Moscone Center

Digital Signage
## Information

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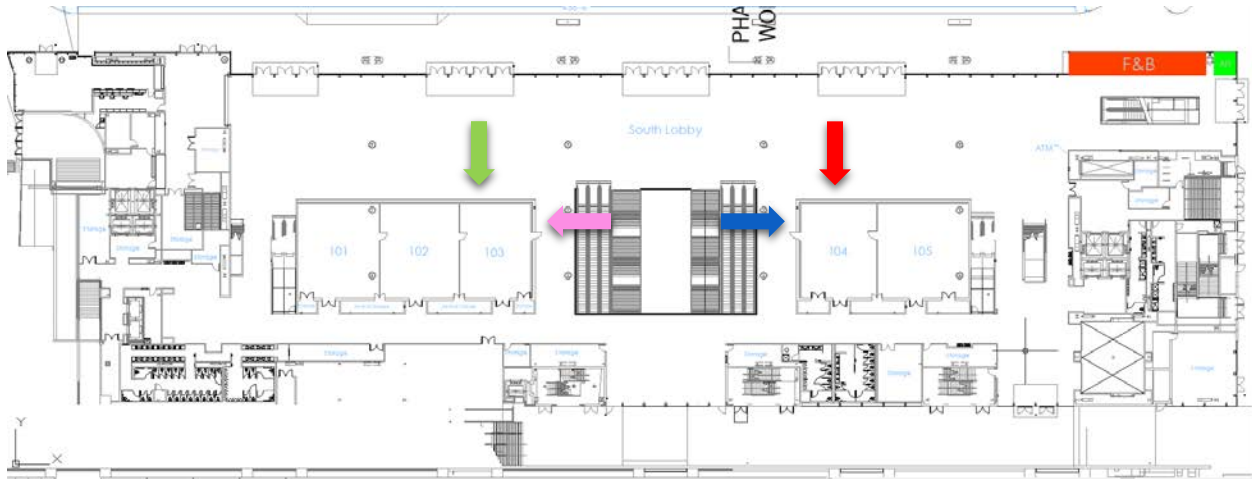- Guidelines for all screens
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Lobby Screens
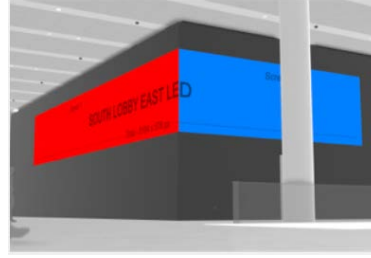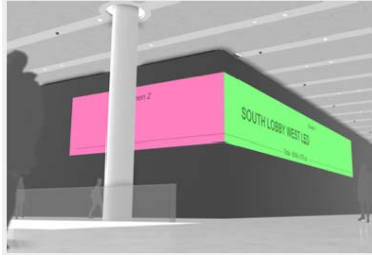
South Lobby

West LED Display (20)

73'9$^{13/16}$" x 9'10$^{1/8}$"

4320 x 576 Pixels

29'6$^{5/16}$" x 9'10$^{1/8}$"

1728 x 576 Pixels

Full size of display

6048 x 576 Pixels

10' from floor to bottom edge of screen

Content must be created for the FULL size of each display. These displays are one screen

East LED Display (19)

59'0$^{11/16}$" x 9'10$^{1/8}$"

