

Scenario B - Production by 3rd Party and sent as finished ad for final import into the system by Pavilion:

All the above guidelines relating to Font, Colour, Image and video also apply to any creative undertaken by the client.

In addition, the following need adherence:

LAYER ORDER

- The layers within and advert are in a fixed order, the Background layer is at the back, the Image layer is above it and the Text layer is on the top. Therefore images will always be behind text and backgrounds will always be behind text and images.
- If a more complex layer order is needed then a preset slide will allow this at the expense of reduced editing within the CMS system.

FINAL AD FORMAT

- Ad creative requiring final animation by Pavilion are to be passed through as layered PSD files.
- Animated creative only requiring upload to the CMS should be passed through as Macromedia Flash MX files.

Specification Update:

- We can accept FLV files but they must be encoded in Sorenson Codec. (Currently, in-store till screens run Flash Player 6 which is not compatible with Flash 8 VP6 Codec)

FILE SIZE

- Still animation ads should be a maximum size of 250k
- Live animation ads should be a maximum size of 700k (including footage)

Guidelines for provision of content to the Till Screen Advertising System
v00.02 August 2006

Specification Updates:

1. Final ad format preferences in Scenario B

Scenario A - Ad production by Pavilion/3rd Party

If sending through any assets the following guidelines should be applied:

FONTS:

- All fonts need to be provided in pc truetype format.

VIDEO CLIPS: PLEASE REMEMBER THERE IS NO SOUND ON THE TILL SCREENS

- Must be provided in a format that can be imported into Macromedia Flash MX (Sorenson encoded QuickTime is recommended).
- 790x470 full size of the screens so movie selection should be considered with this in mind.
- Video with image or text overlays should be kept to a minimum as they will affect playback speed of the overall advertisement.
- No animations should play over the top of the video.

IMAGES (e.g. pack shots, logos)

- To maximise the performance of the ad animation we would prefer to receive vector based images
- Any non vector imagery (JPG, GIF, PSD, PNG, TIF etc) that do require animation can only perform more complex animations (spin in, move left then right then fade back for example) if they are a quarter of the screen size or smaller. (the screen size being 790x470)
- Any non vector images which are larger than ¼ screen size will only be suitable to animate in one way.
- Any images which require to be overlaid over other graphics should be properly cutout and provided in a format of PSD, PNG, TIF, EPS.

COLOURS

- Specific brand colours of text or solid backgrounds should be specified with their full RGB hex breakdown (#FFFFFF etc).
- DO NOT supply colours as CMYK, Pantone references or other colours. These formats do not have exact RGB equivalents and will not necessarily represent the desired colour.