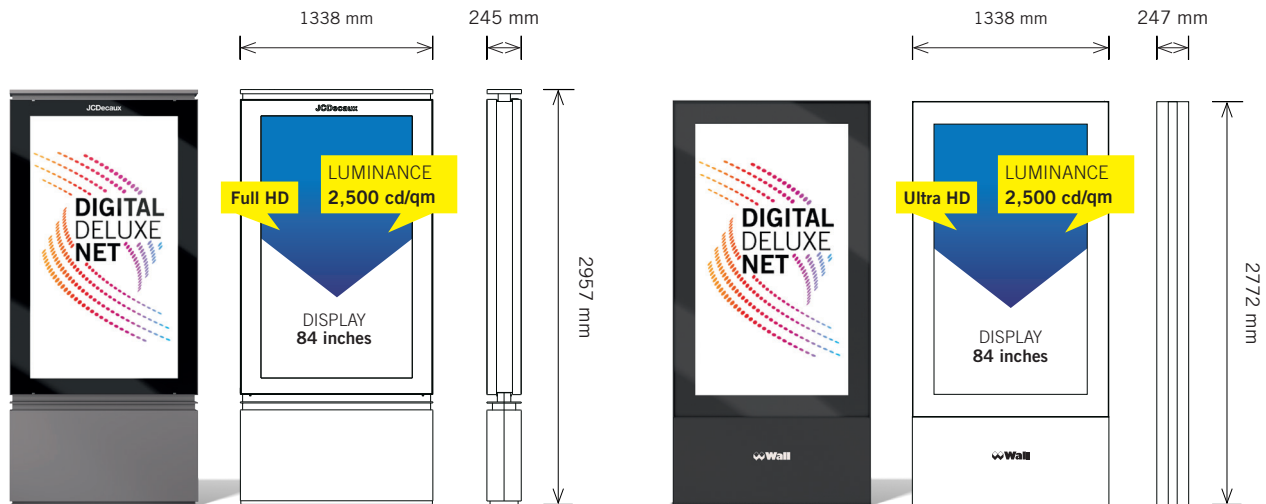


DigitalDeluxeNet



PRODUCT DESCRIPTION

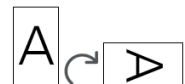
| | |
|---------------|---|
| Video format | MP4, MOV |
| Resolution | Full HD 1.080 × 1.920 px or Ultra HD 2.160 × 3.840 px |
| Spot duration | 10 seconds |

| | |
|--------------|---|
| Image format | JPG, PNG |
| Resolution | Full HD 1.080 × 1.920 px or Ultra HD 2.160 × 3.840 px |
| DPI | 72 dpi |

FINAL DATA

| | |
|--|---|
| Naming files and identifying their display locations | Calendarweek_Customer_Medium_City_Miscellaneous Example: CW20_CompanyX_DCLP_City_Image1 or for multiple occupants: CW20_AgencyX_DCLP_Berlin_Dortmund_Image1 |
|--|---|

| | |
|-------------------|--|
| Delivery deadline | At least 5 working days prior to the start of your booking period Please deliver the final visual-dynamic images rotated 90° clockwise. |
|-------------------|--|



| | |
|---------------------|-----------------------|
| Delivery via E-mail | digital@walldecaux.de |
|---------------------|-----------------------|

| | |
|---------|--|
| Contact | WallDecaux Digital Team Friedrichstraße 118, 10117 Berlin T +49 30 33899-5630 digital@walldecaux.de |
|---------|--|



FORMATS & CODECS

Visual-dynamic

Visual-dynamic images may not be longer than 10 seconds in our DigitalDeluxeNet (DDN) system (in Munich only still images are allowed). Please send your visual-dynamic images to WallDecaux in advance for review and approval. Thank you for understanding.

