



Inventory overview and technical specifications

Digital signage at Messe Stuttgart

Communications / Marketing Services

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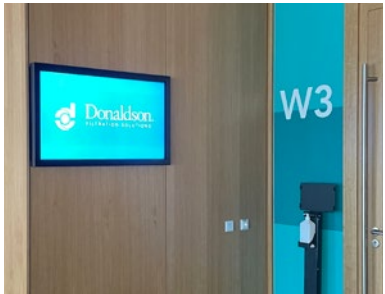
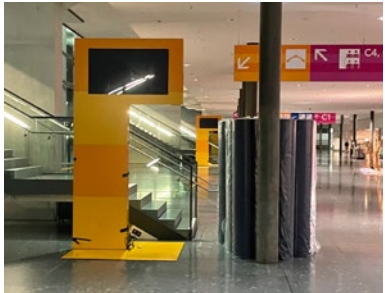
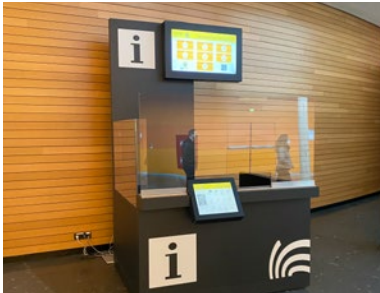
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Display types - ICS International Congress Center Stuttgart

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Introduction

With digital signage across its entire site, Messe Stuttgart enables digital content – such as text, images, animations, videos, feeds, touch content and websites – to be presented in a dynamic way.

Whether acting as a signage system or digital map or offering interactive touch functions, having digital signage at the exhibition venue not only increases visitors' awareness of multimedia content, but also immediately gives them the information they are looking for about ongoing events and their highlights at the point of interest.

With over 200 displays available, a wide range of information and presentation concepts can be implemented with a real wow effect. In addition, messages from companies, brands and products, as well as event information can be displayed in an appealing and creative manner.

The digital content is processed, managed and uploaded centrally using content management systems. Each individual display can also be controlled individually and adjustments can be made with minimal effort.

Enjoy the benefits of digital signage at Messe Stuttgart:

- Modern look: Use of digital technologies
- Highly flexible: Each display can be controlled centrally and given different content
- Timed: Content can be scheduled to times of the day, opening times and programme times
- Up to date: Content and runtimes can be changed with little effort
- Entertaining: Create a user experience rich in emotions
- Targeted audience engagement: Information is addressed directly to the target group
- Advertising impact: Maximum impact right at the point of contact with visitors

Contact

Talk to us – we are happy to advise you and find the best solution for you together!

E-mail for general inquiries:
displays@messe-stuttgart.de

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Data transfer and deadlines

Data provision

Data provision by third parties by e-mail to: displays@messe-stuttgart.de

Latest deadlines for providing data

Ordering digital signage:	—————▶	Up to 8 weeks *
Data delivery for processing:	—————▶	Up to 4 weeks *
Data delivery for final data:	—————▶	Up to 2 weeks *
Testing at the exhibition venue:	—————▶	Up to 4 business days *
Final acceptance of content:	—————▶	Up to 2 business days *

* before the start of the event

After the expiry of the deadlines, the playout of the content is no longer guaranteed.

File formats

Images, graphics and photos

- JPEG (medium to good quality)
- PNG (transparent background preferred)
- Animated PNG (APNG)
- PDF (image size < 4K pixels)

