



Digital Display Projects

Bespoke Manufacturing & Assembly Services



A Pioneering Manufacturing & Technologies Company

trueform
DIGITAL

THE WORLD'S LEADING DIGITAL SIGNAGE & STREET FURNITURE SUPPLIER

Trueform have a comprehensive 'off the shelf' range of innovative digital displays designed to suit virtually all customer requirements.

Trueform's ability to blend creative new digital display design with sound engineering expertise coupled with its hands-on installation and maintenance experience enables it to provide displays that are not only a powerful visual calling card for the promotion of public transport but are robust, vandal resistant and easy to maintain.

Trueform designs meet the demands of busy global cities. They are functional, comfortable, safe, modular and ecological. Each shelter has been individually designed and engineered to provide unrivalled customer benefits.

Style & Branding

- Visual appearance to complement a variety of architectural surroundings
- High profile tool for the promotion of public transport services

Strength & Performance

- Robust, vandal, graffiti and weather resistant materials and finishes
- Stainless steel, steel & aluminium construction options for lasting performance and appearance

Simplicity

- Strong, modular components for fast and safe erection on site

Features

- Ability to accept RTI displays, digital information and Journey Planning modules
- Designed to accept covert CCTV cameras within shelter body
- Future Proofed and Technology enabled
- Range of Solar power lighting systems available
- Full compliance with regulations and guidelines (DDA)



ECO FRIENDLY, SUSTAINABLE DIGITAL DISPLAYS MADE IN THE UK

Trueform's innovative, eco digital displays are manufactured in house, within our UK based, carbon neutral, display manufacturing & technology centre.

Using low carbon, energy efficient materials and innovative manufacturing techniques, we ensure that our products have the lowest carbon footprint, providing significant environmental and social value benefits.

Our eco digital displays are 'Planet Marked', for approved sustainability, and use both smart and renewable technology for a minimal environmental impact.

Trueform are a leading ESG company (Environmental, Social and Governance). Trueform's eco digital displays have been assisting towns, cities and public transport authorities achieve ESG - the three central factors in measuring sustainability and societal impact.

Trueform work with their clients to 'transform cities', providing solutions that deliver a promising and sustainable future. Trueform holds ISO 14001 and PAS 2060 Carbon Neutral Certification.

Towns and cities throughout the world are using Trueform's range of low carbon, eco digital displays to facilitate and encourage low carbon mobility and active travel, whilst improving public health, air quality and quality of life.

Trueform's eco digital display products are the most sustainable, lowest carbon, ethically manufactured products available in the industry. Trueform is the first choice for towns and cities looking to achieve the very highest ESG status.



OUTSMART



DIGITAL DISPLAYS FOR PUBLIC TRANSPORT ENVIRONMENTS

Trueform Digital Passenger Transport Displays is a division of the Trueform Manufacturing and Technologies Group.

We provide complete integrated digital display and technology solutions, delivering high-quality passenger and real time information across a range of display technologies. We provide innovative, high quality, value for money digital display products that enable our passenger transport customers, Worldwide, to deliver intelligent, accurate and reliable information to the public. Our displays have been proven to increase passenger satisfaction, sense of safety and security, supporting the aim of increasing public transport usage and improving the sustainability of transport services.

With its origins based on the Ferrograph® brand of Passenger Information Display hardware, which was acquired by Trueform in 2007, we provide indoor and outdoor digital display solutions, in combination with in-house manufacturing, nationwide installation and maintenance support services.



TRUEFORM OUTDOOR MEDIA

A pioneering out of home media business

Trueform Outdoor Media is an OOH media business. Part of the Trueform Manufacturing & Technologies Group, the company uniquely provides a one-stop-shop for the provision of media sales and advertising with in-house supply, installation and maintenance services for roadside street furniture assets.

With over 45 years of experience, Trueform has equipped many of the UK's and World's towns and cities with stunning, leading edge street furniture, signage and digital signage assets.

Trueform transform urban environments by uniquely blending in-house street furniture and digital signage manufacturing, technology, installation and maintenance capabilities with outdoor advertising and digital advertising expertise - providing sustainable roadside infrastructure assets, valuable funding streams, maintenance and support services to our towns, cities and local communities.

Trueform have over 150,000 products installed in towns, cities, airport and retail locations throughout the World, including: London, Birmingham, Manchester, Leeds, Glasgow, Edinburgh New York, Hong Kong, Toronto, San Francisco, Las Vegas.



DIGITAL DISPLAY BENEFITS



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.

SUSTAINABLE DESIGN PRACTICE

During product development, our designers and engineers look at ways to reduce waste material during manufacture and installation.

Our designers also recommend alternative materials that would do the same purpose but is more environmentally sourced or friendly. We encourage and reward our customers by ordering in bulk to reduce our environmental impact.

We take into account issues such as robustness, modularity, in-situ parts replacement, whole life maintenance, futureproofing, compatibility with current and future communications technologies, methods of displaying information, and other innovative solutions. No need to replace the bus stop infrastructure to upgrade or adapt for new technologies.

Trueform use 'cradle-to-cradle' design methodologies; all signage products are designed to use recycled / recyclable materials to ensure zero waste to landfill and minimise the use of raw materials. The materials are recycled / re-used repeatedly with no impact on quality.

