

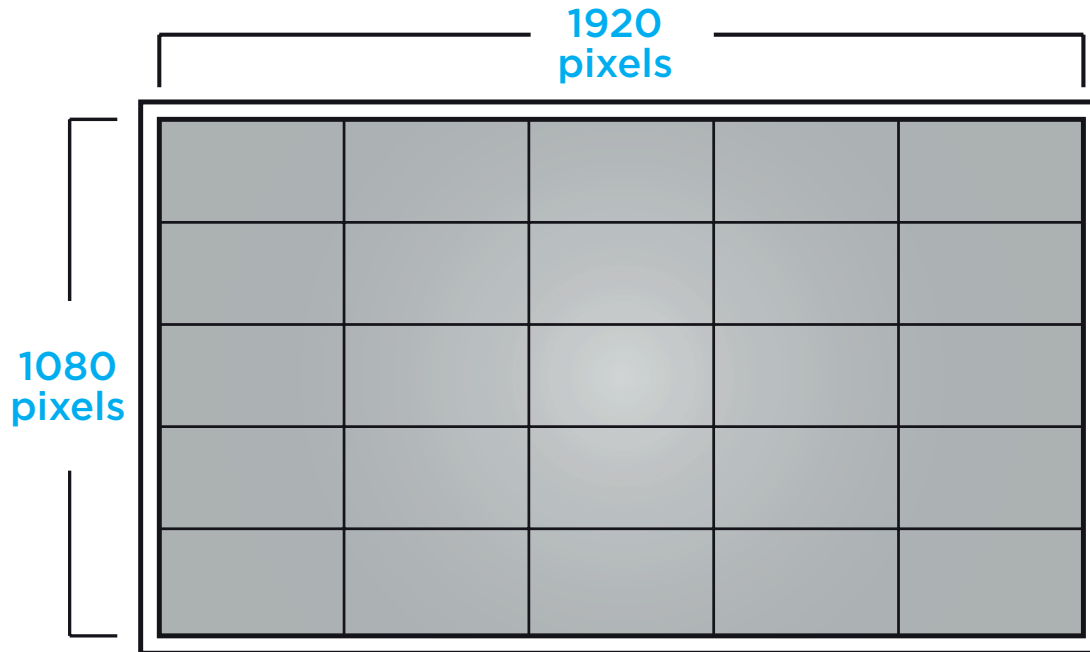
# VIDEOWALL SPECIFICATIONS



This document covers the production specs to build videowall ads. Best practices for producing effective and attractive visuals. What files to send our production team to build your ads in full-motion video. Uploading artwork to the ftp site.

# VIDEOWALL SPECIFICATIONS

Neo-Traffic's Videowall constructed of 25 screens each measuring 47 inches diagonally for a total videowall size of 205" wide, 116" high and 234" Diagonal. 165.16 sq.ft



Content Resolution	Pixel Geometry	Aspect Ratio	Frame Rate	Encoding	Recommended bit rate	Minimum font sizes	Static images	Length of the video
1920 x 1080 px	Square (1:1)	9:16 both together single 9:16	30 FPS	Mpeg 4 (H:264)	4-8 Mbit/Sec	60 pt recommended	PNG, Photoshop Jpeg, Tiff	10 seconds

**IMPORTANT: Simplicity is the best strategy for an effective message**

## CREATIVE RECOMMENDATIONS

- Simplicity is the best strategy for an effective message.
- Text should be large, bright and good contrast from the background.
- Avoid text over busy background.
- Avoid very thin text on bright backgrounds.
- 5 words per 5 seconds is a good system to follow. Small fonts or lots of text is innafective.
- Animations are more effective that static. (We provide in-house production at a reduced rate for advertisers)

## IN-HOUSE PRODUCTION

- We offer full in-house video production for clients, tenants and property owners.
- You send us your creative assets and we'll bring them to life.
- We have a deep commitment to delivering high quality production and how best to utilize the medium.

### FILE FORMATS

We accept most digital documents; Photoshop, Illustrator, InDesign After Effects projects, C4D, Element 3D.  
File formats; .Jpeg, .PNG, .ai, .eps, .psd, .tiff.

# DELIVERING YOUR CONTENT

## CREATIVE DEADLINES

Final creative (video or static) that has been built to spec should be delivered 2 business days prior to the start date. Any creative delivered under 48 hours could be subject to delays. Creative being produced by the Neo-Traffic production team requires 10 business days prior to the start date.

## ELECTRONIC DELIVERY

Files can be uploaded to our ftp site using this direct link:

**Direct Link:** <ftp://client.neo-traffic.com>

**FTP:** [client.neo-traffic.com](ftp://client.neo-traffic.com)

**Username:** public-neotraffic

**Password:** 6w7BfN2H

After successfully uploading all your creative assets please send an email to [production@neo-traffic.com](mailto:production@neo-traffic.com) to inform us. We'll verify with you that everything meets our specifications.

## PRIVACY

Files will be deleted once we've downloaded them from the ftp site. During the short time they are present names will be visible to other FTP users who have been granted access. Nobody but Neo-Traffic has permission to download files.

Neo-Traffic has final approval on all creative submitted

FOR ANY QUESTIONS PLEASE CONTACT  
SOMEONE FROM OUR PRODUCTION TEAM

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