JCDecaux

MANCHESTER
CITY COUNCIL

Roadside Advertising Estate

FORUM CIP

PART 2

Product Detail

JULY 2026

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PART 2

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Display Structure

Product Information

The Forum digital advertising unit on the Manchester City Council estate is 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 DynaScan. 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 2000Cdm^2 which represents the best performance available in the market for an LCD screen. Night setting of 300Cdm^2 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.

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Display Structure Elevations	SIZE	FSCM NO	DWG NO	REV
DRAWN MS	A3			
ISSUED	SCALE 1 : 25	Structure Elevations	SHEET 3 OF 9	

Forum Digital Display Panel

Unit Specification

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 of double sided, where single face is chosen the rear of the unit with be 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	2000Cdm^2
	Night Time	300Cdm^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 m²
Weight	510 kg
Screen aspect ratio	16/9

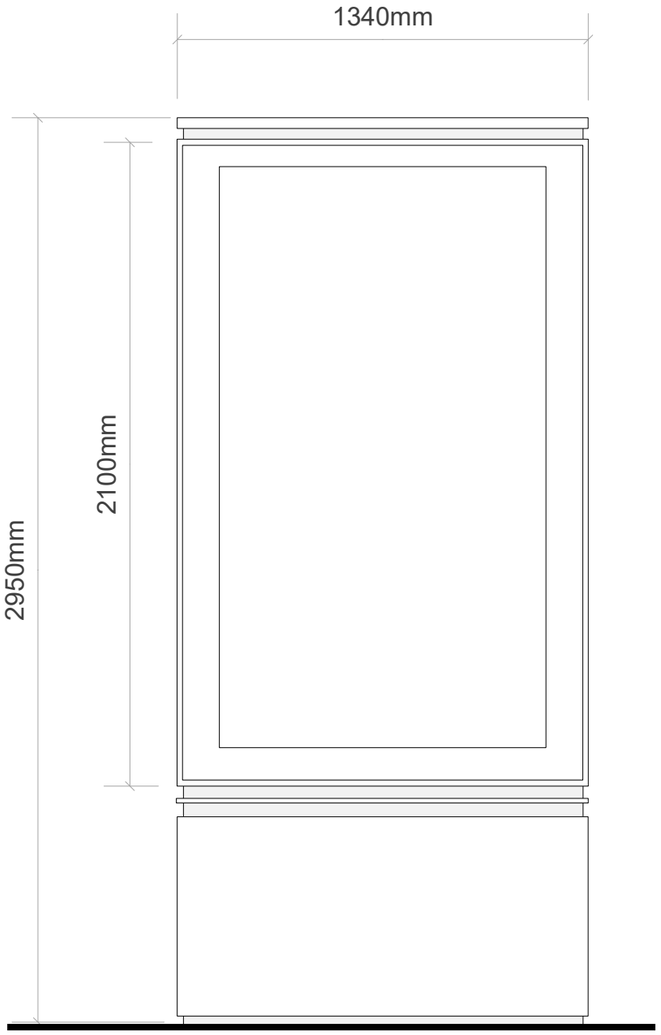
Electricity

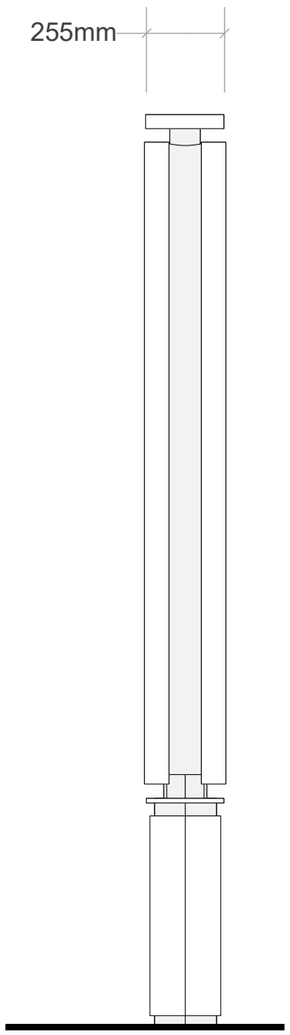
Input Voltage	AC 190-240 V 50/60hz
Max Power	3940 W
Average Screen Power Use	8.91kWh/per day (18hour Operation