Constructed from recycled / recyclable materials which are proven to withstand extremes of climate, reduced maintenance levels, providing a cost saving whilst reducing overall material consumption throughout the useful life time of the product. We have also invested and developed a range of sustainable lighting and display systems to limit energy consumption and solar power options.



BESPOKE MANUFACTURING SERVICES FOR PRODUCTS & STRUCTURES

Trueform are the leading manufacturer of custom manufactured structures, including signage, street furniture, airport products, shelters, canopies, wayfinding and digital signage.

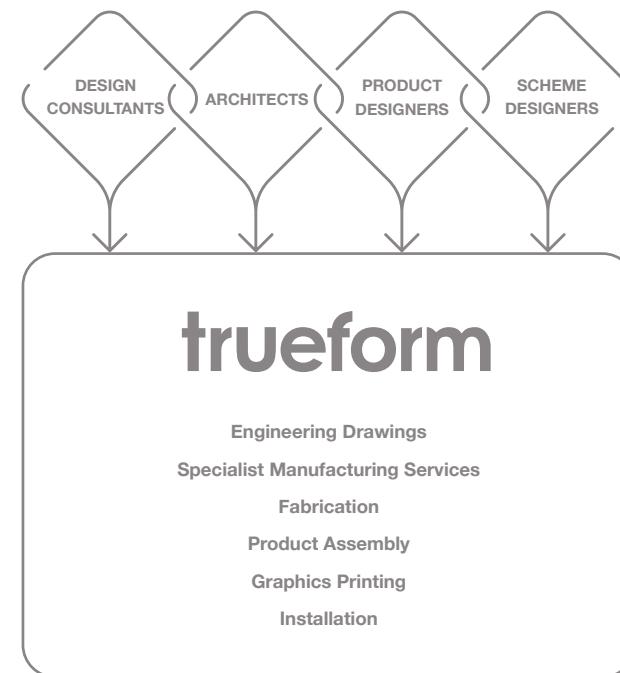
Working in collaboration with architects, scheme designers, main contractors and transport authorities, Trueform has over 40 years of experience, with over 150,000 structures installed worldwide.

Bespoke Manufacturing Services

Trueform's comprehensive in-house engineering and manufacturing facilities enables the timely, cost effective supply and installation of manufactured architectural products and structures to suit any client requirements.

Over the years Trueform have provided award winning products and structures for a wide range of applications. All of Trueform's structures are fully engineered to the highest standards and can be supplied in a range of elegant, robust materials and finishes to suit individual architectural requirements and to exacting customer requirements.

Our many years of experience enables us to provide high quality bespoke products that are easy and cost effective to install, erect and maintain.



CERTIFICATIONS & QUALIFICATIONS

- Quality Management ISO 9001:2015
- Environmental Management ISO 14001:2015
- Health & Safety Management ISO 45001
- Open Reach Installation Qualified
- CE Certified
- Sentinel – Network Rail Safety Scheme
- RISQS – Railway Industry Qualification
- CSCS – Construction Skills Certification Scheme
- CHAS – Contractors Health & Safety Scheme
- Construction Line
- Lloyds NERS – National Electrical Registrars Scheme
- CHSG – Construction Health & Safety Group



RISQS

NRSWA
New Roads and Street Works Act
ACCREDITED

Constructionline



ENGINEERING & MANUFACTURING SERVICES

- Fabrication Drawings & Engineering
- CAD Design & Specialist Engineering
- Structural Engineering
- Rapid Prototyping
- Specialist Custom Manufacturing
- Stainless Steel & Aluminium Fabrication
- Glass, GRP, Corian & Plastics Fabrication
- Construction Related Fabrication Services
- Laser Cutting & Forming
- Specialist Finishing Services
- Digital Display Technology (Indoor & Outdoor)
- Signage Manufacture
- Airport & Transport Infrastructure Fabrication
- Signage Graphics Production
- Mechanical Engraving
- Project Management
- Nationwide Installation & Site Fitting
- Modular Construction & Site Erection



