

## GOING OUTSIDE? HERE ARE SOME QUESTIONS YOU NEED TO ASK:

The placement of Digital LCD Displays in outdoor environments is growing at a rapid pace. The ability to engage with customers, consumers or the travelling public while they are on the move is a great idea... however there are a few things to consider when "going outdoors". Use this list of questions/concerns that you should be thinking about in advance. The answers to these questions will guide you to the best Outdoor Digital Solution or Call us now on (08) 9274 5151.

### PRODUCT

#### WHAT SIZE DISPLAY IS REQUIRED?

47"  55"  72"  84"  Other:

#### WHAT IS THE DISPLAY ORIENTATION?

Portrait  Landscape  Both  Not sure

#### HOW WILL THE DISPLAY BE MOUNTED?

On a wall  Hung from overhead  Mounted from below  Free-standing onto solid surface  
 Mounted into a new existing structure (i.e. Bus Shelter, Kiosk, etc.)

#### WHAT ARE THE MEDIA PLAYER SPECS?

i3 NUC (Next Unit of Computing)  i5  i7  Other:   Unknown

#### HOW IMPORTANT IS IT NOT TO HAVE CONDENSATION FORM INSIDE THE GLASS DURING HUMID CONDITIONS?

Very important  Important  Not important  Unknown

#### HOW IMPORTANT IS IT TO HAVE A ROBUST COVER/SAFETY GLASS TO PREVENT BREAKAGE/VANDALISM

Very important  Important  Not important  Unknown

#### HOW IMPORTANT IS IT TO MAINTAIN THE SAME HIGH-BRIGHTNESS LEVEL FOR THE ENTIRE LIFE-CYCLE OF THE DISPLAY?

Very important  Important  Not important  Unknown

#### WHAT TYPE OF CONNECTIVITY WILL BE USED? HARDWIRED, 3G/4G MODEM OR WI-FI?

Hardwired  3G/4G  Wi-Fi  Other  Unknown

#### HOW IMPORTANT IS IT TO HAVE THE DISPLAYS BE SUPPLIED AS A COMPLETE, TOTALLY INTEGRATED SYSTEM WITH NO NEED FOR ADDITIONAL COMPONENTS, ENCLOSURES, COOLING/HEATING SYSTEM WITH A FULLY WARRANTY FROM A SINGLE MANUFACTURER FOR THE ENTIRE SYSTEM?

Very important  Important  Not important  Unknown

#### HOW IMPORTANT IS IT TO HAVE THE DISPLAYS DESIGNED TO PROTECT AGAINST HARMFUL BRAKE DUST, CAR FUMES?

Very important  Important  Not important  Unknown

**HOW IMPORTANT IS IT TO DESIGN THE DISPLAYS TO BE SEALED FOR HEAVY RAIN AND SHOWER?**

- Very important     Important     Not important     Unknown

**WHAT IS THE IP (INGRESS PROTECTION) RATING REQUIRED, IF NEMA?**

- Ip45     Ip54     Ip65     Unknown     Other:

## ENVIRONMENT

**WILL IT BE EXPOSED TO DIRECT SUNLIGHT?**

- Yes, full sun     Maybe, partial sun     No

**WHAT IS THE MAXIMUM AMBIENT TEMPERATURE?**

- 40c     50c     Other:

**WHAT IS THE MINIMUM AMBIENT TEMPERATURE?**

- 0c     -20c     -30c     Other:

**WHAT IS THE HUMIDITY LEVEL?**

- 80%     Unknown     Other:

**WHAT IS THE WIND LOAD REQUIREMENT, IF ANY?**

- 80 MPH     Other:

**HAVE THE LOCATIONS BEEN TESTED RELATIVE TO SIGNAL STRENGTH?**

- Yes     No     Not sure

**HAVE THE LOCATIONS BEEN TESTED RELATIVE TO SIGNAL STRENGTH?**

- Yes     No     Not sure

## USAGE

**WHAT IS THE DUTY CYCLE?**

- 24/7     Other:

**WHAT IS THE INTENDED APPLICATION?**

- Advertising     Promotions     WayFinding     Schedules/Alerts     General information     Unknown

**WHAT IS THE DESIRED LIFE-CYCLE OF THE PRODUCT?**

- 3 years     5 years     7 years     10+ years     Unknown

**IS IT IMPORTANT FOR THE APPLICATION TO MAINTAIN THE SAME BRIGHTNESS LEVEL OF THE LIFE OF THE PRODUCT?**

- Very important     Important     Not important     Unknown

## POWER

### WHAT EXISTING POWER IS AVAILABLE

120V, 20 Amps     Other:

