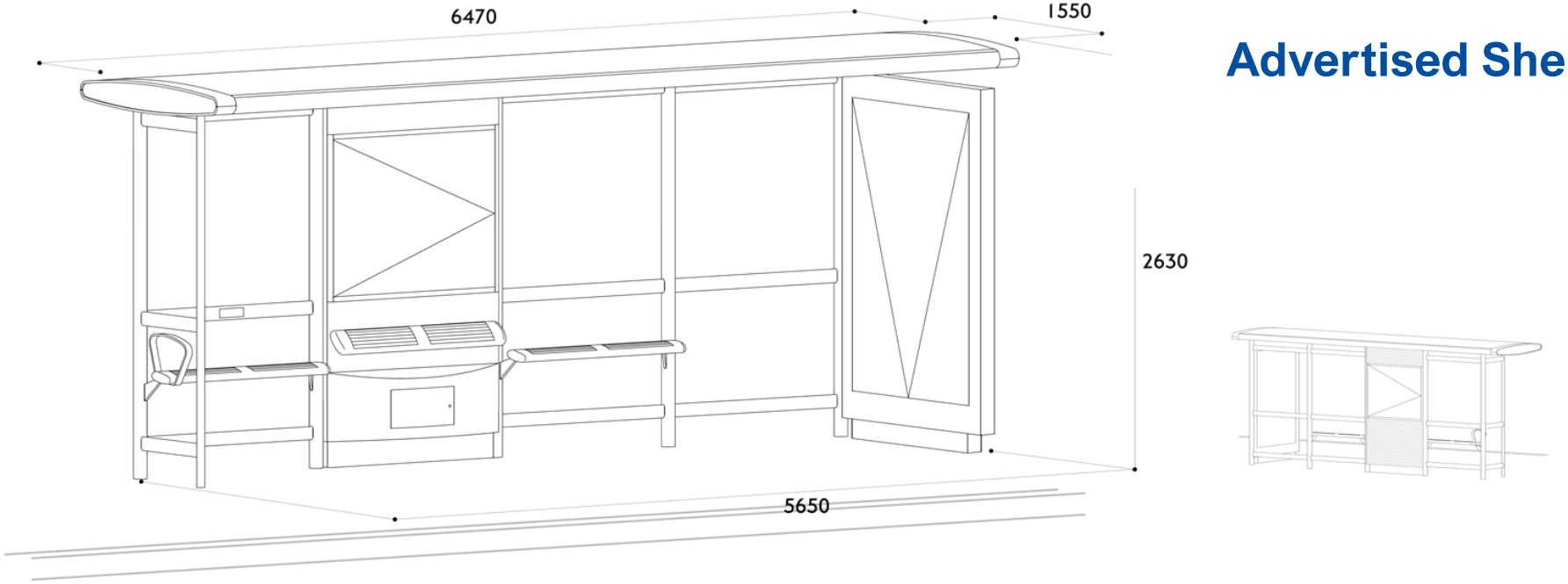
Shelter Configuration

Mark One / 4 Bay

Advertised Shelter



Mk I cantilever shelter, four bay unit, comprising:
fully glazed half end screen
fully glazed panel with priority perch seat with arm info panel with QR display and rest seat
fully glazed panel with perch seat
fully glazed panel
double sided illuminated six sheet advertising display replacing end screen

Quad royal display on reverse of info panel

Construction:
Mild steel framework and cladding/ silver polyester powder coated/ optional stainless steel
GRP roof/ dark grey
Mild steel roof interior ceiling/ light grey polyester powder coated
GRP seat/ red/ other seat colours available to match transport modes

