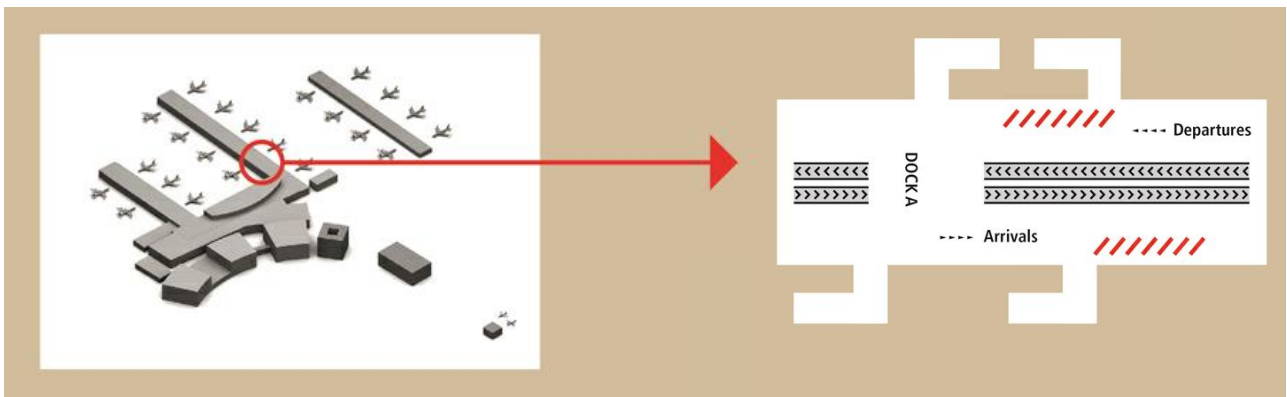


**basic information**

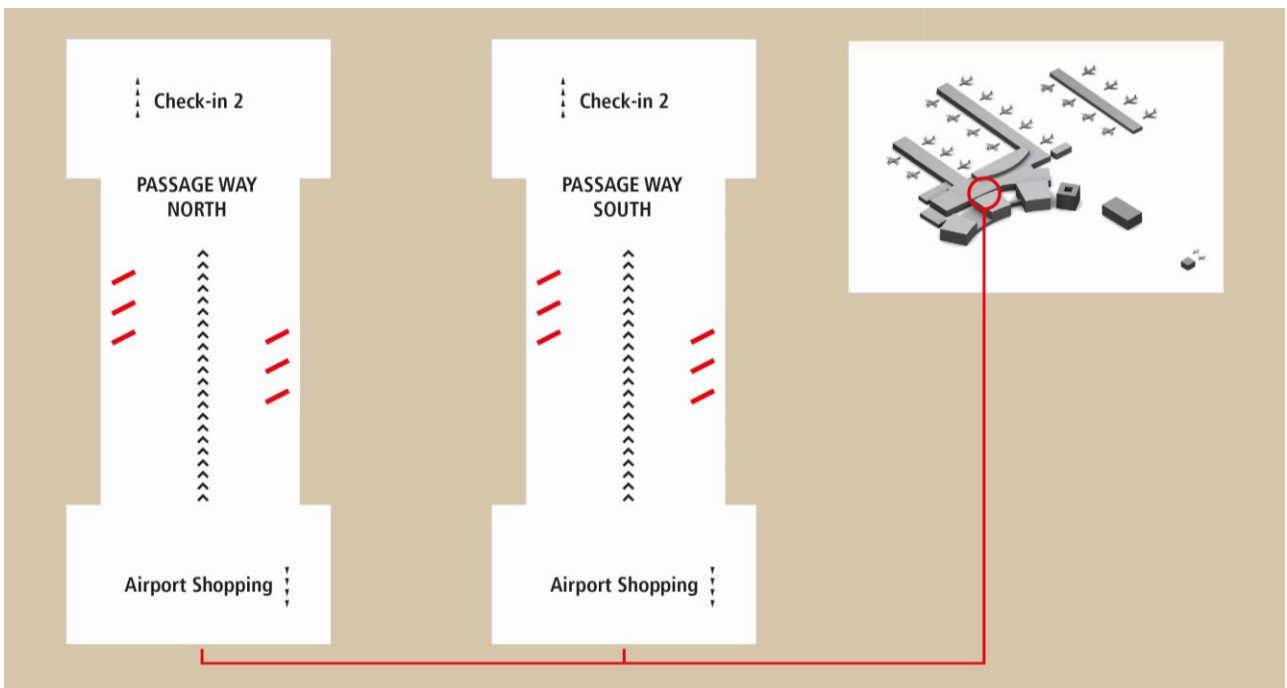
	<b>gates A</b>	<b>check-in 2</b>
Number of Airport ePanels	14	12
Screen size	65"	65"
Aspect ratio	9:16	9:16
Number of locations	2	4
Number of screens per location	7	3

- In each case, 3 or 7 consecutive Airport ePanels form 1 unit.
- All units at the different locations play the same content simultaneously.
- Within one unit each Airport ePanel can be controlled individually.
- Airport ePanels are playing still pictures or spots of 10 seconds that are shown every minute.

