

IMS Lite

What is IMS Lite?

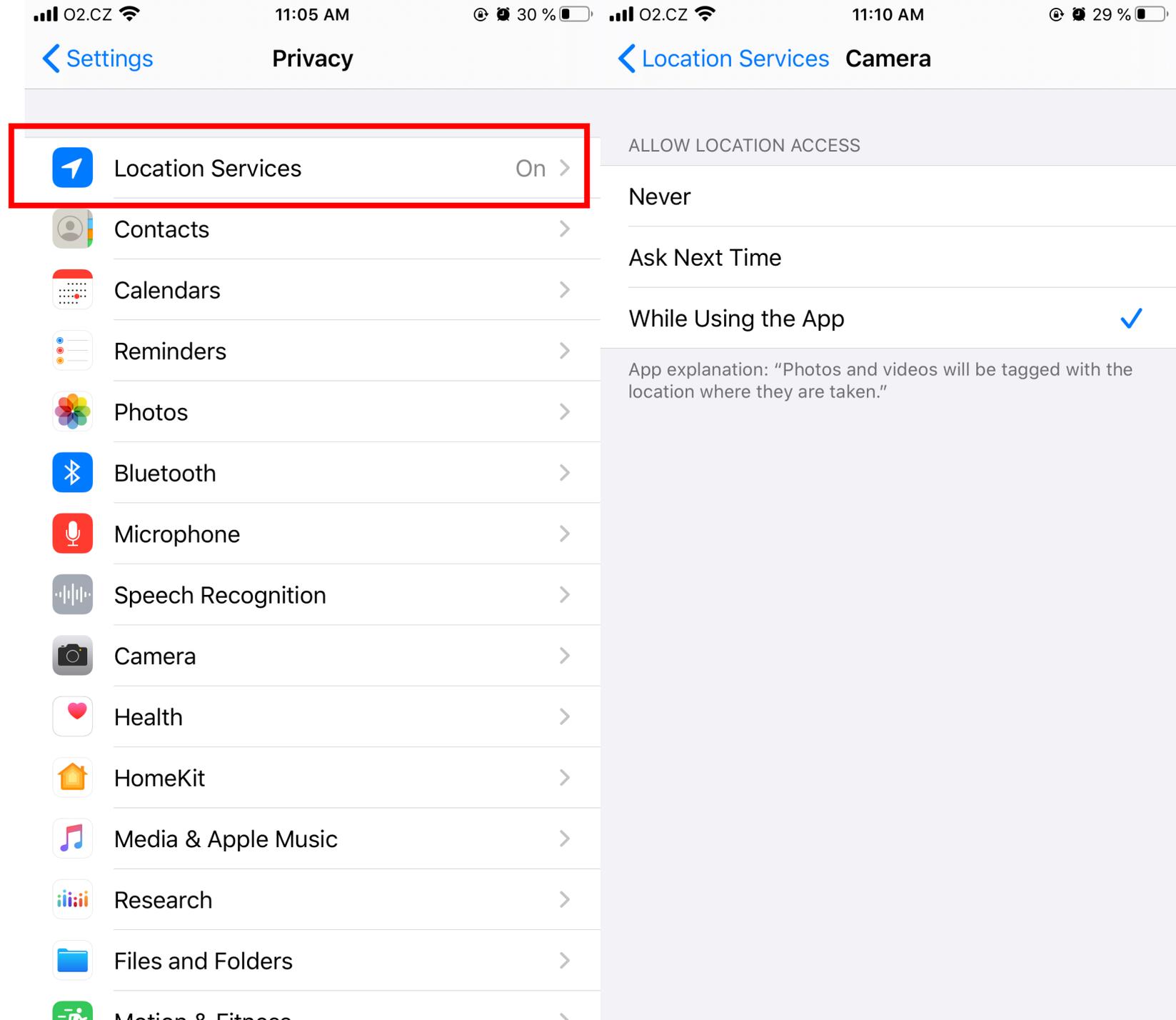
IMS Lite is a pocket inventory solution. A mobile web application, especially useful for real time photo upload to the full IMS, in cases, where Google or other street map sources are old or non-existent. IMS Lite can be used to upload classification or presentation photos directly on site. Images collected on site are stored in a frame image repository. Users can then log in to the full IMS and confirm/deactivate the new photos. An automated classification process is based on image coordinates. Classification images within the maximum visibility distance are affecting link level visibility. Methodology and results are the same as by using calibrated cameras or Google Street View. Other use cases include: added control, cleaning and maintenance, damage reporting, presentation photo collection etc. IMS Lite displays content specific to each individual media owner.

Why take classification photos with the help of IMS Lite?

Google Street View or other sources are updated every few years or months and at some places they are not even available. But almost everyone has a smartphone in their pocket, which offers accurate geo location and taking quality photos. IMS Lite offers a very convenient way to quickly create classification photos, without the need to sort the photos taken in any way and without the need to upload them later after transferring them manually to a PC. The user only comes to the frame site at a sufficient distance, takes photos, which are automatically uploaded to the right place (to the correct frame ID) and later only confirms their correctness. Everything done quickly and online.

How to take classification
photos using IMS Lite

As a first step, please have your location services turned ON on your smartphone, as well as Wi-Fi and Cellular connection. Make sure you are connected to the internet and your camera application is allowed to save location information to your photos.



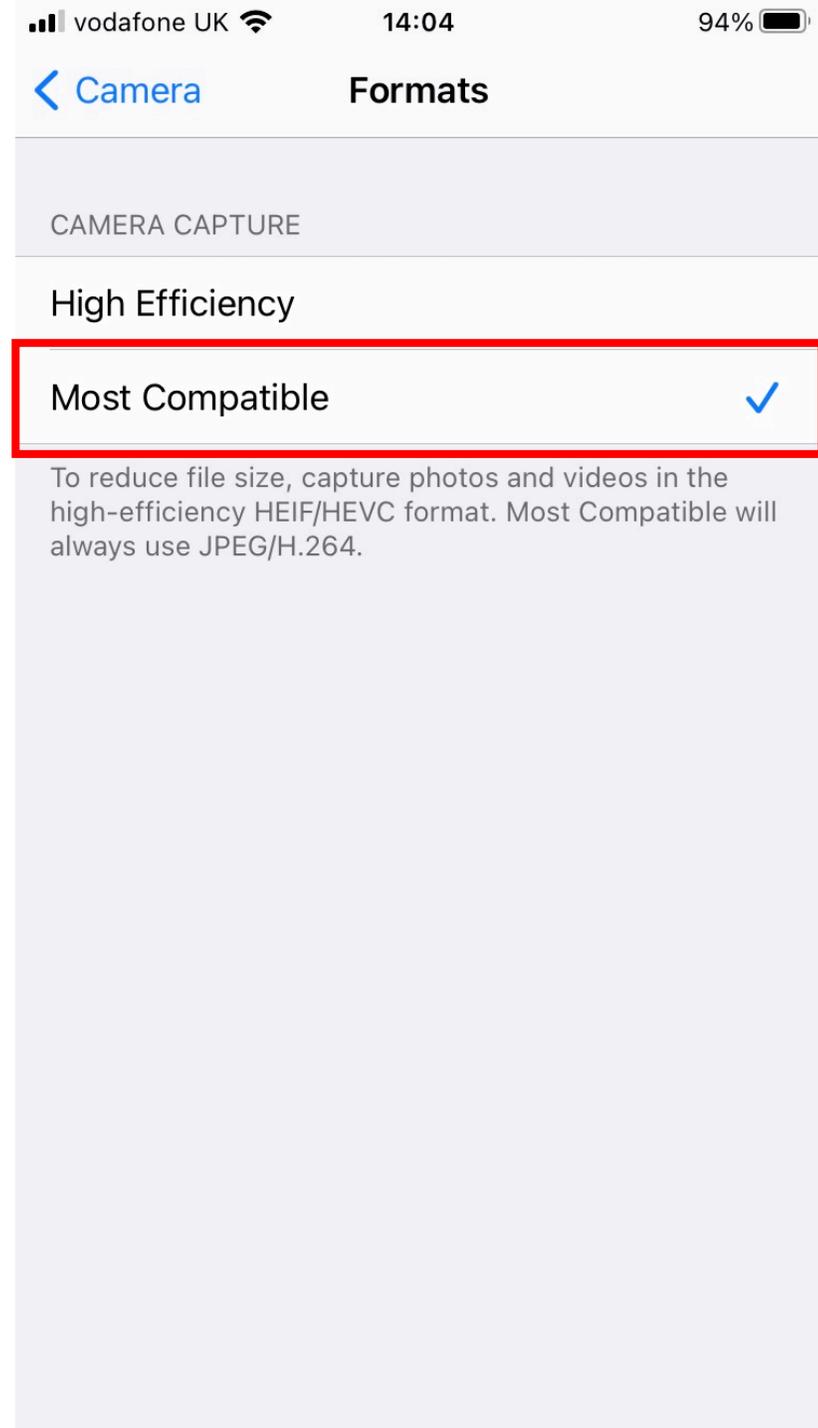
Please make sure you are not using “high efficiency” photo format available on iPhone 7 and later models.

