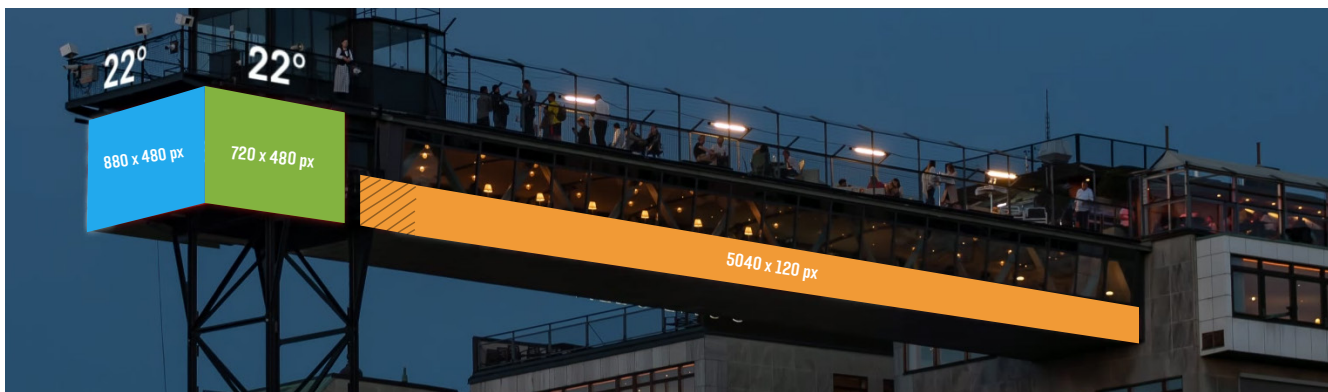


# ATRACTA

SPECIFICATIONS FOR MEDIA PRODUCERS - THE ELEVATOR / KATARINAHISSEN / STOCKHOLM / SWEDEN

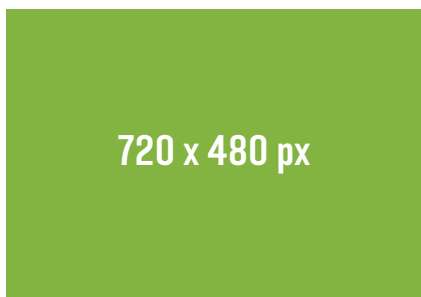




## SCREENS PLACEMENT AND RESOLUTION

With a 96 sqm of high definition LED construction sitting 30 meters up in the air, above one of Stockholms busiest commuter hubs, it is a beacon for pedestrians, commuters and the ferry docks of downtown Stockholm.