3456 x 576 Pixels

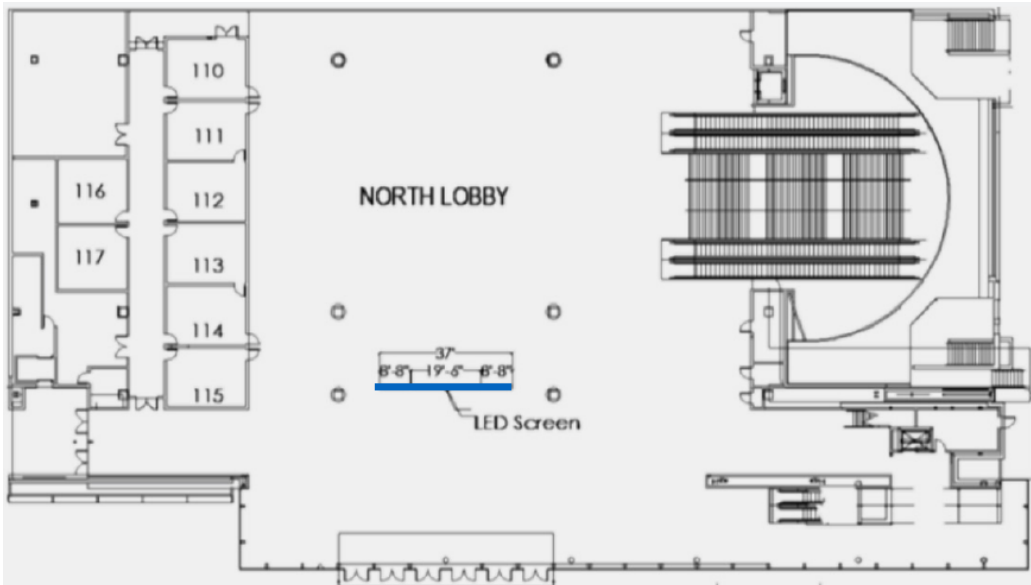29'6$^{5/16}$" x 9'10$^{1/18}$"

1728 x 576 Pixels

Full size of display

5184 x 576 Pixels

10' from floor to bottom edge of screen

Content must be created for the FULL size of each display. These displays are one screen

North Lobby (15)

19'6" x 3'5"

1408 x 216 Pixels

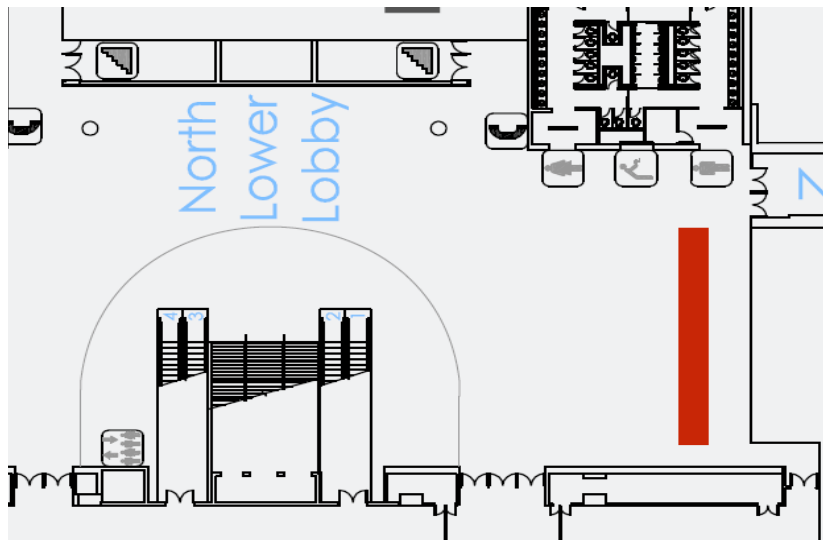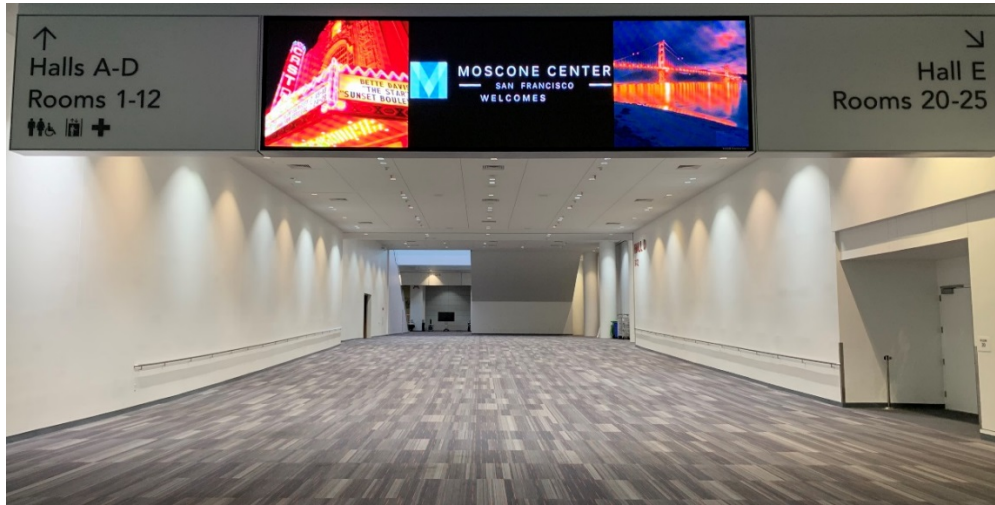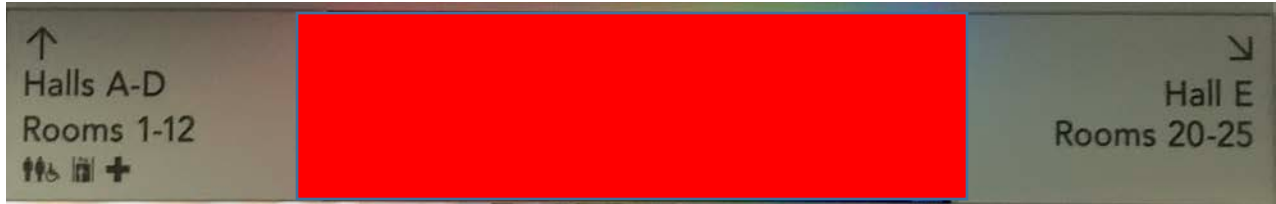*10'11" from floor to bottom edge*