Go to Settings > Camera.

Tap Formats.

Tap Most Compatible.

Then, visit the frame site, where you want to take photos.



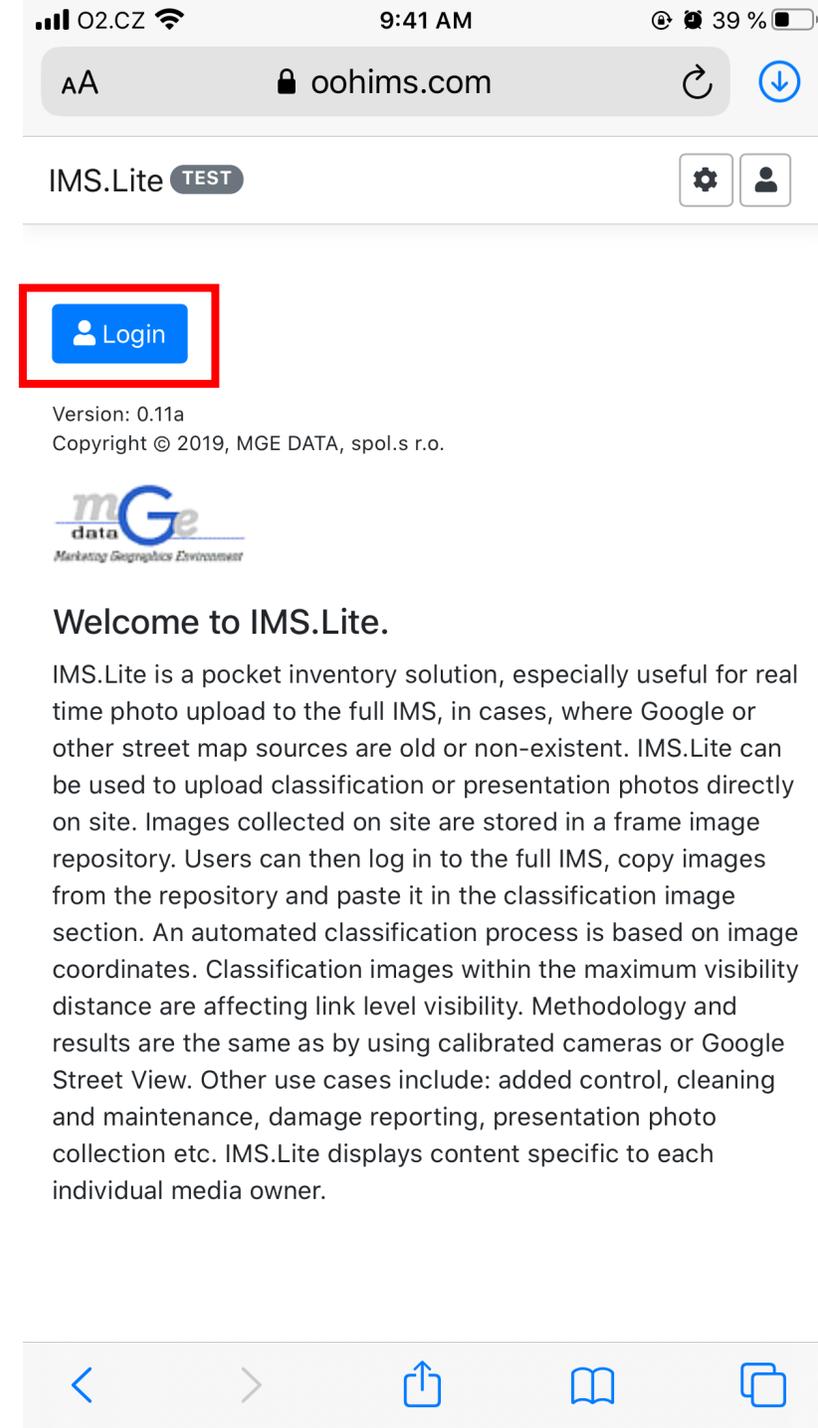
Once you are on site, open one of those two links in your browser:

Test version: <https://www.oohims.com/imsliteuktest/>

Live version: <https://www.oohims.com/imsliteuk>

Tap “Login”.

It’s important not to mix test and live versions, as they are connected to different databases and different IMS applications – IMS TEST and IMS PROD respectively.



Enter your credentials.
Tap "Login".

AA oohims.com

UserAdmin TEST

Login

User name

dastrnad

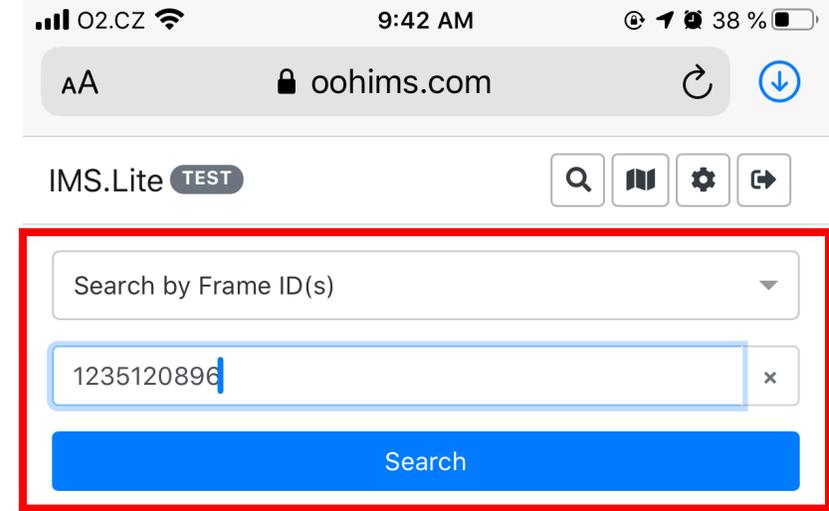
Password

●●●●●●●●

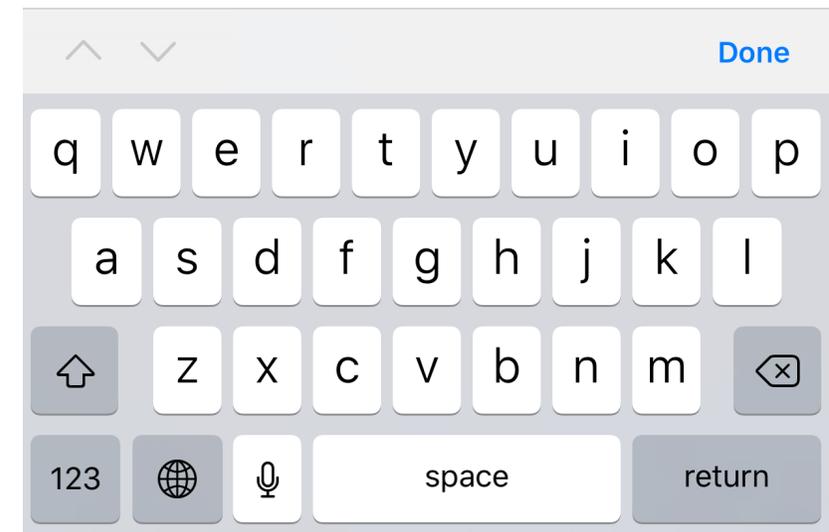
Login Cancel

[Forgot your password?](#)

Select your frame identifier and enter it below.
Tap “Search”.



The screenshot shows a mobile browser interface. At the top, the status bar displays '02.CZ', signal strength, Wi-Fi, and battery at 38%. The browser address bar shows 'AA' and 'oohims.com'. Below the address bar, the page title is 'IMS.Lite TEST'. A search bar is highlighted with a red border, containing the text 'Search by Frame ID(s)' and a dropdown arrow. Below the search bar is a text input field containing '1235120896' and a clear button 'x'. Below the input field is a blue button labeled 'Search'.



Tap on "Detail".

The screenshot shows a mobile application interface. At the top, the status bar displays '02.CZ', signal strength, Wi-Fi, and battery at 38%. The browser address bar shows 'AA' and 'oohims.com'. The app header includes 'IMS.Lite TEST' and navigation icons for search, map, settings, and share. A search filter is set to 'Search by Frame ID(s)'. The search input field contains '1235120896'. A blue 'Search' button is below the input. The results table shows details for the frame ID, including user frame ID, address, and state. At the bottom right of the results, there are three links: 'External map', 'Map', and 'Detail', with 'Detail' highlighted by a red box. The bottom navigation bar contains icons for back, forward, share, book, and tabs.

