



The UK's largest external network of full-motion large-format digital screens

## DIGITAL PRODUCTION SPECIFICATIONS

### Screen Pixel Dimensions

400 (w) x 200 (h) uniform screens

### File Format

Jpeg

### Colour Mode

RGB (CMYK not accepted)

### DPI

72-300 dpi

### Animation File Format

H264 .mov / .mp4 (25fps, 8mbps)

### Animation Length

10 seconds

### Text

Minimum text height of 10 pixels

### Screen Composition

80,000 LED's (400 x 200). 1 x LED = 1 x Pixel

Due to the Nexus screen composition, artwork supplied at 400x200 ensures the perfect clarity on screen

**Full-motion creative is 2.5x more effective than static\***



All artwork should be sent to:  
*[creative@admedia.co.uk](mailto:creative@admedia.co.uk)*

020 7580 3633

[www.admedia.co.uk](http://www.admedia.co.uk)

\*Source: Ocean Neuro Science Study, 2018