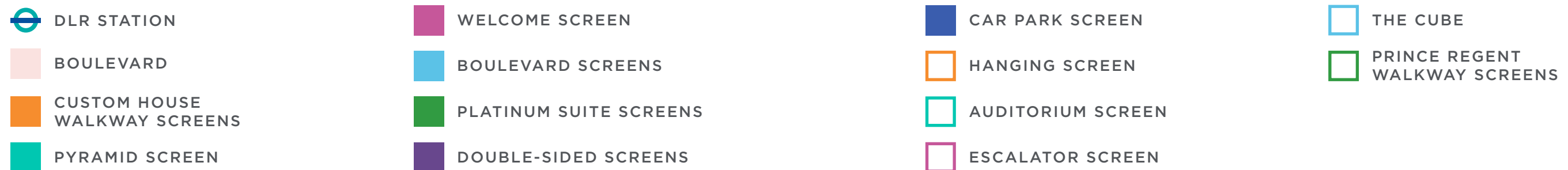


# Dynamic advertising and promotion

Choose from over 40 digital sites designed to capture your audience during their visit to ExCeL London.

A range of high-profile locations in public areas, both inside and outside the venue, give your brand scope for eye-catching and innovative promotion.

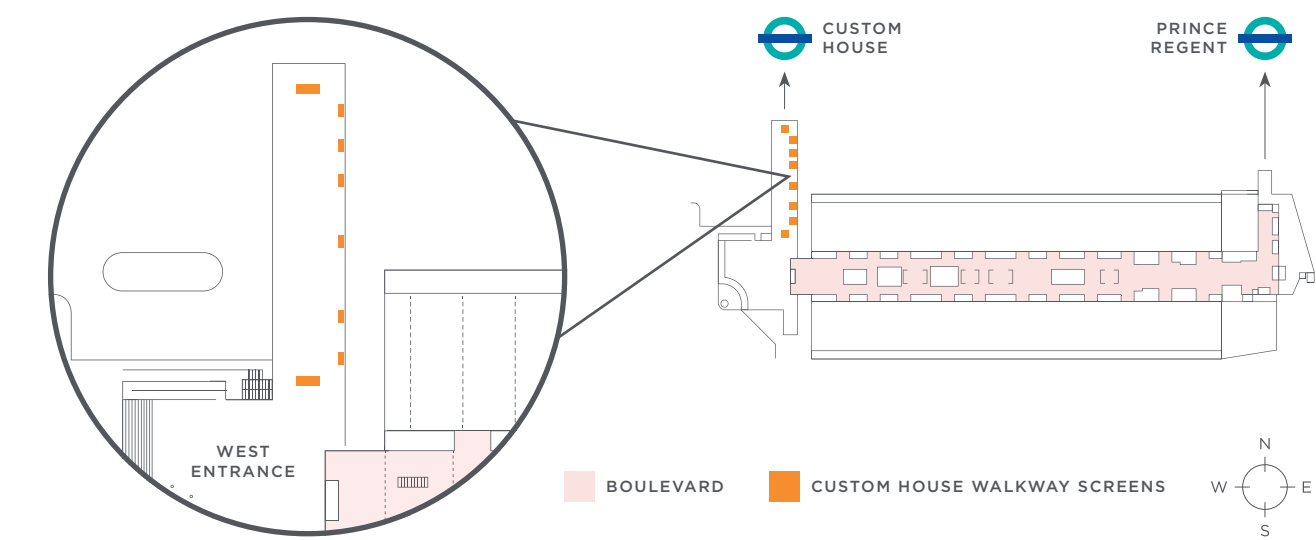
A range of high-profile locations in public areas, both inside and outside the venue, give your brand scope for eye-catching and innovative promotion.



# Custom House walkway screens

As visitors leave Custom House station, they walk along a covered walkway before arriving at the entrance to the venue.

First impressions count. There are two hanging screens, complemented by six screens on the left-hand-side for extra impact.



## Configuration - Hanging screens

### Arrival – with Venue Wayfinding

Dimensions (W x H)	4,000mm x 1,500mm
Resolution (W x H)	1,024 x 384 px
Content ratio	8:3
One 10 second slot (partial screen)	per 120 seconds

### Departure

Dimensions (W x H)	4,000mm x 2,000mm
Resolution (W x H)	1,024 x 512 px
Content ratio	2:1
One 10 second slot	per 120 seconds

## Configuration - Walkway wall screens

Dimensions (W x H)	935mm x 1,660mm
Resolution (W x H)	2,160 x 3,840 px
Content ratio	9:16
One 10 second slot	per 120 seconds

