

# London Borough of Hillingdon Digital Street Furniture

HIL0036MU  
Os 22-24, Victoria Road HA4 0AB

**A01931**



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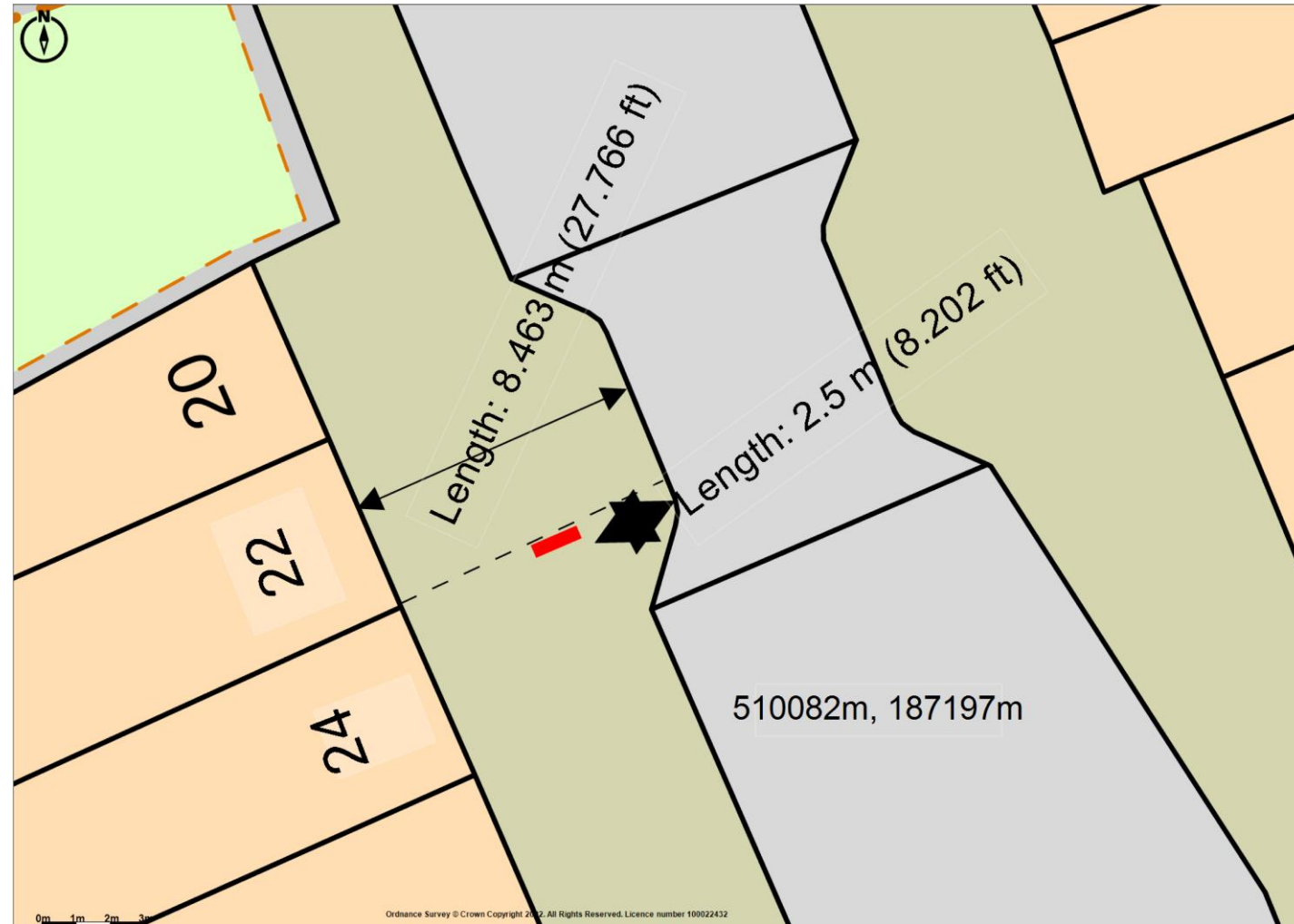
# HIL0036MU - Os 22-24, Victoria Road HA4 0AB

