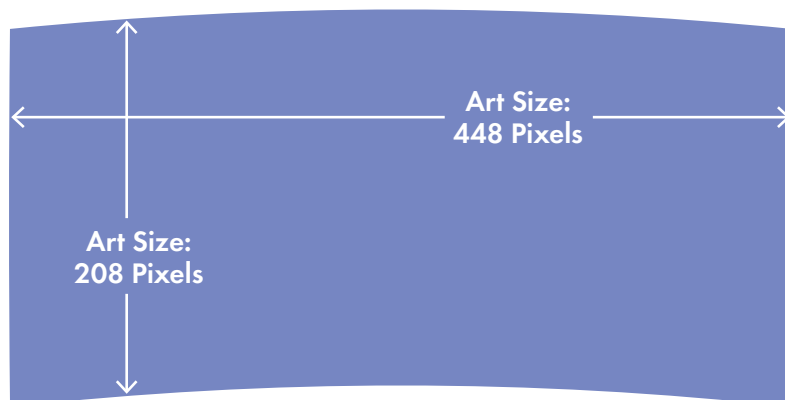


LED Curved Glass Digital Screen



Screen size is 12'H x 25'W



DISPLAY SPECIFICATIONS

This is an electronic Light Emitting Diode (LED) RGB display with a pixel pitch of 16mm. It is designed specifically for large format outdoor installation where creative is viewed at close range. **This Digital Superboard Spectacular only displays 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 12'H x 25'W Horizontal Poster.



PRODUCTION

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



FILE DELIVERY

Email your files to your PATTISON Outdoor Representative two weeks prior to your campaign start date.



ART SPECIFICATIONS

Your creative can be developed using any graphic design software such as Adobe Illustrator, InDesign or Photoshop, keeping the same aspect ratio of this display. Work at a comfortable scale for viewing and proofing such as 6"H x 12.5"W. 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:

Art Size 448 pixels wide x 208 pixels high, 72 dpi
File Format .JPG, .BMP, .PNG (JPG is preferred)
Colourspace RGB



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 in preparing artwork if you require such assistance. Our digital screens are of high quality and are supported by state-of-the-art software, however some colour variance in images may occur between printed or on-screen proofs and final output due to differences in devices and operating environments.

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.