## Screen layout

### Front (arrival)



### Back (departure)



### Walkway

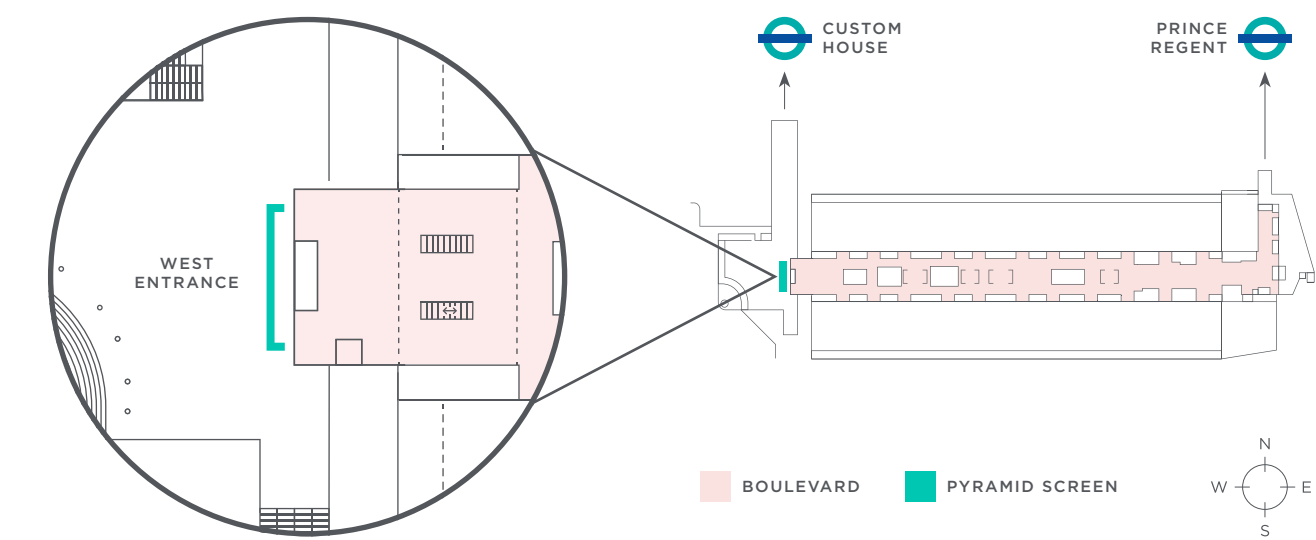


\*Always-on Wayfinding



# Pyramid screen

A seamless digital screen surrounds the Pyramid west entrance creating a unique digital arrival experience for visitors.



## Configuration

### Full screen

Dimensions (Total W x Total H)	11,009mm x 4,099mm
Resolution (Total W x Total H)	3,072 x 1,024 px (of which 512 px will wrap around the edges)
Content ratio	27:9
One 10 second slot	per 120 seconds

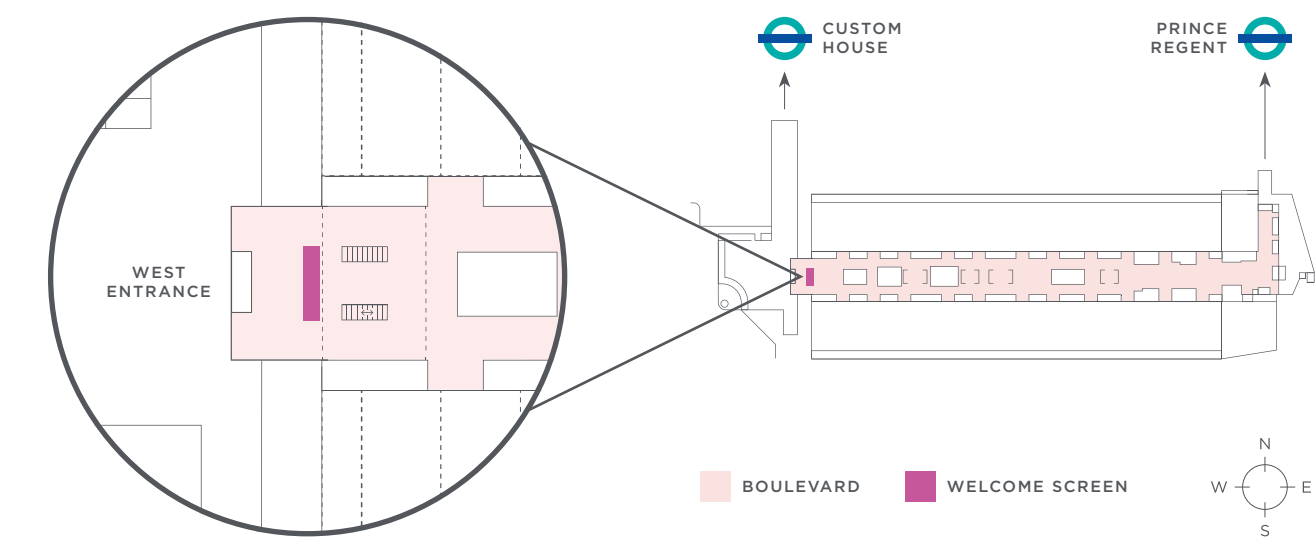
## Screen layout





# Welcome screen

A high impact welcome screen inside the west entrance to capture visitors' attention as soon as they arrive.