AA oohims.com

IMS.Lite TEST

Search by Frame ID(s)

1235120896

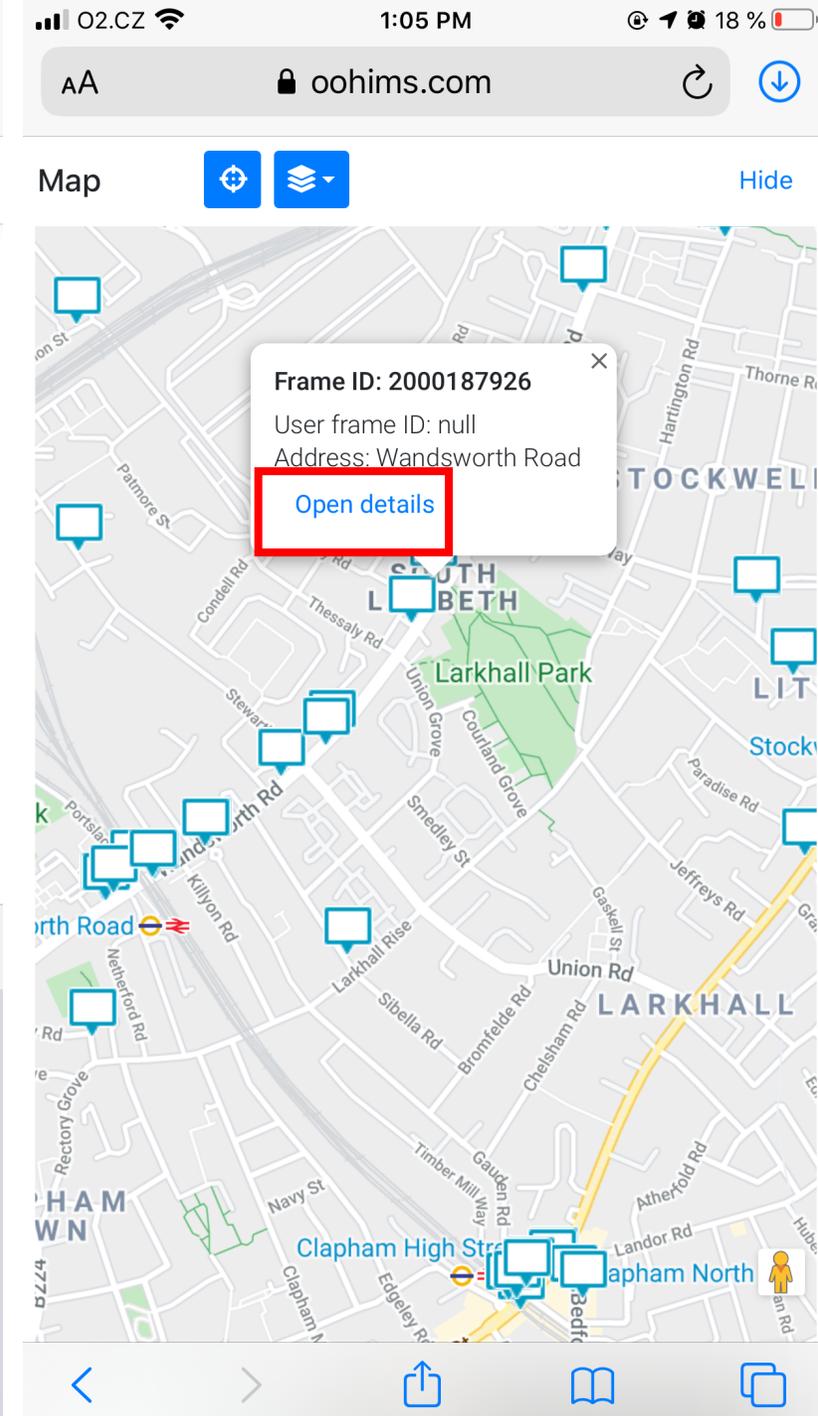
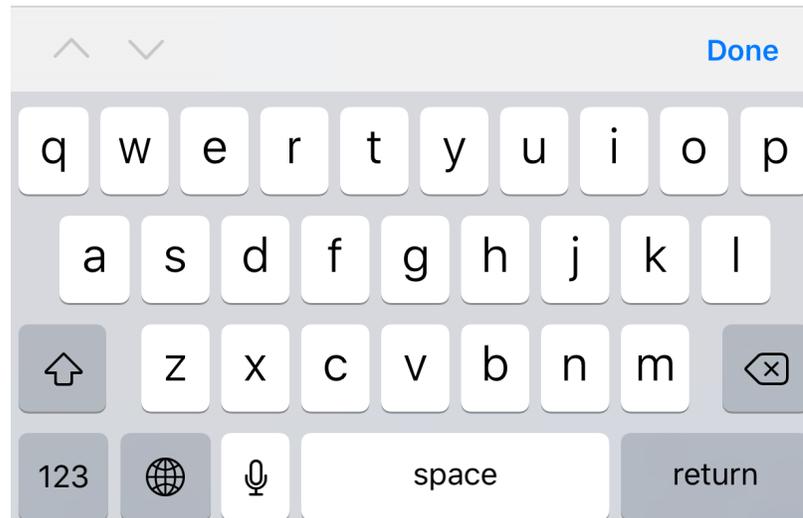
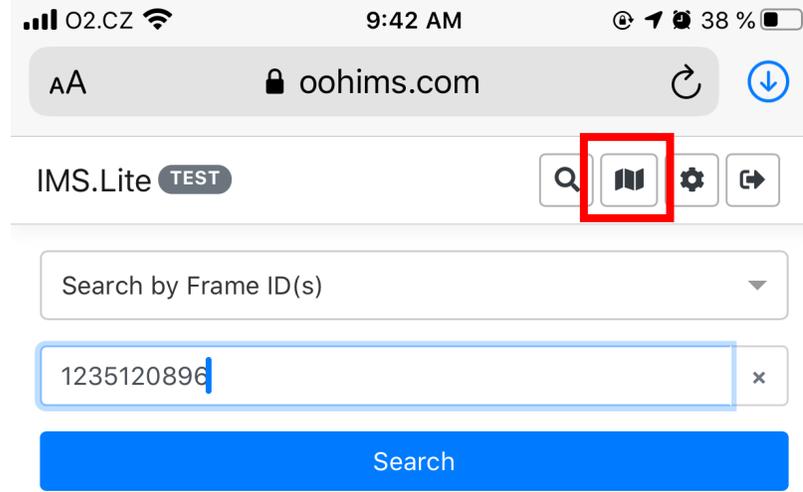
Search

Frame ID	1235120896
User frame ID	ZA011501000702 006
Address	HIGH ROAD,MEADOW WY,106M N OF,72M S&OP WEALD LANE,WEALDSTONE
State	ACTIVE

External map Map **Detail**

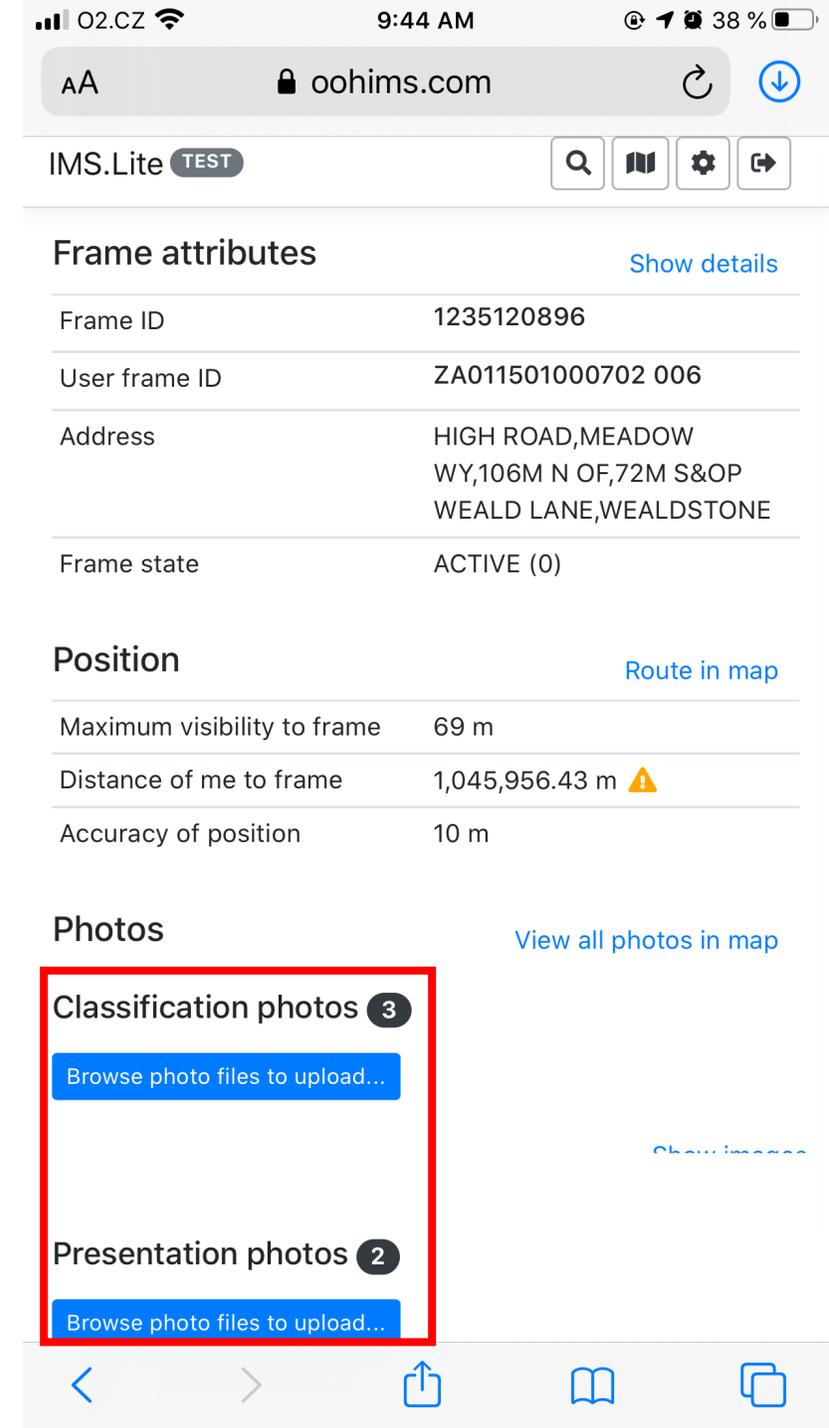
Alternatively, click on the map icon and search for your frame directly on the map.

