



present

# *A New Digital Branding Platform*

# InterContinental Miami



- The InterContinental Miami can help your organization increase brand awareness, tell your story, and motivate your team during your special event.
- Stunning video walls and lighting elements will deliver your message and brand colors throughout the hotel.

# Digital Canvas



- Extremely large text messages scrolling on the hotel facade can be seen by your attendees and by members of the public looking at the Miami skyline.
- Scrolling text can be of a company name, welcome message, or call to action.

# Marquee Display



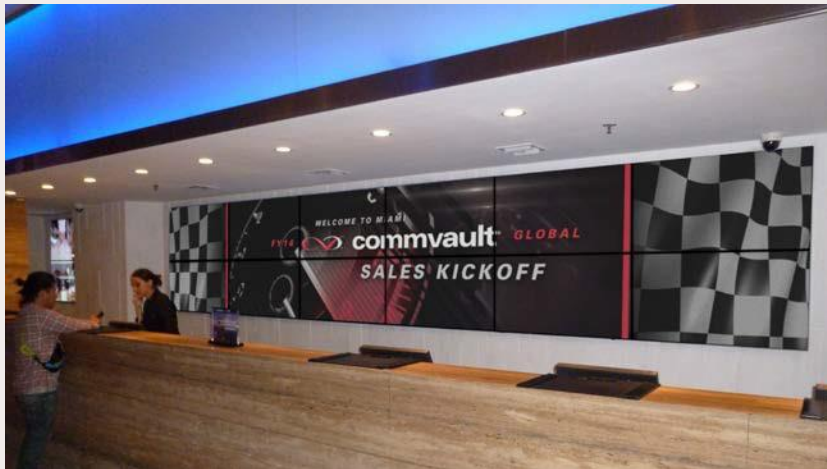
- The marquee display is 35 feet wide by 15 feet high.
- Can be seen by guests driving or walking up to the hotel during the day or at night.
- Ideal for animated company logos, event banners, and/or short impactful videos.



# Registration Desk Video Wall



- The registration desk video wall is six (6) monitors wide by two (2) monitors tall.
- Seen by guests when they check in and check out.
- Can be configured as along thin horizontal canvas or with three (3) HD screens side-by-side.
- Ideal for animated logos, event banners or short videos.



# Lobby Art Walls (aka Pods)



- Each lobby art wall has two 46" monitors mounted in large soft lit panels.

- Can be seen by guests sitting, drinking coffee, having drinks, meeting associates or walking through lobby.



- Ideal for multiple videos, including commercials, highlight reels, product launches, or daily event schedules.

# Elevator Lobby Video Wall



- The elevator lobby video wall is two (2) monitors wide by five (5) monitors tall.
- Can be seen by guests as they enter and exit the elevators.
- Graphics or video clips need to be portrait- or vertically- oriented.
- Ideal for logos, graphics and/or short impactful videos.

# Mezzanine Video Wall



- The mezzanine video wall is four (4) monitors wide by two (2) monitors tall.

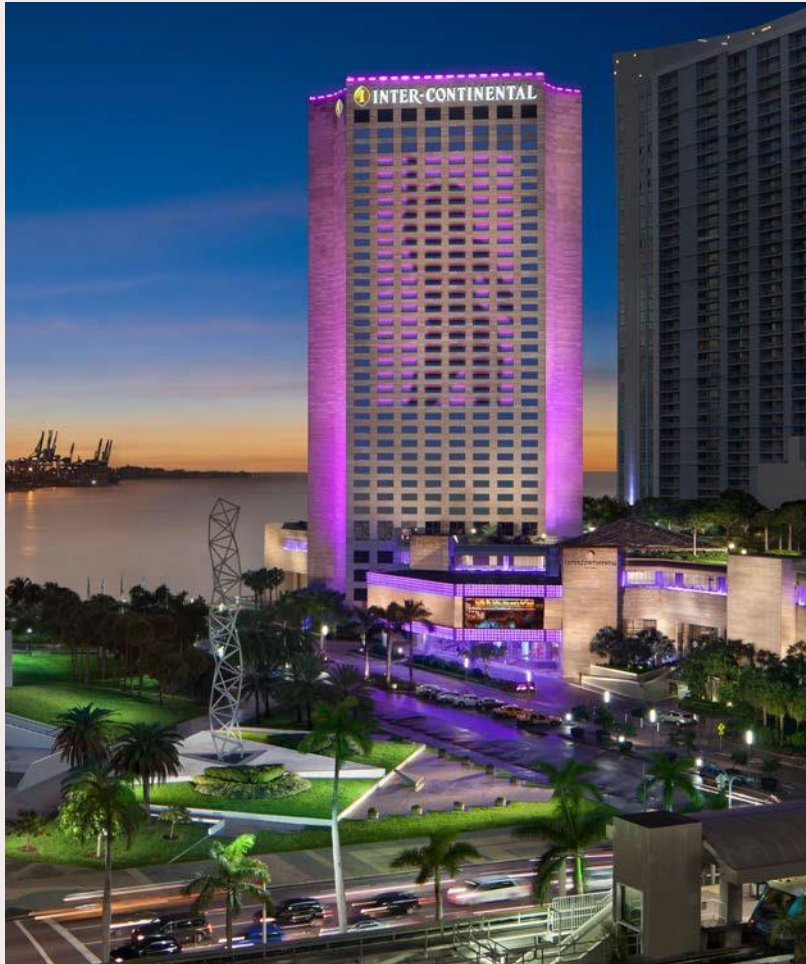
- Seen by all event attendees when they exit from or go to the mezzanine level elevators.



