JCDecaux

MANCHESTER
CITY COUNCIL

Roadside Advertising Estate

FORUM Smart City CIP

PART 3

Product Detail

September 2026

JCDecaux



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 2500Cdm^2 which represents the best performance available in the market for an LCD screen. Night setting of 600Cdm^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.

Do not scale drawing. Contractor to check dimensions on site. Drawing is copyright and not to be reproduced or copied without the permission of the author

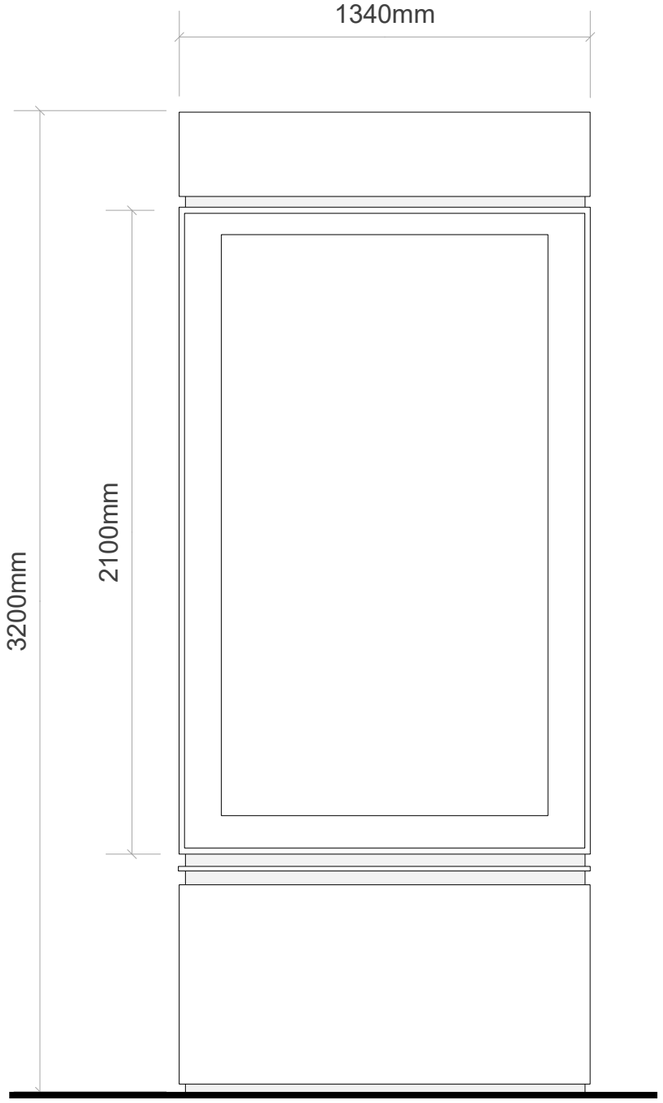
Copyright of JCDecaux ©

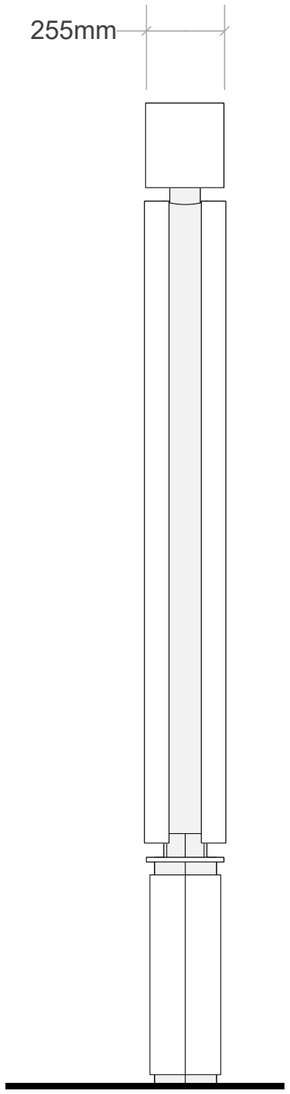
Display Structure Elevations	SIZE	FSCM NO	DWG NO	REV
DRAWN MS	A3			
ISSUED	SCALE 1 : 25	Structure Elevations	SHEET 2 OF 7	

JCDecaux

Display Structure

Smart City Unit







SCALE

1: 20

0 0.45 0.75 1.5

A02510 PAGE 3 OF 7

Do not scale drawing. Contractor to check dimensions on site.
Drawing is copyright and not to be reproduced or copied without the permission of the author

