

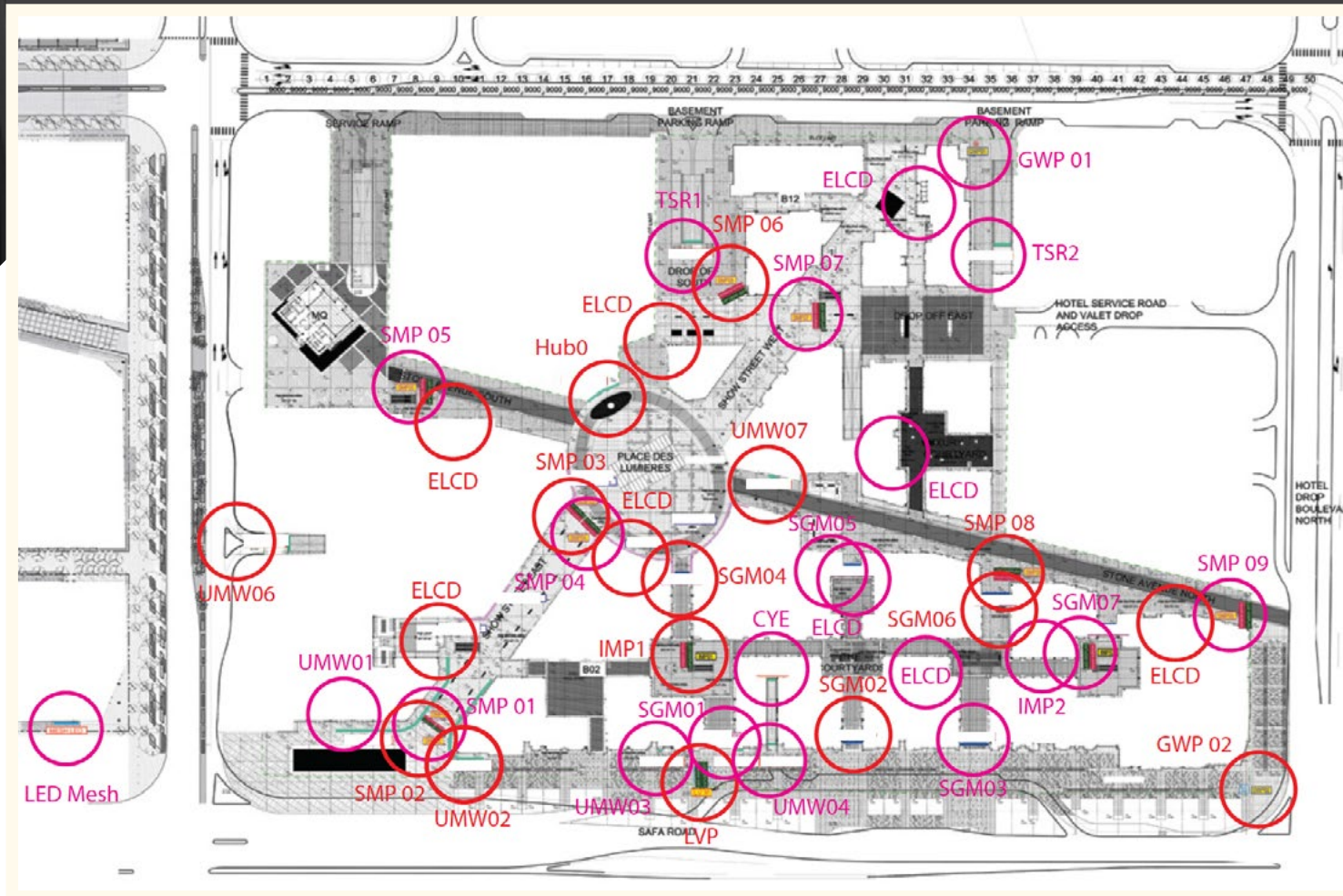
# B ackLite Digital

The best outdoor media for strategic advertising

**Dominance**

# Dominance

Site	#SITES	#SCREENS	#STANDARD ADVERTISING FACES	SPOT DURATION
Dominance Pack	46	54	16	15 Seconds





