

London Borough of Camden

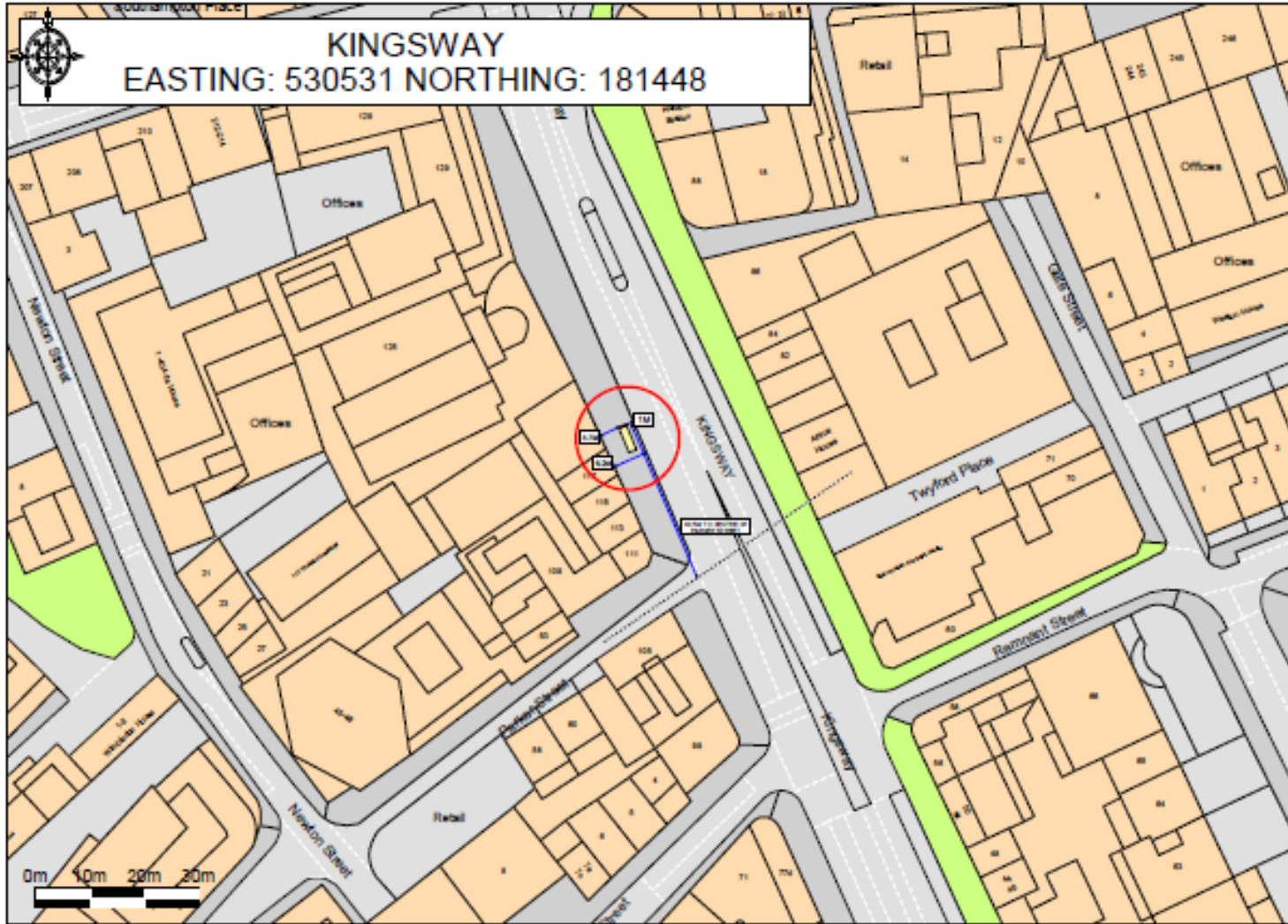
TfL Bus Shelter Advertising Upgrade

Site Address

IFO BEACON HOUSE, KINGSWAY, LONDON. WC2B 6PP

Bus Stop 0107/0069

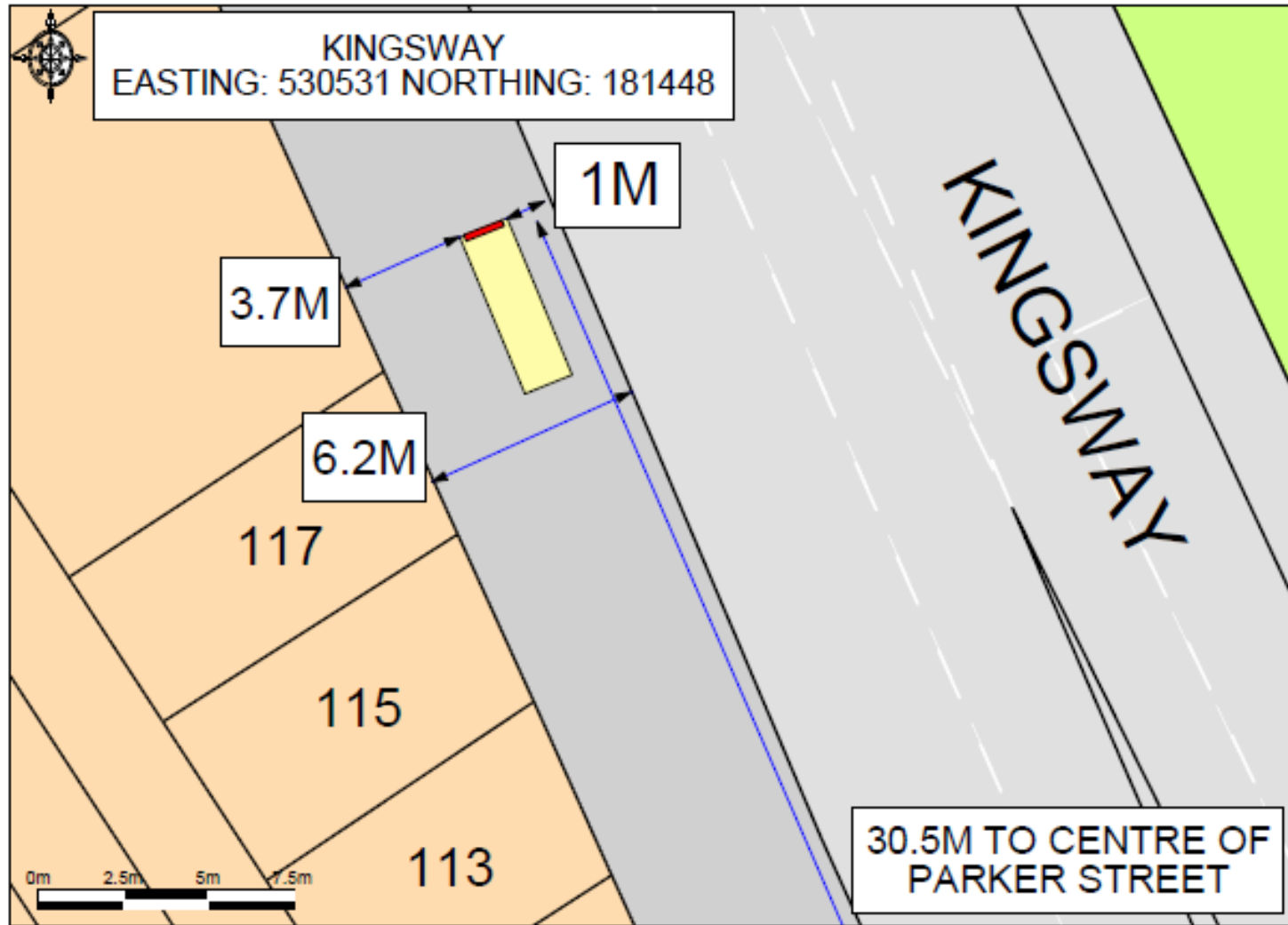




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Site Images



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Digital 84" Forum Outdoor Display

Installation

The screens are tested in the factory before shipment and all connections and unit integrity is Civil Engineer approved. The screens are transported fully assembled, which minimize actions on site for the installation of the screens within the Forum unit.

Sustainable Development

The screens feature Power Factor Correction PFC and are the most power efficient in their class. The lower consumption is achieved by dynamic dimming capability which reduces power usage by approximately 30-40% thus reducing the impact on the environment. Digital modules are cleaner and greener technology that are long life and fully recyclable.

