
MARRIOTT LA LIVE

SV INTERACTIVE CAPABILITIES



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StandardVision offers a suite of interactive possibilities for DOOH advertising. Using our monumental media facade as an interactive canvas, our offerings help connect brands and audiences in innovative and immersive ways.

StandardVision's in-house content team is available to collaborate on all Interactive Content deployments.

Live Text Input

Live Text Input is an interactive offering that allows participants to send textual messages to the screen via their mobile devices, using SMS or Twitter. This feed works in near real-time and features automatic profanity filtering, as well as curatorial oversight provided by StandardVision.

Image Stream

Image Stream showcases a live selection of photos or videos on StandardVision's media façade. Media content can be delivered from any web location or sent directly from a participant's mobile device. Image Stream works in near real-time, with only a slight delay for image assessment and curatorial oversight provided by StandardVision.

Time-Aware Content

Time-Aware-Content plays at predetermined moments during the day or night. Time-Aware-Content also includes Clock sponsorships—30 second advertisement opportunities available at any of the 15 minute intervals within an hour (:00, :15, :30, :45).

Event-Aware Content

Event-Aware-Content is triggered and modified by external events, including weather, sports scores, traffic conditions or news reports.

For more information, please contact

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