

The
ICONS

*Timeless. Carrying legend on it's
shoulders. Absolutely defining for a
genre. Memorable beyond ordinary.*

- ICONS

Downtown. City center. *Stockholm when it's most vivid.*





Sergels Torg

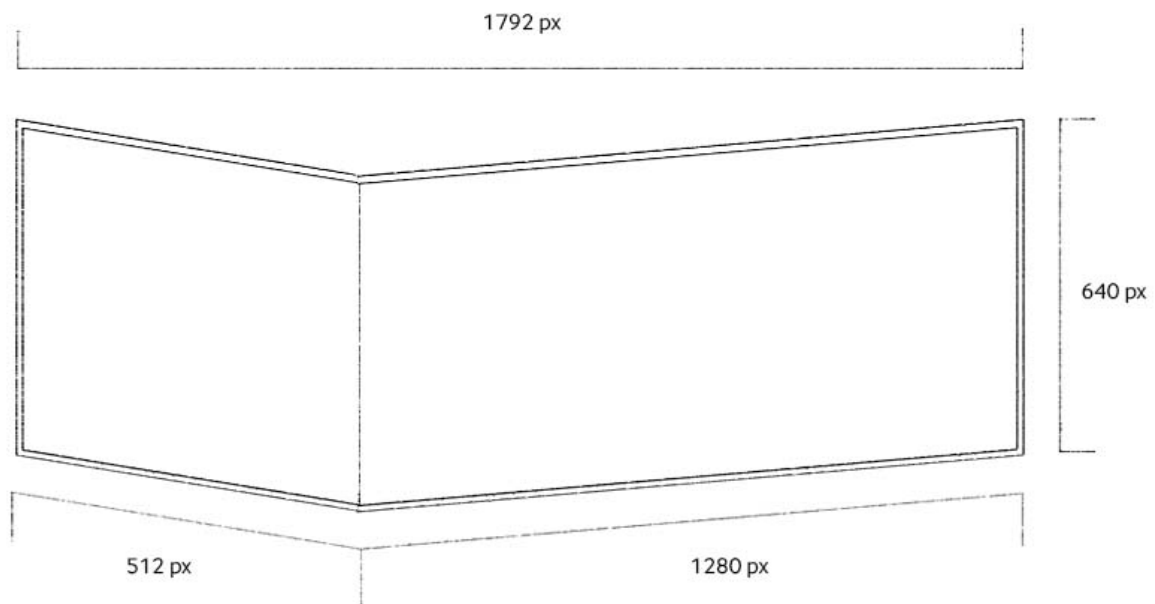
KLARABERGSGATAN 25, STOCKHOLM

MAKE AN IMPACT

LED Sergels Torg is strategically located in the most busy pedestrian crossing in Sweden. Opposite Åhléns City, the most famous venue in Stockholm. Right next to the entrance to Stockholm City subway station and other public transport. Visible from Klarabergsgatan and Drottninggatan. LED Sergels Torg reaches impressive 5 429 200 /week.

THIS IS DOWNTOWN

The very heart of our capital. Stockholm when it's most vivid. Crowded from dusk until dawn. Connecting downtown with Gamla Stan, Vasastan, Kungsholmen and Norrmalm. Locals, tourists, commuters, business and pleasure. Sergels Torg is the definitive hub in Stockholm.



USE THE CORNER

Since the screen is cornered around the edge of a building you have the opportunity to talk to your viewers from multiple angles. The leftside Screen Width is 512 px and the rightside 1280 px but please deliver one creative in **1792 x 640 px**

Artwork Specifications

SERGELS TORG, STOCKHOLM

SIZE & RESOLUTION

Resolution: 1792x640 px (square pixels)
 Ratio: 14:5
 Physical size: 17 sqm

FORMAT

Format video: MP4 AVC .mp4 (CODEC H264) High profile. Obs! Quicktime .mov containing MP4 does not work! [Download Media Encoder Preset](#)
 Bitrate: 6 Mbps (use constant bitrate for best result)
 Frame rate: 25 fps
 Format picture: JPEG (.jpg) [Download Media Encoder Preset](#)
 Resolution: 72 dpi
 Colorspace: RGB (CMYK does not work!)

DELIVERY

Submit artwork using <https://oo-se.wetransfer.com/>
 Recipient ocean-delivery@oceanoutdoor.se

DELIVERY DATE

Broadcast-ready material no later than 3 working days prior to the campaign start, unless otherwise agreed. If Ocean is to assist with format adjustments the campaign assets needs to be delivered in layers no later than 10 working days prior to campaign start.

