

London Borough of Camden

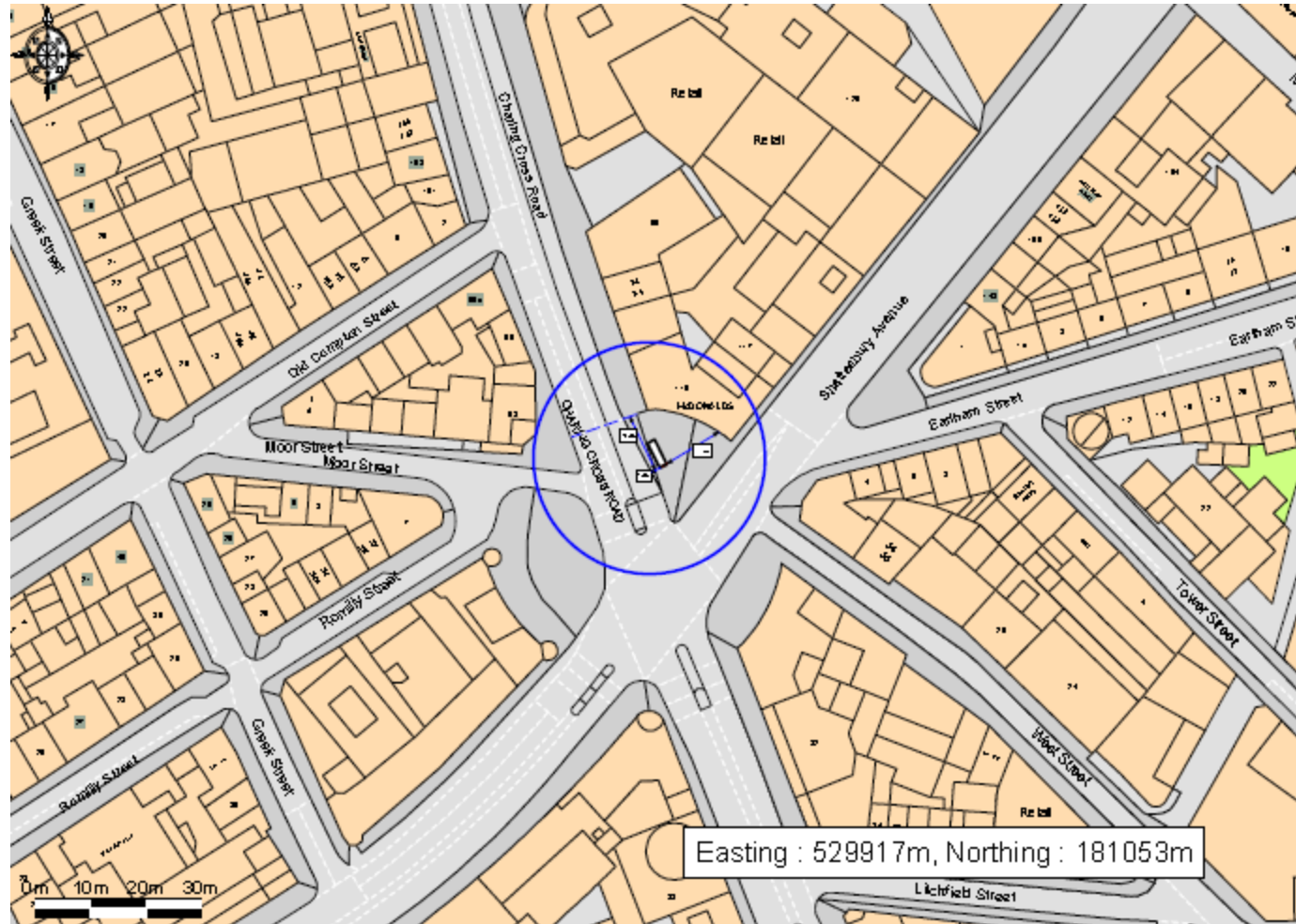
TfL Bus Shelter Advertising Upgrade

Site Address:

