

We make you visible

We make
you visible

LEDMULTIMEDIA 

LEDMULTIMEDIA

With us
you are
seen

→ Interactive advertising screens
→ Flexible time planning



The largest independent network of LED screens in the Czech Republic



69

LED screens



30

Cities of the Czech Republic



4,8 mil.

Passengers / day

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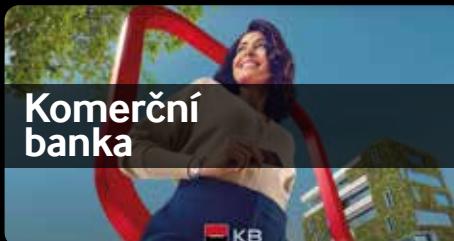
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Wide range of ads

LED technology is an opportunity to present customers with an interesting, modern and clean form of advertising, focused on image or product, with a much wider range of campaign settings.



There are no limits to creativity

When it comes to the spot itself, it's important to capture the idea you want to use in the ad and incorporate it as effectively as possible into the actual result.

There are no limits to creativity, which is a major advantage from static ads such as flyers, billboards and others.

Advantages of LED panels



Top in DOOH advertising

Large-format LED screens are among the top in dynamic visual outdoor advertising.



Excellent visibility

LED technology ensures excellent visibility of your advertising even in poor weather conditions (fog, rain, snow).



Central campaign management

Thanks to the central management of LED screens, we respond quickly to the needs of client's needs (change of spots or rotations) with minimal time delays.



Choice of content media plan

We have automated spot deployment with the possibility of adding with additional interesting content such as news, weather, traffic information.



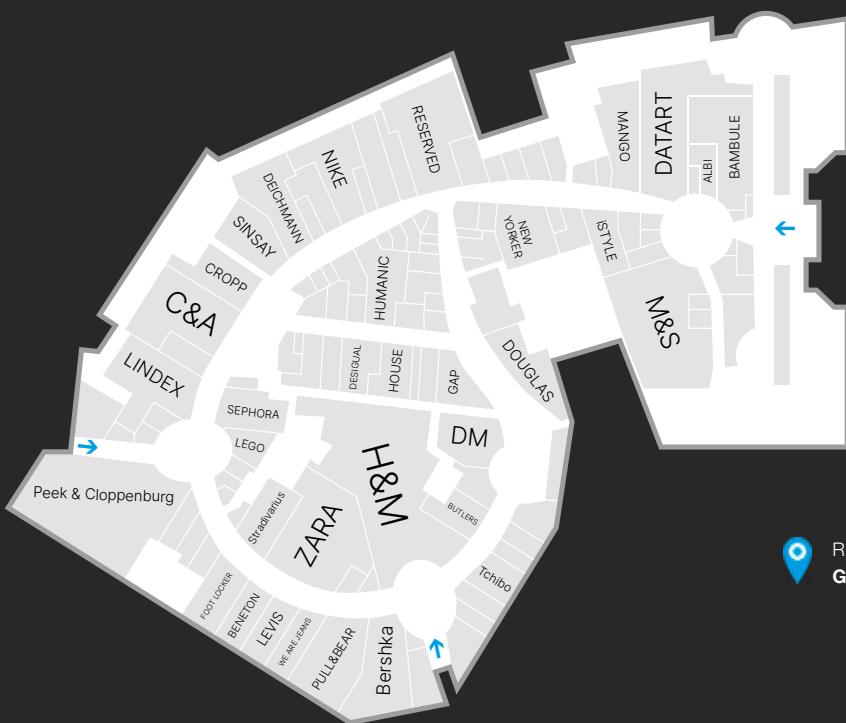
A

SC Westfield Chodov
The Capital City

The Capital City

Westfield Chodov is the largest with 300 stores shopping centre in the Czech Republic. In terms of retail space, it is with 100.000 m², second only to OC Letňany. Located in the Chodov district of Prague

near the Chodov metro station, between U Kunratického lesa, Roztylská and the motorway D1 to Brno. 13 million customers pass through them annually, employing approximately 8.000 people.



Screens:

- A1** Design Galery 1
- A2** Design Galery 2
- A3** Entrance E
- A4** Escalator to Albert
- A5** Douglas

Coverage:

Roadway: street / pedestrian zone

Surroundings: Public transport (metro, bus) / commercial houses / cultural facilities / restaurants / supermarket / / sports facilities / hotel / shops / PNS / bank / / post office / pharmacy



Roztylská, Praha – Chodov

GPS coordinates: 50.030 N, 14.490 E

ist

DM



A1

Design Galery 1
SC Westfield Chodov



Prague – SC Westfield Chodov

The Capital City



Location: Design Galery 1

Address: Roztylská 2321/19, 148 00 Prague 4 – Chodov

Placement: Indoor

Dimensions: 7,2 m² – 480 x 150 cm

Ratio: 1536 x 480 px

Operation time: 8:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

A1

Description of Location:

The LED screen is located on the 1st floor level in a fashionable Designer gallery where the following are represented Premium brands such as Luisa Spagnoli, MAX&Co., COS, French Connection, Armani Exchange and Michael Kors, but also Czech Labels & Friends – the largest space with local fashion and design in the Czech Republic and Slovakia! Excellent visibility from both floors.



Roztylská, Praha – Chodov

GPS coordinates: 50.030 N, 14.490 E

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A2

Design Galery 2
SC Westfield Chodov



Prague – SC Westfield Chodov

The Capital City

**Location:** Design Galery 2**Address:** Roztylská 2321/19, 148 00 Prague 4 – Chodov**Placement:** Indoor**Dimensions:** 9,9 m² – 660 x 150 cm**Ratio:** 2120 x 480 px**Operation time:** 8:00 a.m. – 09:00 p.m. (13 hrs)

Screen Specs

A2

Description of Location:

The LED screen is located on the 1st floor level in a fashionable Designer gallery where the following are represented Premium brands such as Luisa Spagnoli, MAX&Co., COS, French Connection, Armani Exchange and Michael Kors, but also Czech Labels & Friends – the largest space with local fashion and design in the Czech Republic and Slovakia! Excellent visibility from both floors.



Roztylská, Praha – Chodov

GPS coordinates: 50.030 N, 14.490 E

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A3

Entrance E
SC Westfield Chodov



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Prague – SC Westfield Chodov

The Capital City

**Location:** Entrance E**Address:** Roztylská 2321/19, 148 00 Prague 4 – Chodov**Placement:** Indoor**Dimensions:** 23,4 m² – 600 x 390 cm**Ratio:** 1920 x 1248 px**Operation time:** 7:00 a.m. – 09:00 p.m. (13 hrs)

Screen Specs

**Description of Location:**

The screen is located on level -1 near the entrance E, which is the entrance from the Chodov bus stop, is located above the escalators to the -2nd floor, at the access to the connection to the metro at a very busy location with visibility also from the ground floor.



Roztylská, Praha – Chodov

GPS coordinates: 50.030 N, 14.490 E

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A4 Escalator to Albert
SC Westfield Chodov



Prague – SC Westfield Chodov

The Capital City

**Location:**

Escalator to Albert

Address:

Roztylská 2321/19, 148 00 Prague 4 – Chodov

Placement:

Indoor

Dimensions:23,4 m² – 600 x 390 cm**Ratio:**

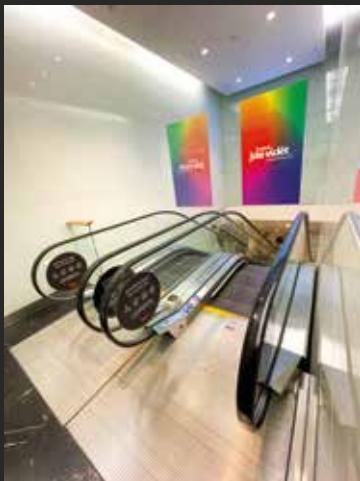
1920 x 1248 px

Operation time: 8:00 a.m. – 09:00 p.m. (13 hrs)

Screen Specs

**Description of Location:**

The LED screen, located above the escalator leading to the ALBERT Supermarket, replaced the original projection screen. The modern format combined with a very detailed resolution of the screen, will allow the display of the finest details of your advertisements. The screen is in location where the Westfield Chodov night passage is, therefore the advertising impact of this area is maximum throughout the day.



Roztylská, Praha – Chodov

GPS coordinates: 50.030 N, 14.490 E

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A5

Escalator to Albert
SC Westfield Chodov



Prague – SC Westfield Chodov

The Capital City



Location:

Escalator to Albert

Address:

Roztylská 2321/19, 148 00 Prague 4 – Chodov

Placement:

Indoor

Dimensions:

23,4 m² – 600 x 390 cm

Ratio:

1920 x 1248 px

Operation time: 08:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

A5

Description of Location:

The LED screen, located above the escalator leading to the ALBERT Supermarket, replaced the original projection screen. The modern format combined with a very detailed resolution of the screen, will allow the display of the finest details of your advertisements. The screen is in location where the Westfield Chodov night passage is, therefore the advertising impact of this area is maximum throughout the day.



Roztylská, Praha – Chodov

GPS coordinates: 50.030 N, 14.490 E

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17

B

SC Černý Most
The Capital City



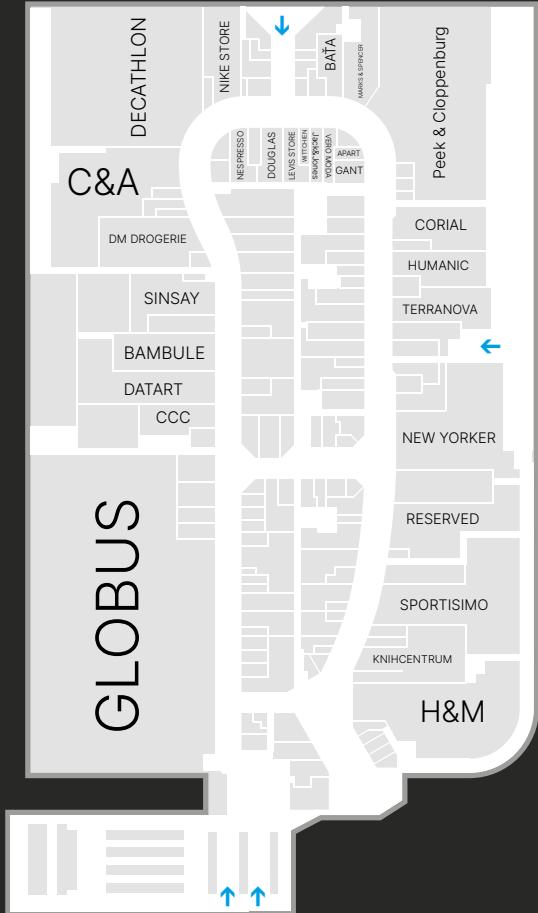
Shopping Centre Černý Most

The Capital City

SC Černý Most covers an area of nearly 85.000 m² with 176 retail units and 3.000 parking lots. The zone offers the possibility of quality refreshments with 30 restaurants offering cuisines from all over the world.

In a separate building next door, customers will find the popular XXXLutz furniture house. Visitors to the Centre Černý Most can also use the CineStar multiplex cinema, which shows films in 9 screens with a total capacity of 1.675 seats.

Healthy lifestyle enthusiasts or sports enthusiasts will surely enjoy the fitness centre or in the sauna world SAUNIA.



Screens:

- B2** The Passage
- B4** Globe
- B3** Central Piazza
- B5** West entrance (C&A)
- B6** West entrance (P&C)

Coverage:

Roadway: street / pedestrian zone

Surroundings: Public transport (metro, bus) / commercial houses / cultural facilities / restaurants / supermarket / sports facilities / hotel / shops / PNS / bank



Chlumecká, Prague 14

GPS coordinates: 50.108 N, 14.585 E

nsay

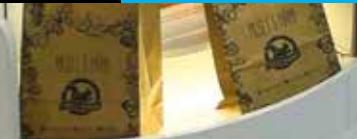
S námi
jste vidět

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B2

The Passage
SC Černý Most



SP

Prague – Shopping Centre Černý Most



The Capital City

Location: The Passage**Address:** Chlumecká 765/6, 198 19 Prague 9 – Černý Most**Placement:** Indoor**Dimensions:** 36 m² – 50 x 0,72 m**Ratio:** 12540 x 180 px**Operation time:** 08:00 a.m. – 09:00 p.m. (13 hrs)

Screen Specs

Description of Location:

The unique screen, over 50 m in length, is situated above the food court of the shopping centre, with an ideal visibility from both floors, on the entrance side of the CineStar multiplex.



Chlumecká, Prague 14

GPS coordinates: 50.108 N, 14.585 E

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B3

Central Plaza
SC Černý Most



OFFICE

STARBUCKS



iSTYLE

Prague – Shopping Centre Černý Most

The Capital City

**Location:** Central Plaza**Address:** Chlumecká 765/6, 198 19 Prague 9 – Černý Most**Placement:** Indoor**Dimensions:** 3,8 m² – 1152 x 336 cm**Ratio:** 3744 x 1092 px**Operation time:** 09:00 a.m. – 09:00 p.m. (13 hrs)

Screen Specs

B3

Description of Location:

The large screen is situated on the central event Central plaza, above the Starbucks coffee shop. Giant advertising area is perfectly sized for the visible from the entire arcade.



Chlumecká, Prague 14

GPS coordinates: 50.108 N, 14.585 E

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23

Snámi
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↑ X ⚡ ⚡ ⚡ ↘ P 2 1 1 1 ↗ P 1 2 3

OVOCNÝ SVĚTOZOR



B4

Central Plaza
SC Černý Most



Prague – Shopping Centre Černý Most

The Capital City

**Location:** Globus**Address:** Chlumecká 765/6, 198 19 Prague 9 – Černý Most**Placement:** Indoor**Dimensions:** 26,1 m² – 950 x 275 cm**Ratio:** 3648 x 1056 px**Operation time:** 7:00 a.m. – 23:00 p.m. (16 hrs)

Screen Specs

Description of Location:

Strategically placed in a high-traffic passageway, our large LED screen becomes an unmissable focal point. Its size and brilliance maximize visibility, capturing shoppers' attention and elevating every campaign.



Chlumecká, Prague 14

GPS coordinates: 50.108 N, 14.585 E

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C&A

Černý Most

B5

West entrance (C&A)
SC Černý Most



royaltea



Prague – Shopping Centre Černý Most



The Capital City

Location: West entrance (C&A)**Address:** Chlumecká 765/6, 198 19 Prague 9 – Černý Most**Placement:** Indoor**Dimensions:** 8,3 m² – 384 x 216 cm**Ratio:** 960 x 540 px**Operation time:** 08:00 a.m. – 09:00 p.m. (13 hrs)

Scree Specs

B5

Description of Location:

Strategically placed in a high-traffic passageway, our large LED screen becomes an unmissable focal point. Its size and brilliance maximize visibility, capturing shoppers' attention and elevating every campaign.



Chlumecká, Prague 14

GPS coordinates: 50.108 N, 14.585 E

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B6

West entrance (P&C)
SC Černý Most



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LED MULTIMEDIA

APART



Prague – Shopping Centre Černý Most

The Capital City

**Location:**

West entrance (P&C)

Address:

Chlumecká 765/6, 198 19 Prague 9 – Černý Most

Placement:

Indoor

Dimensions:8,3 m² – 384 x 216 cm**Ratio:**

960 x 540 px

Operation time: 08:00 a.m. – 09:00 p.m. (13 hrs)

Screen Specs

B6

Description of Location:

Strategically placed in a high-traffic passageway, our large LED screen becomes an unmissable focal point. Its size and brilliance maximize visibility, capturing shoppers' attention and elevating every campaign.



Chlumecká, Prague 14

GPS coordinates: 50.108 N, 14.585 Einfo@ledmultimedia.cz / www.ledmultimedia.cz

C

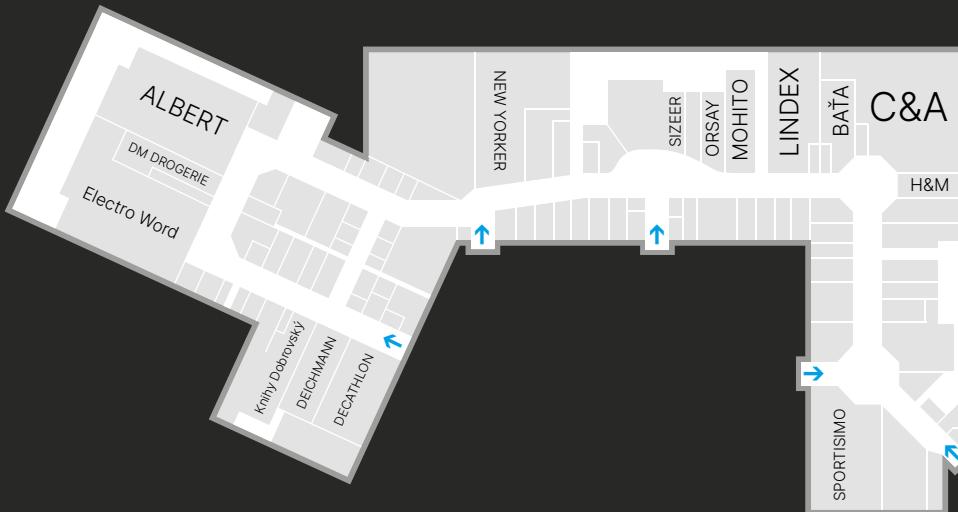
Metropole Zlín
The Capital City



The Capital City

Metropole Zličín is located on the western outskirts of Prague and is one of the largest and most popular shopping and entertainment centres. Over 7 million people visit it annually. Centre has excellent transport links (10 minutes from the airport, 20 minutes from the city centre), contains a number of shops with fashionable clothing

and accessories of major brands. In addition to shoppers, there are also active exercise enthusiasts and those who like to enjoy good company with even better food and drink. For movie fans, there is a cinema with ten screens and a spa for visitors to the centre who have come to relax.



Screens:

- C1** Central Plaza
- C2** The Area near Albert

Coverage:

Roadway: street / pedestrian zone
Surroundings: Public transport (metro, bus) / commercial houses / cultural facilities / restaurants / supermarket / sports facilities / hotel / shops / PNS / bank / post office / pharmacy



Řevnická, Praha - Zličín

GPS coordinates: 50.054 N, 14.287 E

C1

Central Plaza
Metropole Zlín



Prague – Metropole Zličín

The Capital City



Location: Central Plaza

Address: Řevnická 1, 155 21 Prague – Zličín

Placement: Indoor

Dimensions: 21 m² – 270 × 780 cm

Ratio: 864 × 2496 px

Operation time: 08:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

C1

Description of Location:

The LED screen is located on the elevator shaft in the food The elevator is located in the elevator shaft of the shopping center, where the 4 restaurants, a fast food outlet and 2 cafes. Location The location guarantees excellent visibility from both floors.



