



Motion Specifications

For national campaigns please provide copy for the below specs to run across Alight's full Motion network

Mp4 Production Specifications

Diagonal Size:	75"
Resolution:	1080 x 1920* (Full HD)
Pixel Pitch:	0.860 x 0.0860mm
Active Display Area:	1650.24 (w) x 928.26 (v)
Frame Rate:	Max 30
Contrast Ratio:	5000:01:00
Display Colors:	8 bit - 16.7M
Color Gamut:	72%
Haze:	0%
Speaker Type:	N/A no audio supported
Max File Size:	5GB
Exact File Length:	10 seconds
File Type:	MP4
Image Type:	JPG or PNG up to 4k Resolution



Mp4 Production Recommended

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
_Video Resolutions up to 4k (4096 * 2160 pixel) - Recommended to use same resolution as most common screens native resolution
- currently FHD - 1920_1080 or 1080*1920
Videos with progressive video frames (non-interlaced)
HTML5 / URL media links pointing to online content (players might require a certain page setup)
HTML5 packages in a *.zip file with index.html in the root folder (players might require a certain page setup) - no preview available
The color space on the images that we do support at the moment is RGB

Mp4 Production Not Recommended

Videos longer than 60 seconds
Videos with a resolution smaller than than 720p (or the equivalent in portrait mode)
Videos with a bitrate higher than 25 Mbps
Images with a lower resolution than 1 Megapixel
JFIF image / clips
Images with a higher resolution than 25 Megapixel (For Android8 or older: FullHD)
JPG or PNG images larger than 20 MB
Videos an images with exotic/experimental colour space formats
Videos with experimental or old and inefficient codecs (3GP, mpeg-l, mpeg-2, DV, mjpeg, realvideo, cinepak, ...) interlaced videos
For all Tizen-based players we recommend not to mix images and videos as transition flickers can appear (known hardware issue).
It is possible to transform image to videos before importing to avoid this issue

Mp4 Production Not possible to import (Hard Limitations):

Files larger than 500 MB
Videos with the extensions webm, ogg, ogv, wmv
Videos with Frame Rates higher than 30 frames per second [SRE can be contacted for special requests]
Image resolution - max. 4096 x 2160 pixels (landscape) or 2160 x 4096 pixels (portrait) [SRE can be contacted for special requests]
Video resolution - max. 1920 x 1080 pixels (landscape) or 1080 x 1920 pixels (portrait) [SRE can be contacted for special requests]
Irregular image formats other than 24-Bit JPG files or other formats that preserve the Alpha channel or image layers
GIF images / clips
PDF files
BMP, TIF, TGA and other more exotic or old image file formats
Audio only files (wav, mp3, m4a, wma, flac, alac, aac,)
Any other file format that is not mentioned in the Recommended section is highly likely to not be imported (txt, doc, xls, ...)
On systems with Android 8 or older: images with a larger resolution than FullHD resolution
For images we currently do not support CMYK and sRGB as a color space on our players unless it is explicitly allowed for that organisation.

For individual screen specs, please visit alightmedia.com

Please check final copy has exported at the correct dimensions

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