LED DISPLAYS Ready-made solutions

DIGITAL SCREENS   DIGITAL BILLBOARDS   DIGITAL CITYLIGHTS

THREE-SIDED DIGITAL PYLONS   DIGITAL PYLONS   MEDIA FACADES
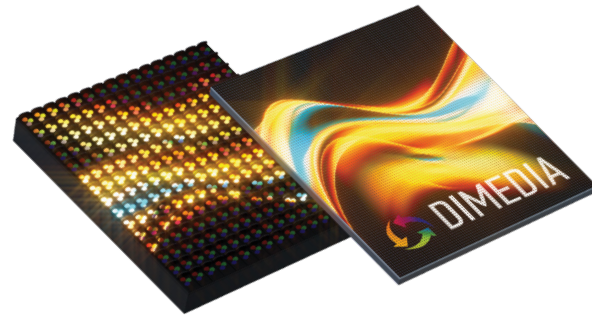
DIMEDIA

Outdoor Designs for Professionals

ISO 9001:2015
ISO 14001
International certificates

Contents

Digital Displays

They differ in the type of LED modules and pixel pitch. There are two types of modules available — SMD and DIP.

Selected individually to order.
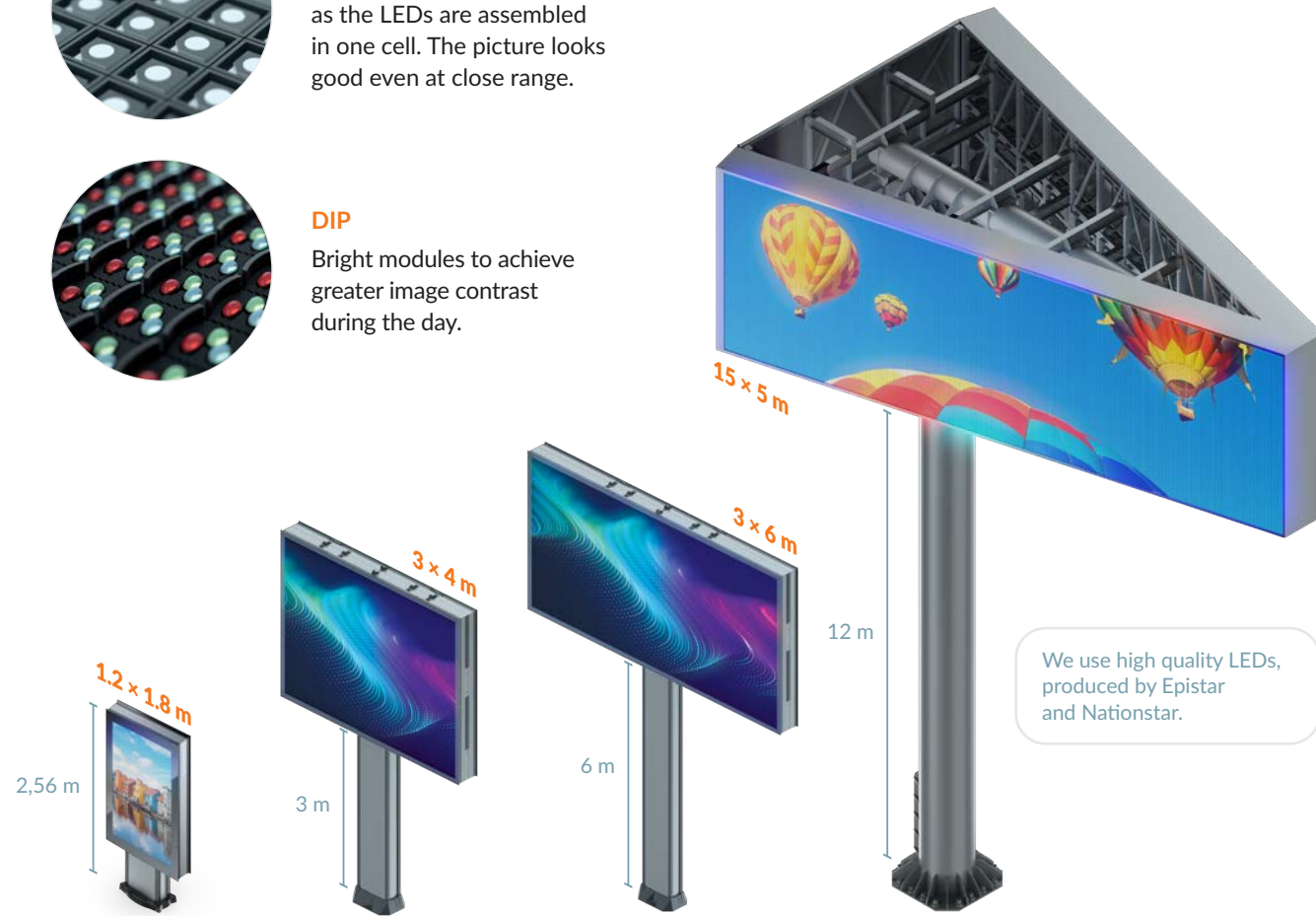All modules are waterproof.
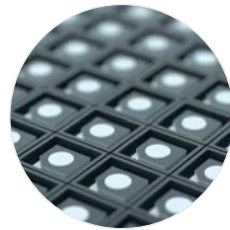
SMD
The modules are compact, as the LEDs are assembled in one cell. The picture looks good even at close range.

DIP
Bright modules to achieve greater image contrast during the day.

15 × 5 m

3 × 6 m

3 × 4 m

12 m

We use high quality LEDs, produced by Epistar and Nationstar.

1.2 × 1.8 m

2,56 m

3 m

6 m

Pixel Pitch

	P10	P8	P6	P5	P4	P3.07
The distance between the pixels. The smaller step makes the image quality better.						
Optimal viewing distance	From 8 m	From 7 m	From 6 m	From 5 m	From 3 m	From 2 m
Module type	🔴 SMD / 🔴 DIP		🔴 SMD			
Purpose	☀ Outdoor		☀ Outdoor / 🏠 Indoor			

Extra Equipment

The operational capabilities of digital displays can be extended by connecting extra equipment.

Auto dimming by light sensor
Depending on the illumination, automatically adjusts the LED brightness level.

Sound system
An audio will attract more attention to the broadcasting content.

Video surveillance system
Allows you to monitor the screen remotely and control the content of the broadcast.

LED display internal space heating system
Required to use the LED display in particularly cold climates.

Electricity metering unit
May be with manual readout or with automatic sending to the power supply company.

Ambient temperature sensor
Allows you to display information about the current outdoor temperature.

Equipment for communication via Wi-Fi and mobile networks
Allows you to configure a wireless connection to your screen management system, including 3G and 4G (LTE) networks.

Remote connection to digital displays and media facades

Digital displays can be set up and managed remotely from anywhere in the world via the Internet. Connection to the global network is made through network cards, Wi-Fi and GSM (3G, 4G) modules.

Wi-Fi

Control is possible from a computer or smartphone

NOVASTAR

NovaStar video systems are used in DiMedia displays and software is supplied with them: NovaStudio for controlling the display and SmartLCT for its adjustment and calibration.

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Ventilation

Ventilation holes are provided in the structures to ensure that air is recirculated to maintain the required temperature and humidity level inside the structure.

End fans provide an active output of the heat generated by the LED display.
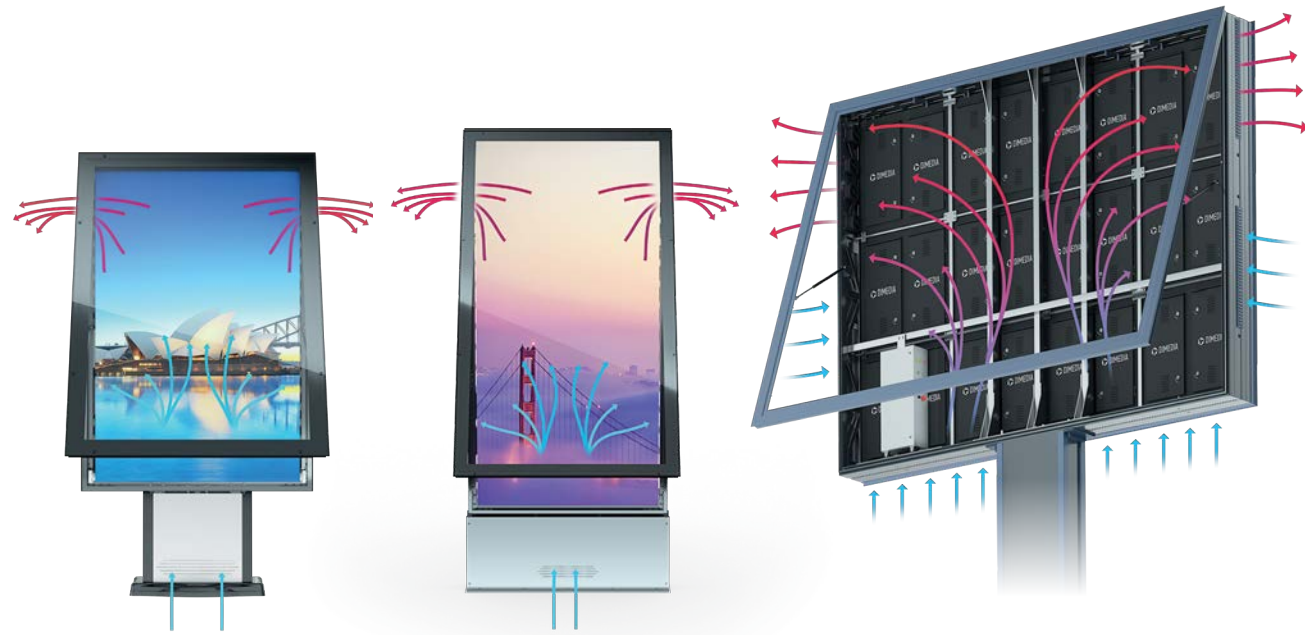
Fans
Remove hot air from the body

Perforation of the lower cladding profile
Provides a constant supply of air

213 colors from the RAL Classic catalogue

The polymer powder painting method is used. End and front elements can be painted in different colors according to the customer's request.

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Digital Billboards

Ready-made LED displays for broadcasting commercials and any other video content

$6\ m^2$ $7\ m^2$

$11\ m^2$ $17\ m^2$ $18\ m^2$

About Structures

Video canvases are installed in the supporting structure, fully adjusted and tested in our assembly workshop. You get a ready-made video display.

Digital Billboards can be one-sided or two-sided. The second side can have a static poster, a blank wall or another LED display. It can be supplied with a rectangular or round pole.

All sizes can be customized.

