

**World Exposition Shanghai China 2010**  
**Expo Shanghai Online**

**List of Content Materials for Browsing Pavilion  
&  
Notes for Content Materials Requirements**



**Bureau of Shanghai World Expo Coordination**

**August 2009**

## Preface

As an integral part of Expo Shanghai Online, Browsing Pavilion displays physical pavilion and exhibited items by 3D. Browsing Pavilion, constructed and provided by the Organizer to Participants selecting this online pavilion type free-of-charge, aims to showcase and promote Participants' exhibition through the online platform.

To ensure the timely construction, simplify the delivery process and minimize the workload of Participants, the only thing Participants need to do is to submit content materials according to the List of Content Materials of Browsing Pavilion and specifications. The rest will all be taken charge of by the Organizer.

The document contains two parts: *List of Content Materials for Browsing Pavilion & Notes for Content Materials Requirements*. *List of Content Materials for Browsing Pavilion* gives Participants a list of content materials needed, specifications, timeline and the way of submission. On the other hand, *Notes for Content Materials Requirements* presents each column and specifications for materials in details. In order to provide Participants a vivid understanding of Browsing Pavilion, the homepage and some of demonstrative pictures for columns are displayed in the *Notes* as well.

Should you have any suggestions and comments on the document, please do not hesitate to contact the Organizer at:

Expo Shanghai Online Project Management Office  
Communication and Promotion Department  
Bureau of Shanghai World Expo Coordination

Address: Expo Mansion, 3588 Pudong (S) Road, Shanghai, 200125 China

Contact persons: Ms. *RONG Jiachen*; Ms. *WAN Ping*

Tel.: +8621 2206 2084; +8621 2206 3709

Fax: +8621 2206 0311

E-mail: [info@expo2010.gov.cn](mailto:info@expo2010.gov.cn); [rongjiachen@expo2010.gov.cn](mailto:rongjiachen@expo2010.gov.cn); [wanping@expo2010.gov.cn](mailto:wanping@expo2010.gov.cn)

Official website: [www.expo2010.cn](http://www.expo2010.cn)

Website of Expo Shanghai Online: [www.expo.cn](http://www.expo.cn)

### List of Content Materials for Browsing Pavilion

Participants shall submit column and 3D content materials. Column content materials are needed for column design and display while 3D content materials are needed for the 3D replica of pavilion spatial layout and exhibited items.

All the content materials needed for the construction of Browsing Pavilion shall be submitted to the Organizer by 31 October 2009.

Column Content Materials			
No	Column	Required Content Materials	Specifications
A	About Us	A1. Introductory texts in English and Chinese of each exhibition hall	Within 1,000 English characters
		A2. One picture for each exhibition hall	Pixel≥72dpi Length-width ratio: 4:3
		A3. One video for each exhibition hall (Optional)	With subtitles in English and Chinese
B	Spotlight	B1. Introductory texts in English and Chinese of each exhibited items	Within 1,000 English characters
		B2. One picture for each exhibited item	Pixel≥72dpi Length-width ratio: 4:3
		B3. One video for each exhibited item (Optional)	With subtitles in English and Chinese
C	Theme	C1. Introductory texts on the theme in English and Chinese	Within 1,000 English characters
D	Events	D1. List of Events in English and Chinese	Descriptions of name, time, venue and contents of each event within 200 English characters
E	Souvenirs	E1. English and Chinese names for each souvenir	
		E2. One picture for each souvenir	Pixel≥72dpi Length-width ratio: 4:3
F	Gallery	F1. Six pictures	Pixel≥72dpi Length-width ratio: 4:3
G	Background Music (Optional)	G1. Background Music	Audio file (continuous playback available)

3D Content Materials				
No.	Content materials	Specifications	Qty.	File format
R1	CAD elevation of exhibition space	Four facades (front, rear, both sides)	>2 pcs	dwg
R2	CAD plan of exhibition space	For each floor from B1 to roof	>1 pc	dwg
R3	Effect drawings of exhibition space	Four facades (front, rear, both sides)	>2 pcs	jpg
R4	3D model for exhibition space (optional)	Texture mapping	1	Max, Sketchup
R5	exhibition space texture	Texture of walls and floors, patterns	>1	jpg
R6	Introductory texts in English and Chinese of each exhibited item	Within 1,000 English characters	1	txt, doc
R7	Location of each exhibited item	Marked in CAD	1	dwg
R8	Effect drawing of each exhibited item	Angles and details of each item	>2	jpg
R9	Picture of each exhibited item	Pixel $\geq$ 72dpi Length-width ratio: 4:3	1	jpg
R10	Audio introduction for each exhibited item (optional)	With English and Chinese dubbing	1	Mp3
R11	Video introduction for each exhibited item (optional)	With English and Chinese subtitles	1	Flv file
R12	Pavilion symbols (eg. national flag, national emblem, mascot, etc.)	Vectorgraph	1	Eps, ai, cdr

**Notes:**

1. The content materials submitted shall be basically the same as those displayed in the physical pavilion;
2. The Organizer will construct the online pavilion and exhibited items based on the content materials submitted;
3. To ensure the final effect of the pavilion and exhibited items, the Organizer may optimize the content materials;
4. Where there is certain demand for postponing submission, please contact the Organizer to apply for extension;
5. The Organizer will select materials for online pavilion construction in case of Participants' failure to submit the materials as required;
6. Please refer to *Notes for Content Materials Requirements* for more details.

Please send the content materials to the Organizer (in CD-ROM or email attachment) by **31 October 2009** to the postal address or the contact persons listed above in the 'Preface'.

