

# SIGN AGE

**Catalogue 2023  
Austria Center  
Vienna**

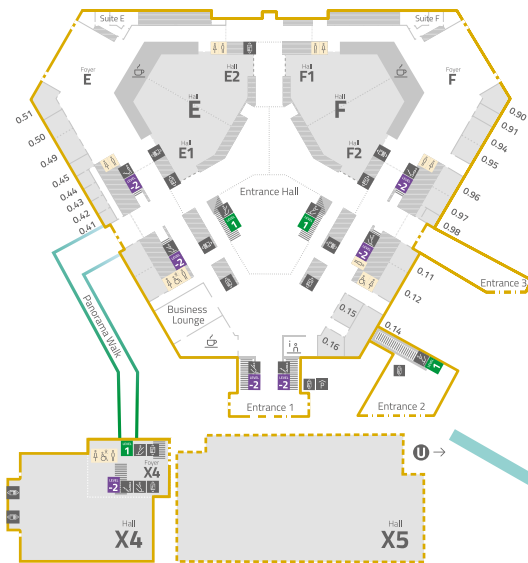


**EACTS**  
European Association For Cardio-Thoracic Surgery

out  
door



# Promenade Citylights



Location: outdoor pathway to main entrance

Count: 2 citylights

(2 screens per citylight - 4 screens total)

*Up to 3 companies on rotation*

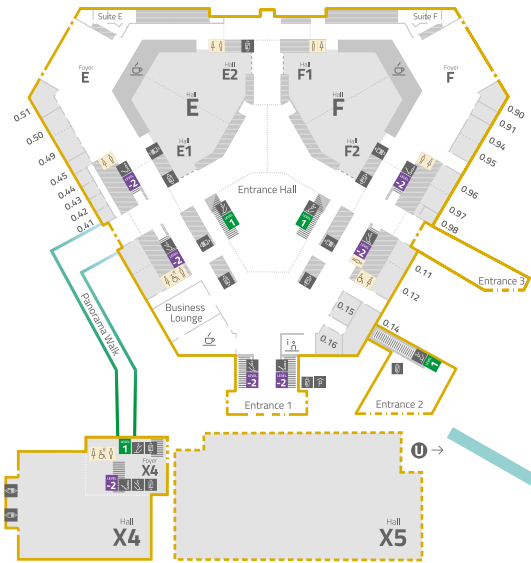
Price

**€ 10,000**





# Promenade Pillars



Location: outdoor pathway to main entrance

Count: 28 (14 pillars with 2 sides)

Material: vinyl

*Maximum 4 pillars per company*

Price per pillar & side

**€ 3,500**

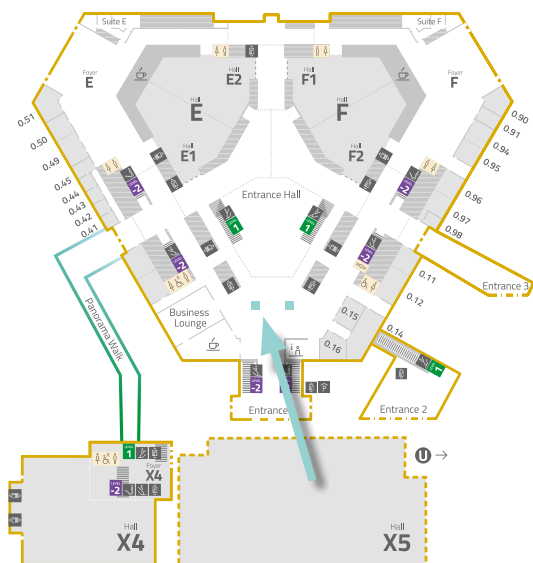


0

level  
zero

0

# Pillars Entrance Hall (wraparound)



Location: Level 0

Count: 2 pillars (with 4 sides each)

Size: 60 x 210cm per side

(240 x 120cm total)