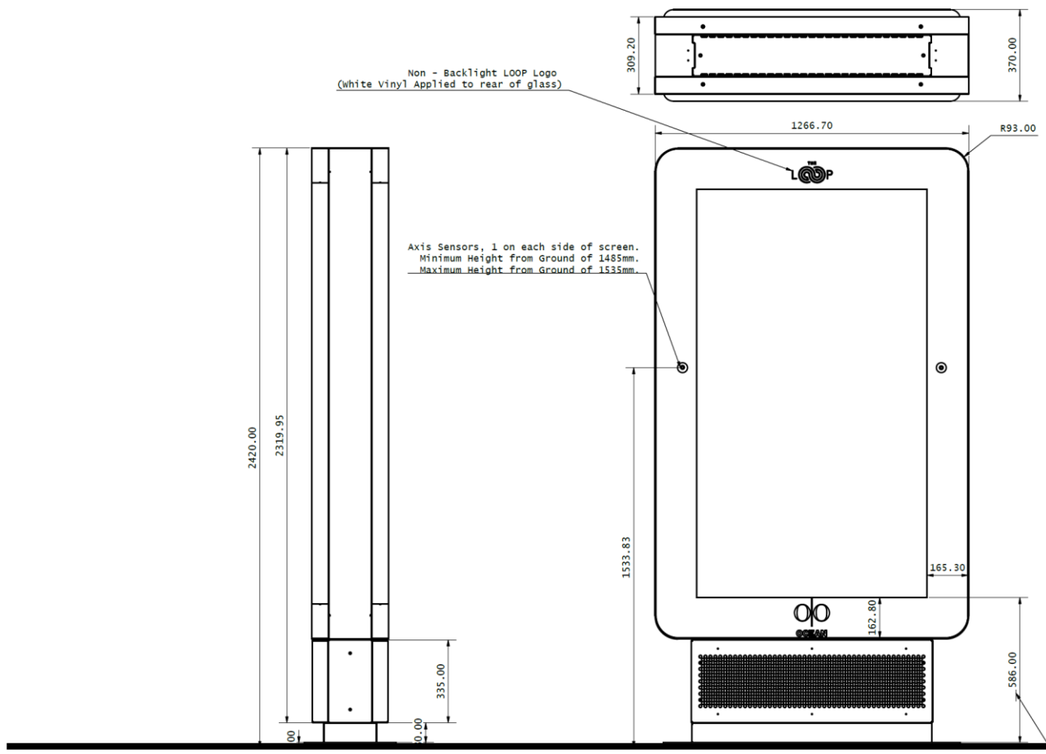
Copyright of JCDecaux ©

Display Structure Elevations	SIZE	FSCM NO	DWG NO		REV
DRAWN MS	A3				
ISSUED	SCALE	1 : 20	Structure Elevations	SHEET	3 OF 7

