

Content Ideas and Content Submit Specs

Aligning your brand across all platforms, digital signage is an extension of your brand and messaging. Below are guidelines for creating content, including specifications for text, image and video. Digital Signage is a content monster that likes being fed. Keep your clients, visitors & employees engaged with regular updates.

What kind of content can be contributed to your visual communications system?

- Employee and Customer recognition
- Sharing community support
- Transportation information - geo focused on doorway location (e-bikes, public transportation, private shuttles)
- Advertising - vendor highlights, retail stores
- Way-Finding (1, 2, 3 dimensional)
- Marketing messaging - employee shout outs, anniversaries, mission, welcoming, hospital designations etc.
- Donation/Foundation - campaigns, mission, history, story telling, stewarding donors
- Special Events -speakers, lunch and learns, educational, nutrition classes
- Calendar
- Activities or upcoming events
- Birthdays or Anniversary

Image Size: Template Overall Size: 1920 x 1080- Landscape or 1080 x 1920 - Portrait

Image and video file format specifications:

Feeds/Links

- HTML5
- Media RSS Feed

Images:

- Supported Extensions: BMP -PNG and JPEG formats
- **PNG** is the preferred format
- 8, 16, 24, and 32-bit depth
- Best image resolution supported is 1920x1080***
- RGB Color only. CMYK files not supported

Video:

The following describes the requirements for h.264 encoded video to play successfully with the media player supported for MOV and MP4 files.

- Supported extensions: .TS, .MPG, .VOB, .MOV, .MP4 MPEG-2, MPEG-1, H.264 (MPEG-4, Part 10)
- **MP4** is the preferred format
- Additionally Supported .WMV, exported from PowerPoint (.WMV, video only)
- WMA audio is not supported
- MPEG-2 Program and Transport streams
- H.264 Transport and Program Streams (mov & mp4)
- MPEG-2 Program and Transport streams
- Maximum Recommended Video Bitrate: 25Mbps
- Audio Support: AAC audio (CBR/VBR) up to 288 Kbps

***Additional Details to Note:

Ideal Resolution

- **1920x1080 pixels (Full HD) Images:** This is the perfect resolution to match the screen.

Minimum Resolution

If your image is smaller than **1920x1080px**, it will either:

1. **Stretch and look blurry or pixelated.**
2. **Display at its actual size, leaving blank areas around it.**
 - **Minimum acceptable resolution** depends on viewing distance:
 - **Close viewing** (e.g., desktop monitor): Match 1920x1080.
 - **Far viewing** (e.g., a TV across a room): Slightly lower resolutions might be acceptable but are not recommended.

Impact of Imaging Device

The type of device used to capture the photo significantly impacts its quality, even at the same resolution:

- **Cellphones:** Modern smartphones can take excellent photos, but they may compress images or introduce noise in low light, affecting clarity.
- **Professional Cameras:** High-quality sensors and lenses in DSLR or mirrorless cameras generally produce sharper, more detailed images, even at 1920x1080 or lower resolutions.