## Configuration

### Full screen

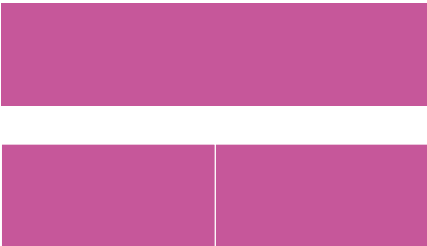
Dimensions (W x H)	12,298mm x 2,889mm
Resolution (W x H)	4,608 x 1,080 px
Content ratio	39:9
One 10 second slot	per 120 seconds

### Half screen

Dimensions (W x H)	6,149mm x 2,889mm
Resolution (W x H)	2,304 x 1,080
Content ratio	19.5:9
One 10 second slot	per 120 seconds

## Screen layout

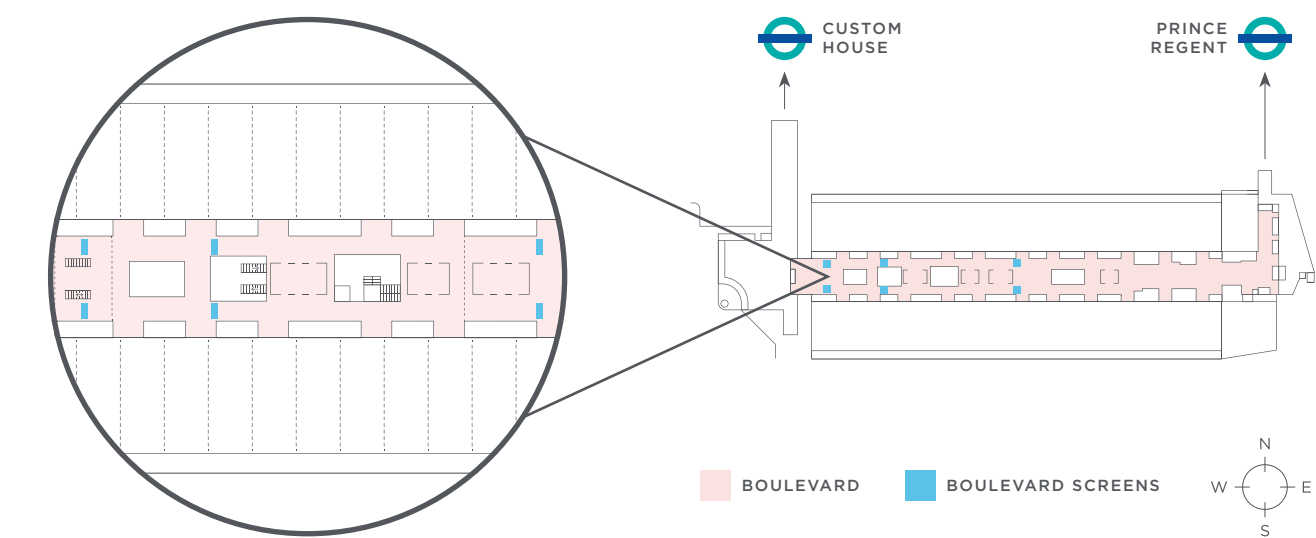
### Promotional space





# Directional screens

Looking down the Boulevard there are six double-sided hanging screens, three on each side of this internal thoroughfare. As these screens host the venue signage, they are an obvious draw for people as they orientate themselves.



## Configuration

Dimensions (W x H)	4,106mm x 1,159mm
Resolution (W x H)	1,280 x 720 px
Content ratio	16:9
One 10 second slot	per 120 seconds

