

# DCP-0710 Digital City Poster

10mm pixel pitch, 6.8m<sup>2</sup>, 300x216 pixels DOOH Billboard



The DCP-0710 is a single-piece outdoor LED advertising display system for digital out-of-home media. Thanks to Barco proprietary color signature technology, the DCP-0710 delivers an excellent balance between brightness and contrast. In this way it guarantees exact reproduction of brand colors at all times.

## Environmentally friendly

As an environmentally friendly display it ensures lower power consumption and longer lifetime. The DCP-0710 features built-in redundancies such as image failover, power supply redundancy and multiple sensors. It is also equipped with extensive remote management and control capabilities.

## For branding and advertising

The DCP-0710 provides powerful imagery in combination with 24/7 reliability and a low cost of ownership. With less power consumption and a lighter weight than similar products, the DCP-0710 is a perfect fit for advertising and branding applications.

**Product specifications****DCP-0710 DIGITAL CITY POSTER****General specifications**

Pixel pitch	10.2 mm
LED configuration	SMD
LED density	9,612 LED/m <sup>2</sup>
Brightness	6,500 nits (calibrated)
Color Processing	16 bit/color
Colors	281 trillion
Hor. viewing angle	-70°/+70°
Vert. viewing angle	-35°/+10°
Power consumption (typical)	230 W/m <sup>2</sup>
Heat dissipation (typical)	784 BTU/hr/m <sup>2</sup>
Operational temperature	-20°/+50 °C
Ruggedness	IP65 (front)
Dimensions (HxWxD)	3,060 x 2,203 x 160 mm 120.5 x 86.7 x 6.3 inch
Module surface	6.73 m <sup>2</sup> 72.46 ft <sup>2</sup>
Weight / Tile	424 kg 935 lbs
Certifications	CE, ETL, FCC Class A, CEBEC, RohS

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