

**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		

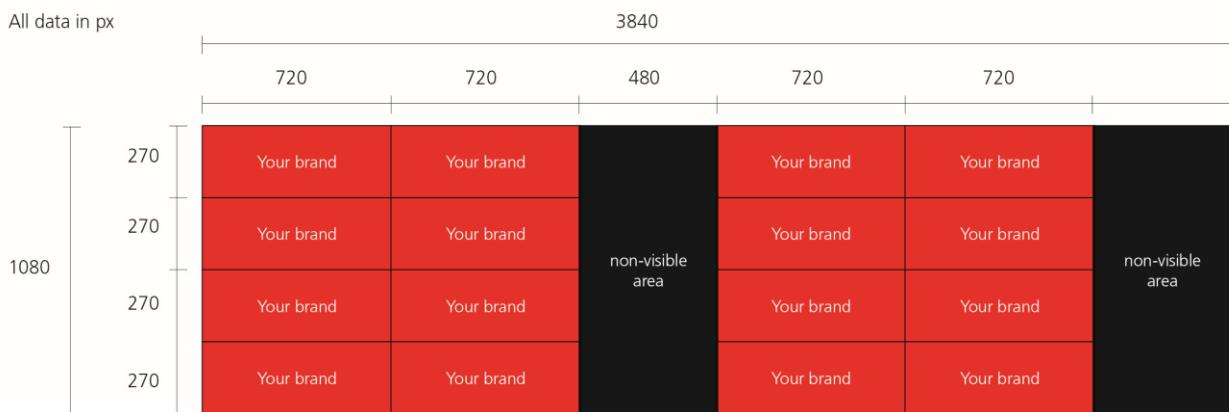
**Design tips**

- 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.



### 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](http://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 «MediaInfo» tool can be used for these checks; it can be downloaded at [mediarea.net](http://mediarea.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@apgsga.ch](mailto:logistik.digital@apgsga.ch)

### Delivery

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