

## **Marketing of Moments**

### **SPECS DOOH**

Kühltruhe (Tulip)

**Format: 16:9 | 1920 x 1080**

Resolution: 1280 x 720 (HD) or 1920 x 1080 (FullHD)Pixel

Stele (Spotlight)

**Format: 9:16 | 1080 x 1920**

Images: jpg, gif or bmp

Animations and films: mov, mp4 (h.264), wmv oder avi

If possible, the spot should be without sound (possibly with subtitles) or should be sufficiently good even without sound work because the spots in the beverage stores are mostly broadcast without sound.