



MESSUKESKUS

The real social media

**DIGITAL SCREENS
AT THE HELSINKI EXPO
AND CONVENTION CENTRE**



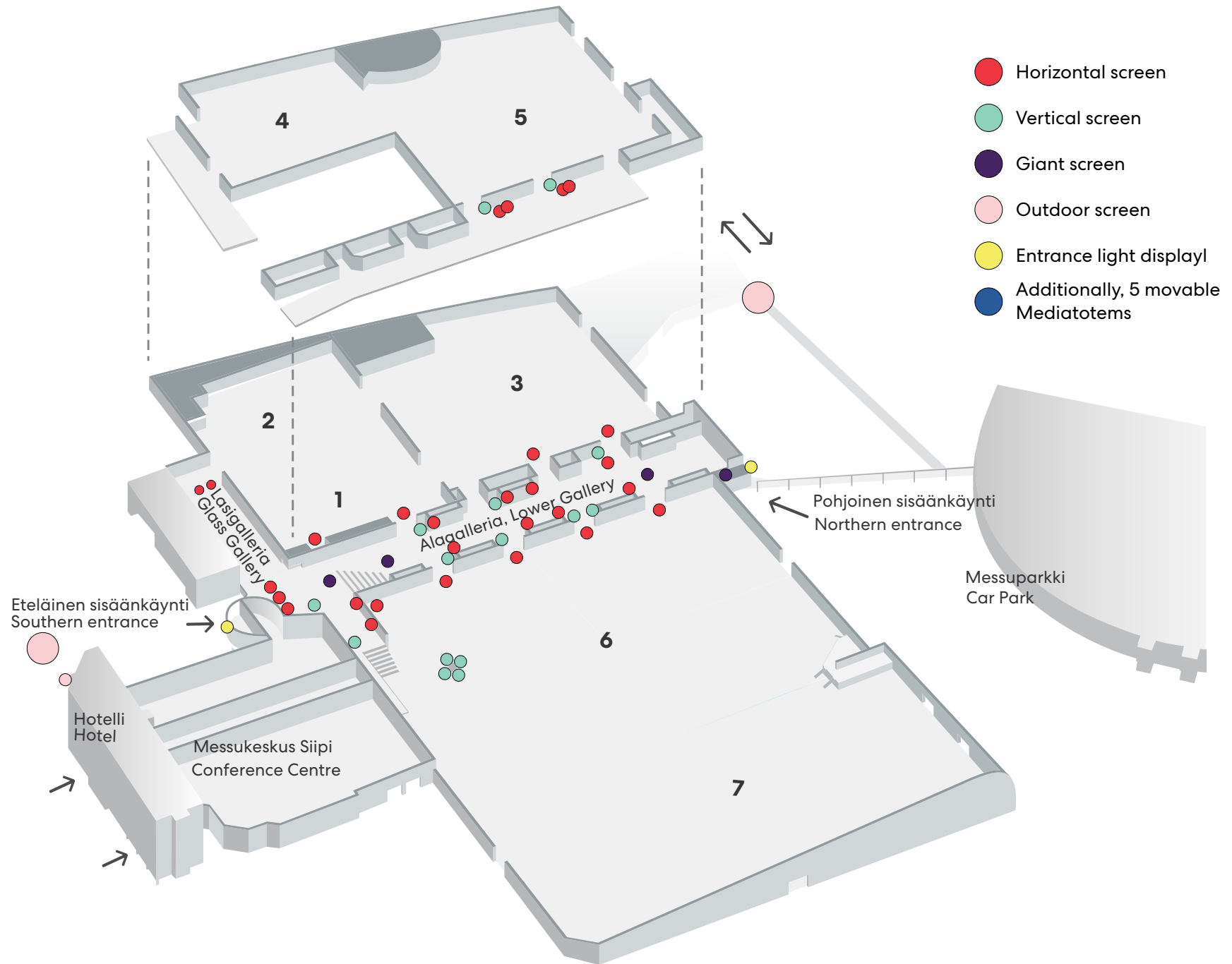
Strong visibility in the best places at Helsinki Expo and Convention Centre

Stand out from the crowd and conquer new audiences! We offer you 144 high-quality advertising screens in Finland's largest and busiest event facility.

- A total of 144 eye-catching digital screens – attract the attention of tens of thousands visitors at Finland's largest public and professional events.
- Giant screens on the Expo Plaza and at the entrance lanes of the Expo Car Park parking facility, light displays at the public entrances, in the lobbies, at the doors of the exhibition halls and on pillars.
- Possibility to form combos where several screens are combined into an effective digital package. This way, your message is repeated in several key places at the same time. You can, for instance, take over a hall, a large lobby area or even the entrance of the entire event.
- Digital displays are also used for guidance.



DIGITAL SCREENS AT THE HELSINKI EXPO AND CONVENTION CENTRE



DIGITAL SCREEN, EXPO PLAZA, VERTICAL 2-SIDED

M612

Name of display: EU1

Material guide:

Material size 512 x 768 pixels

- image files .jpg or .png
- video files .mpg, .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 24 fps and 6000 bps
- On large white backgrounds, instead of true white you should use the tone #e6e6e6 RGB 230 230 230

Instructions:

When sending the material, provide following information:

- advertiser / event and name for display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

EU1_Event-name_date.jpg

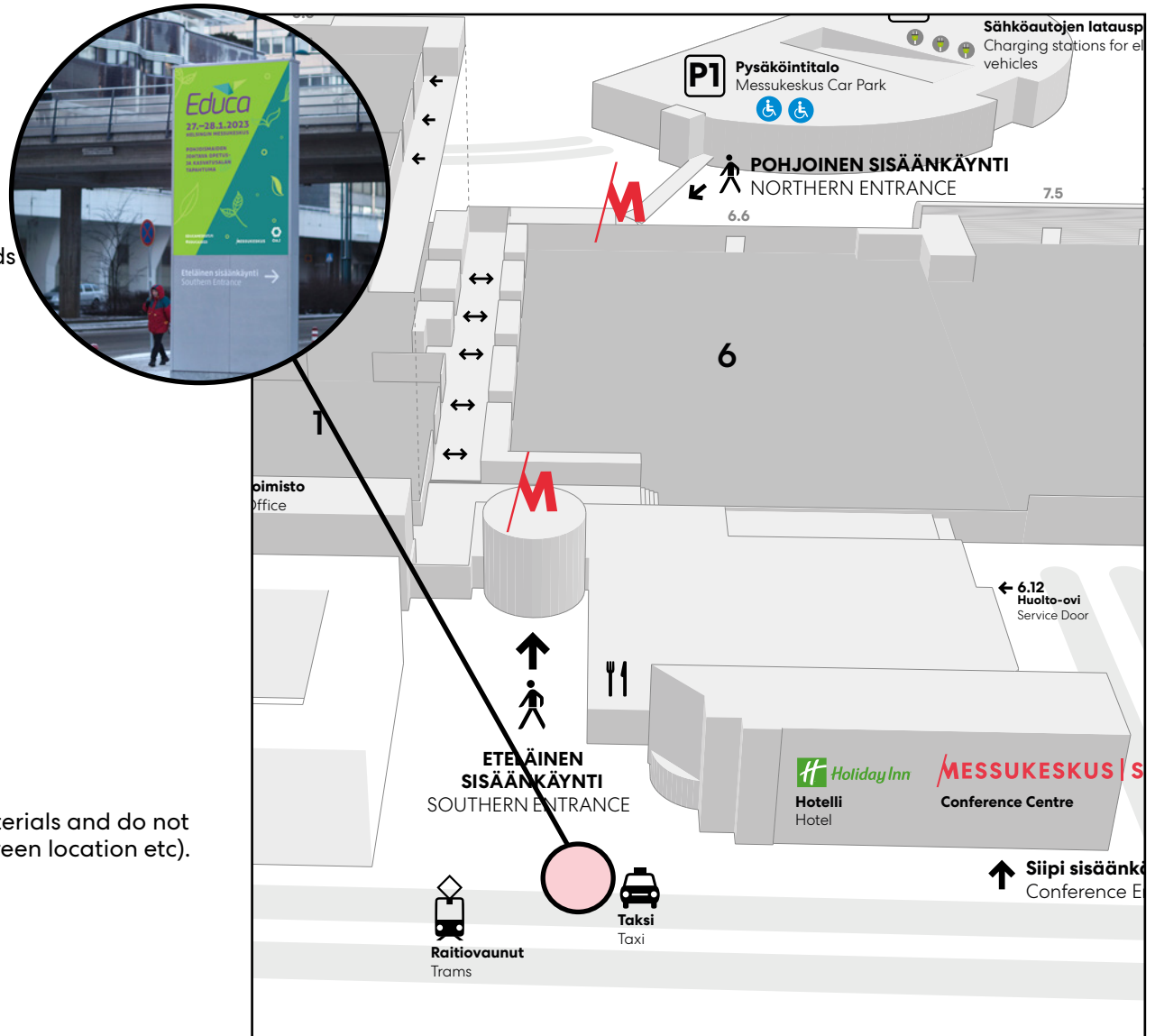
(DDMMYY)

* EU1 = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

Deliver the final material ready for publishing
no later than ten business days before the event.

