**BUS SHELTER ADVERTISING and**

**FREE-STANDING ADVERTISING UNIT**

**CONCESSION**

**Proposed Bus Shelter Advertising Unit**

Specification

* Bespoke designed unit with integrated LCD digital display(s).
* Integrates with Bus Shelters within the CCUK portfolio.
* Robust fully weatherproof design, including heat strengthened laminated glass.
* Two configurations:

1) Double-sided Digital;

2) Single-sided Digital with non-advertising, non-illuminated Council / Community poster space on reverse.

* Comprehensive remote management and monitoring system (RDM).
* Secure remote Content Management System (CMS).
* Automatic brightness control system adapts display(s) to ambient light levels.
* 50% less power consumption compared with previous comparable displays.
* 4G connectivity with roaming across multiple mobile networks.
* 5G will be added when available.
* Unit dimensions: H 2213mm, W 1370mm, D 222mm
* Display active area dimensions: H 1635mm, W 924mm
* Weight: c.360kg.
* UK manufactured.



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| **Digital Display(s)** | |
| **Technology** | LCD |
| **Orientation** | Portrait orientation |
| **Maximum Resolution** | 3840 x 2160 pixels (UHD/4K) |
| **Viewability** | Direct sunlight readable |
| **Luminance (full white) – Day** | 3500 cd/m2 (maximum). Only applicable in very bright ambient light conditions if / when detected by the sensor monitoring system |
| **Luminance (full white) – Night** | 300 cd/m2 (maximum) |
| **Display Active Area** | H 1635mm x W 924mm |

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| **Power** | |
| **Power Supply** | 220-240VAC, 50Hz single phase mains |
| **Battery** | Battery backup for clean shutdown on power loss |
| **Internal Protection** | Mains voltage surge protection and EMC ﬁlter.  Digital - Optional Power Distribution Assemblies (PDA) \*1, \*2 |
| **External Protection Requirements** | Digital - 10A Type C \*1 16A Type C \*2 |
| \*1 UK Power Distribution Assembly (PDA) – No Internal Breaker  \*2 EU Power Distribution Assembly (PDA) – 10A Type C Internal Breaker | |

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| **Unit Enclosure** | |
| **Digital panel glass** | 9.5mm thick heat strengthened laminated construction |
| **Ventilation** | Top and bottom for simple integration |
| **Modular chassis** | For rapid on-site replacement of internal modules |
| **Materials** | Stainless steel and aluminium |
| **IP Rating** | IP55 Weatherproof |