

QEX[®]

Westfield
RiISE

LARGE DIGITAL SCREENS

Praha

Westfield Chodov
Roztylská 2321/19
14800 Praha

Westfield Černý Most
Chlumecká 765/6,
198 19 Praha 9

Metropole Zličín
Řevnická 1
15521 Praha-Zličín

Westfield
CHODOV

Westfield
ČERNÝ MOST

METROPOLE
ZLIČÍN

POWERFUL & CONNECTED AUDIENCE

In total **37,2 million**
of visits per year



Westfield
CHODOV

Annual Footfall
19 M

Avg Dwell Time
87 min

Avg basket per visit
89 €

Westfield
ČERNÝ MOST

Annual Footfall
11,2 M

Avg Dwell Time
118 min

Avg basket per visit
110 €

METROPOLE
ZLIČÍN

Annual Footfall
7 M

Avg Dwell Time
115 min

Avg basket per visit
52 €

**Large digital
screen E**

Screen parameters

Dimensions (cm)	600 x 390 cm
Dimensions (px)	1920 x 1248 px
File format	JPG, PNG, MP4 H.264
Content format	1920 x 1248 px



Stative (picture):
format .jpg
resolution 72dpi
color mode RGB
maximum 2 statives (pictures)
1 picture 10 seconds
2 pictures 5 seconds + 5 seconds

Video:
format .mp4
framerate 25 FPS
bitrate 10 000 - 15 000 kbps
max size 50MB
video without sound
please deliver 1 video
with the footage of 10 seconds



**Large digital
screen DG1**

Screen parameters

Dimensions (cm)	480 x 150 cm
Dimensions (px)	1536 x 480 px
File format	JPG, PNG, MP4 H.264
Content format	1536 x 480 px



Stative (picture):
format .jpg
resolution 72dpi
color mode RGB
maximum 2 statives (pictures)
1 picture 10 seconds
2 pictures 5 seconds + 5 seconds

Video:
format .mp4
framerate 25 FPS
bitrate 10 000 - 15 000 kbps
max size 50MB
video without sound
please deliver 1 video
with the footage of 10 seconds



**Large digital
screen DG2**

Screen parameters

Dimensions (cm)	660 x 150 cm
Dimensions (px)	2112 x 480 px
File format	JPG, PNG, MP4 H.264
Content format	2112 x 480 px



Stative (picture):
format .jpg
resolution 72dpi
color mode RGB
maximum 2 statives (pictures)
1 picture 10 seconds
2 pictures 5 seconds + 5 seconds

Video:
format .mp4
framerate 25 FPS
bitrate 10 000 - 15 000 kbps
max size 50MB
video without sound
please deliver 1 video
with the footage of 10 seconds



**Large digital
screen ALBERT**

Screen parameters

Dimensions (cm)	192 x 352 cm
Dimensions (px)	768 x 1408 px
File format	JPG, PNG, MP4 H.264
Content format	768 x 1408 px



Stative (picture):
format .jpg
resolution 72dpi
color mode RGB
maximum 2 statives (pictures)
1 picture 10 seconds
2 pictures 5 seconds + 5 seconds

Video:
format .mp4
framerate 25 FPS
bitrate 10 000 - 15 000 kbps
max size 50MB
video without sound
please deliver 1 video
with the footage of 10 seconds



**Large digital
screen DOUGLAS**

Screen parameters

Dimensions (cm)	625 x 350 cm
Dimensions (px)	2400 x 1344 px
File format	JPG, PNG, MP4 H.264
Content format	2400 x 1344 px



Stative (picture):
format .jpg
resolution 72dpi
color mode RGB
maximum 2 statives (pictures)
1 picture 10 seconds
2 pictures 5 seconds + 5 seconds

Video:
format .mp4
framerate 25 FPS
bitrate 10 000 - 15 000 kbps
max size 50MB
video without sound
please deliver 1 video
with the footage of 10 seconds



