



MiXR Media Specifications

Please provide copy to the below specifications to run your campaign across Alight's MiXR Media portfolio.

Screen Pixel Dimensions:	1080 (w) x 1920 (h)
File Format:	JPEG and PNG MP4
Colour Mode:	RGB (CMYK not accepted)
DPI:	72

Please check final copy has exported at the correct dimensions

For individual screen specs, please visit alightmedia.com

Please email artwork as a JPEG and PNG to retailcontent@alightmedia.com,

PDF files are not supported.

*Email subject header - Client name - Campaign name - Date commences

*Example: Joe Bloggs - Joe Bloggs Summer 2023 Campaign - Commences 28/08/2023

Please note content is subject to approval

Pilot content SLA - 48-hour notice on content changes

Transitions:

To ensure the smoothest transition experience for content, we highly recommend supplying content that exclusively consists of either images or videos.



Media Type

Compatible formats

Recommendations

Video

- MP4 Video files with *.mp4 file extension (usually using H.264/AVC, MPEG-4 ASP or VPx codecs) and no audio track
 - AVI Video files with .avi file extension (usually using DIVX, XVID, 3ivx, or FFmpeg codecs) and no audio track
 - MOV / QuickTime video files with .mov file extension (usually MPEG-4, ASP, or AVC codecs) and no audio track
- Use HD or FHD videos with a resolution up to 1080 (w) x 1920 (h)
 - Upload content considering the native resolution of the screen
 - Videos with progressive video frames (non-interlaced)
 - Videos length of min 10, max 15 seconds
 - Videos with a bitrate lower than 25 Mbps
 - Videos with a frame rate lower than 30 frames per second
 - Image size should be smaller than 50 MB
 - Videos with no soundtrack

Images

- JPG
 - PNG
- Up to 4K (max 2160 (w) x 3840 (h))
 - Images should match the native resolution of the Tizen panel
 - The color space on the images supported is RGB
 - Images with a color depth of 24 Bits
 - Images with a resolution larger than 1 megapixel
 - Image size should be smaller than 20 MB