

*inspur*



# INSPUR SMART LIGHT POLE SCREEN

# Product Characteristics

## Ultra-Thin Cabinet



3cm+9cm thickness design, ultra-light and ultra-thin

## High Strength Hinge

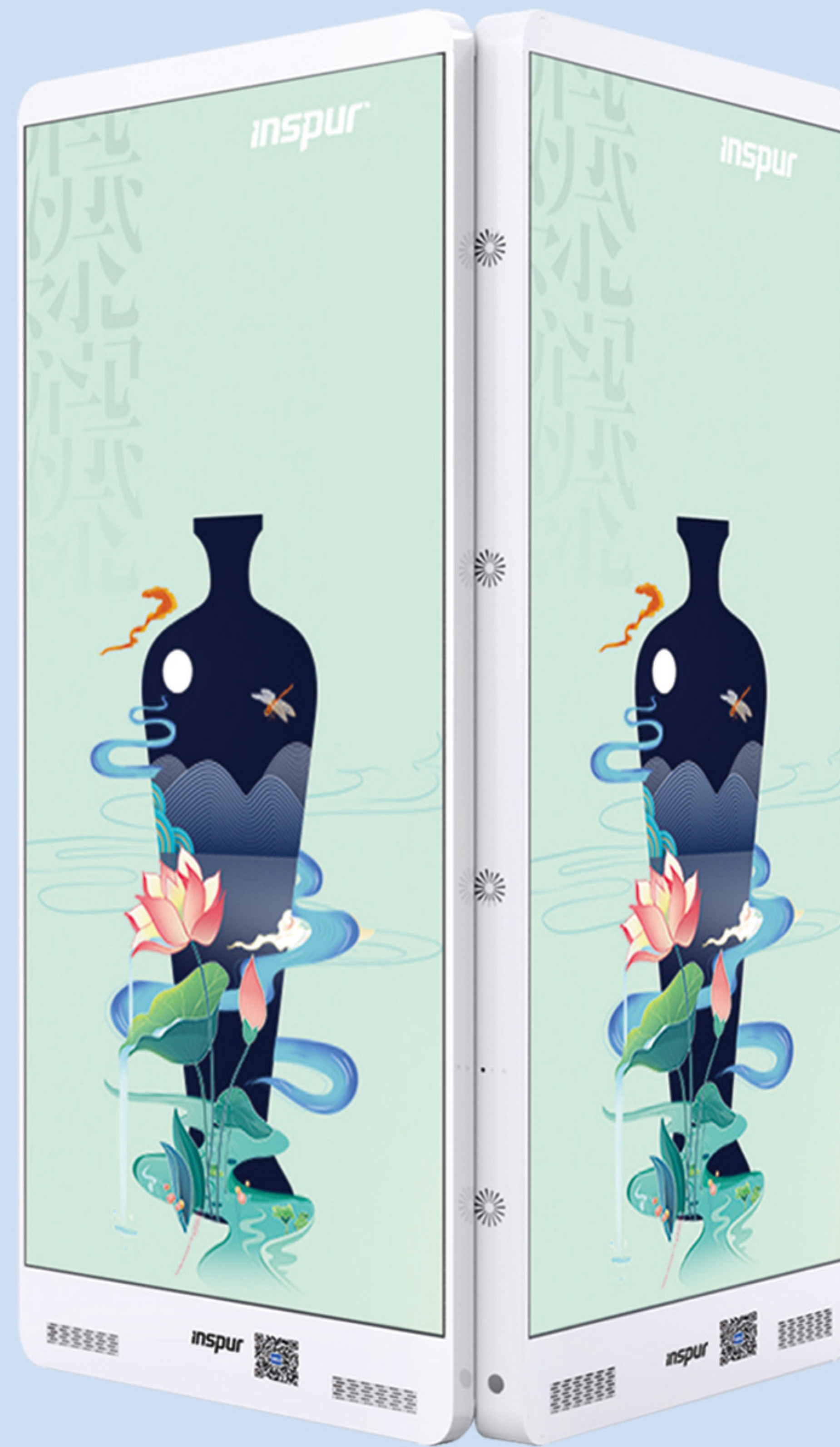


Stronger load bearing ensures smooth and stable opening and closing of the screen body