Artwork	Screen Name	Ref No	Display Size (Meters)			Display Resolution (Pixels)	
			Width(m)	Height (m)	Area (sgm)	Width	Height
Artwork 01	Left Curve Screen	UMW01	86.16	6.48	558.32	8616	648
Artwork 02	Right Curve Screen	UMW02	58.16	6.48	379.47	5856	648
Artwork 03	Front Wall Paper	UMW03	2.16	10.8	23.33	216	1080
Artwork 04	Brass Top Parking Screen	UMW04	9.6	4.224	40.55	1600	704
Artwork 05	Level Kids Screen	UMW05	4.416	15.36	67.83	736	2560
Artwork 06	Parking Screen	UMW06	5.568	4.224	23.52	928	704
Artwork 07	Back Wall Banner	UMW07	288	2.88	8.29	480	480
Artwork 08	Hub0	HUB0	13.20	7.68	101.37	1320	768
Artwork 09	Front Entrance Screen	SGM01	11.52	3.84	44.24	1152	384
	Front Entrance Screen	SGM03	11.52	3.84	44.24	1152	384
Artwork 10	Front Entrance Screen	SGM02	6.96	3.84	26.74	696	384
	Back Entrance Screen	SGM07	6.96	3.84	26.74	696	384
Artwork 11	Front Entrance Screen	SGM04	6.96	4.8	33.41	696	480
	Back Entrance Screen	SGM05	6.96	4.8	33.41	696	480
Artwork 12	Back Entrance Screen	SGM06	10.56	4.8	50.69	1152	480
Artwork 13	Front Parking Screen	CYE	3.84	2.88	11.06	640	480
Artwork 14	Rear Parking Screen	TSR1	3.84	0.96	3.69	640	160
Artwork 15	Rear Parking Screen	TSR2	6.72	1.92	12.90	1120	320
Artwork 16	Street Media Pole	SMP	1.152	2.88	3.32	192	480
Artwork 17	Gateway Media Pole	GMP	1.152	7.104	8.18	768 (192*4)	1184
Artwork 18	Indoor Mupi	IMP	0.864	1.728	1.49	288	576
Artwork 19	Las Vegas Pole	LVP	6	12.48	74.88	600	1248
Artwork 20	LED Mesh	LEDM	12	20.5	246	480	820
Artwork 21	Elevator Screens	ELCD		55"		1920	1080
Artwork 22	Le Chocolate Screen	CW INDOOR	6.91	3.16		1152	528

\*Please note that all screens of the same size such as SMP, IMP, ELCD and SGM are considered as one unit/network and cannot play different artworks per screen.



THE BEST MEDIA FOR  
STRATEGIC ADVERTISING



BackLite Digital



# UMW01

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 01	Left Curve Screen	UMW01	8616	648

UMW01



# UMW02

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 02	Right Curve Screen	UMW02	5856	648



UMW02

# Safa Street



UMwo1 -Bo1 Pixel Map (Actual)



UMwo2 -Bo2 Pixel Map (Actual)



View from Safa Street

LCS -Bo1 Pixel Map (Actual) RCS



RCS -Bo2 Pixel Map (Actual)



View from Show Street (CityWalk)

# Show Street

# UMW03

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 03	Front Wall Banner	UMW03	216	1080



UMW03





# UMW04


Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 04	Brass Top Parking Screen	UMW04	1600	704