COLLABORATION WITH LOCAL COUNCILS & TRANSPORT AUTHORITIES

From concept to manufacture - a seamless process





BT SMARTHUBS

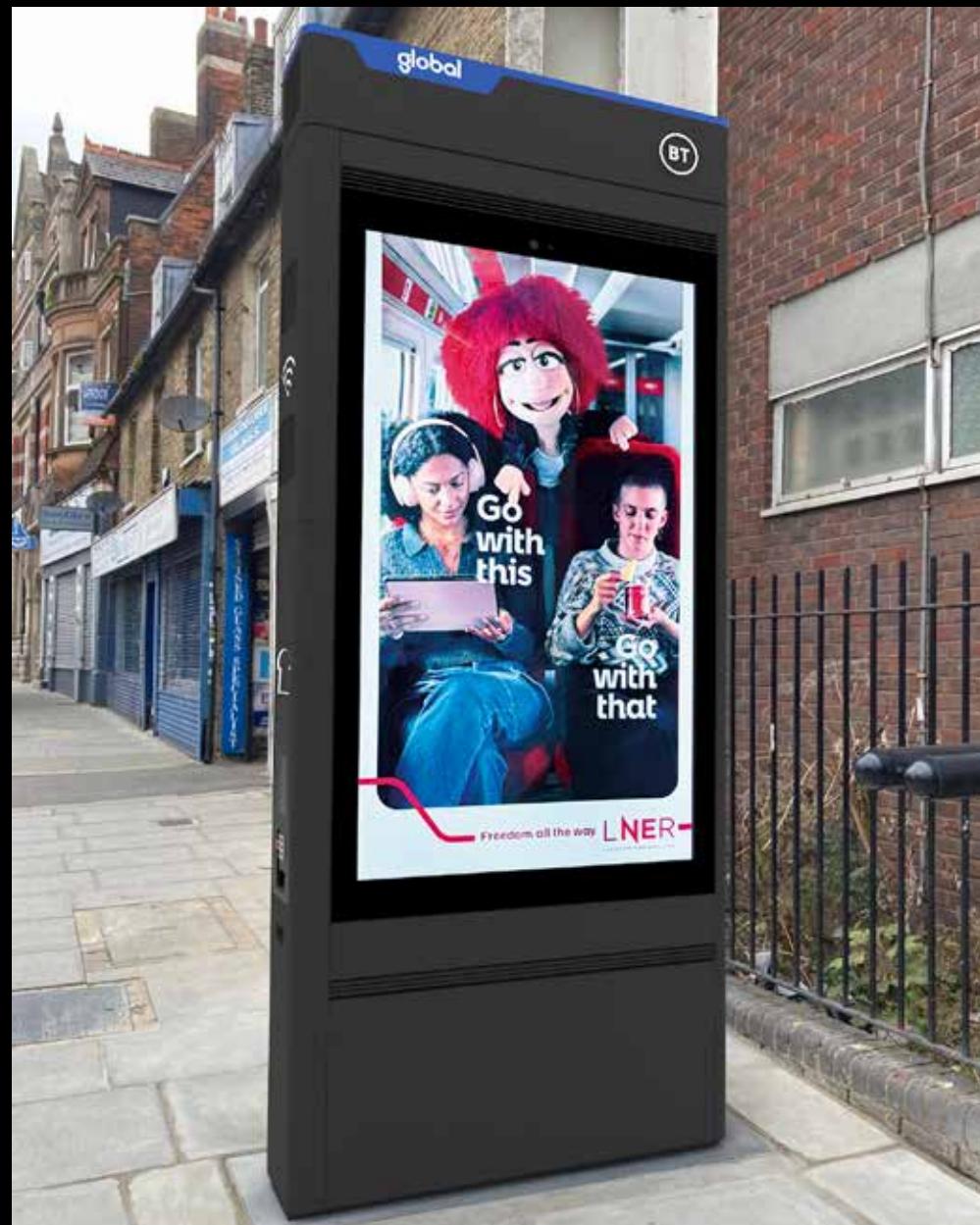
Trueform have been chosen by BT to fully design, manufacture and install over 1400 enhanced 'StreetHub 2.0' units, which introduce a host of upgraded features over the existing estate, such as larger 75" outdoor advertising displays, environmental monitoring, and the ability to boost 4G/5G mobile coverage.

Expanding on an existing network of 400 StreetHubs, these units deliver a wide range of economic, social and technology benefits to communities and local councils up and down the country – from connecting local residents, businesses and visitors to free ultrafast Wi-Fi, to ensuring that people can contact the emergency services or charity helplines in times of need.

Features include:

- 2no. High bright 75" outdoor advertising displays
- Environmental monitoring system - air quality and CO2 sensors to provide actionable environmental insights to help local councils achieve their sustainability goals, such as becoming carbon neutral by 2030
- Providing free ultra-fast Wi-Fi - 1Gbps to users within 150m of the unit. Ensuring that people can contact the emergency services or charity helplines in times of need
- Ability to boost 4G/5G mobile coverage by housing Small Cells within the unit, which boost 4G/5G signal
- Offering free phone calls, via BT's existing network, users can make calls via the interactive tablet integrated into the side of the totem, utilising their own headphones or the integrated speaker and microphone







WESTFIELD LONDON

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 world-leading retail and entertainment destination, featuring the best in fashion, dining, leisure, events, services and technology with the customer experience at the heart.



WESTFIELD STRATFORD

Following the deployment of over 170 of Trueform digital's iconic interactive advertising pods throughout Westfield's London White City shopping centre, Trueform were awarded a second major contract to provide a further 80 of its stunning digital advertising screen pods throughout Westfield's other major London shopping centre, Stratford.

Comprising 75" double sided digital displays in elegantly designed housings, complete with CCTV cameras and Trueform's smart control technology at the heart of the units, the new display pods will form an important part of Westfield's ongoing digital retail advertising expansion, consolidating Westfield's position as a world-leading retail and entertainment destination, featuring the best in fashion, dining, leisure, events, services and technology.







LONDON STANSTED AIRPORT

In 2017, Trueform were awarded the contract to update the international departure lounge at Stansted Airport with a series of custom Flight Information Displays (FIDS), lighting features, rails, bulkheads and advertising displays. With unrivalled experience in the industry, Trueform were selected due to their full familiarity with the high standards required by an international airport, and their market leading design and manufacturing capabilities.