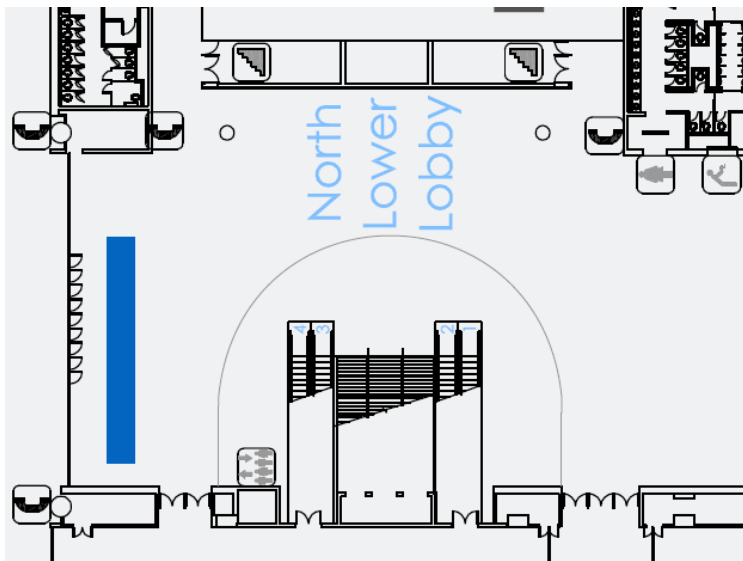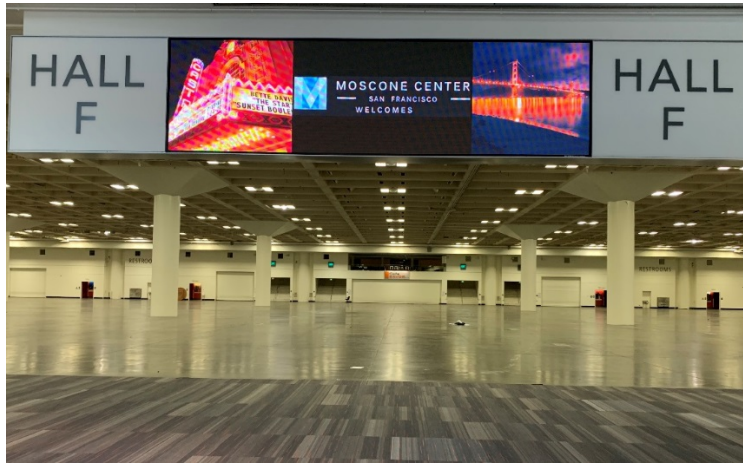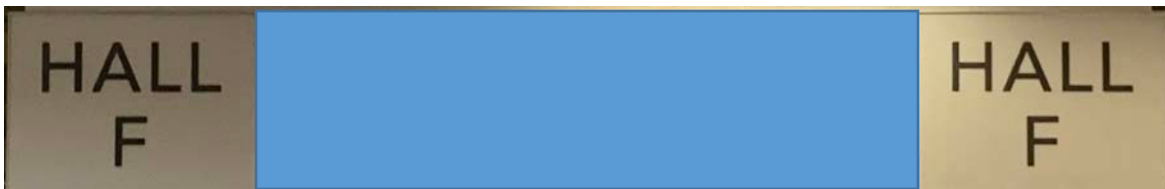# Large Screens

