



Re: Use of digital display at 5395 Eglinton Avenue West, Etobicoke, ON

To whom it may concern,

Media Resources Inc. has been engaged by Pattison Outdoor to review and assess the lighting impact of the proposed digital billboard installation at 5395 Eglinton Avenue West. This document will describe the lighting impacts of our VISIONiQ digital billboards in this specific application, and further commit a maximum luminance value of the display as observed from the nearby light-sensitive areas.

Background on Media Resources Digital Display Ambient-Aware Brightness Controls

During dusk, dawn, or cloudy days, the operation of the digital display according to ambient light readings is the ideal way to maintain a glare-free, light-trespass free image. Media Resources digital billboards are all equipped with factory-mounted dual photocell sensors that are redundant and capable of reading ambient brightness even if one unit suffers a hardware failure. The ambient brightness to output brightness response curves have been carefully developed into a standard to provide good readability on the display while keeping in line with the brightness of the overall visual context.

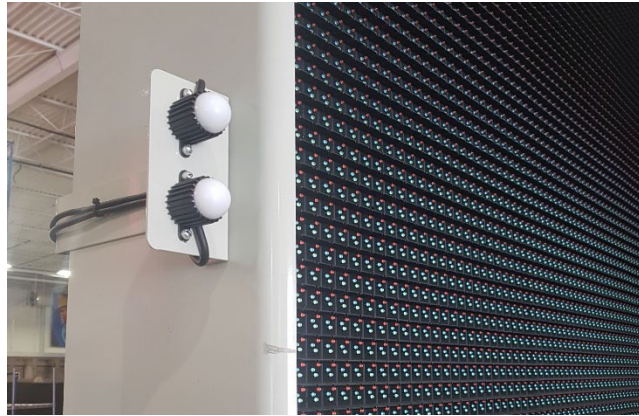


Figure 1. Media Resources standard - dual ambient brightness measuring photocells for hardware redundancy

During night-time, brightness control becomes critical as the digital billboards must be operated at a small percentage of its maximum brightness in order to avoid glare or light trespass. Media Resources endeavors to have the most comprehensive system of safeties and traceability for night-time brightness management. The proposed digital billboards are well equipped with modern brightness controls. Besides the redundant photocells above, a number of secondary fail-safes are also implemented including a communications watchdog (automatic reduction to night-time brightness in the event of a communication loss), and fallback to a location/season aware time-based schedule in the event of catastrophic photocell system failure. With these safety features in place, it becomes extremely unlikely for the digital billboard to operate at high brightness levels at night.

Additionally, the Media Resources Network Operations Centre can monitor brightness and recall brightness history for traceability. See Figure 2 and Figure 3 below on our internal control system for configuring brightness and recalling brightness history.

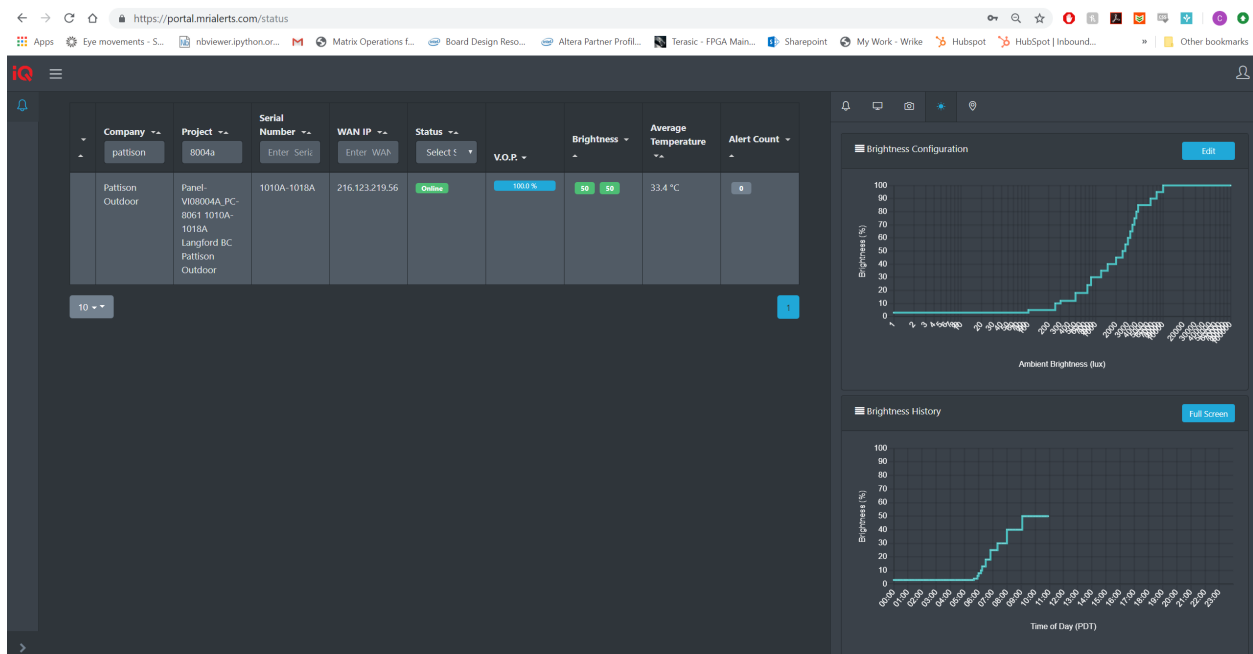


Figure 2. Media Resources web portal showing brightness configuration and history of the current day

