



BoldVu® VTU Frequently Asked Questions



Hardware & Software

Is a media player included?

- Yes. An Intel® NUC PC with Windows 10 IOT license is standard with the display. Buyers can also specify media player hardware and CMS. Most media players that can run on 12VDC power, with a small form factor can work with the VTU.

Is a GPS system included?

- No, however at the buyer's request we can provide and integrate this hardware component at an additional cost. The display has connectors to route the GPS radio antenna to the exterior of the display chassis.

Is a cellular modem included?

- No, however at the buyer's request we can provide and integrate this hardware component at an additional cost. The cellular modem is required to communicate with the display for things like GPS location transmission, media file downloads and scheduling, and hardware monitoring.

Is Content Management Software included?

- No. Buyers are free to use their preferred CMS, or we can suggest a solution if buyer has no preference. Look for CMS platforms that can take advantage of real-time GPS location to dynamically play content.

Installation

How does the display mount to the vehicle?

- The display is affixed using a vehicle-specific, heavy-duty roof rack that is designed to provide structural strength needed to securely fasten the display to the vehicle roof top. Mounts are engineered specific to each Make, Model, and Year of vehicle. Where a mount design does not exist, an engineering fee and Minimum Order Quantity (MOQ) will apply. The list of mount designs is constantly updated and is available upon request.

Do I have to drill holes in the roof of the car?

- Yes. The roof rack requires mounting feet to be secured to the frame of the vehicle. Bolts and rivets are installed in the "ditch" of the roof top. Should the roof rack need to be removed, these holes are easily covered up and do not leave any visible changes to the vehicle.

How is the display powered?

- The display runs off of the vehicle's native electrical system (i.e. 12VDC battery, or other in the case of an electric vehicle). A wire harness is routed from the display, through the roof rack and under the hood to connect to the car battery.

Can the display be moved to other vehicles?

- Displays can be moved between vehicles so long as compatible mounting systems are in place. Remember, mounts are vehicle specific so displays should not be transferred to incompatible roof racks.

Durability & Performance

What is the expected lifespan of the display?

- Displays are stress tested to deliver 10-years of performance. Under an active SmartVu™ Support contract, they are eligible for our Visual Performance Guarantee.

Can the display handle extreme weather?

- Yes, the display is designed to the IP56 standard for water and dust ingress. Its thermal management system allows for operation in temperatures between -40°F to +122°F (-40°C to +50°C).

Is the display bright in daylight?

- Yes, it outputs 3500 nits of luminance (in white) on each digital face, which appears vivid and bright, even in direct sunlight.

Is the display durable against road debris?

- Yes, displays employ 3mm thermally tempered glass to protect the LCD, which is roughly the same thickness as vehicle side glass. The aluminum chassis is sturdy and durable - more so than the exterior body of most vehicles.

System Management & Service

How is content loaded to the display?

- A cellular modem (not included) provides IP connectivity. This allows the media player to download content and schedules over a cellular network. A cellular data plan through a network carrier is required.

Can the display hardware be monitored?

- Yes, through the SmartVu™ monitoring portal, users can remotely access hardware diagnostics and adjust parameters like day/night luminance, on/off times, and more.

What happens when the vehicle is turned off?

- On/Off behavior is programmable. By default, the display enters Power Save Mode when the vehicle is turned off. The display completely powers down with voltage dips below a lower threshold to ensure the battery retains enough charge to start the vehicle again. Upon vehicle start up, the display re-enters On Mode and continues content playback as normal.

How do you maintain the display?

- Keep exterior surfaces clean with mild soap and wipe with a towel. Ensure ventilation grilles are kept clean and unoccluded. Remove any debris that may accumulate around the mount.

Regulations & Certifications

Is the display tested for road safety?

- Yes, the display is tested and meets road safety requirements and can be certified to additional standards as needed.

Are there any limitations as to what type of content can be played on the display?

- Maybe. Each city has its own regulations regarding digital media in public spaces. Some allow full motion video while others limit digital advertisements to images only. Consult your local regulatory body for clarification.

Does the display auto-adjust brightness to comply with brightness ordinances?

- Yes, the hardware settings can be set to auto-dim the backlight to a desired value based on time of day and/or ambient illumination.

Purchase & Delivery

How do I buy BoldVu® VTU?

- BoldVu® VTU is available direct through LG-MRI. Contact sales for a quote.

What is the lead time on orders?

- 16-20 weeks ARO, deposit, and signed engineering submittals.

What is the minimum order quantity (MOQ)?

- 100 units. MOQ may be waived for follow-on orders or other circumstances within our discretion.

Can I lease BoldVu® VTU?

- Yes, displays can be leased on a 60-month term with various end of term options.