Two video-canvas design systems:

Modular system

Cabinet system

| 6 m² | 7 m² | 11 m² | 17 m² | 18 m² |

Equipment Options

Sides of Digital Billboards can be equipped with various advertising media:

Statics
1 poster

Scroller
up to 6 posters

Scroller and smart backlighting
up to 6 posters

LED screen

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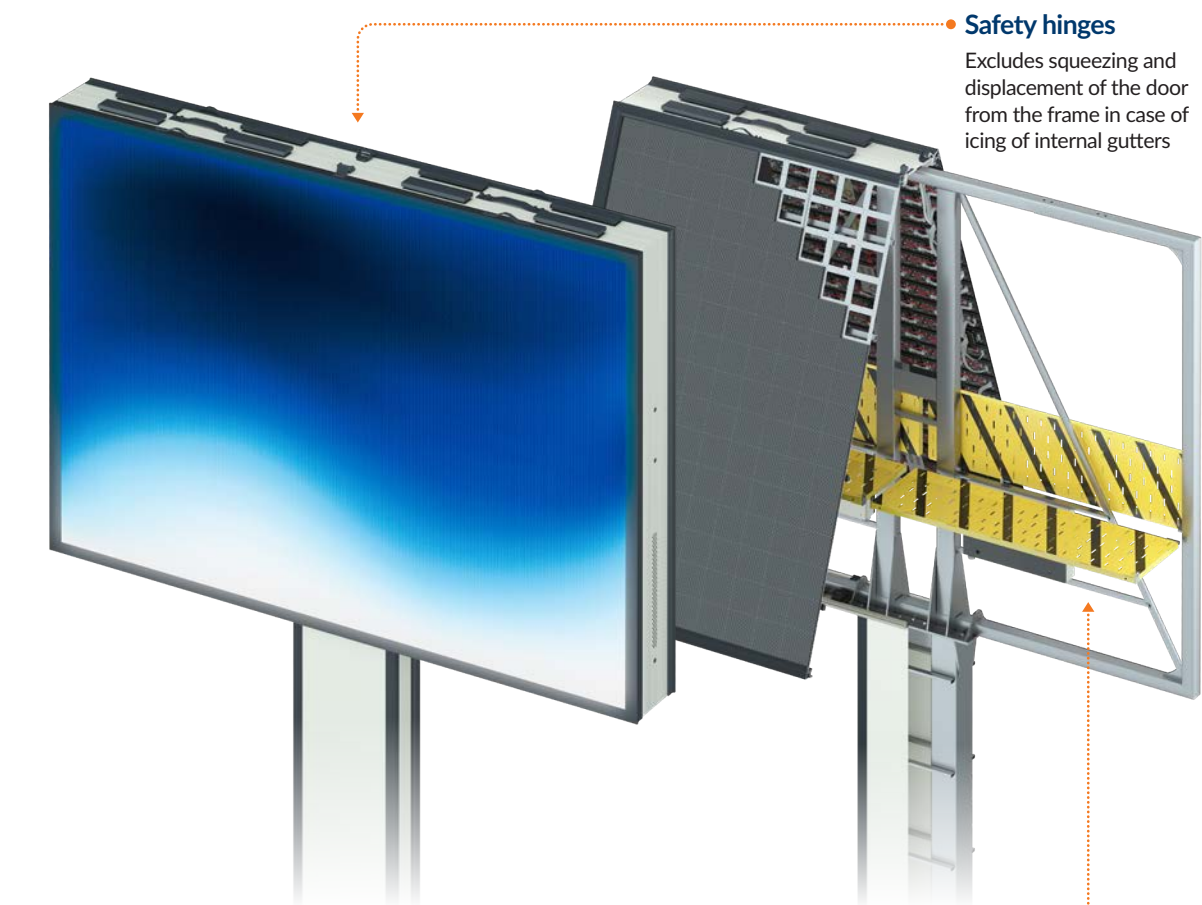
+7 3452 638030
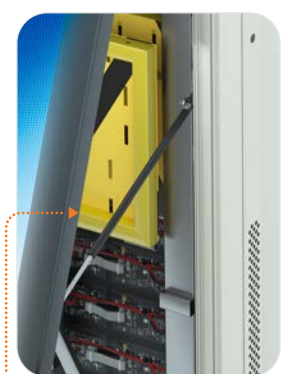
www.di.media/digital-billboard

Modular system

Easy to maintain, reduced weight and cost

Safety hinges
Excludes squeezing and displacement of the door from the frame in case of icing of internal gutters
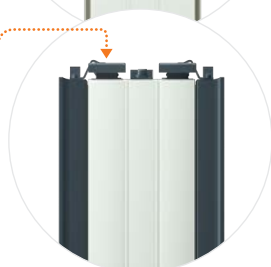
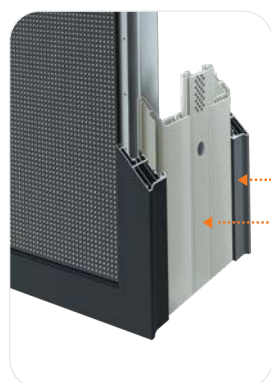**Loopless frames**

Folding assembly pads
Allow to service modules in the upper part of the video-canvas

Sturdy metal support frame

High-quality aluminum profile cladding

Gas springs

IP54

High degree of ingress protection

Ventilation
of interior space

Display Components

Metal screen mesh with prepared cells for LED module installation on the front side are arranged on the flaps of the structure.

Power supply elements and video receivers are installed on the backside of the metal mesh.

For each video canvas, closed system blocks are provided, which consist of a control computer, a controller, power supply elements and lightning protection.

There are retractable versions of the system blocks for maintenance without opening the flaps.

Our displays include Macroblock (MBI) power drivers. Delta power supplies are used to extend the temperature range of LED displays.

Distributor Box

220V sockets
Control computer
Controller S2 Sender

PC

Cable gland
Circuit breakers
Heating element
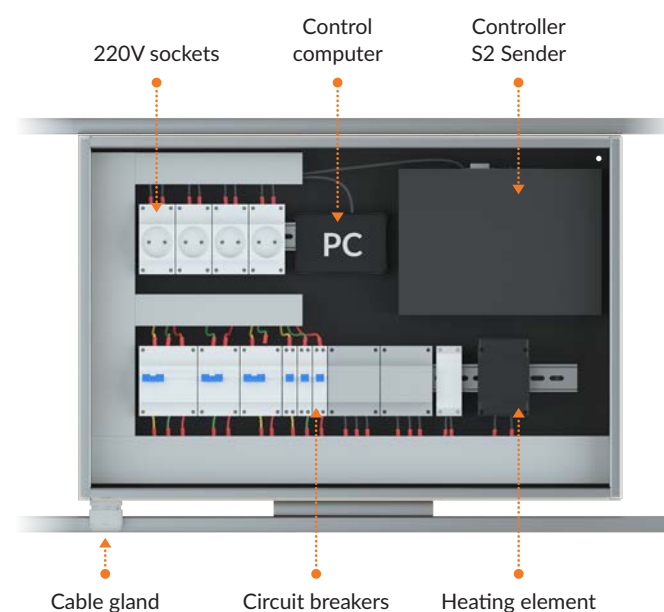
All internal electronic components are grounded

Electrical wiring is made according to electrical installation rule

Operation in the temperature range from –40 to 50 °C

Waterproofed system unit

Display lifespan — more than 10 years

System block versions

As standart, the system block is installed to the frame and is available for maintenance when the screen flap is up **1**.

There is also a retractable version of the system block **2**, which does not require flaps opening. The retractable version does not interrupt content transmission.

Cabinet system

Can be delivered as a self-assembly kit

Safety hinges
Excludes squeezing and displacement of the door from the frame in case of icing of internal gutters
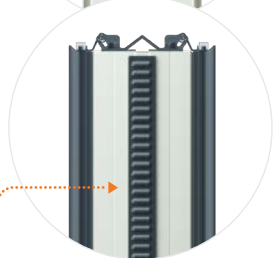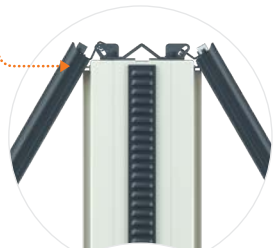
Loopless frames

Sturdy metal support frame

High-quality aluminum profile cladding

Gas springs

IP54

High degree of ingress protection

Ventilation
of interior space
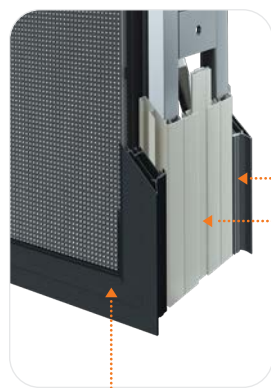
Decorative removable aluminum silk-screen printing
Alternative to an "Oracal" film or a standard silk-screen printing, applied to the glass perimeter

Display Components

The display consists of cabinets that include LED modules, units to power these modules and cards that receive the video signal.

Inside the structure the closed system block which consists of a control system, multi-card, elements of power supply and lightning protection.

The system unit is equipped with external indicators and switches. It moves on rails, allowing access to any part of the display.

Our displays include Macroblock (MBI) power drivers. Delta power supplies are used to extend the temperature range of LED displays.
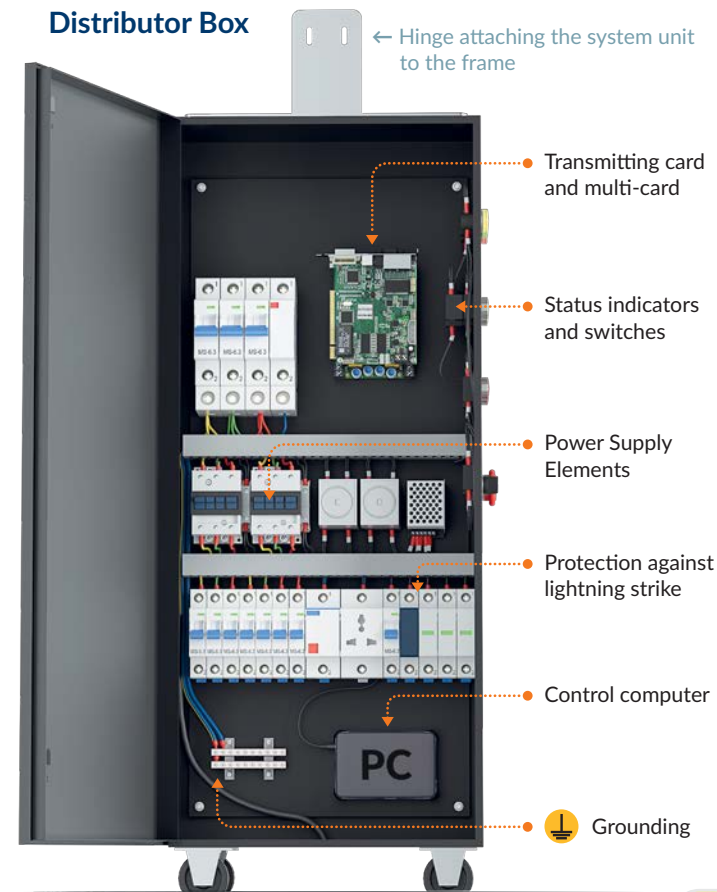
Distributor Box

