



# MARKET READY DISPLAY SOLUTIONS

Indoor & Outdoor Digital Signage Kiosks & Displays

# Contents

---

05	Why choose Trueform?	25	Digital Smart City Information Totems
			32" Digital Smart City Information Totem
			46" Digital Smart City Information Totem
			55" Digital Smart City Information Totem
			75" Digital Smart City Information Totem
06	Key Features - Performance Benefits		
07	Outdoor Cassette Displays	29	Samsung OH Series Totems & Wall Mounts
	32" Outdoor Cassette		Samsung Outdoor Display
	46" Outdoor Cassette		Samsung OH46F Totem
	55" Outdoor Cassette		Samsung OH55F Totem
	75" Outdoor Cassette		Samsung OHF Outdoor
13	Elite Indoor Display Pods		Drive Thru Digital Kiosk
	75" Elite Indoor Display Pod - Single Sided		Samsung OH46F & OH55F Mount
	75" Elite Indoor Display Pod - Double Sided		Samsung OH46F & OH55F Wall Mount
	75" Elite Indoor - Wall Mounted		Samsung OH75 Totem
			Samsung OH85 Totem
			Custom Samsung OH Totem
19	Fuzion Outdoor Totem Kiosks	39	Large Format LED Displays
	32" Outdoor Totem Kiosk - Single/Double Sided		
	46" Outdoor Totem Kiosk - Single/Double Sided	45	Bespoke Products & Services
	55" Outdoor Totem Kiosk - Single/Double Sided		
	75" Outdoor Totem Kiosk - Single/Double Sided	57	Key Features - Intelligent Benefits
	85" Outdoor Totem Kiosk - Single/Double Sided		
24	Key Features - Interactive Benefits	58	Benefits of a Smart City


# Why choose Trueform?

Trueform is a pioneering technology & manufacturing company. With over 150,000 installations in major Cities Worldwide. Trueform are a global leader in the provision of digital, intelligent indoor and outdoor digital displays for media, retail, on-street, smart city, transport and outdoor media applications.

Trueform Digital is taking a very different approach to the challenges that have traditionally beset our towns and cities, whether it be media communications, advertising, congestion, pollution or the lack of joined up interface between different modes of transport.


We design, manufacture and deploy digital kiosks, which incorporate pioneering digital display, communication and technology solutions, to provide a network of premium quality digital media.

## Wide range of available benefits including:




**Sunlight Visible**

High brightness display, allows for images to be easily seen even in direct sunlight.




**Weatherproof Enclosures**

Ruggedised enclosures designed for long lasting outdoor performance.




**Interactive Touch**

Enables easy access to live mapping, city directions, information and services.




**Data Analytics**

Collect customer data in real time - without infringing on privacy.




**Connectivity Internet Enabled**

Connect your personal device to free ultra-fast WiFi hotspot via a secure wireless network.




**Temperature Management Control**

Operating in tough conditions up to 50°C in direct sunlight.




**24hr Operation**

Reliably providing 24/7 operation and customer support.




**Smart Sensors**

Incorporating a range of sensors that collect data from various factors.




**USB Device Charging**

Safely charge devices using USB ports.




**Announcements & Advertising**

HD outdoor digital display screen platform for advertising, wayfinding and public announcements.



**Information & Assistance**

Designated information help point with access to emergency services.



**Custom Colour & Branding**

Choose from a wide range of enclosure colours to suit your specific branding.

# Performance Benefits

Our kiosks and displays are available with a wide range of benefits:



## Vibrant Displays

### All Trueform premium displays

Offering unparalleled visual clarity, superior contrast and high brightness in direct sunlight or rain. 4K and Ultra HD digital advertising displays are four times the resolution of Full HD. The more pixels there are, the more detail the picture contains. The technology also allows for higher frame rates and better colour replication to give a more true-to-life image. 4K and Ultra HD screens support 10-bit and 12-bit colour.

## Ingress Protected

### All Trueform external displays

Ingress protection ratings or IP ratings, refer to the level of protection offered by an electrical enclosure, against solids and liquids.

In an environment where dust or water could damage electronic components, a sealed enclosure is used to prevent such ingress and safe house the electronics.

All Trueform Digital displays are IP65 or higher for 24/7 outdoor use.



## Rugged Enclosures

### All Trueform external displays

Our rugged enclosures provide exceptional protection from the elements. The enclosures are built tough for air, sea and land installations.

## Thermal Management

### All Trueform external displays

Displays combine custom designed heat exchangers with the highest specification cooling fans and temperature feedback control to provide a cooling system that can maintain the screens operation at extreme temperatures in full sunlight.







## OUTDOOR CASSETTES

Our Outdoor Cassettes are the ideal choice for any public outdoor environment. Their tough yet attractive enclosure suits a wide range of external applications in even the harshest of conditions. A plug and play package ready for install for any location.

The dynamic range of rugged LCD-TFT displays are commercial grade systems which incorporate a Single Board Computer (SBC) with a range of connectivity options capable of displaying high end digital media. Displays combine custom designed heat exchangers with the highest specification cooling fans and temperature feedback control to provide a cooling system that can maintain the screens operation at extreme temperatures in full sunlight.

Outdoor Cassettes provide a higher level of visual performance through higher brightness and contrast, and critically delivering significantly higher uniformity over time.



OC0032

32” Outdoor Cassette

- Trueform protect enclosure with polyester powder coated finish.
- Integrated intel i5 embedded PC.
- Windows 10 IOT Embedded operating system (Linux also available)
- Operating range -20°C to +40°C
- Orientation: Portrait or landscape.



OC0055

55” Outdoor Cassette

- Trueform protect enclosure with polyester powder coated finish.
- Integrated intel i5 embedded PC.
- Windows 10 IOT Embedded operating system (Linux also available)
- Operating range -20°C to +40°C
- Orientation: Portrait or landscape.



OC0046

46” Outdoor Cassette

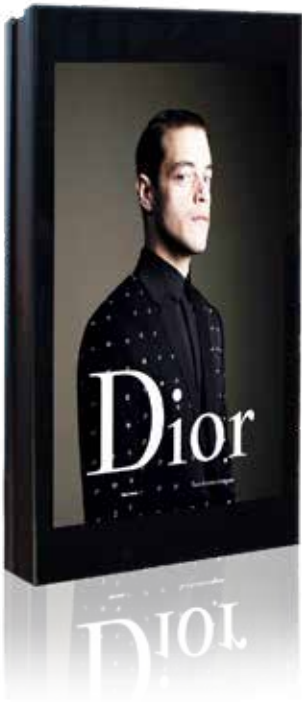
- Trueform protect enclosure with polyester powder coated finish.
- Integrated intel i5 embedded PC.
- Windows 10 IOT Embedded operating system (Linux also available)
- Operating range -20°C to +40°C
- Orientation: Portrait or landscape.



