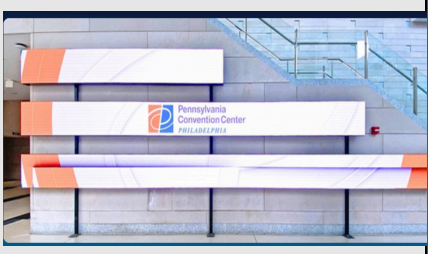
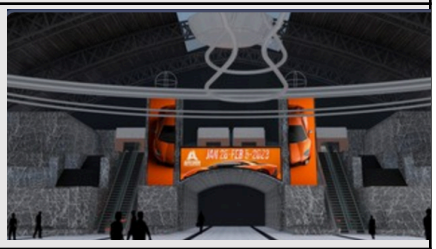
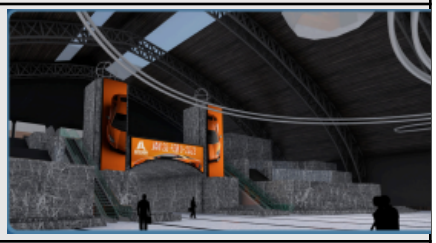
Pennsylvania Convention Center

Digital Signage Spec Guide

Screen Name	Location	Resolution	Screen Example
Broad Street Atrium - Ribbon 79' w x 5' h	Broad Street Atrium Entrance	4096w x 256h	
Broad Street Atrium - Street Level Displays 19.3' w x 10.9' h	Broad Street Atrium Left and Right Entrances at the bottom of escalators	1596w x 896h	
Broad Street Registration Ribbon 20' w x 5.5' h	Broad Street Registration	2400w x 675h	
Broad Street Right Triscreen Varies (Top 16'8", Mid 29'4", Bot 38'4") x 2.1' h	Broad Street Right Entrance Onside of Stairs	Top: 1088w x 136h Middle: 1836w x 136h Bottom: 2244w x 136h	
Broad Street Left Triscreen Varies (Top 16'8", Mid 29'4", Bot 38'4") x 2.1' h	Broad Street Left Entrance Onside of Stairs	Top: 1088w x 136h Middle: 1836w x 136h Bottom: 2244w x 136h	

12th & Arch Entrance Area - (East/West) 25.7' w x 4.2' h	12th & Arch Entrance Area	2880w x 576h	
Broad Street Escalator Triptych (3) 8.6' w x 28' h	Broad Street Right Entrance Top of Escalator	640w x 2175h	
Grand Hall Wall Displays A-G 760 sq ft	Left and Right Pillars in Grand Hall	960w x 3168h	
Grand Hall Wall Display Center	Grand Hall Center Screen	4032w x 1152h	
North From Grand Hall (A) 30.8' w x 4.2' h	Grand Hallway 2nd Display from Hall	3456w x 576h	
North From Grand Hall (B) 30.8' w x 4.2' h	Grand Hallway 1st Display from Hall	3456w x 576h	
Crossroads North 30.7' w x 4.2' h	Grand Hall Hub Above Spiral Staircase	3744w x 576h	

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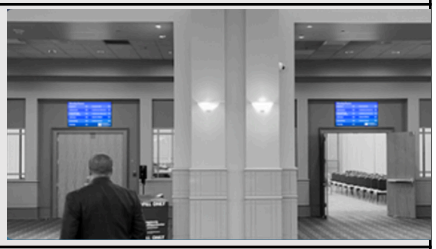
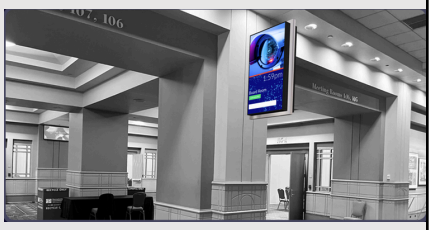
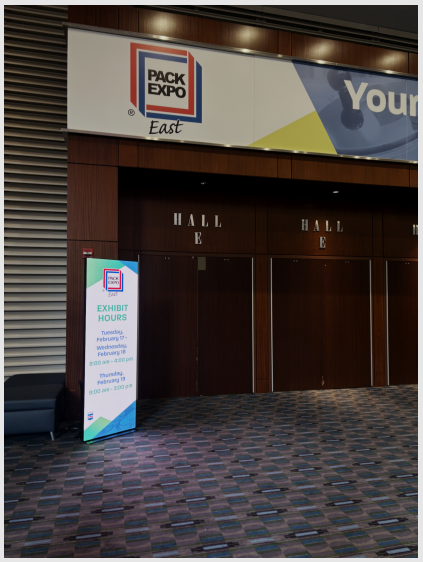
Crossroads South 30.7' w x 4.2' h	Grand Hall Hub Facing Grand Hall	3744w x 576h	
Crossroads East 23.6' w x 4.2' h	Grand Hall Hub Facing Hall A	2880w x 576h	
Crossroads West 23.6' w x 4.2' h	Grand Hall Hub Facing Hall B	2880w x 576h	
Curved Display - Crossroads West 19.6' w x 4.2' h	Outside The Hub From Hall B Facing Hall A	2304w x 576h	
Curved Display - Overlook Cafe 40' w x 4.2' h	Grand Hall Facing	4096w x 512h	
Hall C 21' w x 4.2' h	Outside Hall C	2592w x 576h	
Hall E Display (North/South) 11'10" w x 6'8" h	Outside Hall E	1920w x 1080h	

Wayfinding Escalator Mount Double-Sided, Left/Right 13.2' w x 2' h	Above Escalators	1728w x 384h	
Broad Street Upper Level Ballroom Entrances 12' w x 2.6' h	Broad Street 3rd Floor Ballroom Entrances	1440w x 384h	
Meeting Room Signs 55” screens	Meeting Rooms	3840w x 2160h	
Meeting Room Signs 55” screens	Meeting Room Hallways	2160w x 3840h	
LED Poster 26.14in x 81.63in x 2.44in	20 LED Posters with multiple placement options	344w x 1032h	

What type of content can I run on the digital signs and what is required of the file?

- Single JPEG or PNG image
- Slideshow of JPEG or PNG images
- .mov or .mp4 movie file (Please Note: File size recommended: 1GB or less. Sound is not available on any sign. Video not available on meeting room signs)
- Compression required is H.264
- Correct aspect ratio listed above for each specific sign format
- Videos are required to be 30-60 frames per second, the target bitrate to be between 4mbps to 30mbps, and in the current full screen resolution to prevent letterboxing

How do I deliver the content I would like to use?

- To allow time for testing of content, please submit by the deadline your representative has set for you. Please note that rush fees will apply if not received by deadline
- Upload your content to - https://spaces.hightail.com/uplink/Xpodigital - Put your “Company Name/Event Name” in the Subject Line - Name your file with your company name, sign location, date to be used
- Send a confirmation email to your Event Technology Account Executive advising of content submission
- A one hour test period is provided at no charge, each additional test session will be an additional fee

What are some best practices to make my sign impactful or easier to create?

- Less can be more; Simple, clean images can make a statement
- Limit any slideshows to about 10 images. Having more than 10 images can cause attendees to miss some of your content

Who can I contact if I have any questions?

- You can reach out to your Digital Advertising sales contact for assistance – pcc@xpodigital.com

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