← Hinge attaching the system unit to the frame

Transmitting card and multi-card

Status indicators and switches

Power Supply Elements

Protection against lightning strike

Control computer

PC

Grounding

← Distributor Box travel rails →

All internal electronic components are grounded

Electrical wiring is made according to electrical installation rule

Operation in the temperature range from –40 to 50 °C

Waterproofed system unit

Display lifespan — more than 10 years

Front maintenance   Rear maintenance
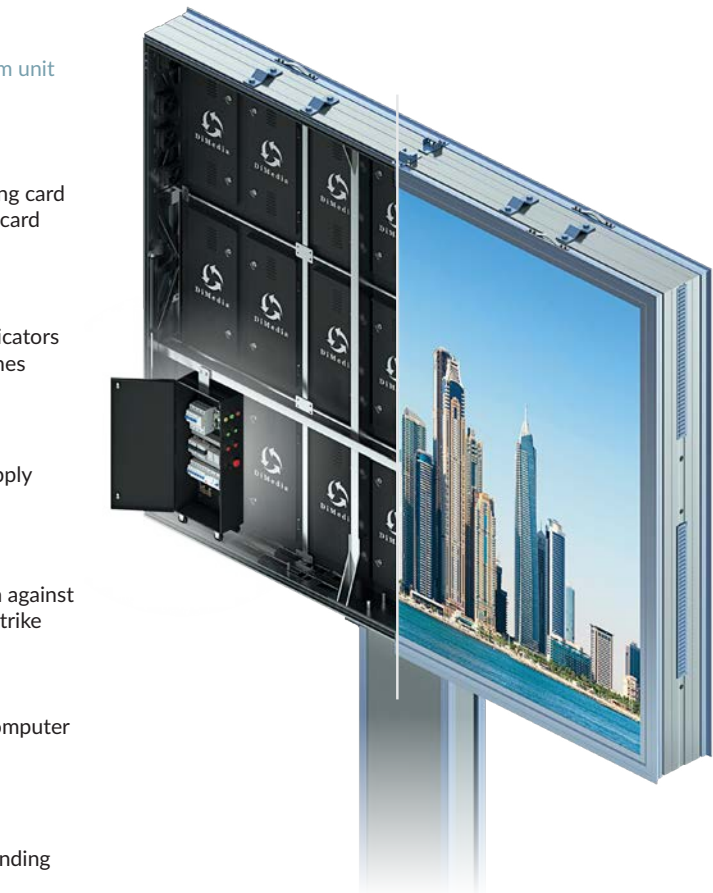
Maintenance Options
Digital Billboards are available with front or rear maintenance. Front is used when installing video displays on both sides of the structure or when there is no access to the display from the rear side.

Poles

Rectangular, round and square shapes are available. The ABS-plastic cladding hides the joint plates and flange, while its sliding bottom helps to hide the anchor bolts, if the foundation is not sufficiently buried.

Square pole   **Rectangular pole**   **Round pole**

NEW

Frame

For cabinet and modular systems, there are two different frame types. Both are intended for use in areas with high wind loads.

The modular system is arranged on a single-circuit frame with a reinforced pipe. For cabinet systems, double-contour frames with girder trusses are used.
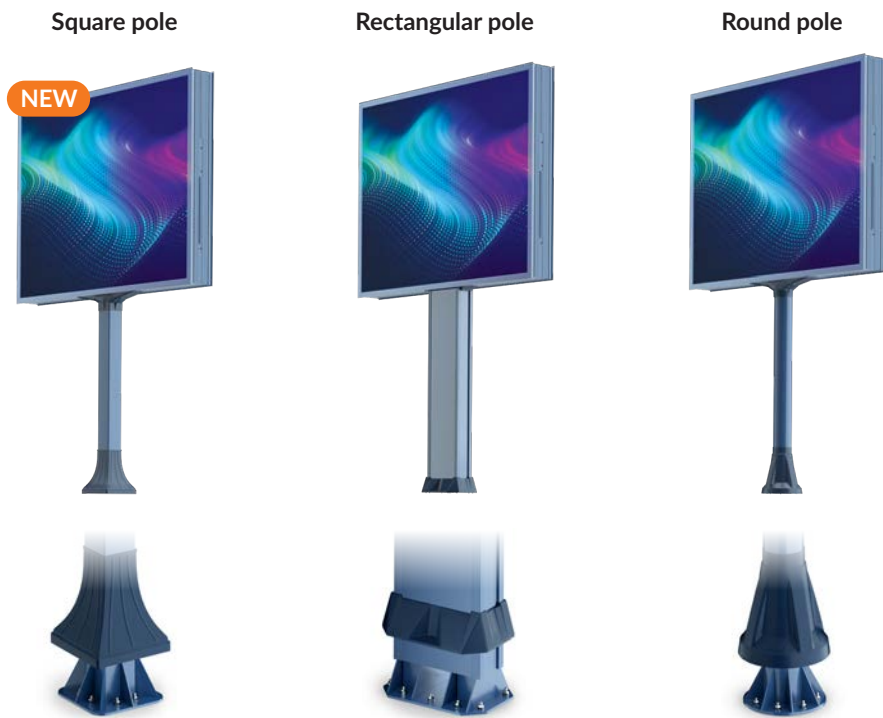

Cabinet Digital Billboards
Wind loads from 1 to 4 class, up to 16.8 m/s
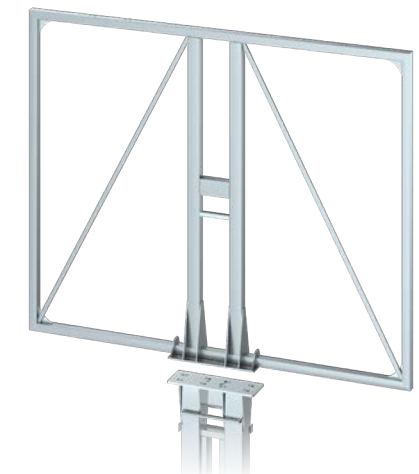
Modular Digital Billboards
Wind loads from 1 to 6 class, up to 34.9 m/s

Wall-mounted Digital Billboards components

Distributor Box

Folding bridge

Ventilation units

LED modules

Multi-Component Profile System

Unique development of six profiles with protection against dust and moisture according to IP54 standard.

Hardened aluminum alloy 6063 (AD31) with high corrosion resistance.

Modules Specifications

Pixel Pitch	P10		P8	P6	P5
	10 mm		8 mm	6 mm	5 mm

The distance between the pixels. The smaller step makes the image quality better.

Custom sizes are available on request.

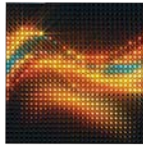| Module type	DIP	SMD	SMD	SMD	SMD
Size of one module	320 × 160 mm		320 × 160 mm	192 × 192 mm	320 × 160 mm
Module resolution	32 × 32		40 × 40	32 × 32	32 × 32
Viewing angle	H 120° V 60°	H 120° V 120°	H 120° V 120°	H 120° V 120°	H 120° V 120°
Brightness	7,500 cd/m²	6,000 cd/m²	5,500 cd/m²	5,500 cd/m²	5,500 cd/m²
Optimal viewing distance	>8 m		>7 m	>6 m	>5 m
Chromaticity	1,070,000,000				
Brightness control	256 levels				
Refresh rate	1,920 Hz				
Operating temperature	From −40 to +60 °C				
Diode resource (up to 50% total brightness wear and tear)	≥100,000 hours				

In the production of LED displays, DiMedia uses high quality components:

— Macroblock MBI5124 power drivers with 1920 Hz update rate

— Delta CE power supply units DPS-300AB-76 B CE with spare capacity of 25% and ventilation sensor

— NationStar LEDs with gold conductor

— Novastar system with a remote screen management capability

6 m² Digital Billboards

3.05 m   0.425 m

2.88 m   1.92 m   2.09 m

From 3 m

Ground level

Standard Specifications

Power supply voltage	Three-phased, 380 V, 50 Hz
Brightness	5,500-7,500 cd/m²
Pixel pitch	P5, P6, P8, P10
Operating temperature	From −40 to +60 °C
Protection grade	IP54
Cabinet size	960 × 960 mm
Cabinet number	6 pcs (2 × 3)
Display dimensions, W × H × D	3,050 × 2,090 × 425 mm
Visible image size, W × H	2,880 × 1,920 mm
Pole height	From 3 m
Average power consumption of the screen	Depends on the pixel pitch
Total weight (pole + display)	320 + 570 kg
Total image area	6 m²

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7 m² Digital Billboards

4.02 m   0.425 m

3.84 m   1.92 m   2.09 m

From 3 m

Ground level

Standard Specifications

Power supply voltage	Three-phased, 380 V, 50 Hz
Brightness	5,500-7,500 cd/m²
Pixel pitch	P5, P6, P8, P10
Operating temperature	From −40 to +60 °C
Protection grade	IP54
Cabinet size	960 × 960 mm
Cabinet number	8 pcs (2 x 4)
Display dimensions, W × H × D	4,020 × 2,090 × 425 mm
Visible image size, W × H	3,840 × 1,920 mm
Pole height	From 3 m
Average power consumption of the screen	Depends on the pixel pitch
Total weight (pole + display)	320 + 700 kg
Total image area	7 m²

11 m² Digital Billboards

4.02 m   0.425 m

3.84 m   2.88 m   3.05 m

From 3 m

Ground level

Standard Specifications

Power supply voltage	Three-phased, 380 V, 50 Hz
Brightness	5,500-7,500 cd/m²
Pixel pitch	P5, P6, P8, P10
Operating temperature	From −40 to +60 °C
Protection grade	IP54
Cabinet size	960 × 960 mm
Cabinet number	12 pcs (3 × 4)
Display dimensions, W × H × D	4,020 × 3,057 × 425 mm
Visible image size, W × H	3,840 × 2,880 mm
Pole height	From 3 m
Average power consumption of the screen	Depends on the pixel pitch
Total weight (pole + display)	320 + 1,200 kg
Total image area	11 m²

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17 m² Digital Billboards

Standard Specifications

|	
Power supply voltage	Three-phased, 380 V, 50 Hz
Brightness	5,500-7,500 cd/m²
Pixel pitch	P5, P6, P8, P10
Operating temperature	From −40 to +60 °C
Protection grade	IP54
Cabinet size	960 × 960 mm
Cabinet number	18 pcs (3 × 6)
Display dimensions, W × H × D	5,940 × 3,057 × 425 mm
Visible image size, W × H	5,760 × 2,880 mm
Pole height	From 3 m
Average power consumption of the screen	Depends on the pixel pitch
Total weight (pole + display)	320 + 1,600 kg
Total image area	17 m²

18 m² Digital Billboards

Standard Specifications

Power supply voltage	Three-phased, 380 V, 50 Hz
Brightness	5,500-7,500 cd/m²
Pixel pitch	P5, P6, P8, P10
Operating temperature	From −40 to +60 °C
Protection grade	IP54
Cabinet size	600 × 1,200 mm
Cabinet number	25 pcs (5 × 5)
Display dimensions, W × H × D	6,180 × 3,170 × 425 mm
Visible image size, W × H	6,000 × 3,000 mm
Pole height	From 3 m
Average power consumption of the screen	Depends on the pixel pitch
Total weight (pole + display)	320 + 1,850 kg
Total image area	18 m²

Delivery Options

The Digital Billboard can be delivered either ready-made or as a self-assembly kit.

