

London Borough of Hillingdon Digital Street Furniture

HIL0038AB
Opposite Hayes Train Station, Station Road
UB3 1AD

A01923

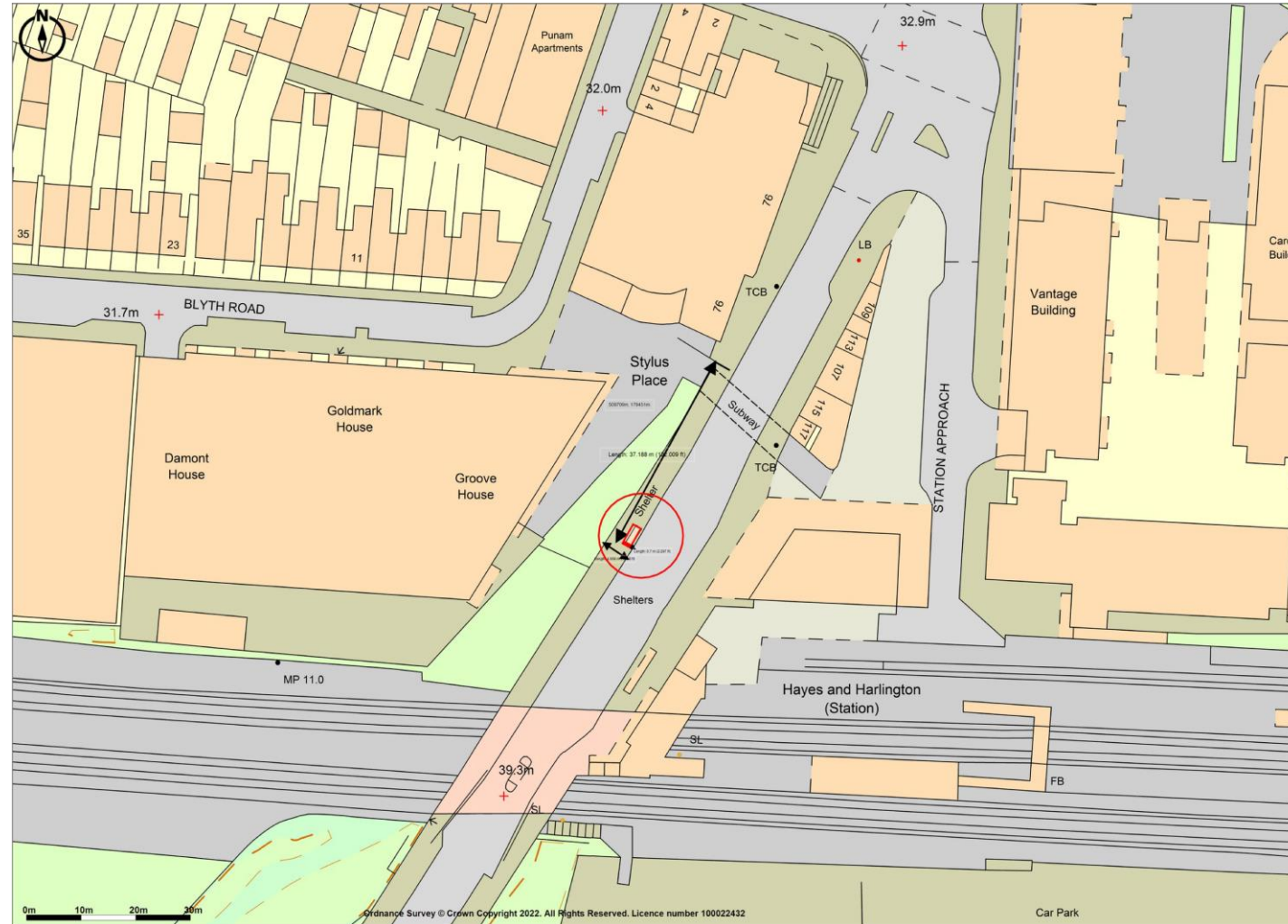


