



Digital Out of Home Product Specifications



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Technical Data

Format*	Framerate	Export settings	Safe area
IO: MP4 10 sec. or jpg programmatic: MP4 10 sec.	30 FPS	H.264, 10 Mbps	80 px, all sides

*MP4 without sound
each additional second on request

Product Specifications

Please refer to the list of your booked locations to find out exactly which formats are to be delivered.

Outdoor	Design Guidelines	Channel	Ratio & Resolution		
			9:16	16:9	4:3
			1080 x 1920 px	1920 x 1080 px	1600 x 1200 px
Slight animation + Static*	City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	City Static	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Roadside	/	<input type="checkbox"/>	<input type="checkbox"/>	
Indoor	Animation	Shopping Mall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		POS	/	<input type="checkbox"/>	/
		Station	<input type="checkbox"/>	<input type="checkbox"/>	/
		Airport**	<input type="checkbox"/>	<input type="checkbox"/>	/
		Elevator	/	<input type="checkbox"/>	/
		Public Building	<input type="checkbox"/>	/	/
		School	/	<input type="checkbox"/>	/

Special formats*** Iconic Wien Prater Iconic Wien Süd Airport **Skybridge & Mega Wall Boarding pass control T3

*Details of the design options can be found on the next page. // ***Details to special on the following pages

Notes on optional Aspect Ratios

Some screens do not correspond exactly to the 9:16, 16:9 or 4:3 ratios. To ensure an optimal display of your spot, there may be black edges on the sides or top and bottom. This is normal and does not affect the quality of your spot. For classic campaigns (does not apply to programmatic campaigns), special formats can be supplied for certain locations. Otherwise, the aspect ratios 9:16, 16:9 and 4:3 are scaled and played out.

Roadside (Outdoor)

- Gralla Gewerbepark in Leibnitz, Styria: 512x484
- Ranshofen/Braunnau in Ranshofen, Upper Austria: 384x256
- EKZ Arkade Wels in Wels, Upper Austria: 832x272
- EKZ Arkade Liezen 2 in Liezen, Styria: 513x289
- EKZ Leonding in Linz, Upper Austria: 480x480
- EKZ Atrium in Linz, Upper Austria: 960x384
- B145 Salzkammergut in Gmunden, Upper Austria: 840x588

City (Outdoor)

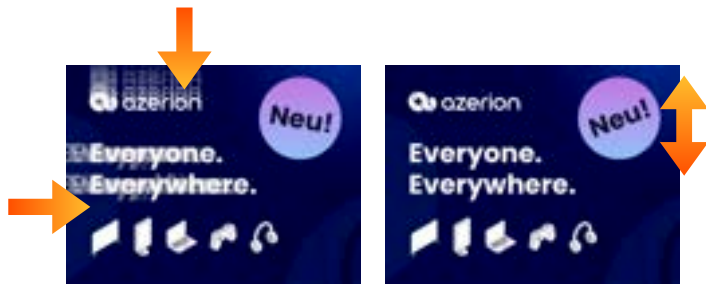
- Summerstage, 3D Cube in Vienna: 1408x512, 512x512
- Innsbruck - Südtiroler Platz 8: 1280x512px

Shopping Mall (Indoor)

- DEZ in Innsbruck, Tyrol: 920x1080, 1595x1080 und 1080x960

Design Guidelines Outdoor

For all outdoor screens, a static image without any changes is permitted, particularly for LED walls along roads. In traffic-calmed areas light animations may be displayed – that means slow, subtle movements of a few elements within a small section of the image; or two large-scale image transitions using black fade-ins and fade-outs with a blending time of at least 1.5 seconds, with the first second being a static image. In pedestrian zones, animated content is also allowed.



Animated: Logo falls into the image, header is emphasized by effect.

Slightly animated: A few individual elements move gently.

Video on design options for outdoor screens:



Graphic Effects

- Slow and subtle movements are possible in a small space.
- Build-up time of at least 1 second.
- Multiple effects (fades, zooms, etc.) only in justified cases.
- No flicker frequencies below 3 seconds.
- No flashing from left to right.
- No horizontal or vertical rotational movements.
- No brand elements that could be mistaken for traffic signs or traffic lights.
- No full motion videos, trailers or film cuts.

Data Delivery & Approval

Advertising material must be delivered at least 10 working days before the start of an advertising booking. For programmatic campaigns, a deadline of 3 working days applies. Please refer to point 3 of the General Terms and Conditions of [Azerion Media Austria GmbH](#). Late delivery may result in delays in the start of the campaign. Please clearly label the data to be transmitted and send it to the following email address:

Classic Campaigns: dispo-austria@azerion.com

Programmatic Campaigns: your sales manager

Approvals are granted by our partner companies, who reserve the right to reject spots. You will then receive written approval from Azerion Austria.

