

AURA

PARADEPLATZ ZÜRICH

360 ° Projection - Your Event, Your Handwriting

Our AURA event location sets new standards in event flexibility, visualization opportunities, technical equipment and culinary offer.



AURA „ANIMATION STUDIO“

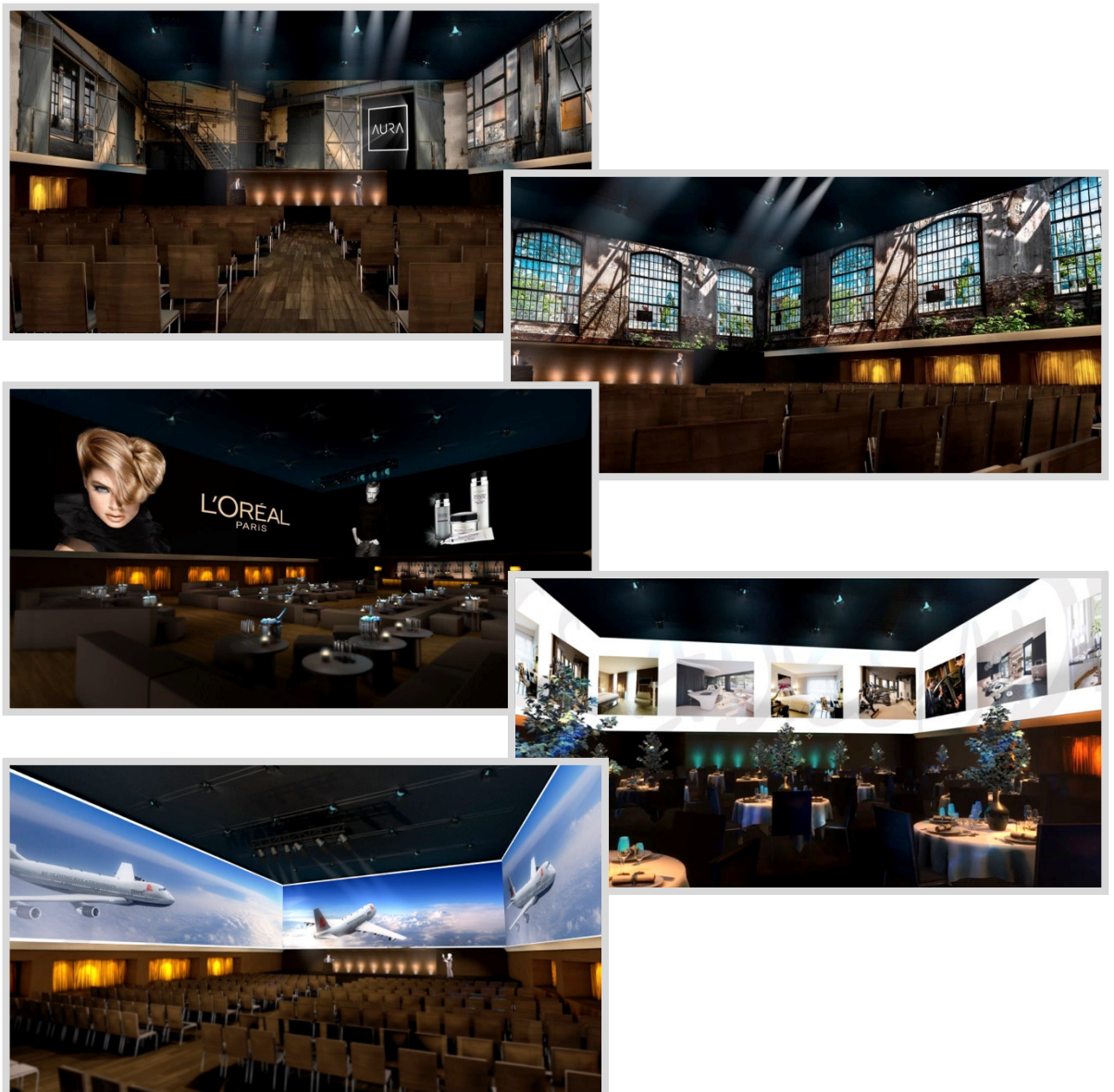
Thanks to our in house "animation studio" and development team, we can offer our clients customized visualizations and animations on highest standards with the best conditions.

From the integration of your logo up to the creation of a complete 360 ° world, the possibilities are limitless.

Your advantages with us as a partner:

- one direct point of contact for your event
- excellent knowledge and experience with 360 ° projection
- excellent price-performance ratio thanks to an efficient workflow
- guaranteed compatibility and integration in the system
- no double costs (integration is offered when content is produced by AURA)
- previews and proposals in 3D views

Large reference list of customers which have used our in-house animation studio



EXTERNAL CONTENT

If the customer chooses to work with an external content supplier, we provide EXACT GUIDELINES so that the integration of the content can be implemented as efficiently as possible.

