



# REVOLUTIONIZING SUBWAY ADVERTISING

# TECHNICAL REQUIREMENTS: STANDARD SPOT



## RESOLUTION 800X480 (ASPECT RATIO 5:3)

Multiple resolutions can be delivered, e.g. 1600px × 960px.

32 frames per second (fps).

If not possible, 30 frames per second (fps) is acceptable.

– Displayed spot length: 10 seconds.

– Delivered spot length: 15 seconds.

Required video format: MP4.

## WE RECOMMEND AVOIDING THE FOLLOWING

Due to the specific environment and display conditions, we recommend using a font size of at least 100 px.

General recommendations for spot production:

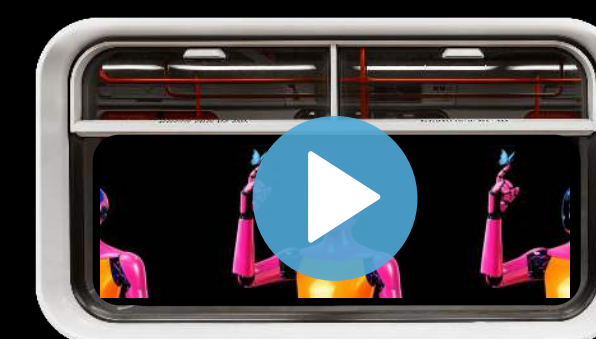
– Do not use white color (it can be replaced with light grey).

– Avoid transitions from white to black backgrounds and vice versa.

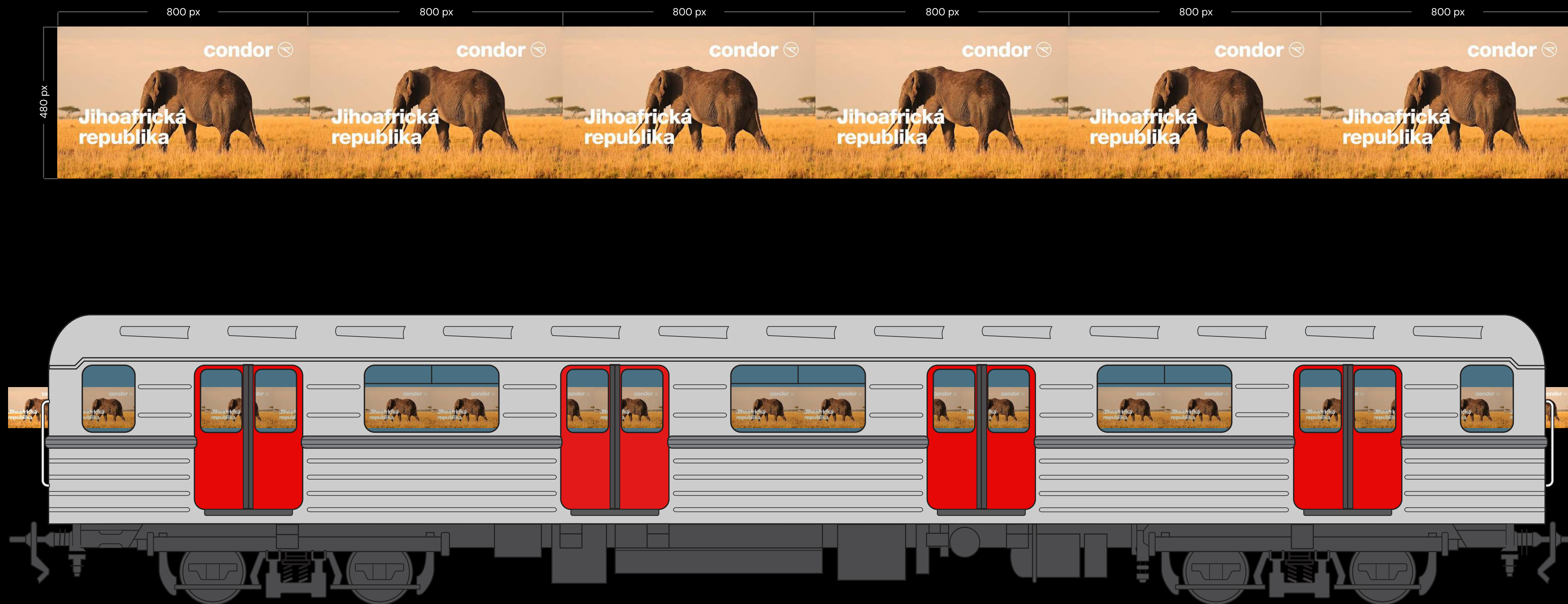
## EXPLANATION

The system operates based on the train's speed, which is not always completely constant. As a result, the spot may be extended in duration. Please therefore prepare the spot so that 10 seconds is the standard part of the commercial and the remaining 5 seconds consist of a repeated final frame (e.g., logo, website).

## CAMPAIGN EXAMPLES

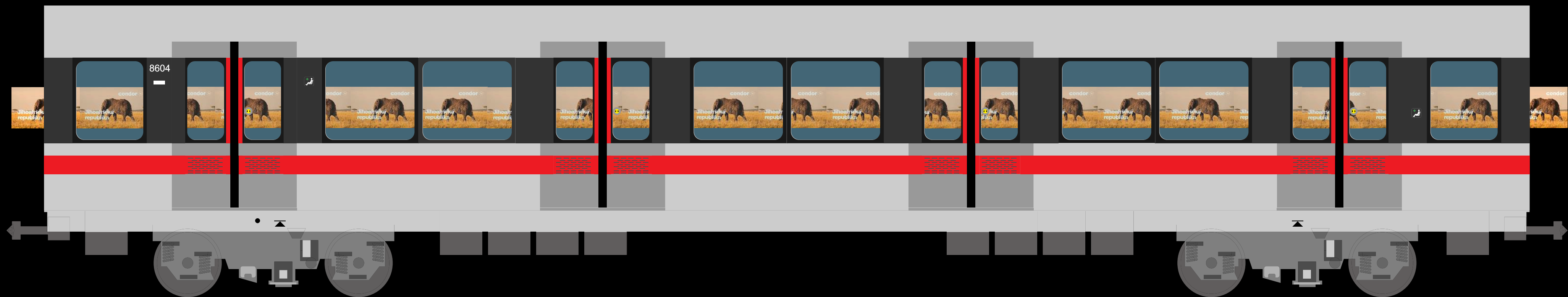


# FRAME STANDARD METRO LINE A/B



Approximate example of the display in the third carriage of the train set

# FRAME STANDARD METRO LINE C



Approximate example of the display in the third carriage of the train set



# INFO

## COMPANY NAME:

European Digital Industries a.s.

## LEGAL FORM:

Joint-stock company

## REGISTERED OFFICE:

Tržiště 366/1, 118 00 Malá Strana

IČ: 07552793, DIČ: CZ 07552793

The company is registered in the Commercial Register maintained by the Municipal Court in Prague, Section B, Insert 23891.

## CONTACTS

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