

Digital Display Benefits and Details of Proposed Usage

Benefits of LED technology over traditional printed posters

- No production of posters with savings in energy, materials, waste, transport etc.
- No need to visit the site to install new advertisements with saving in vehicle movements and associated emissions;
- Remote operation in real-time allowing use for public announcements in emergencies;
- Accurate control of illumination levels in real-time, controlled by on-site ambient light sensors;
- High quality design and construction including integration of screen and structure not possible with traditional poster units
- Illumination levels, transition methods, timing of each image can be set bespoke to each site and easily changed at any time.

Proposed Operation Regime

The proposed operation regime has been set in accordance with Transport for London's (TfL) policy document: 'Guidance for Digital Roadside Advertising and Proposed Best Practice – 2013' (attached). This document is the most complete, relevant guidance available.

The regime would be as follows:

- Static images only;
- No moving images or animation of any kind;
- Each static images to be display for a minimum length of time, to be set based on traffic speeds using the formula devised by TfL in their guidance:

$$\text{Maximum sight distance to the digital advertisement (Metres) / Speed limit (Metres / sec) = minimum display duration (sec)}$$

$$\text{Therefore: } 100\text{m} / 13.4\text{m/s [30mph]} = \mathbf{7.5 \text{ seconds}}$$

- No fades or transition effects between images; images to change instantly (in accordance with TfL guidance);
- The brightness of the displays to be controlled by ambient light sensors to automatically track the light level changes in the environment throughout the day;
- Illumination levels limited to 150c/m2 between sunset and sunrise;
- Illumination levels during the day to be limited to less than 300c/m2 above ambient light levels;