

# Digital 6 Sheet

Digital Cinema



## Artwork information

Aspect ratio 16:9

Format Portrait

Screen size 1080 px(w) x  
1920px (h) full  
HD

## Technical information

Static file format 72dpi  
RGB/JPEG

Animated format WMV/JPG  
24 FPS (VC-1/  
encoded H.264)

Animation length Standard 10  
secs\*

Video formats WMV preferred,  
MOV

AVShareability QR codes &  
NFC



There is no better place to advertise lifestyle products than the cinema. Last year there was a staggering 1.1 billion visits to cinemas in the UK and Ireland. (DCM 2014)

Situated in the main foyers our panels are seen, discussed and can be interacted with by groups of friends and family in an entertaining and social environment.

**ARTWORK DEADLINE:  
5 WORKING DAYS  
PRIOR TO GOING LIVE**

### Digital Artwork Delivery

Primesight have integrated with Specler to manage the receipt, specification, confirmation and storage of all artwork required for our digital displays.

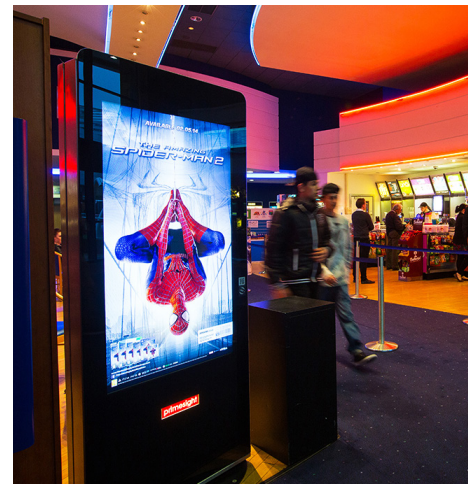
Please send to:  
<http://specler.net/uk/primesight>

**specler**

### Please note:

You are responsible for making sure that all text is legible and that the artwork fits within the space that it is designed for.

We will assume that you are happy with the quality of the artwork before you send it to us.



\*Possible to schedule bespoke lengths on request.