

# VIRTUALXPO

Vibe! the world's first 24/7 trade show  
for the Live Production Industry.

Joining Vibe! is easy for companies and personnel.

Open your account.  
Provide your content.  
See your business grow.

Here's how:

Vibe! can accommodate a limitless amount of images, text and multimedia content for each and every exhibitor. However, we realise that you have to start somewhere so we have devised a straight forward buy-in package that includes a single full page visual plus two pop out overlays, one describing the company philosophy and products in a maximum of 1,000 words while the other is a fully networked contact page with embedded links. Exhibitors will also be included in the search list and virtual map.

The Vibe! app will be free to install and visitors will be asked to register their details just as they would at a real world show. This will allow 100% P2P interaction 365 days a year through our Fingerprint analytics.

## Fingerprint Analytics

Never miss another visitor or client via our big data analytics feature - you'll be able to interact in person with anyone who looks at your products. How cool is that?



## Fingerprint Analytical Advertising

For the first time ever, you will be able to monitor the impact of your advertising campaigns, make them interactive, and then interact with everyone who views them.

Apart from searching for products and services, visitors will also be able to email content, link to exhibitor email addresses, phone and fax numbers, websites and those of their partners, create notes and favourites, and post to social media. Vibe! will provide an essential communications hub for the industry.

The Vibe! show content will be completely free of advertising, allowing visitors to focus on what's really important: people and products. However, we will be accommodating industry news and advertising in Vibes an exciting stand-alone publication within the app menu section. As the pages link to our analytic reporting function, exhibitors will also be able to monitor the reach of their media content.

The entry-level buy-in package is just £100 + VAT per annum on a three-year contract and we will maintain this price for pre launch signups for the duration of the contract. Additional pages are also £100 each + VAT. Video and 360° content can be accommodated or provided by VirtualXpo. Please contact our sales department for further information.

Visitors will be able to find exhibitors by name, logo, category or territory. The main categories are as follows:

- Audio
- Lighting
- Video
- Production
- Services / Hire
- People

Sub categories will be provided for each main category:

Audio:

- Consoles
- Loudspeakers
- Amplifiers
- Microphones / IEM
- Cables
- DSP
- Cases
- People

Lighting:

- Consoles
- Moving Heads
- Spots
- Washes
- Strobes
- Cases
- People

Video:

- Screens
- Media Servers
- Video Mapping
- Cases
- People

Production:

- Staging
- Rigging
- Control

Cases  
People

Services / Hire

Sound  
Lighting  
Screens  
Staging  
Power & Distro  
Communications  
FX / Pyro  
Used Equipment  
Barriers  
Catering  
Trucking  
Security  
Travel  
People

Venues, Rehearsal facilities and Education categories will be included soon.

The demo version of Vibe! is available right now from the Apple Store. The show will be officially launched this summer on iOS and all other digital platforms.

To open your account and reserve your place at Vibe! in good time for the show launch please contact: [sales@virtualxpo.com](mailto:sales@virtualxpo.com)

Vibe! app: content requirements & suggestions.

INTRO

This section specifies the technical requirements and offers some suggestions for the content production provided by the exhibitor for the Vibe! application.

IMAGES

Images can be JPG (preferred) or PNG, 72dpi using RGB

Images for the FlyMeThrough [FMT] [exhibitor section] are 2048x1496 px

The images for the directory section and for the landing page are obtained by defining a cropped area from the exhibitor section images. To get the best results for these sections please take note of the following guidelines:

iPAD

On the home page:

1368 x 908 px ("ken burns" area, top left of home page)

680 x 908 px (dissolve area, top right of home page)

As an example, if you want to display your whole logo in the dissolve area you need to be sure it is included in an area the size of 680 x 908 inside the master image.

Main exhibitor image (directory section): 1548 x 900 px

iPHONE

On the home page all areas are 320 x 298 px

Main exhibitor image (directory section): 640 x 420 px

When creating images for the FMT please consider the size of iPhone screen. If the image contains overlay text the size of the text must be defined to make it readable on the iPhone.

Please note that the iPhone images can be selected with a tap and pinched / zoomed in portrait and landscape.

Text can only be zoomed in portrait.

## VIDEO

Videos are delivered via HTTP progressive download so they are inserted as a url.

Each video must respect the following requirements:

- H.264 video, up to 1.5 Mbps, 640 by 480 pixels, 30 frames per second, Low Complexity version of the H.264 Baseline Profile with AACLC audio up to 160 Kbps, 48 kHz, stereo audio in .m4v, .mp4, and .mov file formats.
- H.264 video, up to 768 Kbps, 320 by 240 pixels, 30 frames per second, Baseline Profile up to Level 1.3 with AACLC audio up to 160 Kbps, 48 kHz, stereo audio in .m4v, .mp4, and .mov file formats.
- MPEG4 video, up to 2.5 Mbps, 640 by 480 pixels, 30 frames per second, Simple Profile with AACLC audio up to 160 Kbps, 48 kHz, stereo audio in .m4v, .mp4, and .mov file formats.

## 360°

The app has the possibility to show 360° images that can be rotated manually on the screen. A 360° object is based on a bundle of images representing the various sides of the object to rotate. Each 360° bundle is composed of up to 36 pictures of the object and must be of the same size in JPG format. The images will be shown in alphabetical order so they must be named accordingly. To build a fluid rotation we suggest the use of 18 pictures minimum.

## TEXT CONTENT

There are three types of text content.

All text is inserted into the app by VirtualXpo using HTML so links and visual formatting can be included. Please provide all texts in Word or Page formats, not PDF.

### Short Description Content

Just a few lines of text are used to introduce the exhibitor. They are displayed in the "Map" section and in the "Direct Search" section. The text can scroll so there's no real limit for its length but we suggest keeping it to around 250 characters.

### Long Description Content

This text is displayed in the righthand pop out panel on the FMT. This text can also scroll vertically. The text length to avoid scrolling is about 1000 characters and the number of characters can vary depending on the size of the font used. This text section can also contain images but our suggestion would be to avoid the inclusion of images for better readability.

### Contacts Content

This area contains contacts information and links. The requirements are the same as for the long description.

For telephone numbers we suggest the use of the "tel://" url type, so on the iPhone the app will activate a phone call when a user taps directly on the number.

Links, including websites and RSS feeds can be included in this section.

Please send your content to:

[jay.green@virtualxpo.com](mailto:jay.green@virtualxpo.com)

Additional information and assistance can be found at the following links:

<http://www.Vibe.VirtualXpo.com>

<http://www.VirtualXpo.com>

[sales@virtualxpo.com](mailto:sales@virtualxpo.com)