## Antenna



5G/4G+WiFi function, support remote control



## Light Sensing Probe

High sensitivity, can automatically adjust the screen brightness according to the external environment



## Intelligent Heat Dissipation

Heat convection design is adopted, and the side fan of the cabinet is ventilated and dissipated



## Waterproof Speaker

Built-in hi-fi speaker, outdoor excellent audio-visual experience

# Broadcast Content



## 01 MUNICIPAL PUBLICITY



## 02 PUBLIC WELFARE COMMUNICATION



## 03 ADVERTISING



## 04 BUS INFORMATION



## 05 ROAD GUIDE



## 06 WEATHER FORECAST



# Application Scenario



Central Square



Commercial District



Park Avenue



Municipal Traffic

# Protection Capability

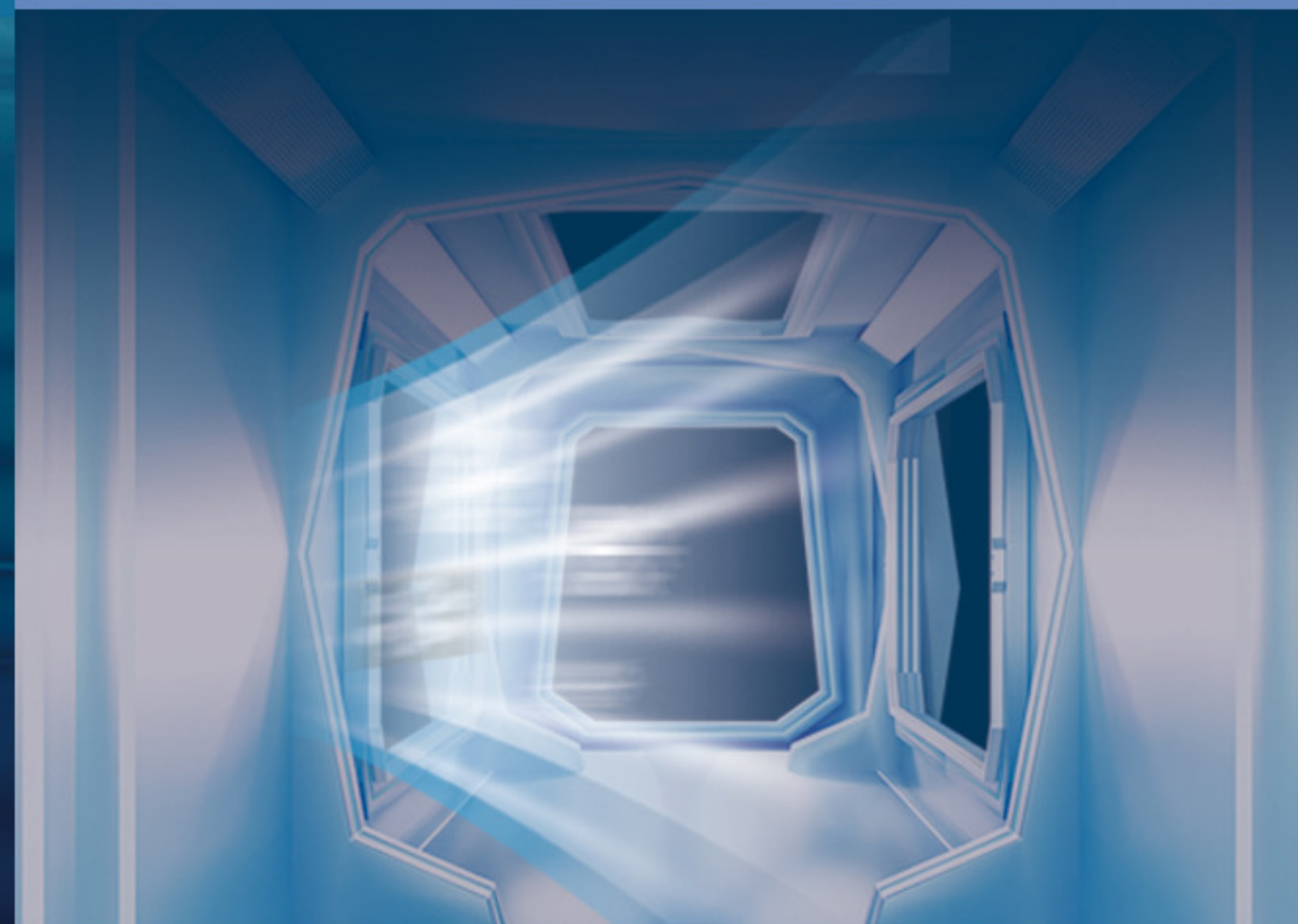
## IP65 Protection

The IP65-level protection design can effectively prevent the erosion and damage of the external environment such as rain and dust on the inside of the product



## Automatic temperature control

When the temperature inside the container exceeds the preset threshold, the fan automatically starts to cool down



## Seismic Design

The seismic design can effectively resist the vibration and shock of the external environment such as wind and earthquake to ensure the long-term stable operation of the product



