



# Ahead AdScreen

## Content that moves people

Attention levels during an elevator trip are higher than in public open spaces. The Ahead AdScreen is built to maximize the impact of this time. The message comes across on a special screen inside the elevator. Content, timing, and duration are controlled with a click.

### **Dynamic content**

The Ahead AdScreen turns the elevator car into an advertising and communication space. Passengers in malls or office buildings will see information that is relevant to them. For the potential customer, the entire trip is both advertising and entertainment. The inside of the elevator becomes a multimedia event.

### **Benefits**

**Communication platform.** Stills, animations or movies: there are no limits with the AdScreen.

**Maximum effect.** Reach passengers when they are attentive. Even a short trip has maximum effect.

**One-stop solution.** Schindler provides the entire solution from installation, software and maintenance.



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### All, not any

The passengers won't miss your message. The AdScreen is attention-grabbing, providing effective communication for any new product or service – perfect for shopping malls or retail environments. More than just standard advertising, it's moving entertainment.

### Bright communication

Local or global content? Individual messages for each elevator, on a certain floor at a defined point in time? The AdScreen follows your personal playlist. The right message, ad, or information will reach the passenger on purpose, not by accident. The Ahead AdScreen works with a large range of current file formats.

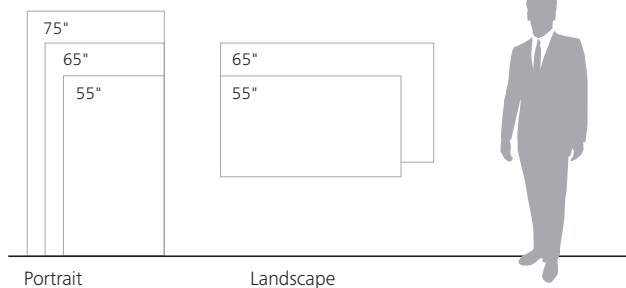
### Content Management

Getting content onto an Ahead AdScreen is simple and effective. The web-based CMS is user-friendly and allows content to be updated remotely in real time. Define the playlist for each AdScreen or allocate content to certain times of the day – or to coincide with special events.

### Connected for entertainment

The entire media is distributed wirelessly and remotely onto the communication solution. Schindler offers Ahead Connectivity to ensure a reliable data service and the Schindler maintenance service makes sure that the system is in optimal condition. A smart system for bright entertainment.

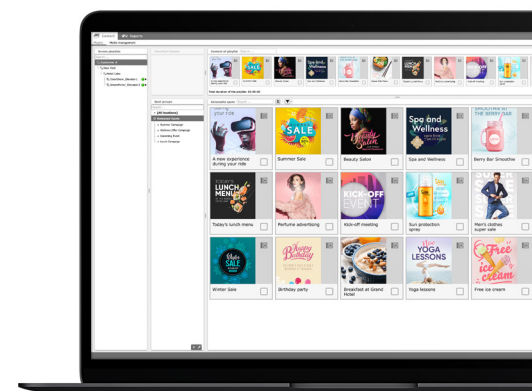
### AdScreen Screen sizes



### Content specifications

Duration	10, 15, 20 seconds
Pixels	Landscape 1920 x 1080p / Portrait 1080p x 1920
Resolution	At least – Full HD
FPS	25 or 50 frames per second
Bitrate	10 – 20 Mbps
File type	Mp4 (H.264)

Update content easily and in real-time – the Ahead ContentManagement tool



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