

DIGITAL OFFICE NETWORK

TECHNICAL SPECIFICATIONS

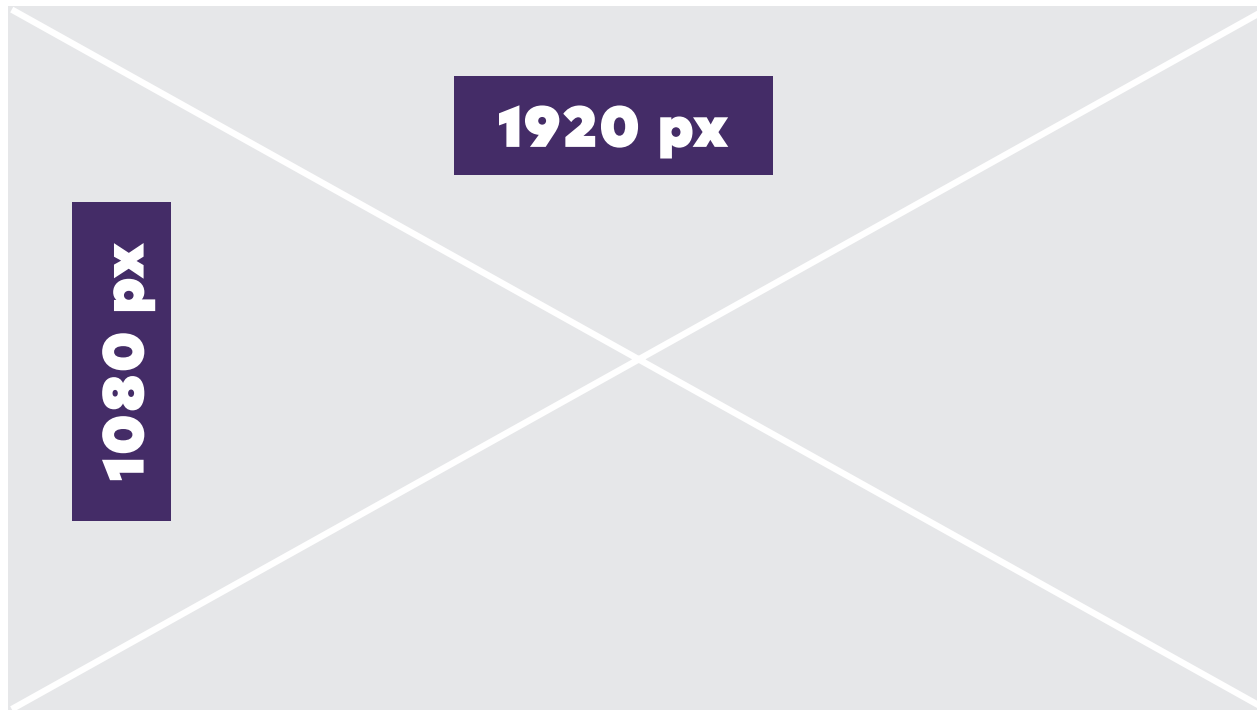
UPDATED ON JULY 19, 2023



The following document contains production and delivery specs for Digital Signage client creative contracted to appear in the Digital Office Network.

DIGITAL OFFICE NETWORK

VIDEO WALL AND FOOD COURT SPECIFICATIONS



MOTION/VIDEO SPECS

Content Resolution	Pixel Geometry	Aspect Ratio	Text
1920 px x 1080 px	Square (1:1)	16:9	50+ pt recommended
Frame Rate	Encoding	Bitrate	Audio
29.97 (Progressive)	MPEG 4 (H264, 2-PASS VBR)	8 Mbit/sec	N/A

STATIC IMAGE SPECS

Content Resolution	
1920 px x 1080 px	
Text	Format
50+ pt text recommended	.JPG/.PNG

