

# LED Live Advertising

Leveraging sports emotions  
for more marketing success.

Take advantage of emotional moments!  
Boost your event marketing with our LED perimeter systems and put your customers or your brand at the centre of the event for maximum impact and with maximum flexibility. LED Live Advertising allows you to grab your viewers' attention and use it to your advantage – thanks to digital content, there's no limit to your creativity and flexibility.



swisscom

# Top image quality. Maximum reliability.

Thanks to our many years' experience in the top Swiss football league, we are used to meeting the highest standards of quality and reliability. We offer a worry-free full service – from the infrastructure to the content production. Don't leave anything to chance with live events.

## Your benefits

- Opportunity to dynamically monetise your event.
- Animated ads attract four times more attention from viewers.
- Dynamic electronic schematics thanks to a flexible content management system.
- Lower production costs thanks to digital advertising.
- Security via system redundancy.

## Your options

- LED perimeter system as a fixed or temporary event solution.
- Modular and individual solutions for various needs and demands.
- Content management system with link to social media channels.
- Transition timing statistics.

## Our services

- Leasing of LED perimeter systems for the highest quality standards.
- System operation during the event.
- Content production for static and animated pop-up ads.
- Reliability guarantee.
- Europe-wide logistics management.
- Maintenance and repair of permanently installed systems.

We would be happy to advise you personally about the many possibilities offered by our LED Live Advertising solutions. In addition to LED solutions, our services include event wifi, guest management and event interaction solutions as well as numerous other event services.

Get in touch – we look forward to assisting you with your event!

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## Facts & Figures

Suitable events	Foot, tennis, unihockey, handball, basket, équitation, etc.
Suitable combinations	Connectivity, event wifi, guest management, event app
Components	LED perimeter system, system operation, content production, content management system
Customisation	Customised content, interfaces to peripheral systems, panel length, additional virtual advertising

# Solution overview and technical details

	LED Advision <b>Premium V17A</b>	LED Advision <b>Advanced V17</b>	LED Advision <b>Basic V12</b>
LED panels with top image quality	✓	✓	✓
Content management system	✓	✓	✓
Media server	✓	✓	✓
System redundancy	✓	✓	✓
System outage insurance	✓	✓	x
Pop-up statistics	✓	✓	x
Virtual Advertising Readiness	✓	x	x
Pixel composition	SMD 3 in 1	SMD 3 in 1	SMD 3 in 1
Pixel distance	10,00 mm	10,00 mm	10,00 mm
Total width x total height	248 m x 0,96 m	248 m x 0,96 m	248 m x 0,96 m
Brightness (cd/m2)	6000	6000	5500
Repetition rate	individually programmable	individually programmable	4800 Hz
Panel size	1,27 m x 0,96 m	1,27 m x 0,96 m	1,44 m x 0,96 m
Average power consumption	57,2 KW	57,2 KW	100 KW
Necessary power connections	4 x 125 A	4 x 125 A	4 x 125 A
Weight per panel	58 kg	58 kg	78 kg