

— City Digital



Cannes, France
14–16 Nov. 2018

Meet us at stand R8.B9

FIN
Multimedia
Kiosk



reddot award 2018
winner



—
english
edition

Designs
and arrangements
of large-format
LED screens

Wide offer

outdoor / instore / digital / print / expo

– these five terms are the shortest definition of the wide scale of our operations. We have an extensive network of advertising media, we arrange shop windows and interiors as well as implement Digital Signage projects. We specialise in installations of large format LED screens and implementations of proprietary multimedia kiosks. We also offer high quality large format prints, as well as designs and implementations of exhibition stands with the use of multimedia devices.

www.city.com.pl/en

20

years
of business activity

120

specialists
in the team

150

Digital Signage
implementations

2 500

advertising media
and billboards

3 500

sq. m. of
production space

1 mln

sq. m. of printing
per year

They trusted us:





CITY Digital is a team of designers, graphic designers and programmers who provide Digital Signage solutions tailored to individual customer needs at the highest global level.

Business potential of LED screens



"Digitalisation of advertising media is a process that is gaining momentum. The advantages of LED screens are innumerable as they enable the emission of dynamic content, make it possible to manage messages in real time, and are also a very attractive communication medium. LED screens effectively capture the audience's attention".

Rafał Satora
CITY Digital Department Manager



"Each LED screen installation requires an individual project. To take full advantage of the screen, you need to carefully adjust its resolution, format and location to a specific context. A good arrangement keeps the balance between the design of a given space and the function of a large-format LED screen in it".

Piotr Jagiełłowicz
CITY Digital Department Head Designer

Awards:



Shop windows

The dynamics of information transfer

The shop window is a real showcase of every shop and has a significant impact on whether the customer decides to buy the products. That's why for many years we have been strengthening the marketing potential of shop windows using modern LED screens. High quality image and dynamic content is an effective way to encourage customers to visit the shop. The ability to update the content freely, depending on the offer and seasonal events, provides the advantage of LED screens over traditional advertising media.



Nike Shop
Kazimierz Shopping Mall

Showrooms' interiors

Creation of modern sales space

We install LED screens in various points of sale. Modern media are not only an excellent medium of information transfer, but also – if they are properly integrated into the environment – they become a prestigious complement to the interior. Nearly unlimited possibilities of presenting content on LED screens allow customers to see much more than what a given point of sale offers.



Modern shopping malls

Strengthening marketing and sales

We specialise in the implementation of individual projects that use the potential of LED screens. Our solutions are used in the wide area of in-store. High-quality LED screens are not only modern information media, but also important elements emphasising the specificity of a particular showroom, and even the nature of the entire shopping centre. Projects using digital solutions revolutionise communication with the customer and dynamise the sales process.



Rental and service of LED screens

Support for mass events

We offer rental and technical support for LED screens for the needs of congresses, festivals, sports shows and promotional campaigns. Our screens are characterised by high resolution and brightness, thanks to which the emitted content is perfectly visible even in the case of intense lighting or insolation. The modular construction of screens allows you to assemble them in any configuration tailored to the needs and scale of the event. LED screens are today one of the most desirable solutions for displaying images.



