Electronic Signage

Visitor Guidance indoors & outdoors

Overview

Brand Tool	• LED strip south and north
	• LED screen south and north
	• Wallwashers south and north
Congress Center	• LED wall entrance
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	• Electronical pillars
	• Room signs
Hall 1	• Screen modular
Hall 2	• Screen modular
Exhibition Tower	• Plasma screen
	• Electronical pillar

Brand tool

LED illuminated strips | standard programming

LED strip north
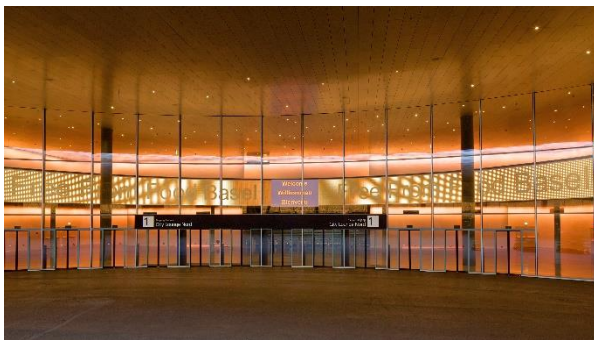

Size: 111m x 2.3m / 1391 x 28 pixel

Static text: RGB colours are required for the background and lettering. These can be in a single colour shade or with a colour gradient (see the section on wallwashers). Low-resolution logos/images can be displayed on the strip.

Moving text: RGB colours are necessary for the background and lettering (25 characters, including spaces, in the Arial font). These can be in a single colour or with a colour gradient (see the section on wallwashers).
The speed of the text can be varied.
Low-resolution logos/images can be included in the moving text.

RSS Feed: the desired RSS Feed must be entered into the system beforehand. It is thus important to include reserve days in your planning. RGB colours are required for the background and lettering.

LED strip south

Size: 112m x 2.3m / 1396 x 28 pixel

Static text: RGB colours are required for the background and lettering. These can be in a single colour shade or with a colour gradient (see the section on wallwashers).
Low-resolution logos/images can be displayed on the strip.

Moving text: RGB colours are necessary for the background and lettering (25 characters, including spaces, in the Arial font). These can be in a single colour or with a colour gradient (see the section on wallwashers).
The speed of the text can be varied.
Low-resolution logos/images can be included in the moving text.

RSS Feed: the desired RSS Feed must be entered into the system beforehand. It is thus important to include reserve days in the planning. RGB colours are required for the background and lettering.

LED strips | customised programming

Size of the north and south strips, see above

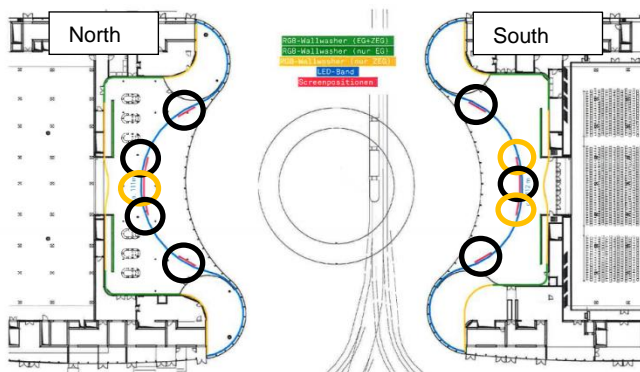Film formats for moving images: mp4 or mov

Still images: jpg, .png

Pixel size: 40 mm, pixel grid: 80x80 mm

➔ **The contents may not exceed 200 MB per file**

Codecs for the production of films:
- Container: mov oder mp4
- Compressor: QuickTime RLE (animation) or H.264
- Resolution:
  north strip: 1391x28 px
  south strip: 1396x28 px
- Colour: 24bit RGB
- Fields: Progressive
- Frame rate: 25

LED screens

The standard configuration (orange circles) is for 2 LED screens to be suspended in the Foyer Süd (south) and one LED screen in the Foyer Nord (north).

There are 5 different screen positions in each foyer (see the black circles in the diagram on the left); a total of 3 screens are available. Rearranging the screens is complex (CHF 5000 will be charged for each rearrangement).