Deliver files to displays@messukeskus.com
If material is over 10 Mb, we recommend sending it via <https://wetransfer.com>



DIGITAL DISPLAY, EXPO PLAZA WALL, horizontal 1-sided

Name of display: EU3

Material guide:

Material size 432 x 240 pixels

- image files .jpg or .png
- video files .mpg, .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 24 fps and 6000 bps
- On large white backgrounds, instead of true white you should use the tone #e6e6e6 RGB 230 230 230

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

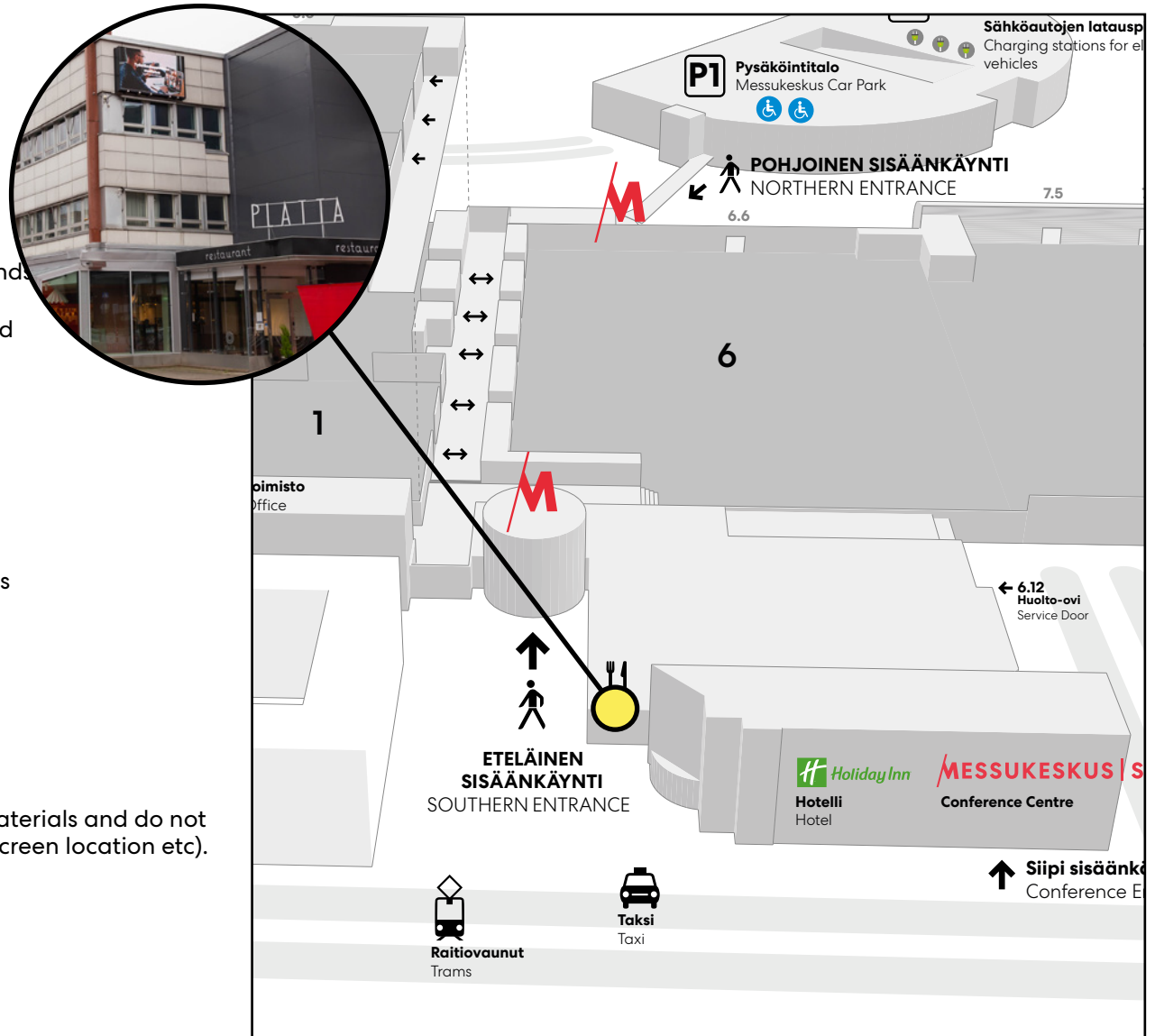
EU3_Event-name_date.jpg
(DDMMYY)

* EU3 = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL DISPLAY, SOUTHERN ENTRANCE

Name of display: EU2

Material guide:

Material size 1344 x 144 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

EU2_Event-name_date.jpg

(DDMMYY)

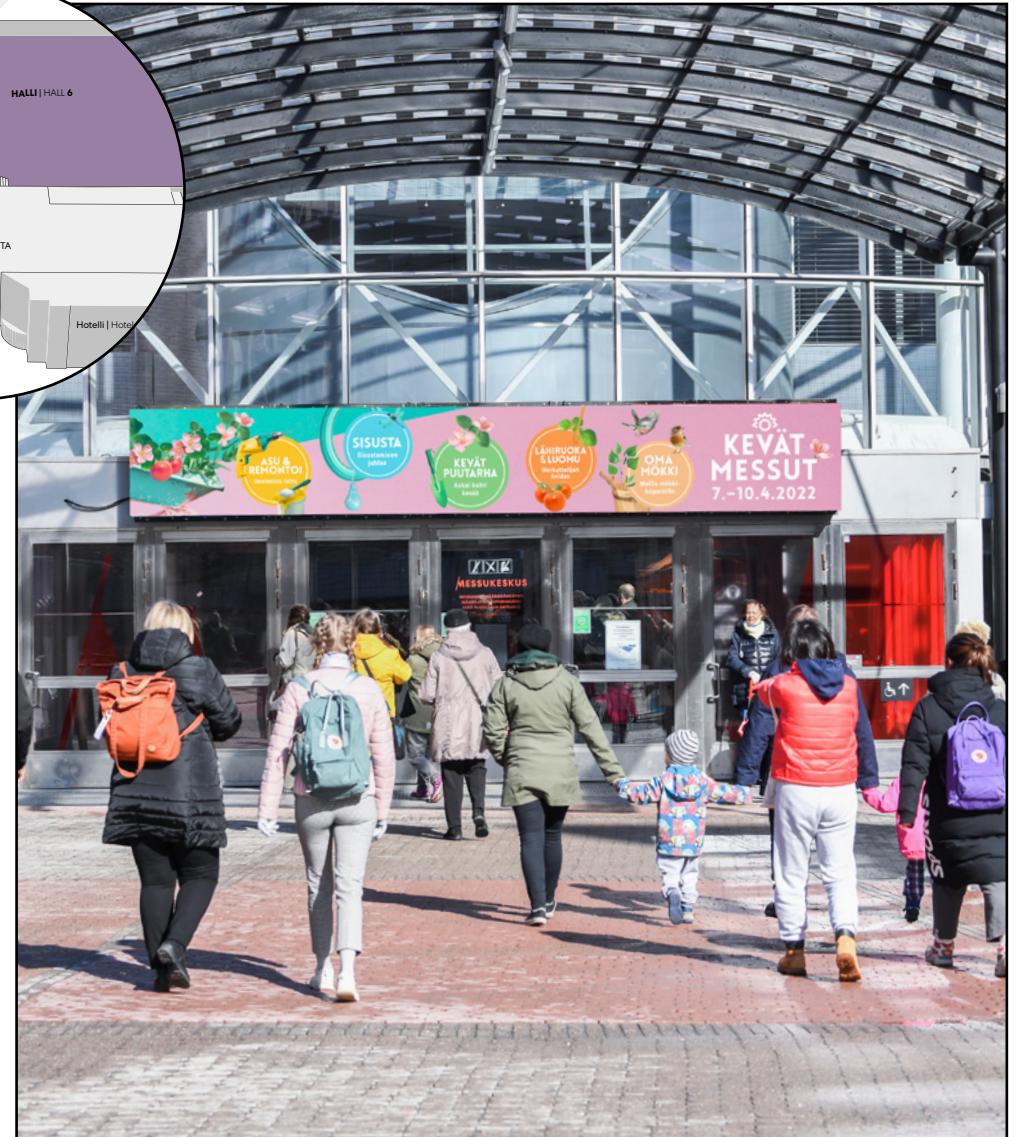
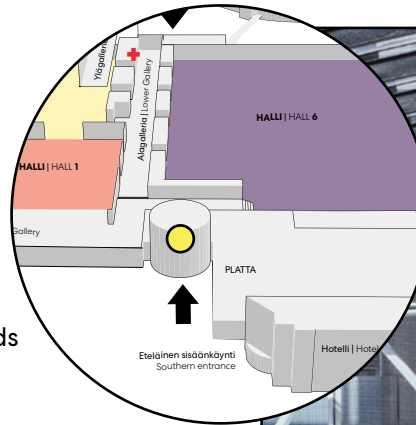
* EU2 = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL SCREENS, SOUTHERN ENTRANCE, CENTRE, 2 horizontal screens

M533

Name of displays: ES2_oik | ES2_vas

Location of screens: Southern entrance, two screens in the middle

Material guide:

Material size 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

ES2_oik_Event-name_date.jpg

ES2_vas_Event-name_date.jpg

(DDMMYY)

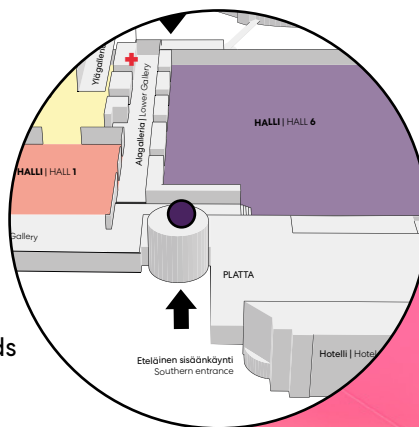
* ES2_oik, ES2_vas = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL SCREENS, SOUTHERN ENTRANCE, CENTRE, , 2 horizontal screens

M534

Name of displays: ES1_oik | ES1_vas

Location of screens: Southern entrance, two screens on the right

Material guide:

Material size 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

ES1_oik_Event-name_date.jpg

ES1_vas_Event-name_date.jpg

(DDMMYY)

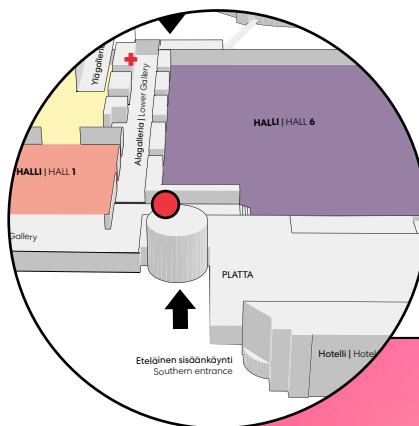
* ES1_oik, ES1_vas = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL SCREENS, SOUTHERN ENTRANCE, CENTRE, 2 horizontal screens

M535

Name of displays: ES3_oik | ES3_vas.

