GALERIA KATOWICKA

SUPER SCREEN
EKRANY PREMIUM

Technical specification

Resolution
1920 x1080 px

Video file format
MP4 (codec H264),
25 fps as a
minimum

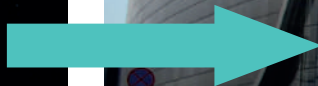**Graphic file format**
jpg

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screennetwork.pl

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Color parameters

For greater impact, it is recommended to use bright, contrasting colours, resulting in improved visibility.

The black colour in ads is perceived as transparent (depending on saturation). This may affect contrast characteristics of the entire material and, consequently, ad reception.

Example: The example illustrates the functioning of the black screen separation. Only the fishes and bubbles will be displayed on the screen. Moreover bubbles will be displayed partially because some of the content is not 100% black (RGB 0/0/0).

In order to highlight black items in the ad, white borders can be added.

Items should be large, small objects are not readily visible. Text should be simple and short, written in big-size letters.

Mullion
mock-up

Layer 2
Advertisement

Layer 3
Mock-up

Layer 1
Design

Mullion mock-up should be overlaid on the design
to ensure appropriate treatment of advertising material.
With the mock-up in place, it is easier to arrange
the key items in relation to mullion grid.
The final file should be rendered without mullion mock-up.

To download the mock-up, please visit:
https://screennetwork.pl/downloads/super-screen
-galeria-katowicka-szprosy-1920x1080.png