### CAN NEW POWER BE RUN TO THE LOCATION IF NEEDED?

Yes     No     Maybe, but will be at an added cost

### HOW WILL THE POWER/NEW POWER BE RUN TO THE LOCATION?

Trenching sidewalk     New junction box     Unknown

### WHO WILL BE PAYING FOR POWER ON A MONTHLY BASIS?

End user     Customer     Unknown

### HOW IMPORTANT IS IT TO HAVE THE UNIT NOT CAUSE A CIRCUIT BREAKER TRIP DUE TO POWER FLUCTUATIONS?

Very important     Important     Not important     Unknown

### HOW IMPORTANT IS IT TO HAVE THE DISPLAYS DESIGNED FOR LOWEST POWER CONSUMPTION?

Very important     Important     Not important     Unknown

## OPERATION

### WILL DISPLAYS BE INSTALLED IN SUPERVISED OR UNSUPERVISED AREA?

Supervised     Unsupervised     Unknown

### WHO WILL BE DOING ON-SITE SERVICING?

End user     Customer     Third Party     Unknown

### HOW IMPORTANT IS IT TO BE ABLE TO SERVICE UNITS IN THE INSTALLED POSITION VS. REMOVING FROM SITE?

Very important     Important     Not important     Unknown

### WHO WILL BE DOING THE MONITORING NOC (NETWORK OPERATIONS CENTER)?

End user     Customer     Third Party     Unknown

### HOW WILL YOU INTELLIGENTLY COMMUNICATE WITH THE DISPLAY AND MONITOR KEY OPERATING PARAMETERS?

Through NOC     Unknown     It will be monitored

### HOW IMPORTANT IS HAVING ALL THE MONITORING SOFTWARE/ALERTS/SELF-DIAGNOSTICS ALREADY BUILT IN?

Very important     Important     Not important     Unknown

### WHAT IS THE PREFERRED OPERATING SYSTEM?

Window     Linux     Unknown     Other:

**HOW IMPORTANT IS IT TO ALLOW PLAYER/MODEM RE-BOOTS TO BE HANDLED ON A REMOTE BASIS?**

Very important     Important     Not important     Unknown

**HOW IMPORTANT IS IT TO PREVENT UNAUTHORISED CONTENT BEING DISPLAYED ON THE SCREEN?**

Very important     Important     Not important     Unknown

**HOW IMPORTANT IS IT TO HAVE THE UNIT PERFORM AN ORDERLY SHUTDOWN IN CASE OF A POWER FAILURE?**

Very important     Important     Not important     Unknown

**HOW IMPORTANT IS IT TO MAINTAIN THE DISPLAY WITH NO FILTER CHANGE FOR COOLING SYSTEM AND NO REGULARLY SCHEDULED MAINTENANCE?**

Very important     Important     Not important     Unknown

**\*We will supply our own media player**

## INSTALLATION

**WHO WILL BE DOING THE INSTALLATION?**

End user     Customer     Third Party     Unknown

**DOES THE INSTALLATION NEED TO BE CERTIFIED BY A PROFESSIONAL ENGINEER (PE)?**

Yes     No     Not sure

**WILL UNION PERSONAL NEED TO BE USED FOR INSTALLATION/POWER CONNECTIONS?**

Yes     No     Not sure

## PERMITS

**ARE LOCAL/CITY/STATE PERMITS REQUIRED FOR INSTALLATION OR POWER RUNS?**

Yes     No     Not sure

**ARE THERE ANY RESTRICTIONS RELATIVE TO RUNNING FULL MOTION VIDEOS OR TRANSITIONING BETWEEN ADS?**

Yes     No     Not sure

**ARE THERE ANY CITY/LOCAL REQUIREMENTS TO HAVE THE UNITS AUTOMATICALLY DIM OR SHUT DOWN AT NIGHT?**

Yes     No     Not sure

## CONTENT

**WHAT CMS (CONTENT MANAGEMENT SOFTWARE) WILL YOU BE RUNNING?**

Brightsign     Scala     Other:      Unknown

**WHO WILL BE DEVELOPING THE CONTENT?**

    Unknown

**WILL CONTENT BE DOWNLOADED ONTO MEDIA PLAYER/DRIVE OR BE STREAMING? (NOT RECOMMENDED)**

Downloaded     Streaming     Unknown

## BUSINESS MODEL

**IS THERE AN ADVERTISING/ REV-SHARE CONTRACT WITH THE CITY/TRANSIT VENUE, ETC?**

Yes     No     Not sure

**IF SO, WHAT IS THE LENGTH OF THE CONTRACT? 5 YEARS, 10 YEAR, ETC.**

5 years     10 years     15 years     25 years          Unknown

**THANK YOU FOR FILLING OUT THIS CLIENT QUESTIONNAIRE  
FOR FURTHER INFORMATION ON YOUR NEXT DIGITAL SIGNAGE PROJECT, CONTACT US TODAY**