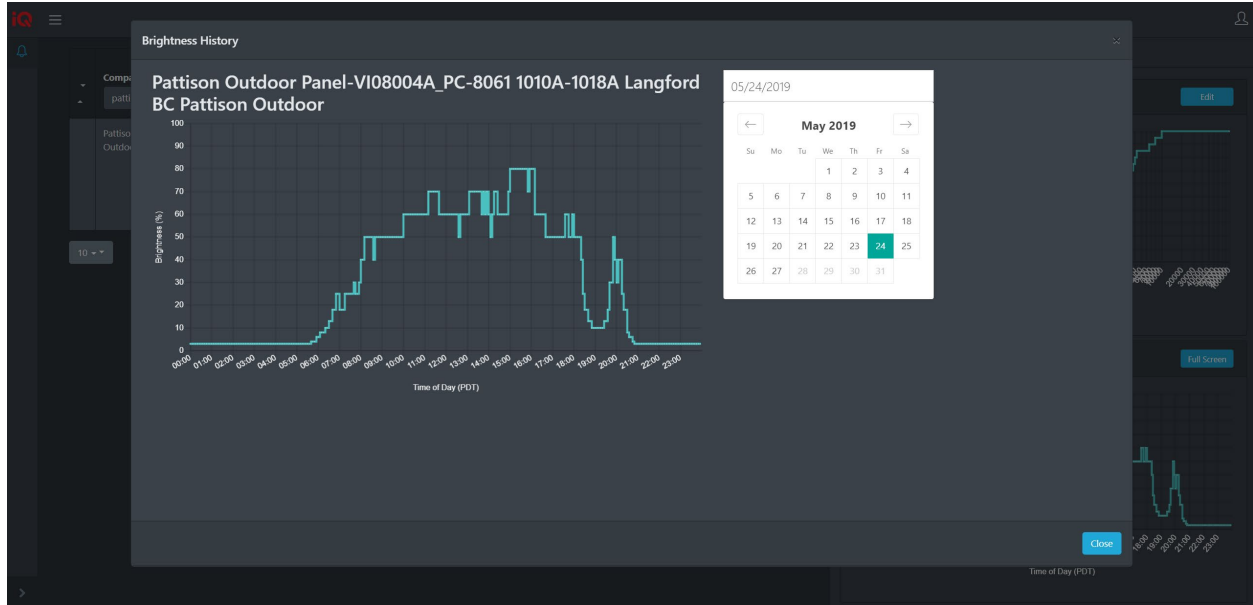


Figure 3. Media Resources web portal showing brightness history of any selected previous date. Brightness history data is logged indefinitely on Media Resources servers.

Media Resources commits to the effectiveness of this light restriction technology when deployed at 5395 Eglinton Avenue East. We have calculated the expected illuminance impact to surrounding areas of concern, shown in Figure 4, and Figure 5 along with a table for each face of the display showing lux values at various distances and angles. Media Resources guarantees that the display will operate within 20% of illuminance impact calculated below. If approved and constructed, we can provide on-site lighting measurements to confirm correct installation and light restriction performance.



Figure 4. Site satellite photo overlay of distances and angles from proposed digital billboard site, corresponding to calculated illuminance figures in lux provided in Table 1.

Site Calculations - 10' x 20' 150 NITS Standard									
Measurement Angle									
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.144lux	0.473lux	1.067lux	1.441lux	1.516lux	1.441lux	1.067lux	0.473lux	0.144lux
100	0.036lux	0.119lux	0.271lux	0.367lux	0.390lux	0.367lux	0.271lux	0.119lux	0.036lux
150	0.016lux	0.053lux	0.121lux	0.164lux	0.175lux	0.164lux	0.121lux	0.053lux	0.016lux
200	0.009lux	0.030lux	0.068lux	0.092lux	0.099lux	0.092lux	0.068lux	0.030lux	0.009lux
250	0.006lux	0.019lux	0.043lux	0.059lux	0.063lux	0.059lux	0.043lux	0.019lux	0.006lux

Table 1. Site calculations in lux based on MRI VIQ Standard RGB Modules.



Figure 5. Site satellite photo overlay of distances and angles from proposed digital billboard site, corresponding to calculated illuminance figures in lux provided in Table 2.

Site Calculations - 10' x 20' 150 NITS Standard									
Measurement Angle									
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
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100	0.036lux	0.119lux	0.271lux	0.367lux	0.390lux	0.367lux	0.271lux	0.119lux	0.036lux
150	0.016lux	0.053lux	0.121lux	0.164lux	0.175lux	0.164lux	0.121lux	0.053lux	0.016lux
200	0.009lux	0.030lux	0.068lux	0.092lux	0.099lux	0.092lux	0.068lux	0.030lux	0.009lux
250	0.006lux	0.019lux	0.043lux	0.059lux	0.063lux	0.059lux	0.043lux	0.019lux	0.006lux

Table 2. Site calculations in lux based on MRI VIQ Standard RGB Modules.



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We are always committed to the responsible application of LED digital technology and are happy to engage with regulatory stakeholders at any time. Please feel free to contact us if you have any questions.

Sincerely,

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