

# London Borough of Camden

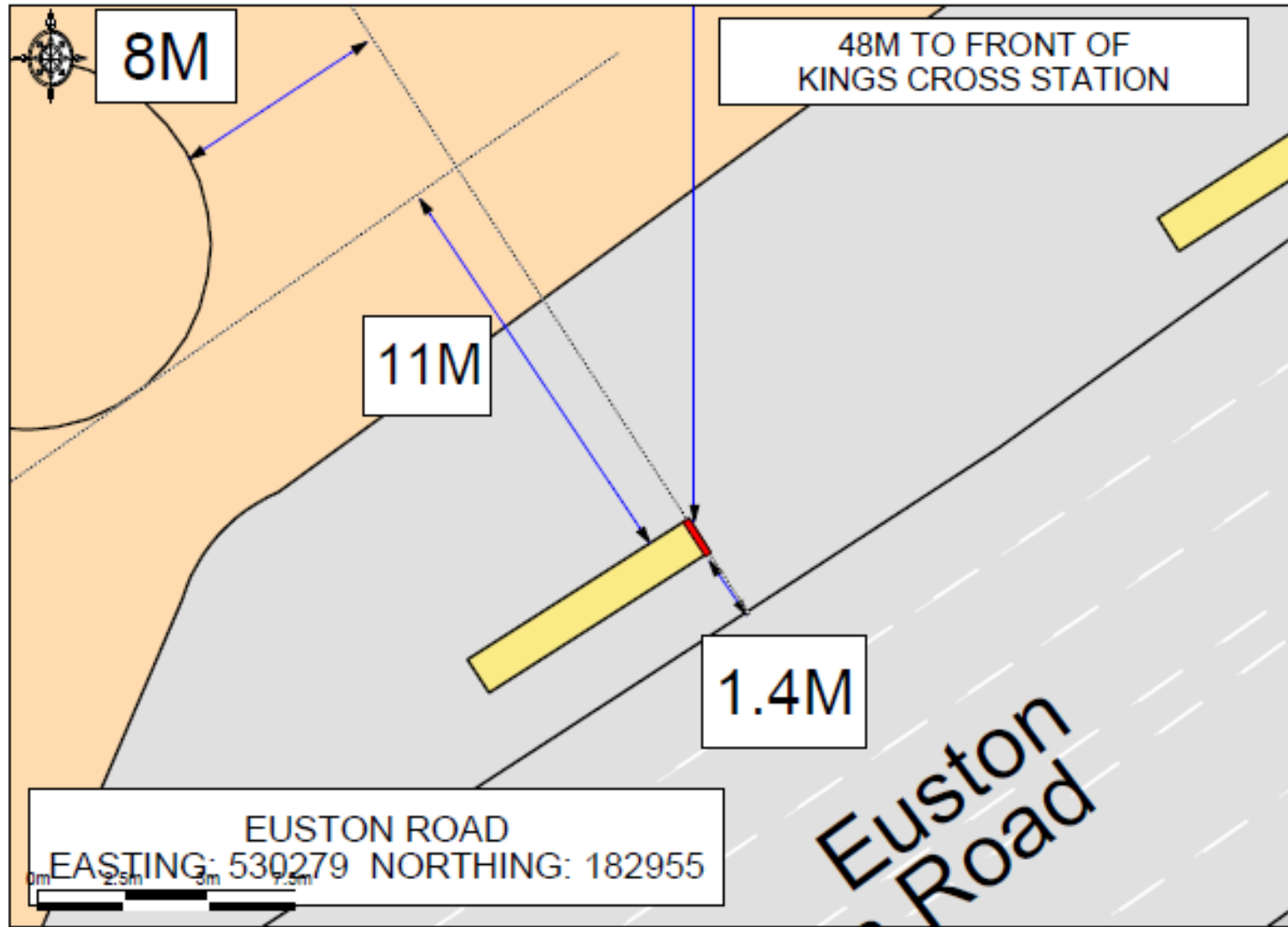
## TfL Bus Shelter Advertising Upgrade

### Site Address

IFO KINGS CROSS STATION, EUSTON ROAD, LONDON. N1 9AL

Bus Stop 0107/0192 -1

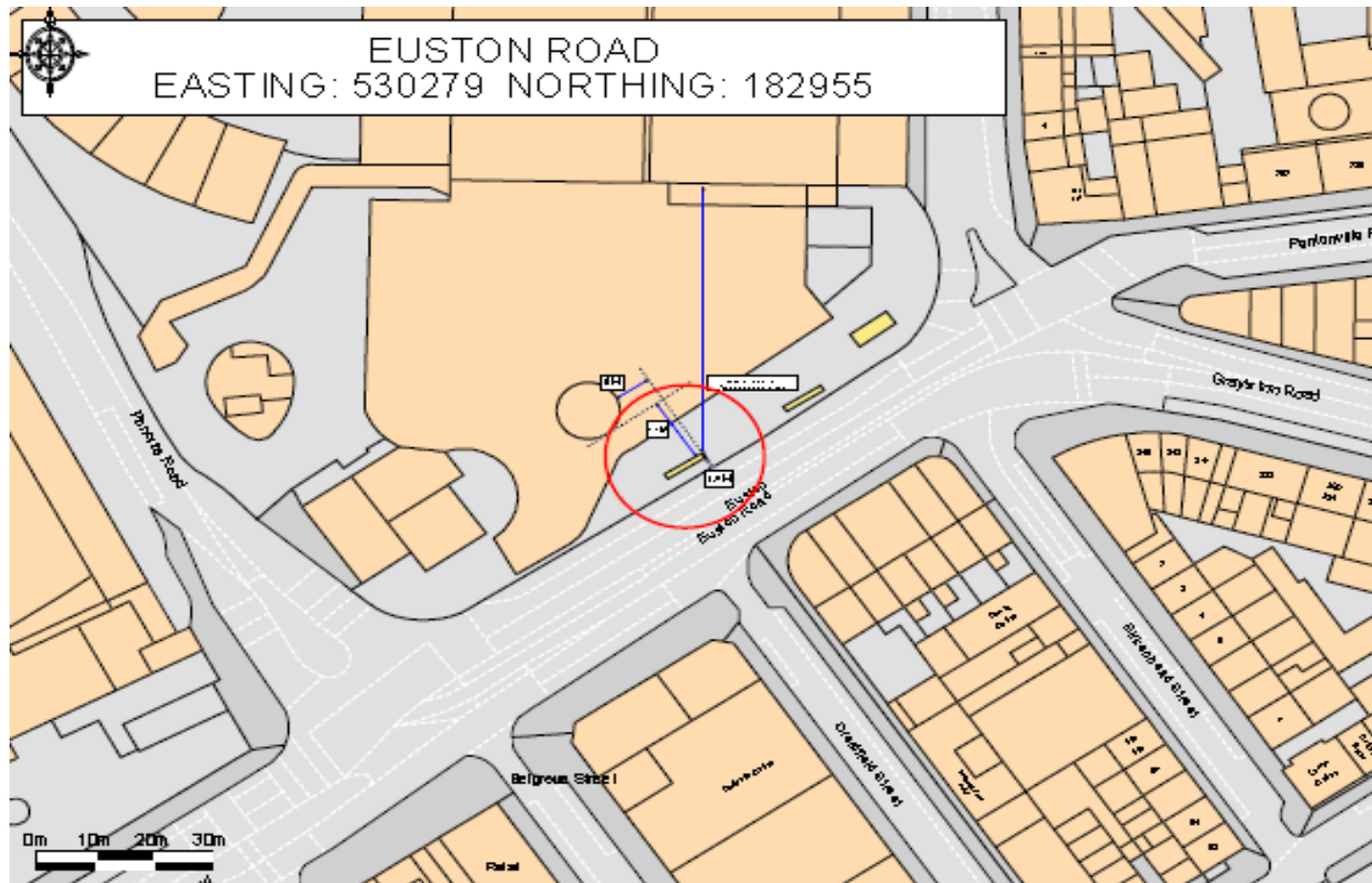




**Site Address**

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**Bus Stop 0107/0192 - 2**



**Site Address**

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**Bus Stop 0107/0192 - 2**

## Site Images



### Site Address

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Bus Stop 0107/0192 - 3

# 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 2500Cd/m<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 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.



