Los Angeles Convention Center
Digital Signage Spec Sheet

What are the specifications of the digital signs?

- West Hall Entrance LED Wall: 3072w x 3456h
- West Hall Exit LED Wall: 3072w x 960h
- West Hall Pre-function LED Wall - Left: 4032w x 960h
- West Hall Pre-function LED Wall - Right: 4032w x 960h
- Corridor LED walls #5-#11: 2432w x 384h (per side)
- South Hall Entrance LED Wall: 4224w x 1536h
- South Hall Exit LED Wall: 4224w x 1536h
- Meeting Room Signs: 1080w x 1920h
- LED E-Posters: 320w x 1080h

What type of content can I run on the digital signs and what is required of the file?

- Single JPEG or PNG image
- Slideshow of JPEG or PNG images
- .mov or .mp4 movie file (Please Note: File size recommended: 1GB or less. Sound is not available on any sign.
- Compression required is H.264
- Correct aspect ratio listed above for each specific sign format
- Videos are required to be 30-60 frames per second, the target bitrate to be between 4mbps to 30mbps, and in the current full screen resolution to prevent letterboxing

What will make my movie (.mp4/.mov) look the best?

- For smoother transitions, please end your video with a still image for two (2) seconds in length.

How do I deliver the content I would like to use?

- To allow time for testing of content, please submit by the deadline your representative has set for you. Please note that rush fees will apply if not received by deadline
- Upload your content to - https://goo.gl/7OS9OB - Put your "Company Name/Event Name" in the Subject Line - Name your file with your company name, sign location, date to be used
- Send a confirmation email to your Event Technology Account Executive advising of content submission
- A one hour test period is provided at no charge, each additional test session will be an additional fee

What are some best practices to make my sign impactful or easier to create?

- Less can be more; Simple, clean images can make a statement
- Limit any slideshows to about 10 images. Having more than 10 images can cause attendees to miss some of your content

Who can I contact if I have any questions?

- You can reach out to your Digital Advertising sales contact for assistance – LACC@xpodigital.com