

ELEXON Limited  
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20<sup>th</sup> March 2017

**Ref: Charge code application on behalf of Clear Channel United Kingdom, Unit 9, Newtons Court, Galleon Boulevard, Crossways Business Park, Dartford, DA2 6QL.**

Dear Sir/Madam,

Please find enclosed information relating to the UMS charge code application for the following product;

Product: LCD Advertising Panel

Model: DS70

The DS70 supplied by Clear Channel United Kingdom is an LCD Advertising Panel designed to be used with bus shelters, as a standalone unit, as a telephone kiosk or in any other form of street furniture.

The product incorporates an LCD panel in front of an LED backlight, the brightness of the backlight is managed by an integrated light meter, the content shown on the unit is managed remotely via a 3<sup>rd</sup> party. The content itself has very little effect on the overall power consumption, however the brightness of the backlight does.

The brightness level of the unit is adjusted throughout the day, and it gradually fluctuates between its highest level and an acceptable low level (maximum allowable candela level at night) in response to variations of ambient light levels during the day, whilst it sets at a constant level at night time. When the unit is not showing content it will remain in standby mode. It is anticipated that the units will operate at the following levels throughout the day;

Standby – 730 hours/year

Dusk to Dawn - 300nits (30% max Power) – 3422 hours/year

Daytime – 300-1300nits (30% - 65% max Power) – 4613 hours/year

The unit incorporates additional cooling which operates when the external temperature reaches  $\geq 30^{\circ}\text{C}$ , it is anticipated that the fans will operate approximately 4 months in the year (summer period) at 100% of their maximum load.

Historically the products have been installed with meters, however due to a need for rapid deployment of new projects and cost implications a charge code is being sought to allow ease of management.

Additional data has been supplied which includes consumption information from a range of metered sites, it is the intention that this information will assist in determining the average consumption throughout the year.

Yours faithfully



Tariq Malik  
Operations & Quality Manager

