

# TECHNICAL DATASHEET

## SCREENFORMATS DIGITAL MEDIA STATIONS

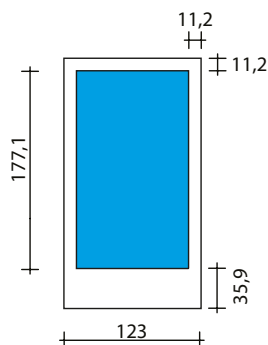
### Resolution

The resolution of all formats is 1080x1920

### Single

1x80" Digital City Light

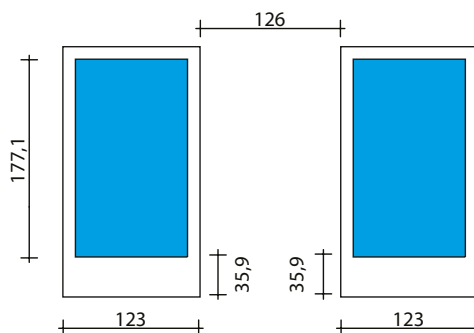
Visible area: 996x1771 mm



### Double

2x80" Digital City Light

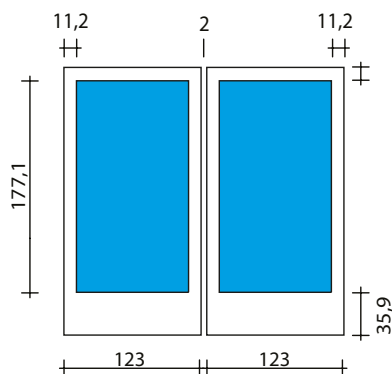
Visible area: 996x1771 mm



### Side-By-Side

2x80" Digital City Light

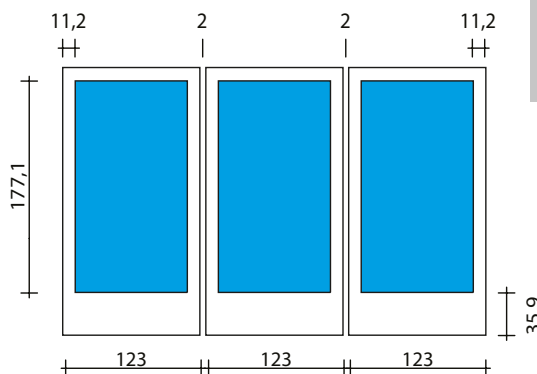
Visible area: 996x1771 mm



### Triple

3x80" Digital City Light

Visible area: 996x1771 mm



### 32" Digital Escalator Lights next to the escalators

Visible area: 392x697 mm

- Escalator viewing spot: bottom-up
- Between the screens is a panel which is 63 cm wide
- From handrail to the middle top edge of the screen 20-25 cm
- Escalator on the right side goes up, on the left side down
- Escalator speed: 0,65m/sec
- Escalator angle: 30°
- Animated Imageflow (continuously image from top to bottom) are played mirrored

