



Première

JCDecaux

Out of Home Innovation



Our history in the OOH sector

At the forefront of LED lighting technology since 2005, we are leaders in illuminating Out of Home.

The task then, as now, was to stand out, innovate, be smarter and greener.

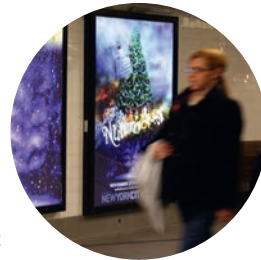
As technology has moved on we've stayed ahead.

Now, the Out of Home landscape is changing with ever-expanding technical capability - for digital technologies, for smart controls, for more adaptability, for data reporting and for security against unauthorised access. It's an exciting environment and we're part of it.

At Bright Green Technology, we know exactly what our clients need and how to deliver it efficiently. We want to stand-out even further.



2005
Our first large scale OOH project
Retrofit illumination of advertising columns on the LUAS light rail system in Dublin



2007
Our first major international project
Design and build of LED light panel cases for the whole New York subway network - resulting in an energy saving of 88%



2010
UK domination for backlighting OOH
Roll out of the Bright Green Matrix™ LED system in large format displays across the UK



2012
Further expansion into overseas markets
Illuminated columns located in key business and shopping areas of Baku



2014
First Illumination+ project
Introduction of Illumination+ to add dynamic RGB lighting



2016
Entering the UAE
Major Emirates rollout and the opening of our Dubai office



2016
Award winning enhanced illumination
Award winning relighting of the iconic IMAX, incorporating controlled white and RGB



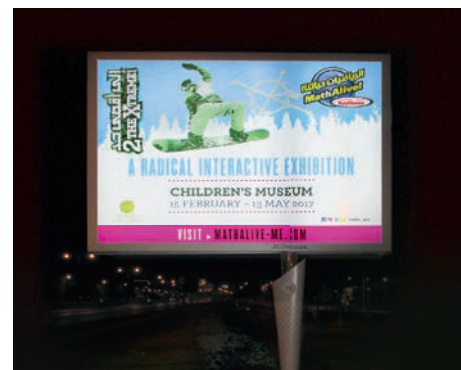
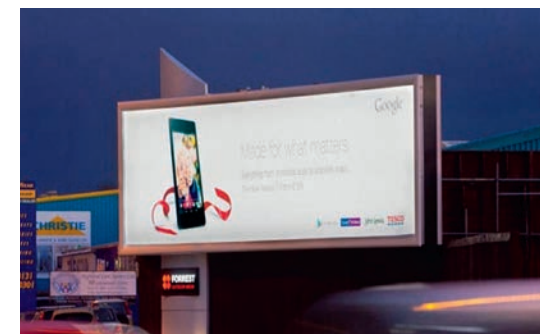
2017
Further expansion of the Illumination+ range
Launch of an innovative new system that dynamically matches the RGB lighting to the on-screen content



2018
Innovative new OOH product launched
Introduction of Bright Green Grid to illuminate shallow light boxes



2019
International expansion
Adoption of Bright Green systems across South Africa.

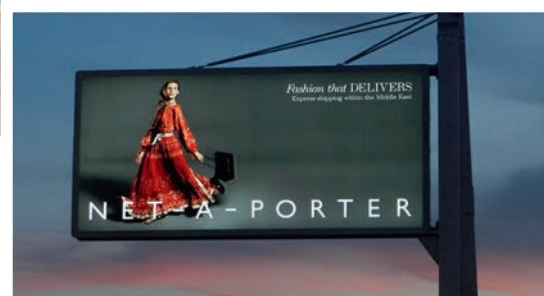


A snapshot of some of our OOH projects

“

BackLite is continuing to make substantial investments to improve the quality of OOH in Dubai. We are delighted to have found a partner that shares our passion for excellence.”

Director
BackLite Media



LED billboards, Dubai

When BackLite Media needed to upgrade the quality and sustainability of their high-impact advertising sites on Dubai's prestigious Sheikh Zayed Road, they chose to trial Bright Green Matrix™ to replace the existing fluorescent lighting system.

BackLite's customer base of local and global brands expect top quality performance and quality display, making Bright Green Matrix™ a clear choice for consistent illumination and maximum reliability.

However high temperatures as well as an intermittent electricity supply made this a challenging prospect for both the lighting system and power. We selected power drivers from our Pro-range which are designed with a range of features such as surge immunity which help guarantee longevity.



Heat
proof



Custom
power
supply

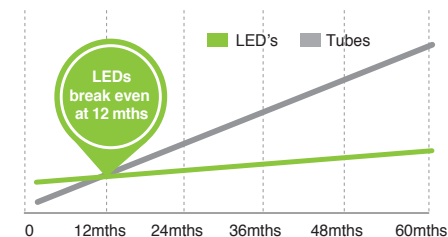


Energy
saving

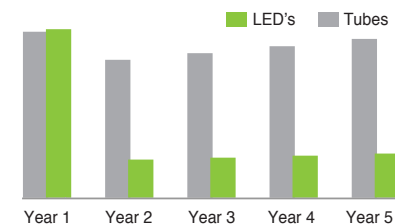
Return on investment

	Tubes	LEDs
Power consumption	241,358 W	77,272 W
Energy cost per year	£211,000	£67,000
CO ² per year	1057 Tonnes	388 Tonnes

Time to break even



Annual cost savings after 1 year capital investment



IMAX Waterloo - London

The IMAX Waterloo, operated by Ocean Outdoor on behalf of the British Film Institute, is the largest advertising canvas in Europe. Our brief was simple: maximise the site’s impressive credentials while improving sustainability and upgrading control functions.

