

# Northern Quarter Digital Tower

## Static & Full Motion Content

Our displays work best with content that is at the **native pixel resolution** of the display. This means that the content should have the same number of pixels wide, and high, as the resolution of the display it is intended to appear on. Content can be scaled with a content creation tool, prior to deployment. Best results are always obtained with content that is **created** at the native resolution.

### THE NATIVE RESOLUTION OF THE DISPLAY:

Main Display “A”                      384 Pixels Wide x 576 Pixels High

Message Board “B”                      240 Pixels Wide x 20 Pixels High  
RGB Format :Jpeg

For still images the industry-standard creation tool is Adobe Photoshop. Again, still images will need to be at the native pixel dimensions of the display. Final output should be saved as high **RGB quality JPEG files**

The delivery specification for animation content will be:  
MP4 or .MOV (must be encoded with H264 codec or will not play)

All copy must be LABELLED WITH CAMPAIGN NAME, SCREEN NAME & START DATE and delivered 5 working days before the ‘live’ date

PLEASE DELIVER COPY TO - [cityoutdoor@uniledsolutions.com](mailto:cityoutdoor@uniledsolutions.com)

384px

“A”



240px

576px

20px

**BOOK NOW**

“B”

# Northern Quarter Digital Tower, Manchester



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## MAIN DISPLAY



The most popular motion content creation tool is **Adobe After Effects**. In AE, the composition settings would be as follows:

**384 Pixels Wide x 576 Pixels High**

Aspect Ratio = Square pixels Frame Rate = 24, 30 or 60 fps,

Duration = Any length desired, typically 10 through 60 seconds depending on time booked

After the composition is created it will have to be rendered.

To create the best image quality together with the smoothest playback the animation content for the display will be converted to uncompressed AVI files on the playback systems.

As this file format results in very large files, content production and delivery will be in a more common lossless compressed format of Animation Codec QuickTime mov files which will only be compatible if the Quick Time Movie File includes a H264 codec.

Also to create the smoothest file playback the system will accommodate 60 frame per second content.

Depending on the player software Internet content can be displayed — located on the local machine, or anywhere on the Internet — provided the Player computer has access to the Internet. Again, the content has to be **sized to the native resolution of the display**.

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## MAIN DISPLAY



### Graphic Guidelines

Graphics designed for print are very different than graphics designed for LED displays. Experience and experimentation will ultimately lead to content that looks best, based on the viewing conditions of your display.

The following general guidelines should help to assure great looking presentations on your D3 display:

A blank page, when designing for print, starts as a white page. A blank LED page should start as a black page. White is created on an LED display by turning on every LED. Besides consuming the maximum power, white is the least flattering color on LED displays. So design with a black background as your starting point.

Vast stretches of the same color will look boring, and will reveal any imperfection on the display. Rich, detailed graphics will look more appealing.

LED's have great color gamut. The color gamut of LED's exceed sRGB color space. So, take advantage of this extended gamut to create rich, bold displays. Regular video is limited to a 4:2:2 color space. LED's are full 4:4:4 RGB devices.

Crushing the blacks so that video black is at 0,0,0 RGB will create the best contrast.