

# Airport Express advertising

## HOK & AIR Digital Stations Material Specification

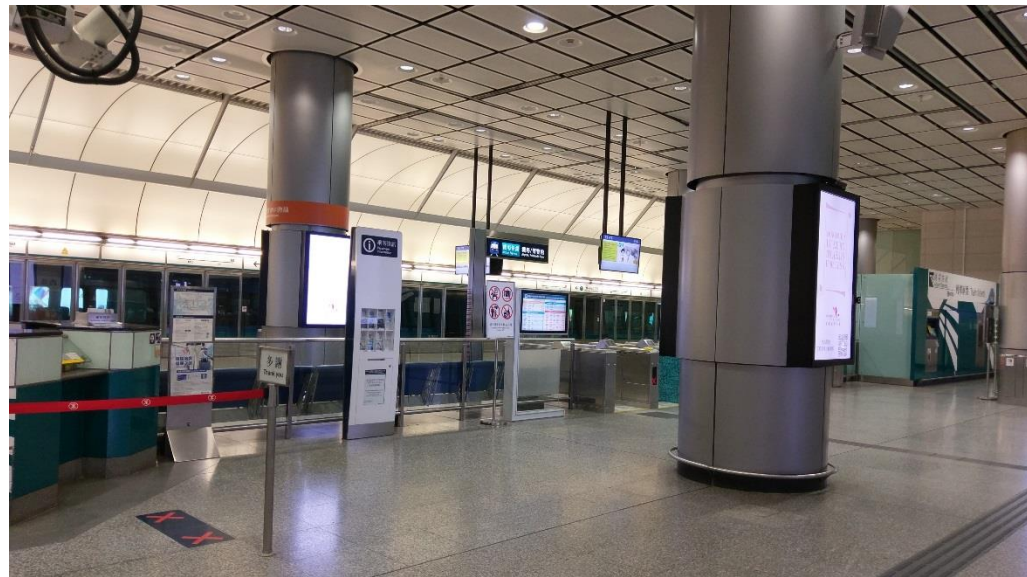


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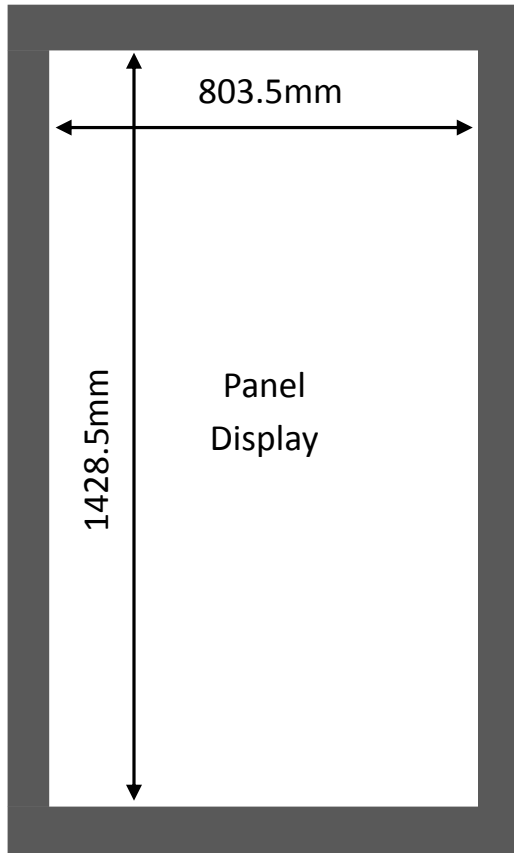
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## 1.1 Product Features

- Several pairs of HD digital panels located in Hong Kong & Airport stations
- Each pair of 65” digital panel enables animated ads and interactive function
- Flexibility that the creative can be rotated to target audiences



## 1.2 Layout & Orientation



***Panel Display Size:***

Inner (without frame): 803.5 mm/W x 1,428.5mm/H

Resolution: 1,080 x 1,920 Pixels

## 1.3 Location Map



- i. Digital Panels are 65-inch TV panels installed vertically for advertisement display.
- ii. Digital Panels are designed for motion graphics, animated ads and image-flow presentation. The animated ads are expected to be produced by using artwork files with multiple layers and presented in a dynamic way.
- iii. The creative contents should be customized for the format of Digital Panels. Broadcasting TVC is not accepted.
- iv. Image-flow across the Digital Panels (Applicable for pair of screens only), diversified animation effects, creative graphic designs, and other productive skills should be applied for creation of creative and dynamic animation.
- v. Static image is not accepted. All static images, neither partial nor full visuals that compose the overall advertisement, are not recommended. An image is defined as static when any visual displayed at the same location on a single panel without any movement: (i) occurs for 2 seconds or above; or (ii) accounts for 20% of the total duration of the advertisement if the duration of the advertisement is under 10 seconds.
- vi. Flashing, sparking, strong light or rapidly image movement effect in the creative should be avoided.
- vii. Video special effects which simulate technical failure (e.g. snowy, noisy visual effect, signal lost) or may mislead / irritate audience should be avoided.

*The above guidelines are subject to change by JCDecaux Transport. For details, please refer to the Terms and Conditions of our current rate cards and sales materials. All the artwork and displays are subject to final approval and confirmation by JCDecaux Transport before posting.*

### 3. Production Guideline

<b>Video Format:</b>	<p><b>Windows Media</b>  <b>Codec ID: Windows Media Video 9 (WMV9)</b>                  Comply with main profile (MP) levels in VC-1 specification</p>
<b>Resolution:</b>	<p><b>1,080 x 1,920 Pixels</b></p>
<b>Bit Rate:</b>	<p><b>8,000 kbps (min.) - 9,000 kbps (max.)</b>                  (Including audio effects) in Variable Bitrates Mode                  *Bitrates Value and mode may subject to modification based on the trial result for optimized performance and visual quality.</p>
<b>Remarks:</b>	<p><b>a. Frame Rate: 25 fps</b></p> <p><b>b. Code ID: WMV3</b></p> <p><b>c. Media file should be Encoded by Adobe Premiere or Windows Expression Encoder 4 #1,2</b></p> <p>#1 Higher version or compatible versions generated by other Windows Expression Encoder is not be accepted.                  #2 The media file encoded by encoder other than Windows Expression Encoder 4 is not recommended even if the encoder is designed by Microsoft.</p>

## 4. Material Submission

<b>FTP address:</b>	ftp://ftp.jcdecaux.com.hk/AELDP
<b>Login name:</b>	AELDPclient
<b>Password:</b>	DP##11
<b>Remarks:</b>	Please advise sales representative by email with file locations after the file has been uploaded



## 5. One-stop Service Solution

**Media Production Limited** offers creative recommendations and production to clients who have limited knowledge in developing creative for Digital Panels. Additional services such as photography, shooting videos and 3D rendering for source materials can be provided upon request.

All the above services are subject to a separate quotation and will be considered on a case by case basis.

If you have any queries, please do not hesitate to contact

**Ms. Celia Lai (Senior Digital Production Executive)**

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## **6. Technical Support Contact**

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