

Site observations & testing

D-Poster

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

Luminance readings (gross, daylight)

1. White on Vodafone logo: 5928 cd/m²
2. Skin tone on boy's hand: 2982 cd/m²
3. Bright spot in clouds: 5229 cd/m²

Control reading

As noted on pages 6 & 7, an initial control reading was taken with the D-poster not powered up. This figure, of 484 cd/m², represents the contribution from daylight reflecting off the surface of the D-Poster. Subtracting this figure from the measured Luminance readings gives a more accurate assessment of the output of the D-Poster, as shown below.

Luminance readings (nett, daylight)

1. White on Vodafone logo: 5444 cd/m²
2. Skin tone on boy's hand: 2498 cd/m²
3. Bright spot in clouds: 4745 cd/m²

Maximum luminance

The ILP guidelines for illuminated signboards state: "During the daytime [digital] sign luminance should never exceed 5000 cd/m²." Taking the data from the laboratory testing, this equates to setting the display to a dimming level of 90%, during the hours of daylight. This is based on pure white content - once coloured content is displayed, the Luminance values drop significantly.