Selected realizations



Vistula Shop
Mokotów Shopping Mall



Adidas Shop
Północna Shopping Mall



Nike Shop
Kazimierz Shopping Mall



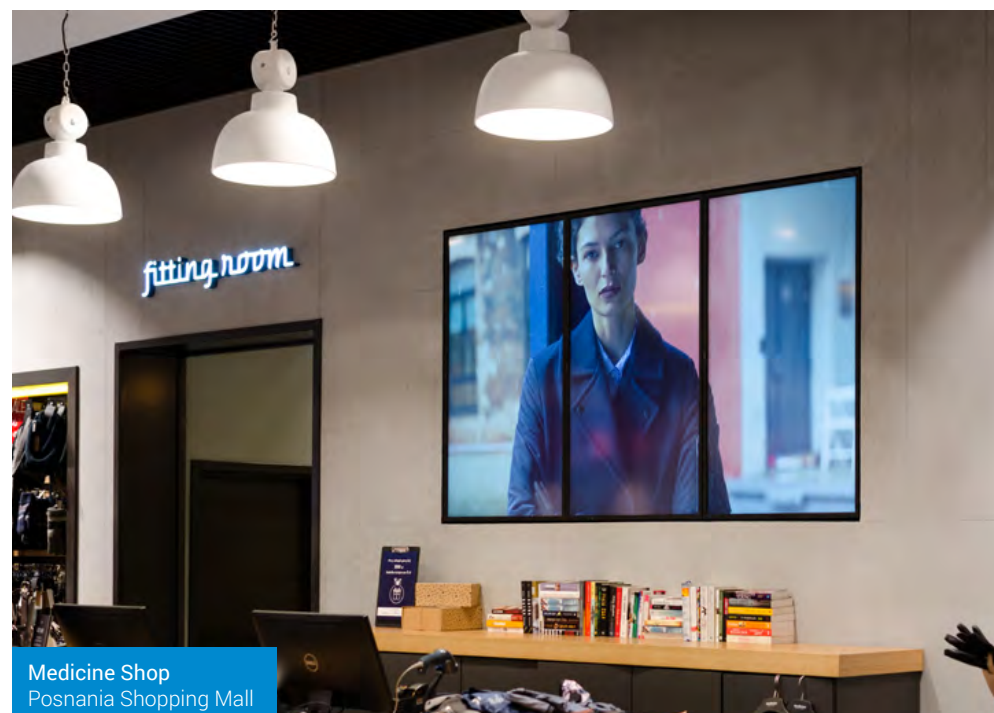
Etam Shop
Galaxy Center



4F Shop
Zakopane City Center



UP8 Shop
Krakowska Shopping Mall



Medicine Shop
Poznań Shopping Mall



Adventure Sports
