

ATRACTA

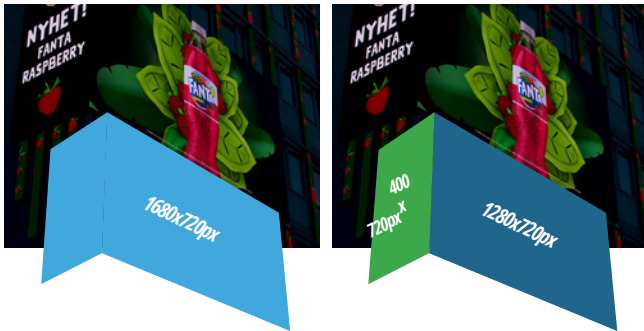
SPECIFICATIONS FOR MEDIA PRODUCERS - STUREPLAN / STOCKHOLM / SWEDEN

FANTA
NYHET!
FANTA
RASPBERRY



RASPBERRY

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MAINSCREEN

The mainscreen consists of a single HD-screen that runs in a 90° angle from Stureplan to Biblioteksgatan. It can also be divided into two separate parts. DPI is for Print. PPI is for digital. If you don't care about the exact physical size... Stick with 72 PPI.

1680x720px

MAINSCREEN full size

SIZE: 1680x720px

400
x
720px

CORNER SCREEN

Biblioteksgatan

SIZE: 400x720px

Confused?

Relax... We've got a pretty nice template for Adobe After Effects that might help you in the production. Just give us a shout and we will send it over.

1280x720px

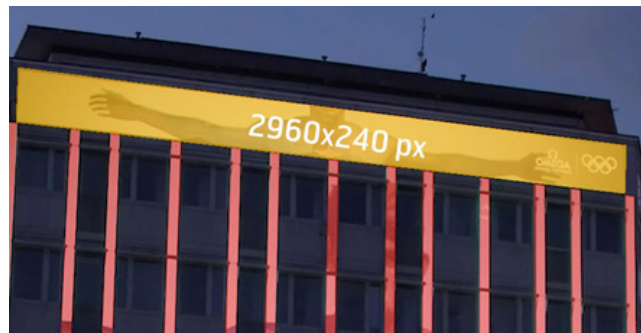
MAINSCREEN

16:9, Stureplan

SIZE: 1280x720px

SCREENS PLACEMENT AND RESOLUTION

With the new technology, you can create experiences with extraordinary resolution. Whatever you can do on a modern connected computer you can do on the new Stureplan high-res screen. Off course the three screen elements are synchronized and can be used separately or as ONE giant screen. **#SAYITBIG AND LET THE FUN BEGIN!**



TICKER

Ticker is the screen that sits at the top of the facade.

2960x240px

TICKER

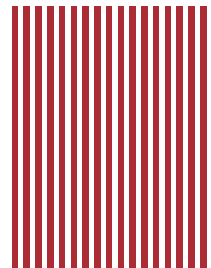
SIZE: 2960x240px



STRIPES

The vertical stripes are placed along the side of the facade and around the corner towards Biblioteksgatan.

Since you need to take the gaps between the stripes into account when creating this material, it's a little bit more complicated than just scaling it to the correct size... Please e-mail traffic@atracta.se for assistance.



680x2520px

STRIPES

SIZE: 680x2520px
(17 stripes x 40px)

LET'S CHANGE THE CITY TOGETHER

With Atractas super premium screen at Stureplan in the heart of Stockholm we make sure to get your important message across. Innovative ideas engage, both us and the people at Stureplan. We value good ideas and love everything that challenges the norm. Therefore you can trust that your message not only will be exposed on our screens, it will look great.



TIPS

- There is no time limits for the spot but the most common length is 10–15 sek.
- **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.
- **The 5/5-test:** View your creative from a distance of 5 meters and watch it for 5 seconds. This simulates viewing from Stureplan or driving past the screens.
- **Does it read well? And can you read the entire message in 5 seconds?**

TO CONSIDER

- **Make sure you can read the advertiser's name.**
- **Keep the copy short and use short words for faster comprehension.**
- **The content appears on 50-200 meters, text and details should be as large as possible.**
- **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 result.**

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 us.



