Moscone Center

Digital Signage Information

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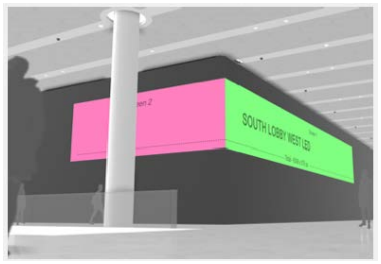
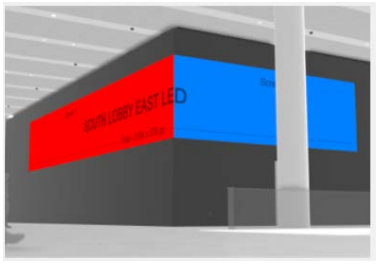
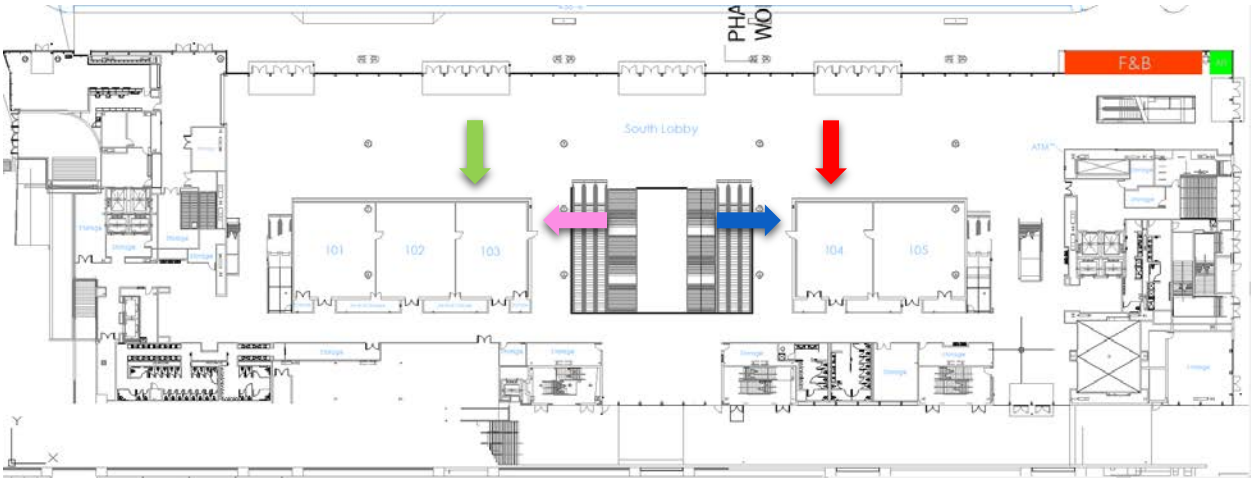
Lobby Screens







South Lobby



West LED Display (20)

73’9$^{13/16}$” x 9’10$^{1/8}$”

4320 x 576 Pixels

29’6$^{5/16}$” x 9’10$^{1/8}$”

1728 x 576 Pixels

Full size of display

6048 x 576 Pixels

10’ from floor to bottom edge of screen

****Content must be created for the FULL size of each display. These displays are one screen****

East LED Display (19)

59’0$^{11/16}$” x 9’10$^{1/8}$”

3456 x 576 Pixels

29’6$^{5/16}$” x 9’10$^{1/18}$”