Price per pillar

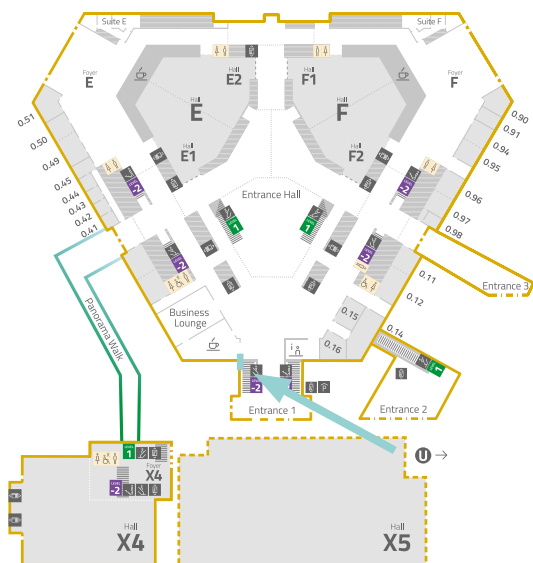
**€ 10,000**





0

## Entrance Escalator (LED)



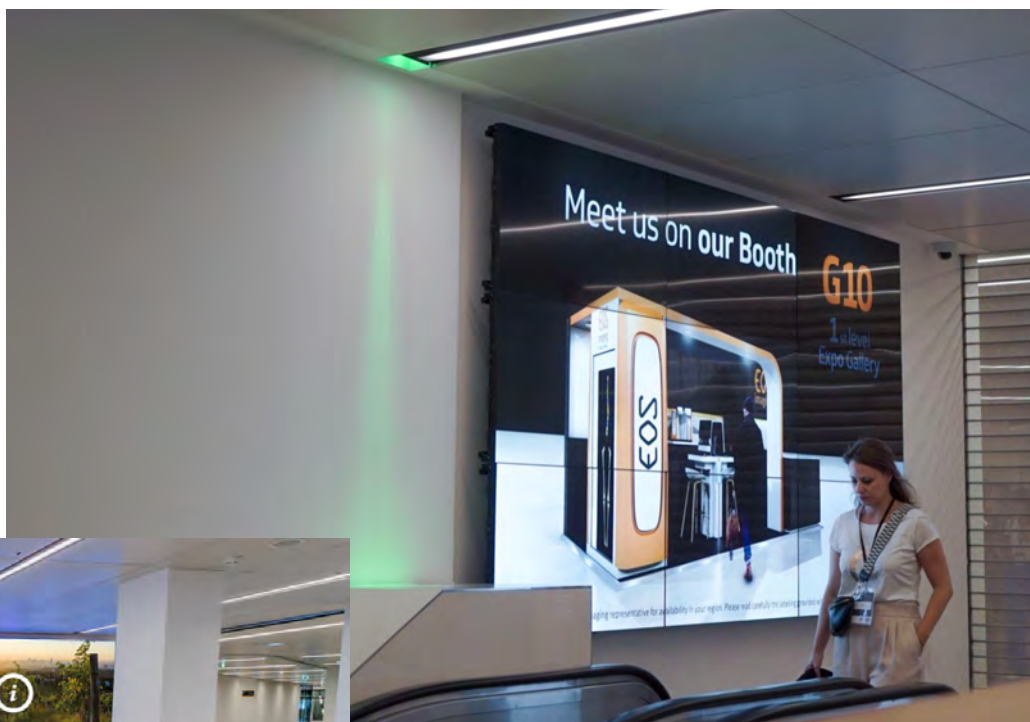
Location: Level 0 by escalator to Level -2

Format: 16:9

Resolution: 3840 x 2160px

Price

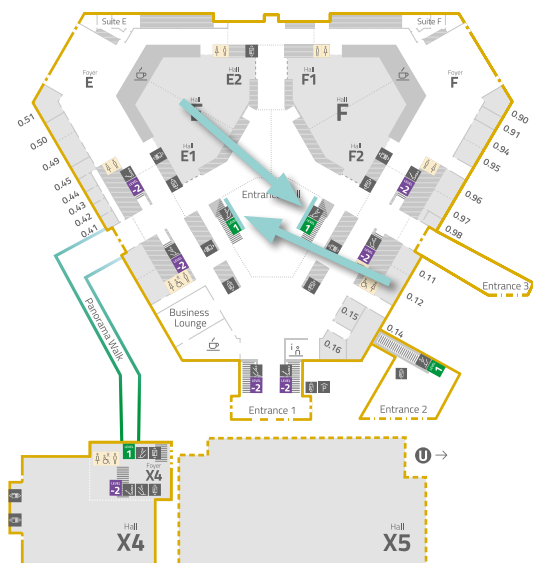
**€ 15,000**





0

# Entrance Hall Staircase Wall



Location: Level 0

Count: 2 (left and right side)

Size: approx. 44 m<sup>2</sup> (1300 x 585cm)

Material: vinyl

Price per side

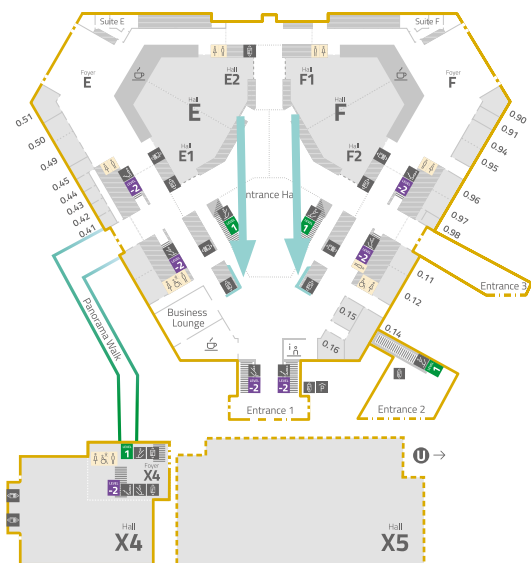
**€ 25,000**





0

## Entrance Hall Wall, Left/Right (LED)



### Entrance Hall Left & Right

| width   | height  | area                 |
|---------|---------|----------------------|
| 9600 px | 2160 px | 20736000 px          |
| 12,00 m | 2,70 m  | 32,40 m <sup>2</sup> |

