Smart China Expo Online 2020

Requirements for Exhibition

The Co-organizing Committee Office of the Smart China Expo Online 2020 (hereinafter referred to as the Co-organizing Committee Office) provides the online platform for all exhibitors with self-service functions that support flexible and visual exhibitions. To ensure a successful online expo, the relevant requirements are formulated as follows:

Ⅰ. Exhibition Arrangement Procedures

A. Select the standard virtual booth template provided by the online exhibition platform or import a self-designed virtual booth template;

B. Upload multimedia materials and files such as exhibits, contents of the display screen, and booth decoration to the material library of the online exhibition platform;

C. With the self-service functions, exhibitors can use visualization methods such as dragging and pulling to arrange their virtual booths flexibly. The arrangements include: inserting logos, posters, texts, and audio files, displaying exhibits, and setting up videos or slides to be played on the display screen;

D. Please refer to the Exhibitors' Manual for detailed procedures.

II. Technical Requirements

A. Standard Virtual Booth Templates

The online exhibition platform provides no less than 20 sets of standard virtual booth templates for exhibitors. The template specifications and the number of display points are as follows:

|  |  |  |
| --- | --- | --- |
| **No.** | **Specifications** | **The Number of Display Points** |
| 1 | 100 m2 | 1. No more than 3 display points to play videos/slides; 2. No more than 13 display points to add images and texts; 3. No more than 8 display points to set up exhibit models; |
| 2 | 200 m2 | 1. No more than 6 display points to play videos/slides; 2. No more than 17 display points to add images and texts; 3. No more than 10 display points to set up exhibit models; |
| 3 | 300 m2 | 1. No more than 10 display points to play videos/slides; 2. No more than 20 display points to add images and texts; 3. No more than 12 display points to set up exhibit models; |
| 4 | 500 m2 | 1. No more than 20 display points to play videos/slides; 2. No more than 25 display points to add images and texts; 3. No more than 15 display points to set up exhibit models; |

B. Technical Requirements for Self-designed Virtual Booth

In addition to standard virtual booth templates, exhibitors can also design their virtual booth and import into the online exhibition system. Exhibitors’ self-designed booth must comply with the following specifications and requirements:

1. Specifications and the number of display points for the self-designed virtual booth are as follows:

|  |  |  |
| --- | --- | --- |
| **No.** | **Specifications** | **The Number of Display Points** |
| 1 | 100 m2 | 1. No more than 3 display points to play videos/PPTs; 2. No more than 13display points to add images and texts; 3. No more than 8 display points to set up exhibit models; |
| 2 | 200 m2 | 1. No more than 6 display points to play videos/PPTs; 2. No more than 17 display points to add images and texts; 3. No more than 10 display points to set up exhibit models; |
| 3 | 300 m2 | 1. No more than 10 display points to play videos/PPTs; 2. No more than 20 display points to add images and texts; 3. No more than 12 display points to set up exhibit models; |
| 4 | 500 m2 | 1. No more than 20 display points to play videos/PPTs; 2. No more than 25 display points to add images and texts; 3. No more than 15 display points to set up exhibit models; |
| 5 | 1,000 m2 | 1. No more than 40 display points to play videos/PPTs; 2. No more than 50 display points to add images and texts; 3. No more than 30 display points to set up exhibit models; |

2. Requirements for Booth Design & Making

(1) The design shall involve all visible parts such as top surface, undersurface, walls, and internal & external landscapes.

(2) The models and images used in the effect design must be exquisite, clear, and as refined as possible.

3. Specifications for Data Production –Scenes

(1) The 3D-scene file should be in the format of .*max* produced by 3ds Max (applicable 3ds Max versions: 2016 or 2018). Non-*max* data can be imported to 3ds Max and transformed into .*max*.

(2) The scene is measured in millimeters (mm). All scene models should not be far away from the origin of the World Coordinate System (WCS). The ground level is zero, and the ground level of the first layer of a multi-layer scene is also zero.

4. Specifications for Data Production –Models

(1) For the scene model, the structure of each visible poly should be complete and the model should be properly constructed with reasonable lines.

(2) Models and materials should be provided for the visible parts of exterior landscapes in the scene; the exterior landscape should be in harmony with the scene as a whole.

5. Specifications for Data Production –Materials

(1) Models should employ vRay materials.

(2) The Map Channel must be specified in the model name.

6. Specifications for Data Production –Lighting

Each space in the scene must be illuminated with reasonable and correct lighting to avoid blind spots and to restore the real effect to the maximum extent.

