

Site observations & testing

Methodology

- Upon arrival at the site, we first tested the Luminance output of the D-Poster while it was off. Luminance values were documented as lighting conditions changed (cloud cover etc.).
- We then recorded Luminance values of the poster & paste billboard, under the same daylight conditions. These measurements were taken using various targets on the graphic as reference points.
- The D-Poster was then initialised, and set up to show pure white, at full output. Luminance values for this state were taken, and the control value from the daylight reading was subtracted from the results.
- The D-Poster was then set up to show the same Vodafone graphic as the poster & paste billboard, at maximum output, and readings were taken to correspond to the points used on the poster & paste billboard.
- Next, the poster & paste billboard was lit, and readings were taken from the same targets as used on the D-poster.
- The D-Poster was then set back to pure white, and then dimmed incrementally. Luminance values were taken at each step, in order to corroborate the laboratory results & confirm that the dimming mechanism worked effectively.