DIGITAL WALL

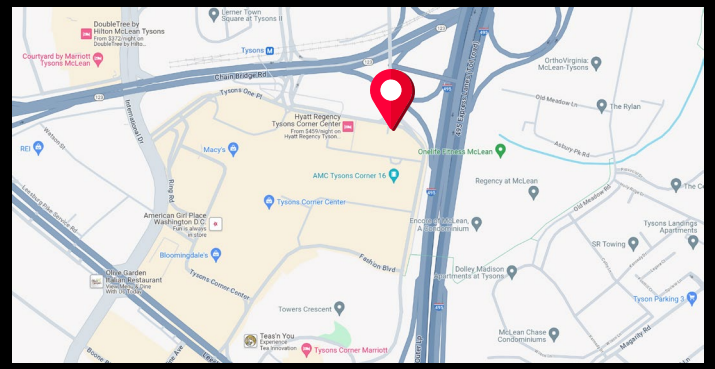
TYSONS 50

GEOPATH ID: TBD

Tysons One Plaza
McLean, VA 22102

This state-of-the-art digital display broadcasts to the DC Beltway at the upscale shopping center of Tysons Corner. It offers a unique opportunity to reach affluent commuters and shoppers in one of the most exclusive areas in the Washington DC DMA. Tysons Corner Center offers an unbeatable mix of more than 300 brands, 40 dining destinations, a Hyatt Regency, and a 16-screen stadium seating and IMAX 3D AMC Theatres. Tysons' who's who of retail includes Apple, Bloomingdale's, Brooks Brothers, Dyson, Gucci, Lacoste, Louis Vuitton, Macy's, Microsoft, Nordstrom, Peloton, Shinola, Warby Parker, and more!

Size: 34'8"H x 42'11"W	**Weekly IMPs:** TBD	**Facing:** North
Latitude: 38.91891	**Longitude:** -77.218751	**Read:** Right-hand

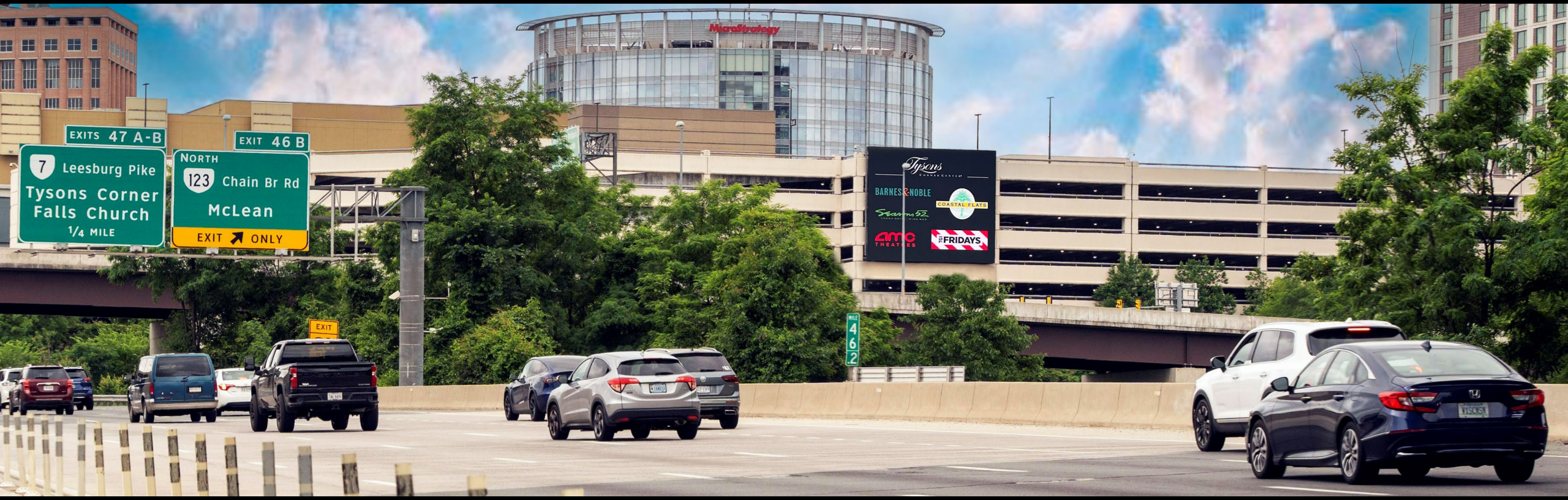


DC Office: 202.337.1839 chris@capitoloutdoor.com CapitolOutdoor.com

CAPITOL

DIGITAL WALL TYSONS 50

Location: Tysons One Plaza | **Area:** McLean, VA | **Substrate:** Digital



BROADCAST YOUR PRODUCT DIRECTLY AT THE BELTWAY

CAPITOL 3286 M Street, NW 3rd Floor, Washington, DC 20007

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Check out our reel below. *(Click the image below for reel)*

