

Freestanding Advertising Unit

Bauer Media

IKEA LAND

Visit IKEA and discover a world of home inspiration, iconic food and family fun.



BILLY Bookcases 4x20x20cm £55/ea

THE WONDERFUL EVERYDAY



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Waferlite 75

UK's highest specification 75" DOOH LCD

Exclusive to BMO, the UK manufactured Waferlite is best in class for power consumption, operational and illumination efficiency, with the smallest footprint of any UK OOH roadside LCD.

Features

- ▶ Attractive, high quality 75" UHD LCD screen
- ▶ 40% less power consumption than similar screens
- ▶ Small modular footprint and format
- ▶ Market leading intelligent remote management and monitoring (RDM)
- ▶ Bespoke design for easy install and maintenance
- ▶ Smart City ready
- ▶ 14x core configurations
- ▶ Energy monitoring



Advanced technology

Comprehensive content management system (CMS)

- ▶ Advertising content runs via our secure Broadsign CMS, on a Linux OS.
- ▶ Fully integrated with programmatic buying platforms.

Remote Device Management (RDM)

- ▶ Comprehensive monitoring facilitates remote fixes, plus power supply and cabling redundancy and monitoring.
- ▶ Full asset management with system/alarm configuration/control.
- ▶ Alerts and automated data collection via unique system architecture.
- ▶ Remote data collection from brightness, PC, temperature, humidity, fans, router and media player.

Image quality and brightness control

- ▶ Automatic brightness control to adapt to ambient light levels.
- ▶ Remote and programmable brightness ensures brightness follows seasonal daylight hours, does not exceed agreed levels and can be remotely amended when required.
- ▶ UHD (Ultra High Definition) will handle FHD (Full High Definition) flawlessly.

Connectivity

- ▶ 4G connectivity with roaming across multiple mobile networks.
- ▶ 5G will be added when available.
- ▶ Low profile discrete hockey puck aerial.



Streetscape Guidance

DfT Guidance

The installation of street furniture must be considered in relation to the potential effect on pedestrian flow. Relevant guidance has been prepared by the Department for Transport which includes principles for any location within urban centres across the United Kingdom.

The Department for Transport published guidance in 2021, titled *Inclusive Mobility - A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure*. Regarding an advertising freestanding unit within the pavement, DfT guidance states “Street furniture should be positioned to leave at least the minimum width recommended for a pedestrian footway” (Section 4.7).

Due to the nature of the freestanding unit, the unit will accord with DfT guidance, stating “As a general design principle, any item of street furniture should be tonally and colour contrasted with its environment in order to make it as conspicuous as possible. Consideration should be given to choosing a finish that enables an object to be easily seen in its environment” (Section 4.7). The guidance has been fully considered throughout the design and application process.



Digital Display

Integrated Digital display is for advertising purposes mainly, but also not for profit communications (including charity events, public service alerts, local Election info, public health messaging), and Emergency incident messaging.

Freestanding units have for many years been situation on the streetscape of urban centres. The format for these types of unit have been a traditional paper display, often internally illuminated. Due to the increase in investment in this necessary type of infrastructure, there has been a greater increase in the propensity of digital advertising in a modern and refined supporting structure. As per established norms, the display would portray static advertising images that change every 10 seconds.

Display is a 1635mm H x 925mm W Liquid Crystal Display (LCD), recessed behind 9mm toughened laminated safety glass, in accordance with British Standards. It also has an inbuilt sensor control system which adjusts display luminance to ambient light levels. It operates in full accordance with recommendations within the latest industry document on illuminated advertisements, namely 'PLG 05/23 The Brightness of Illuminated Advertisements including Digital Displays' (2023).

Comprehensive remote diagnostics monitoring system (RDM) and secure remote Content Management System (CMS).

50% less energy usage compared with previous generation displays.



Digital Display

ILP Guidance

Zone	Surrounding	Lighting environment	Examples
E0	Protected	Dark	Astronomical Observable dark skies, UNESCO starlight reserves, IDA dark sky places
E1	Natural	Dark	Relatively uninhabited rural areas, National Parks, Areas of Outstanding Natural Beauty, IDA buffer zones etc.
E2	Rural	Low district brightness	Sparsely inhabited rural areas, village or relatively dark outer suburban locations
E3	Suburban	Medium district brightness	Well inhabited rural and urban settlements, small town centres or suburban locations
E4	Urban	High district brightness	Town and city centres and other commercial areas with high levels of night-time activity

Light Technical Parameter	Maximum sign luminance (Ls) cd/m²				
	Environmental zones				
Sign surface area	E0	E1	E2	E3	E4
0 to < 5 m²	0	25	200	300	300
5 to < 20 m²	0	0	200	300	300
≥ 20 m²	0	0	100	200	300