What is included in the delivery of a ready-made Digital Billboards:

— Head in the slipway*
— Pole and its cladding
— Fixing elements
— Spare parts, tools and accessories
— Design Data Sheet
— Individual project
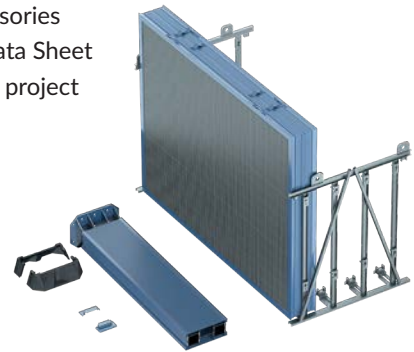
* For safe transport, a metal shipping slipway is used, which is not included in the structure cost. Up to four Digital Billboards are transported in one slipway.

Self-assembly kit ⟶ **Savings of up to 40%**

This is a set of components for self-assembly of a Digital Billboards. The system consists of a basic kit and a self-purchase kit.

You can order a number of components at your location, for example, a metal frame and a pole, thus saving on delivery. Components such as glass can be ordered directly from your nearest factory, which will also reduce costs.
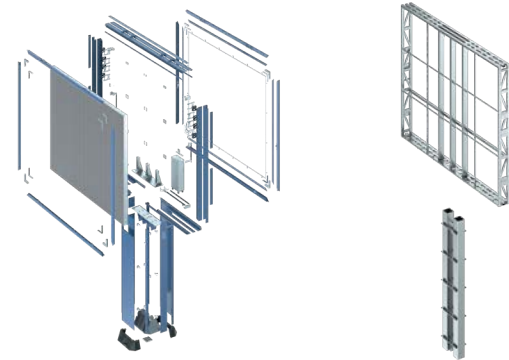
Basic kit

Includes the details on which our company specializes.

Self-purchase kit

A set of accessories, most of which can be purchased by yourself.

Delivery Plan

	Complete set	Self-assembly kit
Aluminum profile system	●	●
Lightweight and heavyweight fittings, locks	●	●
Gas springs	●	●
Rubber seals kit	●	●
LED cabinets	●	●
System unit	●	●
Ventilation system	●	●
ABS-plastic pole top cladding	●	●
Spare parts, tools and accessories	●	●
Design data sheet	●	●
Individual project	●	●
Frame metal rolling (depending on the wind load)	●	◐
Metal rolling for pole	●	◐
Smart backlighting kit	●	◐
LED backlighting kit	●	◐
Rods for tensioning system (statics)	●	◐
ABS-plastic pole lower cladding	●	◐
Electrical installation materials	●	◐
Fixing systems	●	◐

● Included   ◐ Optionally   ○ Not included

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Digital Citylights

Advertising structures
with 2 m² LED canvas under the protective glass

(Lux) (Business) (Hi-tech)

+7 3452 638030   www.di.media/**digital-citylight**

About Structures

Ready-made solutions for displaying advertising and broadcasting any video content on the street and indoors. Structures can be one-sided, two-sided or wall-mounted.

All sizes can be customized.

Placement Options

Floor
Standard type of accommodation on a pole.

Wall-mounted
Does not create obstacles in high-traffic areas.

Built-in
It can become a part of the interior and change the design.

In the bus shelter
Fits in any section.

Equipment Options

Digital Citylight sides can be equipped with different advertising media:

Statics
1 poster

Scroller
up to 6 posters
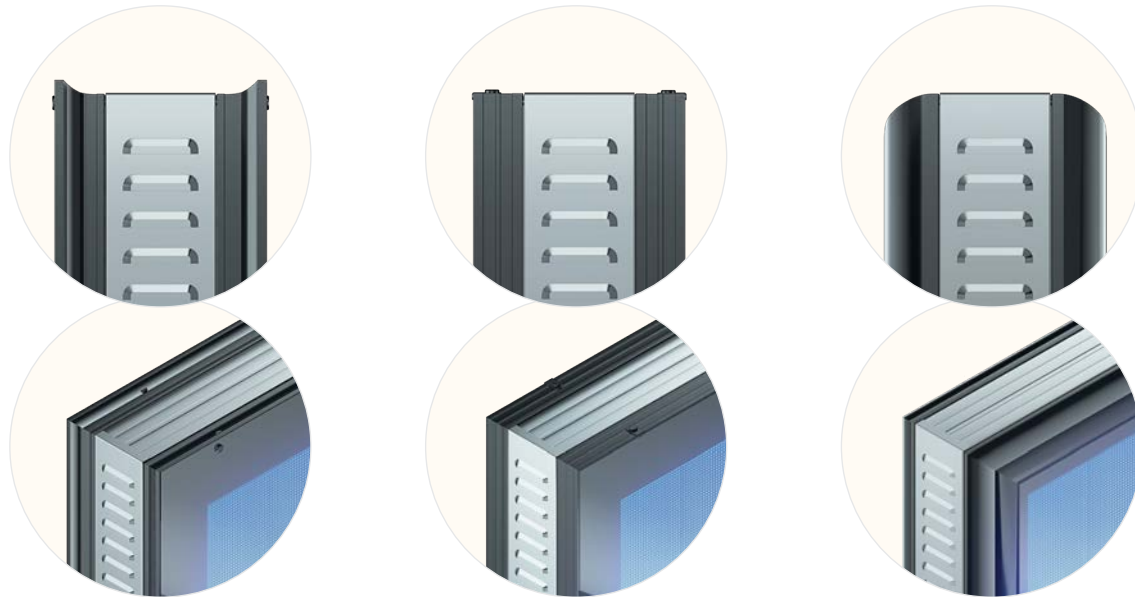
Scroller and smart backlighting
up to 6 posters

LED display

LCD display

Features

Overlay glasses
Tempered vandal-resistant glass

Ventilation
of interior space

Loopless frames

Sturdy metal support frame

High-quality aluminum profile cladding

IP54

High degree of ingress protection

Gas springs

Design Options

Three design models are available.

Lux

Business

Hi-tech

Poles

The standard height is 0.6 m,
it can be increased per request.

Underground part →

Standard Pole

Pylon Pole

Round Pole

Frame

Reinforced steel frame provides high stiffness
and can handle wind loads.

Multi-Component Profile System

Unique development of four profiles with protection
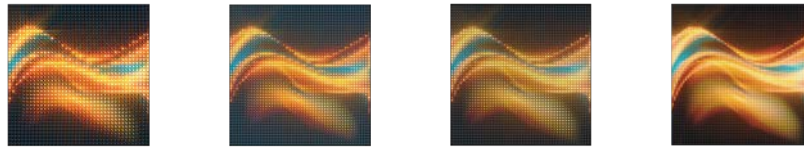against dust and moisture according to IP54 standard.

Hardened aluminum alloy 6063 (AD31)
with high corrosion resistance.

Protection
degree
IP 54

Modules Specifications

Pixel Pitch	**P6**	**P5**	**P4**	**P3.07**
	6 mm	5 mm	4 mm	3.07 mm

The distance between the pixels. The smaller step makes the image quality better.

Custom sizes are available on request.

Module type		SMD		
Module size	192 × 192 mm	320 × 160 mm	320 × 160 mm	320 × 160 mm
Module resolution	32 × 32	32 × 32	64 × 32	64 × 64
Viewing angle		H 140° V 110°		
Brightness	5,500 cd/m²	5,500 cd/m²	5,500 cd/m²	5,500 cd/m²
Optimal viewing distance	>6 m	>5 m	>3 m	>2 m
Chromaticity		1,070,000,000		
Brightness control		256 levels		
Refresh rate		1,920 Hz		
Operating temperature		From –40 to +60 °C		
Diode resource (up to 50% total brightness wear and tear)		≥100,000 hours		

In the production of LED displays, DiMedia uses high quality components:

— Macroblock MBI5124 power drivers with 1920 Hz update rate

— Delta CE power supply units DPS-300AB-76 B CE with spare capacity of 25% and ventilation sensor

— NationStar LEDs with gold conductor

— Novastar system with a remote screen management capability

Specifications

Standard Specifications

Dimensions, W × H × D	1.4 × 2 × 0.24 m
Visible image, W × H	1.2 × 1.8 m
Pole height	0.6 m
Glass	4 mm
Energy consumption	Depends on the pixel pitch

Extra Options

- 4G modem for remote control
- Multifunction card for power management
- Auto dimming with light sensor
- Lightning protection unit

2 m²

1.4 m   0.24 m

1.8 m   2 m   0.6 m

1.2 m

Ground level

Underground part →   1 m

Standard Pole   Pylon Pole   Round Pole
Lux Profile   Business Profile   Hi-tech Profile
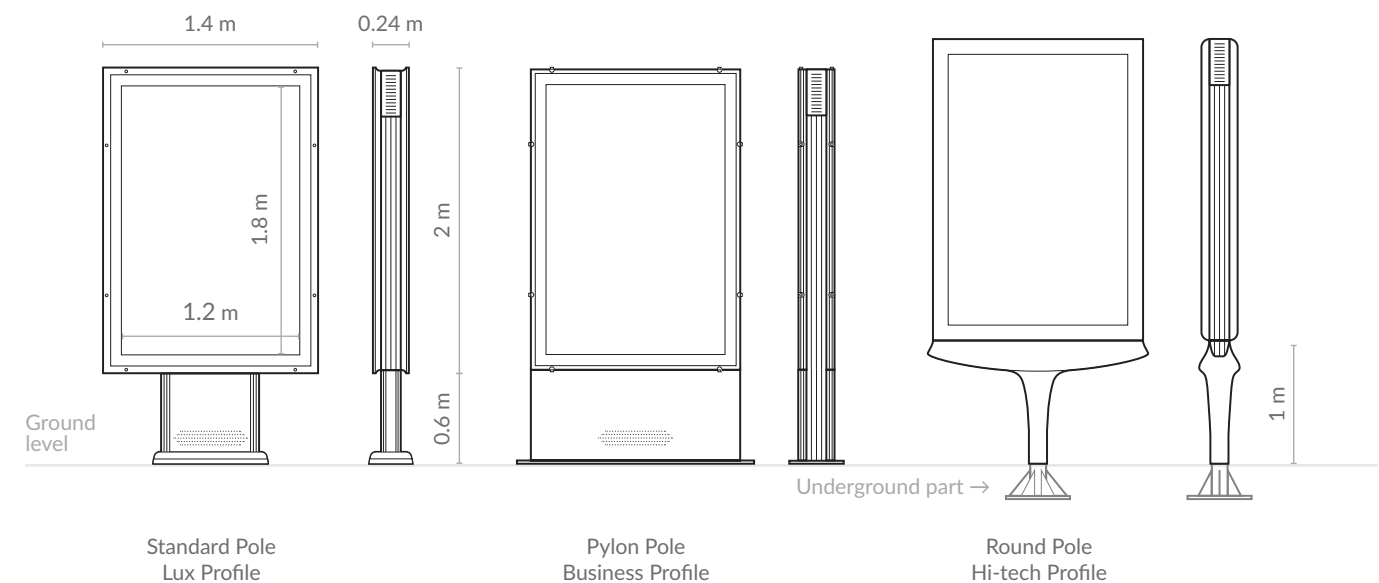
Delivery Options

The Digital Citylight can be delivered either ready-made or as a self-assembly kit.

