

How to prepare data for digiCLV

**DIGILIGHT DISPLAY is a LCD screen with Full HD picture resolution.
The installation is in the PORTRAIT format.
Screen dimensions: (w x h): 1080 x 1920 pix.**

Possible data formats:

Photo:

format: JPEG, PNG, TIFF, no compression only
resolution: 1080 x 1920 pixels (vertical)

Video:

format: WMV - Windows Media Video 9 or
picture sequence: PNG, TIFF, JPEG (100% quality)

frame rate: 25
resolution: 1080 x 1920 pixels (vertical)
progressive scan
pixel aspect ratio: 1,0000 (Square)
Bit rate: 16 M
Audio: None
Total time: 6 sec

Please put 2 black fields for the beginning and to the end of the video. These 2 black fields are extra fields above your 6 seconds of your video. In your video sequence then make transition from black for the first three fields and for the last 3 fields.

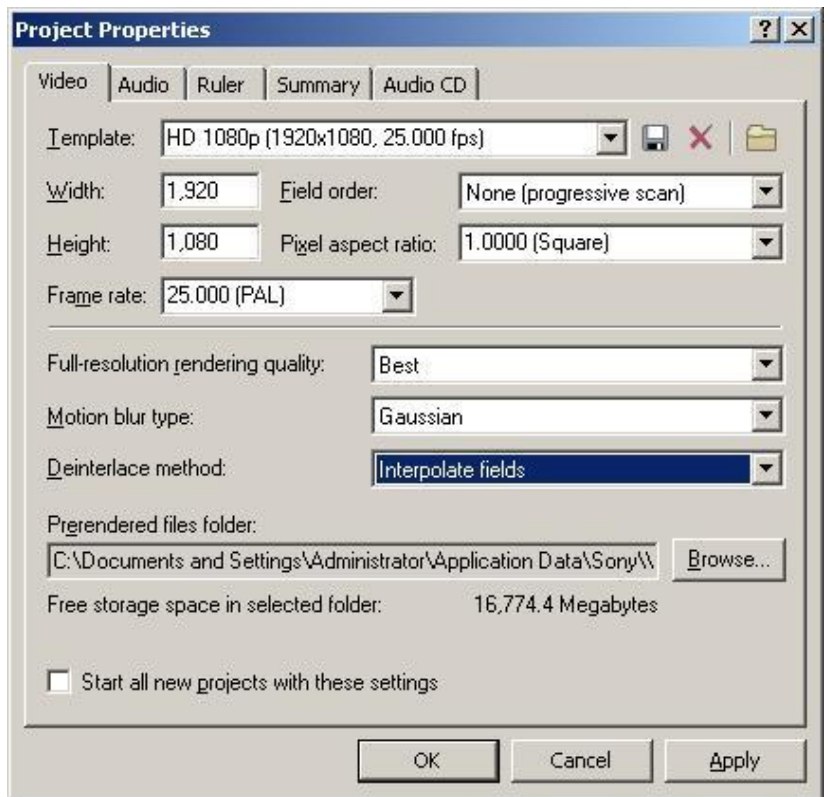
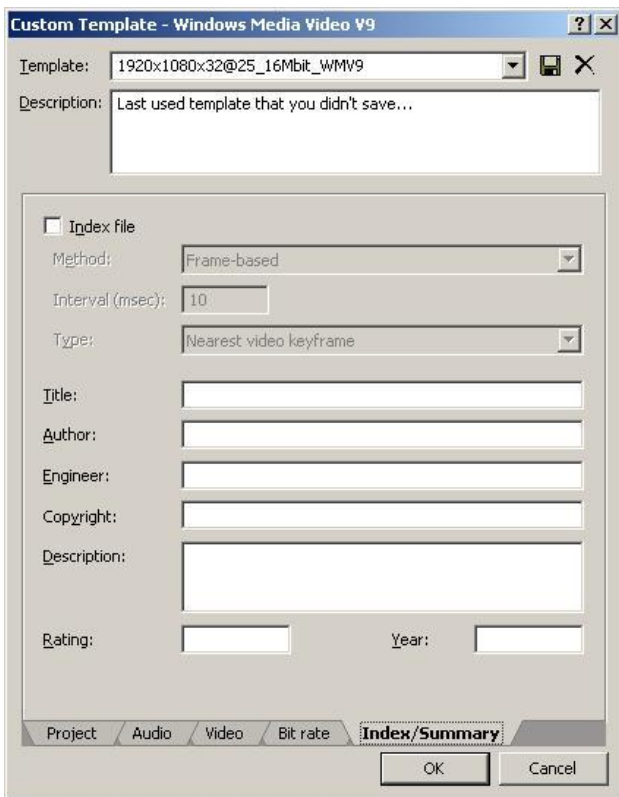
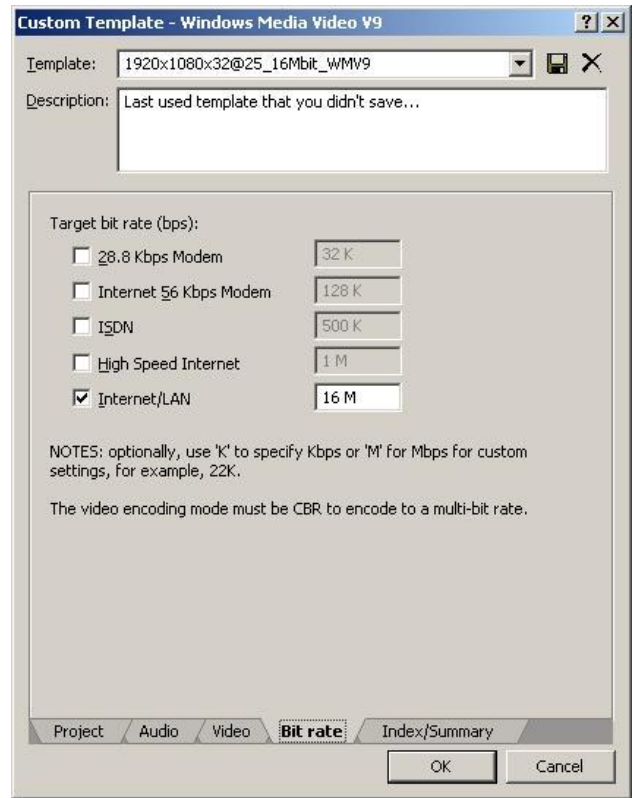
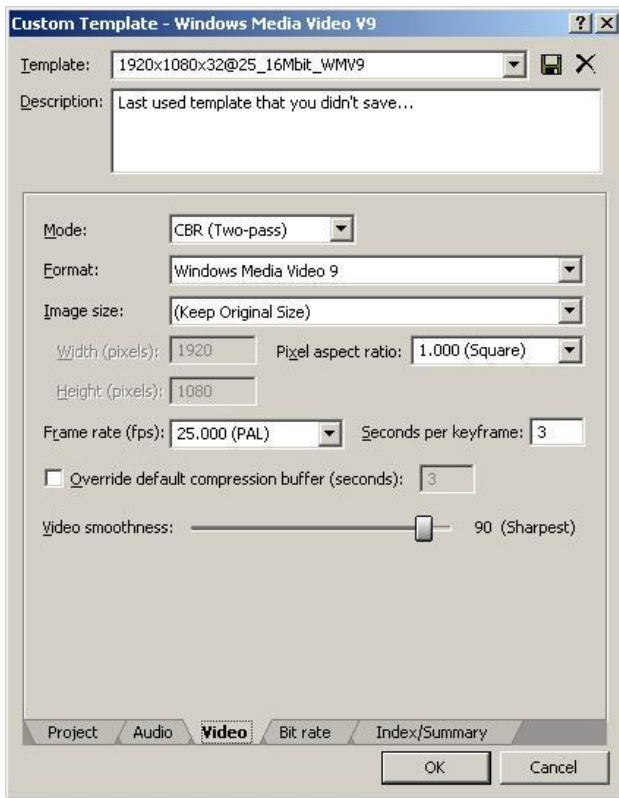
Video sequence than would be following:

2 black fields, 150 fields of your advertisement (from which 3 first fields are transition from black and also last 3 fields are transition to black), 2 black fields.

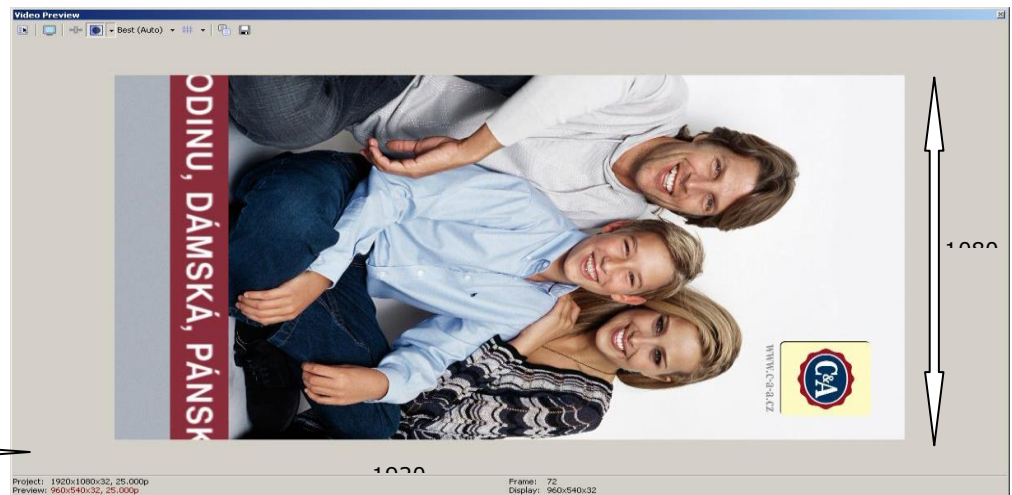
Total 154 fields, from which 150 fields is your graphic. (25 fields per second times 6 sec = 150 fields).

In the case you use Video – it should always be a static picture advertisement but with digital effects. You could use small computer effects to make the video „live“. In no case is possible to use real video sequence. Only animation or flash effects are possible.





Please prepare your graphic and also save in the landscape format like on the picture below. Picture is turned 90° clockwise. We will turn it in the display.



Recapitulation:

Resolution: 1920x1080

Bit rate: 10-16M

Pixel aspect ratio: 1,0 (square)

Frame rate: 25, progressive scan

Formats: WMV, JPEG, PNG, TIFF, no compression only

Deadline for data delivery is 3 days prior the start of the campaign.

Data up to 20 MB could be possibly sent to vanek@dynamixmedia.cz bigger files to be sent on CD or DVD or uploaded to ftp server.

Delivery address:

Libor Vaněk
DYNAMIX MEDIA s.r.o.
Jinonická 80
158 00 Praha 5