All of the units, each specifically designed and installed with Stansted in mind, fully conformed to the strict quality, performance and health & safety measures needed to run one of the busiest terminals in the UK. The highest grade materials and components were used to create a series of eye-catching, unique products throughout the terminal, fulfilling the architect's vision for the space.







TRANSPORT FOR LONDON

Trueform have a highly successful, long standing track record of high quality and on-time delivery across a variety of contracts for TfL. With a relationship dating back over 30 years, Trueform have been at the forefront of TfL's transport infrastructure design and manufacture across all modes. This includes pioneering work in the deployment of bus shelters, wayfinding signage, digital displays, seating and much more, all custom designed for TfL, and built with the on-street environment in mind.

With over 50,000 assets deployed across Greater London, Trueform's work with TfL showcases a breadth of design and manufacturing experience, and the capability to adapt to a client's specific needs. In addition, the projects highlight Trueform's commitment to innovation within the public transportation, healthy streets and smart city sectors.







JCDECAUX LONDON

Due to Trueform's unrivalled experience in both digital display manufacture and on-street installations, JCDecaux approached Trueform to produce bespoke housings for, and install, over 650 digital outdoor totems at some of the busiest and highest profile locations in London.

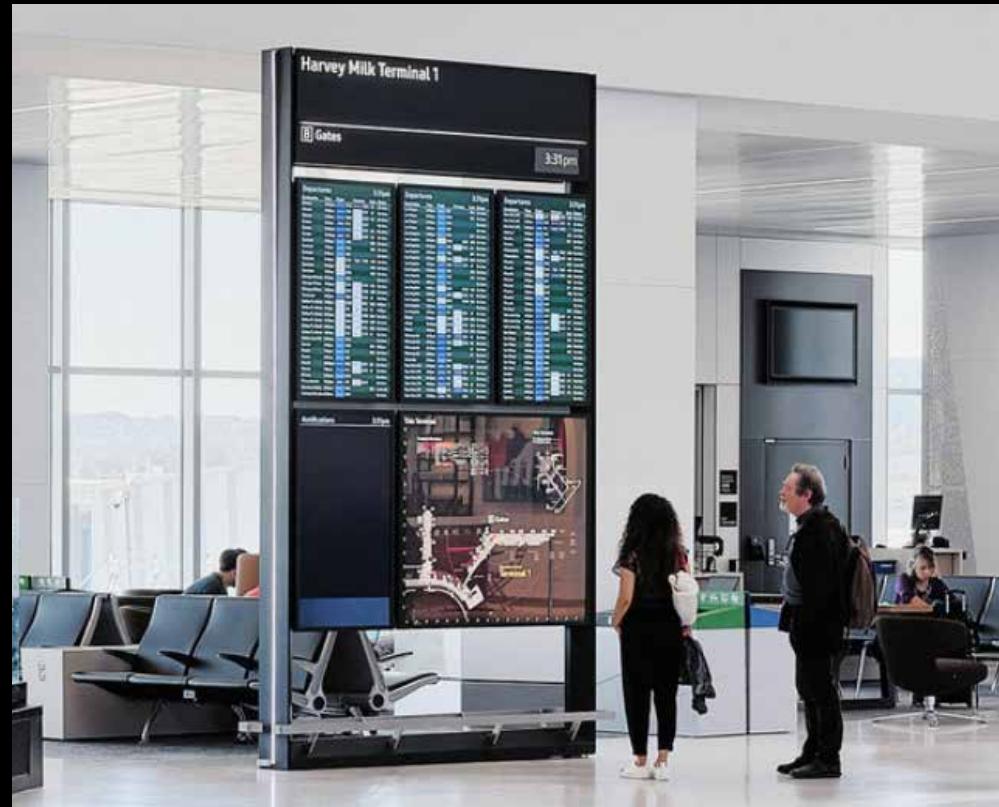
Given Trueform's expertise in metalwork, digital display technologies and familiarity with working on the streets of London, Trueform were the ideal choice to undertake these works. All works were successfully completed ahead of schedule, and to the highest standard.

The scope included:

- Design and manufacture of custom housings for 1000+ 84" outdoor digital displays
- Site surveying and asset logging
- Traffic Management
- Civils/foundation works, including surface reinstatement
- Installation and commissioning of totem







