

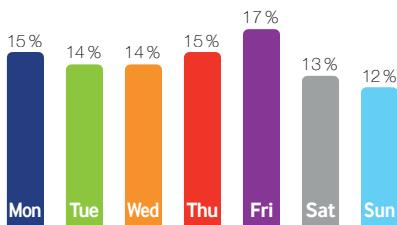


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Prague – NeuMax  
Prague – The Capital City



# Prague



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



GPS coordinates: 50.031793 N, 14.409234 E

**161 054**

Unique visitors / month

**357 010**

The number of visits / month

The Capital City

**Location:**

NeuMax

**Address:**

1818/13 Pikovická Street, 140 00 Prague 4 – Braník

**Placement:**

Outdoors, on the building shell

**Dimensions:**

27,17 m<sup>2</sup> – 614 x 410 cm

**Ratio:**

16:9 – 1280 x 720 px

**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

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### Screen's potential:

**26 445** Pedestrians (people a day)

**52 890** Motorists (people a day)

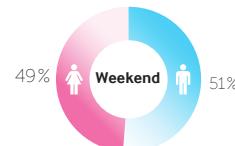
**79 335** Daily Traffic Count

**Locations:** business district / residential area

**Positions:** road Modřanská



Female 171 365  
Male 185 645



Female 174 935  
Male 182 075

### Description of Location:

The LED screen is located on the shell of the Neumax building with an impact on the busy Modřanská – Jižní spojka intersection, which is the main route to the Braník, Lhotka, Kamýk and Komořany housing estates. There are tram and bus routes in the vicinity. There are office buildings and other commercial premises, a sports complex for relaxation HAMR and a nearby golf course.

### Coverage:

**Roadway:** street / intersection / entrance to the City Ring Road

**Surroundings:** company headquarters / busy Modřanská road

**Visibility:** over 100 m