North Concourse (17)

19′ 11.4″ x 5′ 7.3″

4800 x 1350 Pixels

12′ 7″ from floor to bottom edge

Hall F Entrance (16)
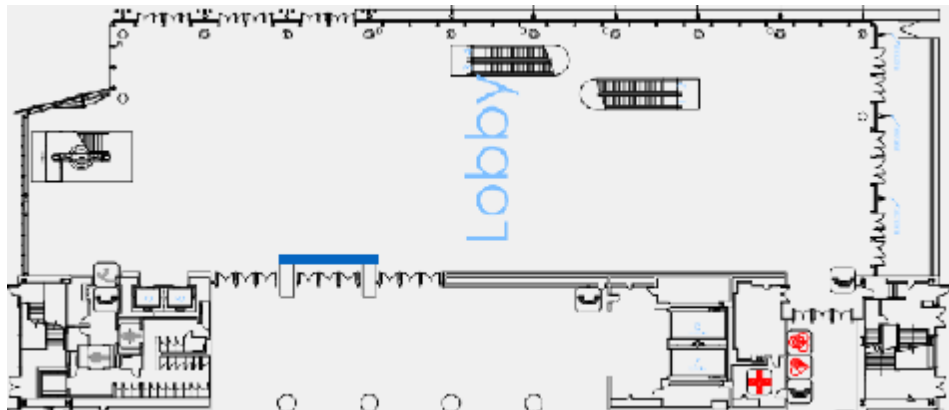

19' 11.4" x 5' 7.3"

4800 x 1350 Pixels

12' from floor to bottom edge

West

Level 1 Lobby (18)

29'11.1" x 6'8.8"

7200 x 1620 Pixels

11'7" from floor to bottom edge

Content Considerations

- ## Avoid large regions of white
  - o The use of large regions of white or very light backgrounds should be avoided. Large areas of white are very bright, are more revealing of any small imperfections in the LED grid, and can overwhelm other content
  - o Use darker, rich colors. The displays support a full spectrum of rich, vibrant color. Deeper tones display more effectively than lighter, pastel-oriented tones.

- ## Avoid too much copy
  - o Static images are only present on the display long enough to read a single sentence or two.
  - o Break up longer messages. Text should be used sparingly and should be made as bold and easy-to-read as possible. Combining text with illustrative or photographic imagery with a strong focal point is optimal.

- ## Avoid single pixel lines
  - o Thin horizontal or vertical lines often have difficulty rendering on LED displays (looking either jagged or disappearing altogether).
  - o Use thick of dotted lines. If horizontal or vertical lines must be used, it is recommended to use 2-3 pixel wide lines or thicker, or wide-spaced dotted lines.

Lobby Screen Design Specifications

(North, South, & West Lobbies)

Motion

- Resolution
    - South Lobby West – 6048x576 Pixels
    - South Lobby East – 5184x576 Pixels
    - North Lobby – 1408x216 Pixels
    - North Concourse – 4800x1350 Pixels
    - North Hall F Entrance – 4800x1350 Pixels
    - West Lobby 1 – 7200x1620 Pixels
- File Format - MP4 (H.265/HEVC codec)
- Minimum of 60fps (no dropped frames)
- Videos must end on a whole second. Fractional seconds are not supported (South Lobby West, South Lobby East, and North Lobby only).
- Video Bit Rate – 15mbps CBR (Constant Bit Rate)
- No audio
- Displays cannot run live video feeds.
- File size cannot exceed 1GB

Static

- Resolution
    - South Lobby West – 6048x576 Pixels
    - South Lobby East – 5184x576 Pixels
    - North Lobby – 1408x216 Pixels
    - North Concourse – 4800x1350 Pixels
    - North Hall F Entrance – 4800x1350 Pixels
    - West Lobby 1 – 7200x1620 Pixels
- File Format – PNG & JPG (@72 DPI)
- Color – RGB Color Format
- Quality – Best Settings
- Content can be run on a loop for entire duration or up to four separate scheduled times per day.