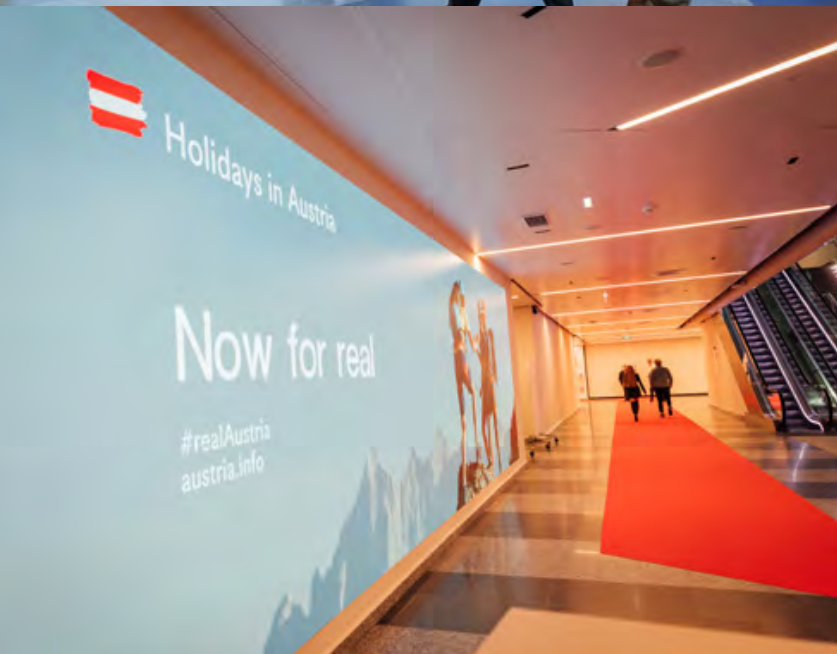
### Price per side for...

Still artwork (image)

**€ 15,000**

Moving artwork (video)

**€ 20,000**



0

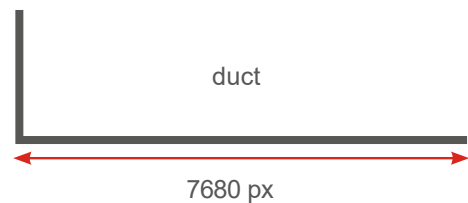
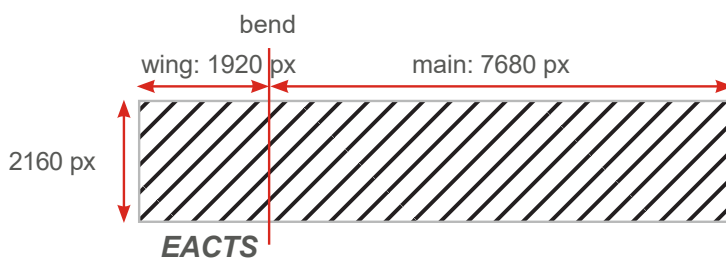
# Entrance Hall Wall, Left/Right (LED)



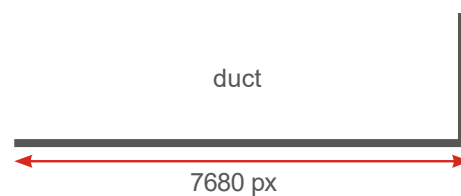
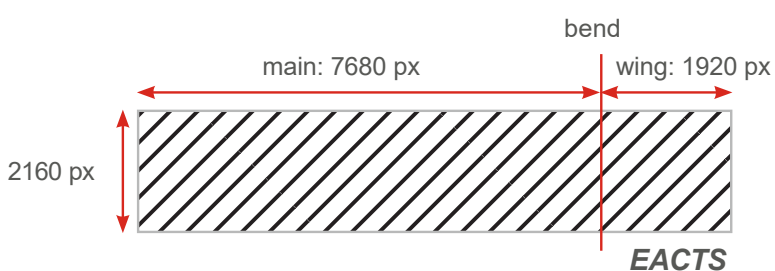
Screen Formats LED-Banner Entrance Hall

|            |                |        |
|------------|----------------|--------|
| pixelpitch | 1,250 mm       |        |
| main       | 7680 x 2160 px | 50 fps |

Left LED



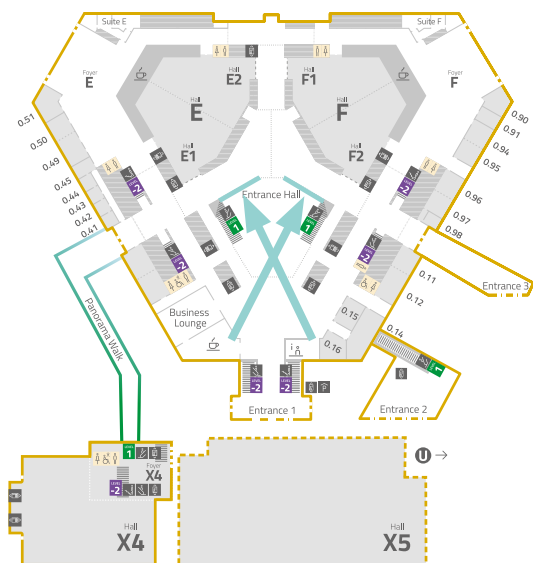
Right LED





0

# Entrance Hall Banner, Left/Right (LED)



## Entrance Hall LED-Banner Balcony

| width    | height  | area                 |
|----------|---------|----------------------|
| 18560 px | 1080 px | 20044800 px          |
| 34,80 m  | 2,03 m  | 70,47 m <sup>2</sup> |

