

ANIMATION GUIDELINES

for Digital City Lights and Premium Screen

Visually dynamic content is allowed on the Digital City Lights, within certain guidelines: Content must not contain certain scenes or images of a horrific, violent or lewd nature.

Gewista reserves the right to allow/disallow content based upon these guidelines and those of the city government of Vienna.

Digital City Lights

Guidelines for outdoor screens at street level

For reasons of traffic safety, the following restrictions apply:

Image changes

- only 2 complete image changes allowed within 10 second
- minimum 1.5 seconds build-up time per full image change

Fade-in/ fade-out:

- allowed in black only

Animation design and movement:

- images should not appear suddenly from sides (left or right)
- no jerky, blinking, flickering or shimmering images
- 1-2 seconds set-up time for each image
- maximum of 2 elements every 5 seconds (pop-ups, etc.)

Film sequences:

- No film sequences or similar animation are allowed. Animation may however, contain slow movement.

Guidelines for public transport area

- No political advertisements allowed.

Guidelines for Shopping Center

- No political advertisements allowed.

For examples on acceptable dynamic outdoor content, please see the following [LINK](#)

Premium Screen

Guidelines for outdoor screens at street level

For reasons of traffic safety, the following restrictions apply:

How should an animation setup be implemented?

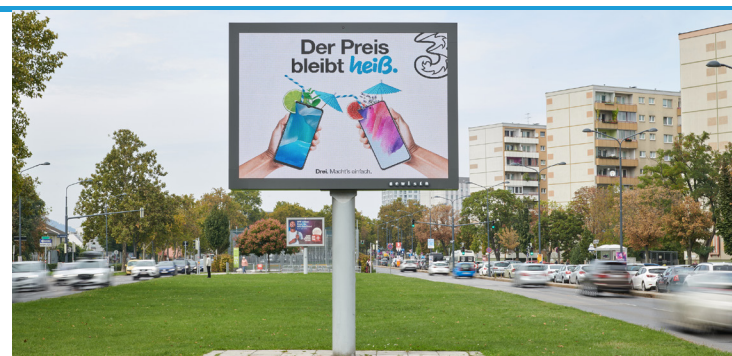
- No complete image change
- 1 insertion with a duration of 2 seconds +- 0.5 seconds with a maximum area of 10% of the total area of the subject is allowed.
- In addition, a maximum of 1 moving object with a maximum area of 10% of the total area of the subject may be displayed.
 - The size of the moving object must remain constant, i.e. zoom is not allowed.
 - The movement must be straight and uniform, in no case from right to left or pulsating movements.
 - The movement must already be present when the subject fades in and, ideally, must continue for the entire duration of the stand.

CAUTION! Due to new requirements of the traffic authorities, we have been required to make **crossfade transitions** when changing content on our premium screens. For this reason, a **content delivery for DIRECT bookings of +2 seconds** is required.

Example: The content is visible for 10 seconds according to media planning, then this must be extended to 12 seconds.

Size Premium Screen: B 3,5m x H 2,6m x T 0,5m

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Please upload zipped files to our server <http://share.gewista.at>
Each client gets his own protected password account.
Note: Forward the file download link to digital@gewista.at

Deadlines (for all formats)

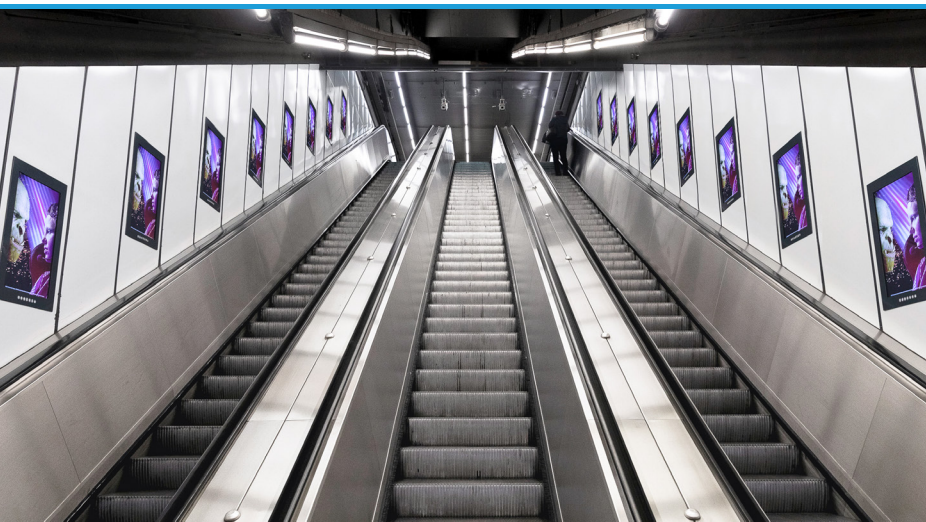
Commercial (premade content according to datasheet)
incl. bookingdetails form + allocation map
10 working days before campaign start

NOTE! Visually dynamic content is permitted in our digital networks Deluxe and Mariahilfer Straße.
However, for reasons of traffic safety, the content has to be sent to us in advance for approval.
Therefore, we need to receive the finished spot at least 10 working days before the campaign starts.

PRINTSUJET (animation by Gewista)
incl. bookingdetails form + allocation map
10 working days before campaign start

For questions regarding spot creation, design or Smart Content implementations, please contact Bettina Stöger:

Group Head Digital & Programmatic Advertising Unit
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digital@gewista.at



DATA DELIVERY

for Digital City Lights and Premium Screen

Animation by Gewista

The standard booking price includes a maximum of 2 hours of adaption/animation work to bring content into required DOOH-format. This assumes that the data is delivered to us in the correct format (see table below). For files delivered in AI or EPS format, as well as for INDD or PSD files delivered in any other form as stated in the above table, additional costs will be invoiced. Price is available upon request.

Examples on acceptable dynamic outdoor content: [CITY LIGHT](#) and [PREMIUM SCREEN](#)

Software used

Adobe Photoshop, Illustrator, After Effects, InDesign. Files with the extension .MAC cannot be processed

Deadlines (for all formats)

Ready-made commercial: 10 working days before outdoor broadcast and 5 working days before transport broadcast, incl. bookingsdetails form and allocation map.

Animation by Gewista: 10 working days before the broadcast starts, incl. bookingdetails and allocation map.

Smart Content implementation: data and concept must be transmitted 4-6 weeks prior to broadcast.

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	READY-MADE COMMERCIAL	ANIMATION BY GEWISTA
	animated / static	animated / static
Format	.mov, .mp4	.psd, .indd
Resolution	300dpi	300dpi
File Container/ Video Codec	.mov/h264 - .mp4/VC-1	.mov/h264 - .mp4/VC-1
Frame Rate	25p	25p
Text Layer		rasterized or provide OpenType font (.ttf, .otf)
Images & texts		in separated layers
File format (WxH)	Digitale City Lights Digitale Escalator Lights Videowall Premium Screen	1080x1920 1080x1920 1920x1080 1200x840