Other

- Displays are completely independent and cannot be synced together.
- Please use the schedule template found on the Moscone Center Cloud Server
- Files should be uploaded to the Moscone Center Cloud Server – contact esignage@moscone.com for access.

Meeting Room Screens
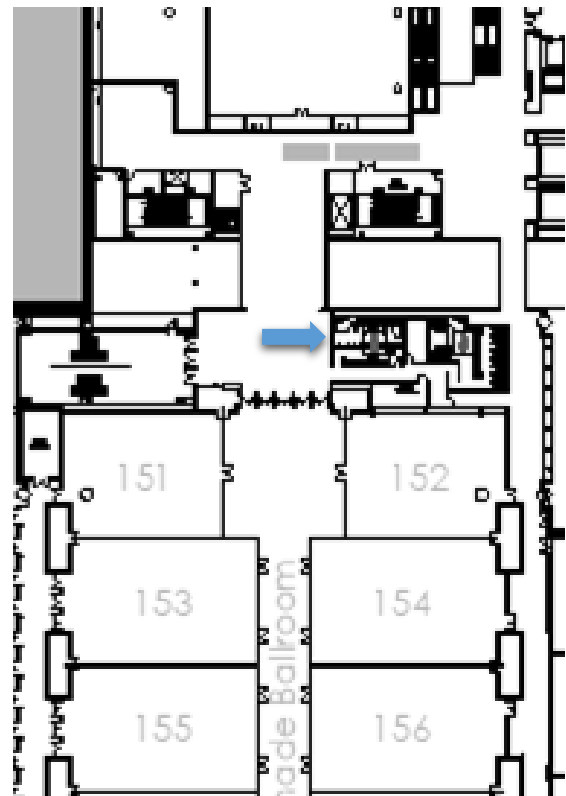
South Lobby Meeting Rooms
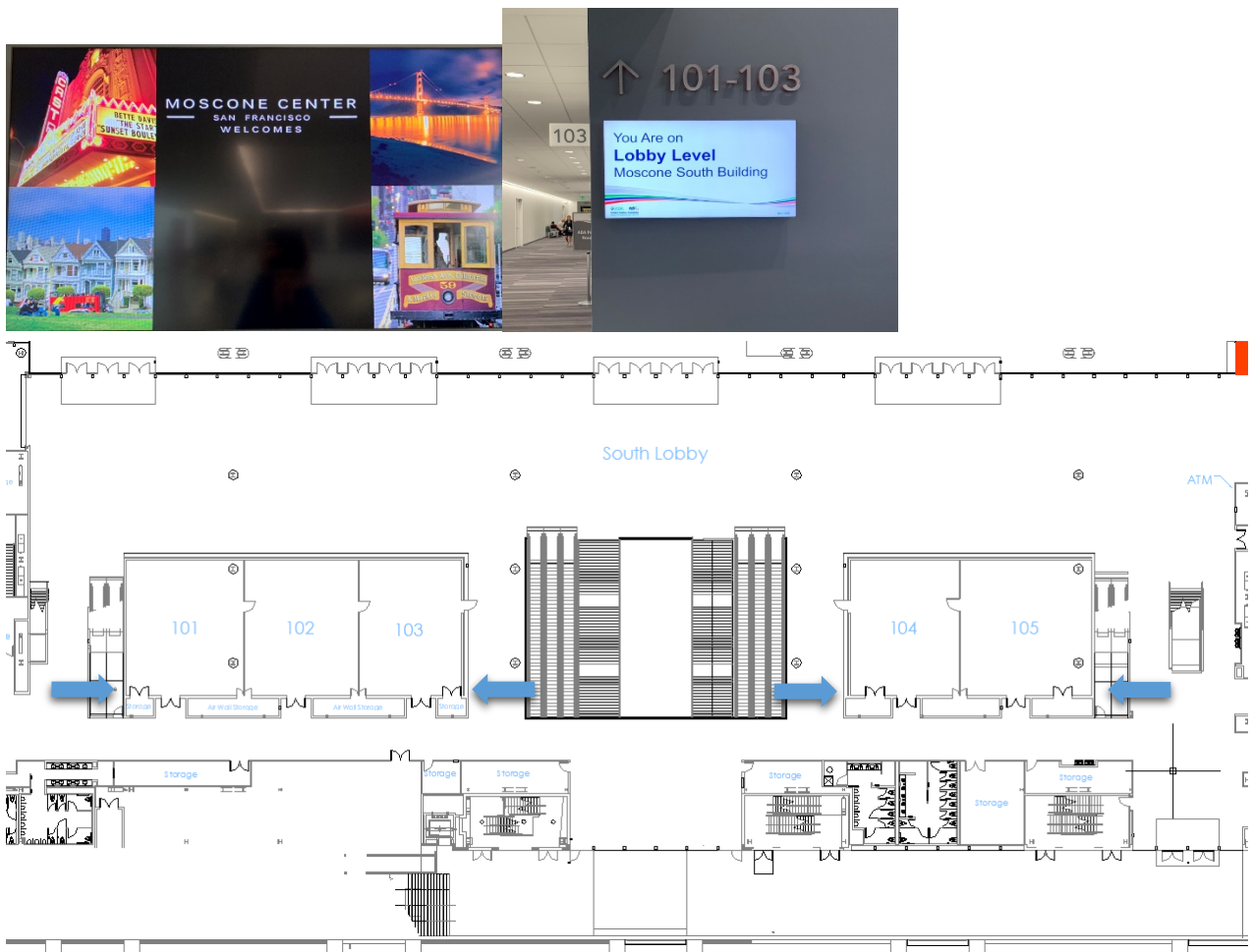
Single 46″ screen in each location

