

# YOUR MEETING... YOUR BRANDING

# amplified

## DIGITAL ASSET SPECIFICATIONS FOR THE 2ND FLOOR BRANDING SCREEN.

### WHAT'S THE RESOLUTION OF THE LED BRANDING SCREEN?

The video wall can be used as one main branding screen, or could also be split into 3 equally divided zones.

- 1 main zone resolution specifications: 4032 pixels wide x 756 pixels high.
- 3 equal zones resolution specifications: 1344 pixels wide x 756 pixels high.

### WHAT TYPE OF CONTENT AM I ABLE TO SHOW ON THE SCREEN?

Both imagery and video assets can be displayed. All imagery must be submitted as either a .jpg or .png file. All video footage should be submitted as either a .mov or .mp4 file. Audio is also available. (H.264 compression is required).

Files should be a maximum of 800mb, with a data rate no higher than 15mbit/s and encoded fps no higher than 30".

### WHAT ARE BEST PRACTICES FOR SHARPENING THE PRESENTATION?

Based on the selection layout (1 zone vs. 3 zones), we recommend making sure that the correct file resolution is submitted for the highest quality presentation.

### HOW AM I ABLE TO SCHEDULE CONTENT?

A customizable and interactive branding experience has now been made easier than ever before. The branding screens can be scheduled to show content based on timing, allowing scheduling to be completely customizable.

### WHAT OTHER ASSETS SHOULD I BE PROVIDING?

Be sure to share content with your event contact at least 7 days ahead of time. This will allow our team to review and trial the assets prior to your event starting. Remember to also share the schedule in which you would like content to display on. Be specific with factors like dates, start & end times, etc.

# YOUR BRANDING made easy

## PRICING AND OTHER QUICK FACTS...

Standard usage uploads from \$5,000 per day. (must have the entire floor and/or promenade contracted). Ask your event manager about additional features, like hosting a live stream from the grand ballroom.



One main branding zone



Three equal branding zones

[SEE IT IN ACTION](#)