

JCDecaux



MANCHESTER
CITY COUNCIL

Roadside Advertising Estate
FORUM CIP

A01506

PART 3
Product Detail
April 2021

PART 3

- Display Structure Elevation Plans 1:20
- Product Information
- Unit Specification
- Examples



Display Structure

Product Information

The Forum digital advertising unit that JCDecaux proposes to utilise on the Manchester City Council estate was designed by Lord Norman Foster, a legendary architect and long-term partner of JCDecaux, having also conceived of the premium Foster bus shelter. The digital Forum was designed as a freestanding unit which is slender in profile and double-sided, utilising the latest digital technology and best in class screens from MRI. The screens are fully programmable in terms of hours of operation and brightness, along with the capability to display sequential static and dynamic content subject to local environment conditions. The unit was designed with the future in mind, allowing for the addition of smart city technology to create a more connected city.

Performance

- As an option: Covered with AR (Anti-Reflective) laminated cover glass to improve image visibility.
- Displays great quality fix images and video content due to the high resolution of the screen.
- Maximum brightness up to 2500Cdm² which represents the best performance available in the market for an LCD screen. Night setting of 600Cdm² in line with ILP guidance
- This product has been designed to optimize manufacturing and operational costs.

Robustness and Durability

- The product has been specially designed for direct outdoor use in a wide range of environment and temperature variations.
- Brightness level is not affected by extreme temperatures and does not degrade over time like other technologies.
- Bumper units are available to protect the base of the unit.

Display Structure Elevations	SIZE	FSCM NO	DWG NO		REV
	A3				
DRAWN MS	SCALE 1 : 25		Structure Elevations	SHEET	3 OF 10
ISSUED					

Modularity

The unit comes with a modular design which makes for quick and simple on-site assembly and servicing. The unit can be either single or double sided, where single face is chosen the rear of the unit will feature a blank façade in material to match the unit frame

Vandalism

The advertised face of the unit has a laminated tempered glass protective cover that is capable of withstanding direct impact by vehicle or malicious vandalism.
The internal elements of the unit are inaccessible without a special access key, to avoid any tampering with the internal circuitry or unauthorized access to the network. All screws and fixing gears are also invisible outside the unit and designed with materials to prevent abuse of damage

Installation

The display panel is thoroughly tested in the factory before shipment to the site. At the time of delivery, the necessary groundwork and foundations will have been completed using chemical anchors to facilitate rapid on site installation and unit initiation

Certifications

CE

Manageability

- Extensive monitoring capability
- In-built intelligent monitoring/control and maintenance features.

Option to locate PC player in remote location.

Sustainable Development

The unit and all electronic components are power efficient: The LED scheme has a lower power consumption than other forms of roadside self-contained advertising units, due to dynamic dimming control that uses approximately 30-40% less energy and minimizes the impact on the product on the environment. All JCDecaux digital furniture is designed and manufactured to the highest environmental standards to eliminate all single use functions and utilise long life and recyclable materials.

Screen

Technology	LCD
Size	86"
Resolution	3840x2160
Brightness	Max Level 2500Cdm ² Night Time 600Cdm ²
Angle of Visibility	Horizontal 178° Vertical 178°
Contrast ratio	7000:1
Display colour	72% of NTSC colour gamut
Backlight technology	Direct LED
Number of colours	1,064 Billion

Operating Conditions

Temperature	-30°C/50°C
Humidity	5%-100%
Possible screen orientation	Portrait
Other	Direct sunlight