1728 x 576 Pixels

Full size of display

5184 x 576 Pixels

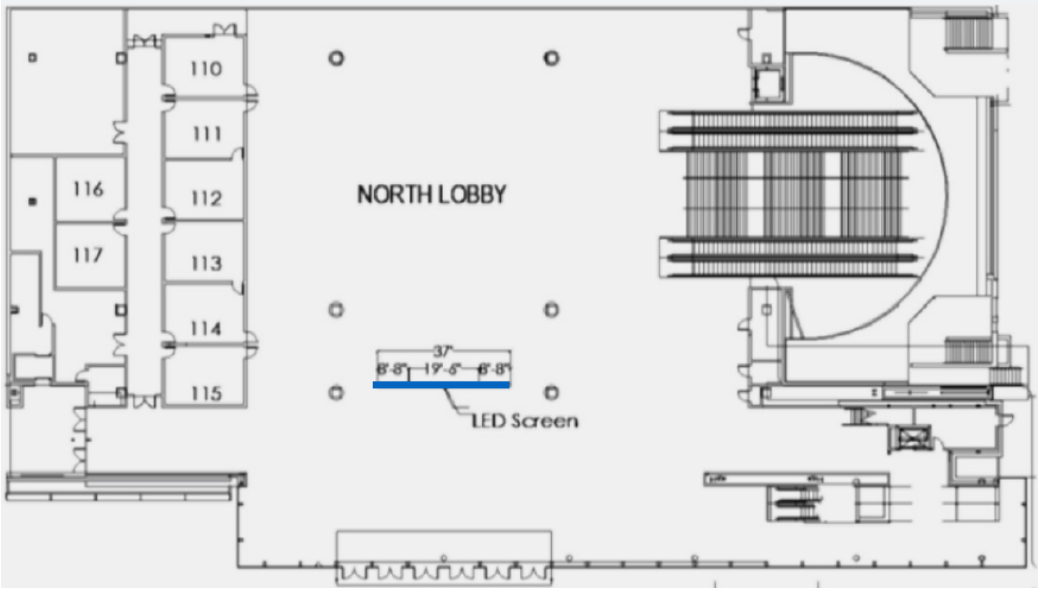
10’ from floor to bottom edge of screen

****Content must be created for the FULL size of each display. These displays are one screen****

North Lobby (15)







19’6” x 3’5”