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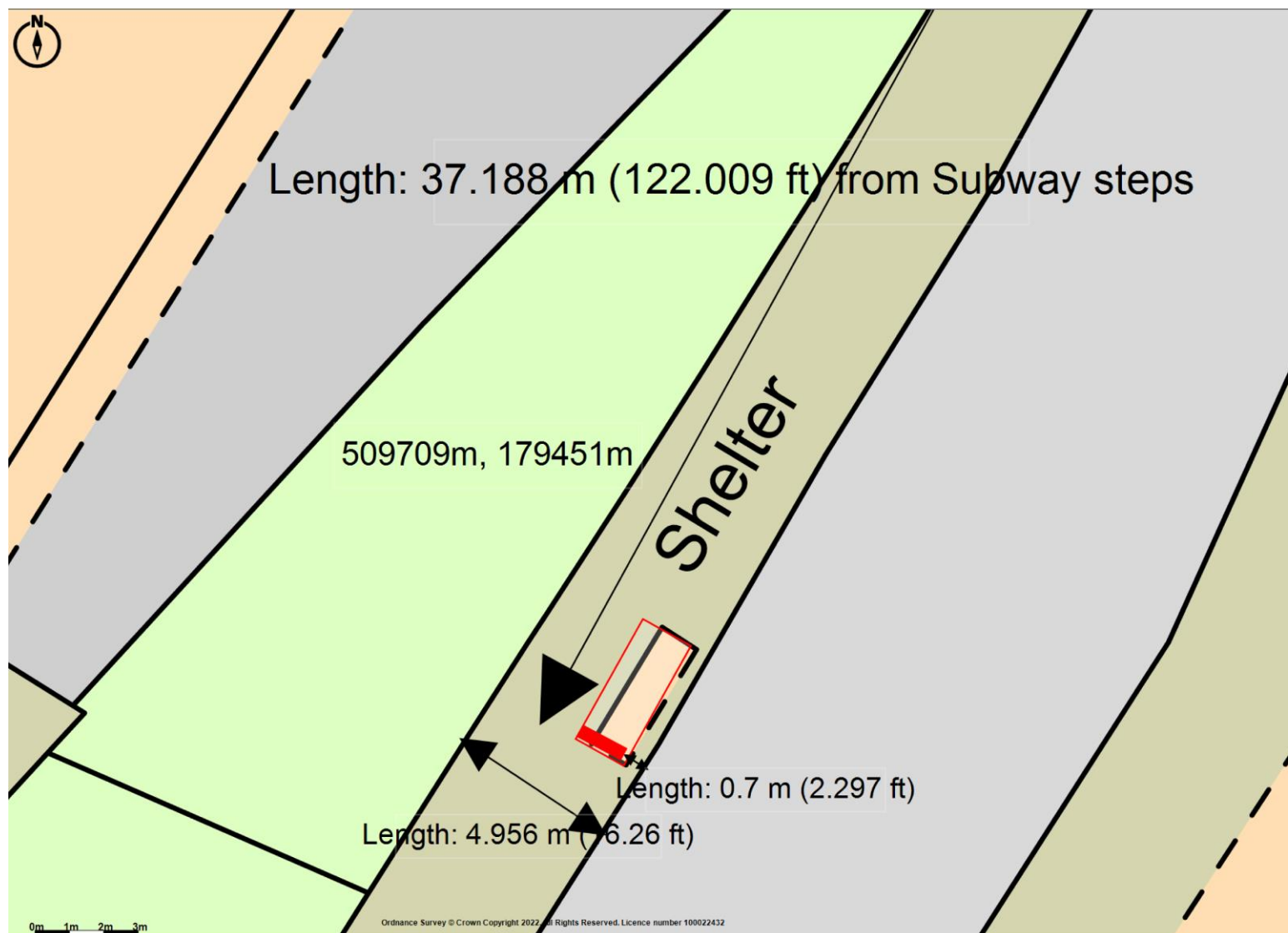
HIL0038AB - Opp Hayes Train Station, Station Road, UB3 1AD