## Screen layout

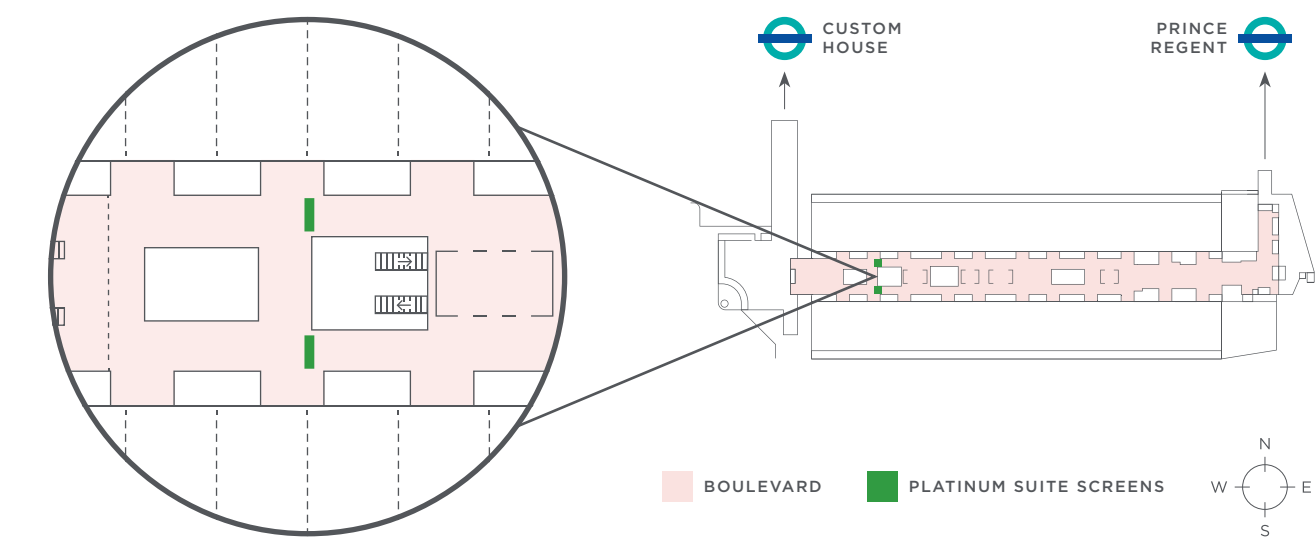


\*Always-on Wayfinding



# Platinum Suite screens

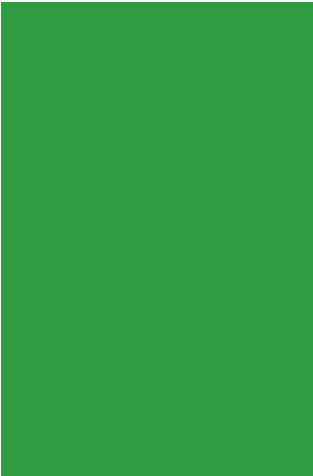
By the entrance to the stand-alone conference centre, The Platinum Suite, two prominently placed screens are guaranteed to catch the attention as people walk towards the entrance of their event, or as they relax in the Costa Coffee lounge.



## Configuration

Dimensions (W x H)	2,000mm x 3,000mm
Resolution (W x H)	320 x 480 px
Content ratio	2:3
One 10 second slot on both screens	per 120 seconds

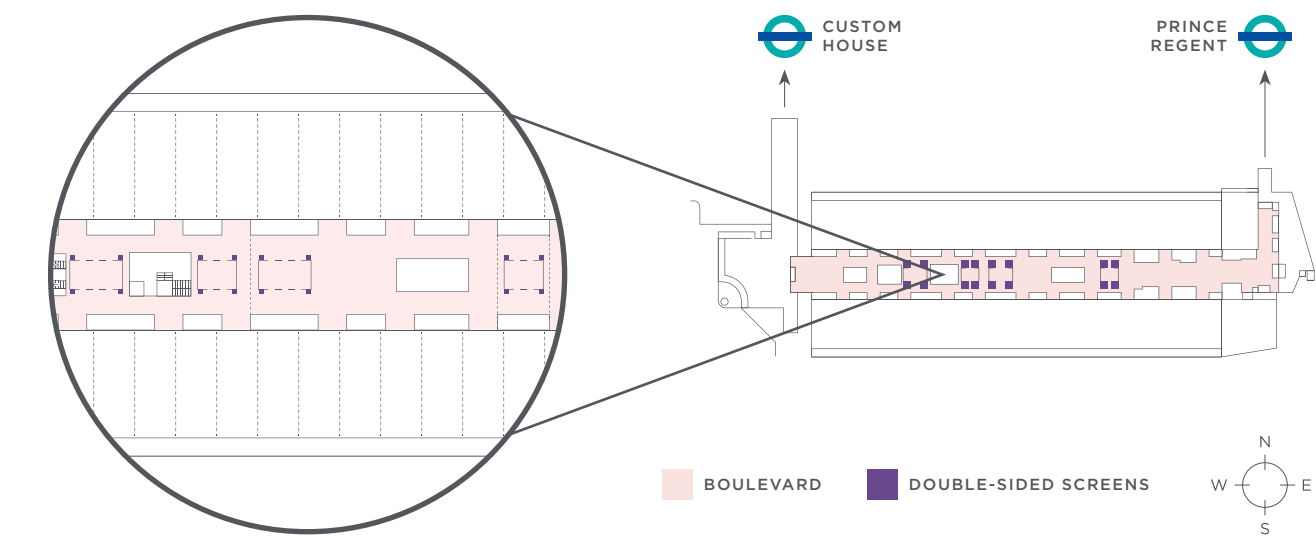
## Screen layout





# Razor screens

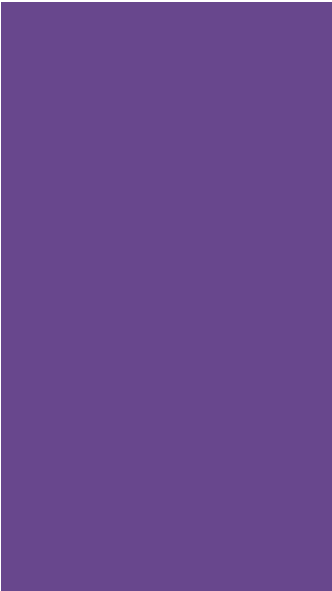
There are 16 double-sided screens sitting above the food court seating area. These are prominently placed so the content is highly visible whether visitors are walking down the Boulevard or relaxing with a drink and a bite to eat.



## Configuration

Dimensions (W x H)	573mm x 1,010mm
Resolution (W x H)	1,080 x 1,920 px
Content ratio	9:16
One 10 second slot on 16 screens	per 120 seconds

