



PLAC UNII WARSAW

SUPER SCREEN
EKRANY PREMIUM

Technical specification



Resolution
1110x1630 px



Video file format
MP4 (codec H264),
25 fps as a minimum



Graphic file format
jpg



(22) 422 33 30



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SCREEN NETWORK S.A.
ul. Fabryczna 5A, 00-446 Warszawa
KRS 0000319543; NIP 951-216-57-37;
REGON 140339282; Kapitał zakładowy: 5 107 799,60

Colour parameters

For greater impact, it is recommended to use bright, contrasting colours, resulting in improved visibility.

The black colour in ads is perceived as transparent (depending on saturation). This may affect contrast characteristics of the entire material and, consequently, ad reception.



Example: The example illustrates the functioning of the black screen separation. Only the fishes and bubbles will be displayed on the screen. Moreover bubbles will be displayed partially because some of the content will be displayed partially because some of the content is not 100% black (RGB 0/0/0).

In order to highlight black items in the ad, white borders can be added.

Items should be large, small objects are not readily visible. Text should be simple and short, written in big-size letters.



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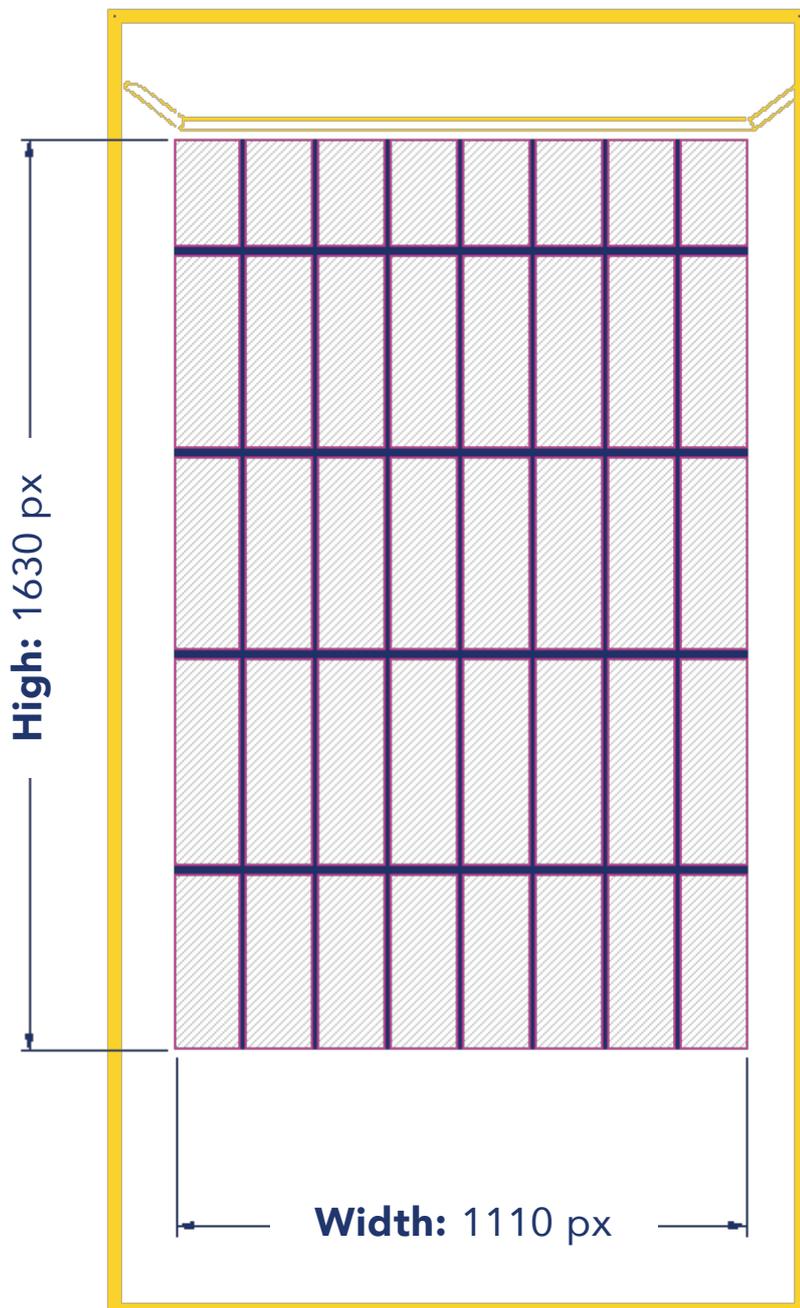
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Ad surface layout



