GRAPHIC DATA

INFOSCREEN
DEIN ÖFFI-TV

Data formats

We use up-to-date applications from the Adobe Creative Cloud. Unfortunately, we can not work with specific Apple data.
If required, please contact the graphics team.

Still Image Animation

Image format: 1920 x 1080 pixel (16:9 | square pixel)

Color mode: RGB

CAUTION: We can use data from layout programs such as Adobe InDesign processed only if the fonts are rasterized and all embedded images are also supplied!

Moving Image

Resolution: 1920 x 1080 pixel (16:9 | square pixel)
Image rate: 25 frames/sec. progressive

Formats:

MP4:	H264-Codec
Quicktime:	Quicktime for Windows uncompressed or H264-Codec
MPEG-2:	Data rate: min 8000 kb/sec

For any other format, please contact our graphics team before sending data.

INFOSCREEN requires the delivery of the material in a resolution of 1920 x 1080 px. Due to our broadcasting format, videos will be provided in a resolution of 1024 x 576 px for approval.
On Page 2 you find practical tips, how to optimally prepare your spot for further processing.

Delivery

Delivery times for finished spots: Monday – Thursday until 5 p.m., Friday until 1 p.m.

Send your data to: **grafik@infoscreen.at**

Should the volume of data **exceed 15 MB,** please use our fileshare:
https://fileshare.infoscreen.at/

Please use **INFOSCREEN Austria GmbH** as the recipient.
You will receive an automatic confirmation email after successful submission.
As soon as INFOSCREEN has downloaded the files, you will receive another confirmation email as well as a reply from our graphics department.

Contact

If you have any questions regarding transfer of data or spot design, we are happy to help you:

E-Mail: grafik@infoscreen.at

Phone: + 43 1-710 52 00 -

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TIPS

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Things to consider when creating your spot

Photoshop documents
- Be sure to create a separate layer for text and images so that we can animate it.
- The text must be rasterized so that we can process it.
- To create zoom effects we require the image in its final size.

Text formats
To guarantee that your information can be read on the 15- or 17-inch screens in buses and trams without any difficulties, your text elements should be 40 pt at least.
(This figure refers to our standard resolution 1024x576 px with 72dpi)

Animation
Fade-overs, movements and effects take up a certain amount of time.
It takes about 3 seconds to catch the depiction of a freeze image. Each cross-fade takes about 1 second of the spot.

If you want INFOSCREEN to animate your spot, we require a storyboard.

Content
We advise you to limit the text length (what, when, where).

Avoid phone numbers, they can not be memorised in a short time. Simple URLs are best as contact information.

The animation should be reduced to a minimum in order to ensure that your message is clearly understood.

Additionally, the image rate of 25 frames/second can cause flickering when using moving text. For this reason, we advice you not to use this effect!