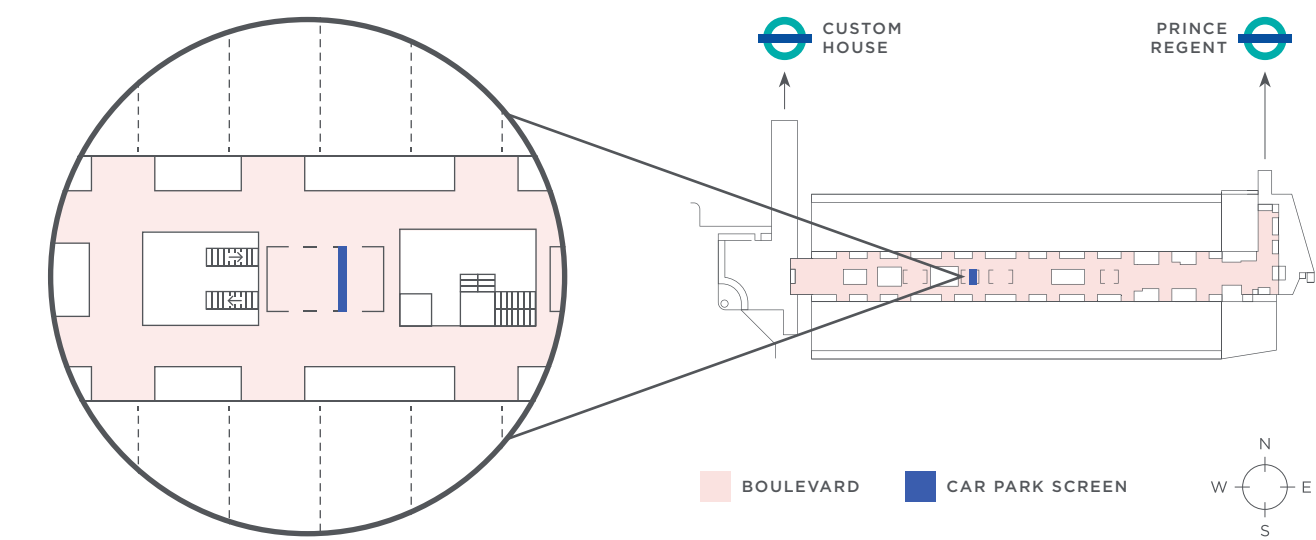
## Screen layout





# West hanging screen

Suspended above the entrance to the car park, this high impact double-sided screen has the unique benefit of being visible as visitors arrive and leave by car, as well as from the Boulevard.



## Configuration

### Full screen

Dimensions (W x H)	7,000mm x 3,000mm
Resolution (W x H)	1,176 x 504 px
Content ratio	21:9
One 10 second slot	per 120 seconds

### Partial - with Venue Wayfinding

Dimensions (W x H)	5,300mm x 3,000mm
Resolution (W x H)	896 x 504 px
Content ratio	16:9
One left section slot for 10 seconds	per 120 seconds

## Screen layout

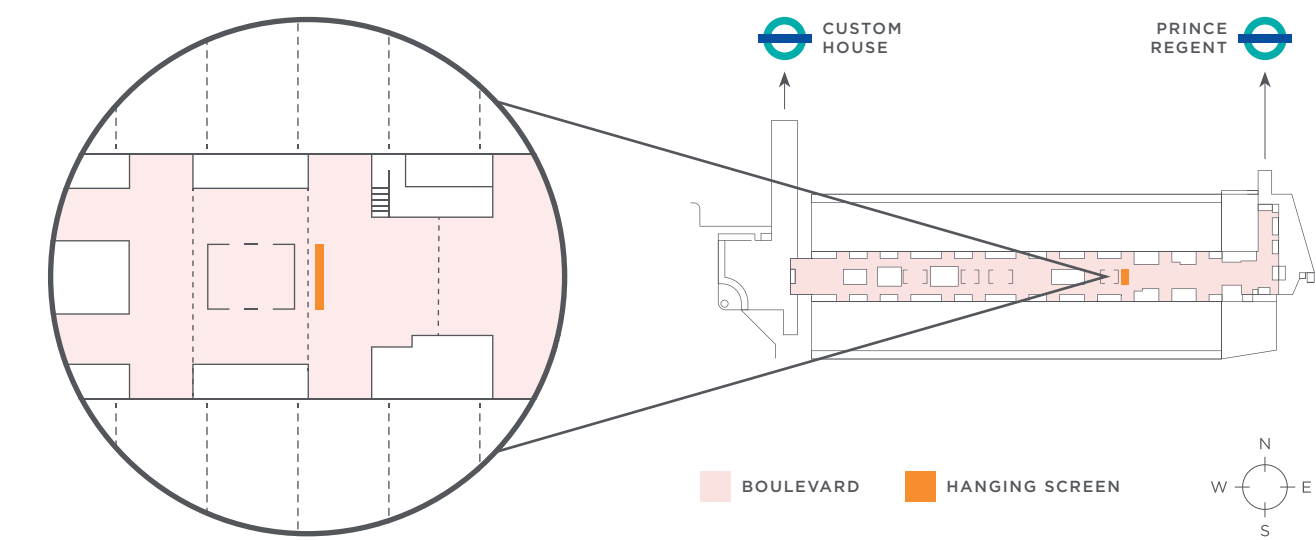


\*Always-on Wayfinding



# East hanging screen

Prominently located above a seating area at the east of the venue, this double-sided screen is visible from a large number of retail outlets, including a Costa Coffee and Subway.



