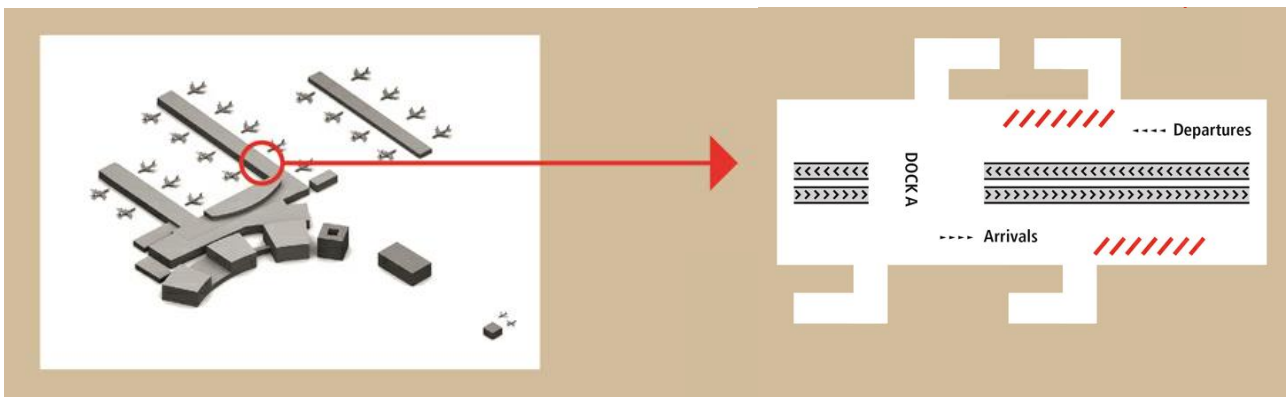


basic information

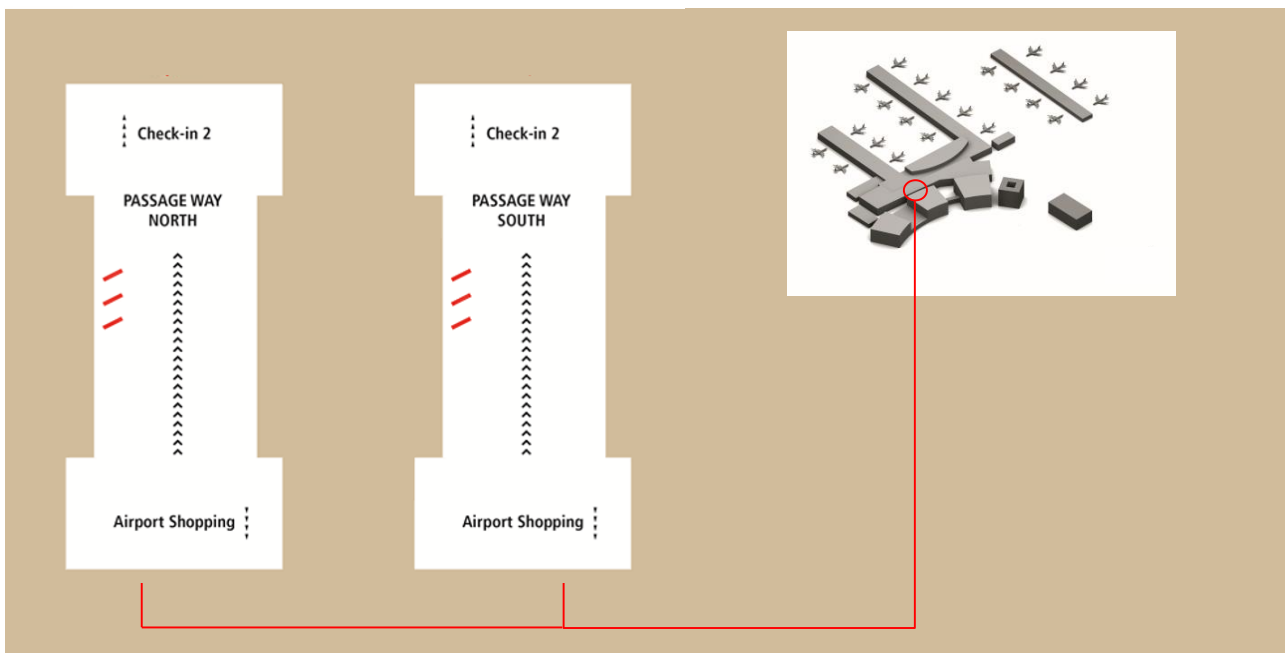
| | gates A | check-in 2 branding |
|--------------------------------|----------------|----------------------------|
| Number of Airport ePanels | 14 | 6 |
| Screen size | 65" | 55" |
| Aspect ratio | 9:16 | 9:16 |
| Number of locations | 2 | 2 |
| Number of screens per location | 7 | 3 |

