

# Specs & Creatives

## Solar Graphic Signs

### Summary

- ✓ Use bold and strong fonts
- ✓ Keep it short, simple and easy to read
- ✓ Use sharp and contrasting colours
- ✓ White background will be rejected



### Creative Specs

- Static images, no GIF, 5 - 8 recommended
- Dark or themed background, white background will be rejected
- Supply resolution 1024 x 512 pixel
- Font size 96pixel easy readable, 48pixel minimum legible, 32pixel barely recognizable
- Minimise blurry edges around fonts when magnified. Or try use simpler font like Arial.
- Save as Unflattened PDF. Alternatively PNG.
- Small files (<4mb) email direct to your account manager, large files use sharing services
- Please supply content 2 working days in advance
- All content will be displayed at native resolution, contact us for technical detail
- We hate to do this – But there will be a small fee for any files that we need to reformat or modify

### No White Background

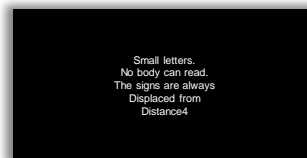


- ✗ Not Permitted  
Inefficient energy use



- ✓ Good Example  
More efficient & better visual

### Avoid Small Text



- ✗ Ineffective  
Hard to read



- ✓ Good Example  
Easy to read

### Solar24 Specs

- Native resolution 256 x 128 pixel, best viewed 10 meters away
- 24x7 indefinite solar operation if uninterrupted, 7-day reserve if hindered by shadow or weather

### Solar14 Specs

- Native resolution 192 x 96 pixel minimum, best viewed 15 meters away
- 14hr/day solar operation if uninterrupted, 7-day reserve if hindered by shadow or weather

### Common Specs

- Viewing distance 15m or more
- Screen size: W2.63m x H1.35m
- Fully contracted L3.3m x W2.1m H2.5m
- Fully expanded L4.5m x W2.9m H3.5m
- Max raised screen ground clearance 1.8m
- Weight 950-1050kg
- Vary by generation, contact us for detail