CONVERSION – OS MAP 1:1250



# HIL0036MU - Os 22-24, Victoria Road HA4 0AB

CONVERSION – OS MAP 1:200





# HIL0036MU - Os 22-24, Victoria Road HA4 0AB

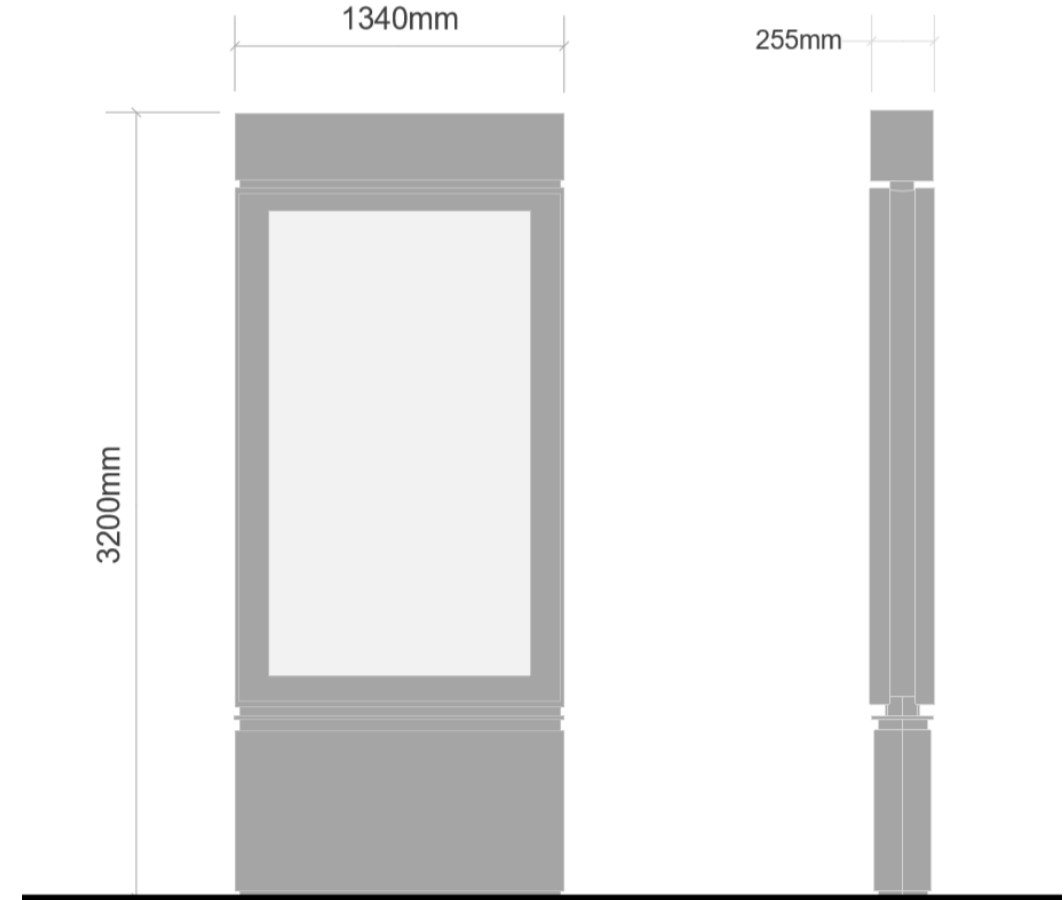
## CONVERSION – SITE PHOTO



# TECHNICAL SPECIFICATION

## SMART CITY UNIT

# DIGITAL 86' SMART CITY UNIT



# DIGITAL 86' SMART CITY UNIT



Air  
Monitoring  
Sensors



Noise  
Pollution  
Sensors



Footfall  
Sensors



Traffic Flow  
Sensors



Wayfinding



Small Cells  
Enhancing  
4G / 5G  
Network



Free Wifi





# 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/m<sup>2</sup> 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*

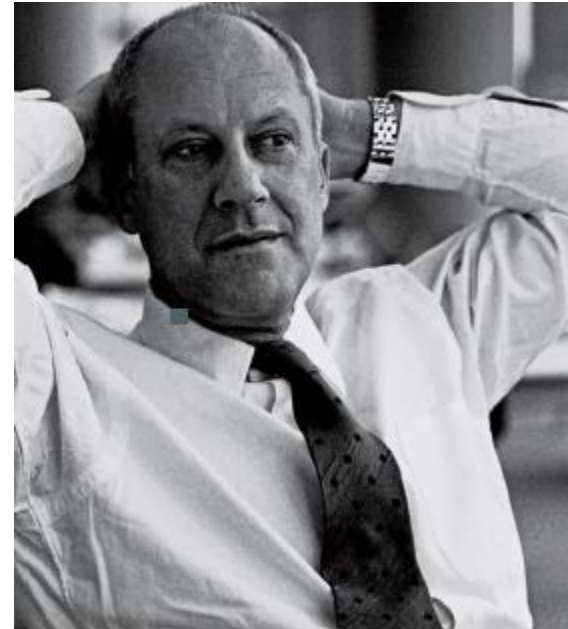
BoldVu® displays perform real-time analysis of every frame up to 120 times per second. This feature boosts image contrast, reduces backlight power and heat generation, and extends LED backlight life.