## Price per side for...

*1 side per sponsor (left or right)*

Still artwork (image)

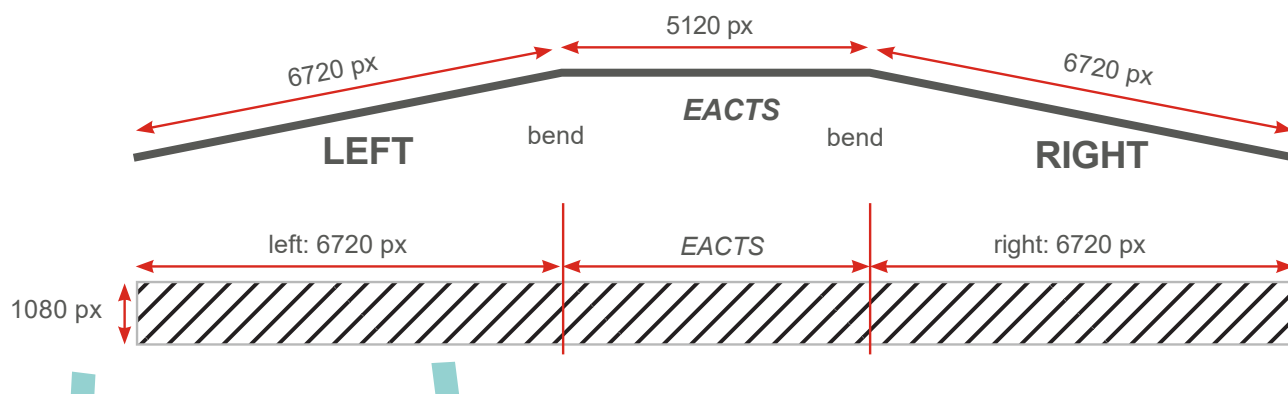
**€ 20,000**

Moving artwork (video)

**€ 25,000**

## Screen Formats LED-Banner Balcony

|                |                |        |
|----------------|----------------|--------|
| pixelpitch     | 1,875 mm       |        |
| left and right | 6720 x 1080 px | 50 fps |