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Display Structure

Forum CIP Unit







SCALE

1: 20

0 0.45 0.75 1.5

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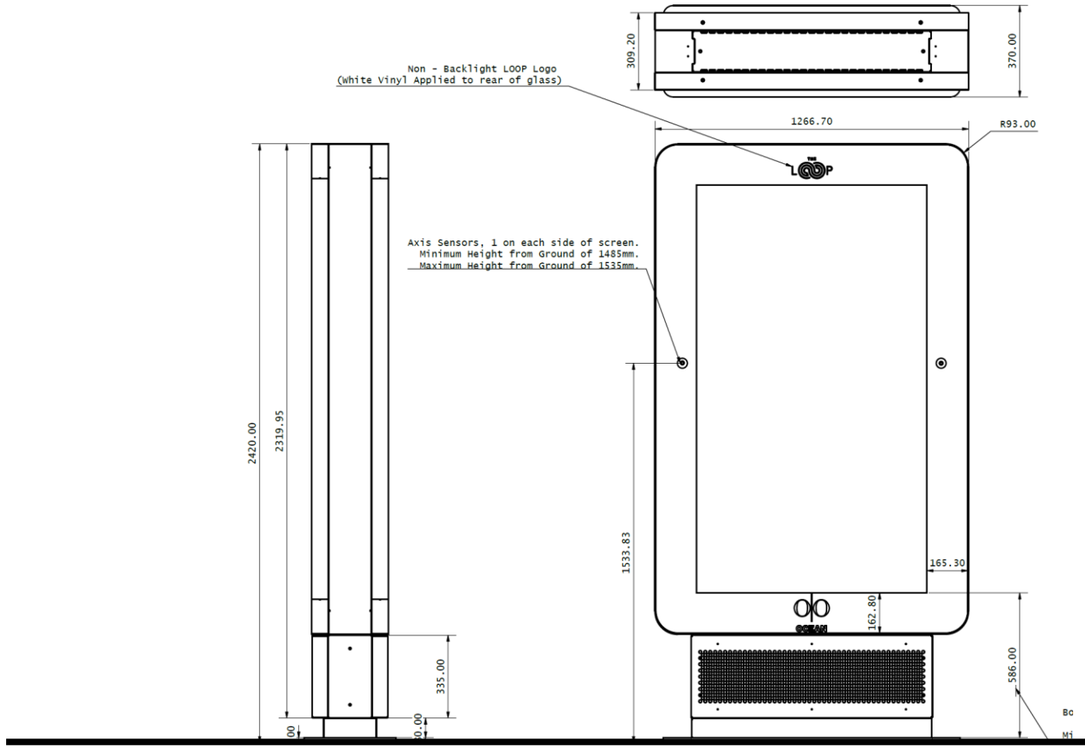
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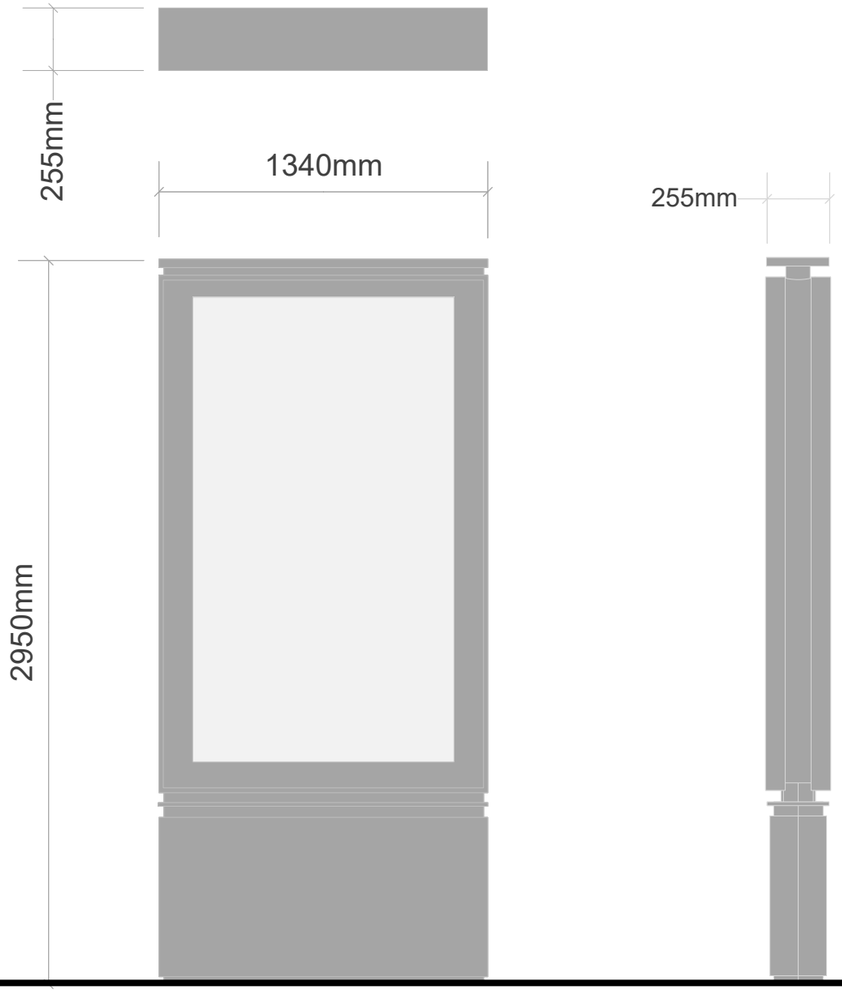
Display Structure Elevations	SIZE A3	FSCM NO	DWG NO		REV
DRAWN MS					
ISSUED	SCALE	1 : 20	Structure Elevations	SHEET	5 OF 9

