POZNAŃ GŁÓWNY RAILWAY STATION

SUPER SCREEN
EKRANY PREMIUM

Technical specification

Resolution
1440x1080 px

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

Graphic file format
jpg

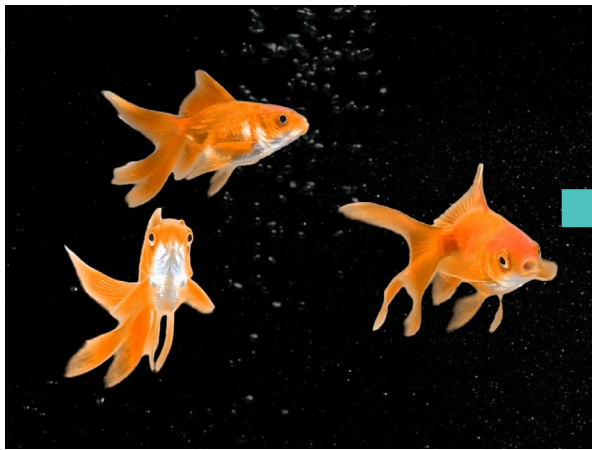(22) 422 33 30

screennetwork.pl

SCREEN NETWORK S.A.
ul. Fabryczna 5A, 00-446 Warszawa
KRS 0000319543; NIP 951-216-57-37;
REGON 140339282; Kapitał zakładowy: 5 107 799,60

Colour
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. ext should be simple and short, written in big-size letters.