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Hinckley and Bosworth Borough Council
Development Management,
Hinckley Hub,
Rugby Road,
Hinckley,
Leicestershire,
LE10 0FR

24th March 2026

Dear Sir / Madam,

UPPER BOND STREET, HINCKLEY, LE10 1RJ – REPLACEMENT OF EXISTING SMALL FORMAT ADVERTISEMENT DISPLAY WITH A D6 SMALL ADVERTISEMENT DISPLAY IN A DIGITAL FORMAT

This cover letter has been prepared on behalf of Wildstone Estates Limited, an outdoor media infrastructure provider, and is submitted in support of an application for advertisement consent to remove an existing 6 sheet display and erect a freestanding D6 small format advertisement display at Upper Bond Street, Hinckley, LE10 1RJ (the Site).

The Site comprises a Petrol Filling Station (PFS) owned by Motor Fuel Group (MFG), the largest independent forecourt operator in the UK. The Company currently has around 1,200 sites which offer customers a growing dual-fuel strategy, a versatile valeting offer and a convenient retail and 'food to go' portfolio.

Wildstone Estates Limited is working in partnership with MFG to modernise existing advertising infrastructure across the MFG portfolio and where possible to rationalise and declutter existing advertisements, which aligns with an industry wide programme. The Site has been selected due to its suitability for advertising and will help to establish a network of displays in the area. It will be capable of being operated from a roadside location, significantly reducing the number of vehicle trips for reposting when compared with a traditional poster and paste billboard.

The Applicant

Wildstone Estates Limited is part of the Wildstone Group, an outdoor media infrastructure provider that owns and manages the land and equipment required for advertising. Their advertising assets are then rented to operators, who sell the advertising space to local and national companies for various advertising campaigns.

Outdoor Advertising is now widely recognised by lenders as a property class, allowing it to attract new investment and innovation. As an outdoor media infrastructure provider, Wildstone has invested in the development of hardware in the form of the "D-Poster" panel, which is a high-quality ultra-thin display that offers a high level of control over brightness and reduced energy consumption.

Content is controlled remotely in real time from a Network Operation Centre (NOC) and the sites are monitored remotely 24/7 to facilitate responsive maintenance. Engineers are located nationwide to be able to respond

within 24 hours to any issues that cannot be dealt with remotely. Diagnostics software can report any small technical faults (e.g. a broken panel) so that a kill switch can turn the content to black until the engineer can reach the site.

The Proposal

The proposal seeks to convert an existing freestanding 6 sheet small format advertising display into a digital format at the existing PFS on Upper Bond Street, Hinckley, LE10 1RJ. The proposed conversion will include a single sided panel that will digitally display multiple static advertisements on rotation. This is a standard small format advertisement, which is found across the UK in roadside, retail and transportation environments. The advertisement is primarily aimed at pedestrians and PFS users rather than road users. There are over 75,000 6-sheets in the UK.

Currently, there is an existing small freestanding advertisement display at the location of the proposed D6 small format advertisement display adjacent to the entrance of the PFS. This application seeks to remove this existing signage and replace it with the D6 small format advertisement display. This replacement of the existing signage establishes no net-gain of advertisements at the Site and will allow for a consolidation of the existing displays on the Site, which should be considered a positive.

The existing 6 sheet panel was granted advertisement consent in November 2007 (07/01140/ADV), and has been in situ since at least May 2009 and therefore benefits from deemed consent under Class 14 of Schedule 3 Part 1 of the Advertisement Regulations.

The proposed panel has the same dimensions as a standard D6 small format advertisement display, measuring 1.23m(w) x 2.4m(h) x 0.22m(d) and will be positioned on the ground. The displays design consists of zinc powder and fine grain powder coated galvanized steel in black. The proposed new display technology is lightweight, durable, efficient and can be easily erected with minimal engineering. In most instances the erection of a D6 small format advertisement display can be achieved at a similar speed to a traditional display, with minimal structural work. The quality of the image produced will mimic that of a traditional poster and paste display (Appendix 1).

The proposed display will meet modern requirements and will be capable of displaying 6 advertising campaigns at a time, sequencing every ten seconds. The D6 small format advertisement display will be monitored and controlled remotely in real time from a Network Operation Centre (NOC) to display advertisements and facilitate responsive maintenance where necessary. Diagnostics software can report any small technical faults (e.g. a broken panel) so that a kill switch can turn the content to black. Engineers are able to respond within 24 hours to any issues which require attendance.