**Gates A**



**Check-in 2**



### Sites

The Airport ePanels AdWalk are placed facing the passenger flows. For placement and direction per site please refer to the detailed map.

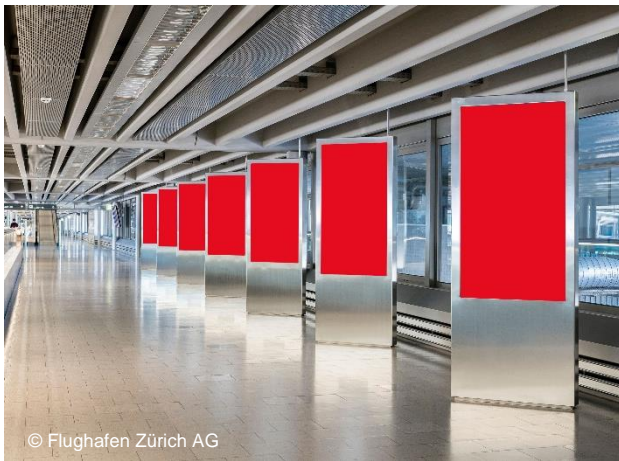
### Spot

Airport ePanels AdWalk allow the following creative implementations:

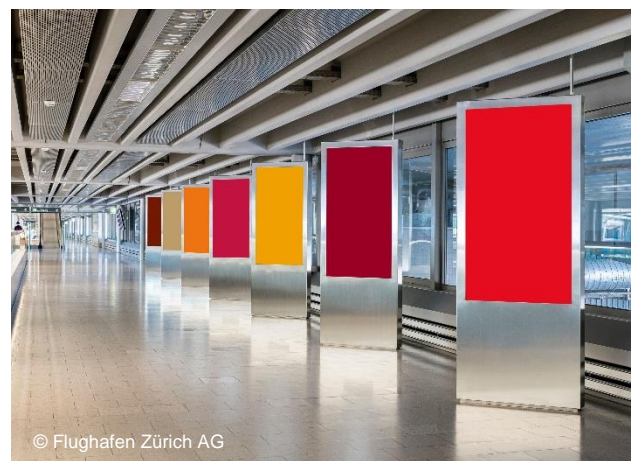
#### 1. static

The «static» format is a classic still picture (no animation). Each unit consists of 3 or 7 consecutive Airport ePanels which allows delivery of max. 3 visuals (check-in 2), or 7 visuals (gates A).

#### Example 1 visual



#### Example 7 visuals



#### 2. full-motion video

The «full-motion video» is a self-contained spot that can also be used on the Airport ePanels Flight Information and Rail ePanels. Since each unit consists of 3 or 7 consecutive Airport ePanels, a maximum of 3 visuals (check-in 2), or 7 visuals (gates A) can be delivered.