LED screens | programming variants

LED strips | customised programming

Size in pixels: 1152x648 pixel
Size in mm: 4394 mm wide x 2485 mm high
Pixel grid: 3.81 mm

Films: .mov or .mp4
Pictures .jpg or .png
16:9 for PowerPoint
PDF files cannot be displayed

➔ **The contents may not exceed 200 MB per file**

Social Media contents

Tweet Beam

www.tweetbeam.com

Only #Example is used

Visible Tweets

www.visibletweets.ch

Only #Example is used

Messe Congress Center Basel

LED wallwashers

LED wallwashers |standard programming

Wallwashers are coloured LED light sources that flow downwards on a white plastered wall as a background. The walls in the foyer and in the gallery can thus be bathed in different colours.

The wallwashers are set to cold white as standard. Up to 3 different colors can be assigned as desired and, for example, other colors can be used in the foyer below and on the gallery above.

RGB colour

Three-part colour gradient: the right, centre and left can display different colours.

Our recommendation for the colour gradient on moving texts (LED strip): the same colour on the left and the right.

LED wallwashers | customised programming

1280 x 32 pixel for both north and south

Still images: Formats in .jpg, .png

Dynamic images: Formats in .mov, .mp4

➔ The contents may not exceed 200 MB per file

Room signs 26"

LCD screen 26" vertical

Standard inscription

- Time
- Logo
- Title (bold)
- Subtitle

Title and subtitle each to comprise a maximum of 30 characters, including spaces. To the standard inscription a by us defined picture will be visible in the upper section.

Individual inscription

Upper section, format 16:9, landscape format: films, PowerPoints, slide show, directions
Lower section, portrait format: slide shows, directions
Full Screen, portrait format: slide shows, directions, pictures

Size	Location	Orientation	Upper section pixels	Lower section pixels	Full Screen pixels	Files
26"	In front of every room, by the door	Vertical	768 x 433	768 x 930	768 x 1369	jpeg, png, ppt, wmv, mpeg, mov, mp4 (only in upper section)

Plasma screen 103"
in the entrance zone and in the foyer on the 2nd floor

Full-HD display, 103" (16:9)

Standard inscription

Left-hand screen	Right-hand screen
CCB-presentation	- Time - Logo (required as a picture file jpg, gif, png, svg,) - Title - Description of the event - Direction arrow - Room

The title and description each comprise a maximum of 30 characters, including spaces, in the same way as for the standard room signs

A maximum of three to four events / rooms are displayed on one page; this is followed by an automatic page change

Individual inscription

It is not possible to display a PDF file.
All displays have external connections (VGA, RGBHV).

Size	Location	Orientation	Upper section pixels	Lower section pixels	Full Screen pixels	Files
103"	2 in the entrance zone 2 in the foyer on the 2nd floor	horizontal	-	-	1920 x 1080	ppt, pptx, jpeg, png, slide show, mov, mpeg, avi, external Input for TV, live picture, VGA, DVI

Electronical pillars
in the mezzanine and in the foyer on the 2nd floor 52"

LCD display 52" horizontal

Standard inscription

- Time
- Logo
- Title (bold)
- Subtitle

The title and description each comprise a maximum of 30 characters, including spaces, in the same way as for the standard room signs. In the upper part there will be displayed a slideshow with pictures from Basel.
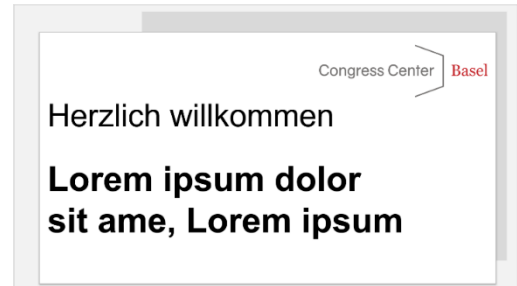
Individual inscription

Upper section, format 16:9, landscape format: films, PowerPoints, slide show, directions
Lower section, portrait format: slide shows, directions
Full Screen, portrait format: slide shows, directions, pictures

Size	Location	Orientation	Upper section pixels	Lower section pixels	Full Screen pixels	Files
52"	1 in the mezzanine between the escalators, 1 in the foyer on the 2nd floor	vertical	1080 x 609	1080 x 1315	1080 x 1920, 16:9 vertical	jpeg, png, slide show, wmv, mpeg, mov, mp4 (only in the upper section)

LED–wall
above entrance 253"

LED display 253"

Standard inscription

PowerPoint format 16:9 with your logo and name of the event.