OC0075

75” Outdoor Cassette

- Trueform protect enclosure with polyester powder coated finish.
- Integrated intel i5 embedded PC.
- Windows 10 IOT Embedded operating system (Linux also available)
- Operating range -20°C to +40°C
- Orientation: Portrait or landscape.



Technical Specifications					
Model	Screen Size	Dimensions	Resolution	Colour	Optional Accessories
OC0032	32”	868h x 560w	1920 x 1080 Full HD resolution	Jet Black Custom Colour*	Interactive Touch Screen <b>(TS)</b>
OC0046	46”	1164h x 723w	1920 x 1080 Full HD resolution	Jet Black Custom Colour*	

Technical Specifications					
Model	Screen Size	Dimensions	Resolution	Colour	Optional Accessories
OC0055	55”	1354h x 826w	1920 x 1080 Full HD resolution	Jet Black Custom Colour*	Interactive Touch Screen <b>(TS)</b>
OC0075	75”	2101h x 1326w	1920 x 1080 Full HD resolution	Jet Black Custom Colour*	

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)



axons travel



2 FOR  
£20

or £12.92 each

on all travel pillows



WHSmith





## ELITE INDOOR DISPLAY PODS

Trueform have manufactured and deployed digital 6 sheet advertising signage pods throughout UK shopping centres including Westfield's flagship London Stratford and White City. Trueform's products have also been selected and deployed throughout many other shopping centres globally.

The elegantly designed digital pods comprise 75" digital displays, utilising displays with Trueform's own smart technology thermal management engines, which form's an important part of the digital retail experience consolidating Trueform as a world leading retail and DOOH advertising digital hardware provider.

Trueform offer full in-house production design, engineering, technology, manufacture, assembly and commissioning of the complete range of digital advertising products, all from its London based manufacturing and technology centre – a full turn key service.





ES0075

### 75” Elite Indoor Display Pod Single Sided

- Rugged LCD-TFT displays suitable for use in indoor public areas offering unparalleled visual clarity, superior contrast and high luminance,
- Windows 10 IOT Embedded operating system (Linux also available)
- Operating range -20°C to +40°C
- Orientation: Portrait



ED0075

### 75” Elite Indoor Display Pod Double Sided

- Rugged LCD-TFT displays suitable for use in indoor public areas offering unparalleled visual clarity, superior contrast and high luminance,
- Windows 10 IOT Embedded operating system (Linux also available)
- Operating range -20°C to +40°C
- Orientation: Portrait



Ideal for retail, advertising and transportation applications where high quality real time information delivery has to be achieved in demanding ambient light conditions.

Technical Specifications					
Model	Screen Size	Dimensions	Resolution	Colour	Optional Accessories
ES0075	75”	2280h x 1120w	1920 x 1080 Full HD resolution	Jet Black Arctic White Graphite Custom Colour*	Camera <b>(C)</b> Camera & Data Analytics <b>(CD)</b> Interactive Touch Screen <b>(TS)</b>
ED0075	75”	2280h x 1120w	1920 x 1080 Full HD resolution	Jet Black Arctic White Graphite Custom Colour*	

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)



EW0075

### 75” Elite Indoor Display Wall Mounted

- Rugged LCD-TFT displays suitable for use in indoor public areas offering unparalleled visual clarity, superior contrast and high luminance,
- Windows 10 IOT Embedded operating system (Linux also available)
- Operating range -20°C to +40°C
- Orientation: Portrait or landscape.



### Optional Audience Measurement Platform

When you add a camera to your digital signage display and plug your CMS into data analytics, you get a whole new type of digital signage which is crowd-interactive, fully-measured and privacy-safe.

By equipping 100% of screens, you get exact audience counts along with the benefits of real-time measurement and campaign interactivity.

Market leading sampling approach to model your DOOH network audience and enable you to trade programmatically on real audience measurement.

#### Detects

- Opportunities To See / Traffic
- Watchers / Viewability
- Dwell Time / Attention Time
- Age bracket
- Gender

Technical Specifications					
Model	Screen Size	Dimensions	Resolution	Colour	Optional Accessories
EW0075	75”	1840h x 1120w	1920 x 1080 Full HD resolution	Jet Black Arctic White Graphite Custom Colour*	Camera <b>(C)</b> Camera & Data Analytics <b>(CD)</b> Interactive Touch Screen <b>(TS)</b>

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)



Pasta  
e Pizza  
SAPORI d'ITALIA



PIKASSO

CHANEL

COCO MADEMOISELLE







# FUZION OUTDOOR TOTEMS

The Fuzion ruggedised LCD-TFT display is designed for outdoor use, making it ideal for outdoor advertising and/or displaying transport information in demanding and wide ranging ambient conditions.

The display can be provided as a Free Standing Unit (FSU) or fully integrated into a Bus Shelter (BSU).

Reliably providing 24/7 operation in all-weather conditions offering unparalleled visual clarity, superior contrast and high brightness in tough conditions up to 50°C in direct sunlight.

Robust, ruggedised design. Management and maintenance of the sign can be undertaken remotely through our Datastorm diagnostic management system.





FTS032 / FTD032

32” Fuzion Outdoor Totem  
Single/Double Sided

- Trueform protect enclosure with polyester powder coated finish.
- Integrated intel i5 embedded PC.
- Windows 10 IOT Embedded operating system (Linux also available)
- Operating range -20°C to +40°C
- Orientation: Portrait



FTS055 / FTD055

55” Fuzion Outdoor Totem  
Single/Double Sided

- Trueform protect enclosure with polyester powder coated finish.
- Integrated intel i5 embedded PC.
- Windows 10 IOT Embedded operating system (Linux also available)
- Operating range -20°C to +40°C
- Orientation: Portrait



FTS046 / FTD046

46” Fuzion Outdoor Totem  
Single/Double Sided

- Trueform protect enclosure with polyester powder coated finish.
- Integrated intel i5 embedded PC.
- Windows 10 IOT Embedded operating system (Linux also available)
- Operating range -20°C to +40°C
- Orientation: Portrait



FTS075 / FTD075

75” Fuzion Outdoor Totem  
Single/Double Sided

- Trueform protect enclosure with polyester powder coated finish.
- Integrated intel i5 embedded PC.
- Windows 10 IOT Embedded operating system (Linux also available)
- Operating range -20°C to +40°C
- Orientation: Portrait