## Configuration

### Full screen

Dimensions (W x H)	7,178mm x 2,020mm
Resolution (W x H)	2,688 x 756 px
Content ratio	32:9
One 10 second slot	per 120 seconds

### Partial

Dimensions (W x H)	3,589mm x 2,020mm
Resolution (W x H)	1,345 x 756 px
Content ratio	16:9
Middle section with wayfinding for 10 seconds	per 120 seconds

## Screen layout

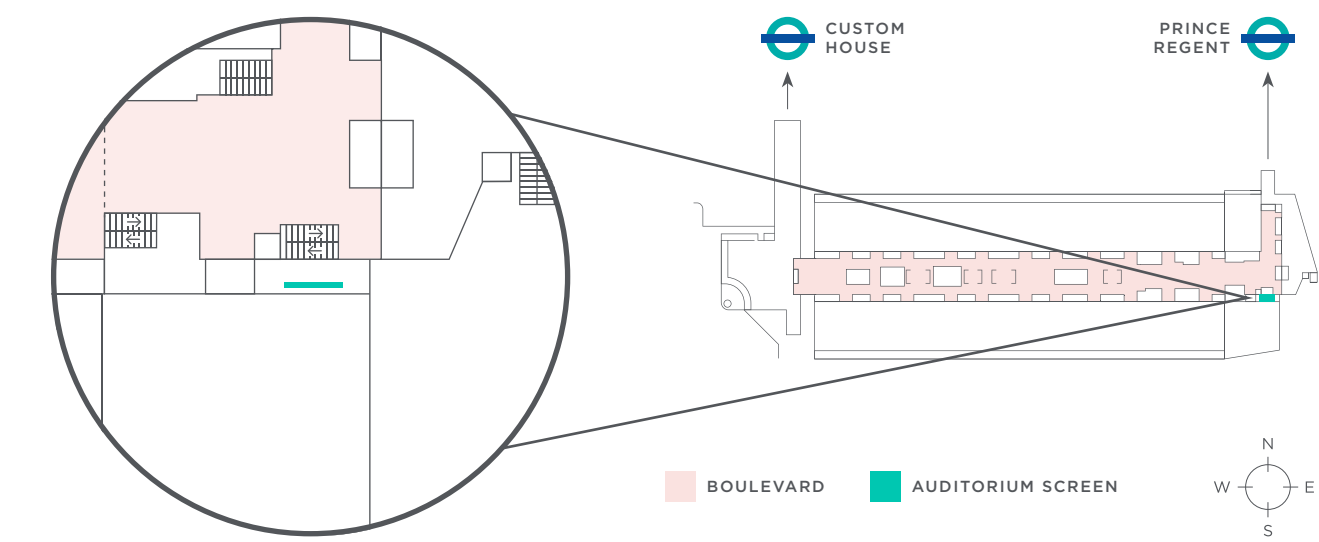


\*Always-on Wayfinding



# Auditorium screen

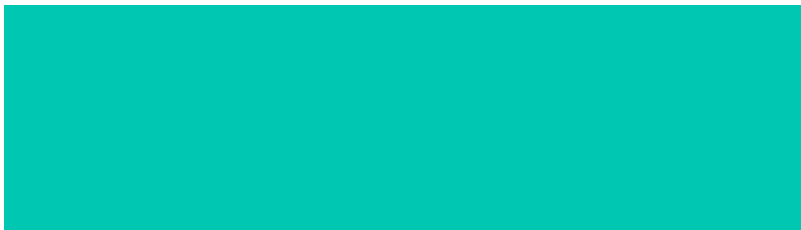
The auditorium is the centre piece of the International Convention Centre. The screen is highly visible as visitors enter their event.



## Configuration

Dimensions (W x H)	7,178mm x 2,020mm
Resolution (W x H)	2,688 x 756 px
Content ratio	32:9
One 10 second slot	per 120 seconds

