

Site observations & testing

Poster & paste

Readings for Luminance on the poster & paste panel were taken for comparison with readings from identical reference points on the D-Poster.

Luminance readings (daylight)

1. White on Vodafone logo: 7946 cd/m²
2. Skin tone on boy's hand: 5903 cd/m²
3. Bright spot in clouds: 7739 cd/m²

Maximum luminance

The ILP guidelines for illuminated signboards state: "During the daytime [digital] sign luminance should never exceed 5000 cd/m²." However, a poster & place billboard is not illuminated during the day, except by natural daylight. Therefore, the limit of 5000 cd/m² does not apply to these systems.