The following requirements should be taken into consideration:

- Only part of the image should be animated, and the movement should be slow. Zoom effects should be used conservatively.
- Transitions should be smooth; please avoid flashing, blinking or otherwise jolting animations or eye-catching elements.
- Films or film sequences are not permitted - neither in slow motion.
- Examples can be found at the following link: [WallDecaux Showreel](#) Password: Wall2016
- Formats: MOV, MP4
- Ultra HD bitrate: 50 Mbit/s
- Full HD bitrate: max. 20 Mbit/s
- Video codec: H.264
- Aspect ratio: square pixels
- No interlaced video (progressive video required)
- 30 frames per second
- Movies need to conclude at the end of a full second
- No audio (not even as a trigger signal)
- A safe title area is not necessary
- Don't use run-length encoding (RLE)
- Quality: 100%
- Maximum color depth

Image files

- Formats: JPG, PNG
 - Uncompressed image (set quality at "maximum")
 - Format option: Baseline
 - 72 dpi
-

ADDITIONAL INFORMATION

Number of different images

Your weekly booking may include up to seven different images. Please contact us if you would like to use more than seven images. Supplementary costs may apply.

Special realization options

HTML5 with dynamic connection possible



LOCATIONS

ONE- / DOUBLE-SIDED

Berlin

| | |
|---|--------------|
| > Friedrichstr. 148 (bus shelter) 6 displays | double-sided |
| > Friedrichstr. 47 Checkpoint Charlie (heading out of town) | one-sided |
| > Friedrichstr. 205 Checkpoint Charlie (heading into town) | one-sided |
| > Potsdamer Platz after Ebertstr. (heading out of town) | one-sided |
| > Rosenthaler Str. 40-41 Hackescher Markt (heading out of town) | one-sided |
| > Tauentzienstr. 1 after Ansbacher Straße / Wittenbergplatz (heading out of town) | one-sided |
| > Tauentzienstr. 3-4 (heading out of town) | one-sided |
| > Tauentzienstr. 6 (heading into town) | one-sided |
| > Tauentzienstr. 7a | double-sided |
| > Tauentzienstr. 11 (heading into town) | one-sided |
| > Tauentzienstr. 15 | double-sided |
| > Tauentzienstr. 24 | double-sided |
| > Tauentzienstr. 21-24 KaDeWe | double-sided |
| > Budapester Str. 44 central island | one-sided |
| > Budapester Str. 48 central island | one-sided |
| > Kurfürstendamm 226 central island (heading out of town) | one-sided |
| > Kurfürstendamm 217 central island (heading into town) | one-sided |
| > Kurfürstendamm 211 central island (heading out of town) | one-sided |
| > Kurfürstendamm 189 central island (heading out of town) | one-sided |
| > Kurfürstendamm 199 (heading into town) | one-sided |
| > Kurfürstendamm 231 (heading into town) | one-sided |

Bremen

| | |
|---|--------------|
| > Balgebrückstraße 3 | one-sided |
| > Domsheide 15 | one-sided |
| > Balgebrückstraße 20 in front of Domsheide | one-sided |
| > Hutfilterstraße 20 (bus shelter Am Brill) | double-sided |
| > Balgebrückstraße 12 | one-sided |
| > Domsheide 16 in front of Balgebrückstraße | one-sided |
| > Obernstraße 6 (Wartehalle) | double-sided |
| > Obernstraße opposite 6 (Wartehalle) | double-sided |
| > Hutfilterstraße 22 (bus shelter Am Brill) | double-sided |
| > Domshof 18-20 bus shelter | one-sided |
| > Domshof 18-20 bus shelter | one-sided |
| > Domshof 18-20 bus shelter | one-sided |
| > Schlüsselkorb 32/33 | one-sided |
| > Schlüsselkorb 36 | double-sided |

Cologne

| | |
|-----------------------------|-----------|
| > Schildergasse 74 | one-sided |
| > Schildergasse 120 | one-sided |
| > Schildergasse 80 | one-sided |
| > In der Höhle 2 | one-sided |
| > Schildergasse 120 | one-sided |
| > Schildergasse 55 | one-sided |
| > Schildergasse 24 | one-sided |
| > Gürzenichstraße 2 | one-sided |
| > Schildergasse 50 | one-sided |
| > Schildergasse 20 | one-sided |
| > Neumarkt 6 Displays | one-sided |
| > Breite Straße 103-105 | one-sided |
| > Breite Straße 42 | one-sided |
| > Breite Straße opposite 21 | one-sided |
| > Breite Straße 92-98 | one-sided |