Weight and Dimensions

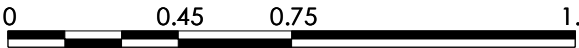
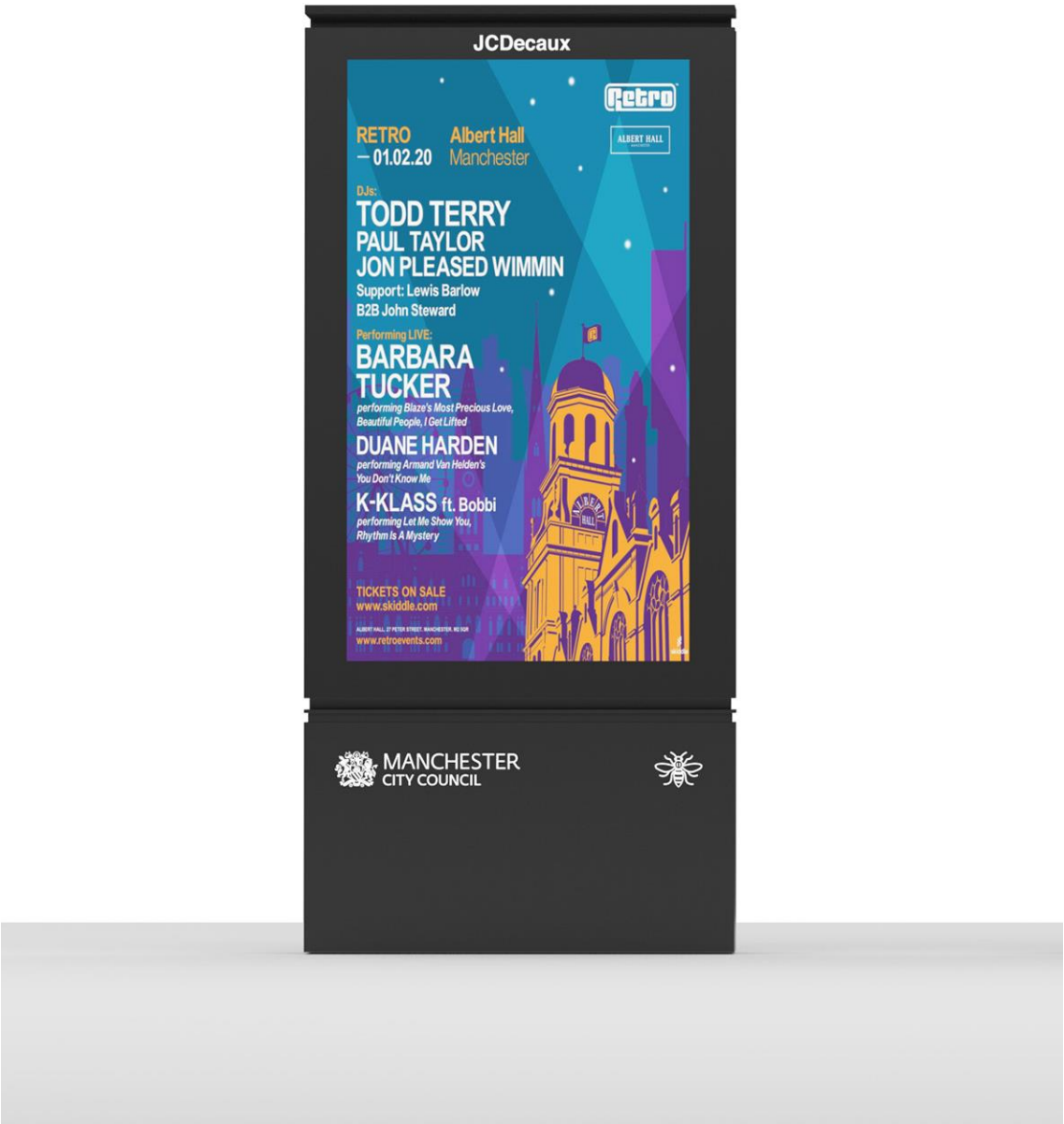
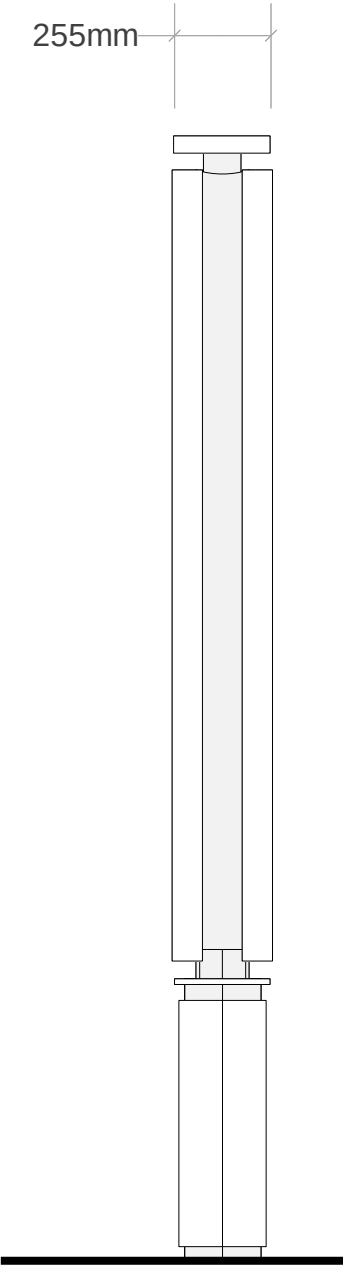