Wilanów Shopping Center



Diverse Shop
Arkadia Shopping Center



Mercedes-Benz
Authorised Car Dealer



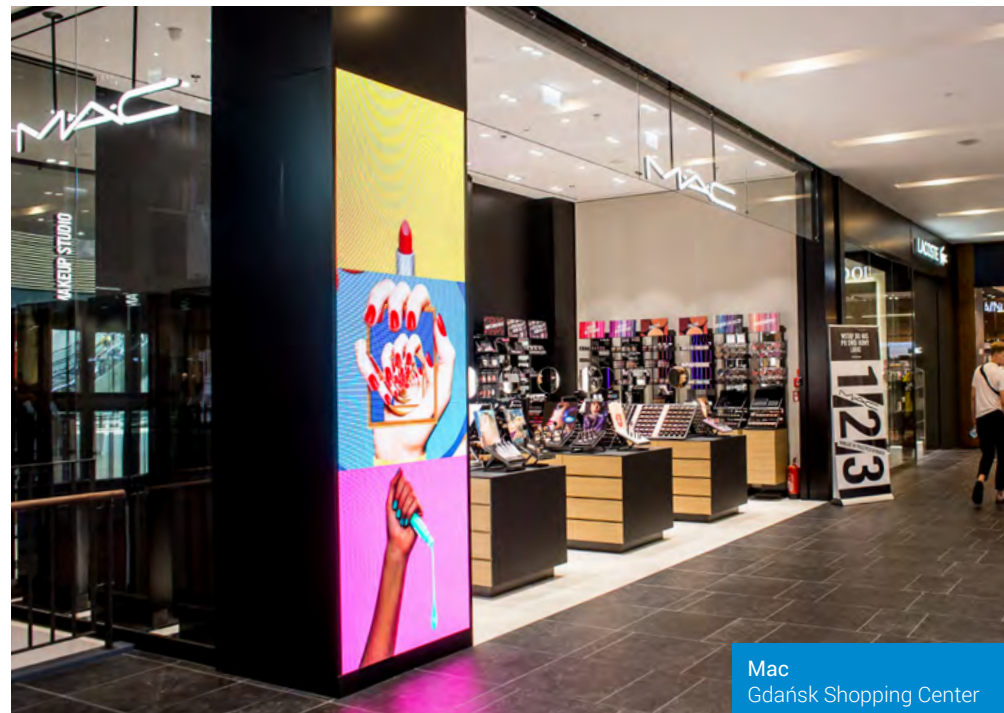
Douglas
Złote Tarasy Shopping Mall



Big Star Shop
Łódź Shopping Center



Douglas
Katowice Shopping Center

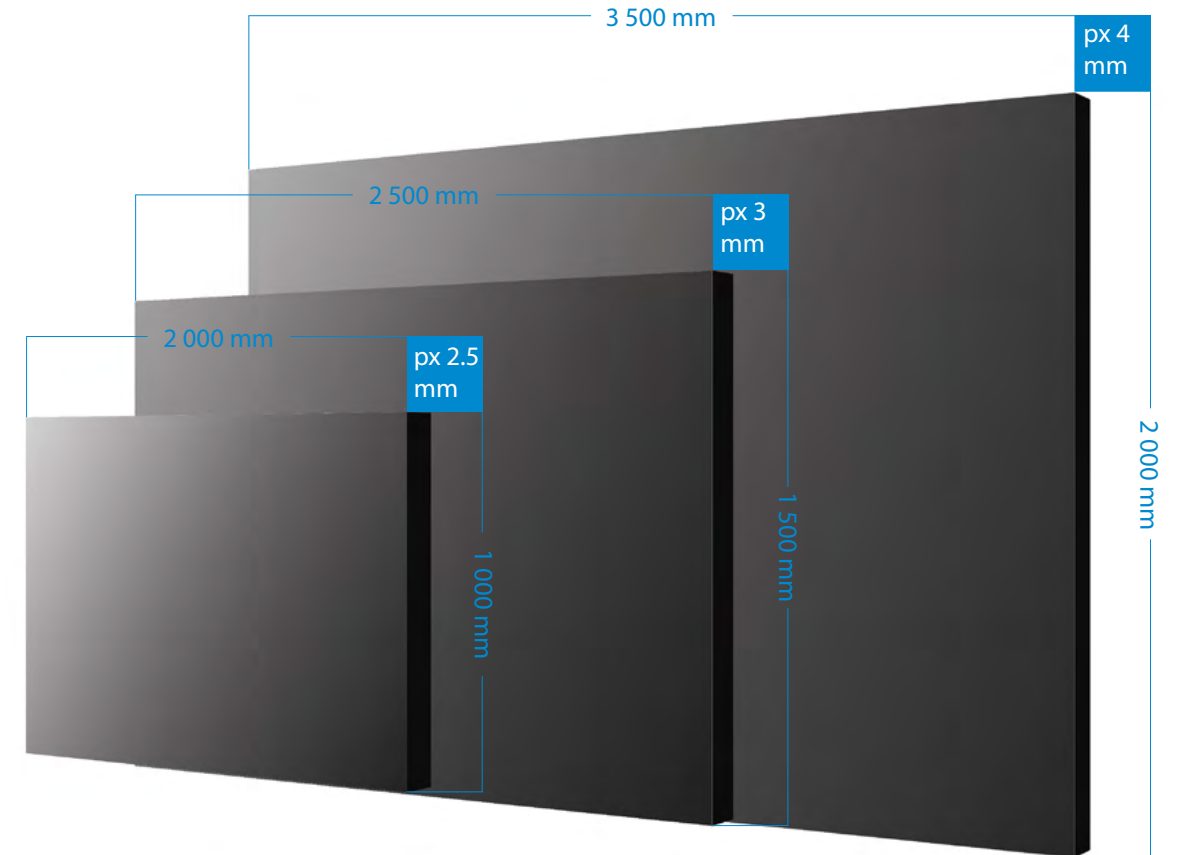


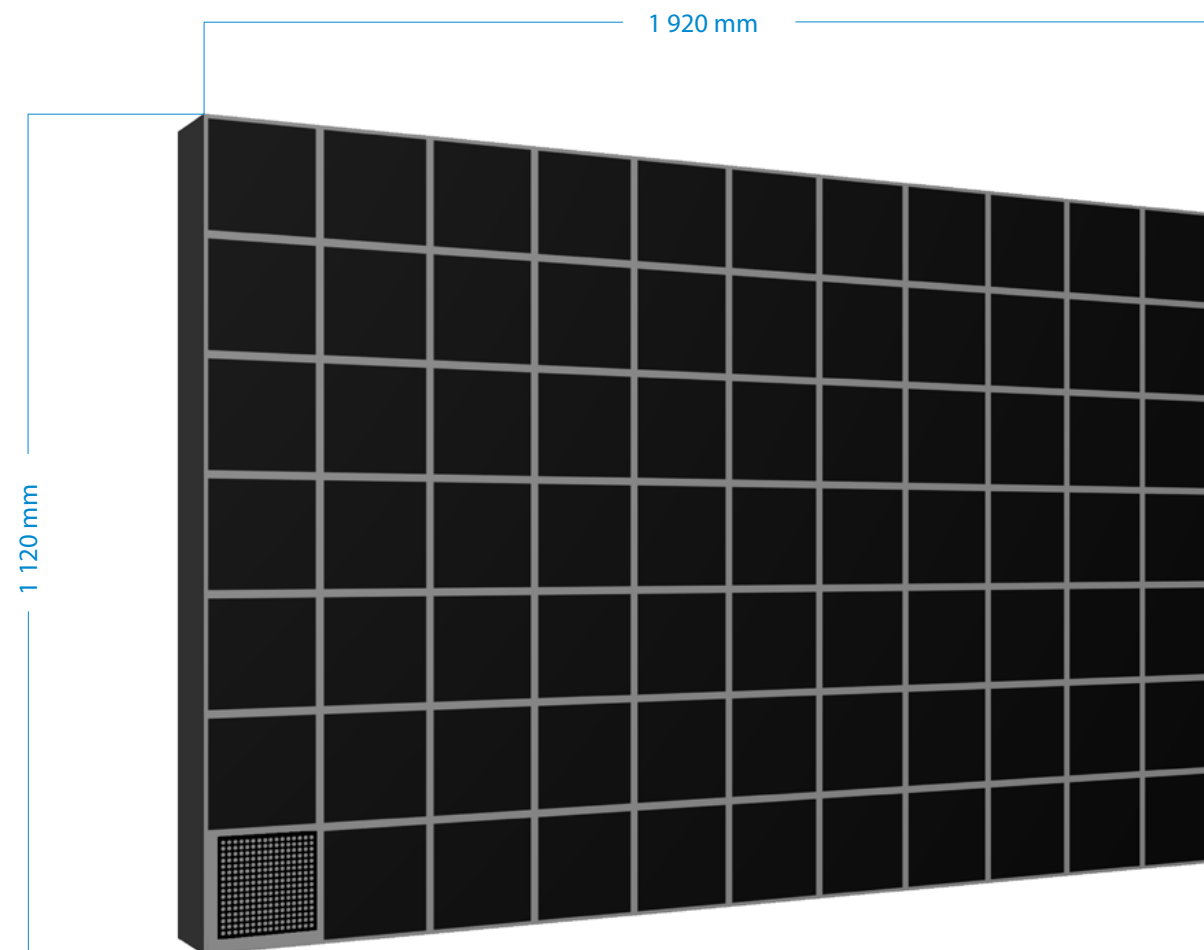
