

Digistone

**Final report, figures
April 2015**



4. Final report

4.1. Final publishable summary report

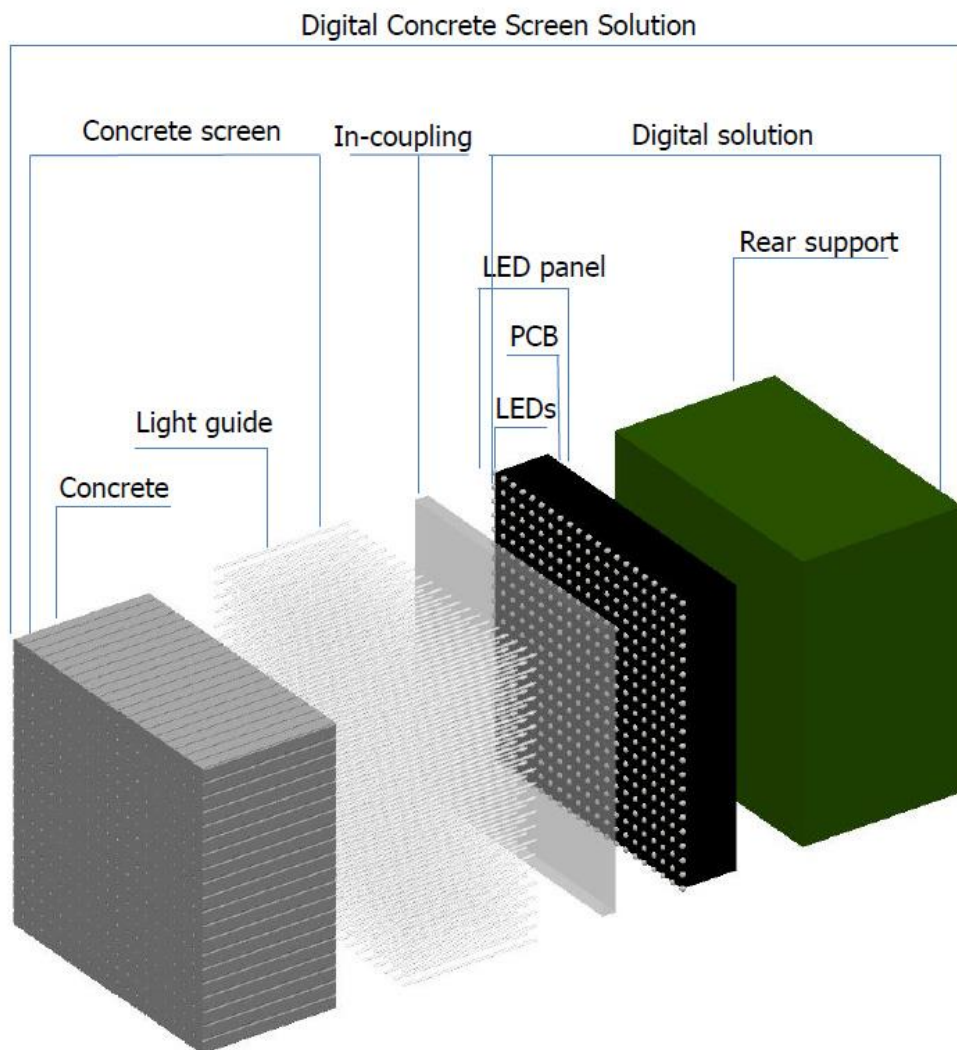


Figure 4.1.1. The concept of the Digital Concrete Screen Solution (DCSS).