- Ideal for logos, graphics and/or short impactful videos.



# Digital Canvas Lighting



- The crown lights above the InterContinental sign on the hotel tower can be programmed to display your brand colors with animated effects.
- You can also add complementary colors on the apex lights which beam vertically up the left and right sides of the hotel tower.

# Porte-Cochere Lighting



- The upper and lower light bands on the Porte-Cochere can display your brand colors or complementary colors.
- The 100s of ceiling lights (aka "dots") beneath the Porte-Cochere can display animated patterns, adding excitement to your attendees' walk-in and walk-out experience.



# Interior Lobby Lighting



- The lights above the Registration Desk, the Concierge Desk and the Elevator Lobby can be programmed with your brand colors or complementary colors.

# Atrium Panels Lighting



- There are 18 large atrium light panels above the Henry Moore sculpture in the center of the lobby.
- Arrayed in three sets of six on the triangular sides of the atrium, these light panels can be programmed with multiple colors and fun patterns.





# INTERCONTINENTAL®

## MIAMI

INSTALLATION	RESOLUTION (Pixel Width x Pixel Height)	MEDIA OPPORTUNITIES	RUNNING TIME	FEE
<b>Exterior Skyline (Digital Canvas)</b>	19-story LED Screen 172 x 364	Scrolling Texts (10 to 20 secs long)	Scrolling Texts Interspersed 50% of Time From Dusk Til Dawn	TBD
<b>Exterior Marquee Display</b>	Outdoor LED Screen (1920 x 1080)	Landscape Video, Photos, Graphics	Short Videos Interspersed 50% Of Time, 24 Hours a Day	TBD
<b>Interior Lobby Art Walls (4)</b>	Interior 8 LED Monitors 1920 x 1080	Landscape Video, Photos, Graphics, Logos	Your Content Runs Exclusively 24 Hours a Day	TBD
<b>Interior Lobby Art Walls (7)</b>	Interior 14 LED Monitors 1920 x 1080	Landscape Video, Photos, Graphics, Logos	Your Content Runs Exclusively 24 Hours a Day	TBD
<b>Interior Elevator Lobby Video Wall</b>	Interior 2 x 5 VideoWall (1920 x 2700)	Portrait-Oriented Video, Photos, Graphics, Logos	Short Videos Interspersed 50% Of Time, 22 Hours a Day	TBD
<b>Interior Registration Desk Video Wall</b>	Interior 6 x 2 VideoWall 5760 x 1080	Landscape Video, Photos, Graphics, Logos	Short Videos Interspersed 50% Of Time, 22 Hrs a Day	TBD
<b>Interior Mezzanine Video Wall</b>	Interior 4 x 2 VideoWall 3840 x 1080	Portrait-Oriented Video, Photos, Graphics, Logos	Your Content Runs Exclusively 12 to 22 Hrs a Day	TBD
<b>Exterior Lighting Package</b>	Hotel Tower, Garage, Porte-Cochere Lights	Paint The Hotel Exterior With Your Brand Colors	12 Hours from Dusk to Dawn	TBD
<b>Interior Lighting Package</b>	Lobby Art Walls, 18 Atrium Panels and All Other Lobby Lighting Zones	Paint The Hotel Interior With Your Brand Colors	24 Hours A Day	TBD

**Multiple installation and multiple day packages are available.**  
**Please Note: A 24% Hotel Service Fee will be added to your invoice.**



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