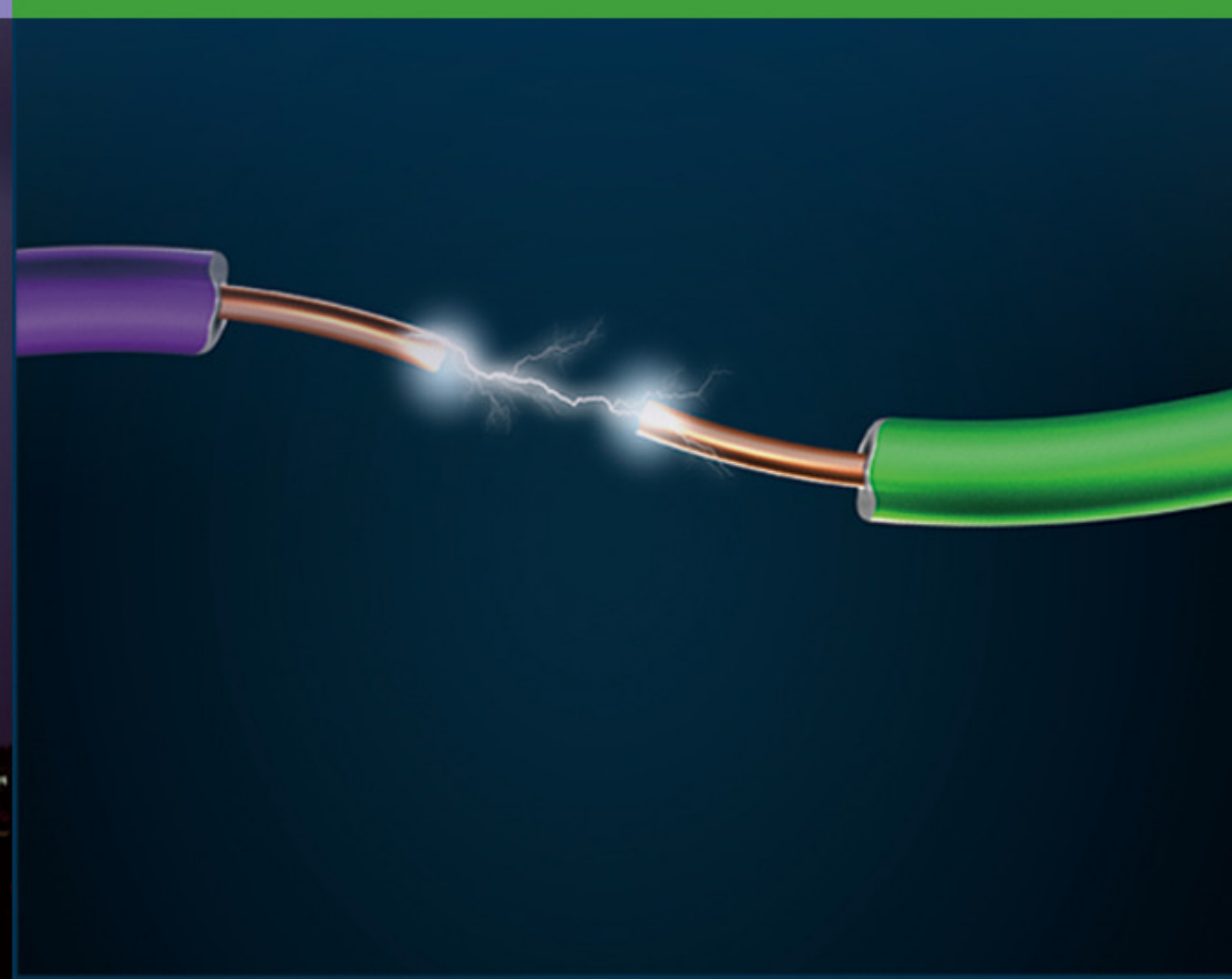
## Lightning Protection

Light pole screen built-in lightning protection device, can effectively avoid lightning on the product and damage to ensure the stability and reliability of the product



## Leakage Protection

High precision leakage detection and fast action protection ensure the reliability of leakage protection

