

# Information on digital signage

## Kap Europa

Willkommen zur greenmeet



# Information on monitor use in Kap Europa

## Conditions

Content	Specifications	one floor	two floors	entire building
Use of standard route guidance in Kap Europa (presentation of event title and/or company or event logo)	Signposted is the following: – Cloakroom – Floors (event title and logo) – Room names (Kap Europa layout) – NOT included: depiction of talk/lecture names or other event-specific information.	€0.00	€0.00	€0.00
Branding of the room and foyer monitors (WITHOUT registration counter)	– Branding possibility of all room monitors on the booked level(s) – If there are no parallel events on your event day, you have the possibility of individual usage of the screens above escalators and elevators to your event floor. – Price is for one programming (no change of content during the event included)	€ 358.00	€ 573.00	€ 783.00
Branding registration counter	– Individual branding of the 18 monitors above registration and cloakroom.	€ 475.00		
Assistance personnel for short notice changes	– May be booked for expected short notice changes before and during your event.	€ 47.00 / hr.		
Charge for individual changes	– For reprogramming without pre-booked assistance personnel	€ 46.00 / monitor		

## Data requirements

### General information

- The monitors have a resolution of 1,920 x 1,080 in HD quality. The files to be shown on these should be provided in the same resolution. Aspect ratio: 16:9
- File format: JPG, MPEG-2, WMV format; if you require a multi presentation (changing images), please use GIF or TIF format.
- In case of individual branding: floors and room names should be included in the layout to ensure visitor orientation in the building.
- Please always send your corporate logo or the event logo, to be on the safe side.
- The 18 monitors in the entrance area (above registration/cloakroom) are distributed as follows:
  - 11 monitors above registration
  - 7 monitors above the cloakroom
- File names should be named as follows: **screen number\_date\_time slot**. example: sample event\_25062018\_0815-1630 (no special characters/empty spacing).

### Creation of picture files in Power Point

- If you want to create the layout with Power Point, please use the following slide measurements:
- 28,571 x 50,791 cm (height x wide)
  - You can change these settings under the menu option Design → slide size → user defined slide size
  - To finalize, please save as image format in accordance with the information below:  
**screen number\_date\_time slot.**

### Allocation of the files to the screens

We will provide an excel sheet in which you can allocate your files to the screens that you have booked with your digital signage package. Please enter the file name next to the screen name on the desired level and indicate the time slot above the column, at what time the picture file should be running.

**Please supply the files to be shown four working days before the start of assembly at the latest!**

## Screen positioning

Please remember the following shema when naming the files:  
screen number\_date\_time slot

