



Outdoor Digital Display: 400(w)x180(h)

Specifications for creating display ready content:

Composition Size:	400(w)x180(h)
Color Mode:	RGB
Recommended Font:	serif, sans-serif
Minimum Font Size:	8"
Resolution:	80dpi – 240dpi
Pixel Aspect Ratio:	20;9
Acceptable Static format:	jpeg, bmp, ico, png, gif
Acceptable animated format:	wmv, asx, asf, mpeg1, mpeg2, mpeg4, mov, mp4
Video frame rate:	30fps
Video color depth:	24bit RGB
Video length:	15 seconds
Video Bit Rate:	+9000

Other content considerations:

Length: The optimal length for content is less than 15 seconds. This allows for the message to be conveyed effectively on the greatest number of spectators before their attention is focused elsewhere.

Transitions: All content should loop, or transition smoothly in time from the end, back to the beginning, in case it runs multiple times.

Backgrounds: Text and logos should appear in front of a contrasting background. Predominately white background should be avoided as they tend to be bright and wash out the accompanying logos/images.