



**OUTERNET**  
LONDON

O U R M I S S I O N

TO CREATE  
EXPERIENCES  
WORTH SHARING

## WHO WE ARE

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Outernet London is home to the largest, most advanced digital screens in Europe, with high-spec modular entertainment, experience and retail spaces.

The vision is to create the world's first connected, global, immersive entertainment brand.

Combining the storytelling of television, the prominence of outdoor and the physicality of experiential marketing. Outernet will be a destination for shared experiences and high impact content.

We are dedicated to creating, curating and commissioning ground-breaking content across music, art and culture.

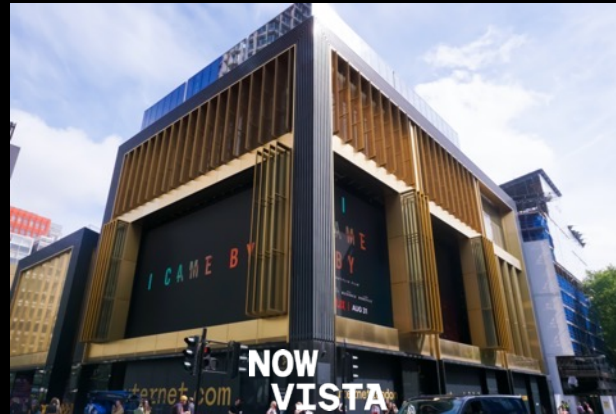




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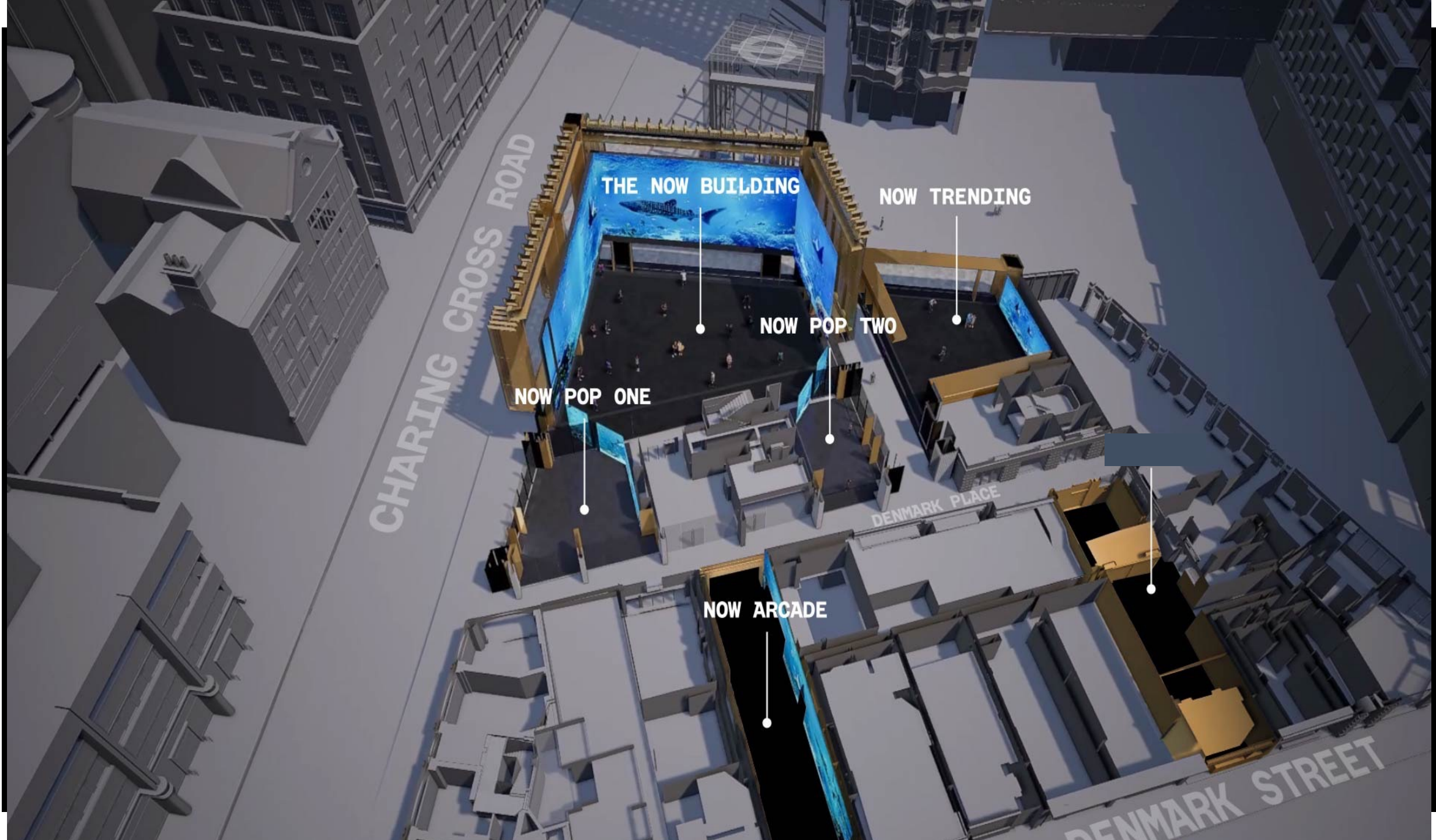


