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# Pilsen – Americká

Pilsen Region





**Location:** Americká [Americká Street]  
**Address:** Klatovská třída č. p. 528, Pilsen 3 – Vnitřní Město  
**Placement:** Outdoor on the building shell  
**Dimensions:** 10,4 m<sup>2</sup> – 410 × 256 cm  
**Ratio:** atyp – 1024 × 512 px  
**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

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### Screen's potential:

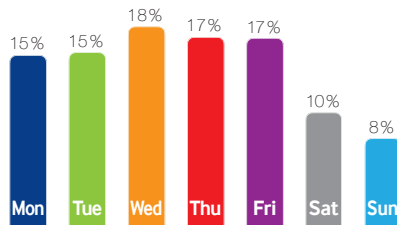
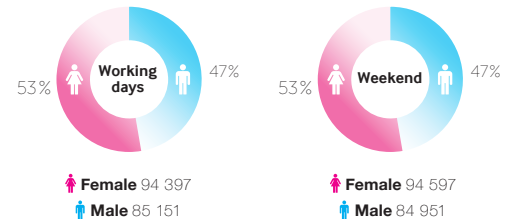
52 000 Pedestrians (people a day)

23 000 Motorists (people a day)

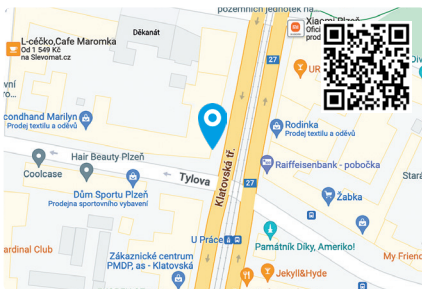
75 000 Daily Traffic Count

**Locations:** residential area / business district

**Positions:** downtown



Weekly viewership 6:00 a.m. – 10:00 p.m.



GPS coordinates: 49.744450N, 13.372248E

### Description of Location:

The screen is located on the facade of the building, at the intersection of Klatovská and Americká streets, opposite the American Liberators Monument. Its coverage covers both the busy pedestrian zone, as well as a busy traffic light intersection. Near the screen tram and bus stops, banks, a number of cafes, restaurants and shops.

### Coverage:

**Roadway:** intersection / street / pedestrian zone

**Surroundings:** Public transport / cultural facilities / restaurants / supermarket / hotel / shops / PNS / bank / post office / pharmacy

**Visibility:** over 200 m