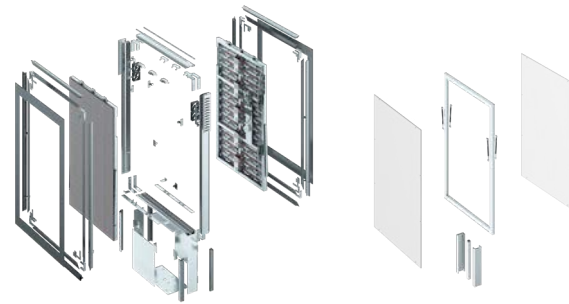## What is included in the delivery of a ready-made Digital Citylight:

— Head in a wooden purlin
— The doors in wooden purlins
— Pole in standard size 0.6 m
— Fixing elements
— Spare parts, tools and accessories
— Design Data Sheet
— Individual project

For safe transportation, a wooden crate is used, which is already included in the structure cost. Up to five Digital Citylights can be transported in one wooden crate.

Self-assembly kit ⟶ Savings of up to 40%

This is a set of components for self-assembly of a Digital Citylight. The system consists of a basic kit and a self-purchase kit.

You can order a number of components at your location, for example, a metal frame and a fixing elements, thus saving on delivery. Components such as glass can be ordered directly from your nearest factory, which will also reduce costs.

Basic kit

Includes the details on which our company specializes.

Self-purchase kit

A set of accessories, most of which can be purchased by yourself.

Delivery Plan

	Complete set	Self-assembly kit
Aluminum profile system	●	●
Lightweight and heavyweight fittings, locks	●	●
Rubber seals kit	●	●
LED canvases	●	●
Control computer	●	●
Transfer card	●	●
Ventilation system	●	●
Spare parts, tools and accessories	●	●
Design data sheet	●	●
Individual project	●	●
Tempered glass	●	●
Frame made of metal pipe 60 × 40 cm	●	◑
Metal base of a pole	●	◑
Gas springs	●	◑
Smart backlighting kit	●	◑
Scrolling system kit	●	◑
LED backlighting kit	●	◑
Rods for tensioning system (statics)	●	◑
ABS-plastic pole lower cladding	●	◑
Electrical installation materials	●	◑
Fixing systems	●	◑

● Included   ◑ Optionally

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Three-sided Digital Pylons

Three-edged structures with integrated 4 m² LED canvases

+7 3452 638030   www.di.media/**three-sided-digital-pylon**

About Structures

Equipped with three advertising surfaces measuring 4 m² (1.4 × 2.8 m). They are a ready-made solution for displaying advertising and broadcasting any video content.

Well combined with urban architecture.

Three-sided Digital Pylons can combine several types of advertising surfaces, such as video displays and scrolling systems.

All sizes can be customized.

Equipment Options

Sides of Three-sided Digital Pylon can be equipped with various advertising media:

Statics
1 poster

Scroller
up to 6 posters

Scroller
and smart backlighting
up to 6 posters

LED display

Features

High quality aluminum profile cladding

• Overlay glasses
Tempered vandal-resistant glass

• Loopless frames

• Gas springs

IP54

High degree of ingress protection

• Sturdy metal support frame
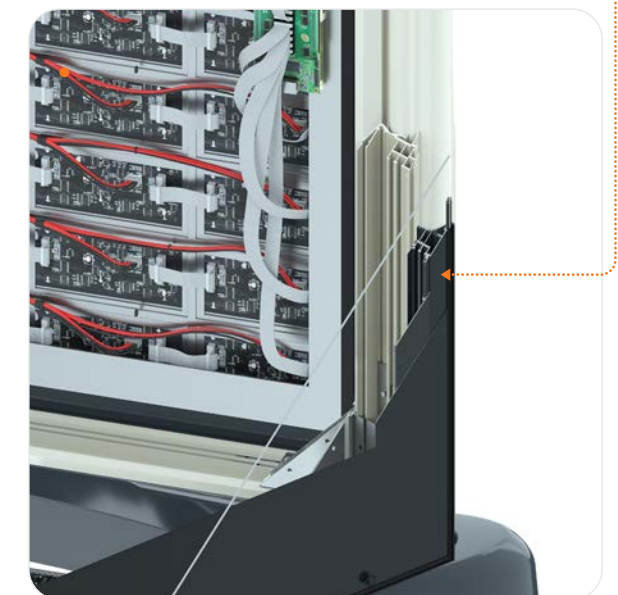
Design Options and ABS Cladding

Profile Options

Lux

Business

Hi-tech
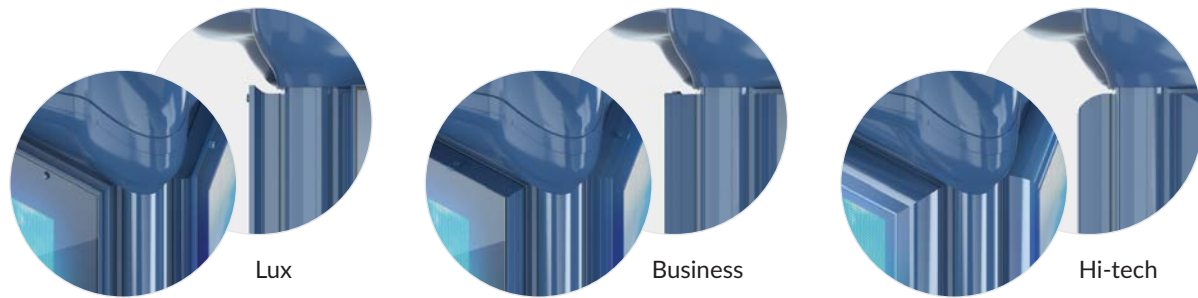
ABS cladding

Model 1

Model 1 (high)

Model 2

Model 3

Smart Three-sided Digital Pylons

An additional equipment such as a Wi-Fi access point or audio system can be installed. This solution is suitable for public parks, boulevards or embankments. A Three-Sided Digital Pylon can be used as street book exchanges, flyer shelves or a showcase with creative 3D advertising.

You can set up a Wi-Fi access point

You can add a loudspeaker system

Frame

The stable steel frame provides high stiffness. It meets high wind loads and maintains the exact position of the scrolling system shafts.
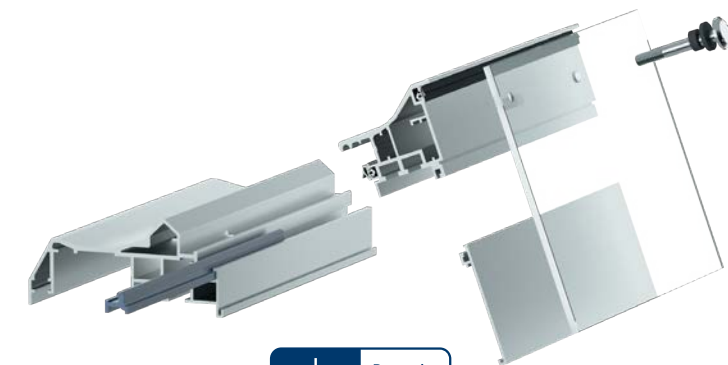
The frame is collapsible and consists of separate elements that allows to reduce expenses at purchase of the self-assembly kit.

Multi-Component Profile System

Unique development of four profiles with protection against dust and moisture according to IP54 standard.
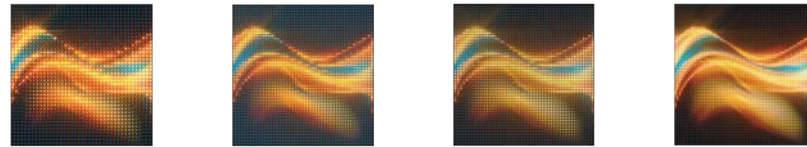
Hardened aluminum alloy 6063 (AD31) with high corrosion resistance.

Protection degree
IP 54

Modules Specifications

Pixel Pitch	**P6**	**P5**	**P4**	**P3.07**
	6 mm	5 mm	4 mm	3.07 mm

The distance between the pixels. The smaller step makes the image quality better.
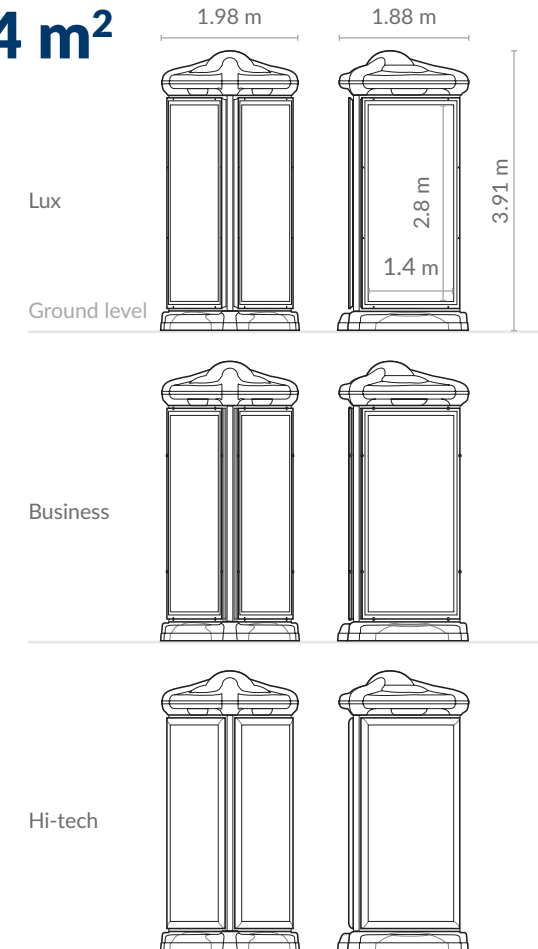
Custom sizes are available on request.

