Instruction for file preparation

CITY FORMAT	LED		LCD	
	Format	Resolution	Format	Resolution
	4x3 m	392x280 px	1x2 m	2160x3840 px
	4.5x2.5 m	448x256 px	4x1 m	3840x1080 px
	6x3 m	588x280 px	4x3 m	1920x1080 px

LANDMARK	Format	Resolution
DOM OMLADINE	8x5 m	756x468 px
SLAVIJA SQUARE	10x5 m	648x324 px
TERAZIJSKI TUNEL	12x3 m	1248x288 px
PALATA ALBANIJA	18x3 m	1764x280 px
ZELENI VENAC MEDIA WALL	8x13 m	756x1224 px
KATANIĆEVA	26x5 m	2592x448 px
LONDON MEDIA WALL	23x14 m	1472x896 px

	ADDITIONAL GUIDELINES
Static creative	Format – **jpg, png**
Animated creative	Format – **mp4 (Xvid coded / h264 codec - 25 fps)**
	Duration - **8 seconds**, animation is limited to the first 3 seconds
	18x3, 26x5, 23x14 displays and **LCD displays** - animation can last for full 8 seconds

Instruction for file preparation

KATANIĆEVA 26x5m
additional guidelines

- Resolution is **2592x448 px**
- The display consist of two zones:
  - Right zone **1200x448 px**
  - Left zone **1392x448 px**
- The angle where the two zones meet is 105 degrees



RIGHT ZONE - 12x5m

Resolution is **1200x448 px**

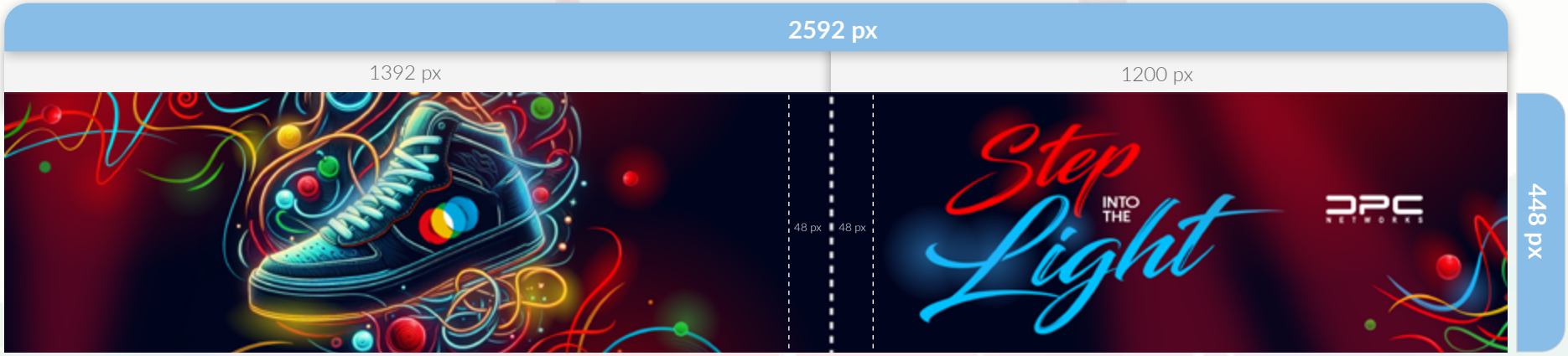
Move the graphic elements **48 px** from the left edge of the visual

LEFT ZONE - 14x5m



Resolution is **1392x448 px**

Move the graphic elements **48 px** from the right edge of the visual



ADDITIONAL GUIDELINES FOR BELT LCD 4x1 m

File resolution is **3840x1080 px**

There is an area **35 px** wide in the middle of the creative. **Important design elements should not be placed there.**