Řevnická, Praha - Zličín

GPS coordinates: 50.054 N, 14.287 E

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C2

The Area near Albert
Metropole Zlín



s.Oliver

Na nás
jste vidět

HYPERMARKET



vodafone

Prague – Metropole Zličín

The Capital City

**Location:**

The Area near Albert

Address:

Řevnická 1, 155 21 Prague – Zličín

Placement:

Indoor

Dimensions:

18,4 m² – 320 x 576 cm

Ratio:

1280 x 2304 px

Operation time:

08:00 a.m. – 09:00 p.m. (13 hrs)



Screen Specs

**Description of Location:**

The LED screen is located in the passageway under the ceiling, above the entrance to the Albert Hypermarket. Thanks to its size, the advertising space is clearly visible from the entire passageway.



Řevnická, Praha - Zličín

GPS coordinates: 50.054 N, 14.287 E

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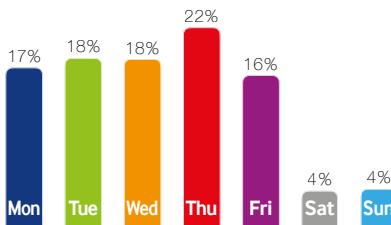
02

Prague – Pankrác Conference Centre

The Capital City



Prague



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



GPS coordinates: 50.0499469 N, 14.4390736 E

101 431

Unique visitors / month

415 939

The number of visits / month

The Capital City

Location:

City Empiria Pankrác

Address:

Na Strži and Budějovická Crossroads, Prague 4

Placement:

Outdoors, the skin of Konference Centre

Dimensions:

37 m² – 960 × 384 cm

Ratio:

1:2,5 – 1024 × 410 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hrs)



Screen Specs

02

Screen's potential:

31 900 Pedestrians (people a day)

43 900 Motorists (people a day)

75 800 Daily Traffic Count



Female 212 162
Male 203 777

Female 209 956
Male 205 983

Description of Location:

The screen is placed at one of the busiest junctions of streets Na Strži and Budějovická.

The area is typical for its high concentration of office buildings (Gemini Centrum, City Empiria, Main Point Pankrác and City Tower) where prominent corporations keep their main offices.

In close proximity: DIY store Bauhaus, Shopping Mall Arkády and line C metro station.

Coverage:

Roadway: street / crossroads / car park

Surroundings: Public Transport (metro, tram, bus lines) / shopping mall / administrative building / bank / restaurant / post office / newsagent

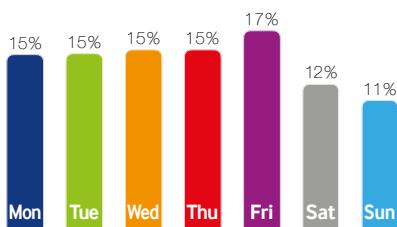
Visibility: over 200 m

03

Prague – Shopping Area Černý Most
The Capital City



Prague



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



GPS coordinates: 50.10965 N, 14.5766 E

176 188

Unique visitors / month

377 010

The number of visits / month

The Capital City

Location:

Shopping and Residential Area Černý Most

Address:

Chlumecká leading to Prague, Prague 14 – Černý Most

Placement:

Outdoors, on a free-standing steel pole, Chlumecká street

Dimensions:

42 m² – 900 × 470 cm

Ratio:

16:9 – 1280 × 720 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

Screen's potential:

17 700 Pedestrians (people a day)

53 700 Motorists (people a day)

71 400 Daily Traffic Count



Female 179 971
Male 197 039

Female 183 984
Male 193 026

Locations: shopping area / residential area

Positions: main road in and out of Prague
– Hradec Králové and Mladá Boleslav

Description of Location:

A very busy shopping and residential area in the northern suburbs of Prague.

In close proximity: Makro, Hornbach, Sconto, Toyota, Humanic, KFC, McDonald's, Ikea, Centrum Černý Most and bus station of inter-city and inner-city lines terminus of B metro line. The screen is placed on a pole in the close vicinity of Chlumecká street leading to Prague from Hradec Králové and Mladá Boleslav.

Coverage:

Roadway: main road / street / crossroads / car park

Surroundings: Public transport (metro, bus stations) / shopping malls / pe trol stations / restaurants / supermarkets / car showroom / newsagent

Visibility: over 200 m



04

Prague Hostivař – VIVO! Shopping
The Capital City

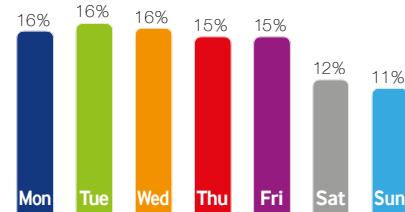


 Raiffeisen
BANK

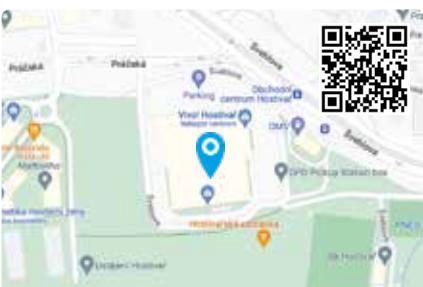
spirovaná klienty

 Tchibo

Prague



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



GPS coordinates: 50.0534150 N, 14.5178375 E

114 019

Unique visitors / month

347 011

The number of visits / month

The Capital City

Location:

Hostivař – VIVO! Shopping

Address:

Švehlova 1391/32, Prague 10 – Hostivař

Placement:

Outdoor on the building shell

Dimensions:

14,7 m² – 512 x 288 cm

Ratio:

16:9 – 1280 x 720 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



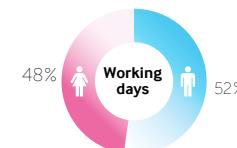
Screen Specs

Screen's potential:

29 900 Pedestrians (people a day)

31 100 Motorists (people a day)

61 000 Daily Traffic Count



Female 166 084

Male 180 927

Female 174 927

Male 172 084

Locations: business district / residential area

Positions: parking lot, passage towards the centre and vice versa

Description of Location:

The Screen is placed on the shopping mall to the right of the main entrance. It is the centre of the southern part of Prague 10 residential area in the vicinity of Prague Ring motorway Jižní spojka.

Fitness centres, restaurants, supermarket, Datart, McDonalds, Post office and others.

The screen faces Švehlova street. The venue offers popular services: Palace Cinemas.

Coverage:

Roadway: car park / shopping area

Surroundings: Public Transport (bus and tram lines) / shopping malls / restaurants / supermarket / / shops / post office / pharmacy

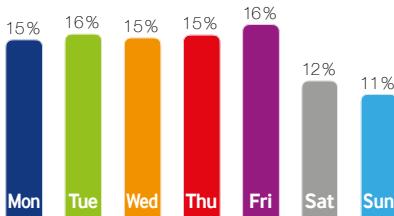
Visibility: over 200 m

05

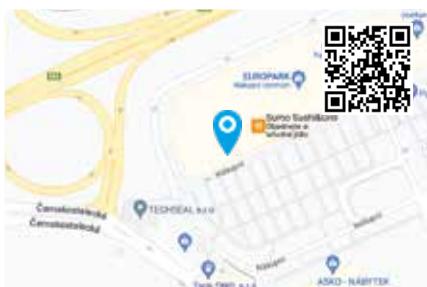
Prague – EUROPARK Shopping Mall
The Capital City



Prague



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



GPS coordinates: 50.0725086 N, 14.5421128 E

358 777

Unique visitors / month

891 295

The number of visits / month

The Capital City

Location:

Shopping Center EUROPARK

Address:

Nákupní 389/3, Prague 9 – Štěrboholy

Placement:

Outdoor on the building shell

Dimensions:

44 m² – 850 × 520 cm

Ratio:

4:3 – 1024 × 768 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

Screen's potential:

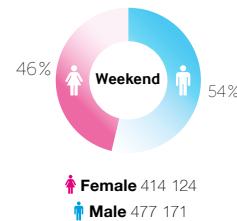
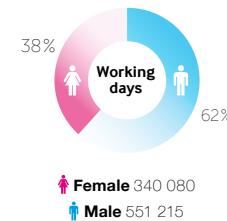
29 900 Pedestrians (people a day)

31 100 Motorists (people a day)

61 000 Daily Traffic Count

Locations: business district / residential area

Positions: parking lot, passage towards the centre and vice versa



Description of Location:

The target area is the shopping and residential centre of the eastern suburban area.

The location offers a wide range of services in the following segments: car dealership, restaurants, hobby market and public transport networks. The screen is oriented towards the main entrance of the OC. It covers a substantial part of the outdoor parking lot. Near the busy intersection of Průmyslová and Štěrboholská radiala, pedestrian and motorized passants...

Coverage:

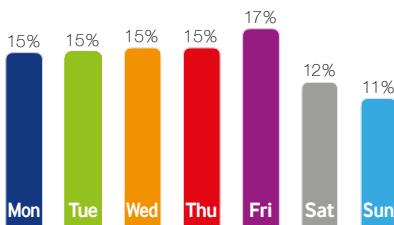
Roadway: parking / shopping area

Surroundings: Public transport (bus, tram) / department stores / restaurants / supermarket / / shops / post office / pharmacy / exchange office / bank

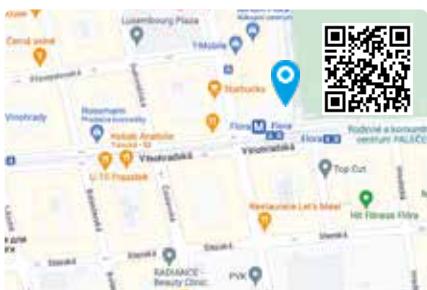
Visibility: over 200 m



Prague



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



GPS coordinates: 50.0782947 N, 14.4612972 E

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 m² – 576 x 320 cm

Ratio:

16:9 – 1280 x 720 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

Screen's potential:

36 095 Pedestrians (people a day)

31 455 Motorists (people a day)

67 550 Daily Traffic Count



Female 291 252
Male 268 848

Female 313 421
Male 246 679

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

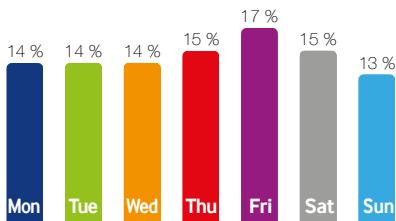


32

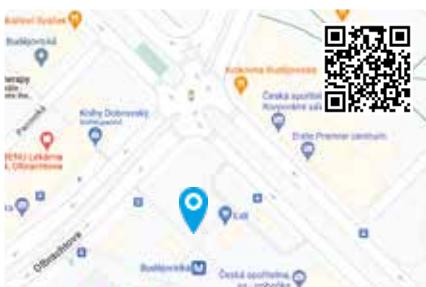
Pedestrian corridor Budějovická
Prague – The Capital City



Prague



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



GPS coordinates: 50.04446 N, 14.44853 E

197 366

Unique visitors / month

234 679

The number of visits / month

The Capital City

Location:

Shopping zone – Budějovická pedestrian corridor

Address:

Olbrachtova 1946/64, 140 00 Prague 4 – Krč

Placement:

Outdoor on the footbridge

Dimensions:

3,84 m² – 210 x 160 cm

Ratio:

16:9 – 1280 x 720 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

32

Screen's potential:

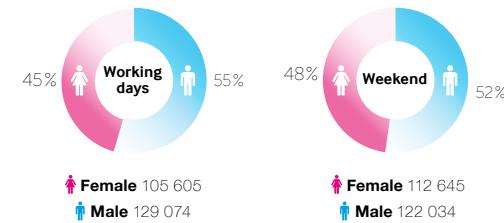
39 473 Pedestrians (people a day)

0 Motorists (people a day)

39 473 Daily Traffic Count

Locations: business district / residential area

Positions: pedestrian zone of OC DBK



Description of Location:

The screen is located on the footbridge above the pedestrian zone of the DBK shopping centre, near the metro station Budějovická - complex of office buildings and banking houses, Budějovická polyclinic, Prague 4 Municipal Office.

Coverage:

Roadway: pedestrian zone

Surroundings: metro station / department stores / restaurants / supermarket / banking houses

Visibility: over 250 m



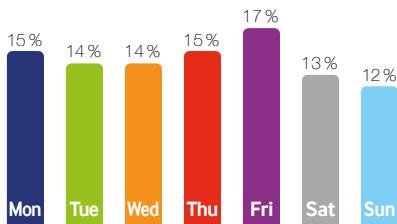
40

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 m² – 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

40

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



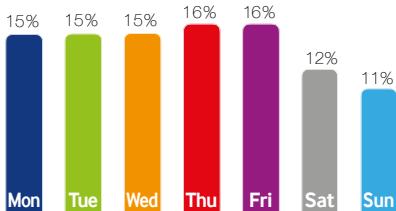
ro

51

Prague – Makro Cash&Carry
Prague – The Capital City



Prague



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



GPS coordinates: 50.041612623536906 N, 14.31642079042859 E

41 015

Unique visitors / month

164 274

The number of visits / month

The Capital City

Location: Makro Cash & Carry
Address: Jeremiášova 1249/7, 150 00 Prague 5
Placement: Outdoor in the shopping center parking lot
Dimensions: 15 m² - 500 x 300 cm
Ratio: 16:9, 960 x 580 px
Operation time: 6:00 a.m. – 9:00 p.m. (15 hours)



Screen Specs

51

Potenciál obrazovky:

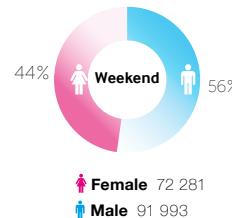
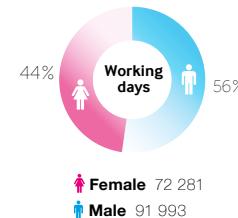
34 018 Pedestrians (people a day)

18 787 Motorists (people a day)

52 805 Daily Traffic Count

Location: business district

Positions: commercial zone



Location description:

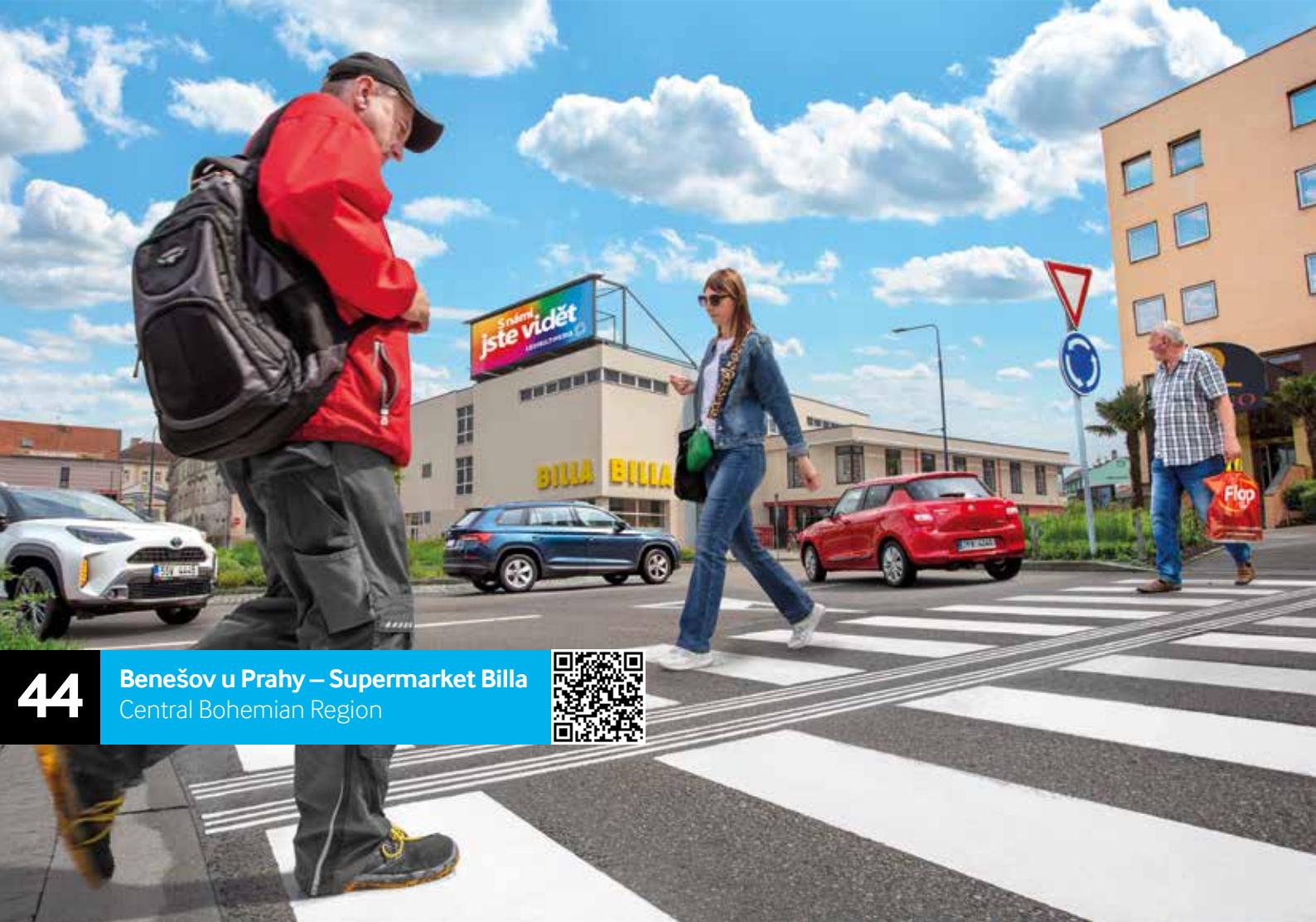
The LED screen is located on a separate stand in the parking lot of the MAKRO retail chain. Near Jeremiášova Street, the main thoroughfare of the Stodůlky district.

Spádová oblast:

Roadway: street / parking lot

Surroundings: Makro/ GAS station

Visibility: přes 200 m



44

Benešov u Prahy – Supermarket Billa
Central Bohemian Region



Benešov u Prahy

14 612

68 012



Central Bohemian Region

Unique visitors / month

The number of visits / month

Location:

Supermarket Billa

Address:

Vnoučkova 1699, 256 01 Benešov u Prahy

Placement:

Outdoor on the building roof

Dimensions:11 m² – 576 x 192 cm**Ratio:**

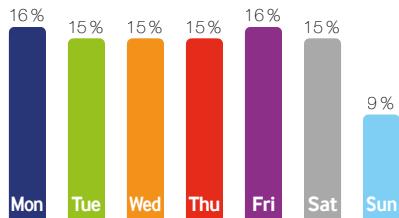
Atyp – 1152 x 384 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hrs)



Screen Specs



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



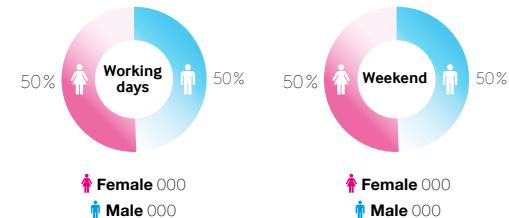
GPS coordinates: 49.78361028 N, 14.68813787 E

Screen's potential:

2 456 Pedestrians (people a day)

4 565 Motorists (people a day)

7 022 Daily Traffic Count

Locations: business district / residential area**Positions:** city centre**Description of Location:**

The screen is located on the roof of the newly renovated Billa supermarket in the centre of Benešov. Excellent visibility from the adjacent car park and roundabout. Within walking distance of cafes, bank, town hall, Masaryk Square, residential area.

