HTML5

SCREEN NETWORK

Screen Network enables the display of dynamic layouts in all managed locations with real-time data fetched from specified sources. The display is based on dynamic boards using HTML5 technology.

Technical Specification + Best Practices

1. Format – HTML 5.
2. Resolution – Must comply with the list of screen resolutions participating in the campaign (optionally, media queries in CSS (including SASS) can be used).
3. Optimization – HTML ad should be optimized for performance and file size (similar to websites).
4. Slide Playback – The HTML ad must contain a script placed in the <body> or <head> section, which enables the playback of the slide/animation/video exactly at the moment of display. This is done using the onSlideDisplay function (source code below), which must be added to the ad's code.

```
<script>

function onSlideDisplay(){
var vid = document.getElementById("myVideo");
vid.currentTime = 0;
vid.play();


console.log(JSON.parse(document.data));
}

</script>
```

5. Data Handling – All external data is passed to the ad using the global variable document.data, provided by the player application managing the screen. This ensures data accuracy and caching, speeding up loading and display.
6. Separate Files – Do not embed JS or styles in the HTML file. Create separate files and link them directly in the webpage code.
7. Naming Conventions – It's a good practice to use BEM naming conventions and SASS compilers to generate files.

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8. Local Linking – Files must be linked locally, i.e., they cannot be fetched from a CDN or other internet source.
9. No Storage Dependency – The display of the board cannot depend on data stored between displays (do not use local storage, session storage, cookies, or cache).
10. No Internet Communication – The board cannot directly send or retrieve data from the Internet. External data fetching will be done via scripts.
11. Fallback Layout – An alternative (neutral) layout must be prepared, which will be displayed in case real-time data cannot be fetched. The ad should automatically display this fallback layout if no Internet connection is detected.
12. Data Format – If the ad needs to fetch external data, a data format with a description and the source must be attached to the HTML ad. Our software also has a feature to skip the ad in case of data fetching issues or no Internet connection.
13. Project Files – It is a good practice to include a project file (e.g., Adobe Photoshop, Animate, XD, or other related software) with the final creation to illustrate the correct display of the ad and any potential data being fetched.
14. Graphic Formats – Whenever possible, all graphics should be in vector format (.PNG/.SVG) to facilitate scaling and adjusting ad to different ratios and resolutions. Avoid using pixels for size formatting in styles (e.g., font-size, width/height, padding, and margins). Use rem/em units instead.

Files should be delivered at least 7 days before the campaign's start to eliminate potential errors in the creation or data fetching process.

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