**Large digital
screen TEZENIS**

Screen parameters

Dimensions (cm)	960 x 300 cm
Dimensions (px)	3072 x 960 px
File format	JPG, PNG, MP4 H.264
Content format	3072 x 960 px



Stative (picture):
format .jpg
resolution 72dpi
color mode RGB
maximum 2 statives (pictures)
1 picture 10 seconds
2 pictures 5 seconds + 5 seconds

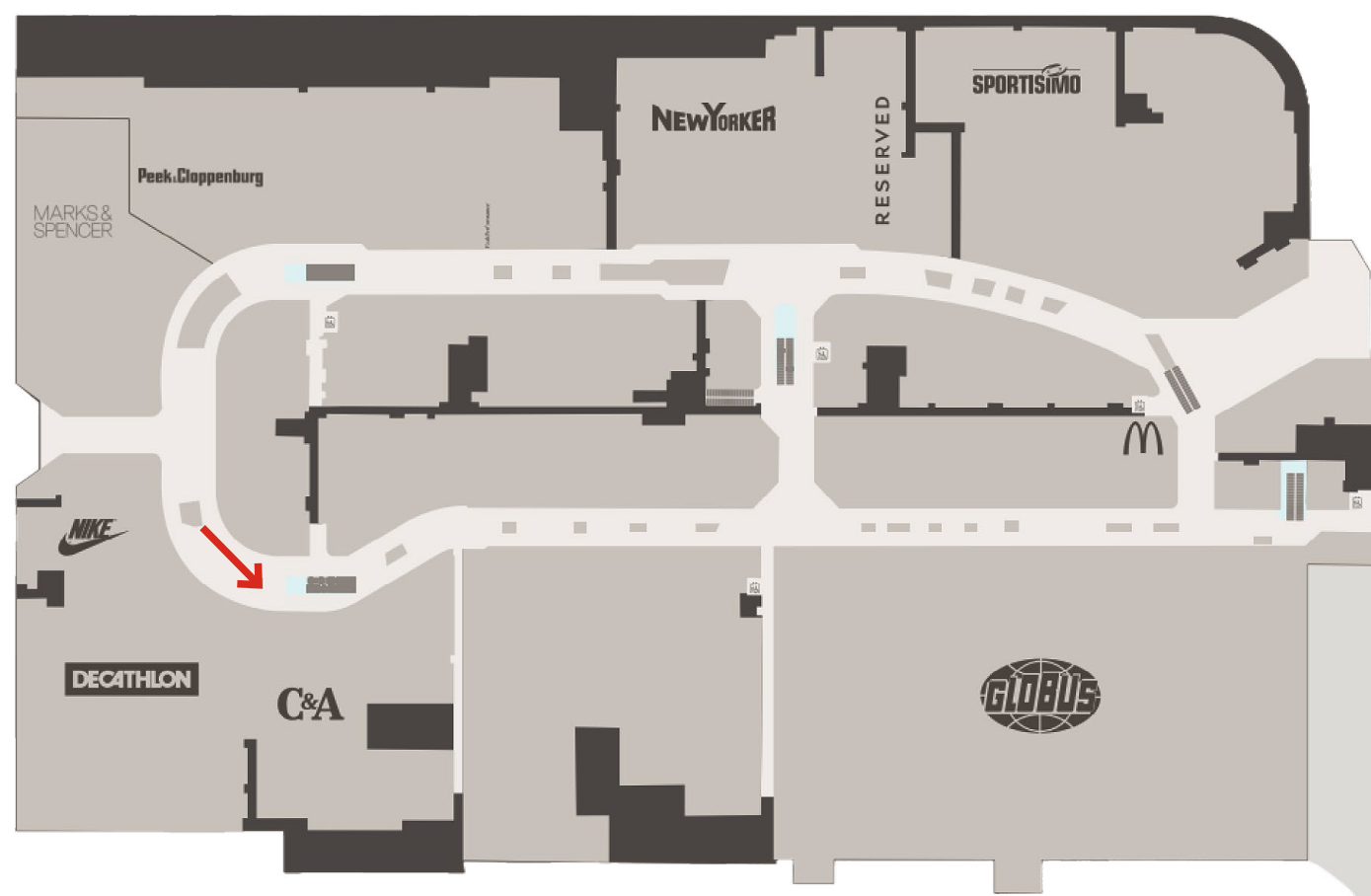
Video:
format .mp4
framerate 25 FPS
bitrate 10 000 - 15 000 kbps
max size 50MB
video without sound
please deliver 1 video
with the footage of 10 seconds