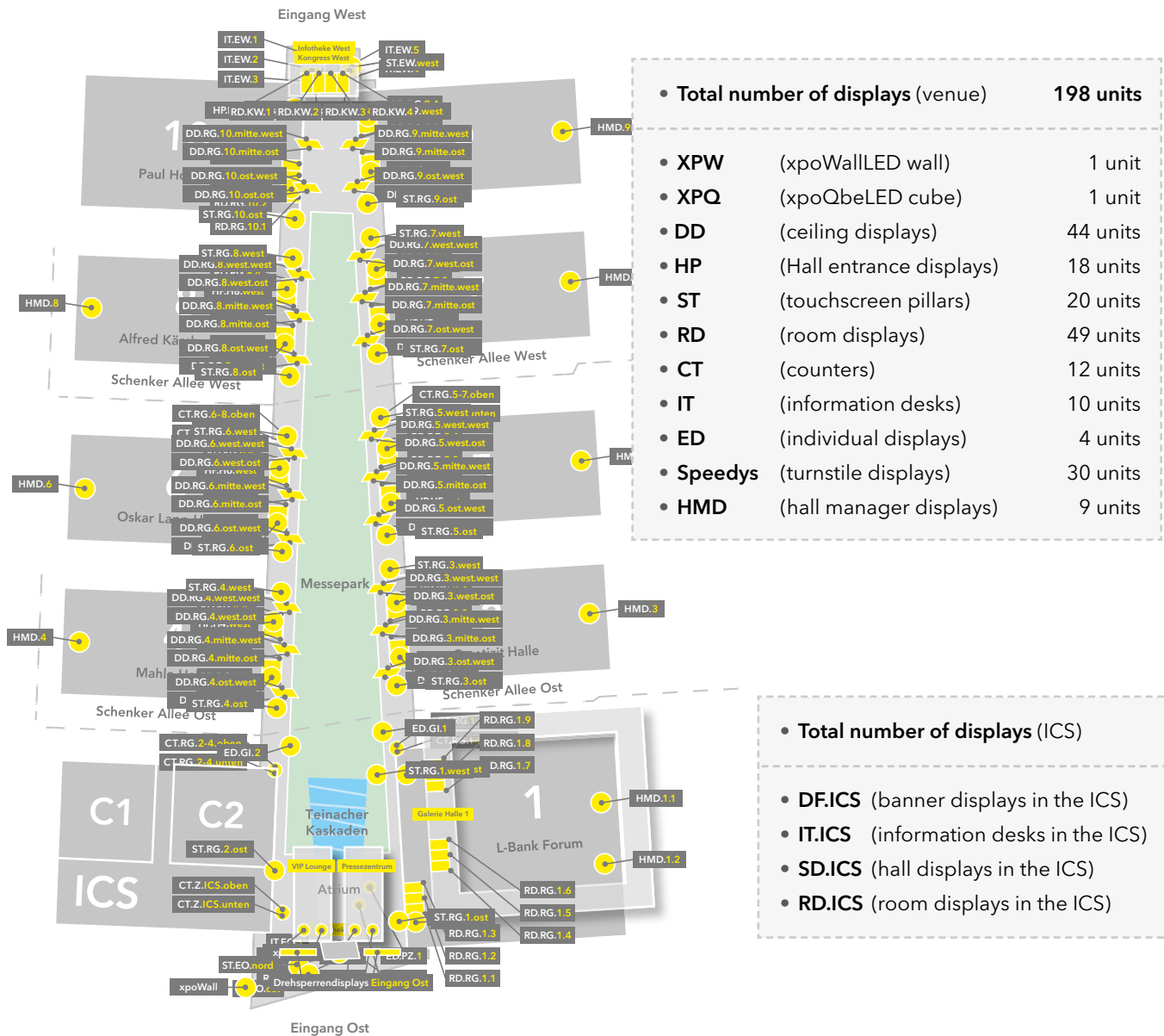
Website

- SSL-encrypted websites only
- No JavaScript in iFrames

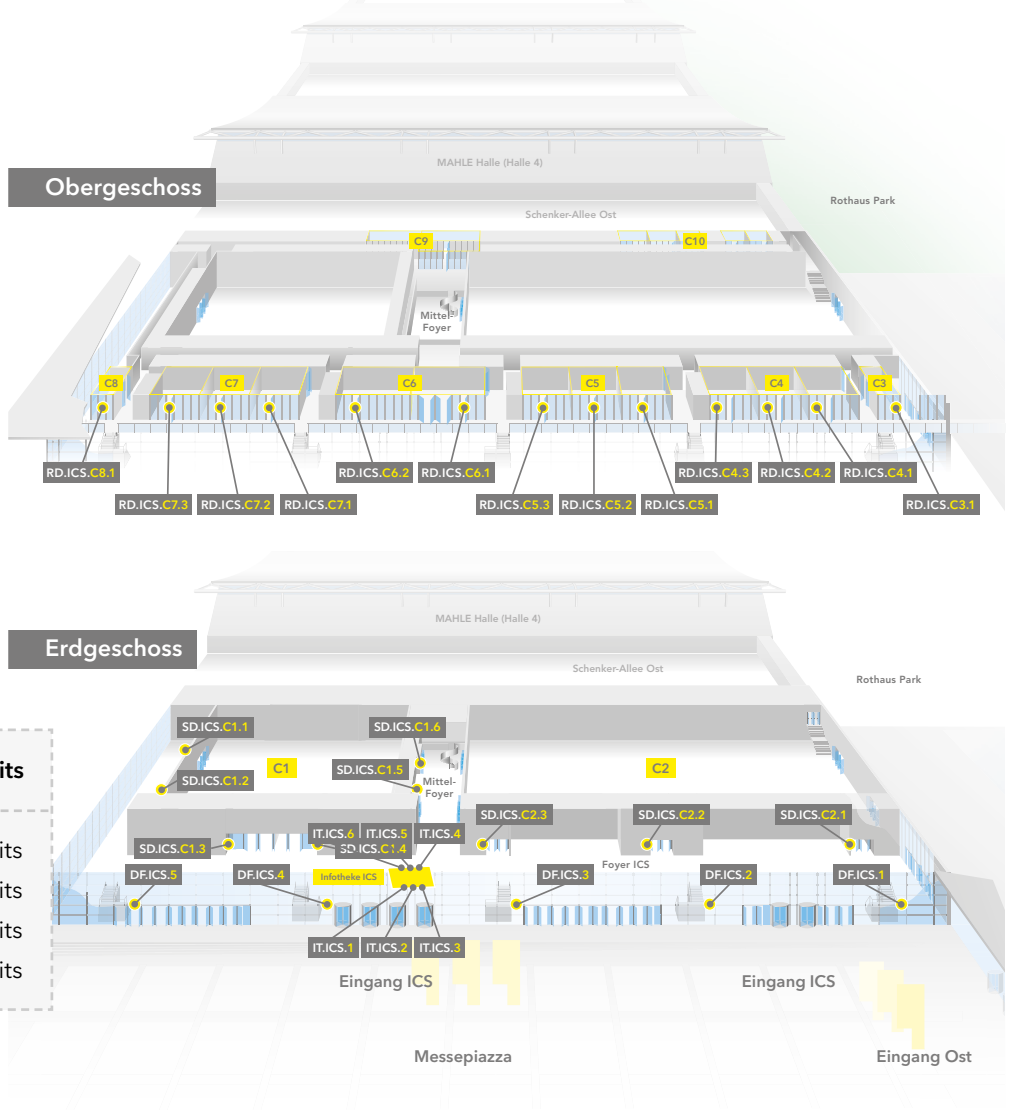
Note: It is not possible to confirm cookies remotely because a mouse cannot be connected.

Videos

- mp4
- h.264 (to HD), h.265 (from HD to 4K, including alpha blending)



Digital Signage - Displays ICS



Digital Signage - xpoWall (XPW)

The expoWall (LED wall) welcomes visitors who enter the exhibition center from the Messepiazza via the Entrance East. On 60 sqm, you can present your messages.

Recommended:

- Event logo
- Visuals for events
- Visitor guidance
- Animations
- Ten-second videos
- Full screen content
- Recurring advertising
- Exhibitor advertising
- Corporate content

Not recommended:

- Large amounts of text
- Programme overview
- Detailed content
- Hall/venue maps



- Total number: 1 unit

Key to Markets

Messe Stuttgart

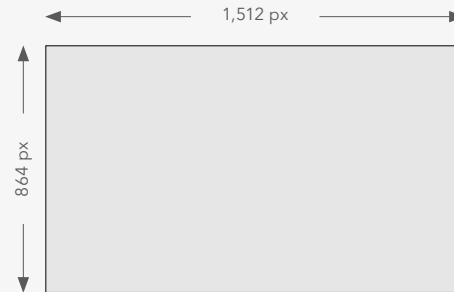


Specifications

• Resolution

Playable resolution:

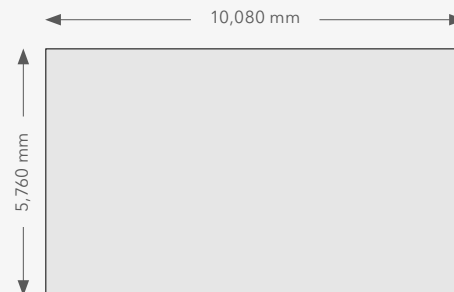
1,512 x 864 px



• Available playback types

Exclusively using Channel Play

• Dimensions



Digital Signage - xpoQbe (XPQ)

The xpoQube is well positioned in the central foyer of the Entrance East to welcome visitors when they enter the exhibition center and leave it.

