

VI FACTORS

Split by attributes relevant for all faces e.g. internal locations only have one mode

Roadside & Airport Precinct	Bus / Tram Exterior	Retail - Internal	Train / Bus Station	Airport Internal	Bus Interior
Face Size - area of the face					
Setback from kerb	Face Location				
Audience Mode Variation					
Audience Direction					
Side of Road					
Day / Night Variation					
Angle of Face					
Start / Max Distance					
Road Width					
Illumination					
Street Level					

OTS FACTORS

Roadside & Airport Precinct	Retail - Internal	Train / Bus Station	Airport Internal	Bus / Tram Exterior	Bus Interior
Market - determines which dataset a face is processed against. Overrides all other location details					
Vertical Size, Horizontal Size - affects static roadside viewing locations and VI scores for all faces					
Illumination Type, Illumination period - external audiences affected by period, all formats VI affected by type					
Location - links to outputs for that specific location and effects the OTS scores					
Longitude	Escalator Vicinity	Concourse Platform - Either	Escalator Vicinity	Format - affects measurement Face Position	
Latitude	Department Vicinity	Aud. % Boarding (Concourse)	Corridor Type	Max Panels - affects OTS allocation	
Orientation	Supermarket Vicinity	Aud. % Alighting (Concourse)	Attractor Type		
	Corridor Type	Platform Position (Platform)			
		No. Platforms (Platform)			