**Large digital screen
WEST ENTRANCE
(C&A)**

Screen parameters

Dimensions (cm)	384 x 216 cm
Dimensions (px)	960 x 540 px
File format	JPG, PNG, MP4 H.264
Content format	960 x 540 px



Stative (picture):
format .jpg
resolution 72dpi
color mode RGB
maximum 2 statives (pictures)
1 picture 10 seconds
2 pictures 5 seconds + 5 seconds

Video:
format .mp4
framerate 25 FPS
bitrate 10 000 - 15 000 kbps
max size 50MB
video without sound
please deliver 1 video
with the footage of 10 seconds



**Large digital screen
WEST ENTRANCE
(P&C)**

Screen parameters

Dimensions (cm)	384 x 216 cm
Dimensions (px)	960 x 540 px
File format	JPG, PNG, MP4 H.264
Content format	960 x 540 px



Stative (picture):
format .jpg
resolution 72dpi
color mode RGB
maximum 2 statives (pictures)
1 picture 10 seconds
2 pictures 5 seconds + 5 seconds

Video:
format .mp4
framerate 25 FPS
bitrate 10 000 - 15 000 kbps
max size 50MB
video without sound
please deliver 1 video
with the footage of 10 seconds



Large digital screen
CENTRAL PLAZA

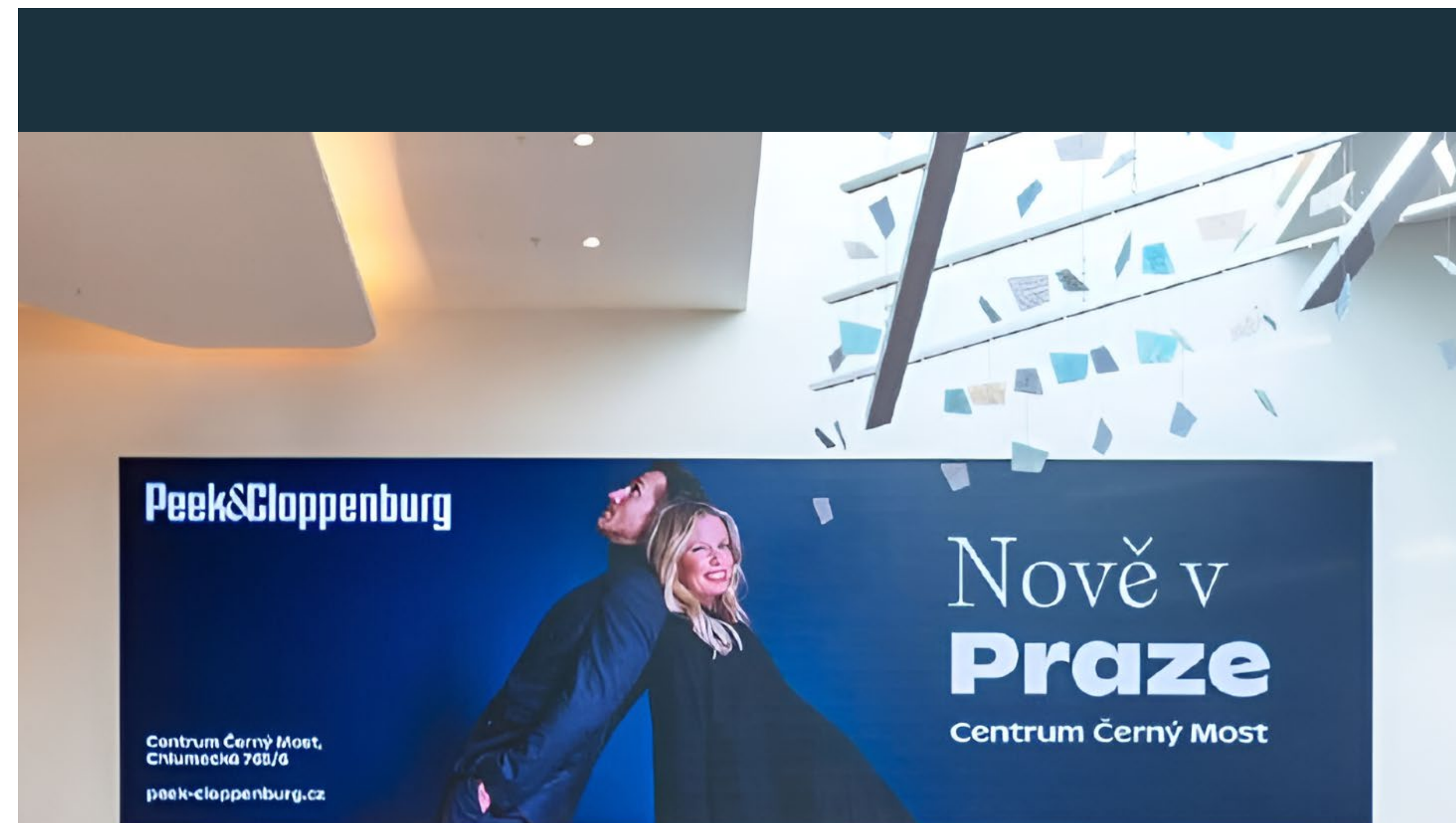
Screen parameters

Dimensions (cm)	1152 x 336 cm
Dimensions (px)	3744 x 1092 px
File format	JPG, PNG, MP4 H.264
Content format	3744 x 1092 px



Stative (picture):
format .jpg
resolution 72dpi
color mode RGB
maximum 2 statives (pictures)
1 picture 10 seconds
2 pictures 5 seconds + 5 seconds

Video:
format .mp4
framerate 25 FPS
bitrate 10 000 - 15 000 kbps
max size 50MB
video without sound
please deliver 1 video
with the footage of 10 seconds



**Large digital
screen GLOBUS**

Screen parameters

Dimensions (cm)	950 x 275 cm
Dimensions (px)	3648 x 1056 px
File format	JPG, PNG, MP4 H.264
Content format	3648 x 1056 px



Stative (picture):
format .jpg
resolution 72dpi
color mode RGB
maximum 2 statives (pictures)
1 picture 10 seconds
2 pictures 5 seconds + 5 seconds

