



Wine Cellar Ltd

Till Screen

Generic Creative Specifications:

The 12" full colour customer facing screen is typically located at chest height at each till point. Its function is to display the current customer transaction at the top of the screen (2 x 20 character display, 74 pixels high). The remaining 85% of the screen is dedicated to full motion customer facing intended to drive awareness and sales.

Screen resolution:

W: 800 x H: 526 pixels

File type:

M-PEG 1 encoded
25 frames per second
No sound

File length & frame rate:

22 second running time/550 frame piece of creative (20 seconds on screen / 500 frames)
It is recommended that the final 2 seconds of on-screen time should be held as a static image. The final frame should be replicated for a further 50 frames.

All Creative:

There is no requirement to incorporate any trademark or logo.

Specific price promotions are not preferred; any differences in trading regions or fascias should be submitted in as many different creative executions which will be required. (There is an additional administration fee for this)

Final creative to be with Wine Cellar 2 weeks prior to live date

Please advise whether you would like a quote for the creative works.