CONVERSION – OS MAP 1:1250



HIL0038AB - Opp Hayes Train Station, Station Road, UB3 1AD

CONVERSION – OS MAP 1:200



HIL0038AB - Opp Hayes Train Station, Station Road, UB3 1AD

CONVERSION – SITE PHOTO



TECHNICAL SPECIFICATION

DIGITAL FOSTER BUS SHELTER

HILLINGDON'S DIGITAL 86' FOSTER SHELTER



HILLINGDON'S DIGITAL 86' SHELTER

FOSTER + PARTNERS DESIGN

JCDecaux has worked in partnership with the Foster studio for over 20 years, developing high-quality urban infrastructure, including a bus shelter system based on two structural poles and glass panels, benches, lavatories, a roof canopy and electronic information systems; and a city boundary sign.

This design of shelter has been installed worldwide in cities as far apart as New York and Bordeaux and most recently has been upgraded to a new digital design and installed in the London boroughs of Camden, Hounslow and Kensington & Chelsea.

The Foster shelter design comprised of three tubular uprights connected by the bench cross-beam and roof. One of the vertical posts is fitted with a door to access the electrical supply used for cable routing.

The main components of the shelter are constructed of toughened glass throughout (this type of glass forms small cube-shaped pieces in the event of breakage, avoiding the risk of injury). The glass sections are secured to the frame by glass cleats and finished a few centimetres above ground level to prevent the accumulation of litter inside the shelter.



The shelter roof structure is welded steel construction, supporting five panels of toughened laminated glass, which cannot fall in the event of breakage. The glass is specially treated to reduce the heat of the sun rays by more than 50% and is waterproofed through seals fitted in the glazing bars. The shelter roof is gently sloped to drain rainwater behind rear glass.

SCREEN TECHNICAL SPECIFICATION

PRODUCT DETAILS

Resolution

86-inch LCD 16/9 portrait format high-luminance screens. Ultra HD resolution 3840 x 2160 pixels. Excellent definition for close-up reading and from a distance (up to at least 50 m)

Visibility

Luminance operates at a 600 Cd/m² night time maximum level. Daytime levels can vary and are controlled by the ambient light to ensure good light output day and night to minimise power consumption. Screen designed for visibility in all weather conditions (rain, sun, cloud) Anti-glare protection treated glass Screen equipped with last generation LED matrix backlight allowing local dimming to provide deep contrast colors

Reliability

Forced ventilation to keep internal temperature below 50°C and extend the service life of the electronic circuitry

Displayed Contents

Enables display of Full HD contents (1920x1080) with enriched resolution up to Ultra HD (3840x2160) thanks to an algorithm. The screen is able to display native Ultra HD content. Display of animated content (videos): MPEG-2, MPEG-4 (.mov, .mp4, .avi, etc.) Display of still images: jpeg, png, non-animated gif Display of dynamic content: flash (swf) + data feed

LG-MRI - PRODUCT

Built for Performance

BoldVu® displays are built for outdoor environments and has been tested for resilience and reliability, from unstable power supply and vandalism to extreme ambient temperatures and solar exposure. This rigorous testing process has influenced the BoldVu® design. This design and engineering approach has enabled MRI to achieve the highest standards for outdoor LCD performance in the BoldVu® product.

