Wildstone

Appendix 1

D-POSTER

D-Poster

Paper and Paste

High resolution LED display

6m
3m

Sized to match existing poster panels

Dimmable to 55 cd/m²
Embedded ambient light sensors to control brightness

Reduced depth of 60mm compared to traditional digital panel (300-600mm)

DIGITAL ADVERTISING

A before & after comparison for sites upgraded to a digital format.

BEFORE: Gable mounted 48-sheet paper and paste advertising display.

AFTER: Gable mounted 48-sheet digital advertising display.

The digital advertising display replicates the appearance of the previous paper and paste display; the upgrade of the site to a digital format has a neutral impact upon amenity of the site, street scene, and surrounding area.

There is a neutral impact upon highway and public safety. The cognitive demand of highway users is unaffected, allowing content to be assimilated whilst assessing the road ahead and any upcoming traffic conditions.

The image shows a digital display (elevated to flank wall), and a paper and paste display presenting the same advertisement.

The digital advert mimics the appearance of the classic paper and paste display. It does not appear overly bright or prominent within the street scene, nor does its presence impact upon the character of the area.

At night, the screen reduces output to 12% of daylight levels. It remains visible without appearing as a casting light source or as an overly dominant feature.