White LED Lighting

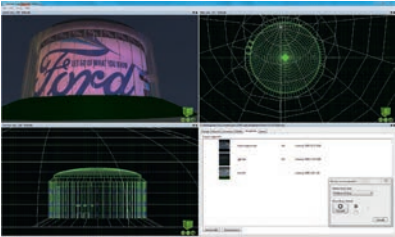
For the white lighting the existing fluorescent tubes were replaced with 33,500 energy-efficient LEDs housed within 800 individual fittings.

Enhanced illumination – RGB lighting

A fixture was selected and installed onto each stanchion. These can be controlled individually and divided between top, middle and bottom. The entire drum has 480 fixtures in 120 zones allowing a potential palette of over 16 million colours.

Return on investment

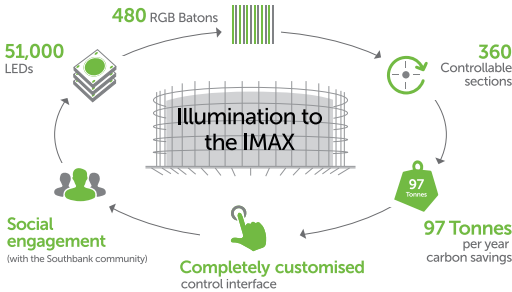
	Tubes	LEDs
Power consumption	60kW/hr	14kW/hr
Energy saving per year	-	£19,788
CO ² per year	126 Tonnes	29 Tonnes



Control and Software

State-of-the-art software allows for a series of dynamic lighting techniques. Advertisers can use these to animate their creative and deliver a heightened level of engagement.

The dynamic control interface was customised specifically for the site, allowing remote operation via secure internet connection to the Ocean office.



Bright Green Matrix™



Wire hanging system



Light sensors



RGB batons



360

dynamically controllable zones



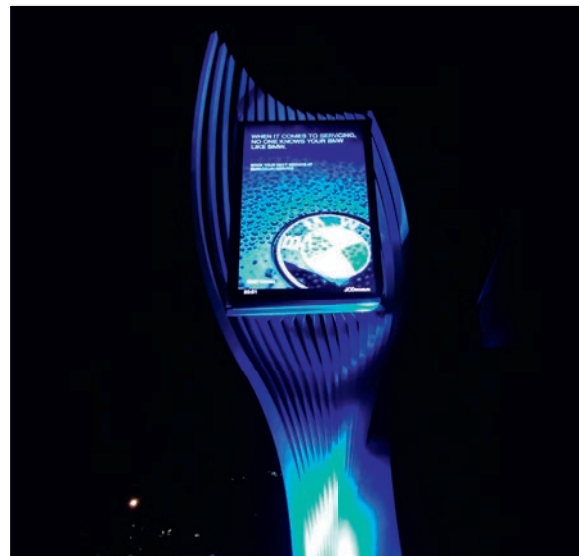
Custom engineered control boxes



Illumination +

Illumination+ brings dynamic lighting to media sites, increasing impact and setting them apart from their surroundings.

Through our hardware and software expertise, we deliver high performance lighting projects which turn media sites into icons.



Bright Green LiveSite

Bright Green LiveSite enables OOH companies to take full advantage of digital connectivity.

By introducing our range of smart and connected devices, operations are streamlined, assets are more secure and significant cost benefits are realised.

LiveSite Grid:

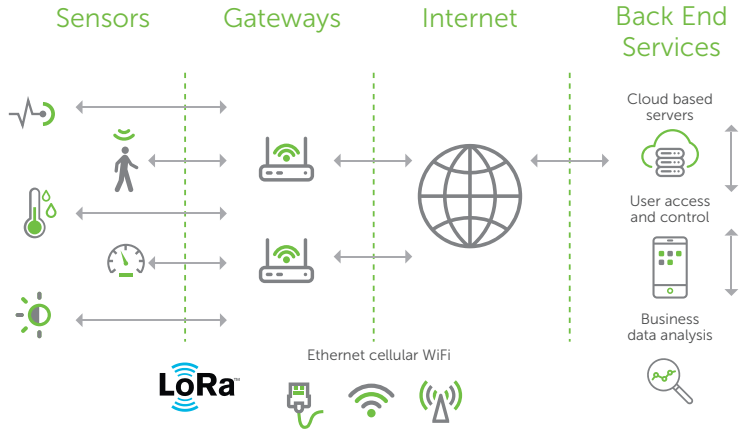
Sensors that monitor lighting performance, mains connection, site attendance, temperature and more. All connected through a secure, private LoRa network. Two-way communication allows timer scheduling.

LiveSite Secure:

A customised anti-hacking security device that monitors cabinet access and shuts down digital screens in the event of unauthorised access.

LiveSite Smart:

An advanced monitoring hub that adds high bandwidth functionality to the monitor network. The SmartBox adds a camera, light sensor and other custom options.



Available Functions

Digital					Static				
Cabinet security	Temperature sensor	Door counter	Screen detector	Remote mains reboot	Mains fault detection	Lighting fault detection	Lighting scheduler	Door counter	Other sensors



We have been working with Outdoor Media owners since 2005

Since then we have illuminated over 11,000 sites



With a range of formats including

LARGE FORMAT, SMALL FORMAT, SINGLE SIDED,
DOUBLE SIDED AND SCROLLERS



THAT'S
55 million LEDs



SAVING MORE THAN
200,000
TONNES OF CARBON



AND
400 million
KW/HR OF ELECTRICITY

The Results

**REDUCTION
IN COSTS**

HARDWARE, ENERGY & MAINTENANCE



**REDUCED
CARBON OUTPUT**

& ENVIRONMENTAL IMPACT



**IMPROVED
DISPLAY QUALITY**

& ENHANCED BRAND VALUE



Find out how we can help your next project shine

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