JCDecaux

A02197

Highway Verge on the East Side of

A33 corner of Rose Kiln Lane

Reading RG2 0JZ

Easting 471351
Northing 172275

PART 2

Roadside Advertising Proposal

April 2023

JCDecaux

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PART 2

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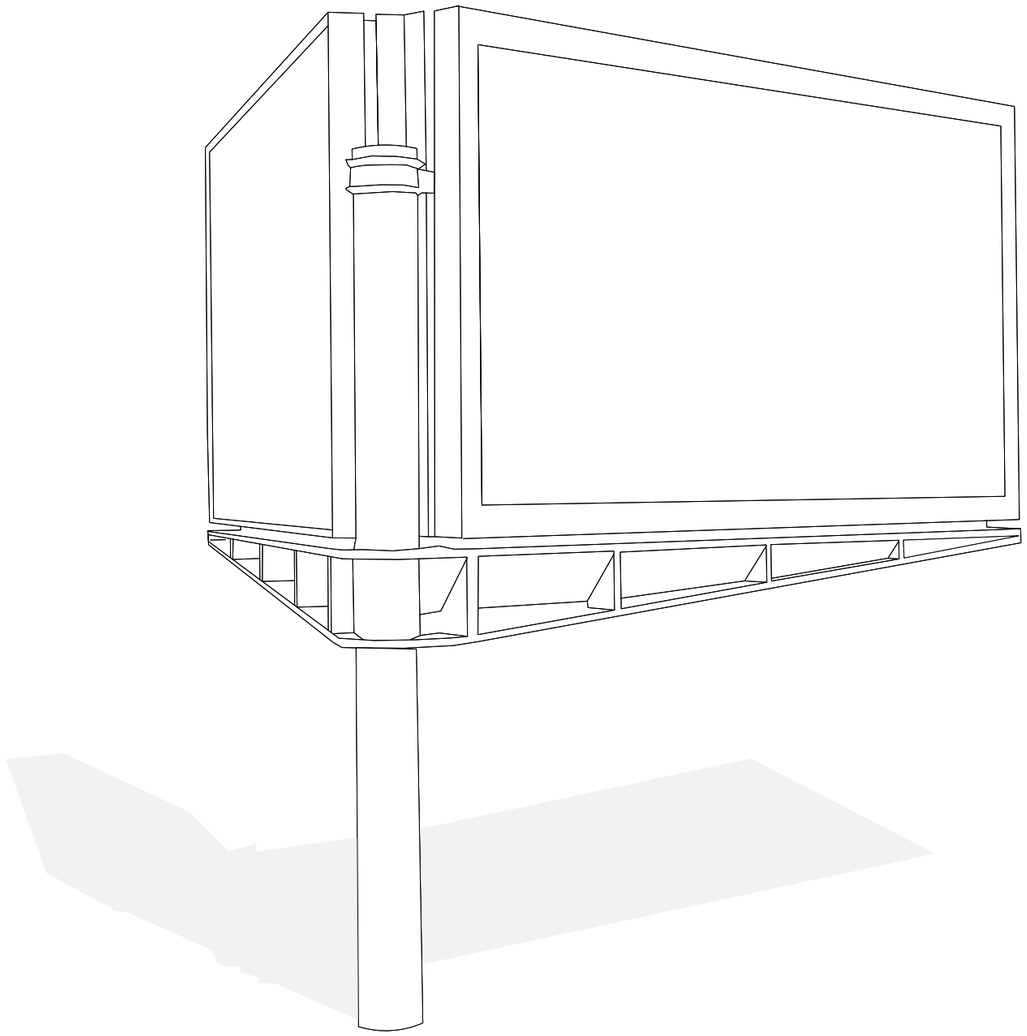
Display Panel Specification

Willmotte Single Leg Design



This advertising display structure has been designed by JCDecaux Design. The display panel can be erected with an integral dual or single leg support or an individual designed structure. It can also be wall mounted or affixed to any bespoke support frame to suit site conditions. This type of display panel presents an illuminated from of advertisement display and can feature either mechanic or electronic digital sequential rotation of advertisements.

Structure - Depending upon the final design of the support structure, it is principally composed of a lateral steel post mounted with an upper crosspiece and an advertising panel. The main lateral post comprises the following:

- Two openings, which houses the connection equipment,
- reinforced base plate for fixing onto the J-bolts ,
- reinforcement on the upper and lateral part of the advertising panel support arm.

The electrical connection is fed through the crosspiece via the lateral post.

