Production guidelines for digital advertising media
Airport ePanel AdWalk, Zurich Airport

APG|SGA
Out of Home Media

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
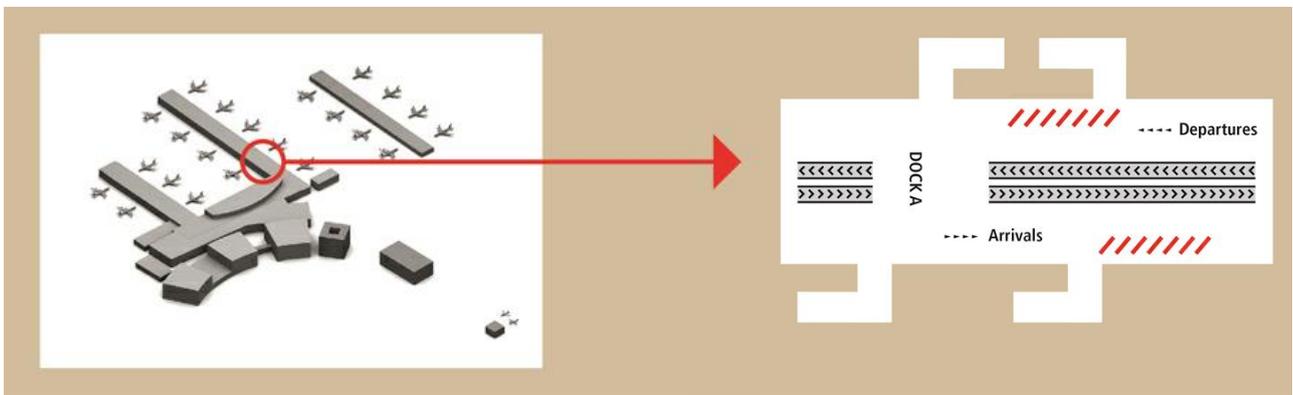
Check-in 2 branding
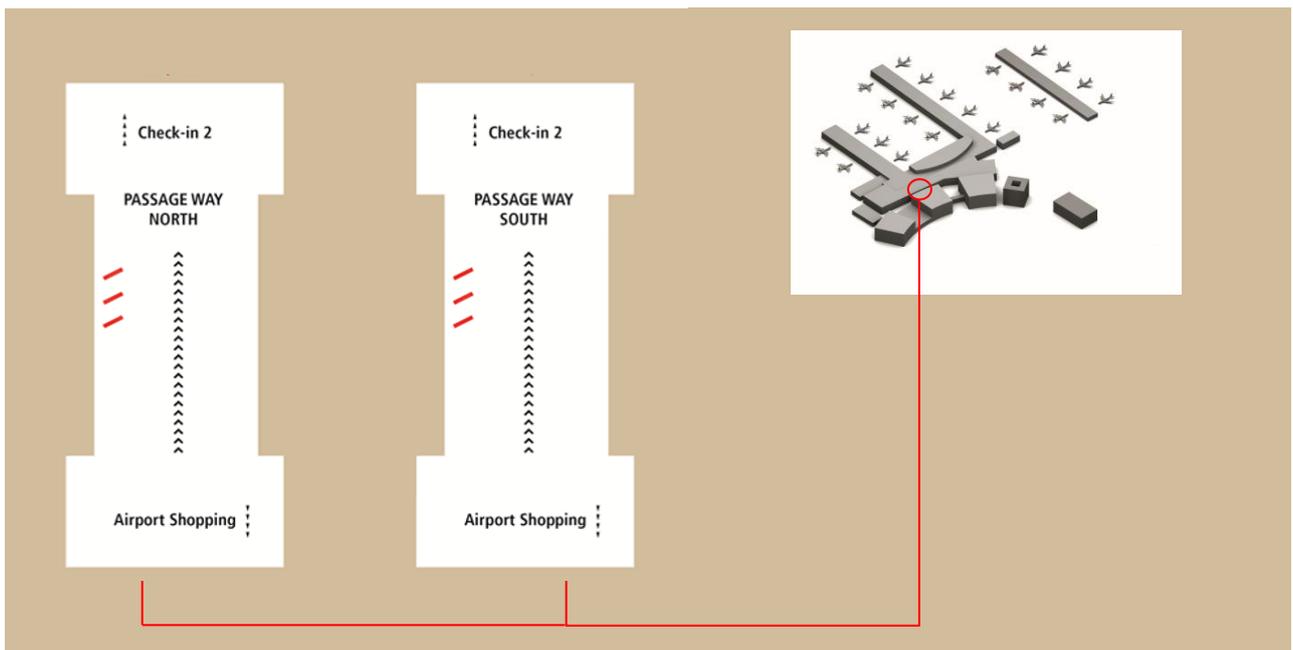
Sites
The Airport ePanels AdWalk are place facing the passenger flows. For placement and direction per site please refer to the detailed map.