#### 3. imageflows

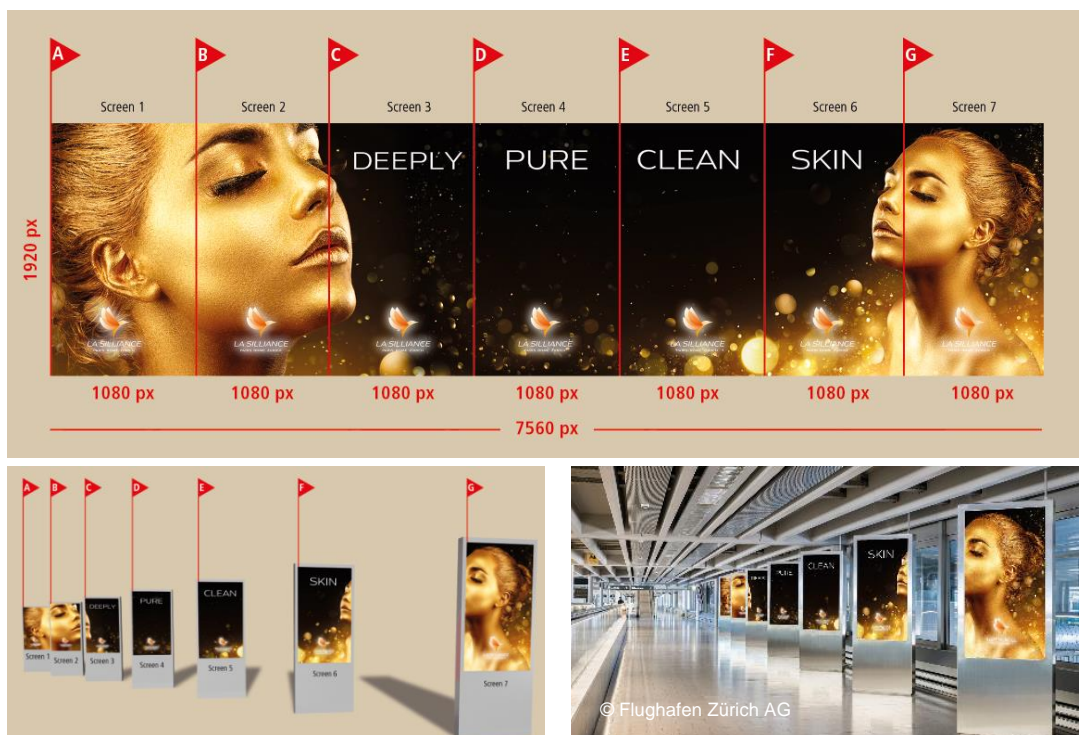
Airport ePanels can also be controlled in succession, which enables a seamless sequence of images – so-called imageflows. Thus a story can be told with each unit. The distance between the screens has to be considered in the production.

**Specifications**

	<b>static</b>	<b>full-motion video &amp; imageflows</b>
<b>File format</b>	JPEG	MP4, MOV
<b>Video codecs</b>	–	H.264/AVC (for MP4 + MOV) Apple ProRes HQ (for MOV)
<b>Image width</b>	1 080 px	1 080 px
<b>Image height</b>	1 920 px	1 920 px
<b>Image aspect ratio</b>	9:16 or 0.563:1	9:16 or 0.563:1
<b>Resolution</b>	72 dpi	–
<b>Image frequency</b>	–	CFR constantly 24/25/29.97/30/48/50/59.94/60 50 images per second
<b>Frame type, encode mode</b>	non-progressive	progressive
<b>Colour space/profile</b>	sRGB	YUV
<b>Chroma</b>	–	4:2:0 for H.264 and 4:2:2 for Apple ProRes
<b>Colour depth</b>	24bits, 8bits per channel	24 bits, 8 bits per channel
<b>Bit rate mode</b>	–	CBR or VBR
<b>Compression quality / Bit rates</b>	best quality	Best quality because the video will be rendered into transmission format
<b>Language</b>	Depending on language region	Depending on language region
<b>Audio</b>	–	No soundtrack
<b>File format</b>	–	according to booking, full seconds Max. tolerance in frames: - 0 frames, + 3 frames