CAUTION: there will be costs for the implementation of external content by AURA (see price list)

To keep the costs according to the price list the following guidelines **MUST** be followed:

- Content must be delivered exactly as described below (Guideline)
- Content must be named exactly as described below (Guideline)
- Show Template must be filled out and returned latest 14 days before the event
- Content must be delivered latest 5 days before the event



For the overview and production the entire screen is divided on to four walls.
The term "WALL 1 to 4" is used from production to implementation.

The individual walls contain the following pixel size:

Left	(Wall 1)	& Right	(Wall 3)	: 3'510 x 900 Pixel
Front	(Wall 2)	& Back	(Wall 4)	: 2'780 x 900 Pixel

Guideline

PICTURES

Left (Wall 1) & Right (Wall 3) : 3'510 x 900 Pixel

Front (Wall 2) & Back (Wall 4) : 2'780 x 900 Pixel

Format: PNG

VIDEOS

Left (Wall 1) & Right (Wall 3) : 3'510 x 900 Pixel

Front (Wall 2) & Back (Wall 4) : 2'780 x 900 Pixel

Format: Quicktime (Animation, Pro Res) | 25 fps | Square Pixels

IMPORTANT: For integration of standard videos, i.e. product videos (16:9) we recommend Full-HD resolution of 1'920 x 1'080 pixel.

LOGOS

Format: PNG (with alpha channel) | 900 pixel in height, width is determined based on height

IMPORTANT: We can implement all sizes however for the optimum quality of the logo we recommend 900 pixel in height

SOUND

In order to integrate sound files, we need them in the following format:

Format: PCM-Wave | 48 kHz | 16 Bit | Stereo

Labelling of content

The files must be named EXACTLY according the following structure:

Mainfolder:	(„date“ and „name of event“)	example: 2014_06_28_Eventname
Subfolder:	(„scene“ und „number of scene“)	example: Scene_1
Filename:	(„scene“ und „wall number“)	example: Scene_1_Wall_1.png

i.e. 2 scenes with each 4 videos or pictures per scene would be classified as follows:

Mainfolder/Subfolder/Filename

2014_06_28_Eventname/Scene_1/Scene_1_Wall_1.png

2014_06_28_Eventname/Scene_1/Scene_1_Wall_2.png

2014_06_28_Eventname/Scene_1/Scene_1_Wall_3.png

2014_06_28_Eventname/Scene_1/Scene_1_Wall_4.png

2014_06_28_Eventname/Scene_2/Scene_2_Wall_1.mov

2014_06_28_Eventname/Scene_2/Scene_2_Wall_2.mov

2014_06_28_Eventname/Scene_2/Scene_2_Wall_3.mov

2014_06_28_Eventname/Scene_2/Scene_2_Wall_4.mov

2014_06_28_Eventname/Scene_2/Scene_2_Soundfile.wav

Important: Incorrectly delivered content will result in the following extra charges:

-incorrect formatting or labelling per file CHF 50.-

-we cannot guarantee that wrongly delivered content can be played optimally (resolution / jerkiness / etc.)

Show Template

In order to guarantee the correct implementation, our „show template“ must be filled out with all important information and screenshots of the scenes.

In addition to the show template following questions must be answered:

- how is the content delivered (HDD by post, file upload to AURA server, file download from clients server)
- how big is the volume of the final content in GB (estimate on plus/minus 10 GB)
- how many scenes will the final content consist of
- which scenes contain sound files

The „Show Template“ has to be returned completed no later than 14 days before the event.

Delivery of content

If the content is delivered on HDD or memory stick, the medium must be formatted in Windows format.

The content provider is responsible to inform AURA as soon as the data is ready to be delivered or is completely uploaded to the AURA server.

Important: Delayed deliveries will be charged to the customer with the following extras:

- Delivery later than 5 days before the event, an extra of 50% of the implementation costs
- Delivery later than 2 days before the event, an extra of 100% of the implementation costs

The complete content must be delivered no later than 5 days before the event.

Order on the event

On the day of the event, each scene change must be operated by a technician. With various scene changes it will be necessary to have a video technician on site on the day of the event.