# Notes for Content Materials Requirements

## Table of Contents

<b>1.</b>	<b>General Information .....</b>	<b>1</b>
1.1	Definition .....	1
1.2	Composition of a Browsing Pavilion .....	1
1.3	Timelines .....	1
<b>2.</b>	<b>Note on Browsing Pavilion Construction Materials .....</b>	<b>2</b>
2.1	Sample of 3D Display and Specifications for Materials .....	3
2.1.1	Sample of 3D Display.....	3
2.1.2	3D Display Materials.....	4
2.2	Sample of Column Contents and Specifications for Materials .....	5
2.2.1	Columns of the Browsing Pavilion.....	5
2.2.2	Column A: About Us .....	6
2.2.3	Column B: Spotlight .....	6
2.2.3	Column B: Spotlight .....	7
2.2.4	Column C: Theme .....	8
2.2.5	Column D: Events.....	9
2.2.6	Column E: Souvenirs .....	10
2.2.7	Column F: Gallery .....	11
2.2.8	Column G: Background music (Optional) .....	12
2.3	Requirements on Column Content Materials .....	13
2.4	Requirements on Construction Materials Submission.....	14
<b>3.</b>	<b>Sample of Browsing Pavilion .....</b>	<b>15</b>

The “Notes for Content Materials Requirements” gives a detailed introduction to each column of a Browsing Pavilion and content materials specifications. To present in a more vivid way, the homepage of Browsing Pavilion and pictures of some columns are shown in the Notes.

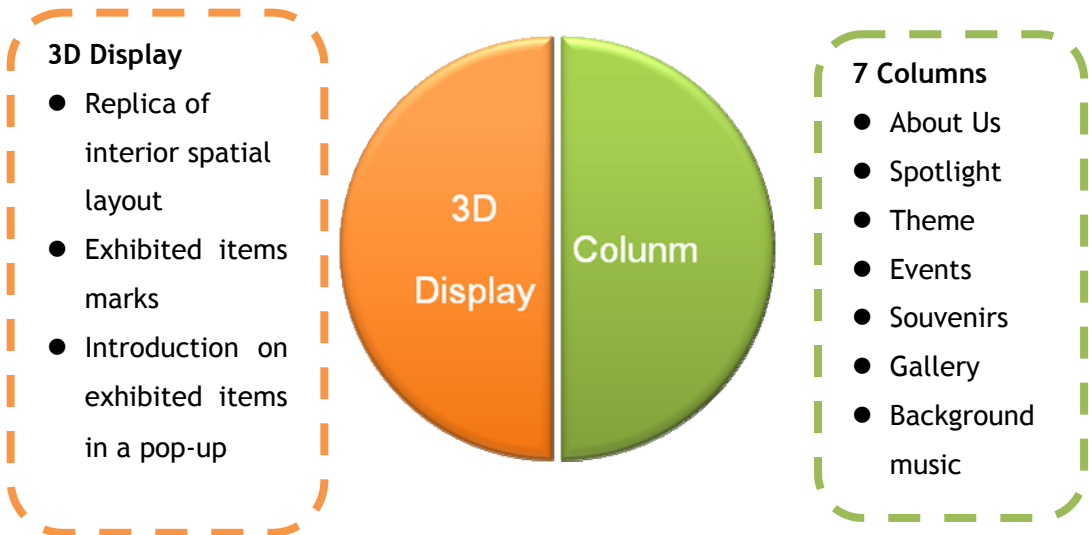
## 1. General Information

### 1.1 Definition

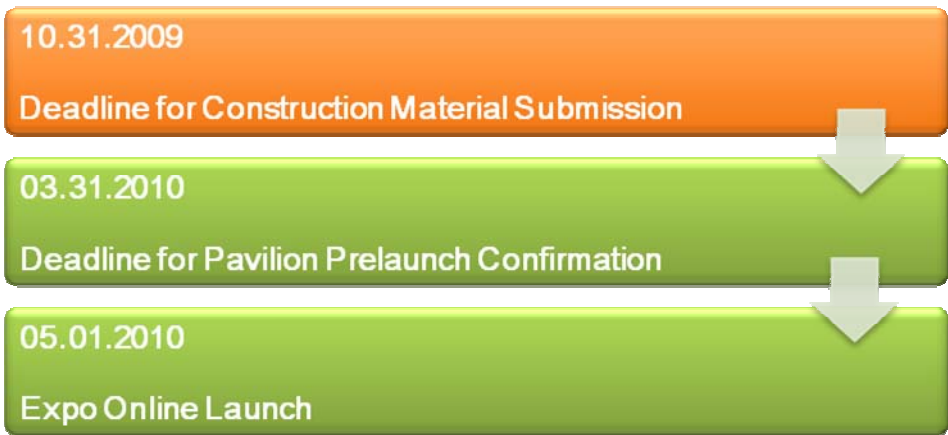
Browsing Pavilion is a basic type of online pavilion. Presented by 3D, it enables visitors to view its spatial layout and exhibited items comprehensively through texts, pictures, audios, videos. The theme, the interior layout and contents of Browsing Pavilion are exactly the same as those of the physical pavilion.

Each Browsing Pavilion has both Chinese and English versions.