Panel - Visible display: 6200mm x 3100mm. The panel is made of aluminium sections. It houses either a mechanical display panel or digital screen (see manufacturers details for digital specification). In the case of the mechanical unit it contains the following:

- electric mounting board
- locking mechanism
- equipment for the rotation of posters (rollers, belts, geared motor),
- methacrylate crystal glass doors 12mm thick which open from the bottom

If the back of the panel is not used and it is visible it is to be equipped with a painted steel sheet instead of glass. For digital screens the front of the panel is fixed with the ability to replace individual modules that comprise each section of the overall display.

Electricity - All of the internal wiring, earthing and electrical components comply with the relevant British Standard and are installed in accordance with BS7671 of 16TH Edition of the IEE Wiring Regulations. This structure also complies with the relevant European CE directives as follows:

- Low voltage directive 73/23/CEE (Electrical Specifications)
- NFC15100: French electrical specifications for low voltage installations, modified to comply with BS7671.
- EN 60598-1: Luminaires : Electrical lighting
- EN 60598-1: Low voltage switch gear.
- ECM Specifications (Electromagnetic compatibility) 89/336/CEE
- EN 55015: Measurement of radio disturbance characteristics of electrical lighting and similar equipment.
- EN 50082-1: Generic immunity standard Part 1: Residential commercial and light industry.

Electricity connection is generally to the regional electricity network. Power supply: 220/240V

Foundations - Dependent upon the individual display structure design, typically the foundations are made of concrete with a minimum strength of 35N/mm2, including anchor bolts, earth mat and supply-ducts, and are constructed on site. The foundations are cast in situ and are adaptable to accommodate local underground obstructions. This anchor-bolt technique allows the replacement of the structure in the event of an accident without having to re-lay the foundations.

Materials Durability and Protection - Each component is given a surface treatment to meet the usage conditions. The quality, the operative mode, the cleanliness of the preparations before treatment, the responsibility and the checks associated with treatments (raw material, finished product...) comply with the internal JCDecaux specifications, the current standards and the rules governing the profession.

Steel/Cast Iron: SA3 shot blasted, zinc plating 80 microns thick, galvanised zinc for water drainage areas.

Aluminium: Degreasing, sandblasting, colouring, class 15 anodisation.

Paint coating: Polyester powder paint, oven blasted at 180°C, 100 microns thick or epoxydilic or polyurethane liquid paint with hardener. The oven baking temperature is provided by the supplier and tested and checked on a part representative of the product. For digital screens the panel surround will comprise of black modules to frame the displayed images, whereas LED backlit displays will feature an aluminium frame.

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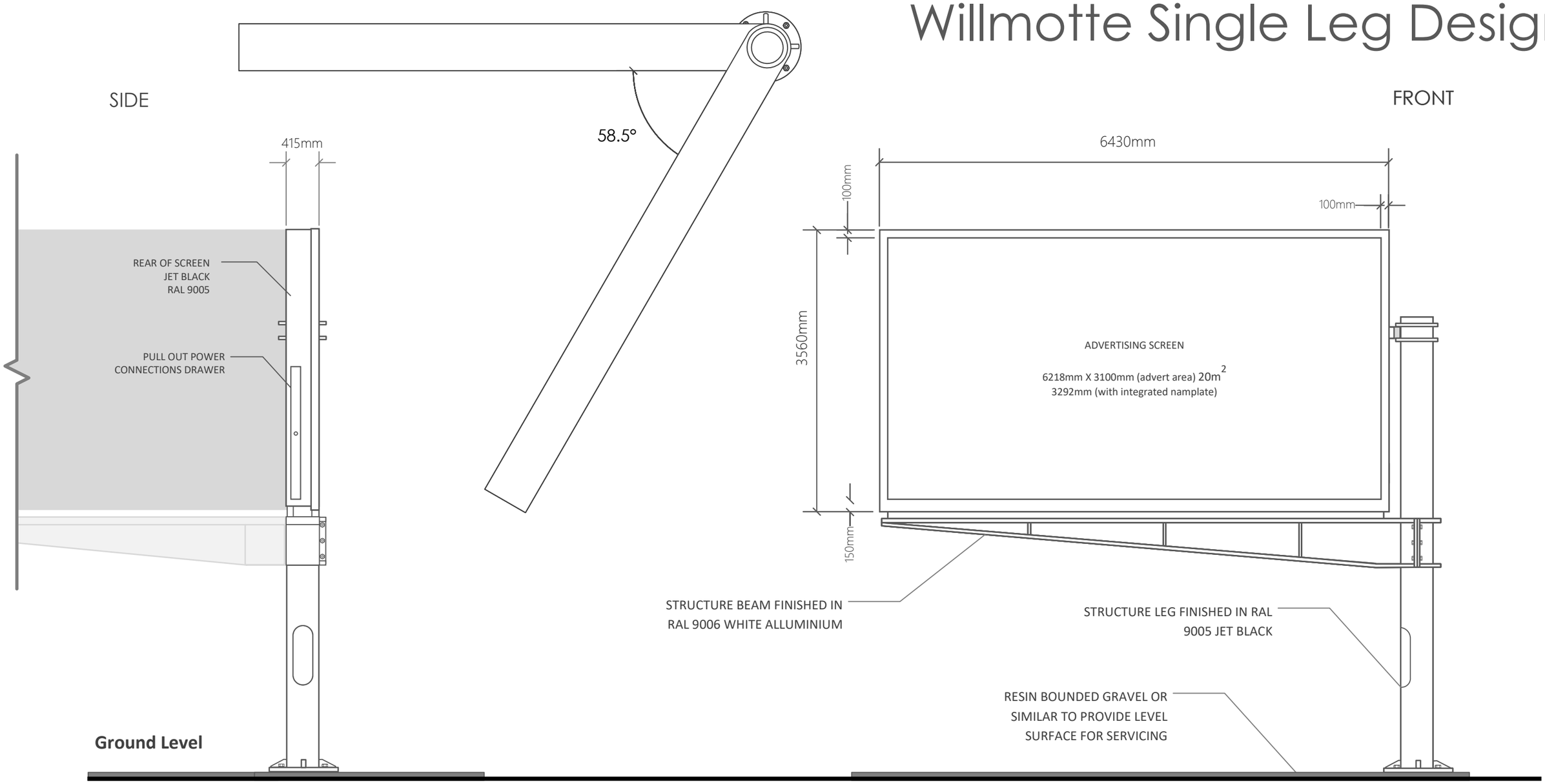
Structure Plans

