InLinkUK

Proposed Schedule of Operating Conditions for InLinkUK from BT Advertising Screens

The technical specification of the advertisement screens are as follows.

Screen Panel Type:	LCD
Panel Size:	55 inch
Resolution:	1920(RGB)×1080 , FHD
Brightness:	2500 cd/m² (Typ.)
Contrast Ratio:	5000:1 (Typ.)
Display Colours:	16.7M (8-bit) , CIE1931 72%
Viewing Angle:	178/178 degrees
Lamp Type:	WLED

Operating Conditions	
Operating Temperature:	0 ~ 50 ℃
Sunlight Readable:	Yes
Landscape or Portrait:	Landscape / Portrait (Link fixed in Portrait)

The proposed usage regime for the screens has been set in accordance with Transport for London's (TfL) policy document 'Guidance for Digital Roadside Advertising and Proposed Best Practice – 2013' [the TfL Guidance].

The recommended conditions are as follows:

1. The intensity of the illumination of the digital sign shall not exceed 600 candelas per square metre between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

2. The digital sign shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements).

3. The minimum display time for each advertisement shall be 10 seconds.

4. The interval between advertisements shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including fading, swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.

5. No advertisement displayed shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.

In addition to the above, each proposal has been assessed against and would comply with the following additional criteria from the TfL Guidance.

- There would be no conflict with any traffic signs, signals, crossing points, schools, hospitals or low bridges.

- No sightlines or clearances would be affected.

- The TfL guidance states that 'Static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted.' There are existing traditional advertisement on similar sections of the respective roads in many cases.

- The geometry of the roads are not complicated and the driving conditions are not considered to be demanding or complicated.

- The advertisements would not be experienced by a driver in conjunction with any other similar digital advertisements.

- As per the TfL guidance, the advertisements would be located as close to the driver's natural eye line as possible and facing as head-on to the traffic as is practical.

The lighting levels would be within the guidance contained in the Institute of Lighting Professional (ILP) Technical Note 5. Each display features ambient light sensors and automatic luminance adjustment. Dusk to dawn levels would be limited to 600 c/m2 and daytime levels adjusted accordingly by automatic sensor as per the guidance, up to a maximum of 2500c/m2. This is in line with similar advertisements on TfL bus shelters in London.