# THE WORLD'S LARGEST DIGITAL SCREEN CANVAS



..and breath-taking modular Entertainment, Experience & Retail Spaces





THE NOW BUILDING

NOW TRENDING

NOW POP TWO

NOW POP ONE

NOW ARCADE

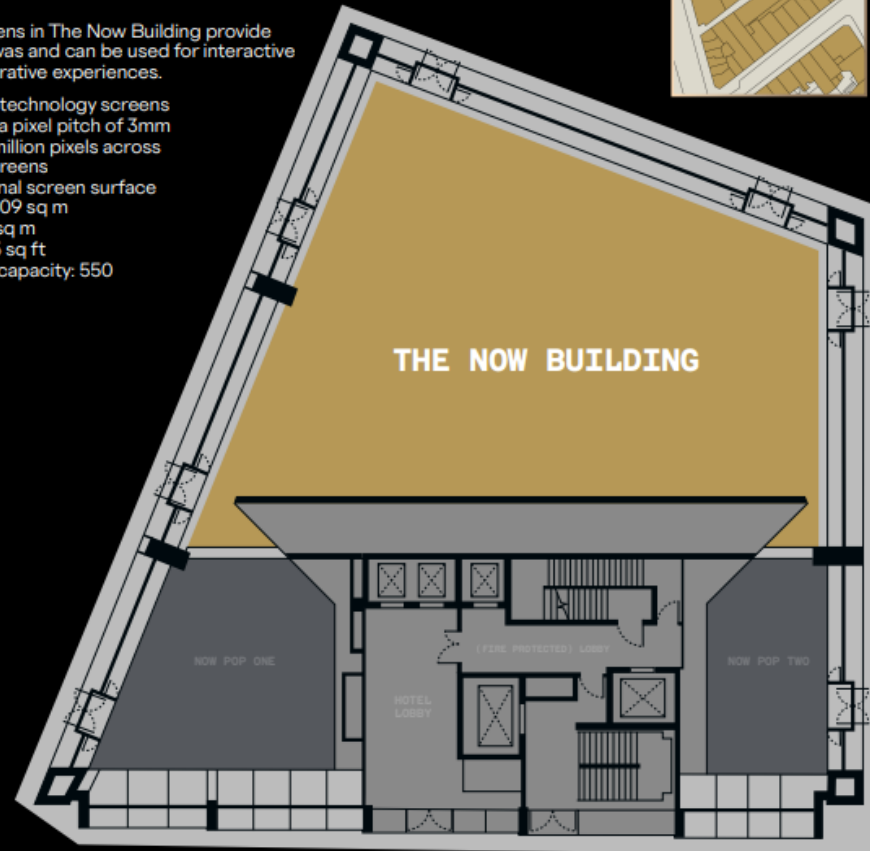


# THE NOW BUILDING

## KEY FACTS

The screens in The Now Building provide a 16k canvas and can be used for interactive and generative experiences.

- LED technology screens with a pixel pitch of 3mm
- 150 million pixels across all screens
- Internal screen surface of 1,209 sq m
- 439 sq m
- 4,725 sq ft
- Max capacity: 550



The Now Building features screen interactivity, directional sound and atomised scent, fully rigged to accommodate high-impact staging and production. It is an ideal stage for creating iconic cultural moments and brand showcases for large audiences. The Now Building can be closed to the public for private events.



# THE NOW BUILDING

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## Activation formats:

- An iconic creative canvas unrivalled in size and location, that will guarantee talkability and shareability
- Media first opportunities and activations
- Immersive storytelling
- Dynamic motion display
- Huge Earned media and PR value
- Combining the storytelling of television, the prominence of outdoor and the physicality of experiential marketing.
- Operating at the intersection of digital and physical, blending the virtual and real, Outernet delivers emotive, multi-sensory audience experiences at scale





## KEY FACTS

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A more intimate version of The Now Building, tailored to individual product trial and screen interplay. Featuring interactive 8k screen surfaces spanning two walls and ceiling, with directional sound and atomised scent capability.