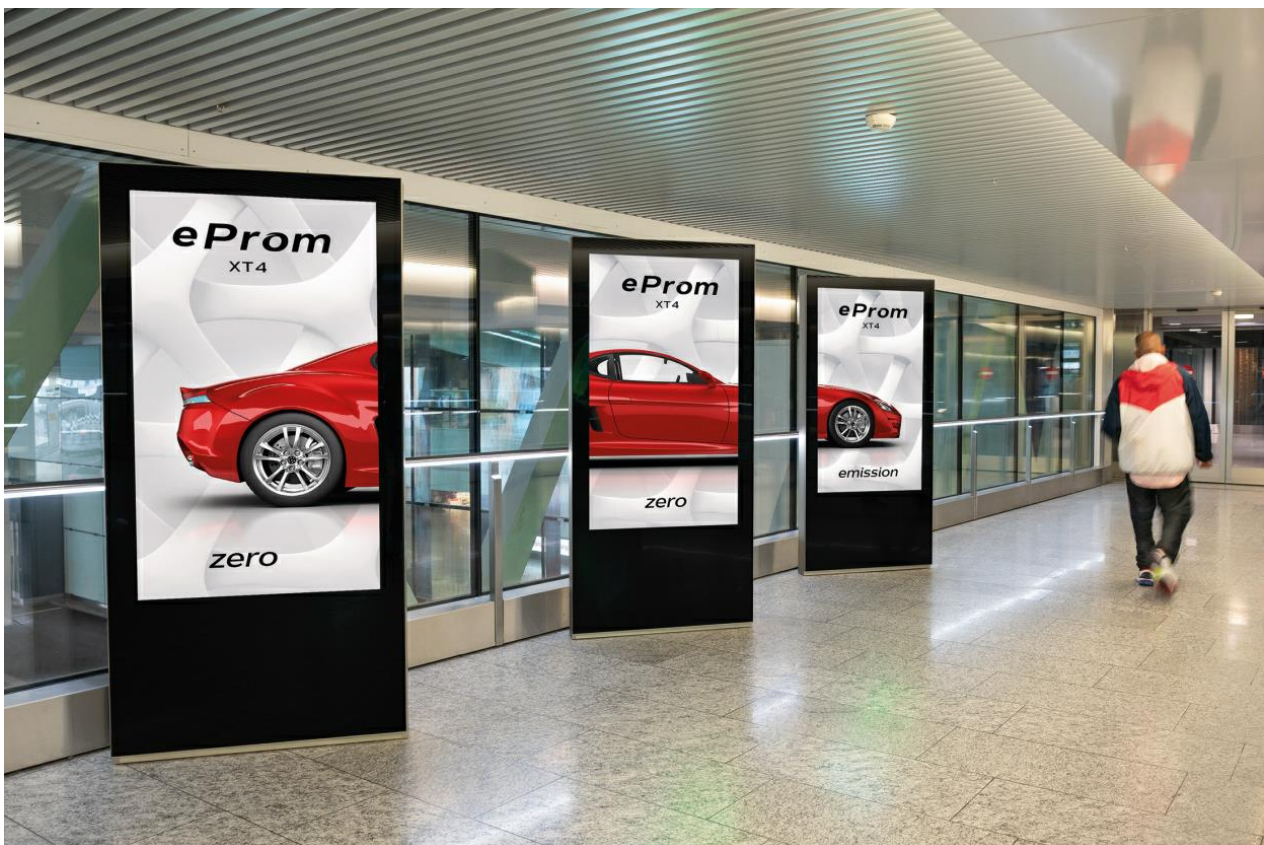
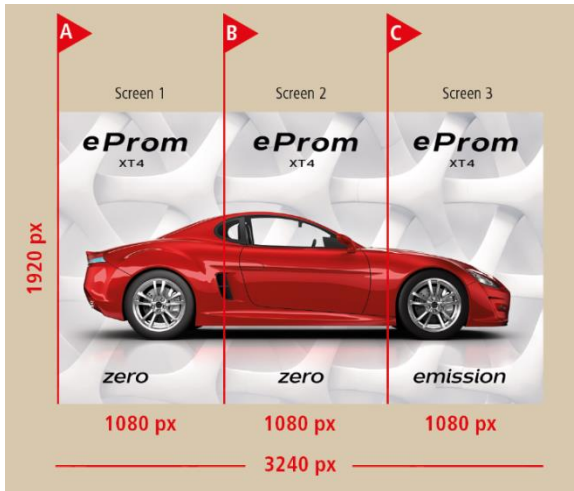
**Recommendation for imageflows, Gates A**

For optimum transition we recommend a production with an image composition of 7560 x 1920 px.



**Recommendation for imageflows, Check-in 2**

For optimum transition we recommend a production with an image composition of 3240 x 1920 px.



**Design tips**

- Simple and clear message
- Distinctive colours
- Minimum font size of 75 pixels

We would be glad to advise you on the creative implementation or to provide examples for inspection.

## Production guidelines for digital advertising media

Airport ePanel AdWalk, Zurich Airport



### Production partners

We recommend that you work with a specialized production company for the creation of your advertising medium. We would be happy to send you a selection of possible production partners.

### Labeling the advertising media

If you deliver more than 1 visual which have to be arranged in a specific order, please label the visuals with A, B, C, etc.

### Checking the digital advertising medium

Before delivering the digital advertising medium, please check it against our specifications. The spot must correspond to the length of the reserved booking.

### Still picture

The «XnView» tool can be used for these checks; it can be downloaded at [xnview.com](http://xnview.com). Open the JPEG file of your still picture in the tool and, using the *View* icon or key combination *Ctrl+Enter*, check if the properties listed on the right-hand side are correct.

### Animation classic / Imageflows

The «MedialInfo» tool can be used for these checks; it can be downloaded at [mediaarea.net](http://mediaarea.net). Open the «MedialInfo» tool in *HTML* view and then check your file.

### Contact

Should you have any questions, please contact our digital logistics:

Phone +41 58 220 79 55

E-Mail: [logistik.digital@apgsga.ch](mailto:logistik.digital@apgsga.ch)

### Delivery

Please upload your digital advertising media to [www.apgsga.ch/myapg](http://www.apgsga.ch/myapg) **no later than 15 working days prior to the first broadcast.**