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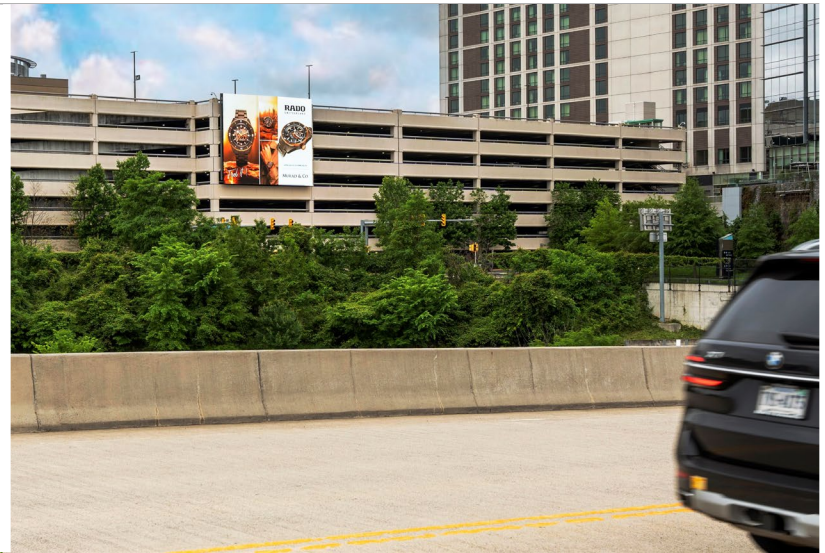

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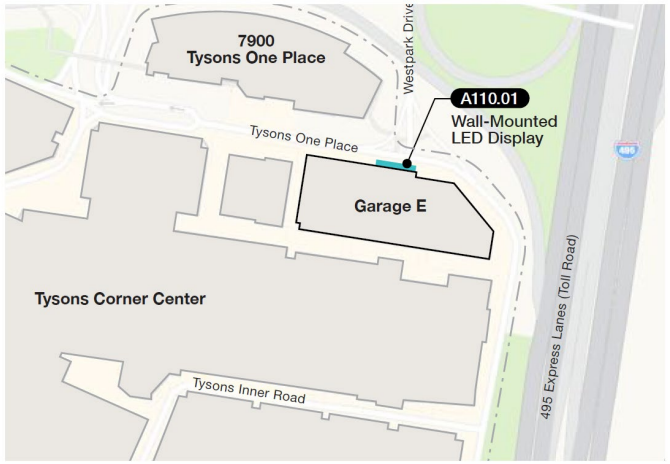

Asset Specifications

PHYSICAL DIMENSIONS

34 feet 7 3/4 inches tall by 41 feet 11 15/16 inches wide. Digital Wall.

PIXEL RESOLUTION: 1056 px tall x 1280 px wide

PIXEL PITCH: 10mm

AUDIO ENABLED: No

MAX OF 3 CREATIVES PER SPOT PURCHASED

TERM 4 WEEKS

SHIPPING

TBD

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General/File Specs

DIGITAL DISPLAYS
Unless otherwise noted here, all files should be developed according to the following specifications:

DISPLAY TECHNOLOGY
Color: RGB
Audio: MPEG-4 ACC Stereo 256 Kbps Normalized to -10db

STATIC FILES
Static File Format: JPEG or PNG
Quality: Best Quality
Resolution: 72 dpi

Best Practices – LED Content

Making Content for Large Format LED
When creating content for large format LED displays, it is important the designer considers physical scale of the screen.

Contrast, fine detail, color, and footage speed will not appear exactly the same on a large LED display as it does on the LCD monitor used to create it.

File Naming
Please use this content nomenclature to ensure correct scheduling of the proper content.

Campaign
Name that describes the creative campaign

032219_Campaign_Display Name

Date
Date content is set to begin playing *(MMDDYY format)*

Display Name
Ex. "Garage E"

01 Strong Content
Combinations of colors that have strong tonal contrast are generally most effective. For example, black on yellow reads better on an LED than pink on red.

02 Copy Size
If using copy, consider the scale, height, and distance of the display in physical space to ensure a legible type size. In most cases a sans serif typeface is recommended to avoid visual "noise", especially on displays with a higher pixel pitch.

03 Brightness
Content with large areas of full white is overwhelming on large displays. Reducing brightness by 5-10% on pure white layers when designing is often desirable.