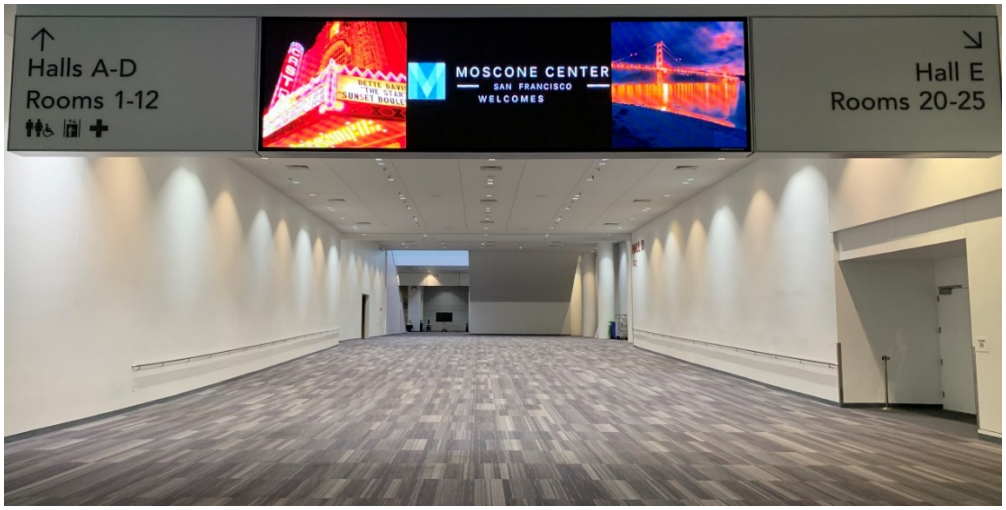
1408 x 216 Pixels

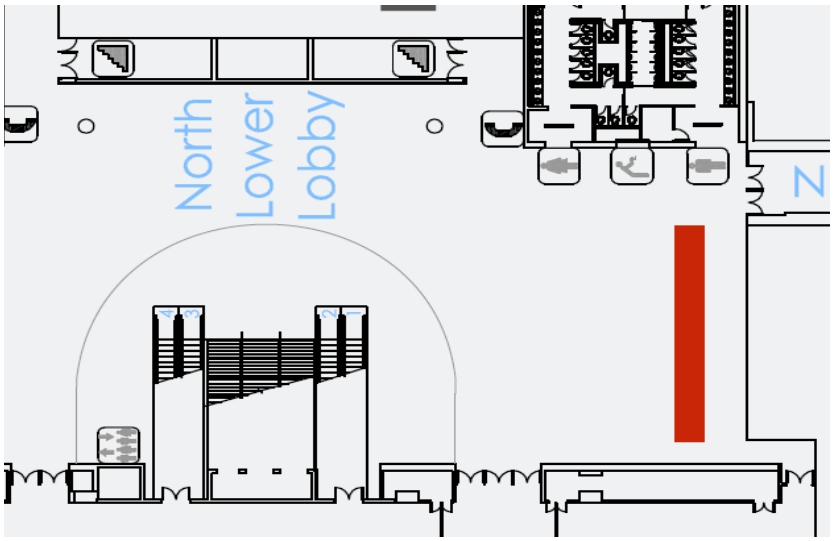
10’11” from floor to bottom edge

Large Screens

North Concourse (17)





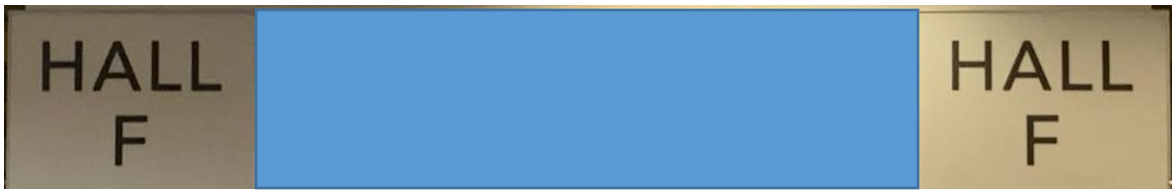


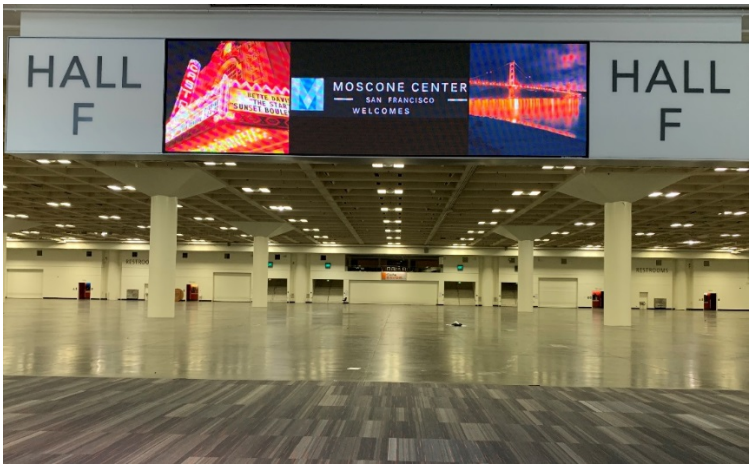
19’11.4” x 5’7.3”

