

# THE BRIDGE - MEDIAMESH VIDEO WALL

## General information & technical specification

For the best possible effect of your advertising on the Mediamesh LED installation "The Bridge" we ask you to consider the following when creating the content:

- Relevant legibility distance 125 – 50 m.
- Approaching and passing in about 5.4 - 9 seconds.
- Soft fading of images, i.e. motionless.
- Videos and animations in slow motion, if possible flowing into each other without forcing attention.
- Good contrast between text and background.
- The background should not be eye-catching and should not have any patterns or complex details.
- Avoidance of too high complexity and too detailed picture elements.
- Placement of important image content (e.g. text) in the middle.
- The spot has to start with a **one second fade-in from black and to end with a one second fade to black.**
- Please use the **template provided by Airport Media** for the exact adjustment of the content to the visible area of the Media Mesh.
- **Please note:** The mask of the visible area of the video wall (TheBridge\_VisibleArea.png) is not required in the final file for the broadcast and the layer must therefore be turned off before the export.



Resolution	File format	Frame rate (video)	Bit rate (video)
<ul style="list-style-type: none"> <li>■ Video: 4096 x 872 pixels</li> <li>■ Image: 4352 x 928 Pixel</li> </ul>	<ul style="list-style-type: none"> <li>■ Video: H.264 (MP4)</li> <li>■ Image: JPEG, PNG</li> </ul>	50 fps	max. 20 Mbit/s

- Spot playback without sound.
- Transition effects (e.g. crossfade) between images are supported.
- Please provide the data **10 working days** in advance.
- Please provide the data via download link if possible.
- Please note that all spots have to be approved both technically and contentwise by Airport Media before the broadcast.
- The client will receive pictures of the broadcasted spot by Airport Media.