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

DELIVERY OF FILES

- For files smaller than 10mb, regular e-mail works fine. E-mail to: traffic@atracta.se
- For larger files, please use any file transfer service (like "wetransfer") that does not require registration or login.
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CONTACT

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NICHOLAS NOLBY

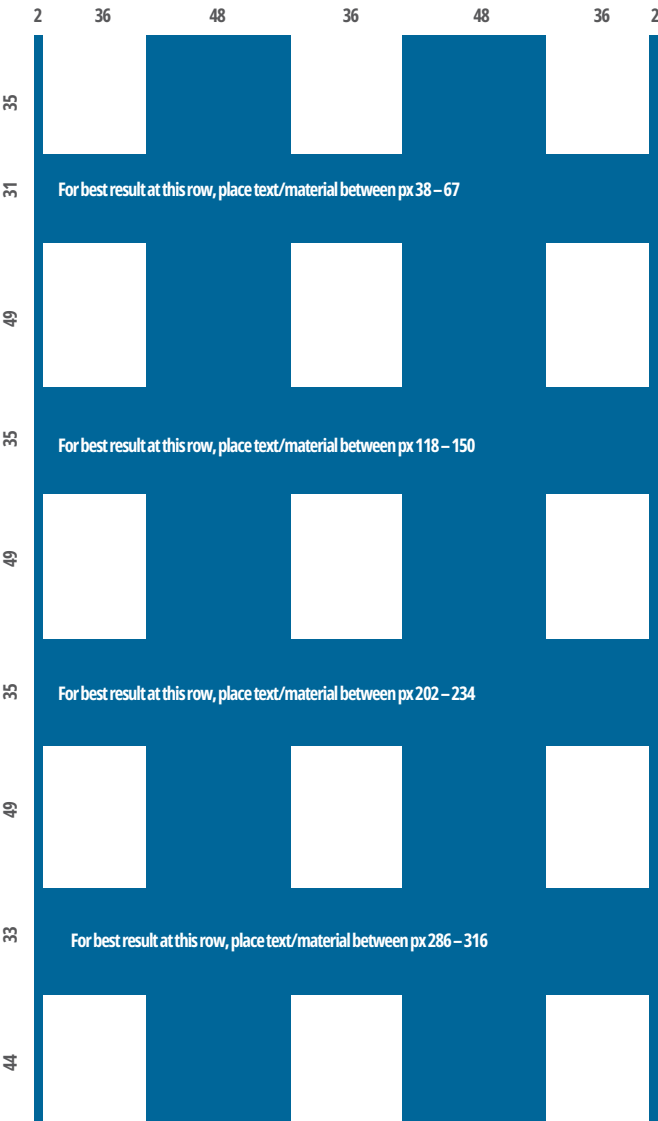
Telephone: +46 708 68 11 08

Mail: nicholas@atracta.se

ATRACTA

SPECIFICATIONS FOR MEDIA PRODUCERS - KUNGSGATAN / STOCKHOLM / SWEDEN





PLACEMENT OF TEXT

Notethedifferentheightbetween window rows, 31–35 px.

