

Basic information

- On the advertising media, still images («static») or spots («full-motion video») are shown.
- Static images and spots are possible.
- Each advertising medium is assigned to a product network. The content is played synchronously within each product network.
- The spot length is precisely defined according to the booking and may not be exceeded.

Spot

Mountain Screens allow the following creative implementations:

1. Static

The «static» format is a classic still image (without motion).

2. Full-motion video

The «full-motion video» is a self-contained spot.

Specifications

	Static			Full-motion video		
Product channel	Time information	Slope information	Sunnegga tunnel	Time information	Slope information	Sunnegga tunnel
Screen size	46"	-	1 44 x 54 cm	46"	-	1 44 x 54 cm
File format	JPG (up to 10 MB)			MP4 (up to 100 MB)	MP4 (up to 500 MB)	
Video codecs	-			H.264		
Image width	1 920 px	1 920 px	3 840 px	1 920 px	1 920 px	3 840 px
Image height	1 080 px	1 080 px	1 080 px	1 080 px	1 080 px	1 080 px
Aspect ratio	16:9		-	16:9		-
Resolution	72 dpi			-		
Data rate	10 Mbit (maximum)			10 Mbit (maximum)		
Compression quality/ Bit rates	best quality			best quality because the video will be rendered into transmission format		
Audio	-			no soundtrack		
Spot length	-			according to booking in whole seconds 1:1 according to booked spot length		

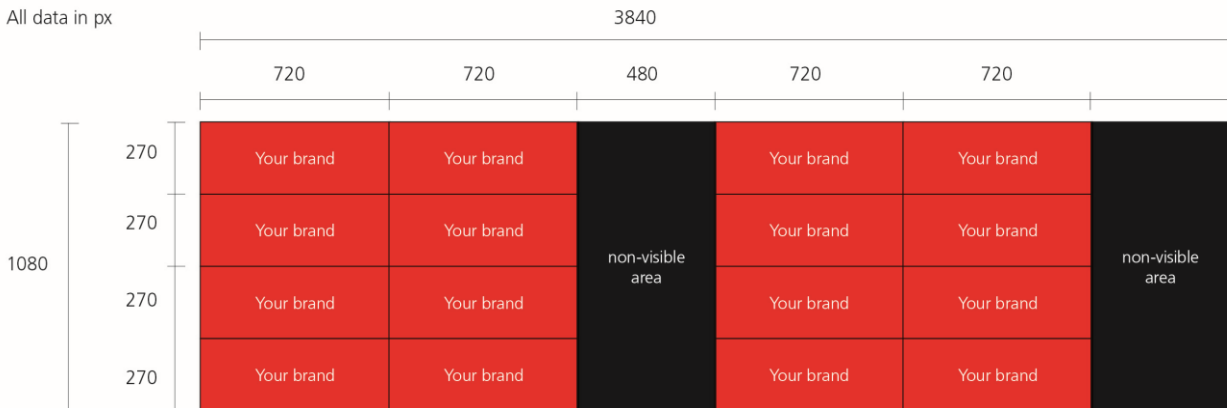
Design tips


- Simple and clear message
- Distinctive colors

We would be glad to advise you on the creative implementation or to provide examples for inspection.

Video production Sunnegga tunnel

A total of 16 LEDs are installed in the Sunnegga tunnel. These are controlled by a playout computer, so the videos to be produced for the Sunnegga LED must have a total resolution of 3 840 x 1 080 pixels. The resolution of an LED is 720 x 270 pixels. The resolution of the overall video is the sum of all LEDs, or the technically specified overall resolution.



 [Video: Production preparation example](#)
[Video: Playout on site](#)

Production partners

For the creation of your advertising material, we recommend that you work with a specialized production company. We will gladly provide you with a suitable offer or name possible partners upon request.

Checking the digital advertising material

Before delivering the digital advertising material, please check it against our specifications.

Static

The «XnView» tool can be used for these checks; it can be downloaded at xnview.com. Open the JPEG file 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.

Full-motion video

The «MedialInfo» tool can be used for these checks; it can be downloaded at mediaarea.net. Open the tool in *HTML* view and then check your spot file. The spot must correspond to the length of the reserved booking.

Contact

Should you have any questions, please contact our digital logistics:

Phone +41 58 220 79 55

E-Mail: logistik.digital@apgsa.ch

Delivery

Please send your digital advertising material to logistik.digital@apgsa.ch **no later than 5 working days prior to the first broadcast.**