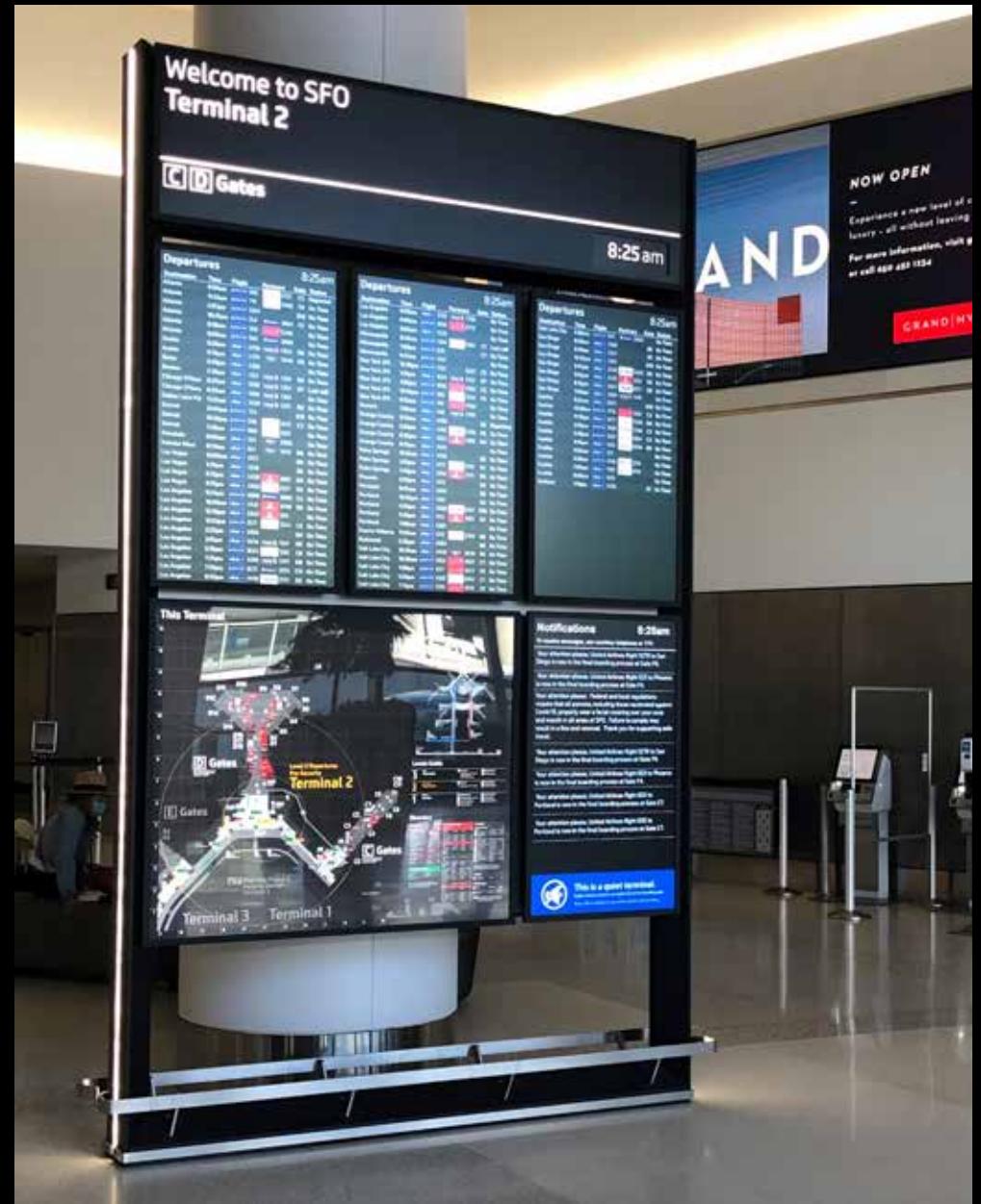
SAN FRANCISCO AIRPORT

Trueform have manufactured and deployed digital signage and digital passenger information displays throughout San Francisco International Airport.

Working with the airports appointed product designers, Trueform provided a full turnkey service for the custom manufacture of a unique range of products that were specifically designed for San Francisco.

The airport serves 45 international cities on 39 international carriers. The Bay Area's largest airport, it connects non-stop with 83 cities in the U.S. on 13 domestic airlines. This contract award further consolidates Trueform's position as the global leader in airport infrastructure and passenger information signage systems.







NEW YORK WAYFINDING

Trueform have brought the next generation of wayfinding to New York City with the contract award for the fabrication and installation of wayfinding infrastructure in Lower Manhattan, the Borough of Manhattan and New York City.

Prior to manufacture, Trueform were responsible for producing structurally checked and fully detailed 3D CAD manufacturing drawings.

This was followed by the full manufacture and installation of over 400 products across Manhattan.

This project once again demonstrates Trueform's capability in wayfinding manufacture and installation, working with complex designs, materials and environments.



JCDECAUX IRELAND

Trueform were chosen by JCDecaux Ireland to manufacture 100+ outdoor and indoor 75" advertising totems for their contract with Tesco Ireland.

Utilizing Trueform's proven heat exchanger technology, these units were manufactured in just 6 weeks, to meet the client's strict deadlines.

Each unit was enabled with Wi-Fi for data connectivity, and included Trueform's Fuzion remote monitoring system, to manage the health of the product.

The outdoor specification included 3500nit high bright 4K displays, as well as anti-reflective glass fascia's, in a ruggedised enclosure suitable for full outdoor use.





AL ARABIA, RIYADH

Trueform were approached to assist in the development of some unique, highly bespoke outdoor advertising MUPIs by Al Arabia Outdoor and Zaha Hadid Design.

Drawing on our expertise in the design of outdoor digital displays, we worked closely with a team of engineers and the clients to develop a fully engineered and validated display solution.

Measuring over 4.0m in height, and housed within a custom formed ductal shell (mirroring ZHD's concept), Trueform fully integrated a 3m x 2m LED outdoor display to one face, and an outdoor 75" LCD to the rear, incorporating touch screen capability. Bespoke illumination features were also incorporated, and the internal air conditioned envelope was designed in collaboration with independent cooling experts, to ensure 24/7 performance in a highly demanding environment.



