

# Content Guidelines

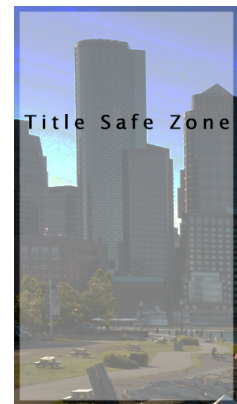
## 98" Digital Signage Network Displays

*\*98" LED Displays are hung in Portrait Mode*

Logos, text, and video content without audio are recommended for the 98" Digital Signage Network displays.

### Title Safe Zone

To prevent any important content from getting cut-off around the edges of the displays, content creators should use a "Title Safe Zone". This boundary starts 10% in from each edge of the frame and ensures that all content within those borders is visible on the displays. All essential text, logos, and titles should be within this inner boundary. We can provide a Title Safe Zone template in PowerPoint if needed.



## File Specifications

**RESOLUTION** 1,080 x 1,920 at 72 pixels/inch composition

**COLOR SPACE** RGB

**FORMATS ACCEPTED** JPEG (preferred), Microsoft PowerPoint\*, PNG

**MOTION FILE TYPES** MP4 with H.264 compression only

**AUDIO** Although the 98" BCEC Digital Signage Network displays are capable of playing content with audio, we recommend that content producers not include audio in their content.

**VIDEO LENGTH** Exactly 15 or 30 seconds (all videos are scheduled in 15 second increments)

**VIDEO SIZE** Less than 200 MB

**TRANSITIONS** All content should have a one-second fade to black at the beginning and end for a smooth transition between pieces. The total length of your video with the fade should be in 15 second increments.

*\* When creating content in PowerPoint, please make sure the document is an "On-Screen Show (16:9 Portrait)". This setting is listed under 'Page Setup'. The slides will be converted to JPEGs and played as static images. All transitions and animations added in PowerPoint will be lost.*