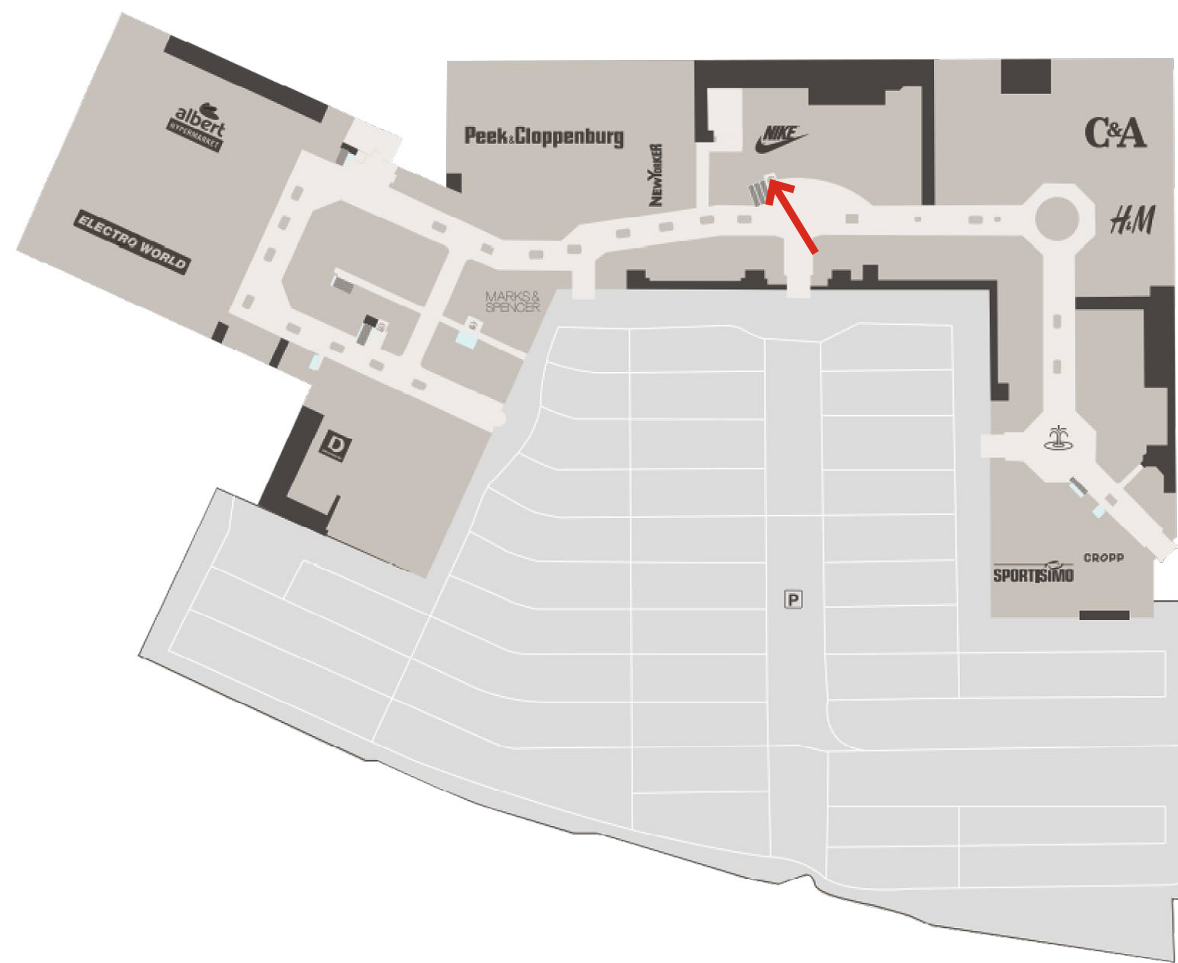
Video:
format .mp4
framerate 25 FPS
bitrate 10 000 - 15 000 kbps
max size 50MB
video without sound
please deliver 1 video
with the footage of 10 seconds



**Large digital
screen FOODCOURT**

Screen parameters

Dimensions (cm)	270 x 780 cm
Dimensions (px)	864 x 2496 px
File format	JPG, PNG, MP4 H.264
Content format	864 x 2496 px



Stative (picture):
format .jpg
resolution 72dpi
color mode RGB
maximum 2 statives (pictures)
1 picture 10 seconds
2 pictures 5 seconds + 5 seconds