- 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 branding



Sites

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

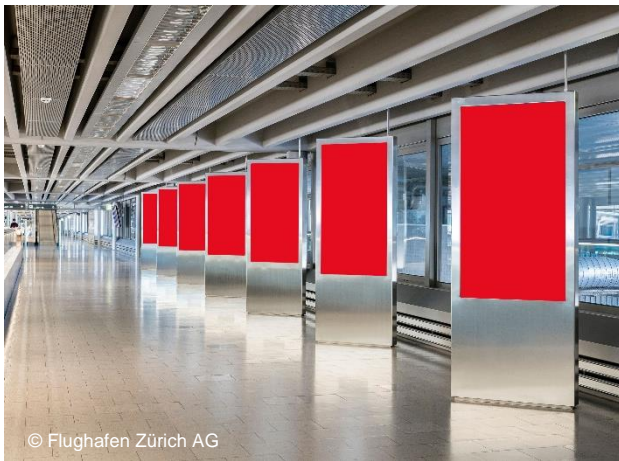
Spot

Airport ePanels AdWalk allow the following creative implementations:

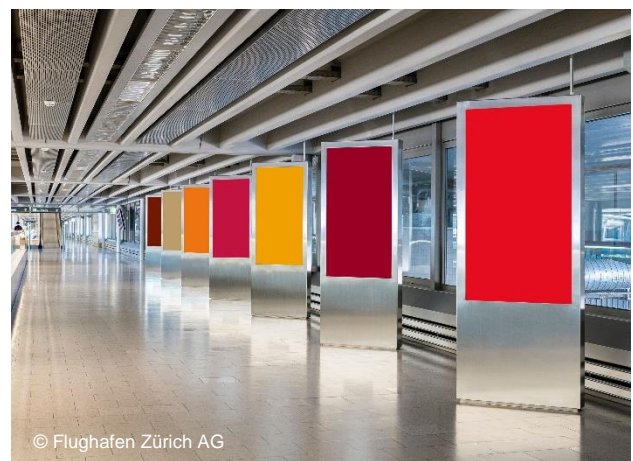
1. static

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

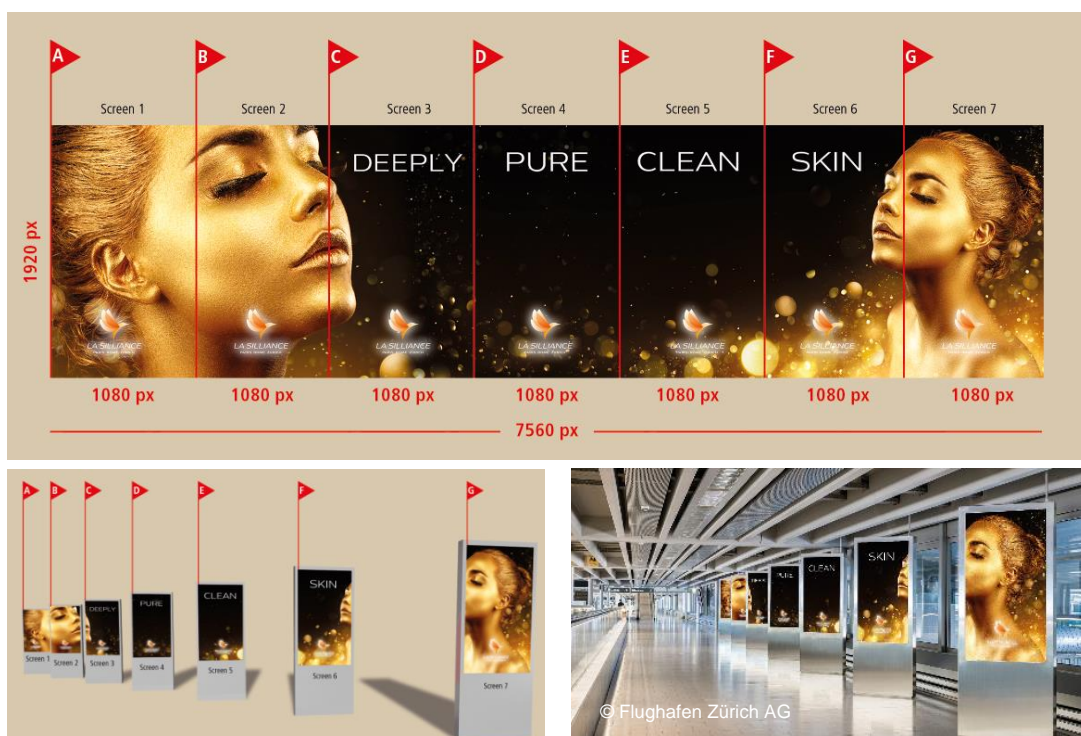
Airport ePanels can also be controlled in succession, which enables a seamless sequence of images – so-called imageflows. Thus a story can be told with each unit. The distance between the screens has to be considered in the production.