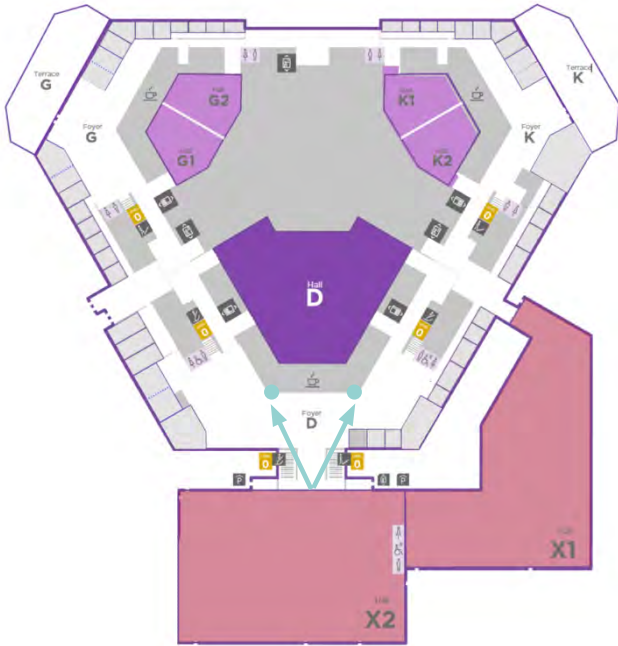
-2

level

-two

-2

## Foyer D Screens



Location: Level -2

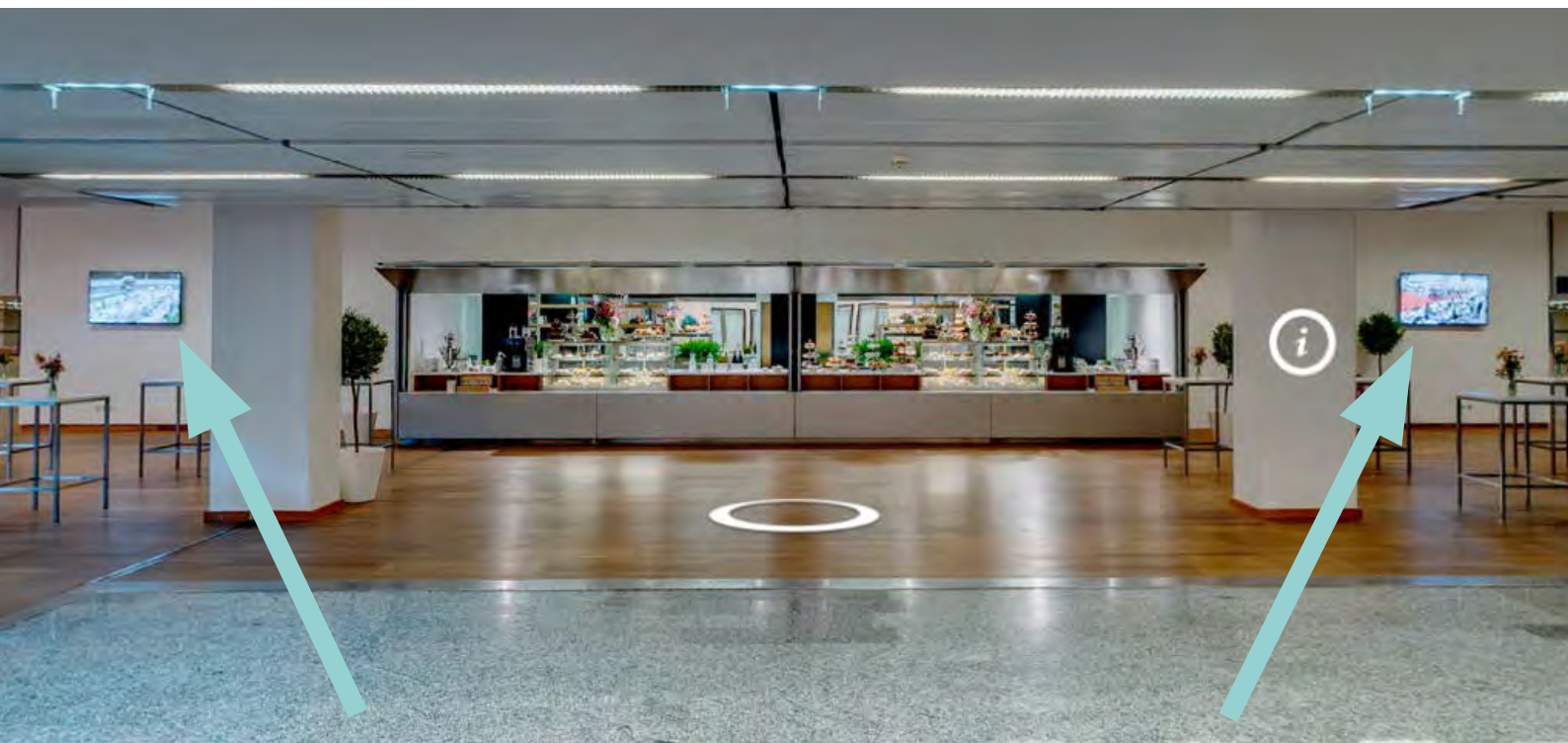
Count: 2 screens

Size: 65" - 1920 x 1080 (16:9)