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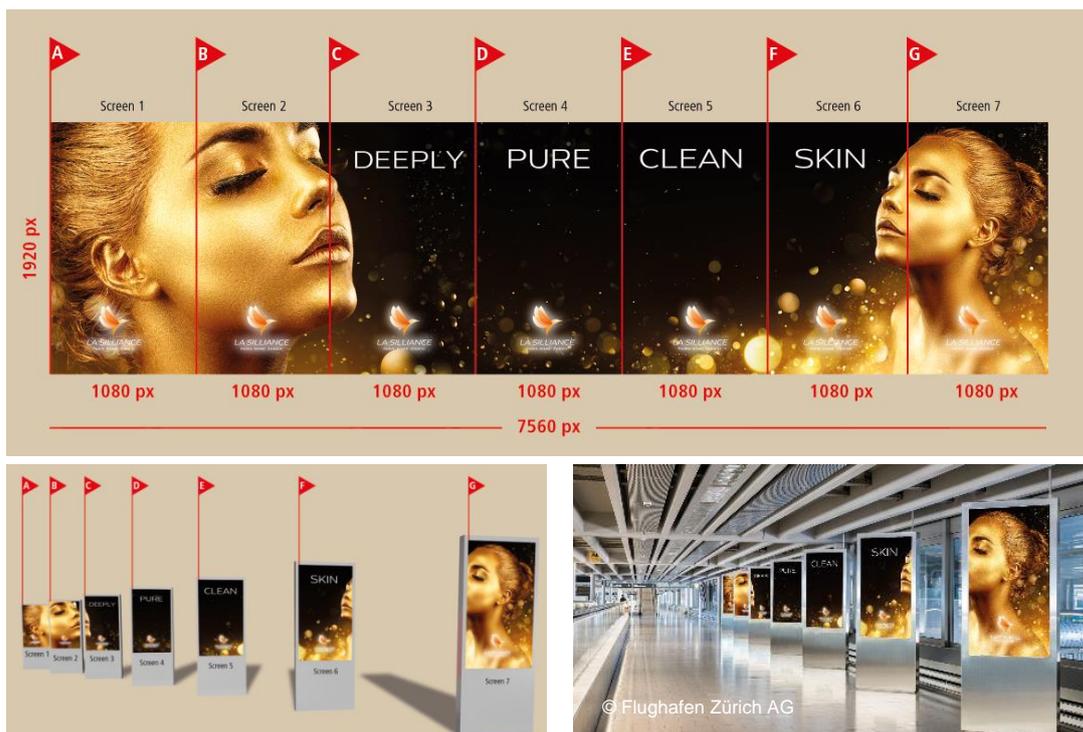
3. imageflows
Airport ePanels can also be controlled in succession, which enables a seamless sequence of images – so-called imageflows. Thus a story can be told with each unit. The distance between the screens has to be considered in the production.

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.

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Recommendation for imageflows, Check-in 2

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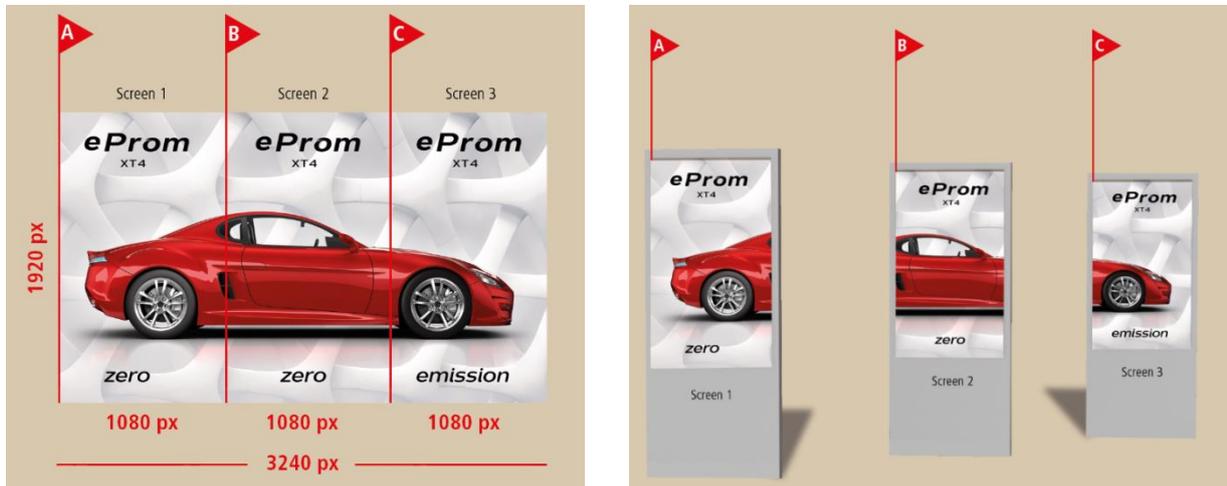
Design tips

- 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 «MediaInfo» tool can be used for these checks; it can be downloaded at mediaarea.net. Open the «MediaInfo» 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.**