### 1.2 Composition of a Browsing Pavilion



### 1.3 Timelines



**2. Note on Browsing Pavilion Construction Materials**

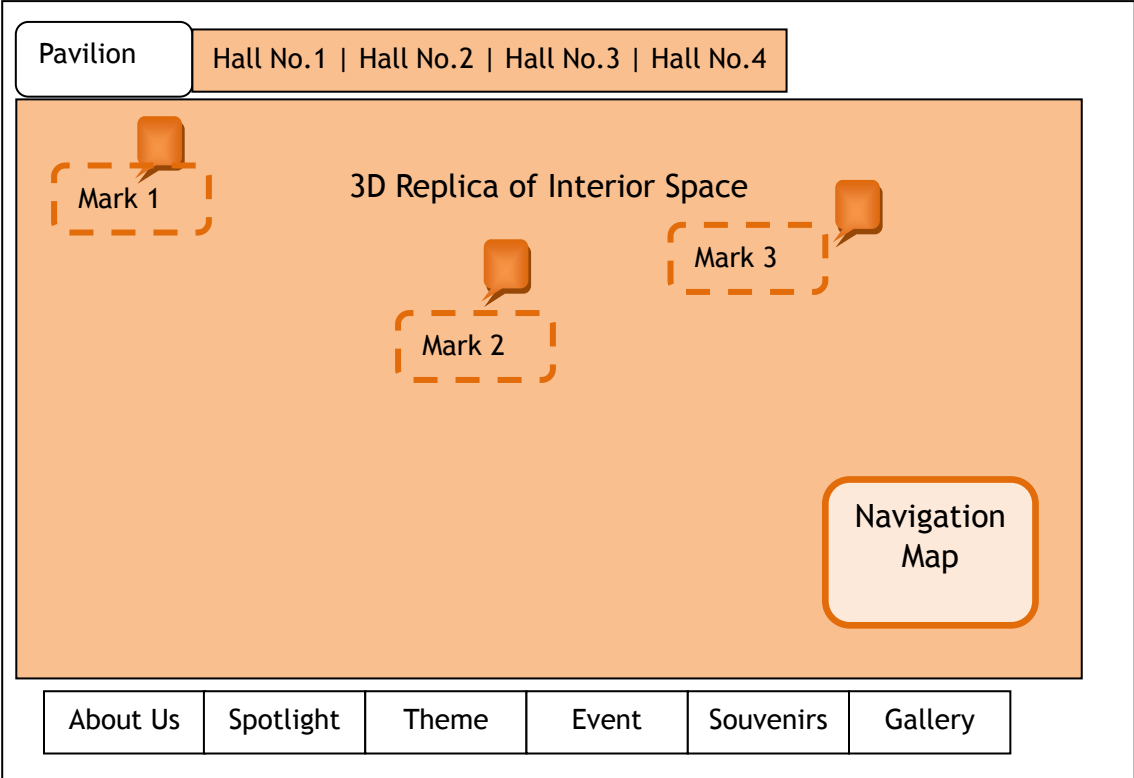
The content materials for Browsing Pavilion contain two parts, namely 3D replica materials and column content materials. Content materials submitted shall be basically the same as those of the physical pavilion.



2.1 Sample of 3D Display and Specifications for Materials

2.1.1 Sample of 3D Display

Browsing pavilion can restore the interior and exterior space of the physical pavilion in an authentic and artistic way.



### 2.1.2 3D Display Materials

No.	Content Materials	Specifications	Qty.	File format
R1	CAD elevation of exhibition space	Four facades (front, rear, both sides)	>2 pcs	dwg
R2	CAD plan of exhibition space	For each floor	>1 pc	dwg
R3	Effect drawings of exhibition space	Four facades (front, rear, both sides)	>2 pcs	jpg
R4	3D model of exhibition space (optional)	Texture mapping	1	max, sketchup
R5	Texture of the pavilion exhibition space	Texture of walls and floors; patterns	>1	jpg
R6	Introductory texts in English and Chinese of each exhibited item	Within 1,000 English characters	1	txt, doc
R7	Location of each exhibited item	Marked in CAD	1	dwg
R8	Effect drawing of each exhibited item	Angles and details of each item	>2	jpg
R9	Picture of each item	Pixel $\geq$ 72dpi; Length-width ratio: 4:3	1	jpg
R10	Audio for each exhibited item (optional)	With English and Chinese dubbing	1	Mp3
R11	Video for each exhibited item (optional)	With English and Chinese subtitles	1	Flv file
R12	Pavilion symbols (e.g. national flag, national emblem, mascot, etc.)	Vectorgraph	1	Eps, ai, cdr

## 2.2 Sample of Column Contents and Specifications for Materials

### 2.2.1 Columns of the Browsing Pavilion

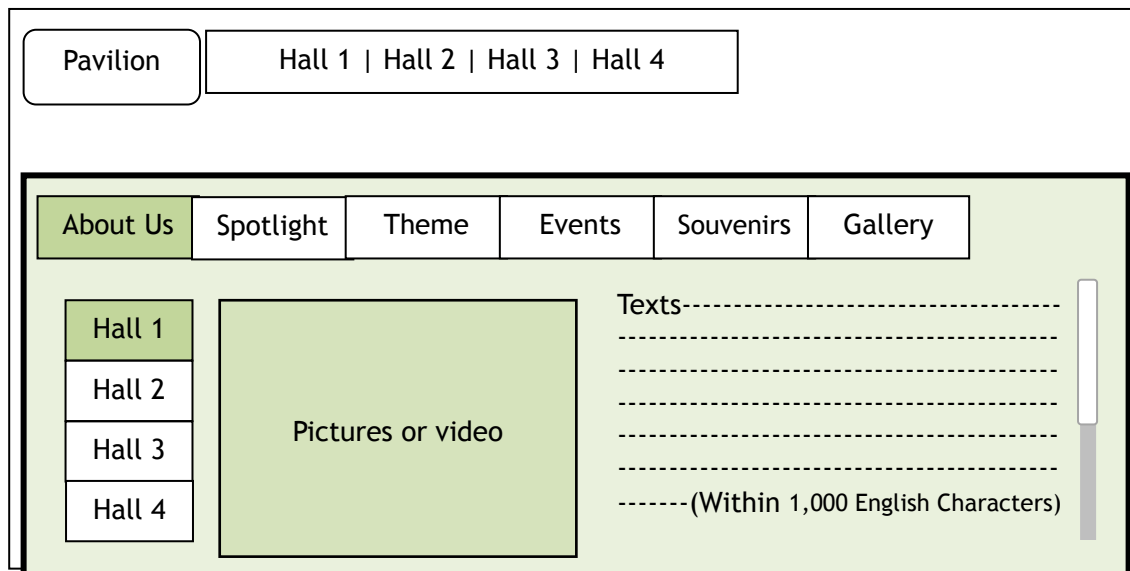
Information Columns	Column A About Us	Introduction to the pavilion in texts, pictures or videos
	Column B Spotlight	Introduction to popular exhibited items in texts, pictures or videos
	Column C Theme	Textual description of the exhibition theme
	Column D Events	Textual description of events
	Column E Souvenirs	Names and pictures of souvenirs
	Column F Gallery	Pictures related to pavilion
Sound effect (optional)	Column G Background music	Background music for the pavilion, with volume control and mute options

