

Basic information

	Zurich	Lausanne
Location	Zurich main station	Métro M2
Number of advertising media	64	12
Number of locations	5 (see map)	1 (Station Flon)
Alignment	8, 12 or 16	12
Inclination angle	27-28°	30°
Running speed of the escalator	0,42 m/s	0,5 m/s
Distance from one center of the screen to the other	1,11m	1,01m

- In each case, 4 consecutive Escalator ePanels form 1 unit.
- All units at the different locations play the same content simultaneously.
- Within one unit each Escalator ePanel can be controlled individually.
- The specifications of an Escalator ePanel are: LCD, 32", 9:16, Full HD (1080 x 1920 pixels).
- Escalator ePanels are playing still pictures or spots of 10 seconds that are shown every minute.
- Possible are static images and spots.



Screen flow «Down»: Site 2, 3 and 5 in **Zurich** (see map) as well as the site in **Lausanne**



Screen flow «Up»: Site 1 and 4 in **Zurich** (see map)

Sites

The Escalator ePanels are mounted on the wall along escalators. At each location escalators run in both directions.

For placement and direction per site please refer to the detailed map.

Spot

Escalator ePanels allow the following creative implementations:

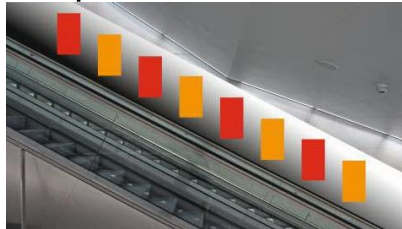
1. Static

The «static» format is a classic still picture (no animation). As each unit consists of 4 consecutive Escalator ePanels, a maximum of 4 visuals can be delivered.

Example 1 visual



Example 2 visuals



Example 4 visuals



2. Full-motion video

The «full-motion video» is a self-contained spot that can also be used on the Rail ePanels. As each unit consists of 4 consecutive Escalator ePanels, a maximum of 4 visuals can be delivered.

3. Imageflows

Escalator 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 (4 Escalator ePanels). The distance between the screens has to be considered in the production.

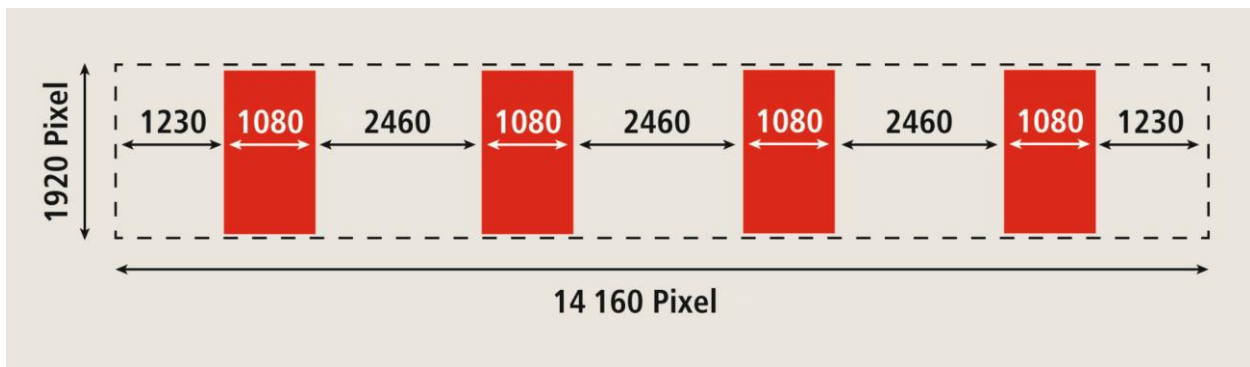
If taking into account the direction of the escalator in your story please note that you have to deliver two imageflows creations (a total of 8 spots): Either the same story that is flipped or a second story that corresponds to the other direction.

Specifications

	Static	Full-motion video & Imageflows
File format	JPEG	MP4, MOV
Video codecs	--	H.264/AVC for MP4 + MOV / Apple ProRes HQ for MOV
Image width	1 080 pixels	1 080 pixels
Image height	1 920 pixels	1 920 pixels
Image aspect ratio	9:16 or 0.563	9:16 or 0.563
Resolution	72 dpi	--
Image frequency	--	Constantly 25 or 50 images per second Maximum tolerance of frames: - 0 frames, + 3 frames
Frame type, encode mode	Non-progressive	Progressive
Colour space/profile	sRGB	YUV
Chroma	--	4:2:0 for H.264 and 4:2:2 for Apple ProRes
Colour depth	24 bits, 8 bits per channel	24 bits, 8 bits per channel
Bit rate mode	--	CBR or VBR
Compression quality / Bit rates	Best quality	Best quality because the video will be rendered into transmission format
Language	Depending on language region	Depending on language region
Audio	No soundtrack	No soundtrack

Recommendation for imageflows

For optimum transition we recommend a production with an image composition of 14 160 x 1 920 pixels and a distance of 2 460 x 1 920 pixels between the screens.



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 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 1, 2, 3, 4. If a differentiated appearance for directions «Up» and «Down» is desired, please label the visuals according to the map with 1u, 2u, 3u, 4u and 1d, 2d, 3d, 4d.

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. 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 mediarea.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

Delivery

Please upload your digital advertising media to www.apgsga.ch/myapg **no later than 5 working days prior to the first broadcast.**