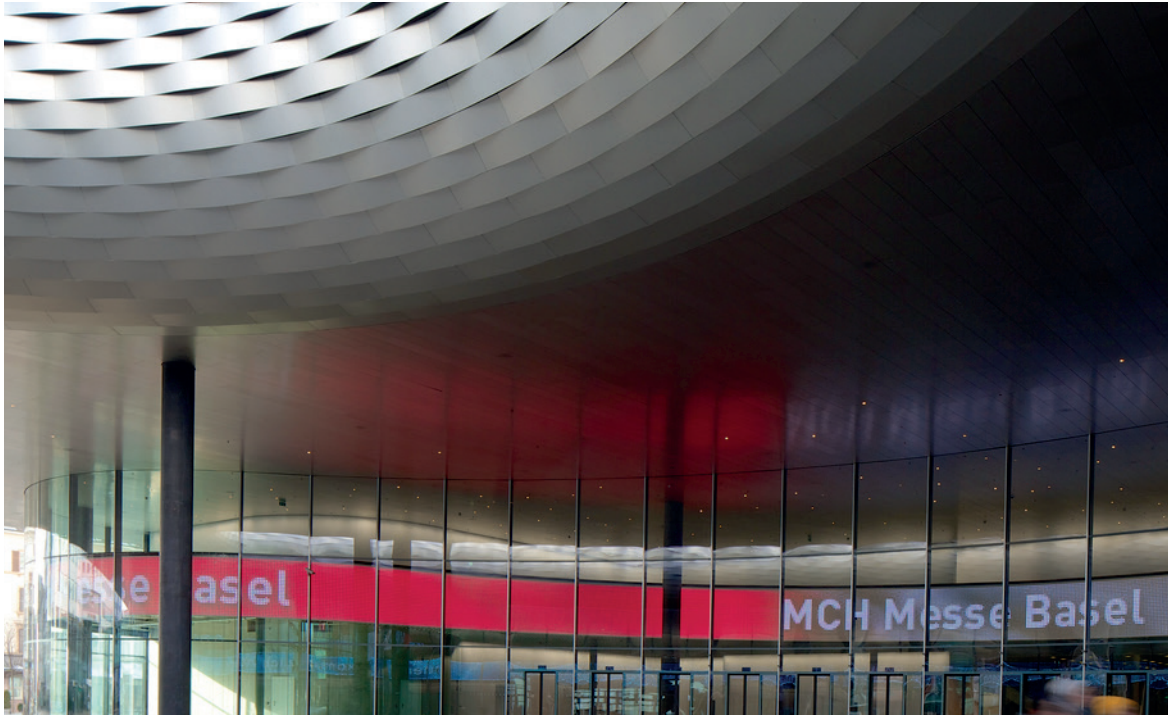


ELECTRONIC VISITOR GUIDANCE

Besucherführung Innen- und Aussenbereich

Datum: 30. Juli 2025





ELECTRONIC VISITOR GUIDANCE

Visitor guidance indoors and outdoors

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OVERVIEW

BRAND TOOL

LED strip south and north

LED screen south and north

Wallwasher south and north

CONGRESS CENTER

LED wall entrance

Plasma screens

Electronic steles

Room signage

HALLE 1

Modular screen

HALLE 2

Modular screen

MESSETURM

Plasma Screen

Pillar

BRAND TOOL

LED light strips | Standard text display (static or scrolling text)

LED STRIP | NORTH FOYER



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

Static text: RGB colors are required for the background and font, which can be assigned a single color or a color gradient. Rough logos and images can be displayed on the band.



Running text: RGB colors are required for the background and font (125 characters with spaces in Arial font) which can be assigned a single color or a color gradient. Rough logos/ images can be integrated into the running text.

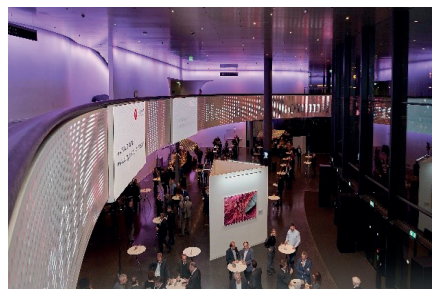
RSS feed: The desired RSS feed must be entered into the system in advance, so allow for extra days in your planning. RGB colors are required for the background and font.

LED STRIP SOUTH FOYER



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

Static text: RGB colors are required for the background and font, which can be assigned a single color or a color gradient (see Wallwasher chapter). Rough logos/ images can be displayed on the strip.



Running text: RGB colors are required for the background and font (125 characters with spaces in Arial font), which can be assigned a single color or a color gradient. Rough logos/ images can be integrated into the running text.

