Forum design Digital Panel - Summary

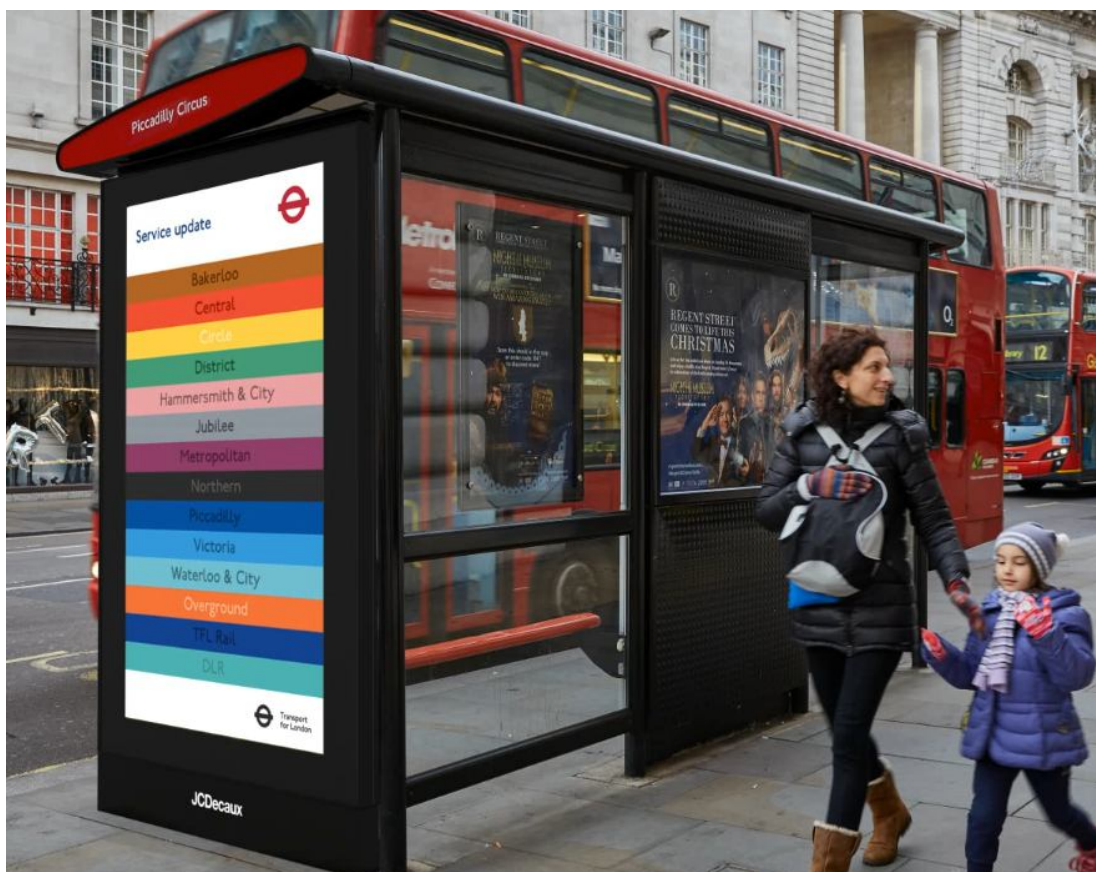JCDecaux is pleased to introduce the Forum design Digital Panel.

The Forum Digital Panel utilises JCDecaux SmartScreen technology, enabling dynamic content to be delivered and broadcast in real-time.