Coverage:**Roadway:** street / roundabout / parking lot**Surroundings:** city office / shopping centre / hotel / cafes / banks**Visibility:** over 400 m

44

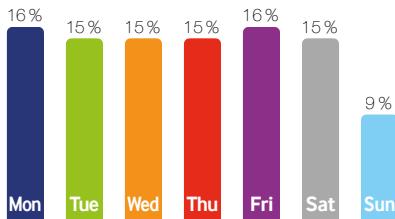


45

Votice – Komenského náměstí
Central Bohemian Region



Votive



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



GPS coordinates: 49.63916506 N, 14.64220655 E

Central Bohemian Region

9 142

Unique visitors / month

27 512

The number of visits / month

Location:

Komenského náměstí [Komenského Square]

Address:

Komenského náměstí 657, 259 01 Votice

Placement:

Outdoor on the building shell

Dimensions:

6,1 m² – 320 x 192 cm

Ratio:

16:9 – 640 x 360 px

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

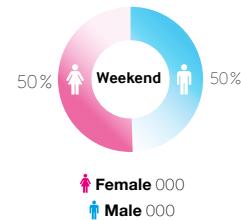
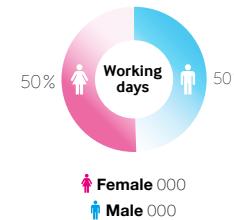


Screen's potential:

1 255 Pedestrians (people a day)

2 887 Motorists (people a day)

4 142 Daily Traffic Count



Locations: business district / residential area

Positions: city centre

Description of Location:

The screen is located on the shell of the newly renovated shopping centre on Komenský Square in the centre of Votice. The screen covers the whole square. In the vicinity of the panel there are banks, the city office, cafes, restaurants, the Votice bus station.

Coverage:

Roadway: square / parking lot

Surroundings: city office / shopping centre / cafes / banks

Visibility: over 400 m

49

Příbram – SC Skalka
Central Bohemian Region



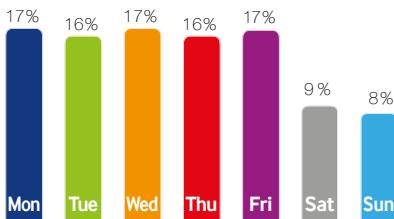
Příbram

43 021

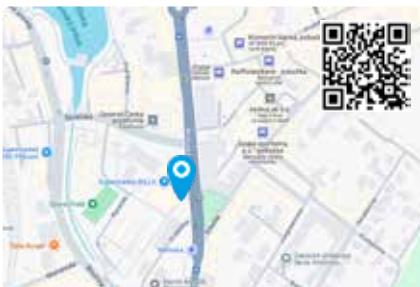
154 041

Unique visitors / month

The number of visits / month



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



Central Bohemian Region

Location: OC Skalka**Address:** Milínská 134, 261 01 Příbram 1**Placement:** Outdoor behind the window of the shopping center**Dimensions:** 5,8 m² - 288 x 288 cm**Ratio:** 1:1, 720 x 720 px**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hodin)

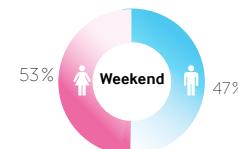
49

Screen's potential:

9 298 Pedestrians (people a day)

11 298 Motorists (people a day)

20 596 Daily Traffic Count

**Locations:** business district / residential district**Positions:** city center, public transport, pedestrian zone

Female 73 940
Male 80 101

Female 81 642
Male 72 399

Description of Location:

The LED screen in Příbram is located behind the window of the SKALKA shopping center, situated on the main thoroughfare of this Central Bohemian city. The surrounding area of the screen includes all civic amenities, banks, offices, and public transport stops.

Coverage:

Roadway: shopping zone**Surroundings:** public transport / restaurants / supermarket / shops / post office / pharmacy**Visibility:** over 100 m

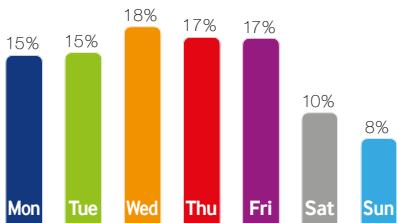


06

Pilsen – Rychtárka
Pilsen Region



Pilsen



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



GPS coordinates: 49.7500153 N, 13.3806414 E

86 003

Unique visitors / month

213 220

The number of visits / month

Pilsen Region

Location: Rychtářka
Address: Tyršova 4, Pilsen 3
Placement: Outdoor on the building shell
Dimensions: 23 m² – 512 x 448 cm (2x)
Ratio: 16:9 – 1280 x 720 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

Screen's potential:

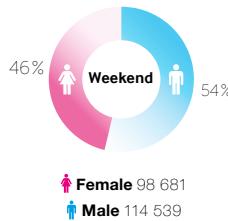
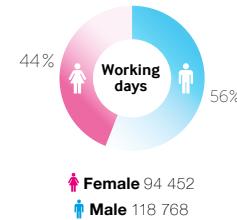
11 400 Pedestrians (people a day)

64 600 Motorists (people a day)

76 000 Daily Traffic Count

Locations: business district / residential area

Positions: downtown



Description of Location:

The location of the screen on the Rychtářka parking house is very lucrative in the context of the all-day high traffic in direct relation to the surrounding sports grounds, pedestrian zones, Náměstí Republiky, etc.

The fundamental advantage of the screen is its division into two parts, which ensures the visibility of the advertisement from all possible angles.

Coverage:

Roadway: street / pedestrian zone / intersection / parking lot

Surroundings: Public transport / post office / PNS / cultural facilities / sports facilities / shops / school primary school, secondary school / bank / restaurant / hotel / court

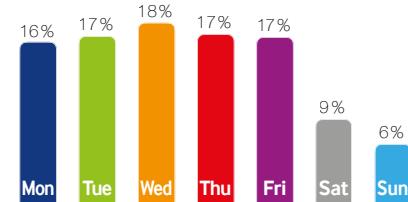
Visibility: over 200 m

07

Pilsen – Sady Pětatřicátníků
Pilsen Region



Pilsen



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



GPS coordinates: 49.7466194 N, 13.3729889 E

89 998

274 112

Unique visitors / month

The number of visits / month

Pilsen Region

Location:

Sady Pětatříčátníků

Address:

Sady Pětatříčátníků 70/13, Pilsen 3 – Jižní Předměstí

Placement:

Outdoor on the building shell

Dimensions:

25,8 m² – 672 x 384 cm

Ratio:

16:9 – 1280 x 720 px

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



Screen Specs

07

Screen's potential:

32 710 Pedestrians (people a day)

28 590 Motorists (people a day)

61 300 Daily Traffic Count

Locations: residential area / business district

Positions: downtown



Female 144 114
Male 129 998



Female 144 420
Male 129 692

Description of Location:

The screen is situated on one of the main thoroughfares of Pilsen.

There is a tram and bus stop, parking lot, etc. in direct visibility.

Overall, it is a very busy location.

Coverage:

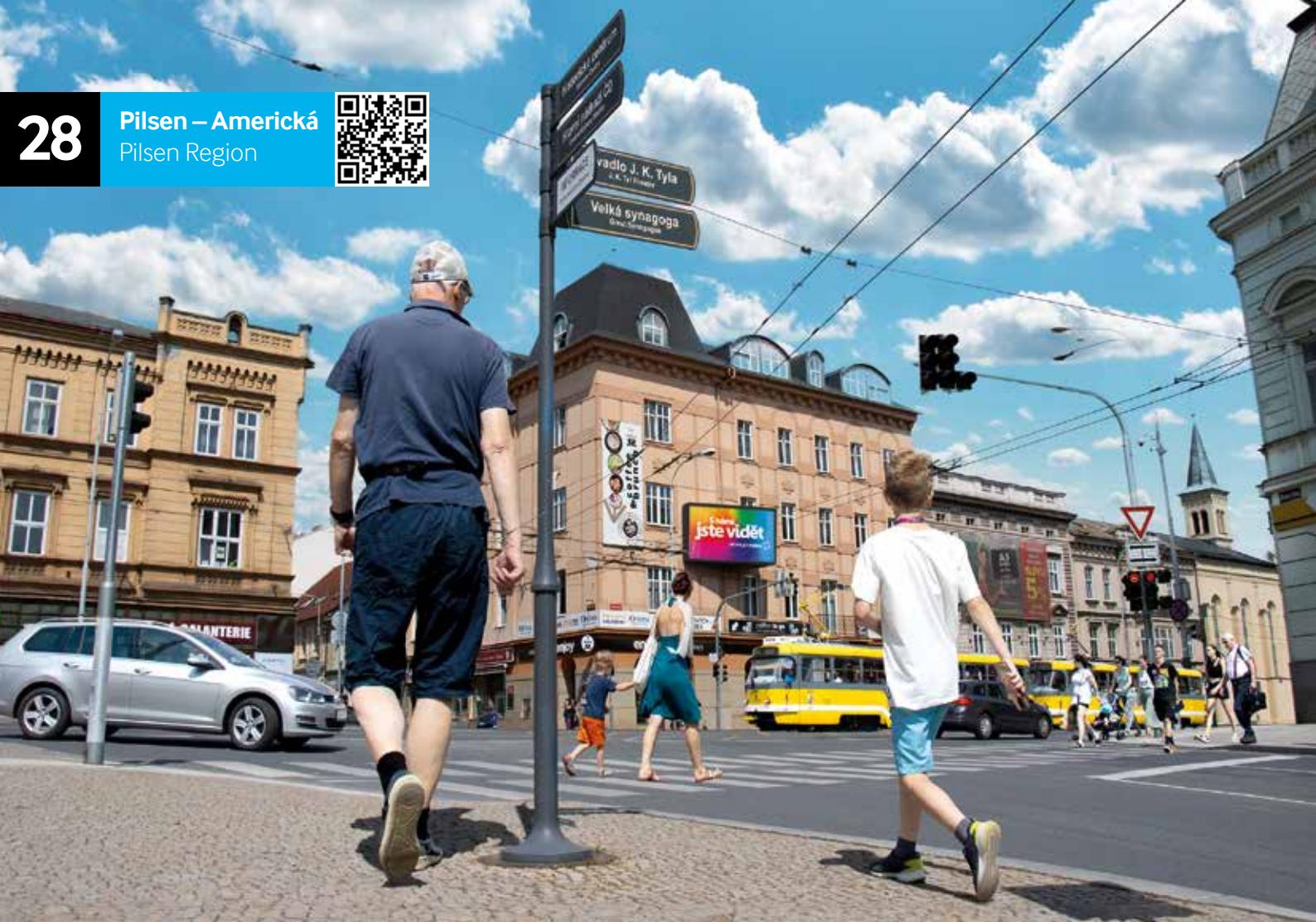
Roadway: intersection / street / parking lot

Surroundings: Public transport (tram, bus) / parking / offices / shops / restaurants / sports facilities / / theatre / PNS / banks / post office / synagogue / pharmacy / school / kindergarten / university

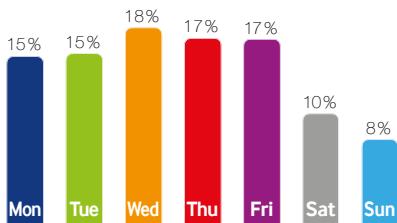
Visibility: over 200 m

28

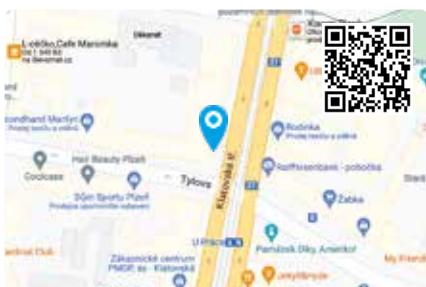
Pilsen – Americká
Pilsen Region



Pilsen



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



GPS coordinates: 49.744450 N, 13.372248 E

75 468

Unique visitors / month

179 548

The number of visits / month

Pilsen Region

Location:

Americká [Americka Street]

Address:

Klatovská třída č. p. 528, Pilsen 3 – Vnitřní Město

Placement:

Outdoor on the building shell

Dimensions:

10,4 m² – 410 × 256 cm

Ratio:

atyp – 1024 × 512 px

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



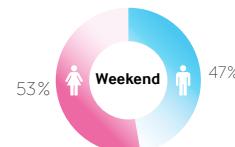
Screen Specs

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

Female 94 397
Male 85 151

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

41

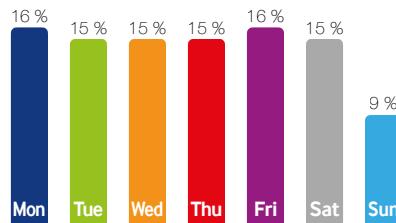
Karlovy Vary – T.G.M.
Karlovarsky Region



Karlovy Vary

53 200

150 061



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

Karlovarsky Region

Unique visitors / month

The number of visits / month

Location:

T. G. Masaryka Street

Address:

T. G. Masaryka 27-25, 360 01 Karlovy Vary

Placement:

Outdoors, on the building shell

Dimensions:6,35 m² – 310 x 205 cm**Ratio:**

4:3 – 1024 x 768 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

41

Screen's potential:

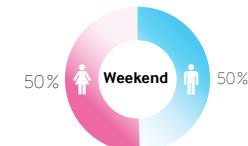
32 450 Pedestrians (people a day)

896 Motorists (people a day)

33 346 Daily Traffic Count

Locations: business district / residential area

Positions: city centre / pedestrian zone



Female 72 029
Male 78 032

Female 73 530
Male 76 531

Description of Location:

The LED screen is located on the building shell above the entrance to the Rossmann drugstore opposite the TGM statue. Very busy pedestrian area with many hotels, guesthouses, restaurants, summer gardens, shops or souvenir shops.

Coverage:

Roadway: pedestrian zone

Surroundings: restaurants / hotels / banks / residential and office zone

Visibility: over 200 m



GPS coordinates: 50.229622 N, 12.870632 E

08

Karlovy Vary – Plech aréna

Karlovarsky Region



Karlovy Vary



55 821

166 604

Karlovarsky Region

Unique visitors / month

The number of visits / month

Location:

Plech aréna

Address:

Dolní Kamenná 788, Karlovy Vary – Rybáře

Placement:

Outdoors on the sports arena shell

Dimensions:55,3 m² – 960 x 576 cm**Ratio:**

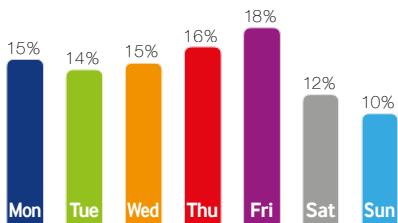
16:9 – 1280 x 720 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs



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

Screen's potential:

12 200 Pedestrians (people a day)

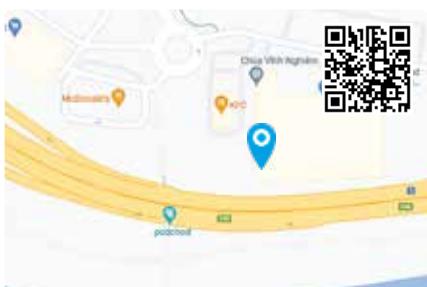
56 410 Motorists (people a day)

68 610 Daily Traffic Count

Locations: business district / residential area**Positions:** access from the direction of Cheb – Prague
 Female 78 400
 Male 88 204

 Female 83 495
 Male 83 109
Description of Location:

The largest advertising screen in West Bohemia, located at the Plech Arena on the main approach from Germany from Cheb in the direction of Prague. Near by is both the centre itself and the town, as well as in direct reach of the shopping centre and fast food McDonald's and KFC.

Coverage:**Roadway:** access / parking / pedestrian zone**Surroundings:** Parking / shops / restaurants / supermarket / gas station / car service / tyre service / hobby market**Visibility:** over 200 m**GPS coordinates:** 50.2315958 N, 12.8518728 E



54

Karlovy Vary – Makro Cash&Carry
Karlovarsky Region



Karlovy Vary



19 742

55 512

Karlovarsky Region

Unique visitors / month

The number of visits / month

Location:

Makro Cash & Carry

Address:

Obchodní 33, 362 11 Jenišov-Karlovy Vary 1

Placement:

Outdoor in the shopping center parking lot

Dimensions:15 m² - 500 x 300 cm**Ratio:**

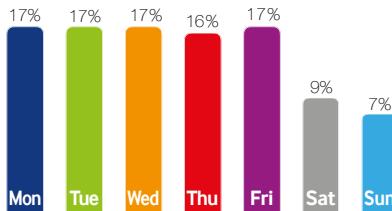
16:9, 960 x 580 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs



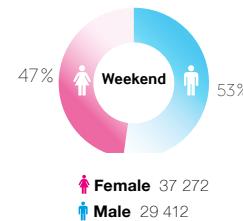
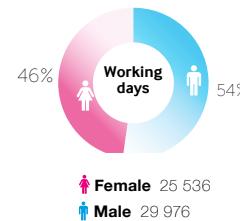
Weekly viewership 6:00 a.m. – 10:00 p.m.

Screen's potential:

9 878 Pedestrians (people a day)

5 518 Motorists (people a day)

15 396 Daily Traffic Count

Location: commercial district**Position:** commercial zone

Female 25 536

Male 29 976

Female 37 272

Male 29 412

Description of Location:*The screen is located on a separate stand at the entrance to the parking lot of the MAKRO retail chain.***Coverage:****Roadway:** street / parking lot**Surroundings:** Makro / gas station**Visibility:** over 200 m**GPS coordinates:** 50.21824045232204 N, 12.803628182649895 Einfo@ledmultimedia.cz / www.ledmultimedia.cz

09

České Budějovice – DS Prior
South Bohemian Region



České Budějovice

44 915

114 015



South Bohemian Region

Unique visitors / month

The number of visits / month

Location:

Department Store Prior

Address:

Lannova třída 22, České Budějovice

Placement:

Outdoor on the building shell

Dimensions:21 m² – 600 × 360 cm**Ratio:**

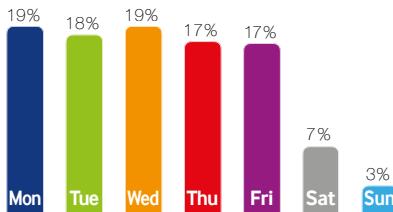
16:9 – 1280 × 720 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



09



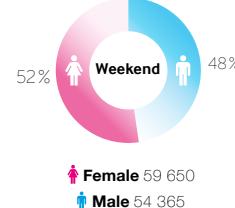
Weekly viewership 6:00 a.m. – 10:00 p.m.

