

Overview

Revolution 360 is a unique and outstanding communication channel that delivers unparalleled image quality, allowing site owners to create a new outdoor advertising medium with high impact, low ongoing costs and significant increased revenue potential.

Litelogic's patented spinning LED technology produces nearly 7m² of high resolution display area at a price point which is unprecedented in the market today.

Broadcasting static, animated and full motion video content, Revolution 360 is ideally for venues with high footfalls and traffic flows such as shopping malls, car parks, amusement parks, airports, railway stations, bus interchanges, major boulevards and newsstands.

Made up of three virtual content panels each the size of a standard 6-sheet (1.8m x 1.2m), the Revolution 360 format ensures that creative work developed for traditional 6-sheet poster campaigns can be seamlessly rolled out across a Revolution 360 digital network with no content change whatsoever. Revolution 360 can also operate as one 360° display or a number of other customizable screen formats to suit the location, media type and broadcast style.



Powered by Litecast™

Revolution 360 is powered by Litecast™ an innovative software platform developed to produce the most efficient management and flexibility of digital content. Securely accessible via the Internet, Litecast enables site owners to create, schedule and deploy a new outdoor campaign across a fleet of Revolution 360 digital network with complete confidence.

The eye catching illuminated digital panels do not have the restrictions of a fixed period posting cycle (i.e. 2-4 weeks) and allow advertisers to dynamically change the content of their ad based on time of date. Litecast™ alleviates the stress of last minute copy changes by enabling instant content updates.

Additional Features

- Integrated audio capabilities provide an unmatched sight and sound experience to consumers
- Inbuilt webcam allows real-time observation of footfall levels and the ability to gauge consumer interest in specific advertising content
- Automatic screen brightness settings maximise the effectiveness of the digital content throughout the day and night
- Fully integrated diagnostic software to monitor and manage the status of units in the field
- Integrated Media Player supports playback of all standard media and video formats providing fantastic scope for eye-catching design

End-to-end Service

Revolution 360 is provided as a complete service providing a streamlined deployment process and includes:

- Revolution 360 hardware, communications equipment and media player
- Litecast™ content management and diagnostic software together with a quick-start training program
- Full installation of the hardware (optional)
- Ongoing 24x7 monitoring, servicing and support of the Evolution Bus units in the field (optional)

Physical Specifications

USAGE	Outdoor or Indoor
PANEL SIZE (D X H)	1345mm x 2500mm
ENCLOSURE	6mm polycarbonate
WEIGHT	300kg
POWER	AC 240V 20 Amp max
BUILT-IN COMPUTER	Embedded Media Player and integrated communications options including 3G, GPRS, WiFi, Bluetooth and ADSL.

Display Specifications

DISPLAY AREA (W X H)	3867mm x 1800mm
DISPLAY TYPES	1, 2 or 3 screens
VIDEO RESOLUTION	1024 x 720
LED TYPE	Surface Mount
PIXEL PITCH	3.8mm (H) 2.5mm (V)
BRIGHTNESS	4000+ nits
COLOUR SPECTRUM	R:620nm, G:530nm, B:470nm
COLOUR DEPTH	15 bit (24 bit best effort)
ASPECT RATIO	Variable
REFRESH/FRAME RATE	50Hz
HORIZONTAL VIEWING	120°

About Litelogic©

Using innovative and proprietary digital light-emitting diode (LED) technology, Litelogic designs and manufactures flat panelled and spinning LED screens, together with content management software, specifically for outdoor advertising applications. Litelogic is based in London, United Kingdom.