Tap frame icon and then tap on “Open details”.



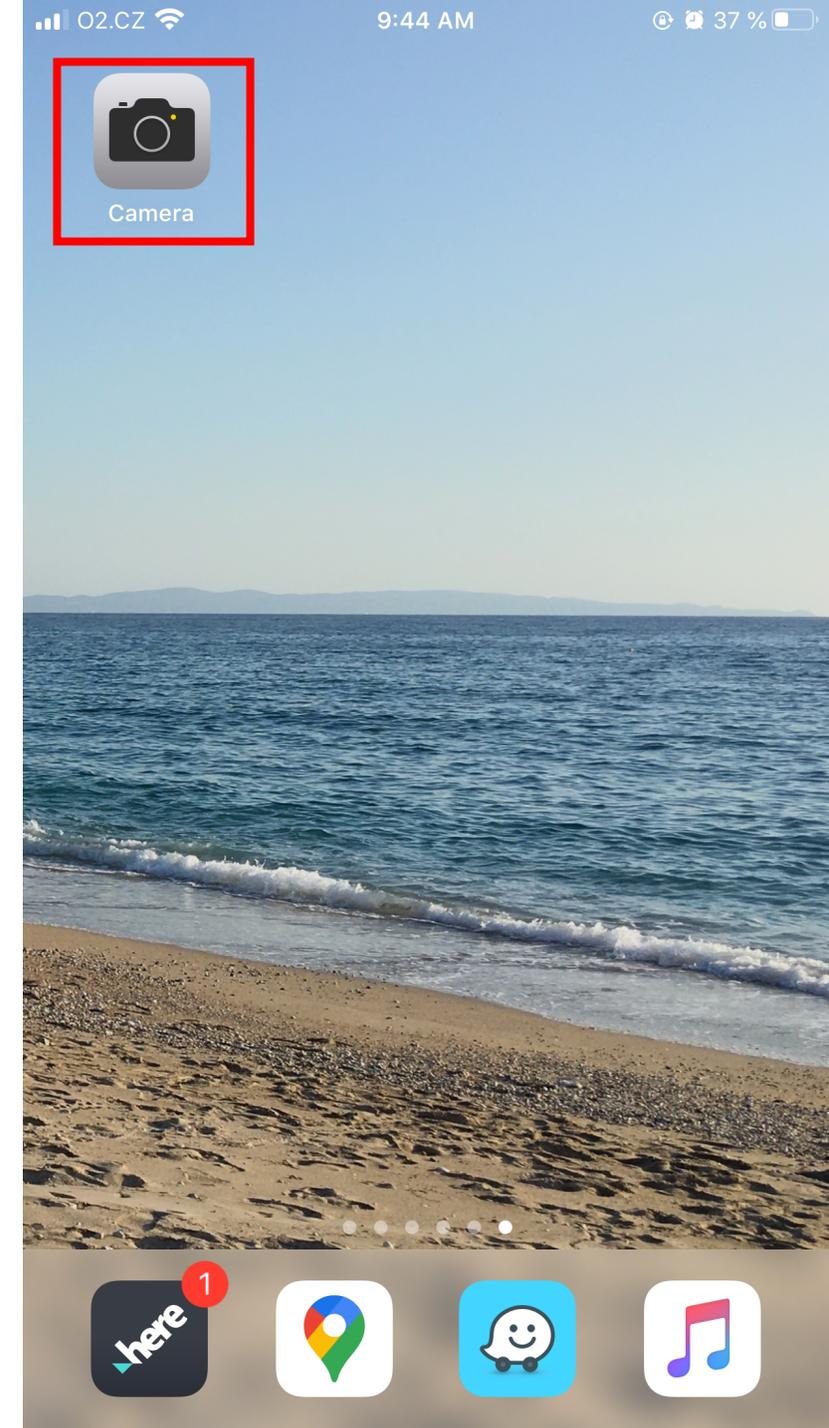
Once frame detail opens, you can decide to take/upload either a classification photo or presentation photo.

Next steps will show you how to save classification photo, which indicates the point of maximum visible distance.



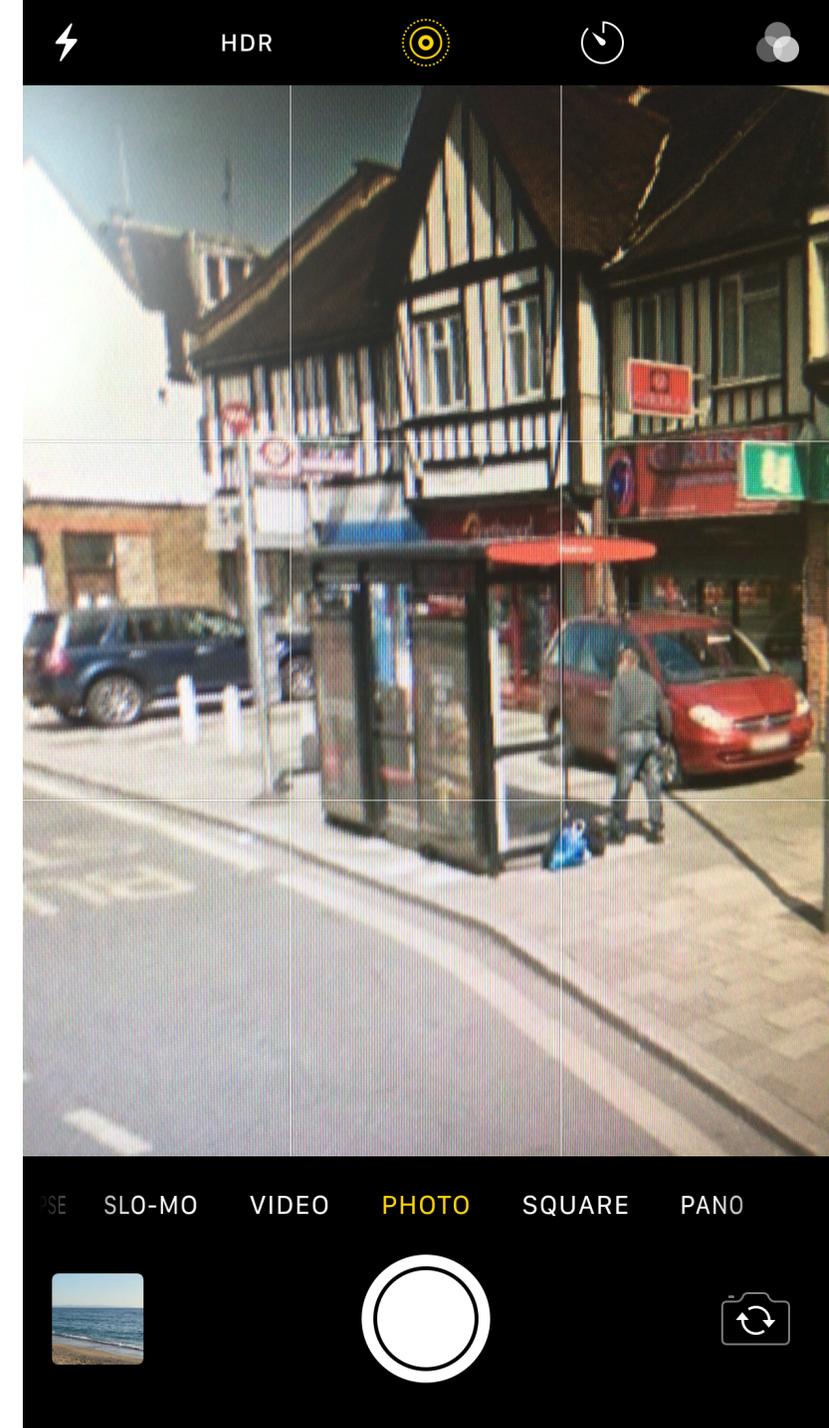
Press Home button or use Home gesture on your device to get back to main menu and open your camera app.

