



CINEPLEX MEDIA

HD CINEMA LOBBY SHOW

SPECS & CREATIVE DELIVERY INFORMATION

THE FOLLOWING DOCUMENT CONTAINS PRODUCTION & DELIVERY SPECS FOR HD CINEMA LOBBY SHOW CLIENT CREATIVE, CONTRACTED TO APPEAR IN THE CINEPLEX HD LOBBY SHOW.

ALL ADVERTISING MUST COMPLY WITH THE CINEPLEX MEDIA ADVERTISING POLICY WHICH MAY BE FOUND AT WWW.CINEPLEXMEDIA.COM.

ANY CREATIVE DEADLINES THAT ARE MISSED WILL RESULT IN ADDITIONAL COSTS AND MAY RESULT IN A DELAY OF THE CAMPAIGN FOR WHICH CINEPLEX ENTERTAINMENT WILL **NOT** BE HELD RESPONSIBLE.

CINEPLEX ENTERTAINMENT MUST PRE-APPROVE ALL CREATIVE PRIOR TO PRODUCTION, AS PER THE TERMS AND CONDITIONS IN YOUR CLIENT CONTRACT.

EACH CONTRACT IS ENTITLED TO ONE CREATIVE SPOT PER MONTH, PER LANGUAGE.

IF YOU HAVE ANY QUESTIONS ABOUT DEADLINES FOR YOUR CREATIVE, PLEASE CONTACT YOUR CINEPLEX MEDIA ACCOUNT MANAGER.

CLIENT CREATIVE WILL BE SENT TO OUR SUPPLIER **EXTREME REACH FOR PROCESSING.**

FOR CONTENT CREATED BY EXTREME REACH

On average, 2 weeks are required to approve, create and distribute a spot. Please ensure that all deadlines and production specs are met. No spare time has been factored in for creative extensions. Therefore, the producer should contact all suppliers well in advance to ensure elements, quotes and approvals can be obtained on schedule. Spots are subject to individual quotes and conditions, based on materials supplied.

Files should be created and submitted to Extreme Reach (see Page 4). Any production content changes (i.e. picture) can be accommodated but will be quoted separately by Extreme Reach. Contact a DPS Production coordinator at Extreme Reach 416-964-7539 with any questions regarding costs for content changes.

FOR LOBBY SHOW PRODUCTION INQUIRIES, PLEASE CONTACT **MARINA ARAUJO (416) 539-8800 EXT. 5262 OR **DEBI KINGSTON EXT. 5259****



AUDIO IS NOT AVAILABLE IN THE HD LOBBY SHOW. CONTACT YOUR ACCOUNT MANAGER FOR DETAILS.

PRODUCTION GUIDELINES

THE FOLLOWING IS A REFERENCE GUIDE TO PREPARE VIDEO FOR PLAYBACK ON THE CINEPLEX ENTERTAINMENT HD ADVERTISING CINEMA OPERATING SYSTEM (**HD ACOS**). THESE SPECIFICATIONS WILL COVER THE LAYOUT OF GRAPHICS, SUPPORTED TAPE AND DIGITAL MEDIA FORMATS.

IMAGE RESOLUTION : 1280 PIXELS BY 720 PIXELS

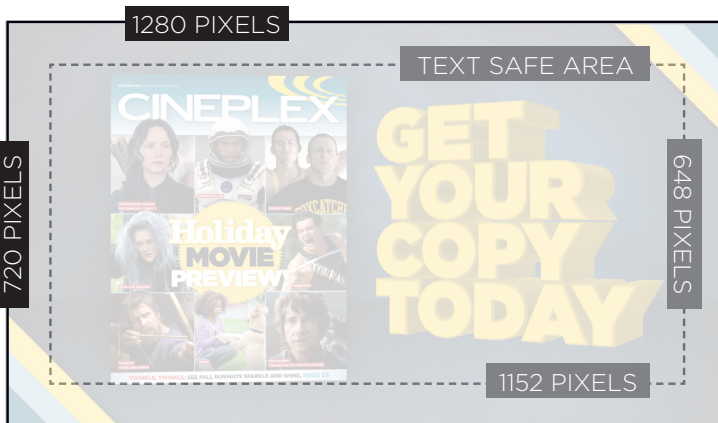


Diagram is not to scale.