## 2.2.2 Column A: About Us

√ Introduction to the pavilion in texts, pictures or videos

√ If the pavilion incorporates more than one exhibition hall or area, one separate tab page will be built to introduce each hall/area.

Sample



### Materials Needed for Column A

No.	Content materials	Specifications
A1*	Name and textual description of the pavilion	In Chinese and English (within 1,000 English characters)
A2	1 photo for each exhibition hall	Minimum pixel: 72dpi Length-width ratio: 4:3
A3	1 video for each exhibition hall (optional)	Videos with subtitles in Chinese and English; File size: <20mb.

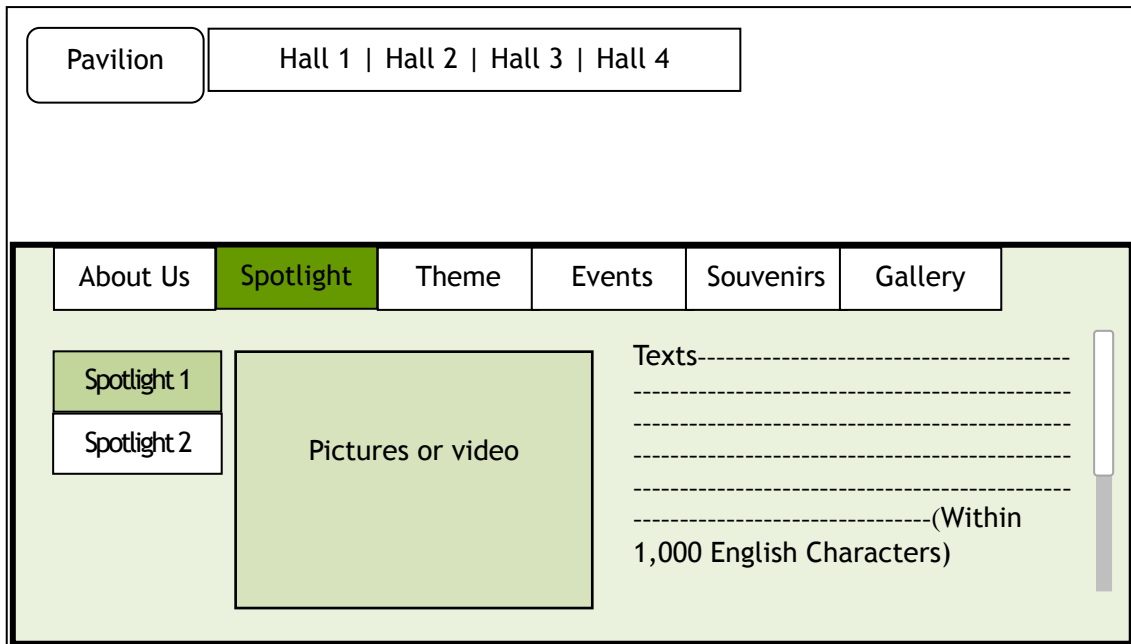
P.S

Either picture or video can be chosen to present the pavilion .Each webpage will have a 4:3 multimedia frame to load one picture or video. Video is the priority to be used when two types of materials have both been submitted.

### 2.2.3 Column B: Spotlight

- ✓ Texts, pictures or videos introduction to popular exhibited items
- ✓ In the case of more than one exhibited item, a separate tab page can be built to introduce each of them. No more than 5 popular exhibited items are displayed.
- ✓ The exhibited items presented as spotlights can be either in 3D replica or not.

Sample



#### Materials Needed for Column B

No.	Content materials	Specifications
B1	Name and textual description of exhibited items	In Chinese and English (within 1,000 English characters)
B2	1 photo of each exhibited item	Minimum pixel: 72dpi Length-width ratio: 4:3
B3	1 Video of each exhibited item	Videos in Chinese and English; File size: <20mb

P.S

Either picture or video can be chosen to present the pavilion .Each webpage will have only one 4:3 multimedia frame to load one picture or video. Video is the priority to be used when two types of materials have both been submitted.