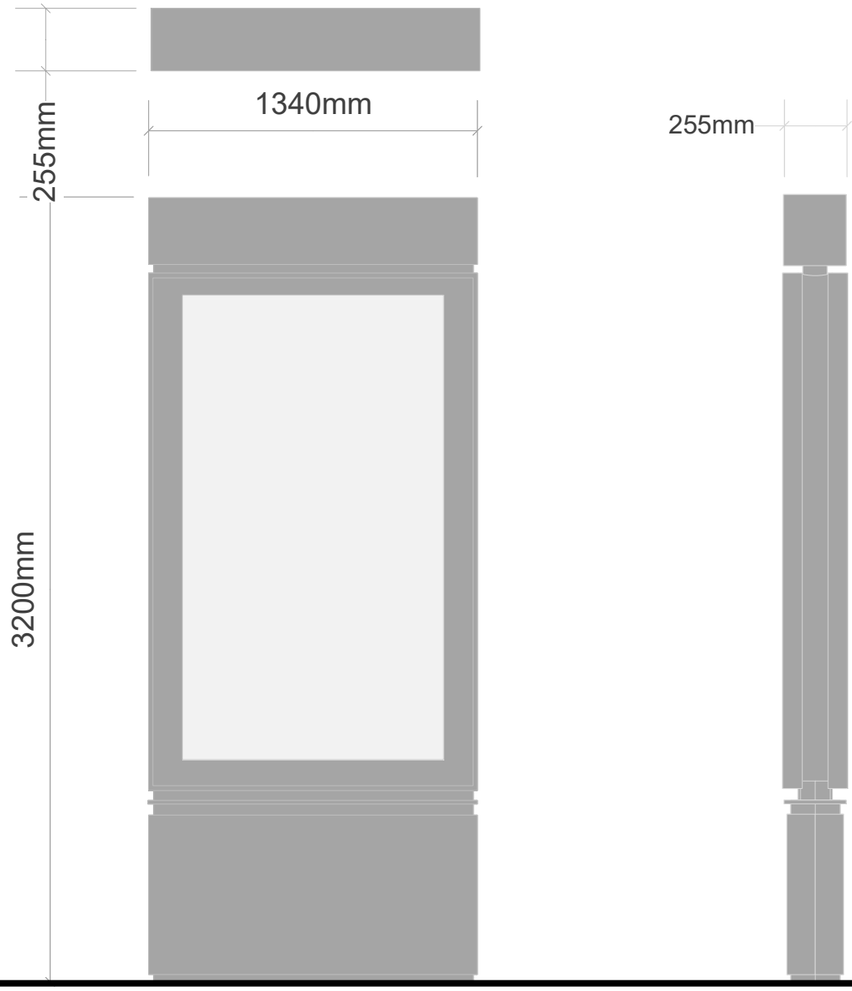
JCDecaux

Freestanding Units

Forum CIP Structure



EXISTING CIP



Smart City 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 4 OF 7	

Do not scale drawing. Contractor to check dimensions on site. Drawing is copyright and not to be reproduced or copied without the permission of the author

Copyright of JCDecaux ©

A0251 PAGE 4 OF 7

JCDecaux

Screen Detail

Eco Friendly Design

Low Power Consumption

less power consumption than industry average.