1920 x 1080 Pixels

1. Outside Room 101 (#1)
2. Outside Room 103 (#2)
3. Outside Room 104 (#3)
4. Outside Room 105 (#4)

Upper Mezzanine/Esplanade
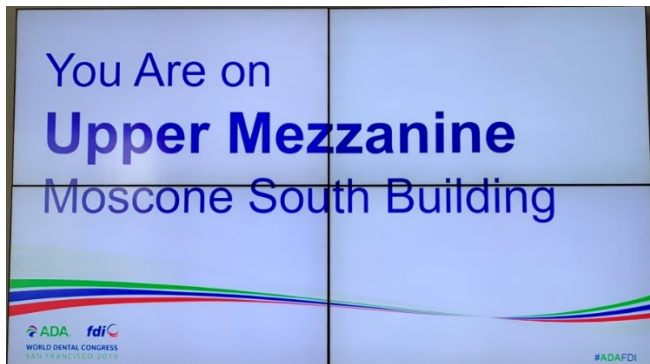
One screen created by four 46″ monitors

these screens act as one screen

1920 x 1080 Pixels

each individual screen is 960x540 pixels

5. Esplanade (#5)

South Level 2
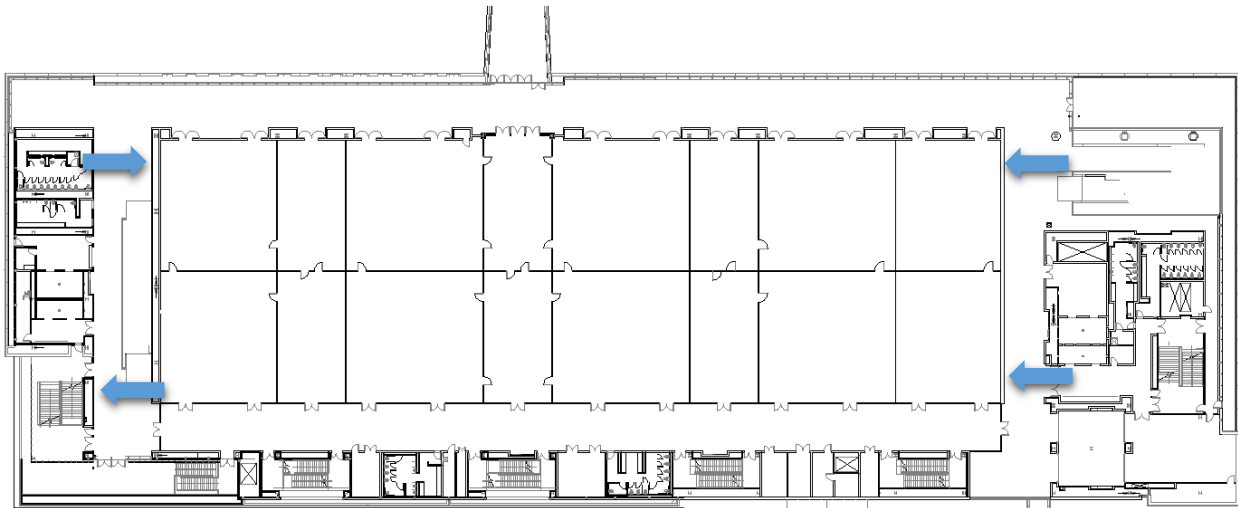
Each location is one screen created by four 46" monitors