2.2.4 Column C: Theme

√ Textual description of the exhibition theme  
 Sample

Pavilion
Hall 1 | Hall 2 | Hall 3 | Hall 4

About Us	Spotlight	Theme	Events	Souvenirs	Gallery	✖
----------	-----------	-------	--------	-----------	---------	---

Texts-----  
 -----  
 -----  
 -----  
 -----  
 -----(within  
 1,000 English Characters)

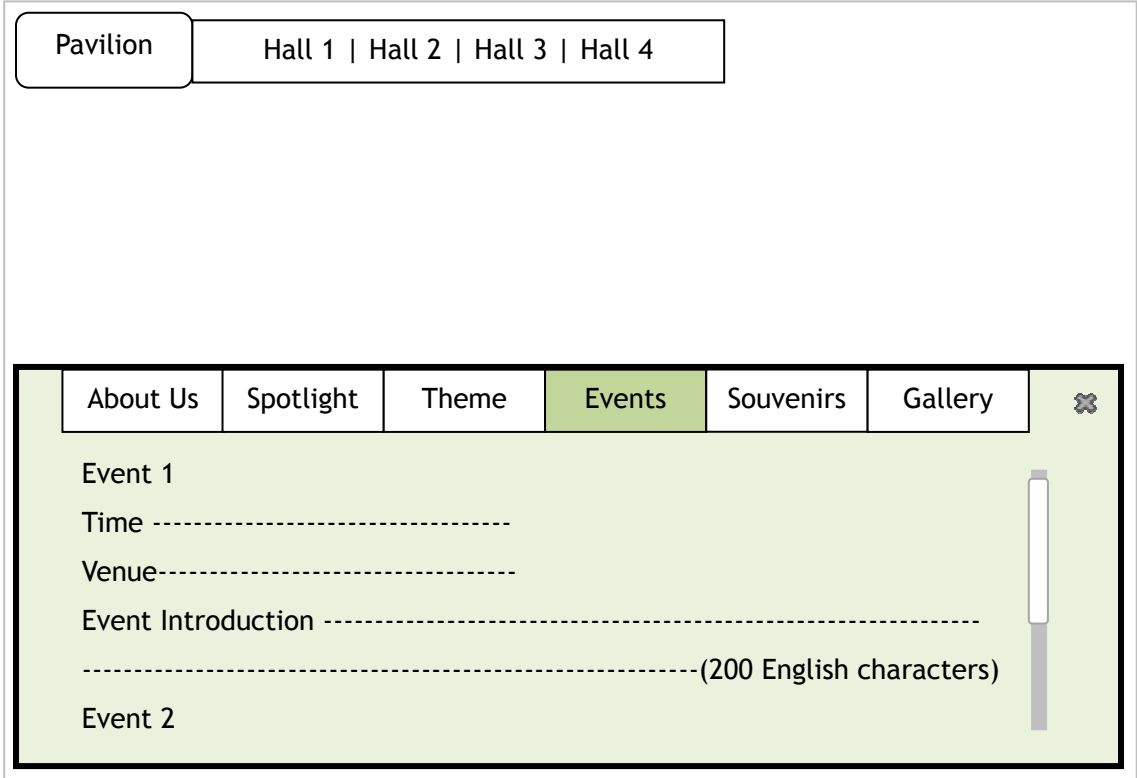
Materials Needed for Column C

No.	Content materials	Specifications
C1	Textual description of theme	English: max. 1,000 characters

2.2.5 Column D: Events

✓ Textual description of events

Sample



Materials Needed for Column D

Please fill out the following table for each event that shall be listed. The table can be submitted in hard copy or electronic.

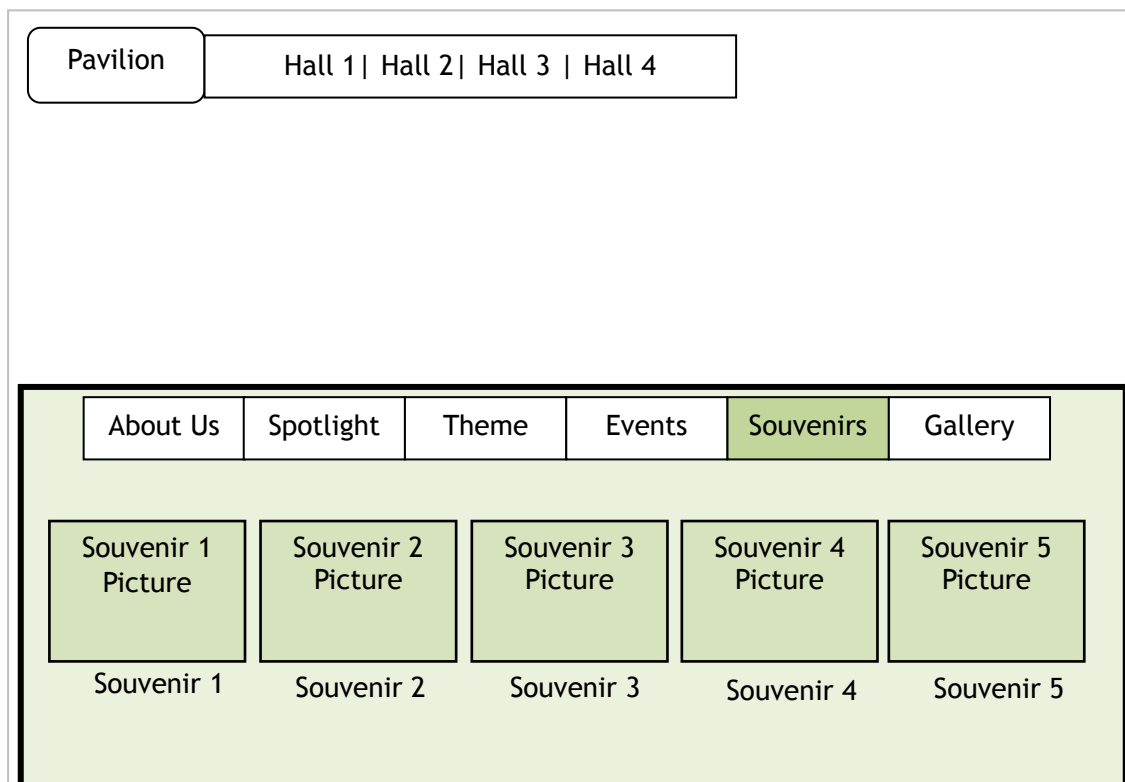
Chinese		English	
Name of event		Name of event	
Time of event		Time of event	
Venue of event		Venue of event	
Content of event (within 100 words in Chinese)		Content of event (within 200 words in English)	

## 2.2.6 Column E: Souvenirs

✓ Introductory information for each souvenir, with a photo image

✓ Souvenirs will be scrolled, with 5 in each webpage.