Module type		SMD		
Module size	192 × 192 mm	320 × 160 mm	320 × 160	320 × 160
Module resolution	32 × 32	32 × 32	64 × 32	64 × 64
Viewing angle		H 140° V 110°		
Brightness	5,500 cd/m²	5,500 cd/m²	5,500 cd/m²	5,500 cd/m²
Optimal viewing distance	>6 m	>5 m	>3 m	>2 m
Chromaticity		1,070,000,000		
Brightness control		256 levels		
Refresh rate		1,920 Hz		
Operating temperature		From −40 to +60 °C		
Diode resource (up to 50% total brightness wear and tear)		≥100,000 hours		

In the production of LED displays, DiMedia uses high quality components:

— Macroblock MBI5124 power drivers with 1920 Hz update rate

— Delta CE power supply units DPS-300AB-76 B CE with spare capacity of 25% and ventilation sensor

— NationStar LEDs with gold conductor

— Novastar system with a remote screen management capability

Specifications

4 m²

1.98 m	1.88 m
Lux	2.8 m
Ground level	1.4 m
Business	3.91 m
Hi-tech	

Standard Specifications

Maximum number of advertising media	1+6+6 *
Power supply voltage	220 V, 50 Hz
Power consumption	Depends on the LED canvases number and their pixel pitch
Brightness	5,500–7,500 cd/m²
Front side of the construction	Tempered glass 4 mm
Operating temperature	From −40 to +60 °C
Protection grade	IP54
Construction dimensions, W × H × D	1,980 × 3,910 × 1,880 mm
Visible image size, W × H	1,400 × 2,800 mm
Glass size	1,592 × 2,992 mm
Total construction weight	From 800 kg
Standard pole height	270 mm

* LED + statics/scroller/LED + statics/scroller/LED

Delivery Options

Three-sided Digital Pylon can be delivered
either ready-made or as
a self-assembly kit.

## What is included in the delivery of a ready-made Three-sided Digital Pylon:

— Doors in a wooden crate
— Metal frame in the wooden crate
— Fixing elements
— Decorative cladding of ABS-plastic
— Design Data Sheet
— Individual project

For safe transportation, a wooden crate is used, which
is already included in the structure cost. It is possible to
transport up to six sashes in one crate. There is a separate
crate for each frame.

Self-assembly kit ⟶ **Savings of up to 40%**

This is a set of components for self-assembly of
a Three-sided Digital Pylon. The system consists of a basic kit
and a self-purchase kit.

You can order a number of components at your location, for
example, a metal frame and a pole, thus saving on delivery.
Components such as glass can be ordered directly from your
nearest factory, which will also reduce costs.
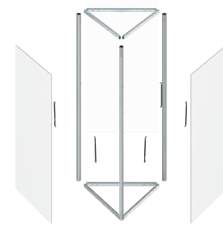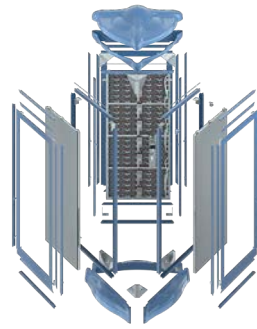
Basic kit

Includes the details on which
our company specializes.

Self-purchase kit

A set of accessories, most of
which can be purchased by
yourself.

Delivery Plan

	Complete set	Self-assembly kit
Aluminum profile system	●	●
Lightweight and heavyweight fittings, locks	●	●
Decorative ABS-plastic cladding	●	●
Rubber seals kit	●	●
LED canvases	●	●
Control computer	●	●
Transfer card	●	●
Ventilation system	●	●
Spare parts, tools and accessories	●	●
Design data sheet	●	●
Individual project	●	●
Tempered glass	●	◑
Frame made of metal pipes 60 × 40 cm and 89 mm diameter round pipes	●	◑
Gas springs	●	◑
Smart backlighting kit	●	◑
Scrolling system kit	●	◑
LED backlighting kit	●	◑
Rods for tensioning system (statics)	●	◑
Electrical installation materials	●	◑
Fixing systems	●	◑

● Included   ◑ Optionally

DIMEDIA Outdoor Designs for Professionals

Digital Pylons

Advertising structures
ith 4 m² LED canvas under protective glass

+7 3452 638030   www.di.media

About Structures

Ready-made solutions for displaying advertising and broadcasting any video content in the street and indoors.

The structures can be one-sided and two-sided.

All sizes can be customized.

Equipment Options

Sides of Pylons can be equipped with various advertising media:

Statics
1 poster

Scroller
up to 6 posters

Scroller
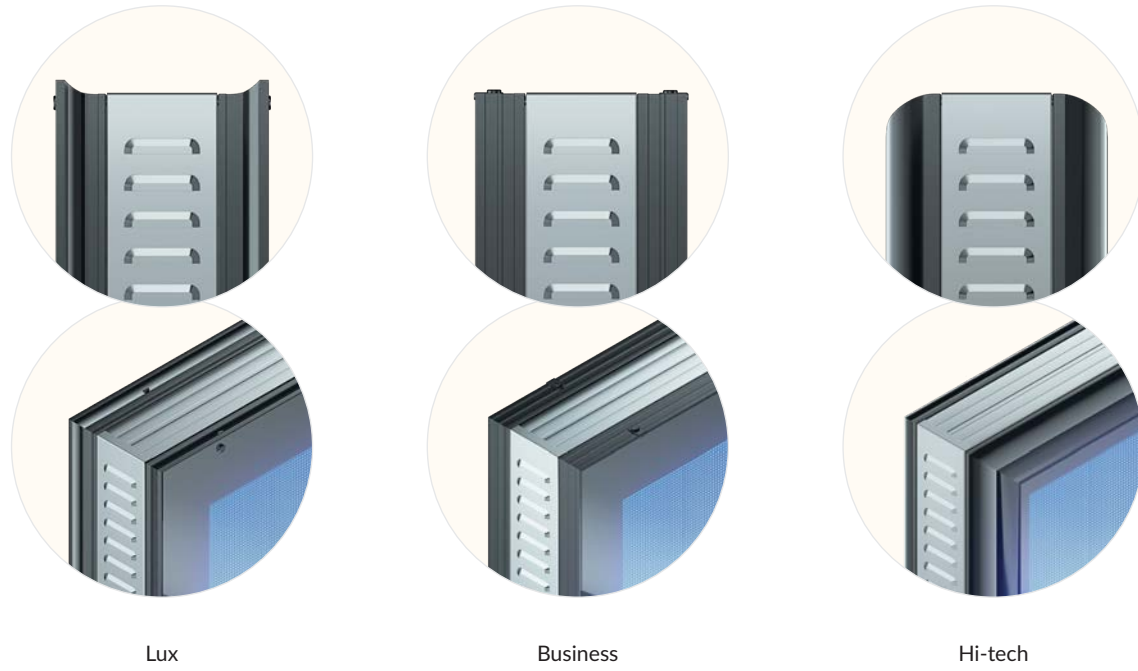and smart backlighting
up to 6 posters

LED display

Features

Overlay glasses
Tempered
vandal-resistant glass

Ventilation
of interior space

Loopless frames

**Sturdy metal
support frame**

**High-quality
aluminum profile
cladding**

IP54

**High degree of
ingress protection**

Gas springs

Design Options

Three profile design-models are available.

Lux   Business   Hi-tech

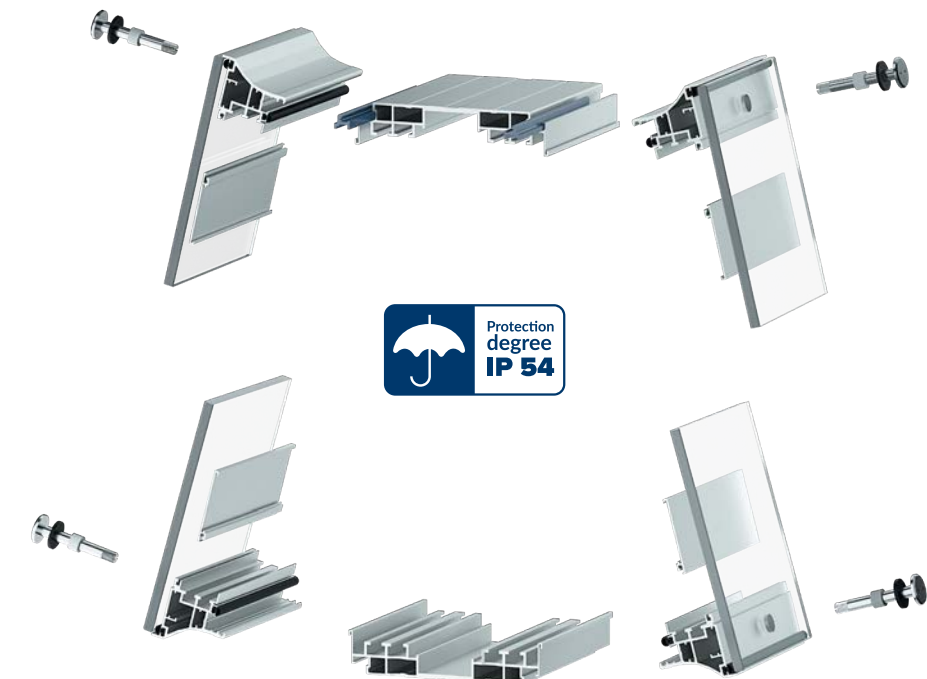Lux   Business   Hi-tech

Frame

The stable steel frame provides high stiffness
and copes with high wind loads.

Multi-Component Profile System

Unique development of four profiles with protection
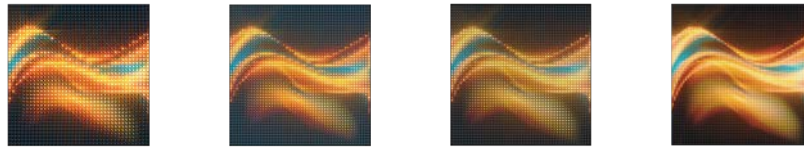against dust and moisture according to IP54 standard.

Hardened aluminum alloy 6063 (AD31)
with high corrosion resistance.

Protection
degree
IP 54

Modules Specifications

Pixel Pitch	**P6**	**P5**	**P4**	**P3.07**
	6 mm	5 mm	4 mm	3.07 mm

The distance between the pixels. The smaller step makes the image quality better.

Custom sizes are available on request.