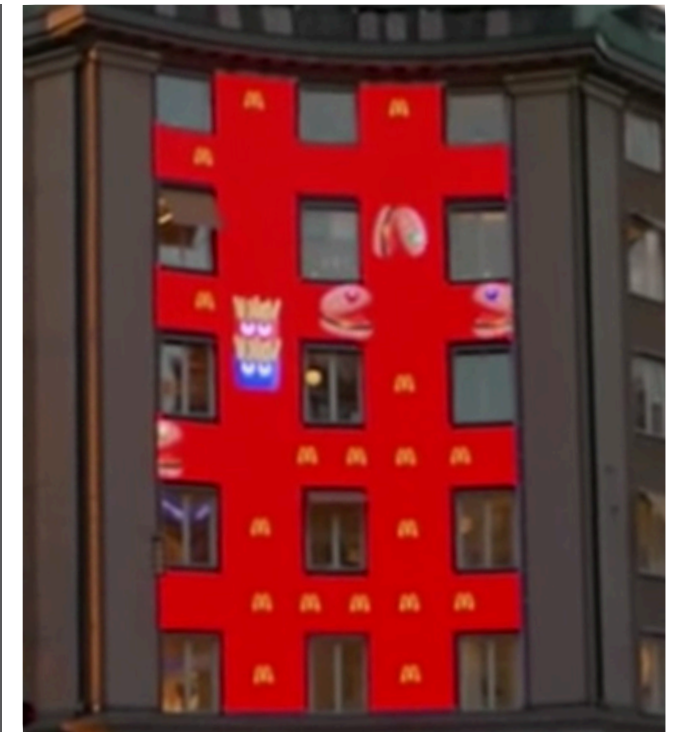
SCREENS PLACEMENT AND RESOLUTION

In one of the most intense crossings in Stockholm we have created a 140 sqm LED net covering the facade above the Adidas Concept Store. This historical advertising space that used to be covered with neon light back in the 1960's with logos like Cinzano, Martin Olsson, Agfa and Tretorn exposed. Today the neon is replaced with brand new, low power consuming LED. The installation is unique leaving windows uncovered over five floors.



RESOLUTION

SIZE:208x360px (WxH)



WINDOWS

Nowindowsare covered by LED technology.

Confused? Relax...We'vegotaprettynicetemplateforAdobeAfterEffects that might help you in the production. Just give us a shout and we will send it over.

LET'S CHANGE THE CITY TOGETHER

With Atractas Super Premiumscreen in the crossing of Kungsgatan and Sveavägen we make sure to get your message across. Innovative ideas engage, both us and the people of Stockholm. We value good ideas and love everything that challenges the norm. Therefore you can trust that your message not only will be exposed on our screens, it will look great.



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SPECIFICATIONS FOR MEDIA PRODUCERS - ARLANDA / STOCKHOLM / SWEDEN

BOKA DIN DRÖMSEMESTER
PÅ TUI.SE



TUI.se



SCREENS PLACEMENT AND RESOLUTION

Adjacent to the highway connecting Stockholm with Arlanda airport (as well as the rest of the world) our twin screens combined create a 140 sqm, full motion, HD Mega-Widescreen experience. Swedens largest digital highway billboards with state-of-the-art technology, utilizing it's full construction with unique screen elements, from top to bottom.

1800x576px



MAINSCREEN

The mainscreen consists of a single HD-screen. The format is Mega-Widescreen (14,40 x 4,60 metres) and a resolution of 1800x576 px.