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 Cdm ² Auto adjust to ambient levels 400 Cdm ² at night time

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% night-time and 55% daytime brightness

Weight and Dimensions

Global	1338(W) x 2370 (H) x 255 (D) mm
Visible	1866mm(H)x1052mm(W)2142mm(Diagonal)
Visible area	1.9m ²
Screen aspect ratio	16/9
Weight	approx 460kg

Certificates

Certifications	CE.
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Comment

The screen is best in class and visible in full sunshine. The technology includes the latest features to lower TCO through:

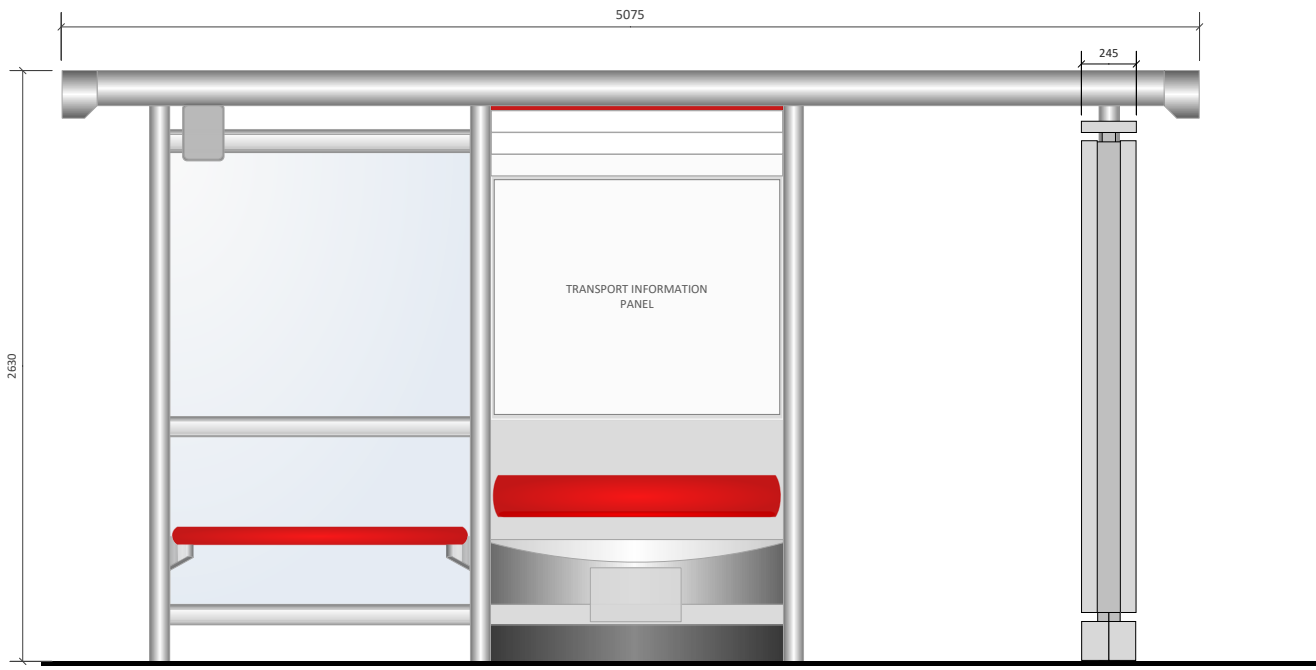
- Improved reliability and life span due to efficient thermal and solar management design
- Modular design that can be de assembled with ease
- Replaceable 8mm toughened safety glass for both elevations
- Extensive monitoring capability via digital management verification on display performance and function

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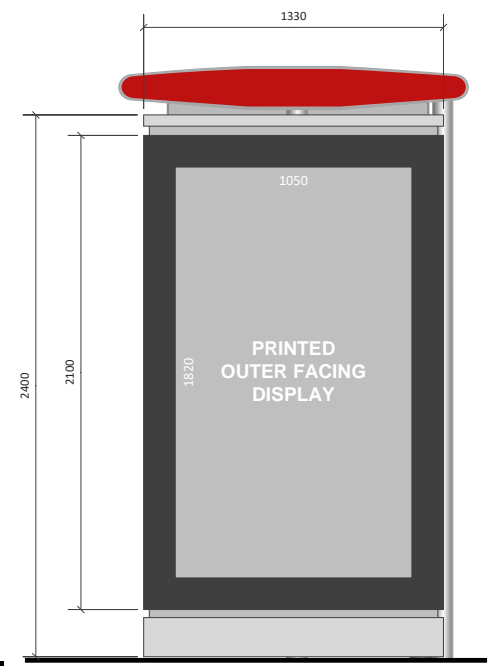
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Advertisement Position

Side View

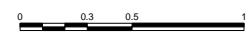


Outer View



The double-sided advertisement display is positioned at one end of the open shelter unit. The internal and external faces will display digital screens.