STRATFORD WATERFRONT, EAST BANK

Trueform were appointed to deliver new wayfinding digital displays at Stratford Waterfront, within London's Queen Elizabeth Olympic Park.

The development site is known as East Bank, a new waterside cultural and education quarter. Trueform worked alongside scheme designers Placemarque to develop an external wayfinding scheme that sits within the wider public realm for the park.

On the east bank of the Waterworks River, the site sits at the gateway to the Queen Elizabeth Olympic Park. The challenge was to communicate a unique brand identity for East Bank, as a cultural destination in its own right, beyond its associations with the park as a sporting destination.





HEATHROW AIRPORT

Trueform have provided a range of electronic flight information units to BAA Heathrow Airport.

Scope of works included full design, manufacturing and installation and commissioning of the FIDS units each containing 4 x 57" TFT Screens and include all necessary cooling units, electrical and data management and distribution systems.

The design specification for these units required them to be IP65 for external installation and to have laminated bomb blast resistant safety glass and bespoke stainless steel freestanding structures.



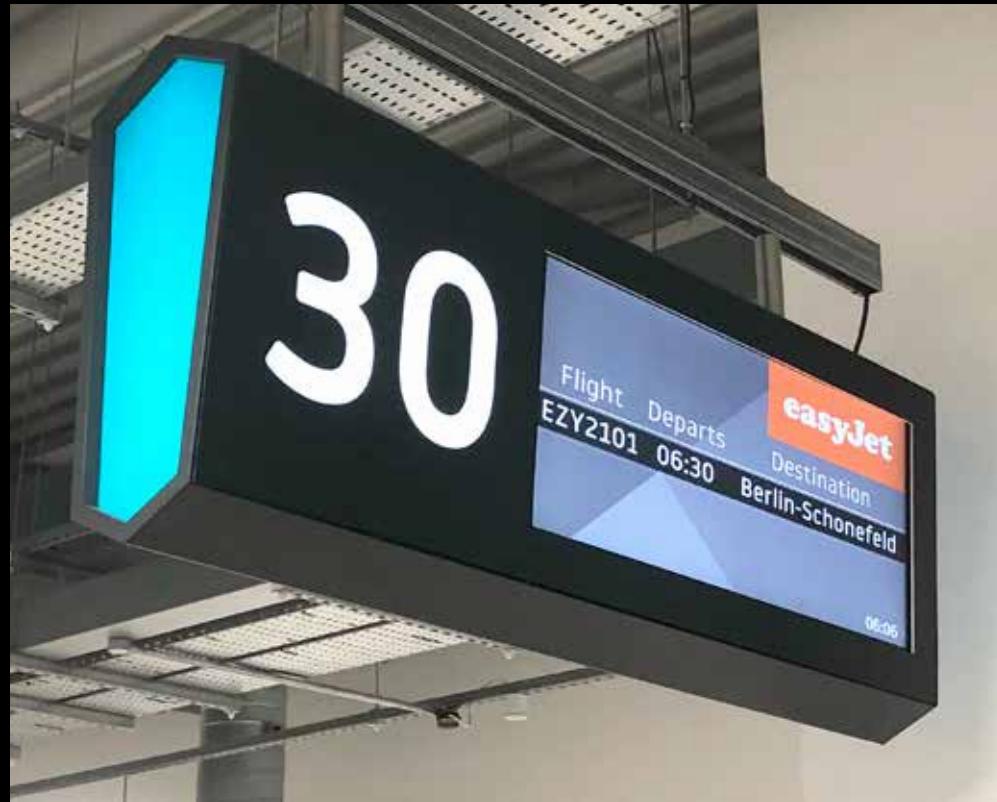


COAL DROPS YARD, KINGS CROSS

Another successful Trueform Digital DOOH deployment – Trueform's 55" outdoor digital totems have been supplied and installed at the prestigious Coal Drops Yard retail development, King's Cross, London.

Trueform were commissioned to manufacture and install these bespoke totems, specifically designed for outdoor use, and to include LED illuminated side trims. Designed to blend into the unique aesthetic of the space.





LUTON AIRPORT

Trueform were awarded the contract from Luton Airport for Reactive Wayfinding Signage across the entire London Luton Airport Site. The contract is for a bespoke range of directional, informational, highway, statutory & temporary signage. Trueform collaborated closely with the product designer to carry out site surveys, design, manufacture and installation of signage to meet airport, highway, quality and health and safety regulations.





CRAWLEY, WEST SUSSEX

Trueform have manufactured and installed large digital advertising and information screens in Manor Royal Business Improvement District (BID), Crawley, to help promote local trade and build an even stronger business community.

The project is the latest initiative delivered by the BID to improve infrastructure on the popular business location in Crawley, West Sussex.

With over 600 companies and 30,000 employees located in this area, more than 24 million vehicles pass through or visit the business district each year, in addition to those who walk or cycle to the area. Thanks to the Manor Royal BID, there is now an opportunity for businesses to advertise their products and services to all these people passing by.

Additionally, the BID and its partners will use the signs to communicate important community messages relating to transport, safety and other issues relevant to daily life in Manor Royal.