*Up to 4 companies on rotation*

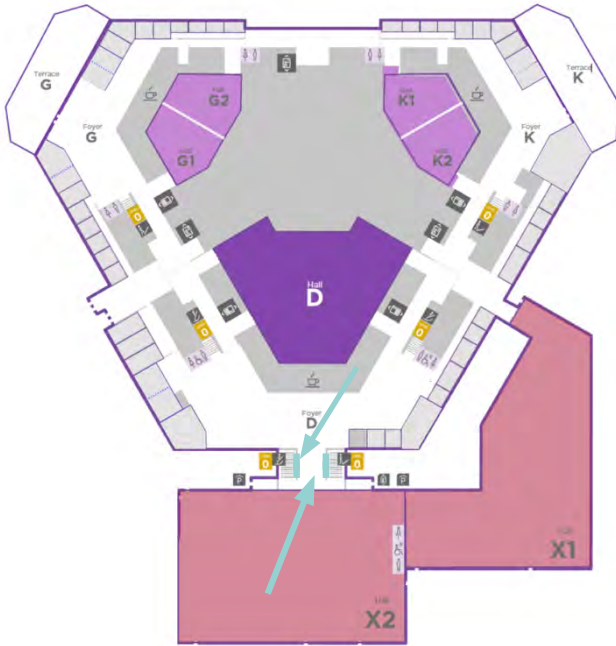
Price per artwork

**€ 5,000**



-2

## Entrance X2 Hallway Walls



Location: Level -2

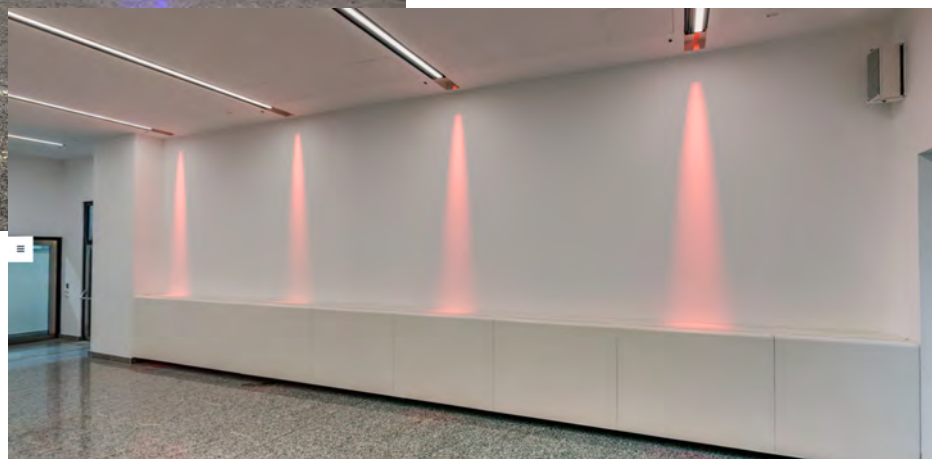
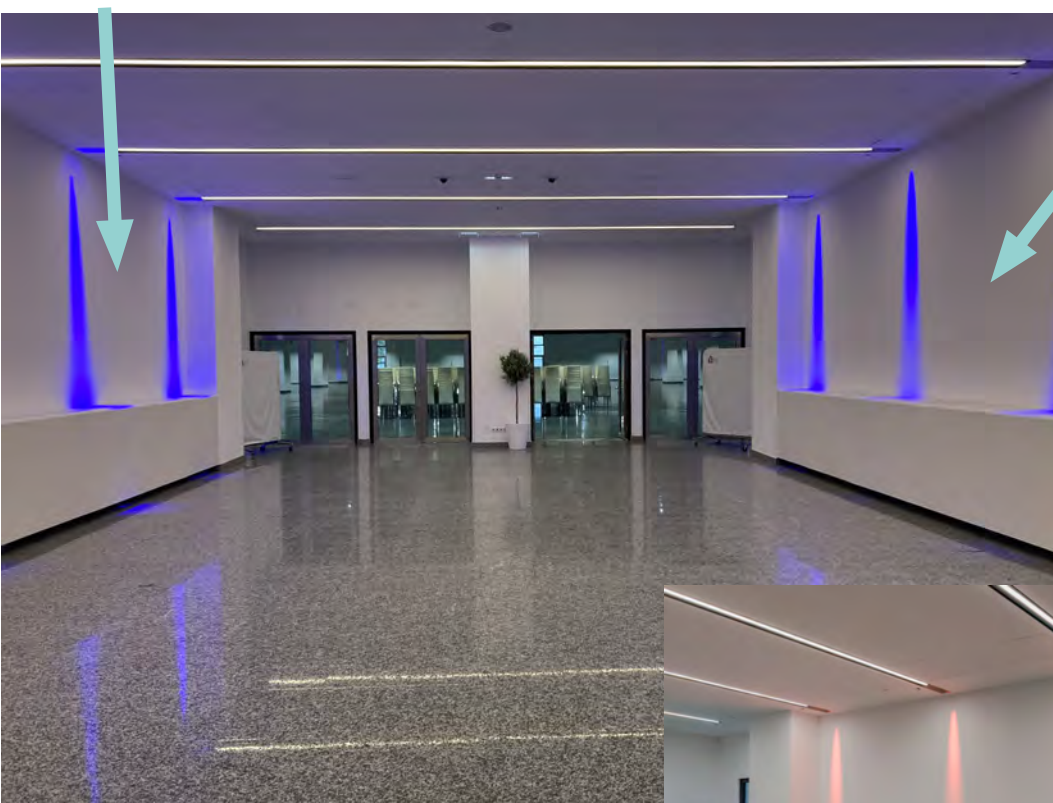
Size: 1066 x 280 cm

