# London Lites

# **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.

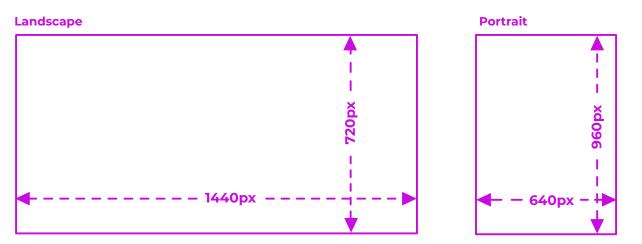
Send all completed artwork through to your Account Manager and to;

## artwork@londonlites.co.uk



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#### **SCREEN PIXEL RESOLUTION**





For more information email Sales@londonlites.co.uk or Call us on 0203 442 5703