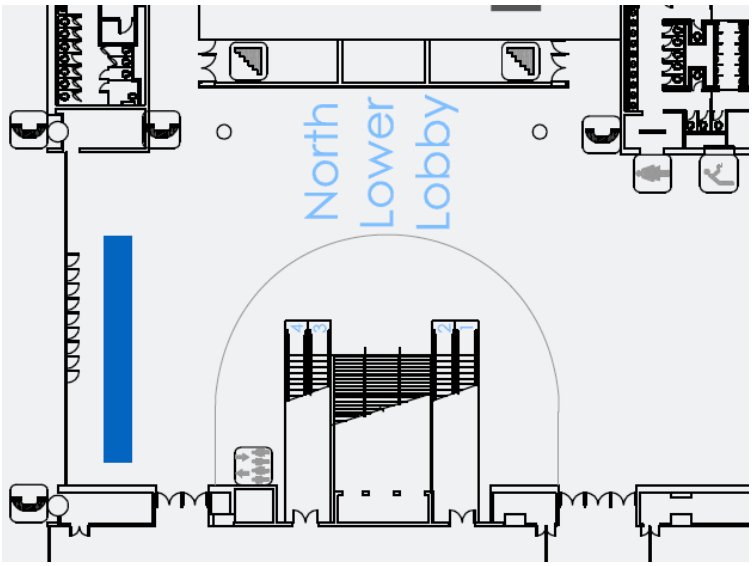
4800 x 1350 Pixels

12’7” from floor to bottom edge

Hall F Entrance (16)







19’11.4” x 5’7.3”

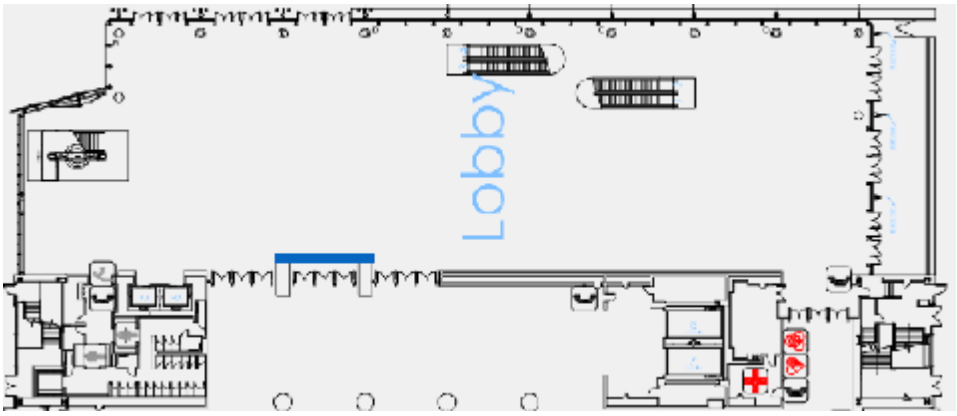
4800 x 1350 Pixels

12’ from floor to bottom edge

West

Level 1 Lobby (18)





29’11.1” x 6’8.8”

7200 x 1620 Pixels

11’7” from floor to bottom edge

Content Considerations

- Avoid large regions of white
  - The use of large regions of white or very light backgrounds should be avoided. Large areas of white are very bright, are more revealing of any small imperfections in the LED grid, and can overwhelm other content
  - Use darker, rich colors. The displays support a full spectrum of rich, vibrant color. Deeper tones display more effectively than lighter, pastel-oriented tones.
- Avoid too much copy
  - Static images are only present on the display long enough to read a single sentence or two.
  - Break up longer messages. Text should be used sparingly and should be made as bold and easy-to-read as possible. Combining text with illustrative or photographic imagery with a strong focal point is optimal.
- Avoid single pixel lines
  - Thin horizontal or vertical lines often have difficulty rendering on LED displays (looking either jagged or disappearing altogether).
  - Use thick of dotted lines. If horizontal or vertical lines must be used, it is recommended to use 2-3 pixel wide lines or thicker, or wide-spaced dotted lines.