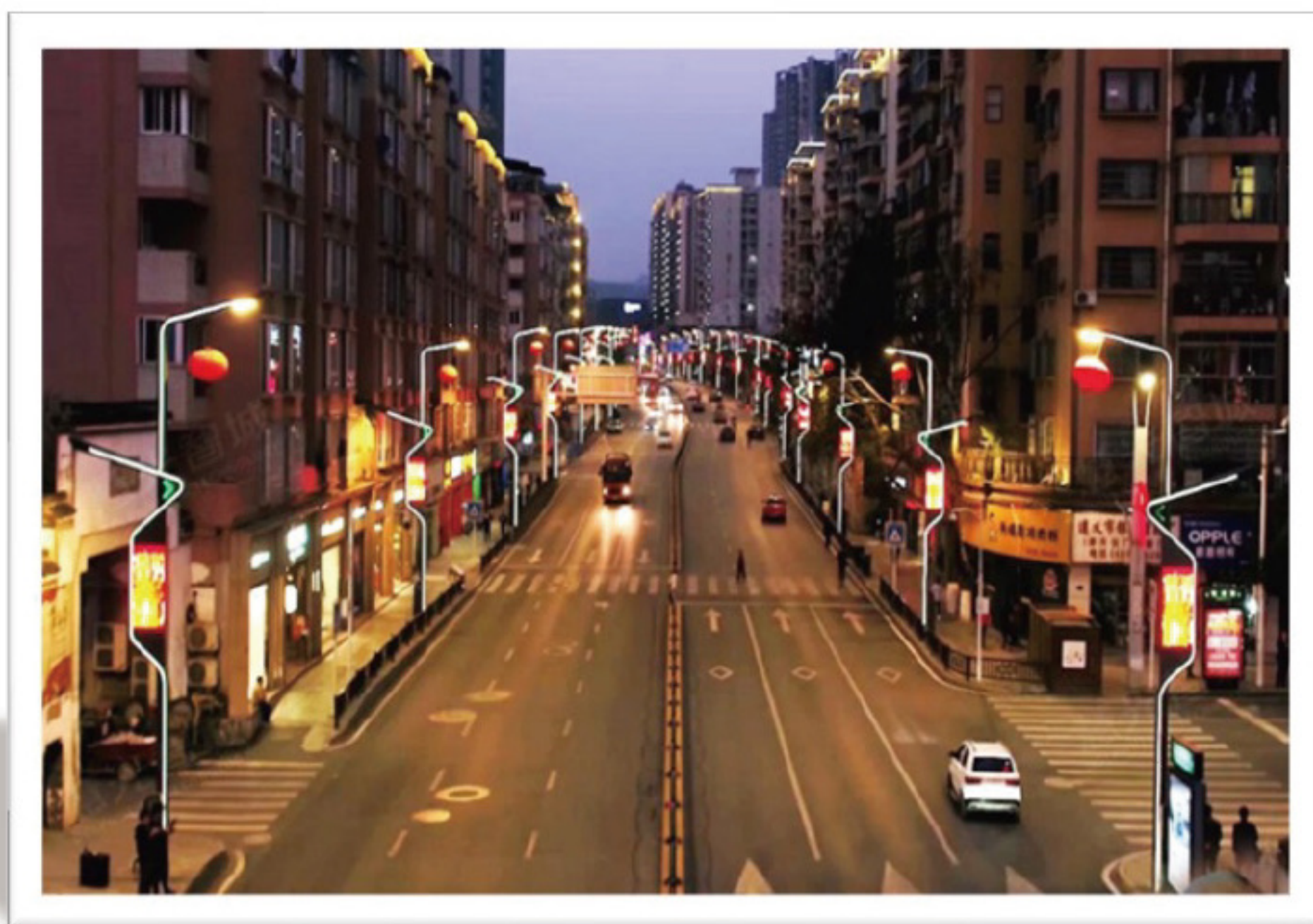


## Anti-Theft Design

Light pole screen built-in anti-theft device, can effectively prevent product theft and damage to improve product safety and reliability



• COMMERCIAL VALUE •



1 HIGH RETURN ON INVESTMENT

The average daily exposure of the light pole screen is more than 5000 times, which is more than 10 times higher than the exposure of traditional outdoor advertising

2 GOOD ADVERTISING EFFECT

It can be accurately delivered according to different time periods, locations and target groups to improve the effect of advertising

3 DIVERSIFIED MARKETING

In addition to advertising, the light pole screen also supports the display of information, public welfare publicity and other content

• INFORMATION RELEASE •

Public Safety Information

> Urban Safety Warning

High-density security warnings to enhance the city's intelligent service capabilities

> Dangerous Weather Warning

Timely dangerous weather warnings will be issued to reduce the damage caused by natural disasters

> Emergency Broadcast

Connect to the urban emergency platform to support urban emergency services

> Government Notice

Auxiliary policy issuance and notification announcements, improve the smooth means of government orders

Traffic Guide

> Traffic Congestion

Real-time traffic report, ease road congestion

> Transfer Prompt

Transfer tips, convenient travel

> Convenient Parking

Parking guidance, easy parking

> Public Transport Line

High-density security warnings to enhance the city's intelligent service capabilities