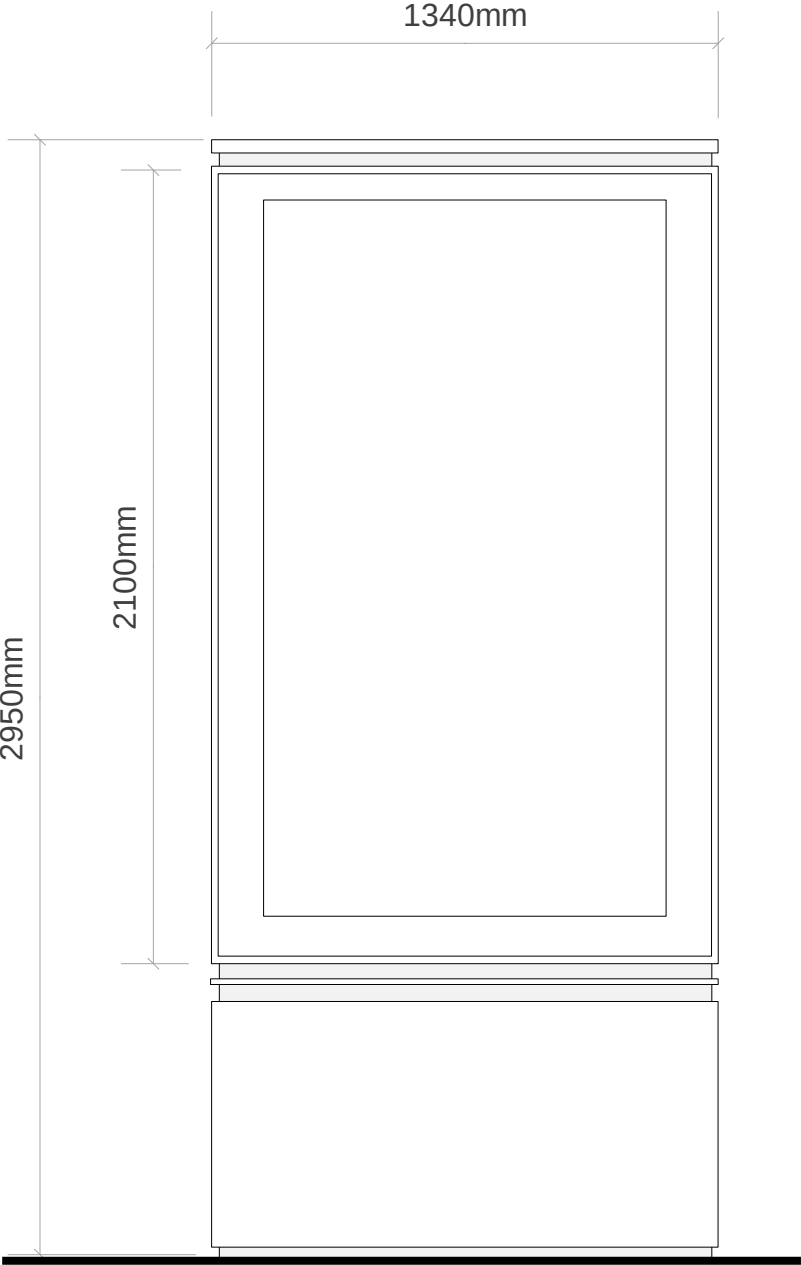
Global	1340(W) x 2955(H) x 255(D)mm
Visible	1065(W) x 1895(H) mm
Visible area	2 m ²
Weight	510 kg
Screen aspect ratio	16/9

