

Digital Unit Specification



The unit is of Aluminium construction, and is finished with an architectural grade polyester powder coat.

The unit consists of a two advertising faces, one side housing 1785mm HD digital screen, and the second a static 6 sheet advertising panel which will display paper posters.

The static panel has a 6mm toughened glass door and is illuminated by 4 x 58 watt fluorescent tubes, behind an opaque, acrylic diffuser.

The digital screen is protected by a 13.5mm toughened glass panel.

The digitally generated display will produce sequential images containing no moving video or full motion displays unless consent has been granted for such movement. Advertising copy shall not change more frequently than every 5 seconds and the transition to the next advertisement will be via a smooth fade.

The brightness of the display will be controlled by the ambient environmental control, which automatically adjusts the brightness level of the screen to track the changes in light level in the environment throughout the day. This ensures that the perceived brightness of the display is maintained at a set level. The maximum level of illumination during the hours of darkness will be 300cd/m². This is well below the maximum level recommended by the Institute of Lighting Engineers in their Technical Report Number 5, Brightness of Illuminated Advertisements which is 600cd/m².

In addition to the advertising displays the unit will also house a security encoded router and PC, which consists of a mother board and solid state hard drive.

The operating system is monitored by a simple network management protocol, which provides a constant flow of data relating to the functionality of the unit, and an uninterruptible power supply ensures that data is still broadcast for a period of 90 seconds should the unit suffer a power failure.