Production of Animations by Azerion Austria

We would be happy to create the animation of your advertising material for you. Please send us your briefing and the raw data at least 14 working days before the start of the campaign to dooh-austria@azerion.com.

Special Advertising Formats

In addition to the standard formats, we also offer a variety of special advertising formats. Please allow at least 8 weeks from briefing to implementation before the start of the campaign.

Programmatic Campaigns: Special Feature of image format

Under certain circumstances, image formats cannot be played by the respective DSP. In this case, please use either software or the converter listed below on the Internet to convert the image into an .mp4 format. Please contact your DSP to find out whether still images with the formats .psd / .jpg / .bmp / .tif / .pdf / .png / .eps can be played or must always be converted to .mp4.

Transmission format images as .mp4

frame rate 1 fps | bit rate 8 Mbit/s | color mode RGB | codec H.264 | format MP4, spot length 10 sec

Online-Converter

<https://video.online-convert.com/de/umwandeln/jpg-zu-mp4>

Do you need help creating your designs or do you have questions about them? We are happy to support you!

Please contact your sales manager or send us an email to dooh-austria@azerion.com.

Examples of Azerion Austria Advertising Media



Premium Wall 16:9



Premium Wall 4:3



Display Screen 9:16



Stele 9:16



Digital Out of Home Product Specifications

Iconic Wien Prater



Iconic Screen in Vienna's Prater

- Top location: right at the main entrance to Vienna's Prater, next to the world-famous Giant Ferris Wheel
- Unique 3D effects: "Forced Perspective" technology for spectacular and vivid advertising content - without 3D glasses
- Creative possibilities: Fully animated, innovative content implementations
- Technological innovation: State-of-the-art broadcast LED technology with exceptional picture quality and contrast

The 54 m² Iconic Vienna Prater screen offers state-of-the-art LED technology and a resolution of 3,489,792 pixels, creating razor-sharp images and impressive 3D effects. The two-part LED system at a 106° angle guarantees optimum visibility and attracts the attention of millions of visitors.

Technical Data

Format	Color Depth	Framerate	Export settings
up to 40 sec, MP4	10bit	30 FPS	H.264, SDR, 10 Mbps

Specifications

Total resolution:	4,544 x 768 px
Main area (Ferris wheel square):	10.5 x 3 m resolution: 2,688 x 768 px
Adjacent arch (106°):	0.25 x 3 m resolution: 64 x 768 px
Adjacent area (Ferris wheel):	7 x 3 m resolution: 1,792 x 768 px

Visual axis 3D content



We are happy to support you with 3D content creation!

Whether simple animations or complex 3D objects: There are no limits to creativity. We create the right solution for both small and large budgets and every requirement.



Digital Out of Home Product Specifications

Iconic Wien Süd



Unique Advertising Highlight in the South of Vienna

- Highly visible LED mega screen with one of the highest image qualities in Austria for razor-sharp images
- Austria's third largest DOOH area with a total surface area of 140 m²
- Two screens in a corner position ensure long and frontal visibility for all drivers entering and leaving the city
- High frequency in a top traffic location (40,000 vehicles on average/day)

The innovative digital out-of-home 140 m² mega screen at the Galaxy Fitness Club in the south of Vienna offers the perfect platform for advertising messages at a high-traffic intersection with over 1.3 million pixels. With your campaign, you can reach a target group with high purchasing power consisting of commuters, families and shopping enthusiasts - thanks to the proximity to the SCS and numerous other shopping opportunities.

Technical Data

Format	Framerate	Export settings	Security area
20 sec. MP4* or JPG	30 FPS	H.264, 10 Mbps	80 px, all sides*

*static image without frame changing
every additional second on request

Specifications

Long side: Format: 18x5 m | Resolution: 1,840x480 px
Transverse side: Format: 10x5 m | Resolution: 1,040x480 px

Static 3D advertising possible!



Impressions





Digital Out of Home Product Specifications

Airport



Advertising at Departure Terminal 1

Accompany all local departing passengers on Schengen and non-Schengen flights from Terminal 1, from the entrance in the central access area, through the security check on the 15 m² ultra-wide screen, to Gates C and D.