Lobby Screen Design Specifications

(North, South, & West Lobbies)

Motion

- Resolution
    - South Lobby West – 6048x576 Pixels
    - South Lobby East – 5184x576 Pixels
    - North Lobby – 1408x216 Pixels
    - North Concourse – 4800x1350 Pixels (accepts half resolution 2400x675)
    - North Hall F Entrance – 4800x1350 Pixels (accepts half resolution 2400x675)
    - West Lobby 1 – 7200x1620 Pixels (accepts half resolution 3600x810)
- File Format - MP4 (H.265/HEVC codec)
- Minimum of 60fps (no dropped frames)
- Videos must end on a whole second. Fractional seconds are not supported (South Lobby West, South Lobby East, and North Lobby only).
- Video Bit Rate – 15mbps CBR (Constant Bit Rate)
- No audio
- Displays cannot run live video feeds.
- File size cannot exceed 1GB

Static

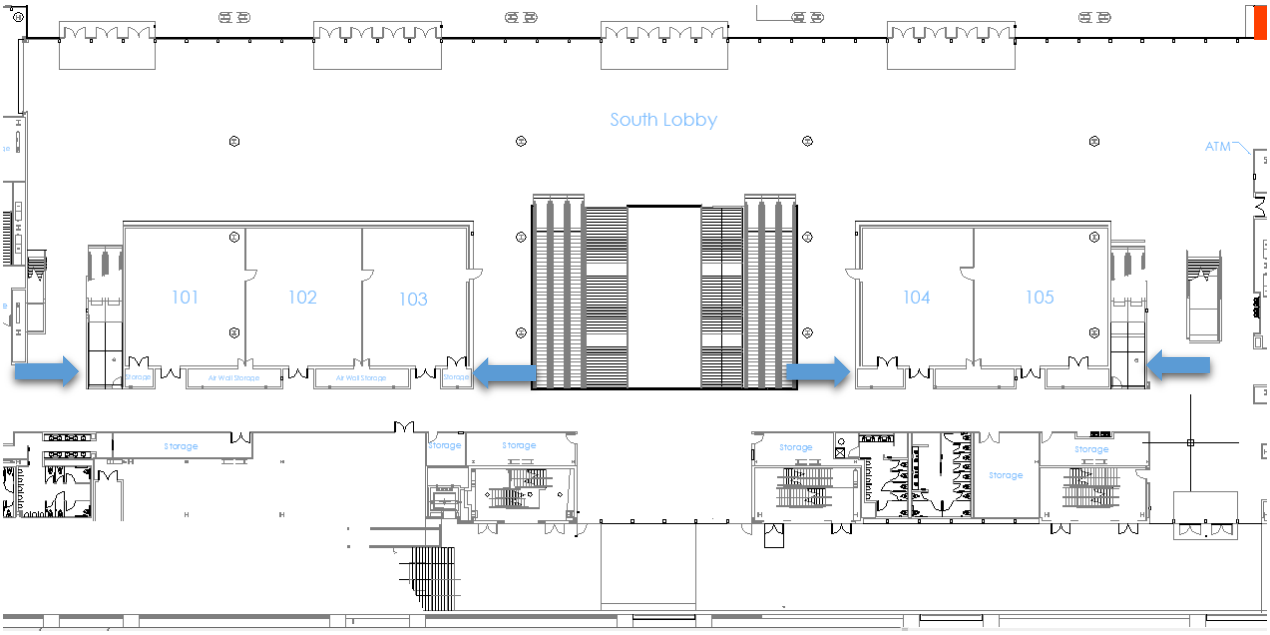
- Resolution
    - South Lobby West – 6048x576 Pixels
    - South Lobby East – 5184x576 Pixels
    - North Lobby – 1408x216 Pixels
    - North Concourse – 4800x1350 Pixels
    - North Hall F Entrance – 4800x1350 Pixels
    - West Lobby 1 – 7200x1620 Pixels
- File Format – PNG & JPG (@72 DPI)
- Color – RGB Color Format
- Quality – Best Settings
- Content can be run on a loop for entire duration or up to four separate scheduled times per day.

Other

- Displays are completely independent and cannot be synced together.
- Please use the schedule template found on the Moscone Center Cloud Server
- Files should be uploaded to the Moscone Center Cloud Server – contact esignage@moscone.com for access.