2 walls leading to entrance X2

*(left and right)*

Price per wall

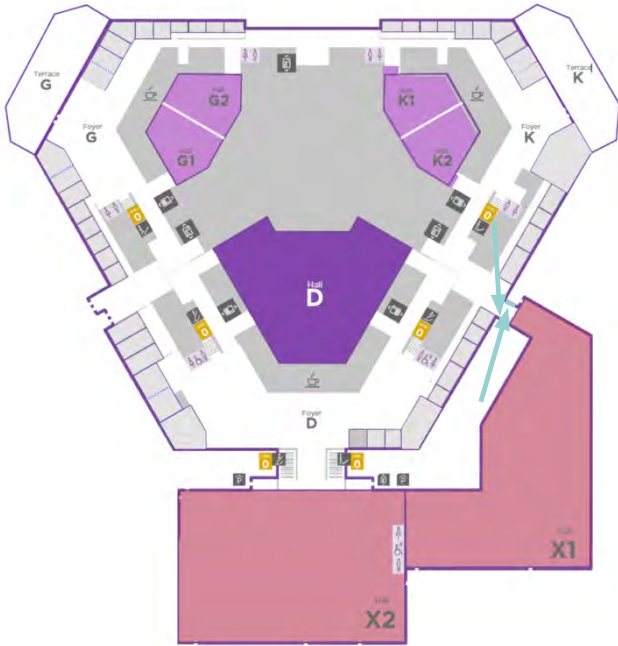
**€ 35,000**



media apparat

-2

## Entrance X1 Hallway Walls



Location: Level -2

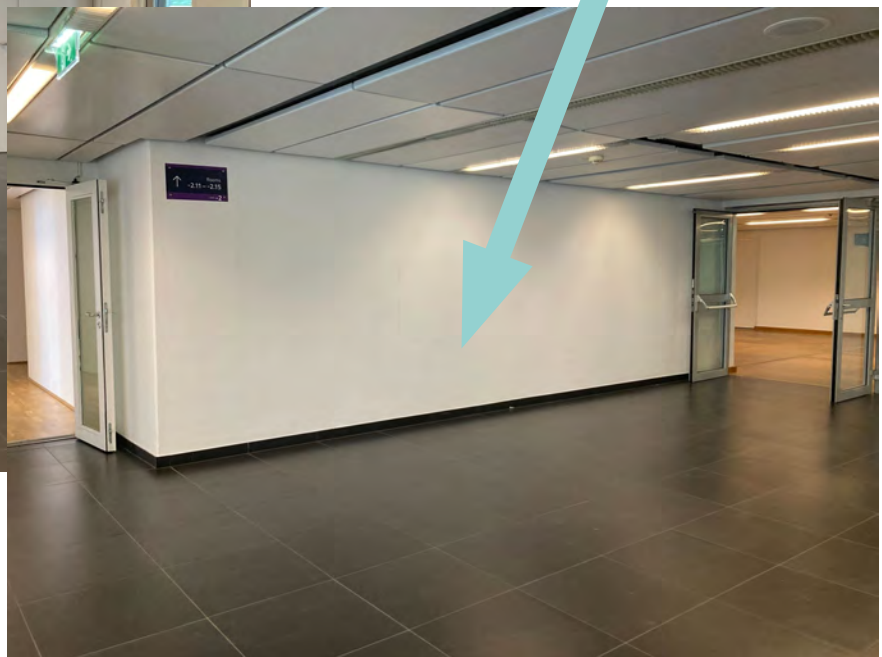
Size: 515 (left) / 684 (right) x 228cm

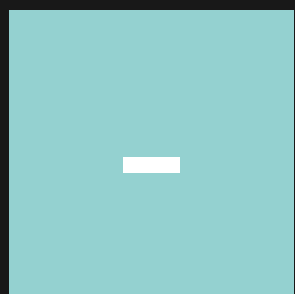
2 walls leading to entrance X1

*(left and right)*

Price per wall

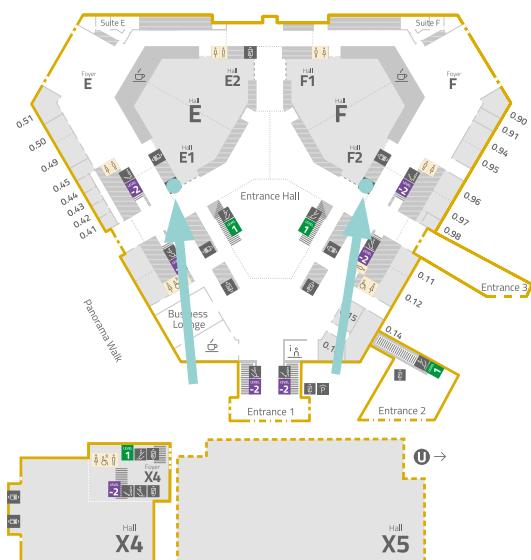
**€ 20,000**





every  
where

# Elevator Branding



Location: Level 0

Size: 10.56m<sup>2</sup> - Doors 90 x 210cm /

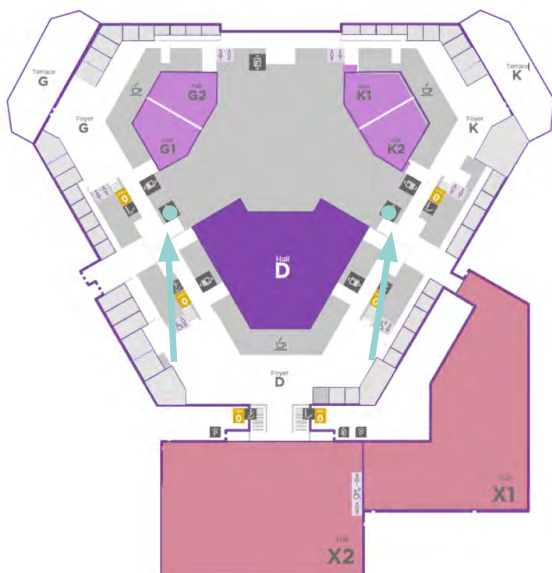
Middle 120 x 230cm / Top 330 x 90cm

Price per elevator

**€ 17,500**



# Elevator Branding



Location: Level -2

Size: 7.46m<sup>2</sup> - Doors 90 x 210cm /

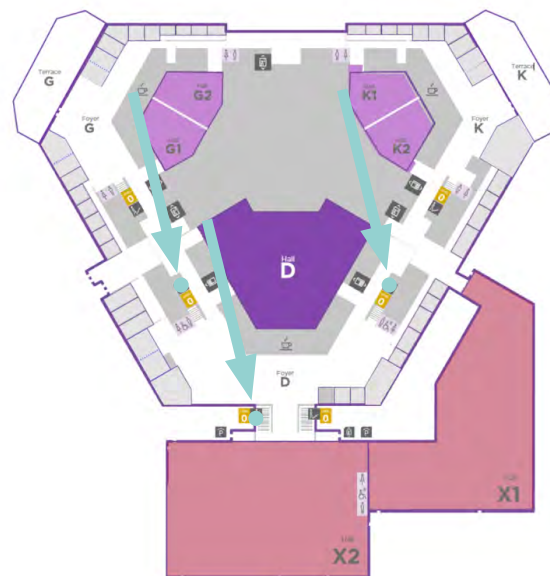
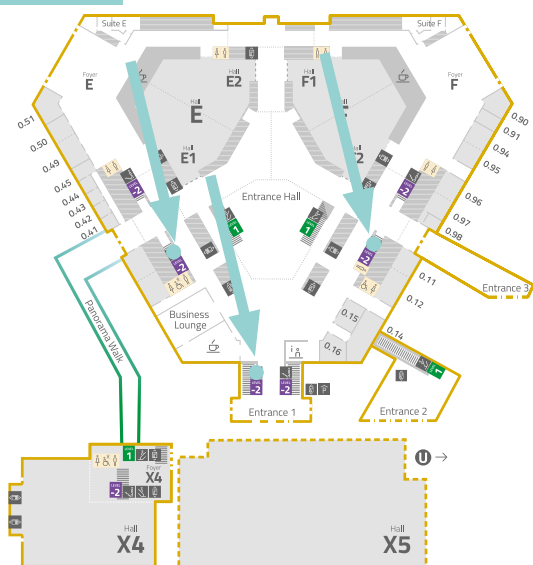
Middle 120 x 230cm

Price per elevator

**€ 15,000**



# Escalator Branding



Location: Level 0 to -2 (3 areas, x6 escalators)

Size: 12-15m<sup>2</sup>

Material: vinyl

Price per escalator panel

**€ 15,000**



## PRINT FILE SPECIFICATIONS

|                        |   |
|------------------------|---|
| <b>file naming</b>     | please name your files and measure in centimeters<br>company / exhibition / name of position / ...<br>eg.: company name_500x200cm.zip   |
| <b>file formats</b>    | <ul style="list-style-type: none"><li>- please make a print-pdf</li><li>- change all texts to paths,</li><li>- files cannot contain cut paths in the file (please send the cut lines on a separate page or in a separate pdf-file)</li></ul>                          |
| <b>scale ratio</b>     | <ul style="list-style-type: none"><li>- for layouts up to 20 m2 - scale 1:1,</li><li>- for layouts above 20 m2 - scale 1:10 ,</li><li>- for custom layouts you can also - scale 1:20, 1:50</li></ul> please put the scale in to the filename                          |