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Freestanding Units

Forum CIP Structure





EXISTING CIP

PROPOSED Forum CIP

SCALE
1: 25

0 0.75 1.25 2.5

Replacement Forum Structure in MCC	SIZE	FSCM NO	DWG NO	REV
DRAWN MS	A3			
ISSUED	SCALE 1 : 25	Structure Comparison	SHEET 6 OF 9	

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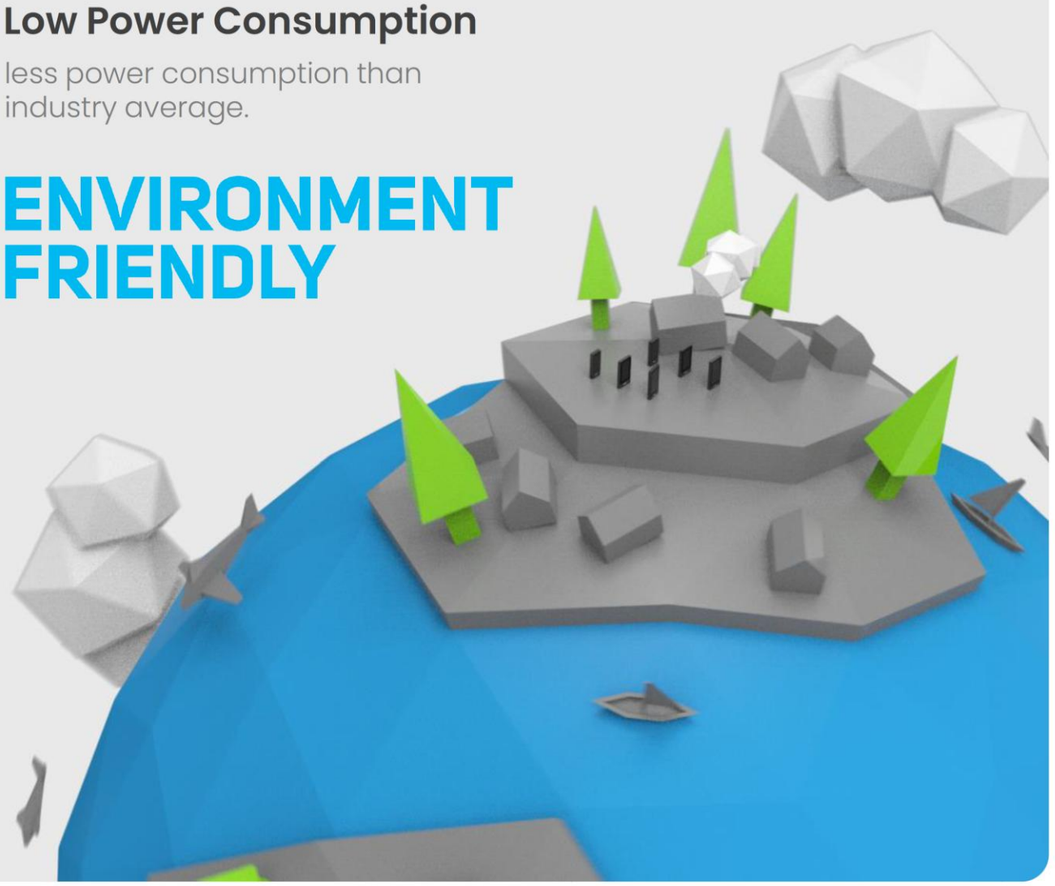
Screen Detail

Eco Friendly Design

Low Power Consumption

less power consumption than industry average.

