

DESIGN GUIDE

REQUIREMENTS & TOOLS FOR MAXIMUM IMPACT OF YOUR DOOH CAMPAIGN



INFINITY MEDIA

HIGHEST QUALITY

TO DRAW MORE ATTENTION

Displaying your content with the highest possible quality is our top priority. In order to ensure this, while generating maximum attention at the same time, this guide offers a compact summary of all the specifications required.

If you are interested in presenting your brand on our screens, but do not have the tools for a high-end design available, our in-house creation service offers support and implementation of your ad.

You can contact us at welcome@infinitymedia.at and we will provide you with an offer.



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RESOLUTION & FILE FORMATS

FÜR FEHLERFREIE DARSTELLUNG

VIDEO RESOLUTION:

Ads will be shown in full HD for all locations. You will find the required format (portrait or landscape) for the locations you have booked in the current media kit at:

www.infinitymedia.at

Portrait format:	9:16	1080 px x 1920 px
Landscape format:	16:9	1920 px x 1080 px

FILE FORMAT:

You can send us both video, and image files for import.

Video:	MP4, AVI,	25 fps / 30 fps
Images:	JPEG, PNG	72 dpi, sRGB

SPOT LENGTH:

Please ensure that your clip exactly corresponds to the booked spot length. If you use a still image (JPEG/PNG), we will automatically set the booked display time when importing it into the system.



FORM OF PRESENTATION

THE AMOUNT OF MOTION MAKES THE DIFFERENCE

Due to the safety regulations of the current laws, we have to distinguish between partially animated and fully animated contents. You will find the exact regulations for each location you have booked in the current media kit at: www.infinitymedia.at

PARTIALLY ANIMATED:

This type of display mainly concerns sites that are placed on busy roads.

A partially animated ad can be displayed if it has:

- smooth, steadily movements
- slow, smooth transitions

- no fast sudden fade-ins
- no flashing content
- no fast moving elements
- no fast video content

FULLY ANIMATED:

These adverts can be shown at locations in pedestrian areas. There are no limits to your content design. Even full motion video spots can be displayed.



DESIGN GUIDELINES

HELPFUL TIPS FOR YOUR CONTENT

SAFE AREA:

Infinity Media's LED displays are framed with black window foil to visually soothe the area around your content. This gives the special radiance to the displayed visuals.

Because of the applied foil, content that is placed too close to the edge of the screen may not be visible from certain viewing angles. In order to avoid this from happening, please add the following safe areas to help you with the placement of important content such as text & logos



DESIGN GUIDELINES

HELPFUL TIPS FOR YOUR CONTENT

FONT SIZE:

Due to the various surface sizes of our displays, we have recommendations for minimum font sizes. The size specifications always refer to the height of capital letters. This is a recommendation, so depending on the type of font the optimal size may vary.

Minimum size on 16:9 (landscape) displays:
(specifications apply to subject sizes of 1920px x1080px at 72dpi).

TEXT  **17 mm / 49 px**

Minimum size on 9:16 (portrait) displays:
(specifications apply to subject sizes of 1080px x 1920px bei 72dpi)

TEXT  **25 mm / 71 px**

TIP: LESS IS MORE

If you use fewer text elements, that are larger in font size and straight to the point with their message, your ads will increase in effectiveness when it comes to staying in the mind of potential customers.



DESIGN GUIDELINES

HELPFUL TIPS FOR YOUR CONTENT

COLORS & CONTRASTS:

Our displays use the latest LED technology and use colored light when they display content. To make the most of the vibrancy of our medium and enhance the readability of your message, we recommend using bright colors and strong contrasts.

! CAUTION WHEN USING THE COLOR BLACK !

The color black used on LED displays means that the LEDs do not make use of any light. This has the consequence that all black design elements have no luminosity because the respective LEDs are turned off. For dark design areas we therefore recommend to use either gray or dark colors (this way the LEDs will shine at least a little).



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