DynamicVu® | Block dimming

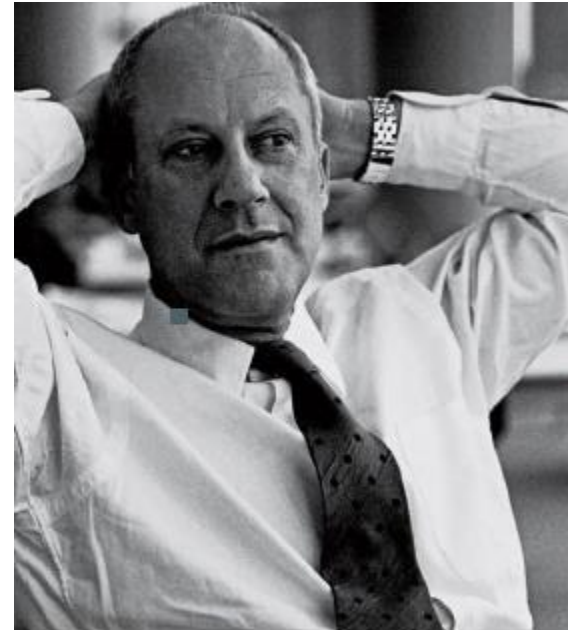
BoldVu® displays perform real-time analysis of every frame up to 120 times per second. This feature boosts image contrast, reduces backlight power and heat generation, and extends LED backlight life.

DESIGN EXCELLENCE

BEAUTIFUL YET PRACTICAL

At the heart of the Company's philosophy is a dedication to design excellence and sustainable development. JCDecaux is renowned for its landscape legacy of beautifully designed Street Furniture & Roadside Displays. Created through the continued collaboration with leading Architects and Designers, in partnership with Local Councils, JCDecaux continue to develop and install comprehensive lines of Street Furniture and Roadside Displays for Cities across the world. The investment in high quality durable designs is intended to enhance the public realm and to complement the area.

JCDecaux has worked collaboratively with private and public sector partners since its founding in 1964, supporting their needs in major cities and urban centres around the world. Our business was founded on the principle of providing high-quality street furniture and public utility services, through the granting of advertising rights.



LORD NORMAN FOSTER

"The work we carry out with our various partners extends our knowledge in new areas and working methods, and the experience gained continues to enrich other branches of our activities."

Norman Foster

SUSTAINABILITY & SOCIAL RESPONSIBILITY

IMPORTANCE OF SUSTAINABILITY

Sustainability is a core principle for JCDecaux. We strive to create a balance between its business growth and social and environmental responsibilities. The twin pillars of innovation and sustainability drive the business forward and influence every project we undertake. JCDecaux have recently been commended for its leading approach by achieving a place on the CDP's prestigious 'A-List' for climate change action.

As a key player in many urban environments, JCDecaux operate to promote public messaging through their displays. The messages proposed by the Council can influence key areas of the Borough to promote activities and social responsibilities. As part of our partnership, the London Borough of Hillingdon will receive 15% of the unit screen time to display public commercial messages of their choosing.



