A New Digital Branding Platform
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 texts can be a company name, welcome message, or call to action.
• 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 a long 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 Options

- 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 Options

- 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 Options

• 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 Options

- 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.
# Digital Installation Rate Card

<table>
<thead>
<tr>
<th>INSTALLATION</th>
<th>RESOLUTION (Pixel Width x Pixel Height)</th>
<th>MEDIA OPPORTUNITIES</th>
<th>RUNNING TIME</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exterior Skyline (Digital Canvas)</td>
<td>19-story LED Screen 172 x 364</td>
<td>Scrolling Texts (10 to 20 secs long)</td>
<td>Scrolling Texts Interspersed 50% of Time From Dusk Til Dawn</td>
<td>$1500/Day</td>
</tr>
<tr>
<td>Exterior Marquee Display</td>
<td>Outdoor LED Screen (1920 x 1080)</td>
<td>Landscape Video, Photos, Graphics</td>
<td>Short Videos Interspersed 50% Of Time, 24 Hours a Day</td>
<td>$1000/Day</td>
</tr>
<tr>
<td>Interior Lobby Art Walls (4)</td>
<td>Interior 8 LED Monitors 1920 x 1080</td>
<td>Landscape Video, Photos, Graphics, Logos</td>
<td>Your Content Runs Exclusively 24 Hours a Day</td>
<td>$1500/Day</td>
</tr>
<tr>
<td>Interior Lobby Art Walls (7)</td>
<td>Interior 14 LED Monitors 1920 x 1080</td>
<td>Landscape Video, Photos, Graphics, Logos</td>
<td>Your Content Runs Exclusively 24 Hours a Day</td>
<td>$2625/Day</td>
</tr>
<tr>
<td>Interior Elevator Lobby Video Wall</td>
<td>Interior 2 x 5 Video Wall (1920 x 2700)</td>
<td>Portrait-Oriented Video, Photos, Graphics, Logos</td>
<td>Short Videos Interspersed 50% OfTime, 22 Hours a Day</td>
<td>$1500/Day</td>
</tr>
<tr>
<td>Interior Registration Desk Video Wall</td>
<td>Interior 6 x 2 Video Wall 5760 x 1080</td>
<td>Landscape Video, Photos, Graphics, Logos</td>
<td>Short Videos Interspersed 50% OfTime, 22 Hrs a Day</td>
<td>$1500/Day</td>
</tr>
<tr>
<td>Interior Mezzanine Video Wall</td>
<td>Interior 4 x 2 Video Wall 3840 x 1080</td>
<td>Portrait-Oriented Video, Photos, Graphics, Logos</td>
<td>Your Content Runs Exclusively 12 to 22 Hrs a Day</td>
<td>$950/Day</td>
</tr>
<tr>
<td>Exterior Lighting Package</td>
<td>Hotel Tower, Garage, Porte-Cochere Lights</td>
<td>Paint The Hotel Exterior With Your Brand Colors</td>
<td>12 Hours from Dusk to Dawn</td>
<td>$1000/Day</td>
</tr>
<tr>
<td>Interior Lighting Package</td>
<td>Lobby Art Walls, 18 Atrium Panels and All Other Lobby Lighting Zones</td>
<td>Paint The Hotel Interior With Your Brand Colors</td>
<td>24 Hours A Day</td>
<td>$1000/Day</td>
</tr>
</tbody>
</table>

The above rates are for in-hotel customers only.
Multiple installation and multiple day packages are available.
Please Note: A 24% Hotel Service Fee will be added to your invoice.
For quotes and technical information, please contact David Schwartz at Fresh Juice Global via phone 310-464-6240 or email at david.schwartz@freshjuiceglobal.com.