Location of screens: Southern entrance, two screens in on the left

Material guide:

Material size 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

ES3_oik_Event-name_date.jpg

ES3_vas_Event-name_date.jpg

(DDMMYY)

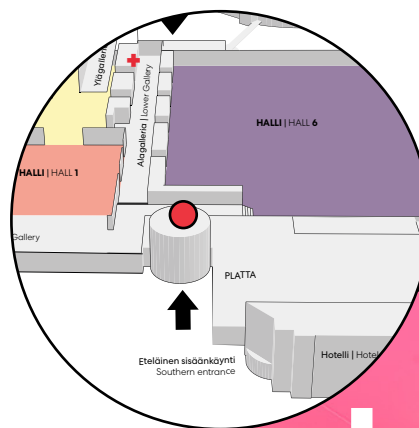
* ES3_oik, ES3_vas = name of the screen, the most important info.
Put the screen name first in the file name.

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Deliver files to **displays@messukeskus.com**

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DIGITAL SCREENS, SOUTHERN ENTRANCE, 2 horizontal screens

M521

Name of displays: EA3 | EA4

Location of screens: Southern entrance

Material guide:

Material size 1080 x 1920 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

EA3_Event-name_date.jpg

EA4_Event-name_date.jpg

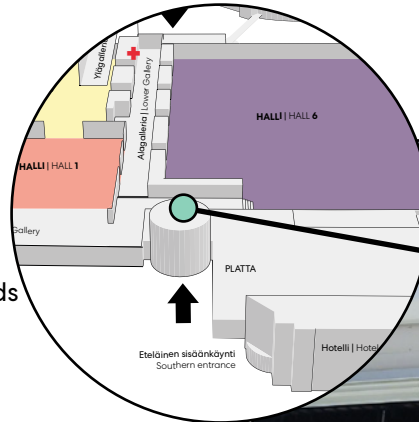
(DDMMYY)

* EA3, EA4 = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

Deliver the final material ready for publishing
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Deliver files to displays@messukeskus.com
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DIGITAL SCREENS, SOUTHERN ENTRANCE CLOAKROOM, 2 horizontal screens

M613

Name of displays: EA1 | EA2

Location of screens: Southern entrance

Material guide:

Material size 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

EA1_Event-name_date.jpg

EA2_Event-name_date.jpg

(DDMMYY)

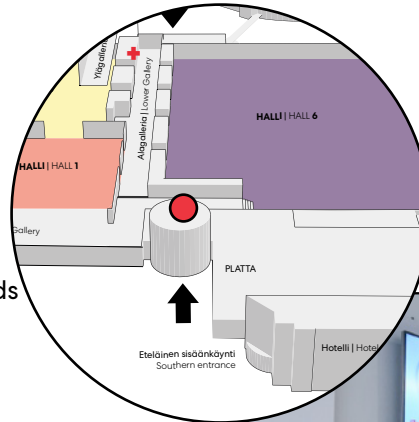
* EA1, EA2 = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL SCREENS, GLASS GALLERY DOOR 4.5, 2 horizontal screens

MXXX

Name of displays: LG45_oik | LG45_vas

Location of screens: Glass gallery above door 4.5

Material guide:

Material size 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

LG45_oik_Event-name_date.jpg

LG45_vas_Event-name_date.jpg

(DDMMYY)

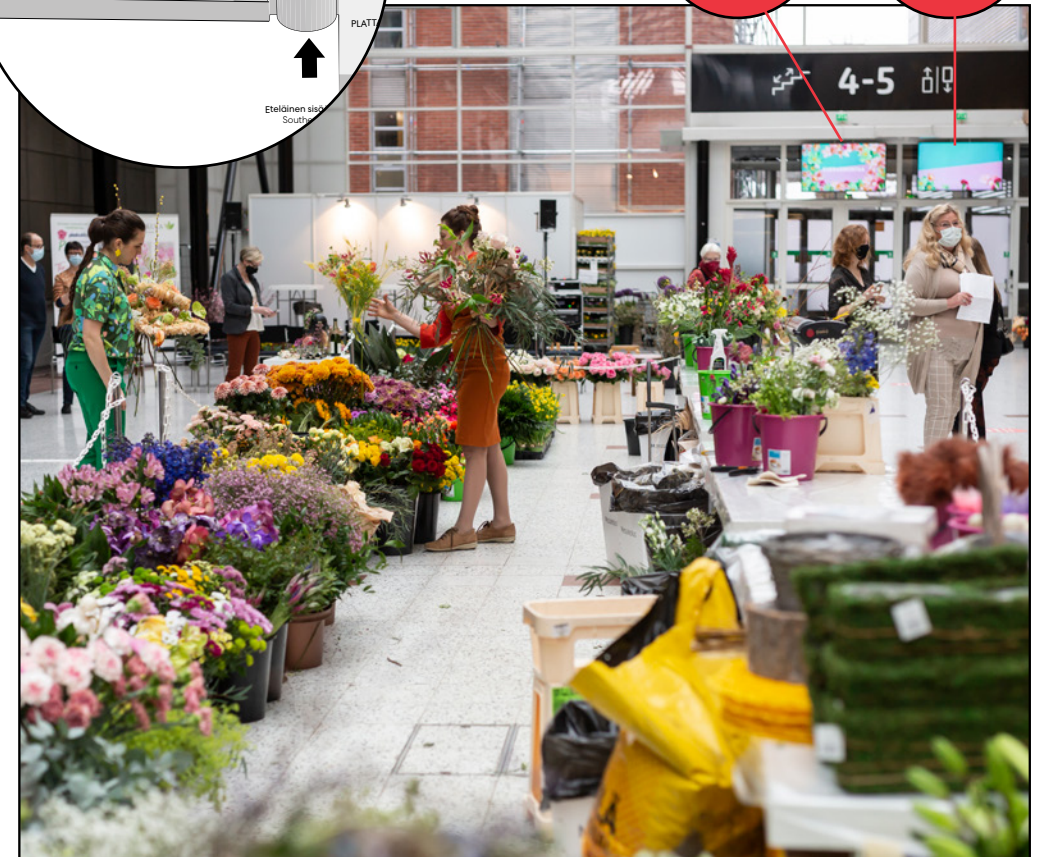
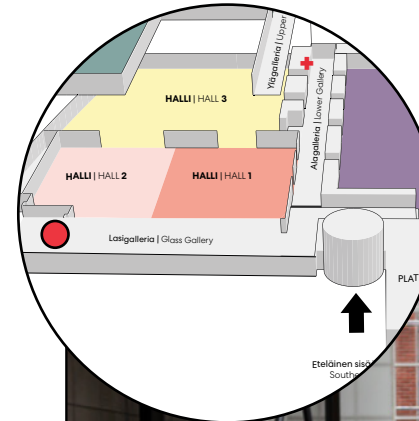
* LG45_oik, LG45_vas = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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Deliver files to displays@messukeskus.com

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DIGITAL SCREENS, UPPER GALLERY

MXXX

Name of displays:

Landscape displays: YG51_po | YG51_et | YG52_po | YG52_et

Vertical displays: YG51_70 | YG52_70

Location of screens: Upper gallery

Material guide:

Material size 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

YG51_po_Event-name_date.jpg

(Screen name)

(DDMMYY)

* YG51_po, YG51_et, YG52_po, YG52_et, YG51_70, YG52_70

= name of the screen, the most important info.

Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

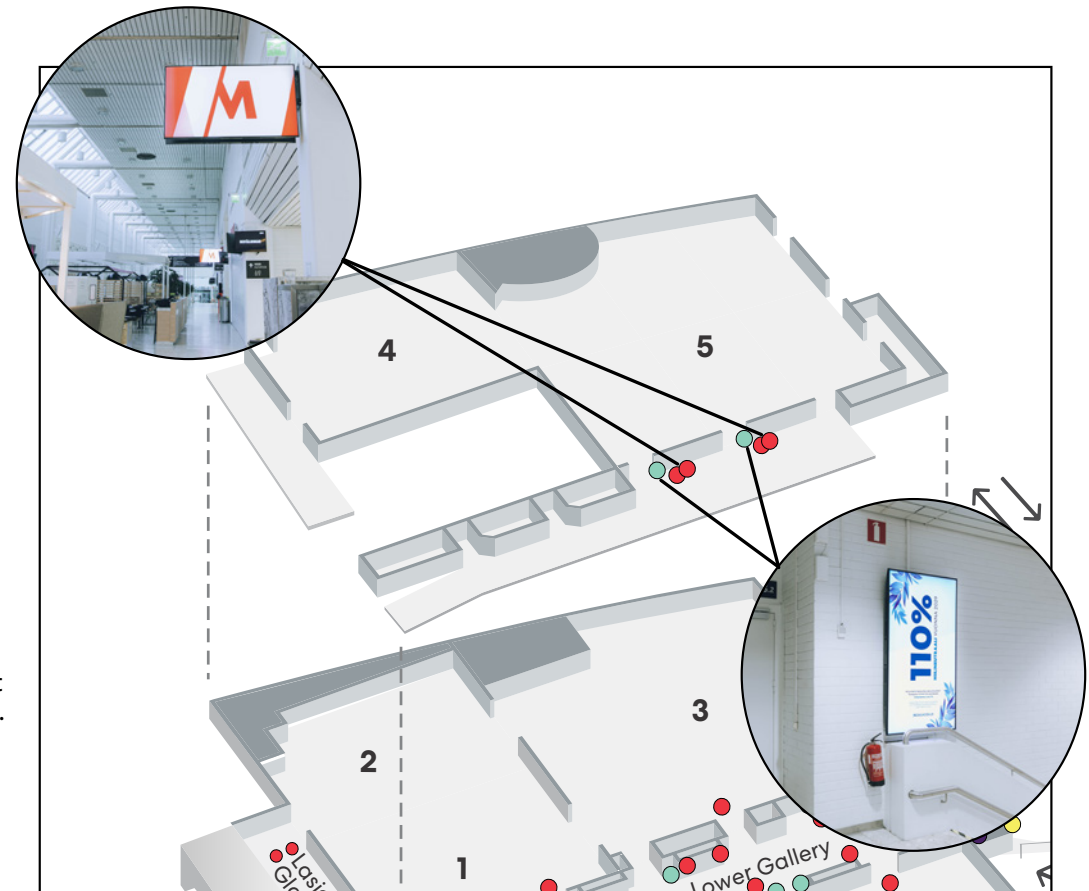
Deliver the final material ready for publishing

no later than ten business days before the event.

Deliver files to displays@messukeskus.com

If material is over 10 Mb, we recommend

sending it via <https://wetransfer.com>



DIGITAL SCREENS, UPPER GALLERY

Name of displays:

Landscape displays: H51 | H52 | H53

Location of screens: Inside hall 5, above entrances

Material guide:

Material size 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

H51_Event-name_date.jpg

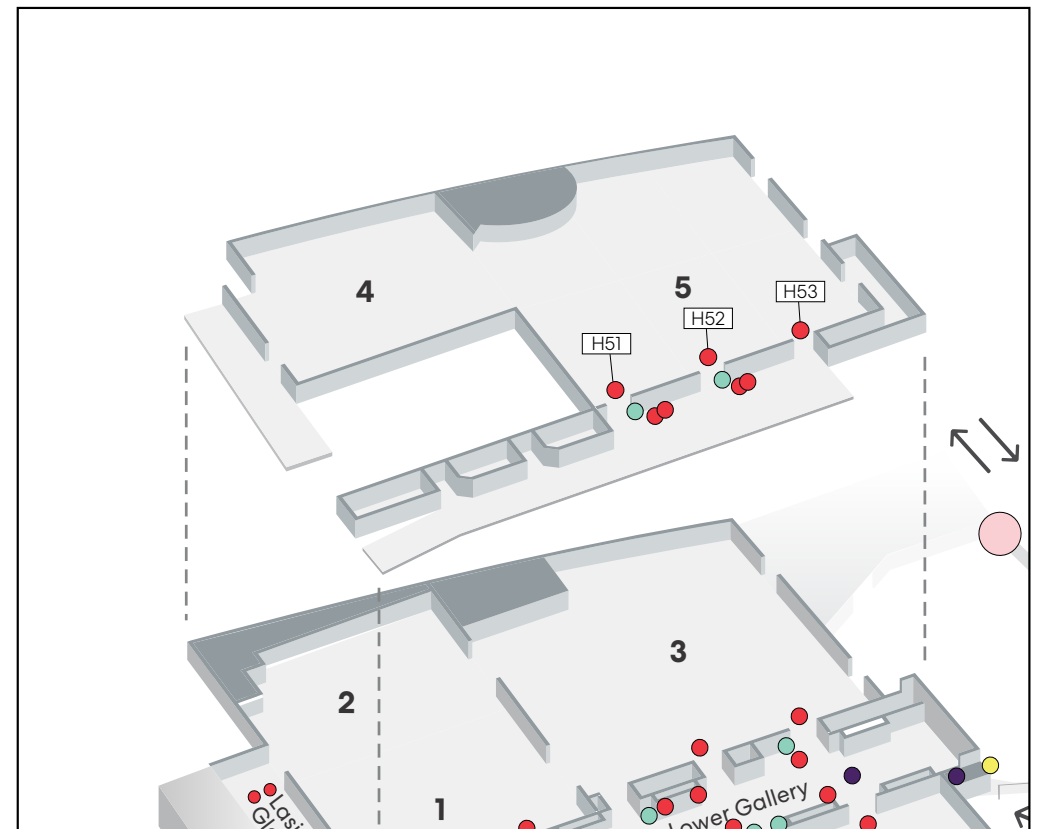
(Screen name) (DDMMYY)

* H51, H52, H53 = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL SCREEN, RATAPIHANTIE Giant screen

M615

Name of display: PU1

Material guide:

Material size 960 x 576 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bp

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

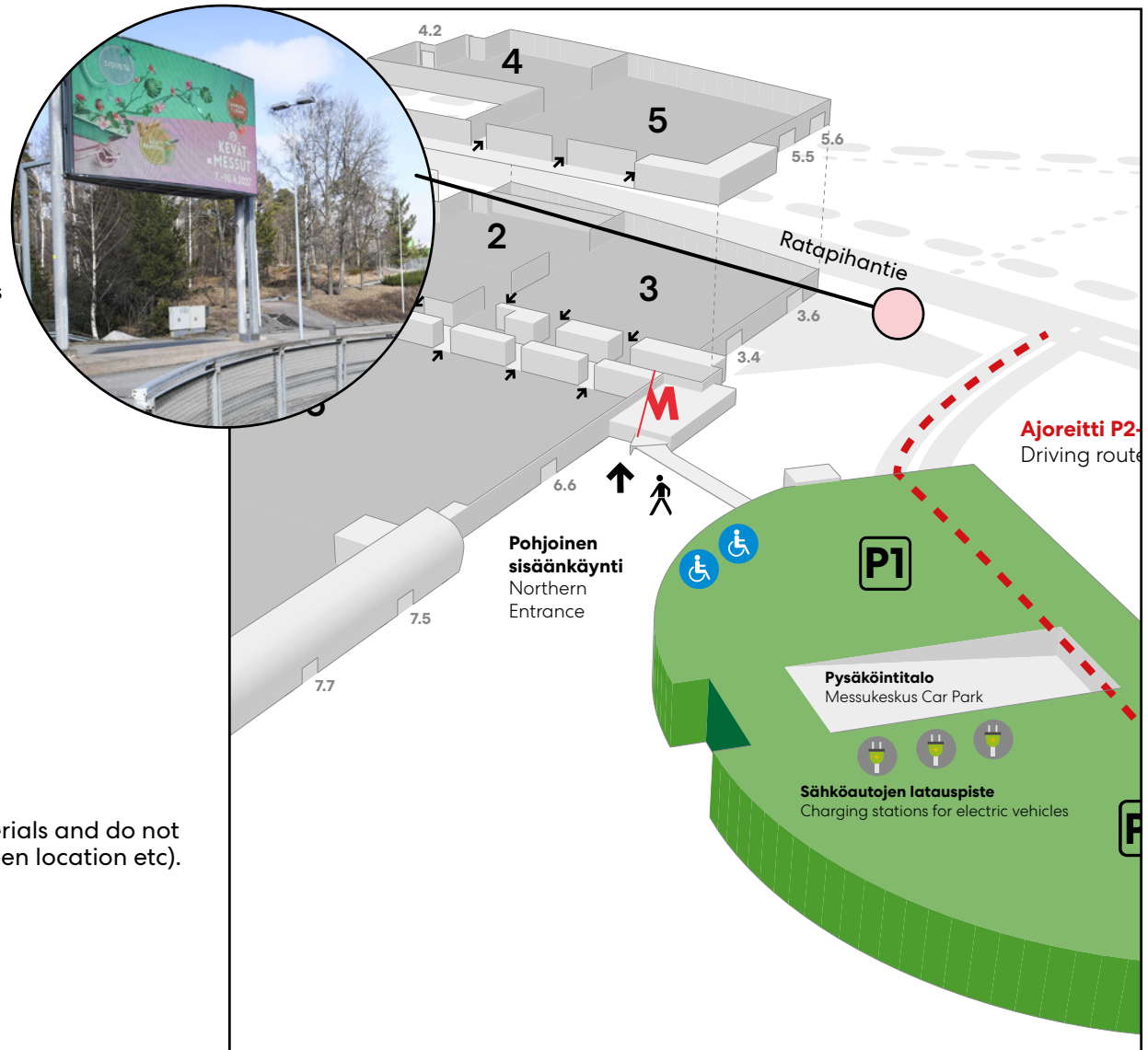
PU1_Event-name_date.jpg
(DDMMYY)

* PU1 = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL SCREEN, NORTHERN ENTRANCE

Name of display: PU2

Material guide:

Material size 304 x 64 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bp

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

PU2_Event-name_date.jpg

(DDMMYY)