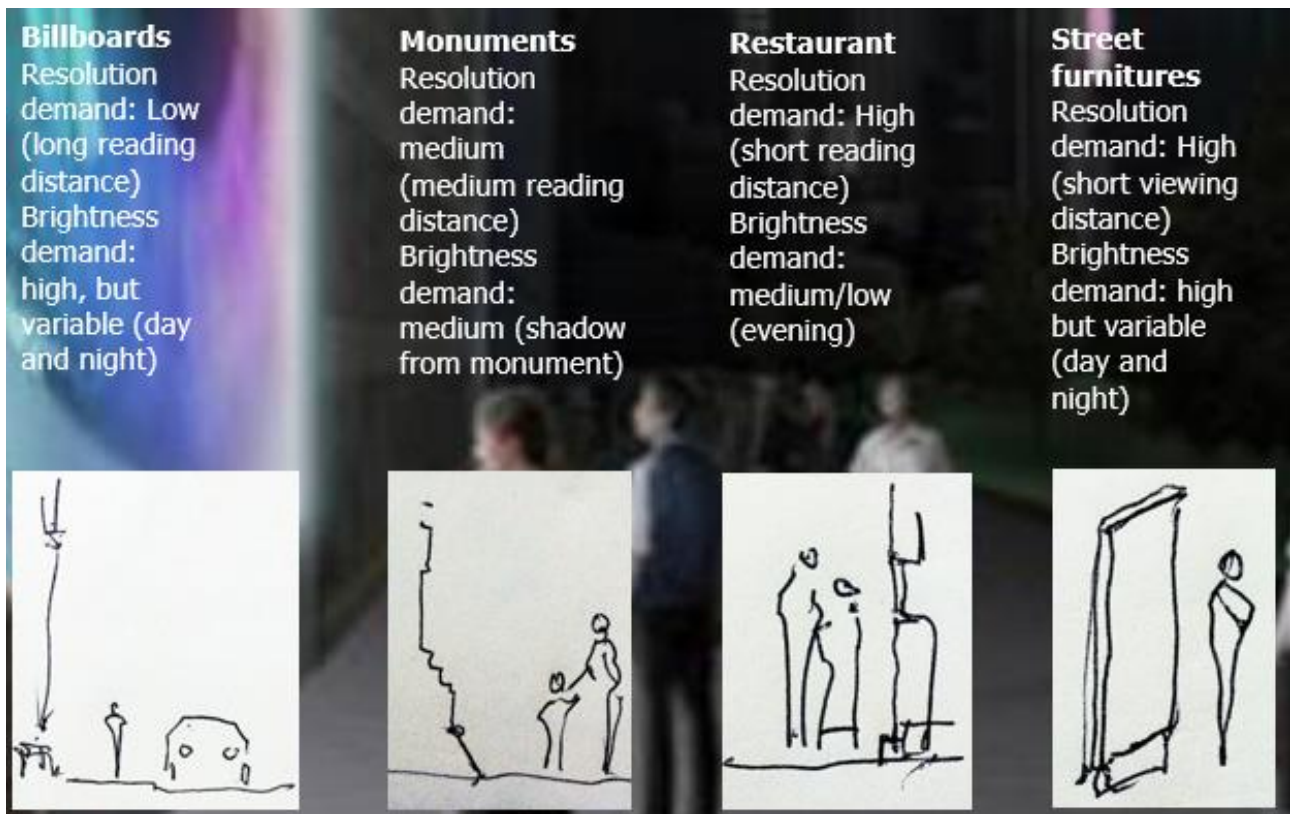


Figure 4.1.2. Different applications for the DCSS.

