JCDecaux

Transport for London

London Borough of Haringey

TfL Bus Shelter Advertising Upgrade

Site Address
High Road, IFO 202, Wood Green, London. N22 5NZ
Bus Stop 0114/0108

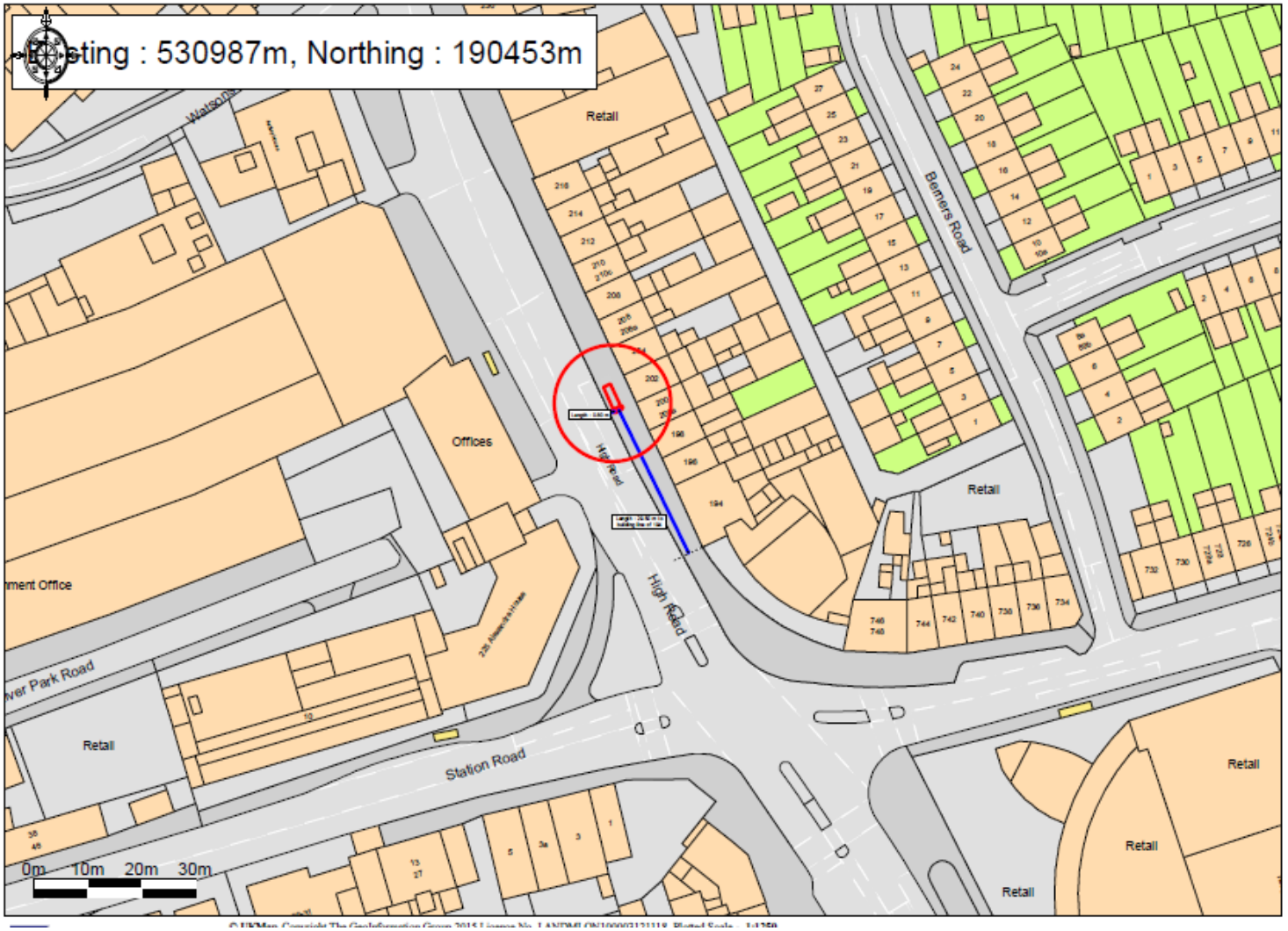





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Location Plan 1:1250

Transport for London



Site Address

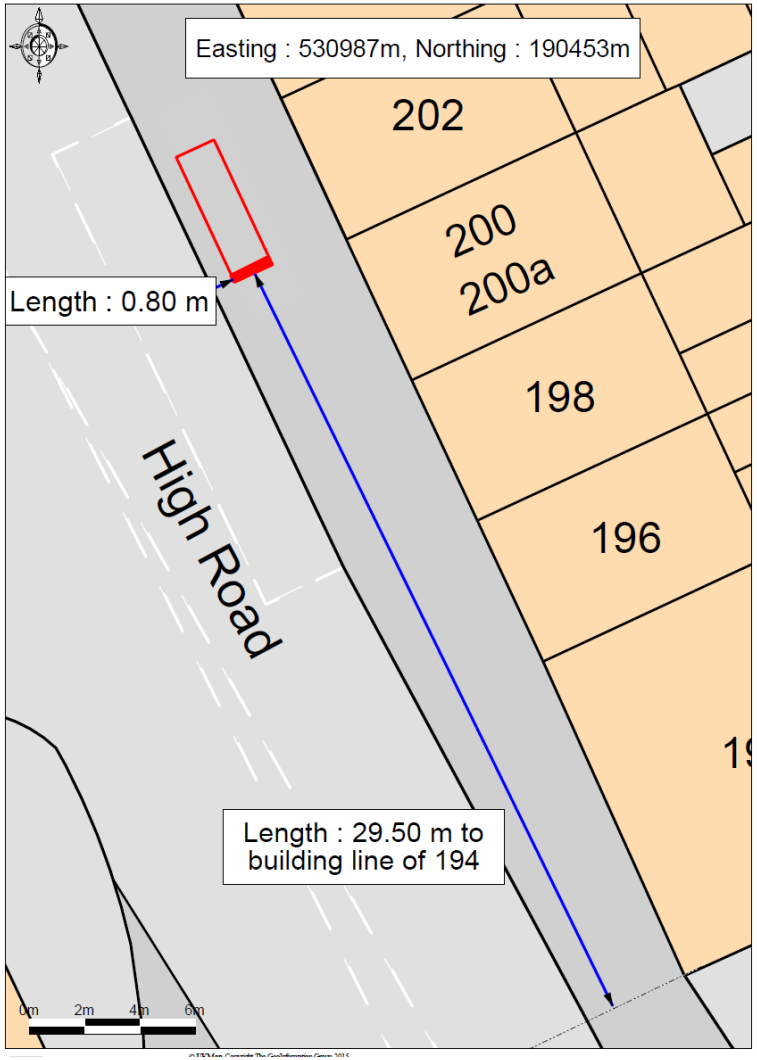
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Site Plan 1:200

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Site Images









JCDecaux Roadside

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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^2, 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 de
- 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^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)x1052mm(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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Elevation Drawings

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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 Transport for London shelter design.

Scale 1:250