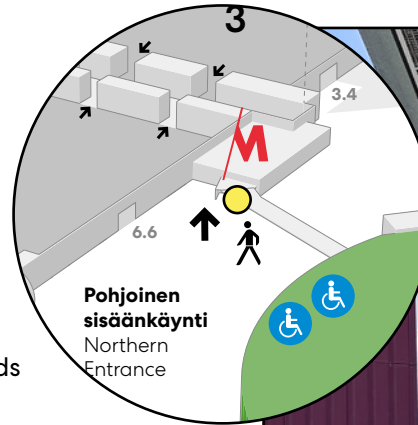
* PU2 = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL SCREENS, NORTHERN ENTRANCE, 2 giant horizontal screens

M528

Name of displays: PS1 | PS2

Material guide:

Material size 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

PS1_Event-name_date.jpg

PS2_Event-name_date.jpg

(DDMMYY)

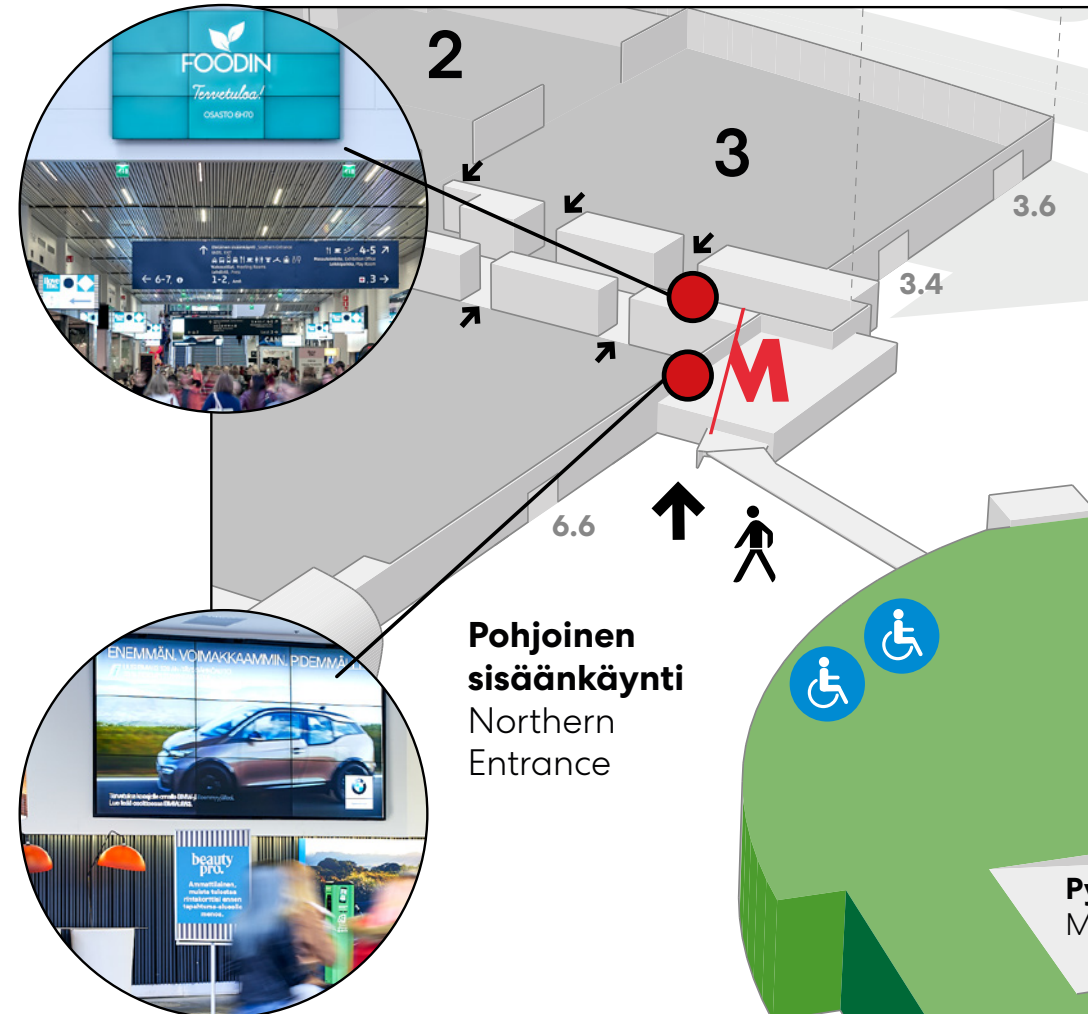
- * PS1, PS2 = name of the screen, the most important info.
- Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL SCREENS, LOWER GALLERY, vertical screens

M523

Name of displays: AG12_70 | AG31_70 | AG32_70 | AG33_70
AG62_70 | AG63_70 | AG64_70 | AG65_70

Material guide:

Material size 1080 x 1920 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

AG12_70_Event-name_date.jpg
(Screen name) (DDMMYY)

* AG12_70, AG31_70, AG32_70, AG33_70, AG62_70, AG63_70, AG64_70, AG65_70
= name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL SCREENS, LOWER GALLERY, 2 giant screens

M618

Name of displays: EA5_et | EA5_po

Material guide:

EA5_et | Material size 2064 x 1152 pixels

EA5_po | Material size 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

EA5_et_Event-name_date.jpg

EA5_po_Event-name_date.jpg

(DDMMYY)

* EA5_et, EA5_po = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL SCREENS, LOWER GALLERY HALL 3 DOORS, 6 kpl horizontal screens

M531

Name of displays: AG31_po | AG31_et
AG32_po | AG32_et | AG33_po | AG33_et

Material guide:

Material size 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

AG31_po_Event-name_date.jpg

(Screen name) (DDMMYY)

* AG31_po, AG31_et, AG32_po, AG32_et, AG33_po, AG33_et
= name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

Deliver the final material ready for publishing
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DIGITAL SCREENS, LOWER GALLERY HALL 6 DOORS, 8 kpl horizontal screens

M530

Name of displays: AG62_po | AG62_et | AG63_po | AG63_et
AG64_po | AG64_et | AG65_po | AG65_et

Material guide:

Material size 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

AG62_po_Event-name_date.jpg

(Screen name) (DDMMYY)

* AG62_po, AG62_et, AG63_po, AG63_et, AG64_po, AG64_et, AG65_po, AG65_et
= name of the screen, the most important info.

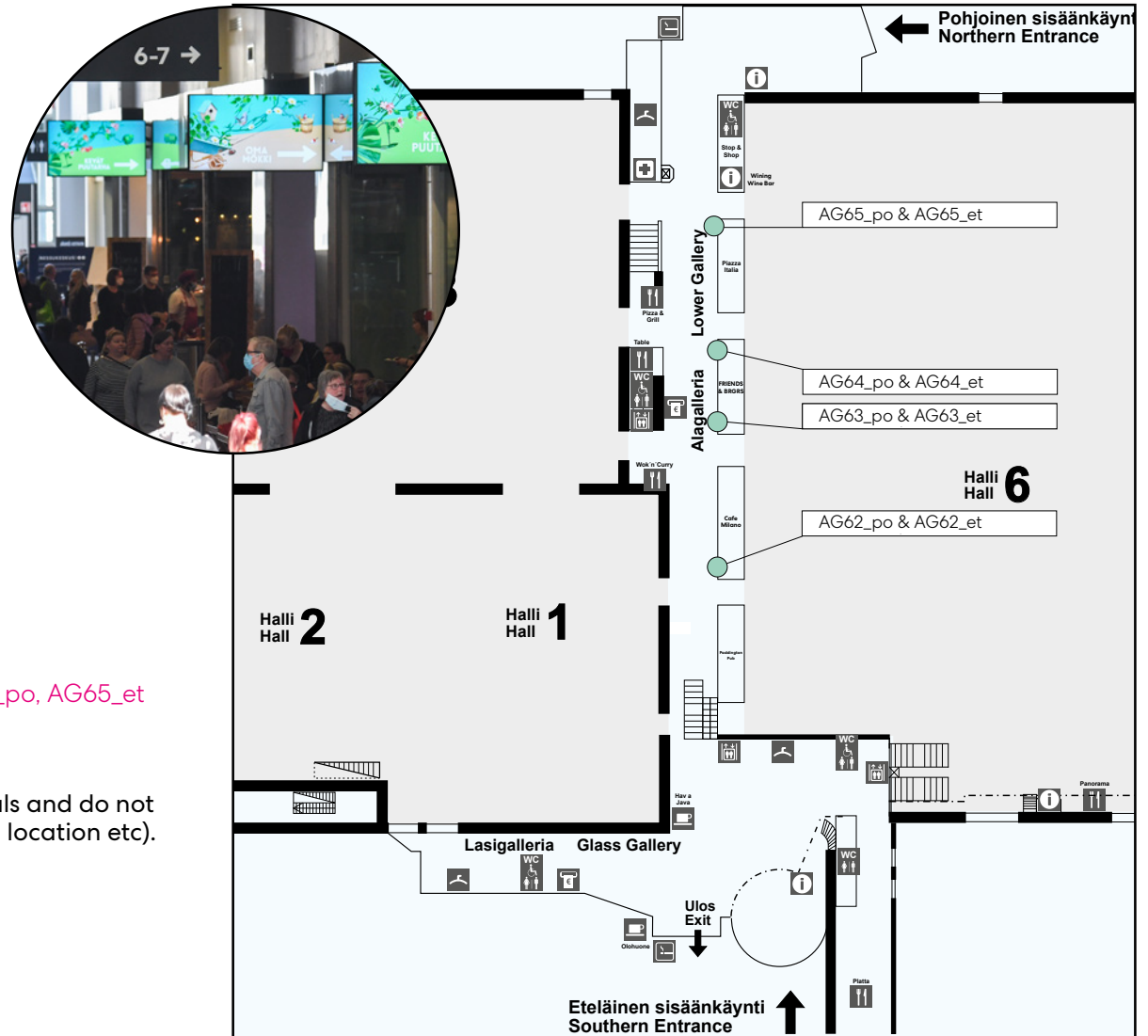
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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no later than ten business days before the event.

