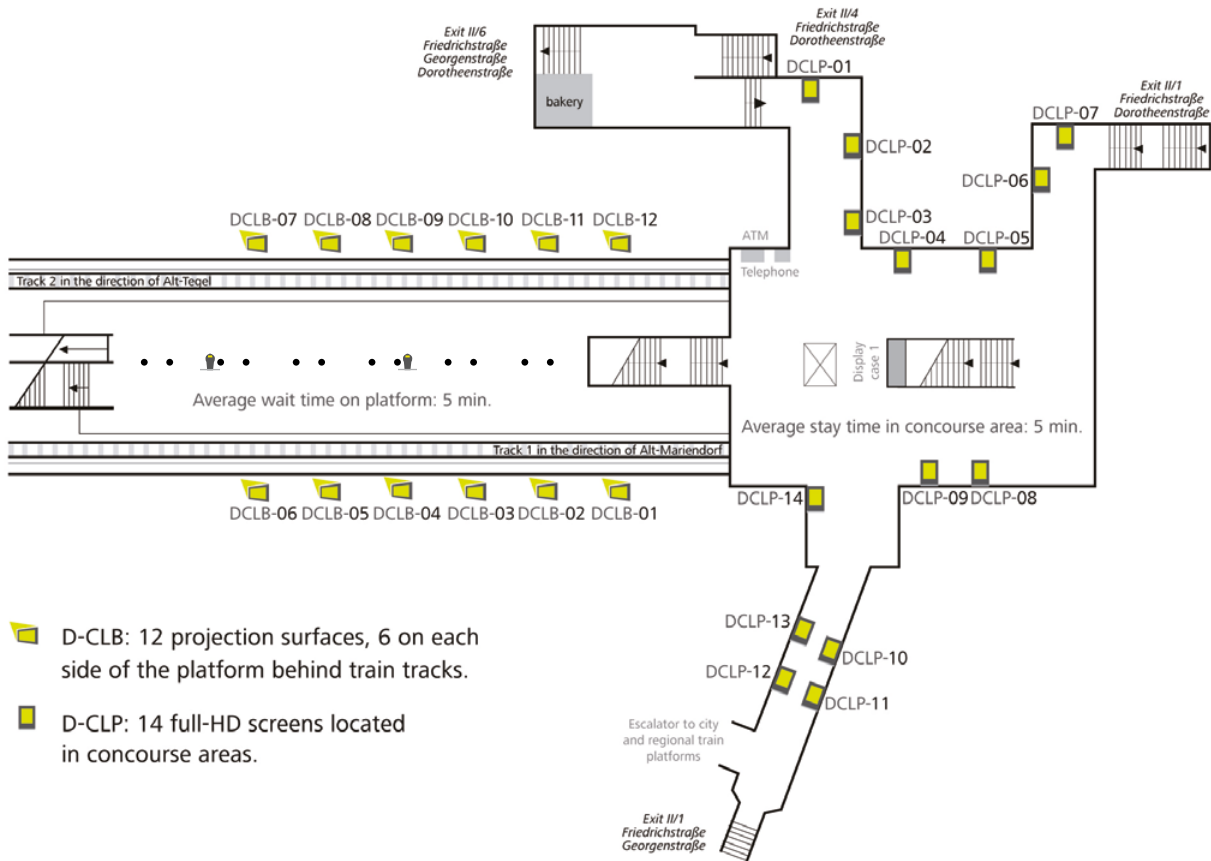


Friedrichstraße subway station, Berlin



- D-CLB: 12 projection surfaces, 6 on each side of the platform behind train tracks.
- D-CLP: 14 full-HD screens located in concourse areas.

Product description



D-CLB – digital City Light Board (Projectors)



D-CLP – digital City Light Poster (Screens)

Distance between advertisements		approx. 9,6 m (31.5 ft)	n/a
		approx. 12 m (39.3 ft)	n/a
Viewing distance		approx. 4 m (13.1 ft)	to be determined
Resolution		1024 × 768 pixels	1080 × 1920 pixels
Aspect ratio		4 : 3	9 : 16

Ad Specifications

Spot duration	10 - 30 sec	5 - 10 sec
Recommended font size	Minimum 25 pixels	Minimum 100 pixels
Textgrößen-Beispiele (inkl. Unterlängen)	43 px = 10 cm 85 px = 20 cm 128 px = 30 cm	133 px = 10 cm 266 px = 20 cm 400 px = 30 cm

Formate & Codecs

Video advertisements



Please Note

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The completed spot should be rotated 90° clockwise prior to delivery.

For All Video Codecs

As it may be necessary to make slight adjustments to your material, please deliver non-compressed video files in the following formats: AVI or MOV

- Aspect ratio: rectangular pixels
- No interlaced video (progressive video required)
- 30 frames per second
- Always cut shots to the full second
- Don't create compositions in Adobe Flash
- File size: up to 1 GB per file
- No audio (not even as a trigger signal)
- A safe title area is not necessary
- Don't use runlength encoding (RLE)

Formats, Codecs

WMV (Windows Media)

- Bit rate: 10 – 15 Mbit/s
- Quality: 100%
- Keyframeabstand: 1Sek
- 30 Bilder pro Sekunde
- Suitable for animated graphics and photorealistic video
- Do not create compositions in Adobe Flash

FLV (Flash Video)

- Bit rate: 10 – 15 Mbit/s
- Quality: 100%
- Keyframeabstand: 1Sek
- 30 Bilder pro Sekunde
- FLV files should not be embedded in Flash, but delivered as separate files
- Do not create compositions in Adobe Flash
- Suitable for animated graphics

MOV (Quicktime)

- Bit rate: 15 – 20 Mbit/s
- Video codec: H264 or MPEG-4 Video
- Quality: 100%
- Use maximum color depth
- 30 Bilder pro Sekunde
- Suitable for photorealistic video
- Do not create compositions in Adobe Flash

Still Images

Please Note

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Please rotate the finalized image 90° clockwise prior to delivery.

As it may be necessary to make slight adjustments to your material, please deliver non-compressed video files in the following formats: AVI or MOV

Formats

JPEG

- Uncompressed image to greatest extent possible (Set quality at "maximum")
- Format option: Baseline

BMP

- Windows file format
- 24 or 32 bit color depth

Information on File Delivery



Naming files and identifying their display locations

A separate file must be delivered for each screen if you do not plan to show the same video clip/image on all screens.

Please use one of the following Excel spreadsheets to identify the location where each file is to be displayed:
For "Basic" ad packages: Content_project_Wall_DS_BASIC.xls
For "Advanced" or "Deluxe" ad packages: Content_Allocation_for_Wall_DS_ADVANCED+DELUXE_EN.Xls

The Excel spreadsheets contain information on how to name each file.

Delivery deadlines

Please send us your finalized and ready-to-use files at least 10 working days prior to the start of your booking period.

FTP Uploads

To deliver your files, please upload them to our server using an FTP client.

- Address: ftp://ds.wall.de
- User name: kunde
- Password: wall2010

Kontakt bei Wall:

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