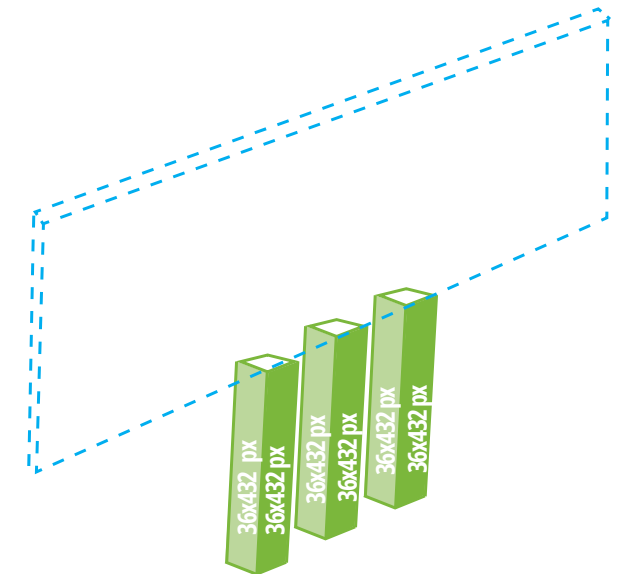
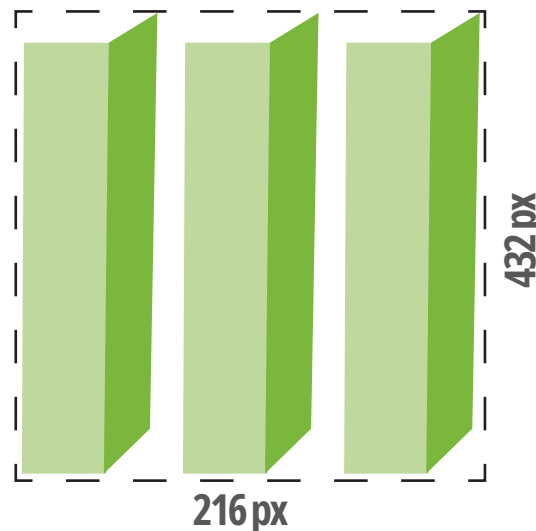
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SCREEN LEGS

Two screen elements per leg, as shown below. The element aligned with the main screen is tilted. All screen sides have the same resolution – 36x432 px. Total resolution: 216x432 px. Please deliver as one 216x432 px production.



TWIN SCREENS = TWICE AS GOOD

With Atracta super-premium screens at Arlanda, along one of Sweden's busiest freeway-junctions, we can offer just the right spot for your innovative ideas to engage both us and the people of Stockholm. We value good ideas and love everything that challenges the norm. Therefore you can trust that your message not only will be exposed on our screens, it will also look terrific.



TIPS

- The length of the spot is six seconds. (Full ownership of the screen has no length limit)
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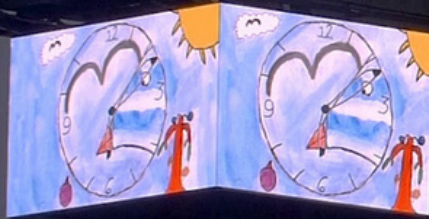
Mail: nicholas@atracta.se