Electricity

Input Voltage	AC 190-240 V 50/60hz
Max Power	3550 W
Average Power	1012 Wh
Average Consumption	24282 Wh/d (24/7)

Display Structure

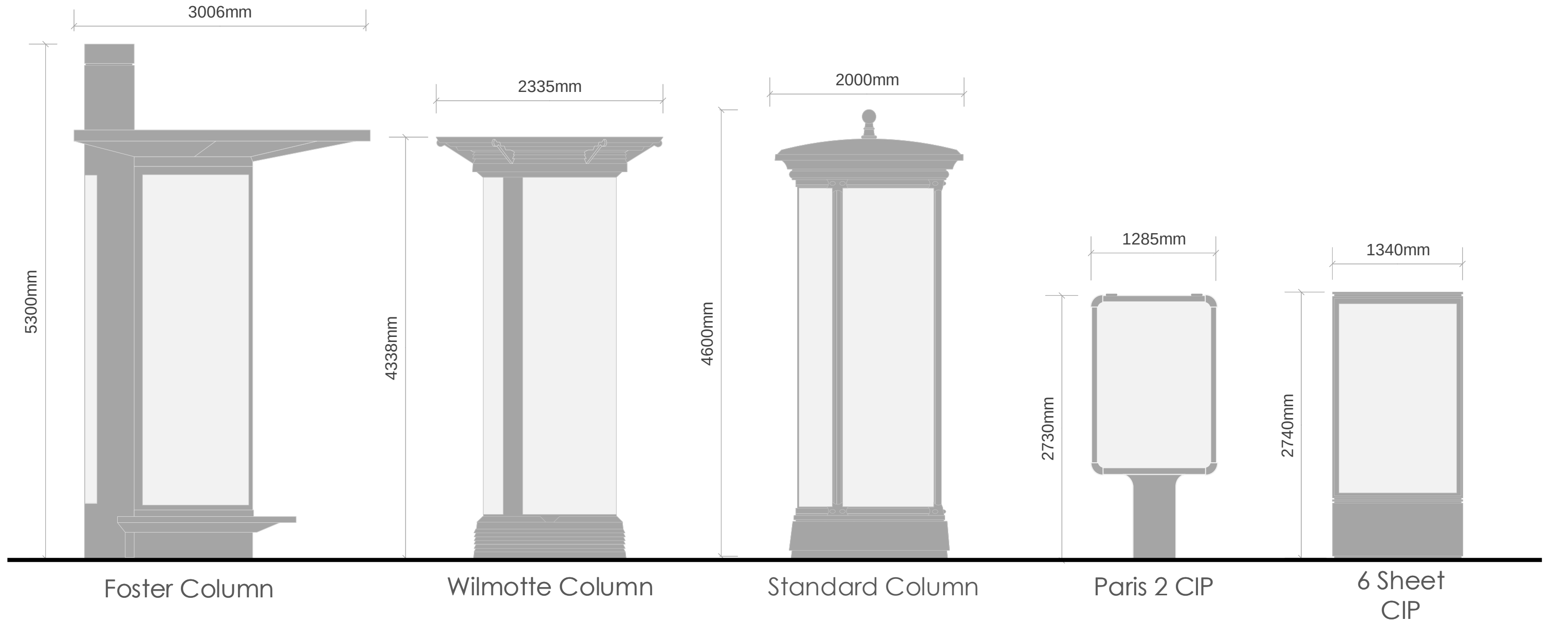
Forum CIP Unit



Display Structure Elevations		SIZE	FSCM NO	DWG NO		REV
DRAWN MS		A3				
ISSUED		SCALE	1 : 20	Structure Elevations	SHEET	5 OF 10

