

OPPORTUNITIES & GUIDELINES

BERNEXPO

DIGITAL SIGNAGE SCREENS BUILDINGS 1-3



DIGITAL SIGNAGE (SCREENCLOUD)

Buildings 1–3 contain a total of 30 screens used to display event information and/or wayfinding signage. At your event, you have the option to display your own content on some of these screens. Screen-Cloud is a cloud-based content management system (CMS) for digital signage. It allows you to quickly and easily transfer content to fixed or mobile screens, define time slots, and make adjustments in real time.

EVERYTHING IMPORTANT AT A GLANCE

- There are a total of 26 permanently installed screens and 4 mobile displays (portrait orientation) in Buildings 1–3.
- The content (videos, images, or documents) is played via the Screen-Cloud player provided by BERNEXPO.
- Each screen can be controlled separately and play individual content.
- Time-scheduled playback is possible
**Please provide a schedule indicating which content should be displayed when and where*
- Audio is not available – all screens are muted.
- Content must be delivered in the correct format at least **5 business days** before the beginning of the event.
- Videos must always be sent separately.
- The content will be uploaded by the Content Team 2 days before the start of the trade show and tested 1 day before the start of the event.
- The screens will be turned on by the trade show team on the day of the event (remote controls are located in the trade show office).
- Adjustments can be made in real time during the event. However, implementation may take up to half a business day.
- The Content Team is available Monday through Friday, 8:00 a.m. – 5:00 p.m. For support outside these hours, please contact us well in advance so we can plan accordingly.

SPECIFICATIONS: FORMATS & DATE TYPES

AS A GENERAL RULE:

Landscape screens = 1920 x 1080 px (16:9) **Note the exception on page 4*

Portrait screens = 1080 x 1920 px (9:16)

VIDEOS:

.mp4 (h264) | FullHD | 4K possible | Not supported: Apple ProRes |

Recommendation: Standard-AVC

IMAGES:

JPG, PNG or PDF | All images are automatically converted to JPGs |

Recommendation: JPEG

DOCUMENTS:

PDF or PowerPoint | Multi-page PDFs = automatic slideshow |

PowerPoint presentations only work if they contain embedded fonts |

Recommendation: PDF

WHAT WE OFFER

You are responsible for providing the content to be displayed on the screens. We offer two options for delivery:

1 OPTION 1 – MADE BY YOU:

You deliver the content directly to BERNEXPO in the correct layout (16:9 or 9:16), and we integrate the finished content into the web tool. This option allows you to fully implement your individual style (for example, in line with your CI/CD).