Willmotte Single Leg Design



SCALE
1: 50

0 0.9 1.5 3

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Display Structure Elevations		SIZE	FSCM NO	DWG NO	REV
DRAWN	MS	A3			
ISSUED		SCALE	1 : 50	Structure Elevations	SHEET 4 OF 7

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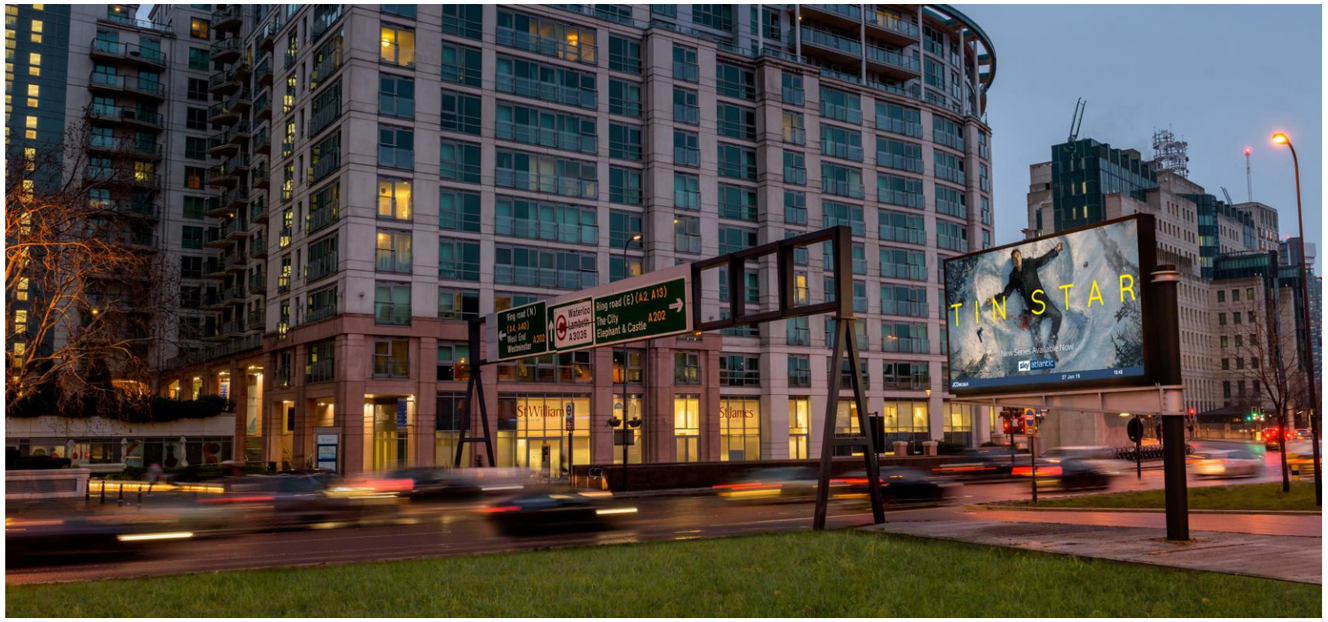
Structure Detail

