104" from top of screen to ceiling.
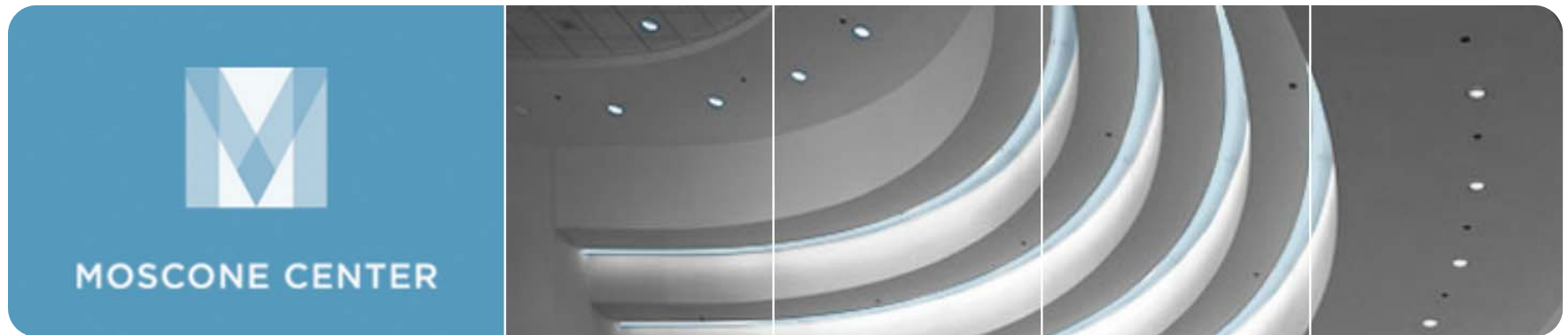
32"

33.75"

REMEMBERING
DICK SHAFF
Screen size: 354" horizontal x 76" vertical [864 x 176 pixels]
Extraordinary Leadership

28" depth off the face of the column

144" from floor to bottom of screen

Moscone West Level 1 Lobby - Digital Screen installed September 2016

West Level One | LED Sign Illustration

Sign 29′ 6″ x 6′4″ | 864 x 176 Pixels

rjg – 06 14 2016

Digital Signage Information

Moscone Center West

- Static images should be saved as jpeg, png, or bit map files.
- Movie files should be rendered as:
    - .wmv file
    - 30fps
    - 8,000 bps bit rate
- There is no audio element available.
- Content can be run on a loop (8-10 seconds per slide) or scheduled times.
- Displays are completely independent and cannot be synced together.
- Displays cannot run live video feeds.
- The screens cannot display designs with all white backgrounds.
- Files should be uploaded to the Moscone FTP Server
    - FTP Host Site: smg-ftp.moscone.com
    - FTP User Name: led
    - FTP Password: contact Event Manager or Mike Montes for password

Guidelines:

- Client is responsible for creating content (or we can recommend a vendor).
- Displays may be used for information or show branding at no charge.
- A fee of $500 per advertiser per screen is payable for commercial advertising promoting an exhibitor's product or service.
- Final content and schedule must be uploaded 2 business days before the first move-in day for the event.
- A four hour lead time is required for any on-site changes (onsite changes may incur additional costs). On-site support for the displays is available from 8a-6p each day.
- Screens should be scheduled to run during event hours only and cannot be scheduled for overnight hours.
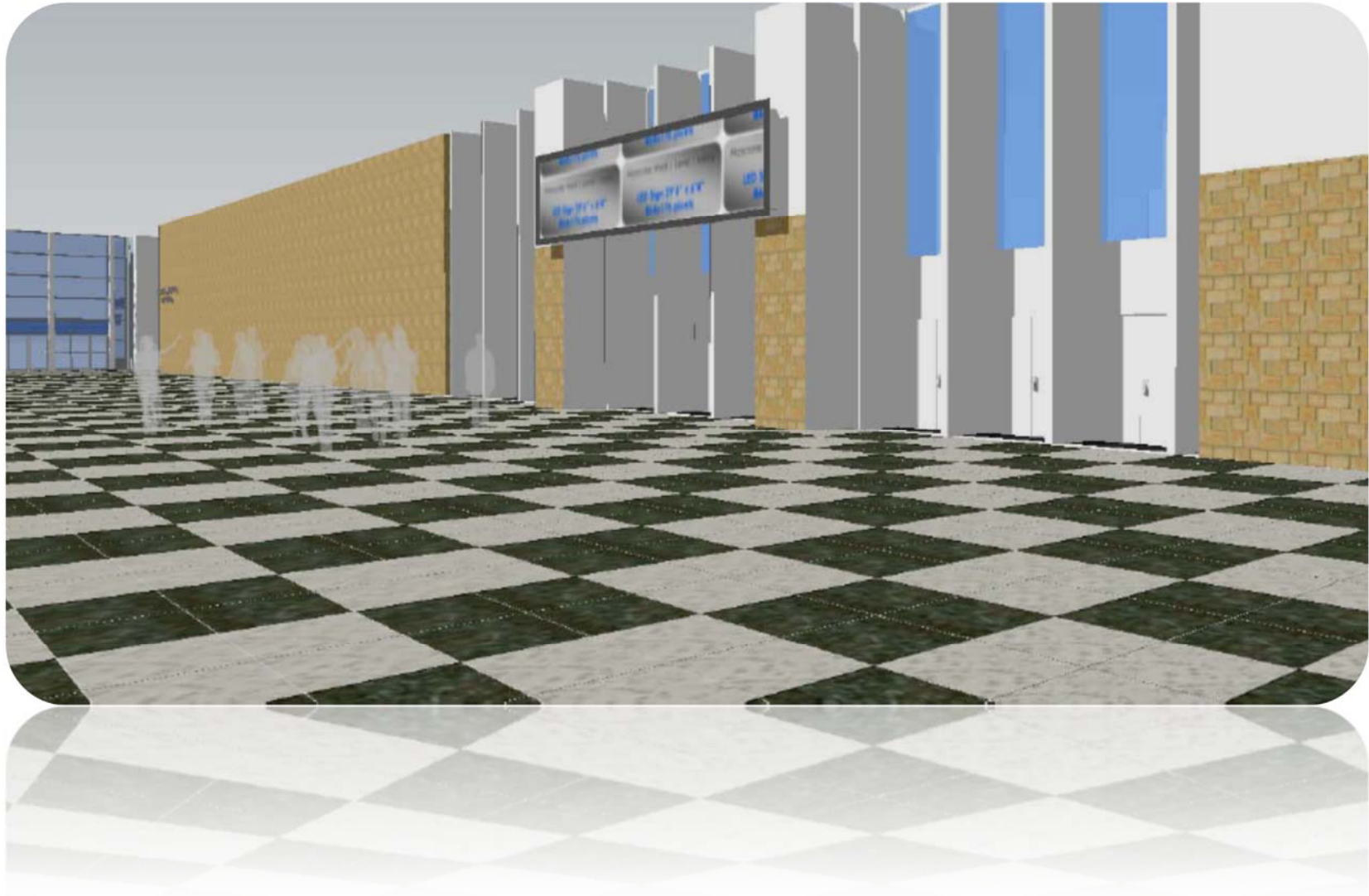
Frequently Asked Questions

- Can the displays be synced up to run at the same time
  - Each display runs independently of all the others. We can run the same content on each screen but they will not be truly synced to run at exactly the same second.

- How do I load my information onto the Moscone Center FTP Server?
  - You will need to use an FTP client to upload content onto our server. Clients have used FileZilla, CuteFTP, and SmartFTP but feel free to use any FTP client you feel comfortable with.

- Can I run content on the server 24 hours a day?
  - Digital signage can be scheduled to begin running one hour prior to your first event and should end one hour after your last event.

- Can I send you files in a different format?
  - Unfortunately the only files that the scheduling program recognizes are jpeg, .png, and bitmap files for static images. Videos should be formatted as .wmv files. We do not have the ability to reformat files.

- How do I let you know the schedule for the digital signs?
  - Your Event Manager can send you a sample schedule.