Technical Specifications					
Model	Screen Size	Dimensions	Resolution	Colour	Optional Accessories
FTS032 - Single FTD032 - Double	32”	640 x 2280mm	1920 x 1080 Full HD resolution	Jet Black Arctic White Graphite Custom Colour*	Camera <b>(C)</b> Camera & Data Analytics <b>(CD)</b> Interactive Touch Screen <b>(TS)</b>
FTS046 - Single FTD046 - Double	46”	860 x 2280mm	1920 x 1080 Full HD resolution	Jet Black Arctic White Graphite Custom Colour*	

Technical Specifications					
Model	Screen Size	Dimensions	Resolution	Colour	Optional Accessories
FTS055 - Single FTD055 - Double	55”	950 x 2280mm	1920 x 1080 Full HD resolution	Jet Black Arctic White Graphite Custom Colour*	Camera <b>(C)</b> Camera & Data Analytics <b>(CD)</b> Interactive Touch Screen <b>(TS)</b>
FTS075 - Single FTD075 - Double	75”	1200 x 2280mm	1920 x 1080 Full HD resolution	Jet Black Arctic White Graphite Custom Colour*	

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)





FTS085 / FTD085

85” Fuzion Outdoor Totem  
Single/Double Sided

- Trueform protect enclosure with polyester powder coated finish.
- Integrated intel i5 embedded PC.
- Windows 10 IOT Embedded operating system (Linux also available)
- Operating range -20°C to +40°C
- Orientation: Portrait or landscape.



Technical Specifications					
Model	Screen Size	Dimensions	Resolution	Colour	Optional Accessories
FTS085 - Single FTD085 - Double	85"	1350 x 2440mm	1920 x 1080 Full HD resolution	Jet Black Arctic White Graphite Custom Colour*	Camera <b>(C)</b> Camera & Data Analytics <b>(CD)</b> Interactive Touch Screen <b>(TS)</b>

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)

Interactive Benefits

Trueform dynamic displays benefit from having interactive touchscreens and are internet enabled offering real time engaging & intuitive data driven performance.



Information & Assistance

HD outdoor digital display screen platform for advertising, wayfinding and public announcements. The interactive touchscreen enables easy access to live mapping, city directions, information and services.

Live Travel Information

Navigate the city more efficiently with live traffic alerts and find alternative routes when journey is likely to be affected by problems such as congestion.



Real Time Advertising

Trueform's digital advertising displays give you the flexibility of deciding what time of day your advert runs and updating your advert in 'real time' all at the click of a button. You decide what day or time of day your ads run, targeting your message to the audience, much like radio and TV advertisers. Dividing up the day lets you better target advertising toward a particular demographic or purchasing pattern.





# DIGITAL SMART CITY INFORMATION TOTEMS

The next generation of urban infrastructure, creating dynamic and intelligent streetscapes.

Our network of people centred, smart, sustainable info totems incorporate the latest digital display and communication technologies, enabling the smarter, greener and more efficient movement of data, information, communications media and people around the World.

Working together, these totems provide powerful, media rich communication hubs which transform cities, communities and businesses.

Each smart totem has 1GB WiFi capacity, with a download speed 100 times faster than average municipal WiFi.





SHS032 / SHD032

### 32” Digital Smart City Information Totem

- Designated information help point with access to emergency services
- Ruggedised enclosure designed for long lasting on-street performance
- HD outdoor digital display screen platform for advertising, wayfinding and public announcements
- Enables easy access to live mapping, city directions, information and services



SHS046 / SHD046

### 46” Digital Smart City Information Totem

- Designated information help point with access to emergency services
- Ruggedised enclosure designed for long lasting on-street performance
- HD outdoor digital display screen platform for advertising, wayfinding and public announcements
- Enables easy access to live mapping, city directions, information and services



Technical Specifications					
Model	Screen Size	Dimensions	Resolution	Colour	Optional Accessories
SHS032- Single SHD032- Double	32"	640 x 2600mm	1920 x 1080 Full HD resolution	Jet Black Space Grey Graphite Custom Colour*	Camera <b>(C)</b> Camera & Data Analytics <b>(CD)</b> Interactive Touch Screen <b>(TS)</b> Ultra Fast Wifi <b>(WF)</b> Small Cells <b>(SC)</b> Telephone <b>(TE)</b> Interactive 8.5" side display <b>(ID)</b>
SHS046- Single SHD046- Double	46"	860 x 2600mm	1920 x 1080 Full HD resolution	Jet Black Space Grey Graphite Custom Colour*	

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)



SHS055 / SHD055

### 55” Digital Smart City Information Totem

- Designated information help point with access to emergency services
- Ruggedised enclosure designed for long lasting on-street performance
- HD outdoor digital display screen platform for advertising, wayfinding and public announcements
- Enables easy access to live mapping, city directions, information and services



SHS075 / SHD075

### 75” Digital Smart City Information Totem

- Designated information help point with access to emergency services
- Ruggedised enclosure designed for long lasting on-street performance
- HD outdoor digital display screen platform for advertising, wayfinding and public announcements
- Enables easy access to live mapping, city directions, information and services



Technical Specifications					
Model	Screen Size	Dimensions	Resolution	Colour	Optional Accessories
SHS055- Single SHD055- Double	55"	950 x 2600mm	1920 x 1080 Full HD resolution	Jet Black Space Grey Graphite Custom Colour*	Camera <b>(C)</b> Camera & Data Analytics <b>(CD)</b> Interactive Touch Screen <b>(TS)</b> Ultra Fast Wifi <b>(WF)</b> Small Cells <b>(SC)</b> Telephone <b>(TE)</b> Interactive 8.5" side display <b>(ID)</b>
SHS075- Single SHD075- Double	75"	1200 x 2600mm	1920 x 1080 Full HD resolution	Jet Black Space Grey Graphite Custom Colour*	

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)





## SAMSUNG OH SERIES TOTEMS & WALL MOUNTS

Totem designs officially approved by Samsung Korea.

Our Samsung OH series totems have been purpose designed to work in conjunction with Samsung OH outdoor displays. The temperature surrounding your Samsung outdoor digital signage is kept cool and consistent through airflow management. Easy access enables you

to upgrade your displays and media players with minimal effort, and an eye bolt positioned on the top of the totem allows for simple installation via crane.