• ADVERTISING •

> Advertising Content

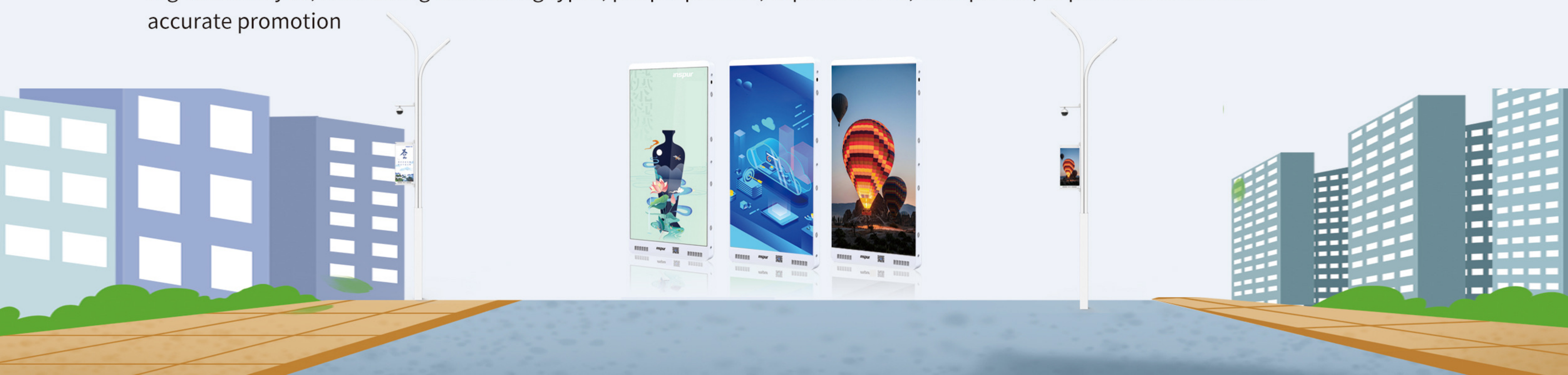
Brand promotion, product promotion, government public welfare publicity content, through text, pictures, animation, video and other forms of broadcast

> Advertising

Accurate analysis of traffic flow, logistics, people flow information to improve advertising exposure

> Data Statistics

Big data analysis, monitoring advertising types, people portrait, exposure time, time period, to promote advertisers accurate promotion

