

# Content Guidelines

## GLOBOTECH PRODUCES CONTENT

### Still Images (logos, photos, etc):

- .AI/ .EPS files (create outlines for all fonts)
- .PSD /.TIF /.JPEG (at least 720 x 1280 pixels, 72 dpi)

### Video:

- Uncompressed Quicktime .mov
- Full screen 720 x 1280 pixels
- Center 720 x 480, 720 x 486

### Flash:

- .SWF Video Uncompressed
- Full screen 720 x 1280 pixels

### Audio:

- MP3 (at least 44.1 kHz, 16 bit, Stereo, 256kbps)

## CREATING YOUR OWN CONTENT\*

### Still Images (logos, photos, etc):

- JPEG files - 768 x 1366 pixels with a resolution of 72 dpi
- Organize files alphabetically for playback

### Video:

- MPEG-2 format
- .mpg or .mpeg wrapper
- NTSC video system
- Full Screen Frame size 720 x 480
- Aspect Ratio 16:9
- Pixel Ratio 1.2111
- Video Orientation – Horizontal

### Audio:

- MP3 (at least 44.1 kHz, 16 bit, Stereo, 256kbps)

\* Review Content Creation Manual for more details



### Screen Resolution:

- 768 x 1366 (720P vertical)

### Screen Size

- 27.25" x 15.125"

