

Suggested Content Types & Submission Guidelines

Your digital signage is most effective when it's fresh and engaging. Here are some content ideas to keep in rotation:

- Mission statements or brand messages
- Seasonal updates and promotions
- Employee spotlights
- Holiday or awareness reminders
- Weather, news, or social media feeds
- Wayfinding or helpful tips

Media Type	Accepted Formats	Specs	Use Case
Images	.PNG (preferred), .JPEG, .BMP	<ul style="list-style-type: none"> • 1920x1080 or 1080x1920 • (RGB only) • 8–32-bit 	Static messages, promos, announcements
Videos	.MP4 (preferred), .MOV, .TS, .MPG, .VOB, .WMV	<ul style="list-style-type: none"> • H.264, MPEG-1/2 • Max bitrate: 25 Mbps • HD (not 4k), max resolution 1920 x 1080 • Best file size for uploading: 450 MB • Audio: AAC only (<i>no WMA</i>) 	Dynamic content, event recaps, storytelling
HTML5	Web link or embedded HTML	Responsive, secure, optimized	Dashboards, real-time data, animated content
Media RSS Feeds	.XML or feed URL	Valid, regularly updated, appropriate content	News, social feeds, calendars
PowerPoint (Export)	.WMV (video format only)	Export as video	Slide decks converted into videos (limited animation)

EcoDigital Image Specifications Guide

Best Practice

Submitted Image Size: 4032 x 3024px



On-Screen Look

Submitted Image Size: 3408 x 2817px



On-Screen Look

- Even with similar resolutions, lighting during capture can affect image clarity and introduce visual noise.
- Use images **1920px wide or larger** for best quality on screens viewed from about 6 feet away.

Friendly Tip: Using the highest-quality camera available will ensure better photos for an optimal viewing experience.

Common Mistake to Watch For

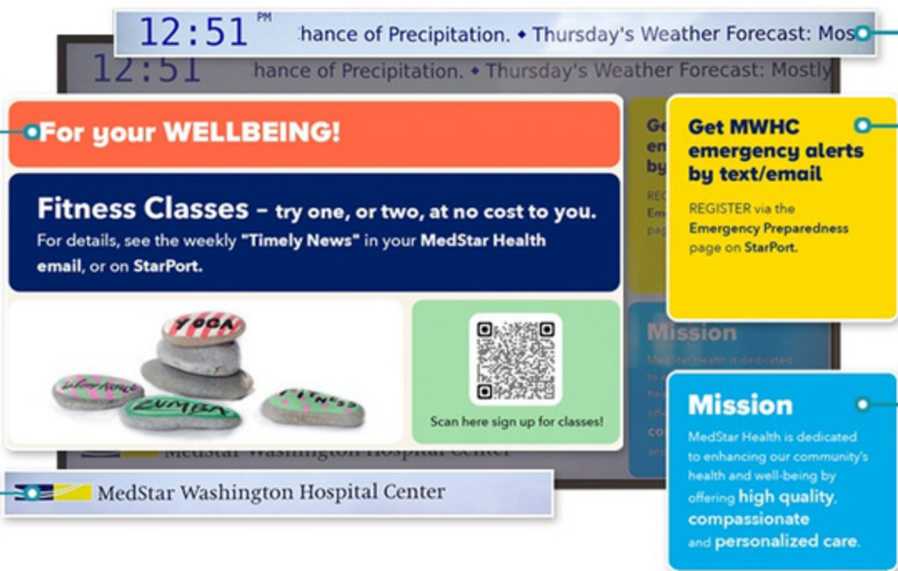
Submitted Image Size: 320 x 240px



On-Screen Look

- **Smaller images** (like those used for thumbnails or avatars) may lose clarity when displayed on larger screens.
- As a guideline, images under 1920px will likely appear pixelated when viewed from about **6 feet away**.

EcoDigital Media is the premiere full service digital solutions partner for signage & custom content



12:51 PM chance of Precipitation. • Thursday's Weather Forecast: Mos

12:51 chance of Precipitation. • Thursday's Weather Forecast: Mostly

ZONE A
- Shout Out
- Best Practices
- Health & Wellbeing

For your WELLBEING!

Fitness Classes – try one, or two, at no cost to you.
For details, see the weekly "Timely News" in your MedStar Health email, or on StarPort.

Get MWHC emergency alerts by text/email
REGISTER via the Emergency Preparedness page on StarPort.