2 OPTION 2 – À LA CARTE:

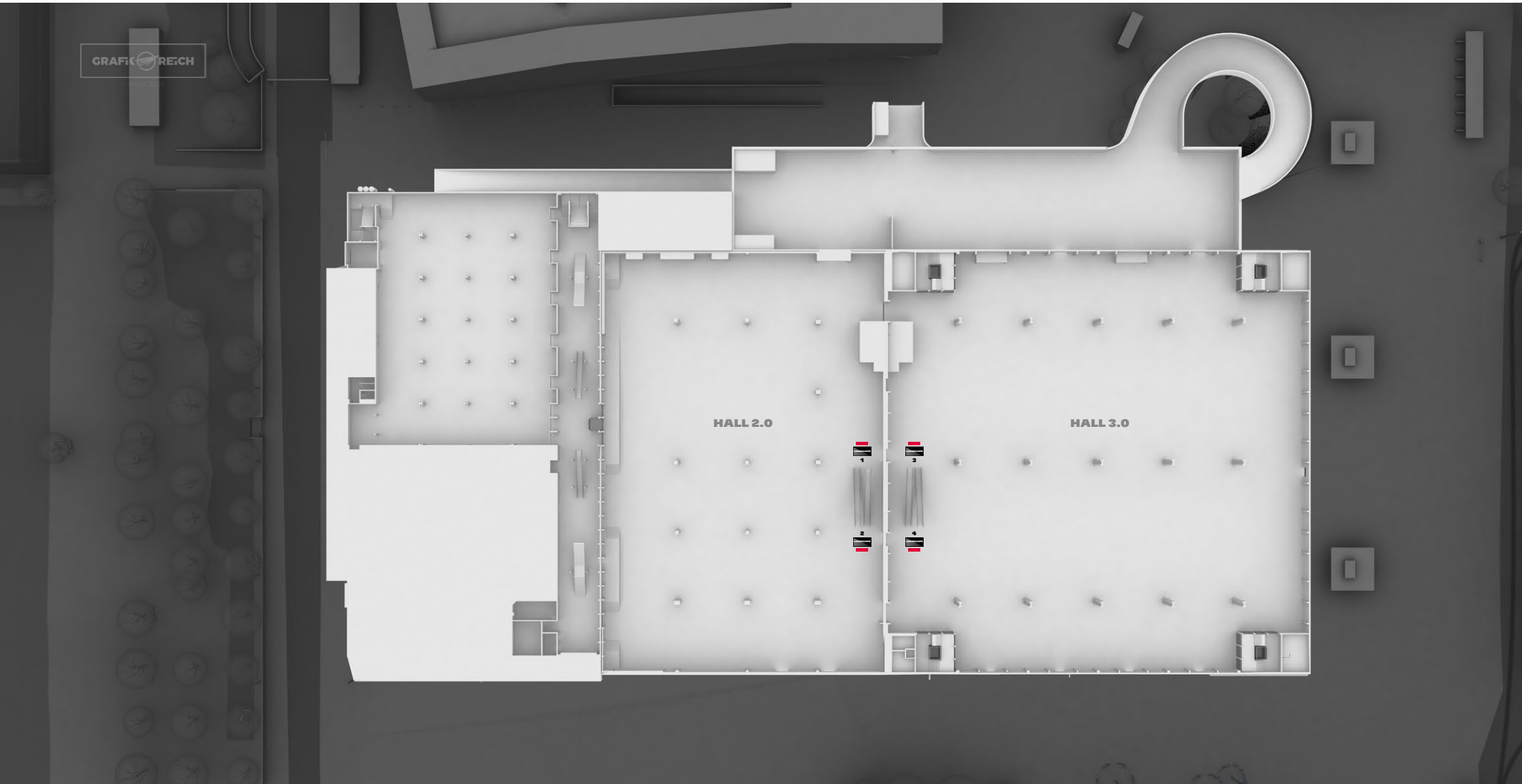
You send us your content (primarily in written form), and we incorporate the information into existing BERNEXPO templates. Your logo will, of course, be included.

It is also possible to combine the two options. Both options are already included in the price of the hall rental.

