

# London Borough of Camden

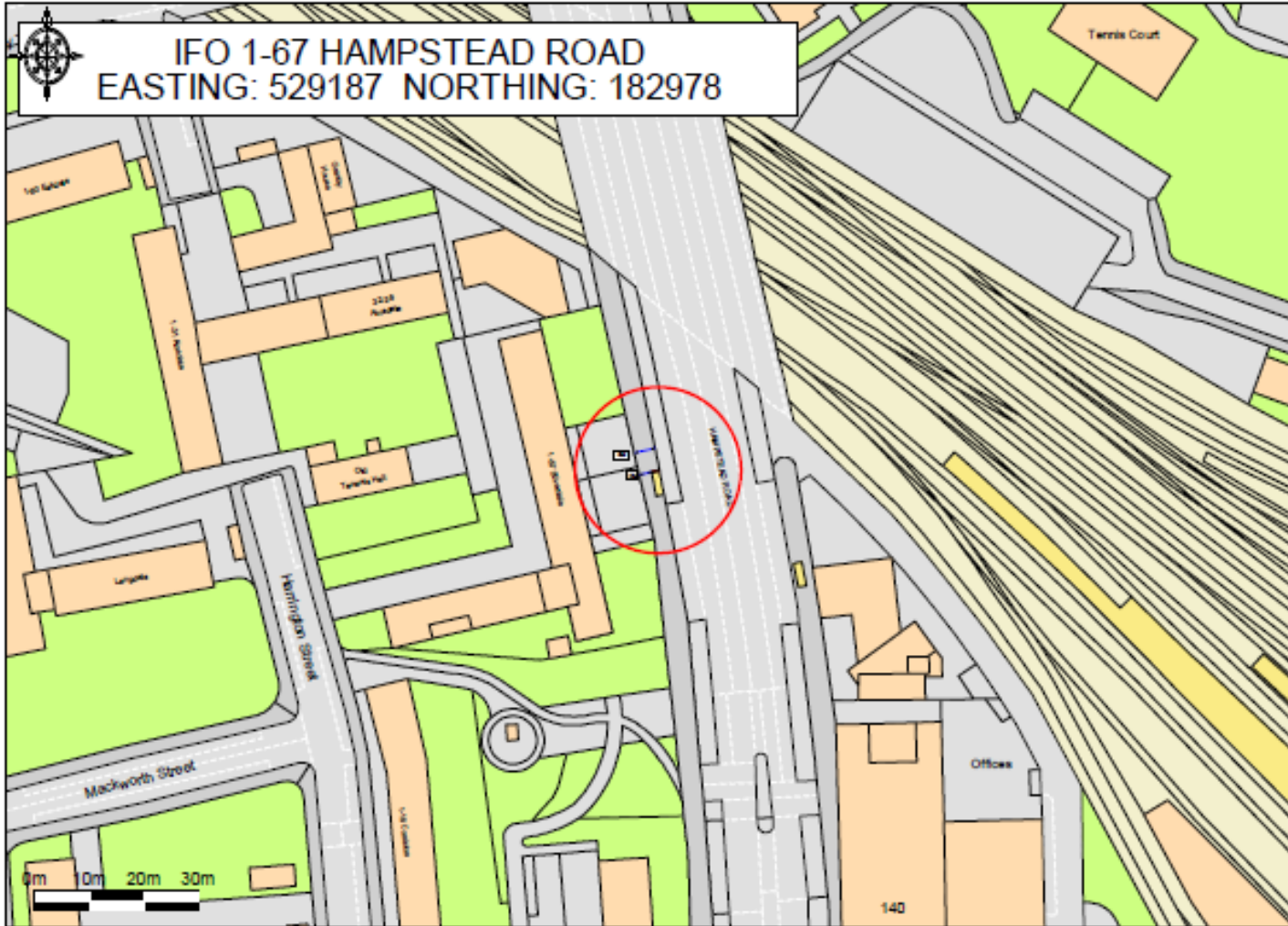
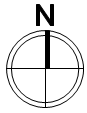
## TfL Bus Shelter Advertising Upgrade

