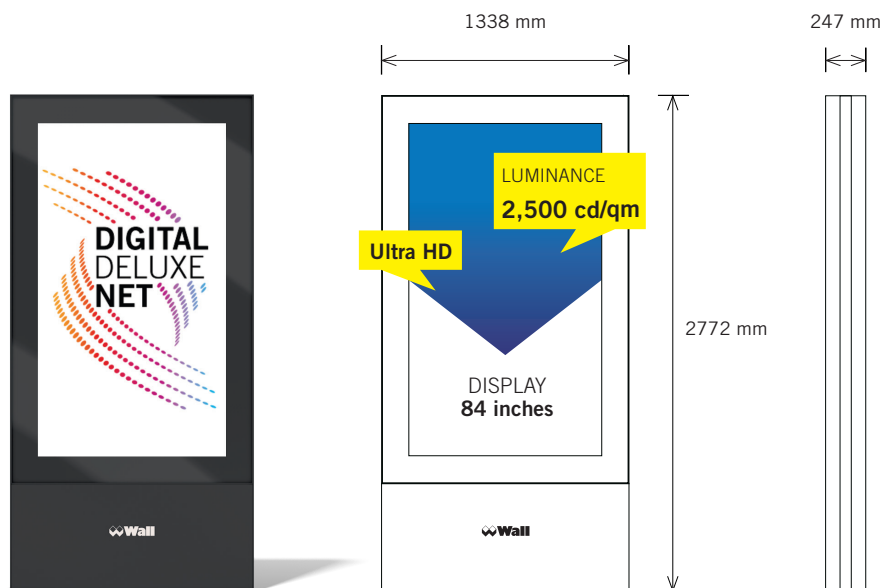


DCLP – BERLIN



PRODUCT DESCRIPTION

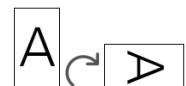
Video format	MP4, MOV
Resolution	Full HD 1.080 × 1.920 px or Ultra HD 2.160 x 3.840 px
Spot duration	10 seconds

Image format	JPG, PNG
Resolution	Full HD 1.080 × 1.920 px or Ultra HD 2.160 x 3.840 px
DPI	72 dpi

FINAL DATA

Naming files and identifying their display locations	Calendarweek_Customer_Medium_City_Miscellaneous Example: CW20_CompanyX_DCLP_Berlin_Image1
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Delivery deadline	At least 5 working days prior to the start of your booking period Please deliver the final visual-dynamic images rotated 90° clockwise.
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Delivery via E-mail	digital@walldecaux.de
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Contact	WallDecaux Digital Team Friedrichstraße 118, 10117 Berlin T +49 30 33899-5630 digital@walldecaux.de
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FORMATS & CODECS

Visual-dynamic

Visual-dynamic images may not be longer than 10 seconds in our DigitalDeluxeNet (DDN) system. Please send your visual-dynamic images to WallDecaux in advance for review and approval. Thank you for understanding.

The following requirements should be taken into consideration:

- Only part of the image should be animated, and the movement should be slow. Zoom effects should be used conservatively.
- Transitions should be smooth; please avoid flashing, blinking or otherwise jolting animations or eye-catching elements.
- Films or film sequences are not permitted - neither in slow motion.
- Examples can be found at the following link: [WallDecaux Showreel](#) Password: Wall2016
- Formats: MOV, MP4
- Ultra HD bitrate: 50 Mbit/s
- Full HD bitrate: max. 20 Mbit/s
- Video codec: H.264
- Aspect ratio: square pixels
- No interlaced video (progressive video required)
- 30 frames per second
- Movies need to conclude at the end of a full second
- No audio (not even as a trigger signal)
- A safe title area is not necessary
- Don't use run-length encoding (RLE)
- Quality: 100%
- Maximum color depth

Image files

- Formats: JPG, PNG
- Uncompressed image (set quality at “maximum”)
- Format option: Baseline
- 72 dpi

ADDITIONAL INFORMATION

Number of different images

Your weekly booking may include up to seven different images. Please contact us if you would like to use more than seven images. Supplementary costs may apply.

Special realization options

HTML5 with dynamic connection possible



LOCATIONS

ONE- / DOUBLE-SIDED

Berlin	> Friedrichstr. 148 (bus shelter) 6 displays	double-sided
	> Friedrichstr. 47 Checkpoint Charlie (heading out of town)	one-sided
	> Friedrichstr. 205 Checkpoint Charlie (heading into town)	one-sided
	> Potsdamer Platz after Ebertstr. (heading out of town)	one-sided
	> Rosenthaler Str. 40-41 Hackescher Markt (heading out of town)	one-sided
	> Tauentzienstr. 1 after Ansbacher Straße / Wittenbergplatz (heading out of town)	one-sided
	> Tauentzienstr. 3-4 (heading out of town)	one-sided
	> Tauentzienstr. 6 (heading into town)	one-sided
	> Tauentzienstr. 7a	double-sided
	> Tauentzienstr. 11 (heading into town)	one-sided
	> Tauentzienstr. 15	double-sided
	> Tauentzienstr. 24	double-sided
	> Tauentzienstr. 21-24 KaDeWe	double-sided
	> Budapest Str. 44 central island	one-sided
	> Budapest Str. 48 central island	one-sided
	> Kurfürstendamm 226 central island (heading out of town)	one-sided
	> Kurfürstendamm 217 central island (heading into town)	one-sided
	> Kurfürstendamm 211 central island (heading out of town)	one-sided
	> Kurfürstendamm 189 central island (heading out of town)	one-sided
	> Kurfürstendamm 199 (heading into town)	one-sided
	> Kurfürstendamm 231 (heading into town)	one-sided