

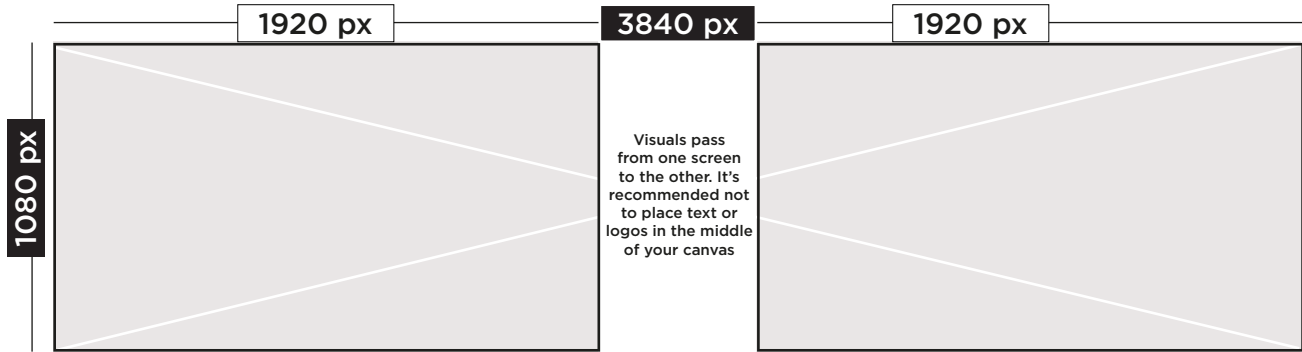
PANORAMIC SPECIFICATIONS



This document covers the production specs to build panoramic 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.

PANORAMIC SPECIFICATIONS

Neo-Traffic's 2 screens combined produce a resolution of 3840 pixels wide by 1080 pixels high. Each individual display is Full Hd 1920x1080. The actual screen sizes may vary from 49" and above but the resolution and aspect ratio remains the same.



Content Resolution	Pixel Geometry	Aspect Ratio	Frame Rate	Encoding	Recommended bit rate	Minimum font sizes	Static images
3840 x 1080 px 2x 1920 x 1080 px	Square (1:1)	32:9 both together single 16:9	30 FPS	Mpeg 4 (H.264)	4-8 Mbit/Sec	60 pt recommended	PNG, Photoshop Jpeg, Tiff

*Ads are sold as 15 seconds. Other lengths are possible, contact us for more information.

You have 3 options

- Place the same visual on each screen
- Place different visuals on each screen
- Build creative that passes from one screen to the other (Panoramic).

For maximum effect, we recommend full-motion graphics and using the panoramic option.

IMPORTANT: You have the choice to send one large video/static file 3840 x 1080 px, or two files 1920 x 1080 px.

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 ineffective.
- Test your creative: <http://www.neo-traffic.com/en/be-creative>
- Animations are more effective than 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 with dual screen animated fx.
- 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 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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