Depending on the difficulty of the event (additional technical requirements) we recommend the following combinations:

1 technician

- event with a small technical effort and / or a few scenes change

1 technician & 1 sound technician

- event with different scene changes and more than 2 microphones, without big additional technical effort

1 technician & 1 light technician

- with different scene changes incl. live shows and / or stage situation which need different lighting moods

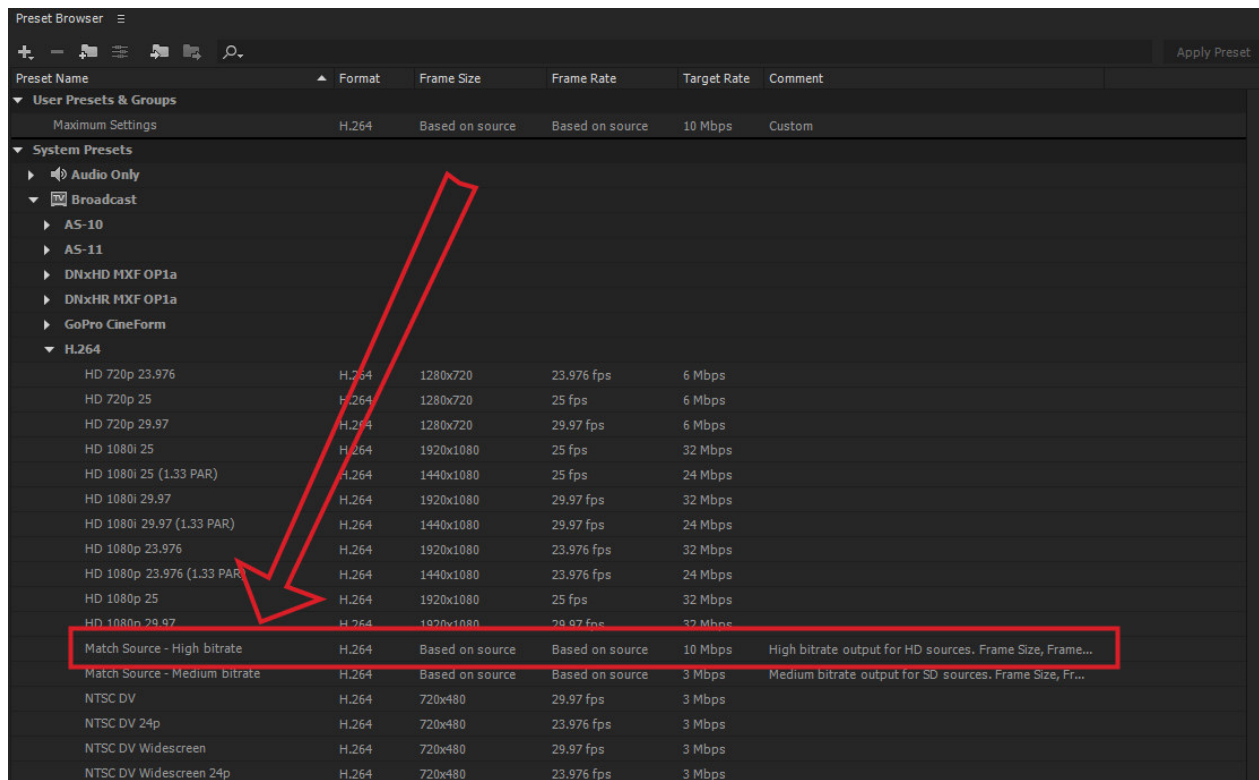
1 technician & 1 video technician & 1 sound or light technician

- events with different scene changes, incl. live shows, lighting moods and larger technical effort

Content & 360° projection - rates

Projection and content cost	Total
<u>LOGO implementation</u>	
1st logo implementation (incl. conversion and preparation)	390
each additional logo implementation (incl. conversion and preparation)	120
<u>VIDEO or PICTURE implementation (with or without sound)</u>	
1st video or picture implementation (incl. conversion and preparation)	590
each additional video or picture implementation (incl. conversion and preparation)	180
"360° scenes" consisting of 4 videos or pictures (1x video/picture per wall) also count as "1 video"	
<u>SOUND implementation</u>	
1st sound implementation (incl. conversion and preparation)	120
each additional sound implementation (incl. conversion and preparation)	50
<u>SLIDESHOW</u>	
Slideshow up to 30 images	660
Slideshow from 30 to 100 images	990
adaption of slideshow to images to 900x900 pixel images	per image 10
the slideshow consits out of a specified size per image of 700x940 pixel	
<u>VARIOUS Inputs</u>	
1st Live Input - i.e. connection of Laptop or DVD (incl. sound)	390
2nd Live Input - i.e. connection of Laptop or DVD (incl. sound)	390
use of a Laptop from AURA	250
use of a 2nd Laptop from AURA (Backup or 2nd PPT presentation)	150
Powerpoint-preview on the back screen (only possible when 360°)	incl.
Powerpoint-preview on additional screen on lectern (42" Screen)	250
<u>AMENDMENTS or REPEATED implementation</u>	
each change of content (LOGO, VIDEO, PICTURE, SOUND) per file	50
if changes or new files need to be implemented after final content has been sent to AURA	
<u>PLAN OF PROCEDURE (only when external content is provided)</u>	
creating the plan of procedure / storyboard based on our Excel template	180
if schedule is organised by the customer no additional costs will be charged	
<u>PROJECT ARCHIVE</u>	
1 year archive of customer or event content	per year 160
<u>PREVIEW on site</u>	
preview on site up to 2 hours	for projection system 360
technician	180 per hour
<u>CONSULTING / COMMUNICATION WITH EXTERNAL CONTENT SUPPLIER</u>	
1 hour consulting is offered	1 hour offered
all additional work will be charged separately	180 per hour
all prices are in CHF incl. 8% VAT. - price changes subject to change	

