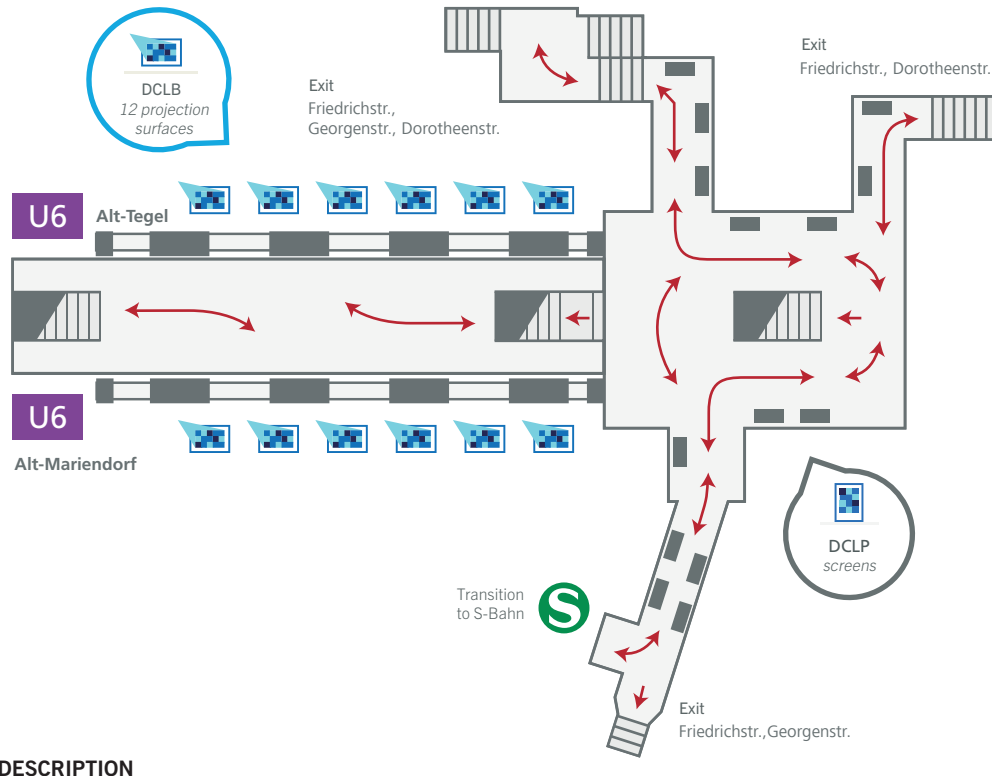


DCLB (PROJECTORS)

SUBWAY STATION FRIEDRICHSTRASSE



PRODUCT DESCRIPTION

| | |
|---------------------------------|------------------------|
| Distance between advertisements | approx. 9.6m (31.5 ft) |
| | approx. 12m (39.3 ft) |

| | |
|------------------|-----------------------|
| Viewing distance | approx. 4 m (13.1 ft) |
|------------------|-----------------------|

| | |
|------------|--------------|
| Resolution | 1024 x768 px |
|------------|--------------|

| | |
|--------------|-------|
| Aspect ratio | 4 : 3 |
|--------------|-------|

AD SPECIFICATIONS

| | |
|---------------|-------------|
| Spot duration | 10 - 30 sec |
|---------------|-------------|

| | |
|-----------------------|---------------|
| Recommended font size | Minimum 25 px |
|-----------------------|---------------|

| | |
|-------------------------------------|--|
| Text size example (incl. descender) | 43 px = 10 cm, 85 px = 20 cm, 128 px = 30 cm |
|-------------------------------------|--|

| | |
|-------------|---|
| Please note | Maximum of three different spots per screen and slot. |
|-------------|---|



FORMATS & CODECS / MOTION PICTURES

For all video codecs

As it may be necessary to make slight adjustments to your material, please deliver video files in the following formats: AVI or MOV

- Aspect ratio: rectangular pixels
 - No interlaced video (progressive video required)
 - 25 frames per second
 - Movies need to end with a full second
 - Don't create compositions in Adobe Flash
 - File size: up to 1 GB per file
 - No audio (not even as a trigger signal)
 - A safe title area is not necessary
 - Don't use runlength encoding (RLE)
-

Formats, codecs

Don't create compositions in Adobe Flash!
Please rotate the finalized image 90° clockwise prior to delivery.

> WMV (Windows Media)

- Bit rate: 10 – 15 Mbit/s
- Quality: 100%
- Keyframe distance: 1 second
- 25 frames per second
- Suitable for animated graphics and photorealistic video
- Do not create compositions in Adobe Flash

> MOV (Quicktime)

- Bit rate: 15 – 20 Mbit/s
- Video codec: H264 or MPEG-4 Video
- Quality: 100%
- Use maximum color depth
- 25 frames per second
- Suitable for photorealistic video

> JPEG

- Uncompressed image to greatest extent possible (Set quality at "maximum")
 - Format option: Baseline
 - 72 dpi
-

INFORMATION ON FILE DELIVERY

Naming files and identifying their display locations

Please use the following format when naming files:
Year_CalenderWeekOfTheBroadcast_Client_Medium_NumberOfAdvertisingMedium_Time.format

> For example

Year: 2015
Calender week: 22
Client: Client
Medium: DCLB
Number: 01 (in case of different DCLBs screen individual files)
Time: 20:00-21:30 (in case of different time slots for individual files)
Format: .jpg

Delivery deadlines

Please send us your finalized and ready-to-use files at least 10 working days prior to the start of your booking period.

Contact Wall

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