WinkieCity

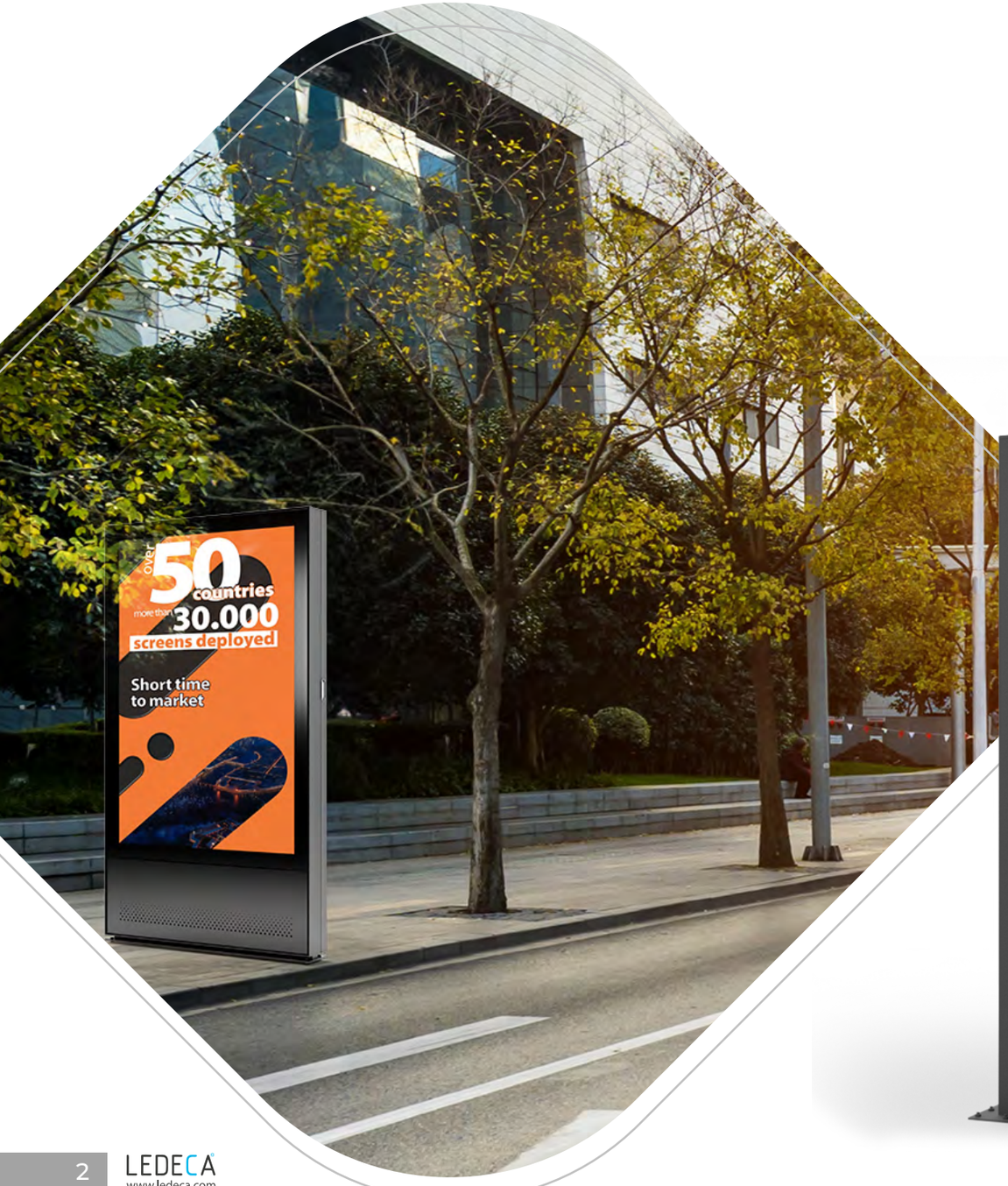
LEDECA®
ALWAYSBRIGHT

LEDECA®

digital DOOH out of home

PLUG&PLAY SOLUTIONS

www.ledeca.com



ADVANTAGES

Dynamic & Efficient

LEDECA WinkieCity DOOH solutions enables hyper-targeting in advertising. Hyper-targeting allows advertisers to tailor their messages not only based on the user's location but also by considering the time of day. This dynamic advertising approach aims to enhance contextual relevance, which, in turn, can lead to increased campaign effectiveness.

