



DIGITAL DREAM

PRODUCT DATA SHEET

Version: Dezember 2019



DIGITAL DREAM:

4 "Big Screens", each with a resolution of 1200 × 672 pixel
Circular Element resolution:
12000 × 240 pixel
or six individual elements
(resolution: see page two)

Campaign media · digital

01 Technical Specifications

Ad length: 60 seconds
Video data: .mp4, .mov, 25 fps (progressive), no audio, bitrate **at least 30 Mbit/s**
Still image: .jpg, .pdf, .png, .bmp, .tif, .eps, .psd (Office, InDesign and other file formats cannot be accepted.)
Color profile: sRGB

02 Design Guidelines

Content has to conform with the youth protection guidelines.
A customer's adverts are shown simultaneously on all screens and the layout can be coordinated according to his wishes.
The ring shaped screen is divided up into six separate segments due to building restrictions.
The four "Big Screens" can be set up to each show a different video.

03 Data Handling

Handling fee
per advert and medium: € **1,000**

Supply deadline for ready-to-go designs: **10 business days** before start of placement.
Should you need support creating your advert, we have the entire range of advert creation on offer: € **3,500**

Prices quoted do not include VAT. We reserve the right to double our motif-handling costs, if data is delivered two days or less before the booked campaign start.

Advice and Data Handling

National

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Option 1 (when using static images)

Six individual videos. You can find the template for the segments using the following FTP account: ftp.infoscreen.de / User: Template4126 / PW: ttTE325LMp

Circular Element 1:	2688 × 240 pixel
Circular Element 2:	2976 × 240 pixel
Circular Element 3:	240 × 240 pixel
Circular Element 4:	2016 × 240 pixel
Circular Element 5:	1824 × 240 pixel
Circular Element 6:	480 × 240 pixel
Big Screen 1/2/3/4:	à 1200 × 672 pixel

Advert delivery variants

For an optimal spatial experience, please choose from one of the following two options:

Option 2 (when using rotating / circulating design elements)

Delivery of a complete ring-element. In order to simplify the export of such a wide composition, you can deliver an After Effects file where you have split the large composition into 2-3 smaller parts

Circular Element 1-6:	12000 × 240 Pixel
Big Screen 1/2/3/4:	à 1200 × 672 Pixel

Important:

If the composition is set up with a width of 12.000px, circulating elements will briefly disappear from view before they reappear on the next screen. This has been done so on purpose to guarantee a sense of continuity as the elements "pass behind" pillars.

Big Screen 1



Big Screen 2



Big Screen 3



Big Screen 4



Circular Element 1



Circular Element 2



Circular Element 3



Circular Element 4



Circular Element 5



Circular Element 6



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