SOD046 / SOD055

### Samsung Outdoor Display

- Suitable for Samsung OH46F and OH55F outdoor displays.
- A dedicated totem for mounting your Samsung outdoor displays.
- Increased airflow to the base prevents media players from overheating, ensuring they operate in temperatures ranging from -30°C to 50°C.
- Single dual or triple totems can be designed. Triple totems can mount one, two, or three Samsung outdoor displays.
- Upgrade your screens and media players with minimal effort.



SOT046

### Samsung OH46F Totem

- Suitable for Samsung OH46F outdoor displays.
- Made specifically to mount the Samsung OH46F display.
- The increased airflow prevents overheating extending the life of your media players. The return on investment is much higher than if your outdoor signage is left unprotected.
- Replace or update your displays as many times as needed quickly and easily.



Technical Specifications					
Model	Suitable Screen Size	Dimensions	Mounting	Colour	Options
SOD046 SOD055	46" 55"	1937h x 654w 2130h x 719w	Floor Floor	Jet Black Custom Colour*	Housing up to 3 displays
SOT046	46"	1937h x 654w	Floor	Jet Black Custom Colour*	

Dimensions based on single mount totem

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)



SOT055

### Samsung OH55F Totem

- Suitable for Samsung OH55F outdoor displays.
- Up to three Samsung OH55F displays can be mounted at a time.
- The airflow prevents overheating to protect your media players. The return on investment is much higher than if your media players are left unprotected.
- Two people can assemble the unit on site, or an eye bolt makes installation with a crane simple. Replace or upgrade your displays as many times as needed quickly and easily.



SOF046 / SOW046 / SOF055 / SOW055

### Samsung OHF Outdoor

- Suitable for Samsung OH46F and OH55F outdoor displays.
- Dedicated totems and mounts for housing your Samsung outdoor displays.
- Floor standing totems and wall brackets are available, depending on your requirements.
- Managed airflow prevents media players from overheating, ensuring they operate in temperatures ranging from -30°C to 50°C.



Technical Specifications					
Model	Suitable Screen Size	Dimensions	Mounting	Colour	Options
SOT055	55"	2130h x 719w	Floor	Jet Black Custom Colour*	Housing up to 3 displays
SOF046 SOW046 SOF055 SOW055	46" 46" 55" 55"	1937h x 654w 1937h x 654w 2130h x 719w 2130h x 719w	Floor Wall Floor Wall	Jet Black Custom Colour*	

Dimensions based on single mount totem

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)





SDK046 / SDK055

Drive Thru Digital Kiosk

- Suitable for Samsung OH46F and OH55F outdoor displays.
- Samsung's IP56 displays are unaffected by dust and heavy rain.
- Operation from -30°C ~ 50°C ensures year-round reliability.
- An advanced climate-control board protects additional components, like media players, from overheating or freezing.
- Dual locks protect components in the base from tampering and theft.



SMF046 / SMW046 / SMF055 / SMW055

Samsung OH46F & OH55F Mount

- Suitable for Samsung OH46F and OH55F outdoor displays.
- A high-quality floor standing or wall mount made exclusively for your Samsung outdoor display.
- Ventilation keeps the air cool, preventing media equipment from over heating. Electronics can be used in temperatures ranging from -30°C to 50°C.
- A wide range of totems and mounts are available that can house one, two, or three Samsung outdoor screens. Different colours are also available.



Technical Specifications					
Model	Suitable Screen Size	Dimensions	Mounting	Colour	Options
SDK046 SDK055	46" 55"	1937h x 654w 2130h x 719w	Floor Floor	Jet Black Custom Colour*	Housing up to 3 displays
SMF046 SMW046 SMF055 SMW055	46" 46" 55" 55"	1937h x 654w 1937h x 654w 2130h x 719w 2130h x 719w	Floor Wall Floor Wall	Jet Black Custom Colour*	

Dimensions based on single mount totem

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)



SWM046 / SWM055

Samsung OH46F & OH55F Wall Mount

- Suitable for Samsung OH46F and OH55F outdoor displays.
- Dedicated wall brackets for mounting your Samsung outdoor display.
- Manages the airflow either side of the display, preventing recirculation of hot exhaust gas.
- Flat wall mount is provided as standard. Tilt option also available.
- Supportive backing makes it easy to install on any wall.
- Can be mounted landscape or portrait.



SOT075

Samsung OH75F Totem

- Suitable for Samsung OH75F outdoor displays.
- Made specifically to mount the Samsung OH75F display.
- The increased airflow prevents overheating extending the life of your media players. The return on investment is much higher than if your outdoor signage is left unprotected.
- Replace or update your displays as many times as needed quickly and easily.



Technical Specifications					
Model	Suitable Screen Size	Dimensions	Mounting	Colour	Options
SWM046 SWM055	46" 55"	1937h x 654w 2130h x 719w	Wall Wall	Jet Black Custom Colour*	Housing up to 3 displays
SOT075	75"	2518h x 850w	Floor	Jet Black Custom Colour*	

Dimensions based on single mount totem

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)





SOT085

Samsung OH85F Totem

- Suitable for Samsung OH85F outdoor displays.
- Made specifically to mount the Samsung OH85F display.
- The increased airflow prevents overheating extending the life of your media players. The return on investment is much higher than if your outdoor signage is left unprotected.
- Replace or update your displays as many times as needed quickly and easily.



Technical Specifications					
Model	Suitable Screen Size	Dimensions	Mounting	Colour	Options
SOT085	85"	2518h x 850w	Floor	Jet Black Custom Colour*	Housing up to 3 displays

Dimensions based on single mount totem

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)



Custom Samsung OH Totem  
Single/Double Sided

- Suitable for Samsung OH outdoor displays.
- Increased airflow to the base prevents media players from overheating, ensuring they operate in temperatures ranging from -30°C to 50°C.
- Upgrade your screens and media players with minimal effort.
- Custom colour.



- Available in a wide range of configurations, materials and finishes.
- Trueform protect enclosure with polyester powder coated finish.
- Ruggedised enclosure designed for long lasting outdoor performance.
- Orientation: Portrait



For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)









## LARGE FORMAT LED DISPLAYS

The lightest, most energy efficient, easily-built & best performance LED Displays.

Generate new revenue through advertising and entertainment with LED displays

Digital displays set you apart from the competition. Build a dynamic identity for your shopping centre - attract both tenants and shoppers with vibrant images and colour.

Displays are often a consumer's first visual and digital advertising entertains and entices people to buy. Digital displays also help your tenants promote their brands; the more you help them sell, the more loyal they become.