Screen's potential:

33 100 Pedestrians (people a day)

900 Motorists (people a day)

34 000 Daily Traffic Count

Locations: business district / residential area**Positions:** downtown
 Female 63 756
 Male 50 259

 Female 59 650
 Male 54 365
**GPS coordinates:** 48.9739975 N, 14.4835161 E**Description of Location:**

The screen is oriented towards the pedestrian zone which connects the centre with the transportation hubs for bus and rail. There is a busy pedestrian zone with an adjoining car park. The area offers a wide range of shops and services.

Coverage:**Roadway:** pedestrian zone / street / parking lot**Surroundings:** Public transport / ČD station, ČSAD / PNS / department store / shops / bank / pharmacy / supermarket / school / high school, university / restaurant / hotel / post office**Visibility:** over 150 m

26

České Budějovice – Exhibition Centre
South Bohemian Region



České Budějovice

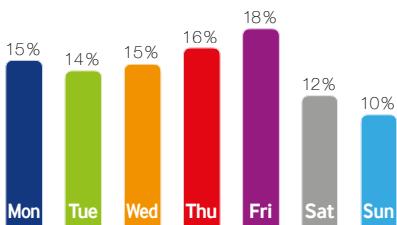
107 356

315 600

South Bohemian Region

Unique visitors / month

The number of visits / month



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



GPS coordinates: 48.9780092 N, 14.4624786 E

Location: Exhibition Centre
Address: Husova třída 1373/13, České Budějovice
Placement: Outdoor on the roof of the building
Dimensions: 44 m² – 1100 x 400 cm
Ratio: Atypical – 880 x 320 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



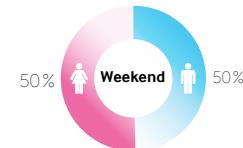
26

Screen's potential:

2 788 Pedestrians (people a day)

99 312 Motorists (people a day)

102 100 Daily Traffic Count

Locations: business district / residential area**Positions:** downtown

Female 148 514
 Male 167 086

Female 158 167
 Male 157 433

Description of Location:

The LED screen is located at the most exposed place in České Budějovice, the intersection of the Na Dlouhé louce road and Husova třída has long been the busiest intersection.

The LED screen is clearly visible from the busiest intersection in České Budějovice and is located close to main entrance of the Exhibition Centre, famous for the Země Živitelka exhibition. International road E55.

Coverage:

Roadway: street / pedestrian zone / intersection**Surroundings:** Public transport (bus, trolleybus) / cultural facilities / restaurants / supermarket / sports facilities / hotel / shops / PNS / bank / post office / pharmacy**Visibility:** over 150 m

10

Tábor – Křížíkovo náměstí
South Bohemian Region



FISCHER
GROUP

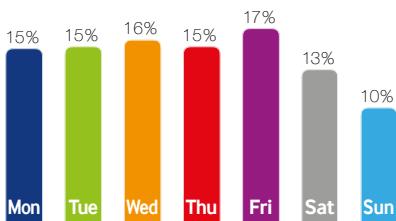
ledmultimedia

EXIMtours

FISCHER
NEV-DAMA



Tábor



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



GPS coordinates: 49.4125653 N, 14.6641847 E

48 071

Unique visitors / month

170 041

The number of visits / month

South Bohemian Region

Location:

Křížkovo náměstí /Krizik Square/

Address:

Náměstí Františka Křížka 2840, Tábor

Placement:

Outdoor on the shell of the office building

Dimensions:

15,7 m² – 512 x 307 cm

Ratio:

16:9 – 1280 x 720 px

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



Screen's potential:

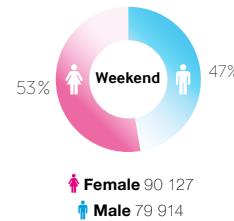
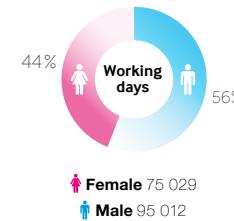
13 720 Pedestrians (people a day)

14 280 Motorists (people a day)

28 000 Daily Traffic Count

Locations: business district / residential area

Positions: downtown



Description of Location:

The Křížkovo square is the most strategic and busiest point of Tábor's infrastructure.

The very fact of the uniqueness of the location suggests that this intersection is one of the most important links between the different parts of the city, where long traffic jams occur during rush hour.

The screen is located next to a busy bus stop opposite the Billa supermarket.

Coverage:

Roadway: street / pedestrian zone / intersection / parking lot / access

Surroundings: Public transport / PNS / shops / department store / supermarket / bank / restaurant / hotel / cultural facilities / primary school, secondary school

Visibility: over 100 m



11

Jindřichův Hradec – Masarykovo náměstí
South Bohemian Region



Jindřichův Hradec

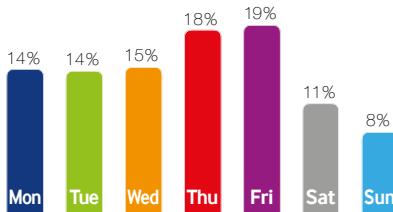
48 813

219 108

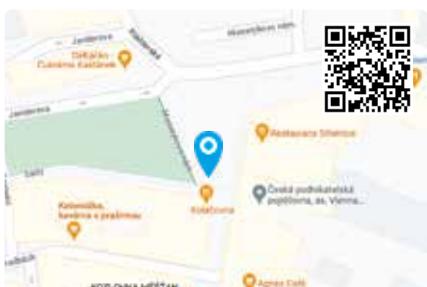
South Bohemian Region

Unique visitors / month

The number of visits / month



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



GPS coordinates: 49.1455394 N, 15.0031075 E

Location:

Masarykovo náměstí [Masaryk Square]

Address:

Masarykovo náměstí 105, Jindřichův Hradec

Placement:

Outdoor on the building shell

Dimensions:6,5 m² – 336 x 192 cm**Ratio:**

16:9 – 1280 x 720 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hrs)



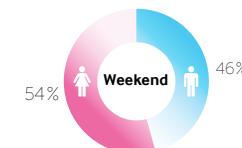
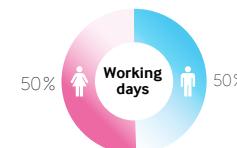
11

Screen's potential:

16 720 Pedestrians (people a day)

2 280 Motorists (people a day)

19 000 Daily Traffic Count



Locations: historical part / residential area /
/ business district

Positions: downtown

Female 109 849
Male 109 259

Female 118 879
Male 100 229

Description of Location:

The location of Masaryk Square is one of the best targeted places for the placement of advertising space, you can find in Jindřichův Hradec. The screen is located on the busiest street in the city, where people come not only for work, but also for shopping, gastronomy, recreation, tourism, etc.

Coverage:**Roadway:** street / pedestrian zone / intersection / parking lot

Surroundings: Public transport / PNS / shops / department store / supermarket / bank /
/ restaurant / hotel / cultural facility / medical facility /
/ sports facilities / primary school, secondary school

Visibility: over 100 m

12

Strakonice – Komenského
South Bohemian Region



Strakonice

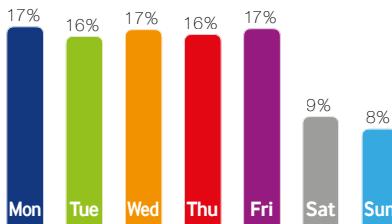
32 300

149 037

South Bohemian Region

Unique visitors / month

The number of visits / month



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



GPS coordinates: 49.2569967 N, 13.9049375 E

Location:

Komenského [Komensky Street]

Address:

Komenského 105, Strakonice

Placement:

Outdoor on the building shell

Dimensions:6,1 m² – 320 x 190 cm**Ratio:**

16:9 – 1280 x 720 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hrs)



Screen Specs

Screen's potential:

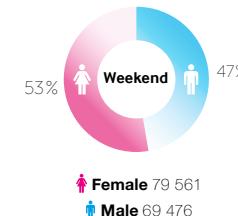
5 780 Pedestrians (people a day)

11 220 Motorists (people a day)

17 000 Daily Traffic Count



Female 72 158
Male 76 879



Locations: business district / residential district / industrial district

Positions: centre / Pilsen arrival

Description of Location:

The Komenský location provides visibility for pedestrians and vehicles.

Thanks to the adjacent main intersection, the shopping centre with BILLA Supermarket and the open space with a high concentration of residents, the screen meets all the necessary preferences for an ideal location.

Coverage:

Roadway: street / intersection / parking lot

Surroundings: Public transport / cinema / restaurants / shops / department store / cultural facilities / sports facilities / school kindergarten, primary school / hotel / supermarket / medical facility

Visibility: over 200 m



14

Ústí nad Labem – Mírové náměstí
Ústecky Region



Ústí nad Labem



48 977

129 214

Ustecky Region

Unique visitors / month

The number of visits / month

Location:

Mírové náměstí /Peace square/

Address:

Mírové náměstí 6, Ústí nad Labem

Placement:

Outdoor on the roof of the building

Dimensions:29,4 m² – 717 x 410 cm**Ratio:**

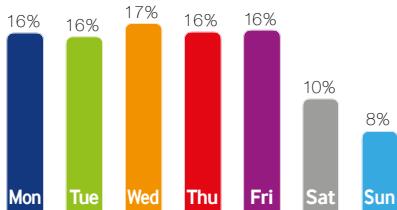
16:9 – 1280 x 720 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hrs)



14



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



GPS coordinates: 50.660543 N, 14.041704 E

Screen's potential:

37 800 Pedestrians (people a day)

7 200 Motorists (people a day)

45 000 Daily Traffic Count

Locations: business district / residential district / square

Positions: downtown



Female 59 955
Male 69 259



Female 63 013
Male 66 201

Description of Location:

The screen is located in the main square of the city. It is a busy location with direct visibility from public transport. There is a shopping and office zone in the area.

Coverage:

Roadway: street / pedestrian zone

Surroundings: Public transport / post office / PNS / shops / department store / supermarket / bank / / restaurant / hotel / school / high school

Visibility: over 250 m

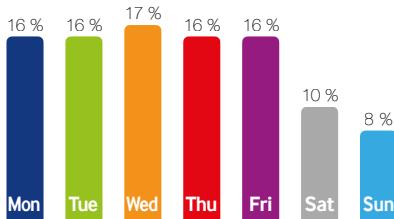


33

Teplice – SC Fontána
Ustecky Region



Teplice



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



GPS coordinates: 50.64032 N, 13.82442 E

38 236

Unique visitors / month

119 014

The number of visits / month

Ustecky Region

Location:

Shopping Centre Fontána

Address:

náměstí Svobody 3312, 415 01 Teplice 1

Placement:

Outdoors on the shopping centre shell

Dimensions:

18m² – 600 × 300 cm

Ratio:

16:9 – 1280 × 720 px

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



Screen Specs

33

Screen's potential:

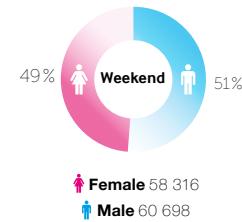
12 014 Pedestrians (people a day)

7 821 Motorists (people a day)

19 835 Daily Traffic Count

Locations: business district / residential area

Positions: city centre, square, pedestrian zone



Description of Location:

The LED screen is located on the SC Fontána, which is situated in the very centre of the city, on the main Liberty Square, right next to the spa colonnade, the city hall and the busiest pedestrian zone Krupská. In a negligible distance there are other most visited locations in Teplice - Benešovo and Zámecké Square. The shopping centre is situated in a location with excellent accessibility for both pedestrians and car travellers or by public transport. In the immediate vicinity there are public transport stops, within a five-minute walk you can also get to the bus or train station.

Coverage:

Roadway: pedestrian zone / shopping area / city center

Surroundings: Public transport / department stores / restaurants / supermarket / shops / post office / / pharmacy / pedestrian zone

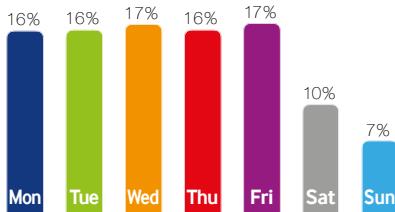
Visibility: over 100 m

15

Liberec – SC Forum
Liberecky Region



Liberec



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



GPS coordinates: 50.7656108 N, 15.0562642 E

Liberecky Region

101 440

Unique visitors / month

347 168

The number of visits / month

Location:

Shopping Centre Forum

Address:

Corner of Fügnerova Street and Soukenného náměstí 2a/669, Liberec

Placement:

Outdoors on the shopping centre shell

Dimensions:

36,7 m² – 896 x 410 cm

Ratio:

2,22:1 – 1024 x 460 px

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



Screen Specs

15

Screen's potential:

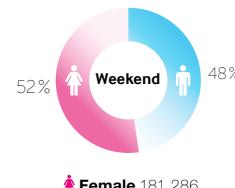
50 800 Pedestrians (people a day)

200 Motorists (people a day)

51 000 Daily Traffic Count

Locations: business district / residential area

Positions: downtown



Description of Location:

The most successful shopping centre in the very centre of the city. It offers a number of desirable services: Cinema City, Datart, MyTesco, many branded stores. The screen is installed on the cinema building in the pedestrian direction of Fügnerova Street (city and suburban transport centre).

Coverage:

Roadway: street / pedestrian zone

Surroundings: Public transport / tram stop / main bus station / department store / / shops / PNS / pharmacy / bank / restaurant / supermarket / shopping centre

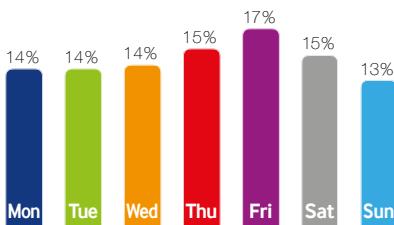
Visibility: over 200 m

25

Liberec – Shopping centre Géčko
Liberecky Region



Liberec



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



GPS coordinates: 50.7754753 N, 15.0289089 E

130 445

Unique visitors / month

365 310

The number of visits / month

Liberecky Region

Location:

Shopping centre Gécko

Address:

Sousedská 599, Liberec

Placement:

Outdoor on the roof of the shopping centre

Dimensions:

23,6 m² – 615 x 384 cm

Ratio:

16:9 – 1280 x 720 px

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



Screen Specs

25

Screen's potential:

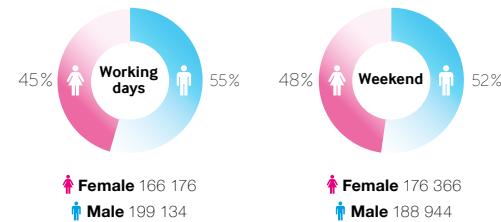
12160 Pedestrians (people a day)

19 840 Motorists (people a day)

32 000 Daily Traffic Count

Locations: business district

Positions: shopping centre



Description of Location:

The screen is located at the Gécko shopping centre, which is located in the largest and most visited shopping zone in North Bohemia. In addition to Globus and the shops in NC Gécko, there are many other retailers and companies such as - Decathlon, Sportisimo, Siko, Bauhaus, A3 sport and others. The screen is also visible from the Globus petrol station, as well as the fast food outlets KFC and McDonalds.

Coverage:

Roadway: street / pedestrian zone / intersection / parking lot

Surroundings: Public transport / shopping centre / shops / supermarket / bank / restaurant / gas station

Visibility: over 200 m

39

Jablonec – Municipal Ice Stadium
Liberecky Region



Jablonec nad Nisou

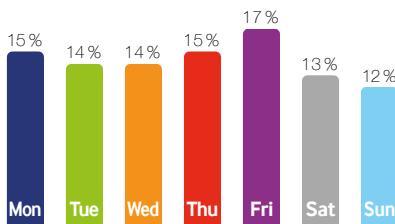
34 005

129 220

Liberecky Region

Unique visitors / month

The number of visits / month



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



GPS coordinates: 50.721011 N, 15.167563 E

Location: Municipal Ice Stadium
Address: Sadová 4646/2, Jablonec nad Nisou
Placement: Outdoors, on the building shell
Dimensions: 6,14 m² – 320 × 192 cm
Ratio: 16:9 – 1280 × 720 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hrs)



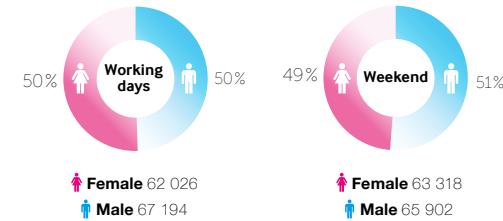
Screen Specs

Screen's potential:

9 460 Pedestrians (people a day)

19 255 Motorists (people a day)

28 715 Daily Traffic Count

Locations: business district / residential area**Positions:** passage, direction downtown**Description of Location:**

The LED screen is located on the shell of the Municipal Ice Arena, at the main road through Jablonec - Pražská road, opposite the exit from V Aleji street. There are public transport stops, residential buildings and office premises nearby.

Coverage:**Roadway:** street / intersection / parking lot / access to the ice rink**Surroundings:** shops / restaurants / public transport stop / cultural facilities**Visibility:** over 200 m

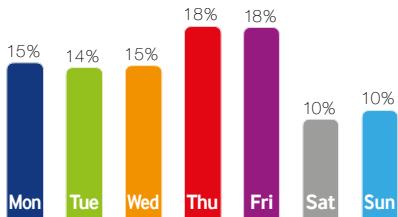
39

16

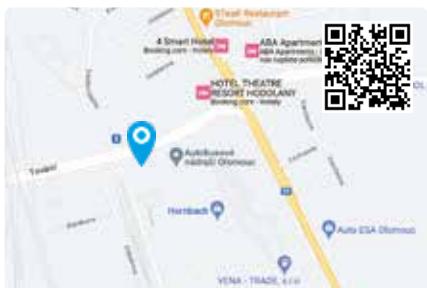
Olomouc – Bus station
Olomoucky Region



Olomouc



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



GPS coordinates: 49.5881881 N, 17.2857742 E

99 092

Unique visitors / month

268 072

The number of visits / month

Location: Bus station
Address: Sladkovského 37, Olomouc
Placement: Outdoor on the roof of the building
Dimensions: 22,1 m² – 576 x 384 cm
Ratio: atyp – 576 x 384 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hrs)



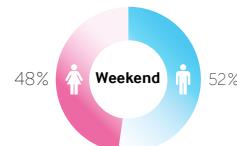
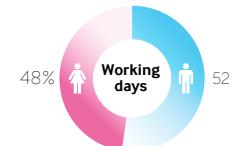
Screen Specs

Screen's potential:

13 690 Pedestrians (people a day)

23 310 Motorists (people a day)

37 000 Daily Traffic Count



Female 129 474
Male 138 598

Female 127 585
Male 140 487

Locations: business district / industrial district / residential area

Positions: arrival from Ostrava / direction downtown

Description of Location:

The screen is located directly on the main bus station building with direct visibility from a very busy two-lane road.