SmartScreen technology provides increased relevance and creative options for advertisers and transport authorities, with an opportunity to produce higher frequency campaigns that are time and area specific. As a result, messaging will now have far greater relevance to passengers and members of the public.
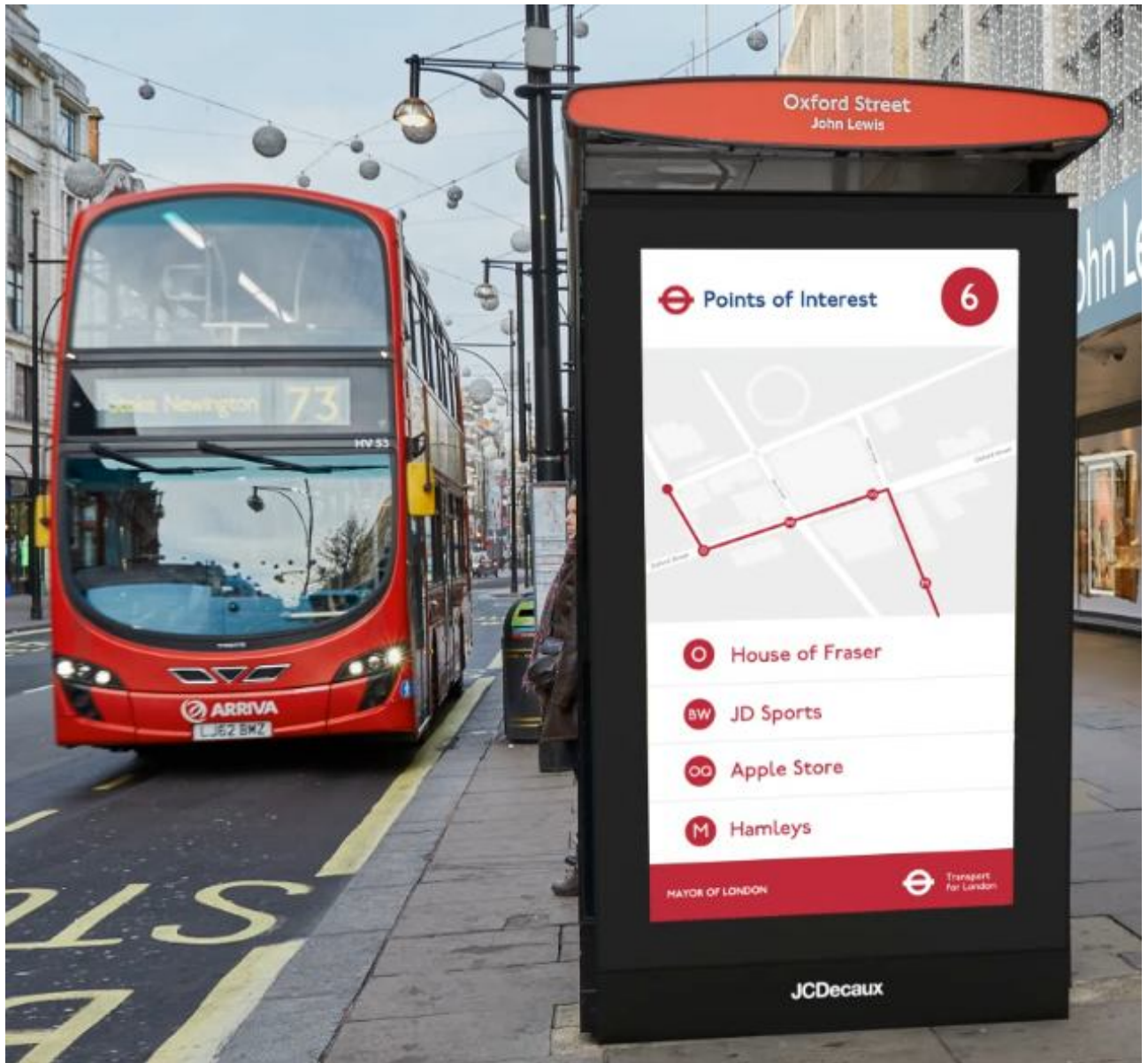
Working in partnership with TfL, JCDecaux proposes to install the Forum Digital Panel at key sites across the TfL bus shelter estate. In addition to manufacturing, installing and maintaining SmartScreen Panels, JCDecaux also manages all digital content displayed via secure connections.

Public information benefits include:

Real-time TfL Network Updates:

Tourism Services:

Public Information Campaigns:

Emergency Messaging

In the event of an emergency, TfL will be able to override the digital advertisements, via a secure website in which they can upload/store a selection of JPG files (or a twitter controlled message template) that can then be assigned to individual screens/groups of screens. The emergency message is then deployed to the site(s) within 60 seconds via the hard wired (ADSL) screen network connection. The system also alerts JCDecaux that the advertising 'loop' has been overridden with the emergency message template.

JCDecaux first developed its emergency messaging system in partnership with BAA, where it is in operation across all digital advertising screens installed at London Heathrow.