



MEDIA KIT

Fremont St.
EXPERIENCE

INTRODUCTION

Fremont Street Experience, in fabulous downtown Las Vegas, is the original Las Vegas Strip. The five block long, open air pedestrian mall and entertainment district attracts 24 million visitors per year. Fremont combines a jubilant street party, live entertainment on three stages, the world's ultimate zipline, the world's largest linear screen and iconic downtown casinos to create a truly one-of-a-kind location and an unforgettable experience.





TABLE OF CONTENTS

Digital Screens Overview.....	4
Canopy Screen.....	6
Column Screen.....	10
Stage Screens.....	12
Tower Screen.....	14
Design Considerations.....	16
Technical Reference Table.....	17
Project Templates.....	18

UNRIVALED SCREENS

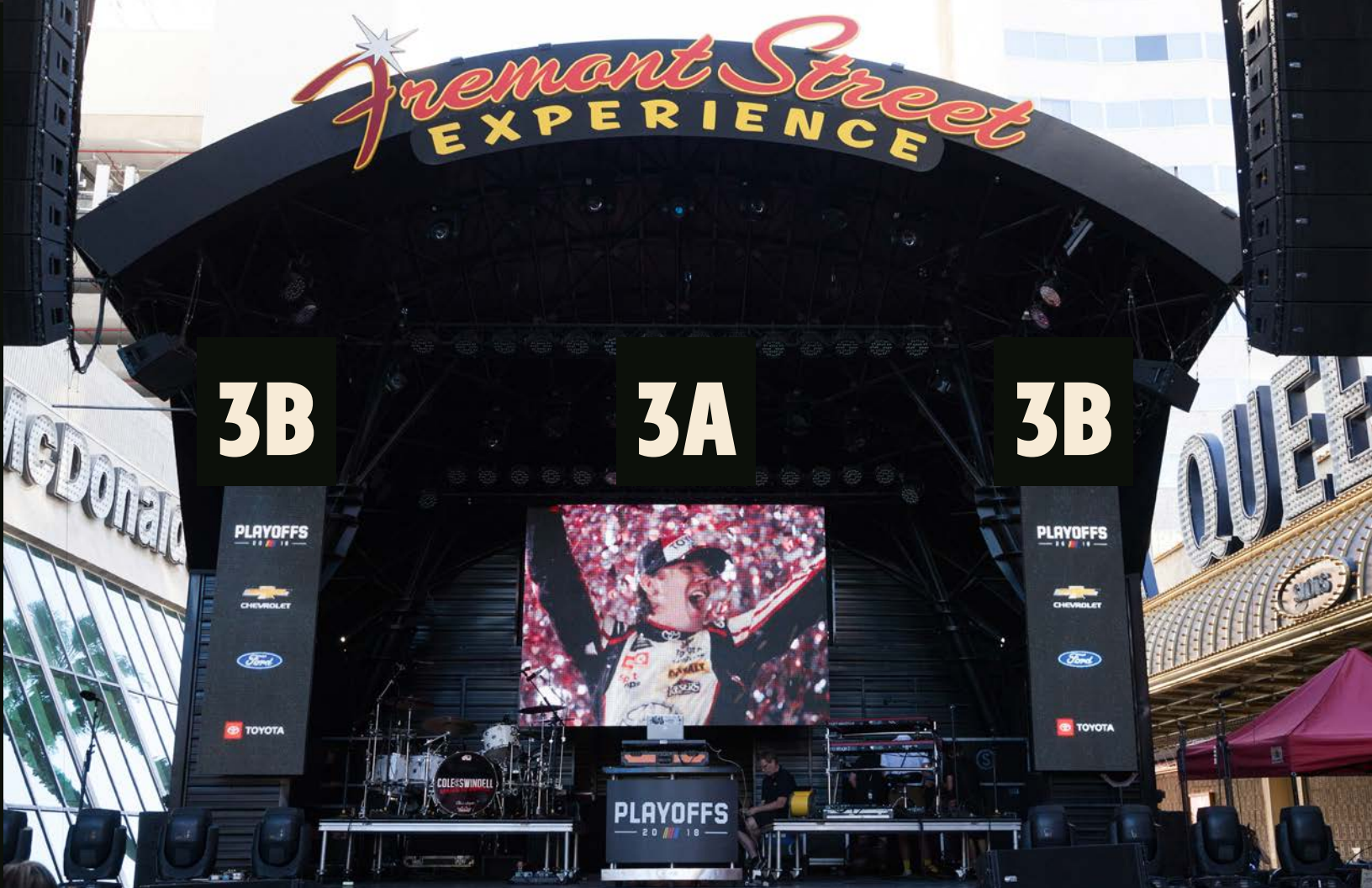
Fremont Street Experience utilizes digital LED displays to convey information and display visual entertainment. The LED screens come in five different sizes.