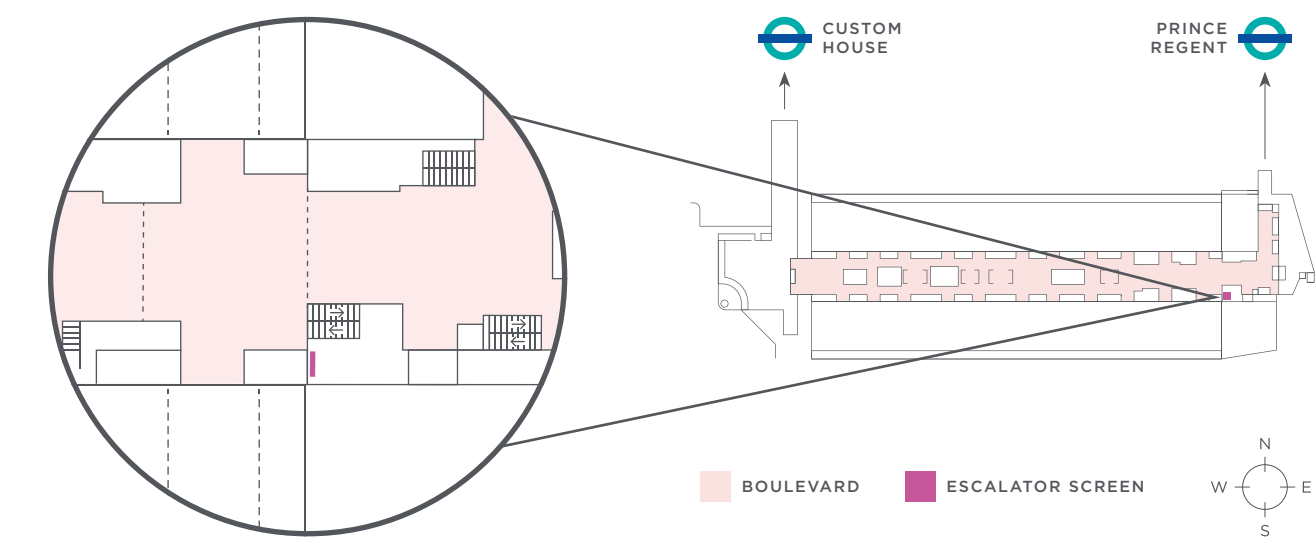
## Screen layout





# Escalator screen

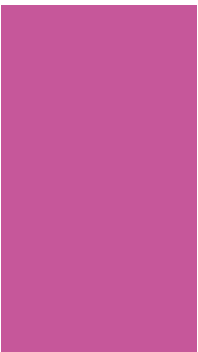
This screen is positioned as visitors go up and down the escalators in the International Convention Centre, between the boulevard and the Capital Hall and the Auditorium.



## Configuration

Dimensions (W x H)	1,738mm x 3,082mm
Resolution (W x H)	1,080 x 1,920 px
Content ratio	9:16
One 10 second slot	per 120 seconds

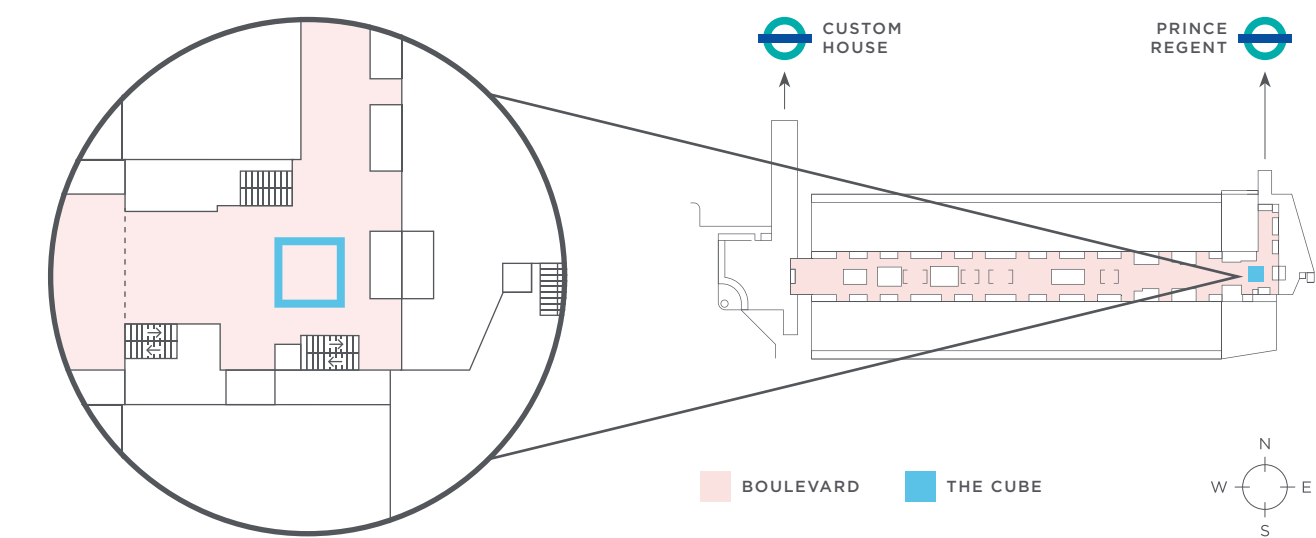
## Screen layout





# The Cube

The cube is in the heart of the International Convention Centre lobby. Visible on four sides, it captures every visitor who enters the building by the east entrance. Highly impactful, with wayfinding as part of the rotation, it helps guide visitors to their event and the venue facilities.



## Configuration

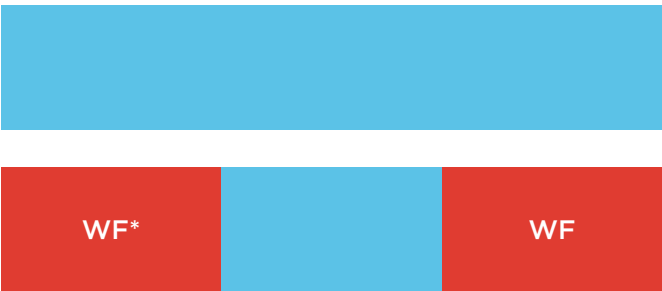
### Full screen

Dimensions (W x H)	6,144mm x 1,156mm
Resolution (W x H)	3,840 x 720 px
Content ratio	48:9
One full screen slot on four sides for 10 seconds	per 120 seconds

### Partial

Dimensions (W x H)	2,048mm x 1,156mm
Resolution (W x H)	1280 x 720 px
Content ratio	16:9
One full screen slot with wayfinding on all four sides for 10 seconds	per 120 seconds