COLOUR OUTPUT SPECS

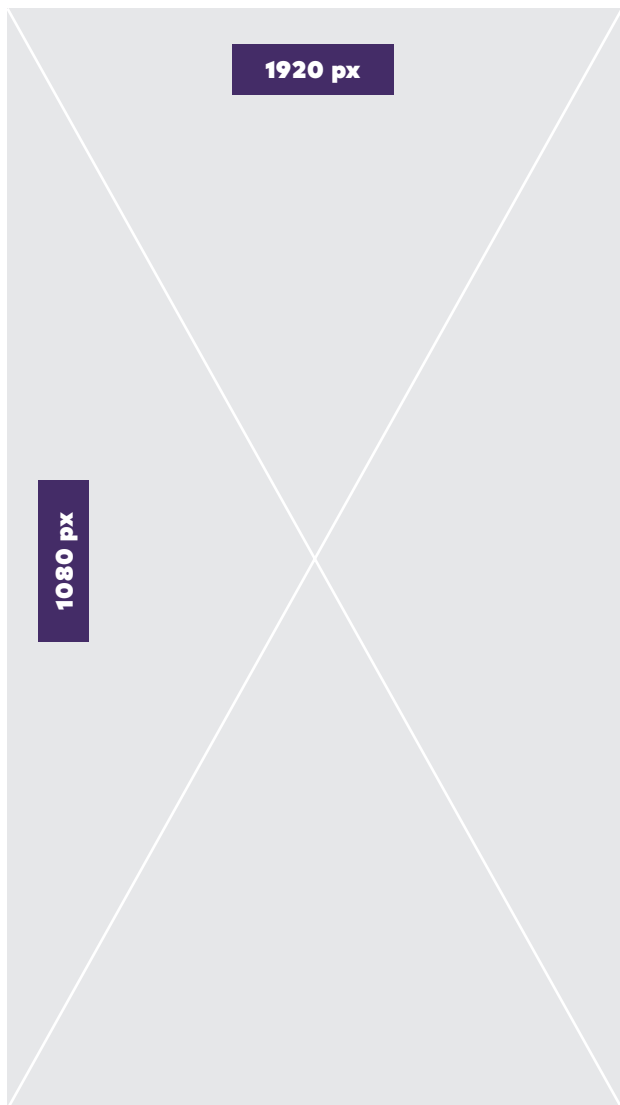
When building files for out of home digital, be sure all content is in RGB colour mode. While CMYK colour mode is required for printing, RGB is used for the digital space. Many Photoshop filters and functions do not work in CMYK mode and colours may not translate accurately using the print colourspace. If possible, cross-reference with available collateral or brand guidelines to ensure final files match the expected brand colours of the client. The resolution should be set to 72 DPI as this is the highest resolution that screens can display. It also provides smaller file sizes which help with playback on legacy media players. Additionally, source files should be organized and clearly structured to allow other designers to easily navigate during future updates.

Mode
RGB only
Resolution
Max 72 DPI

For video banner specifications at **2 Bloor East (Hudson's Bay Centre)** please see **page 6**.
For food court specifications at **The Bay Centre** please see **page 5**.

DIGITAL OFFICE NETWORK

DIGITAL POSTER SPECIFICATIONS



COLOUR OUTPUT SPECS

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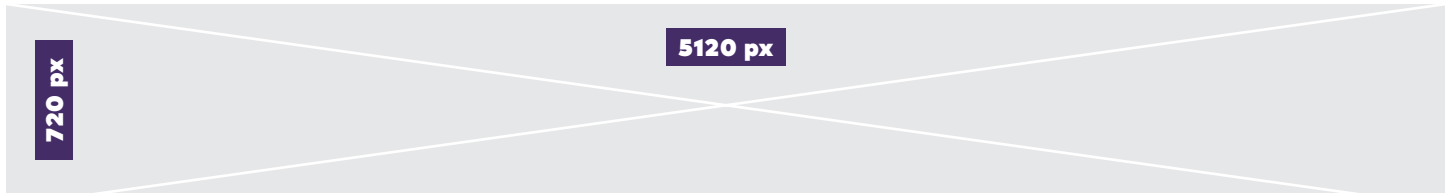
Mode
RGB only
Resolution
Max 72 DPI

MOTION/VIDEO SPECS

Content Resolution	Pixel Geometry	Aspect Ratio	Text
1080 px x 1920 px	Square (1:1)	9:16	50+ pt recommended
Frame Rate	Encoding	Bitrate	Audio
29.97 (Progressive)	MPEG 4 (.H264, 2-PASS VBR)	8 Mbit/sec	N/A

STATIC IMAGE SPECS

Content Resolution	
1080 px x 1920 px	
Text	Format
50+ pt text recommended	.JPG/.PNG



MOTION/VIDEO SPECS

Content Resolution	Pixel Geometry	Aspect Ratio	Text
5120 px x 720 px	Square (1:1)	64:9	50+ pt recommended
Frame Rate	Encoding	Bitrate	Audio
29.97 (Progressive)	MPEG 4 (.H264, 2-PASS VBR)	8 Mbit/sec	N/A