ENVIRONMENT FRIENDLY



Manufactured with Recyclable Materials



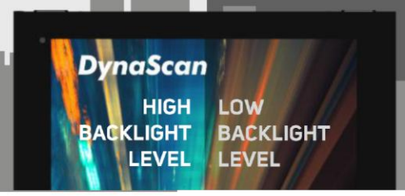
Low Noise

typ. less than

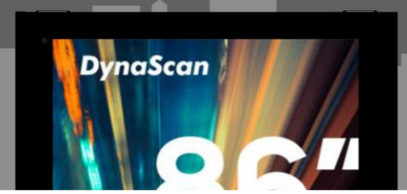
58 dBA

industrial quietest outdoor digital kiosk

Auto Brightness Control



Low Light Pollution



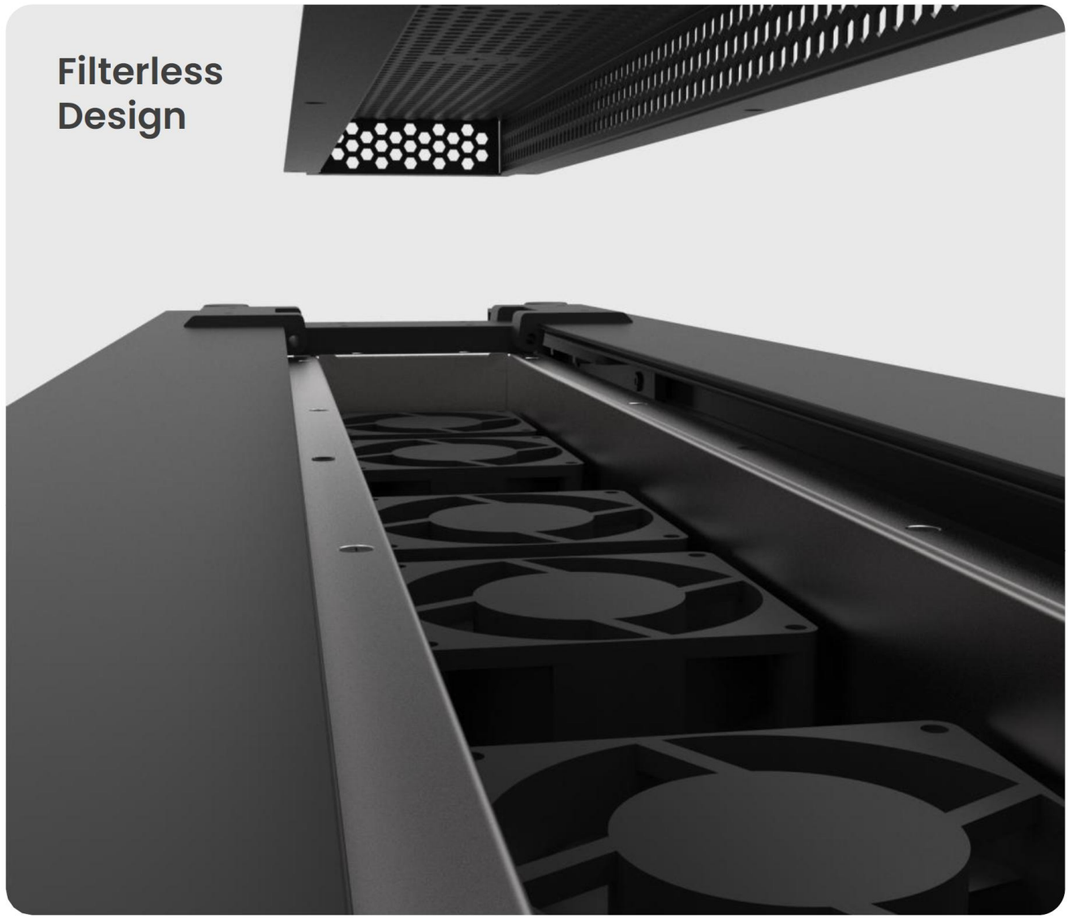
DynaScan