Conditions

All advertisements are subject to the five standard conditions set out in the Regulations. The vast majority of digital advertisement consents now also operate within an established set of parameters that include controls over the level of luminance and the proposed speed and rate of change between adverts. These “industry standard” conditions have evolved over time, in order to address common concerns relating to amenity and public safety.

The proposed display will operate with a system of threshold controls, timers and light sensors to ensure that the luminance never exceeds the ILP guideline figure at night time, with lower thresholds set on more sensitive sites

Newly published guidelines by the Institute of Lighting Professionals (ILP) have introduced a new set of model conditions which can be applied to advertisement consents going forwards. The model conditions are set out

within Appendix 1 of Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23) and are included within Appendix 2 this statement for clarity.

The Site

The proposal Site is located at Upper Bond Street, Hinckley, LE10 1RJ. As shown in Figure 1, the proposal Site is a PFS with accompanying retail purposes. The Site itself is of commercial use, and its surroundings are mainly residential and commercial in character.



Figure 1 – Image of the Site as existing (Google Street View, August 2024).

The existing 6 sheet panel was granted advertisement consent in November 2007 (07/01140/ADV) and has been in situ since at least May 2009 and therefore benefits from deemed consent under Class 14 of Schedule 3 Part 1 of the Advertisement Regulations.

The closest residential properties are to the rear of the display and are approximately 5m away. However, the proposed digital is small, single sided and positioned to face the PFS court. Further residential windows are adjacent to the proposal Site and are approximately 19m away. Given the existing PFS, the oblique angle between the proposal and these windows, and the scale of the development proposed, we do not expect there to be any impact on these windows as a result of the proposed development.

The Site is in a location where advertising of this type would typically be found and demonstrated by the numerous other smaller advertising displays and signage located within the PFS, which blend into the PFS site well. Existing signage located on the Site will be removed and replaced as part of this application resulting in no net increase of advertising on the Site.

In accordance with the categorisations set out in the newly published ILP Guide PLG 05/23, the proposal would be classified as within Environmental Zone 4 (Urban).

The proposal Site is not within a Conservation Area but is located close to the Druid Street Conservation Area. The Druid Street Conservation Area Appraisal (2009) sets out a series of important views into the Conservation Area. The proposed display would not impact these important views.

The Grade II listed Holly Bush Public House is approximately 275m south west of the Site (Historic England Reference: 1391310). Given the scale of the proposed display, it's replacement of an existing display, and the

Classification L2 - Business

distance to this listed building, we do not consider that the proposed development will impact this heritage asset.

The Site is located within Hinckley Town Centre Area Action Plan (2011) and is within a classified Employment Area. Furthermore, the Site's Town Centre location further demonstrates its suitability for digital advertisements.

Planning Policy

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the "Regulations"). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2024 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 141 of the NPPF advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a "lighter touch" than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

The adopted Development Plan (The Local Plan 2006-2026) for Hinckley and Bosworth Borough Council consists of the Core Strategy (2009), Site Allocations & Development Management Policies Development Plan (2016) and the Hinckley Town Centre Area Action Plan (2011).

The Council are in the process of reviewing their adopted Development Plan. The emerging Local Plan has recently completed consultation at Regulation 18 stage. Given the progress of the Review, the emerging Local Plan Review has no weight in the determination of applications and is not considered within this covering letter.

Within the Site Allocations & Development Management Policies Development Plan (2016), the Policy DM23 High Quality Shop Fronts and Advertisements is relevant to this application. The relevant parts of the policy to the Site proposal are:

"Outdoor advertisements which require consent will be approved by the Borough Council where: ...

...h) They have no detrimental impact on public safety; and

i) They do not represent an over proliferation of unnecessary advertisements singularly or cumulatively; and

j) They have no adverse impact on amenity; and

k) They maintain or enhance the character of the conservation area".

Planning Considerations

The proposed commercial location of the PFS and the existing advertising located on the Site is considered to establish the Site as appropriate in principle for a D6 small digital format advertisement display and in line with planning regulations, the impact of the proposal has been considered in amenity and public safety terms and are addressed in turn below:

Amenity

The commercial character of the PFS and its roadside location is considered to be an appropriate location in principle for digital and illuminated advertising. The advertisement would be viewed within the context of the petrol station, which would ensure the D6 format advertisement digital display would not appear out of scale for its immediate environment.

There is existing advertising on the Site, establishing the acceptability of advertising in this location due to the commercial nature of the PFS. The existing 6 sheet panel was granted advertisement consent in November 2007 (07/01140/ADV), and has been in situ since at least May 2009 and therefore benefits from deemed consent under Class 14 of the Advertisement Regulations.