Flexibility for Advertisers

WinkieCity DOOH provides more flexibility for advertisers. Campaigns can be adapted in real-time, without having to send an expert out to tear down the poster and start again.

Active, Interactice, Productive

WinkieCity can be implement with interactive features such as touch screens and inbuilt cameras possible, opening up a new world of interactivity.

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ADVANTAGES

Highly targeted

WinkieCity provides DOOH campaigns having the ability to target audiences via a multitude of different criterias such as location, environment, timeslot, demographics and behavioural patterns.

WinkieCity DOOH ensures that advertisers don't have to limit in a one-size-fits-all approach. Different audiences can be spoken to with uniquely tailored messaging, creating impactful experiences that improve brand recall as well as engagement.

Interactive friendly

DOOH's superior targeting capabilities make it easy for advertisers to improve performance across the board.
Offering real-time campaign management, measurement and optimisation, it transforms the way brands use DOOH.

Flexibility

DOOH campaigns can be easily amended remotely and in real-time. This means brands can quickly update creatives to make sure that their wider business aims are being served at all times.

This freedom to change creatives, scheduling, locations and targeting criteria means that DOOH campaigns always work to maximum efficiency, being continually optimised to ensure that there are no dips in performance.

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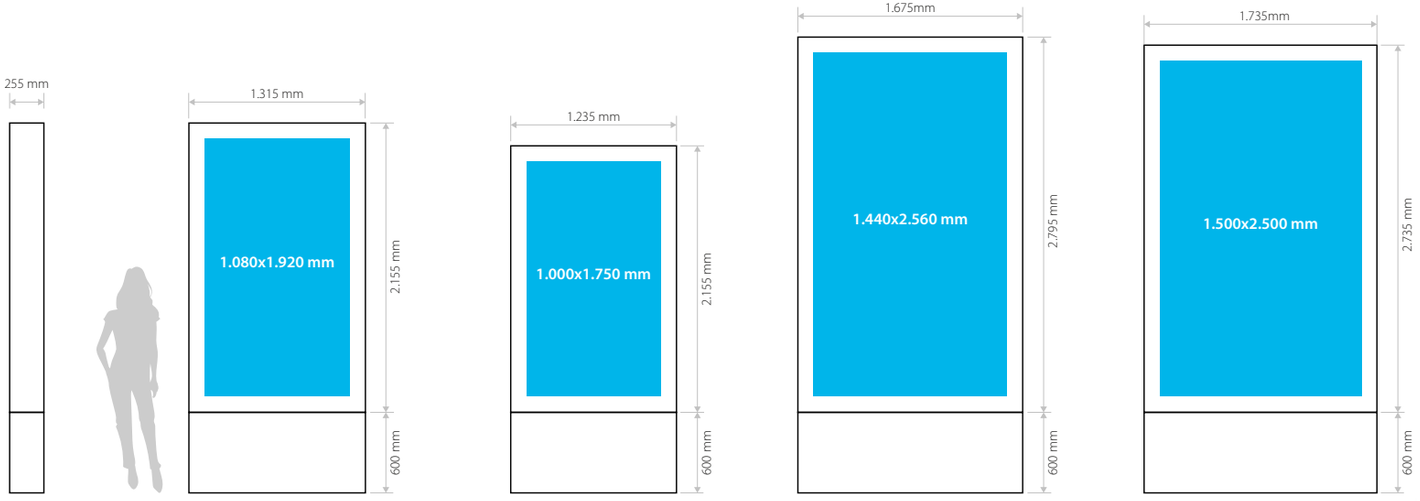
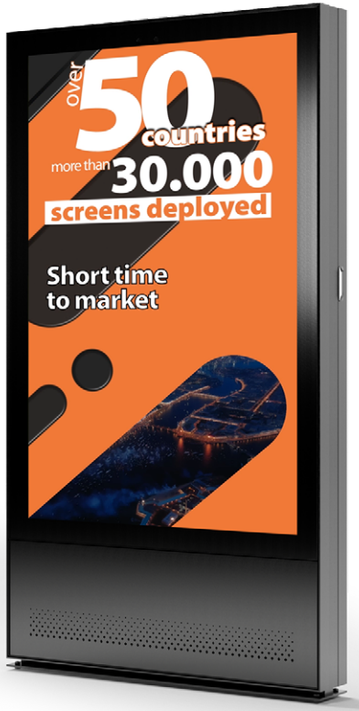
DIMENSIONS

