

**GRAPHIC  
REQUIREMENTS**



**INFORMATION FOR PREPARATION  
GRAPHIC BACKGROUND  
FOR STANDALONE START**



# **DIGITAL LED POSTER**

*[WWW.DIGIPROMO.EU](http://WWW.DIGIPROMO.EU)*

*[WWW.DIGIPROMO.AT](http://WWW.DIGIPROMO.AT)*

## BASIC GRAPHIC REQUIREMENTS FOR STANDALONE START

▶ **Photo formats:** JPEG,PNG - 72dpi+

(individual photos are automatically converted into slideshows, for example with different transitions)

▶ **Video formats:** MP4, (WMV, MOV, AVI)

Bit rate: recommended 1500 kbps and more (at least 500 kbps)

Frame rate: 25 - 60 fps

Encoder: H.264 / MPEG-4

(The video loop plays automatically over and over)

### 1 POSTER

INDOOR

P2.5

256 x 768 px.

64 cm width  
192 cm height

FOLLOW THE  
SCREEN  
RESOLUTION



OUTDOOR

P3

320 x 512 px.

96 cm width  
153,6 cm height



The graphics format shown is for ideal viewing.

Higher resolution sources can be used as long as the aspect ratio is maintained.  
If the image is at a different resolution, it will fit to fit the full screen of the Poster.



# SEVERAL POSTERS CONNECTED IN ONE PICTURE



▶ **Photo formats:** JPEG, PNG - 72dpi+

(individual photos are automatically converted into slideshows, for example with different transitions)

▶ **Video formats:** MP4, (WMV, MOV, AVI)

Bit rate: recommended 1500 kbps and more (at least 500 kbps)

Frame rate: 25 - 60 fps

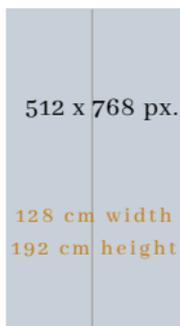
Encoder: H.264 / MPEG-4

(The video loop plays automatically over and over)

## INDOOR POSTERS CONNECTED TOGETHER

number:

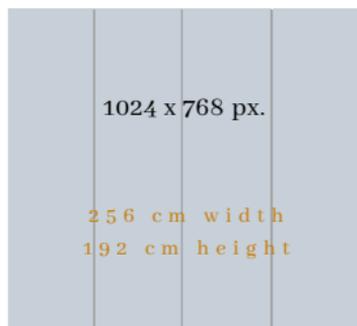
2



3



4



5 POSTERS



6 POSTERS

(6 x 256) 1536 x 768 px.

OUTDOOR POSTERS  
CONNECTED TOGETHER

2 POSTERS

(2 x 320) 640 x 512 px.

3 POSTERS

(3 x 320) 960 x 512 px.

atd.

The graphics format shown is for ideal viewing.

Higher resolution sources can be used as long as the aspect ratio is maintained.  
If the image is at a different resolution, it will fit to fit the full screen of the Poster.



## HANDOVER OF DOCUMENTS

To be sure that everything will run as expected,  
send us the graphics ready to try.  
After approval we upload it to the device.

PLEASE SEND THE GRAPHICS  
NO LATER THAN **5** DAYS BEFORE THE EVENT!

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to the e-mail: [info@digipromo.eu](mailto:info@digipromo.eu)  
eg through the service: <https://wettransfer.com/>

Before sending, check your own graphics by running on your monitor.  
AS THE GRAPHICS CAN BE VIEWED ON THE MONITOR,  
THIS WILL LOOK REALLY.



For an idea, check out videos from other events on our YouTube:

DIGIpromo DIGIpromo



(click here)





- The Digital LED Poster behaves like a standard screen (like a classic TV) that plays what runs on it.
- Unlike classic TV, the LED Poster has a vertical image, which you need to think about when creating graphics.
- High-quality content is interesting,
- We recommend creating graphics directly on Poster in the form of a video clip.
- We recommend using a larger and thicker font in good contrast for optimal viewing and clarity.
- The ideal base color is black.
- In case of a lot of text, try to divide it into more slides.

# EXAMPLES OF GRAPHICS

## HORIZONTAL VIDEO / PHOTO

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Media content:



upload to Poster without editing  
in FULL SCREEN mode:



upload to Poster without editing  
in ORIGINAL SIZE:



**TIP:**  
If you have already created horizontal content, for example for a TV, and you do not know how to use it for a vertical Poster, use this variant and add free graphics to your free space. This will create a complete original image with additional information.

ideal editing for Poster:



# EXAMPLES OF GRAPHICS

## VERTICAL VIDEO / PHOTO

Media content:



upload to Poster without editing  
in FULL SCREEN mode:

Vertical content can be  
expanded to full screen -  
optically better than horizontal  
content.

However, adjusting the content  
directly to the size of the Poster  
is ideal.



## MEDIA CONTENT IN CASE OF MULTIPLE POSTERS CONNECTED IN ONE PICTURE

Horizontal or vertical media content follows the same rules as above. The ideal size varies according to the number of screens connected (see graphic requirements).

**ATTENTION!**

The only change is the overall size of the image, which changes from vertical to horizontal:  
1-2 Posters vertical image / 3 Square (1: 1) / 4 and more Posters Horizontal image.



# GRAPHIC REQUIREMENTS



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**CONTACT US IF YOU NEED**