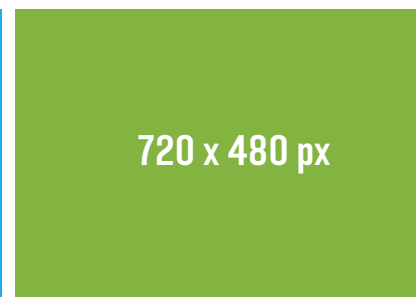
### MAINSCREEN LEFT



### MAINSCREEN CENTER



### MAINSCREEN RIGHT



It's perfectly fine to deliver the main screen as one big video - 2320 x 480 px

### BANNER WALKWAY

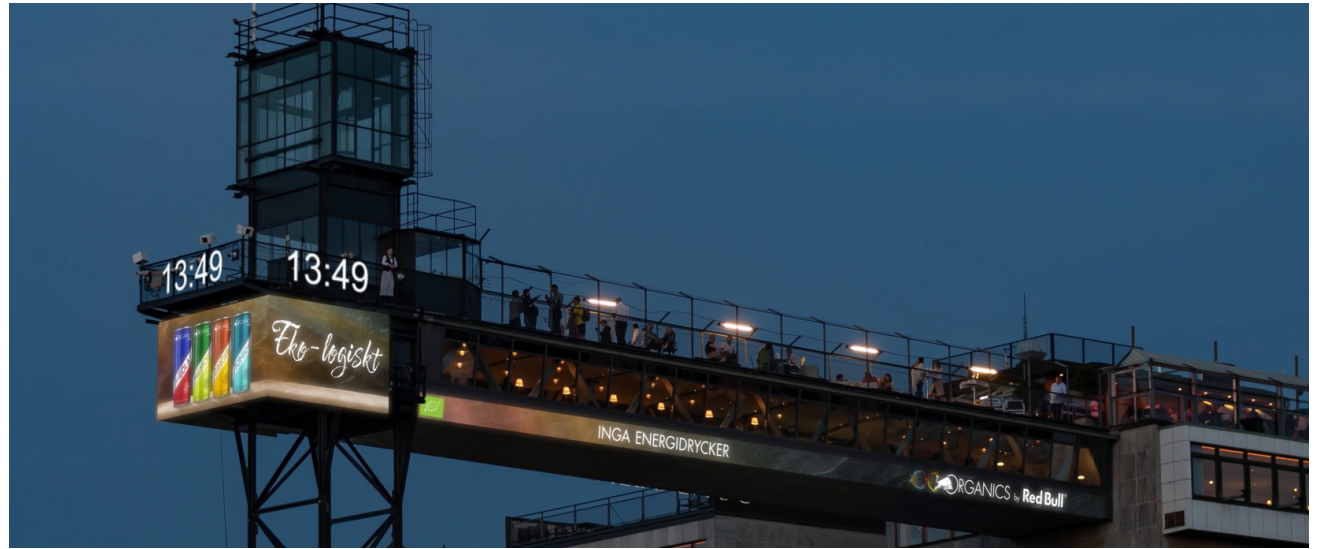


Partly covered by window clearing cart. Avoid placing text, logo etc on the first 300 pixels to the left. Use background colour or pattern.

# THE ELEVATOR – REACHING NEW HEIGHTS IN SIGNAGE HISTORY

For almost 140 years, Katarinahissen has been one of Stockholm's most recognized landmarks. Visible from three points of the compass it has a legacy of advertising signage spanning well over a century.

With The Elevator we've carried that legacy into the modern day and age of digital signage.



## TIPS

- Bold colors! Bright colors are more visible.
- Simplify imagery and your message, focus on one key idea or message.
- Strong images with simple backgrounds creates great impact.
- Fill the space. Unlike print there are no margins or white space to consider.

## TO CONSIDER

- Make sure you can read the advertiser's name.
- Keep the copy short and use short words for faster comprehension.
- Thin typefaces will become invisible from far distances.
- Sufficient kerning between letters assures the legibility from far distances.
- High contrast increases visibility.
- Follow the technical instructions on the next page for the best results.

## COLOR AND CONTRAST

- Strong contrast in hue and value is essential. Hue is the identity of color while value measures a color's lightness or darkness. Contrasting colors are best when viewing from far distances.
- For example, yellow and black are dissimilar in both hue and value providing the strongest contrast.
- White text on black background provides high readability.
- Combinations of the same hue reduces readability.
- Complementary colors, such as red and green, are not legible together since they have similar values.

**HIGH CONTRAST**

**LOW CONTRAST**

**LOW READABILITY**

**HIGH READABILITY**

# TECHNICAL INFORMATION AND FILE

Files should be in Atracta's possession 14 days prior to launch date.

Don't hesitate to contact Nicholas who can answer all of your questions.



## MOVIE SPECIFICATION

- The material for the various screens must be equal in length and preferably in full seconds.
- Fps (Frames per second) should be 25, 30, 50 or 60. A higher frame rate provides a smoother horizontal sweep, especially for text .
- 1:1 pixel aspect.

## FILE FORMAT

- We except ALL bitmap and video formats.
- HTML (please contact us if you are considering this option)

## DELIVERY OF FILES

- For files smaller than 10 mb, regular e-mail works fine. E-mail to: [nicholas@atracta.se](mailto:nicholas@atracta.se)
- For larger files, please use any file transfer service (like "sprend.com")
- Files should be in Atracta's possession 14 days prior to launch date

## CONTACT

If you have questions please don't hesitate to give us a call:

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