

## Digital Supermarket - Artwork Specification



### Artwork Specifications

#### Static Formats

File Format: JPEG  
File Type: RGB  
Dimensions: 1080px wide x 1920px high  
Export Settings: Minimal compression

#### Animated Formats

File Format: H264 MP4, H264 MOV, WMV  
Dimensions: 1080px wide x 1920px high  
Bit Rate: 8mbps  
Frame Rate: 25 or 30fps  
Movie Length: **6 seconds**  
Export Settings: Minimal compression  
Audio: The screens do not emit sound

### Compliance & Approvals

All artwork is subjected to approval.  
Please send all completed artwork to [artwork@exciteooh.com](mailto:artwork@exciteooh.com).