

Advertiser's Technical Summary

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1. CaféScreen Overview

The CafeScreen solution is made up of two main viewable components: content and advertising.

1.1 Content

Content is provided by third party media partners and is the responsibility of CafeScreen. Content is displayed between the presentation of each advertisement.

1.2 Advertising

Advertising is developed by the creative agency or production house nominated by the client. Given the digital nature of the CafeScreen solution, production costs can be contained by repurposing existing media assets such as TVC's and online content such as banners.

Advertising can primarily take two forms, Full Screen Ad and Branded Content Channel.

In certain circumstances advertising partners can work with CafeScreen to establish short term Branded Content Channels. A Branded Content Channel can be either re-branding of current content or the development of custom content provided by the client.

2. Creative Tips & Hints

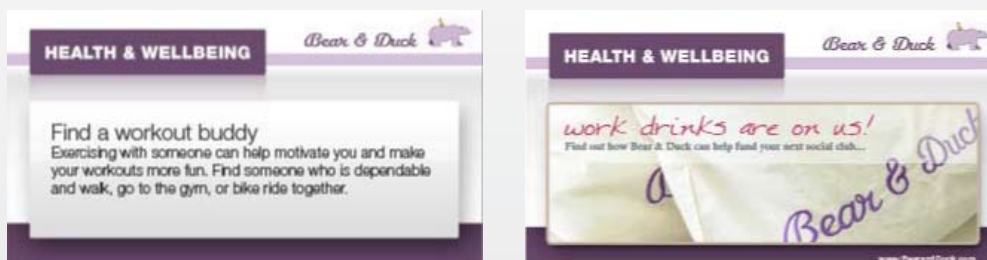
Below are some pointers provided by CafeScreen to help get the best from the medium with your advertisement.

- ▶ The CafeScreen solution does not play sound so use the movement of content to draw peoples attention to your ad.
- ▶ In most cases the screens are viewed from between 2 to 5 meters away, so make sure text is not too small.
- ▶ Strategic use of animation is a good way to catch people’s attention.
- ▶ Use bright but stylish colours.
- ▶ Use powerful words on your frames to catch your audiences’ eye.
- ▶ Less is more - keeping copy and complex images to a minimum is a good way to stand out in a visually crowded environment.

Fig 2.1 Example of CafeScreen content loop:



Fig 2.2 Example of CafeScreen Branded Content Channel:



3. CafeScreen Solutions

3.1 CafeScreen Ad Spot

3.1.1 Guidelines

The following is a brief outline of the technical considerations of designing advertisements for the CafeScreen solution. They should be taken as a general guide as CafeScreen is available to discuss individual client requirements on a case by case basis taking into consideration campaign and commercial requirements.

All ads produced must follow the following guidelines:

- ▶ Ads must be published as Flash 9.0.
- ▶ All custom fonts must be embedded.
- ▶ The ads must be self contained. Any external resources such as video must be embedded within the swf.
- ▶ Swf files should be kept below 10Mb where possible.
- ▶ Frame rate should be kept to 25fps.
- ▶ The swf file should not be set to loop. Place the following actionscript code in the last frame: **stop();**
- ▶ For Ad Creatives place the following actionscript code in the first frame of the `_root` level. **this._lockroot = true;**
- ▶ As the CafeScreen default background is transparent, the creative must have a solid fill background set to a colour.
- ▶ It is recommended that the final message of the creative runs for no less than 4 seconds. This is to ensure that all information is displayed at the end of the ad for a reasonable amount of time, and isn't cut short by the content screen or ad spot following it.
- ▶ Avoid using in-built Flash Filters where possible. If using them is unavoidable, please ensure the playback quality is set to 'Low' only.



3.1.2 Specifications

Full Screen Ad

Size: 1366 x 768 pixels

Frame Rate: 25fps

Display Time: 15 seconds (375 frames)

Sound: No

Loop: No

File Format: .swf

Physical Screen Size:

32" : 789mm (W) X 476.3mm (H)

42" : 1022mm (W) X 612mm (H)

3.1.3 Material Deadlines

Final creative in the form of an .swf file is due 5 working days before a campaign is due to go live.