Coverage:

Roadway: street / pedestrian zone / intersection / parking lot

Surroundings: Public transport / CSAD station / PNS / shops / hobbymarket / restaurant / hotel / gas station

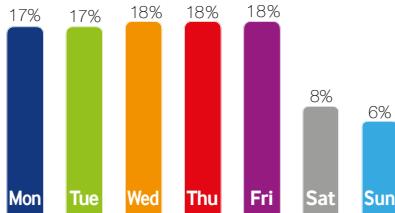
Visibility: over 100 m



53

Olomouc – Makro Cash&Carry
Olomoucky Region





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

Olomouc

21 150

Unique visitors / month

86 517

The number of visits / month

Location:

Makro Cash & Carry

Address:

Olomoucká 791, 783 53 Velká Bystřice

Placement:

Outdoor in the shopping center parking lot

Dimensions:

15 m² - 500 x 300 cm

Ratio:

16:9, 960 x 580 px

Operation time:

6:00 a.m. – 9:00 p.m. (15 hours)



Screen Specs

53

Screen's potential:

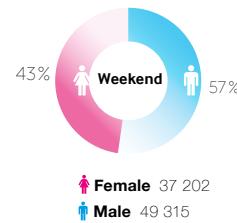
14 665 Pedestrians (people a day)

6 971 Motorists (people a day)

21 636 Daily Traffic Count

Locations: business district

Positions: commercial zone



Description of Location:

The LED screen is located on a separate stand directly at the entrance to the MAKRO retail chain.



Coverage:

Roadway: street / parking lot

Surroundings: Makro/ gas station

Visibility: over 200 m

GPS coordinates: 49.59128000668916 N, 17.338390707632467 E

info@ledmultimedia.cz / www.ledmultimedia.cz

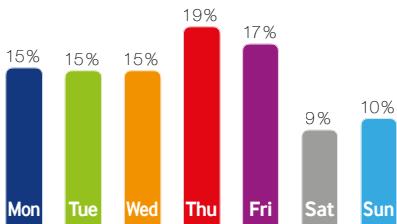
93

17

Přerov – Nádražní ulice
Olomoucky Region



Přerov



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



GPS coordinates: 49.4468897 N, 17.4485064 E

82 895

Unique visitors / month

491 475

The number of visits / month

Olomoucky Region

Location: Nádražní ulice [Station Street]

Address: Nádražní 2, Přerov

Placement: Outdoor on the roof of the building

Dimensions: 15,7 m² – 512 x 307 cm

Ratio: 16:9 – 1280 x 720 px

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



Screen Specs

17

Screen's potential:

10 120 Pedestrians (people a day)

12 880 Motorists (people a day)

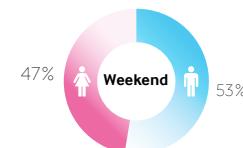
23 000 Daily Traffic Count

Locations: business district / industrial district / residential area

Positions: passageway



Female 229 763
Male 261 712



Female 232 506
Male 258 969

Description of Location:

The location of Nádražní Street offers a direct view of the main bus and train station.

The screen is located in a highly trafficked area in terms of both traffic and pedestrians.

Coverage:

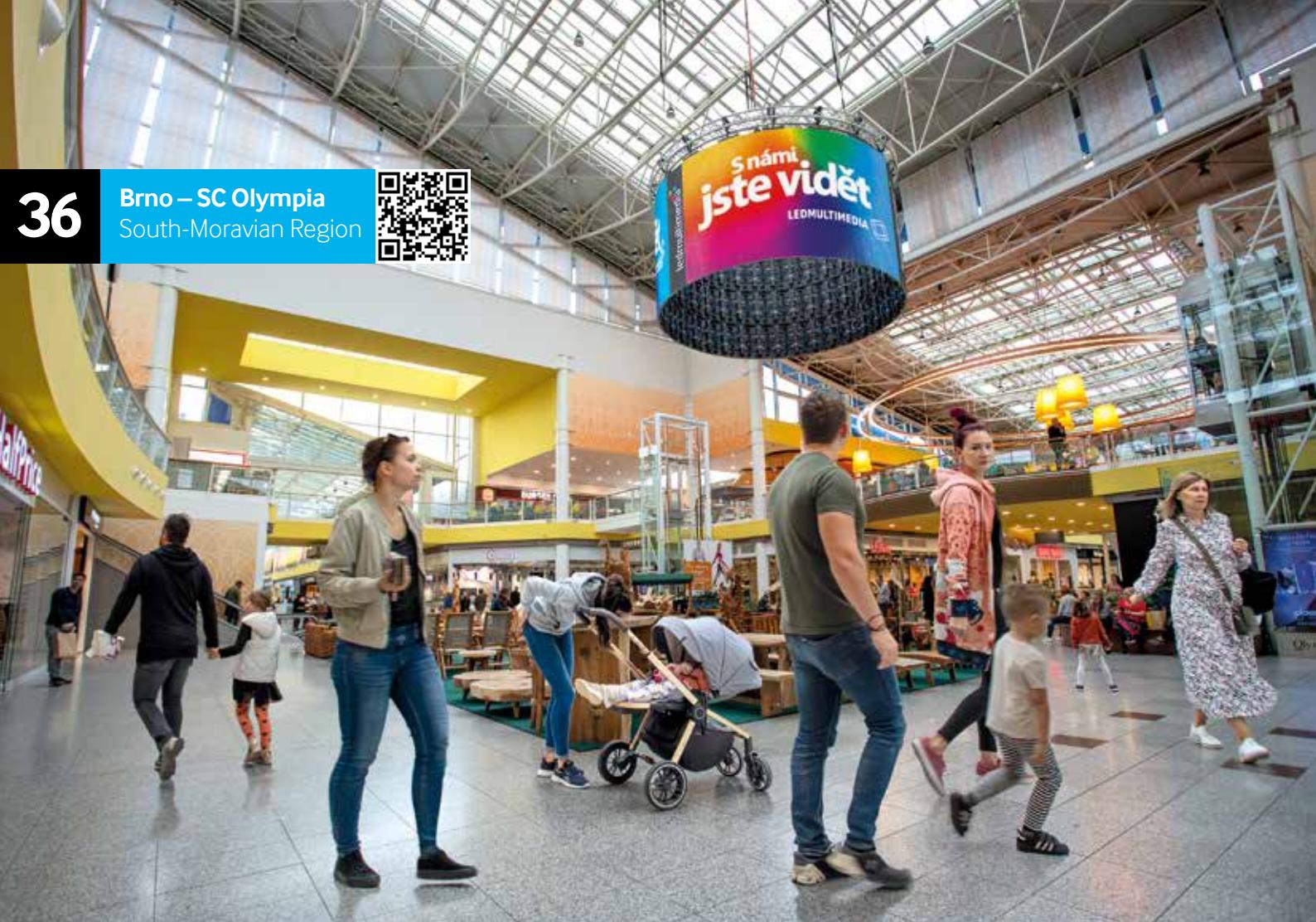
Roadway: street / pedestrian zone / intersection / parking lot

Surroundings: Public transport / ČD station, ČSAD / post office / PNS / shops / department store / supermarket / bank / restaurant / hotel / petrol station / primary school, secondary school

Visibility: over 100 m

36

Brno – SC Olympia
South-Moravian Region



Brno



South-Moravian Region

20 – 25 tisíc*)

30 – 35 tisíc*)

Visits / day – Working days

Visits / day – weekends

Location:

Shopping Centre Olympia

Address:

U Dálnice 777, 664 42 Modřice

Placement:

Indoor in the food court of the shopping centre

Dimensions:54 m² – 600 × 300 cm (3x)**Ratio:**

16:9 – 1280 × 720 px

Operation time:

9:00 a.m. – 9:00 p.m. (12 hours)

*) Average daily traffic
**) Estimate

36

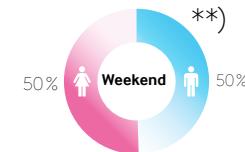
Screen Specs

Screen's potential:

32 000 Pedestrians (people a day)

0 Motorists (people a day)

32 000 Daily Traffic Count

Locations: business district / residential area**Positions:** Brno - Modřice**Description of Location:**

Olympia Brno is the largest shopping and entertainment centre in South Moravia. It is located on a green area in close proximity to near the D1 and D2 motorway junction, it has more than 200 shops and a wide range of services. There is also a car wash and petrol station on site. Olympia Brno offers a full spectrum of entertainment and leisure activities - cinema, bowling, ice-skating rink in winter, adjacent Olympia park with in-line track and other attractions, as well as a modernised children's corner with accompanying programmes.

Round screen – the only one in the Czech Republic:**Location:** in the very centre of the OC with a direct view from both the food court and individual entrances.**Surroundings:** the panel: info center / Bageterie Boulevard / KFC / McDonald's / Burger King / CINEMACITY**Visibility:** Ground floor and 1st floor**GPS coordinates:** 49.13784 N, 16.63275 E



Brno



198 015

300 120

South-Moravian Region

Unique visitors / month

The number of visits / month

Location:

Mendlovo náměstí [Mendel Square]

Address:

Mendlovo náměstí 685/15a, Brno

Placement:

Outdoor on the roof of the building

Dimensions:15 m² – 500 × 300 cm**Ratio:**

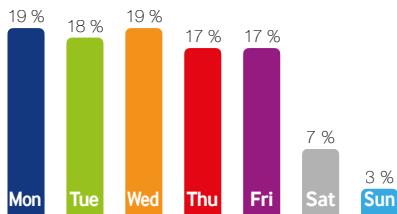
16:9 – 480 × 288 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



37



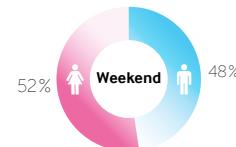
Weekly viewership 6:00 a.m. – 10:00 p.m.

Screen's potential:

12 200 Pedestrians (people a day)

56 420 Motorists (people a day)

68 610 Daily Traffic Count

Locations: residential area**Positions:** busy square / traffic junction
 Female 168 067
 Male 132 053

 Female 156 062
 Male 144 058
Description of Location:*The busy Mendlovo Square directly opposite one of the public transport hubs.***Coverage:****Roadway:** access / street / intersection / parking lot**Surroundings:** Public transport (tram, bus) / department stores / restaurants / supermarket / PNS**Visibility:** over 200 m**GPS coordinates:** 49.18973 N, 16.59364 Einfo@ledmultimedia.cz / www.ledmultimedia.cz

99



52

Brno – Makro Cash&Carry
South-Moravian Region



Brno

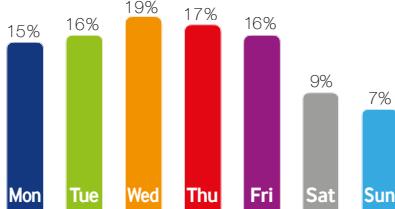


35 648

Unique visitors / month

137 522

The number of visits / month



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

South-Moravian Region

Location:

Makro Cash & Carry

Address:

Kaštanová 506/50, 620 00 Brno-Tuřany

Placement:

Outdoor in the shopping center parking lot

Dimensions:15 m² - 500 x 300 cm**Ratio:**

16:9, 960 x 580 px

Operation time:

6:00 a.m. – 9:00 p.m. (15 hours)



Screen Specs

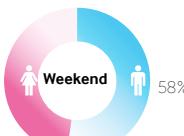
52

Screen's potential:

26 117 Pedestrians (people a day)

13 907 Motorists (people a day)

40 024 Daily Traffic Count



Female 52 258
Male 85 264

Female 57 759
Male 79 763

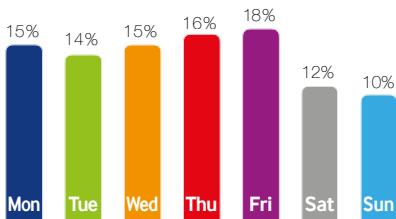
Description of Location:*The LED screen is located in the parking lot of the MAKRO retail chain near the entrance on a separate stand.***Coverage:****Roadway:** street / parking lot**Surroundings:** Makro / gas station**Visibility:** over 200 m**GPS coordinates:** 49.16165644439609 N, 16.63783541542446 Einfo@ledmultimedia.cz / www.ledmultimedia.cz 101

57

Břeclav - Delta CC
South-Moravian Region



Břeclav



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



South-Moravian Region

13 442

Unique visitors / month

37 112

The number of visits / month

Location:

Delta Cultural Center

Address:

17. listopadu 2964/1, 690 02 Břeclav 2

Placement:

Outdoor on the building facade

Dimensions:

19 m² - 496 x 288 cm

Ratio:

16:9, 496 x 288 px

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



Screen Specs

57

Screen's potential:

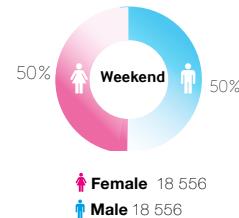
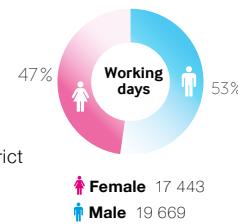
6 987 Pedestrians (people a day)

8 255 Motorists (people a day)

15 242 Daily Traffic Count

Locations: commercial district / residential district

Positions: city center



Description of Location:

The LED screen is located on the exterior of the Delta cultural center, a dynamic and lively space offering a wide range of cultural, social, and educational activities. The LED screen faces the main thoroughfare through the city.

Coverage:

Roadway: street / intersection / parking lot

Surroundings: city hall / hotel / coffee shops / bank

Visibility: over 200 m

18

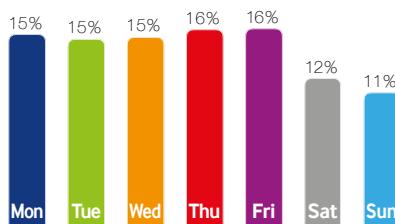
Ostrava – Zábřeh
Moravian-Silesian Region



Ostrava

83 014

261 998



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

Moravian-Silesian Region

Unique visitors / month

The number of visits / month

Location: Zábřeh**Address:** Jugoslávská 40, Ostrava - Zábřeh**Placement:** Outdoor on the roof of the building**Dimensions:** 29,4 m² – 717 x 410 cm**Ratio:** 16:9 – 1280 x 720 px**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hrs)

Screen Specs

18

Screen's potential:

21 120 Pedestrians (people a day)

22 880 Motorists (people a day)

44 000 Daily Traffic Count



Female 114 722
Male 147 276

Locations: business district / industrial district / residential area**Positions:** passageway

Female 115 305
Male 146 693

Description of Location:

The large-scale LED screen is located on the roof of the shop complex, next to the busiest road junction and tram and public transport bus stops in the direction of the Ostrava-South housing estate, on one of the main access roads to the Avion Shopping Park.

**GPS coordinates:** 49.8048242 N, 18.2412861 Einfo@ledmultimedia.cz / www.ledmultimedia.cz 105

19

Ostrava – Vítkovice
Moravian-Silesian Region



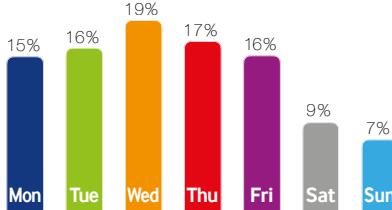
Ostrava

37 050

Unique visitors / month

88 173

The number of visits / month



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



GPS coordinates: 49.8210589 N, 18.2762881 E

Moravian-Silesian Region

Location: Vítkovice**Address:** Místecká 95 / Výstavní 95, Ostrava - Vítkovice**Placement:** Outdoor on the building shell**Dimensions:** 29,4 m² – 717 x 410 cm**Ratio:** 16:9 – 1280 x 720 px**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)

Screen Specs

19

Screen's potential:

1 220 Pedestrians (people a day)

54 880 Motorists (people a day)

56 000 Daily Traffic Count

Locations: industrial district**Positions:** access from Frydek-Mistek / direction centre, Poland

Female 33 778
Male 54 395



Female 37 272
Male 50 901

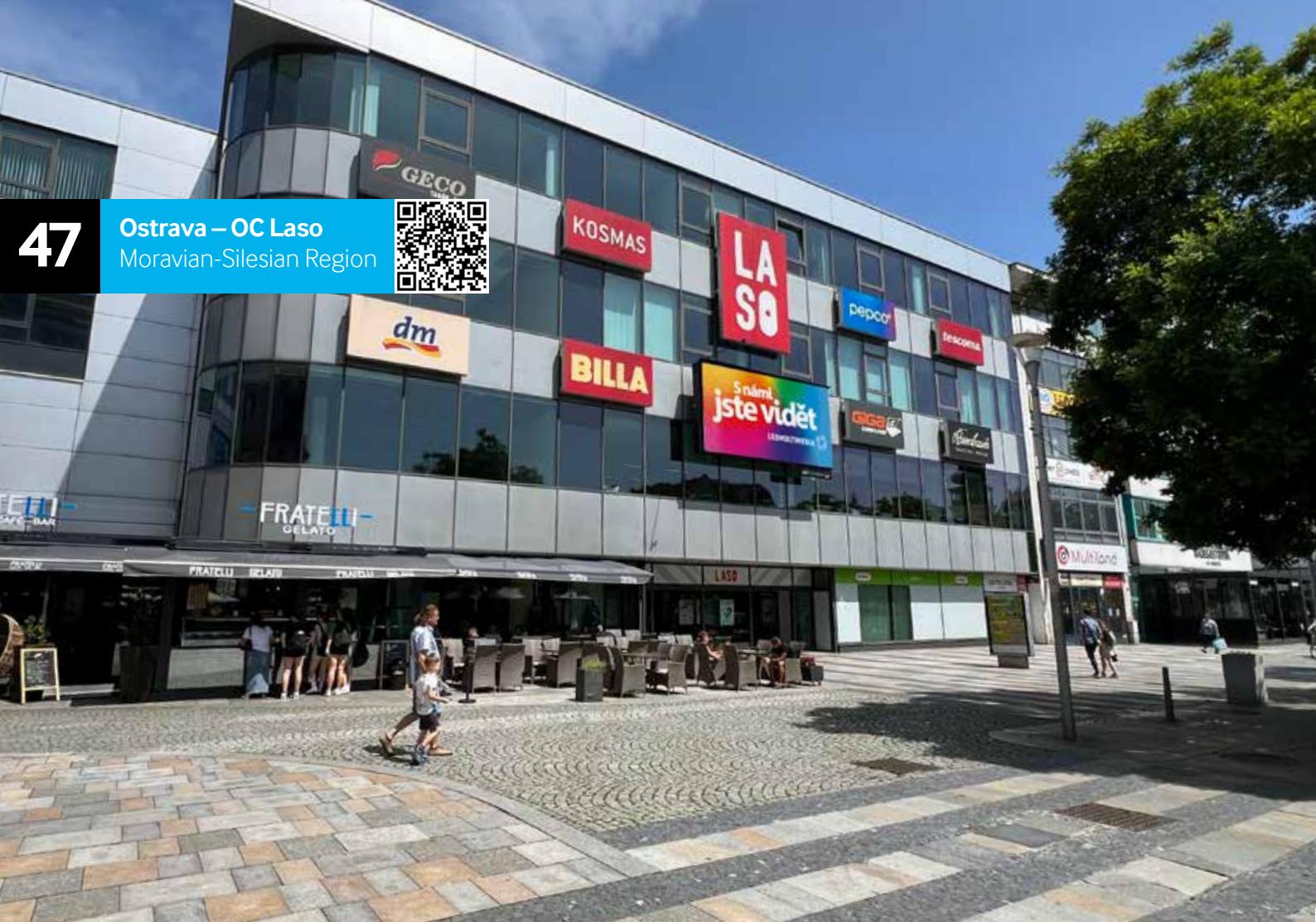
Description of Location:

The screen on Místecká Street is located at the exit from the centre of Ostrava to Frydek-Mistek and the Beskydy Mountains, towards the shopping centres Tesco, Makro, Hornbach, car dealerships in Ostrava, etc. This arterial road is the main link between the city of Ostrava and recreational and golf resorts Čeladná and Ostravice in the Beskydy Mountains.

