

Technical Specifications

DIGITAL DELUXE NET



TECHNICAL SPECIFICATIONS

Format	MP4, JPG (only JPG permitted in Munich and Nuremberg)
Resolution, bit rate	Ultra HD (2.160*3.840 px), 50 Mbit/s or Full HD (1.080*1.920 px), 20 Mbit/s
Frame rate	30 FPS
Video codec	H.264
Ad length	10 seconds

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

Here you will find a selection of successful creations as well as design instructions.

CONTACT

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

adops@walldecaux.de