NOTE:

CafeScreen's media platform can not be guaranteed to work with 3rd Party Flash plugins/classes. In the event one or more need to be used CafeScreen must pre-test the plugin/classes **10 days** before the creative is to go live on the CafeScreen system. Please contact CafeScreen Studio to arrange pre-testing.

3.2 CafeScreen Branded Content Channel

3.2.1 Guidelines

A Macromedia Flash .fla template file will be provided to advertisers who have purchased a CafeScreen Branded Content Channel.

All creative produced must adhere to the following guidelines.

- ▶ FLAs must be provided in CS3 format.
- ▶ Please supply CafeScreen with the font if you wish to change the typeface within dynamic text fields. Embedding of any fonts used in dynamic text boxes is also required.
- ▶ The ads must be self contained. Any external resources such as video must be embedded within the swf.
- ▶ FLA files should be kept below 10Mb where possible.
Frame rate should be kept to 25fps.
The current time should be displayed within the content screen.
- ▶ As the CafeScreen default background is transparent, the creative must have a solid fill background set as a colour or image.
- ▶ Please do not alter the action script contained within the source file. CafeScreen will require the completed source file to implement functionality.
- ▶ Detail behind the content boxes, as shown in the Flash .fla template stage area, should be kept to a minimum.
- ▶ All external resources should be embedded.
- ▶ Please contain the Intro and Exit animation within the labeled areas set out in the timeline of the template file.
- ▶ Avoid using in-built Flash Filters where possible. If using them is unavoidable, please ensure the playback quality is set to 'Low' only.

If you have any questions, or the above guidelines cannot be met, please contact CafeScreen to discuss.



3.2.2 Specifications

Branded Content Channel

Size: 1366 x 768 pixels

Frame Rate: 25fps

Display Time: 15 seconds (375 frames)

Sound: No

Loop: No

File Format: .swf

Physical Screen Size:

32" : 789mm (W) X 476.3mm (H)

42" : 1022mm (W) X 612mm (H)

3.2.3 Material Deadlines

Final creative in the form of an .swf file is due 10 working days before a campaign is due to go live.

NOTE:

CafeScreen's media platform can not be guaranteed to work with 3rd Party Flash plugins/classes. In the event one or more need to be used CafeScreen must pre-test the plugin/classes **10 days** before the creative is to go live on the CafeScreen system. Please contact CafeScreen Studio to arrange pre-testing.

3.3 CafeScreen Pull Through

3.3.1 Guidelines

The following is a brief outline of the technical considerations of designing advertisements for the CafeScreen solution. They should be taken as a general guide as CafeScreen is available to discuss individual client requirements on a case by case basis taking into consideration campaign and commercial requirements.

All widgets produced must follow the following guidelines:

- ▶ Pull Throughs must be published as Flash 9.0.
- ▶ All custom fonts must be embedded.
- ▶ The pull through must be self contained. Any external resources such as video must be embedded within the swf.
- ▶ Swf files should be kept below 10Mb where possible.
- ▶ Frame rate should be kept to 25fps.
- ▶ The swf file should not be set to loop. Place the follow actionscript code in the last frame.
stop();
- ▶ Leave the background to default as transparent to ensure the Pull Through does not obscure live content.
- ▶ Please refer to the specifications section for Pull Through layout.



3.3.2 Specifications

Pull Through

Size: See overleaf for layout specifications

Frame Rate: 25fps

Display Time: 15 seconds (375 frames)

Sound: No

Loop: No

File Format: .swf

Physical Screen Size:

32" : 789mm (W) X 476.3mm (H)

42" : 1022mm (W) X 612mm (H)

The specifications below illustrate the areas of a CafeScreen Content Channel available for inserting creative for a Pull Through. Please create a flash file at the CafeScreen Ad Spot specifications (1366 x 768px, 25fps) with a default transparent background and build the creative within the areas shown below:



Pull Through - Right Edge Align

Size

w: 83 px

h: 768 px

Position

x: 1283px

y: 0px



Pull Through - Bottom Edge Align

Size

w: 1366 px

h: 105 px

Position

x: 0px

y: 663px



4. Splash Screen Technical Summary

4.1 Laptop Splash Page Specifications

Dimensions: 850 x 480 pixels

File Formats: Jpeg, Swf

Max File Size: 100kb

4.2 Restrictions

If supplying a .swf it is recommended a .jpg image is also supplied as some mobile devices cannot view .swf files. eg. iPhones and iPads.

