

PICCADILLY SPECIFICATION

Two **full-motion** digital screens located in the heart of Piccadilly Circus which is regarded as one of London's principal shopping areas. Piccadilly Circus boasts an annual footfall of **100 million people** per year.

The Ritz Hotel, Park Lane Hotel, Athenaeum Hotel and Intercontinental Hotel are in close proximity. Also nearby are popular central London destinations such as Chinatown, Soho and Leicester Square.

ACCEPTABLE CREATIVE TYPES

Spot length:

10 Seconds

File Type:

Quicktime Movie

Codec:

H.264 Codec

Framerate:

25 frames per second

Max File Size:

25MB

FORMAT FOR STATIC CREATIVE

Jpeg saved at '**High**' or '**Very High**' quality.

Send all completed artwork through to your Account Manager and to;

artwork@londonlites.co.uk



STATIC



**DYNAMIC
LIVE FEED**

SCREEN PIXEL RESOLUTION

Landscape



Portrait