Meeting Room Screens

South Lobby Meeting Rooms

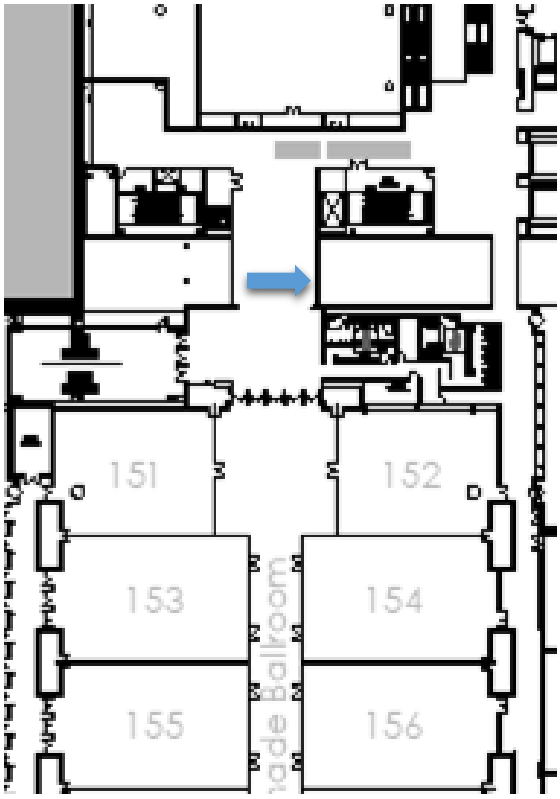


Single 49” display in each location

3840 x 2160 (4K) Pixels

1. Outside Room 101 (#1)
2. Outside Room 103 (#2)
3. Outside Room 104 (#3)
4. Outside Room 105 (#4)

Upper Mezzanine/Esplanade

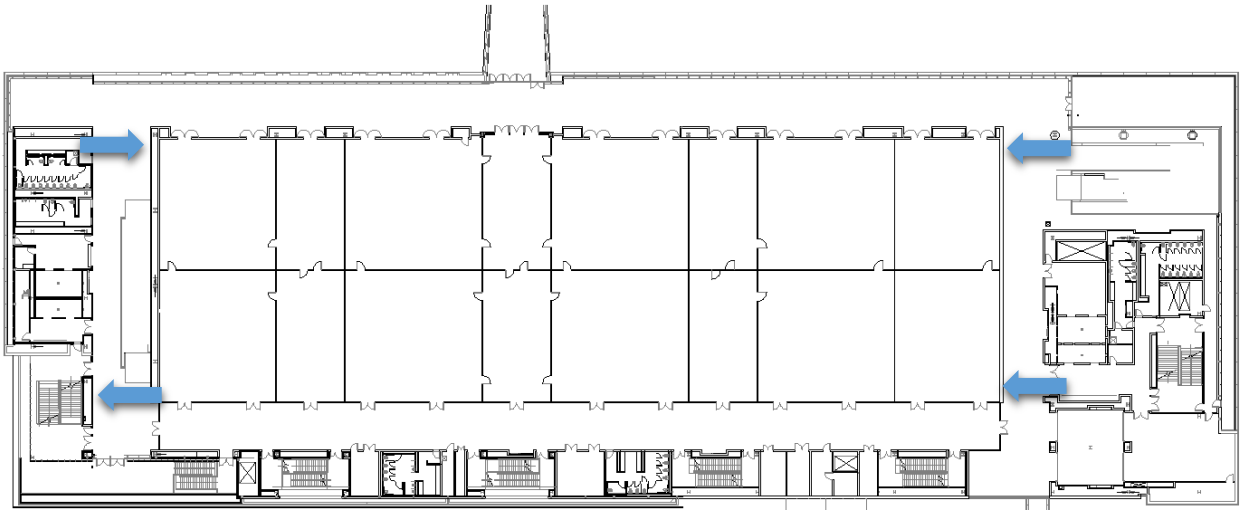


Single 98” Display

3840 x 2160 (4K) Pixels

5. Esplanade (#5)

South Level 2