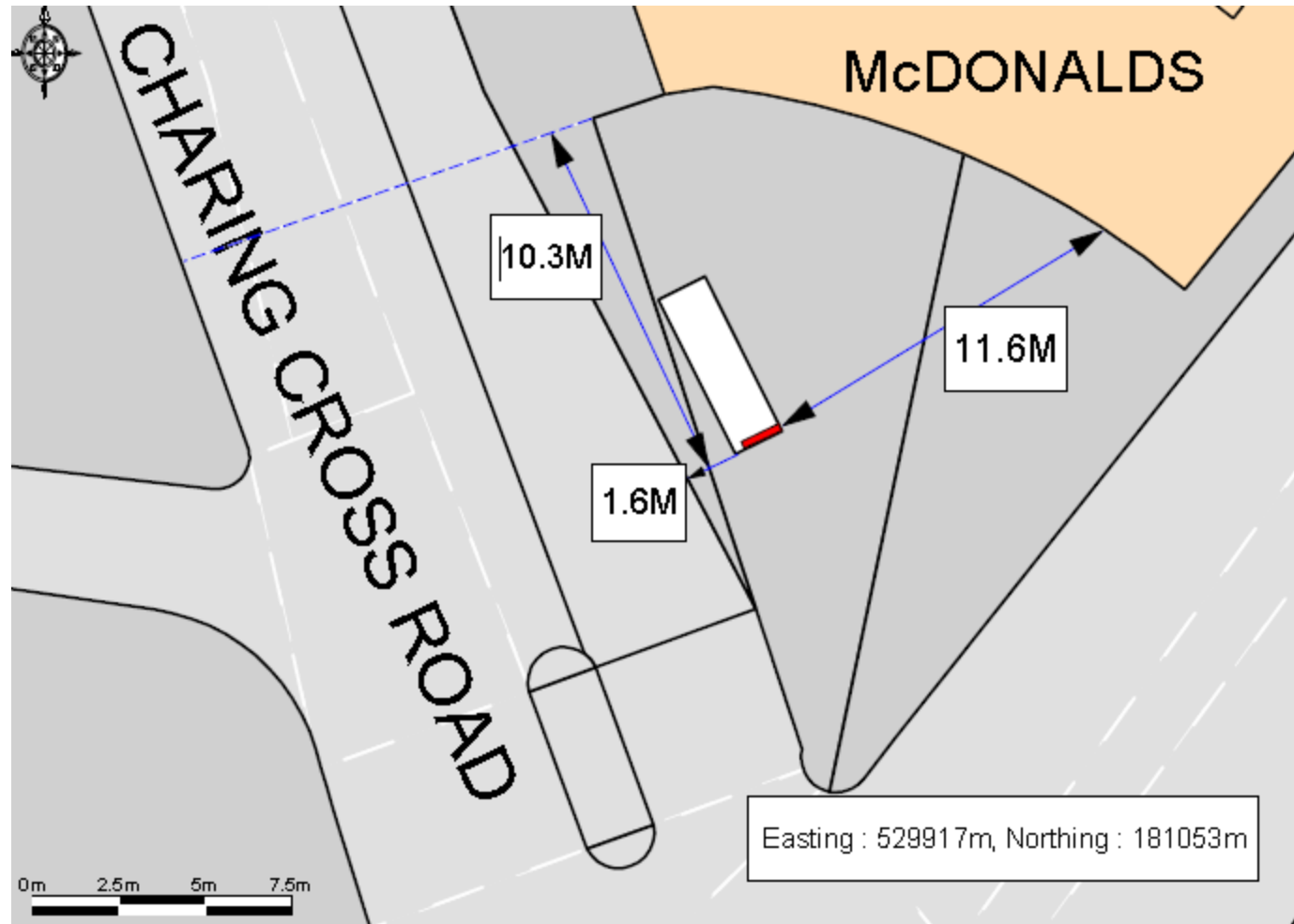
CHARING CROSS ROAD, LONDON, (IFO McDONALDS),WC2H 8AH

Bus Stop 0107/0310-1





Site Address:
 CHARING CROSS ROAD, LONDON, (IFO McDONALDS),WC2H 8AH
Bus Stop 0107/0310-2



Site Address:
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Bus Stop 0107/0310-3

Site Images



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Bus Stop 0107/1053-4

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 2500Cdm², 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.