### Site Address

IFO 1-67 SILVERDALE, HAMPSTEAD ROAD, LONDON. NW1 3SE

Bus Stop 0107/0274 - 1

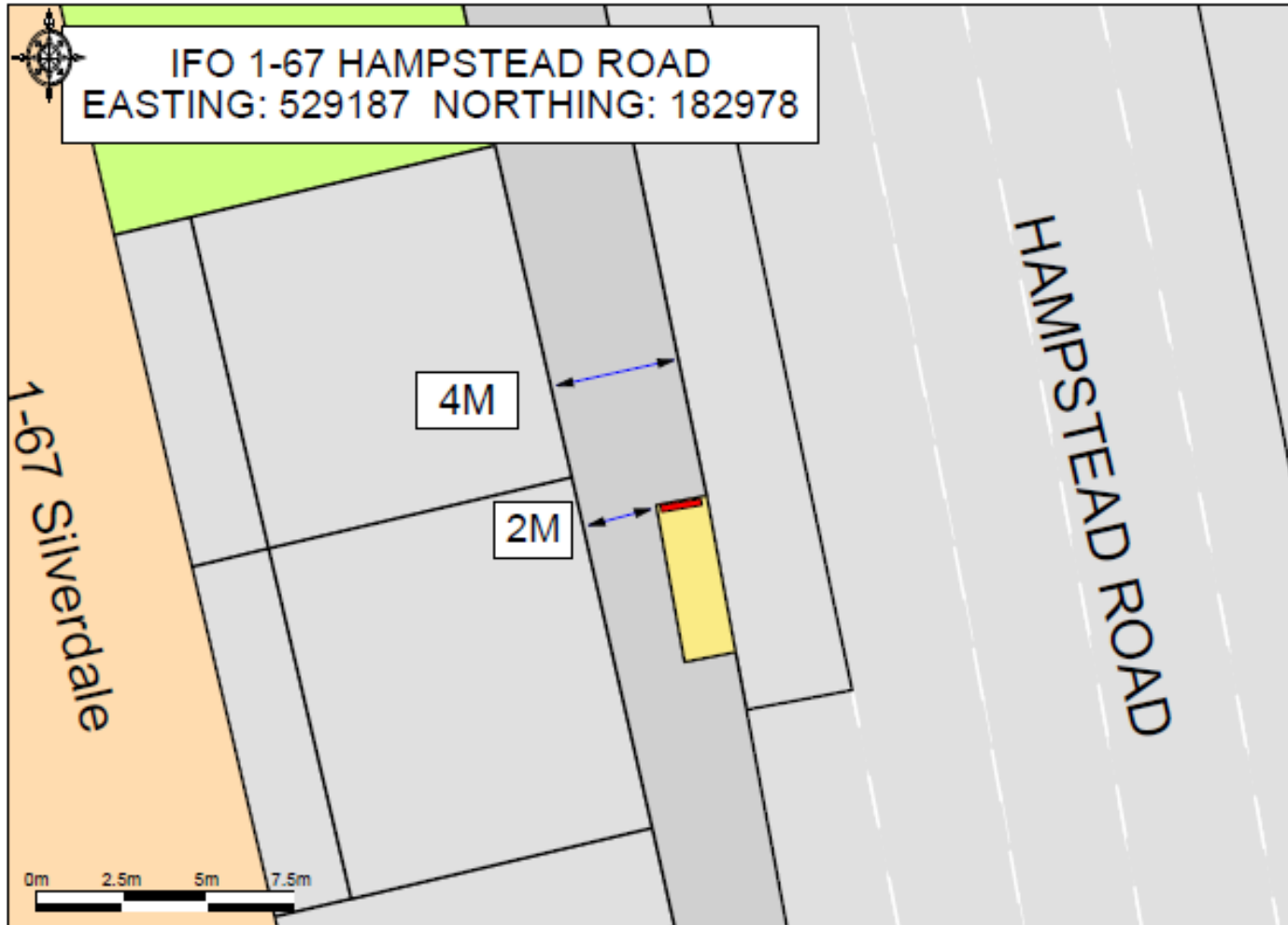




**Site Address**

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**Bus Stop 0107/0274 - 2**



**Site Address**

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**Bus Stop 0107/0274 - 3**

## Site Images



### Site Address

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Bus Stop 0107/0274 - 4

## 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.



## Site Address

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**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

