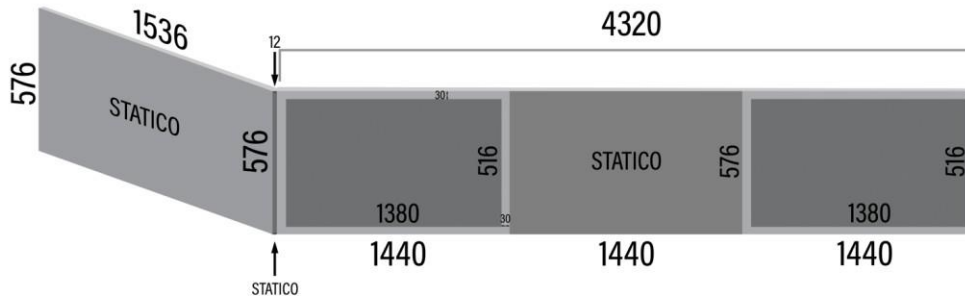


# File Requirements - Go Corner

## THE CORNER



Numerics expressed in pixels

TECHNICAL DATA SHEET ICONIC OUTDOOR (Go-Corner)

### **STATIC IMAGE:**

Format : .jpg

Resolution : 5868x576 pixels

Short side resolution : 1536x576 pixels

Central long side resolution : 1440x576 pixels Curved

resolution : 12x576 pixels

Vertical frame resolution : 30x576 pixels

Horizontal frame resolution : 30x1380 pixels

Dpi : 72

Bit depth : 24

Color mode : RGB

### **SLOW MOTION:**

Format: .mp4 or .mov (codec H264)

Slow motion video frame resolution: **1380x516 pixel**

Bitrate: <=20 Mbps

Fps: 25 o 30

Audio : NO

Send files to the following contacts (for files larger than 10MB, please use Wetransfer) within 5 working days of going live:

**opsdoo@mediamond.it**

The advertising agency reserves the right to evaluate the creative content received and verify the correct frame rate.

### **Send a single file of 5868x576 pixels**

To ensure the correct transmission of slow motion video content on billboards such as THE CORNER, it is essential to start with 50fps content. This higher frame rate allows for smooth and technically objective slow motion, based on a clear and verifiable parameter: the ratio between the original recorded frames and those actually reproduced. Broadcasting a slow motion video at 50fps interpreted at 25fps therefore ensures precise and natural slow motion, complying with technical requirements and authorization limitations.

Content shot and produced at 50fps must be interpreted and exported at 25fps to achieve smooth and technically correct slow motion. Video content must always be delivered to us exported at 25fps.

There are two main cases to deal with regarding the transmission of slow motion video on THE CORNER:

1. New projects: content that must be created from the start with the correct slow motion parameter, such as 3D animations or videos to be shot directly at 50fps. In these cases, it is possible to plan and produce native content at 50fps or content already exported at 25fps with built-in slow motion, thus ensuring a smooth, accurate result that is compatible with the required technical specifications.
2. Adaptation of existing content: previously produced content that must be adapted to meet the required objective slow motion parameter. In this case, the duration of the content will be doubled by interpreting the frame rate in video editing software, ensuring an artificial slow motion effect. Artificial slow motion means that, depending on the content of the video, some parts may appear more or less jerky or less fluid. This happens because not all movements or scenes lend themselves to slow motion in a uniform manner, and the slowdown process can generate more or less visible visual imperfections. It is important to avoid conforming, which eliminates frames and cancels the slow motion effect.

Both methods refer to the frame rate as a fundamental technical parameter for defining the playback speed and ensuring correct transmission on THE CORNER screen.

In addition, it would be necessary to provide a completed technical data sheet or screenshot certifying the correct slow motion process applied, to ensure compliance with the technical parameters required for transmission on THE CORNER.