

DIGITAL BIKE BOARD SPECS.



Provide at least 2 images/graphics (maximum 4).

Your campaign will have more impact with multiple images – when content changes it grabs attention.

STATIC IMAGES

Format: JPEG

Single screens (i.e. square) or all 4 screens

ARTWORK RESOLUTION

Supply art for single screens at 1080 x 1080 pixels

Supply art for at least 2 screens

TEXT SIZE

Recommendation: Use fonts at least 7% of screen height to ensure the message can be viewed from a distance.

DESIGN TIPS

- Use bold and strong fonts
- Keep it short and easy to read
- No white backgrounds please – colours display much better

VIDEOS

Format: MP4 only – max 30 FPS

Resolution: SD / HD / Full HD files accepted

Inputs

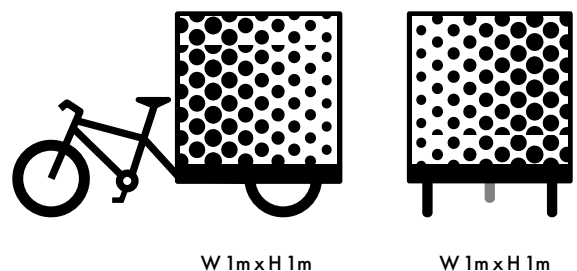
HDMI / SDI

OTHER IMPORTANT THINGS

- We'd appreciate if you could provide content at least 2 days in advance – this helps us to make sure that everything is tested before your campaign starts.
- We hate to do this, but there will be a small fee for any files that we need to reformat.

OVERALL DIMENSIONS*

- 2.4m (Length) 1.2m (Width) 0.9m (Height)



*Measurements are approximate – please contact your project manager if you need precise data.

Send files under 4MB via email. Use a sharing service like Dropbox or Google Drive for larger files.