Do not include click-through redirections in the creative.

4.3 Material Deadlines

Final creative is due 5 working days before a campaign is due to go live.

5.1. Experiential Technical Summary

5.1 Branded Coffee Cup Specifications

Size:

Small: 193.5 × 86.5mm

Large: 207mm x105.5mm

Bleed: 5mm

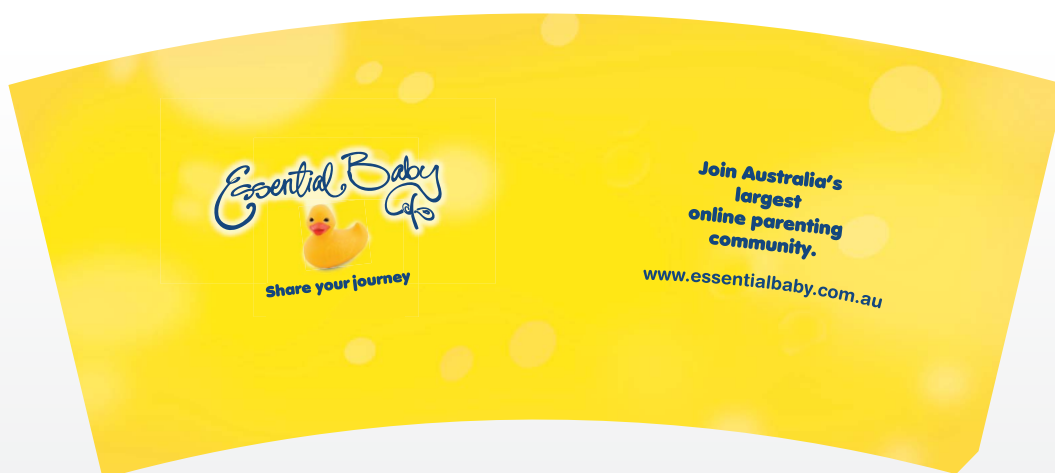
Colour: Full Colour CMYK

File Layout: Branded Coffee Cup artwork must be curved. Please produce in accordance with the CafeScreen Branded Coffee Cup Template files.

File Format: Please provide PDF or EPS files with 5mm bleed. Please ensure fonts are outlined and images embedded.

Material Deadlines: Final creative artwork is due 20 working days before a campaign is due to go live.

Cafescreen branded coffee cups artwork example:



*Contact CafeScreen Studio to obtain
Branded Coffee Cup Template Files

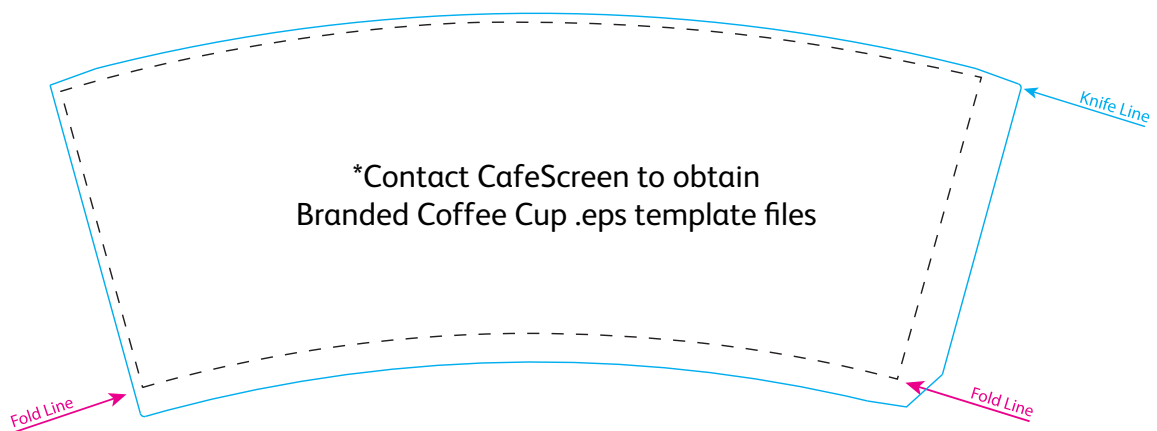
If further information is required please do not hesitate to contact the
CafeScreen Creative Studio on (03) 9654 1186

5.2 Branded Coffee Cup Bleed Specifications

5.2.1 8oz Branded Coffee Cup Bleed Specifications

Type Area: No type is to be placed outside the dotted border area.
Background colour / images may bleed to edge.