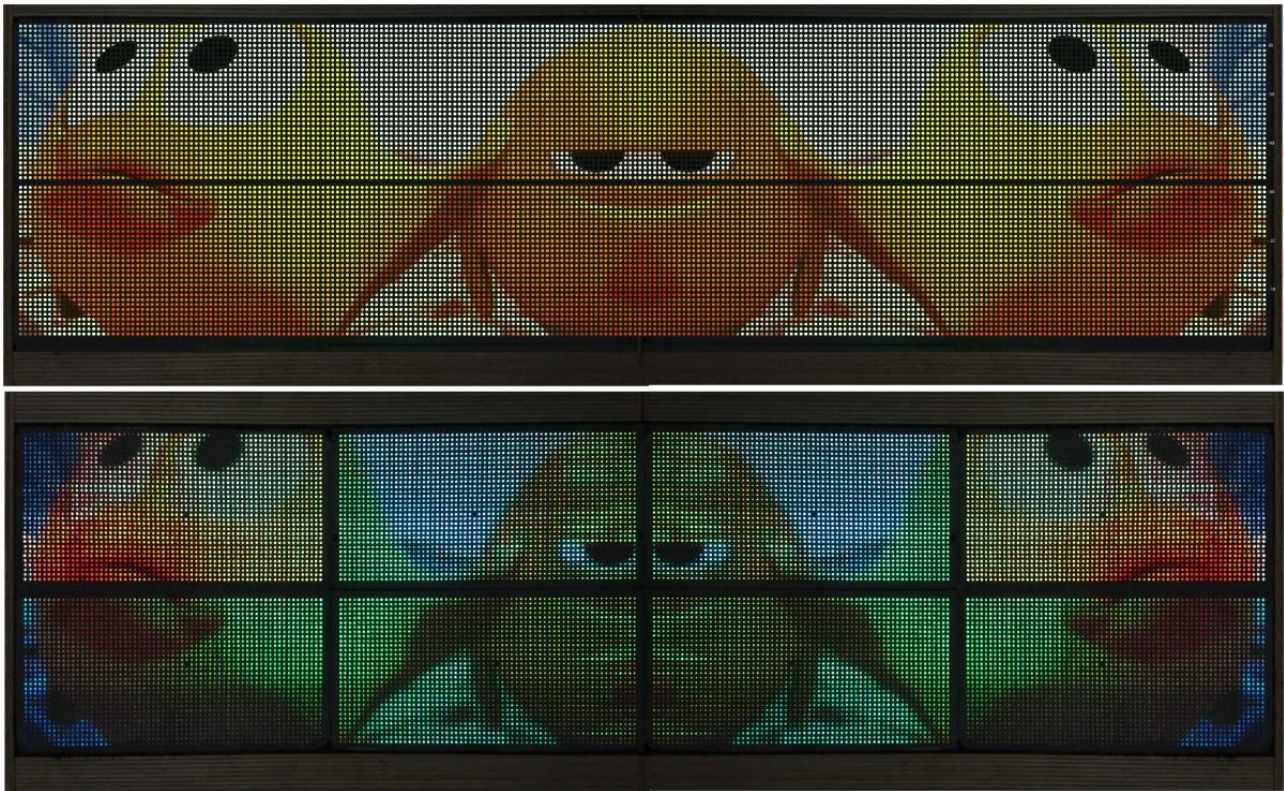


Figure 4.1.3. Illustrating the different visual appearance between the beam concept (top) and brick concept (below).

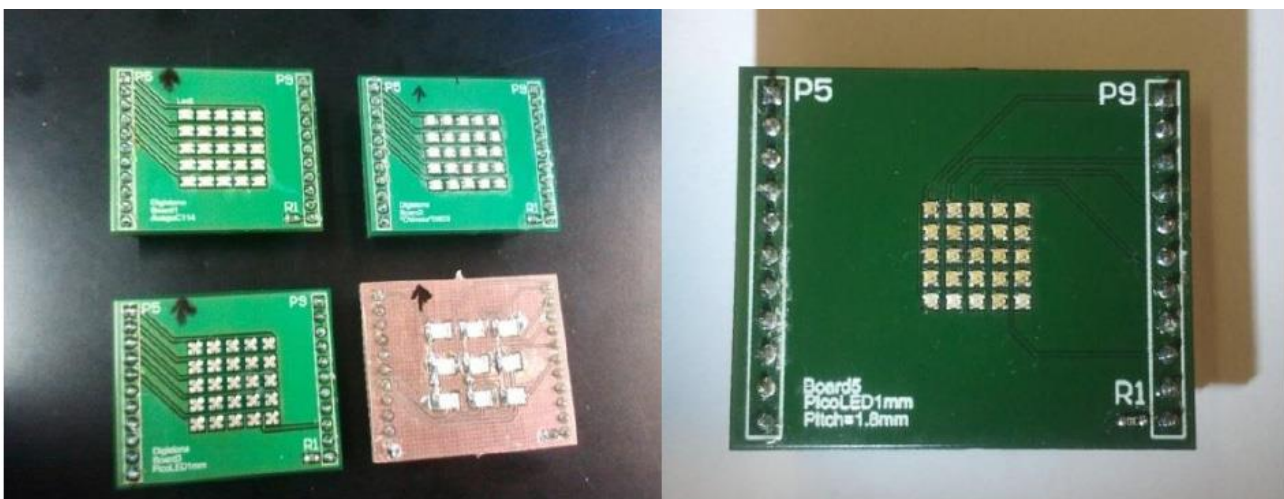


Figure 4.1.4. First generation of PCB boards used in the development of the DCSS.

