

BIGGER THAN LIFE. LOUDER THAN WORDS.



PAKISTAN'S PREMIER 3D MEGA-DIGITAL
LANDMARK CBD Quaid District | Lahore

If you're a BIG brand, but you're not
displayed here... are you really the **BIG ONE**?



A Project by CBD Punjab



LAHORE DOESN'T LOOK AWAY. MAKE SURE IT SEES YOU.

In a world filled with static billboards and mobile noise, average advertising is ignored. Attention isn't asked for—it is commanded by the colossal.

BIG ONE is not just an SMD display; it is the visual icon of modern Lahore. Dominating the high-velocity commercial intersection at the entrance of CBD Quaid District, it turns every passing vehicle and pedestrian into an active viewer.

THE NUMBERS THAT MATTER

802,185
Daily Impressions

8,475^{SQFT}
Mega Digital Canvas

10,000+^{NITS}
Ultra Bright Display

12/7
hours - days



BIGGER SPECIFICATIONS. BIGGER IMPACT.

Engineered using top-tier Absen A8025 display technology, BIG ONE sets an unprecedented technical benchmark for digital out-of-home (DOOH) media across South Asia.

PROJECT & SCREEN OVERVIEW

FEATURE / METRIC	BIG ONE SCREEN SPECIFICATIONS
Location	Vertex, CBD Punjab Quaid District, Lahore, Pakistan
Brand Identity	BIG ONE (Independent Brand)
Screen Type	Curved L-shaped high-brightness outdoor SLD LED 3D display
Hardware Brand / Model	Absen A8025
Total Surface Area	787.35 m ² (~8,475 sq ft)
Physical Dimensions	70ft. X 122ft.
Display Hours	12/7 Display Hours



DISPLAY SPECIFICATIONS SHEET

TECHNICAL PARAMETER	BIG ONE Screen Specifications	IMPACT & BENEFIT
Hardware Brand / Model	Absen A8025	World-class, industrial-grade exterior LED system
Total Surface Area	787.35 m² (~8,475 sq ft)	Pakistan's massive, seamless exterior mega-canvas
Physical Dimensions	21.12 m H × 37.28 m W	Massive vertical elevation & wraparound horizontal span
Display Resolution	3840 x 2160 px (4K)	Ultra-HD pixel canvas for native 4K media playback
Pixel Pitch	P8 (8 mm)	Perfect clarity for both close-range and long-distance viewing
Aspect Ratio	19:11	
Pixel Density	≥ 15,000 px/m2	Ultra-high definition density without pixelation
Daytime Brightness	≥ 10,000 Nits	Gold Wire LEDs for crystal-clear sunlight readability
Contrast Ratio	14,000:1	Deep blacks & rich color saturation under direct sunlight
Refresh Rate	≥ 15,000 Hz	Complete flicker-free video playback for camera/mobile capture
Color Processing	16-Bit Grayscale	Ultra-smooth gradients and true-to-life color depth
Viewing Angle	Horizontal: ≥ 160° Vertical: ≥ 120°	Maximize reach across both pedestrian and vehicular lanes
Operating Temp Range	-20° C – + 50°	Engineered for extreme seasonal heat and weather changes
Ingress Protection	Front: IP66 / Rear: IP65	Heavy rain, dust, and UV resistance



BIGGER THAN REALITY: 3D DEEP SCREEN CAPABILITIES

Don't just show an ad—break out of the screen. BIG ONE features custom curved-corner architectural alignment, specifically engineered for Anamorphic 3D (Deep Screen) content.