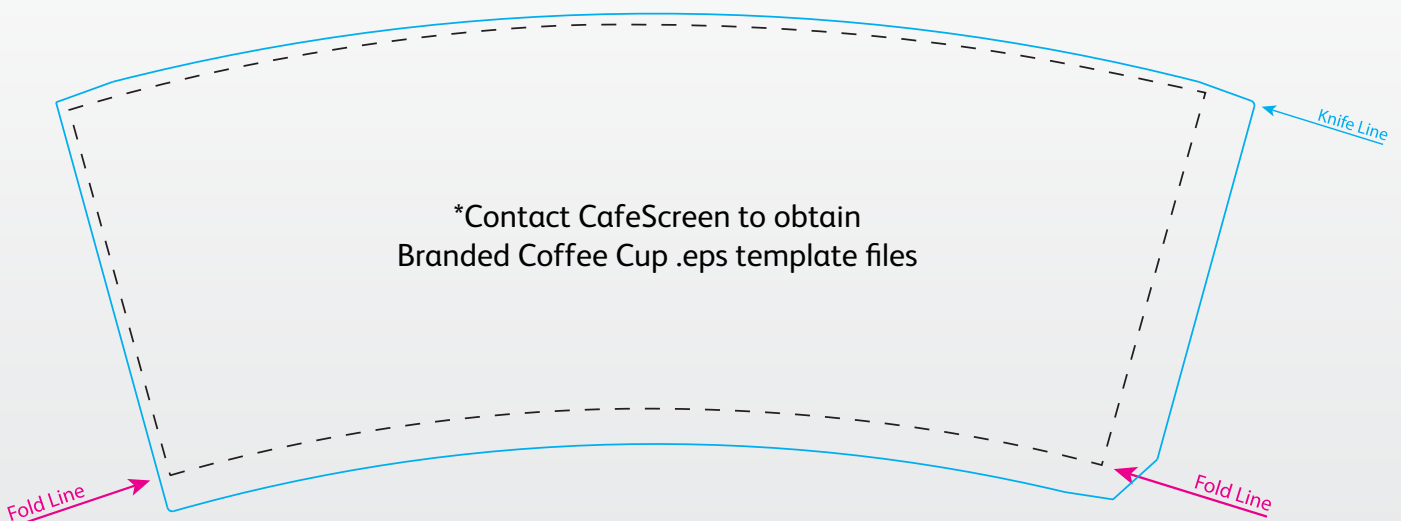
Bleed Area: Allow for 5mm bleed all around.



5.2.2 12oz Branded Coffee Cup Bleed Specifications

Type Area: No type is to be placed outside the dotted border area.
Background colour / images may bleed to edge.

Bleed Area: Allow for 5mm bleed all around.



5.3 Branded Loyalty Card Specifications

Size: 90mm x 55mm

Colour: Full colour process both sides

Bleed: 3mm

Printing: Both Sides

Stock: Card

Finish: Gloss Laminate Reverse side.

File Format: Please provide PDF files with 3mm bleed and trim marks. Source files may be required with fonts outlined and images either embedded or sent through with the file.

Material Deadlines: Final creative artwork is due 15 working days before a campaign is due to go live.

Please contact CafeScreen business development team for further options regarding printing and finishing of loyalty cards.