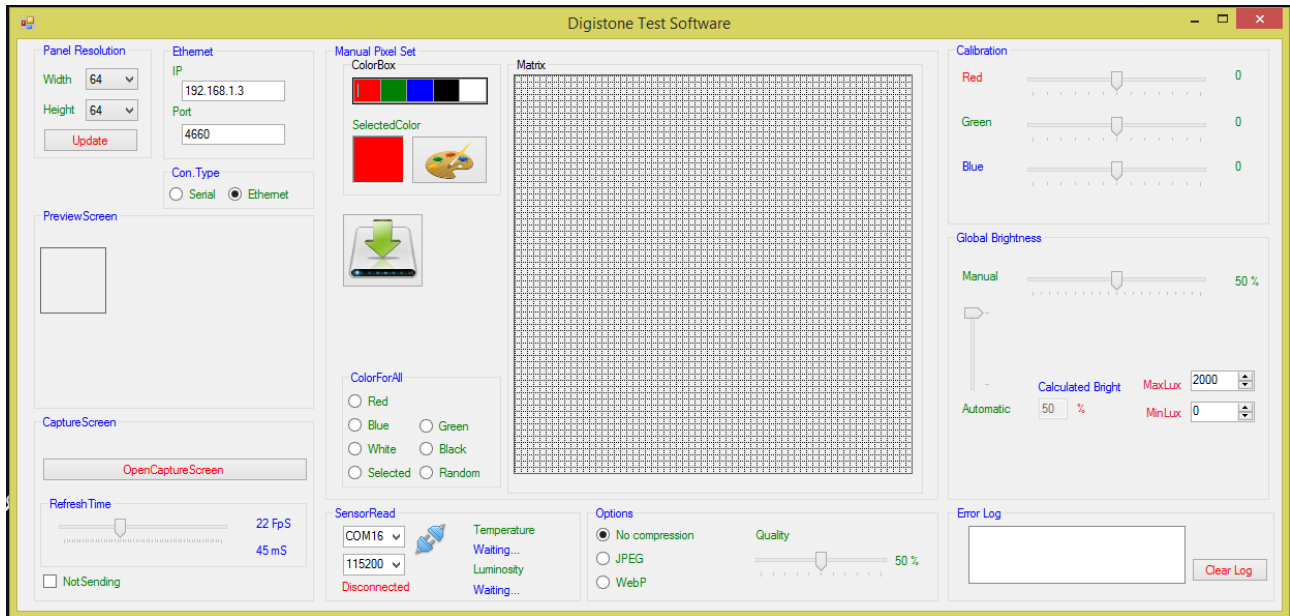


Figure 4.1.5. Digistone test software interface.