Make sure the camera app can take pictures with coordinates. On an iPhone, the default application works fine.

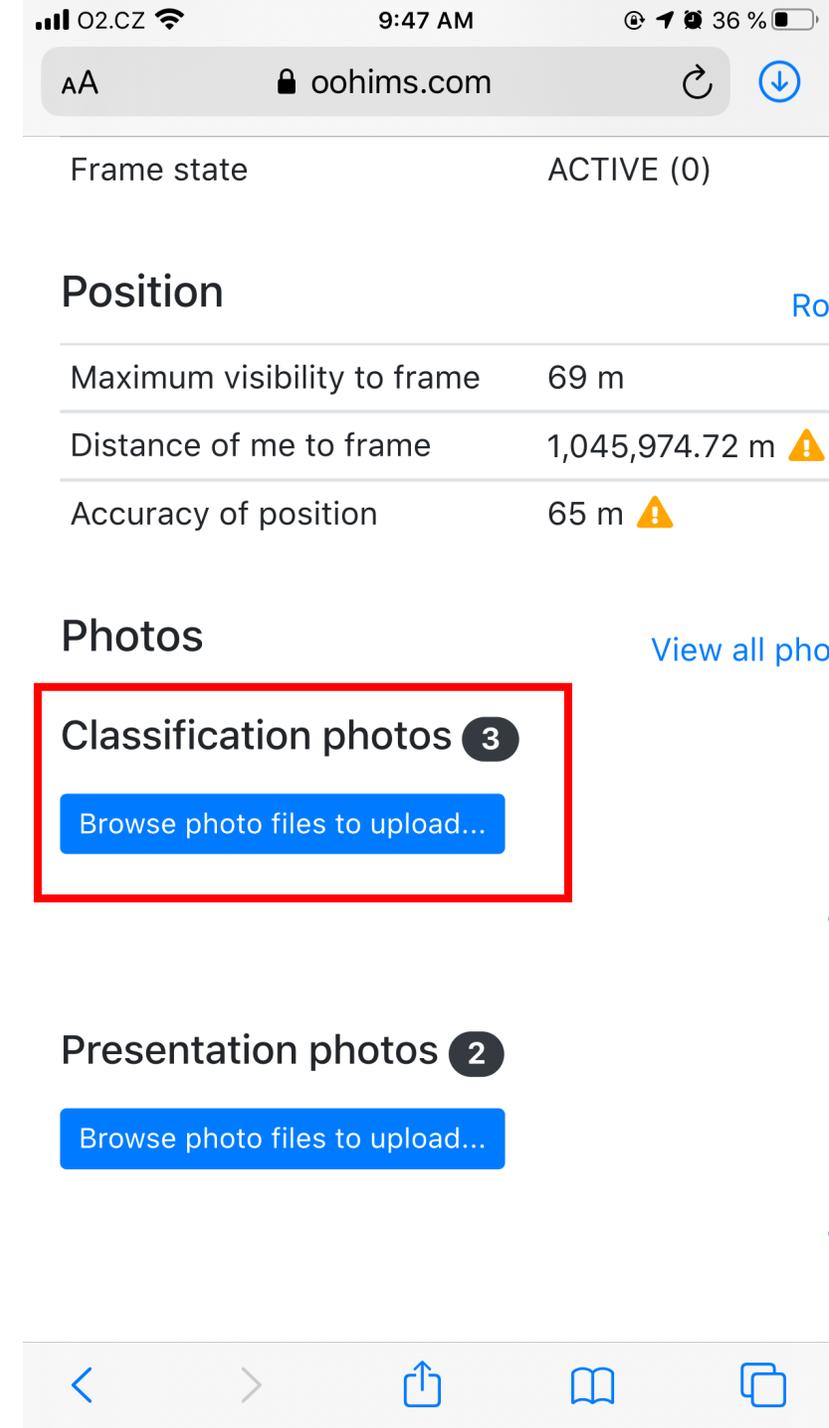


Take your classification photo.

Make sure you let the phone catch GPS signal for a few seconds before taking the photo - if you have just taken it out of your pocket or bag.

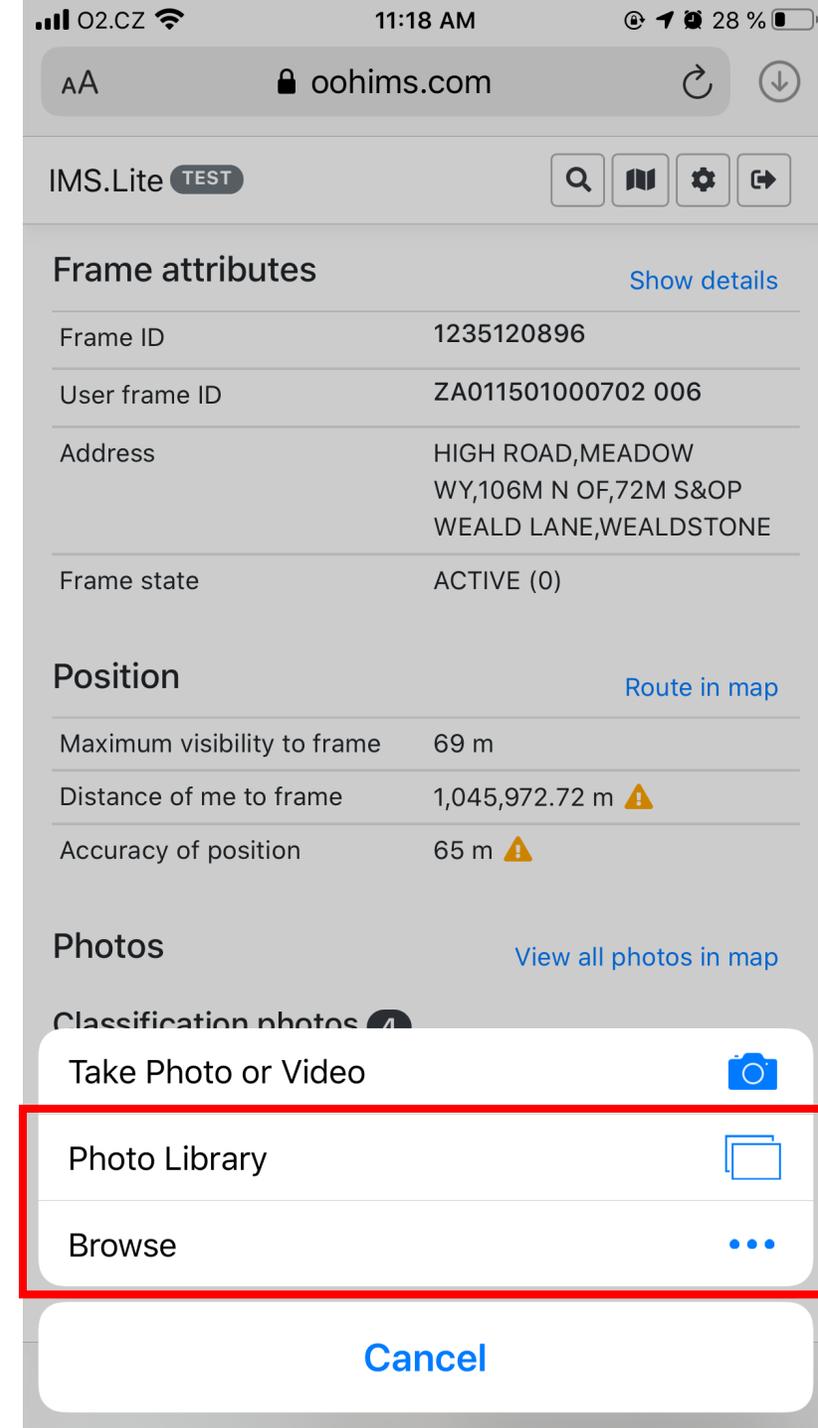


Go back to your browser, where you have IMS Lite open, and click on “Browse photo files to upload” in the Classification photos section.