these screens act as one screen

1920 x 1080 Pixels total

each individual screen is 960x540 pixels

6. Outside Room 201 (#6)
7. Outside Room 208 (#7)
8. Outside Room 209(#8)
9. Outside Room 216 (#9)

South Level 3
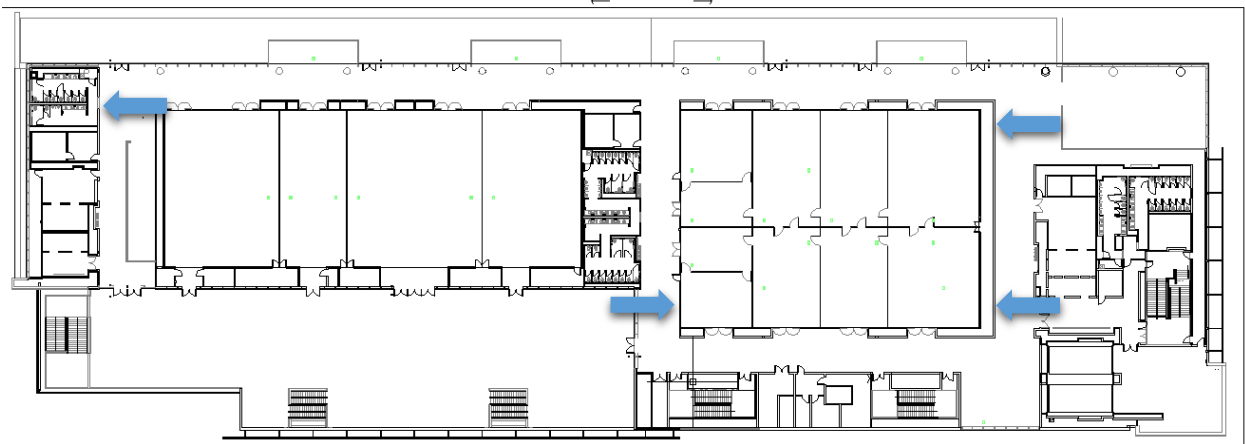
Each location is one screen created by four 46″ monitors

Content must be created for the FULL size of each display. These displays act as one screen

1920 x 1080 Pixels total

each individual monitor is 960x540 pixels

10. Outside Room 301 (#10)
11. Outside Room 308 (#11)
12. Outside Room 311 (#12)
13. Outside Room 314 (#13)

Lower Mezzanine

Location is one screen created by four 46″ monitors

Content must be created for the FULL size of each display. These displays act as one screen