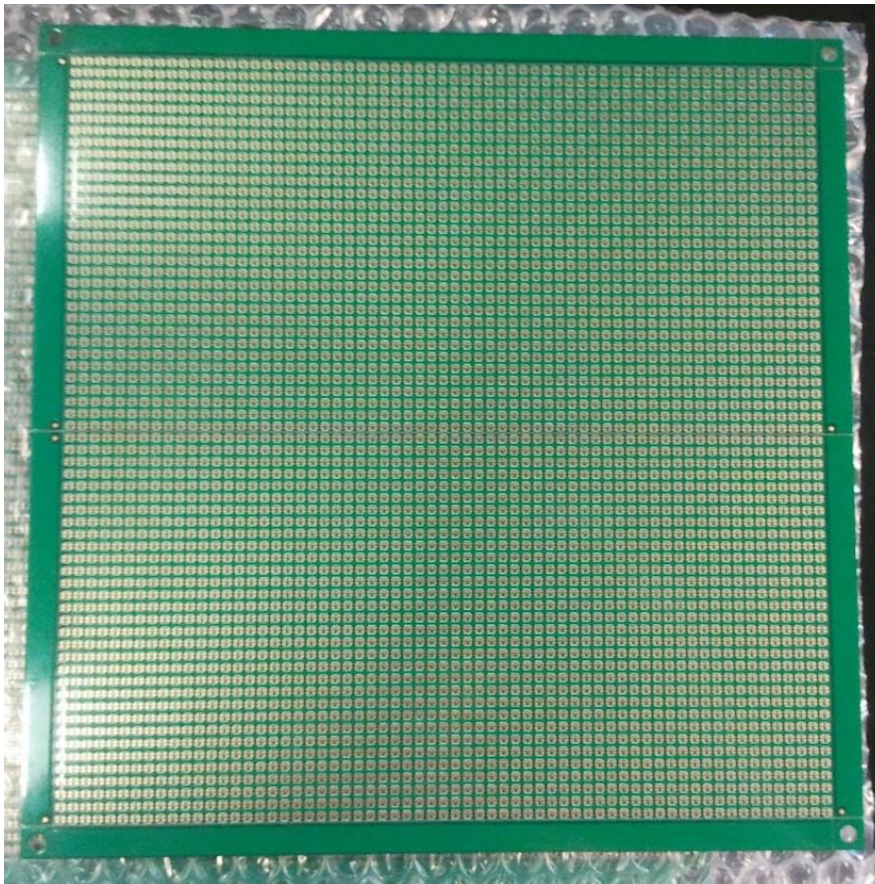


Figure 4.1.6. LED panel for prototype.

