

ATRACTA

SPECIFICATIONS FOR MEDIA PRODUCERS - ARLANDA / STOCKHOLM / SWEDEN





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.

DPI is for Print. PPI is for digital. If you don't care about the exact physical size... Stick with 72 PPI.

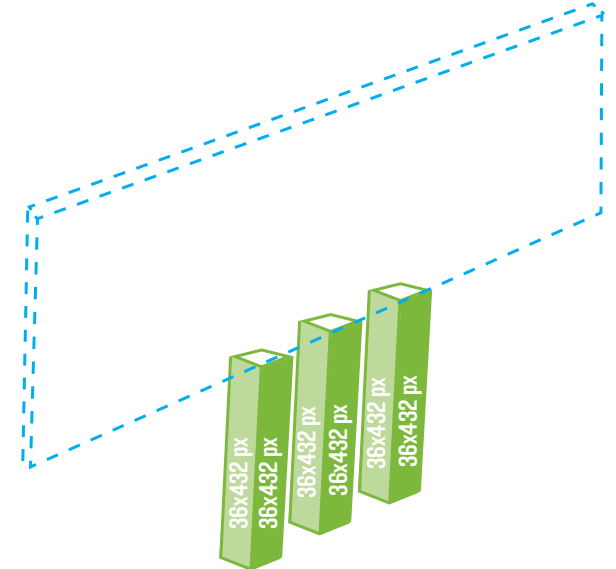
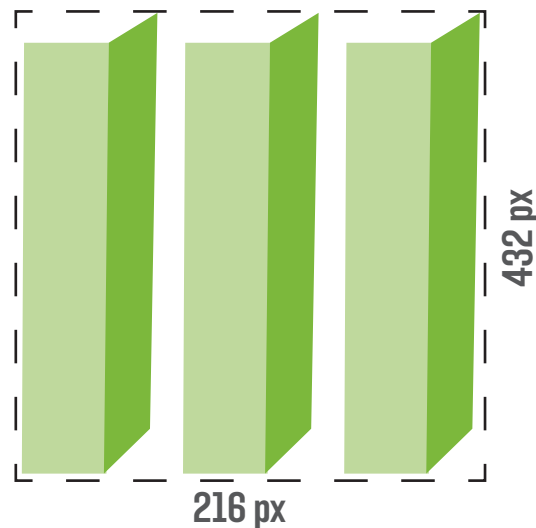
Confused?

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.

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 Atractas super-premium screens at Arlanda, along one of Swedens busiest freeway-junctions, we can offer just the right spot for your innovative ideas to engage both us and the people Stockholm. We value good ideas and love everything that challanges 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)
- 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 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 50-300 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 10 mb, regular e-mail works fine. E-mail to: traffic@atracta.se
- For larger files, please use any file transfer service (like "wettransfer") that does not require registration or login.
- 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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