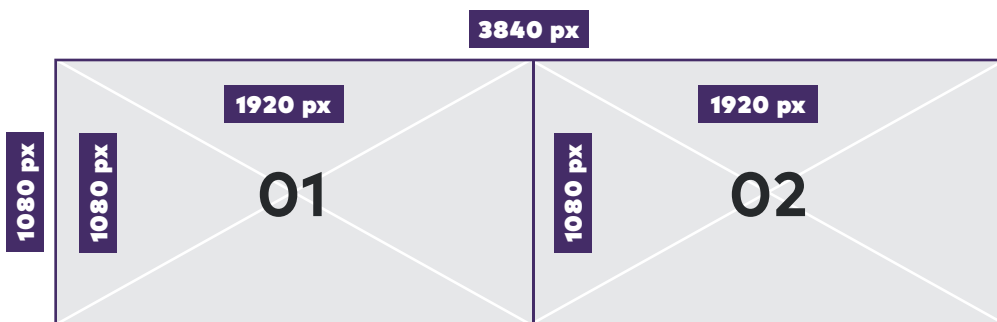
STATIC IMAGE SPECS

Content Resolution	
5120 px x 720 px	
Text	Format
50+ pt text recommended	.JPG/.PNG

COLOUR OUTPUT SPECS

When building files for out of home digital, be sure all content is in RGB colour mode. While CMYK colour mode is required for printing, RGB is used for the digital space. Many Photoshop filters and functions do not work in CMYK mode and colours may not translate accurately using the print colourspace. If possible, cross-reference with available collateral or brand guidelines to ensure final files match the expected brand colours of the client. The resolution should be set to 72 DPI as this is the highest resolution that screens can display. It also provides smaller file sizes which help with playback on legacy media players. Additionally, source files should be organized and clearly structured to allow other designers to easily navigate during future updates.

Mode
RGB only
Resolution
Max 72 DPI



FILM NAMING:

BAYC-01-filename.ext (Left)

BAYC-02-filename.ext (Right)

FILE SUBMISSION

2 separate files @ 1920 x 1080 px each.

Note: If you are unable to provide creative sized to fit the banner specifications, you can choose to run standard HD sized (1920x1080) creative duplicated and synchronized across both displays. Files for each screen must be the same duration to ensure the content plays in sync.

MOTION/VIDEO SPECS

Content Resolution	Encoding Resolution	Pixel Geometry	Aspect Ratio
3840 px x 1080 px	2x 1920 px x 1080 px	Square (1:1)	32:9 (2x 16:9)
Frame Rate	Encoding	Bitrate	Audio
29.97 (Progressive)	MPEG 4 (.H264, 2-PASS VBR)	8 Mbit/sec	N/A

STATIC IMAGE SPECS

Content Resolution	Encoding Resolution
3840 px x 1080 px	2x 1920 px x 1080 px
Format	
.JPG/.PNG	

COLOUR OUTPUT SPECS

When building files for out of home digital, be sure all content is in RGB colour mode. While CMYK colour mode is required for printing, RGB is used for the digital space. Many Photoshop filters and functions do not work in CMYK mode and colours may not translate accurately using the print colourspace. If possible, cross-reference with available collateral or brand guidelines to ensure final files match the expected brand colours of the client. The resolution should be set to 72 DPI as this is the highest resolution that screens can display. It also provides smaller file sizes which help with playback on legacy media players. Additionally, source files should be organized and clearly structured to allow other designers to easily navigate during future updates.

Mode
RGB only
Resolution
Max 72 DPI

DELIVERY INFORMATION

Final creative is due **5 business days (1 week)** prior to start date. For creative being produced by Cineplex Media, creative elements are due **10 business days (2 weeks)** prior to start date.

ELECTRONIC SUBMISSION

Files may be submitted via a file sharing service of your choice (WeTransfer, Dropbox, Box.com, Google Drive etc.)

IMPORTANT: After successfully uploading your creative, please send a confirmation email with URL to ShoppingConcourse@cineplex.com.

POLICY NOTICE: Any creative deadlines that are missed will result in additional costs and may result in a delay of the campaign for which Cineplex Media will not be held responsible. Cineplex must pre-approve all creative prior to production as per the terms and conditions in your client contract. Cineplex reserves the right to reject creative not delivered to published specifications, resulting in unsatisfactory video or audio quality.

If you have any questions regarding deadlines for your creative, please contact your Cineplex Media Account Manager.

ALL CLIENT CREATIVE IS SUBJECT TO PRE-APPROVAL BY CINEPLEX ENTERTAINMENT.

**FOR MORE INFORMATION, PLEASE CONTACT OUR TEAM AT
SHOPPINGCONCOURSE@CINEPLEX.COM**

Please ensure you are following the most up-to-date specifications. This document was last modified on **July 19, 2023**.