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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 ² 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) x 1052mm(W) 2142mm(Diagonal) |
| Visible area | 1.9m ² |
| Screen aspect ratio | 16/9 |
| Weight | approx 460kg |

Certificates

| | |
|----------------|-----|
| Certifications | CE. |
|----------------|-----|

Comment

The Screen is best in class in terms of visibility in full sunshine. The technology includes the latest features to lower TCO through:

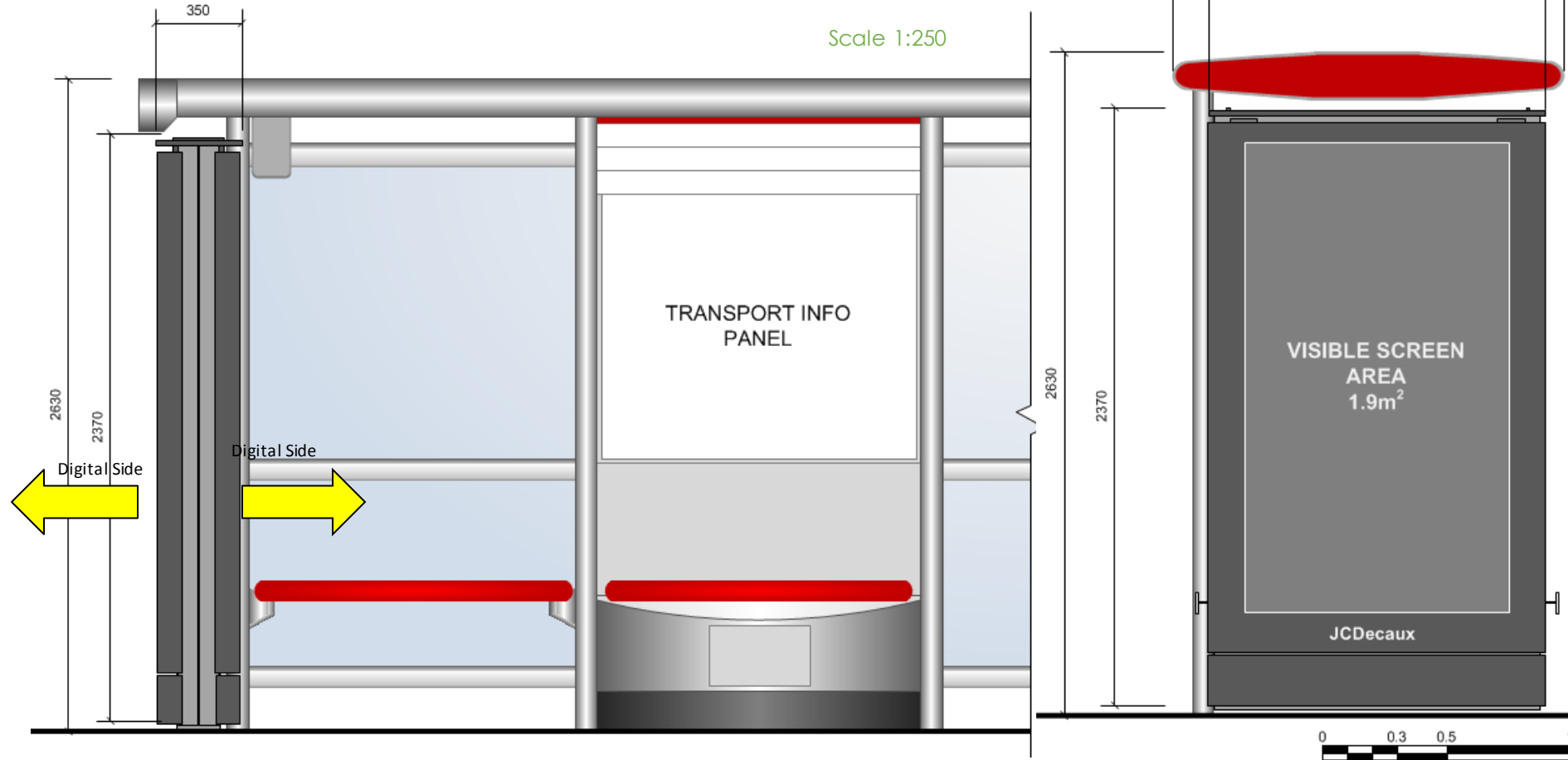
- Improved reliability and life span through expert thermal and solar management design
- Modular design
- Replaceable 8mm front glass
- Extensive monitoring capability via digital management verification on display performance and function

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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 a 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.



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