

Artwork & Spec

- Power Range



Use Dark Background

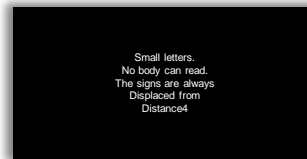


✗ Not Permitted
Inefficient energy use

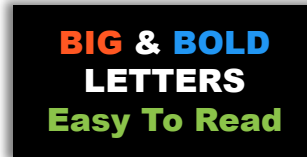


✓ Permitted
Most efficient & better visual

Avoid Small Text



✗ Ineffective
Hard to read



✓ Good Example
Easy to read

Static Images

- 4-6 images recommended, can hold many more
- Artwork supply resolution 300% native resolution or same aspect ratio
- Big and short phrases are easier to read.
- Font height at least 64px to be clear, 32px barely recognizable
- Format. Unflattened PDF most preferred. Then PNG, last choice JPG
- All Content will be displayed at native resolution, contact us for technical details

Turn around

- Ready to upload content the next working day
- Reformat or designed content 2-3 working days
- Fees may apply to reformat or artwork design
- <4mb files email your account manager.
- Large file use file sharing services

Note

White (or light grey) backgrounds are NOT permitted. They can drain exorbitant amount of electricity and too bright for viewer comfort

Specs

	Power3	Power4	Power5
Supply Resolution	960 x 480	960 x 600	1080 x 600
Native Resolution	320 x 160	320 x 200	360 x 200
Power Requirement	10amp outdoor	10amp outdoor	15amp outdoor ideally 10amp can make do
Screen Size	2.63 x 1.35m	2.63 x 1.67m	2.88 x 1.6m borderless
Raise Height	Screen can raise to 1.8m above ground		