

## MATERIAL SPECIFICATION

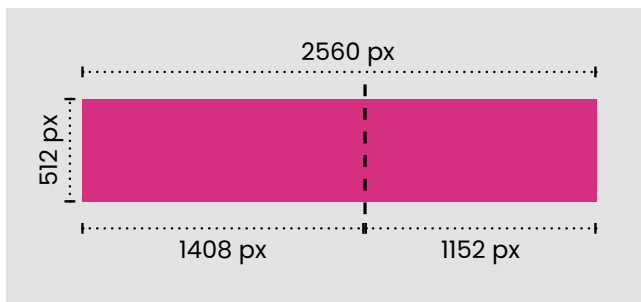
## MOVING MATERIAL (ANIMATION)

Filformat:	.mp4
Codec:	h.264
Bitrate:	Max 20 000 kb/s
Framerate:	25 fps
Spot length:	5 sec
Format picture:	.jpeg / .png

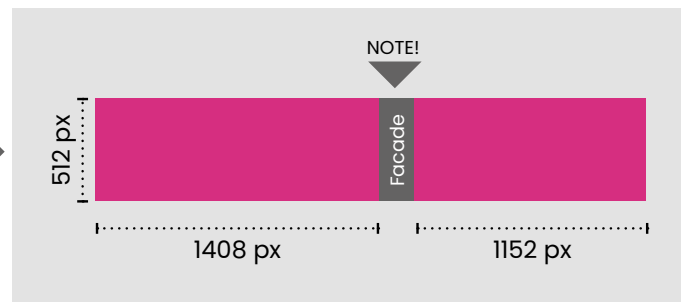
## MATERIAL TO DELIVER

Format:	5:1
Resolution:	2560 x 512 px
Split screens:	1408 x 512 px 1152 x 512 px

## TOTAL FORMAT DELIVERED VIDEO/IMAGE



## VISUAL FORMAT IN THE ENVIRONMENT



## VÄNLIGEN NOTERA

- Video/animation should not contain traffic lights/signs or flashing lights/full motion video.
- For a static message, file format .jpg or .png works in the formats mentioned above.
- We recommend that you do not use a QR code, as in most cases it does not work to scan through the glass.

## LEVERANS

- For more information and inspiration; [fmreklam.se/di-spec](http://fmreklam.se/di-spec)
- The material must be delivered no later than 5 working days before the start of the campaign.
- Send the material to [bokning@fmreklam.se](mailto:bokning@fmreklam.se). The name of the file must include advertiser and campaign start.
- Do not use these signs in your file names: å ä ö - # ~ @ # \$ % ^ & % () = + [ ] { } | ; , " . / ?

Location of the screens: Avenyn/Valand, Gothenburg. Total physical area: 21 sqm

