



EYE delivers Still or Video advertising messages to our stand-alone digital LCD monitors.

The Basics

SPOT TIME

7.5 second play time. Please note: Due to play time it is difficult to repurpose standard commercial spots to our digital network. Many of our clients use static ads which can usually be converted to digital fairly easily.

PLAYBACK

Up to 6 advertisements to run in succession (maximum of 8 ads in a loop during Nov and Dec), looped continuously. **These ads contain no intrusive sound.**

FRAME RATE

15 - 20 frames per second.

MOVIE LENGTH

The scheduling software will be set to move to the next content item after 7.5 seconds. If your animated content is less than 7.5 seconds, add additional frames to the end of the sequence to create a 7.5 second spot.

Dimensions

Files should be submitted at **1080px wide X 1920px high**. This must be in a portrait format.

Recommended Resolution is 120 DPI.

Accepted File Types

PROCESS SPECS

Video: mpeg, mov, mp4, wmv, wma, avi, ogm

Static Image: .jpg, .bmp, or .psd (static in 8 second spot)

Supported Video Codecs

MPEG-1 (VCD) and MPEG-2 (SVCD/DVD/DVB) video

MPEG-4 ASP in all variants including DivX

MPEG-4 AVC aka H.264

Windows Media Video 7/8 (WMV1/2)

Windows Media Video 9 (WMV3) (using x86 DLL)

RealVideo 1.0, 2.0 (G2)

RealVideo 3.0 (RP8), 4.0 (RP9) (using Real libraries)

Sorenson v1/v3 (SVQ1/SVQ3), Cinepak, RPZA and other QuickTime codecs

DV video

Intel Indeo3 (3.1, 3.2)

Intel Indeo 4.1 and 5.0 (using x86 DLL or XAnim codecs)

File Size

PROCESS SPECS

Keep **all files under 20 MB**. This will ensure smooth playback.

FOR ALL QUESTIONS, CONTACT:

Erin May | Traffic and Service Delivery Manager

877 393 6671 x 8967 | erinmay@eyecorpmedia.com