QUESTIONS

adops@oceanoutdoor.se

37 sqm surrounded by fashionable style & trend.



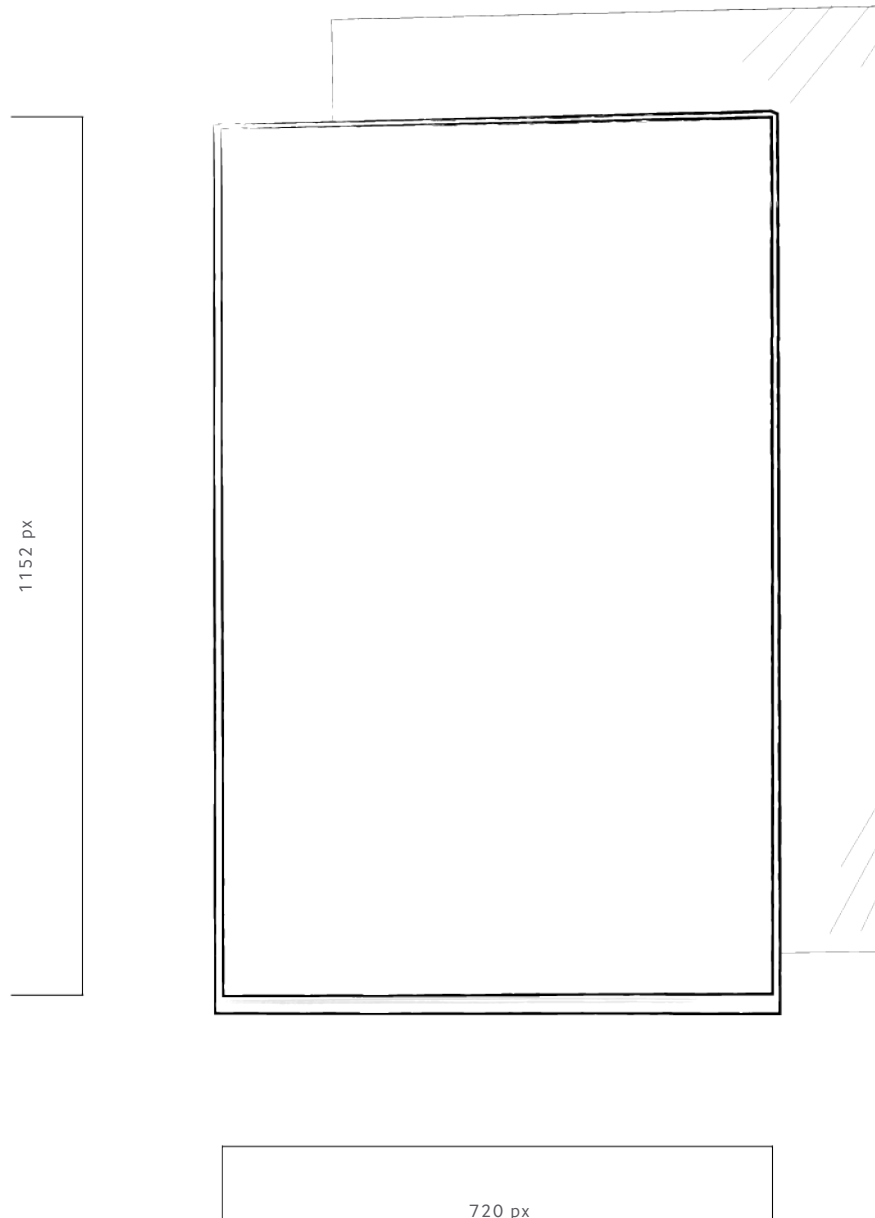


NK

REGERINGSGATAN 45, STOCKHOLM

THE LARGEST LED SCREEN IN STOCKHOLM

Above trendy Art bakery sits LED NK with its impressive 37 sqm frame overlooking Stockholm City with its high pulse and slow traffic. Optimal location on Regeringsgatan, well known shopping street in Stockholm. Right next to luxury shoppingmall NK as well as both shoppingmall Gallerian and MOOD Stockholm. A mix of pedestrians, bicycles and motordriven transport pass the screen 24/7. Experiment with depth and perspective to create something spectacular using our DeepScreen templates.