Creative can be delivered in any of the following formats:

- ✦ HD Tape: **HDCAM-SR** (1080 content will be downconverted to 720)
- ✦ SD Tape: **MiniDV, DVCam25** (see Up-Conversion details below)
- ✦ Digital: **Quicktime .MOV w/ H.264** or **Apple ProRes-PROGRESSIVE** encoding at 100% quality

HD LOBBY SHOW SPECS

CONTENT RESOLUTION	1280 px wide x 720 px high
PIXEL GEOMETRY	Square (1:1)
ASPECT RATIO	16:9 (1.78:1)
COLOUR MODE	8-bit RGB (24 bit)
AUDIO	• NOT AVAILABLE IN HD LOBBY SHOW •
FRAME RATE	29.97 (Progressive)
TEXT SAFE AREA (see page 3)	1152 x 648
ENCODING	H.264/Apple ProRes-PROGRESSIVE @ 100% QUALITY

UP-CONVERSION

An HD up-conversion service is available, however standard-definition creative submitted for up-conversion must be of very high quality and will be subject to quality inspection. Despite all possible care being taken, the re-formatting process will soften the image somewhat.

ASPECT RATIO

Creative submitted with an aspect ratio other than 16x9 for the HD lobby show, (e.g. 4x3, or 1.85:1) will be re-formatted for presentation on screen. To avoid pillarboxing or letterboxing, please provide artwork compliant with our specs by creative deadline.

PLEASE ENSURE QUICKTIME .MOV FILES ARE ENCODED WITH H.264 OR APPLE PRORES-PROGRESSIVE AT 100% QUALITY.