Sample



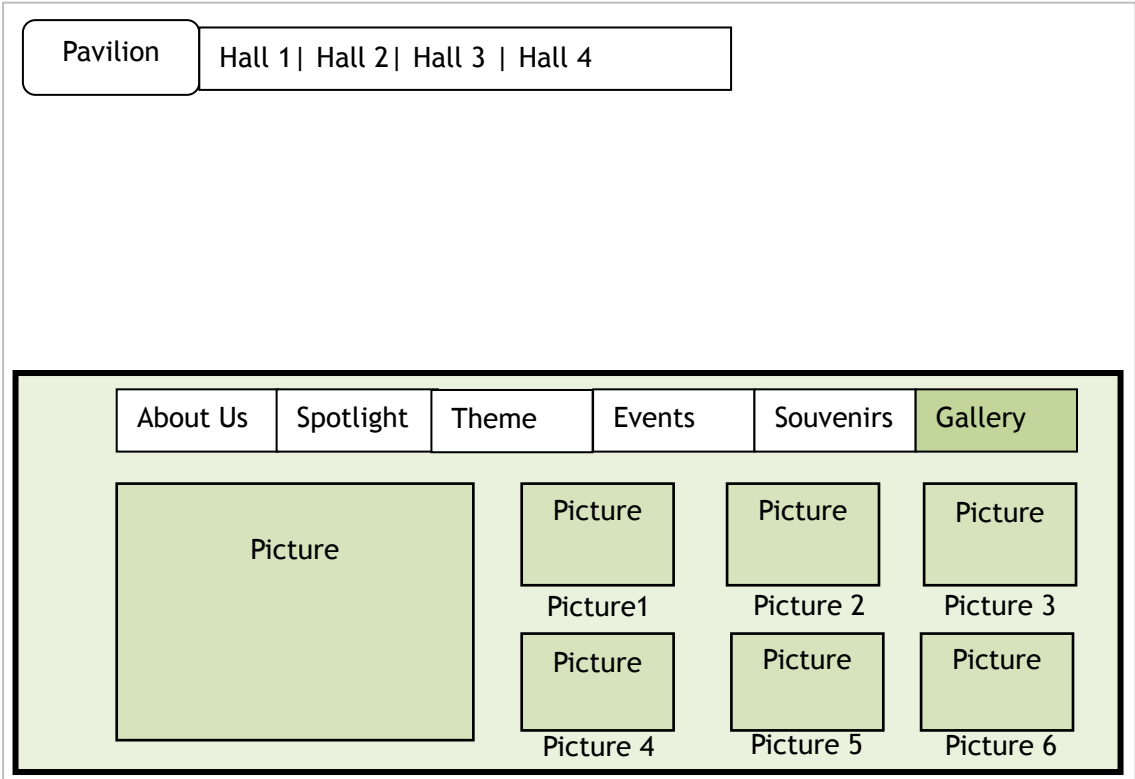
### Materials Needed for Column E

No.	Content materials	Specifications
E1	Name of souvenir	In Chinese and English
E2	1 photo for each Souvenir	Minimum. pixel: 72dpi Length-width ratio: 4:3

**2.2.7 Column F: Gallery**

- ✓ At most six photos can be shown.
- ✓ The web designer may use some other photos for this column to make the pavilion more attractive in the case of no enough photos available.

Sample:



**Materials Needed for Column F**

No.	Content materials	Specifications	Qty.
F1	Pictures of the Pavilion	Minimum pixel: 72dpi Length-width ratio: 4:3	6

**2.2.8 Column G: Background music (Optional)**

Background music, reflecting Participants’ specialties, can be played when visitors enter the Browsing Pavilion, with volume control or mute option available on the interface.

**Materials Needed for Column G**

No.	Content materials	Specifications	File format
H1	Background music	Audio file (continuous playback available) File size: <5mb.	mp3

## 2.3 Requirements on Column Content Materials

- **Text**

- a) Participants shall be responsible for the textual contents. Textual materials submitted will be directly applied, with no edition or revision by the Organizer.
- b) All the texts submitted by Participants must be made in, and only in, Chinese and English. Participants shall be responsible for translation.
- c) Length of textual materials: 500 Chinese characters, or 1,000 English characters.

- **Photo**

- a) Any single photo image must have a minimum resolution of 72dpi.
- b) Each column has a limit on the number of photos. Please see materials needed for each column for more details.
- c) Limit on scale: Length-width ratio: 4:3.

- **Video**

- a) Limit on video file size: maxim allowable size of each file is 20mb.
- b) Videos must have Chinese and English subtitles or with Chinese and English dubbings.
- c) At most one video clip can be shown in each column.

- **Audio**

- a) Maxim allowable size of any single file is 5mb in the format of mp3.