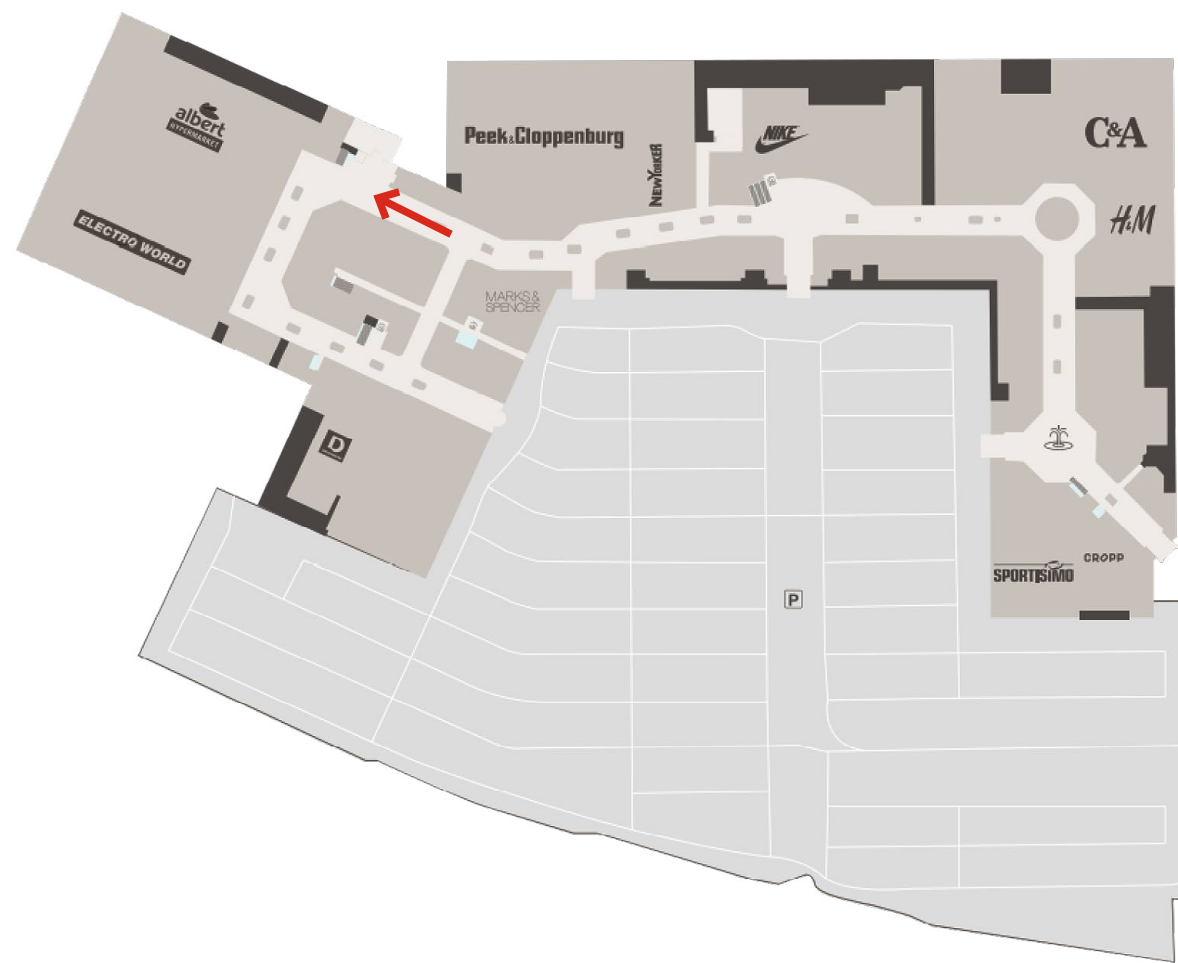
Video:
format .mp4
framerate 25 FPS
bitrate 10 000 - 15 000 kbps
max size 50MB
video without sound
please deliver 1 video
with the footage of 10 seconds



**Large digital
screen ALBERT**

Screen parameters

Dimensions (cm)	320 x 576 cm
Dimensions (px)	1280 x 2304 px
File format	JPG, PNG, MP4 H.264
Content format	1280 x 2304 px



Stative (picture):
format .jpg
resolution 72dpi
color mode RGB
maximum 2 statives (pictures)
1 picture 10 seconds
2 pictures 5 seconds + 5 seconds

Video:
format .mp4
framerate 25 FPS
bitrate 10 000 - 15 000 kbps
max size 50MB
video without sound
please deliver 1 video
with the footage of 10 seconds