UMW04

# UMW05

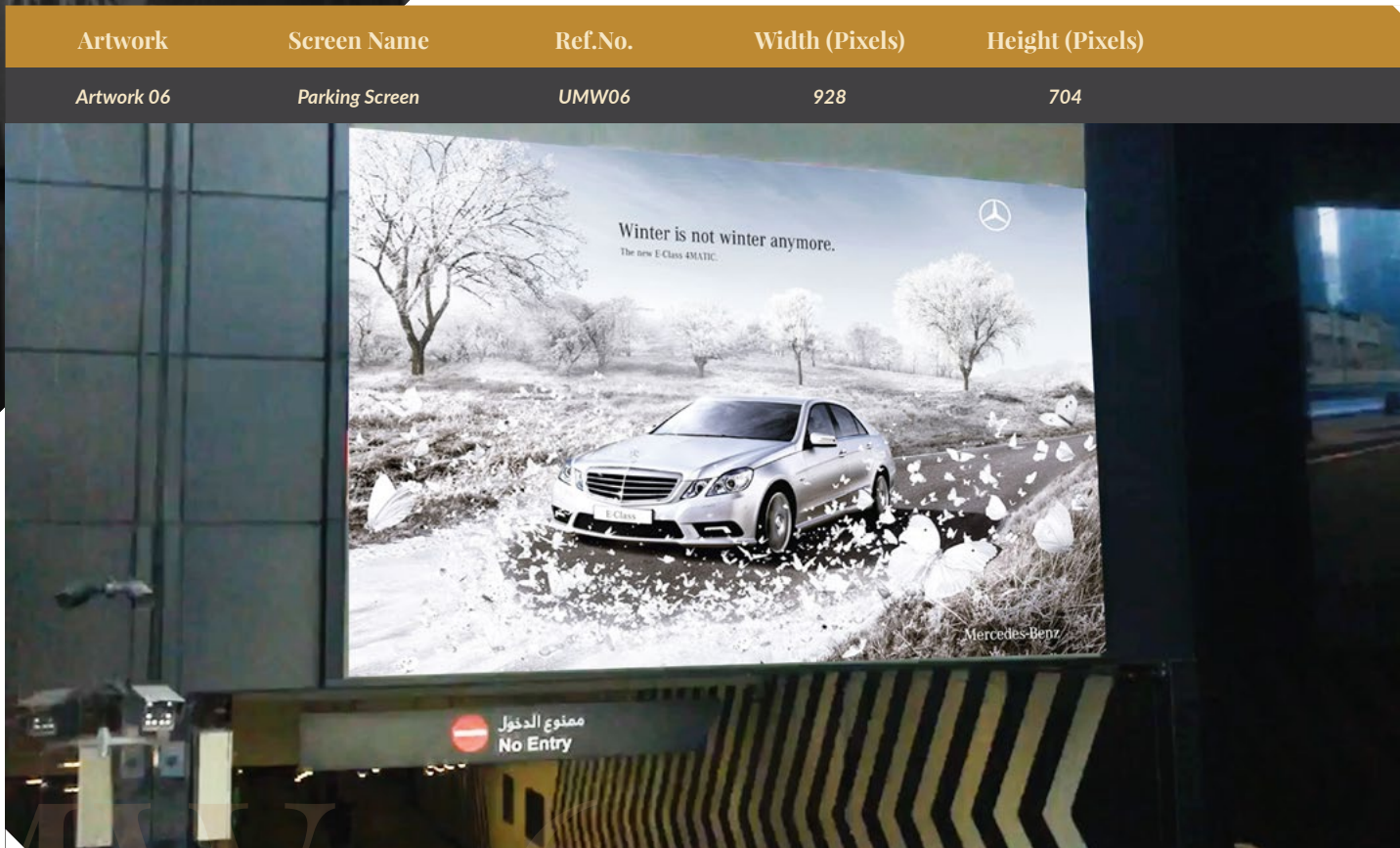
Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 05	Level Kids Screen	UMW05	736	2560



UMW

# UMW06

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 06	Parking Screen	UMW06	928	704



UMW06



# UMW07

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 07	Hareem Al Sultan Screen	UMW07	480	480



UMW07



# HUB0


Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 08	Hub0	Hub0	1320	768

# HUB0



# SGM01

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 09	Front Entrance Screen	SGM01	1152	384

A photograph of a modern building facade with a large glass window. The window displays the McLaren logo and the text "ABU DHABI MCLAREN.COM" and "UAE MCLAREN.COM". The building is dark-colored with a prominent glass section. The sky is blue, and a palm tree is visible in the reflection on the glass.

# SGM01




# SGM03

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 09	Front Entrance Screen	SGM03	1152	384

SGM03

# SGM02

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 10	Front Entrance Screen	SGM02	696	384



SGM02





# SGMo7

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 10	Back Entrance Screen	SGM07	696	384

A photograph of a modern building entrance at night. A large digital screen above the entrance displays a vibrant scene with two figures in a dark environment, one holding a glowing red orb. The building's facade is illuminated, and people are visible walking through the entrance. To the right, a curved glass display case shows clothing items.

SGM07



# SGM04

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 11	Back Entrance Screen	SGM04	696	480

A photograph showing a large digital screen installed on the back entrance of a building. The screen displays a vibrant blue and white abstract pattern of overlapping circles and dots. The building's facade is dark and reflective, showing the surrounding environment and the sky. The screen is part of a larger architectural structure with a grid of windows.

