



**INTRODUCING DIGITAL TRANSFORMATION
WITH DIGICUBE & LED SCREENS**



DIGICUBE

RESERVATION IST 0212 706 78 76
IZ 0232 435 78 76



TECHNICAL ASPECTS

A graphic of a 3D cube with dashed lines and small blue cubes at its vertices, positioned to the left of the text.

DIGICUBE

RESERVATION

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CUBE L ☒

Face Pixel **288w x 432h** (Each singular screen)☒

Total Face Pixel **1152w x 432h** (Total facade dimension **288x4=1152**)

CUBE XL ☒

Face Pixel **432w x 720h** (Each singular screen)☒

Total Face Pixel **1728w x 720h** (Total facade dimension **432x4=1728**)

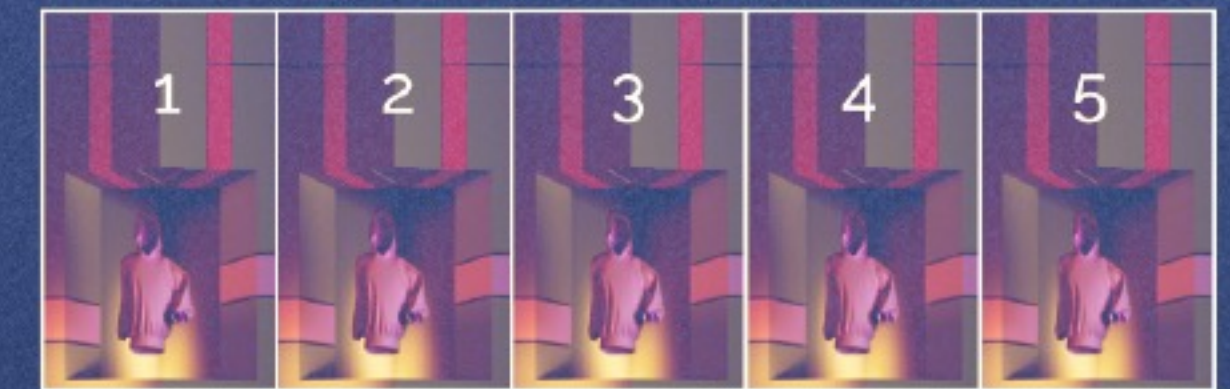
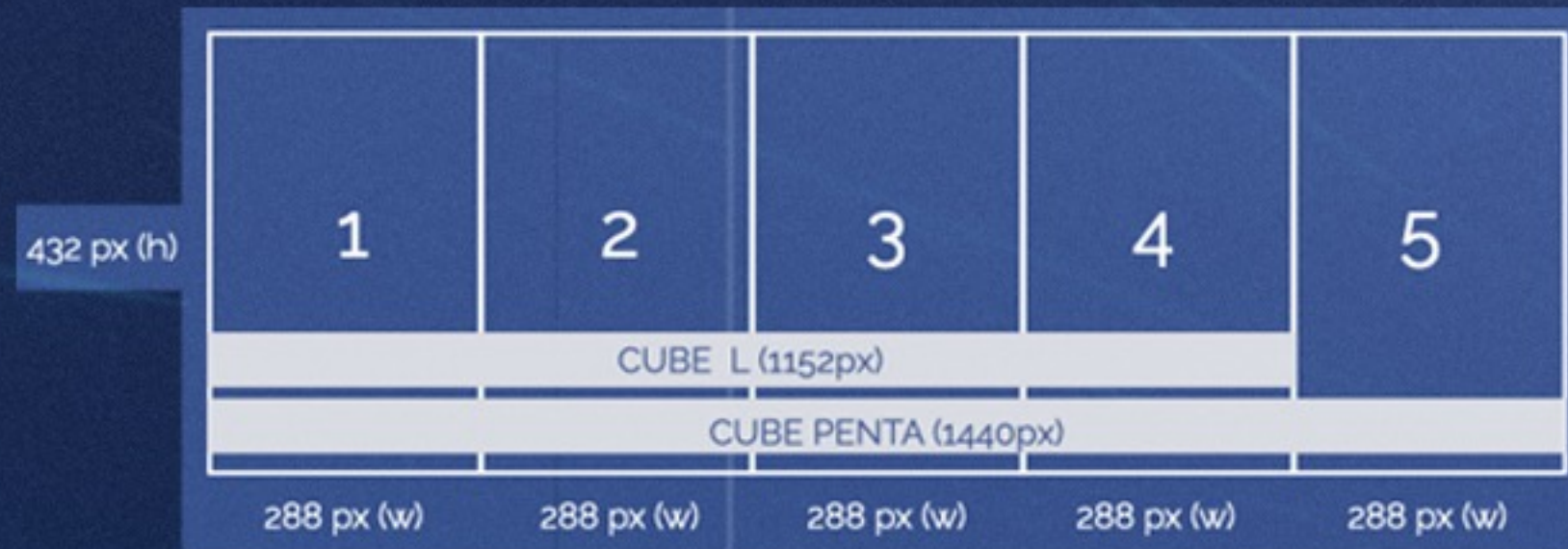
CUBE PENTA☒