Daylight ambient Illuminance (Eh) [lux]	Sign Luminance [cd/m²]
Up to 3,500	≤ 400
3,501 to 8,500 (overcast day)	≤ 1,000
8,501 to 15,000 (bright day with cloud cover)	≤ 2,500
15,001 to 25,000 (bright sunny day)	≤ 3,500
25,001 to 42,000 (direct sunlight)	≤ 5,000
42,001 and above	> 5,000

Rendered images



Amscreen – British Made

Reflecting changing user needs and technological and market developments, the digital bus shelter operates as an important element of street furniture. The configuration can either be single-sided or double-sided. Each digital display measures 1635mm in height and 924mm wide as a Liquid Crystal Display (LCD).

In accordance with British Standards, the screen/s will be positioned behind 9mm of toughened laminated safety glass. If single-sided, the reverse of the screen contains a non-advertising and non-illuminated Council or Community panel. The screen is for advertising purposes, but can also be used for public information, charity messaging and emergency incident messaging.

Our distinctive screens are manufactured in the UK by Amscreen at their factory in the north of England. With a network of more than 12,000 screens and over 20 years' experience, Amscreen are an established global leader in the sector. Amscreen ensure that our screens combine cutting-edge technology with elegant, functional design that's always fit for purpose.



Community Messaging



The proposal includes granting the Council, charities and community groups use of the advertising display within the proposed freestanding unit for their own communications.

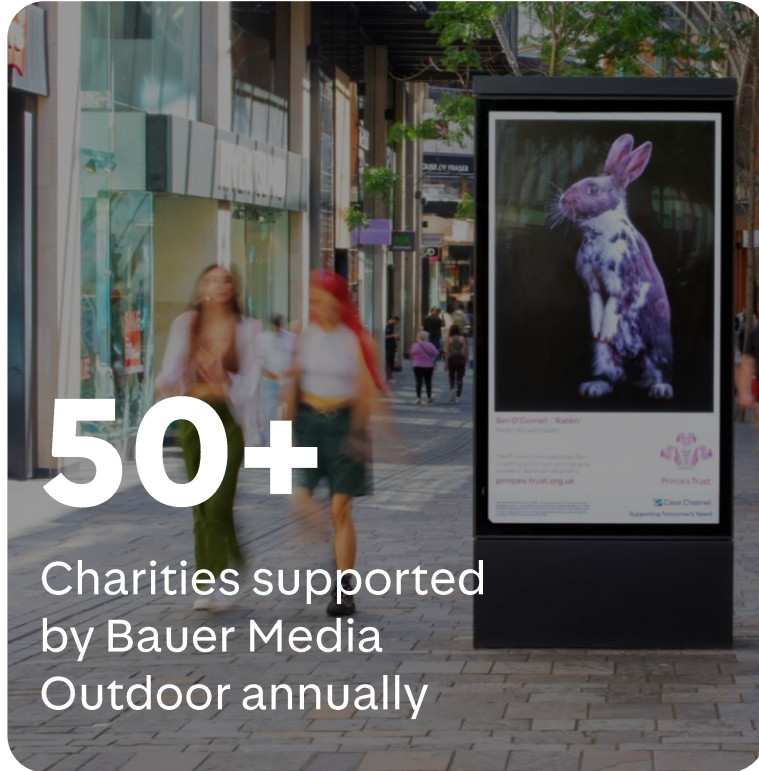
This can include Local Authority service announcements, Election support campaigns, public health messaging.

Furthermore, through our company initiatives, the use of the screen for charity and not-for-profit organisations will form an integral part of the proposal.

In addition, the displays would be available for emergency incident messaging.

Delivering more, for more communities, than any other OOH organisation

Social value
is in our DNA



50+

Charities supported
by Bauer Media
Outdoor annually



Delivering for:
communities



27

litter picks

303

people
took part

352

bin bags
collected



Green streets with Trees for Cities

Baure Media Outdoor has worked with charity **Trees for Cities** for a number of years, funding and supporting projects to plant trees in urban areas.

One of the largest projects saw Bauer Media Outdoor committing to plant a tree for each new digital product installed. The charity organised community planting days and invited local dignitaries to come get their hands dirty. Each tree species was specifically chosen to best benefit the local environment and local residents.

Rather than planting saplings, with little chance of survival, Bauer Media Outdoor and Trees for Cities only plant adolescent trees that are strong enough to thrive in future. With all of the new trees, the charity will continue to visit them to ensure they are healthy and well kept, ensuring they benefit communities long into the future.



