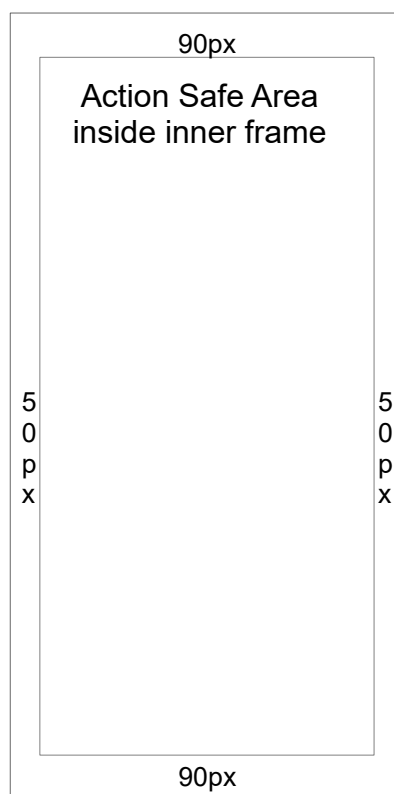


## Video Technical Spec for WightlinkTV Portrait Screens

Our 65" & 55" free-standing screens are designed to display motion graphics (videos) in a portrait format. Videos should have elements of motion to attract attention such as moving text, logos, graphics, stills or animation.

- Frame size:** 1080 pixels wide by 1920 pixels height  
**File format:** mp4 (codec h.264) data rate 8 – 12 mb/s  
**Please note:** Video can be supplied in high resolution .mov format which we will convert to mp4.  
**Frame rate:** 25fps in the PAL format  
**Resolution:** High Definition (HD)  
**File naming:** Please identify your advert clearly in the file name.  
ie: Village\_Hotel\_Invite\_April\_19.mp4  
**Safe Area:** Unlike computer monitors, TVs crop the image to varying degrees to avoid black edges so it is **important** to ensure that when you edit your video on a computer monitor, all text and important visuals are kept within the 90px top & bottom margins and 50px side margins, what is known as the 'Action Safe Area'. Text outside the 'Action Safe Area' may be cropped.



- Fonts:** Avoid fancy serifs fonts which are harder to read.  
Font size no smaller than 24 point. Readability is key.  
Rollers or crawls must be timed to read easily.
- No audio:** **IMPORTANT** - your video must be mute.
- No fade out:** **IMPORTANT** - fades to black must be avoided at the end of video.
- No strobing:** **IMPORTANT** - strobing effects must be avoided because they can cause epileptic reaction in some viewers.
- Deliverables:** File transfer to Bob Ede [bob@bobedetv.com](mailto:bob@bobedetv.com)
- Help:** Please call Bob on 07506 834803 for any additional technical advice.