Face Pixel **288w x 432h** (Each singular screen)☒

Total Face Pixel **1440w x 432h** (Total facade dimension **288x5=1440**)

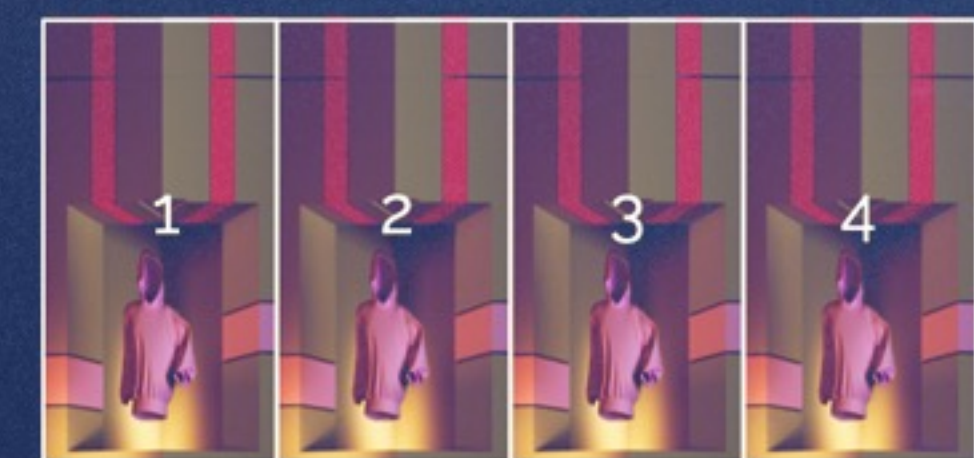
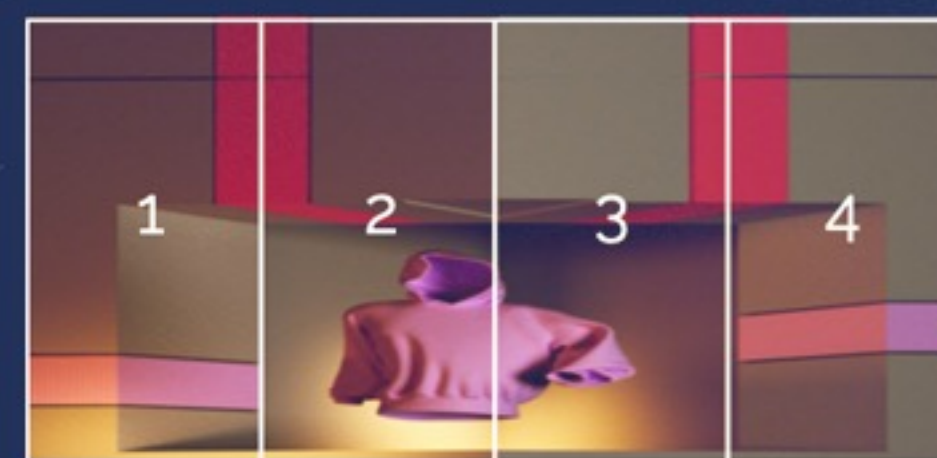
1) DIGICUBE allows you to stream a single video simultaneously on all four faces or four different videos on 4 different faces, again at the same time. The screens are synced and they work together with a specific technique that allows the images to transfer on to each screen. As for this reason, the video planned to be displayed at DIGICUBEs must be rendered as a single video.