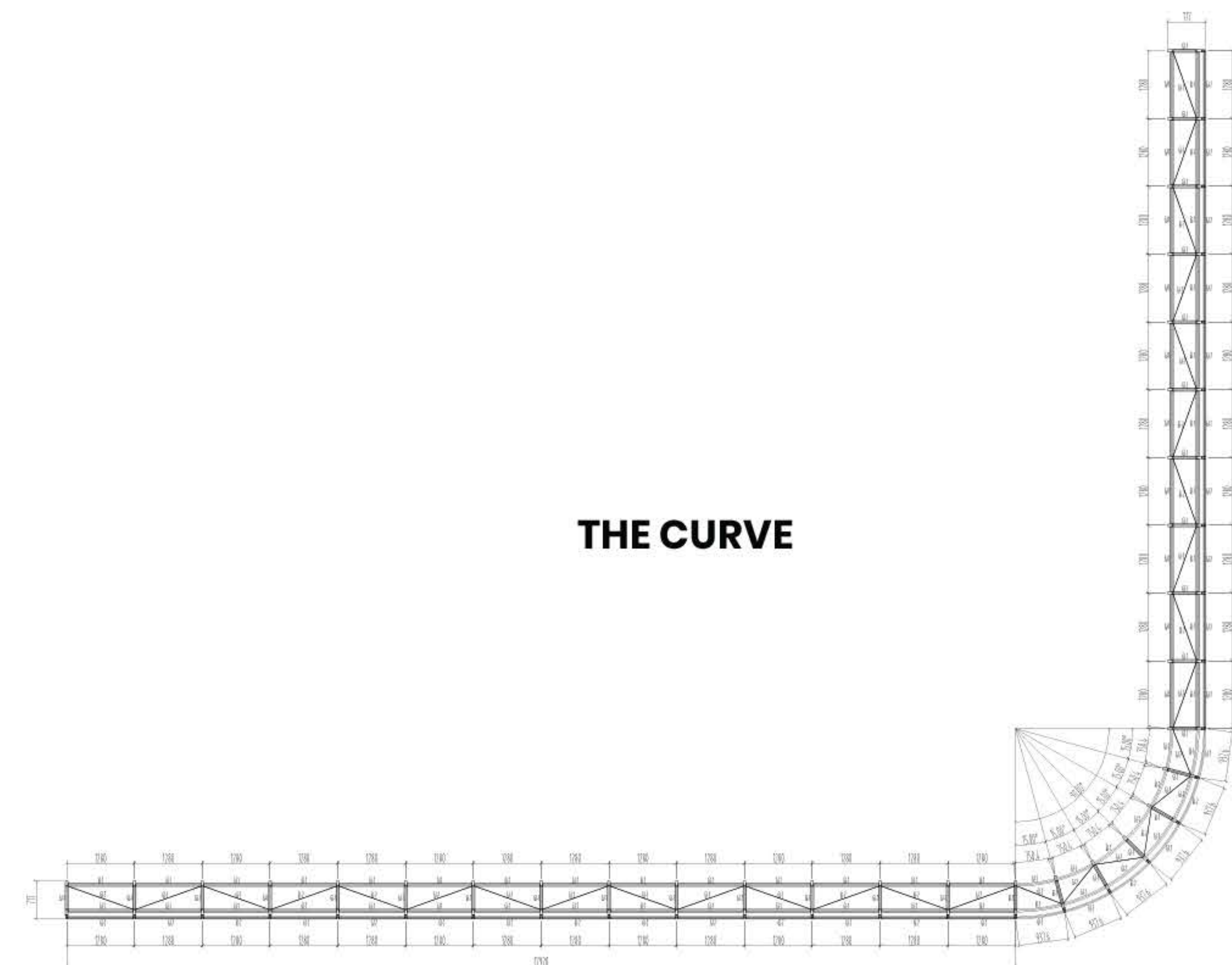
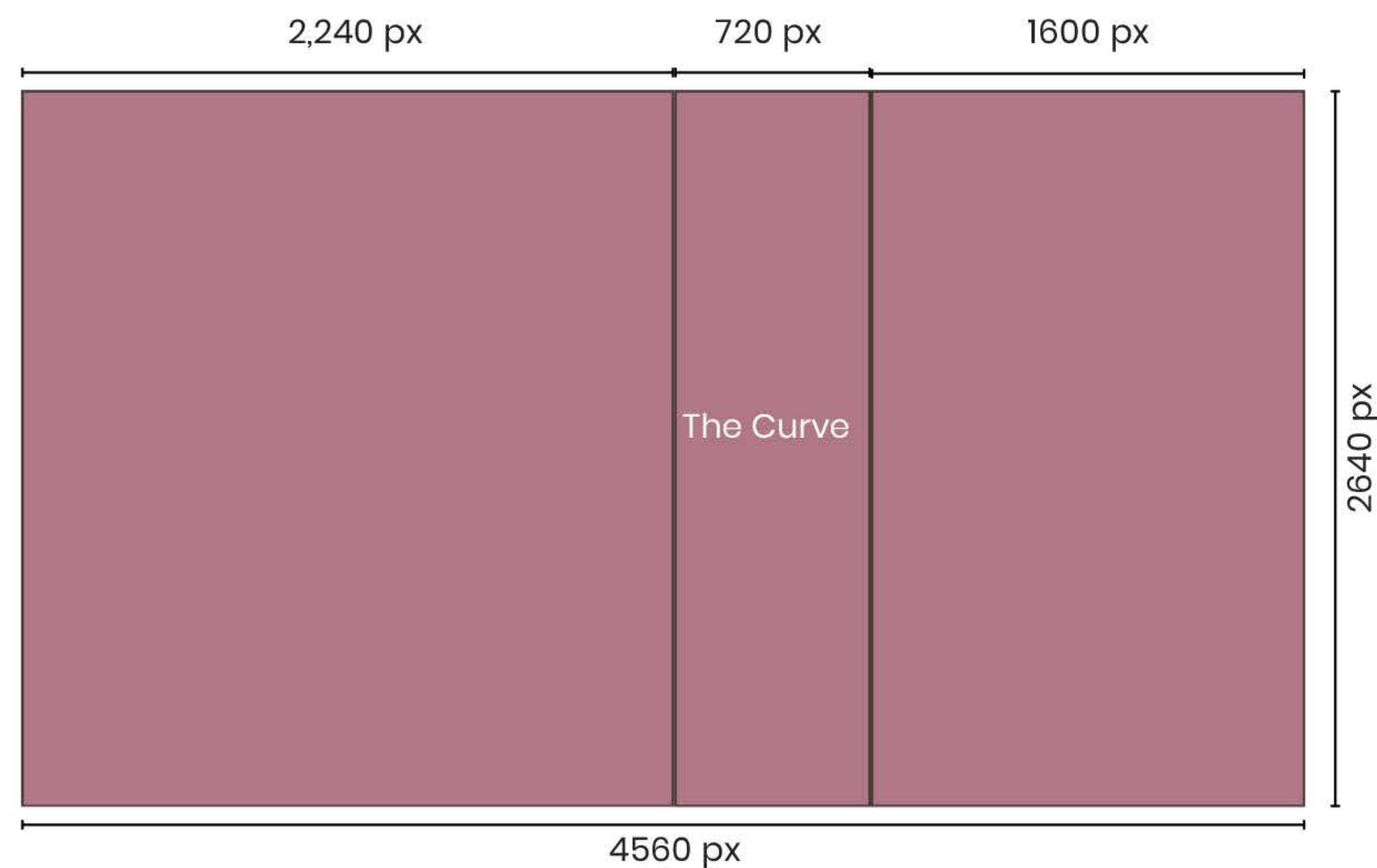
WHY ANAMORPHIC 3D ON THE BIG ONE?