LF0048 – Wall mounted

## Large Format LED Displays

- Attract impulse shoppers
- Run the latest news
- Establish your community presence
- Showcase multimedia presentations
- Engage shoppers with interactive content
- Provide brand recognition for the mall and tenants



LF0048 – Single sided mono pole



LF0048 – Single sided twin support



LF0048 – Single sided cantilevered

Technical Specifications						
Model	Dimensions	Advert Size	Mounting	Orientation	Colour	Options
LF0006	1.8 m x 1.2 m	6 Sheet	Post Wall	Landscape Portrait	Jet Black Custom Colour*	Single Sided Double Sided
LF0016	3.048 m x 2.032 m	16 Sheet	Post Wall	Landscape Portrait	Jet Black Custom Colour*	Single Sided Double Sided
LF0032	3.048 m x 4.064 m	32 Sheet	Post Wall	Landscape Portrait	Jet Black Custom Colour*	Single Sided Double Sided
LF0048	3.048 m x 6.096 m	48 Sheet	Post Wall	Landscape Portrait	Jet Black Custom Colour*	Single Sided Double Sided
LF0096	3 m x 12 m	96 Sheet	Wall	Landscape	Jet Black Custom Colour*	Single Sided
LF0012	1 m x 2 m	1 m x 2 m	Post Wall	Landscape Portrait	Jet Black Custom Colour*	Single Sided Double Sided
LF0023	2 m x 3 m	2 m x 3 m	Post Wall	Landscape Portrait	Jet Black Custom Colour*	Single Sided Double Sided
LF0034	3 m x 4 m	3 m x 4 m	Post Wall	Landscape Portrait	Jet Black Custom Colour*	Single Sided Double Sided

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)

## Standard Advertising Billboard Configurations



## Post & Wall Mounted Solutions

Landscape or portrait orientation



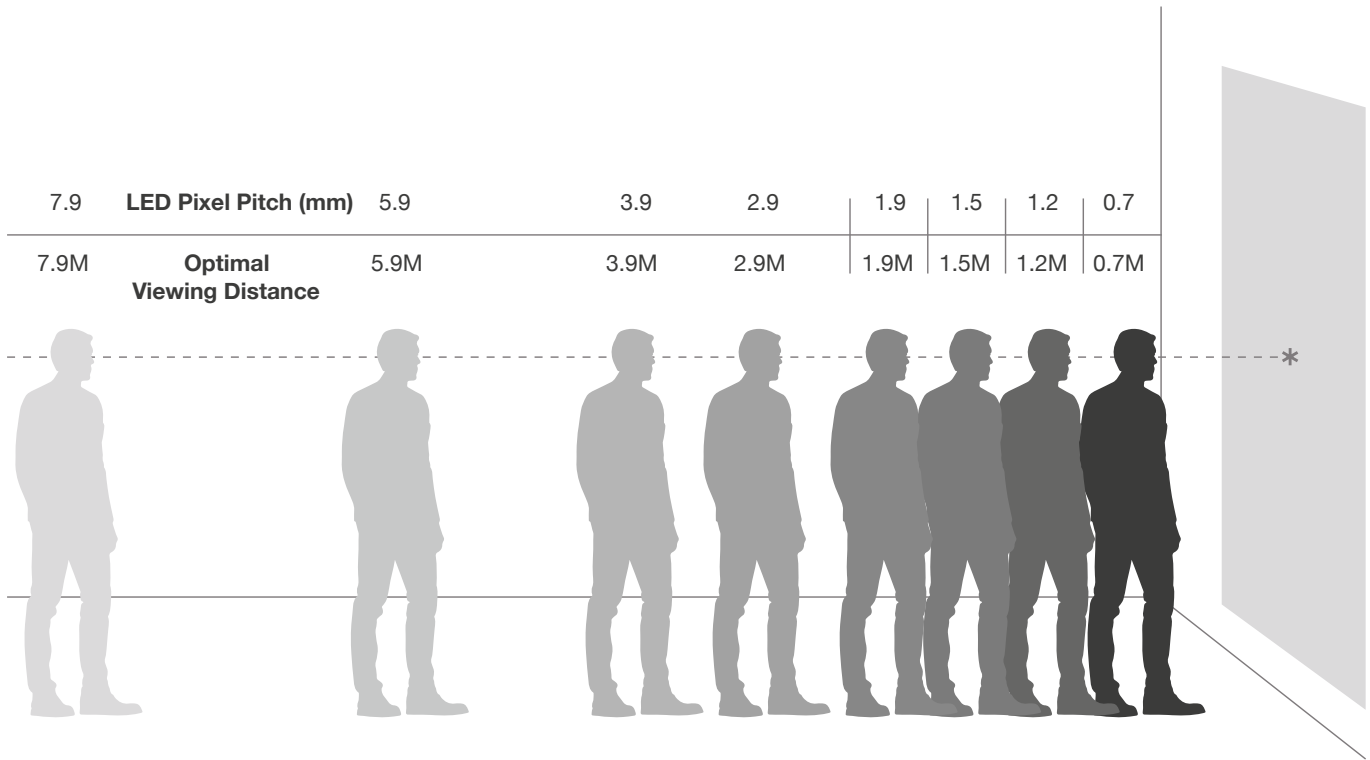
For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)



LED Display considerations

How to estimate optimal viewing distance

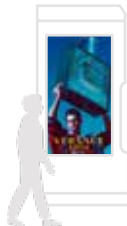
To estimate the optimal viewing distance, all you need to know is an LED display's 'pixel pitch' — the shortest distance from the center of one pixel to the center of the next — and this simple calculation: **Optimal viewing distance (in feet) = Pixel pitch x 8**



Recommended products for your location



**Message Displays**  
Display graphics, scrolling text, and animations.



**Street Furniture**  
Advertise with graphics, scrolling text, and animations.



**Indoor / Outdoor Video**  
Run live video, showcase menus, and current rates.



**Ribbon Display**  
Display live video feed and clips, text, and animations.

For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)



For more information and full technical product specifications visit [www.trueformdigital.com](http://www.trueformdigital.com)





## BESPOKE PRODUCTS & SERVICES

In addition to a wide range of off the shelf, high profile product designs, Trueform are able to provide a fully bespoke design service.

Trueform's products can be supplied in a wide range of configurations, materials, finishes and colours to suit individual design, branding and corporate identity requirements.

Our experienced engineers and designers also work in collaboration with brand agencies, designers, architects, media agencies, AV industry consultants and transit agencies to produce bespoke designs that suit individual city and project requirements.

With proven credentials and unsurpassed knowledge of the industry on global scale, Trueform has ensured that its products are fully future proofed and have been designed to incorporate the very latest in passenger information and intelligent transport systems.