Format for Video Files



The screenshot displays the 'Preset Browser' window in Adobe Media Encoder. It shows a list of video presets under the 'System Presets' section, specifically for H.264. A red arrow points to the 'Match Source - High bitrate' preset, which is also highlighted with a red box. The table below represents the data shown in the screenshot.




Preset Name	Format	Frame Size	Frame Rate	Target Rate	Comment
Maximum Settings	H.264	Based on source	Based on source	10 Mbps	Custom
System Presets					
Audio Only					
Broadcast					
AS-10					
AS-11					
DNxHD MXF OP1a					
DNxHR MXF OP1a					
GoPro CineForm					
H.264					
HD 720p 23.976	H.264	1280x720	23.976 fps	6 Mbps	
HD 720p 25	H.264	1280x720	25 fps	6 Mbps	
HD 720p 29.97	H.264	1280x720	29.97 fps	6 Mbps	
HD 1080i 25	H.264	1920x1080	25 fps	32 Mbps	
HD 1080i 25 (1.33 PAR)	H.264	1440x1080	25 fps	24 Mbps	
HD 1080i 29.97	H.264	1920x1080	29.97 fps	32 Mbps	
HD 1080i 29.97 (1.33 PAR)	H.264	1440x1080	29.97 fps	24 Mbps	
HD 1080p 23.976	H.264	1920x1080	23.976 fps	32 Mbps	
HD 1080p 23.976 (1.33 PAR)	H.264	1440x1080	23.976 fps	24 Mbps	
HD 1080p 25	H.264	1920x1080	25 fps	32 Mbps	
HD 1080p 29.97	H.264	1920x1080	29.97 fps	32 Mbps	
Match Source - High bitrate	H.264	Based on source	Based on source	10 Mbps	High bitrate output for HD sources. Frame Size, Frame...
Match Source - Medium bitrate	H.264	Based on source	Based on source	3 Mbps	Medium bitrate output for SD sources. Frame Size, Fr...
NTSC DV	H.264	720x480	29.97 fps	3 Mbps	
NTSC DV 24p	H.264	720x480	23.976 fps	3 Mbps	
NTSC DV Widescreen	H.264	720x480	29.97 fps	3 Mbps	
NTSC DV Widescreen 24p	H.264	720x480	23.976 fps	3 Mbps	

In the Adobe Media Encoder you will find the Preset as standard.

Settings Preset

▼ Export Settings

Format: H.264

Preset: Custom   

Comments:

Output Name: Convert.mp4

☒ Export Video ☒ Export Audio

▼ Summary

Output: E:\Work...ogress\02_Kunden\2016_10_26_Moduline\Convert.mp4
2780x900 (1.0), 25 fps, Progressive, 00:01:15:00
VBR, 1 pass, Target 10.00 Mbps, Max 12.00 Mbps
AAC, 320 kbps, 48 kHz, Stereo

Source: Clip, Convert.mov
2780x900 (1.0), 29.97 fps, Progressive, 00:01:15:00
48000 Hz, Stereo

Effects

Video

Audio

Multiplexer

Captions



Publish

▼ Basic Video Settings

Match Source

Width: 2780

Height: 900

☒

Frame Rate: 25

Field Order: Progressive

Aspect: Square Pixels (1.0)

TV Standard: ☒ NTSC ☐ PAL


Profile: Main


Level: 5.0

☐ Render at Maximum Depth

▼ Bitrate Settings

Bitrate Encoding: VBR, 1 pass

Target Bitrate [Mbps]:  10

Maximum Bitrate [Mbps]:  12

▼ Advanced Settings

☐ Key Frame Distance: 72

▼ VR Video

☐ Video Is VR

☒ Use Maximum Render Quality ☐ Use Previews

☐ Set Start Timecode 00:00:00:00

Time Interpolation: Frame Sampling

Estimated File Size: 92 MB

Metadata...

OK

Cancel