The proposal will result in the replacement of an existing advertisement sign meaning there is no net-gain in advertisements on Site. Furthermore, as the proposal proactively seeks to upgrade existing signage it can be reasonably concluded that the impact would be seen as having a positive effect on amenity.

The proposed display has been positioned and design in reflection of the existing 6 sheet small format advertising display to reduce any impacts on the surrounding area. The proposed display is single sided and faces onto the PFS forecourt, with the intention of being predominantly viewed by customers of the PFS.

The proposal satisfies Policy DM23 (High Quality Shop Fronts and Advertisements) of the Site Allocations & Development Management Policies Development Plan (2016) as the proposed digital panel:

- Has no detrimental impact on public safety, as there is no correlation that digital adverts have any impact on traffic incidents;
- Does not contribute to visual clutter in the area due to it replacing an existing D6 small format advertising poster of the same positioning and measurements;
- Does not have an adverse impact on amenity due to its illumination blending in with the illumination output of the PFS, which operates 24 hours a day; and
- Does not impact the any nearby heritage assets.

The closest residential properties are to the rear of the display and are approximately 5m away. However, the proposed digital is small, single sided and positioned to face the PFS court. Further residential windows are adjacent to the proposal Site and are approximately 19m away. Given the existing PFS, the oblique angle between the proposal and these windows, and the scale of the development proposed, we do not expect there to be any impact on these windows as a result of the proposed development. The addition of a digital screen will have a minimal impact on the overall illumination outputted by the PFS forecourt and associated commercial lighting.

The proposal is in accordance with the categorisations set out in the newly published ILP Guide PLG 05/23, the maximum nighttime luminance of the display should be set at 300cd/m². It should be noted that there is no commercial imperative for overly bright screens and there is a cost associated with displays that are run at higher levels of luminance. Additionally, the reduction in night time luminance will further mitigate any potential impacts at night and ensure that the display is not dominant. please see Appendix 3 and 4 for further details of the proposed illumination specification.

The Site is in a location where advertising of this type would typically be found and demonstrated by the numerous other smaller advertising displays and signage located within the PFS, which blend into the PFS site well. Existing signage located on the Site will be removed and replaced as part of this application resulting in no net increase of advertising on the Site.

The Site is located within Hinckley Town Centre Area Action Plan (2011) and is within a classified Employment Area. Furthermore, the Site's Town Centre location further demonstrates its suitability for digital advertisements.

The proposal Site is not within a Conservation Area but is located close to the Druid Street Conservation Area. The Druid Street Conservation Area Appraisal (2009) sets out a series of important views into the Conservation Area. The proposed display would not impact these important views.

The Grade II listed Holly Bush Public House is approximately 275m south west of the Site (Historic England Reference: 1391310). Given the scale of the proposed display, it replacing an existing display and the distance to this listed building, we do not consider that the proposed development will impact this heritage asset.

The proposed panel will upgrade and modernise the Site in line with the long term aspirations to modernise the Wildstone Limited estate to meet customer requirements. It will add value to the wider regeneration and sit comfortably within the existing Site and wider surrounding area.

Should the Council consider any further controls as required through additional conditions, then the applicant would be open to discussing these at the appropriate time.

Public Safety

Digital advertising is now a common feature in town centres and adjacent to major roads across the Country and there remains no causal evidence that they cause traffic collisions. Nevertheless, it is an accepted fact that advertisements are intended to attract attention. As such they are best located in situations where demands on a driver are low and they do not conflict or confuse with other traffic signs or signals.

Over the past decade an industry standard set of conditions has been established to control their use and minimise the potential for driver distraction. The proposal will operate within these conditions, thereby limiting the potential for distraction.

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task. As the principle of an advertisement is considered to be acceptable at this location, the Council must consider whether the proposed controls are sufficient to ensure that there is no additional distraction which would cause an unacceptable impact on highway safety. Should the Council's Highways department identify any reasons why the location might be challenging to drivers, the applicant would be open to discussing alternative controls. However, it should be noted that the proposed conditions are now well established as best practice and as such any change (e.g. to the rate of change) would be unusual and would need to be evidence based and specific to the location.

The proposal Site is located on Upper Bond Street (B4667), which is a straight single carriageway. Both the entrance and exit to the PFS are accessed via Upper Bond Street. Upper Bond Street adopts a speed limit of 30mph and reflects a typical driving environment in a mixed use area. Drivers approaching the PFS from the north need to turn across oncoming traffic to enter the PFS. This action increases cognitive driving demand in the area. However, the existing D6 small format advertising poster has been in situ since 2009 and cannot be correlated towards any of the traffic incidents proximal to the PFS.

