



# media displays

## tv-bike design spec

At Media Displays our design team is available to create your artwork from start to finish, or to assist you in creating engaging content which delivers strong and memorable marketing messages. Content can include any mixture of text, graphics, audio, video, live data from the Internet or even a live video feed. For more demanding campaigns it is also possible to build custom made applications enabling your audience to interact with your ad in real-time using computer input devices such as a mouse or keyboard, or even their mobile phone.

### creating your own ad

#### Length

Depending on the campaign, the duration of an ad can vary. When static, there is scope for a more involving piece of media and the ad can run for as long as it holds the audiences attention. When on the move, short and snappy messages work best as the TV-Bike may only be in view for a few seconds before it moves on.

#### Specifications

The TV-Bikes support full HD at 1920px (width) x 1080px (height). Lower resolutions can be played also.

Audio can be played either as part of the media or as a standalone file.

TV-Bikes are capable of running most standard file formats, (.avi .mov .mpg etc) although content is usually produced in Flash .swf format to ensure compatibility when creating playlists.

If your content is neither a standard video format or swf file then get in touch, we'll be happy to test your file on a TV-Bike.

#### Deadline

Unless agreed otherwise, please supply the final ad two working days before your campaign starts to allow for testing.

### create my ad for me

If we create your artwork for you, please follow the notes below when sending any source material you may wish for us to include.

**Images:** Any standard image format as high-resolution as possible, (JPEG, PNG, BMP etc) although original source documents are always preferred when available. (Eg, Photoshop, Illustrator, etc)

**Video:** Most standard filetypes.

Please also provide a written brief of what you would like to see from your ad and what key messages you would like to get across. This can be as simple or as detailed as your campaign demands.

Clients should also provide any fonts (PC based) necessary to ensure consistency with your existing brand.

### **sending files \***

All media should be sent directly to our design team:

[creative@mediadisplays.tv](mailto:creative@mediadisplays.tv)

Creative  
Media Displays  
1 Coxley Dell  
Horbury  
WF4 5LF

\*When sending files/artwork please ensure that you own all copyrights or have authorisation to use them for this purpose