

## Digital Signage

### Client content and pricing guide

From September 2015 the QEII Centre will have new way-finding signage consisting of new improved printed signs as well as digital screens throughout the centre. In addition to the existing digital registration screens and video wall, there will be new screens in each lift lobby and outside many of our rooms.

We have been looking at what we offer our clients for the digital signage and, as a result, we will be offering more included content as standard. We ask that you provide a single good-quality image of your logo. This will be automatically displayed on the screens relevant to your event. This will assist your delegates finding their way around the building as well as offering branding opportunities. Please see further details below.

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### Registration Screens

There is a digital screen above each registration desk. Registration desks are allocated by your Event Manager.

#### What is included?

As standard we will display your event logo, along with an optional line of text underneath to display any information specific to that desk (e.g. an alpha-split). If you choose not to provide a logo the event title will be displayed in its place.

#### Can I customise this?

You may provide a custom image to display instead of the included layout if you wish. The costs for displaying custom images are £10 per image per screen. Please speak with your AV Project Manager for further details.

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### Video Wall

This is located within our foyer, and its use is shared between all of our events.

#### What is included?

On the main page your event will be listed, showing your logo and the floors you are using.

#### Can I customise this?

We can show your custom content for up to 30 seconds at a time as part of a continuous loop. There is a charge of £250 per event for this service. Please speak with your AV Project Manager for further details.

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### What's On Screens

These are located at each lift lobby, displaying a list of all rooms in use throughout the centre.

#### What is included?

Each entry relevant to your event will show your event logo, event title, room name, and session title.

#### Can I customise this?

The function of these screens is to provide information to all people using our building, so it is not possible to customise these screens other than by providing your logo and providing session titles to your Event Manager.

### Room Screens

There are screens located outside many of our rooms, with some rooms having more than one screen.

#### What is included?

As standard, these screens will display the room name, your event logo, and one line of optional text displaying room/session information. If you choose not to provide a logo the event title will be displayed in its place.

#### Can I customise this?

It is possible for you to provide custom content for these screens. The charges for custom content is £10 per item of content per screen. Please speak with your AV Project Manager for further details.

#### What about rooms without digital screens?

For rooms that do not have a screen, there is a facility for adding paper-insert signs. Please speak with your Event Manager for further details.

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### Exit Screen

These is a screen by the main entrance/exit visible as you leave.

#### What is included?

This will display your event logo as part of a loop.

#### Can I customise this?

The main purpose of this screen is to provide travel information to delegates as they leave the building, so it is not possible to customise this other than by providing your logo.

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### Custom Content Creation

TYPE	PREFERRED FORMATS	RESOLUTION
Event Logo	JPG, PNG, SVG	At least 600 pixels in the shortest dimension (e.g. 1200 x 600px)
Registration Screens	JPG	2560 pixels wide x 1080 pixels high
Video Wall	JPG, MP4(h264) - no audio	3840 pixels wide x 2160 pixels high
Room Screens	JPG, MP4(h264)	1920 pixels wide x 1080 pixels high

***(Powerpoint files cannot be accepted. All content must be in RGB colour mode - not CMYK)***

We can create custom content for you. Please speak with your AV Project Manager for further details.