

# London Borough of Camden

## TfL Bus Shelter Advertising Upgrade

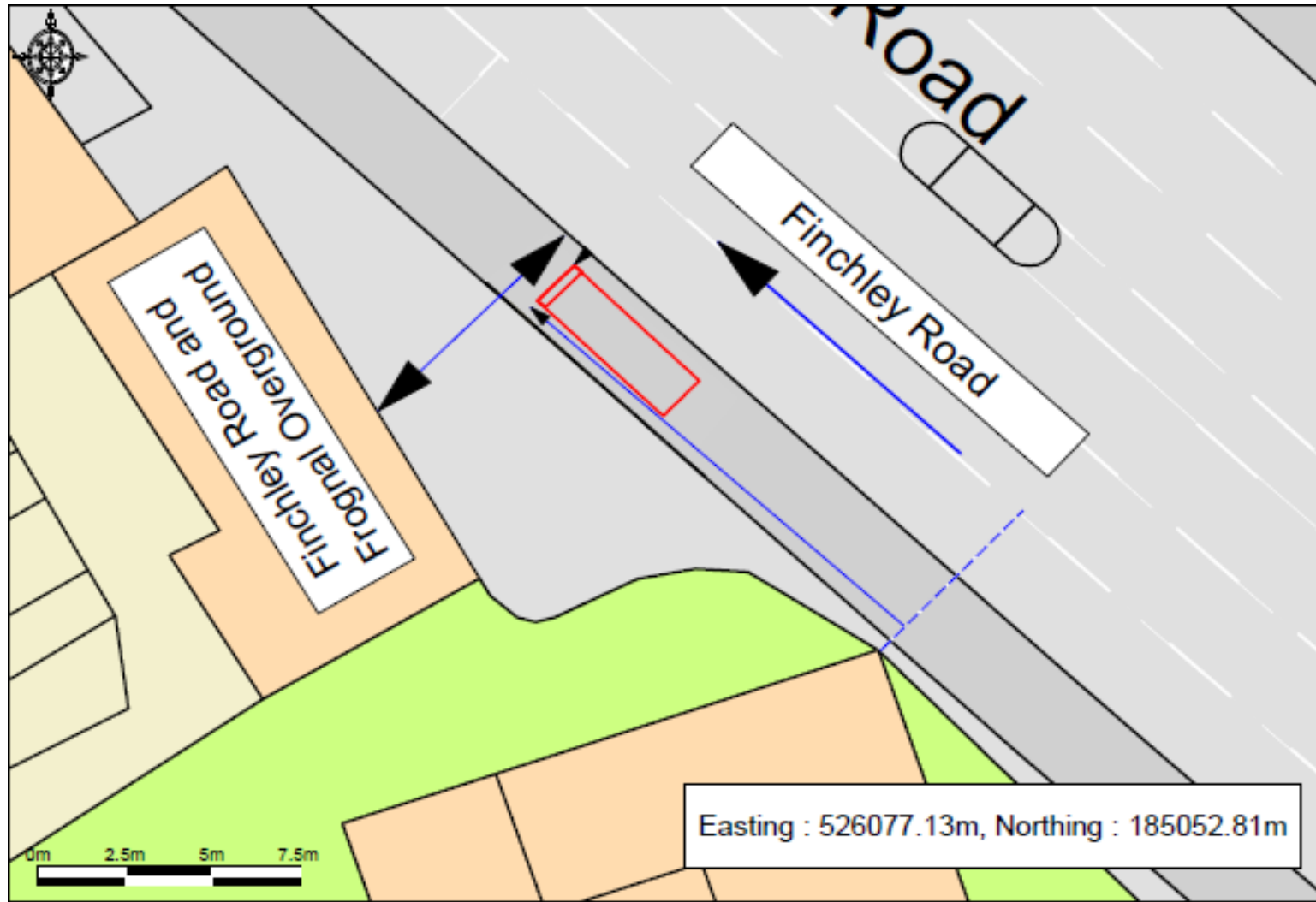
### Site Address

Finchley Road, IFO Finchley Road and Frognal Overground Station, London, NW3 6EP

Bus Stop 0107.0085

JCDecaux Roadside

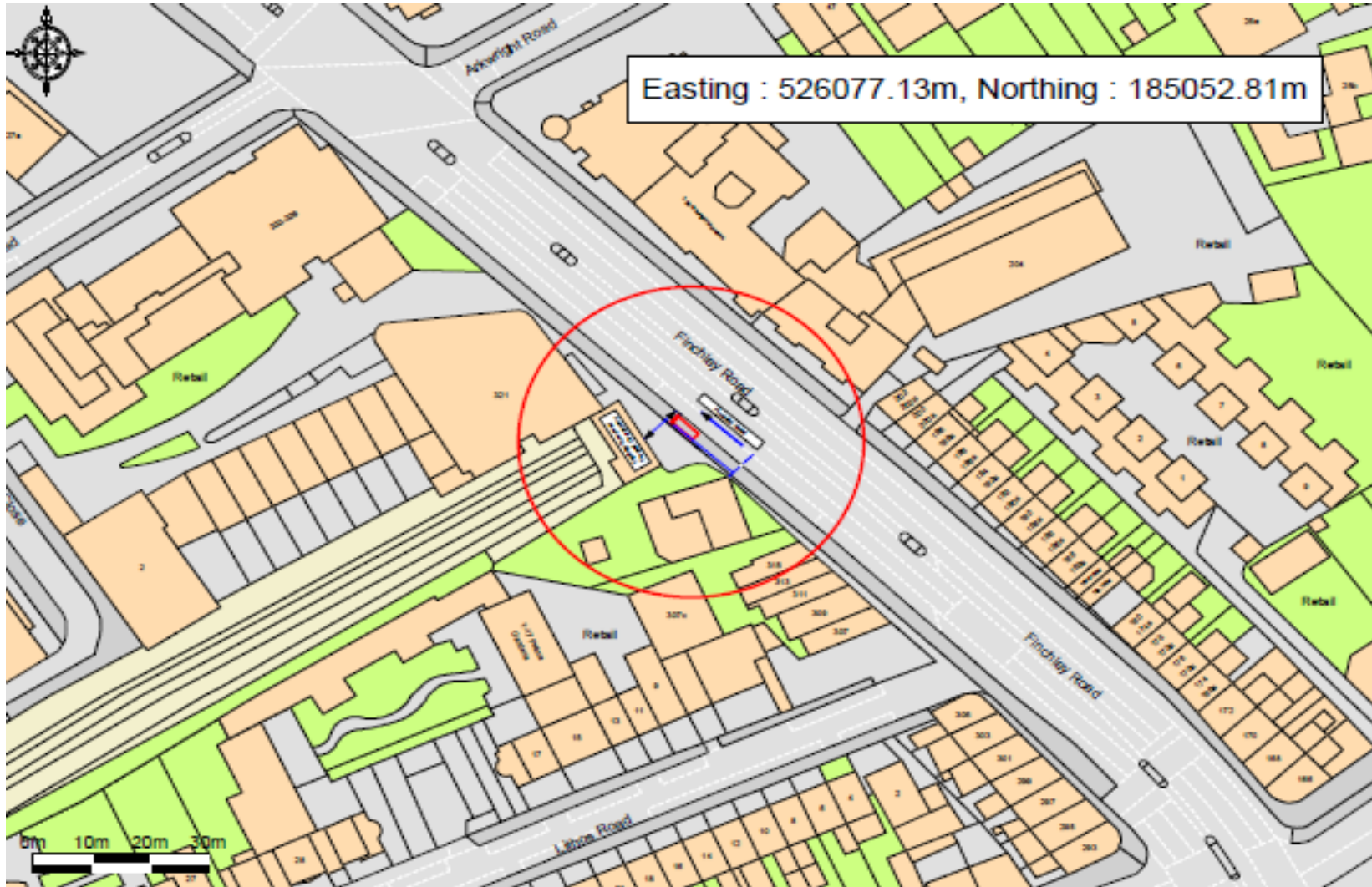




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Site Images



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# 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 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 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.



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

### Weight and Dimensions

Global	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

## Elevation Drawings

The proposed advertising display will comprise a double sided digital display unit at one end of the bus shelter. The display structure will be freestanding but viewed as an integral part of the shelter design.

