

## **Digital Signage and Protecting Projectors outdoors**

### **Digital signage & projector enclosures.**

Digital advertising is a type of electronic advertising using different mediums, such as AV displays and projectors. These display the information, ads and other data. Commonly found in both public and private locations from corporate buildings to retail outlets.

### **Digital signage and projector enclosures – what next?**

Well we have all seen the digital advertising posters that are used indoors, being deployed outdoors in protective, outdoor housings. These housings provide all the essential protection from the weather – no matter if it's raining, snowing or sunny. A prime example was the 2012 London Olympics when we supplied 9 outdoor digital signage kiosks to the main sponsor of the Olympics.

Before the Olympics in 2012 was the Queen's Diamond Jubilee Concert that had Buckingham Palace light up with 36, 20,000 lumen projectors from Barco and it's partner.

So as you can see from this example, technology has moved on!

Now with 4K projectors being used for digital signage, they carry a large investment of up to \$10K, as for the 7000 lumens NEC range. So when these are deployed in locations such as train stations and used as points of information they need to be protected, to ensure the hardware does not get damaged and to ensure the ad campaign is a success.

### **Projector enclosures.**



As you can understand, you have a very expensive piece of hardware, you are going to want to protect the investment, one of the best options is to put the hardware in a protective housing, having been designed and manufactured by DOOH UK, their projector enclosures are manufactured from steel, welded for maximum strength and then powder coated to provide a resilient outer coating.

The protective projector enclosures come complete with a dual cooling system that can remove the air every 7 seconds within the protective housing, the DOOH UK projector enclosure is also fitted with thermostatic heating unit for when the projector is not working in the small hours.

The protective projector housing is secured with 2 high security locks and the viewing window is 6mm thick, insulation can be fitted to the internal walls if required.

One of the unique points of the protective, projector housing is that you do not have to open the housing to update the content, this can be done, either remotely or through a weatherproof USB port on the projector enclosure.

The current range of protective projector enclosures are available for projectors up to 10,000 lumens, other projectors sizes are available as custom units.

[DOOH Ltd](#) manufacture a range of outdoor projector housings, their projector enclosure is weatherproof and vandal proof.

[Projector enclosure](#)