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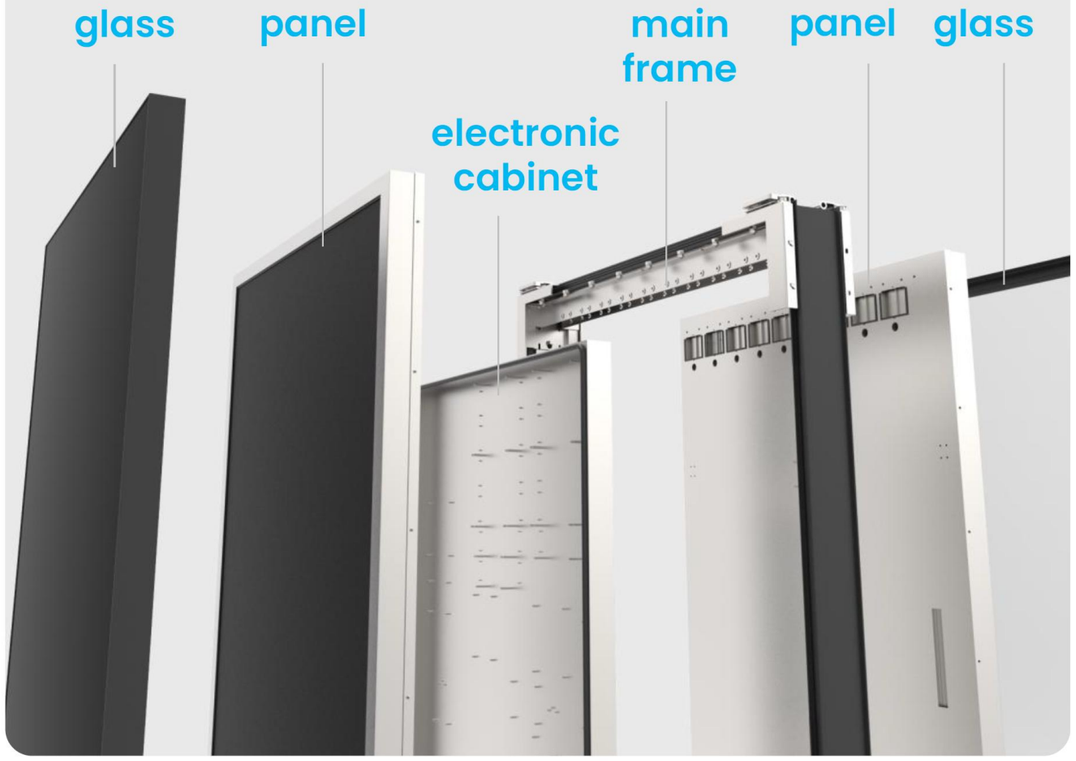
Screen Detail

Maintenance

Filterless Design



Modular Design for Easy Services



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Screen Detail

Protection from the Elements

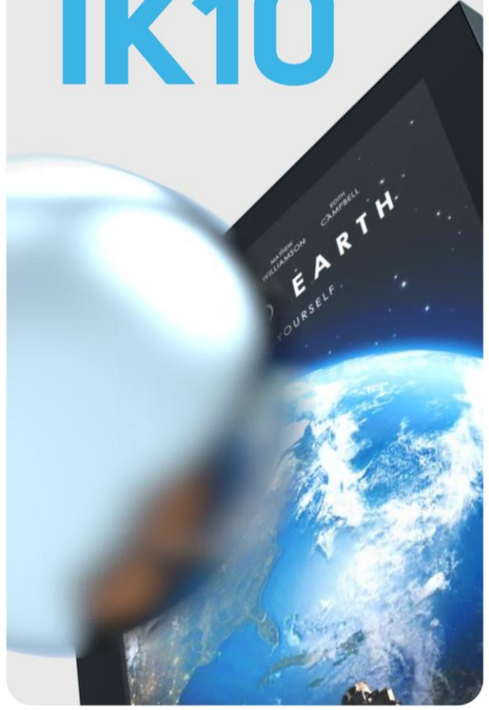
Wind Pressure Resistant

165 MPH



Impact Protection Rating

IK10



Water & Dust Proof

IP56

