

VIRTUAL

# VALENCIA BOAT SHOW

2020

From the 28th of October to the 1st of November

virtualvalenciaboatshow.com

## Premium STAND configuration



There are 13 customisable elements on the basic stand.

### MAIN SCREEN

The main screen can display 4 different and optional types of content. However, for correct functioning, at least one of them should be defined.

The definable elements are:

#### 1. Main video

Video in 16/9 format. With or without audio. The video resolution should be 960x540 px, (50% of full HD). To avoid loading problems the video should not exceed 25MB. The video duration will be conditioned by the weight. The video format must be mp4.

#### 2. Collection of slides / screens

There is no limit to the number of screens that can be created. Screens are shown via a previous / next button.

Each screen must consist of:

- An image or images, no matter its format (PNG, JPG), transparency, proportion or size since it is resized automatically. However, to make them look their best, images should be in PNG format with a transparent or white background. Size 1024px x 1024px. The images should illustrate the accompanying text or service or concept. They should not exceed 512kb if possible.
- Slide title. It should be a very short name, no more than 18 characters to fit perfectly.
- Description. Explanatory text of the slide. It should not exceed 200 characters.
- Slide footer. Sentence of about 50 characters. It can be a price, a summary, or left blank.
- Further information link. URL reached by clicking on "FURTHER INFO", it can be the actual product page or left blank.

#### 3. Sales Agents

In the event that sales agents are defined, for each of them we should have a 512x512 profile photo as for LinkedIn. Name and surname.

Other data pertaining to sales agents will not be shown on this screen. Contact information will not be shown since agents can only be contacted via the diary.

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### VERTICAL TOTEMS AT THE ENTRANCE

At the entrance of the stand there are two "banners" whose functioning is the same, but whose contents can be defined independently.

A static image, an image gallery or a video can be placed on these banners.

The vertical format is to be respected for all the elements to be placed on the totems. Given the shape of the stand it is important to respect a visibility margin of 50px above and below, meaning that the elements that appear here will not be fully visible.

The elements are exclusive, meaning that an image can be placed, but if more than one is placed, it will function in gallery format and if a video is placed, the video will always be played regardless of whether gallery images have been added.

The images must be in JPG format without transparency with a resolution of 540x960 px.

The video must also be in the same 540x960 format, mp4 and not exceed 15Mb.

To ensure the correct system operation, at least one image must be placed in each totem.

### MAIN AND SECONDARY LOGOS

A PNG image with a transparent background and the brand logo in the centre is recommended.

The size of the image should be 1024x1024 px. In the case of blank logos or not functioning correctly with a white background, an image without transparency should be composed with the desired background colour.

### ▶ SECONDARY HORIZONTAL SCREEN

This screen functions in exactly the same way as the totems, except that the contents are horizontal and therefore its resolution must be 960x540px. The functioning mechanism is the same as for the totems.

### ▶ INTERIOR GALLERY

In the interior gallery there are 3 horizontal screens offering the same functions as the secondary horizontal screen. And a vertical screen with the same functions as the totems at the entrance. That is, 4 additional interactive elements.

### ▶ CHROMA VIDEO

This video is to be provided by us from a text given to us by the client and then recorded by us in the desired languages. There is a field in the stand configuration to type in the text. The reading of the text should not exceed 30-45 seconds.

However, if it is the client who wants to provide it, they must send us a video recorded on a green background showing a person in full body length with a resolution of 1920x1080.

With that video, we will have to do the correct post-processing that will not work in real time, meaning that, if they modify it, we will have to process it again.

### ▶ HOLOGRAM IMAGES

Optionally, a collection of between 1 and 10 images will be provided that will be shown in the hologram of the stand. The size of the images will be 1024x1024 px.

Ideally, they should have a transparent background for the best effect.

All images will be post-processed by the system to give them the hologram effect. If they do not have a transparent background, we will apply a special effect to integrate them.