

# DIGITAL AD TRAILER SPECS.

Our Digital Ad Trailer is capable of playing a variety of static or video content. We accept various media for our screens.



## STATIC IMAGES

Format: JPEG

Ratio: Approx. 16:9 (ie. landscape)

Supply art at 400% of actual size

## TEXT SIZE

P.6 Native resolution is 480 x 256 pixels.

P.6 Recommendation: Use fonts at least 16 native pixels high (64 pixels for supplied art).

P.10 Native resolution is 288 x 160 pixels.

P.10 Recommendation: Use fonts at least 10 native pixels high (40 pixels for supplied art).

P.10 Solar native resolution is 256 x 128 pixels.

## DESIGN TIPS

- Use bold and strong fonts
- Keep it short and easy to read
- No white backgrounds please – colours display much better

## VIDEOS

Format: MPEG2 / MP4 / WMV

Resolution: SD / HD / Full HD files accepted

### Inputs

HDMI / SDI / VGA / DVI / CV

### Equipment available

- TV / DVD / Blu-ray / Apple TV / Video Cameras / Vision Mixers / Sport Scoring
- Internet Connectivity
- PA System and Microphone

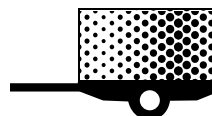
## OTHER IMPORTANT THINGS

- We'd appreciate if you could provide content at least 2 days in advance – this helps us to make sure that everything is tested before your campaign starts.
- All content is displayed at native screen resolution – contact our team if you want to understand more about how an image will be displayed.
- We hate to do this, but there will be a small fee for any files that we need to reformat.

## OVERALL DIMENSIONS / WEIGHT\*

- 2.9 m (Length) 1.98 m (Width) 2.75 m (Height) 860 kgs (Weight)

\* Please note that some screens are a bit larger than this. If you need precise measurements and weight for your booking please ask a team member.



W 2.90 x H 1.60m

Send files under 4MB via email. Use a sharing service like Hightail, Dropbox or Google Drive for larger files. Send artwork to [mike@mobileoutdoormedia.com.au](mailto:mike@mobileoutdoormedia.com.au)