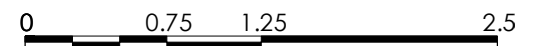
Existing MCC Product Range

Structure Scale Comparison



SCALE

1: 40



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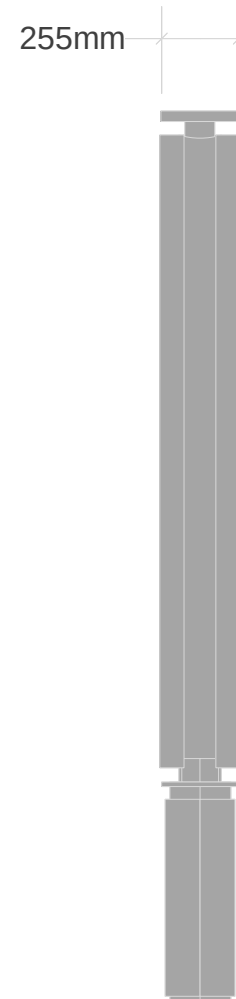
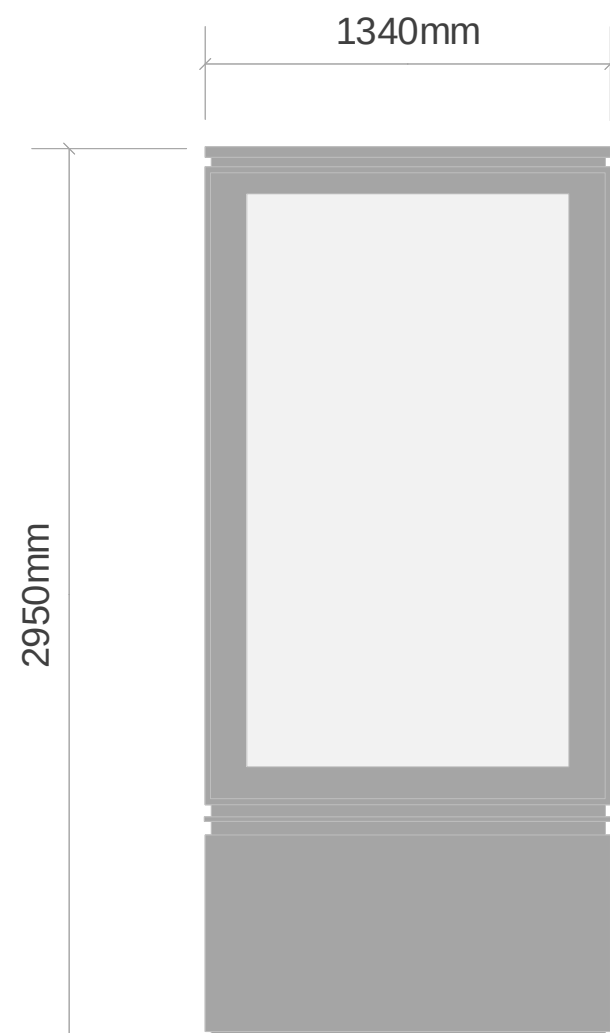
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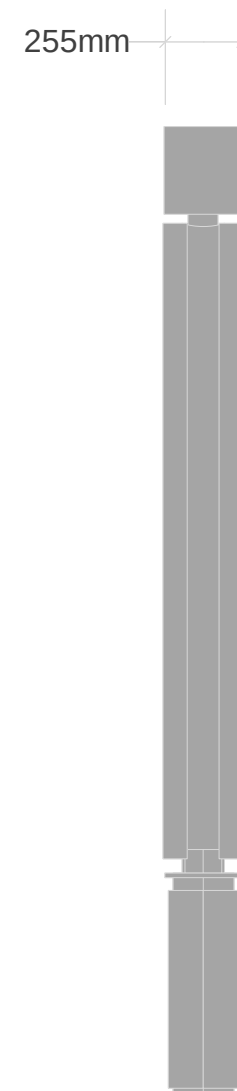
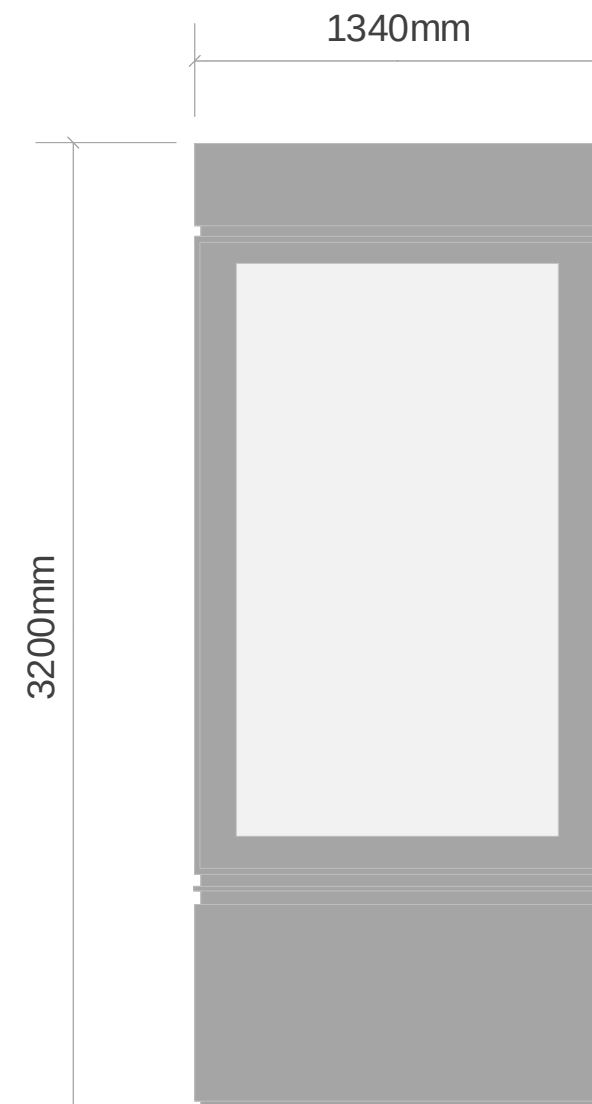
Existing Advertised Structure in MCC	SIZE	FSCM NO	DWG NO	REV
	A3			
DRAWN MS				
ISSUED	SCALE 1 : 40	Structure Comparison	SHEET 6 OF 10	

