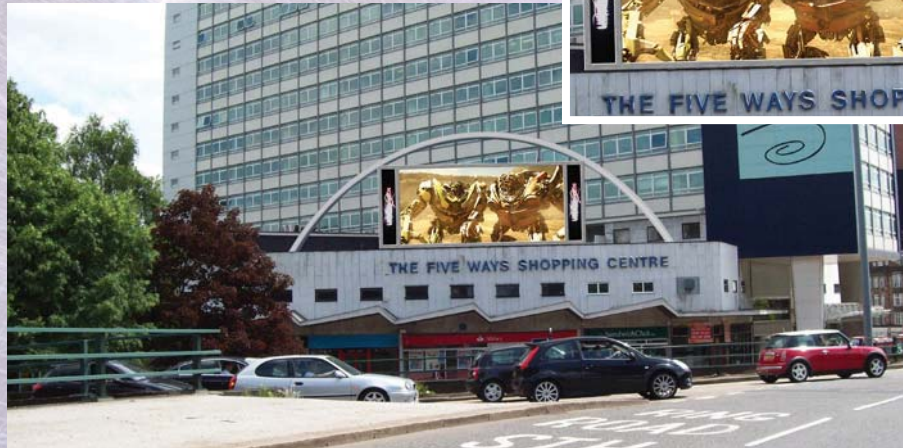


## Orion – Five Ways, Birmingham, Media Specification

This document sets out the media specifications for the Super-Novae Media digital screen – **Orion** located at Five Ways, Birmingham, UK.



Video with an incorrect aspect ratio will be letter-boxed, i.e. black bars added either at the top/bottom or left/right of the media.

The screen uses a type of optical pixel multiplication to up-scale resolution of videos beyond the required pixel size. This is different to up-scaling video digitally and provides a much better display quality.

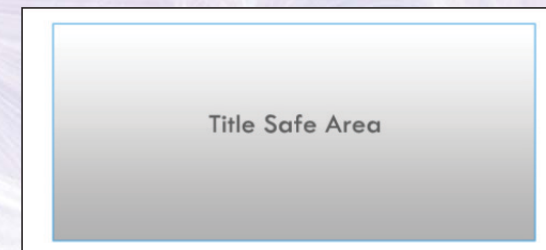
**Please Note:** This screen does not have planning permission for full-motion media, this means that we are unable to accept full-motion, full-screen video. Part-motion and fades are permissible however.

Static JPEGs, either one or more can also be provided - we will merge these into a video for you or alternatively display the static image you provide us with for 10 seconds.



SPECIFICATION ITEM	VALUE
Media Pixel Resolution	Width: 1024px Height: 480px
Media Aspect Ratio	2.13:1
Supported Video Formats	Autodesk RLE, AMV, Asus V1, V2, AVS, Cinepak, CYUV, Standard DV, FLV, H.261, H.263, H.264, Motion JPEG, MPEG 1, MPEG 2, MPEG 3, MPEG 4, Apple Quickdraw, Quicktime Animation, Real Video 1, 2, 3, 4, On2 VP6, Windows Media Video7, 8, 9
Preferred Video Format	MPEG4 H.264, 30FPS, 864x672, 6,000kbit/s
Media Length	10 Seconds
Media Framerate	Any Supported
Media Bitrate	Any Supported

It is best to stick to industry-standard title safe areas when creating media, i.e. leave a margin between the media edge and any text content. For visual clarification please see below:



**For questions regarding the technical aspects of this document please contact: 0121 285 7195 | 0207 183 7195 | [info@super-novae.com](mailto:info@super-novae.com)**

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