Willmotte Single Leg Design

NAMEPLATE AND CLOCK DETAIL

NAMEPLATE TO BE POSITIONED ROADSIDE UNLESS SITE CONDITIONS DICTATE OTHERWISE

THIS UNIT IS MANUFACTURED FOR RIGHT OR LEFT HANDED PRESENTATION AND EITHER AS A SINGLE OR TWIN DISPLAY FROM THE SINGLE LEG STRUCTURE



RAL 7040

WINDOW GREY
Horizontal Beam

RAL 9005

JET BLACK
Screen Surround Unit and Leg

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Panel Detail	SIZE	FSCM NO	DWG NO	REV
DRAWN MS	A3			
ISSUED	SCALE NTS	Structure Details	SHEET 5 OF 7	

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Structure Images

Willmotte Single Leg Design

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Existing Units Examples	SIZE	FSCM NO	DWG NO		REV
DRAWN MS	A3				
ISSUED	SCALE	NTS	Existing Images	SHEET	6 OF 7

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Screen Specification

Using Valo Digital Technology by Daktronics

Presentation

The 'IT' TILE has been designed specifically for the fixed installation and roadside advertising market. The TILE is based on a 366mm x 366mm, IP67 platform that can be pre-built into super-sized modules that weigh under 44kg per square metre for speedy installation. User friendly options include front access maintenance and remote diagnostics with fault detection down to pixel level. Remote diagnostics with email/SMS reporting option.

- IP67 protection
- Radiant calibrated system
- Choice of Nichia & Everlight LEDs
- Front access maintenance options
- Lightweight and slim to reduce installation costs
- Super-sized modules for quick and easy installation
- CE & UL certification

DAKTRONICS®

Robustness and Durability

This product is specially designed for direct outdoor use in a wide range of environmental/temperature Conditions. The brightness level of the screen is not affected by extreme temperatures and will not degrade over time. The technology features best in class components for optimum visibility and improved reliability through innovative thermal and solar management design.

Certifications

CE

Manageability

This product includes monitoring capability through digital image verification that gives immediate feedback on performance.

Modularity

Modular design for simple on-site service.

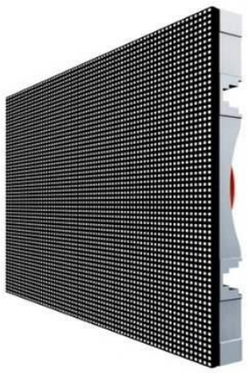
Vandalism

Special tools are required to open the unit and all screw heads and fixing gears are concealed. Outer panels are fabricated in unalterable material and powder coated to prevent disfigurement. The transmission feed between the operator and the unit is secure and encrypted.

Screen Information

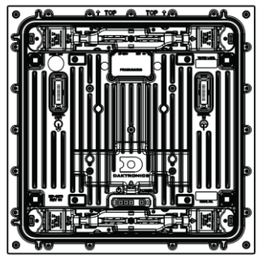
Pixel Spacing (mm)	10
Rows and Columns	17x 9
Pixel Configuration	RGB LED
Calibrated Brightness	2500Cdm² Max 300Cdm² Night Time Limit
Lifetime ½ brightness	100,000 hours
Viewing Angle	
Horizontal	140°
Vertical	60°
Video Processing	Daktronics 19bit LED Image
Colour Processing	14 bit
Colour temperature	3500° – 9500° K
Dimming Capability	5 bit (32 levels)
LED Refresh Rate	1000Hz
Contrast Ratio	1000:1
Calibration	Full Depth LED to LED
Service Access	Front
Cabinet Depth	221mm
Cabinet Construction	All Alluminium
Unit Dimensions	6418 x 3553
Display Area	6218 x 3100
Display Weight	44Kg per M²

Power Requirements	Max 15840 watts Typical 4752 watts
Temperature Rating	-39° – 49° C
Weatherproofing	IP 55/ IP 65
Ventilation	Fan Filter
Graphics Capability	VGA/DVI to UXGA
Data to Display	Remote Internet/Network
Pixel Processing	Each pixel contains an independently controlled RGB LED for exceptional detail and colour accuracy
High Brightness	Use of controlled intensity overcomes harsh lighting conditions even in direct sunlight

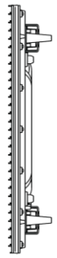


Module:
Top

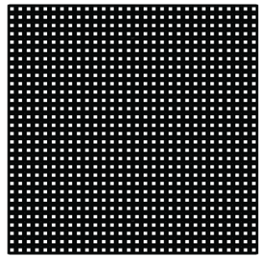
Rear



Side



Front



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Screen Detail Daktronics	SIZE	FSCM NO	DWG NO	REV
DRAWN MS	A3		LED module specification	
ISSUED	SCALE NTS	Screen Tech Spec	SHEET 7 OF 7	