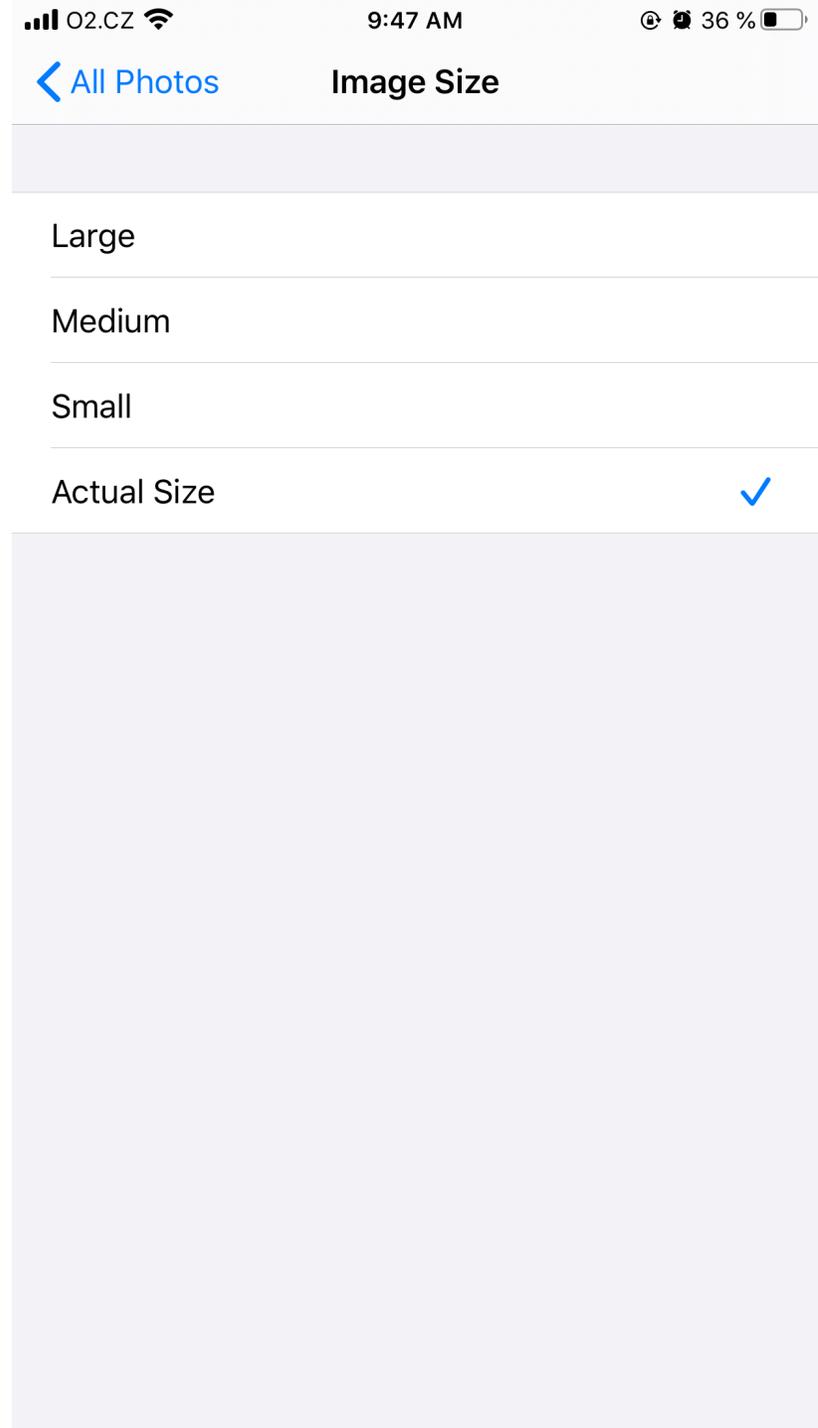


Click on “Photo Library” or “Browse” and select the photo you have just taken in your phone.

*Note: It seems you could take photos directly using “Take Photo or Video” in this menu, but for now this function does not reliably produce photos with coordinates on all phones and in all browsers and is subject to testing.

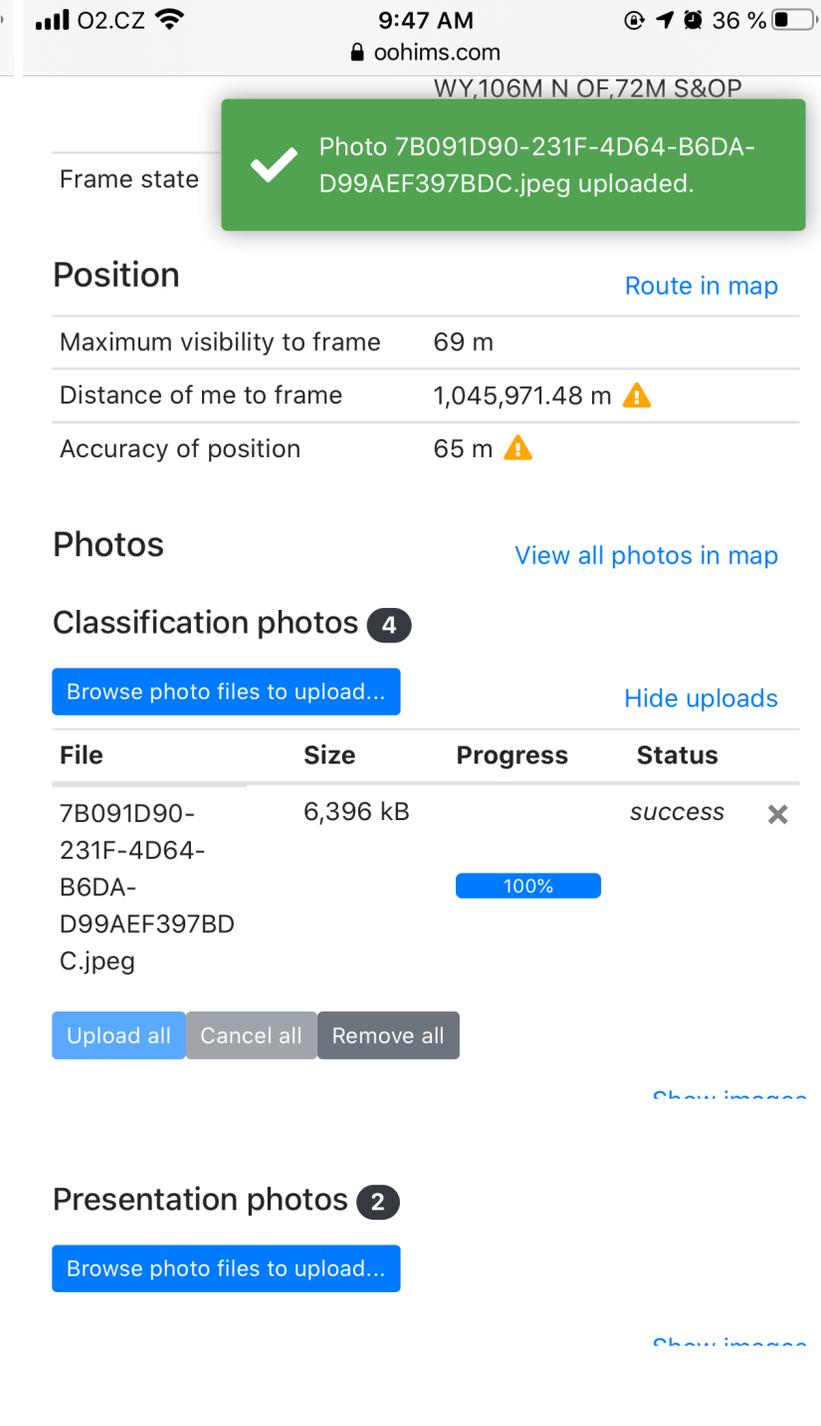
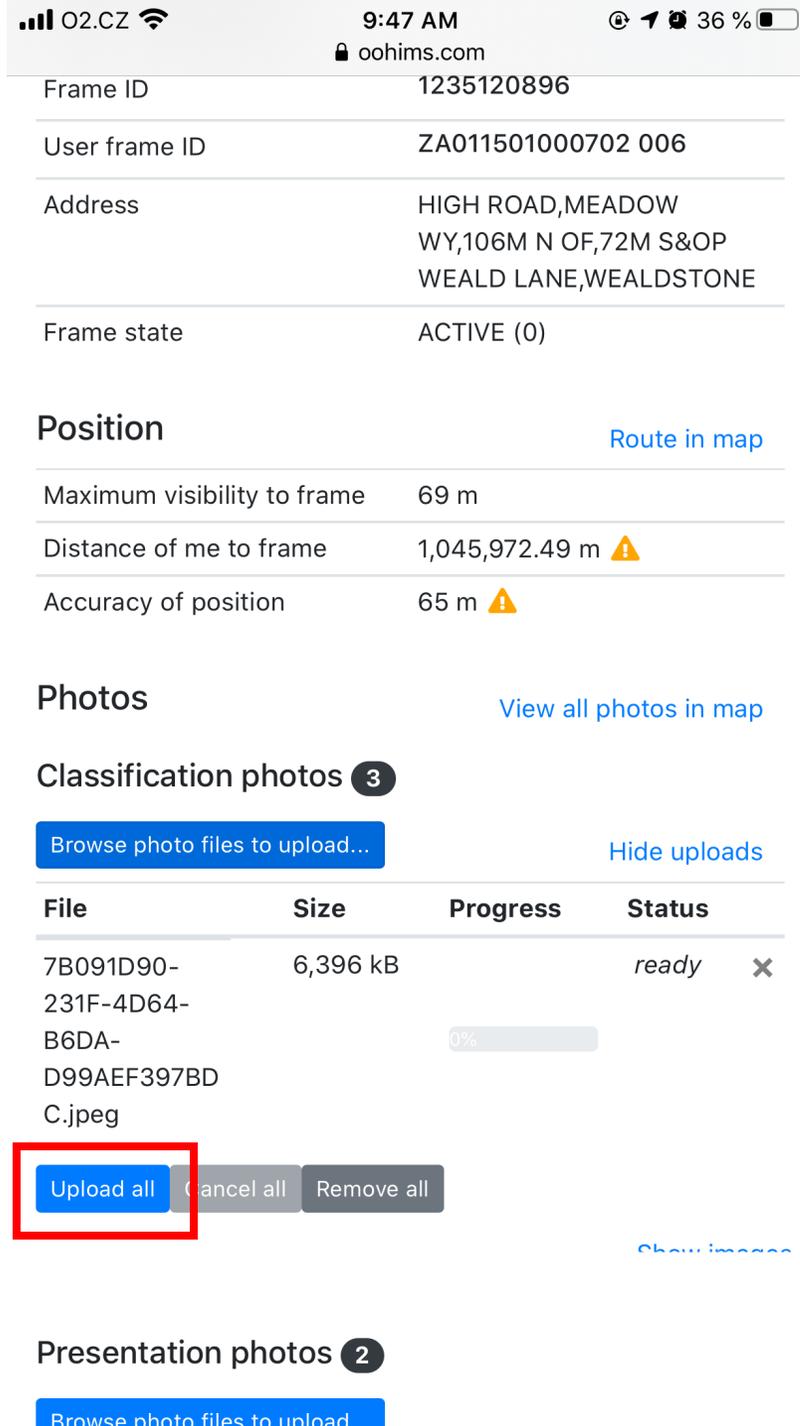
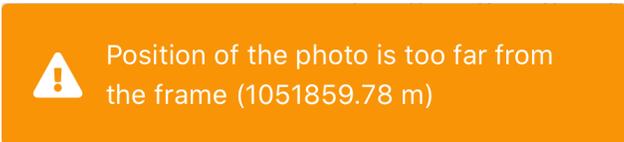