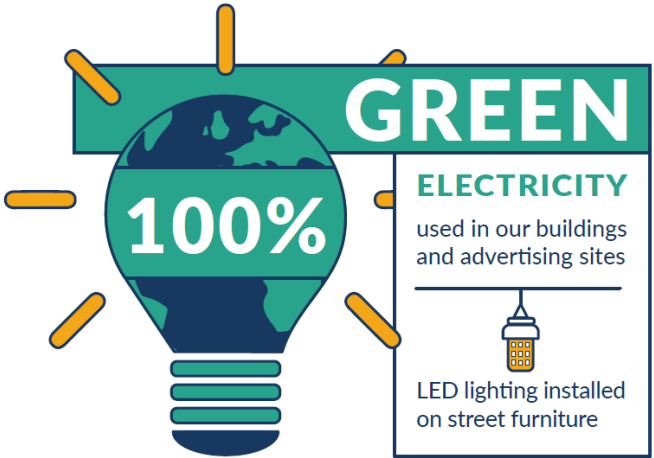
OUR SUSTAINABILITY ACHIEVEMENTS

100% RENEWABLE ENERGY

JCDecaux is the first Out-of-Home company to join the RE100 initiative

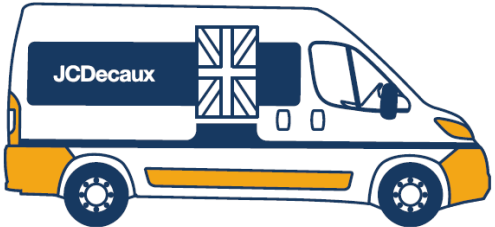


SITE LANDSCAPING, GREEN WALLS AND VISUAL AMENITY
RAINWATER COLLECTED FOR CLEANING BUS SHELTERS



COMMITTED TO CARBON NEUTRAL BY
100% 2030

9 ELECTRIC VANS
IN OPERATION



OUR SUSTAINABILITY ACHIEVEMENTS

8,256
BUS SHELTERS

PROVIDED &
MAINTAINED
BY JCDECAUX UK



+350 STAFF
IN OPERATION &
MAINTENANCE

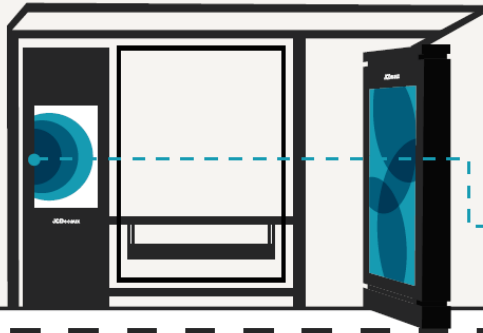
STREET FURNITURE CLEANED

EVERY 2 WEEKS



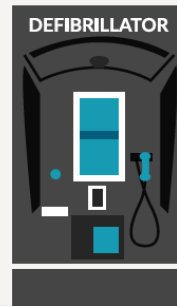
**EMERGENCY
MESSAGING**

WILL OVERRIDE ADS TO SHOW
LIVE ALERTS FOR THE PUBLIC



128

LIVETOUCH PANELS
OFFERED WITHIN STREET
FURNITURE ASSETS

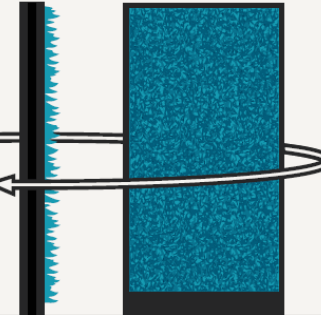


90

DEFIBRILLATORS OFFERED
WITHIN street furniture assets

LARGE FORMAT
ASSETS
EQUIPPED
WITH
SUSTAINABLE
GREEN-WALLS

JCDecaux



COLLABORATING WITH COUNCILS

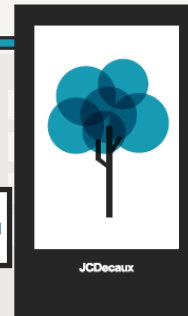
50%

OUT-OF-HOME REVENUE
RETURNED TO THE COMMUNITY
AND LOCAL AUTHORITIES



5 NEW
TREES

PLANTED IN MANCHESTER FOR
EVERY COMMUNITY INFORMATION
PANEL INSTALLED



VIOOH

Digital campaigns can be updated
and scheduled remotely by our
Council Partners through VIOOH,
an independent marketplace that
enables automated planning and
trading of Out-of-Home inventory



OUR SUSTAINABILITY ACHIEVEMENTS

Our business is backed
by electricity generated
from renewable sources.

Clean Renewable

We certify that

JCDecaux UK Limited

has 100% of its electricity generated in
the UK from clean renewable sources,
wind, solar and/or hydro.

Insert site address here

All sites

Insert date here

01/01/2020 - 31/12/2021



Rich Hughes
Director of Sales and Marketing

All source certification meets GHG Protocol Scope 2 Guidance Quality Criteria. This is not a REGO certificate. REGO certificates are held by energy suppliers for Fuel Mix Disclosure. The zero carbon electricity that we buy for Zero Carbon or Renewable tariffs and products is supplied into the National Grid. Customers receive that electricity through the National Grid, not directly from zero carbon generators.