Recommended:

- Event logo
- Visuals for events
- Visitor guidance
- Animations
- Ten-second videos
- Full screen content
- Recurring advertising
- Exhibitor advertising
- Corporate content

Not recommended:

- Large amounts of text
- Programme overview
- Detailed content
- Hall/venue maps



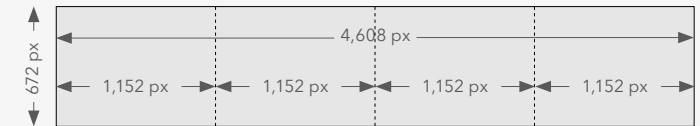
- Total number: 1 unit



Specifications

• Resolution

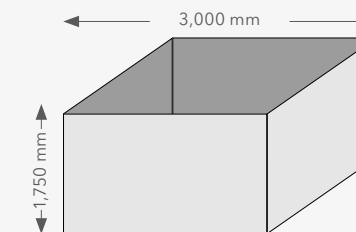
Playable resolution: 4,608 x 672 px
Shown on four segments with: 1,152 x 672 px



• Available playback types

Exclusively using Channel Play

• Dimensions



Digital signage - Ceiling displays (DD)

The ceiling displays are located in the inner exhibition circuit. They each consist of three individual displays, which act as a display band.

Recommended:

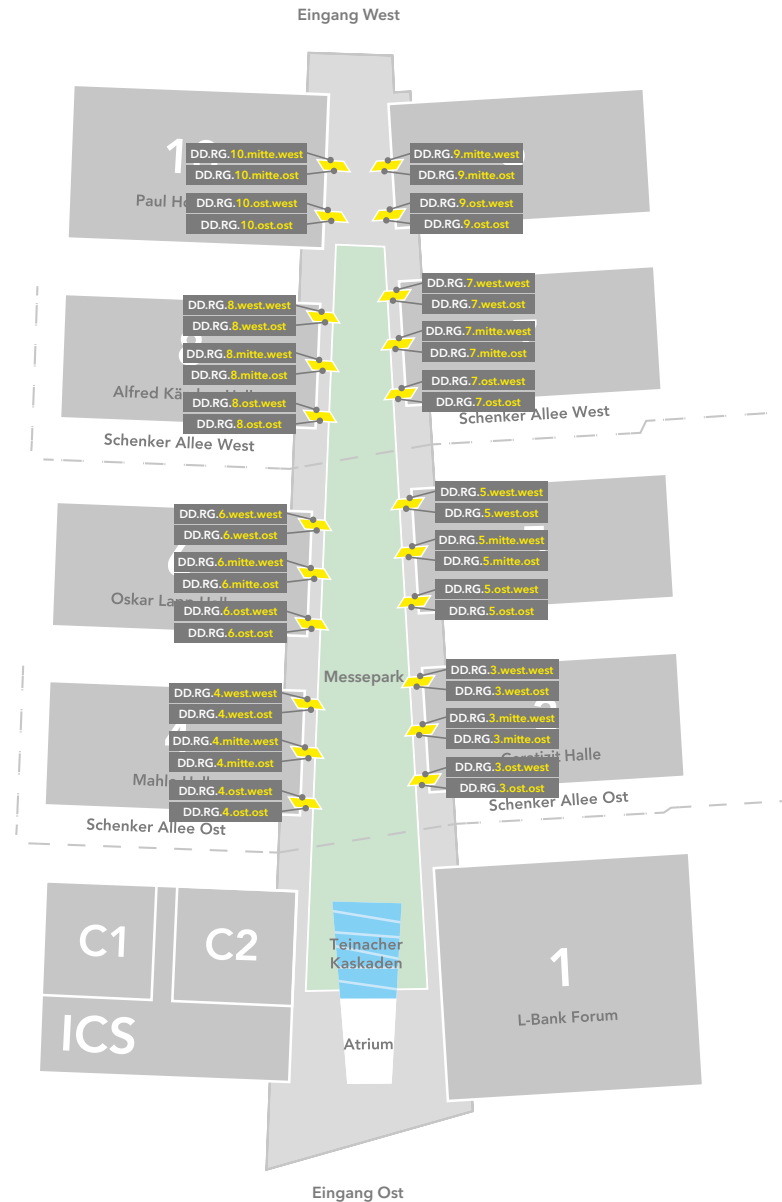
- Event logo
- Visuals for events
- Visitor guidance
- Animations
- Ten-second videos
- Full screen content
- Recurring advertising
- Exhibitor advertising
- Corporate content

Not recommended:

- Large amounts of text
- Programme overview
- Detailed content
- Hall/venue maps



- Total number: 44 units



Specifications

• Resolution (16:3 format)

Playable resolution: 6,144 x 1,152 px

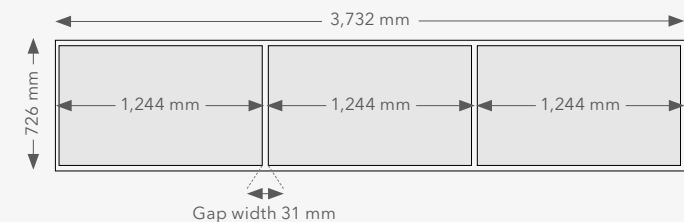
Shown on three displays with: 2,048 x 1,152 px



• Available playback types

Exclusively using Channel Play

• Dimensions (3 displays each measuring 55 inches)



Digital Signage -

Hall entrance displays (HP)

The hall entrance displays are positioned at the entrances to the halls from the inner round course corridors. They are mainly used to display hall layout plans and support visitor orientation.

Geeignet für:

- Hall/venue maps
- Hall sponsor advertising
- Current information

Nicht geeignet für:

- Quickly changing content
- Recurring advertising



- Total number: 18 units



Specifications

- **Resolution:**
Playable resolution: 3,840 x 2,160 px
- **Unit size:**
2,194 x 1,249 cm
- **Available playback types**
Exclusively using Channel Play

Digital signage - Touchscreen pillars (ST)

There are two pillars at the Entrance East, one pillar at the Entrance West and two pillars at each of the hall entrances (except for Hall 2). All of the pillars can be operated by touch.

