

# London Borough of Camden

## TfL Bus Shelter Advertising Upgrade

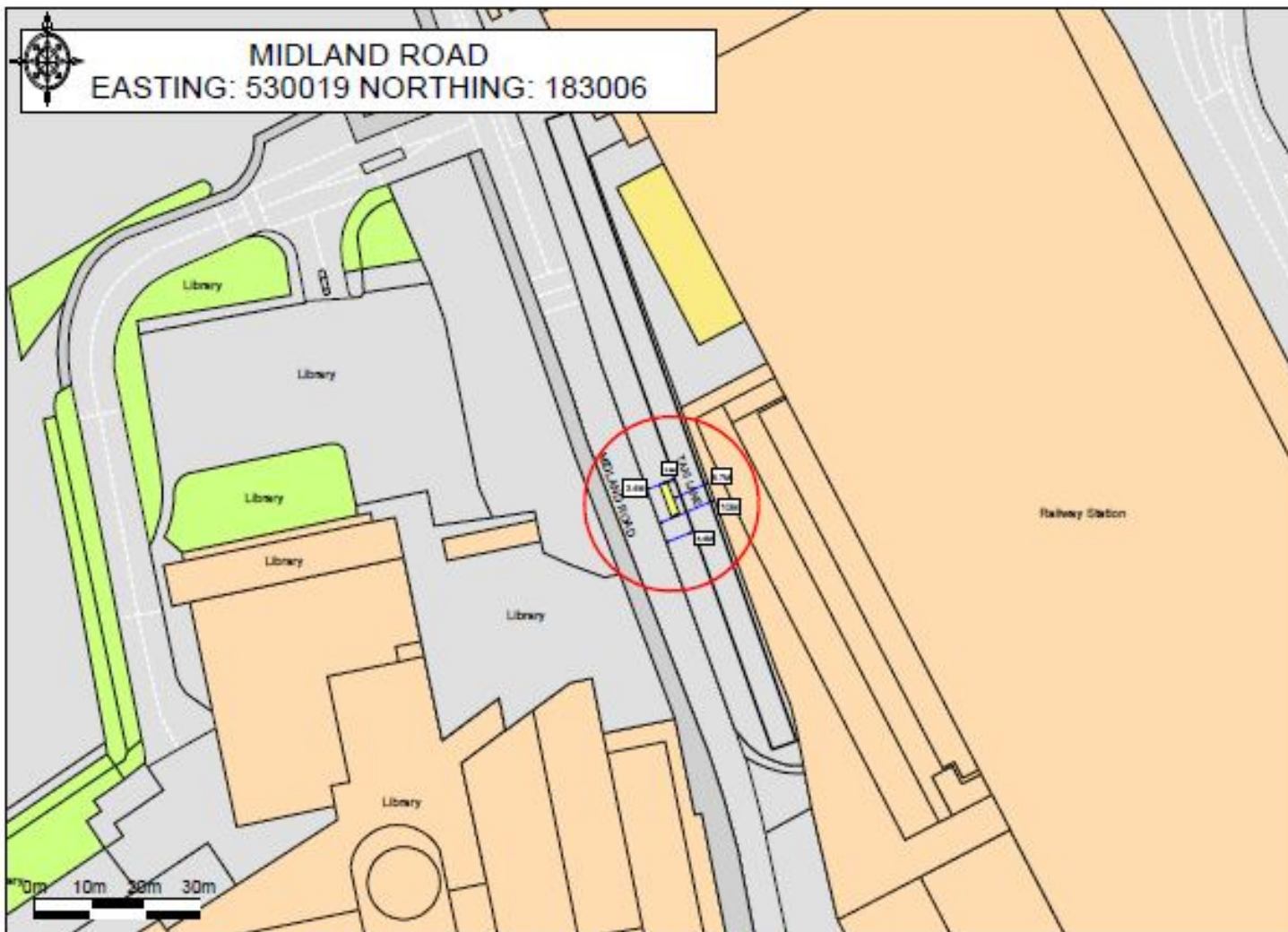
### Site Address

IFO ST PANCRAS STATION, MIDLAND ROAD, LONDON, NW1 1EL

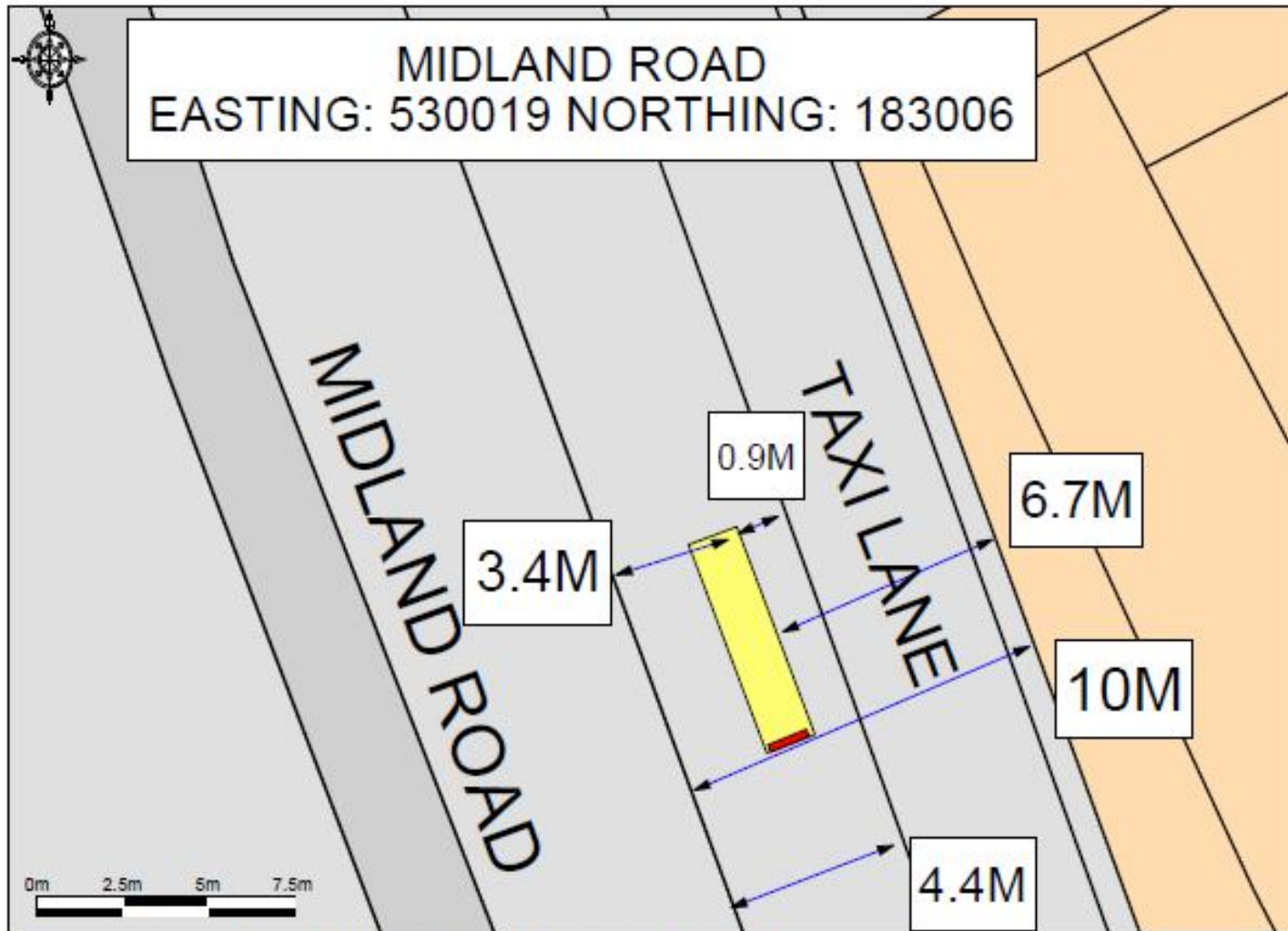
Bus Stop 0107/1058

JCDecaux Roadside





**Site Address**  
**IFO ST PANCRAS STATION, MIDLAND ROAD, LONDON, NW1 1EL**  
**Bus Stop 0107/1058**



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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 2500Cdm<sup>2</sup>, 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.



**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
Pitch	0,831mm(V) x 0,831mm(H)
Rear face	Paper or Screen
Resolution	3840 x 2160 4K
Brightness	2500 cd/m <sup>2</sup> 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%
Possible screen orientation	Portrait
Other	Direct sunlight



**Lifespan**

Lifespan Typical	5 years
Daily maximum operating time	24h

**Electricity**

Input Voltage	230v
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**Weight and Conditions**

Global	1338(W) x 2957 (H) x 245 (D) mm
Visible	1866mm(H)x1052mm(W)2142mm(D)
Visible area	1.9m <sup>2</sup>
Screen aspect ratio	16/9

**Certificates**

Certifications	CE.
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**Comments :**

This screen is best in class in term of visibility in full sunshine. It includes state-of-the-art features to lower TCO :

- Improved reliability and life through expert thermal and solar management design.
- Modular design.
- Replaceable external 8mm front glass
- Extensive monitoring capability through Digital Image verification that gives immediate feedback about display performance.

Premium product for reliability, monitoring and maintenance features

The proposed advertising display will comprise a double sided 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