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DIGITAL SCREENS, LOWER GALLERY HALLS 1 AND 2 DOORS, 2 horizontal screens

M532

Name of displays: AG12_et | AG12_po

Material guide:

Material size 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

AG12_et_Event-name_date.jpg

AG12_po_Event-name_date.jpg

(DDMMYY)

* AG12_et, AG12_po = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL SCREENS, HALLS 1-3 (INSIDE), horizontal screens

M525

Name of displays: H11 | H12 | H31 | H32 | H33

Material guide:

Material size 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

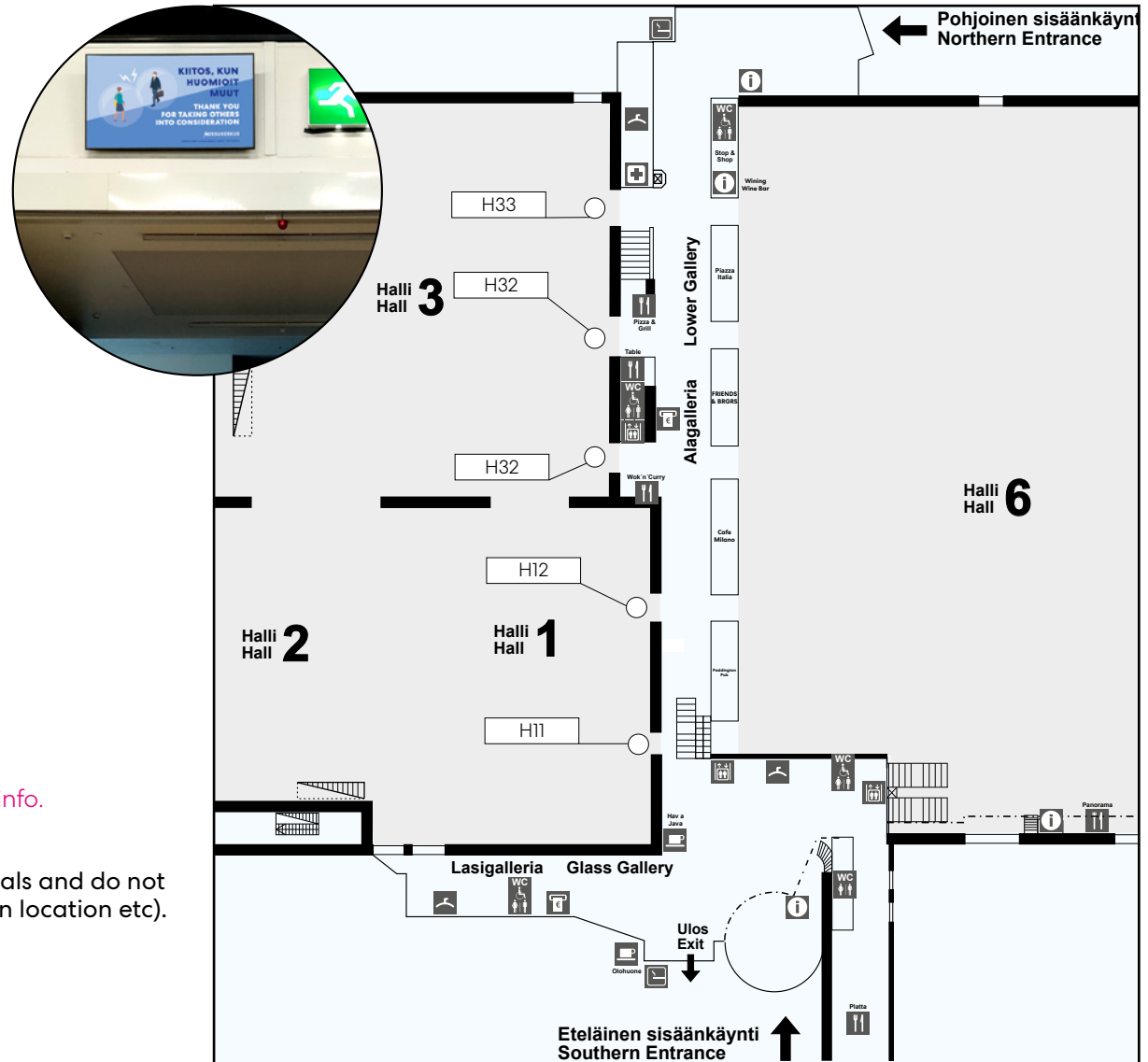
H11_Event-name_date.jpg
 H12_Event-name_date.jpg
 H31_Event-name_date.jpg
 H32_Event-name_date.jpg
 H33_Event-name_date.jpg
 (DDMMYY)

* H11, H12, H31, H32, H33 = name of the screen, the most important info.
 Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

Deliver the final material ready for publishing
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Deliver files to displays@messukeskus.com
 If material is over 10 Mb, we recommend



DIGITAL SCREENS, HALLS 6-7 (INSIDE HALL ABOVE DOOR), horizontal screens

M527

Name of displays: H61 | H62 | H63 | H64 | H65

Material guide:

Material size 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

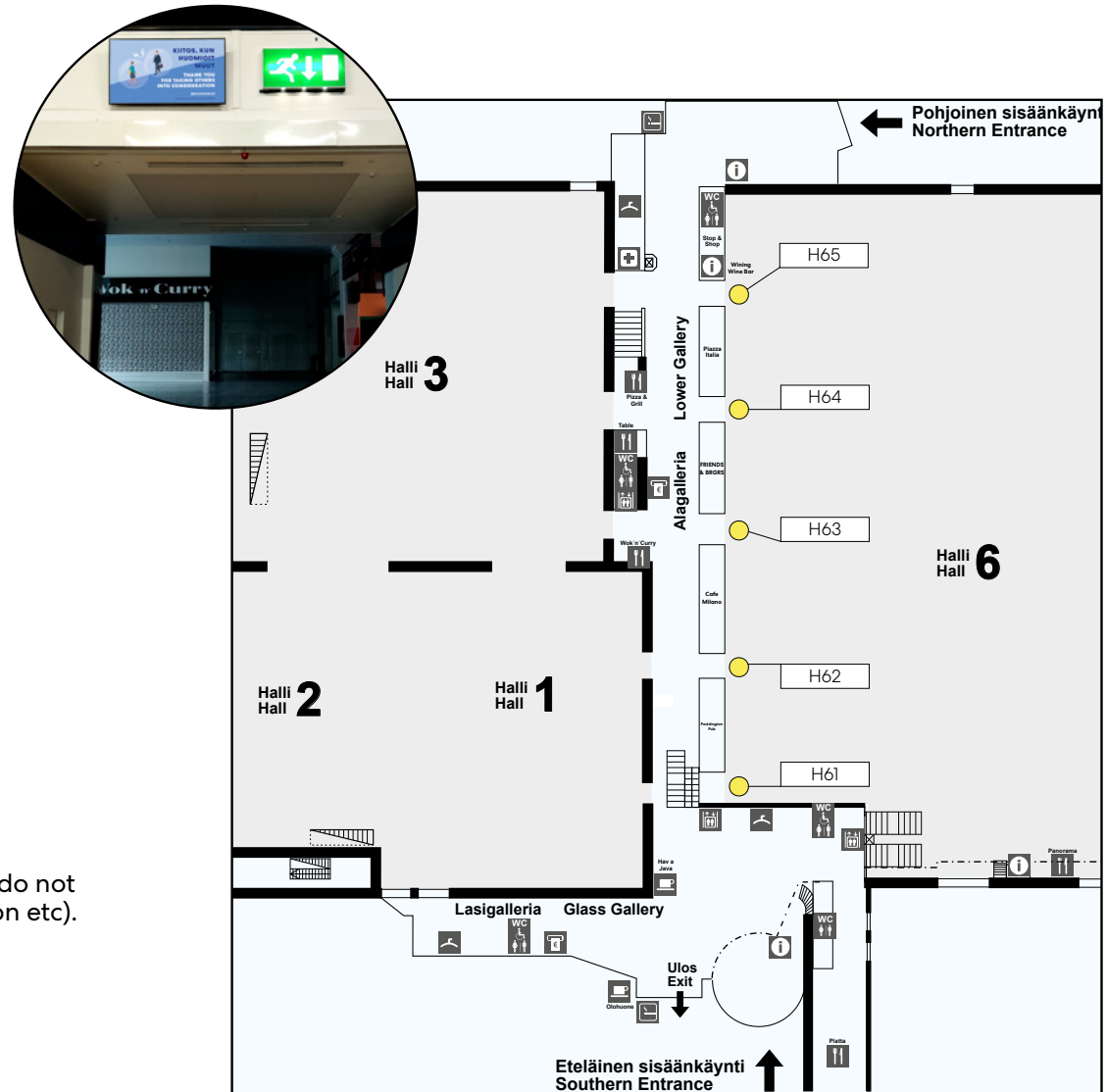
H61_Event-name_date.jpg
 H62_Event-name_date.jpg
 H63_Event-name_date.jpg
 H64_Event-name_date.jpg
 H65_Event-name_date.jpg
 (DDMMYY)

* H61, H62, H63, H64, H65 = name of the screen, the most important info.
 Put the screen name first in the file name.

