

Advertising like on TV!

The Messezentrum Salzburg is equipped with a modern electronic visitor guidance system. Large LCD-screens are installed at all entrances and in every foyer and are fed with orientation guides, event-information and an array of attractive advertising-opportunities, which are described in the following:



01 Picture or video in FULLscreen

Use the full size for your message. You can display pictures or videos, PowerPoint presentations are also possible (all without sound)! A picture will appear 6x per hour for 5 seconds each – the whole fair long! Videos can be displayed starting at 10 seconds in length. **Size: 1344 x 672 pixel.** Possible **formats:** JPG, TIF, GIF, PSD, PPT, PDF or similar (color space: RGB). Possible **video-formats:** AVI, WMV, MOV or similar.



02 Picture or video in HALFscreen

Sometimes less is more. If that is the case you should choose the HALFscreen. Everything that is possible on FULLscreen also works here. Orientation guides and event-information will be displayed on the other half of the monitor – never competing advertising. Your message will be shown at least 6x per hour. **Size: 672 x 672 Pixel.** Possible **formats:** JPG, TIF, GIF, PSD, PPT, PDF or similar (color space: RGB). Possible **videoformats:** AVI, WMV, MOV or similar.



03 Animated logo on the hall plan

A simple and affordable way to use the electronic guidance system. Your logo will be shown animated on the plan – with a dynamic position marker and hall- & boothnumber. **Logo max. 400 x 135 pixel.** At least 4x per hour – the whole fair long!



04 Ticker (scrolling text)

You want to draw attention to a raffle or you have organized an autograph signing at your booth? With the ticker you can display the information „newslike“ on the electronic guidance system. The desired message runs at the bottom of the screen with at least 4 repeats per hour. **Maximum of 40 characters per ticker.** Request our demo!