Recommended:

- Touch content
- Welcome and farewell messages
- Venue layout map
- Hall map
- List of exhibitors
- Programme overview
- Public transport times
- Overview of ongoing events

Not recommended:

- Recurring advertising
- Exhibitor advertising
- Static content

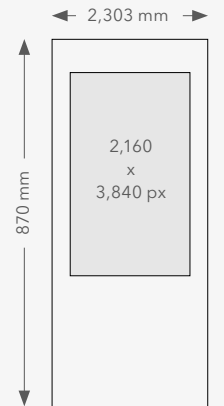


- Total number: 19 units



Specifications

- **Resolution** (9:16 format)
Playable resolution: 2,160 x 3,840 px (4K)
- **Available playback types**
Exclusively using Channel Play
- **Dimensions** (55 inches)



Digital signage - Room displays for rented rooms (RD.RG)

- Total number: 41 units

Key to Markets

Messe Stuttgart



The room displays are located in front of the hall meeting rooms.

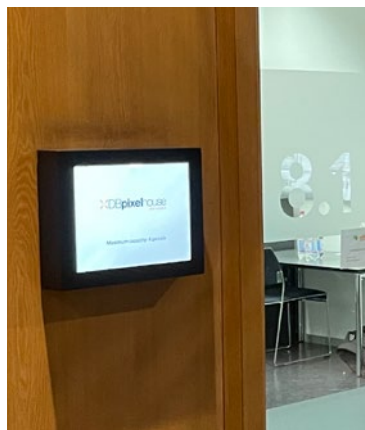
Note: Please note that there are limitations to using RD.RG.1.6.

Recommended:

- Event logo
- Event information
- Room occupation
- Full screen content

Not recommended:

- Recurring advertising
- Exhibitor advertising
- Detailed content

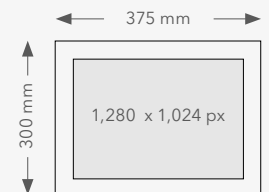


Specifications

- **Resolution** (5:4 format)
Playable resolution: 1,280 x 1,024 px

- **Available playback types**
Channel Play
Agenda Play (EAS)

- **Dimensions** (19 inches)



The room displays are located at Conference West.

Important note: The displays in Conference West have to be activated by Neumann& Müller technicians via the cross bar in the control room.

Recommended:

- Event logo
- Event information
- Room occupation
- Full screen content

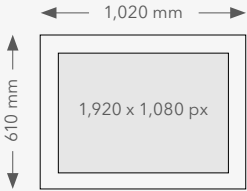
Not recommended:

- Recurring advertising
- Exhibitor advertising
- Detailed content



Specifications

- **Resolution** (16:9 format)
 Playable resolution: 1,920 x 1,080 px
- **Available playback types**
 Channel Play
 Agenda Play (EAS)

- **Dimensions** (42 inches)


Digital signage - Counters (CT) und information desks (IT)

• Total number: 23 units

Key to Markets

Messe Stuttgart



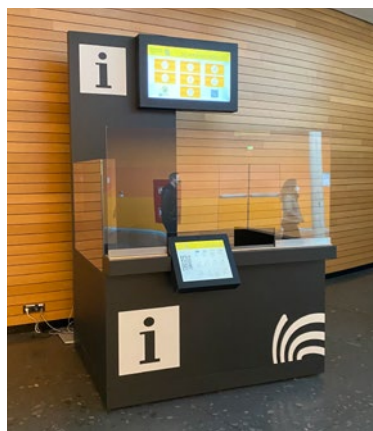
The counters and information desks are located at the entrances and in the elevated areas. The counters each consist of two displays, with one large display at the top and one small display at the bottom.

Recommended:

- Event logo (bottom)
- Static content (bottom)
- Visuals (top)
- Animations (top)
- Programme overview (top)

Not recommended:

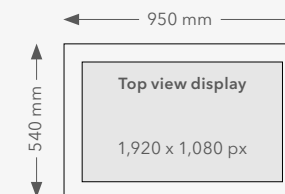
- Recurring advertising
- Exhibitor advertising



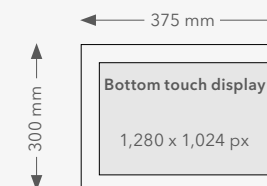
Specifications

- **Top counter** (16:9 format, 40 inches)
Playable resolution: 1,920 x 1,080 px
- **Bottom counter** (5:4 format, 19 inches)
Playable resolution: 1,280 x 1,024 px
- **Available playback types**
Channel Play
Agenda Play (EAS)

- **Dimensions** (top: 40 inches)



- **Dimensions** (bottom: 19 inches)



Digital signage - Room displays for VIP Lounge (RD.VL), PZ (RD.PZ)

- Total number: 4 units

Key to Markets

Messe Stuttgart



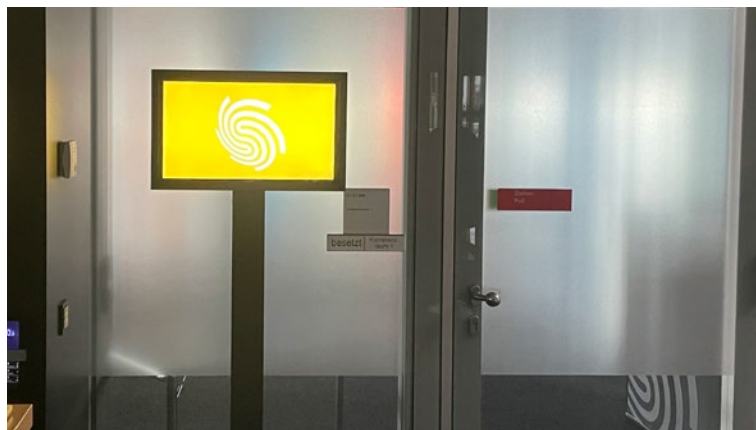
The room displays on the press centre conference rooms and the VIP Lounge primarily display digital signage for the respective room with the current user or agenda item.

Recommended:

- Event logo
- Room occupation
- Full screen content

Not recommended:

- Recurring advertising
- Exhibitor advertising
- Detailed content
- Large amounts of text
- Programme



Specifications

• Resolution (16:9 format)

Playable resolution:

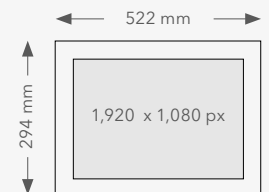
1,920 x 1,080 px

• Available playback types

Channel Play

Agenda Play (EAS)

• Dimensions (24 inches)



Digital signage - Single displays in the Press Center (ED.PZ)

- Total number: 2 units

Key to Markets

Messe Stuttgart



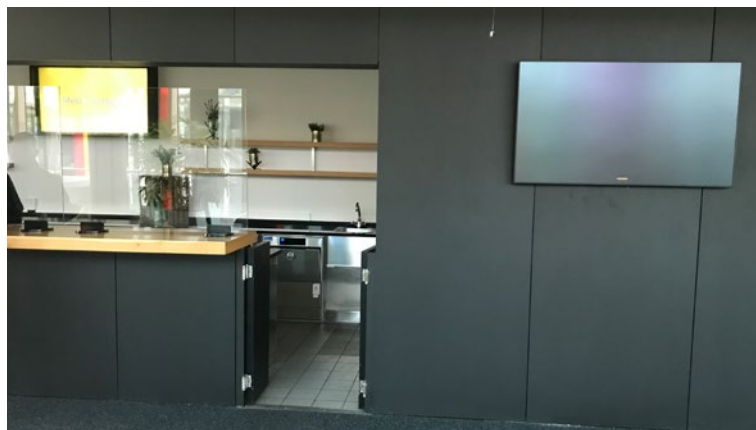
Individual displays are located in front of and behind the Press Center counter.

