

# Digicom Network Technical Sheet

Ver 1 Rev 02

## Salon Media Technical Sheet

Network	Screens used		Standard copy length	
Salon Media Network	LCD/Plasma		20 seconds standard	(30 sec by request)
	<b>Toni &amp; Guy</b>	<b>Simply Media</b>		
<b>Name</b>	LCD/Plasma	LCD/Plasma		
<b>Screen size</b>	15", 42"	15", 42"		
<b>Screen orientation</b>	Landscape	Landscape		
<b>Screen aspect ratio</b>	04:03 Interlaced TFF	04:03		
<b>Screen resolution</b>				
<b>Motion copy resolution</b>	720x576	720x576		
<b>Motion file formats</b>	MPEG2 (PAL - preferred format)	MPEG2 (PAL- only format accepted)		
<b>Motion frame rate</b>	25 FPS	25 FPS		
<b>Bitrate:</b>	3500 KBPS (variable)	4000 KBPS (constant)		
<b>Graphic copy resolution</b>				
<b>Graphic file formats</b>				
<b>Audio</b>	Yes	No sound*		
<b>Format:</b>	MPEG1, Layer 2 Stereo	MPEG1, Layer 2 Stereo		
<b>Sample Rate:</b>	48 KHz	48 KHz		
<b>Bitrate:</b>	224 KBPS	224 KBPS		
<b>Comments</b>	AVI, WMV, MOV can be supplied and converted.	*While the screens are without sound the audio track must be included in the supplied file.		
<b>Delivery</b>	Advertising copy in any of the above formats is acceptable. Copy must be received at least 7 <b>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.			