(If planned for DIGICUBE Penta, it must have five images designed side by side to each other.*)



In order to create 3D videos, a single video is prepared with the appropriate features and sizes.

When different videos are required to be streamed on the screens or when the same video is wanted to be displayed as a whole on every screen, the videos are combined side by side on all screens, and a single video is prepared with the appropriate features and sizes.





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VIDEO PRODUCTION INSTRUCTIONS

2) In order to create 3D compositions, both LED screens must be referenced back to back. Also, in order for the composition to be experienced with the naked eye, the angles should be calculated according to the average height of the people of Izmir, which is **175 cm**. The physical characteristics of **DIGICUBE** should be calculated during rendering accordingly.

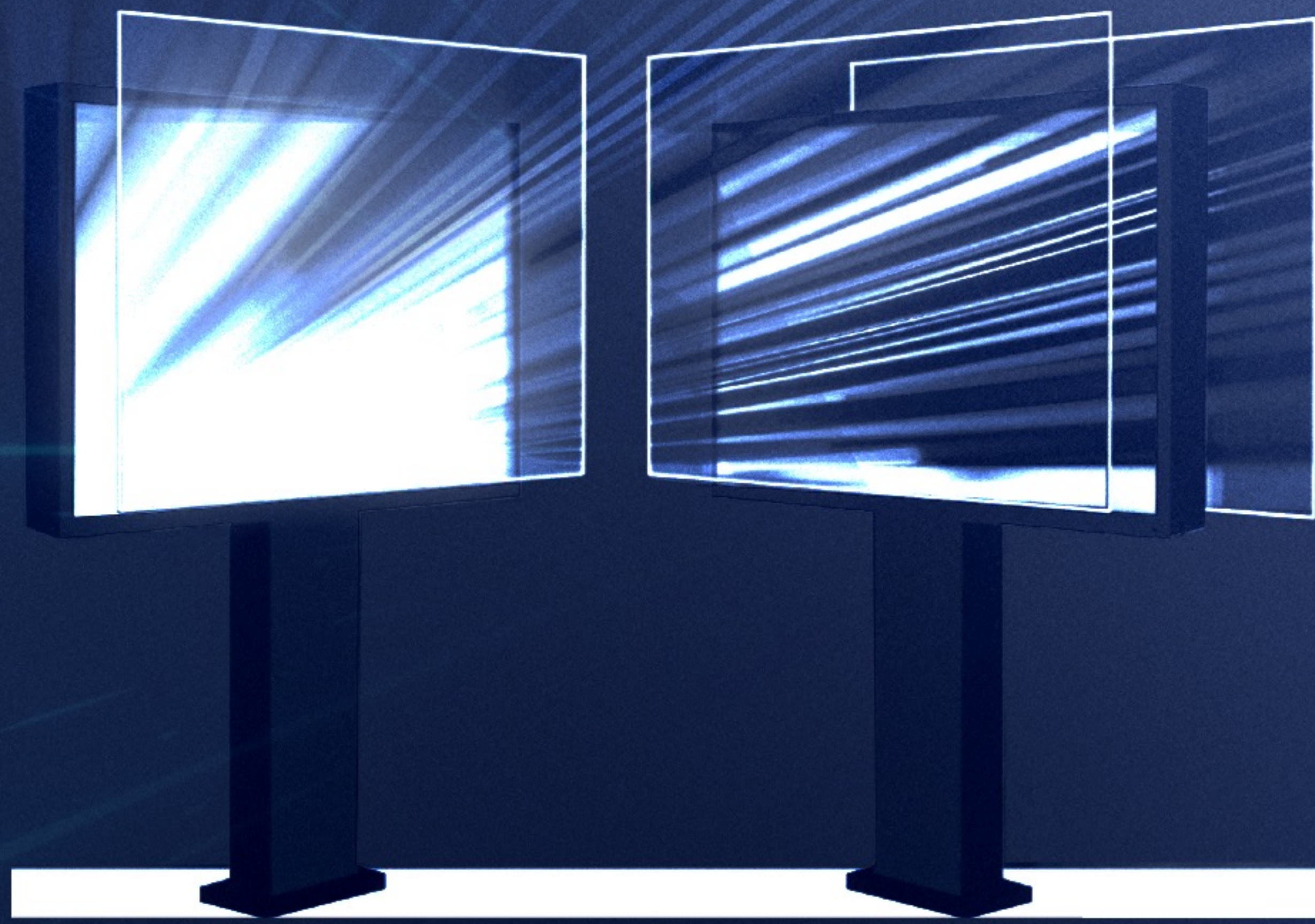
3) The length of the videos must be **15** seconds.