| <b>color</b>           | <ul style="list-style-type: none"><li>- please make sure your file is in cmyk</li><li>- if defined also informations about Pantone, Ral, Avery, Oracal</li><li>- deep black: C: 60 M: 50 Y:40 K:100</li></ul>   |
| <b>effects</b>         | If your file has any effects, please define for each effect an extra pdf file. Make sure the sizes and markers are the same at all files.<br>eg.: company name_500x200cm-COLOUR.zip<br>eg.: company name_500x200cm-WHITE.zip<br>eg.: company name_500x200cm-GLOSS.zip |
| <b>file confection</b> | please make marks and <b>bleeds (20 mm per side)</b> on your printile<br><ul style="list-style-type: none"><li>- just cutting-marks (no other marks needed)</li></ul>   |
| <b>file delivery</b>   | <ul style="list-style-type: none"><li>- by e-mail as a link to WeTransfer, etc. or as an attachement (up to 15 MB) to your key account manager.</li><li>- we require to attach an overview file in .jpg</li></ul>   |

# DIGITAL FILE SPECIFICATIONS

## File types and formats

Specifications for data to be displayed using the ACV digital signage system:

### Videos

- MP4 (H.264 video compression standard), main profile, audio track as MP3 codec
- Recommended resolution according to specifications of respective screen
- Bitrate: we recommend a constant bitrate (CBR) of 8 mbit/s for full HD videos

### Images

- JPG, PNG or GIF
- Recommended resolution according to specifications of respective screen

### Documents

- PDF
- PowerPoint
  - Individual slides as PDF
  - Animated presentations as MP4 video (presentations can be exported in MP4 format directly from PowerPoint)

## DEADLINE:

To check functionality and ensure that everything runs smoothly ahead of time, files must be submitted by **1 September 2023**.

# THANK YOU



media apparat



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CENTER  
VIENNA