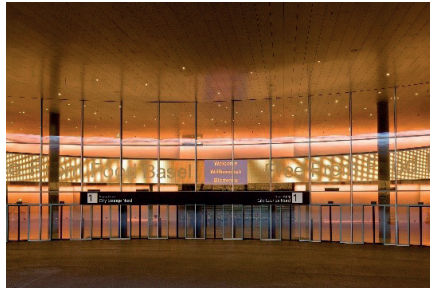
RSS feed: The desired RSS feed must be entered into the system in advance, so allow for extra days in your planning. RGB colors are required for the background and font.

LED light strips | Customized display

LED BAND FOYER SÜD | NORD



NORD BAND



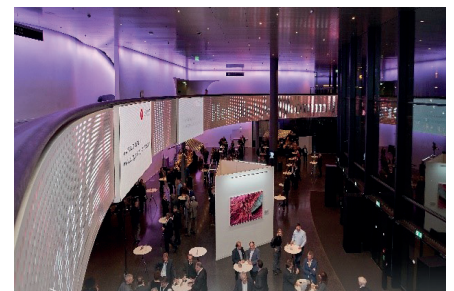
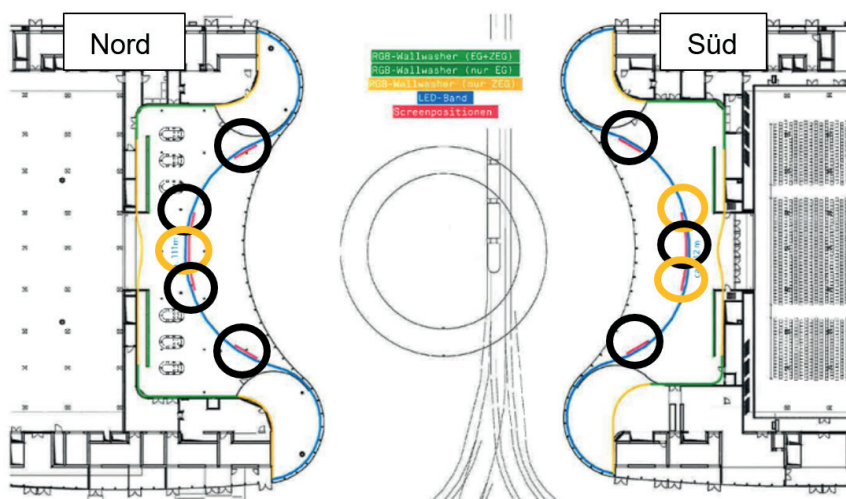
SÜD BAND

Film formats for moving images: mp4
Still images: jpg, .png
Pixel size: 40 mm,
pixel grid: 80x80 mm.
The contents of each file must not
exceed 200 MB.

Codecs for film production:
Container: mp4
Compressor: H.264
Resolution:
Frame rate: 25

North band: 1391x28 px,
South band: 1396x28 px
Color: 24-bit RGB
Fields: Progressive

LED SCREENS



Size in pixels:
1152x648 pixels
Size in mm:
4394 mm wide x 2485 mm high

NORD BAND

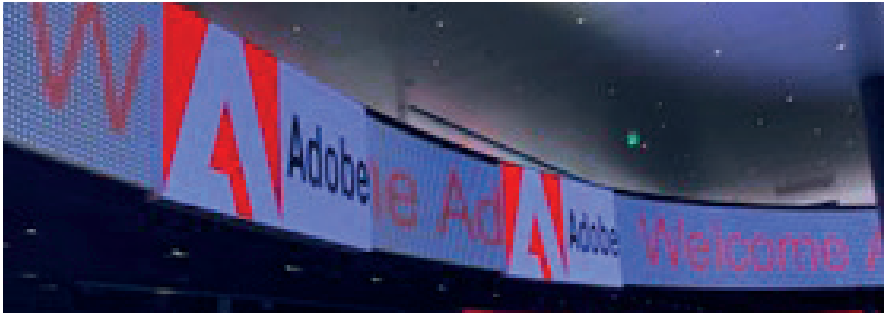
As standard (orange), there are two LED screens in the south foyer and one LED screen in the north foyer.

There are five different positions for the screens in each foyer (see black circles in the image on the left), with three screens available as standard. The conversion is complex (CHF 5,000.00 is charged per conversion per screen).

Pixel grid: 3.81 mm
Movies: .mp4
Images: .jpg or .png
16:9 for PowerPoint
PDF files cannot be displayed.
The content of each file must not
exceed 200 MB.

