



TECHNICAL SPECIFICATIONS

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|------------------------------------|---|
| Format | JPG, MP4 |
| Resolution | Berlin: 440px * 300px Hamburg: 528px * 384px (one image pixel corresponds to one LED on the advertising medium) |
| Spot length | 10 seconds |
| Pixel density, colour depth | 72 dpi, 8 Bit |
| Special format | HTML5 with dynamic connection available on request |

NAMING FILES

Please name the creations as follows: **Week_Customer_Medium_City_Image**.
If an image will be used in multiple cities, please include all of them, one after the other, in the file name.

DELIVERY INFORMATION

A week booking includes seven different images.
If you would like to submit additional images, we will charge you a flat fee for handling.

If you prefer a defined orchestration variant, we will require location-specific image instructions from you. These must be provided **at least five days prior to the date of broadcast**. Special formats may require additional lead time.

CONTACT

Do you need help creating the images?
We'll be happy to assist you – simply get in touch with us.

WallDecaux Digital Team
+49 (0)30 338 995 630
adops@walldecaux.de