

# JCDecaux Digital Retail

## Technical Specifications

70" iVision

	Animated Content (recommended)	Static Content
Format:	QuickTime, MOV, MP4	JPEG, PNG, GIF**
Size:	1920 x 1080 pixels	1920 x 1080 pixels
Orientation:	Portrait	Portrait
Slot Length:	10 seconds*	10 seconds
Loop Length:	60 seconds	60 seconds
File Size:	max 100MB	max 10MB
Encoding:	H264	N/A
Frame Rate:	25 fps	N/A
Data Rate:	max 24 mbits/second	N/A
Visible Surface:	871mm (w) x 1549mm (h)	871mm (w) x 1549mm (h)
Screen Aspect Ratio:	16:9	16:9
Colour Model:	RGB	RGB
Resolution:	150dpi	150dpi

\* 2 second hold on the end frame is recommended

\*\* Animated GIFs are not supported

**NB: Content must be created in portrait format & rotated -90° before submission.**

## Content Creation

- Content must be created in portrait format and rotated -90° before submission.
- Pre-supplied creative is scheduled onto the network before campaign launch. Additional scheduling after launch may incur extra scheduling costs.
- Intelligent dynamic campaigns (e.g.: day part/reactive copy) may incur additional fees, net of media, to accommodate pre-launch testing and network optimisation. Please contact us for more information.
- All content must conform to current statutory controls and industry (OMA/ASAI) codes. Prohibitions may apply within the retail environment.



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### Content Submission:

File naming: Campaign\_iVision\_in-charge date (YYMMDD) e.g.: JCDecaux\_iVision\_160125

Use **ONLY** letters and numbers with **NO** spacing.

Final copy must be submitted **5 working days prior to the campaign start date**.

Send files to: [digital-delivery@jcdecaux.ie](mailto:digital-delivery@jcdecaux.ie) (files up to 10MB in size). We accept larger files via WeTransfer, Hightail, Dropbox and other cloud services. Please contact [digital-delivery@jcdecaux.ie](mailto:digital-delivery@jcdecaux.ie) to confirm submissions.

### Guidelines:

- Videos must be created in 'full screen' with no surrounding black border
- Please contact JCDecaux before commencing the creative process to ensure proposed creative content can be facilitated
- Audio is not supported
- Use of existing tv or print copy is not recommended
- Simple, controlled animation increases visual impact
- Sudden or frequent transitions should be avoided
- Bright colours are the most alluring
- Colours with low luminosity and high saturation are the most stimulating and attract attention



iVision