Cafescreen branded loyalty card artwork examples:

Reverse of Cafescreen branded loyalty with Gloss Laminate and optional rounded corners:



Front of Cafescreen branded loyalty with custom branded corner:



If further information is required please do not hesitate to contact the
CafeScreen Creative Studio on (03) 9654 1186

5.4 Branded Decal

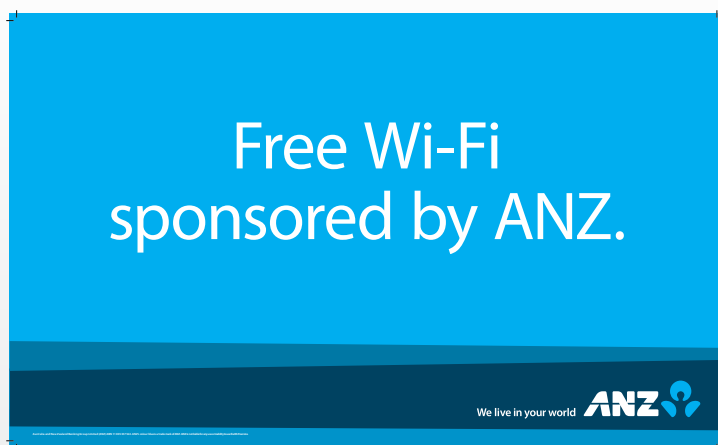
5.4.1 Guidelines

A branded decal is a vinyl adhesive sign that can be placed on a cafe's window, coffee machine or table top.

All creative produced must adhere to the following guidelines.

- ▶ Artwork must be supplied in AI, PDF or EPS format.
- ▶ CMYK colour modes only.
- ▶ Decal to be no larger than 75cm wide x 30cm high.
- ▶ Up to 2 different sized decals may be produced for the one campaign.
- ▶ Please supply with 5mm bleed and trim marks.
- ▶ Die-cut artwork possible.

Material Deadlines: Final creative artwork is due no less than 10 working days before a campaign is to go live.



Example of 50cm x 30cm branded decal with 5mm bleed

If you have any questions, or the above guidelines cannot be met, please contact CafeScreen to discuss.

5.5 Table Talker Specifications

Size: A4 folded and glued in triangular shape

Colour: Full colour process

Bleed: 3mm

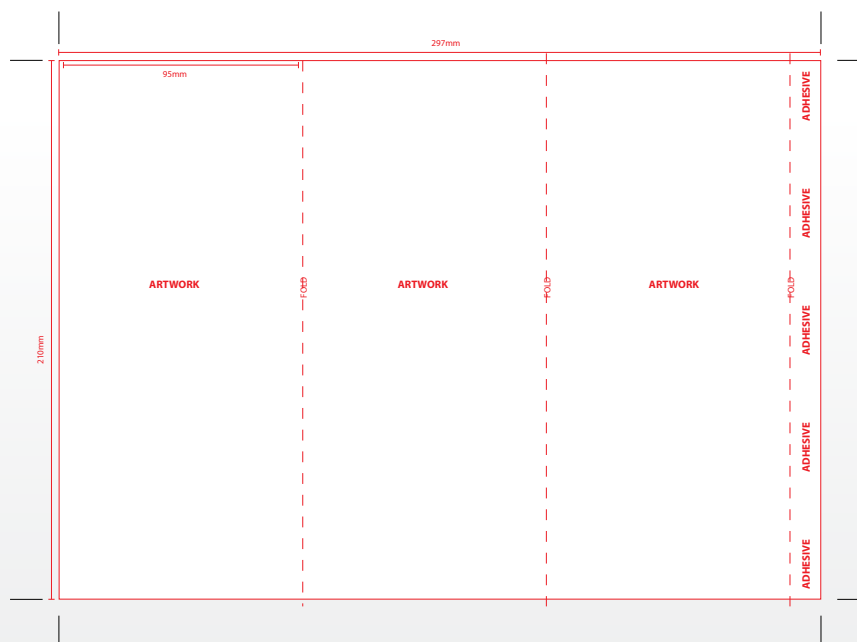
Stock: 300 gsm card

Finish: Gloss or Matte Laminate

File Format: Request template file from CafeScreen Studio (studio@cafescreen.com)
Use template to produce PDF file.

Material Deadlines: Final creative artwork is due 15 working days before a campaign is due to go live.

Please contact CafeScreen business development team for further options regarding printing and finishing of table talkers.



Preview of table talker template file

If further information is required please do not hesitate to contact the
CafeScreen Creative Studio on (03) 9654 1186