ENVIRONMENT FRIENDLY



Manufactured with Recyclable Materials



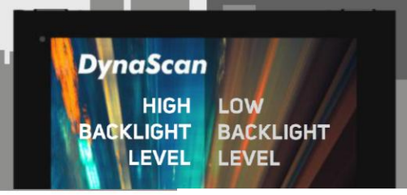
Low Noise

typ. less than

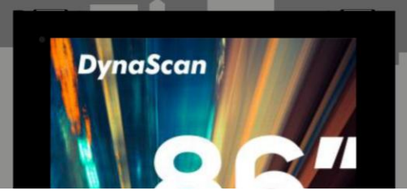
58 dBA

industrial quietest outdoor digital kiosk

Auto Brightness Control



Low Light Pollution



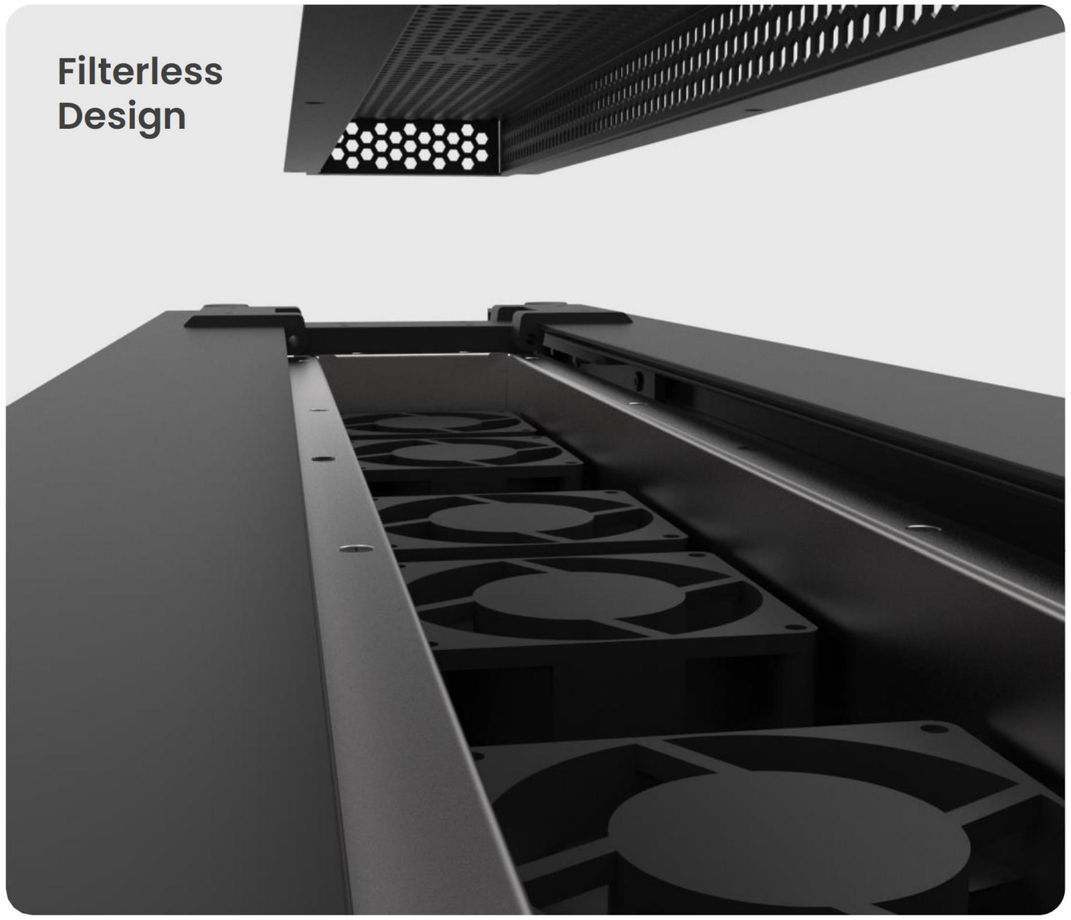
DynaScan

JCDecaux

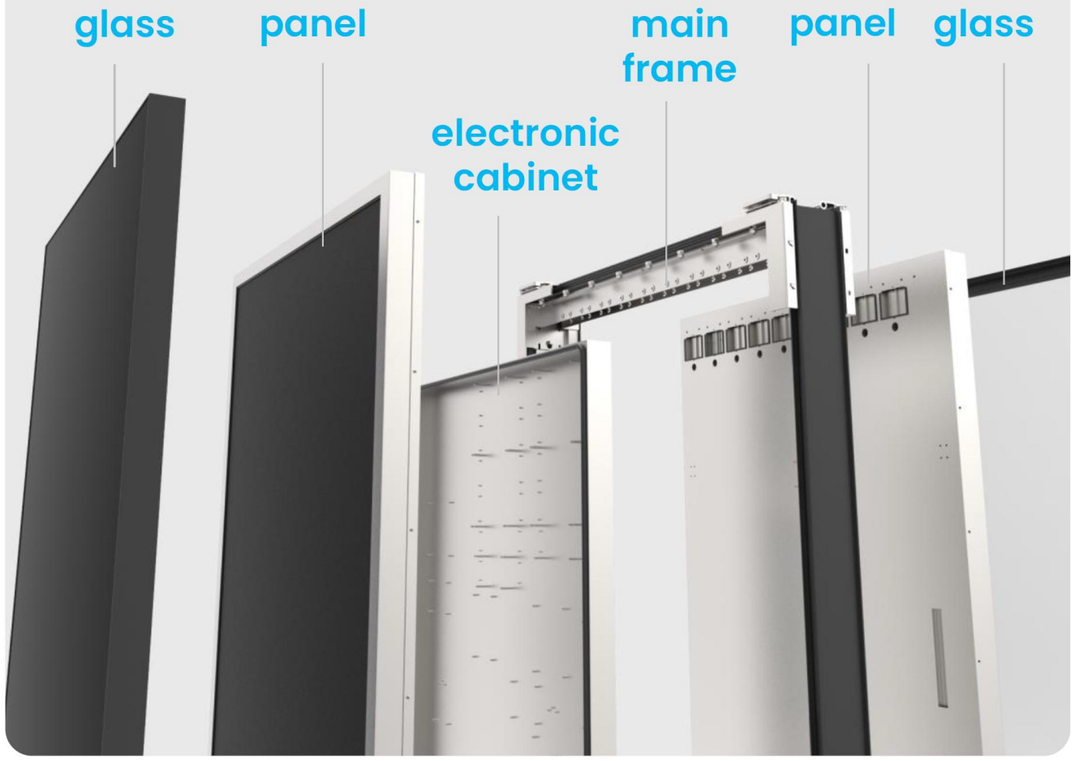
Screen Detail

Maintenance

Filterless Design



Modular Design for Easy Services



JCDecaux

Screen Detail

Protection from the Elements

Wind Pressure Resistant

165 MPH



Impact Protection Rating

IK10



Water & Dust Proof

IP56