Select "Actual size" if your phone gives you this option.

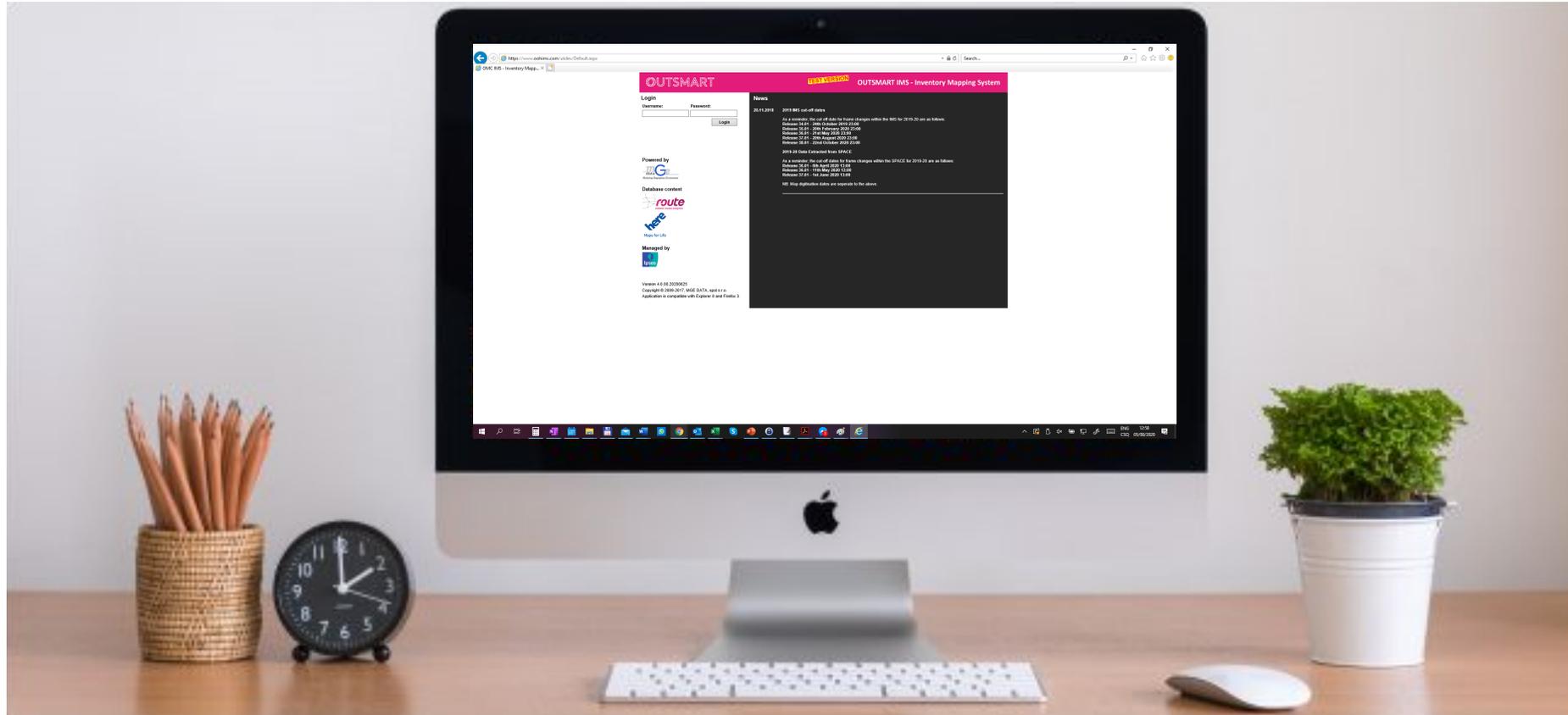


Tap on "Upload all" once you select all pictures you have taken and your photos will upload.

If you get errors like below, please try to wait a couple of seconds before you start taking photos, so your phone can catch better GPS signal, or move closer to the frame and then take the photo again. Also ensure again, that your location services are on.



Once you take & upload all of your photos, go back home or to your office, where you have access to your laptop or desktop computer.



Once you are back at your computer, open this link in your browser: <https://www.oohims.com/ukdev/>

Enter the same login you used for IMS Lite.

OUTSMART **TEST VERSION** **OUTSMART IMS - Inventory Mapping System**

Login

Username: Password:

News

28.11.2018 **2019 IMS cut-off dates**

As a reminder, the cut off date for frame changes within the IMS for 2019-20 are as follows:
Release 34.01 - 24th October 2019 23:00
Release 35.01 - 20th February 2020 23:00
Release 36.01 - 21st May 2020 23:00
Release 37.01 - 20th August 2020 23:00
Release 38.01 - 22nd October 2020 23:00

2019-20 Data Extracted from SPACE

As a reminder, the cut-off dates for frame changes within the SPACE for 2019-20 are as follows:
Release 36.01 - 6th April 2020 13:00
Release 36.01 - 11th May 2020 13:00
Release 37.01 - 1st June 2020 13:00

NB: Map digitisation dates are separate to the above.

Powered by **mGe data** Marketing Geographics Environment

Database content **route** outdoor media analytics

here Maps for Life

Managed by **Ipsos**

Version 4.0.00.20200625
Copyright © 2009-2017, MGE DATA, spol.s r.o.
Application is compatible with Explorer 8 and Firefox 3.

Search for the frame you took pictures for earlier and open frame detail.

OUTSMART TEST VERSION OUTSMART IMS - Inventory Mapping System

Search Last status ▾ Viewer's layout ▾

Frame ID	Settlement	PostCode	Addr/Coord	POI	Street	Queries
----------	------------	----------	------------	-----	--------	---------

Single frame:

Multiple frames:
Select file File not selected

Frame position:

Found 1 frames ↓

1. 123 512 0896	006-01-3	Owner: JCDecaux	Mapper >
Status: 1	Date: 14.10.2019	Status editor: initgu19#initfas	
HIGH ROAD,MEADOW WY,106M N OF,72M S&OP WEALD LANE,WEALDSTONE			
Settlement: LONDON / 546509723 PostCode: HA3 7			



Documents & Tools [Space-IMS loads](#) [User Management](#) User: dastrnad [Logout](#)

Detail - Frame ID 123 512 0896 - Google Chrome

oohims.com/ukdev/PnlDetail.aspx?Pid=1235120896&Mid=4487018&WinType=viewer&WinName=810

December (4)

- 05. - Status 1

Topographical background Google Satellite (1)

Buffer

Road/pathway visibility: Filter

- A - 25332180 | N | S | HIGH ROAD
- B - 25332180 | O | N | HIGH ROAD

	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Velocity [kmh]	50	4	50
Distance to link [m]	7.47	7.47	7.47
Angle [°]	2	2	2
Passagelength [m]	14.73	14.73	14.73
Passagelength corrected [m]	14.73	14.73	14.73
Passagelength VA [m]	12.5	11.89	12.5
Contact time VA [sec]	0.9	10.7	0.9

349684

Google

Map Data Terms of Use

Comments ...

