CVISION

555 Hennessy Road, Causeway Bay, HK

MEANING OF CVISION

Causeway Bay – Heart of Hong Kong

Facing one of the busiest pedestrian crossings in the world, the screen attracts **11.7 million** viewers impressions per month

Colossal Media Platform

Towering at 19m (H) x 72m (W), the screen measures at approximately **1,400m²** or equivalent to **five, full-size tennis courts**

Crystal Clear Image

With **13.8 million pixels**, CVISION boosts up to **8K resolution** and provides unrivalled image clarity

Colorful And Dramatic Contrasts

Powered by proprietary LED chip and Real Black™ technology, the screen achieves **50% deeper color contrasts** than conventional LED

Creative Possibilities

Flexible back-end system supports infinite display formats, interactive capabilities, live-streaming and other bespoke media solutions

RESEARCH FIGURES

Traffic Count

Daily traffic of **391,556** leaving their footprints along the roads facing SOGO (11.7mil monthly traffic count)

Awareness

87% respondents were aware of CVISION as it is certainly more catchy and hence capable of capturing a high awareness

Visual Impact

The size of CVISION was impactful; with average **7 in 10** respondents agreed CVISION could catch their attention and it would be fit for high-end brands to advertise

Income Profile

Monthly Household Income **(HK$44,907)**;
Monthly Personal Income **(HK$27,407)**
The median MHI of the general HK population is **HK$28,600**

*Source: Census and Statistics Department (C&SD)
IPSOS HK Limited (Survey period – November 2018)

MATERIAL SPECIFICATION

Video

- Resolution: 7168 x 1920
- Format: .mov
- Codec: APPLE ProRes 422 (LT) at 10 bit color sampling
- Frame rate per second: 25

Audio

- Audio codec: AAC
- Sample rate: 48 kHz
- Level: from -12db to -6db
- Mono Audio OR Stereo Audio (keep left & right channels under same sound level)

ADVERTISING & MEDIA ENQUIRIES

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