

LONDON DIGITAL SIGNAGE WEEK



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Digital Display Excellence

How often do we pass a wayfinding screen or advertising on a digital screen or totem in a shopping mall and not think about what company manufactured them, no matter how curvaceous or sculptural they are?

Well, it's very likely that they may have been manufactured by Trueform Digital, a subsidiary of Trueform Manufacturing & Technologies Group, a 40-year-old London-based company that has grown from a small £3 million manufacturing business back in 1996 into what it is now, a £25 million enterprise with products sold worldwide and a growing number of offices globally.

Much of the credit for that growth can be attributed to Jonathan Morley, CEO of both Trueform Group and Trueform Digital, who joined the parent company 22 years ago and started its transit and outdoor display division. With a background as a product designer, Morley has used that background - to which he added an MBA - his entire career. He earlier worked with design consultancies and specialized in transit hardware.

Trueform Group is owned by a consortium of shareholders, including Morley. Trueform Digital, whose customers include such companies as JCDecaux, Clear Channel and many others, has close to 100,000 products installed worldwide, 2,400 of which are in Abu-Dhabi. It is currently supplying digital displays in the Middle East and Africa for Pikasso.

It entered North America in 2005 and its products are found in the U.S. in Chicago (where it has an office), San Diego, Los Angeles, Green Bay, Austin, and many other cities. It recently won a contract for wayfinding digital totems in New York.

It also has an office in Toronto where it was recently awarded a \$3.5 million contract to provide outdoor pedestrian wayfinding displays through the streets of Toronto. It has already put many displays throughout Winnipeg, where temperature drop to as low as -40 degrees. Trueform Digital specialise in the provision of rugged outdoor displays that can function in extremes of temperature such as the heart of Las Vegas and Texas or as cold as in Winnipeg.

Most of Trueform's manufacturing is done in the U.K., but if the project is federally funded and 'buy American compliant', it is manufactured in one of its two U.S. manufacturing facilities located in Green Bay, Wisconsin, and Rochester, New York.

While originally (and still) heavily into the transport sector, Trueform products are now found in many shopping centers, including Westfield White City/Shepherd's Bush. With the center undergoing a major expansion with the addition of 80 new shops, its management has given Trueform mandate to replace all totems and media hubs with 160 new displays with four different shapes in a range of 46", 49", 55" and 75". They feature 4K, bright interactive touch screen displays, cameras, LED back illuminated directional panel, 4G and latest Windows pc software with remote access to the content management. Information can be changed in seconds with out the need to visit each totem.

The company offer a full range of products including product design, manufacturing digital content, installation, project management, and remote monitoring and diagnostics.

"While we provide all size displays, most from 32" to 75" and sometimes 84" and 86", the most popular by far is the 75" six-sheet," says Morley. "We also provide long-term remote monitoring and diagnostic for our products. And we can



Jonathan Morley, CEO

include audience/ facial recognition measurements by Quividi and others."

Trueform also has a whole series of bomb blast protected products. Some are installed in several U.K. airports including Heathrow and Gatwick, but Morley says that he's surprised that they are not more popular sellers than they are, outside of the UK'S airports.

The company's newest product is Cycle counting Totems. Morley is particular interested in Smart Cities and the environment,

and he says that the totems, which count cyclists riding past, provide valuable vehicular data to transit agencies and cities on the increased use of cycles and cycle lanes, which help drive further investment.

The cycle Counting Totems include 32" outdoor screen which can also be used for digital advertising. By early March 2018, 20 units had been installed in a range of locations including London, Edinburgh, Norway and Seattle, with many more planned.