JC DECAUX D200

At the beginning of 2018, Trueform were engaged by JC Decaux to undertake the manufacturing design, prototyping and manufacturing roll-out of 100no. D200 Large Format LED displays. Working closely with JC Decaux's Large Format team, Trueform successfully developed a high quality product, utilising in-house design, manufacturing and assembly resource.

In addition, Trueform's in-house electricians were responsible for the full electrical wiring and assembly of the unit, including cable management and liaison with independent testing companies for electrical sign-off.

Given the scale of this project, dedicated D200 teams were put in place, overseen by an experienced project manager, who was responsible for all aspects of the build. The completion of each unit is accompanied with comprehensive handover documentation, fully compliant with JC Decaux's requirements.

On the back of the successful delivery of 100no. units, Trueform have been awarded a further 12no. units for the first phase of the 2020 roll-out.





FRAMESTORE

Trueform assisted in the development of this custom internal digital directory kiosk which forms part of a wider family of products, for Bafta and Oscar-awarding winning creative studio, Framestore and interdisciplinary design studio, Spaceagency.

Drawing on our significant expertise in the design of indoor and outdoor digital displays, we developed a fully engineered and validated display solution.

Measuring 2.5m in height and with a custom formed internal profile, Trueform fully integrated 2 x 4K 55" screens, incorporating touch screen capability. Bespoke illumination and sound features were also incorporated, and the internal air conditioned envelope was designed in collaboration with independent cooling experts, to ensure 24/7 performance.





CALEDONIAN SLEEPER

Manufactured by Trueform, these interactive digital totems for Network Rail's Caledonian Sleeper Rail feature WiFi, CCTV and a fully interactive 46 inch touchscreen. They provide real time information, journey planning, general news, announcements and advertising as well as providing customer support including video chat and audio so that passengers might communicate and interact with staff at the Inverness HQ.





CAMMAX IPOINT, BRISTOL

In a bid to reduce boarding times and make it easier for passengers to purchase tickets, Cammax appointed Trueform to supply state-of-the-art iPoint SMART ticket vending machines that are deployed at every Metrobus stop along new routes.

The first iPoint ticketing machines were installed at Long Ashton Park and Ride facility earlier this year and were relentlessly tested to make sure they function in all weather conditions.

The Cammax iPoint machines will offer a range of services for bus passengers, whether they are getting on a Metrobus or not. People will be able to purchase tickets for the MetroBus as well as topping up their smart cards. The iPoints will also serve as an emergency point and relay real-time bus information.





INTERCONNECT, BIRMINGHAM

In 2013, Trueform were awarded the supply and installation of shelters and signage for the Birmingham City Centre Interchange and Interconnect projects. Responsible for the fabrication drawings, structural engineering, full manufacture, assembly and installation of the full product range, this project showcases an ability to successfully work with a variety of manufacturing techniques and materials, including manufacture of digital outdoor assets.

The scope of the project was to work with Centro and Birmingham City Council to manufacture and install a range of products, including:

- Bespoke bus shelters
- Area wayfinding totems
- Interchange wayfinding totems
- Digital bus stop totems

This striking, contemporary product family is a fine example of how precision engineering and manufacturing techniques can bring a vision and design concept to fruition in the public realm.





ALIGHT MEDIA, BOURNEMOUTH

In 2018, Trueform were appointed by Alight Media to design, manufacture and install ten digital 75" outdoor advertising totems across Bournemouth town centre.

Utilising high bright Samsung displays, a bespoke totem housing was developed, featuring a custom cooling system, 4G modems for internet connectivity and digitally printed Alight Media branding. Trueform also undertook the full turnkey installation of the totems, including all permit applications, civils works, surface reinstatement and electrical connections.



