

Messukeskus Digital Signage



Name your event



Messukeskus

# Screens

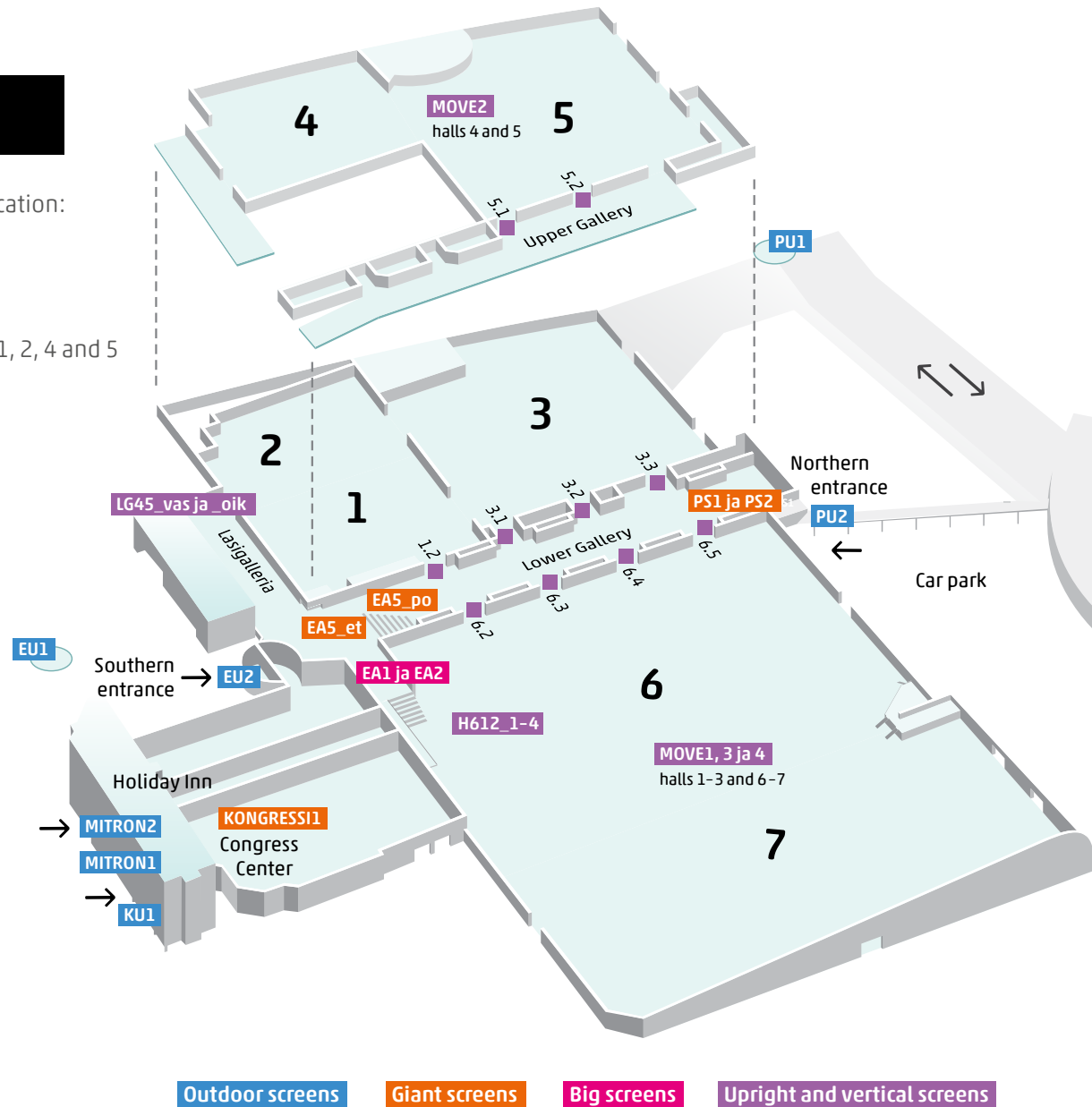
The screens are named on the map with capital letters signifying their location:

- **AG** - Lower Gallery (Alagalleria) with entrances to halls 1, 2, 3 and 6
- **YG** - Upper Gallery (Ylägalleria) with entrances to halls 4 and 5
- **LG** - Lasigalleria and the western cloakroom with an entrance to halls 1, 2, 4 and 5
- **EA** - Southern lobby and cloakroom with stairs to the Lower Gallery
- **EU** - Messuaukio and the southern entrance
- **PS** - Northern lobby and cloakroom
- **PU** - outdoor screens at the Northern drive-in
- **MOVE** - four mobile screens
- **H** - above the entrances inside the halls and on the pillar in hall 6
- **KU** - outside the Congress Center
- **KONGRESSI1** - Congress Center lobby
- **MITRON** - Congress Center and Holiday Inn entrances

Each hall entrance from the Galleries has two 60 inch vertical screens and one 70 inch upright screen. ■

Screens facing south are named with **\_et** and the ones facing north with **\_po**. The inch-size is included in the name, either **\_70** for the upright screen or **\_60** for the vertical ones.

E.g. the vertical 60-inch screen at door 6.4 facing south: **AG64\_60\_et**



Outdoor screens    Giant screens    Big screens    Upright and vertical screens

# Material specifications

## File formats

- pictures in **.jpg** or **.png** format
- videofiles in **.mpg**, **.mp4** or **.mov**
- Flash animation **.swf**
- maximum file size **200 Mb** and duration **7 seconds**
- maximum framerate for video **24 fps**

Please note the correct **pixel dimensions** for the material resolution.  
For more information on materials and transfer, please contact  
[aineistot.standiman@messukeskus.com](mailto:aineistot.standiman@messukeskus.com)

## Transferring materials

The following should be included when transferring materials:

- advertiser, event and screen name
- date and time, if needed for specific display

### Naming materials:

*screen\_name\_event\_name.format* - e.g. *EA5et\_PS1\_PS2\_Habitare.jpg*

Materials need to be delivered ready for display at least **five work days** before the event. We recommend using WeTransfer for the delivery at  
[suomenmessut.wetransfer.com](http://suomenmessut.wetransfer.com)

Materials under 10 Mb can be sent by email to  
[aineistot.standiman@messukeskus.com](mailto:aineistot.standiman@messukeskus.com)

## Indoor screen resolution

- vertical screens **1920 x 1080** pixels
- upright screens **1080 x 1920** pixels

Indoor **vertical screens** are either

- separate 60-inch screens
- four 60-inch screens (2 x 2) as one, above the southern cloakroom (big screens )
- or six 60-inch screens (3 x 3) as one, in the lobbies, the Galleries and Congress Center (giant screens).

Indoor **upright screens** in the Galleries and the halls are one-sided 70-inch screens. The mobile MOVE-screens have a light frame on their display case.

## Outdoor screen resolution

Led-screens are used outdoors through-out the year.

- EU1\_etu and EU1\_taka, upright and two-sided Messuaukio screen totem: **256 x 384** pixels
- PU1\_etu and PU1\_taka, vertical and two-sided giant led-screen at the Northern drive-in: **608 x 336** pixels
- EU2 above the Southern entrance: **640 x 96** pixels
- PU2 above the Northern entrance: **304 x 64** pikseliä
- KU1 above the Congress Center entrance: **384 x 64** pixels
- MITRON1 and 2 at the Congress Center and Holiday Inn entrances: **1080 x 1920** pixels