BOLD





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DIMENSIONS

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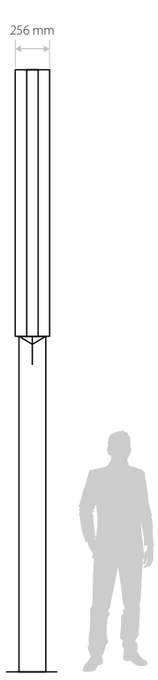

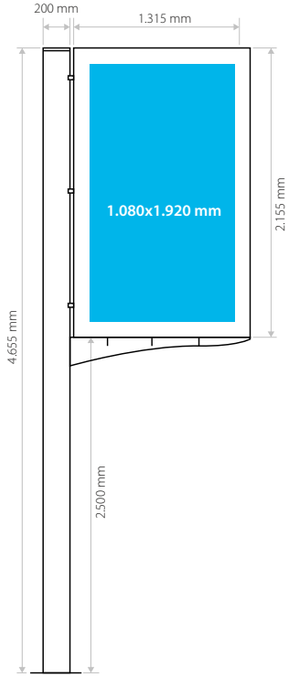

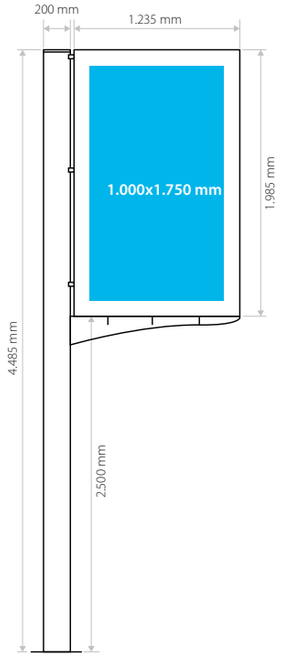

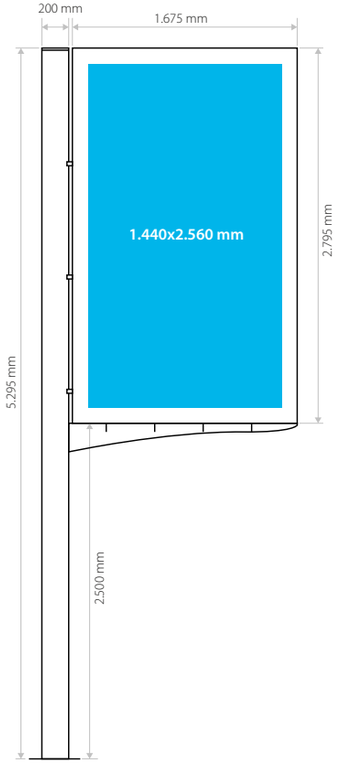

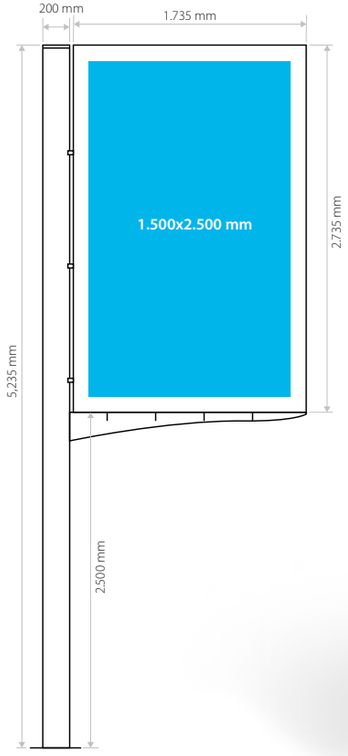

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TECHNICAL SPECIFICATIONS

BOLD

	1.080 x 1.920 mm			1.000 x 1.750 mm		1.440 x 2.560 mm			1.500 x 2.500 mm	
	DHAOSP01.2B	DHAOSP01.5B	DHAOSP01.8B	DHAOSP02.9B	DHAOSP03.9B	DHAOSP01.2B	DHAOSP01.5B	DHAOSP01.8B	DHAOSP02.9B	DHAOSP03.9B
General										
Operating environment	outdoor	outdoor	outdoor	outdoor	outdoor	outdoor	outdoor	outdoor	outdoor	outdoor
Pixel pitch	1.2mm	1.5mm	1.8mm	2.9mm	3.9mm	1.2mm	1.5mm	1.8mm	2.9mm	3.9mm
Service type	front and rear access	front and rear access	front and rear access	front and rear access	front and rear access	front and rear access	front and rear access	front and rear access	front and rear access	front and rear access
Calibrated brightness (nits)	>3.650nits	>3.650nits	>3.650nits	>4.500nits	>5.500nits	>3.650nits	>3.650nits	>3.650nits	>5.000nits	>5.500nits
Lamp type	MIP COB	MIP COB	MIP COB	SMD	SMD	MIP COB	MIP COB	MIP COB	SMD	SMD
Lifespan (hours at %50 brightness)	>100.000hours	>100.000hours	>100.000hours	>100.000hours	>100.000hours	>100.000hours	>100.000hours	>100.000hours	>100.000hours	>100.000hours
White color calibration (adj.)	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K
Gray scale	>16bits	>16bits	>16bits	>14bits	>14bits	>16bits	>16bits	>16bits	>14bits	>14bits
Brightness control	256 level	256 level	256 level	256 level	256 level	256 level	256 level	256 level	256 level	256 level
Module Specifications										
Module dimensions (mm)	160x180	160x180	160x180	250x250	500x250	160x180	160x180	160x180	250x250	500x250
Refresh frequency	3.840Hz	3.840Hz	3.840Hz	3.840Hz	3.840Hz	3.840Hz	3.840Hz	3.840Hz	3.840Hz	3.840Hz
Module resolution	128x288	104x232	86x192	86x86	128x64	128x288	104x232	86x192	86x86	128x64
Module material	aluminum	aluminum	aluminum	aluminum	aluminum	aluminum	aluminum	aluminum	aluminum	aluminum
PCB surface coating	UV protected hard film	UV protected hard film	UV protected hard film	humiseal	humiseal	UV protected hard film	UV protected hard film	UV protected hard film	humiseal	humiseal
Product Specifications										
Optional double side	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Product material (housing)	steel & aluminum	steel & aluminum	steel & aluminum	steel & aluminum	steel & aluminum	steel & aluminum	steel & aluminum	steel & aluminum	steel & aluminum	steel & aluminum
