

# MOOD VISUALS - FILE SPECIFICATIONS

## **ACCEPTABLE FILE TYPES - CLIENT PRODUCED CONTENT**

If you choose to develop your own content for your digital signage network, the following file types and formats are acceptable for submission and use.

### **VIDEO**

Preferred video format is H.264 video in an .MP4 container. We can also accept .MOV and .WMV files.

### **Aspect Ratio**

Videos should be 16x9 format (widescreen). The media player will play video files of almost any size up to 1920 pixels x 1080 pixels. Video files should be no smaller than 1280 pixels x 720 pixels.

### **Bit Rate**

Bit rates can vary widely based on the codec used. Typically a higher bit rate will yield a higher quality video. We prefer a constant bit rate of 12 Mbps.

## **COMPATIBLE FILE TYPES**

### **Images**

- JPEG or PNG format in RGB color mode
- Preferred dimensions of 1920 pixels x 1080 pixels at 72dpi resolution
- Minimum dimensions of 1280 pixels x 720 pixels at 72dpi resolution

### **Video**

- Preferred format is H.264 video in an .MP4 container
- .MOV and .WMV files are also acceptable
- Preferred dimensions of 1920 pixels x 1080 pixels with a constant bit rate of 12 Mbps
- Minimum dimensions of 1280 pixels x 720 pixels with a constant bit rate of 12 Mbps

### **Flash Animation**

- SWF format
- 24 frames per second
- Preferred dimensions of 1920 pixels x 1080 pixels
- Minimum dimensions of 1280 pixels x 720 pixels