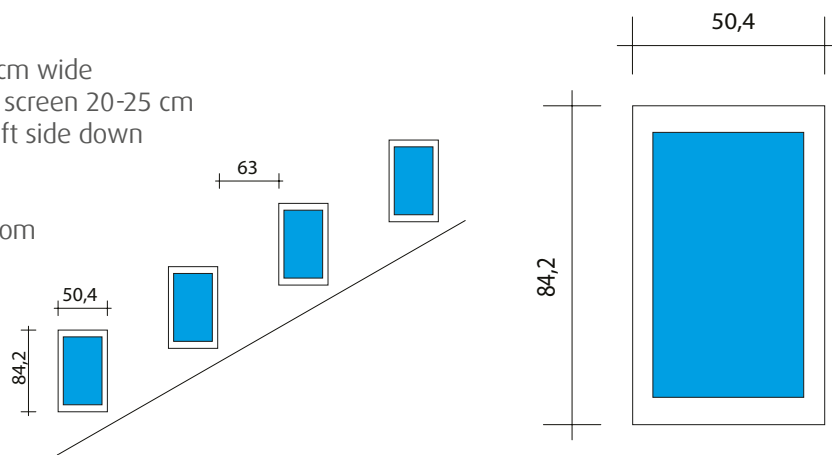


Fig.: Stephansplatz, 32" Digital Screens, next to escalators

### For general queries please contact

**Bettina Eiszner**

Group Head Digital & Programmatic

Advertising Unit

phone: (+43) 1 79 5 97 - 438

digital@gewista.at

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

**COMMERCIAL** (premade content according to datasheet)

**incl. bookingdetails form + allocation map**  
5 business days before campaign start

**PRINT SUBJECT** (animation by Gewista)

**incl. bookingdetails form + allocation map**  
10 business days before campaign start

**IMAGE FLOW, 3D ANIMATIONEN & SPECIAL**

**INSTALLATIONS** (animation by Gewista)  
4 weeks before campaign start

# TECHNICAL DATASHEET

## VIDEOWALL SCREENFORMATS

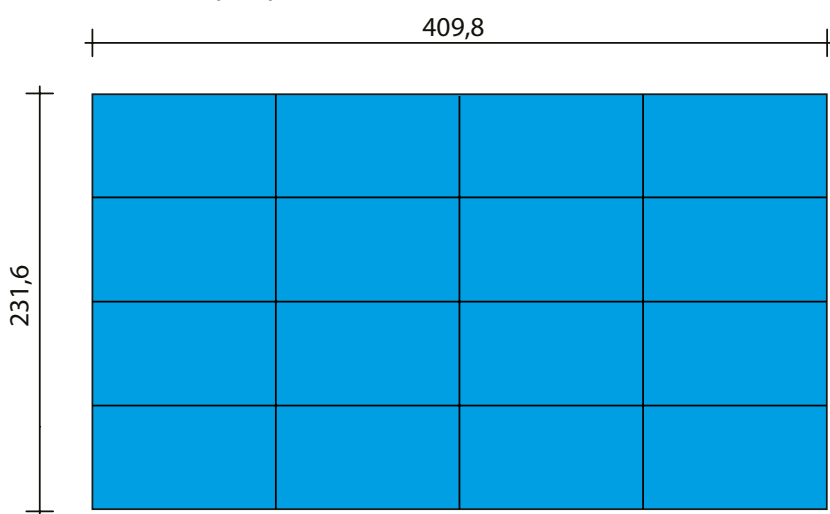
### More Place for your Commercial Message

By showing your commercial at Karlsplatz, you have two possibilities for presenting your personal message. Either you use the whole HD surface of the Videowall (16" x 46") or you divide it in three separated ads in vertical format of the 80" screens.

### 16x46" HD-Videowall (16:9)

Landscape (WxH) - 1920x1080 px

Visible area: ca. 3,9x2,3 m



### 3x80" HD-Videowall (9:16)

Landscape (WxH) - 1080x1920 px

Visible area: ca. 3,9x2,3 m

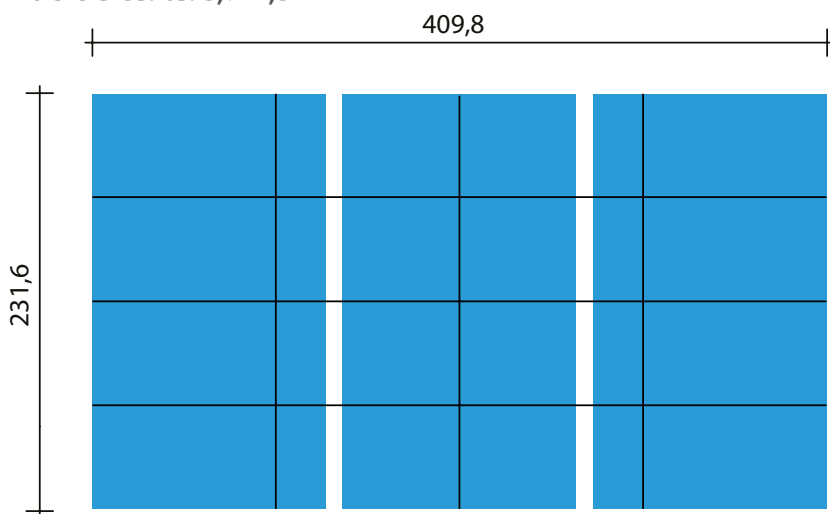


Fig.: Karlsplatz, Videowall

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### Videowall-Grid

#### NOTE!

Please consider the grids of the Videowall when creating the text. When the placement is disadvantageous your text will be divided by the existing grids of the wall. To prevent this please contact us in order to send it to you.