Mac
Gdańsk Shopping Center

Choose the right LED screen

The specificity of LED screens

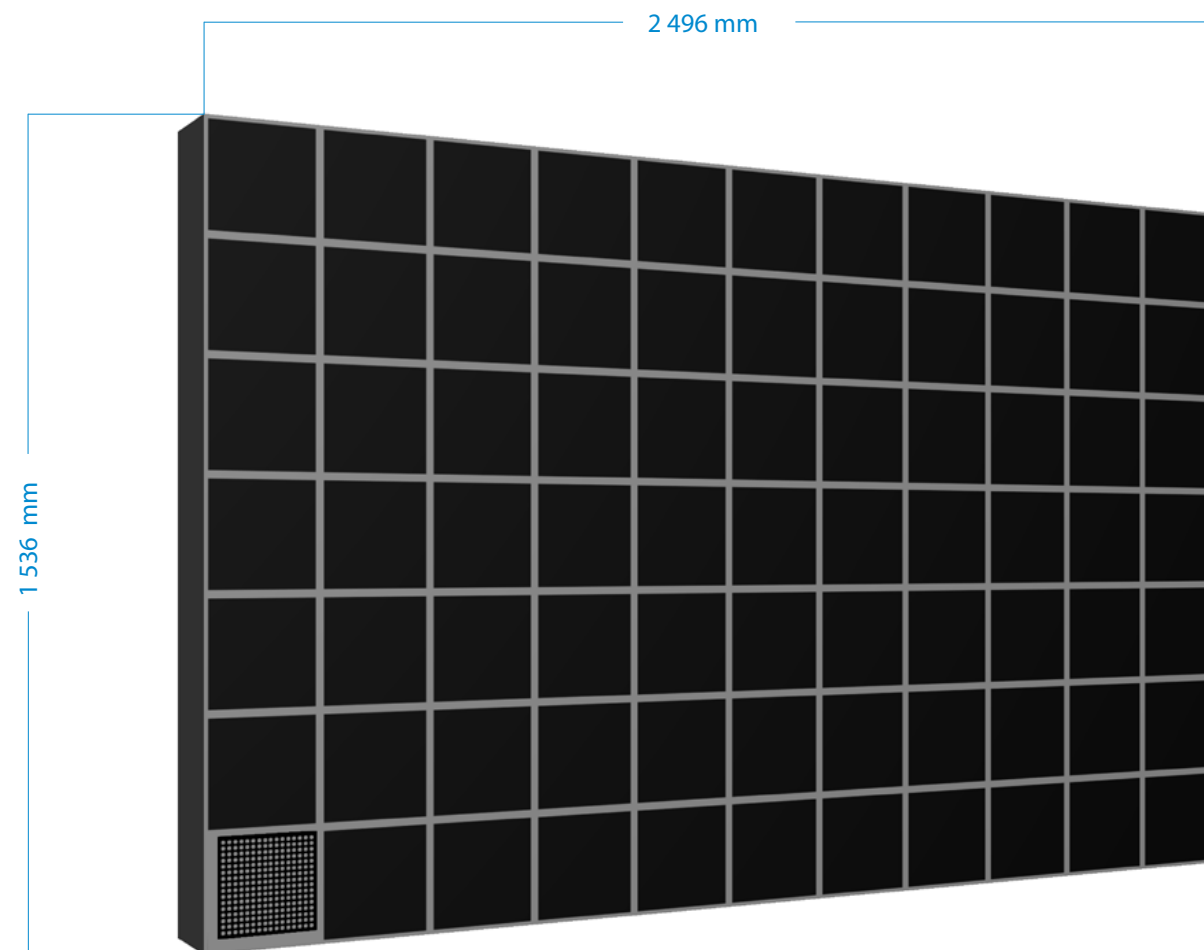
In order to fully use the power of LED screens, the screen should be carefully adjusted to its function and environment. Readability of the content presented on the medium depends primarily on the distance of the receiver from the screen. Being far from the medium, a smaller density of diodes is used. However, if the LED screen is closer, the diode density is higher. The most popular screens are those with a pixel pitch of 2.5, 3 and 4 mm. Technical details of this type of media are presented on the following pages of the catalogue.





