

# Technical Specifications

# DIGITAL BILLBOARD



## TECHNICAL SPECIFICATIONS

<b>Format</b>	JPG, MP4
<b>Resolution</b>	Berlin: 440px * 300px and 672 * 448px (please provide two separate files) Hamburg: 528px * 384px (one image pixel corresponds to one LED on the advertising medium)
<b>Spot length</b>	10 seconds
<b>Data Rate</b>	25-30 FPS, 10Mbit/s
<b>Video-Codec</b>	H.264
<b>Pixel density, colour depth</b>	72 dpi, 8 Bit
<b>Special format</b>	HTML5 with dynamic connection available on request

## DESIGN NOTE

For Roadside and Street furniture media, do not use lightning effects, real film or rapid image changes. The number of sequences is limited to a maximum of three to four.

## NAMING FILES

Please name the creations as follows: **Week\_Customer\_Medium\_City\_Image**.  
If an image will be used in multiple cities, please include all of them, one after the other, in the file name.

## ADDITIONAL INFORMATION

The visual-dynamic motifs must be sent to WallDecaux in advance for checking until further notice.

Seven different motifs are included in a weekly booking. If you wish to submit additional motifs, we a handling fee will apply.

If you prefer a defined orchestration variant, we will require location-specific image instructions from you. These must be provided at least five days prior to the date of broadcast. Special formats may require additional lead time.

## LINKS

A selection of successful creations and what you should consider when designing them can be found here.

[10 design rules](#)

## CONTACT

Do you need help creating the images?  
We'll be happy to assist you – simply get in touch with us.

[adops@walldecaux.de](mailto:adops@walldecaux.de)