Product material (screen cover)	without glass	without glass	without glass	without glass	without glass	without glass	without glass	without glass	without glass	without glass
Enclosure dimensions (mm) (width x height x depth)	1.315x2.155x255	1.315x2.155x255	1.315x2.155x255	1.235x1.985x255	1.235x2.612x255	1.675x2.795x255	1.675x2.795x255	1.675x2.795x255	1.735x2.735x255	1.735x2.735x255
IP level	IP65	IP65	IP65	IP65	IP65	IP65	IP65	IP65	IP65	IP65
Screen dimensions	1.080x1.920mm	1.080x1.920mm	1.080x1.920mm	1.000x1.750mm	1.000x1.750mm	1.440x2.560mm	1.440x2.560mm	1.440x2.560mm	1.500x2.500mm	1.500x2.500mm
Screen resolution	864x1536px	696x1248px	576x1032px	344x602px	256x448px	1152x2048px	928x1664px	768x1376px	516x860px	384x640px
Viewing angle (horizontal x vertical)	>160° x 160°	>160° x 160°	>160° x 160°	>120° x 120°	>120° x 120°	>160° x 160°	>160° x 160°	>160° x 160°	>120° x 120°	>120° x 120°
Minimum viewing distance	>1m	>1.5m	>2m	>3m	>4m	>1m	>1.5m	>2m	>3m	>4m
Operating temperature range	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃
Storage temperature range	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃
Operating humidity	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing
Power input voltage	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC
Power input frequency	50~60Hz	50~60Hz	50~60Hz	50~60Hz	50~60Hz	50~60Hz	50~60Hz	50~60Hz	50~60Hz	50~60Hz
Active PFC	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Load tolerance	25% min.	25% min.	25% min.	25% min.	25% min.	25% min.	25% min.	25% min.	25% min.	25% min.
Cooling	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan
Standard product color	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)
Other										
Brightness adjustment	Automatic & manual	Automatic & manual	Automatic & manual	Automatic & manual	Automatic & manual	Automatic & manual	Automatic & manual	Automatic & manual	Automatic & manual	Automatic & manual
Dead pixel monitoring	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional
Module monitoring	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Temperature monitoring	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Signal path backup	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Signal transmission	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic
Standby scheduling	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Power on/off scheduling	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional
Power saving mode	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Certification	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC
Options										
Internal player	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES

*Time synchronization is used to synchronize the time of contents on multiple DOOH.

*The mechanical and electronic specification options are available.

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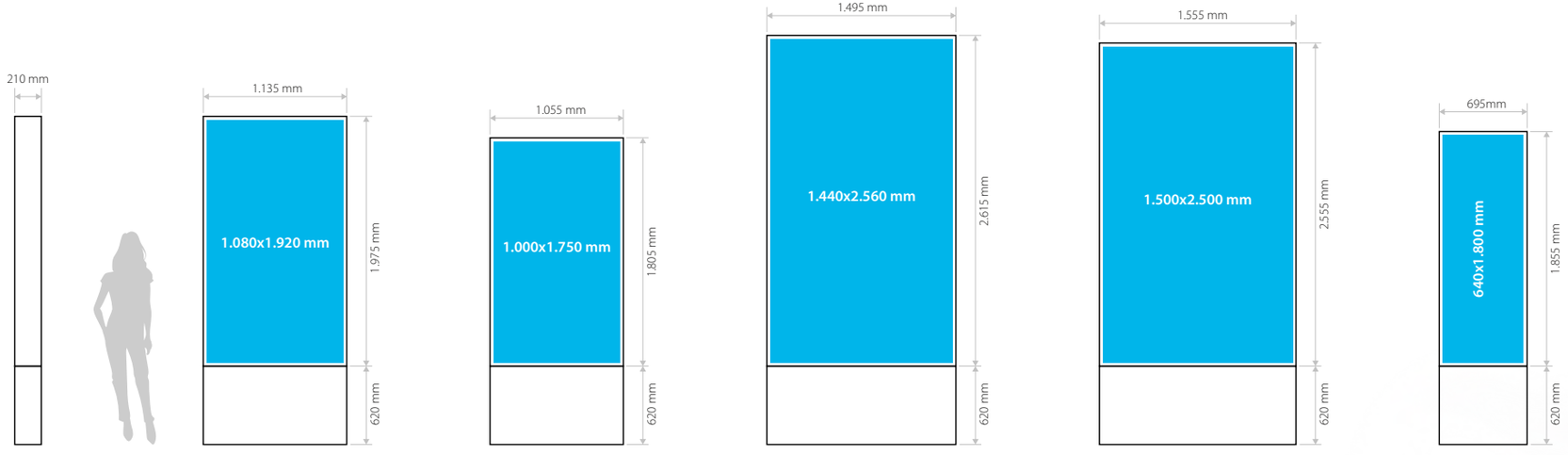
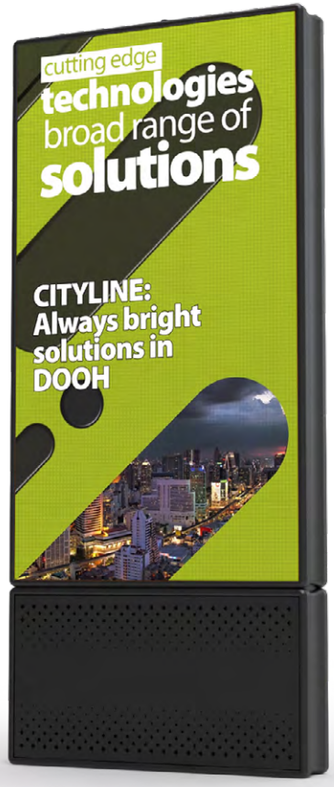
DIMENSIONS

