

Declaration of intent

To whom it may concern:

When deploying our temporary digital sign, we take measures to ensure that the proposed sign will comply with the Institution of Lighting Professionals guidance PLG05 (The Brightness of Illuminated Advertisement).

Our Temporary billboards are remotely accessible and brightness controls are set by default to reflect the guidance, as well as being regularly checked.

We take light hindrance very seriously and for this reason we make sure that we pre-programme our signs to be dimmed significantly during the night (standard 7:00 PM – 8:00 AM, earlier in wintertime when light fades) to luminance levels at around 10% of their daytime values. Luminance levels are very dependent on the displayed content, but based on our knowledge, these should **fall well under 50 cd/m2** for relatively bright content, ie containing bright colours. We can also drop this even further so that the screen remains on, but the content turns black between these times above. In the day, the screen is programmed to be at 66% of max brightness, which is 3000cd/m2. The guidance stipulates that this must be below 5000cd/m2 during daylight hours.

With the visual digital area being 6m2, both settings fall well within the advised guidelines of maximum Luminance of 5000cd/m2 during the day and 600 cd/m2 at night.

Managing Director

Henk Mol