DIGITAL SIGNAGE SCREENS – BUILDINGS 1–3

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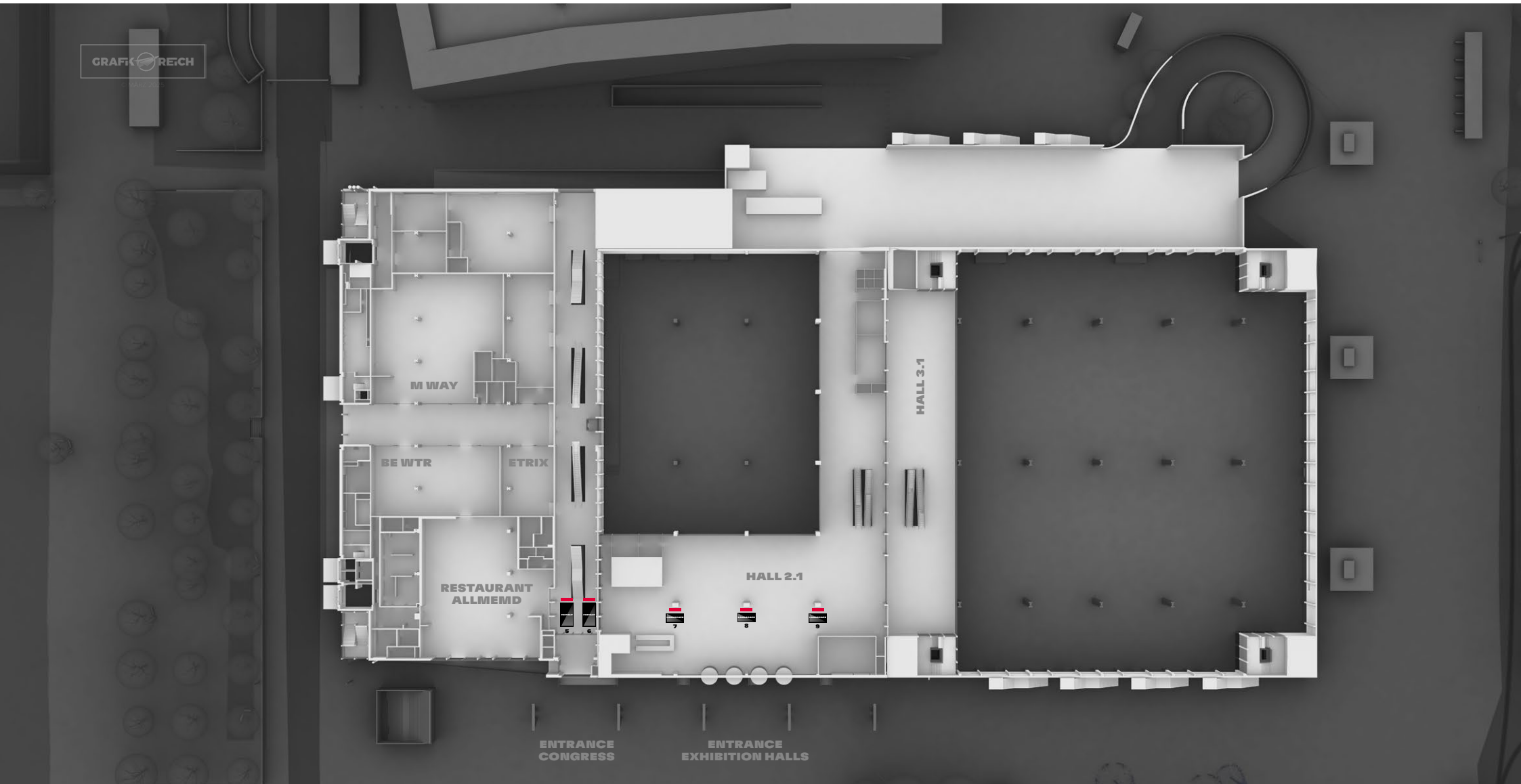
- 1 | BASEMENT 1 (HALL 2.0 & HALL 3.0)



DIGITAL SIGNAGE SCREENS – BUILDINGS 1–3

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0 | GROUND FLOOR (HALL 2.1 & HALL 3.1)



DIGITAL SIGNAGE SCREENS – BUILDINGS 1–3

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1 | FIRST FLOOR (HALL 1.2, HALL 2.2 & HALL 3.2)

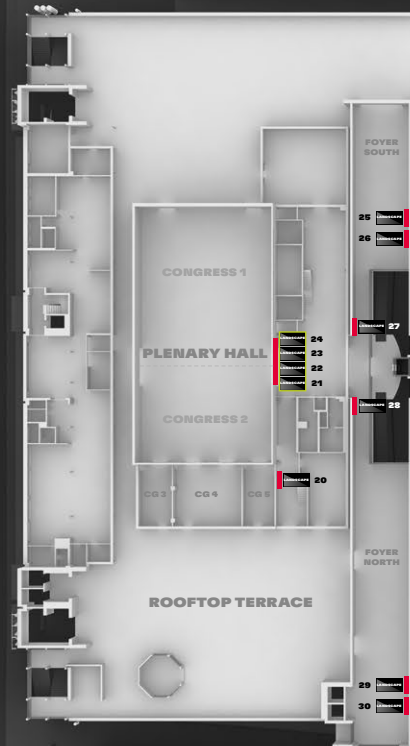


DIGITAL SIGNAGE SCREENS – BUILDINGS 1–3

2 | SECOND FLOOR (CONGRESS ROOMS 1–5)

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GRAFIK RECH



SPECIAL: SCREENS 21–24

The screens can be used **individually**:

Format per Screen: 1920 × 1080 px (16:9)



OR

They can be used as **one large screen**:

Full-page format: 7680 × 1080 px



DIGITAL SIGNAGE SCREENS – BUILDINGS 1–3

3 | THIRD FLOOR (CONGRESS ROOMS 6–8)

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