SLIM





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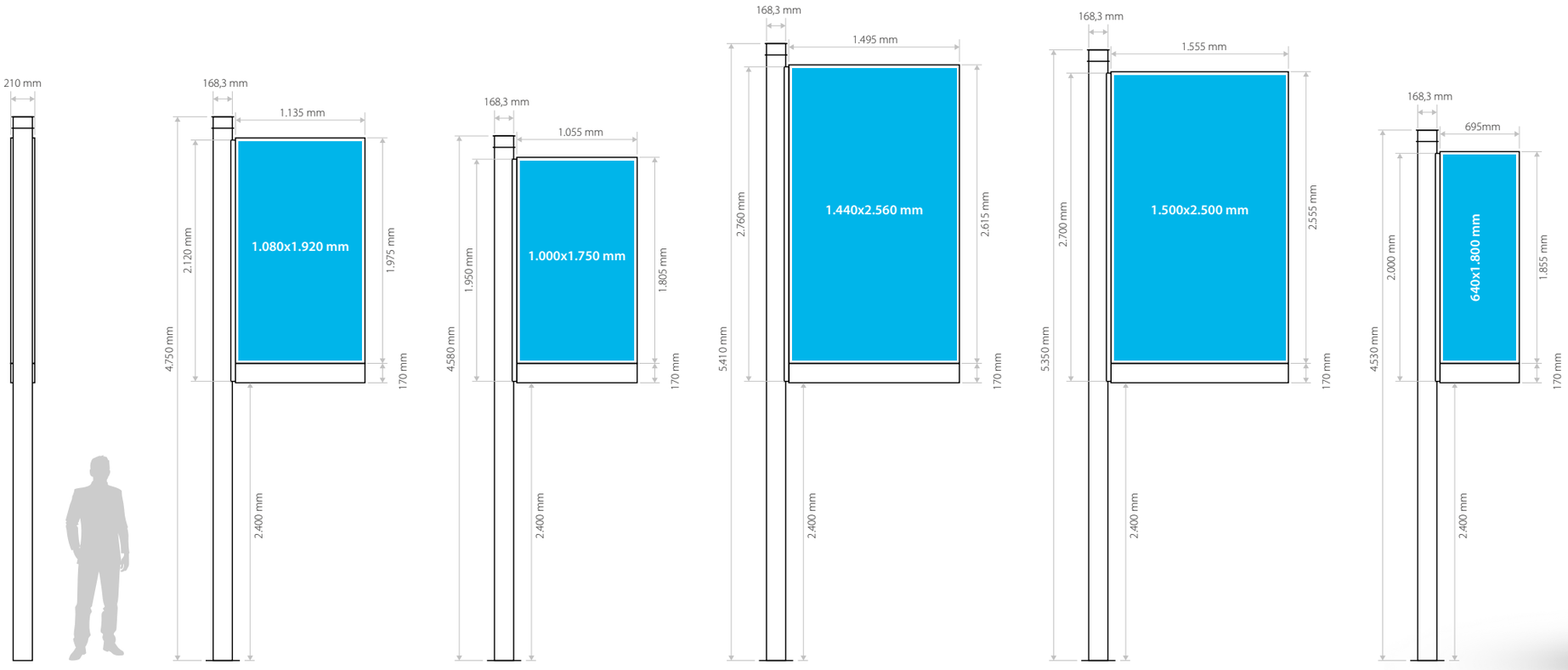