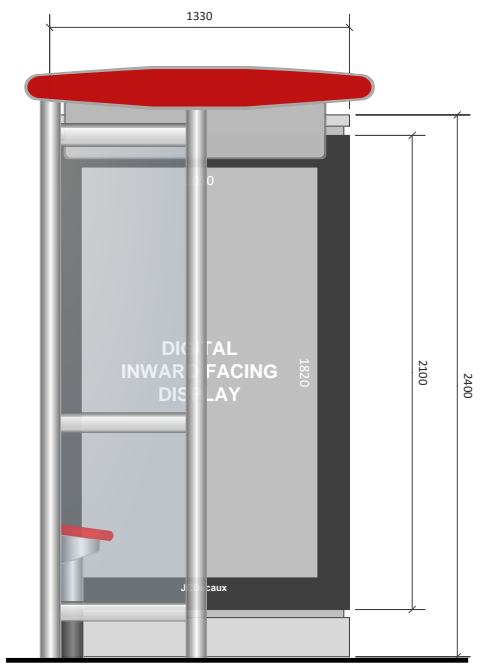
Site Plan 1:200



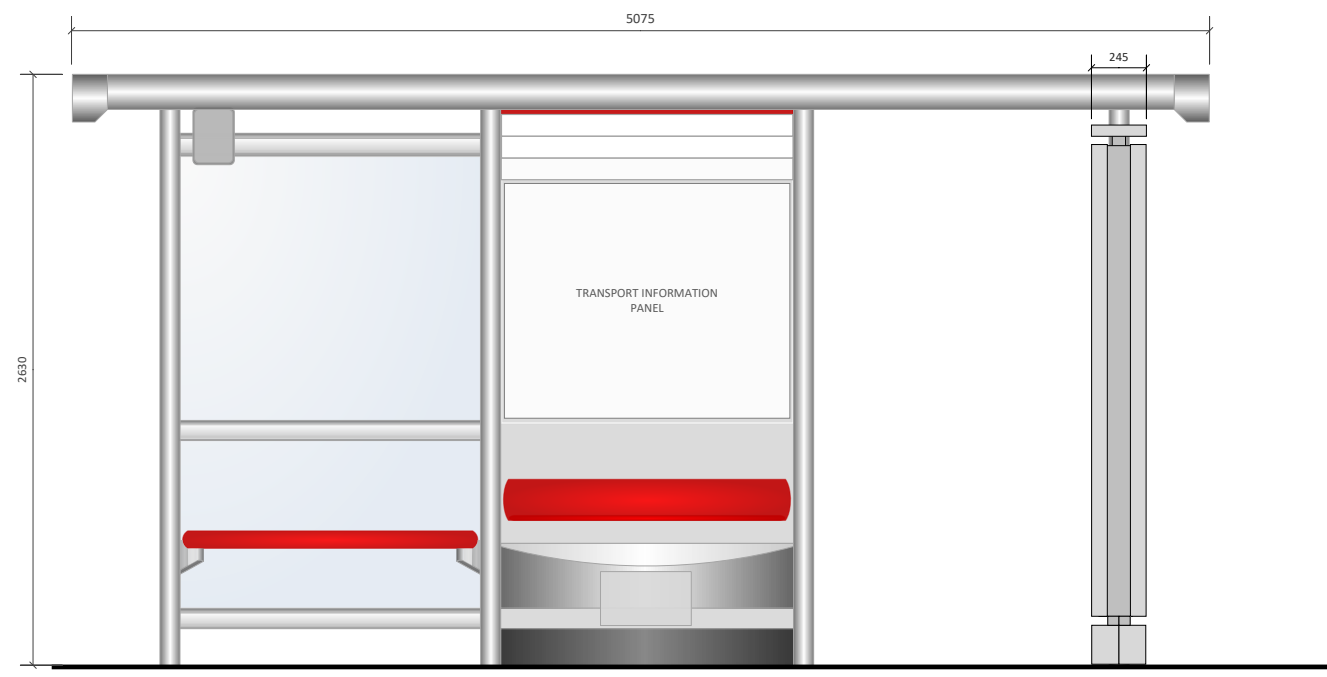
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Advertisement Position

