ICM – Internationales Congress Center München
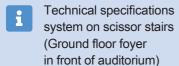# ADVERTISING SPACE: MEGASCREEN

Because of its size, the MegaScreen in the foyer is one of the most striking dynamic advertising vehicles at the ICM. Whether you use it to post an agenda or for product advertising, its split-screen technology ensures that your advertising attracts a great deal of attention in attractive surroundings.

The systems consist of seamless displays that are combined to form a large display surface. The individual displays are very bright and crystal clear. Thanks to their slim bezels (1.8 mm right and bottom, 3.7 mm left and top), the multi-display systems are ideal for use in video-wall systems with nearly seamless image-transitions. They also have connected loudspeaker units. The integrated mega screen wall system is the perfect tool for dynamic music speech transmissions, even at venues with a demanding acoustic architecture and long reverberation times. Integrated into the multimedia system that is available throughout the ICM, the MegaScreen can be used alone or in conjunction with other displays as well as the room-information and foyer-announcement systems. This allows you to present your image film, product advertising or directions to your event on a variety of monitors at all important locations throughout the ICM. We feed digital content into the system and incorporate it into a programming schedule ourselves, so content may even be provided on short notice. Simply send us a a data medium with your content in digital format. Naturally, we would also be pleased to compile and produce text charts, presentations, animated sequences or even entire films for you.
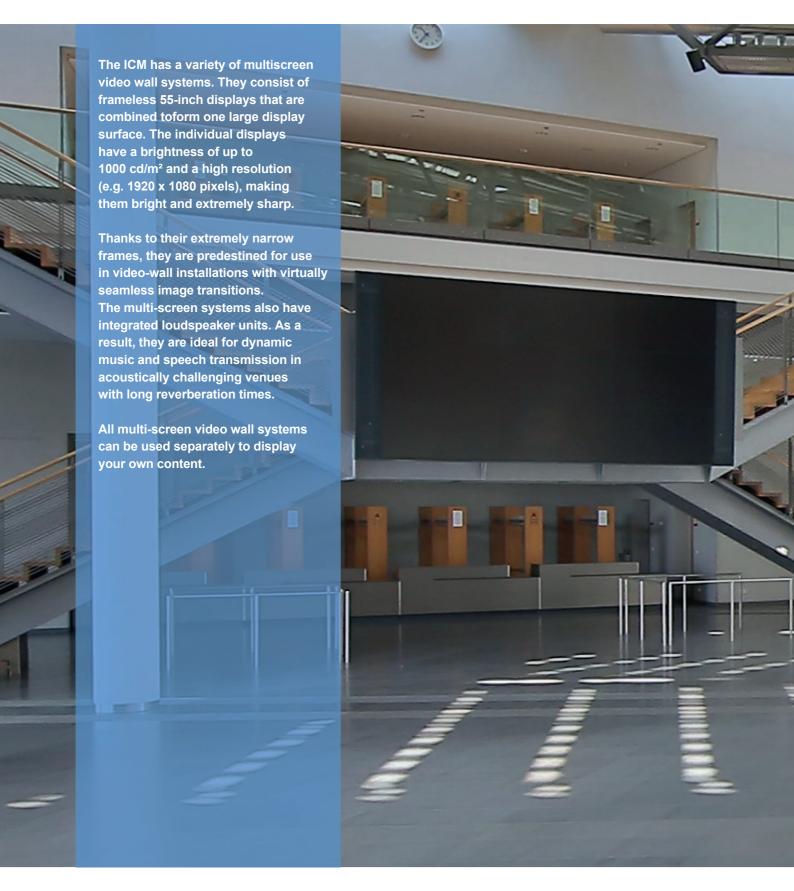
Specifications

Technical specifications system on scissor stairs (Ground floor foyer in front of auditorium)	■ Multi-screen wall consisting of 3 x 3 displays ■ Visible area: 3.646 m x 2.058 m ■ Total size, incl. loudspeaker: 4.308 m x 2.100 m ■ Max. native total resolution: 5,760 x 3,240 pixels (feed full-HD 1,920 x 1,080 pixels) ■ Clearance (measured from foyer floor): 2.540 m
Technical specifications systems at parapet (Foyer near escalator)	■ Two multi-screen walls consisting of 4 x 4 display ■ Visible area: 4.861 m x 2.744 m (per multi-wall) ■ Max. native total resolution: 7,680 x 4,320 pixel (per multi-wall), feed UHD 3.840 x 2.160 ■ Max. native total resolution: 5,760 x 3,240 pixels (feed full-HD 1,920 x 1,080 pixels) ■ Clearance (measured from foyer floor): 3.98 m (per multi-wall)
Technical specifications system Business Center (Foyer near Business Center)	■ Screen size (diagonal): 261 cm (103 inches) ■ Resolution (native): 3,840 x 1,080 pixels (feed 3,840 x 1,080) ■ Dimensions (screen only): 241,400 (B) x 142,100 (H) x 14,100 (T) cm
Technical specifications system component 5 (Foyer near ICM bistro)	■ Multi-screen wall consisting of 3 x 3 displays ■ Visible area: 3,646 m x 2,058 m ■ Total size, incl. loudspeaker: 4,308 m x 2,100 m ■ Max. native total resolution: 5,760 x 3,240 pixels (feed full-HD 1,920 x 1,080 pixels) ■ Clearance (measured from foyer floor): 2.540 m

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TECHNICAL SPECIFICATIONS FOR MULTI-SCREEN VIDEO WALL SYSTEMS

The ICM has a variety of multiscreen video wall systems. They consist of frameless 55-inch displays that are combined toform one large display surface. The individual displays have a brightness of up to 1000 cd/m² and a high resolution (e.g. 1920 x 1080 pixels), making them bright and extremely sharp.

Thanks to their extremely narrow frames, they are predestined for use in video-wall installations with virtually seamless image transitions. The multi-screen systems also have integrated loudspeaker units. As a result, they are ideal for dynamic music and speech transmission in acoustically challenging venues with long reverberation times.

All multi-screen video wall systems can be used separately to display your own content.

TECHNICAL SPECIFICATIONS FOR MULTI-SCREEN VIDEO WALL SYSTEMS

Connection type 1

The following formats can be displayed on the multi-screen video wall systems from the central control room using the ICM's room information system:

- Graphics files: .bmp, .jpg, .gif, .tif, .tga, .png, .pdf
- Video files: .avi, .mov, .rm, .mpg, .mp2, .asf, .wmv
- MS Office files: .ppt, .xls, .doc
- Web sites: HTML
- Ticker text/news
- Live TV (all available cable channels)
- Live video (e.g. room images fed into image communication systems)
- Text
- Other formats upon request

Connection type 2

The multi-screen video wall systems can also be sued to display images from external video sources (HDMI, HD camera, etc.). The multi-screen systems feature a DVI/XLR connection for this purpose.

Connection type 3

This type of connection allows you to control the multiscreen systems from nearly any location in the ICM. This configuration is often preferred when the multi-screen systemsare used to display content from physically separated video control rooms, OB vehicles, presentation systems (e.g. Watchout computers) or other multimedia feeds.

Because this type of connection is extremely complex, careful coordination is necessary during the preparation phase for your event, and using a system engineer who can provide support with audio and video quality and ensure the right resolution and fidelity is mandatory.