Artwork Specifications

NK, STOCKHOLM

SIZE & RESOLUTION

Resolution: 720x1152 px (square pixels)
Ratio: 5:8
Physical size: 37 sqm

FORMAT

Format video: MP4 AVC .mp4 (CODEC H264) High profile.
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Westfield Mall of Scandinavia

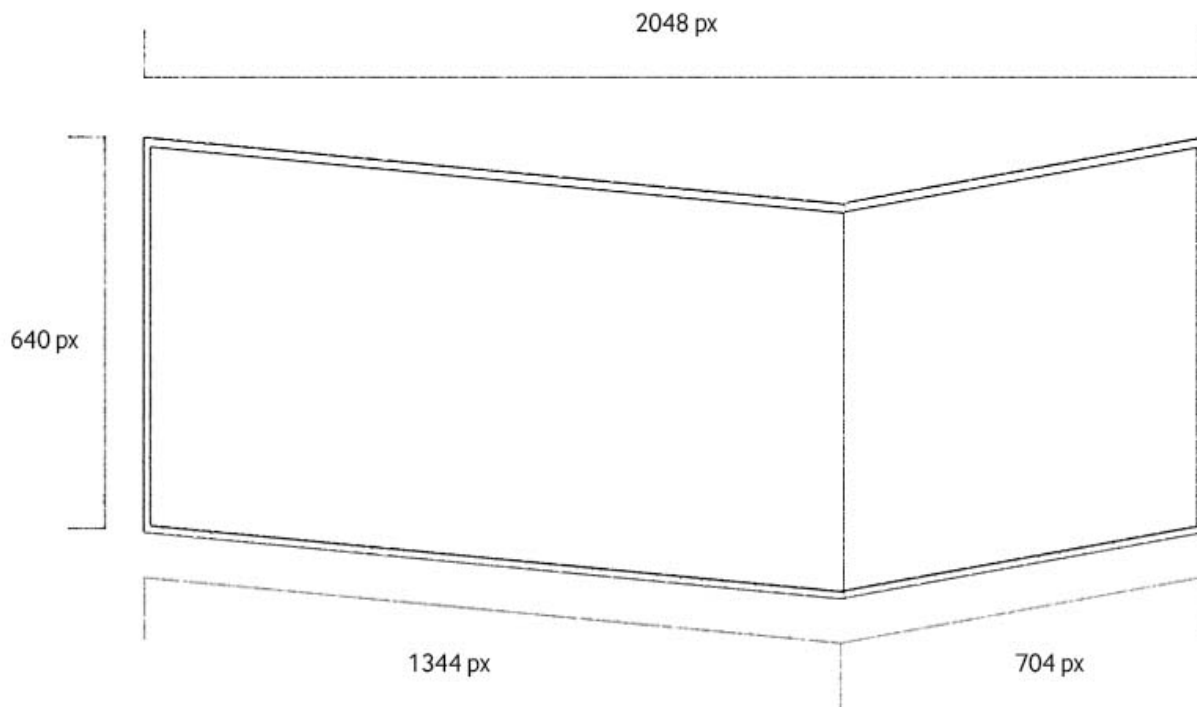
STJÄRNTORGET 13 C, 169 79 SOLNA

LOCATION

Westfield Mall of Scandinavia is a shopping mall located in Solna in Stockholm, Sweden. The largest mall in Scandinavia, it features signature experiences, all in one single place: Designer Gallery™ (a 240-metre-long "Flagship Avenue" for shopping) Dining Experience™ (the largest cluster of restaurants in Stockholm) and Sweden's first commercial IMAX

BE CREATIVE

The massive screen measures 41m width x 13m (525 Square Meters) making it one of the largest DOOH screens in Europe and the biggest commercial screen in the Nordics. Visible from a far, it can be seen from both highways, pedestrian areas and trains. The screen features two sides which makes it ideal for creative advertising. Experiment with depth and perspective to create something spectacular using our DeepScreen templates.



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ICONS

Sergels Torg

Drottninggatan
Åhléns City
Sergels Torg
Kulturhuset
Centralstationen
H&M
Obeliskan
Brunkebergstorg
At Six
Frantzén
Operan

NK

Nordiska Kompaniet
Mood Gallerian
Spotify HQ
Gallerian
H&M flagship
The Lobby
NK Juvelsalong
IKEA
Kungsträdgården
Urban Outfitters
Frantzén at NK
Sthlm Tech-Area
Google Academy
Resturangatan Jakobsbergsgatan

WMOS

Chanel
Hugo Boss
Filmstaden IMAX
TELIA
Nike
Ralph Lauren
Oscar Jacobsson
Engelbert
& Other Stories
COS
SEB