Recommended:

- Live streams
- Social walls
- Press releases
- News tickers
- Corporate content
- Information about upcoming events
- Programme overview

Not recommended:

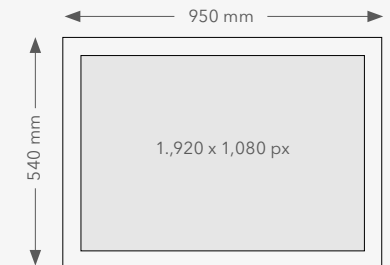
- Recurring advertising
- Exhibitor advertising
- Static content



Specifications

- **Resolution** (16:9 format)
Playable resolution: 1,920 x 1,080 px
- **Available playback types**
Channel Play
Agenda Play (EAS)

- **Dimensions** (55 inches)



Digital signage - Single displays at the guest information (ED.GI)

- Total number: 2 units



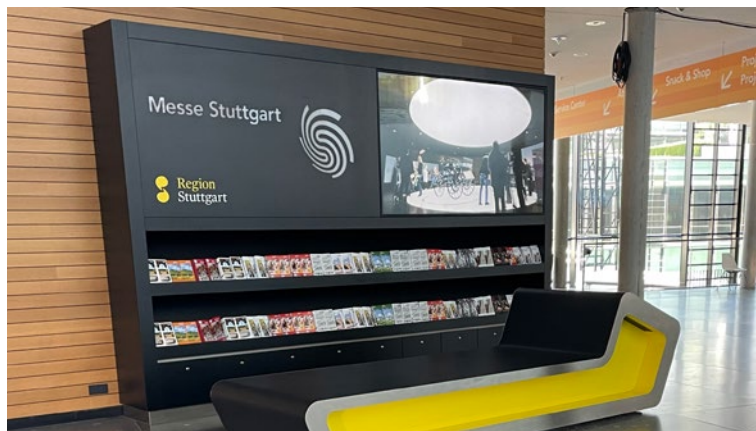
The large single displays at the guest information can be found on both sides of the visitor round course. They are located above the leaflet dispensers next to the yellow seating. Only 60 per cent of these displays' content is available and 40 per cent of the content comes from Stuttgart-Marketing GmbH.

Recommended:

- Corporate videos
- Videos about ongoing events > 10 seconds
- Recurring advertising

Not recommended:

- Exhibitor advertising
- Static content



Specifications

• Resolution (16:9 format)

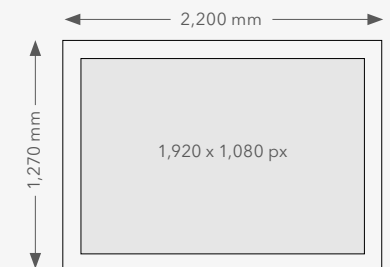
Playable resolution: 1,920 x 1,080 px

• Available playback types

Exclusively using Channel Play

• Dimensions

(approx. 100 inches)



Digital signage - Hall manager displays (HMD)

- Total number: 9 units



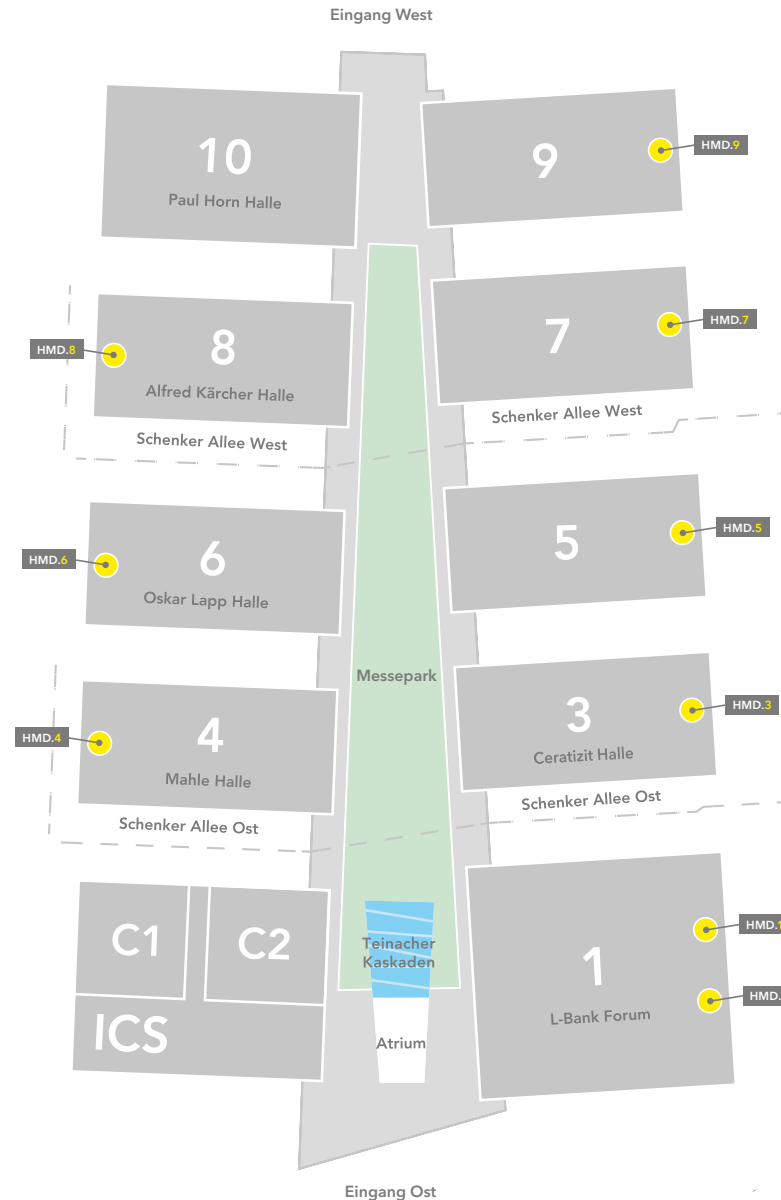
There are two hall manager displays in the L-Bank Forum (Hall 1)
and one each in halls 3-9 above the toilet entrances.