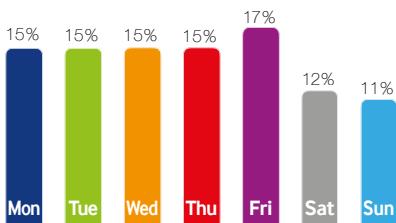
Coverage:**Roadway:** access / tram line / public transport / street**Surroundings:** petrol station / factory / restaurant**Visibility:** over 200 m

47

Ostrava – OC Laso
Moravian-Silesian Region



Ostrava



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



GPS coordinates: 49.83622 N, 18.29266 E

Moravian-Silesian Region

103 110

Unique visitors / month

312 168

The number of visits / month

Location: OC LASO

Address: Masarykovo nám. 15, Moravská Ostrava a Přívoz

Placement: Outdoor above the entrance to the shopping center

Dimensions: 16,65 m² - 576 x 288 cm

Ratio: atyp – 1440 x 720px

Operation time: 7:00 a.m. – 10:00 p.m. (15 hours)



Birth certificate

47

Screen's potential:

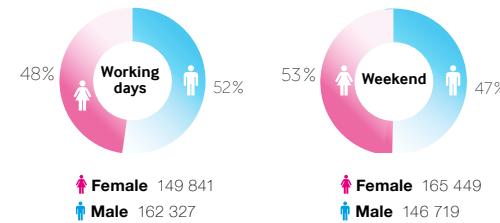
38 445 Pedestrians (people a day)

890 Motorists (people a day)

39 335 Daily Traffic Count

Locations: centrum města

Positions: centrální náměstí



Description of Location:

The LED screen is located directly above the entrance to the Laso shopping center in the very center of Ostrava, Masaryk Square.

All civic amenities are located in the vicinity. The LED screen is situated on the main square, which is the venue for Christmas markets, ice rinks, city celebrations, and other events.

Coverage:

Roadway: street / square

Surroundings: shopping center / hotel / restaurants / shops / banks

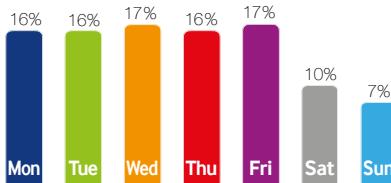
Visibility: over 100 m

48

Ostrava – OC Nová Karolína GIGA
Moravian-Silesian Region



Ostrava



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



GPS coordinates: 49.83161343815672 N, 18.28577488027216 E

116 877

Unique visitors / month

396 220

The number of visits / month

Moravian-Silesian Region

Location:

OC Nová Karolína GIGA

Address:

Jantarová 4, 702 00 Moravská Ostrava a Přívoz

Placement:

Outdoor on the front of the building

Dimensions:

53 m² - 1260 x 420 cm

Ratio:

atyp, 2016 x 672 px

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



Screen Specs

48

Screen's potential:

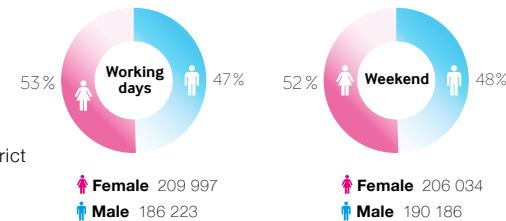
57 637 Pedestrians (people a day)

69 400 Motorists (people a day)

127 037 Daily Traffic Count

Locations: commercial district / residential district

Positions: city center



Description of Location:

The LED screen with 53 m² is located on the Nová Karolína shopping center building, which has three floors with a total area of 58 000 m² and houses with 220 stores and 24 restaurants, a cinema and coffee shops. Over 1 000 people work there. There is a two-story underground parking garage with a capacity of 1 500 spaces beneath the center.

The screen is visible from the main road into the city center, close to a busy public transport stop, banks, restaurants, and hotels.

Coverage:

Roadway: street / intersection / public transport hub

Surroundings: banks / shopping center / cinema / theater / restaurants

Visibility: over 400 m



50

Ostrava – Makro Cash&Carry
Moravian-Silesian Region



Ostrava

25 442

100 112



Unique visitors / month

The number of visits / month

Location:

Makro Cash & Carry

Address:

Místecká 5/280, 720 00 Ostrava 20

Placement:

Outdoor in the shopping center parking lot

Dimensions:15 m² - 500 x 300 cm**Ratio:**

16:9, 960 x 580 px

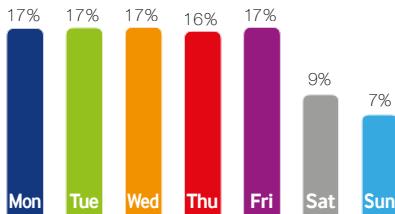
Operation time:

6:00 a.m. – 9:00 p.m. (15 hours)



50

Screen Specs



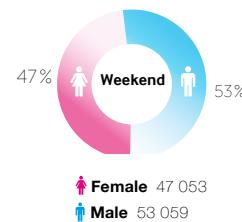
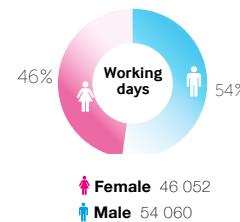
Weekly viewership 6:00 a.m. – 10:00 p.m.

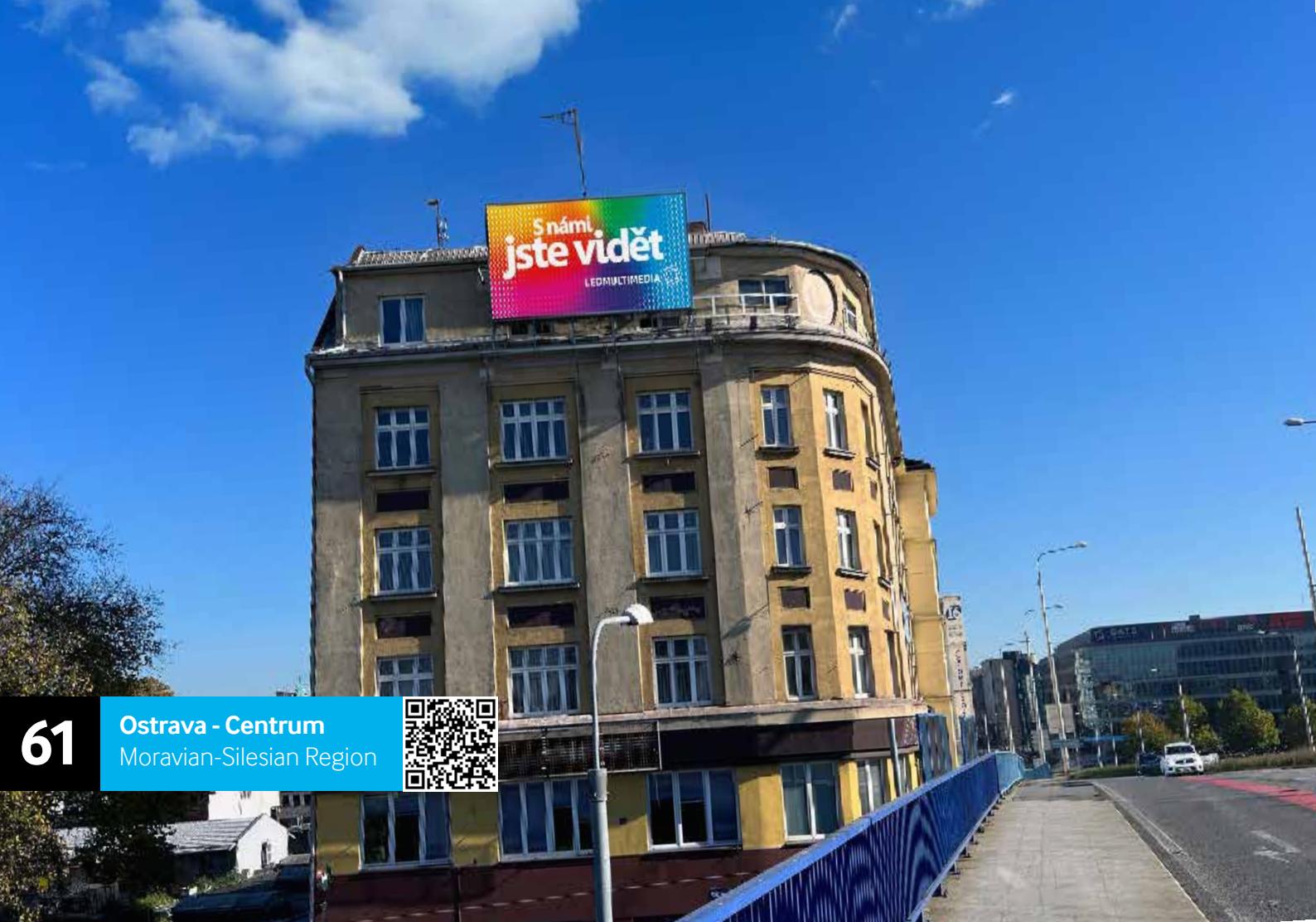
Screen's potential:

18 000 Pedestrians (people a day)

9 577 Motorists (people a day)

27 577 Daily Traffic Count

Locations: commercial district**Positions:** commercial zone**Description of Location:***The LED screen is located in the parking lot of the MAKRO retail chain near the entrance on a separate stand.***Coverage:****Roadway:** street / parking lot**Surroundings:** Makro / gas station**Visibility:** over 200 m**GPS coordinates:** 49.775377402260474 N, 18.269300908598147 Einfo@ledmultimedia.cz / www.ledmultimedia.cz 113

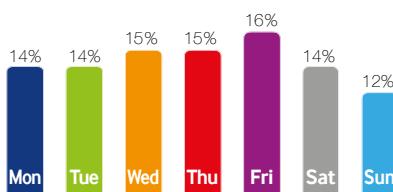


61

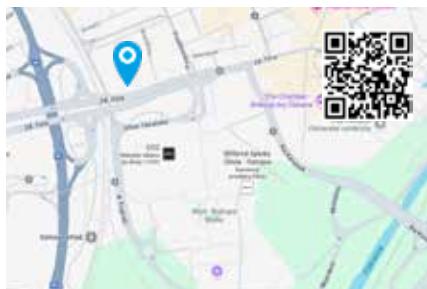
Ostrava - Centrum
Moravian-Silesian Region



Ostrava



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



GPS coordinates: 49.832317 N, 18.283290 E

125 000

420 000

Moravian-Silesian Region

Unique visitors / month

The number of visits / month

Location: Centrum

Address: 28. října 1810/86, 702 00 Moravská Ostrava

Placement: Outdoor on the building shell

Dimensions: 20,5 m² - 640 x 320 cm

Ratio: atyp., 640 x 320 px

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



Screen Specs

61

Screen's potential:

7 000 Pedestrians (people a day)

44 500 Motorists (people a day)

51 500 Daily Traffic Count

Locations: commercial district / residential district

Positions: city center



Female 205 800
Male 214 200



Female 222 600
Male 197 400

Description of Location:

The screen is located on one of Ostrava's busiest thoroughfares, 28. října Street, directly opposite the Nová Karolina shopping and social center. Thanks to its location, it is impossible to miss for drivers arriving in the city center, public transport passengers, and pedestrians flowing between the commercial zone and the historic center. More than 50 000 people pass by it every day, making it one of the most attractive advertising spaces in the region.

Coverage:

Roadway: square / four-lane road / intersection

Surroundings: shopping center / cafes / banks / cinema / public transport stops

Visibility: over 350 m

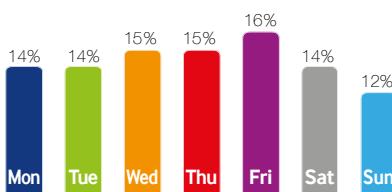


62

Ostrava - Třebovice
Moravian-Silesian Region



Ostrava



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



GPS coordinates: 49.82767934400659 N, 18.19692432287796 E

120 000

Unique visitors / month

400 000

The number of visits / month

Location: Třebovice

Address: Třebovická 5534, Ostrava-Třebovice

Placement: Outdoor on the roof of the building

Dimensions: 32 m² - 800 x 400 cm

Ratio: atyp., 640 x 320 px

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



Screen Specs

62

Screen's potential:

6 000 Pedestrians (people a day)

44 000 Motorists (people a day)

50 000 Daily Traffic Count

Locations: commercial district / residential district

Positions: intersection near shopping center



Female 196 000
 Male 204 000



Female 216 000
 Male 184 000

Description of Location:

The screen is located on the roof of the ACA car dealership in Ostrava-Třebovice on Opavská Street, which connects the center of Ostrava with the Poruba district. Thanks to its location behind the intersection towards the Tesco department store, it appeals not only to motorists but also to passengers on Ostrava's public transport. It is one of the busiest roads in Ostrava with a high proportion of daily commuters and shoppers.

Coverage:

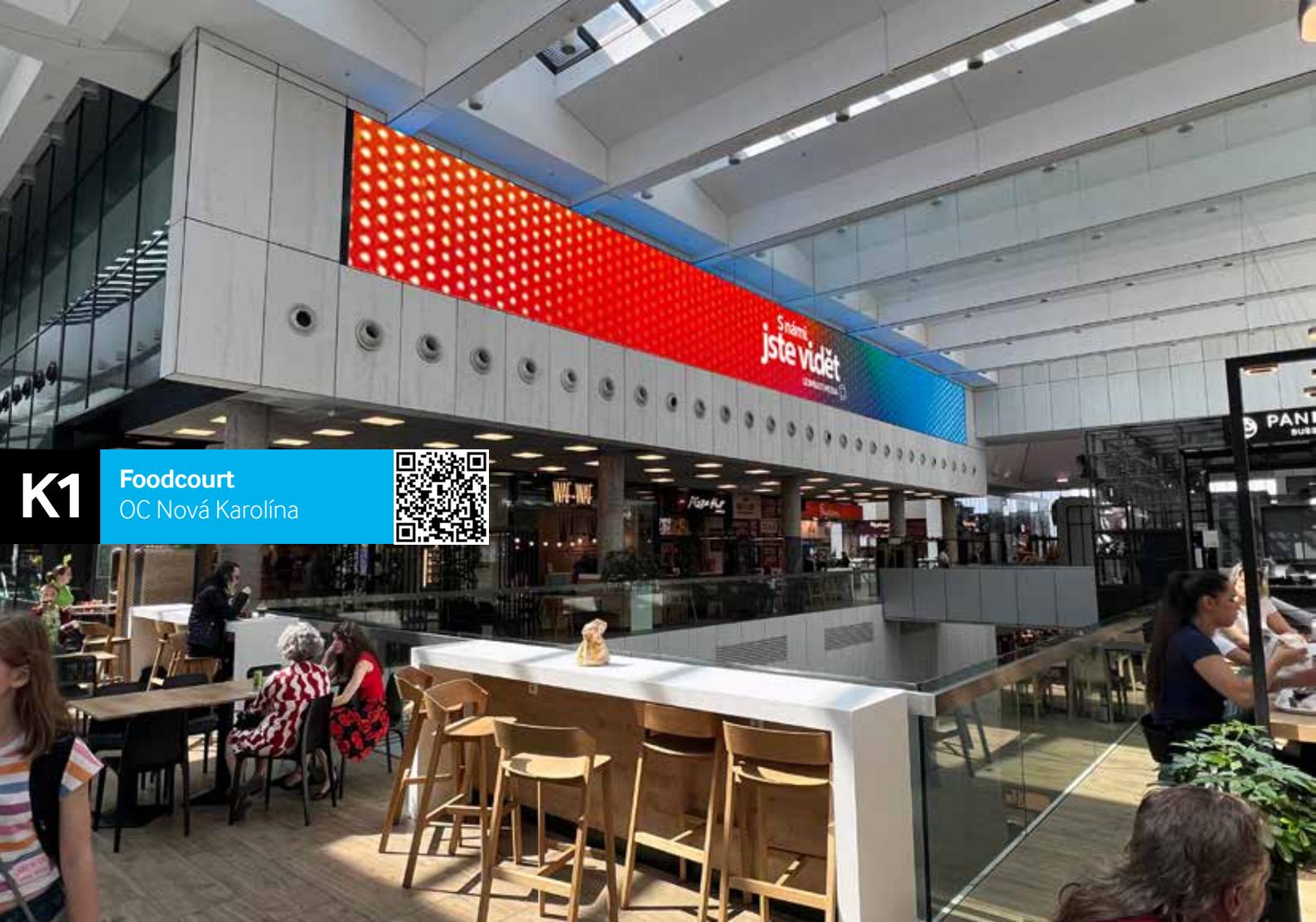
Roadway: four-lane road / intersection / tram line / public transport

Surroundings: shopping center / car dealership / vehicle inspection station / bank / public transport stops

Visibility: over 400 m

K1

Foodcourt
OC Nová Karolína



Ostrava – OC Nová Karolína

Moravian-Silesian Region



Location: FOODCOURT

Address: Jantarová 4, 702 00 Moravská Ostrava a Přívoz

Placement: Indoor

Dimensions: 62,5 m² - 2500 x 250 cm

Ratio: atyp, 3584 x 320 px

Operation time: 9:00 a.m. – 09:00 p.m. (12 hrs)



Screen Specs

K1

Description of Location:

The 62.5 m² LED screen is located in the food court of the OC Nová Karolína shopping center, which spans 58,000 m² over three floors and houses a total of 220 stores and 24 restaurants, a cinema, and coffee shops. Over 1,000 people work here. There is a two-story underground parking garage with a capacity of 1,500 spaces beneath the center.