VIDEO LAYOUT

2 X 2 MATRIX LOBBY SCREEN CONFIGURATION

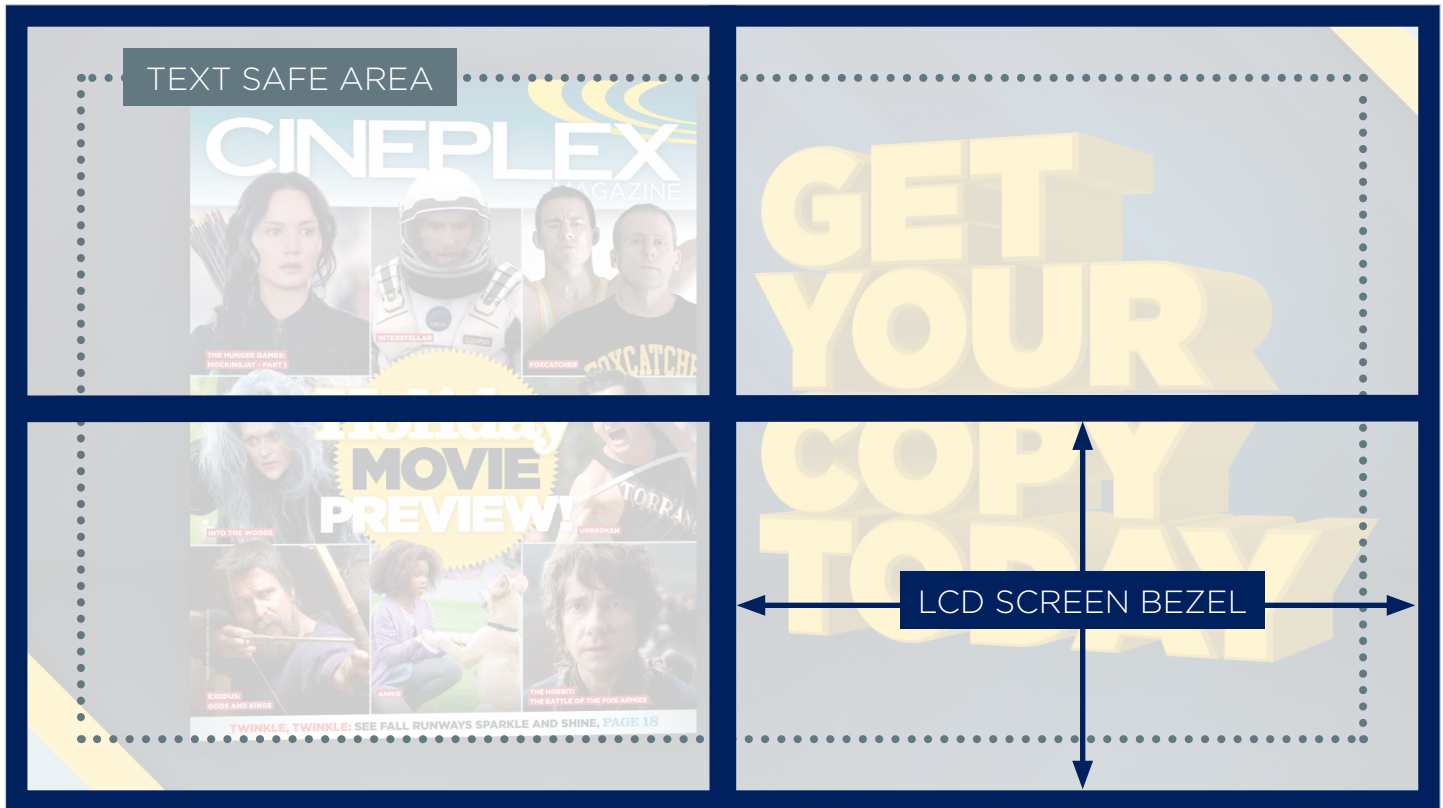


Diagram is not to scale.

TEXT SAFE AREA

Please note that all video displays have some 'over-scan' and as a result, any imagery placed towards the edges of the screen may become obscured by the physical edging of the screen. All text and relevant graphics should be placed within the viewable safe area - approximately 90% of the width and height of the frame. If any content is outside of this area, it may not be seen when displayed. Please ensure any integral text and graphics are placed within the margin of this safe area. The dotted lines (see above) represent the 'text safe' margins.

MATRIX SCREENS

A majority of our in-theatre screens are configured in 2x2 (4-screens total) matrices. Due to the size of physical screen bezels, this can result in illegibility of text and graphics placed in vertical or horizontal screen centre positions. We strongly recommend that when designing HD Lobby Show creative, ensure that text and graphics are positioned to avoid the center screen positions to maintain readability. We also recommend the use of bold, large type (16t-18pt). The thick blue lines represent the largest bezels which appear on our network - roughly 20 pixels larger than the centre lines of the screen (see above).

DELIVERING YOUR CONTENT

PLEASE CLOSELY FOLLOW THESE DELIVERY INSTRUCTIONS FOR YOUR CREATIVE MATERIAL, INCLUDING LABELING + FILE NAMING CONVENTIONS. ALSO ENSURE THAT YOUR CREATIVE ARRIVES BY THE DUE DATE ASSIGNED BY YOUR CINEPLEX MEDIA ACCOUNT MANAGER.

Incoming creative must comply with Cineplex Media file naming conventions. **Please read and label your spots accordingly.**

BUDWEISER-HOCKEY-30-ENG-DEC-LOBBY.MOV



If you are sending a hard copy of your creative, please ensure that you label the spot **'For Cineplex HD Lobby Show'**.

DIGITAL SUBMISSION

URL: <http://ftp.extremereach.ca>

User name: **cineplexincoming**

Password: **cininc1152**

IMPORTANT: Once your file is completely uploaded, please send an e-mail to cineplex@extremereach.com and cc: Marina.Araujo@cineplex.com and Debi.Kingston@cineplex.com. Your email should note particulars of your creative delivery, including file name.

HARD COPY SUBMISSION

Extreme Reach

635 Queen St. East, Toronto, Ont., M4M 1G4
Attn: DPS-Production Coordinator
416-964-7539
cineplex@extremereach.com

NOTE: When submitting content, you must adhere to the naming convention for your spot listed at the top of this page. Failure to follow this naming convention may result in delays in the spot's start date.

IF YOU HAVE ANY PROBLEMS ACCESSING THE SERVER, PLEASE CONTACT CINEPLEX@EXTREMEREACH.COM.

PRIVACY NOTICE: Although Extreme Reach will do their best to remove material as it has been uploaded, your files (names only) may, for a short time be viewable by others visiting this FTP address. Files cannot be accessed or downloaded by anyone except for Extreme Reach staff. If privacy is a priority, provide your material in hard copy format to Extreme Reach or Cineplex Media by the deadlines assigned by your account manager.

Please ensure you are following the most up-to-date specifications.

This document was last modified on **June 1, 2016.**

Thank you!