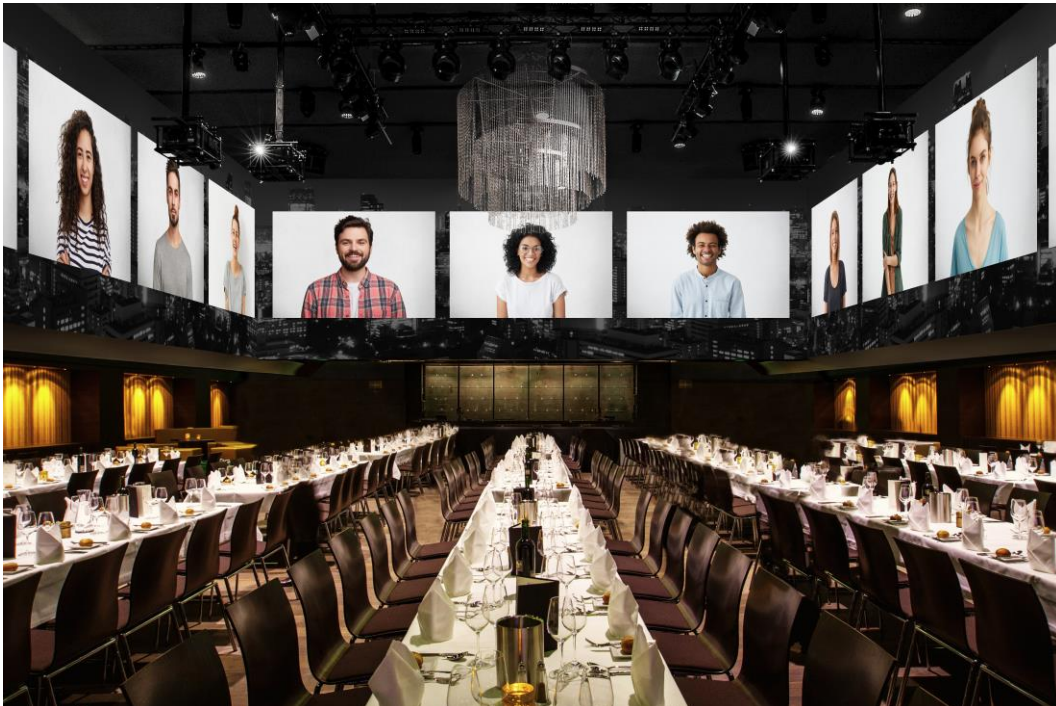




PARADEPLATZ ZÜRICH

## **360 ° projection - your event, your handwriting**

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



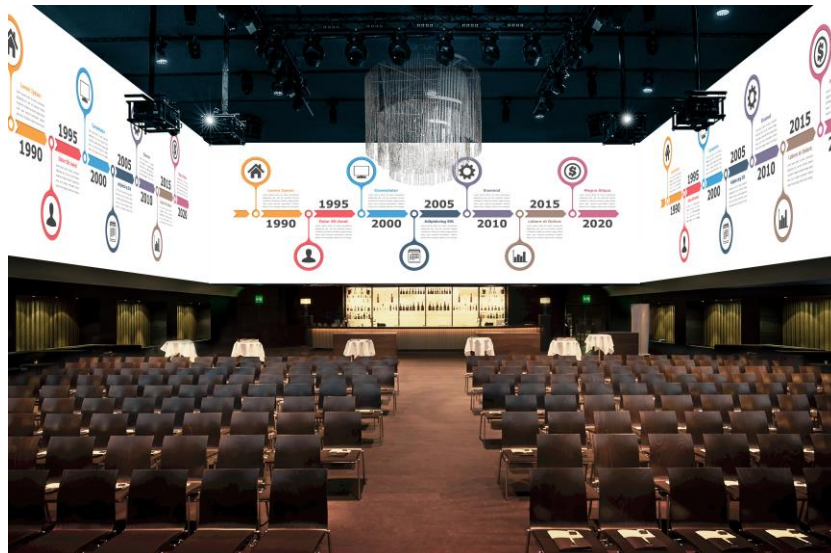
## **AURA „ANIMATION STUDIO“**

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



## **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 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)	: 3'664 x 900 Pixel
Front (Wall 2)	& Back (Wall 4)	: 2'900 x 900 Pixel



## **Guideline**

### **Pictures**

Left (Wall 1) & Right (Wall 3) : **3'664 x 900 Pixel**

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

**Format: PNG**

### **Videos**

Left (Wall 1) & Right (Wall 3) : **3'664 x 900 Pixel**

Front (Wall 2) & Back (Wall 4) : **2'900 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**

**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:

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

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