## Site Address

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**Bus Stop 0107/0192 - 4**

# 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 <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%
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 nighttime	28,56kWh/day based on 15% and 55% daytime brightness

**Weight and Dimensions**

Global Visible	1338(W) x 2370 (H) x 350 (D) mm
Visible	1866mm(H)x1052mm(W)2142mm(Diagonal)
Visible area	1.9m <sup>2</sup>
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

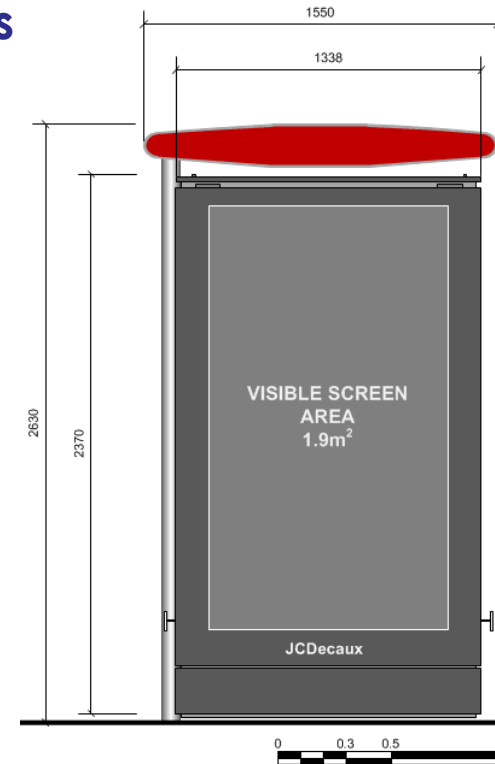
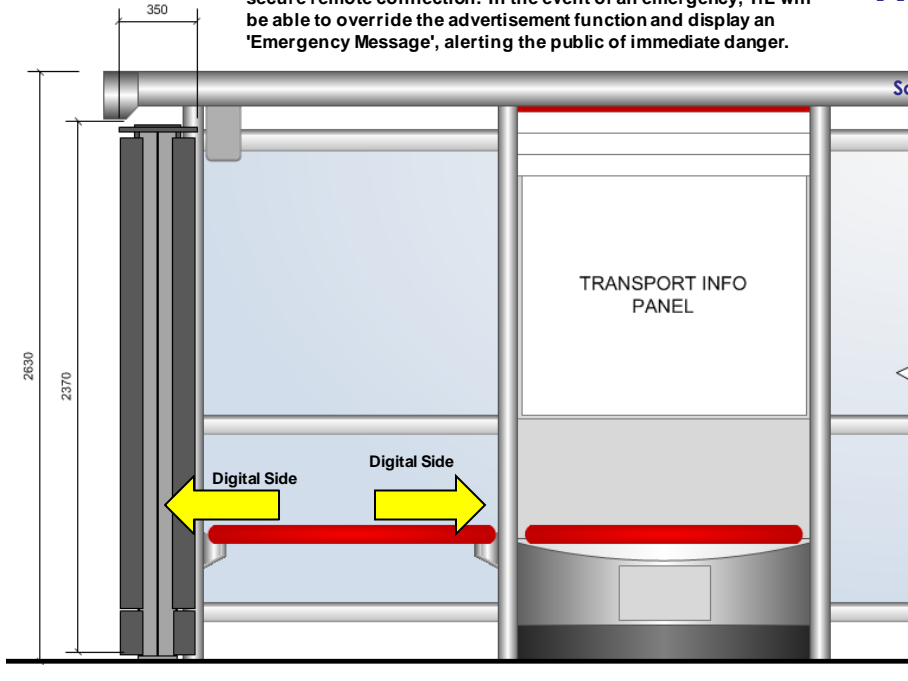
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## JCDecaux

Double-sided freestanding Forum Structure, featuring 2 x Digital 84" screen positioned back to back. 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



JCDecaux Roadside

Site Address:

## Site Address

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9AL

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