LOCATIONS

ONE- / DOUBLE-SIDED

Dortmund

| | |
|--|-----------|
| > Ostenhellweg 38 in front of Stefanstraße | one-sided |
| > Ostenhellweg 49 opposite. Moritzgasse | one-sided |
| > Friedhof 1 in Brückstraße | one-sided |
| > Hansastraße 23 behind Westenhellweg | one-sided |
| > Ostenhellweg 18 in front of Willy-Brandt-Platz | one-sided |
| > Westenhellweg 82 behind Petrikirchhof | one-sided |
| > Westenhellweg 52 in Mönchenwordt | one-sided |
| > Katharinenstr. 1 behind Kampstraße | one-sided |
| > Westenhellweg 122 opposite Grafenhof | one-sided |
| > Katharinenstraße 1 in front of Kampstraße | one-sided |

Dusseldorf

| | |
|--|--------------|
| > Schadowstraße 13 after Schadowplatz | double-sided |
| > Schadowstraße 20 in front of Schadowplatz | double-sided |
| > Schadowstraße 39 in front of Berliner Allee | double-sided |
| > Schadowstraße 77 in front of Liesegangstraße | double-sided |
| > Schadowstraße 93 behind Liesegangstraße | double-sided |
| > Kasernenstraße 1B in front of Flinger Straße | double-sided |
| > Königsallee 10 in front of Blumenstraße | double-sided |
| > Königsallee 15 after Theodor-Körner-Straße | double-sided |
| > Königsallee 18 in front of Theodor-Körner-Straße | double-sided |
| > Königsallee 21 in front of Trinkaustraße | double-sided |
| > Königsallee 48 after Steinstraße | double-sided |
| > Königsallee 70 after Grünstraße | double-sided |
| > Königsallee 92 after Bahnstraße | double-sided |
| > Königsallee 98 after Graf-Adolf-Straße | double-sided |
| > Jan-Wellem-Platz in front of Schadowstraße | double-sided |

Hamburg

| | |
|---|--------------|
| > Steintorwall 20 | one-sided |
| > Gerhofstraße 40 | double-sided |
| > Spitalerstraße 1 | double-sided |
| > Spitalerstraße 9 | one-sided |
| > Spitalerstraße 22 | double-sided |
| > Poststraße 3 | one-sided |
| > Mönckebergstraße 3 (bus shelter) | one-sided |
| > Mönckebergstraße 4 (bus shelter) | one-sided |
| > Mönckebergstraße 5 (bus shelter) | one-sided |
| > Mönckebergstraße 8 (bus shelter) | one-sided |
| > Mönckebergstraße 16 (bus shelter) | one-sided |
| > Mönckebergstraße 16 (bus shelter) | one-sided |
| > Mönckebergstraße 17 (bus shelter) | one-sided |
| > Mönckebergstraße 17 (bus shelter) | one-sided |
| > Jungfernstieg 1 | double-sided |
| > Jungfernstieg 7 | one-sided |
| > Jungfernstieg ggü. 14 | one-sided |
| > Jungfernstieg 22 | double-sided |
| > Große Bleichen 31 | double-sided |



LOCATIONS

ONE- / DOUBLE-SIDED

Leipzig

| | |
|---|--------------|
| > Brandenburger Straße after Wintergartenstraße | double-sided |
| > Ranstädter Steinweg after Goerdelerring | one-sided |
| > Grimmaische Straße in front of Ritterstraße | double-sided |
| > Grimmaische Straße in front of Reichsstraße | double-sided |
| > Grimmaische Straße after Reichsstraße | double-sided |
| > Petersstraße in front of Thomasgasse | double-sided |
| > Petersstraße after Sporgässchen | double-sided |
| > Petersstraße in front of Preussergässchen | double-sided |
| > Thomasgasse after market | one-sided |

Munich

| | |
|---|-----------|
| > Odeonsplatz near Nr. 17 | one-sided |
| > Ludwigstraße Nr. 11 (Von-der-Tann-Str.) | one-sided |