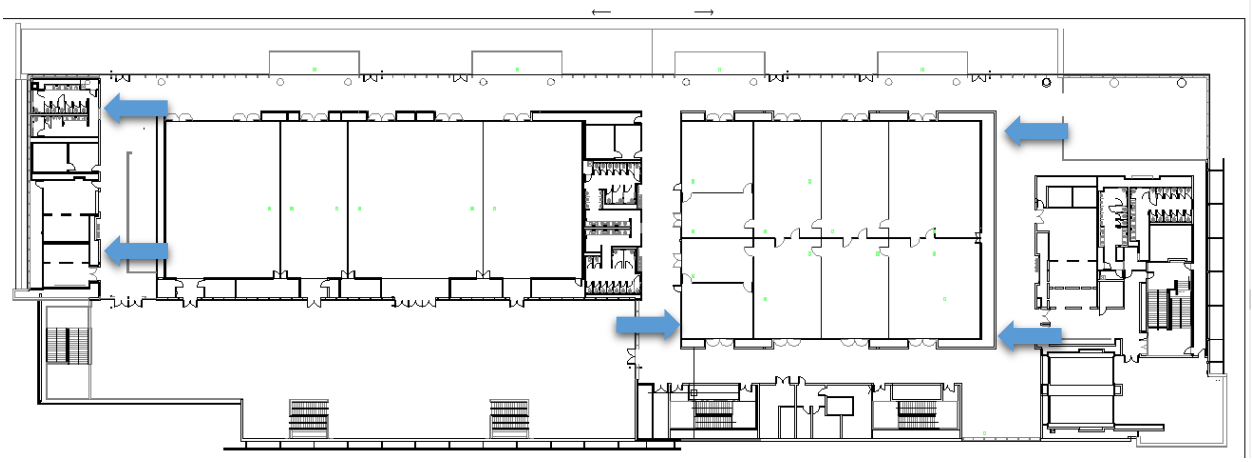


Each location is a single 98” display

3840 x 2160 (4K) Pixels

6. Outside Room 201 (#6)
7. Outside Room 208 (#7)
8. Outside Room 209(#8)
9. Outside Room 216 (#9)

South Level 3



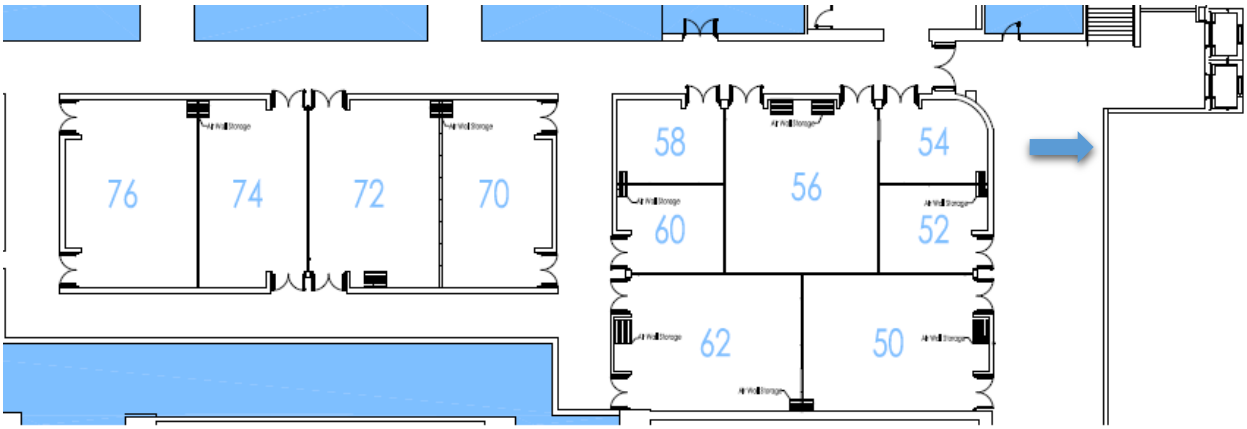
Each location is a single 98” display

**Content may be created for the FULL size of the display, 3840 x 2160px or half resolution at 1920 x 1080 which will be upscaled to 4K