- Hyper-Realistic Depth Illusions: Characters, products, and vehicles illusionary "pop out" directly towards incoming drivers and pedestrians.
- Viral Social Media Magnet: 3D campaigns turn audience members into content creators. Viewers record, post, and share videos on TikTok, Instagram, and LinkedIn— making your campaign reach BIG.
- Camera-Optimized Playback: With a $\geq 15,000$ Hz refresh rate, viewers' smartphone cameras capture pristine, sweep-free 3D video clips with zero distortion or scan lines.



STRUCTURAL SCHEMATIC & DIMENSIONS

Don't just show an ad—break out of the screen. BIG ONE features custom curved-corner architectural alignment, specifically engineered for Anamorphic 3D (Deep Screen) content.



FACADE INTEGRATION & SAFETY STANDARDS

- Structural Engineering: Built on hot-dip galvanized steel frames compliant with ISO 1461 standards to ensure durability against high wind loads.
- Power Efficiency: Average power consumption of $\leq 195 \text{ W/m}^2$ (Max $\leq 580 \text{ W/m}^2$), featuring weather-adaptable automatic brightness control.

TARIFF

SLOT	1 Spot (PKR)	SPOT PER DAY	TOTAL SPOTS
1 Week	1,000,000	180	10,080
1 Month Exclusive Offer	2,500,000	180	40,320

Total Functional Hours / Day		Minutes / Day / Spot	
12		90	
SPOT DURATION	SPOT PER ROUND	TOTAL SPOTS PER DAY	EACH SPOT PER DAY
30 SECONDS	8	1,440	180



LAYOUT EXAMPLE

Safe zone

Curve



FROM REAL ESTATE TO REAL CONFIDENCE

CBD Punjab did not just create campaigns. It created belief. It did not just launch projects. It launched possibilities. It did not just build visibility. It built confidence in Punjab's future.

CREATIVE DELIVERY & FILE SPECIFICATIONS

To ensure your campaign is delivered in pristine quality, creative assets must meet the technical production guidelines below:

ARTWORK & VIDEO DELIVERY SPECIFICATIONS

- Display Resolution: 3840 x 2160 pixels (4K resolution) (19:11 Aspect ratio mapped across the curved L-shape)
- Video Codec & Format: MP4 / MOV (H.264 or H.265 / HEVC)
- Frame Rate: 30 fps or 60 fps (Smooth motion)
- Color Space: Rec. 709 / sRGB (16-bit processing)
- Static Image Format: Uncompressed PNG / High-Quality JPG
- Anamorphic 3D Grid Templates: Available upon request from the technical team.



THINK BIG. ACT BIG. BE THE BIG ONE.

Opportunities of this scale do not stay available for long. Space on Pakistan's largest, most technologically advanced 3D exterior display is strictly limited to brands ready to lead their industry.

[BIG PRODUCT] + [BIG DISPLAY] = UNMATCHED MARKET DOMINANCE

BOOKING DETAILS

- Operational Date: Operational August 2026
- Slot Formats: 15-Second / 30-Second High-Frequency Loops
- Exclusive Strategic Leases: Pre-booking open for category leaders.

DON'T LET YOUR COMPETITION BECOME THE BIG ONE.

- Claim your piece of the visual horizon today.
- Direct Booking Line: +92-42-990-58100 (Ext. 169)
- Corporate Inquiries: info@bigone.pk
- Site Location: Vertex, CBD Quaid District, Gulberg, Lahore