1920 x 1080 Pixels total

each individual monitor is 960x540 pixels

14. Across from Room 52 (#14)

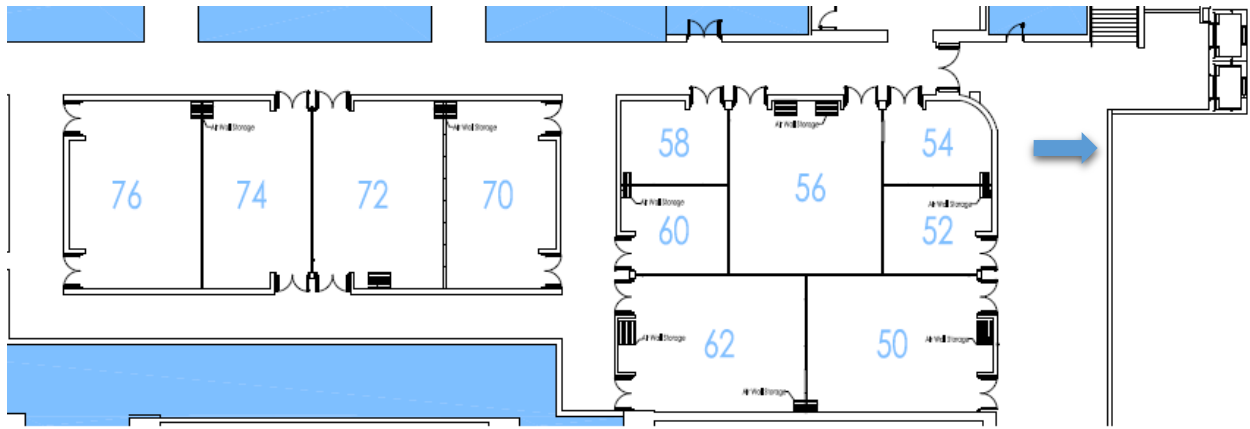# Meeting Room Screens Design Specifications

Motion

- Resolution – 1920x1080 Pixels
- File Format - .WMV
- Minimum 30fps
- Video Bit Rate – 8000bps
- No audio
- Displays cannot run live video feeds.
- File size cannot exceed 1GB

Static

- Resolution – 1920x1080 Pixels
- File Format – PNG, JPG, or bit map
- Content can be run on a loop (8-10 seconds per slide) or scheduled times

Other

- Displays are completely independent and cannot be synced together.
- Please use the schedule template found on the Moscone Center FTP Server
- Files must be uploaded to the Moscone Center FTP Server – contact esignage@moscone.com for access.

Guidelines

The following guidelines are applicable to all digital screens:

- Client is responsible for creating content.
- Displays may be used for information or show branding at no charge. Fees will be charged for commercial advertising promoting an exhibitor's product or service – see Advertising Commission Fees on next page.
- We are able to program up to four different content schedules per day per screen (i.e. different content from 8a-10a, 10a-1p, 1p-3p, & 3p-6p)
- If you have more than 15 slides for a screen we request that you combine them into a video file. Please refer to individual screen information for specific format guidelines.
- Final content and schedule must be uploaded 4 business days before the first move-in day for the event.
- Testing of content is available on contracted dates only.
- A four hour lead time is required for any onsite changes. Onsite changes may incur additional labor costs.
- Onsite support for the displays is available from 8a-5p each day.
- Screens should be scheduled to run from one hour before your first event to one hour after your last event each day. Screens cannot be scheduled for overnight hours.
- The Moscone Center retains the right to display its own content on digital screens including but not limited to information, advertising, and sponsorships.
- Digital Signage and associated software are provided on an as-is and as-available basis. The use of these services are at client's sole risk and The Moscone Center is not responsible for providing additional services/equipment should signage/software be unavailable for use at any time.

Questions may be directed to esignage@moscone.com

Advertising Commission Fees

Displays may be used for show branding and directional information at no charge. Commercial advertising promoting an exhibitor's product or service is subject to commission. Commissions are charged per advertiser per advertisement (regardless of how many times per day that particular advertisement is shown)

- South Lobby West LED Screen (#20) - $500 per advertiser per advertisement
- South Lobby East LED Screen (#19) - $500 per advertiser per advertisement
- North Lobby LED Screen (#15) - $500 per advertiser per advertisement
- North Concourse (#17) - $500 per advertiser per advertisement
- North Hall F (#16) - $500 per advertiser per advertisement
- West Level 1 Lobby (#18) - $500 per advertiser per advertisement
- South Lobby Meeting Room Screens (#1, 2, 3, &4) - $500 per advertiser per advertisement for all screens combined
- Upper & Lower Mezzanines (#5 &14) - $500 per advertiser per advertisement
- South Level 2 (#6, 7, 8, &9) - $500 per advertiser per advertisement for all screens combined
- South Level 3 (#10, 11, 12, 13) - $500 per advertiser per advertisement for all screens combined

Additional labor charges may apply to any changes made on-site regardless of whether advertising commission is applicable.