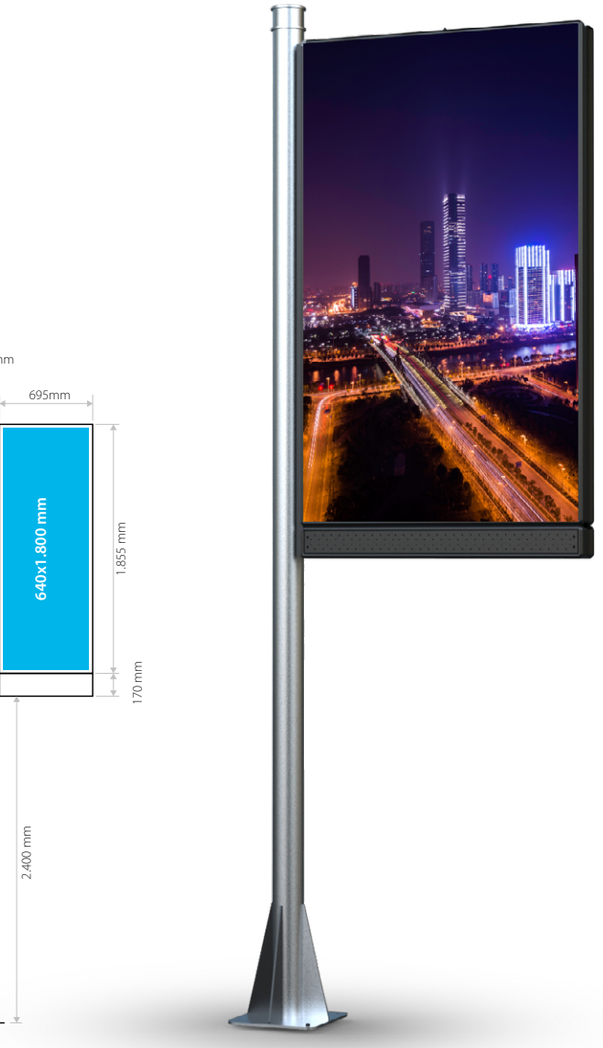

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TECHNICAL SPECIFICATIONS

SLIM

	1.080 x 1.920 mm			1.000 x 1.750 mm		1.440 x 2.560 mm			1.500 x 2.500 mm	
	DHAOSP01.2S	DHAOSP01.5S	DHAOSP01.8S	DHAOSP02.9	DHAOSP03.9S	DHAOSP01.2S	DHAOSP01.5S	DHAOSP01.8S	DHAOSP02.9S	DHAOSP03.9S
General										
Operating environment	outdoor	outdoor	outdoor	outdoor	outdoor	outdoor	outdoor	outdoor	outdoor	outdoor
Pixel pitch	1.2mm	1.5mm	1.8mm	2.9mm	3.9mm	1.2mm	1.5mm	1.8mm	2.9mm	3.9mm
Service type	front and rear access	front and rear access	front and rear access	front and rear access	front and rear access	front and rear access	front and rear access	front and rear access	front and rear access	front and rear access
Calibrated brightness (nits)	>3.650nits	>3.650nits	>3.650nits	>4.500nits	>5.500nits	>3.650nits	>3.650nits	>3.650nits	>5.000nits	>5.500nits
Lamp type	MIP COB	MIP COB	MIP COB	SMD	SMD	MIP COB	MIP COB	MIP COB	SMD	SMD
Lifespan (hours at %50 brightness)	>100.000hours	>100.000hours	>100.000hours	>100.000hours	>100.000hours	>100.000hours	>100.000hours	>100.000hours	>100.000hours	>100.000hours
White color calibration (adj.)	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K	3.500K~8.500K
Gray scale	>16bits	>16bits	>16bits	>14bits	>14bits	>16bits	>16bits	>16bits	>14bits	>14bits
Brightness control	256 level	256 level	256 level	256 level	256 level	256 level	256 level	256 level	256 level	256 level
Module Specifications										
Module dimensions (mm)	160x180	160x180	160x180	250x250	500x250	160x180	160x180	160x180	250x250	500x250
Refresh frequency	3.840Hz	3.840Hz	3.840Hz	3.840Hz	3.840Hz	3.840Hz	3.840Hz	3.840Hz	3.840Hz	3.840Hz
Module resolution	128x288	104x232	86x192	86x86	128x64	128x288	104x232	86x192	86x86	128x64
Module material	aluminum	aluminum	aluminum	aluminum	aluminum	aluminum	aluminum	aluminum	aluminum	aluminum
PCB surface coating	UV protected hard film	UV protected hard film	UV protected hard film	humiseal	humiseal	UV protected hard film	UV protected hard film	UV protected hard film	humiseal	humiseal
Product Specifications										
Optional double side	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Product material (housing)	steel & aluminum	steel & aluminum	steel & aluminum	steel & aluminum	steel & aluminum	steel & aluminum	steel & aluminum	steel & aluminum	steel & aluminum	steel & aluminum
Product material (screen cover)	without glass	without glass	without glass	without glass	without glass	without glass	without glass	without glass	without glass	without glass
Enclosure dimensions (mm) (width x height x depth)	1.135x1.975x210	1.135x1.975x210	1.135x1.975x210	1.055x1.805x210	1.055x1.805x210	1.495x2.615x210	1.495x2.615x210	1.495x2.615x210	1.555x2.555x210	1.555x2.555x210