1. The Canopy™ – 80ft across and 4 city blocks long
2. 30 Column Screens – 5ft wide and 13ft tall
3. 3 Stages
 - a. 3 Stage Center Screens
 - b. 6 Stage Side Screens
4. Tower Screen – 22ft wide and 12ft 7in tall

360° INTERACTIVE STREET VIEW

Click the icon to the right to explore the street in VR





3B

3A

3B



4

5

1. THE CANOPY™

DIMENSIONS



Length: 1375 ft
Span: 80 ft

Aspect Ratio: 13.88 : 1

SPECIFICATIONS

Video Settings

Width: 15,104 px
Height: 1,088 px

FPS: 30
Pixel Aspect Ratio: 1.0 – Square Pixels
Field Type: None (Progressive)

Video Codec: HAP / HAP Alpha
File Format: .mov
Alternative: PNG Sequence

Audio Settings

Format: .wav
Sample Rate: 48kHz
Bit Depth: 16
Source: Mono / Stereo

SIZE



The graphic above is too large and appears distorted. Something that is only a few inches large on a computer monitor will span blocks on the canopy.

ORIENTATION



The canopy has two bottom edges. Text and Images placed at the top of the screen will appear upside down on the street.

PLACEMENT



The support structure for the canopy can obstruct images that are placed inside this area. Position text and focal points elsewhere.

VIBRANCY & CONTRAST



Bright colors and stark contrast work best on the screen. Graphics that are too dark at night or too light during the day can appear washed out.

COLOR

When designing for the canopy, its important to use saturated, vibrant, contrasting colors. Due to the fact that the screen is outdoors and high overhead, ambient light from the sun and the casino lights have a major impact on the viewing experience. While this effect is diminished after sunset, there are still many lights on the street competing for viewer attention. Monotone color pallets, subtle gradations, and desaturated colors do not play well on the canopy screen and should be avoided.

Colors that work especially well are RED, ORANGE, MAGENTA, PURPLE, TEAL, GREEN and BLUE.



SPEED

Graphics that travel the entire length of the Canopy in 5 seconds roar down the street at over 200 miles per hour. This makes it difficult to see anything that is moving across the length of screen in fewer than 10 seconds.



REPETITION

Important content should be repeated 4-7 times on the canopy, making sure to avoid the structural supports.

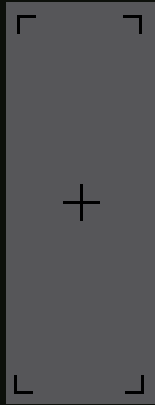
EFFECTIVE CANOPY DESIGN

The design below meets all of the quality standards for the screen. The text is sized and positioned so that it is easily legible. The colors are contrasting and vibrant. The design also makes use of the full length of the screen, instead of repeating a smaller design. Although the logo is repeated, the sky and “dragon” scales are seamless from one end to the other.



2. COLUMN SCREENS

DIMENSIONS



Width: 5 ft
Height: 13 ft

Aspect Ratio: 2.6 : 1

SPECIFICATIONS

Video Settings

Width: 168 px
Height: 448 px

FPS: 30

Pixel Aspect Ratio: 1.0 – Square Pixels
Field Type: None (Progressive)

Video Codec: HAP / HAP Alpha
File Format: .mov
Alternative: PNG Sequence

Audio Settings

Format: .wav
Sample Rate: 48kHz
Bit Depth: 16
Source: Mono / Stereo

Important Note

There are 32 screens total. Multiple designs can be playing on various screens at the same time.

SIZE



Given the vertical nature of the screen and relative low resolution, logos should be stacked vertically if possible and text should be large.

VARIATION



There are 32 column screens on the street. While it is not necessary to make each one unique, it is recommended to vary the designs somewhat.

MIRRORING



If pairing with canopy graphics, aim to supplement the canopy and draw attention upward rather than mirroring the canopy graphic.

EFFECTIVE DESIGN



These varied designs supplement the canopy screen while using vibrant, contrasting colors and appropriate sizing of text and graphics.

3. STAGE SCREENS

DIMENSIONS

3rd St. Stage	1st St. & Main St. Stage
Center Width: 1536 px	Center Width: 672 px
Side Width: 512 px	Side Width: 168 px
Height: 1024 px	Height: 336 px

SPECIFICATIONS

Video Settings

FPS: 30
Pixel Aspect Ratio: 1.0 – Square Pixels
Field Type: None (Progressive)

Video Codec: HAP / HAP Alpha
File Format: .mov
Alternative: PNG sequence

Audio Settings

Format: .wav
Sample Rate: 48kHz
Bit Depth: 16
Source: Mono / Stereo

Important Note

Use the stage guide template to render all 3 screens in one file.

