

SPECIFICATIONS: DIGITAL GIANTS

Terminal 1



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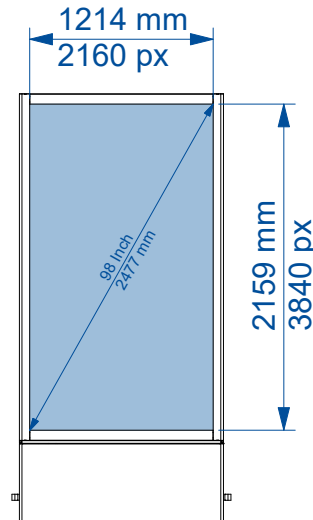
The Digital Giants include 7 screens with 98 inch displays located in front of the Heinemann duty-free shops in Pier A and B.

Visible dimensions: 7 displays, 98 inch in portrait
UHD 2160 x 3840 px
visible size per display 1214 x 2159 mm

Design aspects: The screens are either single- or doublesided; if the locations are nearby, screens are synchronized.

We recommend adapting print copies, enhanced with animations and/or movement of graphical elements. Regarding synchronized locations: please let us know (latest with delivery of the artwork) if you want the same clips at one time, or if different creatives should be synchronized with each other. As default, we will let synchronize always the same creatives at one time, the first in the first loop, the second in the next and so on.

Requirements: Standard booking means 1 x 10 seconds per loop. Please contact us for other clip durations.



Playback of audio is not possible.

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Handling fee includes:

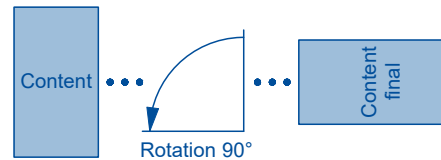
Data check, conversion, creation, set-up of the campaign, 5 professional photos

Configuration format:

H-264 (Quicktime or MP4, 2160 x 3840 pixels (portrait), 25 fps, square pixels, turned 90° counterclockwise to 3840 x 2160 (landscape); constant datarate of 40 MBit/s
Alternatively the clips can be delivered in Full HD 1080 x 1920 px (portrait), turned 90° counterclockwise to 1920 x 1080 (landscape); constant datarate of 25 MBit/s

As we recommend motion clips, you can deliver stills for playback as well.

Please set stills(images) to 2160 x 3840 pixels, turn 90° counterclockwise to the final size of 3840 x 2160 pixels (landscape); as a JPG or PNG in RGB color space.



Data transfer:

Preferably by transfer server (see next page), alternatively CD or USB-Stick.

Delivery of artwork:

5 working days in advance

Support artwork set-up:

We offer you a suitable adaption of your print creatives: costs are depending upon effort. (plus VAT where applicable)

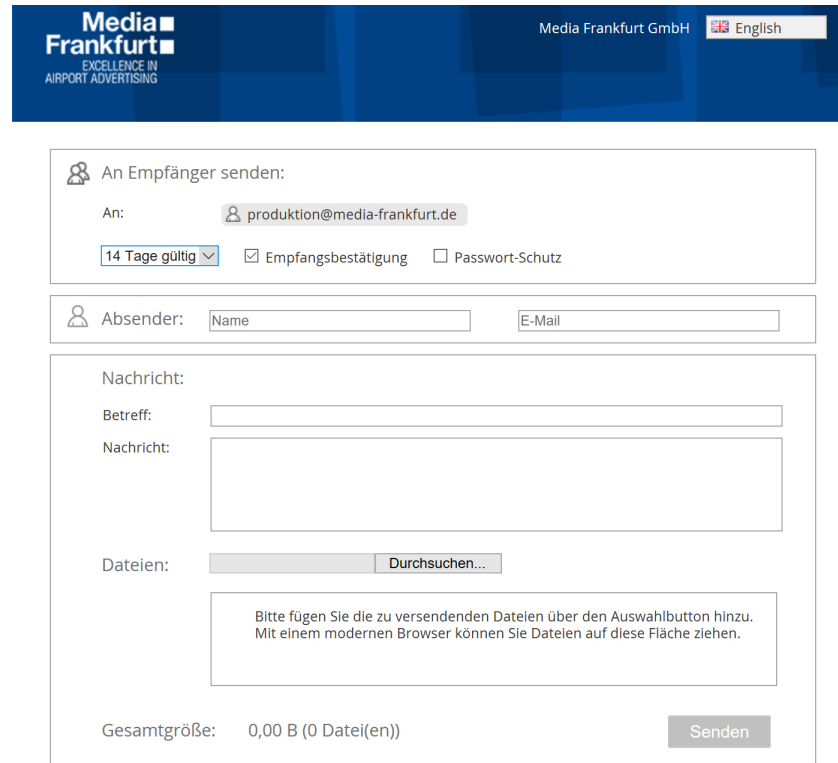
Please note that all designs must be supplied to Fraport AG for approval before production can begin.

Upload Server:

Please use our upload server for the order transaction; please enclose a cover letter mentioning the customer, advertising object, required booking period, and a contact person.

Link:

<https://media-frankfurt.teambeam.de/300/119671/public.html>



The screenshot shows the Media Frankfurt upload interface. At the top, there is a blue header with the Media Frankfurt logo and the text "EXCELLENCE IN AIRPORT ADVERTISING". To the right of the logo, it says "Media Frankfurt GmbH" and "English". Below the header, there is a form for sending an email. The form has the following fields and options:

- An Empfänger senden:** A section for sending to a recipient.
- An:** A dropdown menu showing "produktion@media-frankfurt.de".
- 14 Tage gültig** (dropdown), **Empfangsbestätigung**, **Passwort-Schutz**
- Absender:** Two input fields for "Name" and "E-Mail".
- Nachricht:** A section for the message content.
- Betreff:** An input field for the subject.
- Nachricht:** A large text area for the message body.
- Dateien:** A section for attaching files, with a "Durchsuchen..." button.
- Bitte fügen Sie die zu versendenden Dateien über den Auswahlbutton hinzu. Mit einem modernen Browser können Sie Dateien auf diese Fläche ziehen.** (Instructional text for file upload).
- Gesamtgröße:** 0,00 B (0 Datei(en))
- Senden** button

Data carrier

by post / courier to:

Media Frankfurt GmbH
Product Development & Realisation Services
Unterschweinstiege 2-14
60549 Frankfurt
Germany

Your personal contact:

Thomas Böhme
Telefon +49 69 / 69708-99
produktion@media-frankfurt.de

Mick Zakon
Telefon +49 69 / 69708-34
produktion@media-frankfurt.de