The venue hosts concerts, events, and activities for children.



Jantarová, Ostrava

GPS coordinates: 49.83161343815672 N, 18.28577488027216 E

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K2

Lift
OC Nová Karolína



Snášení
jste vidět



Ostrava – OC Nová Karolína

Moravian-Silesian Region

**Location:**

LIFT

Address:

Jantarová 4, 702 00 Moravská Ostrava a Přívoz

Placement:

Indoor

Dimensions:

8,4 m² - 840 x 100 cm

Ratio:

atyp, 7680 x 720 px

Operation time:

9:00 a.m. – 09:00 p.m. (12 hrs)



Screen Specs

Description of Location:

The LED screen is made up of six LCD panels placed side by side, allowing to display of a single continuous image. It is located opposite the escalator exit from the Albert supermarket, on the same floor as the exit/entrance to the underground parking garage.

The Nová Karolína Shopping center spans 58,000 m² over three floors and houses 220 stores and 24 restaurants, a cinema and coffee shops. Over 1,000 people work here. There is a two-story underground parking garage with a capacity of 1,500 spaces beneath the center.



Jantarová, Ostrava

GPS coordinates: 49.83161343815672 N, 18.28577488027216 E

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59

Havířov

Moravian-Silesian Region



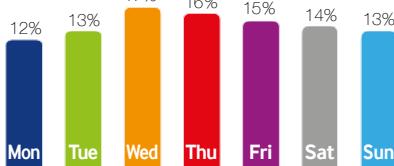
Havířov

47 000

160 000

Unique visitors / month

The number of visits / month



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

Moravian-Silesian Region

Location:

STK

Address:

Železničářů 1529, 736 01 Haviřov 1-Město

Placement:

Outdoor on the roof of the building

Dimensions:16,6 m² - 578 x 288 cm**Ratio:**

atyp., 578 x 288 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

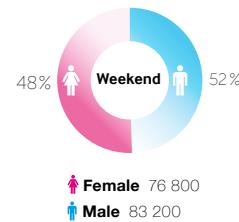
59

Screen's potential:

800 Pedestrians (people a day)

22 700 Motorists (people a day)

23 500 Daily Traffic Count



Female 70 400
Male 89 600

Female 76 800
Male 83 200

Locations: 1st class road**Positions:** access from Ostrava / direction centre, Slovakia, Poland**Description of Location:**

The LED screen is located on the roof of the Vehicle inspection Haviřov building. It is situated on the 1st class road from Ostrava to Haviřov. The road continues on to Slovakia and Poland. It is a very busy route.

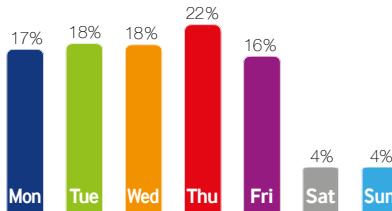
**Coverage:****Roadway:** 1st class road**Surroundings:** gas station / main road / vehicle inspection / tire service**Visibility:** over 400 m

55

Bílá

Moravian-Silesian Region





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



GPS coordinates: 49.4428591281184 N, 18.45780588333417 E

Moravian-Silesian Region

20 222

Unique visitors / month

116 512

The number of visits / month

Location:

Beskydy Ski Resort

Address:

Bílá 173, 739 15 Bílá

Placement:

Outdoor on a separate stand

Dimensions:

10 m² - 400 x 250 cm

Ratio:

atyp, 992 x 620 px

Operation time:

8:00 a.m. – 10:00 p.m. (15 hours)



55

Screen Specs

Screen's potential:

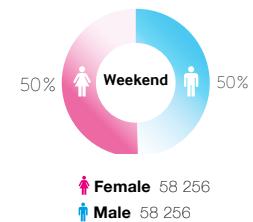
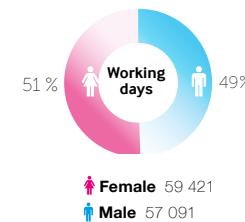
2 156 Pedestrians (people a day)

904 Motorists (people a day)

3 240 Daily Traffic Count

Locations: sports complex / year-round recreational area

Positions: chairlift boarding station



Description of Location:

The LED screen is located on its own stand at the entrance to the four-seater chairlift. The Bílá Ski Resort is the largest ski resort in northern Moravia, with an FIS-approved ski slope, one of the training centers for the national alpine skiing team, the largest children's summer park in Moravia, a newly built singletrails bike park, and a venue for international trial bike competitions.

Coverage:

Roadway: sports complex

Surroundings: chairlift boarding area

Visibility: over 400 m



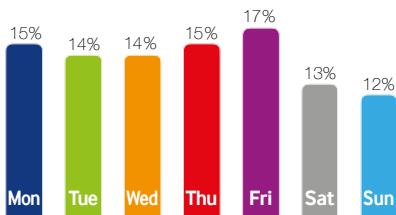
56

Ostravice

Moravian-Silesian Region



Ostravice



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



GPS coordinates: 49.53833893297588 N, 18.392798338033504 E

43 176

Unique visitors / month

161 287

The number of visits / month

Moravian-Silesian Region

Location: Railway station

Address: Ostravice 362, 739 14 Ostravice

Placement: Outdoor on the gable of the building

Dimensions: 8 m² - 400 x 200 cm

Ratio: 2:1, 992 x 496 px

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



Screen Specs

56

Screen's potential:

6 017 Pedestrians (people a day)

12 455 Motorists (people a day)

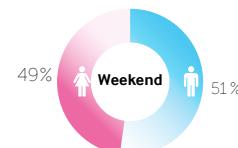
18 472 Daily Traffic Count

Locations: passage through the town

Positions: center of the town



Female 77 418
Male 83 869



Female 79 031
Male 82 256

Description of Location:

The LED screen is located on the side of a building on the international road I 56 from Slovakia to Ostrava in the center of the town next to the train station. Starting point for the ascent to Lysá hora mountain.

Coverage:

Roadway: street / main road through the village / parking lot

Surroundings: train station / restaurant / shop / hotel

Visibility: over 400 m

20

Hradec Králové – Riegrovo náměstí
Kralovehradecky Region



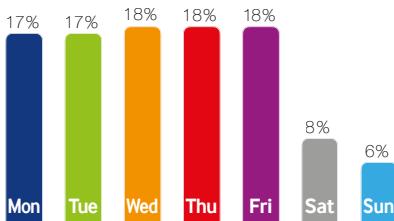
s námi
jste vidět
LED MULTIMEDIA



ultramedia



Hradec Králové



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



GPS coordinates: 50.2144244 N, 15.8134981 E

Kralovehradecky Region

104 900

Unique visitors / month

348 263

The number of visits / month

Location:

Riegrovo náměstí [Rieger Square]

Address:

Riegrovo náměstí 4, Hradec Králové

Placement:

Outdoor on the roof of the building

Dimensions:

29,4 m² – 717 x 410 cm

Ratio:

16:9 – 1280 x 720 px

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



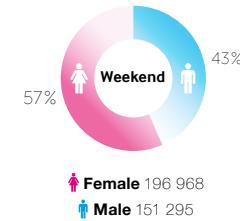
Screen Specs

Screen's potential:

30 780 Pedestrians (people a day)

7 220 Motorists (people a day)

38 000 Daily Traffic Count



Locations: business district / residential area

Positions: downtown

Description of Location:

The screen is located on the roof of the Hotel Černigov building. It is in the busy location of Reiger Square within direct reach of the bus and train stations. There are shopping and office areas in the area.

Coverage:

Roadway: street / pedestrian zone / square / parking lot

Surroundings: Public transport / ČD station / post office / shops / department store / bank / restaurant / hotel

Visibility: over 150 m



21

Hradec Králové – Náměstí 28. října
Kralovehradecky Region



Hradec Králové

78 112

201 897



Kralovehradecky Region

Unique visitors / month

The number of visits / month

Location:Náměstí 28. října [28th October Square]**Address:**

Chelčického 1054, Hradec Králové

Placement:

Outdoor on the building shell

Dimensions:25,1 m² – 614 x 409 cm**Ratio:**

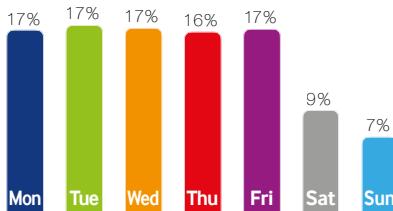
16:9 – 1280 x 720 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



21



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

**Screen's potential:**

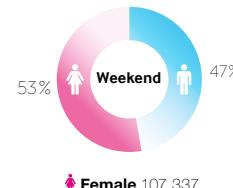
30 780 Pedestrians (people a day)

7 220 Motorists (people a day)

38 000 Daily Traffic Count

Locations: business district / residential area**Positions:** downtown

Female 109 876
Male 92 021



Female 107 337
Male 94 560

Description of Location:

This LED screen is located on the very busy 28th October Square, where the TESCO department store is and the ATRIUM Palace. The square is generally considered to be the commercial centre of the city. Your advertising spots will therefore be directly in the field of view of people moving around the square or customers heading to TESCO for shopping or Dukelská třída. Opposite the large screen are several important institutions such as the Tax Office, the bank ČSOB, the Czech Insurance Company and next to M-Bank, where thousands of people flow in every day and thus your potential customers.

Coverage:**Roadway:** square / communication**Surroundings:** Public transport / department stores / restaurants / bank / shops / post office / pharmacy / bank**Visibility:** over 150 m



42

Trutnov – Roundabout
Kralovehradecky Region



Trutnov

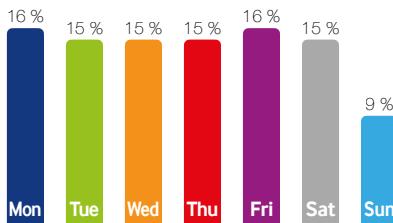
28 684

107 536

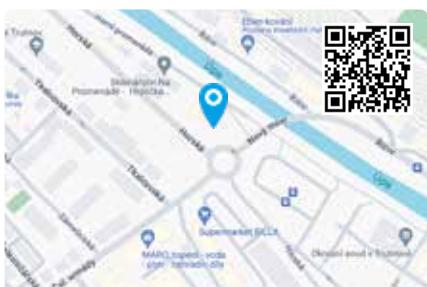
Kralovehradecky Region

Unique visitors / month

The number of visits / month



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



GPS coordinates: 50.5654508 N, 15.9070847 E

Location: Roundabout**Address:** Horní promenáda 151, Trutnov**Placement:** Outdoor on the building shell**Dimensions:** 18 m² – 600 x 300 cm**Ratio:** 16:9 – 280 x 144 px**Operation time:** 6:00 a.m. – 10:00 p.m. (16 hours)

Screen Specs

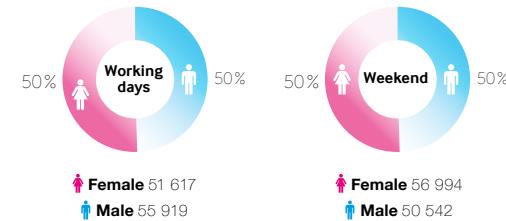
42

Screen's potential:

5 000 Pedestrians (people a day)

19 742 Motorists (people a day)

24 785 Daily Traffic Count

Locations: business district / residential area**Positions:** passage, direction downtown**Description of Location:**

The LED screen is located on the building shell of Trutnov Apartments, at the Horská roundabout, opposite the bus station or Billa Supermarket. It is a move to the Lower Old Town, the Horská street is a pedestrian zone to Trutnov Square. In the vicinity of all civic amenities.

Coverage:**Roadway:** street / intersection / parking lot / access to the ice rink**Surroundings:** shops / restaurants / public transport stop / cultural facilities**Visibility:** over 150 m

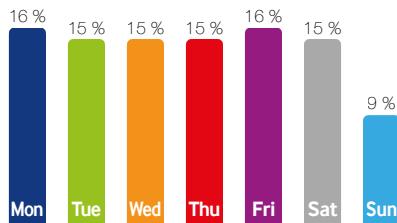


34

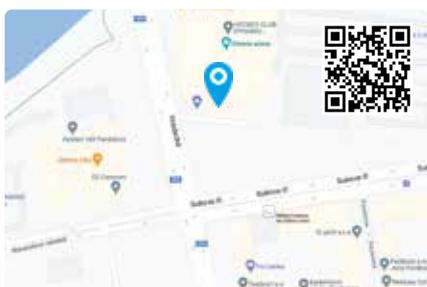
Pardubice – Enteria Arena
Pardubice Region



Pardubice



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



GPS coordinates: 50.03958 N, 15.76936 E

99 121

Unique visitors / month

125 143

The number of visits / month

Pardubice Region

Location: Enteria Arena

Address: Sukova třída 1735, 530 02 Pardubice I

Placement: Outdoor above the main entrance

Dimensions: 24,5 m² – 640 x 384 cm

Ratio: 16:9 – 1280 x 720 px

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



Screen Specs

34

Screen's potential:

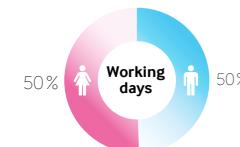
8 112 Pedestrians (people a day)

12 745 Motorists (people a day)

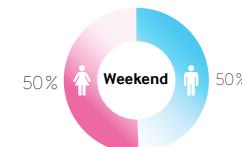
20 857 Daily Traffic Count

Locations: business district / residential area

Positions: intersection, main entrance
of the ice arena



Female 62 571
Male 62 571



Female 62 571
Male 62 571

Description of Location:

The LED screen is located in the heart of Pardubice at the multifunctional hall of the Enteria Arena, which serves not only as a winter stadium, where matches of the top hockey league take place, but also cultural events.

The screen is situated directly above the main entrance to the hall, with excellent visibility from the busy intersection of Sukova třída and Hradecká, and from the most famous shopping centre Palác Pardubice, which includes a Cinestar multiplex cinema.

Coverage:

Roadway: parking / shopping area

Surroundings: Public transport (bus) / restaurants / shopping centre / shops / post office / pharmacy

Visibility: over 250 m

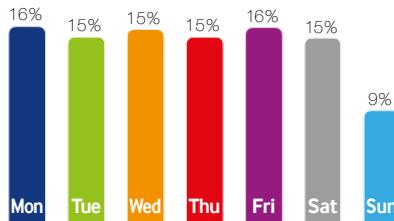


22

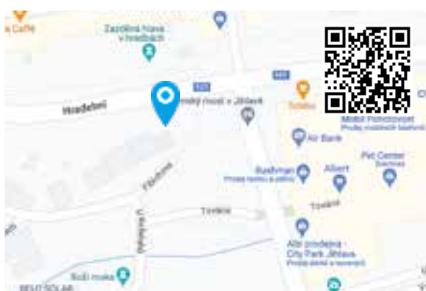
Jihlava – SC Citypark
Vysocina Region



Jihlava



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



GPS coordinates: 49.392457 N, 15.591182 E

45 143

Unique visitors / month

97 400

The number of visits / month



Screen Specs

22

Vysocina Region

Location: Shopping Centre Citypark
Address: Fibichova 988/89, Jihlava
Placement: Outdoor on the building shell
Dimensions: 9,8 m² – 384 x 256 cm
Ratio: 16:9 – 1280 x 720 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



Screen's potential:

3 600 Pedestrians (people a day)

20 400 Motorists (people a day)

24 000 Daily Traffic Count

Locations: business district / residential area

Positions: SC CityPark Jihlava,
passage towards the centre

Description of Location:

The screen is located on the building of the house on the main, very busy intersection of the streets Hradební and Znojemská, 100 metres from the very centre of Jihlava. In close proximity there is a shopping CityPark Jihlava. Close to the historic city center, shops, offices.

Coverage:

Roadway: parking / shopping area

Surroundings: shopping mall / restaurant / supermarket / shops / banks / main drag

Visibility: over 200 m



30

Havlíčkův Brod – Smetanova náměstí
Vysocina Region



Havlíčkův Brod

8 620

15 087



Vysocina Region

Unique visitors / month

The number of visits / month

Location:

Smetanova náměstí [Smetana Square]

Address:

Smetanova náměstí 1975, Havlíčkův Brod

Placement:

Outdoor on the roof of the building

Dimensions:9,2 m² – 384 x 240 cm**Ratio:**

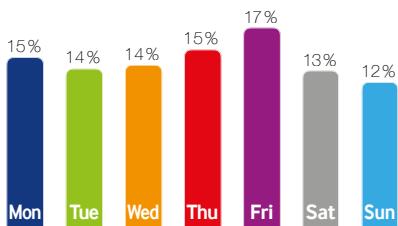
16:9 – 1280 x 720 px

Operation time:

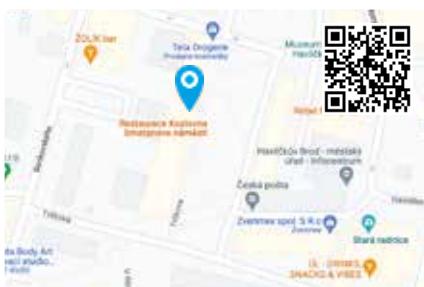
6:00 a.m. – 10:00 p.m. (16 hours)



30



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



GPS coordinates: 49.6073644 N, 15.5773244 E

Screen's potential:

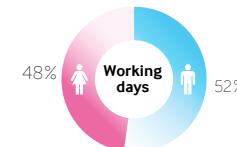
9 553 Pedestrians (people a day)

1 247 Motorists (people a day)

10 800 Daily Traffic Count

Locations: recreation area / business district / residential area

Positions: downtown



Female 7 290
Male 7 797



Female 7 364
Male 7 723

Description of Location:

The screen is located on the roof of a complex of shops on the newly renovated Smetana Square, which is widely used as a recreation area with a grassy area, water fountains and paddling pools near the main square of Havlíčkův Brod. In close proximity: restaurant Kozlovná, drugstore Teta, museum of Vysočina, large parking lot, Czech post office. Absolute predominance of pedestrians.

