

DIGITAL CONTENT SPECIFICATIONS

Length	10 sec
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IMAGE

Format	JPG, PNG
Restrictions	Animated GIFs are not handled
Width x Height / Resolution	1440 x 1080 / 72 dpi
Color Mode	RGB

VIDEO

Container's format / Associated extensions	MPEG-2 / .ts MPEG-4 / .mp4 MPEG-4 / .mov
Width x Height (pixels)	1440 x 1080
Size of content	Videos have to be created in 'full screen', with no surrounding black border: borders could appear on the screen or the image could be warped
Frames per second	25 fps
Audio	No audio.
Video codec	H264 or AVC or MPEG-4 Part 10
Maximum Bit Rate	24 Mbps
Ref Frame	2, 4 (8 maximum)
Chromatic Subsample	4:2:0
Color Depth	8 bit
Image Type	Progressive
CABAC	Recommended
Frame Rate	CBR
Subtitles	No

HTML5

Format	HTML
Width x Height (pixels)	1440 x 1080
Note	If you choose this format please contact Europlakat for more precise info about restriction.