# 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.



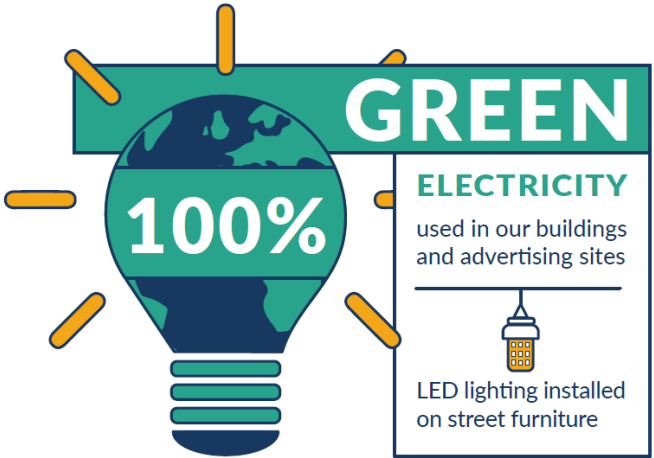
# OUR SUSTAINABILITY ACHIEVEMENTS

## 100% RENEWABLE ENERGY

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

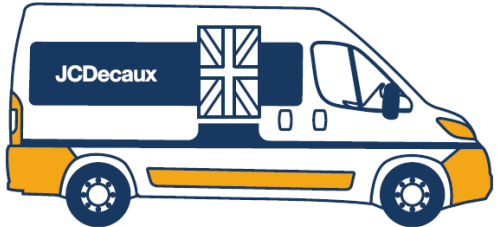


SITE LANDSCAPING, GREEN WALLS AND VISUAL AMENITY  
RAINWATER COLLECTED FOR CLEANING BUS SHELTERS

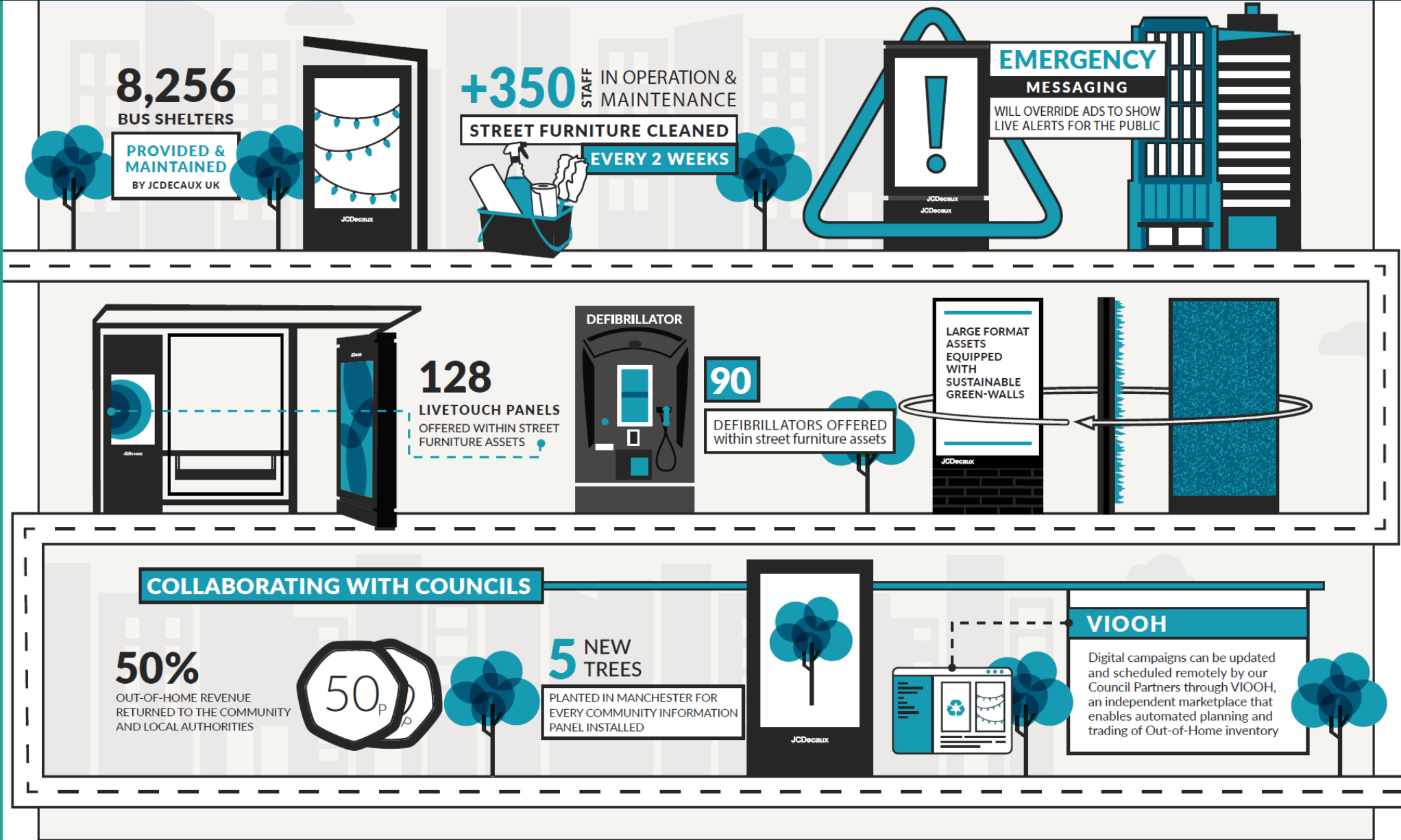


COMMITTED TO CARBON NEUTRAL BY  
**100% 2030**

**9** ELECTRIC VANS  
IN OPERATION



# OUR SUSTAINABILITY ACHIEVEMENTS





# 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.