ATRACTA

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

18:09

18:09

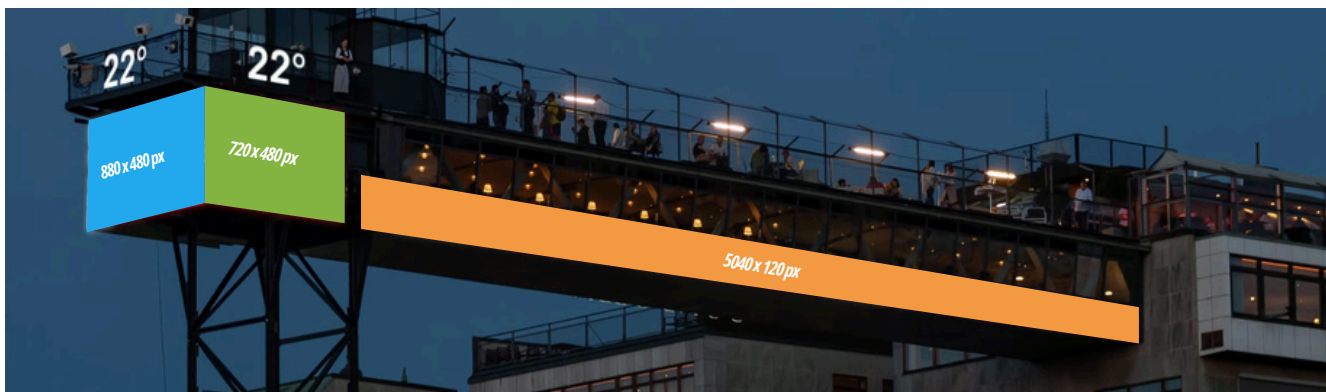


KLOCKAN ÄR MÅLAD AV ÅRSKURS 3 PÅ KATARINA SÖDRA SKOLA

Danske Bank

Folksam

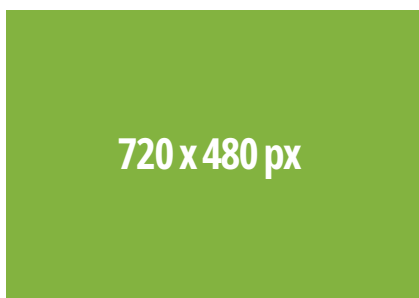
BYGGNADSTEKNISKA BYRÅN



SCREENS PLACEMENT AND RESOLUTION

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

MAINSCREEN LEFT



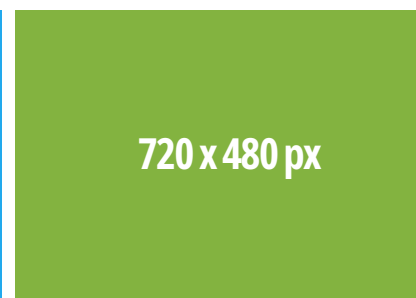
720 x 480 px

MAINSCREEN CENTER



880 x 480 px

MAINSCREEN RIGHT



720 x 480 px

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

Confused? Relax... We've got a pretty nice template for Adobe After Effects that might help you in the production. Just give us a shout and we will send it over.

BANNER WALKWAY



5040 x 120 px

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

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LOW CONTRAST

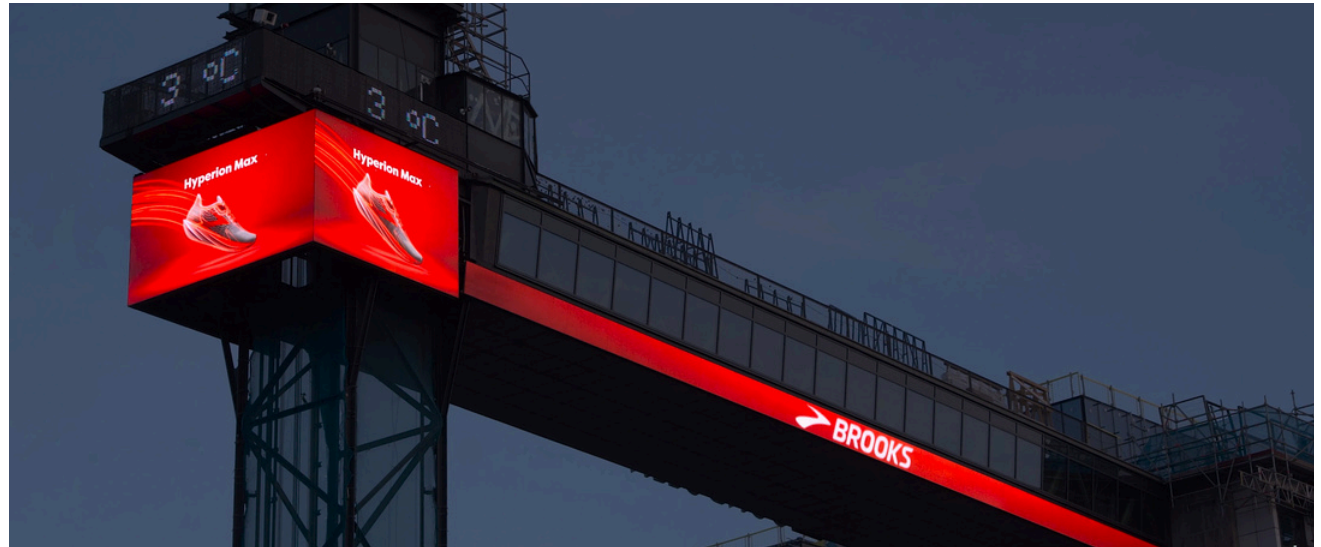
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