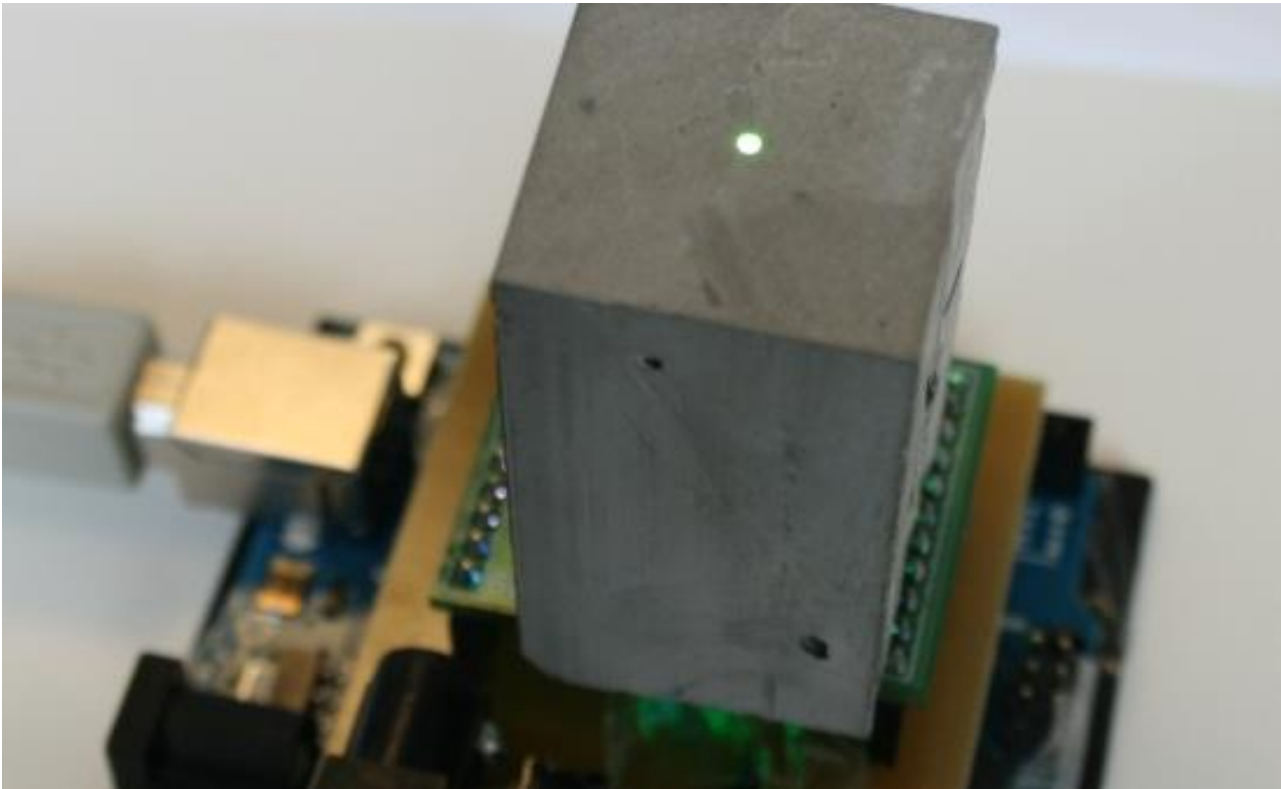


Figure 4.1.7. Testing of light and incoupling efficiency.



Figure 4.1.8. Concrete and light guide screen.



Figure 4.1.9. The four transparent concrete and light guide screens were arranged in a frame in order to make the final screen of the prototype.

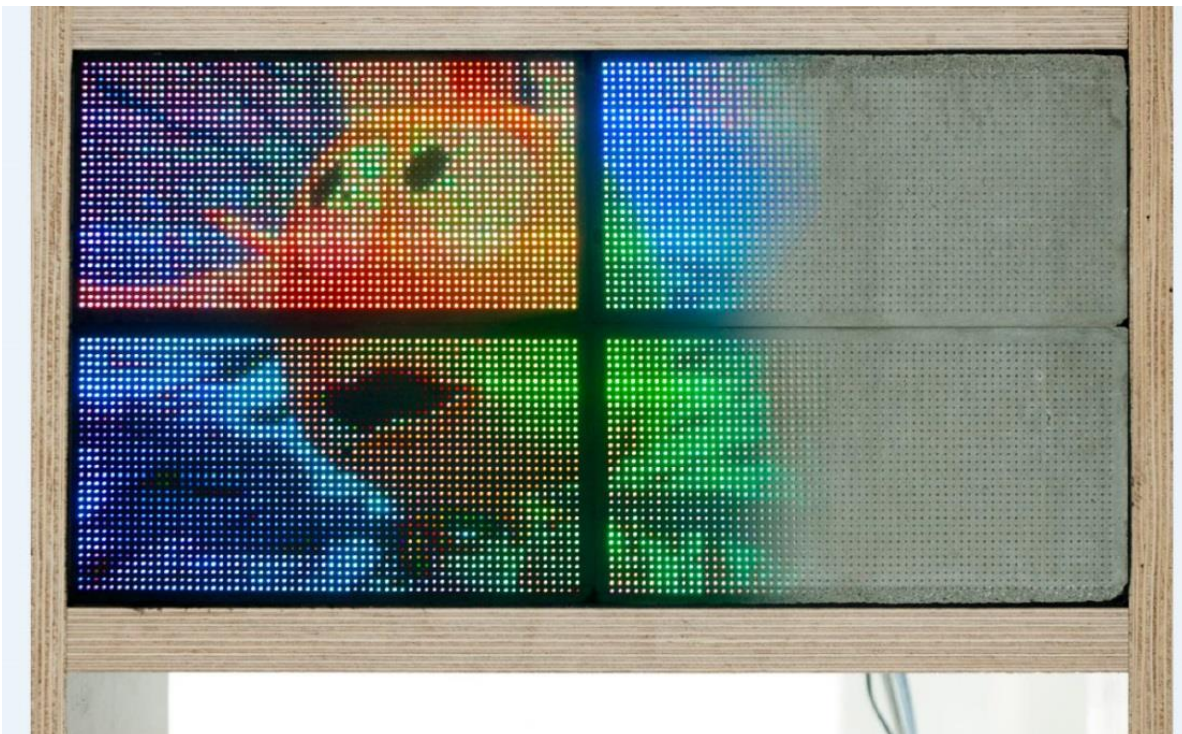


Figure 4.1.10. The final Digistone prototype showing the screen with and without live images.