Inward View

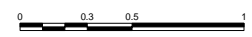


Side View

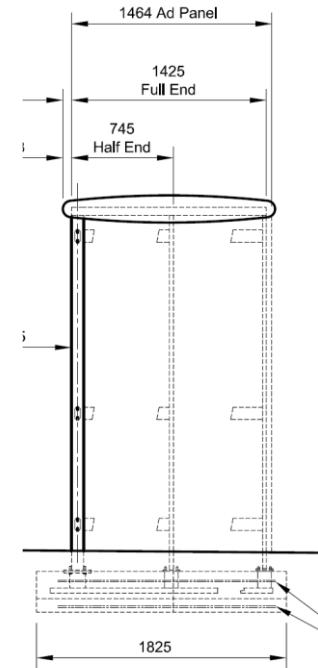
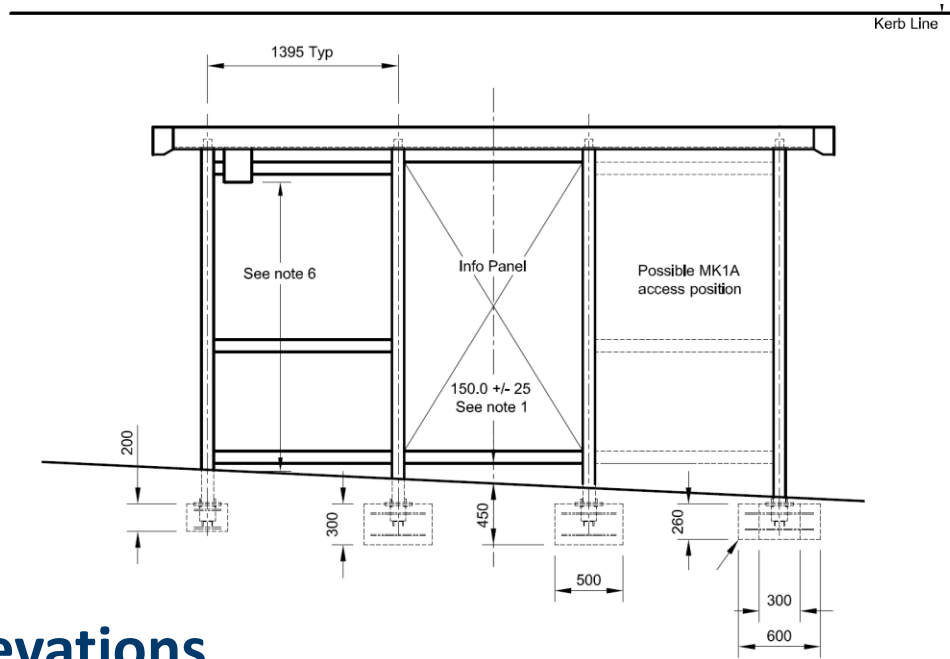
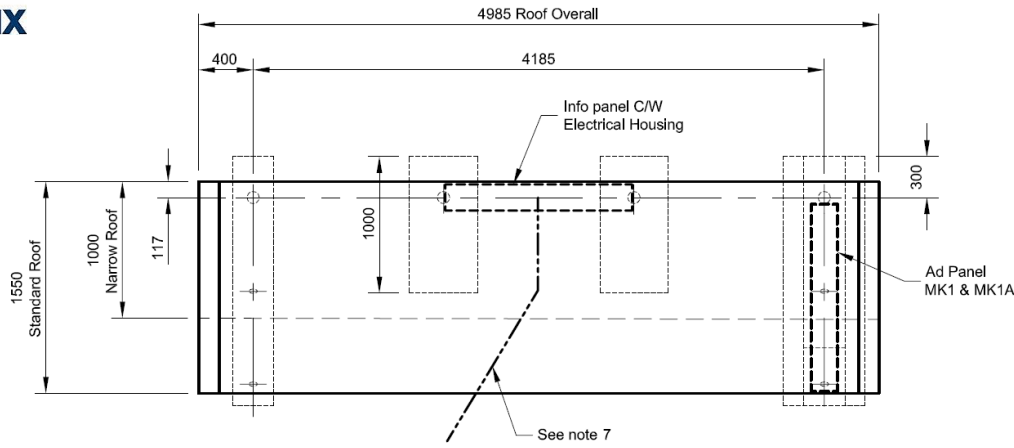


The drawing is based on a three bay open end shelter however several variants may be used which will change the length of the shelter but not the position of the advertising display. Images also show a silver coloured shelter and display frame but this will be clack within specific Boroughs to meet the adopted street furniture design guidance

Site Plan 1:200



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Shelter Elevations

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