Specifications

| | 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 px | 1 080 px |
| Image height | 1 920 px | 1 920 px |
| Image aspect ratio | 9:16 or 0.563:1 | 9:16 or 0.563:1 |
| Resolution | 72 dpi | – |
| Image frequency | – | CFR constantly 24/25/29.97/30/48/50/59.94/60 50 images per second |
| 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 | 24bits, 8bits 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 |
| File format | – | according to booking, full seconds Max. tolerance in frames: - 0 frames, + 3 frames |

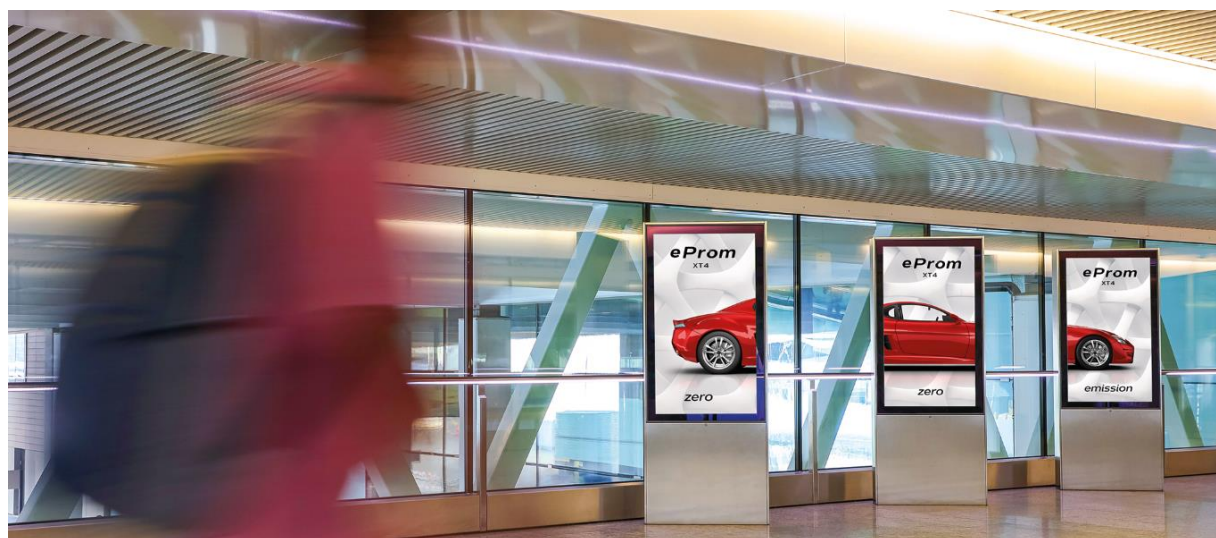
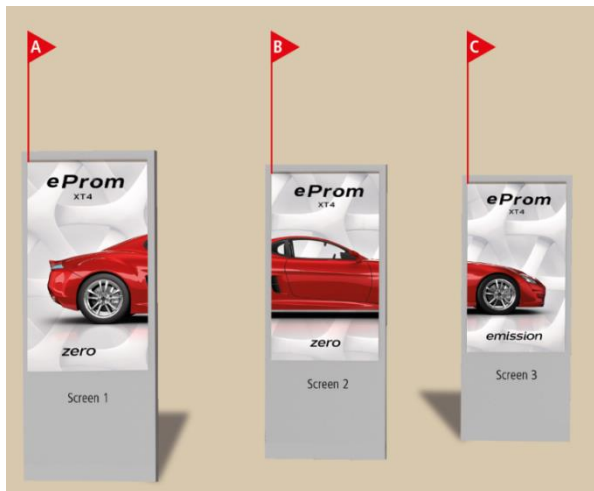
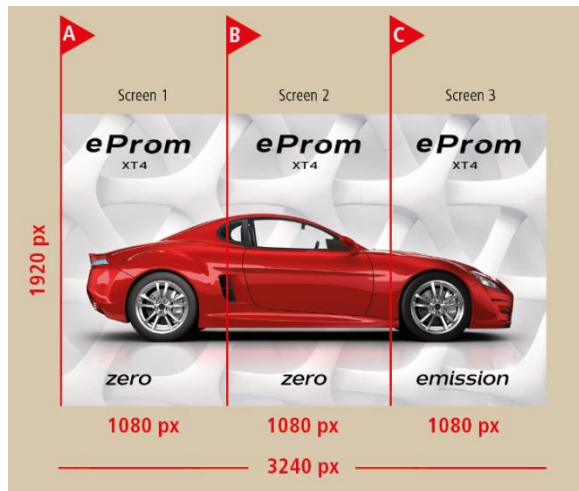
Recommendation for imageflows, Gates A

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 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. 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. 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 15 working days prior to the first broadcast.**