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Prague – SC Atrium Flora  
The Capital City





# Prague

The Capital City

**460 999**

Unique visitors / month

**560 100**

The number of visits / month

**Location:**

Shopping centre Atrium Flora

**Address:**

Vinohradská 2828/151, 130 00 Prague 3 – Žižkov

**Placement:**

Outdoor on the facade of the entrance hall of SC Atrium Flora

**Dimensions:**

18,4 m<sup>2</sup> – 576 × 320 cm

**Ratio:**

16:9 – 1280 × 720 px

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



Screen Specs

**29**

## Screen's potential:

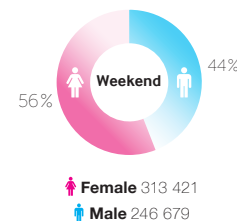
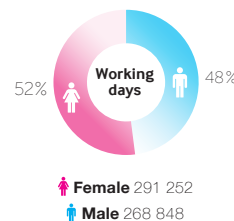
**36 095** Pedestrians (people a day)

**31 455** Motorists (people a day)

**67 550** **Daily Traffic Count**

**Locations:** business district / residential area

**Positions:** downtown



## Description of Location:

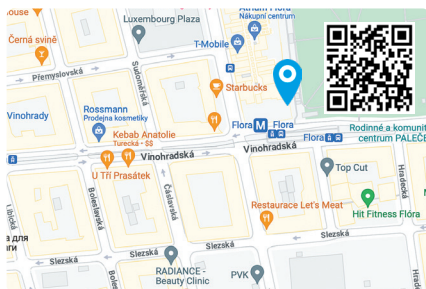
The screen is located in the outdoor arcade of SC Atrium Flora, which is connected to Flora metro station on line A, at the busy intersection of Vinohradská and Jičínská. Near the screen there is a tram stop, banks, many cafes, restaurants and shops.

## Coverage:

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

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

**Visibility:** over 200 m



**GPS coordinates:** 50.0782947 N, 14.4612972 E