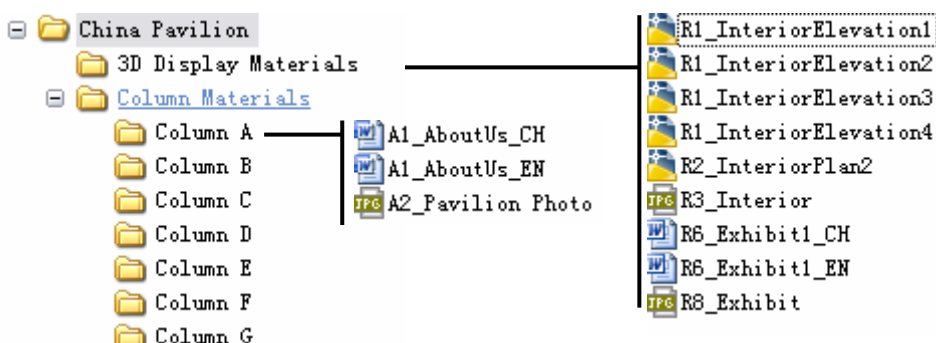
## 2.4 Requirements on Construction Materials Submission

### ● Requirements on Material Naming

- Naming of text file: No. of material \_Name of material \_Language.extension  
 Example: for the exhibited item “Ancient Vase” in Column B “Spotlight”, there shall be two textual description files in Chinese and English, named “B1\_古代花瓶\_中文(written in Chinese).doc” and “B1\_Ancient Vase\_English (written in English).doc” respectively.
- Naming of image file: No. of material \_Name of material.extension  
 Example: for the exhibited item “Ancient Vase” in Column B “Spotlight”, the image file for introduction shall be named B2\_古代花瓶.jpg.
- Naming of video file: No. of material \_Name of material \_Language.extension  
 Example: for the exhibited item “Ancient Vase” in Column B “Spotlight”, there shall be two video files in Chinese and English, named “B3\_古代花瓶\_中文.flv” and “B3\_Ancient Vase\_English.flv” respectively.
- Naming of audio file: G1.extension  
 Example: G1.mp3
- Naming of “Event” file: D1.extension  
 Example: D1.doc
- Naming of other files: No. of material \_Name of material.extension  
 Example: the file of CAD elevation of pavilion space shall be named R1\_CAD elevation of Space.dwg.

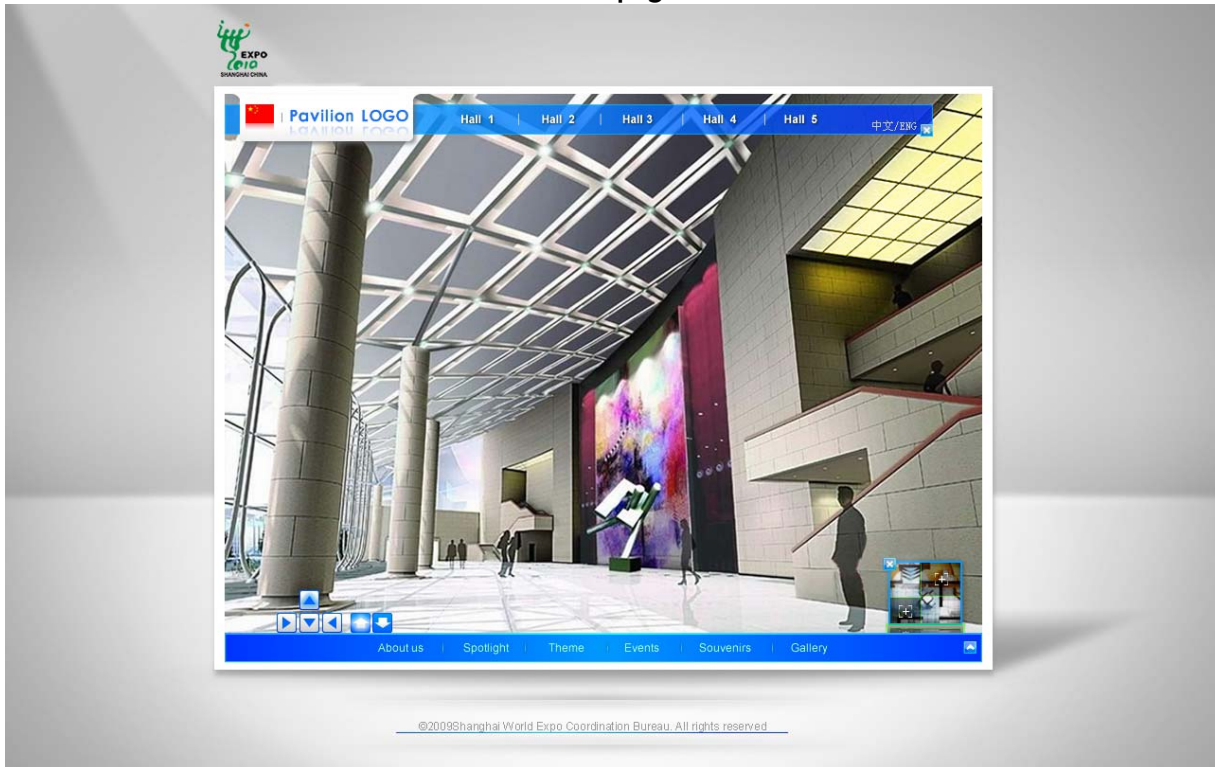
### ● Regulation on Material Packing

Please put all the materials for a column in a same folder which shall be named after that column, at submission of file packages.