Recommended:

- Greeting for set-up and dismantling of exhibitions
- Security information
- Hygiene notices
- Event logo
- Static content
- Visuals
- Animations
- Programme overview

Not recommended:

- Recurring advertising
- Exhibitor advertising



Specifications

• Resolution (16:9 format)

Playable resolution:

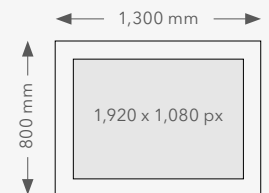
1,920 x 1,080 px

• Available playback types

Channel Play

Agenda Play (EAS)

• Dimensions (55 inches)



Digital signage - Turnstile displays (Speedies)

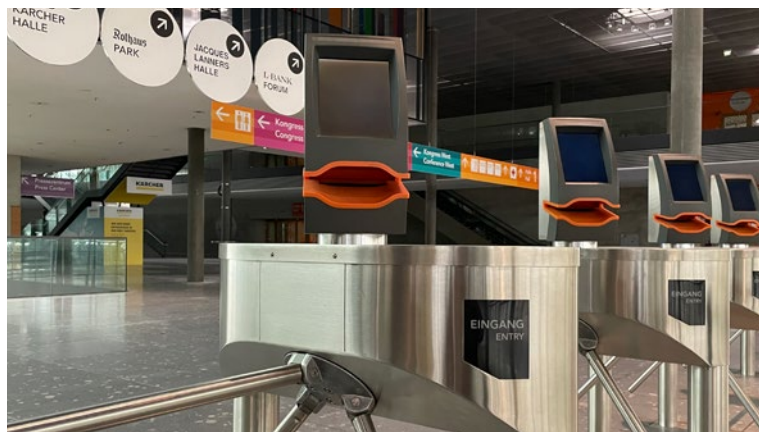
The Speedies are located on the turnstiles in the Entrance East and Entrance West. There are 18 displays (2x9) in the Entrance East and 12 displays (2x6) in the Entrance West.

Recommended:

- Still image
- Event logo
- Partner logo

Not recommended:

- Moving images
- Changing content



- Total number: 30 units



Specifications

• Resolution (3:4 format)

Playable resolution:

600 x 800 px

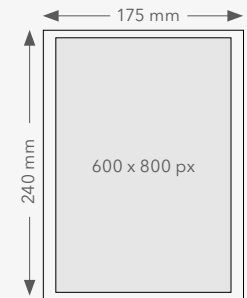
• Playback

Promotional content for events can only be commissioned via Sign Service Stuttgarter Werbetechnik GmbH. The content is imported by IT services as part of establishing entry control.

Deadlines: Commissioning is required 14 days before the event

If playback on the turnstile displays is not ordered, the event logo will be displayed.

• Dimensions (10.4 inches)



Digital signage - Display flags in the ICS (DF.ICS)

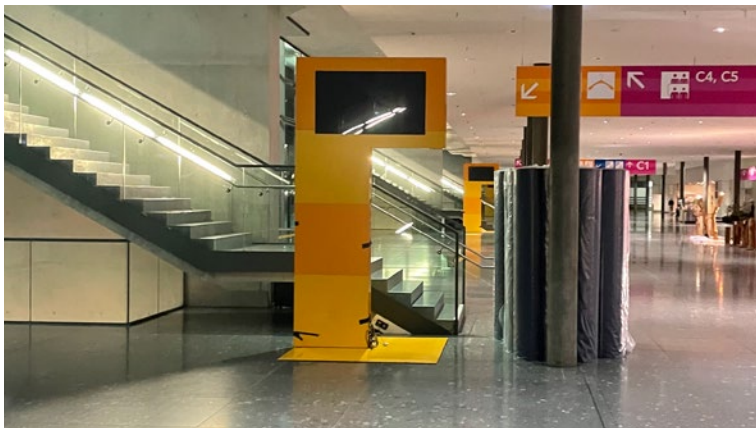
The barred banner displays are located exclusively on the ICS ground floor. Each banner has a display at the front. There is no display at the back.

Recommended:

- Visitor guidance
- Event overview
- Programme overview (broad)
- Animations
- Videos
- Public transport times
- Exhibitor advertising

Not recommended:

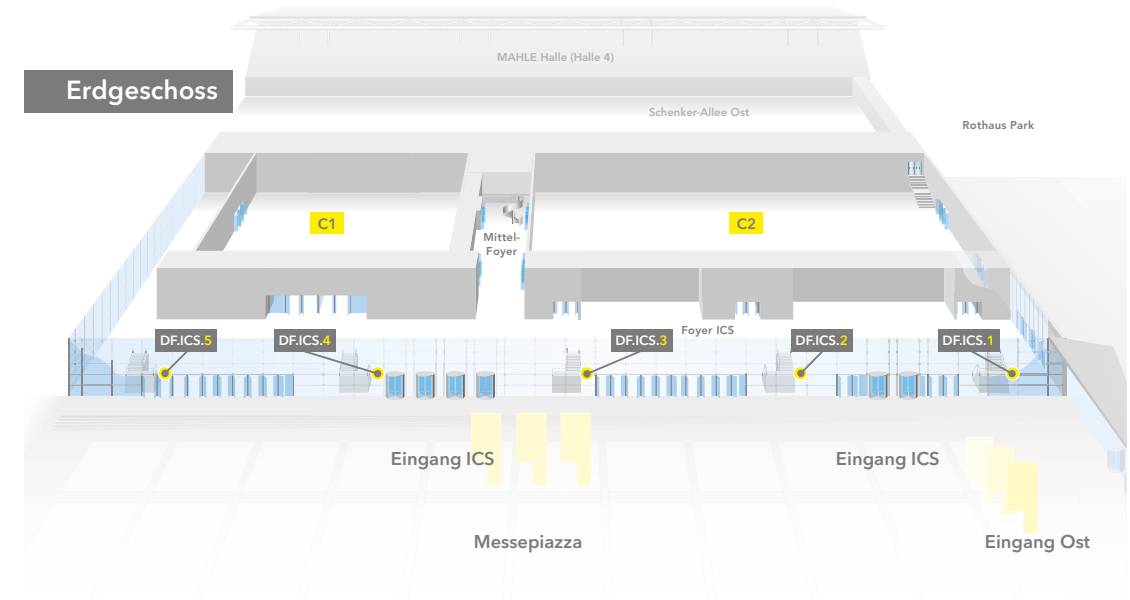
- Recurring advertising
- Large amounts of text



