

JCDecaux

NEW

Sandton Protea Court LED Pillar Wraps

SC40 & SC41-D01S
South Africa

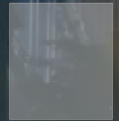


Sandton SC41 & SC40-D01S P2.5 LED

ARTWORK SPECIFICATIONS (3456px x 1856px)



SEAMLESS IMAGERY START



LOGO AND TEXT AREA

LED Pillar Wrap Content Mapping Guide

This template highlights the designated areas for content placement on the curved LED pillar wraps.

White Zone: These sections are optimal for placing text or critical visual information. Ensure that text is easily legible and that any directional cues align with the screen's curvature for a natural viewing experience.

Gray Zone: These areas are reserved for background visuals or imagery. It's crucial that the visuals in these zones are designed to loop seamlessly. The end of the visual sequence should transition smoothly back to the beginning, creating a continuous flow without visible breaks.

Important Consideration:

Seamless integration: The screen is designed to be seamless; any motion or animated elements in the background must be meticulously crafted to avoid any jarring transitions. The end of each visual sequence should be the starting point for the next loop.

Curvature Alignment: The curvature of the screen should be taken into account when positioning elements to maintain visual consistency and avoid distortion.

ARTWORK SPECIFICATIONS

ANIMATED ARTWORK	
Dimensions:	3456x1856 pixels portrait Aspect ratio: 16:18.6
Resolution:	72 dpi
Duration:	10 Seconds
Frame rate:	25 fps
Pixel Aspect:	Square Pixels
Bitrate:	5000-15 000 kbps
File format:	H.265 (HEVC) or H.264 MP4

STATIC ARTWORK	
Dimensions:	3456x1856 pixels portrait Aspect ratio: 16:18.6
Resolution:	72 dpi
Duration:	10 Seconds
File format:	MP4, JPEG

Sandton SC41 & SC40-D01S P2.5 LED

ARTWORK SPECIFICATIONS (3456px x 1856px)

¼ CURVE
355px x 1856px

¼ CURVE
338px x 1856px

¼ CURVE
289px x 1856px

¼ CURVE
278px x 1856px

TOTAL HEIGHT 1856px

SEAM LESS IMAGERY START

FLAT
936px x 1856px

FLAT
324px x 1856px

LOGO & TEXT
AREA

FLAT
936px x 1856px

SEAM LESS IMAGERY END

TOTAL WIDTH 3456 px

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THANK YOU

Please request scheduling instructions at least 24 hours ahead of desired time of flighting.

DIGITAL CREATIVE LEAD TIMES:

Resizing and / or reformatting of digital creative: **1-2 working days.**

Video Editing or Adaption of existing digital creative: **2-3 working days.**

Generation of new digital creative: **4-5 working days.**