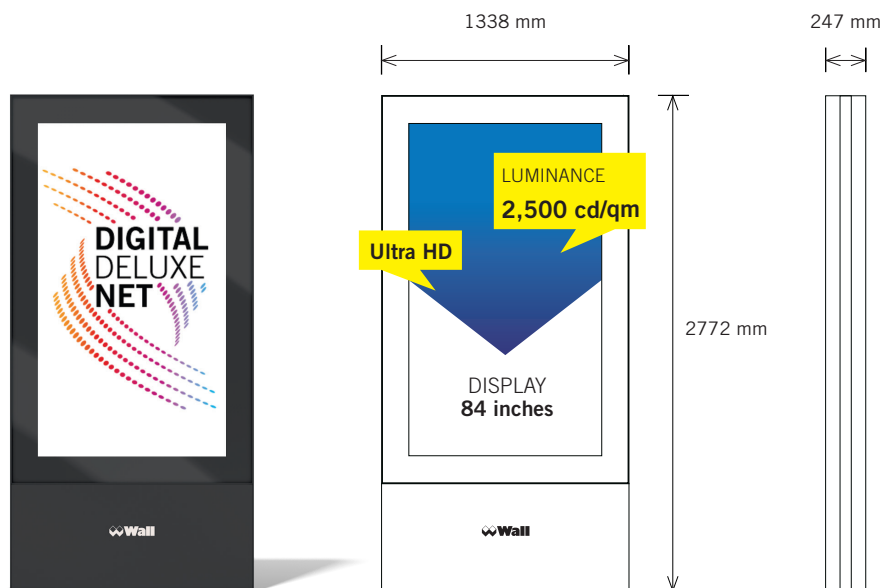


# DCLP – DUSSELDORF



## PRODUCT DESCRIPTION



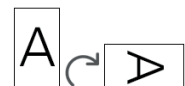
<b>Video format</b>	MP4, MOV
<b>Resolution</b>	Full HD 1.080 × 1.920 px or Ultra HD 2.160 x 3.840 px
<b>Spot duration</b>	10 seconds

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

## FINAL DATA

<b>Naming files and identifying their display locations</b>	Calendarweek_Customer_Medium_City_Miscellaneous Example: CW20_CompanyX_DCLP_Dusseldorf_Image1
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<b>Delivery deadline</b>	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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<b>Delivery via E-mail</b>	digital@walldecaux.de
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<b>Contact</b>	WallDecaux Digital Team Friedrichstraße 118, 10117 Berlin T +49 30 33899-5630 digital@walldecaux.de
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## FORMATS & CODECS

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### 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

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### 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

<b>Dusseldorf</b>	> Schadowstraße 13 after Schadowplatz .....	double-sided
	> Schadowstraße 20 in front of Schadowplatz .....	double-sided
	> Schadowstraße 39 in front of Berliner Allee .....	double-sided
	> Schadowstraße 77 in front of Liesegangstraße .....	double-sided
	> Schadowstraße 93 behind Liesegangstraße .....	double-sided
	> Kasernenstraße 1B in front of Flinger Straße .....	double-sided
	> Königsallee 10 in front of Blumenstraße .....	double-sided
	> Königsallee 15 after Theodor-Körner-Straße .....	double-sided
	> Königsallee 18 in front of Theodor-Körner-Straße .....	double-sided
	> Königsallee 21 in front of Trinkaustraße .....	double-sided
	> Königsallee 48 after Steinstraße .....	double-sided
	> Königsallee 70 after Grünstraße .....	double-sided
	> Königsallee 92 after Bahnstraße .....	double-sided
	> Königsallee 98 after Graf-Adolf-Straße .....	double-sided
	> Jan-Wellem-Platz in front of Schadowstraße .....	double-sided