# Westfield London Indoor & Outdoor Display Pods

Trueform's digital totems are the centerpiece at Westfield's London shopping centre.



Trueform's range of interactive digital advertising displays, deployed throughout Westfield's flagship London shopping centre, were the centerpiece of the grand opening of the new £600m Phase 2 extension.

Trueform has deployed over 170 interactive digital advertising display screens & pods throughout Westfield's flagship London shopping centre at White City.

Comprising a range of 49", 55" and 75" interior and exterior digital displays in iconically designed pod housings, the new digital displays form an important part of Westfield's £600 million retail expansion that was launched in March 2018.

The extension consolidates Westfield London's position as a worldleading retail and entertainment destination, featuring the best in fashion, dining, leisure, events, services and technology with the customer experience at the heart.









## Smart Mobility Information

Bus stops

← **B C D E F G H J**

Bus stop **A** →

AROUND ME

100m radius



[PLACE]

### ATTACKS ALERT

- Intervention under way by the security forces and emergency services following an attack
- Take cover
- Do not expose yourself



HOW TO REACT







Fleming Way

- ↑ Zones 1 2
- ↑ County Oak Retail
- ↑ Crawler's Brook
- ↑ Crawley Town Centre

**O<sub>2</sub>**

Get the new iPhone Xs  
and save up to £210 when  
you trade in your old phone  
plus 6 months' Netflix on us