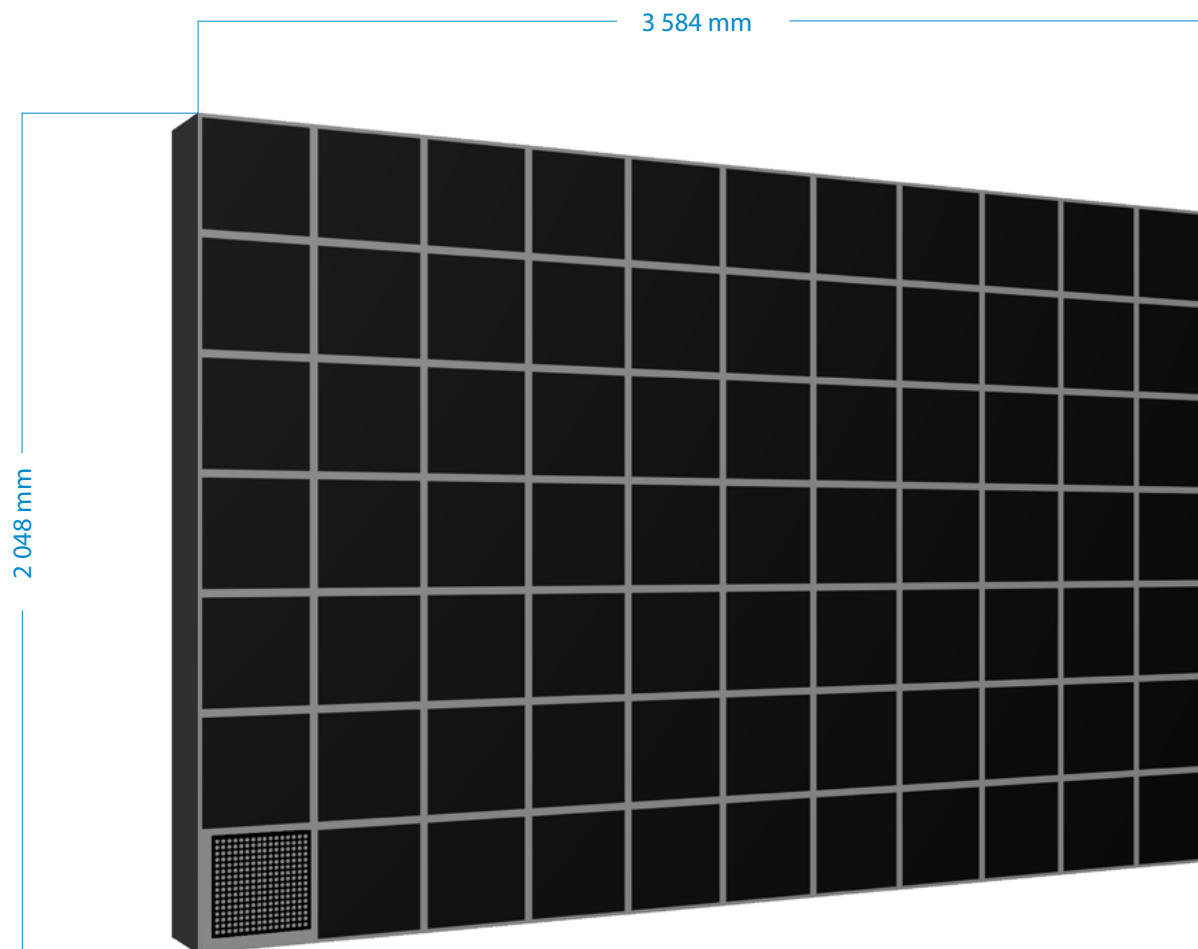
LED SCREEN | 2.5 mm parameters

Pixel pitch:	2,5	mm
Pixel type:	SMD 3 in1 1R/1G/1B Black face	
Module height:	160	mm
Module width:	160	mm
Width of the LED screen:	1 920	mm
Height of the LED screen:	1 120	mm
Horizontal resolution:	768	pix
Vertical resolution:	448	pix
Screen area:	2,2	m2
Diagonal:	88	inches
Screen aspect ratio:	16:9	
Maximum brightness:	1 200	cd/m2
Pixel density:	160 000	pixels/m2
The total number of pixels on the entire screen:	344 064	pixels
Vertical/horizontal angle of view in:	160o /160o	degrees
Number of colours:	16,7	million
Refresh rate:	do 2 000	Hz
Screen weight:	37	kg
Average power consumption:	394	W
Maximum power consumption:	1 183	W



LED SCREEN | 3 mm parameters

Pixel pitch:	3	mm
Pixel type:	SMD 3 in1 1R/1G/1B Black face	
Module height:	192	mm
Module width:	192	mm
Width of the LED screen:	2 496	mm
Height of the LED screen:	1 536	mm
Horizontal resolution:	832	pix
Vertical resolution:	512	pix
Screen area:	3,8	m2
Diagonal:	115	inches
Screen aspect ratio:	16:9	
Maximum brightness:	1 200	cd/m2
Pixel density:	111 111	pixels/m2
The total number of pixels on the entire screen:	425 984	pixels
Vertical/horizontal angle of view in:	160o /160o	degrees
Number of colours:	16,7	million
Refresh rate:	do 2 000	Hz
Screen weight:	65	kg
Average power consumption:	575	W
Maximum power consumption:	1 725	W



LED SCREEN | 4 mm parameters

Pixel pitch:	4	mm
Pixel type:	SMD 3 in1 1R/1G/1B Black face	
Module height:	256	mm
Module width:	256	mm
Width of the LED screen:	3 584	mm
Height of the LED screen:	2 048	mm
Horizontal resolution:	896	pix
Vertical resolution:	512	pix
Screen area:	7,3	m2
Diagonal:	163	inches
Screen aspect ratio:	16:9	
Maximum brightness:	1 200	cd/m2
Pixel density:	62 500	pixels/m2
The total number of pixels on the entire screen:	458 752	pixels
Vertical/horizontal angle of view in:	160o /160o	degrees
Number of colours:	16,7	million
Refresh rate:	do 2 000	Hz
Screen weight:	124	kg
Average power consumption:	1 027	W
Maximum power consumption:	3 082	W