SGM04



# SGM05

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 11	Back Entrance Screen	SGM05	696	480



SGM05



# SGMo6

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 12	Back Wall Banner	SGM06	1152	480



SGM06



# CYE

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 13	Front Parking Screen	CYE	640	480

# CYE



# TSR01

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 14	Rear Parking Screen	TSR01	640	160

TSR01



# TSR02

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 15	Rear Parking Screen	TSR02	1120	320



# TSR02



# SMP

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 16	Street Media Pole	SMP	192	480



# SMP





# GMP

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 17	Gateway Media Pole	GMP	768 192*4	1184



GMP

# GMP

## Gateway Media Pole Artwork Guideline.

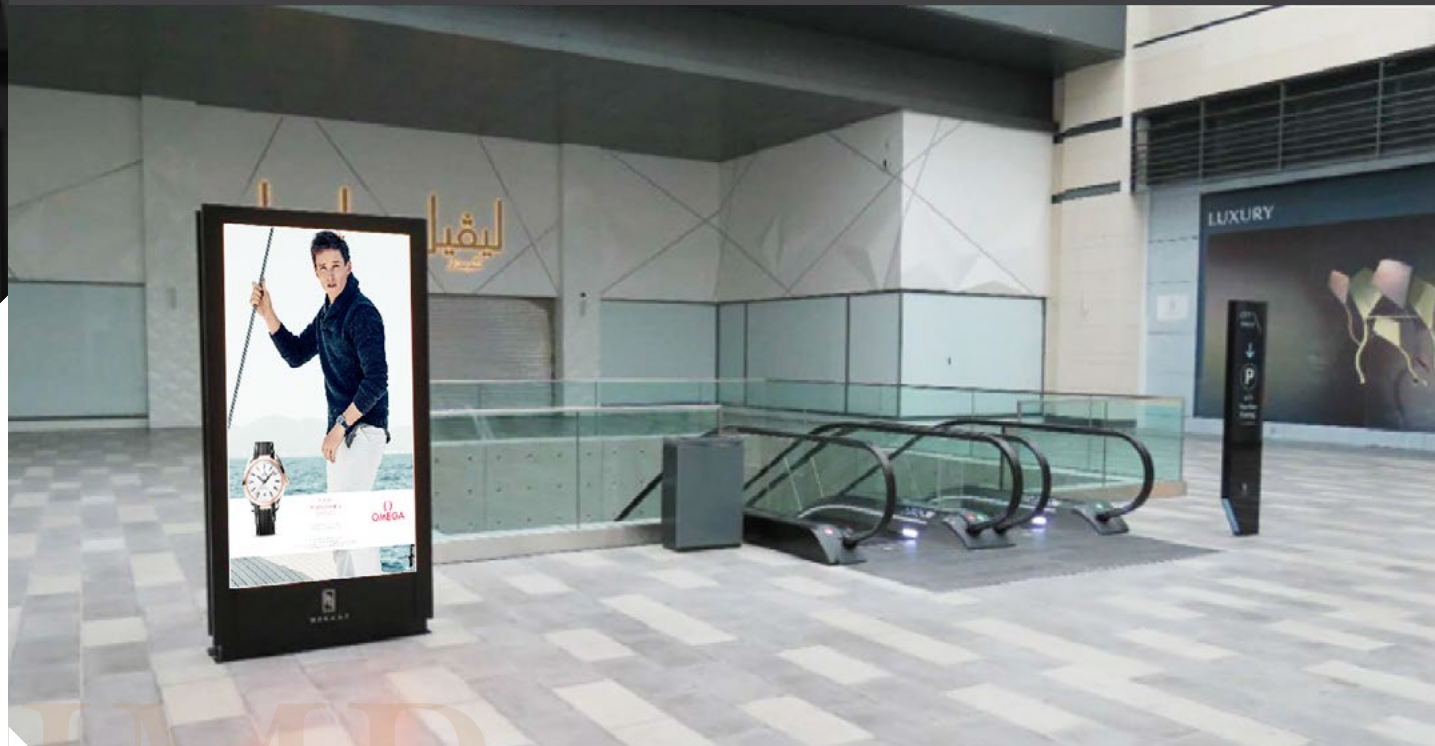


- Final artwork size should be in 768 W x 1184 H Pixels.
- Content having different images on each side as per layout 2
- The final render should be in one single file as per content guidelines.



