

March 1, 2022

Letter of Compliance for RCC Media, City of London Project Proposals

To whom it may concern,

Media Resources Inc. has been engaged by RCC Media to certify the capabilities of the Media Resources VISIONiQ Digital Billboard product with regards to compliance with City of London Sign By-Law. Specifically, the VISIONiQ products proposed for RCC Media projects will be fully equipped to comply with all provisions of these sections covered in the City of London Sign By-Law section 4.2, as highlighted below.

4.2.1 b) MRI VISIONiQ Digital Billboard is designed to perform message transitions instantaneously

4.2.1 c) MRI VISIONiQ Digital Billboard includes an advanced automatic dimming system that is further described below

4.2.1 d) MRI VISIONiQ Digital Billboard is easily configured at the factory to limit the light levels to less than 3 lux above ambient at 10.0m from the face.

4.2.1 e) MRI VISIONiQ Digital Billboard is easily configured at the factory to not exceed 5000 NITS during daytime

4.2.1 f) MRI VISIONiQ Digital Billboard is by default locked to not exceed 300 NITS during night time

4.2.1 i) MRI VISIONiQ Digital Billboard is configured by default with Content Management Software that can limit the minimum duration to 6/10s between instantaneous transitions of static copy

Further recognizing the need for dependable illumination management, we have also included a description of the brightness control system.

The proposed digital billboard will be well equipped with modern brightness controls, configured with dual redundant photocells, capable of sensing ambient light and managing the output brightness even in the event of a hardware failure. A number of secondary fail-safes are also implemented including communications watchdogs (self reduction to night time brightness in the event of a communication



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loss), and fallback to a brightness time schedule in the event of catastrophic photocell system failure.

Media Resources is 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

A handwritten signature in black ink, appearing to be 'Cheng Qian', written over a horizontal line.

Cheng Qian
Chief Product Architect
Media Resources Inc.
(905) 586-1064
cqian@mediaresources.com

July 2, 2021

Robert Corridore
RCC Media
4101 Steeles Ave. #201
Toronto, ON M3N 1V7

Subject: RCC Media Inc. – Letter of Reference

The City of Pickering entered into a contractual long-term partnership with RCC Media in 2018. Since then, both partners have worked collaboratively to ensure the success of Pickering's digital sign program; the first of its kind for the municipality.

RCC Media has developed relationships with staff from across the organization, demonstrating a continuous effort to address and respond to any queries, concerns, or feedback presented during the fabrication, installation, launch, and program phases of the project.

The digital signs, strategically located around the City, have helped to beautify infrastructure and enhance the City's communications with its residents, businesses, visitors and other stakeholders.

RCC Media has been both efficient and responsive in its work with the City, and has helped strengthen Pickering's burgeoning reputation as a municipal leader through the delivery and support of its community sign program.

Yours truly



Mark Guinto
Manager, Public Affairs & Corporate Communications
905.420.4660 ext. 2013
mguinto@pickering.ca



BRAMPTON

Corporate Support Services
Strategic Communications, Culture & Events

July 5, 2021

To Whom it May Concern,

The City of Brampton has been doing business with RCC Media since July of 2007 (contract renews every 5 years). Throughout that time we have produced a variety of complex media installations, which required extensive service levels and attention to time and detail.

RCC Media approaches every project very prepared, and spare no detail when it comes to project management, communication, product standards and on-location safety. I can contact Rob 24/7 whenever there may be an issue, be it a damaged product due to a bad storm, or getting a last minute job produced and installed before a big event, RCC media has always been able to rectify every possible scenario quickly and safely.

We appreciate and value our relationship with RCC Media, as we continue to work with and look to them to provide us with visual solutions that will ensure our Brand and corporate messaging is displayed in the most creative ways (and spaces) possible.

I would not hesitate to recommend them for any project in their scope of work, they are a fantastic firm to work with.

I am happy to be contacted if any further information is required,

Regards,

A handwritten signature in black ink, appearing to read 'Jeff Cowie'.

Jeff Cowie
Supervisor, Marketing and Digital Media
416.806.0483
jeff.cowie@brampton.ca

City of Vaughan
Corporate and Strategic Communications Department
2141 Major Mackenzie Drive
Vaughan, ON L6A 1T1

To whom it may concern,

As Manager, Marketing and Creative Services, I work directly with RCC Media who operates the static and digital billboard, bridge, and City of Vaughan Corporate signs.

RCC Media's working relationship with the City of Vaughan began in 2007 with static format signage. In 2015 through a complete progress, our partnership continued with RCC Media to upgrade static displays to digital signs and introduce a 15-year partnership for the design, development, deployment and maintenance of the City's Corporate digital signs. New assets continue to be brought online periodically to meet the City's needs leveraging the agreements and relationships in place.

RCC Media has displayed professionalism and reliability at every phase. The team showcased effectiveness and expertise during the design, fabrication and installation phases making site safety and overall project management/communications paramount throughout the process.

Maintenance, management and troubleshooting continue to be a seamless process and the content management platform proves to be reliable and stable.

We look forward to our continued successes working with RCC Media.

David Di Benedetto

Kind regards,

David Di Benedetto,
Manager, Marketing and Creative Services

416-333-4108

david.dibenedetto@vaughan.ca





Real Estate

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June 24, 2021

TO WHOM IT MAY CONCERN

In 1999, CN was approached by RCC Media in an effort to address the City of Vaughan complaints about CN bridges in Vaughan which were covered in graffiti and in need of perceived painting. In order to address these issues and create community gateways as well as offer CN with an opportunity for revenue generation, RCC proposed an innovative concept. With approval and authorization granted by CN, RCC Media immediately began to work with CN staff to pioneer and implement what is known as The Bridge Beautification project. The project includes engineering design, fabrication and development, system installation and overall management of bridge messaging panels installed on CN overpasses initially in Vaughan and then spread throughout various communities and cities across Canada. With rights granted by CN, RCC Media has initiated and are operating this program in the following municipalities: City of Vaughan, City of Toronto, City of Brampton, City of London, City of Pickering, City of Markham. Presentations and proposals have been extended to various other municipalities which all await City approval and sign off.

RCC Media is responsible for all project facets:

- Negotiation with City as it relates to permits and by-laws
- Engineering design and system fabrication
- Installation and routine maintenance of system components
- Dealing directly with CN staff as it relates to engineering approvals, flagging and safety requirements, administrative and licensing agreement and operations development

As of 2014 – static bridge messaging formats are now being converted to digital – with the first of its kind in the country located in the City of Vaughan. RCC Media should be regarded as the pioneer and leaders of this system technology.

CN looks forward to continuing its relationship with RCC Media for the foreseeable future.

Yours truly,

A handwritten signature in black ink, appearing to read 'Ernie Longo', is written over a horizontal line.

Ernie Longo
Real Estate Manager