SIZE



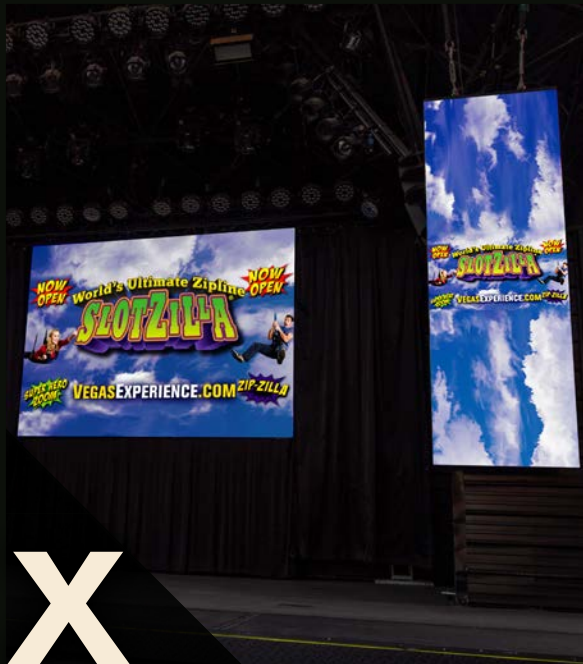
Given the vertical nature of the side screens and relative low resolution, logos should be stacked vertically and text should be large.

VIBRANCY & CONTRAST



Vibrant contrasting colors are highly recommended. Avoid using dark, monotone or washed out colors.

VARIATION



Use the side screens to supplement the center screen and draw attention to the stage, instead of mirroring the center screen graphic.

EFFECTIVE DESIGN



This design uses the side screens to supplement the center while using vibrant, contrasting colors and appropriate sizing of text and graphics.

4. SLOTZILLA TOWER SCREEN

DIMENSIONS

Width: 22 ft
Height: 12 ft 7 in



SPECIFICATIONS

Video Settings

Width: 1320 px
Height: 720 px

FPS: 30
Pixel Aspect Ratio: 1.0 – Square Pixels
Field Type: None (Progressive)

Video Codec: None
File Format: .avi

Audio Settings

Format: N/A

Important Note

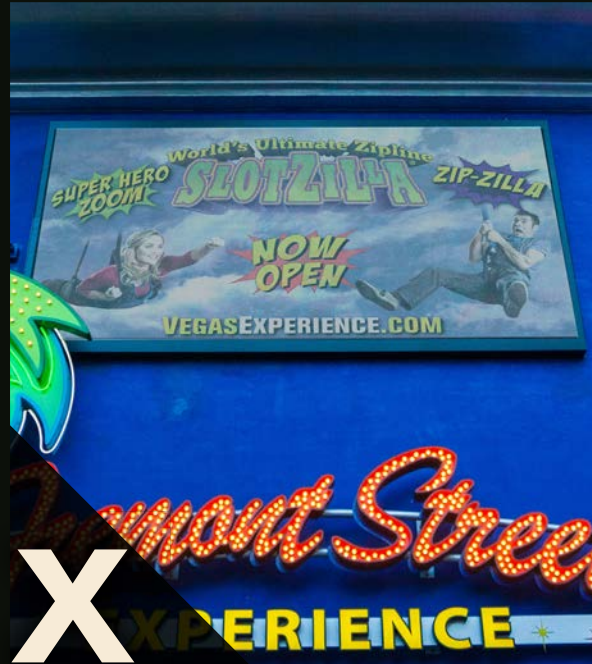
All videos must be 10 seconds in length or shorter.

SIZE



The screen is fairly large, but since it is located high overhead and mostly seen from a distance graphics should be large with minimal text.

VIBRANCY & CONTRAST



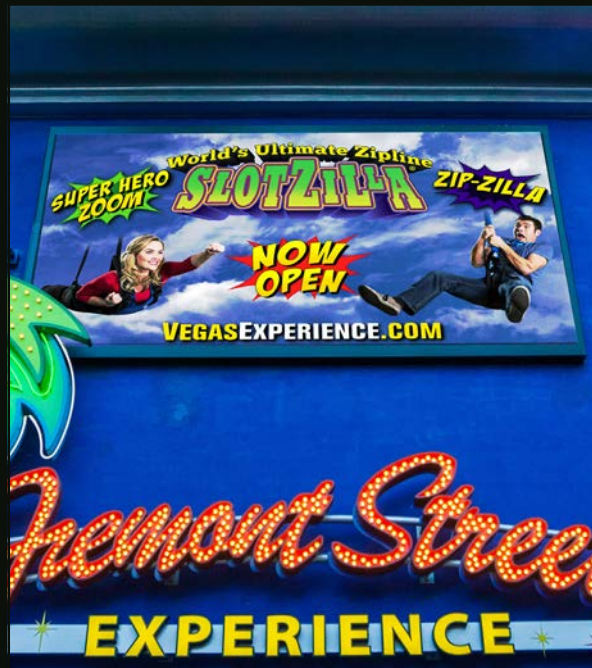
Vibrant contrasting colors are highly recommended. Avoid using dark, monotone or washed out colors.

