Technical requirements to video files broadcasted at LED display (Moscow City Motor Ring, stele)

Video file:

- Resolution: 576x432 pixels.
- Containers: QuickTime (filename extension – *.mov)
- Codec: MPEG4
- Frame rate: 25 frames per second.
- Pixel format: square.
- No audio track.
- Filenames must contain **only** figures and Roman characters.

Image:

- Resolution: 576x432 pixels.
- Filename extension: *.jpg
- Filenames must contain **only** figures and Roman characters.

Guidelines:

- Keep to smooth frame transition (maximum once in three seconds).
- Use maximum large fonts for the text.
- Use contract colours for the background and foreground. Recommended to avoid white colour for the background .
- Place necessary information (logo, address and phone number) throughout the commercial.
- Timing should be 10-15-20-25-30 seconds and etc.
- **COMMERCIALS WITH OTHER TIMING** (i.e. 16-19-21-34 seconds and etc.) **ARE NOT ACCEPTABLE**.

Screen specifications:

- Screen size: 9,2x6,9 m.
- Pixel pitch: 20 mm.
- Pixel: RRGB
- Screen resolution (number of pixels): 576x432 pixels.
- Brightness: minimum 6500 cd/m^2.
- Total colour shades: 68,7 billion.
- Horizontal viewing angle: 120 degrees.
- Vertical viewing angle: 120 degrees.

Technical requirements to materials for the commercial production:

- Logo in *. ai, *.eps
- Script in *. doc, *. txt format.
- Image and video in resolution minimum 576x432 pixels.