

## AMScreen BP technical specifications

Network	Screens used	Standard copy length
BP Connect Convenience Stores	AMScreen DS19"	10 seconds
JPEG sequences	It is possible to use sequences of multiple JPEGs to give an overall impression of movement or animation. Please ensure that the sequence of JPEGs is clearly labelled and advise playout length for each JPEG. Minimum playout length is 1 second per JPEG. Recommended maximum number of JPEGs per sequence is 5.	
Mixed estate	When delivering JPEG (poster) content to a network with a mixed estate legacy and new products (e.g. Healthcare), it may be preferable to adopt a common 1024 x 768 format content for ease of delivery across the entire network.	
Name	AMScreen DS19"	
Screen size	19"	
Screen orientation	Landscape	
Screen aspect ratio	16:10	
Screen resolution	1440x900	
Motion copy resolution	720x450	
Motion file formats	AVI; Divx; MPEG4; Flash	
Motion file size	Ideally <6MB, Flash <500KB	
Motion frame rate	25	
Flash frame rate	12	
Graphic copy resolution	1440x900	
Graphic file formats	JPEG (RGB, 72DPI); PNG (RGB, 72DPI); GIF (RGB, 72DPI)	
Graphic file size	Ideally <125K per graphic	
Audio	No	
Comments		
Delivery	Advertising copy in any of the above formats is acceptable. Copy must be received at least <b>5 full working days</b> before the campaign start date. Please contact us on <a href="mailto:delivery@digicomoutofhome.com">delivery@digicomoutofhome.com</a> for ftp details or send on PC readable CD/DVD to the address below, labelled clearly with the brand, marked for the attention of Christi Kaczmarczyk.	