## Screen layout

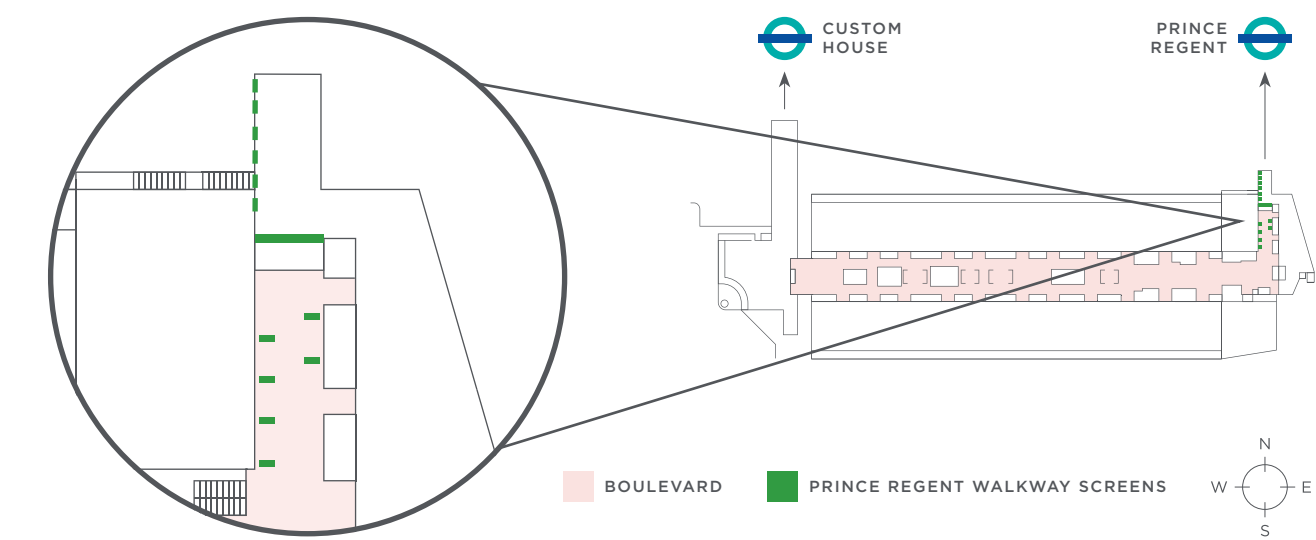
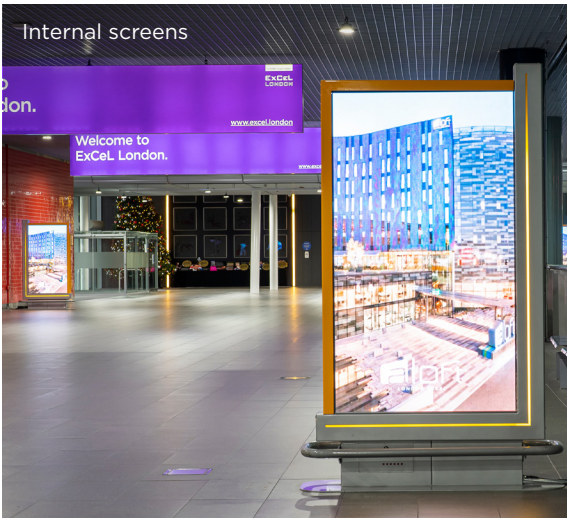
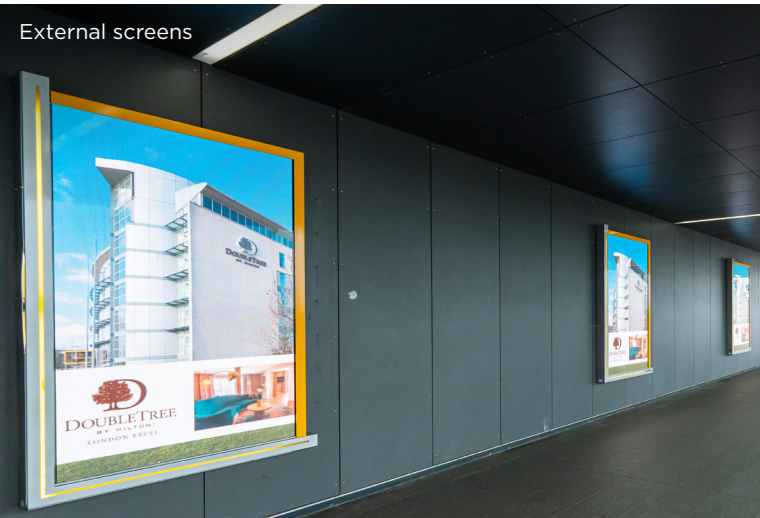


\*Always-on Wayfinding



# Prince Regent walkway screens

As visitors leave Prince Regent station, they arrive directly at the east entrance of the venue. There are six screens running the length of the external walkway, a large entrance screen above the entrance and another six double-sided screens interspersed on the internal walkway. A big splash for any brand.



## Configuration

### External walkway screens

Dimensions (W x H)	1,000mm x 1,750mm
Resolution (W x H)	384 x 672 px
Content ratio	4:7
One full screen slot on six screens for 10 seconds	per 120 seconds

### External entrance screen

Dimensions (W x H)	11,500mm x 1,000mm
Resolution (W x H)	2,880 x 384 px
Content ratio	15:2
One 10 second slot	per 120 seconds

### Internal walkway screens

Dimensions (W x H)	1,000mm x 1,750mm
Resolution (W x H)	384 x 672 px
Content ratio	4:7
One full screen slot on both sides of six screens for 10 seconds	per 120 seconds

## Screen layout



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