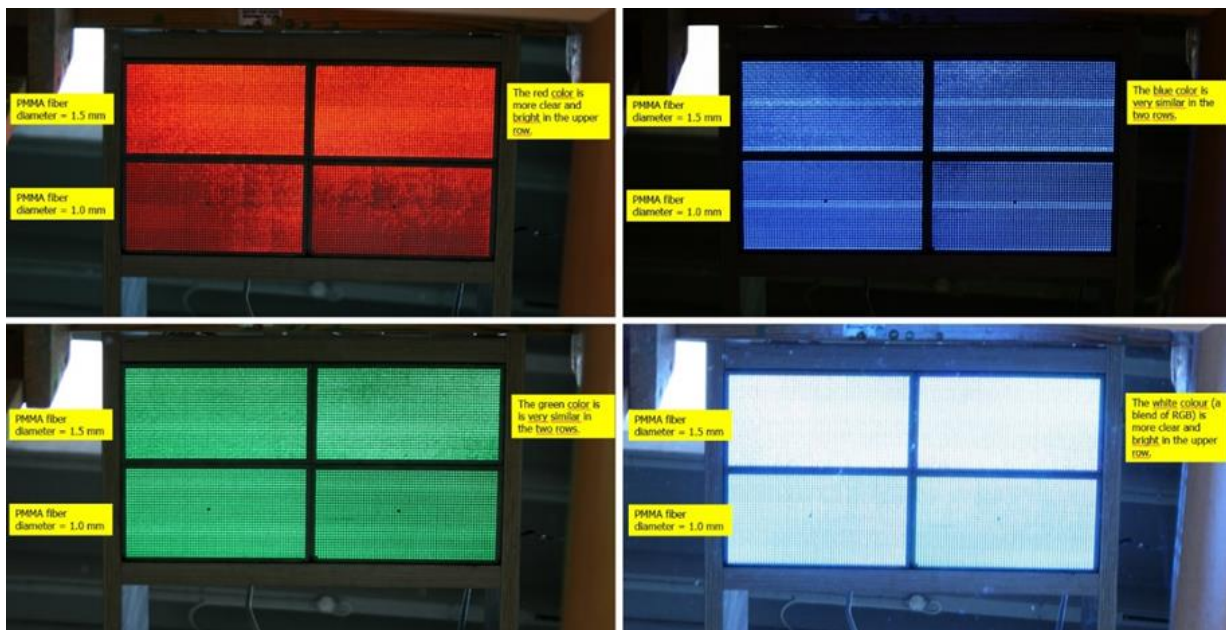


Figure 4.1.11. Comparing colours (red, green, blue and white) of the 1.0 mm light guides (lower concrete units) and 1.5 mm light guides (upper concrete units).



Figure 4.1.12. Qualitative assessment of the DCSS prototype.

