

## CONTENT GUIDELINES

Content can be supplied by the advertiser's marketing department or creative agency in accordance with projection criteria or WindowGain can assist with content creation under a separate agreement.

All content is managed remotely by WindowGain, including downloading and scheduling.

The screens cater for vivid, high resolution picture quality. For this reason it is important to avoid clips containing white or light backgrounds.

All video should be at 29.97 or 30 frames per second for best results. Most codecs including MOV, WMV-HD, H.264, XViD, and DivX are acceptable although the preferred format is WMV.

WindowGain displays are capable of playing true high definition content in the following resolutions:

- 1280 x 720 (720p – High Definition)
- 720 x 480 (DVD Quality)

WindowGain displays are capable of displaying high resolution still images. A resolution over 5 megapixels is recommended, although 3+ megapixels may be acceptable.

## DELIVERY METHODS

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

For more information about our shopping mall network, contact Kevin Morris at WindowGain:

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