There is an uncontrolled zebra crossing approximately 15m to the north east of the PFS exit. However, uncontrolled zebra crossings are a prominent highway feature that drivers encounter daily and naturally acknowledge within their cognitive driving demand. As such, drivers would be entirely capable of glancing at advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements.

Given the presence of the existing adverts on the Site which have not caused any public safety issues, and have not been subject to discontinuance, the principle issue to consider is any changes in the nature of the advertisement. Research on roadside advertising demonstrates that drivers always give priority to the driving environment, taking in non-essential information, according to road conditions and whether there is sufficient 'spare capacity' to perform such tasks. Where external stimuli are present in demanding circumstances drivers tended to adopt a 'glance' strategy taking repeated short duration views of less than one second to either side of the vehicle's path, but maintaining awareness of vehicle conditions.

Further, there has only been one slight driving related incident in the PFS vicinity in the last five years (according to crashmap.co.uk) indicating a relatively safe stretch of road. There is no evidence to suggest that the existing advertising on the Site contributed to this accident and notably, there is no conclusive evidence to show that a correlation exists between advertising and road safety. Drivers in urban and suburban areas are commonly exposed to a variety of advertising sizes and formats on a continuous and unconscious basis.

Benefits of Digital Advertising

The attractiveness of digital advertising to an infrastructure provider is that it allows the advertising network to be better managed, monitored and maintained. For operators the inherent flexibility allows smarter real time campaigns and better control over sales. These factors manifest in wider public benefits as summarised below:

- High quality and robust designs;
- Tidy and well maintained sites and bio-diversity net gain where the site allows;
- Uplift in business rates to spend on public services;
- Reduction in vehicle trips and associated noise, air quality and climate considerations;
- Removal of multiple advertising sites and panels and reduction in clutter;
- Reduction in waste involved in the poster production process;
- Greater flexibility to enable better access to advertising displays for local businesses;
- Platforms to broadcast emergency messaging;
- Ability to use void periods for public messaging and public art campaigns; and
- Opportunity to integrate additional hardware to meet Smart City objectives.

These are benefits to development that will not be achieved by maintaining the status quo.

Conclusion

The proposal seeks to replace an existing small freestanding advertisement display and erect a D6 small format digital advertising panel at the Site which is considered to be an appropriate location for advertising in principle and will contribute to the wider modernisation of the sites which sit within the MFG portfolio. The size and scale of the D6 small format advertisement display is de-minimis in the context of the PFS.

PFS sites are an appropriate location in principle for this form of advertising and the positioning and operational controls have been carefully considered to ensure that the proposed D6 digital advertising display fits in appropriately to the Site and the wider surrounding area and will have a negligible impact on amenity and public safety. Additionally, the proposed conditions to control the operation of the advertisement including the luminance of the digital display will ensure that there is no adverse impact on visual or residential amenity or public safety.

For these reasons and the positive benefits set out, it is not considered that the proposal would have any detrimental impact on amenity or public safety and as such should be capable of being granted consent subject to appropriate conditions to control the operation of the advertisement.

Application Submission

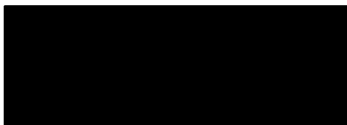
In order to complete the application, please find attached the following documentation:

- Completed application forms;
- Cover Letter Statement (this letter);
- Architectural drawings including;
 - FS875-OS-PLANNING-FINAL-PDF (1) Site Location Plan
 - FS875-OS-PLANNING-FINAL-PDF (2) Existing Site Plan
 - FS875-OS-PLANNING-FINAL-PDF (3) Proposed Site Plan
 - FS875-OS-PLANNING-FINAL-PDF (4) Proposed Site Plan
 - FS875-OS-PLANNING-FINAL-PDF (5) Existing and Proposed Elevations
 - FS875-OS-PLANNING-FINAL-PDF (6) Specifications
 - FS875-OS-PLANNING-FINAL-PDF (7) CGI

Additionally, we will arrange payment to the Council to cover the cost of the Advertisement Consent application.

