

## LED Digital Screen



Screen size is approximately 10'H x 20'W



### DISPLAY SPECIFICATIONS

This is an electronic Light Emitting Diode (LED) RGB display with a pixel aspect ratio of 1.00 square pixels and a pixel pitch of 16mm. It is designed specifically for large format outdoor installations where creative is viewed at close range. **Our Digital Horizontal Posters only display static images: there is no animation, motion or sound.** Our displays feature ambient light sensors that will dim the screens on dark days and at night to optimize viewing. The screen size of this display is equivalent to a 10'H x 20'W Horizontal Poster.



### ART SPECIFICATIONS

Your creative can be developed using any graphic design software such as Adobe Illustrator, InDesign or Photoshop. Ensure that you keep your creative in the same 2:1 aspect ratio that a traditional Horizontal Poster has, and work at a comfortable scale for viewing and proofing such as 5" x 10". We suggest keeping live copy elements a visually comfortable distance from each edge of your artwork. Once you have finalized your creative, import it into Photoshop to downsample it and save it as follows:

<b>Art Size</b>	368 pixels wide x 176 pixels high*, 72 dpi
<b>File Format</b>	.JPG, .BMP, .PNG
<b>Colourspace</b>	RGB

\* The conversion to the digital display format slightly alters the aspect ratio. This distortion is not noticeable on the screen.

Be aware that large areas of white, or very bright backgrounds may wash out light weight or small type and graphics. For maximum legibility, text is recommended to be at least 17 pixels in height. This corresponds to approximately 12" in height when displayed on the board.



### PRODUCTION

No production is required. Electronic files are uploaded directly to the Digital Horizontal Poster screen from PATTISON Outdoor's control centre.



### ART DELIVERY

If PATTISON Production Services is supplying your production, artwork in the appropriate format can be sent to your PATTISON representative on a CD or DVD along with a colour proof of the approved artwork, or you may upload artwork via a web browser to:

[clientupload.pattisonoutdoor.com](http://clientupload.pattisonoutdoor.com) or click on the upload link at [www.pattisonoutdoor.com](http://www.pattisonoutdoor.com)

- 1: Click **Browse** to select the file(s) you wish to upload.  
! Include a PDF proof of your art as it is to be printed.
- 2: Click **Upload** when you have all files selected.
- 3: In the next window enter your name and e-mail address, and the e-mail address of your PATTISON representative.  
**Include the job, client or design name as the Subject.**
- 4: Enter the anti-spam code in UPPER CASE.
- 5: Click **E-mail Details Now** to complete the upload.  
A confirmation will be sent to yourself and to PATTISON.



We strive to produce and post quality material, but cannot be held responsible for supplied images that are of poor quality or for artwork that is supplied with errors. We would be pleased to assist you with artwork and file preparation if you so require it. Due to the variations between computer different computer monitors and our digital displays, we cannot guarantee exact colour matches for logos or other creative elements.