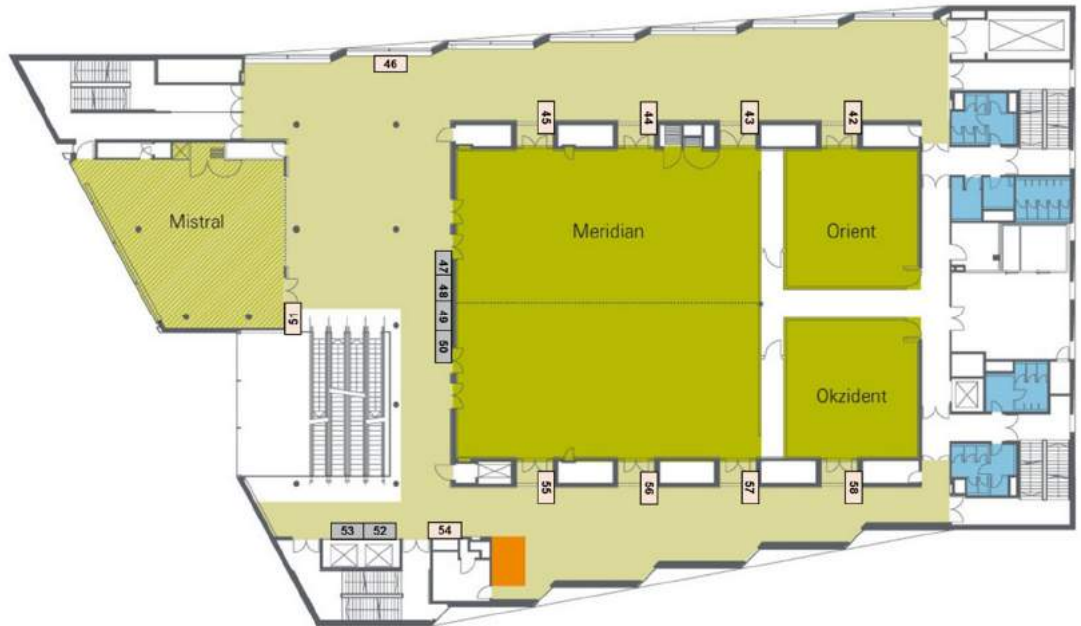
level 0



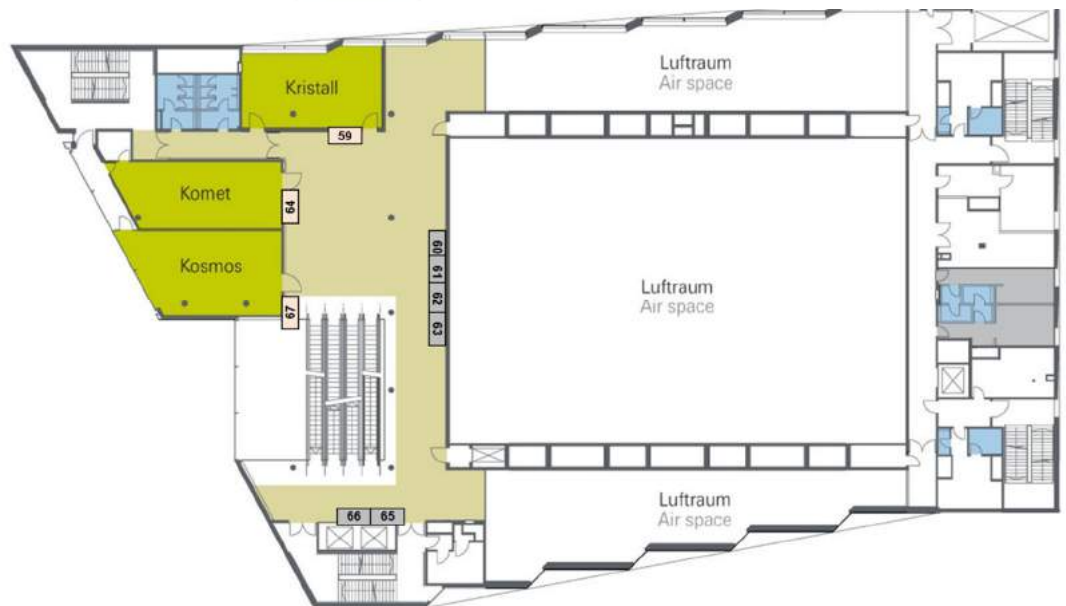
level 1



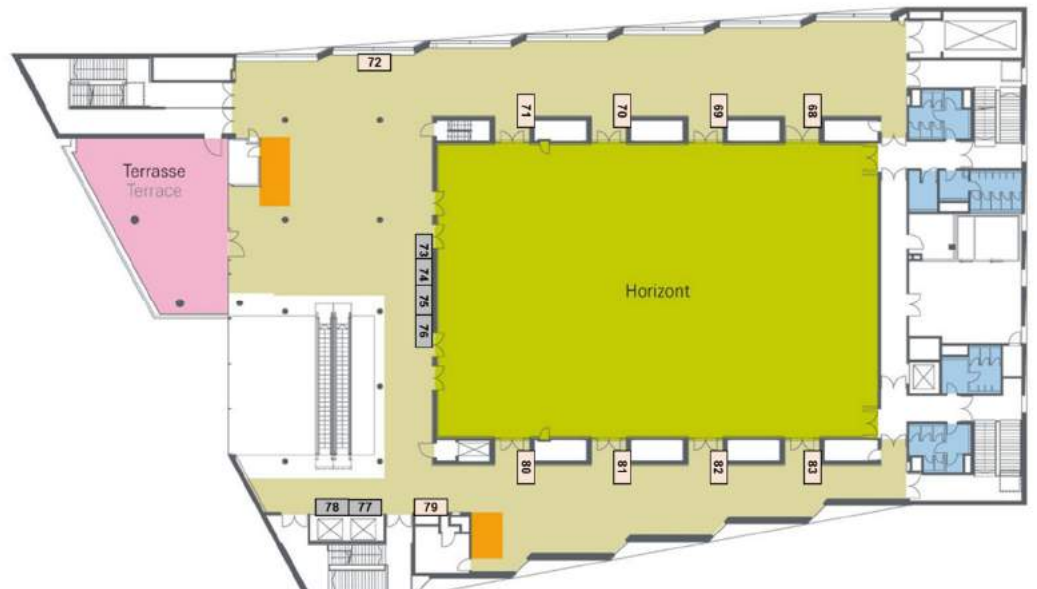
level 2



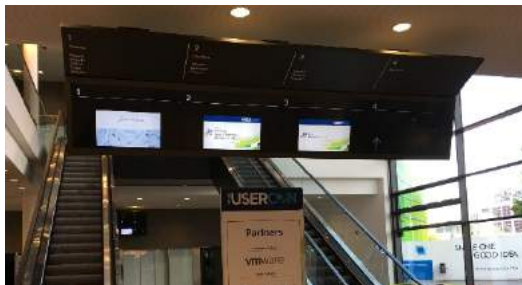
level 3



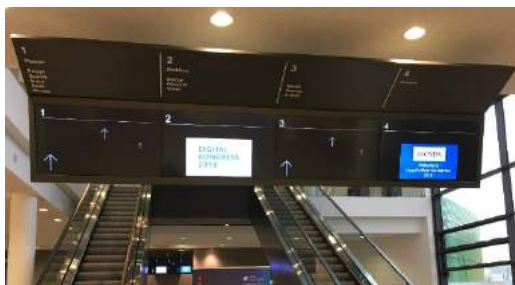
level 4



Usage of screens  
free of charge  
- examples -



Standard route guidance with event logo and title



Standard route guidance with event logo and title

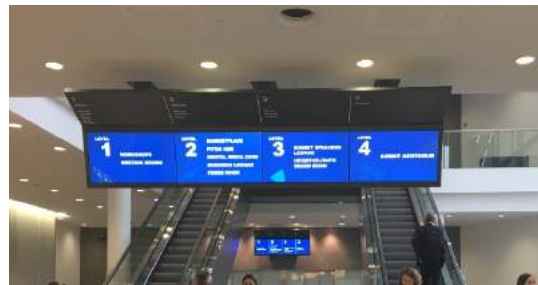


Room signage in Kap Europa layout



Visitor guidance with usage of your corporate logo to the booked floor(s) above the escalators and elevators. In this case above the elevators

Usage of screens  
subject to an extra charge  
- examples -



Individual route guidance with indication of level (with sole use of Kap Europa)



Individual route guidance with indication of level (with sole use of Kap Europa). Overall picture (all 4 screens in usage).



Individual room signage with room names and event information.



Individual route guidance with usage of the screens above the escalators and elevators (with sole use of )



Registration counter and cloakroom in Kap Europa layout



Individual registration / cloakroom signage



Registration counter and cloakroom in Kap Europa layout



Individual registration / cloakroom signage with at least two events on the same time.

**Please supply the files to be shown four working days before the start of assembly at the latest!**