LED Wallwasher

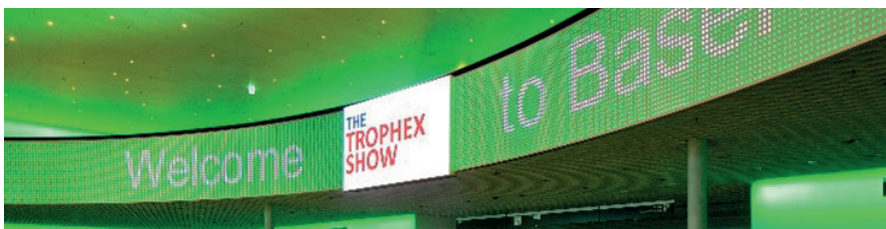
STANDARD RECORDING:



Wallwashers are colored LED light points that flow down a white plaster wall as a background. This allows the walls in the foyer and gallery to glow in different colors.

The wallwashers are set to cool white as standard.

CUSTOMIZED PROGRAMMING:



North and south: 1280 x 32 pixels each

Static images: formats in .jpg, .png

Dynamic images: formats in .mp4

The content must not exceed 200 MB per file.

Colouring in RGB

Color gradient in 3 parts: right, center, and left can be assigned different colors.

Our recommendation for the color gradient on scrolling text (LED strip): Same color on the left and right.

CONGRESS CENTER

Room signage 26»

LED SCREENS



26» VERTICAL LCD SCREEN

Standard labeling

- Time
- Logo
- Title in bold
- Subtitle

Title and subtitle max. 30 characters each, including spaces.

In the standard layout, an image defined by us is automatically displayed in the upper part.

Custom labeling

Upper section, 16:9 format, landscape: films, PowerPoint, slideshows, directions

Lower section, portrait format: slideshows, directions

Full screen, portrait format: slideshows, directions, images

Size	in front of each room, next to the door
Placement	vertical
Orientation	768 x 433
Upper part pixels	768 x 930
Lower part pixels	768 x 1369
Full screen pixels	1x Digital print on PVC film incl. installation/removal
Files	jpeg, png, ppt, mp4 (only in the upper part)

103» plasma screen
in the entrance area and foyer on the 2nd floor

LED SCREENS



FULL-HD DISPLAY, 103" (16:9)



STANDARD LABELING

Left screen

CCBresentation

Right screen

Time

Logo (must be supplied as an image in jpg, gif, png, or png svg format)

Title and description of the event

Direction arrow and room

The title and description consist of a maximum of 30 characters each, including spaces, similar to standard room labeling.

A maximum of 3-4 events/rooms are displayed on one page, after which the page automatically changes.

CUSTOMISED LABELING

It is not possible to display a PDF file.

All displays have external connections (VGA, RGBHV).

Size	103"
Placement	2 in the entrance area 2 in the foyer on the 2nd floor
Orientation	Horizontal
Upper part pixels	--
Lower part pixels	--
Full screen pixels	1920 x 1080
Files	ppt, pptx, jpeg, png, slide show

Pillars on the intermediate floor and foyer, 2nd floor, 52»



LCD-DISPLAY 52" HORIZONTAL

STANDARD LABELING

- Time
- Logo
- Title in bold
- Subtitle

The title and description consist of a maximum of 30 characters each, including spaces, similar to standard room signage. A standard slideshow with images of Basel is displayed in the upper section.

CUSTOMISED LABELING

Upper section, 16:9 format, landscape: films, PowerPoint, slideshow, directions

Lower section, portrait format: slideshows, directions

Full screen, portrait format: slideshows, directions, images

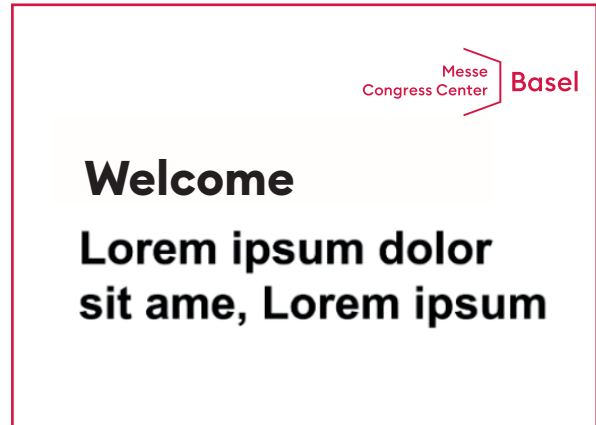
Size	52"
Placement	1 on the intermediate floor between the escalators, in the foyer
Orientierung	vertikal
Upper part pixels	1080 x 609
Lower part pixels	1080 x 1315
Full screen pixels	1080 x 1920, 16:9 Vertical format
Files	jpeg, png, slide show, mp4 (nur im oberen Teil)

103» plasma screen
in the entrance area and foyer on the 2nd floor

LED SCREENS



FULL-HD DISPLAY, 103 (16:9)



STANDARD LABELING

PowerPoint format 16:9 with your logo and event name
Images (jpg, gif, animated gif, png) 1920 x 1080 pixels

Alternating with the CCB logo. If there are multiple events, the slides will change automatically. One event per slide will be displayed.