3840 x 2160 (4K) Pixels

10. Outside Room 301 (#10)
11. Outside Room 308 (#11)
12. Outside Room 311 (#12)
13. Outside Room 314 (#13)

Lower Mezzanine



Location is one single 98” display

Content must be created for the FULL size of each display. These displays act as one screen

3840 x 2160 Pixels

14. Across from Room 52 (#14)

Meeting Room Screens Design Specifications

Motion

- Resolution – 3840x2160 Pixels
- File Format - MP4, MOV, and MKV
- Codec H.264 / H.265
- Frame rate 30fps / 60fps
- No audio
- File size cannot exceed 1GB

Static

- Resolution – 3840x2160 Pixels
- File Format – PNG or JPG
- Content can be run on a loop (8-10 seconds per slide) or scheduled times

Other

- Displays are completely independent and cannot be synced together.
- Please use the schedule template found on the Moscone Center FTP Server
- Files must be uploaded to the Moscone Center FTP Server – contact esignage@moscone.com for access.

Guidelines

The following guidelines are applicable to all digital screens:

- Client is responsible for creating content.
- Displays may be used for information or show branding at no charge**. Fees will be charged for commercial advertising promoting an any non-licensee content. Check with your Event Manager to get an estimate based on current fees.
- We are able to program up to four different content schedules per day per screen (i.e. different content from 8a-10a, 10a-1p, 1p-3p, & 3p-6p)
- If you have more than 15 slides for a screen we request that you combine them into a video file. Please refer to individual screen information for specific format guidelines.
- Final content and schedule must be uploaded 4 business days before the first move-in day for the event. Content received after this time will incur labor charges.
- Testing of content is available on contracted dates only.
- A four hour lead time is required for any onsite changes. Onsite changes will incur additional labor costs.
- Onsite support for the displays is available from 8a-5p each day.
- Screens should be scheduled to run from 30 minutes before your first event to 30 minutes after your last event each day. Screens cannot be scheduled for overnight hours.
- The Moscone Center retains the right to display its own content on digital screens including but not limited to information, advertising, and sponsorships.
- Digital Signage and associated software are provided on an as-is and as-available basis. The use of these services are at client's sole risk and The Moscone Center is not responsible for providing additional services/equipment should signage/software be unavailable for use at any time.

**Starting on September 1, 2027 there will be a usage fee charged for using any permanent digital signage belonging to the venue.

Location	Screen #	Usage Fee per Event
South Upper Lobby, Esplanade, & Lower Mezzanine	19, 20,1,2,3,4,5,14	$4000 total
Hall F, Concourse, & North Lobby	16,17,15	$1500 total
South Level 2	6,7,8,9	$1000 total
South Level 3	10,11,12,13	$1000 total
West Level 1 Lobby	18	$1000 total
Usage of all screens in all buildings		$8500 total

Questions may be directed to esignage@moscone.com

Advertising Commission Fees

Displays may be used for show branding and directional information at no charge. Commercial advertising promoting any non-licensee entity is subject to commission. Commissions are charged per advertiser per advertisement (regardless of how many times per day that particular advertisement is shown).

Please see contact your Event Manager for current rates.

All advertisements on large LED screens are charged per screen.

Meeting Room screens are grouped together by location as follows:

- South Lobby Meeting Room Screens (#1, 2, 3, &4) - per advertiser per advertisement for all screens combined
- Upper & Lower Mezzanines (#5 &14) - per advertiser per advertisement
- South Level 2 (#6, 7, 8, &9) - per advertiser per advertisement for all screens combined
- South Level 3 (#10, 11, 12, 13) - per advertiser per advertisement for all screens combined

Additional labor charges may apply to any changes made on-site regardless of whether advertising commission is applicable.