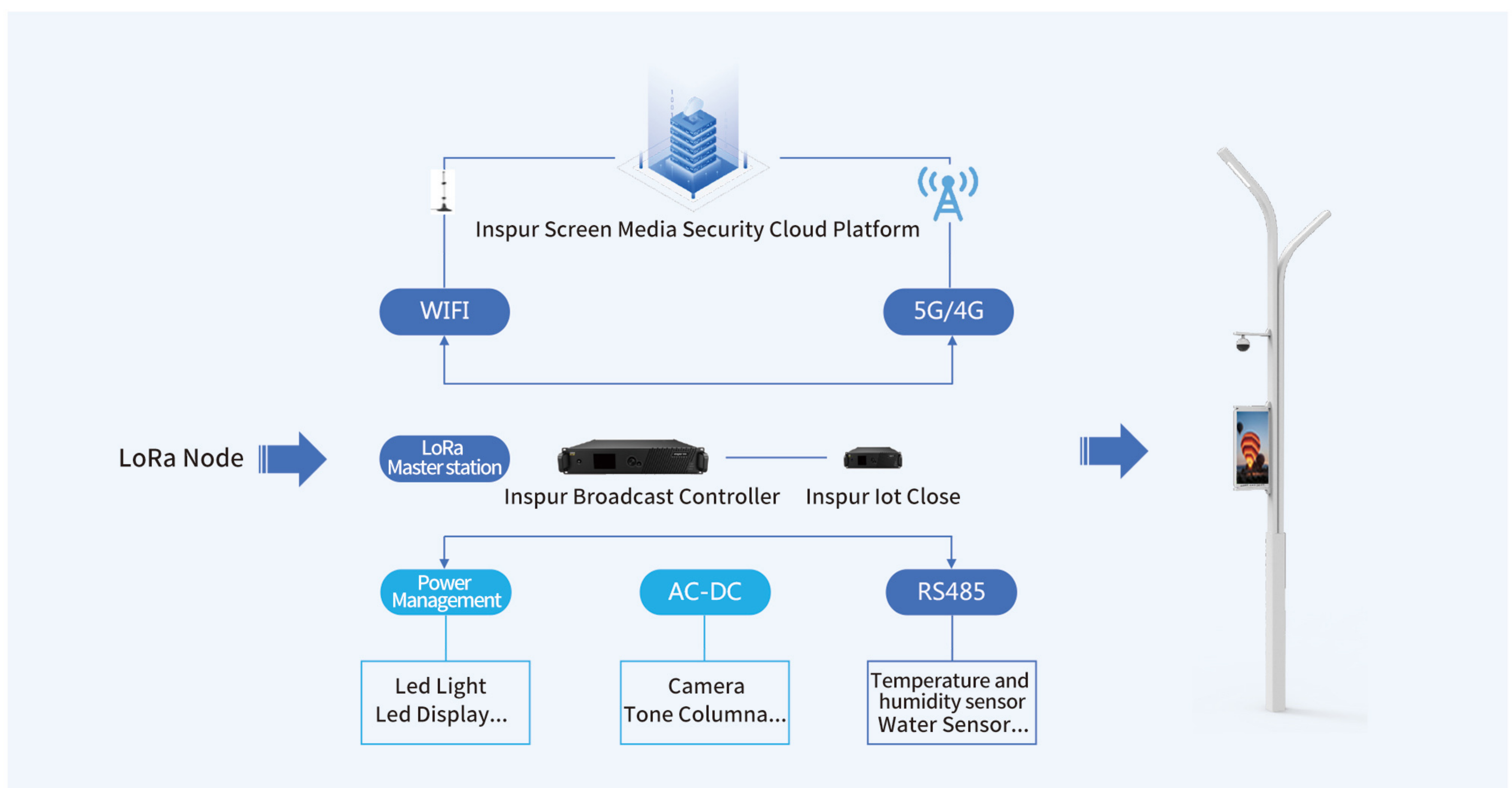


• OUTDOOR HD DISPLAY •

Inspur Yuncong series smart light pole screen adopts the industry's advanced LED display technology, which can present more vivid and realistic images and videos, impress the audience, improve the influence of advertising, and make advertising more attractive and decision-making.

| Model Number                  | LC15DGP3076S70   | LC15DGP3076S60                | LC21DGP4S70                 | LC21DGP4S60                   |
|-------------------------------|--|-------------------------------|-----------------------------|-------------------------------|
| Pixel Pitch(mm)               | 3.076  | 3.076                         | 4                           | 4                             |
| Display Size(wxh)mm           | 800x1600<br>(Single/double)  | 800x1280mm<br>(Single/double) | 800x1600<br>(Single/double) | 800x1280mm<br>(Single/double) |
| Display Resolution(wxh)       | 260x520  | 260x416                       | 200x400                     | 200x320                       |
| Overall Size(wxhxd)           | 830x1800x120   | 830x1500x120                  | 830x1800x120                | 830x1500x120                  |
| Class of Protection           | IP65   |                               |                             |                               |
| Sound                         | Double magnetic waterproofing 8Ω15wx2  |                               |                             |                               |
| Installation Height           | Install about 3m from the ground   |                               |                             |                               |
| Material                      | Al-mg alloy  |                               |                             |                               |
| Luminance(cd/m <sup>2</sup> ) | ≥5000  |                               |                             |                               |
| Visual Angle                  | Horizontal 140°/ Vertical 140°   |                               |                             |                               |
| Average Power Consumption     | ≤500   | ≤500                          | ≤400                        | ≤400                          |
| Power Supply Requirement      | AC90~ 132V/ AC186~ 264V, Frequency47-63 (Hz)   |                               |                             |                               |
| Refresh Rate (hz)             | 1920/3840  |                               |                             |                               |
| Communication Mode            | WIFI, 5G/4G/3G/2G , Wired Network  |                               |                             |                               |
| Security Protection           | Intelligent temperature control, short circuit protection, leakage protection, lightning protection, etc   |                               |                             |                               |
| Characteristic Function       | Remote switch, visual program production, safe intelligent messaging, safe A1+ manual audit, safe remote control, safe emergency broadcast, anti-hacker intrusion, etc |                               |                             |                               |

• SMART LIGHT POLE CONTROL •



## INSPUR INTELLIGENT TERMINAL CO., LTD.

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