Replacement Units

Forum CIP Structure



Forum CIP



Smart City Forum CIP

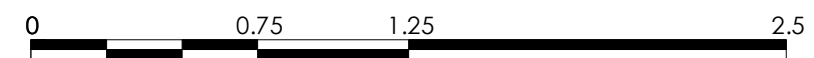
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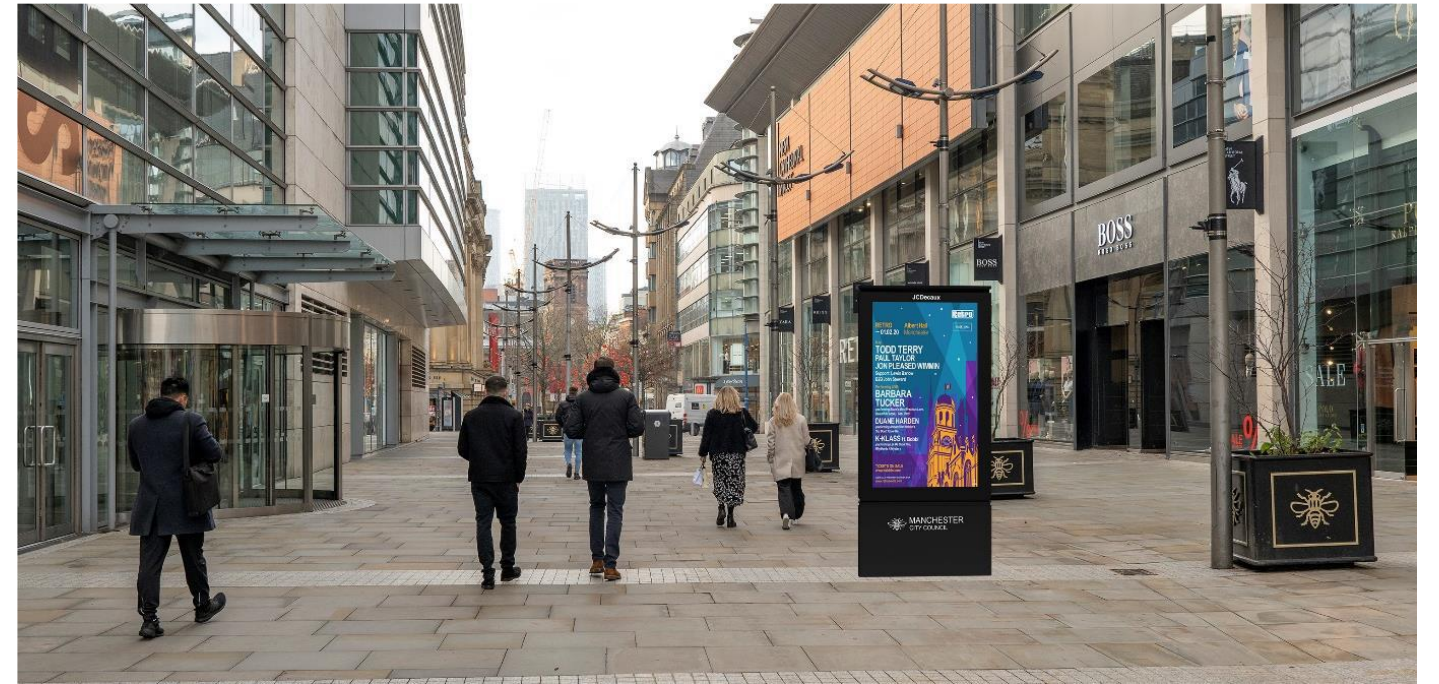
SCALE
1: 25



Replacement Forum Structure in MCC		FSCM NO		DWG NO		REV
DRAWN	MS	A3				
ISSUED		SCALE	1 : 25	Structure Comparison	SHEET	7 OF 10

Digital Display Unit

Photomontage Examples



Digital Display Unit

Replacement Illustration

King Street



Existing 6 sheet CIP

Replacement Forum CIP

Digital Display Unit

Replacement Illustration

St Mary's Gate



Existing Advertised Column

Replacement Forum CIP