IP level	IP65	IP65	IP65	IP65	IP65	IP65	IP65	IP65	IP65	IP65
Screen dimensions	1.080x1.920mm	1.080x1.920mm	1.080x1.920mm	1.000x1.750mm	1.000x1.750mm	1.440x2.560mm	1.440x2.560mm	1.440x2.560mm	1.500x2.500mm	1.500x2.500mm
Screen resolution	864x1536px	696x1248px	576x1032px	344x602px	256x448px	1152x2048px	928x1664px	768x1376px	516x860px	384x640px
Viewing angle (horizontal x vertical)	>160° x 160°	>160° x 160°	>160° x 160°	>120° x 120°	>120° x 120°	>160° x 160°	>160° x 160°	>160° x 160°	>120° x 120°	>120° x 120°
Minimum viewing distance	>1m	>1.5m	>2m	>3m	>4m	>1m	>1.5m	>2m	>3m	>4m
Operating temperature range	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃	-15℃ ~ +45℃
Storage temperature range	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃	-20℃ ~ +60℃
Operating humidity	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing	10% ~ 90% non-condensing
Power input voltage	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC	110 ~ 240 VAC
Power input frequency	50~60Hz	50~60Hz	50~60Hz	50~60Hz	50~60Hz	50~60Hz	50~60Hz	50~60Hz	50~60Hz	50~60Hz
Active PFC	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Load tolerance	25% min.	25% min.	25% min.	25% min.	25% min.	25% min.	25% min.	25% min.	25% min.	25% min.
Cooling	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan	Passive cooling without fan
Standard product color	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)	Grey (RAL 7016)
Other										
Brightness adjustment	Automatic & manual	Automatic & manual	Automatic & manual	Automatic & manual	Automatic & manual	Automatic & manual	Automatic & manual	Automatic & manual	Automatic & manual	Automatic & manual
Dead pixel monitoring	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional
Module monitoring	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Temperature monitoring	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Signal path backup	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Signal transmission	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic	CAT or Fiber Optic
Standby scheduling	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Power on/off scheduling	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional
Power saving mode	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Certification	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC	CE-EMC, CE-LVD, RoHS, FCC
Options										
Internal player	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES

*Time synchronization is used to synchronize the time of contents on multiple DOOH.

*The mechanical and electronic specification options are available.

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ALWAYSBRIGHT

SCAN for more

WINKIECITY BROCHURE

APRON TEKNOLOJİ A.Ş. | LEDECA GmbH | ALTUM ALTUM BİLGİ VE İLETİŞİM TEKNOLOJİLERİ A.Ş. | ORKU METAL A.Ş.