Glazing panel options: refer to 2.1
Seating options: refer to 3.1

Shown located Centre Of Path
All dimensions in millimetres

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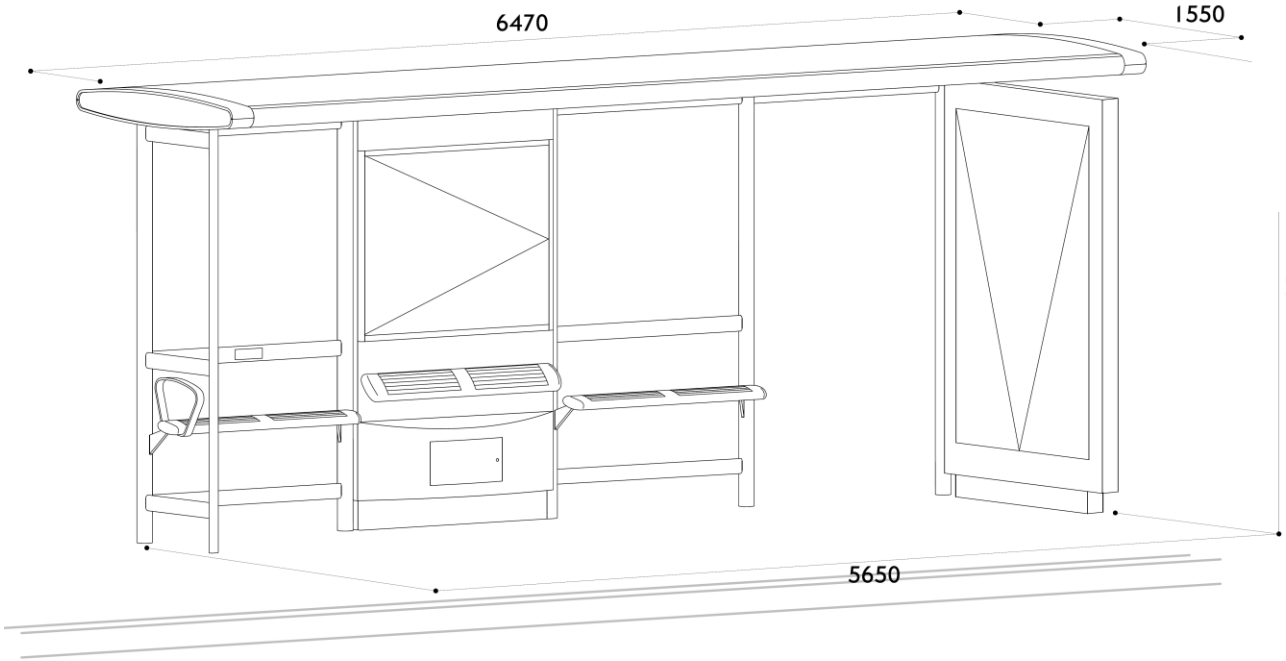
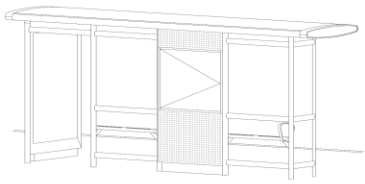
Shelter Configuration

Mark One A / 4 Bay

Advertised Shelter





Mk I A cantilever shelter, four bay unit, comprising:
fully glazed half end screen
fully glazed panel with priority perch seat with arm
info panel with QR display and rest seat
fully glazed panel with perch seat
double sided illuminated six sheet advertising display replacing end screen

Quad royal display on reverse of info panel

Construction:
Mild steel framework and cladding: silver grey/ optional stainless steel
GRP roof: dark grey
Mild steel roof interior ceiling: light grey
GRP seat: red/ other seat colours available to match transport modes

Glazing panel options: refer to 2.1
Seating options: refer to 3.1

Shown located Centre Of Path
All dimensions in millimetres

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Sustainable Design

Sustainable Principals in Practice

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.

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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.

EDF

We certify that

JCDecaux UK Limited

Has 100% of it's electricity generated in the UK from clean renewable sources, wind, solar and/or hydro.

All Sites

01/01/2025 - 31/12/2025

Matt Nunn

Director of EDF Business Solutions

CARBON TRUST CERTIFIED ELECTRICITY

100% of the electricity supplied is renewable* and has a zero emissions factor for Scope 2 reporting

Clean Renewable

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OUT-OF-HOME: THE SUSTAINABLE PUBLIC SCREEN

As JCDecaux invests in energy-efficient solutions reducing our carbon footprint still further, Out-of-Home is a sustainable, trusted medium that reaches the audiences our partners need – a medium that gives back to the community by providing valuable public amenities including bus shelters and life-saving defibrillators paid for by advertising. #PowerofthePublicScreen

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OUR ESG VISION

Find the **Sustainable Media 2030 Vision** brochure on our website

- Towards more sustainable living spaces
- Towards an optimised environmental footprint
- Towards a responsible business environment

OUR ESG PERFORMANCE

Global validation & UK partnerships

- **RE100** – 100% renewable energy worldwide
- **FTSE4Good** – 3.6/5 rated
- **CDP** - A List
- **Ecovadis** - Gold
- **MSCI** – AA Rated

- Pledge To Net Zero
- Certified by Planet Mark
- Members of Ad Net Zero
- ISO 45001 (Health & safety)
- ISO 14001 (Environment)
- ISO 50001 (Energy)

OUR PURPOSE

Creating Real Value through the Power of the Public Screen

- One Team
- Minds Matter
- Difference Matters
- Community Channel

KEY THINGS TO KNOW

"Out-of-Home is a public, one-to-many medium, efficiently reaching an audience of millions with a relatively small number of displays. Digital Out-of-Home represents just 0.03% of the UK's 100 million digital screens."

(Source: The Drum/Clear Channel estimate)

"Out-of-Home represents a fragment of the UK's total energy usage. The UK's OOH sector accounts for less than 0.04% of the UK's total energy usage."

(Source: BEIS Report 2020)

01/12/2022