INDIVIDUAL LABELING

Individual use with multimedia content.

Size	253"
Placement	Aussen-fassade
Orientation	Horizontal
Upper part pixels	--
Lower part pixels	--
Full screen pixels	1920 x 1080 16:9
Files	ppt, jpg, mp4

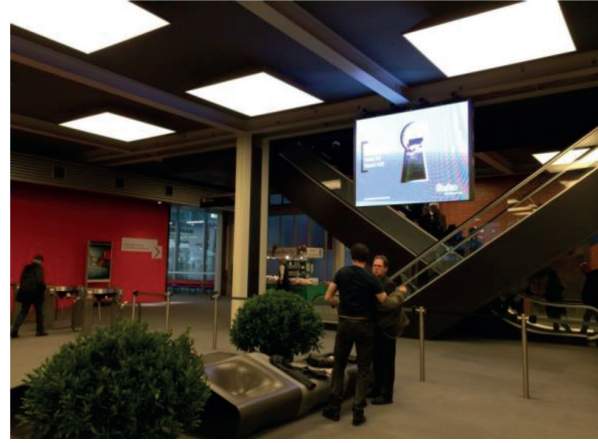
HALL 1

Modular screen

SCREENS MODULAR FOR INDIVIDUAL PROGRAMMING



65» PLASMA SCREEN IN THE ENTRANCE AREA/ESCALATOR



65» PLASMA SCREEN IN THE ENTRANCE AREA (HALL 2)

Screen Size	576 x 432 Pixel
Shape	4:3
Size	3.84 x 2.88 m
Position	Rolltreppe oder Zwischengeschoss
Images	jpg, png, gif
Movies	.mov (Quick Time), .mpeg, avi
Presentations	.ppt, .pptx, .pps

HALL 2

Modular screen

Screen Size	576 x 432 Pixel
Shape	4:3
Size	3.84 x 2.88 m
Position	Rolltreppe oder Zwischengeschoss
Images	jpg, png, gif
Movies	.mov (Quick Time), .mpeg, avi
Präsentations	.ppt, .pptx, .pps

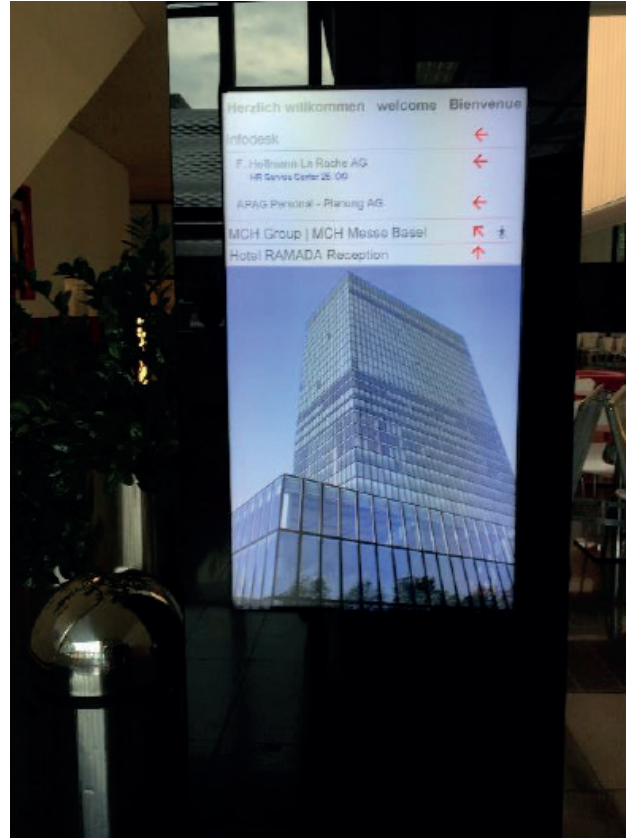
PDF files cannot be displayed.

MESSETURM

Plasma screen and pillar



65» PLASMA SCREEN IN THE ENTRANCE AREA/ESCALATOR



STELE | STANDARD ALLOCATION (IN THE ENTRANCE AREA)

PLASMA SCREEN 65" | FULL HD DISPLAY

Screen size	Maximum resolution 1920x1080
Shape	16:9
Position	Entrance area
Images	.jpg, .ppt, .pptx, .png, slide show
Movies	.mov, .mpeg, .avi, external input for TV, Live Picture, VGA, DVI

PDF können nicht angezeigt werden.

PILLAR

- Time
- Logo (as image in jpg, gif, png, svg)
- Title in bold
- Subtitle

Can only be booked in consultation with the Messeturm information desk.

ELECTRONIC VISITOR GUIDE MESSE BASEL

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www.messe-basel.com