Module type	SMD			
Module size	192 × 192 mm	320 × 160 mm	320 × 160	320 × 160
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Viewing angle	H 140° V 110°			
Brightness	5,500 cd/m²	5,500 cd/m²	5,500 cd/m²	5,500 cd/m²
Optimal viewing distance	>6 m	>5 m	>3 m	>2 m
Chromaticity	1,070,000,000			
Brightness control	256 levels			
Refresh rate	1,920 Hz			
Operating temperature	From −40 to +60 °C			
Diode resource (up to 50% total brightness wear and tear)	≥100,000 hours			

In the production of LED displays, DiMedia uses high quality components:

— Macroblock MBI5124 power drivers with 1920 Hz update rate

— Delta CE power supply units DPS-300AB-76 B CE with spare capacity of 25% and ventilation sensor

— NationStar LEDs with gold conductor

— Novastar system with a remote screen management capability

Specifications

Standard Specifications

Dimensions, W × H × D	1.6 × 3.6 × 0.24 m
Visible image, W × H	1.4 × 2.8 m
Pole height	0.6 m
Glass	4 mm
Power consumption	Depends on the pixel pitch

Extra Options

- 4G modem for remote control
- Multifunction card for power management
- Auto dimming with light sensor
- Lightning protection unit

4 m²

1.6 m

2.8 m

1.4 m

3 m

0.6 m

Ground level

Lux   Business   Hi-tech
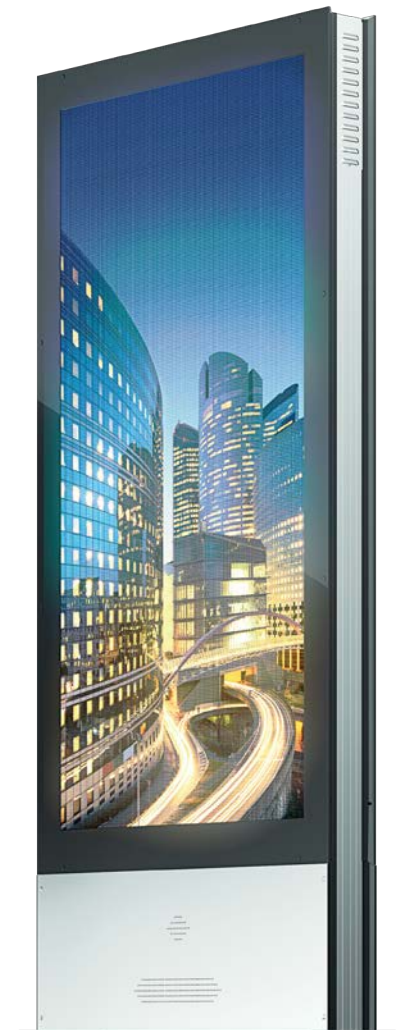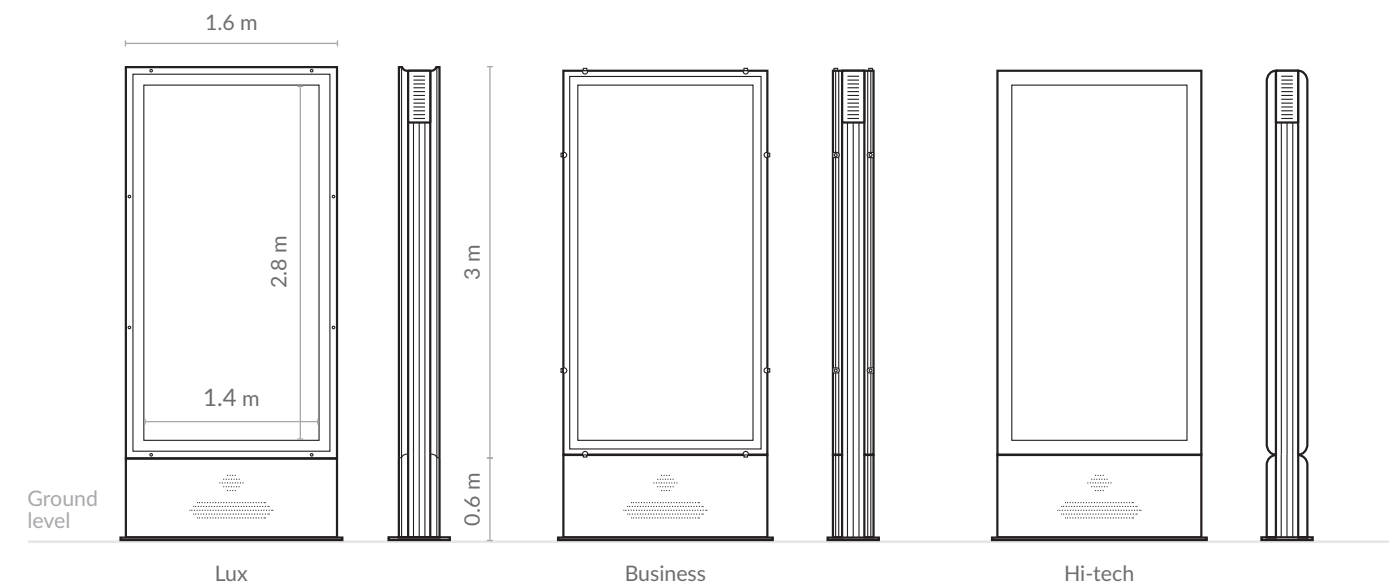
Delivery Options

The Digital Pylon can be delivered either ready-made or as a self-assembly kit.

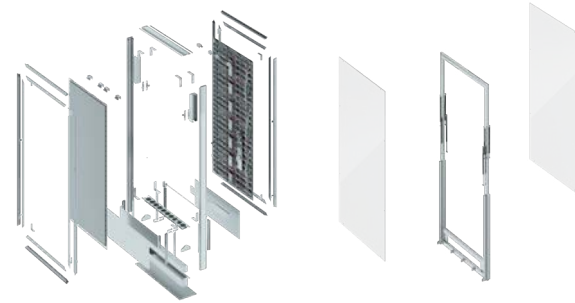## What is included in the delivery of a ready-made Digital Pylon:

— Structure in a wooden crate
— Doors in a wooden crate
— Spare parts, tools and accessories
— Design Data Sheet
— Individual project

For safe transportation, a wooden crate is used, which is already included in the Digital Pylon cost. Only one structure can be transported in one crate.

Self-assembly kit ⟶ **Savings of up to 40%**

This is a set of components for self-assembly of a Digital Pylon. The system consists of a basic kit and a self-purchase kit.

You can order a number of components at your location, for example, a metal frame and a pole, thus saving on delivery. Components such as glass can be ordered directly from your nearest factory, which will also reduce costs.

Basic kit

Includes the details on which our company specializes.

Self-purchase kit

A set of accessories, most of which can be purchased by yourself.

Delivery Plan

	Complete set	Self-assembly kit
Aluminum profile system	●	●
Lightweight and heavyweight fittings, locks	●	●
Rubber seals kit	●	●
LED canvases	●	●
Control computer	●	●
Transfer card	●	●
Ventilation system	●	●
Spare parts, tools and accessories	●	●
Design data sheet	●	●
Individual project	●	●
Tempered glass	●	◖
Gas springs	●	◖
Smart backlighting kit	●	◖
Scrolling system kit	●	◖
LED backlighting kit	●	◖
Electrical installation materials	●	◖
Fixing systems	●	◖

● Included   ◖ Optionally

Media Facades

Large-area LED video displays mounted on a building facade. Such media fit into the image of a modern city and are designed to expand the range of advertising.

Advantages

— Light transmission (transparency) between 20 and 80%, depending on pixel pitch
— Pixel pitch width from P15 to P150
— Lifespan up to 100,000 hours
— Low power consumption
— Fire safety
— Front and rear maintenance is available

Structural Features

— Degree of dust and moisture protection — IP65
— Special fixing system for minimum building loads and damages
— Durable vandal-resistant plastic
— Thickness of cabinet from 50 mm
— The presence of its own frame does not require additional structures on the facade
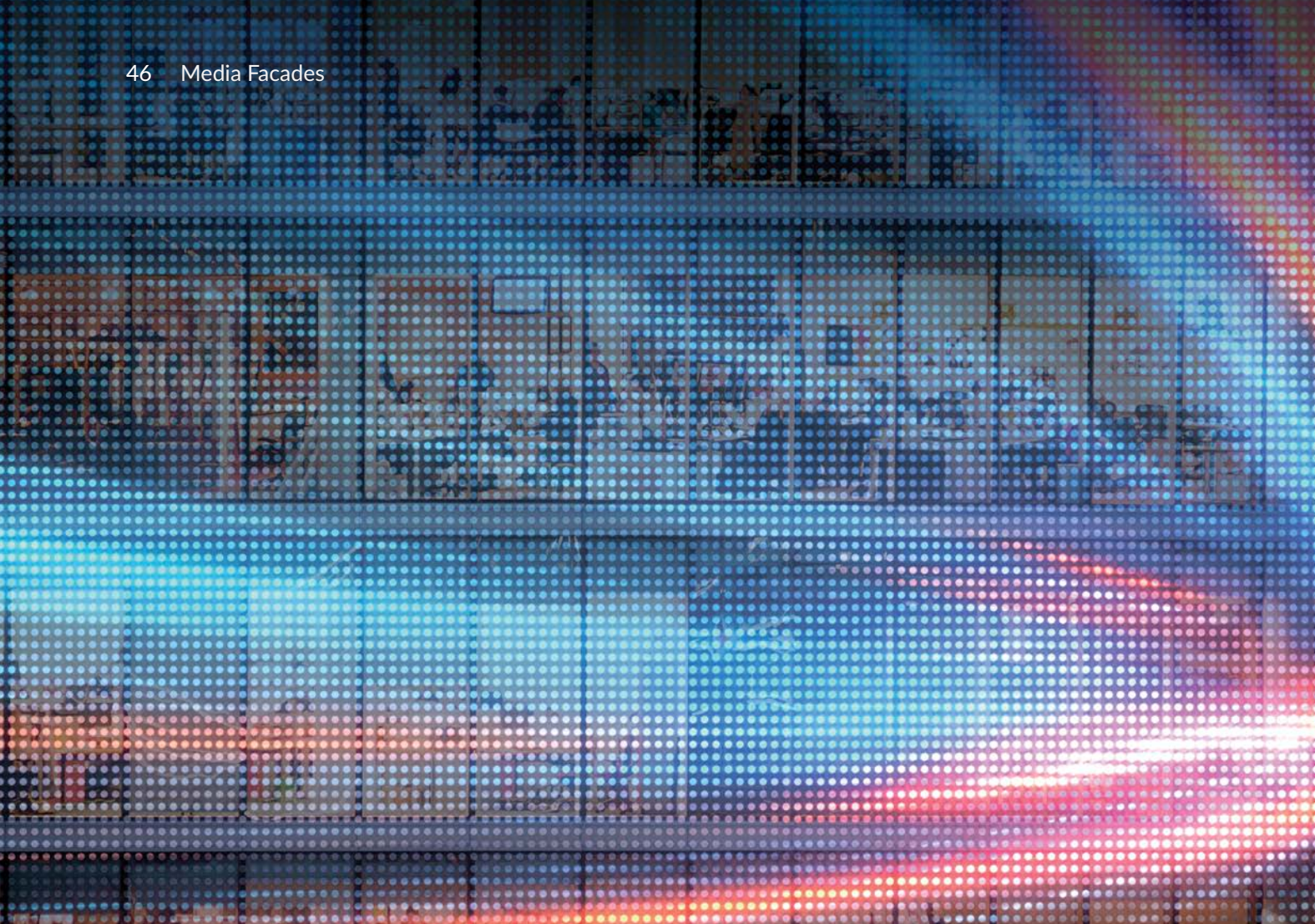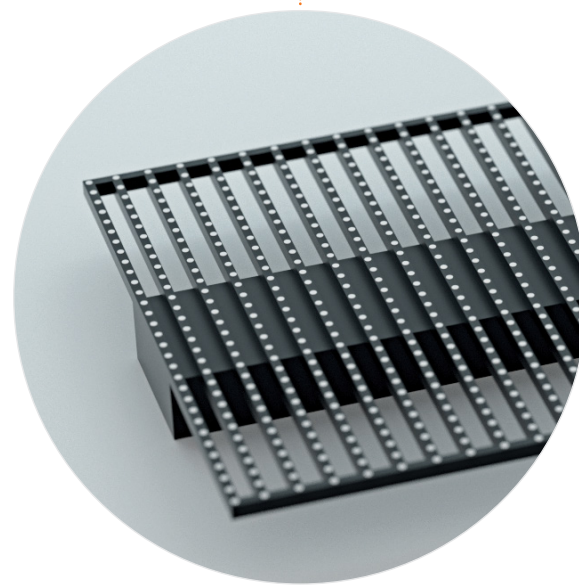
Logistics

We deliver with our own trucks or with the help of transport companies.