**Site Address**

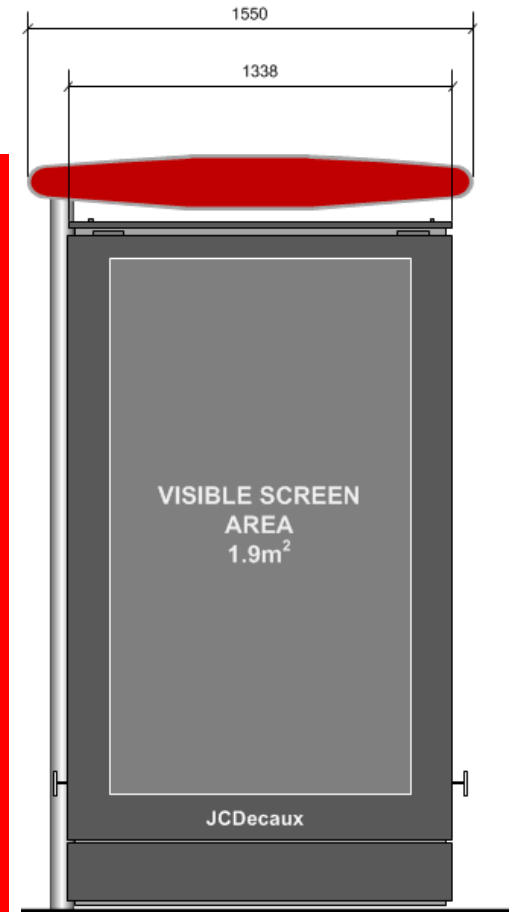
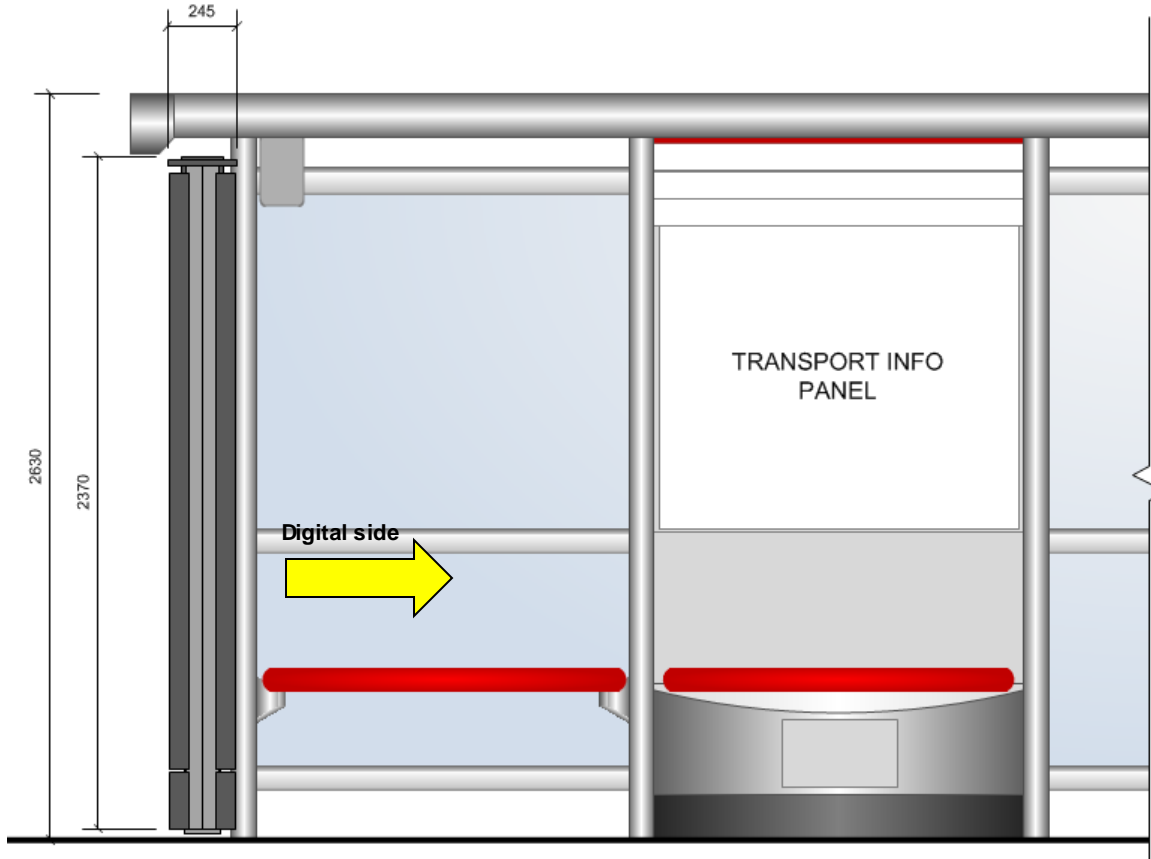
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**Bus Stop 0107/0274 - 6**

Double-sided freestanding Forum Structure, featuring 1 x Digital 84" screen on one side and a static poster advertisement panel on the reverse. The Digital screen is capable of displaying illuminated, static and dynamic content, supplied via secure remote connection. 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



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