A Terminal 1A



B Security check T1



C Pier West Schengen (C-Gates)



D Pier East Non Schengen (D-Gates)

Package Departure Terminal 1 | Big

Locations: A B C D
Format: Landscape
Screens: 7
Resolution: 1920 x 1080 px
3840 x 1080 px oder 2x 1920 x 1080 px

Package Departure Terminal 1 | Small

Locations: A B
Format: Landscape
Screens: 3
Resolution: 1920 x 1080 px
3840 x 1080 px oder 2x 1920 x 1080 px

Package Departure Terminal 1 | Schengen

Locations: A B C
Format: Landscape
Screens: 4
Resolution: 1920 x 1080 px
3840 x 1080 px oder 2x 1920 x 1080 px

Package Departure Terminal 1 | Non Schengen

Locations: A B D
Format: Landscape
Screens: 6
Resolution: 1920 x 1080 px
3840 x 1080 px oder 2x 1920 x 1080 px

Advertising at Departure Terminal 3

In Terminal 3, all departing Star Alliance passengers can be reached via a series of eye-catching screens. These screens, which include the AUA business check-in, accompany passengers from the central access area to the departure and transfer area of Gate F (Schengen) or Gate G (Non-Schengen). Notable features include the Mega Wall, which is highly visible above the boarding pass control, and the 7m² LED wall, which is located immediately after the security check.



E Central Access T3



F Security Check T3



G Schengen (Gate F)



H Non-Schengen (Gate G)



I Mega Wall* Boarding pass control T3

Package Departure Terminal 3 Big | Schengen

Locations: **E F G I**
 Format: Portrait/Landscape
 Screens: 28
 Resolution: 1080 x 1920 px
 1920 x 1080 px
 4416 x 960 px*

Package Departure Terminal 3 Big | Non Schengen

Locations: **E F H I**
 Format: Portrait/Landscape
 Screens: 31
 Resolution: 1080 x 1920 px
 1920 x 1080 px
 4416 x 960 px*

Package Departure Terminal 3 Small | Schengen

Locations: **E F G**
 Format: Portrait/Landscape
 Screens: 27
 Resolution: 1080 x 1920 px
 1920 x 1080 px

Package Departure Terminal 3 Small | Non Schengen

Locations: **E F H**
 Format: Portrait/Landscape
 Screens: 30
 Resolution: 1080 x 1920 px
 1920 x 1080 px

Package Departure Terminal 3 Small

Locations: **E F**
 Format: Portrait/Landscape
 Screens: 9
 Resolution: 1080 x 1920 px
 1920 x 1080 px

*Mega Wall, 4416 x 960 px (frame rate 60 fps), only light animation allowed, smooth transitions, videos max. in slow motion, no white or bright backgrounds, deadline for advertising material 10 working days

Advertising in the Arrivals area

All (business) passengers, with or without checked baggage, are required to enter the baggage reclaim area via the passenger walkway. At the entrance to the baggage hall, two large LED screens (15m² and 18m²) and 144 synchronised screens are installed directly above the baggage carousels.



J Passenger Walkway



K Baggage carousels



L LED Walls Central Arrival



M Plattform



N CAT Foyer Station Wien Mitte



O Mazur parking area

Paket Arrival | Big

Locations: **J K L M**
 Format: Portrait/Landscape
 Screens: 151
 Resolution: 1080 x 1920 px
 7680 x 1080 px
 1920 x 1080 px

Paket Arrival | Small

Locations: **J K M**
 Format: Portrait/Landscape
 Screens: 149
 Resolution: 1080 x 1920 px
 7680 x 1080 px

Package Public Transport*

Locations: **J M N O**
 Format: Portrait
 Screens: 9
 Resolution: 1080 x 1920 px

*pogrammatic bookable

Business

The Sky Bridge is situated on Austria's second largest video wall, which spans an impressive 180 m². It is located at the main entrance to Vienna Airport, where it can be seen by taxi and transfer bus passengers, as well as those arriving by car. This package also includes the Mega Wall at Terminal 3 as well as the Vienna Lounge, which can accommodate up to 500 guests.



P Sky Bridge



Q Entrance to Vienna Airport



R Mega Wall* Boarding pass control T3



S Vienna Lounge Central Plaza

Package Business | Big

Locations: **P R S**
 Format: Special format, Portrait/Landscape
 Screens: 8
 Resolution: 4416 x 960 px*
 1920 x 1080 px
 1080 x 1920 px

Package Business

Locations: **P Q S**
 Format: Special format, Portrait/Landscape
 Screens: 6
 Resolution: 1920 x 1080 px
 1080 x 1920 px

*Mega Wall, 4416 x 960 px (frame rate 60 fps), only light animation allowed, smooth transitions, videos max. in slow motion, no white or bright backgrounds, deadline for advertising material 10 working days

Skybridge Specs & important notes

Resolution: 4352 x 928 pixels
Frame rate: 50 fps
Spot length: 15 seconds without audio
Color space: Video - 8 bit color depth / image - RGB
Bit rate: max. 20 Mbit/s

- Relevant legibility distance 125 – 50 m
- Approaching and passing in about 5,4 – 9 seconds
- The spot has to start with a one second fade-in from black and to has to end with a one second fade-out to black
- Soft fading of images, i.e. motionless
- Videos and animations in slow motion, without fast transitions
- Please use the template provided by Azerion Austria. Important: The mask of the visible area must be hidden before export.