# POP ONE & TWO

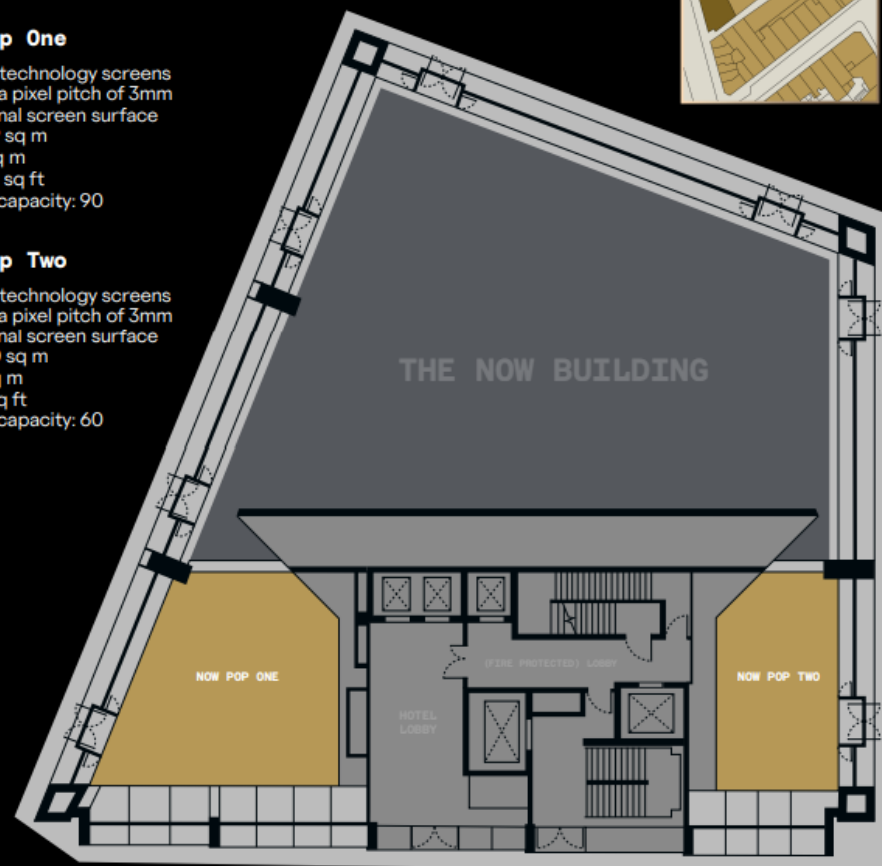
## KEY FACTS

### Now Pop One

- LED technology screens with a pixel pitch of 3mm
- Internal screen surface of 49 sq m
- 112 sq m
- 1,205 sq ft
- Max capacity: 90

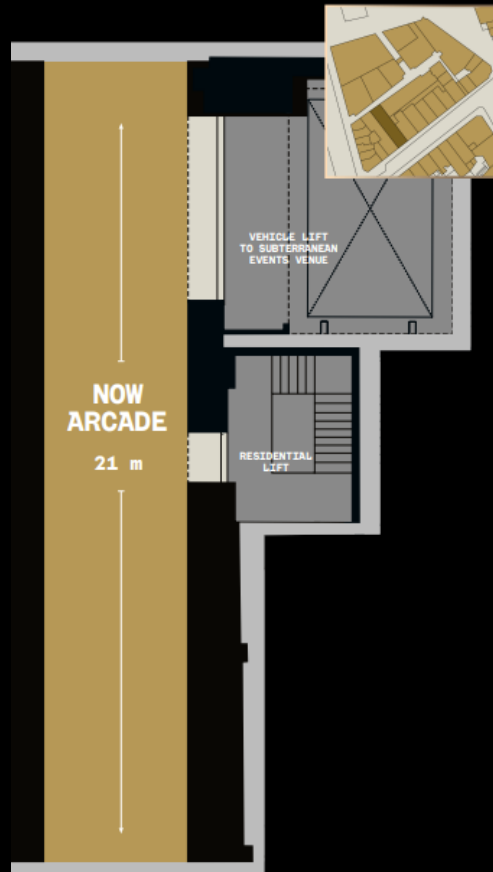
### Now Pop Two

- LED technology screens with a pixel pitch of 3mm
- Internal screen surface of 50 sq m
- 67 sq m
- 721 sq ft
- Max capacity: 60



Pop up retail with plug in and play screens, seamlessly blending brand storytelling experiences with retail opportunities. Now Pop One has frontage along popular Charing Cross Road whilst Now Pop Two opens onto Denmark Pl. leading to our 2,000 capacity Subterranean Venue. Both feature ultra-high definition, interactive screens and are also accessible via the rear of The Now Building

# NOW ARCADE



This 21m long two story high immersive tunnel fit with 8k+ reactive screens and directional sound opens up Denmark St. / Tin Pan Alley into the rest of the district exiting at Denmark place connecting our above ground sites and joining up Chateau Denmark.





OVERVIEW

Space	Dimensions		Capacity*
	sq m	sq ft	
The Now Building	439	4,725	550
Now Trending	182	1,959	180
Now Arcade	119	1,280	120
Now Pop One	112	1,205	90
Now Pop Two	67	721	60

## OUR REALTIME AND TECHNOLOGY CAPABILITIES

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- A continuous 26K digital canvas
- 360° immersion
- 3D world mapping
- 3D/Spatial audio mapping design
- Multi-channel audio surround sound
- Movie wrap playback
- Live event show programming
- Real time interaction
- Live data visualisation
- Multiple feed live streaming
- Live social media campaigns
- QR code overlays
- 3D engine integration: UE/Unity/Notch
- Custom interactive activations

### FUTURE FEATURES INCLUDE:

- Standard gesture and skeletal tracking
- Deeper 3D engines integration

Regular on-site games roll-out







# OUTERNET

LONDON

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