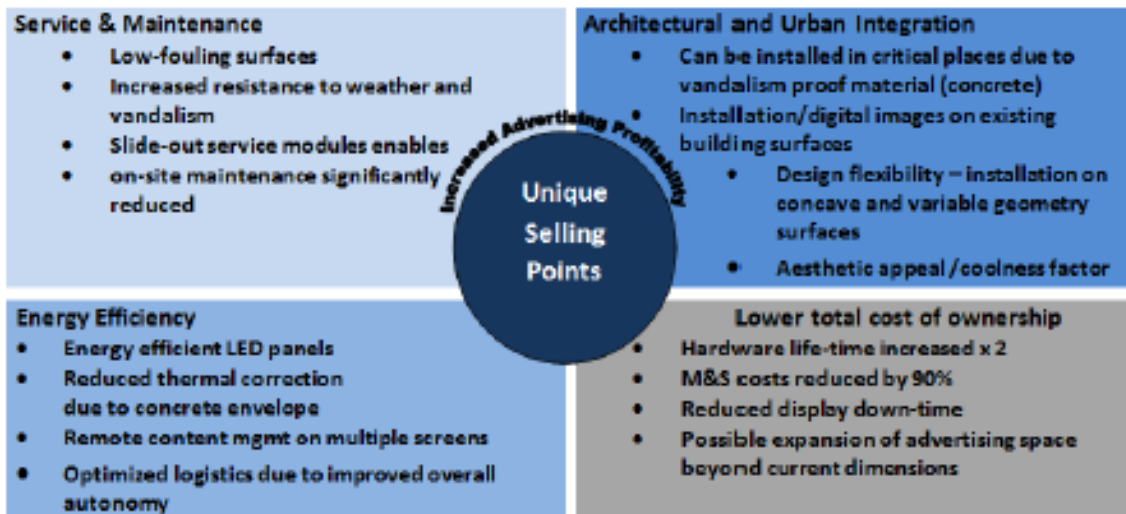


Figure 4.1.13. End user benefits.

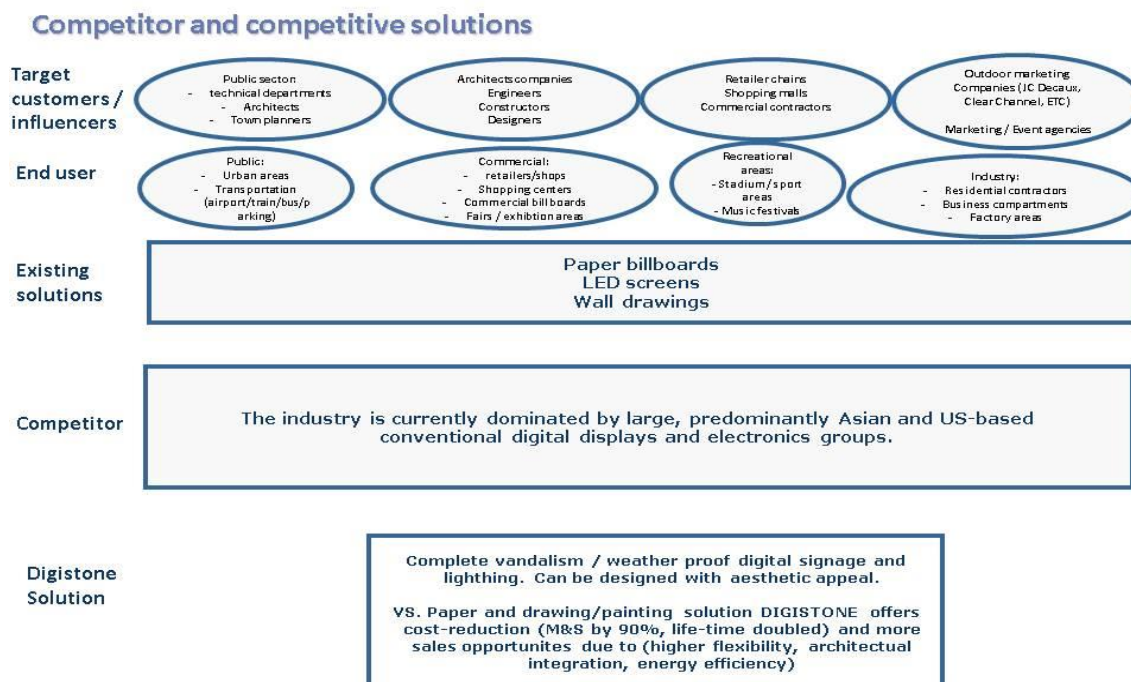


Figure 4.1.14. The most relevant market segments for initial introduction of the new solution.



<u>Year</u>	# sold	Market share in % of 2010 level of installed advertising faces in street furniture segment
		1.500.000
1	5	0,0003
2	100	0,0067
3	1.000	0,0667
4	4.000	0,2667
5	8.000	0,5333
6	16.000	1,0667
7	30.000	2,0000
8	50.000	3,3333
9	70.000	4,6667
10	90.000	6,0000

Figure 4.1.15. Business case.