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DIGITAL SCREENS, HALL 6, 4 VERTICAL SCREENS PILLAR 6.12.

M524

Name of displays: H612_1 | H612_2 | H612_3 | H612_4

Material guide:

Material size 1080 x 1920 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

H612_1_Event-name_date.jpg

H612_2_Event-name_date.jpg

H612_3_Event-name_date.jpg

H612_4_Event-name_date.jpg

(DDMMYY)

* H612_1, H612_2, H612_3, H612_4 = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL PACKAGE – OUTSIDE SCREENS

M514

Light display Messuaukio Plaza, two sided **EU1** (M612)

Giant screen Ratapihantie, two sided **PU1** (M615)

Material guide:

Material size vertical screens (EU1) 512 x 768 pixels

Material size horizontal screens (PU1) 960 x 576 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

EU1_Event-name_date.jpg

PU1_Event-name_date.jpg

(DDMMYY)

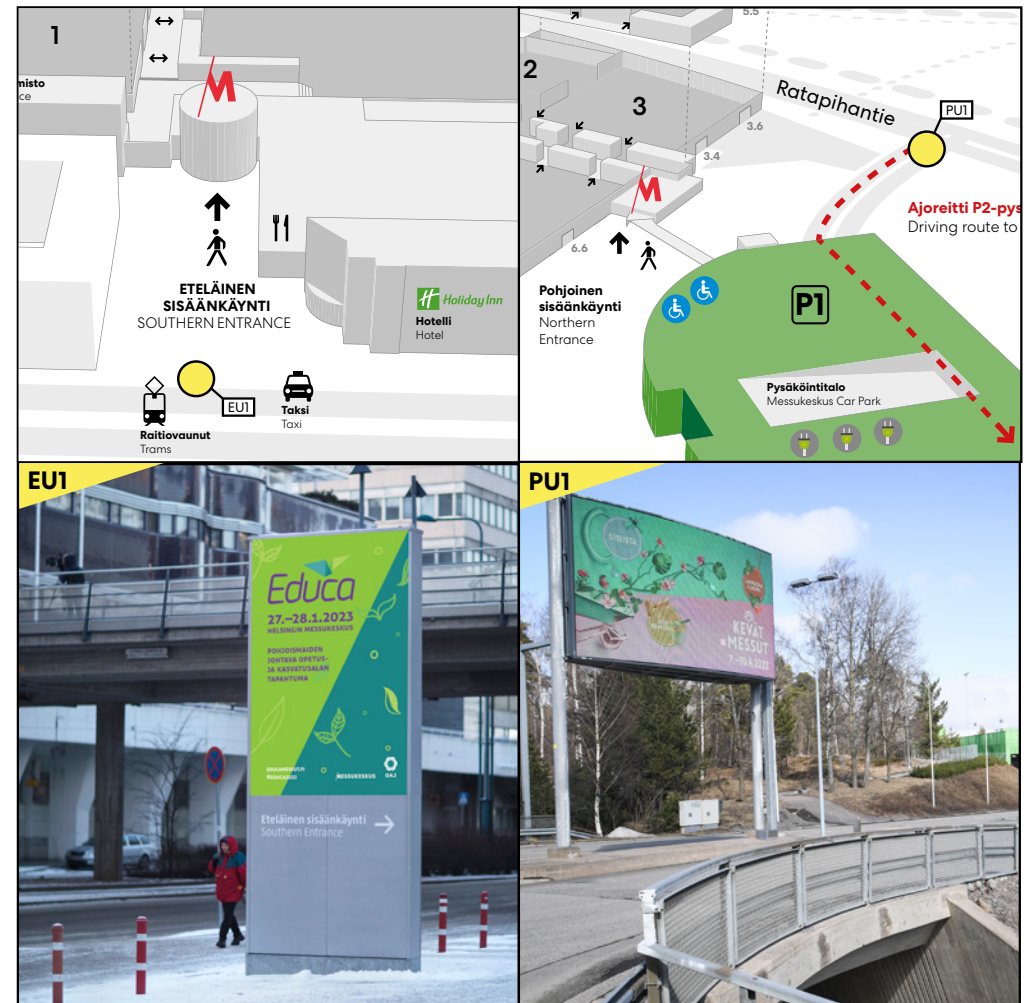
* EU1, PU1 = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL PACKAGE - ENTRANCE LOBBIES

M516

- Expo Plaza Main entrance vertical screens **EA3 | EA4** (M521)
- Expo Car Park entrance giant screens **PS1 | PS2** (M528)
- Expo Plaza cloakroom horizontal screens **EA1 | EA2** (M613)

Material guide:

Material size horizontal screens 1920 x 1080 pixels

Material size vertical screens 1080 x 1920 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

EA3_Event-name_date.jpg

(Screen name) (DDMMYY)

* EA3, EA4, PS1, PS2, EA1, EA2 = name of the screen, the most important info.
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL PACKAGE – LOWER GALLERY

M517

Lower Gallery vertical screens **AG12_70** | **AG31_70** | **AG32_70** | **AG33_70** | **AG62_70** | **AG63_70** | **AG64_70** | **G65_70** (M523)

Lower Gallery giant screens horizontal **EA5_et** | **EA5_po** (M618)

Material guide:

Material size horizontal screens 1920 x 1080 pixels

Material size vertical screens 1080 x 1920 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

EA3_Event-name_date.jpg

(Screen name) (DDMMYY)

* AG12_70, AG31_70, AG32_70, AG33_70, AG62_70, AG63_70, AG64_70, G65_70
= name of the screen, the most important info.

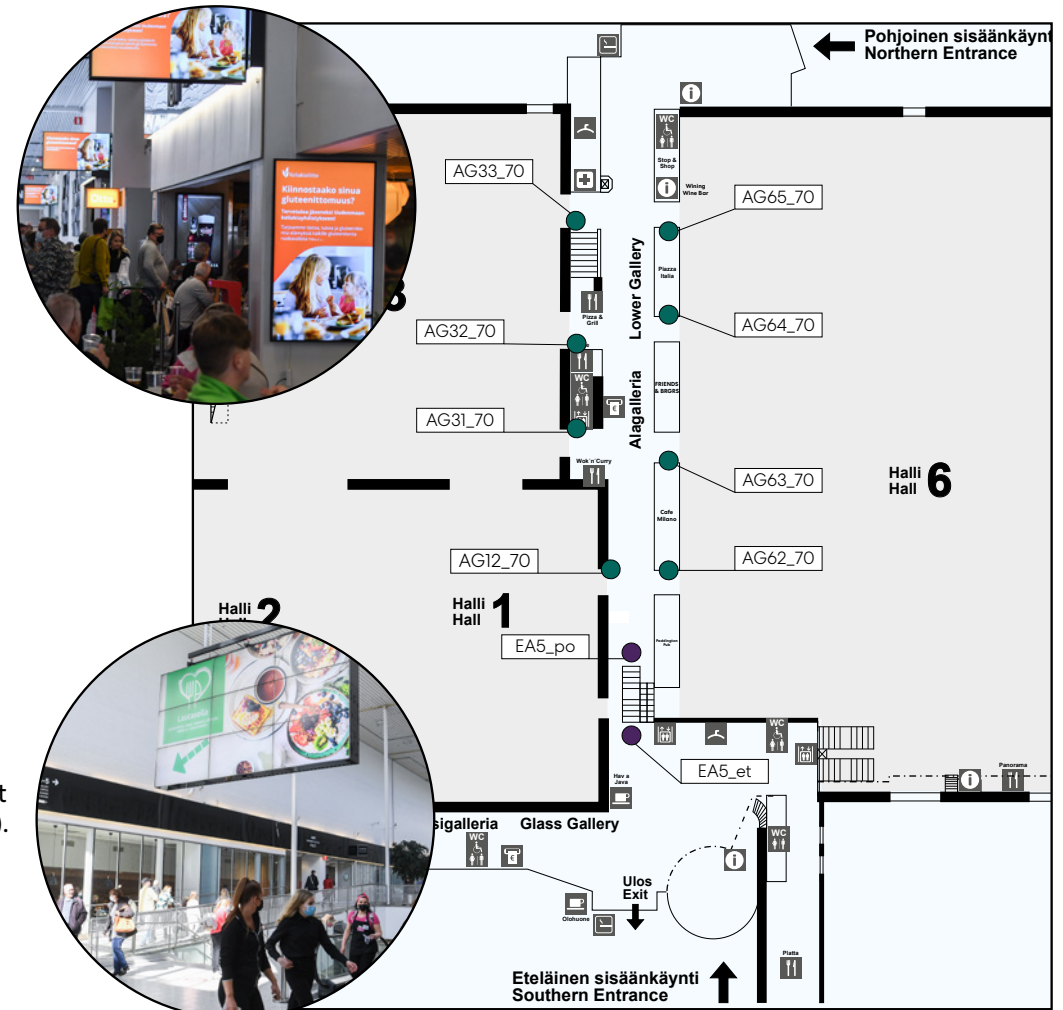
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL PACKAGE – HALLS 6 AND 7

M518

Pillar 600 vertical screens **H612_1** | **H612_2** | **H612_3** | **H612_4** (M524)

Horizontal screens inside hall **AG62_po** | **AG62_et** | **AG63_po** | **AG63_et** | **AG64_po** | **AG64_et** | **AG65_po** | **AG65_et** (M527)

Hall 6 doors horizontal screens Lower Gallery
H61 | **H62** | **H63** | **H64** | **H65** (M530)

Material guide:

Material size horizontal screens 1920 x 1080 pixels

Material size vertical screens 1080 x 1920 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

H612_1_Event-name_date.jpg

(Screen name) (DDMMYY)

* H612_1, H612_2, H612_3, H612_4, AG62_po, AG62_et, AG63_po, AG63_et, AG64_po, AG64_et, AG65_po, AG65_et, H61, H62, H63, H64, H65 = name of the screen, the most important info.

