

SHOPPING CONCOURSE

LARGE FORMAT VIDEO WALL SPECIFICATIONS

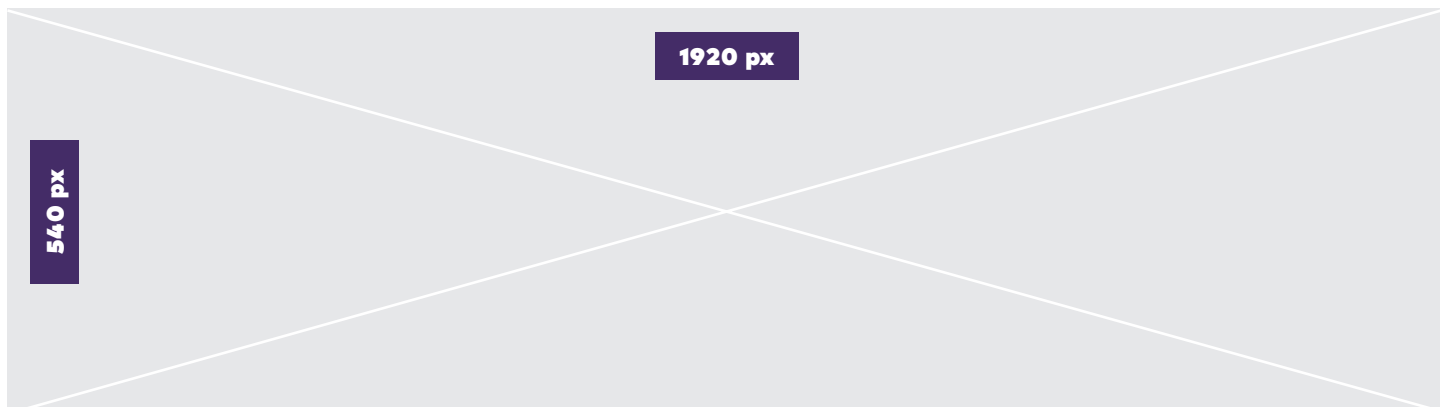
UPDATED ON JULY 4, 2023



The following document contains production and delivery specs for Large Format Video Wall client creative contracted to appear in Shopping Centres.

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MOTION VIDEO IS STRONGLY RECOMMENDED TO MAXIMIZE SCREEN CAPABILITIES.

MOTION/VIDEO SPECS

Content Resolution	Pixel Geometry	Aspect Ratio	Text
1920 px x 540 px	Square (1:1)	32:9	50+ pt recommended
Frame Rate	Encoding	Bitrate	Audio
29.97 (Progressive)	MPEG 4 (H264, 2-PASS VBR)	8 Mbit/sec	N/A

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.

STATIC IMAGE SPECS

Content Resolution	Text	Format
1920 px x 540 px	50+ pt text recommended	.JPG/.PNG

Mode
RGB only
Resolution
Max 72 DPI

DELIVERING YOUR CONTENT

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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 or campaign reporting, 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 4, 2023**.