

**Taipei Nangang Exhibition Center, Hall1**  
**Guidelines for LCD Bulletin Boards in the Public Space**

104.06.29

1. These Regulations shall apply only to LCD bulletin boards in the public space of Taipei Nangang Exhibition Center, Hall 1 (hereinafter referred to as the "Exhibition Hall") that is operated by the Taiwan External Trade Development Council (hereinafter referred to as "TAITRA").
2. Lessees of venues in the Exhibition Hall shall have priority for using LCD bulletin boards within their venues. Renting LCD bulletin boards outside their venues is subject to prior approval from TAITRA.
3. TAITRA is entitled to open available LCD bulletin boards during the same period or during similar time slots for rent by counterparts of existing lessees.
4. If there is demand for rotational broadcasts, such rotational broadcasts are limited to two lessees per LCD bulletin board for the same time slot. The rental shall be shared proportionately based on the length of the broadcasts.
5. The lessee must complete the "Application Form for LCD Bulletin Boards." TAITRA will issue the invoice accordingly. In case of any changes to the broadcast that require additional payments, the lessee must pay the additional fees prior to the broadcast time or the payment will be deducted from the security deposit.
6. Please make the payments as indicated in the invoice issued by TAITRA before the deadline in cash or via wire transfer after the application is approved. If any payment is past due, the lessee will be considered as having given up the right to rent.
7. Contents of the broadcast shall not violate government laws and regulations and shall not undermine public order and good morals. The lessee must submit the content and files to be broadcast to TAITRA for review at least five days before use. In the event that TAITRA has concerns over the broadcast content, TAITRA shall refuse to broadcast the content and will refund the fees already paid. The organizer shall not object to TAITRA's decision.
8. When LCD bulletin boards malfunction as a result of technical failure, natural disaster, or other force majeure, TAITRA will send technicians to fix the problem. Aside from refunding the fees for unused hours, TAITRA is not responsible for any other compensation.
9. Broadcast specifications of all displays:
  - a. The resolution of video walls in Areas I and K (with six displays each) is 2304 x 680 pixs.
  - b. For video walls in Area J (with nine displays each), it is necessary to divide each side into two screens (the first six displays and the last three displays) which will play

separate information. The resolution of the first six displays is 2,304 x 680pixs and that of the last three displays is 1,152 x 680pixs.

- c. The resolution of video walls in Areas L and N (with three displays each) is 1,920 x 360 pixs.
- d. For video walls in Area M (with five displays each), it is necessary to divide each side into two screens (the first three displays and the last two displays) which will play separate information. The resolution of the first three displays is 1,920 x 360pixs and that of the last two displays is 1,920 x 540pixs.
- e. The resolution of all the other displays (No. 5-9) is 1,360 x 768 pixs.
- f. Supported audio-visual file formats: MPEG (MPG, VOB), AVI, WMV, WMA, MP3, MP4.
- g. Supported image file formats: JPG, BMP.
- h. Supported Flash Video formats: HTML, SWF.

Please refer to Attachment 1 for locations and sizes of LCD bulletin boards, Attachment 2 for Rental Rate, Attachment 3 for Production Diagrams, and Attachment 4 for the Application Form.

10. These Regulations shall take effect from the date they are announced. Any matters not specifically mentioned shall be subject to amendment by TAITRA at any time.