STILL VS. ANIMATION



This screen only supports videos that are ten seconds in length or shorter.

EFFECTIVE DESIGN



This design has large, prominent graphics that are easily visible from a distance. It also uses vibrant contrasting colors effectively.

DESIGN CONSIDERATIONS

DAY VS NIGHT

Graphics on all outdoor screens work better at night than during the day, but especially on the The Canopy™. When making graphics that are intended to play during the day, avoid using black or dark colors in the design and use as many bright and vibrant colors as possible. A dark colored pixel effectively means that the corresponding LED will turn off, allowing viewers to see the electrical panel beneath. The result is undesirable and distracting. Even when you do design optimally for the day, keep in mind that the viewing experience will still be diminished in comparison to night viewing.

Day



Night



TECHNICAL REFERENCE TABLE

Screen	Width (px)	Height (px)	Codec	Format
The Canopy™	15104	1088	HAP	.mov
Column Screen	168	448	HAP	.mov
Stage Screens	784	336	HAP	.mov
Tower Screen	1320	720	None	.avi

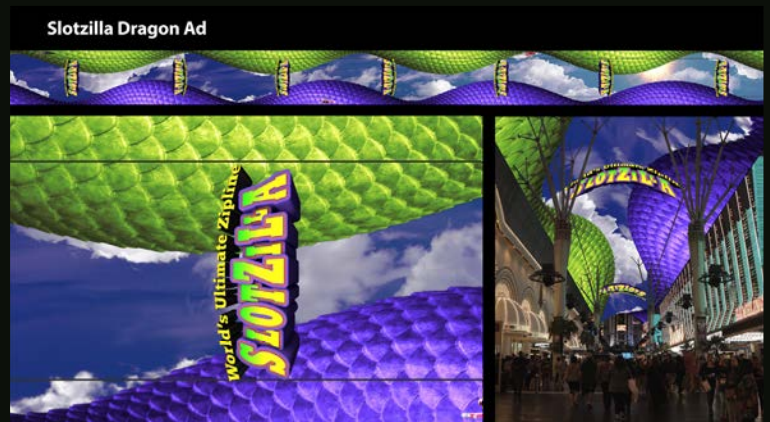
If you cannot convert files to HAP, deliver them as .png sequences or .avi
All files should be rendered at 30 fps with a 1.0 pixel aspect ratio (square pixel)

PRE VISUALIZATION, GUIDES AND AFTER EFFECTS TEMPLATE

DOWNLOAD FILES HERE

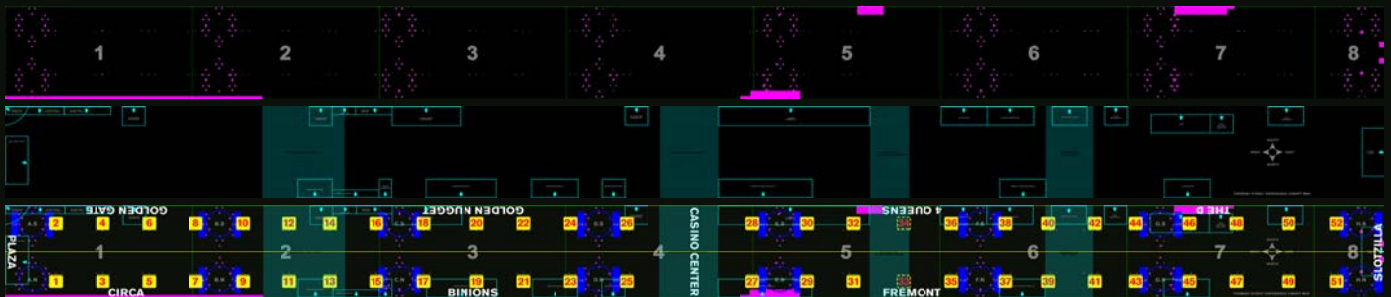
PRE VISUALIZATION

The recommended method for previewing content made to play on the The Canopy™ is to use the After Effects template provide with this document. Simply drop your content into the composition titled "Canopy_INSERT_MEDIA_HERE". Open the composition "Canopy_Presentation" to see your work in our pre-formatted visualizer. This template will give you a wide view, a detailed view, and a mock-up view all at once.



GUIDES

Please reference the guide images that are included with this document. They show many details including the location of structural supports, casinos, bars, intersections, stages, and more. Some examples are shown below.



CONTENT DELIVERY DEADLINE

Please deliver all digital content to the Fremont Street Experience graphics team one week prior to scheduled airing. Contact 3DGraphics@VegasExperience.com with any questions.



VEGASEXPERIENCE.COM

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