



## AD HD Production Guidelines

### + Video Resolution and Aspect Ratio

Our systems are designed around the latest widescreen standard which displays at an aspect ratio of 16:9. Although our systems can play 4:3 content we prefer 16:9 for best results. All video should be at 29.97 or 30 frames per second for best results. Most codecs including MOV, WMV-HD, H.264, XViD, DivX are acceptable.

### + AD HD displays are capable of playing true high definition content in the following resolutions:

1920 x 1080 (1080i and 1080p – High definition)  
 1280 x 720 (720p – High Definition)  
 720 x 480 (DVD Quality)

### + Still Images

AD HD displays are also capable of playing ultra high resolution images. Any image taken with a newer, 3+ mega pixel camera is more than acceptable for our displays but 5+ megapixels is recommended.

### + Delivery Methods

Files can be uploaded to our FTP server, or submitted on DV or HDV tape, CD-ROM, DVD-ROM, or USB or Firewire drives.

### + Use of Print Advertisement

The AD HD creative team can format and/or animate existing print advertisement files to best utilize the resolution, dimensions, and dynamic capabilities of a WindowGain display.

+ Contact Lucia Briant for FTP and other delivery details  
 01202 708884  
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