7. Specifications for Data Production –Points for Rendering

(1) Cameras should be evenly distributed in every 3 meters along the path. Cameras can be adjusted and/or increased where necessary to avoid penetrating the structure at corners;

2) The camera should face north in the Top view, and the subject must be as high as the camera in the direction of the camera;

(3) The resolution ratio of the rendered panorama should be no lower than 6666\*3333.

8. Specifications for Exhibition Halls/Booth Model Baking

(1) Mesh Reduction. Before the scene is baked, it is necessary to reduce the number of meshes. To make sure a smooth run on the mobile phone, the number of meshes should be reduced to less than 50,000. The reduction should follow two principles: First, the model structure after mesh reduction should be basically complete, with correct normal. Because walls take up fewer meshes, more structural details can be remained as appropriate. Second, in order to ensure the inside be visible from the outside of the exhibition hall in the baked *obj* scene, the wall can be a single side with inward normal.

(2) Before baking, the UV should be unwrapped automatically. When baking, vRay should be selected for mapping (if the material is Corona); the “Map Channel” is set as 3 (it means to bake the textures on channel 1 to channel 3). Close the displacement channel for all materials. Choose “Render To Texture”, add “vRay Complete Map”, and render as a JPG file. Open “Slate Material Editor,” add a new “Standard” material, and map the rendered JPG file as “Diffuse Color”, and then apply it the to the object (set the “Map Channel” from 3 to 1). When exporting the baked *obj* scene, make sure to remove the file path of the mapping.

(3) Data Management. Compress the rendered panorama and *obj* files into two different zip packages. No folders should be in the zip.

C. Requirements for Multimedia Materials

1. Exhibitors can engage as many formats as possible for the exhibition materials (such as floor plan, gif files, videos, audios, models, etc.) to display the exhibits.

2. Each exhibitor can upload materials with a maximum size of 10GB in total.

3. Specifications for Related Materials

|  |  |  |
| --- | --- | --- |
| **Type** | **File Format** | **Specifications** |
| Image | jpg/png | Size: ≤10MB/ image;  Resolution: ≥2K |
| Animated Image | gif | Size: ≤5MB/ image |
| Video | mp4 | Size: ≤50MB/ video;  Resolution: 720P/1080P;  Video coding: H.264 |
| Audio | mp3 | Size: ≤5MB/ audio;  Bit Rate: ≥128Kbps;  Sampling Rate: ≥ 44kHz |
| PPT | ppt/pptx | No inserted videos;  Size: ≤100MB/ file |
| Panoramic Image | jpg/png | Size: ≤20MB/ image;  Resolution: ≥8K |
| Panoramic Video | mp4 | Size: ≤200MB/ video;  Resolution: ≥4K;  Time Limit: ≤ 50 sec./video |
| Model | glb | Size: ≤20MB/ model |

III. Regulations for Intellectual Property (IP) Rights

1. The Co-organizing Committee Office provides exhibitors of this expo with the online exhibition platform and booth templates, the ownerships, and IP rights of which belong to the Co-organizing Committee Office.
2. Exhibitors should conduct exhibitions in compliance with the law and make the following promises:

1. The exhibitors have the ownership or the rights to use the provided materials (including but not limited to texts, images, videos, audios, and models), and do not infringe any third party's IP rights including copyright;

2. The products, services on display and other relevant exhibits do not infringe any third party’s IP rights such as patent, trademark, copyright, or business secret;

3. The virtual exhibition booths arranged and designed by the exhibitors for this expo do not infringe any third party’s IP rights including copyright;

4. To attend this exhibition, exhibitors shall not infringe on any other rights. When using and displaying the products, services, and the exhibition booths presented by the exhibitors, the SCE Co-organizing Committee Office and relevant parties, including the platform service providers selected by the SCE Co-organizing Committee Office, will not be subject to any allegations of infringement by any third-party. Otherwise, the exhibitors are held fully accountable for all legal responsibilities and expenditures caused by infringement.

1. Exhibitors shall authorize the Co-organizing Committee Office, platform service providers selected by the Co-organizing Committee Office and other relevant parties to use, for free, all exhibits (including but not limited to texts, images, videos, audios, and models) and the virtual exhibition booths arranged and designed by the exhibitors. After the expo, the Co-organizing Committee Office shall hold the rights or be granted the right to use all exhibits and exhibition booths for free to attract investment, facilitate exchanges, presentations, promotions, and etc.

D. Exhibitors shall agree that pursuant to the laws, regulations, and the requirements of this expo, the Co-organizing Committee Office holds the right to modify and adjust the materials (including texts, English translations, images, file formats, etc.) and booth layout provided by the exhibitors.