4) It is advised not to use a white background on videos that will be displayed at **DIGICUBE**. Contents that has intense white color have the tendency to distract drivers as they are very bright. Since the brightness is very high, the texts in the content won't be easy to read and the luminosity makes it difficult to distinguish the images in the content.

5) Videos must be submitted in **mp4** format.
Other video types are not supported and cannot be displayed.



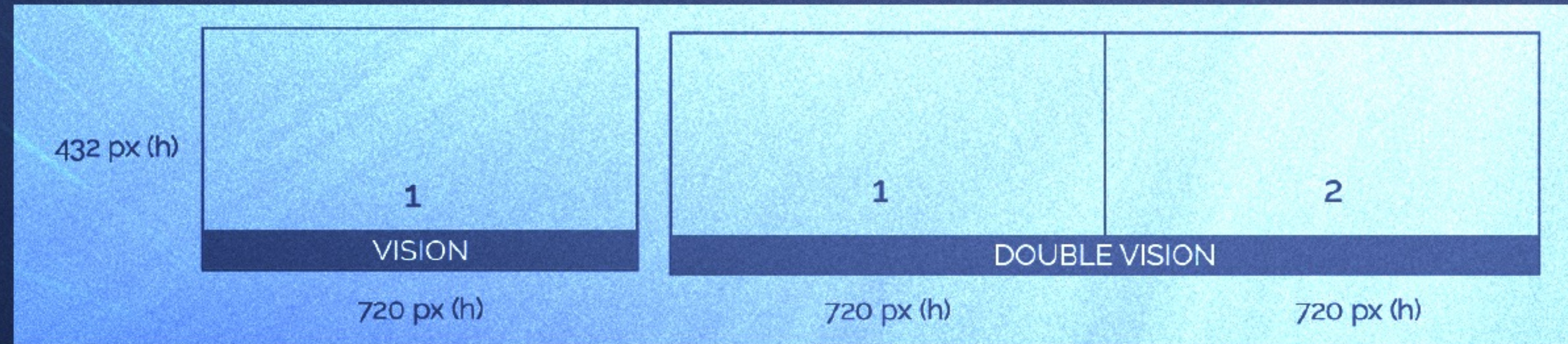
LED SCREENS



VISION
Face Pixel 720w x 432h
Total Face Pixel 720w x 432h

DOUBLE VISION
Face Pixel 720w x 432h
Total Face Pixel 1440w x 432h

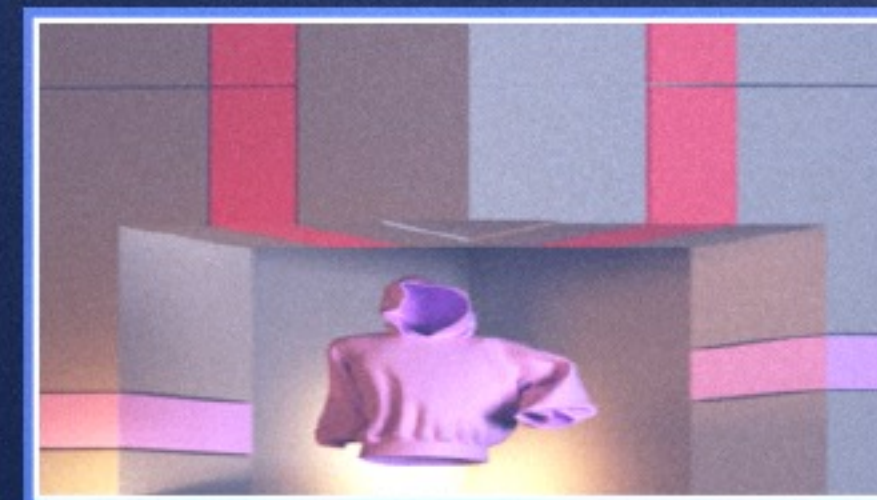
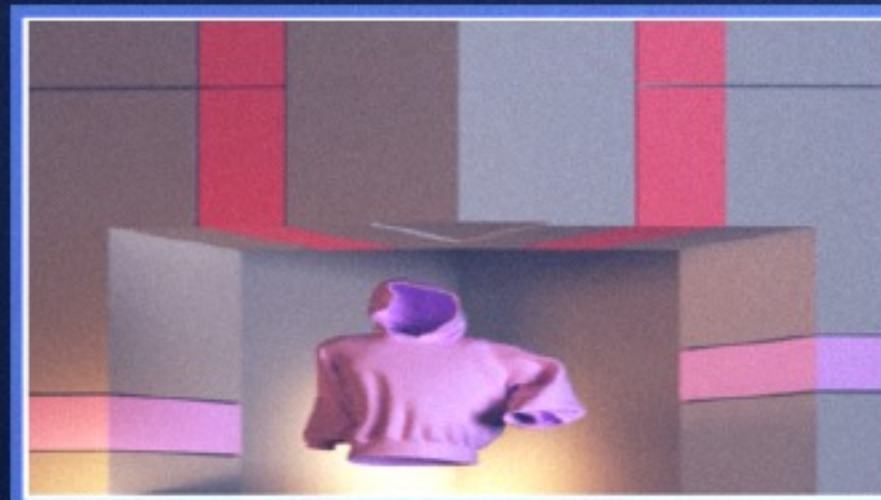
1) LED screens are our prominent outdoor advertising channel, with two different models: **VISION** and **DOUBLE VISION**. Vision provides one-sided, **Double Vision** supports bi-directional display. The submitted videos must be prepared and sent according to the selected model. A single video is prepared with the appropriate features and sizes



VIDEO PRODUCTION INSTRUCTIONS

Vision is 1 sided and single video is needed appropriate dimensions with.

Double Vision is 2 sided and single video is needed to be prepared side by side with appropriate dimensions.



LED SCREEN VIDEO PRODUCTION INSTRUCTIONS

2) The length of the videos must be **15 seconds**.

3) It is advised **not to use a white background** on videos that will be streamed on LED Screens.

Contents that has intense white color have the tendency to **distract drivers** as they are very bright. Since the **brightness is very high**, the texts in the content won't be easy to read and the luminosity makes it difficult to distinguish the images in the content.

5) Videos must be submitted in **mp4** format.

Other video types are not supported and cannot be displayed.

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