- Total number: 5 units

Key to Markets

Messe Stuttgart



Specifications

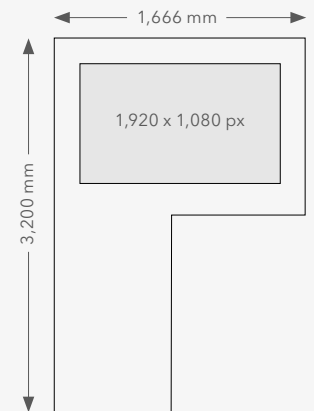
• Resolution (16:9 format)

Playable resolution: 1,920 x 1,080 px

• Dimensions (55 inches)

• Available playback types

Channel Play
Agenda Play (EAS)



Digital signage - Information desks in the ICS (IT.ICS)

The information desk displays in the ICS are located above the information desk.

Recommended:

- Event logo
- Information signage
- Static content

Not recommended:

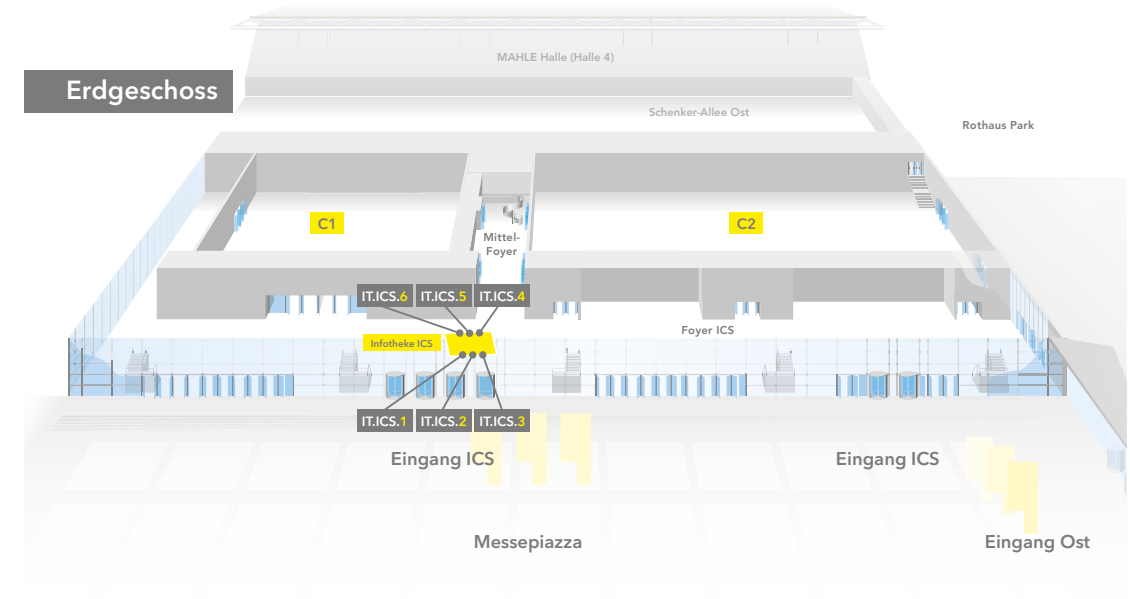
- Recurring advertising
- Exhibitor advertising
- Detailed content



- Total number: 6 units

Key to Markets

Messe Stuttgart



Specifications

• Resolution (16:9 format)

Playable resolution: 1,920 x 1,080 px

• Available playback types

Channel Play
Agenda Play (EAS)

• Dimensions (32 inches)



Digital signage - Hall displays on the ICS (SD.ICS) ground floor

The hall displays in the ICS are located exclusively on the ground floor.

All displays have the same size.
Exception: SD.ICS.C2.1 (27 inches; 16:9, 1920x1080 px)

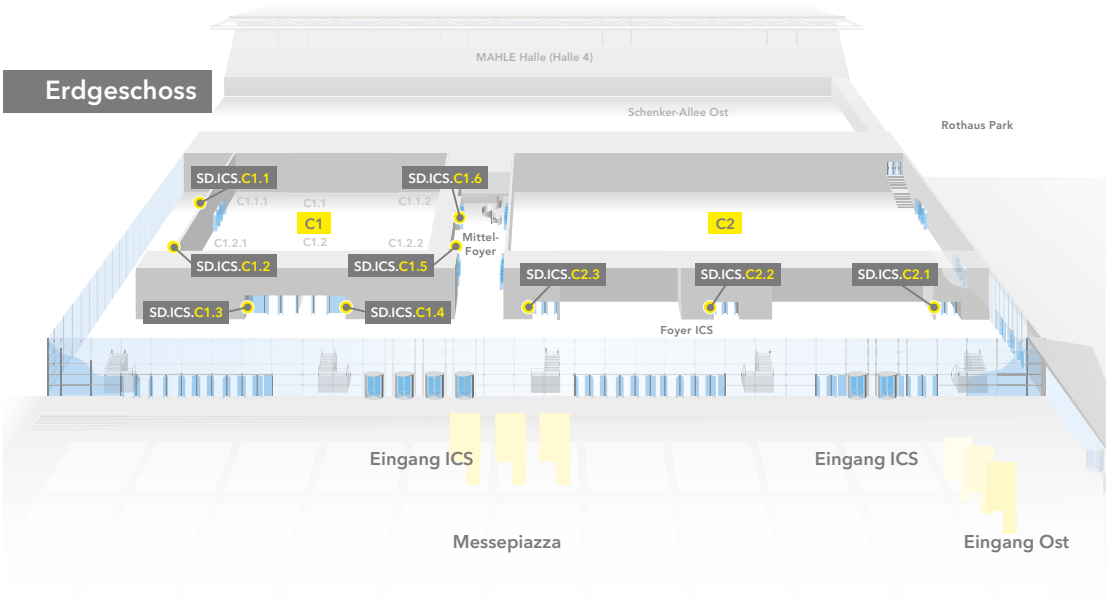
Recommended:

- Room occupation
- Programme overview
- Event-related information

Not recommended:

- Recurring advertising
- Exhibitor advertising

Entrance	Display
C1.1.1	C1.1
C1.2.1 Süd	C1.3
C1.2.1	C1.2
C1.2.2	C1.5
C1.2.2 Nord	C1.4
C1.1.2	C1.6



Specifications

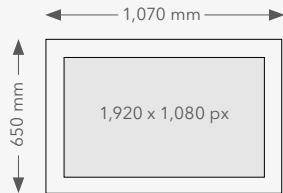
• Resolution (16:9 format)

Playable resolution: 1,920 x 1,080 px

• Available playback types

Channel Play
Agenda Play (EAS)

• Dimensions (42 inches)



Digital signage - Room displays on the ICS (RD.ICS) upper floor

The small, dual room displays in the ICS are located exclusively on the upper floor. The display pairs can only be controlled in synchrony and show the identical content.

