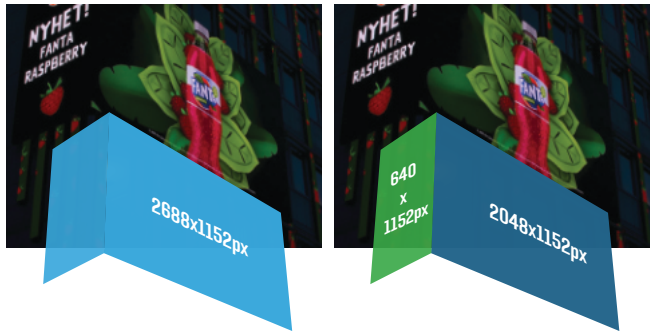
ATRACTA

SPECIFICATIONS FOR MEDIA PRODUCERS - STUREPLAN / STOCKHOLM / SWEDEN





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!

MAINSCREEN

The mainscreen consists of a single HD-screen that runs in a 90º angle from Stureplan to Biblioteksgatan. It can also be divided into two separate parts.
DPI is for Print. PPI is for digital.

2688x1152px

MAINSCREEN full size

SIZE: 2688x1152px

640
x
1152px

CORNER SCREEN

Biblioteksgatan

SIZE: 640x1152px

2048x1152px

MAINSCREEN

16:9, Stureplan

SIZE: 2048x1152px

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.



TICKER

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

4736x384px

TICKER

SIZE: 4736x384px



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.

1152x4096px

STRIPES

SIZE: 1152x4096px
(18 stripes x 64px)

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 10 mb, 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.
- 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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