“Our cities’ environments and tree stocks face multiple risks and threats, and their futures are integrally tied to the actions of the business sector. The leadership and vision that Bauer Media Outdoor has demonstrated in supporting and promoting this programme is truly inspirational. They have set a high benchmark and a challenge to other companies to follow that can help secure resilient urban environments for generations to come.”

David Elliott, CEO at Trees for Cities

Sustainability: to be carbon net zero by 2030

It takes a collective effort from all departments to deliver

Our Operations



We buy 100% renewable electricity



99.6% of waste avoids landfill



Nearly 90% of waste separated & recycled



Replacing company vehicles with low/zero emission models



Cleaning bus shelter with 50% less water



Reducing maintenance & site visits



Reducing paper consumption



ISO14001 certified

Our Estate



99% recyclable new bus shelters



Installing Living Roofs and Vertical Meadows



60,000 LED tubes fitted, reducing CO2 emission by 60%



Solar-powered courtesy smart lighting in bus shelters



50% more energy efficient digital screens



Life Cycle Assessments (LCA) for all products

Our Premises



LED lights installed



Rainwater collection in 92% of depots



Green initiatives for staff



Paper use & printing reduction

Our Work In Communities



400+ urban trees planted



250+ bags of litter collected by our staff



x7 Edible Playgrounds & x11 Local Innovation funds

Charity Partners



The Wildlife Trusts



Sustainability

3 of our favourite projects

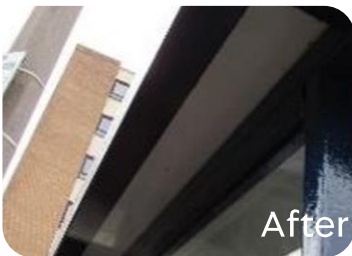
Shelter Revive

Refurbishments extend the life of existing shelters, maintaining their structural integrity and lowering overall carbon footprint.

Move to recycled materials reduced carbon footprint of average bus shelter **by 22%**.



Before



After

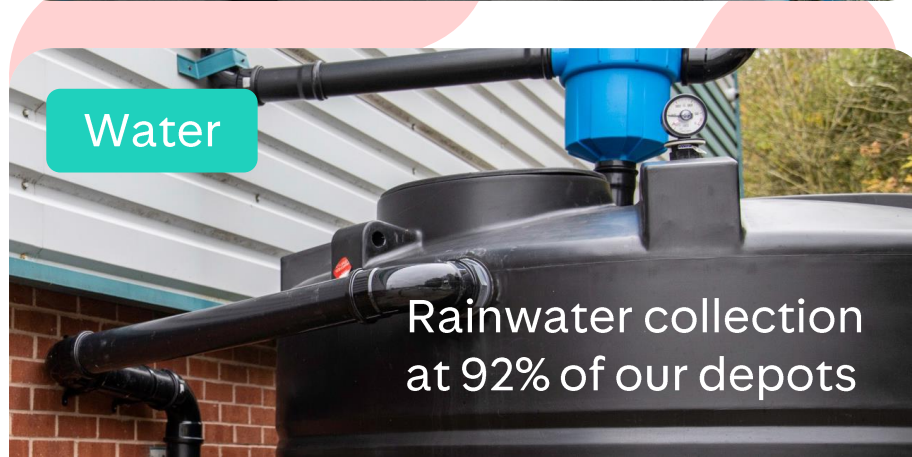
Energy

Our Waferlite screens are up to **50%** more energy efficient



Water

Rainwater collection at 92% of our depots



DOOH makes up only **0.03%** of all 100m digital screens in the UK



The UK's Out of Home sector accounts for less than **0.067%** of the UK's total energy usage



Sustainability

Our commitments and progress are measured against international and industry initiatives, which are independently verified, published annually and shared transparently with our partners.



“Only outdoor advertising and written press seem to be on a path to reduce their carbon footprint over the coming years.”

KPMG

Screen Specification

Digital Display(s)

Technology: LCD

Orientation: Portrait

Viewability: Direct sunlight readable

Luminance (Day): 3500 cd/m² (maximum)

Luminance (Night): 300 cd/m² (maximum)

Display Active Area: H 1635mm x W 924mm

Power

Supply: 220-240VAC, 50Hz single phase mains

Internal Protection: Mains voltage surge protection and EMC filter

External Protection: Digital - 10A Type C

Unit Enclosure

Panel Glass: 9mm thick heat strengthened laminated construction

Ventilation: Top and bottom for simple integration

Materials: Stainless steel and aluminium

IP Rating: IP55



Elevation Drawings Ad Screen