 glass facade surface

 screen surface

 mullions



advertising surface



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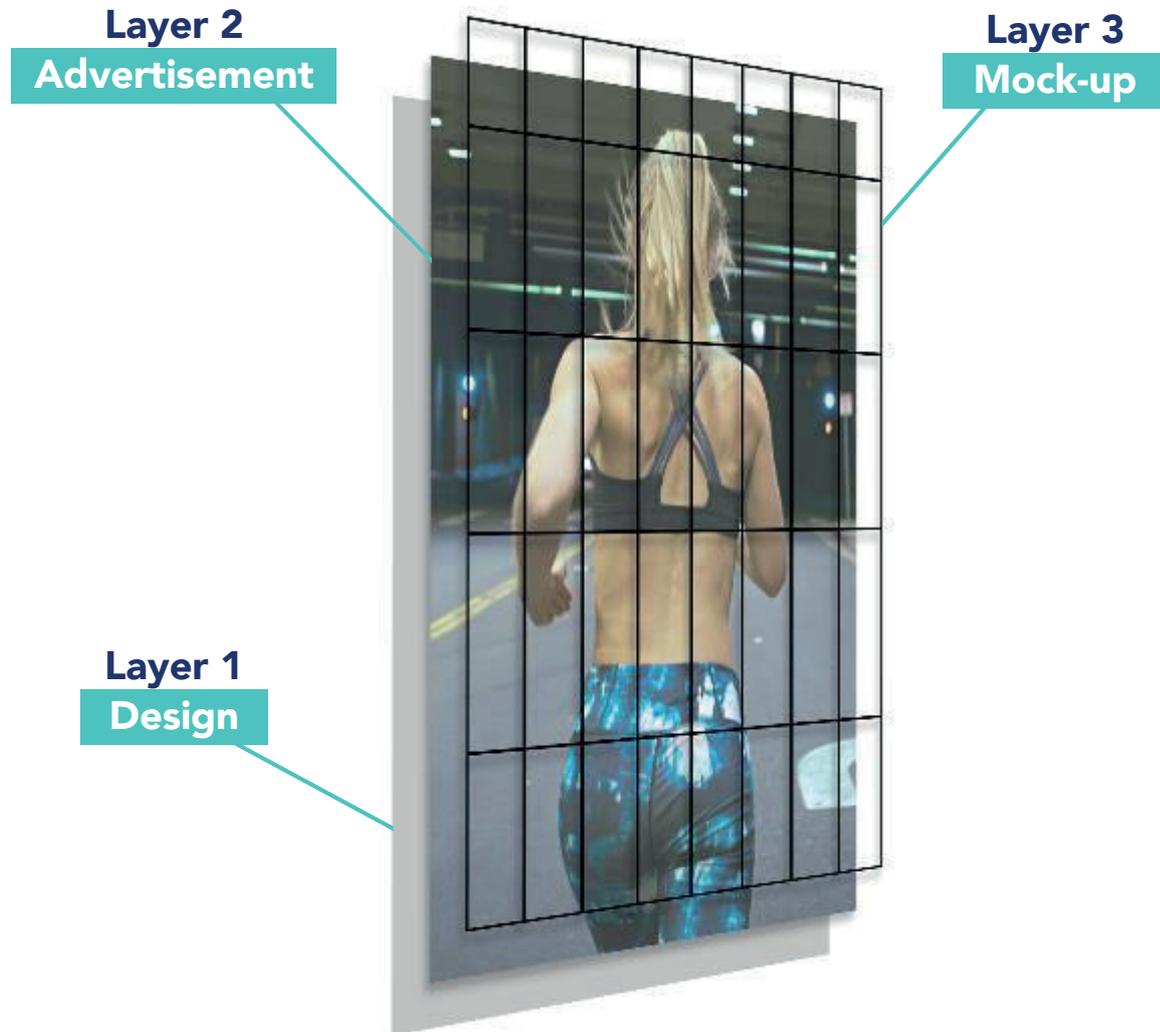
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Mullion mock-up



Mullion mock-up should be overlaid on the design to ensure appropriate treatment of advertising material. With the mock-up in place, it is easier to arrange the key items in relation to mullion grid.

The final file should be rendered without mullion mock-up.

To download the mock-up, please visit:

<http://screennetwork.pl/downloads/super-screen-pl-unii-makieta-szprosy-1110x1630.png>



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