### 3. Sample of Browsing Pavilion

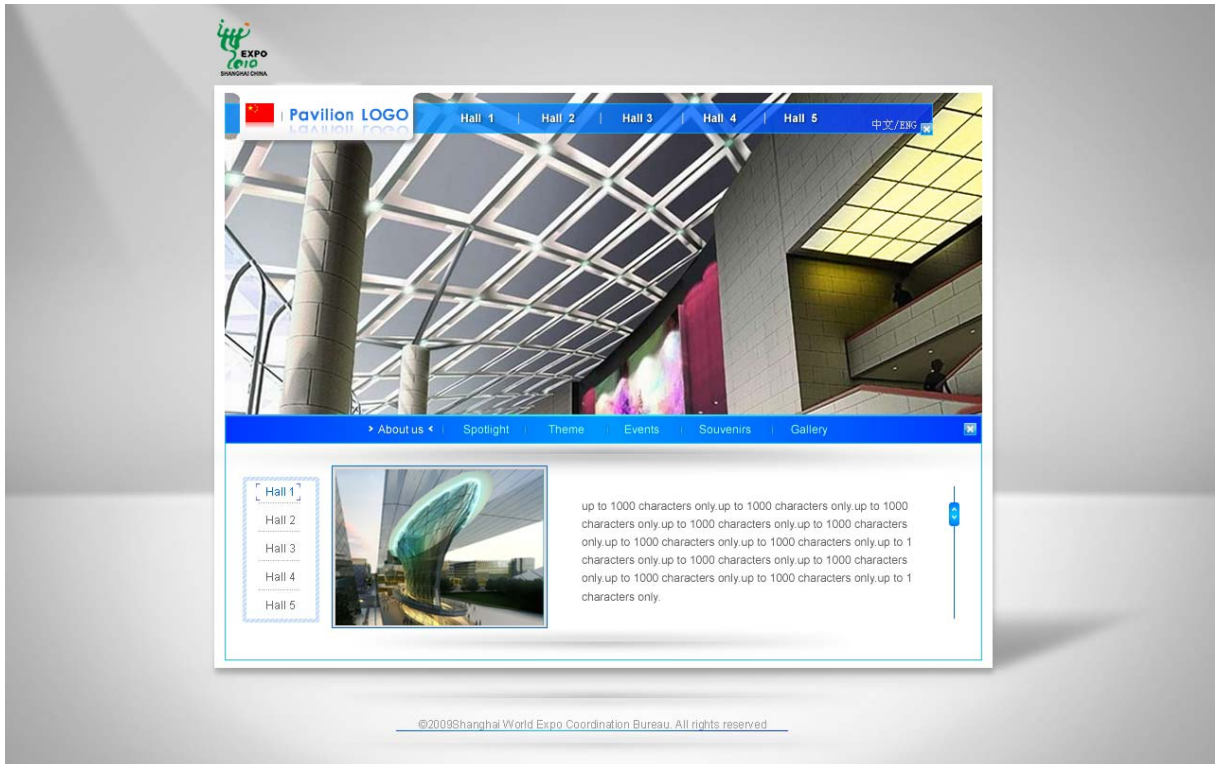
#### Homepage



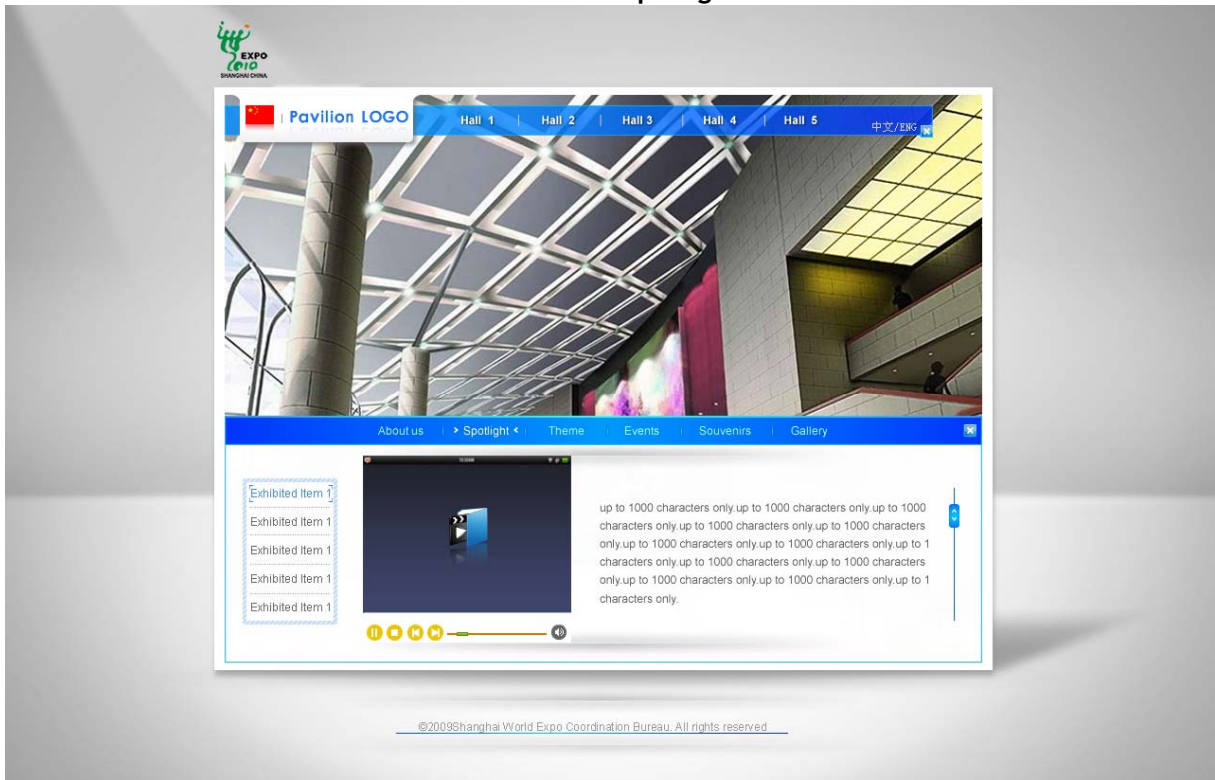
#### Marks for Exhibited Items



## Column A: About Us



## Column B: Spotlight





Column E: Souvenirs



Column F: Gallery