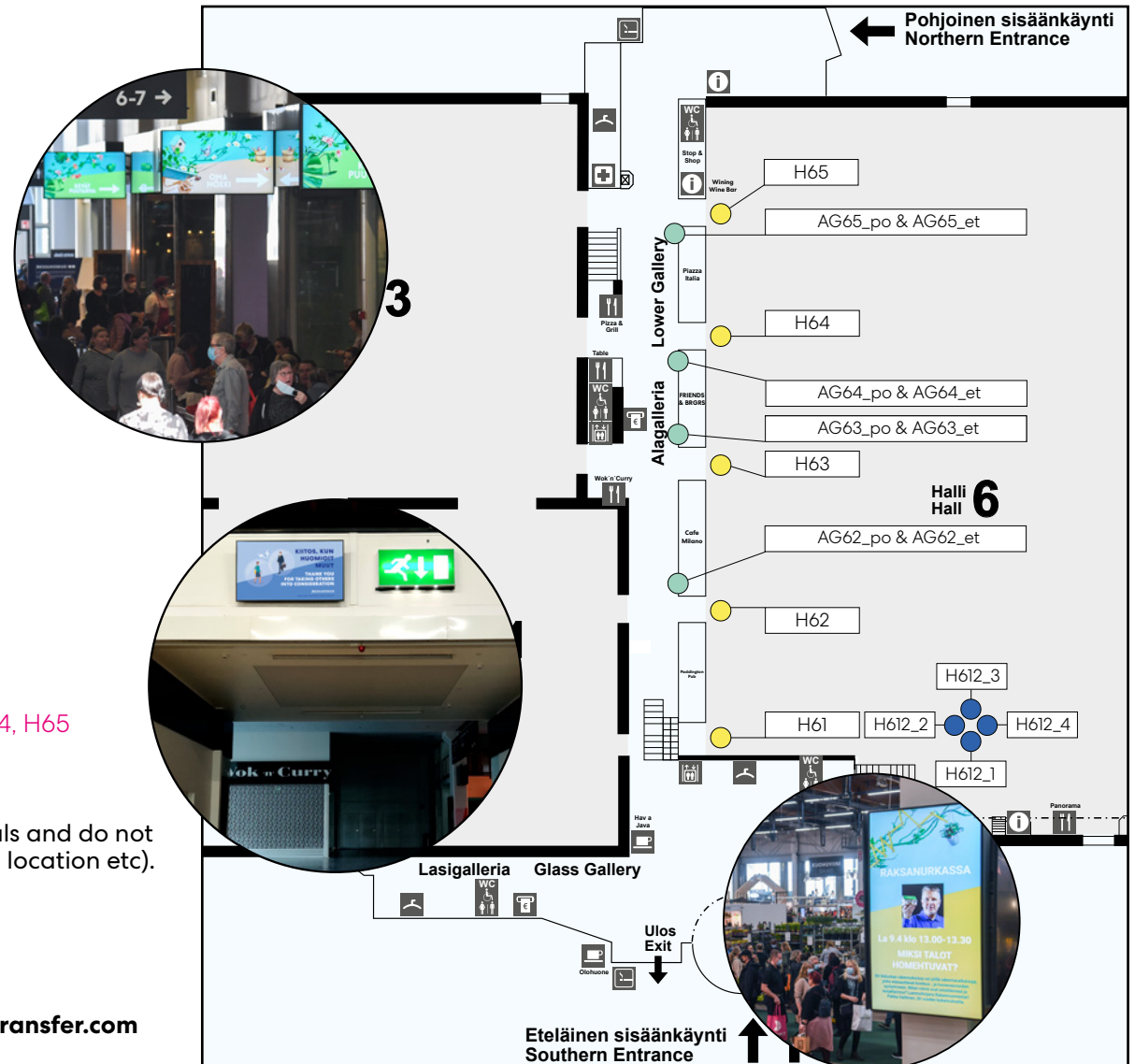
Put the screen name first in the file name.

Do not use special characters or symbols when naming the materials and do not write any extra information on the file name (descriptions of screen location etc).

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DIGITAL PACKAGE – HALLS 1-3

M519

Hall 3 doors horizontal screens Lower Gallery **AG31_po** | **AG31_et** | **AG32_po** | **AG32_et** | **AG33_po** | **AG33_et** (M531)

Halls 1-2 doors horizontal screens Lower Gallery **AG12_po** | **AG12_et** (M532)

Horizontal screens inside hall **H11** | **H12** | **H31** | **H32** | **H33** (M525)

Material guide:

Material size horizontal screens 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

AG31_60_po_Event-name_date.jpg

(Screen name) (DDMMYY)

* AG31_po, AG31_et, AG32_po, AG32_et, AG33_po, AG33_et, AG12_po, AG12_et, H11, H12, H31, H32, H33

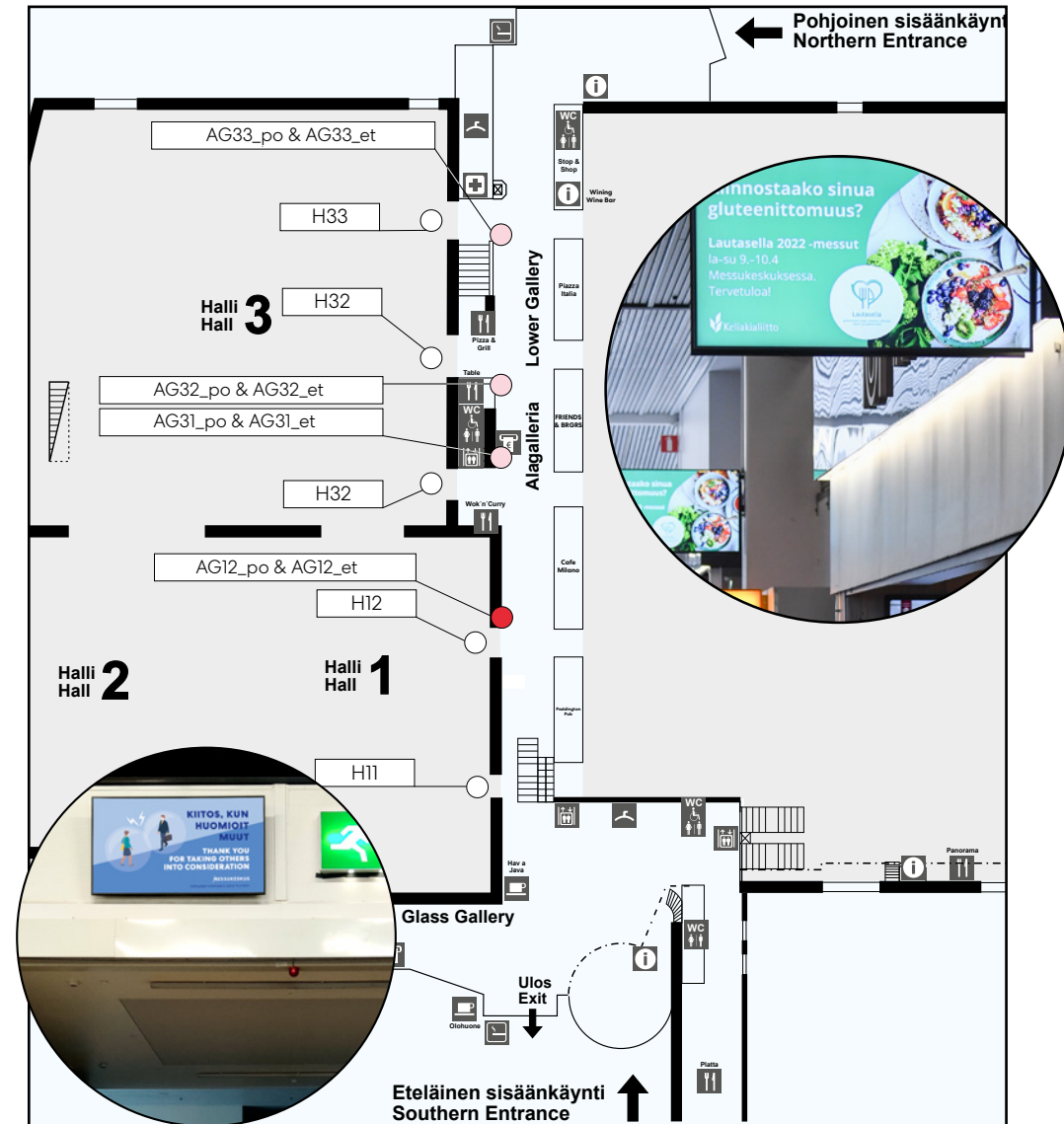
= name of the screen, the most important info.
Put the screen name first in the file name.

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DIGITAL SCREEN, LOWER GALLERY, 1 pcs

M619

Screen name: EA6_et_LED

Material guide:

Material size horizontal screens 1920 x 1080 pixels

- image files .jpg or .png
- video files .mp4 or .mov
- maximum size of file 200 Mb and maximum duration 7 seconds
- maximum size of video files 25/30 fps and 6000 bps

Instructions:

When sending the material, provide following information:

- advertiser / event and display/displays
- date and time, if material is to be shown only at certain times

Naming the material:

EA6_et_LED_Event-name_date.jpg
(DDMMYY)

* EA6_et_LED = name of the screen, the most important info.
Put the screen name first in the file name.

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