# IMP

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 18	Indoor Mupi	IMP	288	576

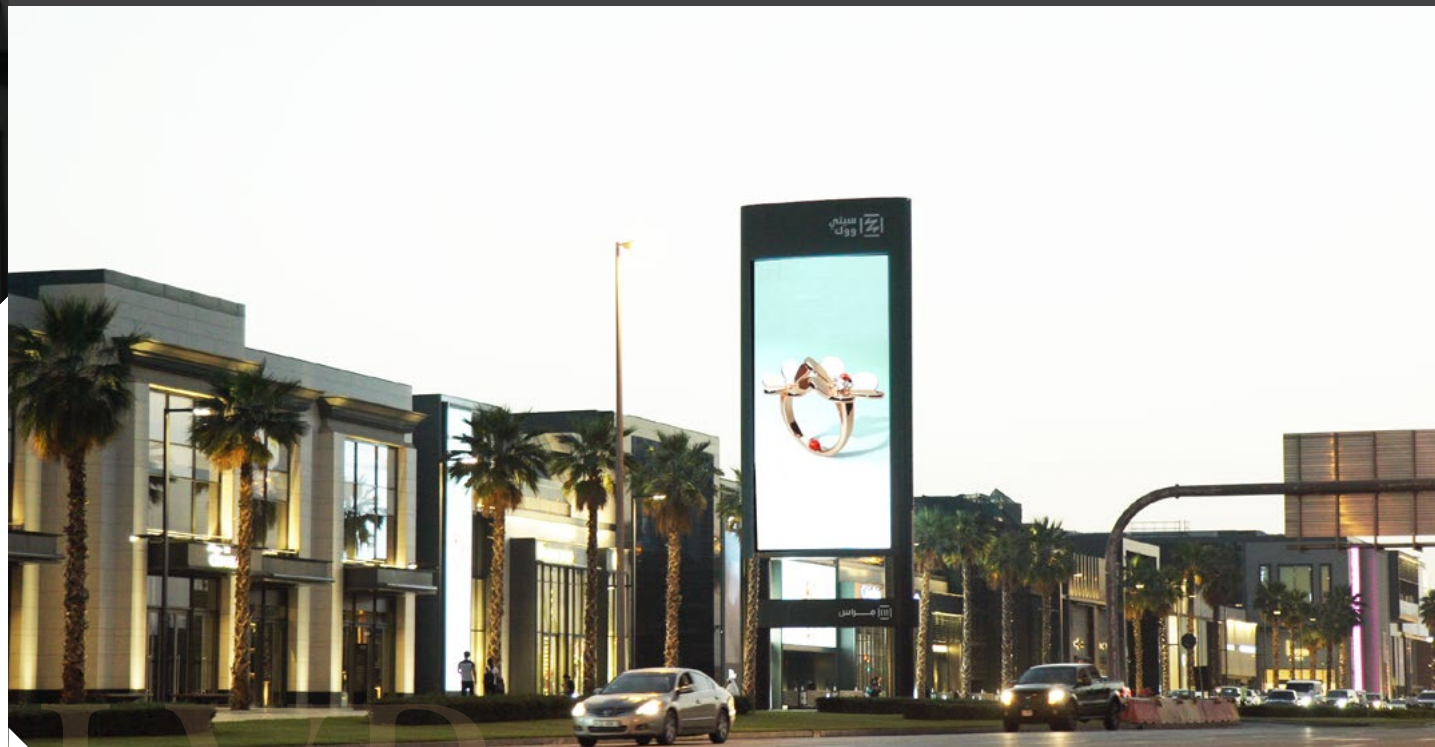


IMP



# LVP

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 19	Las Vegas Pole	LVP	600	1248



LVP



# LED Mesh

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 20	LED Mesh	LEDM	480	820



# LED Mesh



# ELCD

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 21	55" LCD Screens	Elevator Screens	1920	1080



ELCD

# CW INDOOR

Artwork	Screen Name	Ref.No.	Width (Pixels)	Height (Pixels)
Artwork 22	Le Chocolate Screen	CW Indoor	1152	528



CW INDOOR

# Content Submission Guidelines



## Content submission guidelines

### Acceptable Formats

#### Static

- JPG, PNG, (not less than 72 PPI (Pixels/Inch) in actual size)
- Pixel Aspect : 1.0

Width:	8816	Pixels
Height:	648	Pixels
Resolution:	72	Pixels/Inch
Color Mode:	RGB Color	8 bit