# TECHNICAL DATASHEET

## SCREENFORMATS DIGITAL MEDIA OUTDOOR

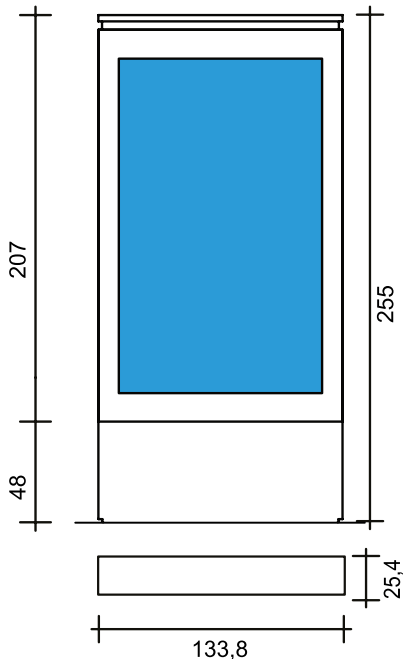
### Resolution

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#### Single

86" Digital City Light

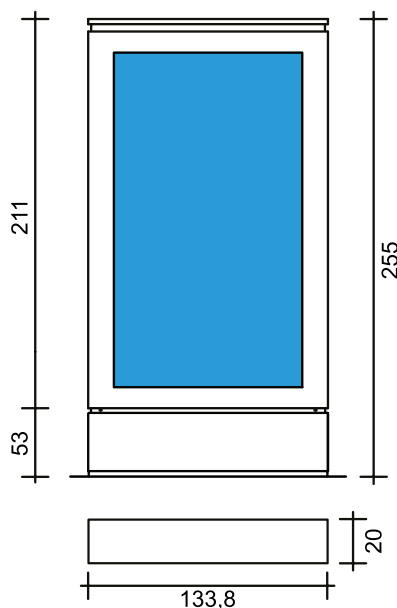
Visible area: 1066x1900 mm



#### Single

84" Digital City Light

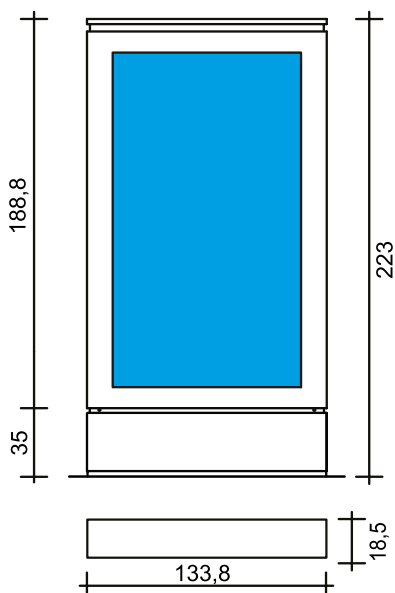
Visible area: 1052x1866 mm



#### Single

75" Digital City Light

Visible area: 932x1650 mm



#### Single

72" Digital City Light

Visible area: 907x1595 mm

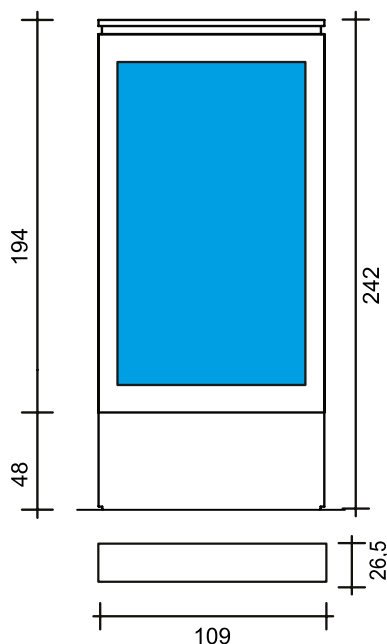


Fig.: Stephansplatz, 32" Digital Screens, next to escalators

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