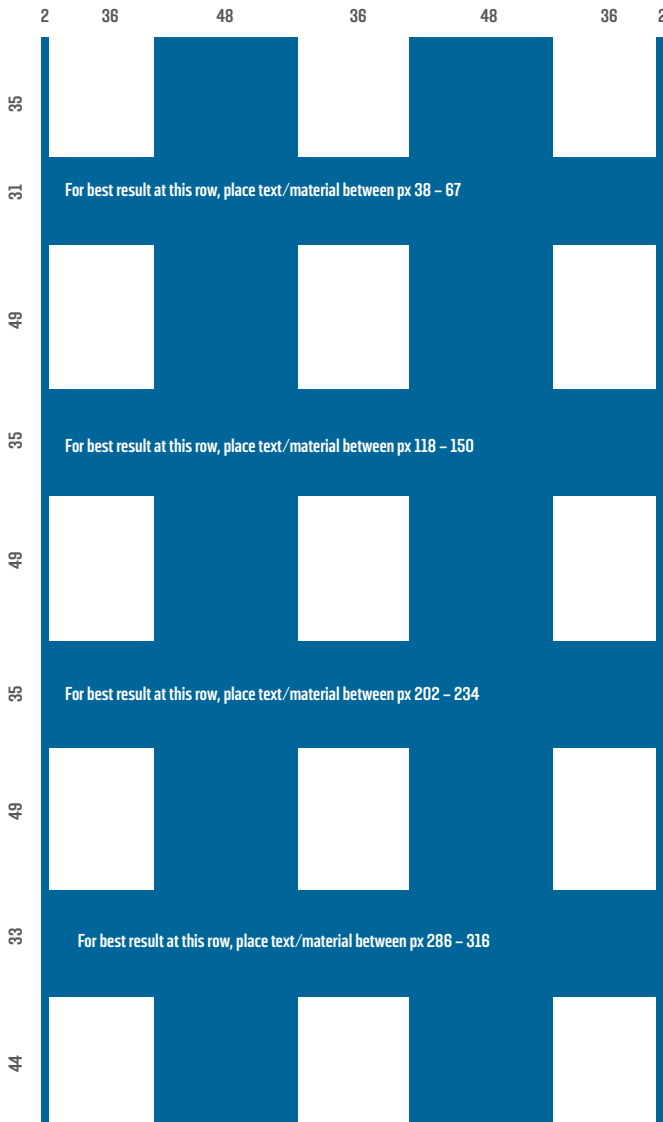


# ATRACTA

SPECIFICATIONS FOR MEDIA PRODUCERS - KUNGSGATAN / STOCKHOLM / SWEDEN







## PLACEMENT OF TEXT

Note the different height between window rows, 31-35 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.

## SCREENS PLACEMENT AND RESOLUTION

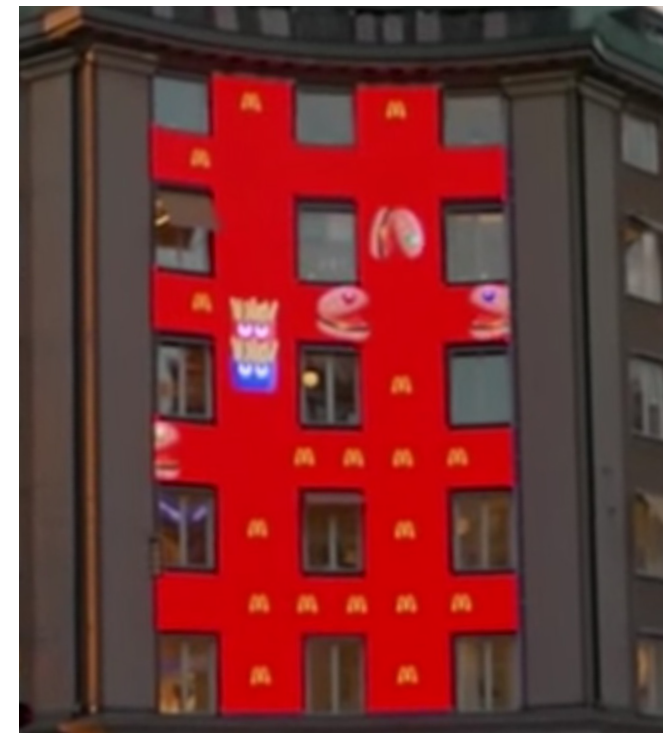
In one of the most intense crossings in Stockholm we have created a 140 sqm LED net covering the facade above the Adidas Concept Store. This historical advertising space that used to be covered with neon light back in the 1960's with logos like Cinzano, Martin Olsson, Agfa and Tretorn exposed. Today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

The installation is unique leaving windows uncovered over five floors.



## RESOLUTION

SIZE: 208 x 360 px (WxH)



## WINDOWS

No windows are covered by LED technology.

# LET'S CHANGE THE CITY TOGETHER

With Atractas Super Premium screen 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.



## 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 driving past the screen.
- 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 10 mb, regular e-mail works fine. E-mail to: [traffic@atracta.se](mailto:traffic@atracta.se)
- For larger files, please use any file transfer service (like "wetransfer") 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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