

## AQ DIGITAL CONTENT SPECIFICATIONS – LED 4x3

### IMAGE

<b>Format</b>	JPG, PNG
<b>Restrictions</b>	Animated GIFs are not handled
<b>Width x Height / Resolution</b>	832 x 624 px – 4:3 / 72 dpi
<b>Color Mode</b>	RGB

### VIDEO

<b>Standard duration</b>	10 seconds
<b>Container's format / Associated extensions</b>	MPEG-2 / .ts MPEG-4 / .mp4 MPEG-4 / .mov
<b>Width x Height (pixels)</b>	832 x 624 px – (4:3)
<b>Size of content</b>	Videos have to be created in 'full screen', with no surrounding black border
<b>Frames per second</b>	25 fps
<b>Audio</b>	No audio.
<b>Video codec</b>	H264 ili AVC ili MPEG-4 Part 10
<b>Profile</b>	Main Profile
<b>Profile Level</b>	HD - 4.2, 4K – 5.2
<b>Maximum Bit Rate</b>	24 Mbps
<b>Ref Frame</b>	2, 4 (8 maximum)
<b>Chromatic Subsample</b>	4:2:0
<b>Color Depth</b>	8 bit
<b>Image Type</b>	Progressive
<b>CABAC</b>	Recommended
<b>Frame Rate</b>	Constant – CBR

# HTML5

<b>Standard duration</b>	10 seconds
<b>Format</b>	HTML
<b>Width x Height (pixels)</b>	832 x 624 px
<b>Note</b>	If you choose this format, please contact AQ for more precise info about restriction.

## ANIMATION – MOVEMENT - VIDEO

<b>In the case of LED roadside screens where motor vehicles are moving, animated content must be in compliance with the following recommendations and rules:</b>
Full screen motion and animation is allowed throughout all 10 sec. slot duration.
Full screen animation and motion must be in slow motion mode.
Part screen motion and animation can be displayed in full speed mode.
Animation should be subtle, including fading transitions, slow panning, gradual zooming, slow and gradual changes in text, soft animation to parts of the creative.
Background (full screen) can move in slow motion, or zoom in/out, but should not blink or flash.
Partial animation and motion should be in the manner of fading transitions, rather than fast slide.
Lights can be radiating and sowing but not flashing.
Generally speaking, motion should be subtle and yet attention grabbing, rather than distracting for drivers and other traffic participants.