Recommended:

- Room occupation
- Programme overview
- Event-related information
- Static content

Not recommended:

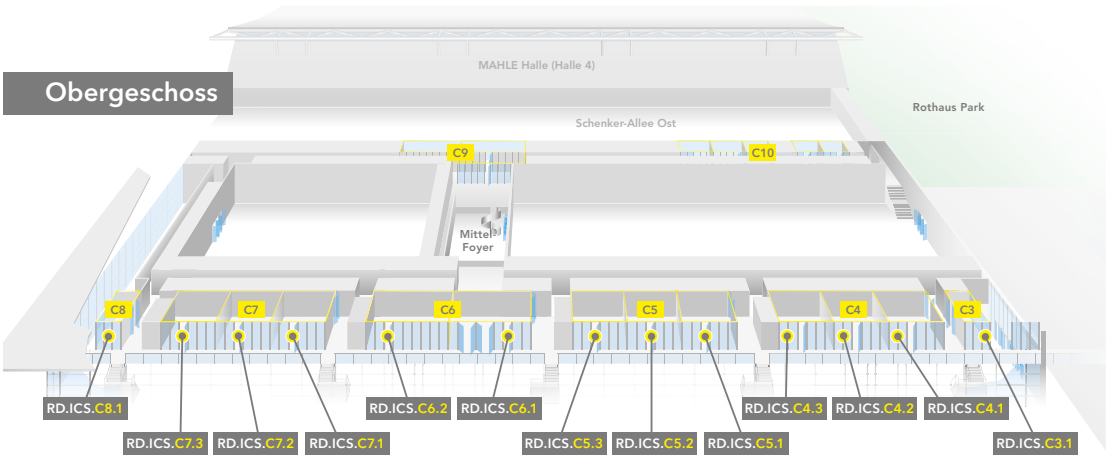
- Recurring advertising
- Exhibitor advertising



- Total number: 30 units

Key to Markets

Messe Stuttgart



Specifications

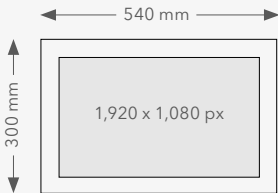
• Resolution (16:9 format)

Playable resolution: 1,920 x 1,080 px

• Available playback types

Channel Play
Agenda Play (EAS)

• Dimensions (24 inches)





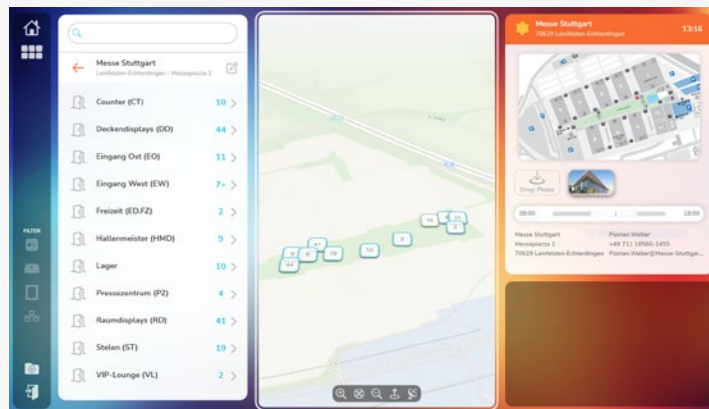
Channel Play

Selected displays can only be operated by the Marketing Services division using Channel Play.

Via various channels, containing several playlists, mainly animated and touch content will be created and displayed on the displays.

The playlists with the different content run afterwards either in a loop one after the other or can be scheduled to run by the minute with defined start and end times.

To provide content, please use this e-mail address:
displays@messe-stuttgart.de.



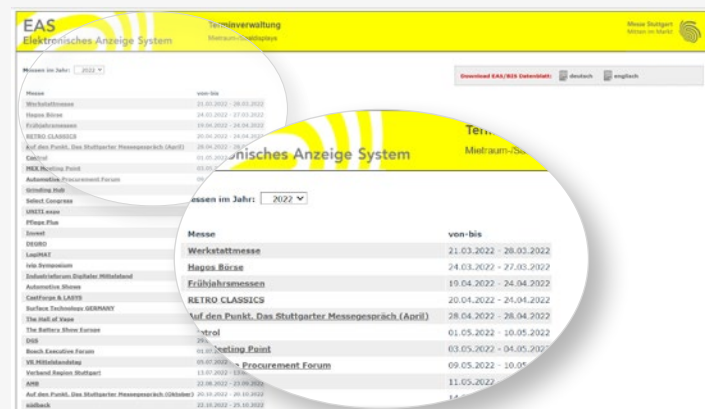
Agenda Play via EAS

Agenda Play can be set via Messe Stuttgart's EAS (electronic display system).

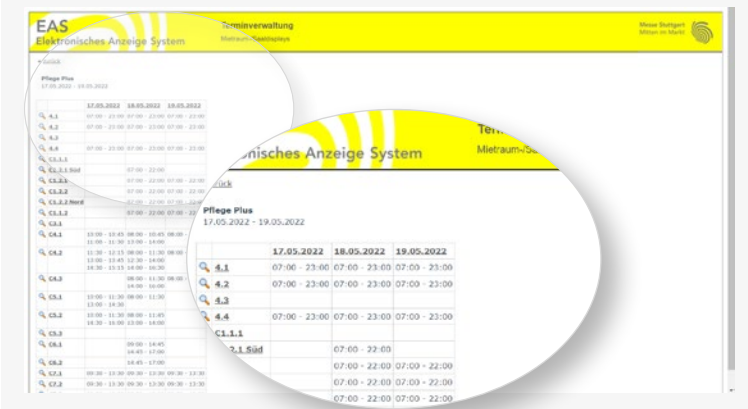
This can be accessed via display.messe-stuttgart.de.

Registered users can independently save static content to the displays, enter changes or delete content on the EAS.

To do this, users can schedule playback and, for example, set which agenda item is to be shown on which display over a specified time period.



If you do not have access to EAS, you can request login details by e-mail.





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