

# Technical Specifications

# DIGITAL BILLBOARD



## TECHNICAL SPECIFICATIONS

<b>Format</b>	JPG, MP4
<b>Resolution</b>	Berlin: 440px * 300px Hamburg: 528px * 384px (one image pixel corresponds to one LED on the advertising medium)
<b>Spot length</b>	10 Sekunden
<b>Pixel density, colour depth</b>	72 dpi, 8 Bit
<b>Special format</b>	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.

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