BIRMINGHAM TETO TECHNOLOGY TOTEM

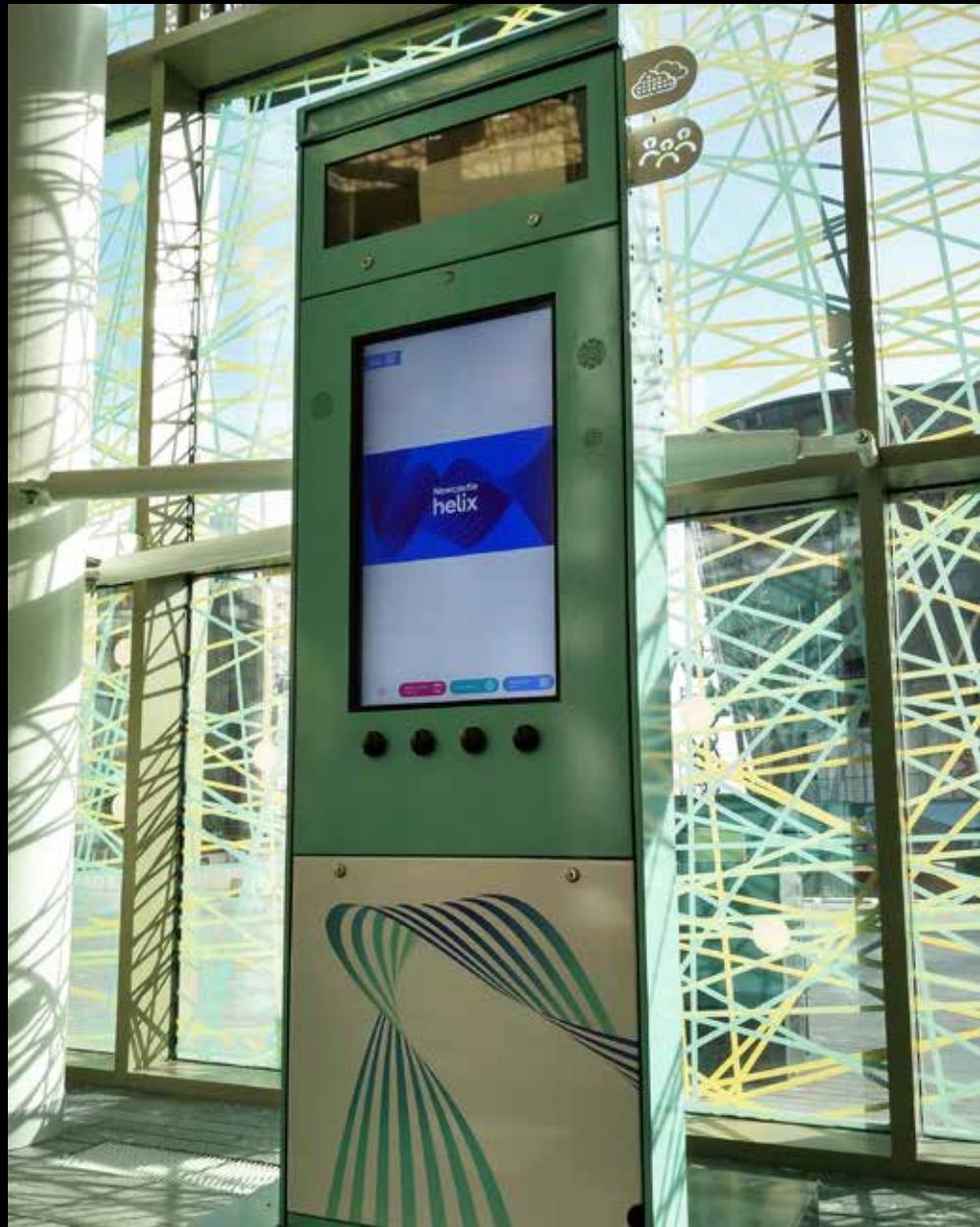
Trueform was appointed by Future Cities Catapult as a suitably experienced and capable supplier, to design, manufacture and install a technology totem 'Teto'.

The technology totem 'Teto' is a mobile lab, it contains a selection of sensing hardware, an e-paper 32" display and facility to harness renewable energy in the form of solar. The totem measures the environments, and engages with the public via dynamic on-screen content through wireless connectivity.

The first totem was installed in London and the second totem in Birmingham, built on a redundant loading bay within a parklet creating green urban environment.

The opening of the parklet took place on 5th October and was well attended and generated a lot of interest from members of the public and was also featured on BBC midlands news.





NEWCASTLE TETO TECHNOLOGY TOTEM

The first of multiple SMART Technology Totems has been installed at Newcastle University's Urban Observatory with the remainder to be imminently rolled out within Newcastle City Centre.

Each technology totem is weatherproofed, secure and rugged for long term deployment in a busy outdoor city environment. The totems are provided with software to allow content and applications to be loaded remotely (online) on to the screen, enable remote and local interaction, enable control of all hardware remotely including lighting and diagnostics monitoring for hardware and software faults.

Features of the technology totems include a 32" colour touch screen connected to a PC with internet connectivity over 4G. Dual speakers, a microphone & audio amplifier, NFC reader, external LED lighting, smart sensors and buttons for interaction.

Trueform have provided the largest and most successful public transport authorities in the World with their supporting infrastructure and systems, across all transport modes, we enable transport departments in these cities to develop, implement and run 21st Century public transport systems.

This striking, contemporary product family is a fine example of how precision engineering and manufacturing techniques can bring a vision and design concept to fruition in the public realm.



PIKASSO

Pikasso, the leading Out-Of-Home advertising company throughout the Levant, North Africa and West Africa has awarded Trueform Digital a major contract to provide state of the art digital advertising display totems at its iconic shopping centre locations.

Pikasso is the first OOH operator in Lebanon, Jordan, Iraq, Algeria, Tunisia and Mali, with more than 13,000 advertising faces, 210 digital screens, and 53 exclusive concessions across 367 cities in 8 countries.





BARKING RIVERSIDE

Trueform worked closely with the team at Barking Riverside Limited to help them deliver a brand fit for the scale and ambition of Barking Riverside.

The Thames Clipper service will also create important new links to thousands of jobs across the capital with a service that runs at peak hours Monday to Friday, therefore reliable and up to date real time information was critical for this project.

As such, Trueform worked closely with the client to develop the digital kiosks, which features include:

- High bright 55" outdoor advertising displays
- Real time information for the Thames Clipper
- Local advertising
- Wayfinding mapping



Contact our sales office on **020 8561 4959**, email us at **sales@trueformdigital.com**
or visit **www.trueformdigital.com** for more information on any of our products

