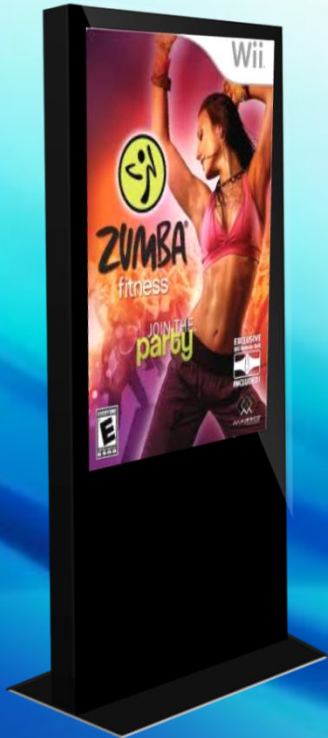


# DIDS HORIZON

*advertise, monetize & improvise*

# DIDS Horizon Mass Coverage

- Financial benefit for Plaza.
- Horizon Advertising attracts more patrons. Customers mean business and this adds to the tenant bottom line.
- Customers are 33% more likely to remember a digital advertisement.
- Drives more patrons towards a targeted sale or a promotion.
- 55" Full HD compatible systems deliver high impact images audio and video.
- Upscale & Skewed towards working population.
- Horizon System can also be used as visual emergency communication and broadcasting can be incorporated when needed.
- Horizon Digital Advertising offers business next generation advertising through creativity and flexibility.
- Smooth content delivery improves customer experience.



# Advert Specifications

Advert spot length for advert is in blocks of 10 seconds.

Viewing Area - 680mm (W) x 1210mm (H)

Animated Static Image file format supported.

jpeg / motion [ Resolution should be 1024x768 pix ]

Video format supported - MPEG2 / MPEG4 / AVI / H.264 / XVID\*

Adverts play in Commercial locations for 10 - 12 \* hours daily.

Adverts should be reviewed before the cut-off time every month (1<sup>st</sup> day of calendar month\*).

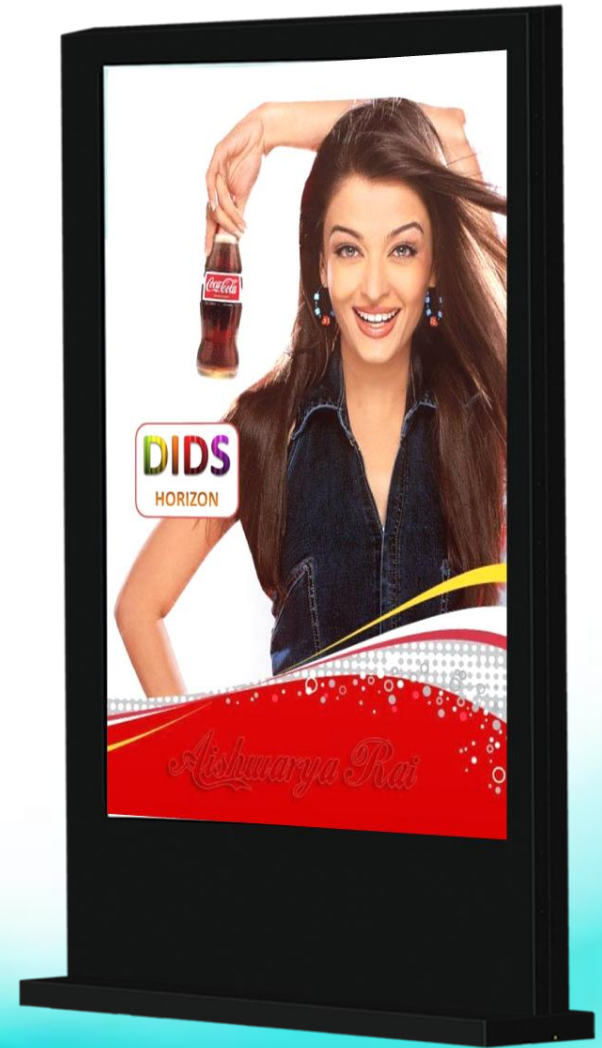
Audio format supported - WMV, MP3, M4A (AAC) \*.

\*Advertisements are subject to approval and should be submitted to us for review with in content submission time lines. For more details on technical specifications please talk to our representative or email us at [horizon@dids.com.au](mailto:horizon@dids.com.au)

**Horizon High impact advertising improves your plaza esthetic in brand promotions your set your location apart from others**

**Horizon provides an economical, efficient and reliable advertisement solution for every business needs.**

**CALL US or ENQUIRE Today.**





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