If necessary, we deliver by rail in containers. To the countries far abroad delivery is carried out by sea ways, also in containers.

Full safety during shipping is ensured by optimal stacking and secure fastening of the product.

Picture Quality

— Large screen area
— Over 16 million colors
— Brightness up to 12 000 cd/m^2, which allows it to be used both night and day

Types of Media Facades

A distinction is made between two main types of media facades: flexible and hard. Application of this or that type of facades depends on the tasks and architecture of the building.

Light transmitting media facade cabinet

Savings of **up to 30%**

Our special delivery method is Self-assembly kit allows you to save up to 30% of the cost of products by significantly reducing the cost of transporting components to the place of installation.

Finished structures

Up to 80% high capacity with Self-assembly kit

> 600
delivery directions

7 days
minimum delivery time

> 200,000 km
our fleet of cars passes through every year

DIMEDIA   Outdoor Designs for Professionals   +7 3452 638030   www.di.media

Our company

"DiMedia" was founded in 2004. The main direction of our work is the design and production of ready-made solutions for urban infrastructure.

DiMedia is one of the leading manufacturers of advertising structures in the domestic CIS market.

In 2018, the company entered the international market and continues to consolidate its position.

Security

Our customers share with us their experience of urban infrastructure products exploitation in various climate conditions. We help them to find solutions.

Our production works in double shifts and ensures stability of delivery times. Each design component is subjected to strict quality control.

Quality

When manufacturing our products we take into account the conditions of the operating sites. Our profile systems are developed according to IP standards with protection against dust and moisture. We use only hard aluminium alloy 6063 (AD31) with high corrosion resistance.

We pay particular attention to the security of electronic components. We provide natural and active ventilation to prevent condensation and equipment overheating.

Our products are painted in our own paint-spraying booth. We use a polymer-powder coating method.

Confidence in future

Profile systems and supporting structures are checked with calculations of nodal loads. This is described in the standard projects that are provided for each product.

All mechanical and electronic systems go through load testing. We choose the perfect parameters to ensure durability.

The software is developed by teams of experts. We are currently working on cloud computing technologies for remote control and monitoring of our advertising structures.

25

types of products
and over 200 models
and modifications

> 12,000

of structures produced
since 2004

65,000 m^2

of metal and glass are used
in our designs every year

7

Our designs are installed
in 7 countries around the world

> 600

delivery destinations —
from Western Europe to the Far East

> 3,000

our designs have been assembled by
our clients themselves
on our clear instructions

> 200,000 km

our fleet of cars passes
through every year

7 days

minimum delivery time

1 year

minimum warranty
on all designs
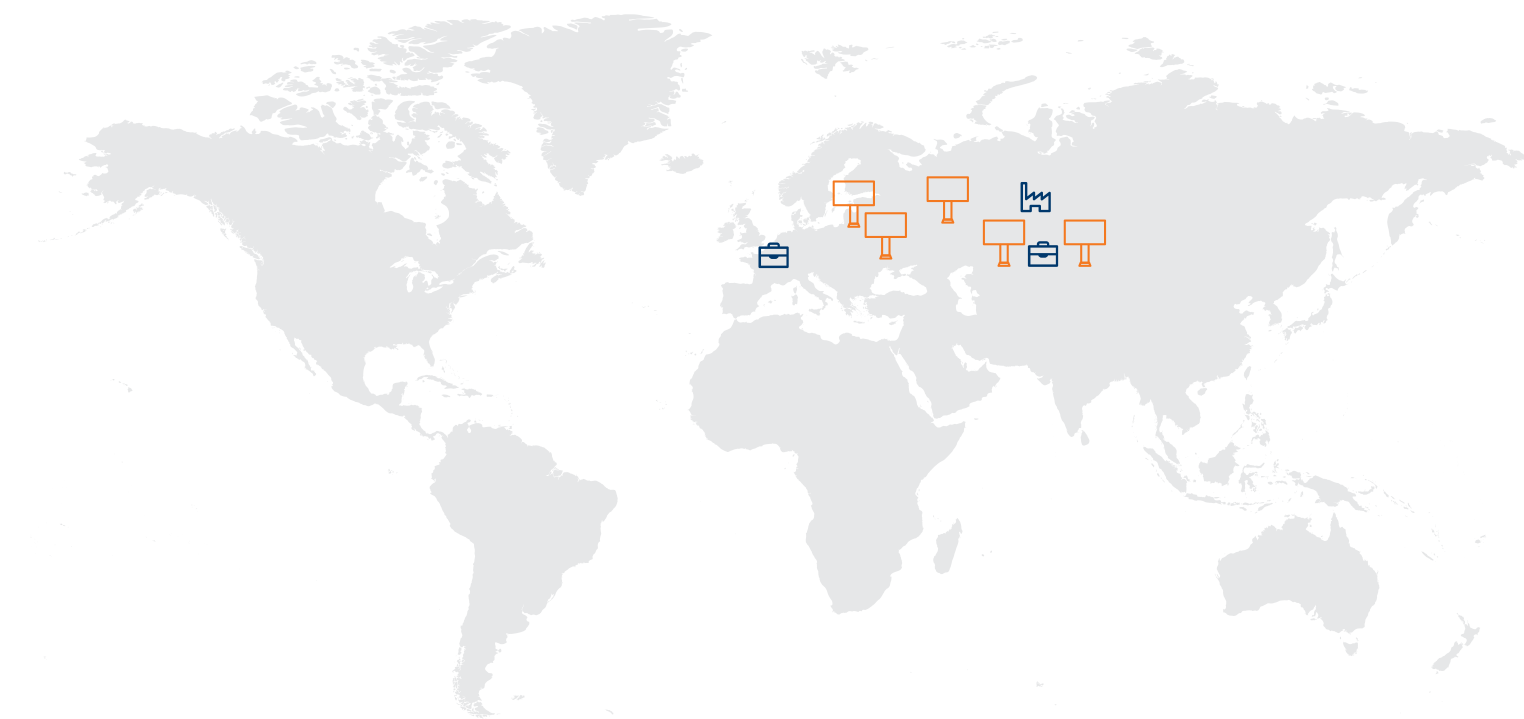
Delivery

We deliver our products with our own trucks or transport companies. If necessary, transport in containers by rail. To far abroad countries we ship by sea routes in containers.

Complete safety during transportation is ensured by optimal stowage and secure fixing.

Our special way of delivery "Self-assembly kit" allows you to save up to 30% of the cost of transportation due to the reduction of volume necessary for transportation.

Geography

Our products are installed in more than 400 settlements in 7 countries. Our main goal is further strengthening of our position in the international market of advertising and social infrastructure.

In 2018, we opened a representative office in France that provides sales and a full range of warranty and post-warranty services in Europe.

Since 2019 we have participated actively in the largest international exhibitions in Europe, where we have demonstrated both the flagship models and the latest developments. In the same year the international version of our site was launched.

Design

Aluminium profile systems, load-bearing structures and exterior elements, which give each model a unique image, are the designs of "DiMedia" engineers.

Collaborations with different design studios and an attentive attitude towards project development became important components of the company's success.

Warranty Service

"DiMedia" offers its clients warranty and post-warranty service.

All products are accompanied by clear documentation, including foundation preparation and installation details.

Engineering documentation is supplemented by individual requirements having consideration for construction sites.

It is possible to send specialists for personnel training, monitoring installation and maintenance.

History

For 17 years we have been accumulating experience in designing advertising structures and objects of the urban environment. We patented our developments, improved our production and delivery. We entered the nearest foreign markets and were fixed on them. We've been accommodating at local and international expositions.

2004

Opening of production, development of the first advertising structures. Sale of the first batch of billboards. The company's website was opened.

2005

Start of production of all-metal stopping pavilions. Preparation of new advertising structures. Opening of the engineering department.
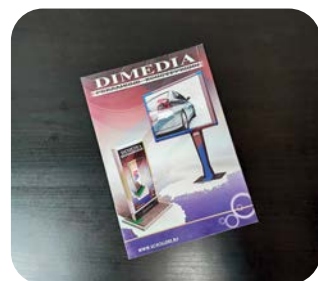
2006

The production of roller displays based on the digital roller system with mechanical endstops has started.

2008

The first exposition of the company at the international exhibition "Advertising-2008". Scroller's presentation with automatic electric lifts. New DSS (digital scrolling system) roller system and products based on it.

2009

Production of dynamic Three-sided Pylons has been launched. For the first time ever, design systems were put on sale, allowing the customer to assemble and install the structures independently on an easy and clear instruction.

2010

We launched a product line of new design — High-tech. Advertising benches and Bus Shelters with a lightbox advertisement without glass were designed.
Full transition to LED lighting and the company's entry into the LED screen segment.

2011

New designs "Screenboard", on the one hand — LED screen, on the other — roller display up to eight posters

2013

A subsidiary metal processing and steel structure production center was opened. Presentation of stopping pavilions with Digital Citylights.

2012

The first annual catalogue of products is published. In the future, these catalogues will be sent to customers at each delivery. The production area has been increased. A new type of product profile has been developed — IPhone`s Design, which later transforms into a line of products "Lux". A number of new video structures are presented, including Digital Billboards with frontal service, Three-sided Digital Pylons and a Digital Citylights.
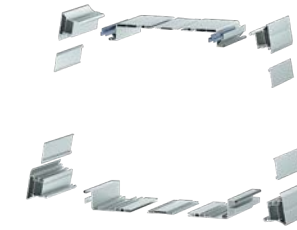
2014

The company turns 10 years old. A new aluminum profile system is being launched. Overlaying glass is a new approach to glazing large advertising structures.

2015

A new series of advertising structures "Lux" is presented, the distinguishing feature of which are overhead glasses, as well as a combination of modern style and classics. The modular advertising and information index are developed.
Transition to sensorless scrolling system.

2016

Presentation of the fully sensorless roller system of the SSS (smart scrolling system) series. The system of remote monitoring of advertising structures and the option to control the roller system from your smartphone via Bluetooth are presented.

2017

Presentation of dynamic backlighting for SSS (smart scrolling system) roller systems.

2018 (III quarter)

Representative office has been opened in France.

2019 (I quarter)

Participation in the international exhibition in Amsterdam ISE 2019. Production of outdoor LCD solutions with increased brightness from 3000 cd was launched.

2020

Presentation of our smart bus shelter with separate standing pylon on "Infotech" forum in cooperation with the largest digital operator of Russia "Rostelecom". The new bus shelter unites the development of two companies in the area of "Safe city" and "Comfortable environment".

2018 (II quarter)

Development of GSM modules are completed for remote control and monitoring of roller systems.

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