50GB  
**£62.67**  
per month  
over 36 months

iPhone Xs

Search O<sub>2</sub> Netflix

ANIMATED  
A NEW EPIC  
**CHRISTMAS**  
NOV 22



Hamleys  
The Finest Toy Shop in the World

TOYS



Departures

Destination	Time	Gate
London Heathrow	10:00	25A
London Gatwick	10:15	25B
London Luton	10:30	25C
London Stansted	10:45	25D
London City	11:00	25E
London Southend	11:15	25F
London Farnborough	11:30	25G
London Luton	11:45	25H
London Gatwick	12:00	25I
London Heathrow	12:15	25J
London Luton	12:30	25K
London Gatwick	12:45	25L
London Heathrow	13:00	25M
London Luton	13:15	25N
London Gatwick	13:30	25O
London Heathrow	13:45	25P
London Luton	14:00	25Q
London Gatwick	14:15	25R
London Heathrow	14:30	25S
London Luton	14:45	25T
London Gatwick	15:00	25U
London Heathrow	15:15	25V
London Luton	15:30	25W
London Gatwick	15:45	25X
London Heathrow	16:00	25Y
London Luton	16:15	25Z
London Gatwick	16:30	25AA
London Heathrow	16:45	25AB
London Luton	17:00	25AC
London Gatwick	17:15	25AD
London Heathrow	17:30	25AE
London Luton	17:45	25AF
London Gatwick	18:00	25AG
London Heathrow	18:15	25AH
London Luton	18:30	25AI
London Gatwick	18:45	25AJ
London Heathrow	19:00	25AK
London Luton	19:15	25AL
London Gatwick	19:30	25AM
London Heathrow	19:45	25AN
London Luton	20:00	25AO
London Gatwick	20:15	25AP
London Heathrow	20:30	25AQ
London Luton	20:45	25AR
London Gatwick	21:00	25AS
London Heathrow	21:15	25AT
London Luton	21:30	25AU
London Gatwick	21:45	25AV
London Heathrow	22:00	25AW
London Luton	22:15	25AX
London Gatwick	22:30	25AY
London Heathrow	22:45	25AZ
London Luton	23:00	25BA
London Gatwick	23:15	25BB
London Heathrow	23:30	25BC
London Luton	23:45	25BD
London Gatwick	00:00	25BE
London Heathrow	00:15	25BF
London Luton	00:30	25BG
London Gatwick	00:45	25BH
London Heathrow	01:00	25BI
London Luton	01:15	25BJ
London Gatwick	01:30	25BK
London Heathrow	01:45	25BL
London Luton	02:00	25BM
London Gatwick	02:15	25BN
London Heathrow	02:30	25BO
London Luton	02:45	25BP
London Gatwick	03:00	25BQ
London Heathrow	03:15	25BR
London Luton	03:30	25BS
London Gatwick	03:45	25BT
London Heathrow	04:00	25BU
London Luton	04:15	25BV
London Gatwick	04:30	25BW
London Heathrow	04:45	25BX
London Luton	05:00	25BY
London Gatwick	05:15	25BZ
London Heathrow	05:30	25CA
London Luton	05:45	25CB
London Gatwick	06:00	25CC
London Heathrow	06:15	25CD
London Luton	06:30	25CE
London Gatwick	06:45	25CF
London Heathrow	07:00	25CG
London Luton	07:15	25CH
London Gatwick	07:30	25CI
London Heathrow	07:45	25CJ
London Luton	08:00	25CK
London Gatwick	08:15	25CL
London Heathrow	08:30	25CM
London Luton	08:45	25CN
London Gatwick	09:00	25CO
London Heathrow	09:15	25CP
London Luton	09:30	25CQ
London Gatwick	09:45	25CR
London Heathrow	10:00	25CS
London Luton	10:15	25CT
London Gatwick	10:30	25CU
London Heathrow	10:45	25CV
London Luton	11:00	25CW
London Gatwick	11:15	25CX
London Heathrow	11:30	25CY
London Luton	11:45	25CZ
London Gatwick	12:00	25DA
London Heathrow	12:15	25DB
London Luton	12:30	25DC
London Gatwick	12:45	25DD
London Heathrow	13:00	25DE
London Luton	13:15	25DF
London Gatwick	13:30	25DG
London Heathrow	13:45	25DH
London Luton	14:00	25DI
London Gatwick	14:15	25DJ
London Heathrow	14:30	25DK
London Luton	14:45	25DL
London Gatwick	15:00	25DM
London Heathrow	15:15	25DN
London Luton	15:30	25DO
London Gatwick	15:45	25DP
London Heathrow	16:00	25DQ
London Luton	16:15	25DR
London Gatwick	16:30	25DS
London Heathrow	16:45	25DT
London Luton	17:00	25DU
London Gatwick	17:15	25DV
London Heathrow	17:30	25DW
London Luton	17:45	25DX
London Gatwick	18:00	25DY
London Heathrow	18:15	25DZ
London Luton	18:30	25EA
London Gatwick	18:45	25EB
London Heathrow	19:00	25EC
London Luton	19:15	25ED
London Gatwick	19:30	25EE
London Heathrow	19:45	25EF
London Luton	20:00	25EG
London Gatwick	20:15	25EH
London Heathrow	20:30	25EI
London Luton	20:45	25EJ
London Gatwick	21:00	25EK
London Heathrow	21:15	25EL
London Luton	21:30	25EM
London Gatwick	21:45	25EN
London Heathrow	22:00	25EO
London Luton	22:15	25EP
London Gatwick	22:30	25EQ
London Heathrow	22:45	25ER
London Luton	23:00	25ES
London Gatwick	23:15	25ET
London Heathrow	23:30	25EU
London Luton	23:45	25EV
London Gatwick	00:00	25EW
London Heathrow	00:15	25EX
London Luton	00:30	25EY
London Gatwick	00:45	25EZ
London Heathrow	01:00	25FA
London Luton	01:15	25FB
London Gatwick	01:30	25FC
London Heathrow	01:45	25FD
London Luton	02:00	25FE
London Gatwick	02:15	25FF
London Heathrow	02:30	25FG
London Luton	02:45	25FH
London Gatwick	03:00	25FI
London Heathrow	03:15	25FJ
London Luton	03:30	25FK
London Gatwick	03:45	25FL
London Heathrow	04:00	25FM
London Luton	04:15	25FN
London Gatwick	04:30	25FO
London Heathrow	04:45	25FP
London Luton	05:00	25FQ
London Gatwick	05:15	25FR
London Heathrow	05:30	25FS
London Luton	05:45	25FT
London Gatwick	06:00	25FU
London Heathrow	06:15	25FV
London Luton	06:30	25FW
London Gatwick	06:45	25FX
London Heathrow	07:00	25FY
London Luton	07:15	25FZ
London Gatwick	07:30	25GA
London Heathrow	07:45	25GB
London Luton	08:00	25GC
London Gatwick	08:15	25GD
London Heathrow	08:30	25GE
London Luton	08:45	25GF
London Gatwick	09:00	25GG
London Heathrow	09:15	25GH
London Luton	09:30	25GI
London Gatwick	09:45	25GJ
London Heathrow	10:00	25GK
London Luton	10:15	25GL
London Gatwick	10:30	25GM
London Heathrow	10:45	25GN
London Luton	11:00	25GO
London Gatwick	11:15	25GP
London Heathrow	11:30	25GQ
London Luton	11:45	25GR
London Gatwick	12:00	25GS
London Heathrow	12:15	25GT
London Luton	12:30	25GU
London Gatwick	12:45	25GV
London Heathrow	13:00	25GW
London Luton	13:15	25GX
London Gatwick	13:30	25GY
London Heathrow	13:45	25GZ
London Luton	14:00	25HA
London Gatwick	14:15	25HB
London Heathrow	14:30	25HC
London Luton	14:45	25HD
London Gatwick	15:00	25HE
London Heathrow	15:15	25HF
London Luton	15:30	25HG
London Gatwick	15:45	25HH
London Heathrow	16:00	25HI
London Luton	16:15	25HJ
London Gatwick	16:30	25HK
London Heathrow	16:45	25HL
London Luton	17:00	25HM
London Gatwick	17:15	25HN
London Heathrow	17:30	25HO
London Luton	17:45	25HP
London Gatwick	18:00	25HQ
London Heathrow	18:15	25HR
London Luton	18:30	25HS
London Gatwick	18:45	25HT
London Heathrow	19:00	25HU
London Luton	19:15	25HV
London Gatwick	19:30	25HW
London Heathrow	19:45	25HX
London Luton	20:00	25HY
London Gatwick	20:15	25HZ
London Heathrow	20:30	25IA
London Luton	20:45	25IB
London Gatwick	21:00	25IC
London Heathrow	21:15	25ID
London Luton	21:30	25IE
London Gatwick	21:45	25IF
London Heathrow	22:00	25IG
London Luton	22:15	25IH
London Gatwick	22:30	25II
London Heathrow	22:45	25IJ
London Luton	23:00	25IK
London Gatwick	23:15	25IL
London Heathrow	23:30	25IM
London Luton	23:45	25IN
London Gatwick	00:00	25IO
London Heathrow	00:15	25IP
London Luton	00:30	25IQ
London Gatwick	00:45	25IR
London Heathrow	01:00	25IS
London Luton	01:15	25IT
London Gatwick	01:30	25IU
London Heathrow	01:45	25IV
London Luton	02:00	25IW
London Gatwick	02:15	25IX
London Heathrow	02:30	25IY
London Luton	02:45	25IZ
London Gatwick	03:00	25JA
London Heathrow	03:15	25JB
London Luton	03:30	25JC
London Gatwick	03:45	25JD
London Heathrow	04:00	25JE
London Luton	04:15	25JF
London Gatwick	04:30	25JG
London Heathrow	04:45	25JH
London Luton	05:00	25JI
London Gatwick	05:15	25JJ
London Heathrow	05:30	25JK
London Luton	05:45	25JL
London Gatwick	06:00	25JM
London Heathrow	06:15	25JN
London Luton	06:30	25JO
London Gatwick	06:45	25JP
London Heathrow	07:00	25JQ
London Luton	07:15	25JR
London Gatwick	07:30	25JS
London Heathrow	07:45	25JT
London Luton	08:00	25JU
London Gatwick	08:15	25JV
London Heathrow	08:30	25JW
London Luton	08:45	25JX
London Gatwick	09:00	25JY
London Heathrow	09:15	25JZ
London Luton	09:30	25KA
London Gatwick	09:45	25KB
London Heathrow	10:00	25KC
London Luton	10:15	25KD
London Gatwick	10:30	25KE
London Heathrow	10:45	25KF
London Luton	11:00	25KG
London Gatwick	11:15	25KH
London Heathrow	11:30	25KI
London Luton	11:45	25KJ
London Gatwick	12:00	25KK
London Heathrow	12:15	25KL
London Luton	12:30	25KM
London Gatwick	12:45	25KN
London Heathrow	13:00	25KO
London Luton	13:15	25KP
London Gatwick	13:30	25KQ
London Heathrow	13:45	25KR
London Luton	14:00	25KS
London Gatwick	14:15	25KT
London Heathrow	14:30	25KU
London Luton	14:45	25KV
London Gatwick	15:00	25KW
London Heathrow	15:15	25KX
London Luton	15:30	25KY
London Gatwick	15:45	25KZ
London Heathrow	16:00	25LA
London Luton	16:15	25LB
London Gatwick	16:30	25LC
London Heathrow	16:45	25LD
London Luton	17:00	25LE
London Gatwick	17:15	25LF
London Heathrow	17:30	25LG
London Luton	17:45	25LH
London Gatwick	18:00	25LI
London Heathrow	18:15	25LJ
London Luton	18:30	25LK
London Gatwick	18:45	25LL
London Heathrow	19:00	25LM
London Luton	19:15	25LN
London Gatwick	19:30	25LO
London Heathrow	19:45	25LP
London Luton	20:00	25LQ
London Gatwick	20:15	25LR
London Heathrow	20:30	25LS
London Luton	20:45	25LT
London Gatwick	21:00	25LU
London Heathrow	21:15	25LV
London Luton	21:30	25LW
London Gatwick	21:45	25LX
London Heathrow	22:00	25LY
London Luton	22:15	25LZ
London Gatwick	22:30	25MA
London Heathrow	22:45	25MB
London Luton	23:00	25MC
London Gatwick	23:15	25MD
London Heathrow	23:30	25ME
London Luton	23:45	25MF
London Gatwick	00:00	25MG
London Heathrow	00:15	25MH
London Luton	00:30	25MI
London Gatwick	00:45	25MJ
London Heathrow	01:00	25MK
London Luton	01:15	25ML
London Gatwick	01:30	25MN
London Heathrow	01:45	25MO
London Luton	02:00	25MP
London Gatwick	02:15	25MQ
London Heathrow	02:30	25MR
London Luton	02:45	25MS
London Gatwick	03:00	25MT
London Heathrow	03:15	25MU
London Luton	03:30	25MV
London Gatwick	03:45	25MW
London Heathrow	04:00	25MX
London Luton	04:15	25MY
London Gatwick	04:30	25MZ
London Heathrow	04:45	25NA
London Luton	05:00	25NB
London Gatwick	05:15	25NC
London Heathrow	05:30	25ND
London Luton	05:45	25NE
London Gatwick	06:00	25NF
London Heathrow	06:15	25NG
London Luton	06:30	25NH
London Gatwick	06:45	25NI
London Heathrow	07:00	25NJ
London Luton	07:15	25NK
London Gatwick	07:30	25NL
London Heathrow	07:45	25NM
London Luton	08:00	25NN
London Gatwick	08:15	25NO
London Heathrow	08:30	25NP
London Luton	08:45	25NQ
London Gatwick	09:00	25NR
London Heathrow	09:15	25NS
London Luton	09:30	25NT
London Gatwick	09:45	25NU
London Heathrow	10:00	25NV
London Luton	10:15	25NW
London Gatwick	10:30	25NX
London Heathrow	10:45	25NY
London Luton	11:00	25NZ
London Gatwick	11:15	25OA
London Heathrow	11:30	25OB
London Luton	11:45	25OC
London Gatwick	12:00	25OD
London Heathrow	12:15	25OE
London Luton	12:30	25OF
London Gatwick	12:45	25OG
London Heathrow	13:00	25OH
London Luton	13:15	25OI
London Gatwick	13:30	25OJ
London Heathrow	13:45	25OK
London Luton	14:00	25OL
London Gatwick	14:15	25OM
London Heathrow	14:30	25ON