I trust that the above is clear and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,

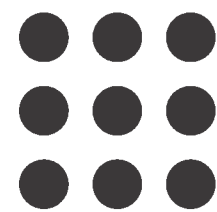


Jade Varney
Graduate Planner
For and on behalf of Carter Jonas LLP



APPENDIX 1 - D-POSTER EXAMPLE

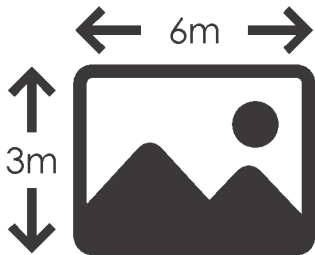
D-POSTER



High resolution LED display



Dimmable to 55 cd/m²
Embedded ambient light sensors to control brightness



Sized to match existing poster panels



Reduced depth of 60mm compared to traditional digital panel (300-600mm)

APPENDIX 2 - EXAMPLE SITES OPERATING IN ACCORDANCE WITH ILP GUIDANCE DURING DIFFERENT TIMES OF THE DAY



Daytime Clear Skies



FREE RANGE

Lily Rye
Lily Rye: Masterpieces by the Piece
20 March, 2020
London College of Communication
london.ac.uk
© LCC

Displayed by the courtesy of LCC in partnership with Clear Channel

Clear Channel

Daytime Overcast



Twilight



Pitchford Steelstock
Tel: 01384 489030

Tomorrow
begins **Today.**

Dusk



Night

APPENDIX 3 – MODEL CONDITIONS IN TECHNICAL NOTE 5 “THE BRIGHTNESS OF ILLUMINATED ADVERTISEMENTS INCLUDING DIGITAL DISPLAYS” (PLG05/23)

Model Conditions

The following model conditions are as set out in Appendix 1 of the Institute of Lighting Professionals (ILP) Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23).

The model conditions include the standard conditions set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 [The Regulations].

The first condition relates to the standard time period of a consent, which unless otherwise specified should be five years, as set out on Part 3 of The Regulations. Please note, following the expiry of the time period an application would benefit from Deemed consent under Class 14 Schedule 3 of the Regulations. As set out in National Planning Practice Guidance (NPPG), conditions cannot be used to prevent the operation of Class 14 unless supported by specific and relevant planning considerations.

The second condition seeks to ensure that the application is implemented in accordance with the approved plans and application documents.

Conditions 3 to 7 represent the five “standard conditions” attached to all applications for advertisement consent, set out in Schedule 2 of the Regulations.

Conditions 7 to 13 are commonly applied to digital consents and have been standardised by ILP with reference to the updated guidance document.

These conditions can be adapted to suite the application proposal, with additional conditions added where they pass the standard tests set out in the National Planning Policy Framework (NPPF).

Time Period

1. The consent now granted is limited to a period of five years from the date hereof.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Application Documents

2. The development shall be undertaken in strict accordance with the approved documents for this Advertisement Consent which comprise:
 - FS875/PA/01 Site Location Plan
 - FS875/PA/02 Existing Site Plan
 - FS875/PA/03 Proposed Site Plan
 - FS875/PA/04 Existing and Proposed Elevations

Reason: To define the permission and for the avoidance of doubt and in the interest of proper planning procedures.

Standard Conditions

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements

shall be maintained in a condition that does not endanger the public.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. No advertisement shall be sited or displayed so as to:
 - a) Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military).
 - b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal, or aid to navigation by water or air.
 - c) Hinder the operation of any device used for the purpose of security, or surveillance, or for measuring the speed of any vehicle.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Digital consents

8. There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.

Reason: In the interests of amenity and in order to retain effective planning control.

9. In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out for Environmental Zone 4 in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

10. In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

11. Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive

messages / advertisements being displayed.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

12. The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

13. No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

Reason: In the interests of amenity and in order to retain effective planning control.

APPENDIX 4 – SITE SPECIFIC INFORMATION SHEET

Application for Advertisement Consent: Proposal Factsheet

URN: FS875

Site Name: Upper Bond Street, Hinckley, LE10 1JR

Planning Portal Reference: PP-14737329

Advertising Type	<i>Digital</i>
Size of Advertisement (HxWxD)	<i>1.23m(w) x 2.4m(h) x 0.22m(d)</i>
Number of Panel	<i>1</i>
Max Daytime Illumination (to be adjusted based on application)	<i>Up to 5,000 cd/sqm (Brightness will vary during daylight hours based on ambient brightness (ie brighter on a cloudless summers day than overcast winters day)</i>
Max Night-time Illumination (to be adjusted based on application)	<i>300cd/sqm</i>
Notes	<i>Brightness adjusted by a light sensor backed by a light table</i>