Classification photos (1)



IMS.Lite

Photo ID: 498546 Date: 05/08/2020 09:47:57
 Classification: NO Active: YES
 Distance to frame [m]: 1055258.74



Google

Photo ID: 349684 Date: 25/07/2016 11:19:56
 Classification: YES Active: YES
 Distance to frame [m]: 17.59

Presentation photos (2) ...

In frame detail, you can see:

- Yellow highlighted classification photos, informing you, that those are not used for classification yet in current status

- Labels in the top left corner of pictures, informing you about source (IMS Lite, Google, L&B etc..)

Your new IMS Lite photos will be yellow and they will always have the label "IMS Lite"

To activate your new photos, go to edit mode by clicking on the “+” sign next to the status you wish to edit and click on “To 1”.

Detail - Frame ID 123 512 0896 - Google Chrome
 oohims.com/ukdev/PnlDetail.aspx?Pid=1235120896&Mid=4487018&WinType=viewer&WinName=810

Frame ID: 123 512 0896 TEST VERSION

Display all

- 2019 (1)
 - October (1)
 - 14. - Status 1
 - To 1
 - To 1 (GU)
 - To 2
- 2018 (1)
 - June (1)
 - 05. - Status 1
- 2016 (3)
 - July (2)
 - 30. - Status 1
 - 25. - Status 1
 - April (1)
 - 29. - Status 0
- 2012 (1)
 - July (1)
 - 31. - Status 0
- 2011 (4)
 - December (4)
 - 05. - Status 1
 - 05. - Status 1
 - 05. - Status 1
 - 05. - Status 1

Overview

Frame ID	123 512 0896	Status	1
Address	HIGH ROAD,MEADOW WY,106M N OF,72M S&OP WEALD LANE,WEALDSTONE	PostCode	HA3 7BB
Location description	LB HARROW	Geo PostCode	HA3 7
Owner	JCDecaux	Geo Settlement	LONDON (546509723)
Frame position	N/A	Location name	N/A
Date (Editor)	14.10.2019 (initgu19#initfas)	Sheet ID	N/A
		Map ID	N/A

Mapping

Size code-Env-Illum	006-01-3	WGS84 coordinates	-0.3386173193, 51.6031860287 (IM)
Frame width / height [m]	1.2 / 1.8	BNG coordinates	515156.90, 190679.03
Dimension code	6S (1.2 / 1.8 / 2.16)	Angle to map north [°]	253 (IM)
Streets / classif. version	2018Q1 / 4.1	Max. visibility distance [m]	69
		Topographical background	Google Satellite (1)

Buffer Road/pathway visibility:

Road/pathway visibility:

- A - 25332180 | N | S | HIGH ROAD
- B - 25332180 | O | N | HIGH ROAD

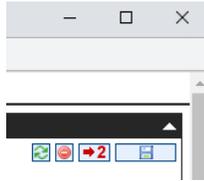
Velocity [kmh]	50	4	50
Distance to link [m]	7.47	7.47	7.47
Angle [°]	2	2	2
Passagelength [m]	14.73	14.73	14.73
Passagelength corrected [m]	14.73	14.73	14.73
Passagelength VA [m]	12.5	11.89	12.5
Contact time VA [sec]	0.9	10.7	0.9

Comments ...

Classification photos (1)

Your classification photo turns green and displays “Classification: YES”. You can now see on the map how the photo affects cone of vision.

- If you like the result, you just save a new status as usual, using the save button in the top right corner



- If you don't like the result, you can deactivate the photo by clicking “Deactivate”

- If your photo is not in the cone of vision of the frame, it remains red and displays “Classification: NO”. Such photo cannot be used for classification

Photo ID: 498546 Date: 05/08/2020 09:47:57
 Classification: NO Active: YES [Deactivate](#)
 Distance to frame [m]: 1055258.74

Detail - Frame ID 123 512 0896 - Google Chrome

oohims.com/ukdev/PnlDetail.aspx?Pid=1235120896&Mid=4487018&WinType=viewer&WinName=810

December (4)
 05. - Status 1
 05. - Status 1
 05. - Status 1
 05. - Status 1

1: 3385 50 m -0.34025, 51.60169

349684

Road/pathway visibility: Filter
 ✓ A - 25332180 | N | S | HIGH ROAD
 B - 25332180 | O | N | HIGH ROAD

	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Velocity [kmh]	50	4	50	
Distance to link [m]	7.47	7.47	7.47	
Angle [°]	2	2	2	
Passagelength [m]	14.73	14.73	14.73	
Passagelength corrected [m]	14.73	14.73	14.73	
Passagelength VA [m]	12.5	11.89	12.5	
Contact time VA [sec]	0.9	10.7	0.9	

Comments ...

Classification photos (1)

[Photo upload](#) [New snapshot](#)

Photo ID: 498546 Date: 05/08/2020 09:47:57
 Classification: YES Active: YES [Deactivate](#)
 Distance to frame [m]: 1055258.74

Photo ID: 349684 Date: 25/07/2016 11:19:56
 Classification: YES Active: YES [Deactivate](#)
 Distance to frame [m]: 17.59

L&B 306

javascriptWebForm_DoPostBackWithOptions(new WebForm_PostB...

There is a new query in IMS, which filters out all frames with new classification photos taken by IMS Lite, which should be reviewed.

OUTSMART TEST VERSION OUTSMART IMS - Inventory Mapping System

Search Last status Viewer's layout

Frame ID	Settlement	PostCode	Addr/Coord	POI	Street	Queries
Saved queries:						
temporarily-out-of-charge						View
Panels with unused IMS Lite classification photos						
Environment Retail open (00)						
Geoupdate 2019, required						
Geoupdate 2019, finished						

1: 13886973 200 km -10.33350, 66.24590

United Kingdom, Ireland Éire, Isle of Man, Manchester, London, Paris, Nederla Netherla, België Belgique, Belgium, North Sea

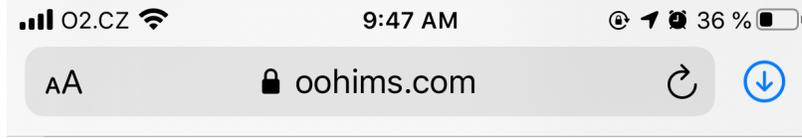
Documents & Tools Space-IMS loads User Management User: dastrnad Logout

How to take presentation
photos using IMS Lite

The procedure is exactly the same as by classification photos - you just upload your photos in different section.

IMS Lite will remind you, if the photo is too far from the frame.

 Position of the photo is too far from the frame (1051859.78 m)



Frame state ACTIVE (0)

Position Ro

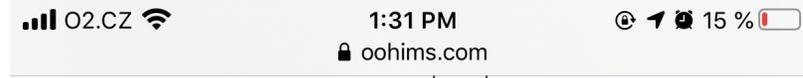
Maximum visibility to frame	69 m
Distance of me to frame	1,045,974.72 m 
Accuracy of position	65 m 

Photos View all pho

Classification photos 3

Browse photo files to upload...

Presentation photos 2
Browse photo files to upload...



Accuracy of position 65 m 

Photos View all photos in map

Classification photos 1

Browse photo files to upload... Hide uploads

File	Size	Progress	Status
13B9B60D-EB9F-4BCE-B6E8-FE7BE8FF8AD3.jpeg	1,956 kB	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%	success 

Upload all Cancel all Remove all

Presentation photos 1
Browse photo files to upload... Hide uploads

File	Size	Progress	Status
F8DEFEB4-A14A-4CE5-8DF8-83567BC172DE.jpeg	1,956 kB	<div style="width: 0%;"><div style="width: 0%;"></div></div> 0%	ready 

Upload all Cancel all Remove all



Your presentation photo will be saved and there are no additional steps you need to do in IMS on your computer, because presentation photos do not affect visibility.

They are labelled “IMS Lite” in top left corner.

You can always review/delete them, if necessary.

Detail - Frame ID 123 512 0896 - Google Chrome

oohims.com/ukdev/PnlDetail.aspx?Pid=1235120896&Mid=4487018&WinType=viewer&WinName=81852



349684

	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Velocity [kmh]	50	4	50
Distance to link [m]	7.47	7.47	7.47
Angle [°]	2	2	2
Passagelength [m]	14.73	14.73	14.73
Passagelength corrected [m]	14.73	14.73	14.73
Passagelength VA [m]	12.5	11.89	12.5
Contact time VA [sec]	0.9	10.7	0.9

Comments ...

Classification photos (1) ...

Presentation photos (3)

[Photo upload](#) [New snapshot](#)

IMS Lite



[Photo remove](#) [Edit remark](#)