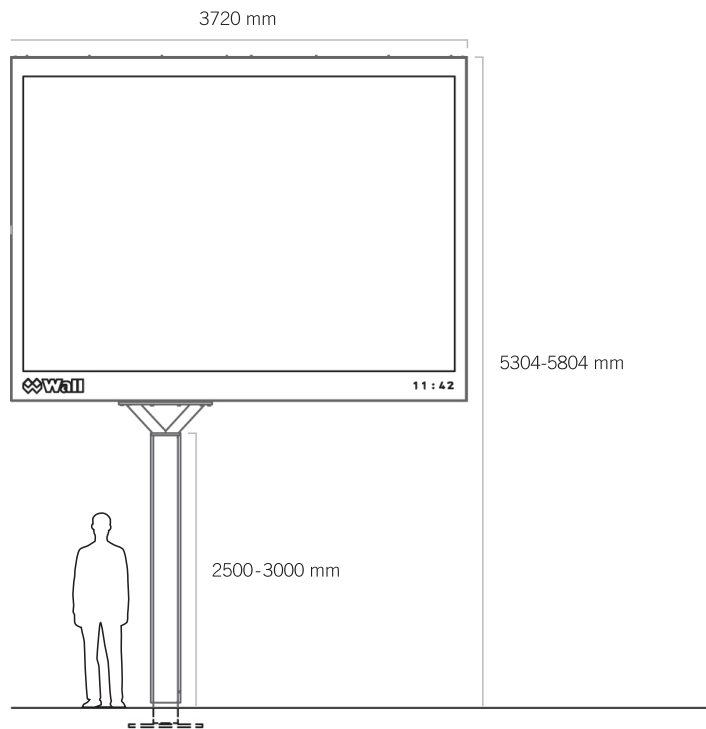


DCLB – AIRPORT DÜSSELDORF



Note, that regular CLB motifs must be adapted to DLBs due to different resolutions.

PRODUCT DESCRIPTION



Resolution 440 × 300px

Aspect ratio Approx. 4 : 2.7

Color space S-RGB

Color depth 8 bit/channel

DPI 72 dpi

FORMAT

Still frame format jpg



DATA

| | |
|-----------------|--|
| Delivery | Ordering and naming: if different advertisements are to be displayed on the faces, an extra file must be delivered for each face. Please use the Excel spreadsheet provided to put the final files in the order for the advertising spaces. You will find requirements for naming the files in the Excel spreadsheet. |
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|--------------------------|-------------------------------------|
| Delivery deadline | 14 days before placement up to 2 pm |
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| | |
|-----------------------|---|
| Upload via ftp | ftp://ds.wall.de Benutzername: kunde Passwort: wall2010 |
|-----------------------|---|

| | |
|------------------------|---|
| Contact at Wall | Jonas Kofahl Friedrichstraße 118 10117 Berlin T +49(0)30 33899-410 digital@walldecaux.de |
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DESIGN GUIDELINES

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|----------------|--|
| Message | Keep it simple. The digital City Light Board is mainly viewed by car drivers, thus, less is more: a large motif combined with a brief key message. |
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| Headline | Headlines with minimum of 18 pt, text from 8 to 16 pt. |
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| Antialias | Antialiasing will usually result in better legibility. |
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|-------------|--|
| Copy | Bright font colour on darker backgrounds is generally advised. |
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|--------------------|---|
| Pixel image | The Digital City Light Board always displays a pixel image. |
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|--------------------------------|--|
| Display of legal notice | The data delivered should always be tested on the digital City Light Board before going live, since colour schemes on the DCLB may vary from regular computer screens. We would gladly assist you. |
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