

Digital Signage Ad Spot Technical Summary

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 .Swf 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();**
- ▶ 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 (must not be set using the background properties).
- ▶ 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.
- ▶ If .Swf files are unable to be provided, please speak with CafeScreen Studio directly.

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 Sizes:

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

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

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.