- The pixel sizes listed don't seem to be correct, what's up?
  - The LED boards that make up Moscone Center digital signage consist of LED panels that have LED lights that are 6-10mm apart from each other (6mm in North and 10mm in South). These are not like the LCD monitor on desktop computer but more like a jumbotron you would see at a stadium or the strip in Las Vegas.
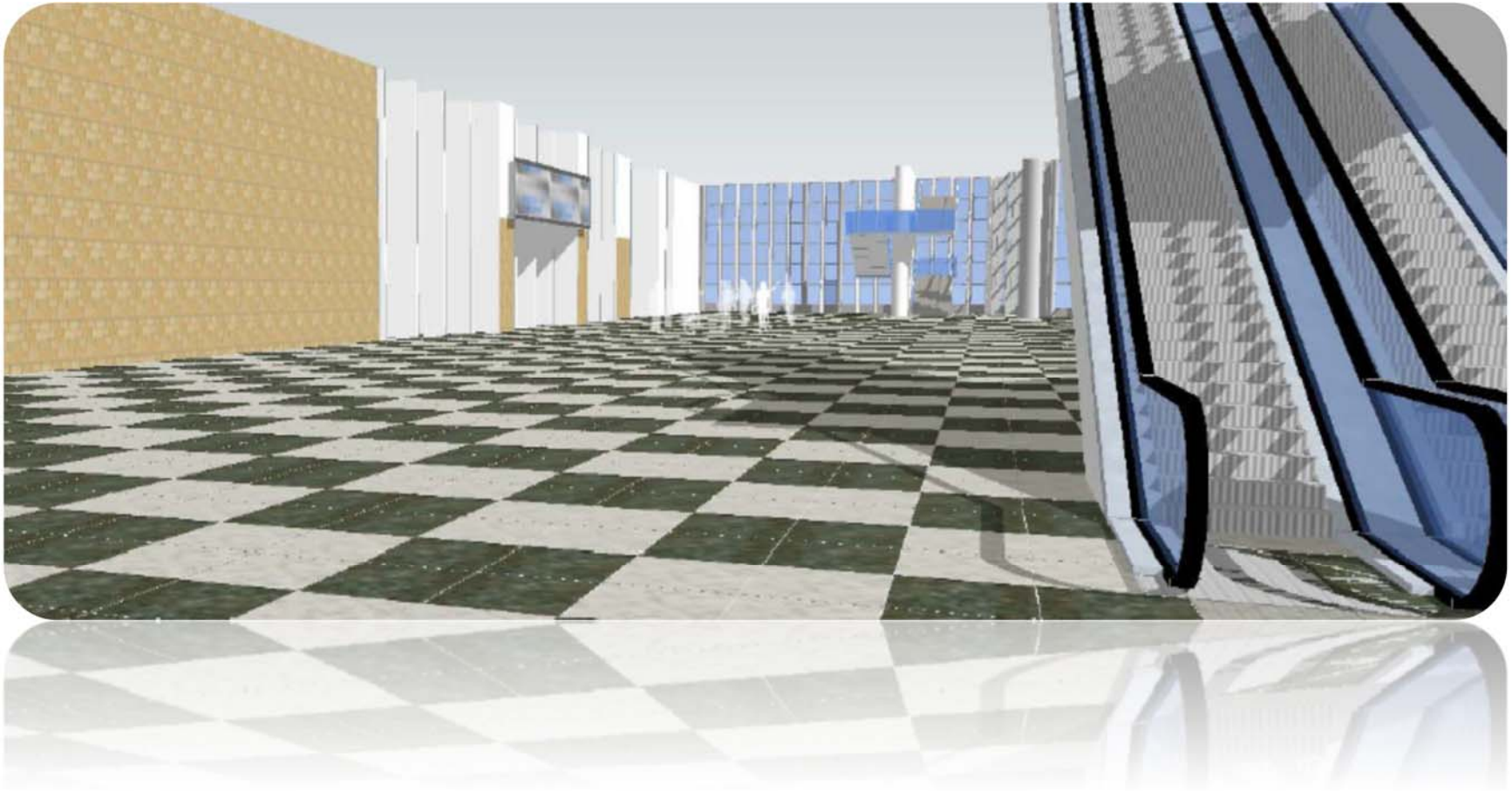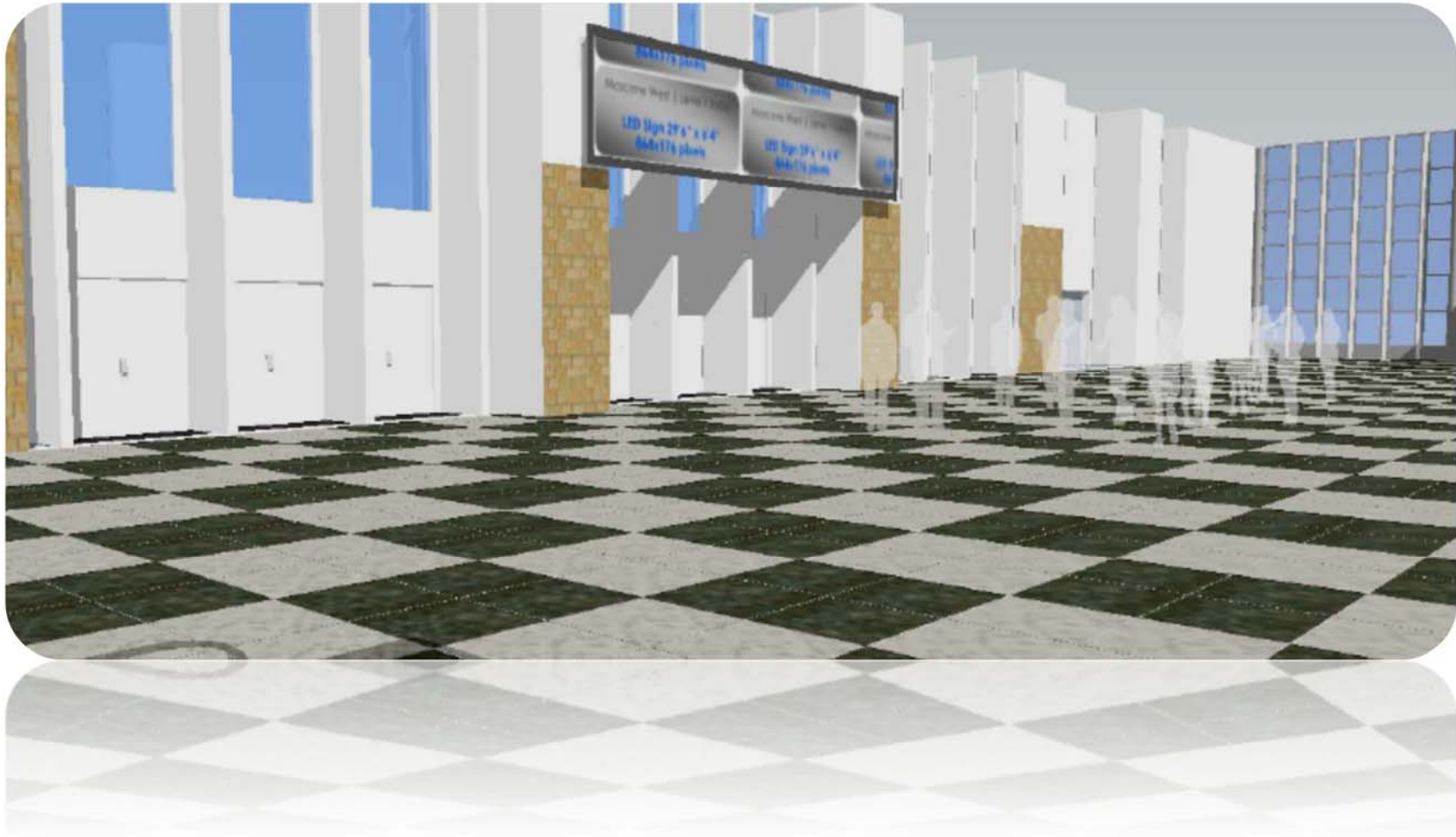
View one

View two

View three

View four

View five