

# JE\_01-2\_01

## Exhibition Guidelines for Collectors

**Format**

Video: 1x 16:9 (landscape) / 3840x2160 - 60Hz  
Audio: Stereo 48000 Hz

**Equipment Requirements**

Display Technology: LCD/LED/OLED  
Display Native Resolution: 4K 60Hz - 3840x2160  
Screen Size: Variable dimensions (32" to 85")  
Display Type (recommended): Professional digital-signage display designed for 24/7 operation  
Display Type (alternative): Standard 4K TV - minimal even black bezel with a non-intrusive logo  
Mounting Hardware: VESA wall-mount  
Positioning: 155 cm from the floor to the center of the screen  
Audio System (recommended): External speakers connected to the display (soundbar)  
Audio System (alternative): For low volume application the display's internal speakers can be used  
Video Player: Video Player provided by Quayola Studio (or similar high-end video playback system)  
Cables: HDMI 2.0 (4K60) for audio and video signal

**Installation Guidelines**

The artwork should be displayed on a dedicated 4K screen.  
The display can be of any size and the collector is free to choose the one that fits the context best, as long as it respects the technical specifications mentioned above.

The artwork should be wall-mounted and displayed like a painting. The display should not sit on a tv stand or cabinet. All cabling and electronics should be hidden behind the display and/or wall.  
The display should have a minimum clearance of 50 cm on all sides.  
It is recommended to avoid bright reflections on the screen.  
The picture-settings should be adjusted to achieve a softer/smooth image and avoid harsh contrasts. Cinema-mode is usually a setting that better enhances the pictorial quality of the artwork.  
Make sure that all automatic dimming modes are turned off, otherwise they will dynamically alter the picture. The screen's back-light intensity should be adjusted to the overall lighting conditions. In some cases, it is best to keep the brightness down to blend the artwork with the surrounding environment.

**Screen Size Diagrams**