In rotation with the CCB logo. Changing individual slides when several events are being held, display changes automatically between the different events.

Individual inscription

Individual use with multimedia contents.

Size	Location	Orientation	Upper section pixels	Lower section pixels	Full Screen pixels	Files
253""	exterior facade	horizontal	-	-	1920 x 1080, 16:9	ppt, jpg, gif, anim gif, png, wmv, mpeg, mov, mp4

Hall 1.0 (North)

Screen modular

Modular screen | customised programming

Standard screen format:

Format 4:3, 576 x 432 pixel

Size: 3.84 x 2.88 m
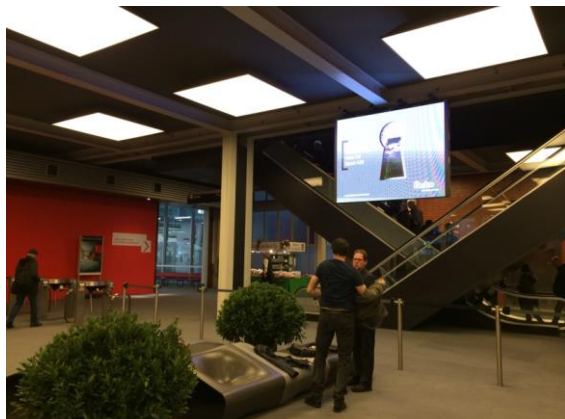
Position: escalactor or mezzanine

pictures: jpg, png, gif
Films: .mov (Quick Time), .mpeg, avi
Presentations: .ppt, .pptx, .pps

Hall 2.0

Screen modular

Modular screen | customised programming

Standard screen format:

Format 4:3, 576 x 432 pixel

Size: 3.84 x 2.88 m

Pictures: jpg, png, gif
Films: .mov (Quick Time), .mpeg, avi
Presentations: .ppt, .pptx, .pps

Exhibition tower

Plasma screen 65" | customised programming
(in the entrance zone/escalator)

Full-HD (High Definition) display

max. resolution 1920x1080
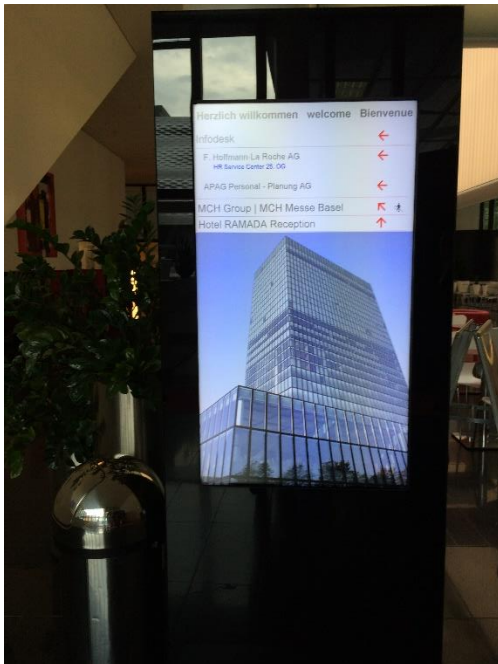
Format 16:9

Pictures .jpg, .ppt, .pptx, .png, slide show

Films: .mov, .mpeg, .avi, external input for TV, Live Picture, VGA, DVI

PDF is not possible

Pillar | standard inscription
(in the entrance zone)

- time
- logo (as an image in jpg, gif, png, svg)
- title in bold
- sub-title

Can only be used by agreement with the infodesk in the exhibition tower block.