

# ICM – International Congress Center Messe München

## ADVERTISING SPACE MULTI-SCREEN WALL SYSTEM AND LED SURFACES

Because of their size, the multi-screen wall and LED surfaces in the foyer are 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/LED technology ensures that your advertising attracts a great deal of attention in attractive surroundings.

The systems consist of seamless displays and LED modules that are combined to form a large display surface. The individual displays are very bright and crystal clear. They also have connected loudspeaker units. The system is therefore the perfect tool for dynamic music and speech transmissions, even at venues with a demanding acoustic architecture and long reverberation times.

Integrated into the overall multimedia system, the multi-screen wall and LED surfaces can be used alone or in conjunction with other displays, including 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 as required throughout the ICM. We feed digital content into the system and incorporate it into a playback schedule ourselves, so content may even be provided at short notice. Simply send us an e-mail or a data medium with your content. 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 x 2,058 mm
- Total size, incl. loudspeaker: 4,308 x 2,100 mm
- Max. native total resolution: 5,760 x 3,240 pixels  
(feed full-HD 3,840 x 2,160 pixels)
- Clearance (measured from foyer floor): 2,400 mm

Technical specifications  
Systems at parapet  
(Foyer near escalator)

- Two LED walls consisting of 8 x 8 modules
- Visible area: 4,882 x 2,746 mm (per multi-wall)
- Total size incl. loudspeakers: 5,266 x 2,800 mm (per LED wall)
- Max. native total resolution: 1,920 x 1,080 pixels (per LED wall)
- Clearance (measured from foyer floor): 3,980 mm (per LED wall)

Technical specifications  
System Business  
Center (Foyer above  
Business Center Entrance)

- Multi-screen wall consisting of 2 x 4 displays
- Visible area: 4,852 x 1,368 mm
- Max. native total resolution: 5,840 x 1,080 pixels
- Diagonal screen size: 5,041 mm

Technical specifications  
System component 5  
(Foyer near ICM bistro)

- LED wall consisting of 5 x 5 modules
- Visible area: 3,049 x 1,717 mm
- Total size, incl. loudspeaker: 3,579 x 1,742 mm
- Max. native total resolution: 1,920 x 1,080 pixels
- Clearance (measured from foyer floor): 2,600 mm



ICM International  
Congress Center  
Messe München

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## TECHNICAL SPECIFICATIONS FOR MULTI-SCREEN WALL SYSTEM AND LED SURFACES

The ICM has a variety of multi-screen video wall systems. They consist of 55-inch displays and LED modules that are combined to form one large display surface. The individual displays have a brightness of up to 1,200 cd/m<sup>2</sup> and a high resolution (e.g. 1,920 x 1,080 pixels), making them bright and extremely sharp. 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 and LED wall systems can be used separately to display your own content.







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### 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: .mp4/H.264, .mpg2, .wmv, .mov
- MS Office files: .ppt, .pptx
- Web sites: HTML
- Ticker text/news
- Live TV  
(availability of channels must be requested)
- Live video (e.g. camera image)
- Other formats upon request

### Connection type 2

The multi-screen and LED wall systems can also be used to display images from external video sources. A video/audio connection can be made available directly on the multi-walls for this purpose (e.g. connection cable, etc.). With this type of connection, we recommend using a system engineer to supervise the video and sound quality and ensure the right resolution and fidelity.

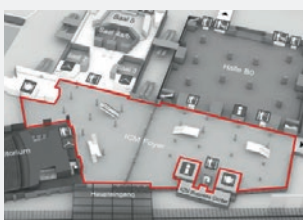
This type of connection allows you to control the multi-screen systems from nearly any location in the ICM. This configuration is often preferred when the multi-screen systems are used to display content from physically separated video control rooms, OB vehicles, presentation systems (e.g. watchout computers)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


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



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## POSITIONING OF MULTI-SCREEN WALLS AND LED SURFACES FOYER GF



 Escape route

**Last update: February 17, 2012**  
Disclosure to third parties only permitted with written authorization.  
All specifications must be independently verified on location.