Coverage:

Roadway: street / pedestrian zone

Surroundings: department stores / cultural facilities / restaurants / shops / PNS / bank / post office

Visibility: over 150 m

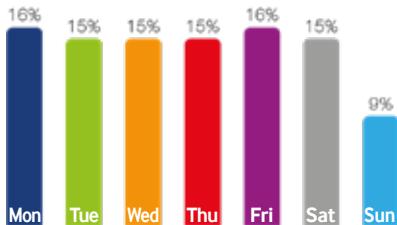


46

Pelhřimov
Vysocina Region



Pelhřimov



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



GPS coordinates: 49.41841143 N, 15.22279615 E

12 442

Unique visitors / month

36 512

The number of visits / month

Vysocina Region

Location: Nádražní

Address: Nádražní 2319, 393 01 Pelhřimov

Placement: Outdoor on the building facade

Dimensions: 5,1 m² – 300 × 170 cm

Ratio: 16:9 – 576 × 320 px

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



Screen Specs

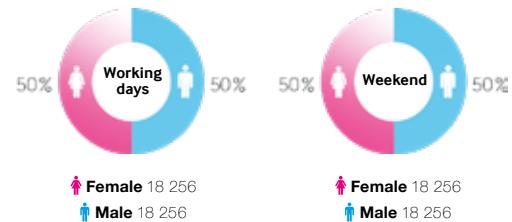
46

Screen's potential:

341 Pedestrians (people a day)

1 659 Motorists (people a day)

2 000 Daily Traffic Count



Locations: business district / residential area

Positions: main road through the city

Description of Location:

The screen is located on the side of a building along the only main route connecting Tábor, Jihlava, Humpolec, Vlašim, Pelhřimov to Jindřichův Hradec, Kamenice nad Lipou, Třeboň, České Budějovice. High traffic volume.

Coverage:

Roadway: main road through the city

Surroundings: train station / gas station / manufacturing companies / services

Visibility: over 400 m



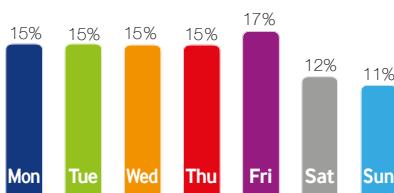
58

Třebíč
Vysocina Region



Unique visitors / month

The number of visits / month



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



GPS coordinates: 49.21420744720493 N, 15.877074709836362 E

Vysocina Region

Location: Komenský Square
Address: Komenského nám. 1342, Třebíč
Placement: Outdoor on a building
Dimensions: 25,8 m² - 672 x 384 cm
Ratio: 16:9, 672 x 384 px
Operation time: 6:00 a.m. – 8:00 p.m. (14 hours)



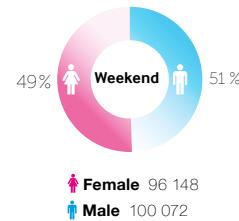
Screen Specs

Screen's potential:

11 850 Pedestrians (people a day)

14 275 Motorists (people a day)

26 125 Daily Traffic Count



Female 102 034
 Male 94 186

Female 96 148
 Male 100 072

Description of Location:

The LED screen is located on the connecting section between the bank building and the municipal administration building. The screen faces the main bus station and the adjacent central parking lot, right next to the main thoroughfare through the city.

Coverage:

Roadway: street / intersection / parking lot

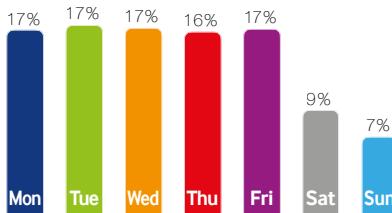
Surroundings: bus station / banks / administrative offices / parking lot / restaurants

Visibility: over 200 m

23

Zlín – Třída Tomáše Bati
Zlinsky Region





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



GPS coordinates: 49.2239711 N, 17.661311 E

93 120

Unique visitors / month

161 987

The number of visits / month

Zlinsky Region

Location:

Třída Tomáše Bati [*Tomas Bata Avenue*]

Address:

Gahurova 4467, Zlín

Placement:

Outdoor on the roof of the building

Dimensions:

12,6 m² – 410 × 307 cm

Ratio:

4:3 – 1024 × 768 px

Operation time:

6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

23

Screen's potential:

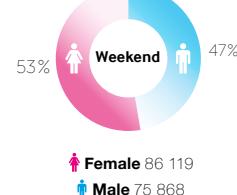
13 570 Pedestrians (people a day)

23 430 Motorists (people a day)

37 000 Daily Traffic Count



Female 88 156
Male 73 831



Locations: business district / residential area

Positions: main drag / downtown

Description of Location:

The LED screen is located on the building of small shop complexes, in direct line of sight of the bus stops and busy intersections. The location of the screen in the immediate vicinity of Tomáš Bata Avenue, the main thoroughfare through Zlín, offers a high concentration of both drivers and pedestrians. It is a very busy area - banks, parking lots, cultural house, restaurants, market, regional office.

Coverage:

Roadway: street / pedestrian zone / intersection / parking lot

Surroundings: Public transport / post office / PNS / shops / county office / banks / restaurants / / community centre / library / college / school

Visibility: over 200 m



60

Zlín - OC Zlaté Jablko
Zlinsky Region

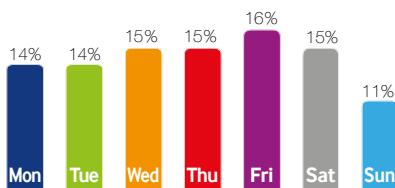


95 000

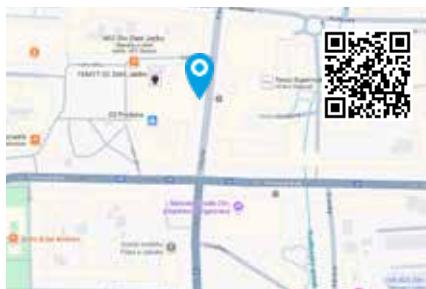
290 000

Unique visitors / month

The number of visits / month



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



GPS coordinates: 49.22662751245528 N, 17.668687392163225 E

Zlinsky Region

Location: OC Zlaté Jablko
Address: Nám. Míru 174, 760 01 Zlín
Placement: Outdoor on the building facade
Dimensions: 13,7 m² - 540 x 245 cm
Ratio: atyp., 1088 x 480 px
Operation time: 6:00 a.m. – 10:00 p.m. (16 hours)



Screen Specs

Screen's potential:

14 500 Pedestrians (people a day)

28 000 Motorists (people a day)

42 500 Daily Traffic Count

Locations: business district / residential area**Positions:** city center

Female 147 900
 Male 142 100



Female 156 600
 Male 133 400

Description of Location:

The LED screen is located on the facade of the newly renovated shopping center Zlaté Jablko in the very center of Zlín. The screen has an impact on a busy thoroughfare, public transport stops, the parking garage across the street, and banks. Banks, city hall, coffee shops and restaurants are located in the vicinity.

Coverage:

Roadway: square / four-lane road / intersection**Surroundings:** shopping center / coffee shops / banks / parking garage / cinema / bus stops**Visibility:** over 200 m

24

Uherské Hradiště – Rybárný
Zlinsky Region



Technical specifications

The Capital City – Outdoor		Region	Area	Dimension	Aspect Ratio	Resolution	Page
02	Praha 4 – Konferenční centrum Pankrác	The Capital City	37 m ²	960 × 384 cm	2,5:1	1024 × 410 px	37
03	Praha 14 – Shopping and Res. Area Černý Most	The Capital City	42 m ²	900 × 470 cm	16:9	1280 × 720 px	39
04	Praha 10 – VIVO! Shopping Mall Hostivař	The Capital City	14,7 m ²	512 × 288 cm	16:9	1280 × 720 px	41
05	Praha 10 – EUROPARK Shopping Mall	The Capital City	44 m ²	850 × 520 cm	4:3	1024 × 768 px	43
29	Praha 3 – SC Atrium Flora	The Capital City	18,4 m ²	576 × 320 cm	16:9	1280 × 720 px	45
32	Praha 4 – Pedestrian Corridor Budějovická	The Capital City	3,84 m ²	210 × 160 cm	16:9	1280 × 720 px	47
40	Praha 4 – NeuMax – Braník	The Capital City	27,17 m ²	614 × 410 cm	16:9	1280 × 720 px	49
51	Praha – Makro Cash&Carry	The Capital City	15 m ²	500 × 300 cm	16:9	960 × 580 px	51
The Capital City – Indoor		Region	Area	Dimension	Aspect Ratio	Resolution	Page
A1	SC Westfield Chodov – Design Galery 1	The Capital City	7,2 m ²	480 × 150 cm		1536 × 480 px	9
A2	SC Westfield Chodov – Design Galery 2	The Capital City	9,9 m ²	660 × 150 cm		2120 × 480 px	11
A3	SC Westfield Chodov – Entrance E	The Capital City	23,4 m ²	600 × 390 cm		1920 × 1248 px	13
A4	SC Westfield Chodov – Escalator to Albert	The Capital City	6,7 m ²	192 × 352 cm		768 × 1408 px	15
A5	SC Westfield Chodov – Douglas	The Capital City	21,8 m ²	625 × 350 cm		2400 × 1344 px	17
B2	Centrum Černý Most – Passage	The Capital City	28,8 m ²	960 × 300 cm		3072 × 960 px	21
B3	Centrum Černý Most – Central Plaza	The Capital City	38,7 m ²	1152 × 336 cm		3744 × 1092 px	23
B4	Centrum Černý Most – Globe	The Capital City	26,1 m ²	950 × 275 cm		3648 × 1056 px	25
B5	Centrum Černý Most – West entrance (C&A)	The Capital City	8,3 m ²	384 × 216 cm		960 × 540 px	27
B6	Centrum Černý Most – West entrance (P&C)	The Capital City	8,3 m ²	384 × 216 cm		960 × 540 px	29
C1	Metropole Zlín – Central Plaza	The Capital City	21 m ²	270 × 780 cm		864 × 2496 px	33
C2	Metropole Zlín – The Area near Albert	The Capital City	18,4 m ²	320 × 576 cm		1280 × 2496 px	35

Technical specifications

Central Bohemian Region	Region	Area	Dimension	Aspect Ratio	Resolution	Page
44 Benešov u Prahy – Supermarket Billa	Central Bohemian	11 m ²	576 × 192 cm	atyp	1152 × 384 px	53
45 Votice – Komenského náměstí	Central Bohemian	6,1 m ²	320 × 192 cm	16:9	640 × 360 px	55
49 Příbram – SC Skalka	Central Bohemian	5,8 m ²	288 × 288 cm	1:1	720 × 720 px	57
Pilsen Region	Region	Area	Dimension	Aspect Ratio	Resolution	Page
06 Plzeň – Rychtářka	Pilsen	23 m ²	512 × 448 cm (2x)	16:9	1280 × 720 px	59
07 Plzeň – Sady Pětatříčatníků	Pilsen	25,8 m ²	672 × 384 cm	16:9	1280 × 720 px	61
28 Plzeň – Americká	Pilsen	10,4 m ²	410 × 256 cm	atyp	1024 × 512 px	63
Karlovarsky Region	Region	Area	Dimension	Aspect Ratio	Resolution	Page
41 Karlovy Vary – Třída T. G. Masaryka	Karlovarsky	6,35 m ²	310 × 205 cm	atyp	768 × 512 px	65
08 Karlovy Vary – Plech aréna	Karlovarsky	55,3 m ²	960 × 576 cm	16:9	1280 × 720 px	67
54 Karlovy Vary – Makro Cash&Carry	Karlovarsky	15 m ²	500 × 300 cm	16:9	960 × 580 px	69
South Bohemian Region	Region	Area	Dimension	Aspect Ratio	Resolution	Page
09 České Budějovice – DS Prior	South Bohemian	21 m ²	600 × 360 cm	16:9	1280 × 720 px	71
26 České Budějovice – Exhibition Centre	South Bohemian	44 m ²	1100 × 400 cm	atyp	880 × 320 px	73
10 Tábor – Křížíkovo náměstí	South Bohemian	15,7 m ²	512 × 307 cm	16:9	1280 × 720 px	75
11 Jindřichův Hradec – Masarykovo náměstí	South Bohemian	6,5 m ²	336 × 192 cm	16:9	1280 × 720 px	77
12 Strakonice – Komenského	South Bohemian	6,1 m ²	320 × 190 cm	16:9	1280 × 720 px	79

Technical specifications

Ustecky Region	Region	Area	Dimension	Aspect Ratio	Resolution	Page
14 Ústí nad Labem – Mírové náměstí	Ustecky	29,4 m ²	717 × 410 cm	16:9	1280 × 720 px	81
33 Teplice – SC Fontána	Ustecky	18 m ²	600 × 300 cm	16:9	1280 × 720 px	83
Liberecky Region	Region	Area	Dimension	Aspect Ratio	Resolution	Page
15 Liberec – SC Forum	Liberecky	36,7 m ²	896 × 410 cm	2,22:1	1024 × 460 px	85
25 Liberec – SC Géčko	Liberecky	23,6 m ²	615 × 384 cm	16:9	1280 × 720 px	87
39 Jablonec nad Nisou – Municipal Ice Stadium	Liberecky	6,14 m ²	320 × 192 cm	16:9	1280 × 720 px	89
Kralovehradecky Region	Region	Area	Dimension	Aspect Ratio	Resolution	Page
20 Hradec Králové – Riegrovo náměstí	Kralovehradecky	29,4 m ²	717 × 410 cm	16:9	1280 × 720 px	129
21 Hradec Králové – Náměstí 28. října	Kralovehradecky	25,1 m ²	614 × 409 cm	16:9	1280 × 720 px	131
42 Trutnov – Roundabout	Kralovehradecky	18 m ²	600 × 300 cm	16:9	280 × 144 px	133
Pardubice Region	Region	Area	Dimension	Aspect Ratio	Resolution	Page
34 Pardubice – Enteria Arena	Pardubicky	24,5 m ²	640 × 384 cm	16:9	1280 × 720 px	135
VysSCina Region	Region	Area	Dimension	Aspect Ratio	Resolution	Page
22 Jihlava – SC Citypark	VysSCina	9,8 m ²	384 × 256 cm	16:9	1280 × 720 px	137
30 Havlíčkův Brod – Smetanova náměstí	VysSCina	9,2 m ²	384 × 240 cm	16:9	1280 × 720 px	139
46 Pelhřimov – Nádražní	VysSCina	5,1 m ²	300 × 170 cm	16:9	576 × 320 px	141
58 Třebíč – Komenského náměstí	VysSCina	25,8 m ²	672 × 384 cm	16:9	672 × 384 px	143

Technical specifications

Olomoucky Region	Region	Area	Dimension	Aspect Ratio	Resolution	Page
16 Olomouc – Bus station	Olomoucky	22,1 m ²	576 x 384 cm	atyp	576x384px	91
53 Olomouc – Makro Cash&Carry	Olomoucky	15 m ²	500 x 300 cm	16:9	960 x 580 px	93
17 Přerov – Nádražní ulice	Olomoucky	15,7 m ²	512 x 307 cm	16:9	1280 x 720 px	95
Moravian-Silesian Region	Region	Area	Dimension	Aspect Ratio	Resolution	Page
18 Ostrava – Zábřeh	Moravian-Silesian	29,4 m ²	717 x 410 cm	16:9	1280 x 720 px	105
19 Ostrava – Vítkovice	Moravian-Silesian	29,4 m ²	717 x 410 cm	16:9	1280 x 720 px	107
47 Ostrava – SC Laso	Moravian-Silesian	16,65 m ²	576 x 288 cm	16:9	1440 x 720 px	109
48 Ostrava – SC Karolína GIGA	Moravian-Silesian	53 m ²	1260 x 420 cm	atyp	2016 x 672 px	111
50 Ostrava – Makro Cash&Carry	Moravian-Silesian	15 m ²	500 x 300 cm	16:9	960 x 580 px	113
61 Ostrava – Centrum	Moravian-Silesian	20,5 m ²	640 x 320 cm	2:1	640 x 320 px	115
62 Ostrava – Třebovice	Moravian-Silesian	32 m ²	800 x 400 cm	2:1	640 x 320 px	117
59 Havířov - Vehicle inspection station	Moravian-Silesian	16,6 m ²	578 x 288 cm	atyp	576 x 288 px	123
55 Bílá – Ski resort Beskydy	Moravian-Silesian	10 m ²	400 x 250 cm	atyp	992 x 620 px	125
56 Ostravice – Nádraží	Moravian-Silesian	8 m ²	400 x 200 cm	2:1	992 x 496 px	127
Moravian-Silesian Region - Indoor	Region	Area	Dimension	Aspect Ratio	Resolution	Page
K1 SC Nová Karolína – Foodcourt	Moravian-Silesian	62,5 m ²	2500 x 250 cm	atyp	3 584 x 320 px	119
K2 SC Nová Karolína – Lift	Moravian-Silesian	8,4 m ²	840 x 100 cm	atyp	7 680 x 720 px	121

Technical specifications

South-Moravian Region – Outdoor		Region	Area	Dimension	Aspect Ratio	Resolution	Page
37	Brno – Mendlovo náměstí *)	South-Moravian	15 m ²	500 × 300 cm	16:9	480 × 288 px	99
52	Brno – Makro Cash&Carry	South-Moravian	15 m ²	500 × 300 cm	16:9	960 × 580 px	101
57	Břeclav – CC Delta *)	South-Moravian	19 m ²	496 × 288 cm	16:9	496 × 288 px	103
South-Moravian Region – Indoor		Region	Area	Dimension	Aspect Ratio	Resolution	Page
36	Brno – SC Olympia	South-Moravian	54 m ²	600 × 300 cm (3×)	16:9	1280 × 720 px	97
Zlinsky Region		Region	Area	Dimension	Aspect Ratio	Resolution	Page
23	Zlín – Třída Tomáše Bati	Zlinsky	12,6 m ²	410 × 307 cm	4:3	1024 × 768 px	145
60	Zlín – SC Zlaté Jablko	Zlinsky	13,7 m ²	540 × 245 cm	atyp	1088 × 480 px	147
24	Uherské Hradiště – Rybárný	Zlinsky	12,9 m ²	384 × 288 cm	4:3	1024 × 768 px	149

*) No compression/codecs, only AVI

Technical parameters – screen sizes

1024 × 410 px

2,5:1

listed in the specs

atyp

1024 × 768 px

4:3

1280 × 720 px

16:9

1024 × 460 px

2,22:1

720 × 720 px

1:1

Resolution:
Frame rate:
Data volume:
Spot format:
Codec:

Listed in the specs
25 fps
max. 10 MB / 10-second spot
Avi, mp4 (video), jpg (graphics)
standard

Our references



Kontakty

Contact Information:

Ledmultimedia, s.r.o.
U Průhonu 1588/11a
170 00 Praha 7
Czech republic

IČ: 28118642
DIČ: CZ28118642

Bankovní spojení:
CZK – 1387913078/2700
EUR – 1387913086/2700

GSM: +420 727 874 408
E-mail: info@ledmultimedia.cz

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