#### Motion

- UMW01, UMW02, UMW03, SGM01, UMW04, SGM02, SGM03, LVP (Need to comply with RTA , safety regulations)
  - AVI (in DivX/XVID compression with high quality settings, WMV (max bit rate), MP4 (H.264)
  - QuickTime (Animation Compression).
  - Pixel Aspect : 1.0
  - Duration : 15 Sec
  - FPS : 25
  - Scaling or Stretching of artwork is not allowed.
- \* Please send artwork to Backlite Media 7 working days prior. Any artwork received after this date may result in delays
- \* Delivery method can be either external file sharing links, DVD, memory stick.
- Recommended file transfer site is [www.wetransfer.com](http://www.wetransfer.com) (Please avoid Dropbox & Google drive)

#### Terms and Conditions

- Content displayed should be respectful of morality and cultural sensitivity standards. Content that does not comply to such standards, would not be uploaded, unless properly modified.
- Content should not include display of non-tenant retailers, other retail and entertainment venues or competing projects.
- Advertisements should be compliant to all relevant UAE laws and regulations.





## File Naming Conventions for CityWalk Digital Media Screens

Identifier	Separator	Screen Code	Separator	Resolution	Separator	Campaign	Extension	Remark
ADVT		LVP		600x1248		xxxx_xxxx		

### File identifier:

File identifier can be only as per the above

Eg : All campaigns use file name starting with ADVT

### Separator:

Always use underscore ( \_ ) as separator.

### Screen Code:

Use relevant screen code for each screen.

Eg : UMW01, GWP2, SMP03, UMW06 etc.

### Resolution:

Use the artwork resolution for each screen in resolution field.

### Campaign:

Use the best name to describe the campaign and specify English and Arabic artworks using ( \_ ) underscore as separator.

### Extension:

Use as per file properties.

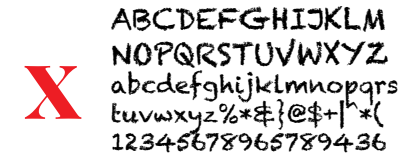
### Examples:

Sample paid advertisement file name for Las Vegas Pole : ADVT\_LVP\_600x1248\_Advt\_Campaign\_Name\_English.jpg

# Content submission guidelines

## Usage of Fonts & Copy

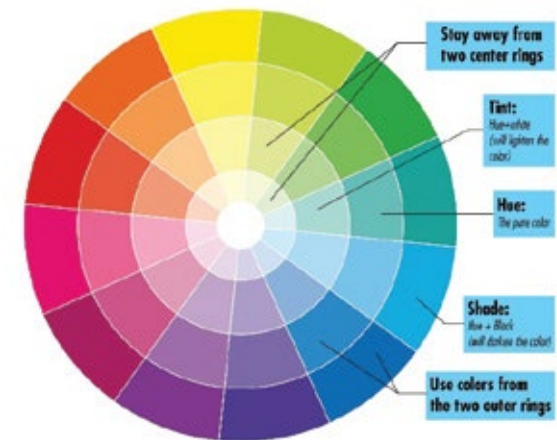
- Select easy-to-read typefaces. Large, bold fonts make it easier for your audience to read and comprehend text from different viewing distances.
- Using a limited amount of text will help viewers' to read all information in the shortest time span.
- Give min of 5-10 pixels width fill for any font.



- ✓ More Visible
- ✗ Less Visible
- ✓ More Visible
- ✗ Less Visible

## Usage of Fonts & Copy

- Take full advantage of LED display's color capability by using rich, vibrant colors. Bright, saturated colors (colors with no white in them) work better than pastel or low-contrast colors.
- Avoid white backgrounds. With LED technology, the use of emitted light, white or very light colors may repel the eye—not the desired response in advertising. Taking advantage of the color capabilities is thoughtful and in general more pleasing to the eye. in the shortest time span.



# Dubai Municipality Regulations



## DM Regulations

- *The space assigned for the Arabic language shall not be less than 50% of the total space of the advertisement.*
- *The Arabic language shall be written on the right-hand side of the advertisement.*
- *The Arabic language shall be written above the foreign language of the advertisement.*
- *Only English language is permitted to be along with Arabic language and not exceeds 50% of whole advertising*
- *The advertisement must not have any Religion symbols, celebration, event or sign inconsistent to the rules of Islamic Shariaa Law.*
- *The advertisement must not have any sentences or symbols contain any non-moral meanings.*
- *The advertisement must not have any body tattoos, men facial rings, necklaces.*
- *The product owner company in UAE should be locally authorized.*
- *Clarify the meaning of the ADV. Image and wording.*
- *The ADV. should be clear and understanding.*