

THE SQUARE DIGITAL RIBBON

The Square Digital Ribbon is made up of 15 x 55" 4K LCD Screens. There are 2 ways to use this format. Please refer to the table and graphs below on the overall specs for each creative opportunity and the delivery system that should be used for this format.

Creative Opportunity 1: Singular Canvas

	VISUAL AREA		FILE TYPES
	Width (Pixels)	Height (Pixels)	
Overall Spec (All 15 screens)	28800	1080	Spot Length: 10 Seconds. 25 FPS. MP4. Maximum File Size: 2GB. Provide 3 x display ready files (1 for each 5 screen section). Delivery details below:

Delivery System for Singular Canvas:

Step 1: Compose Full Design (28800 x 1080 pixels)



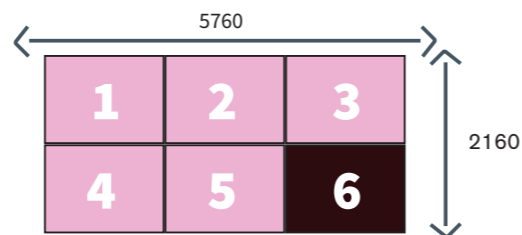
Step 2: Split into 3 sections (9600 x 1080)



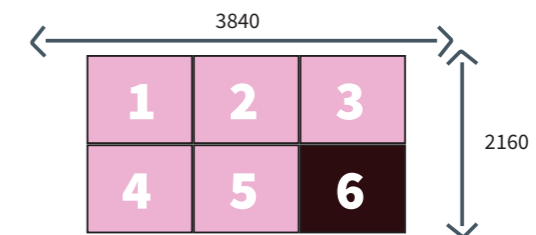
Step 3: Now split each of the 3 sections into individual pieces of 1920 x 1080



Step 4: Order these 5 sections as shown in the 3x2 layout. Leave a black frame for position 6



Step 5: The video is then reduced in width by 33% (squeezed)



THE SQUARE DIGITAL RIBBON

The Square Digital Ribbon is made up of 15 x 55" 4K LCD Screens. There are 2 ways to use this format. Please refer to the table and graphs below on the overall specs for each creative opportunity and the delivery system that should be used for this format.

Creative Opportunity 2: Three Way Canvas

	PANEL DIMENSIONS		FILE TYPES
	Width (Pixels)	Height (Pixels)	
Three Way Canvas (5 Screen Spec)	9600	1080	Spot Length: 10 Seconds. 25 FPS. MP4. Maximum File Size: 2GB. Each group of 5 Screens plays as 1 screen. Each group is synchronised - content starts and stops broadcasting simultaneously on each. You can have the same copy repeated on each group of screens or you can provide 3 different designs. Delivery details below:

Delivery System

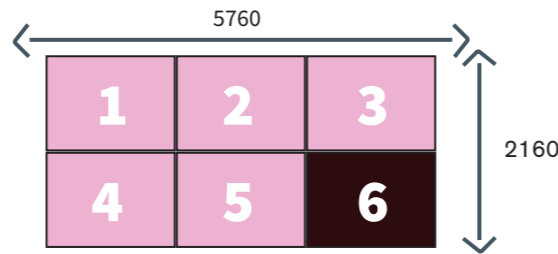
Step 1: Compose Full Design (9600 x 1080 pixels)



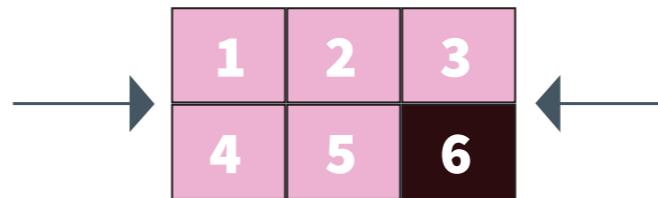
Step 2: Split the design into 5 sections of 1920 x 1080



Step 3: Order these 5 sections as shown in the 3x2 layout. Leave a black frame for position 6



Step 4: The video is then reduced in width by 33% (squeezed)



Step 5: Display Ready File

