

AMScreen

Think outside the screen™

D48 Smart DOOH® LED Billboard Technical Specification

Amscreen® is a leading provider of screen solutions in Europe offering seamless, scalable deployments and support via our full service approach and RDM®.

The world's first SMART DOOH® LED Billboard

Custom-built to complement any environment.

Our **SMART DOOH®** screens contain industry first individual-level LED monitoring that has been integrated into our RDM® system.

Large Format digital LED billboards are a smart choice for media owners who want to guarantee that the advertising they display is highly visible, even in the brightest sunshine or harshest of weather conditions.

THINK
OUTSIDE
THE
SCREEN

Features

- ✓ Temperature controlled
- ✓ Full suite of RDM®
- ✓ LED Pixel monitoring
- ✓ Designed for ease of installation
- ✓ Full turnkey solution – LEDs, frame, logo, bezel, electric street cabinet, etc

Custom add ons



ENVIRONMENTAL MONITORS
Measure information on pollution levels, pollen count, traffic flow and noise alerts.



SMALL CELLS
Available space to accommodate small cells that can boost local mobile network coverage.

Discover more about this product on our website amscreen.com/what-we-do/digital-street-furniture/digital-billboards

D48 Smart DOOH® LED Billboard Full service screen solution



HARDWARE SUMMARY



HIGH IMPACT

Weatherproof, high bright displays bringing content alive whatever the weather



EASE OF INSTALL AND MAINTENANCE

Bespoke modular designs offer fast, non-disruptive installs and maintenance



DISTRIBUTION AND SCALABILITY

European production and plug and play design gives speed and flexibility



SECURITY AND FUTURE PROOFED

Secure system via encryption and authentication protocols plus ease of leveraging new tech

SOFTWARE SUMMARY



SMART TRACKING AND SENSORS

Smart brightness® and optional audience tracking using leading tracking platforms, such as Quividi



HOST INTEGRATION AND REMOTE MANAGEMENT

Integration with host systems such as Scala, Broadsign etc and RDM® provision



PROGRAMMATIC COMPLIANCE

Integration with Media Owners programmatic buying platforms

SERVICE SUMMARY



RDM® REMOTE SMART MANAGEMENT

Alerts and automated data collection via unique system architecture



RDM® REMOTE SMART MAINTENANCE®

Integrated asset management and trouble ticketing to facilitate remote fixes

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D48 Smart DOOH® LED Billboard

Technical specification

Display Specification

Colour	Full colour
LED Brand	Nationstar FM2727
Pixel pitch	P6.9 mm
Pixel configuration	3 in 1 SMD
Resolution	864 pixels (W) x 432 pixels (H)
Brightness	6,000 nits
Brightness control	<ul style="list-style-type: none"> Automatic Brightness control to adapt screen brightness to ambient light level Smart Brightness® to adapt brightness during certain hours to not exceed a maximum value (e.g. from dusk to dawn)
Automatic shut out	LEDs automatically turned off when unit accessed and remote re-enablement required for increased security

Electrical Specification

Maximum power consumption	762 W/m ²
Average power consumption	254 W/m ²
Power required	230V AC +/-15% 60 Hz

LED Cabinet & Module Specification

Size of module	36 x 36 pixels - 250 x 250 mm
Size of cabinet	1,000 (H) x 750 (W) x 96 (D) mm
Overall display area	3.0 (H) x 6.0 (W) m = 18.0 m ²
Viewing angle	140° (H) & 105° (V)
Frame material	Aluminium
IP rating	IP65 (front) & IP54 (rear)
Maintenance access	Front or Back
Ambient operating temperature range	-10°C to +40°C
Ambient operating humidity range	10% to 80% over the operating temperature range

Electrical Street Cabinet

Dimensions	1101mm (h) x 1228mm (w) x 188mm (d)
Fully populated	<ul style="list-style-type: none"> Independent i5 or AMD based PC capable of integrating customer player/software. (eg Broadsign/Scala) 4G/LTE Router & antenna 12v Power supply and battery backup Power management system Internal environmental management system Cooling fans Surge Arresters & Isolation switch Electrical Switching & Protection Door and cover sensors All electrics can be customised to meet local regulations
Antenna	Low profile hockey-puck mounted discreetly at top of the street cabinet

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Technical specification

Networking	
Connectivity	4G connectivity with roaming across multiple mobile networks 2GB per unit per month included as standard with additional data options available
Local Ethernet	Local web server to aid installation and troubleshooting

Control Systems	
LED/pixel level monitoring	
Full power supply & cabling redundancy & monitoring	
Novastar Display Control Software	

RDM® Smart Maintenance®	
On-site Serviceability	<ul style="list-style-type: none"> Easily replacement of all key components
RDM® Remote Management	<ul style="list-style-type: none"> Remote data collection associated with individual pixels, brightness, PC , temperature, humidity, brightness, fans, router & media player. Alarm exceptions/configuration; System configuration/control; Asset management
RDM® Managed Maintenance Service Option	<ul style="list-style-type: none"> Centrally managed maintenance service through Amscreen help desk Trouble ticketing system and process for managing, escalating and resolving issues quickly in order to minimise downtime. Service Level Agreement (SLA) reporting against key operational criteria
RDM® Predictive Maintenance	<ul style="list-style-type: none"> Advanced warnings of possible failure conditions Usage profiling over time to detect early failure patterns

Installation	
<ul style="list-style-type: none"> Transported partially assembled for ease of install All key items are crated to assist with transport, protection and lifting Simple installation process minimising on-site installation time Street cabinet delivered fully populated Effective commissioning process in place 	

Security and Vandalism	
<ul style="list-style-type: none"> Robust materials Display lock out feature Secure locking to prevent internal access Secure encrypted transmission between displays and central management systems 	

Conformance	
<ul style="list-style-type: none"> UKCA, CE (RED, LVD, EMC) RoHS and WEEE IEE Wiring Regulations 18th Edition BS EN 61000, BS EN IEC 632368 , BS EN 60950 and BS EN 55032 	

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Do you have a project that would benefit from our technology?

We want to hear from you. Visit amscreen.com/contact to get in touch, or email or call us directly.

CONTACT US

info@amscreen.com

+44 (0) 1204 664 333

HEAD OFFICE

Amscreen House, Paragon Business Park, Chorley New Road, Horwich, Bolton, BL6 6HG

WAREHOUSE

Unit 10, Barrs Fold Close, Wingates Industrial Estate, Westthoughton, Bolton, BL5 3XA

CONNECT