# Intelligent Benefits

Ultra-connected, highly intelligent digital displays.



## Smart Sensors

### All Trueform premium displays

Each display can be fitted with a range of smart sensors to collect data from the surrounding environment, from air quality monitoring, traffic congestion, cycle counting and monitoring.

## Connectivity Enabled

### All Trueform external displays

1GB WiFi capacity, with a download speed 100 times faster than average municipal WiFi.

The access radius of each display can extend over 800 feet when a small cell LTE is integrated. By deploying kiosks in key locations, cities can create a seamless WiFi roaming experience spanning large areas and corridors.



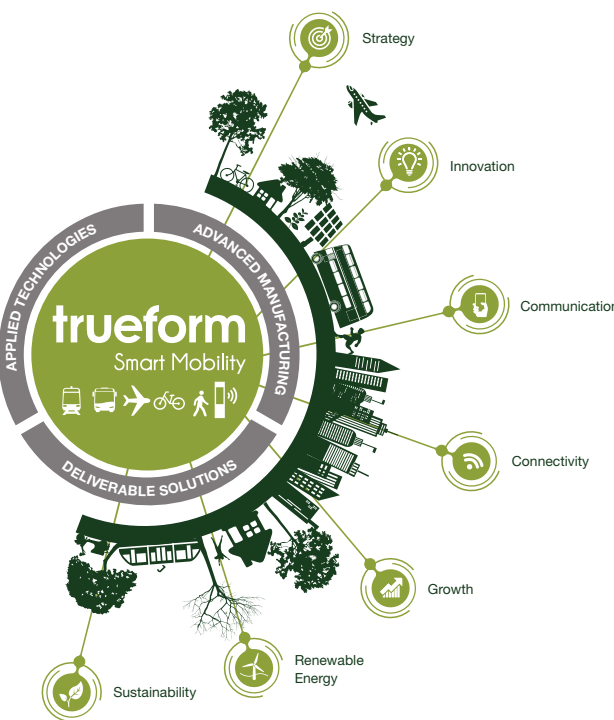
## 24/7 Operation

### All Trueform external displays

Reliably providing 24/7 operation and customer support.

# Benefits of a Smart City

A Smart City is one that has digital technology embedded across all city functions to provide quality of life and a clean and liveable environment to live smarter.



## Key Benefits of a Smart City

- **Strategy** - Better city planning and development will improve productivity and services delivered to citizens
- **Innovation** - Digital technology and innovation will enable a better quality of life and reduced energy use
- **Communication** - Wireless communications through computing technologies
- **Connectivity** - Enable intelligent network connectivity through use of Wi-Fi hotspots
- **Growth** - Attract new residents and tourists with great air quality, low utility costs, reliable public transport
- **Renewable energy** - Increase renewable sources of energy through use of smart meters
- **Sustainability** - Optimize the use of resources, including water, fuel, energy, and even waste



Contact our sales office on **020 8561 4959**, email us at **[sales@trueformdigital.com](mailto:sales@trueformdigital.com)** or visit **[www.trueformdigital.com](http://www.trueformdigital.com)** for more information on any of our products





N°5

CHANEL

PARFUMS

WOMEN'S QUARTER & WESTFIELD LONDON LEVEL -2

↑

H&M

JOHN LEWIS & PARTNERS

Westfield London  
The Westfield London  
Shopping Centre  
Westfield London  
Westfield London

Westfield London  
The Westfield London  
Shopping Centre  
Westfield London  
Westfield London





Trueform is built to deliver a better world.

See how we deliver what others can only imagine at [trueformdigital.com](https://www.trueformdigital.com) and [@trueformdigital](https://twitter.com/trueformdigital)