ZONE B
- All Associate of DON & PCS
- Other Specialty Units
- Magnet Program Elements

BRANDING
MedStar Washington Hospital Center

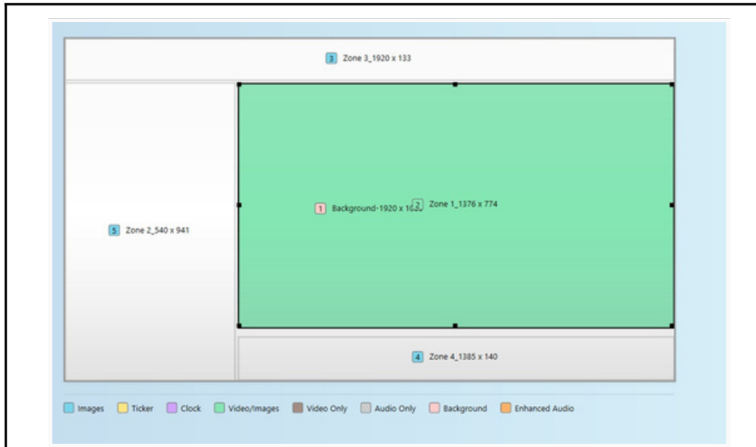
Mission
MedStar Health is dedicated to enhancing our community's health and well-being by offering high quality, compassionate and personalized care.

ZONE C
- Mission Vision Values (evergreen)
- Quarterly CNO Corner with related Seasonal Message

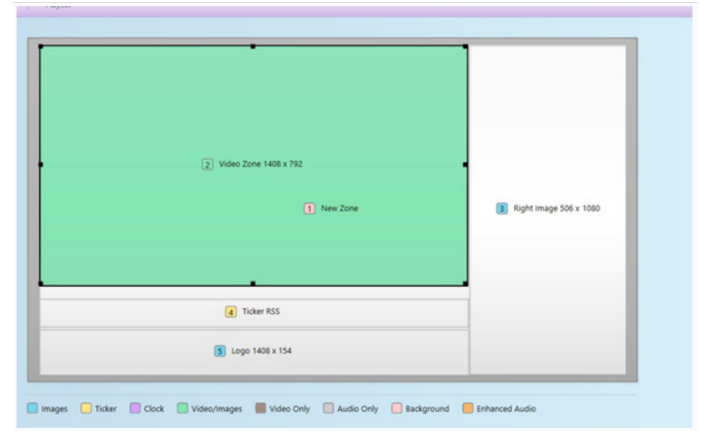
We design and develop experiences that make people's lives better. Our specialties include immersive, turnkey solutions for interior and exterior digital signage systems, conference system management, content development and more. No matter what the needs and objectives of your business are, we've got you covered with quick and responsive results. Let us do the hard work for you.

Template Options

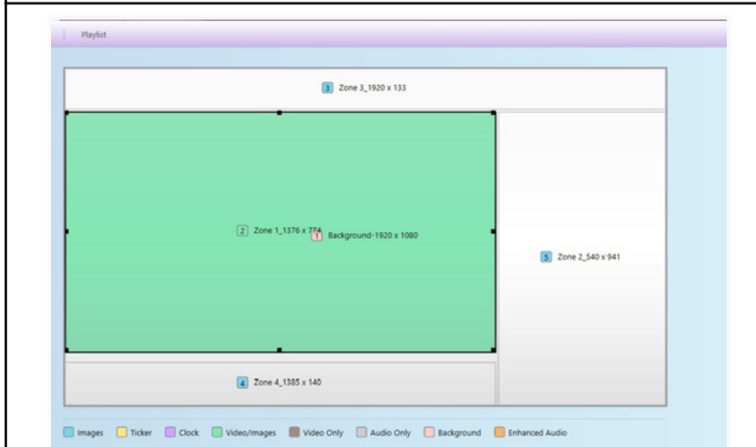
(variations can be made)



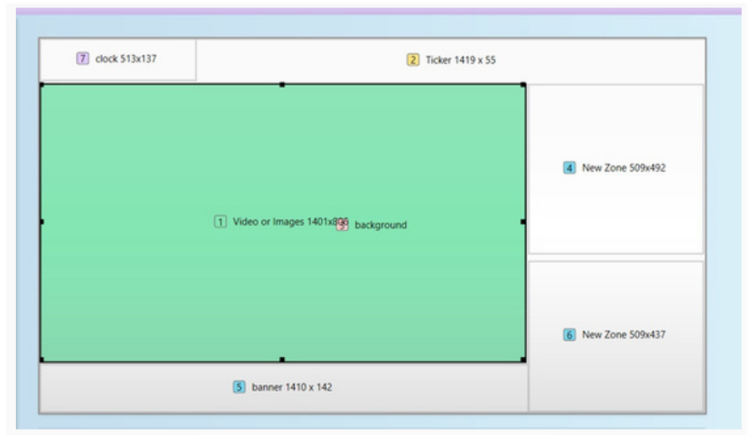
A_Template with Text Left Side Graphic



B_Template with both small zones at the bottom (branding and text or rss feed)



C_Template, Right Side Graphic



D_Template, Right Side Divided