

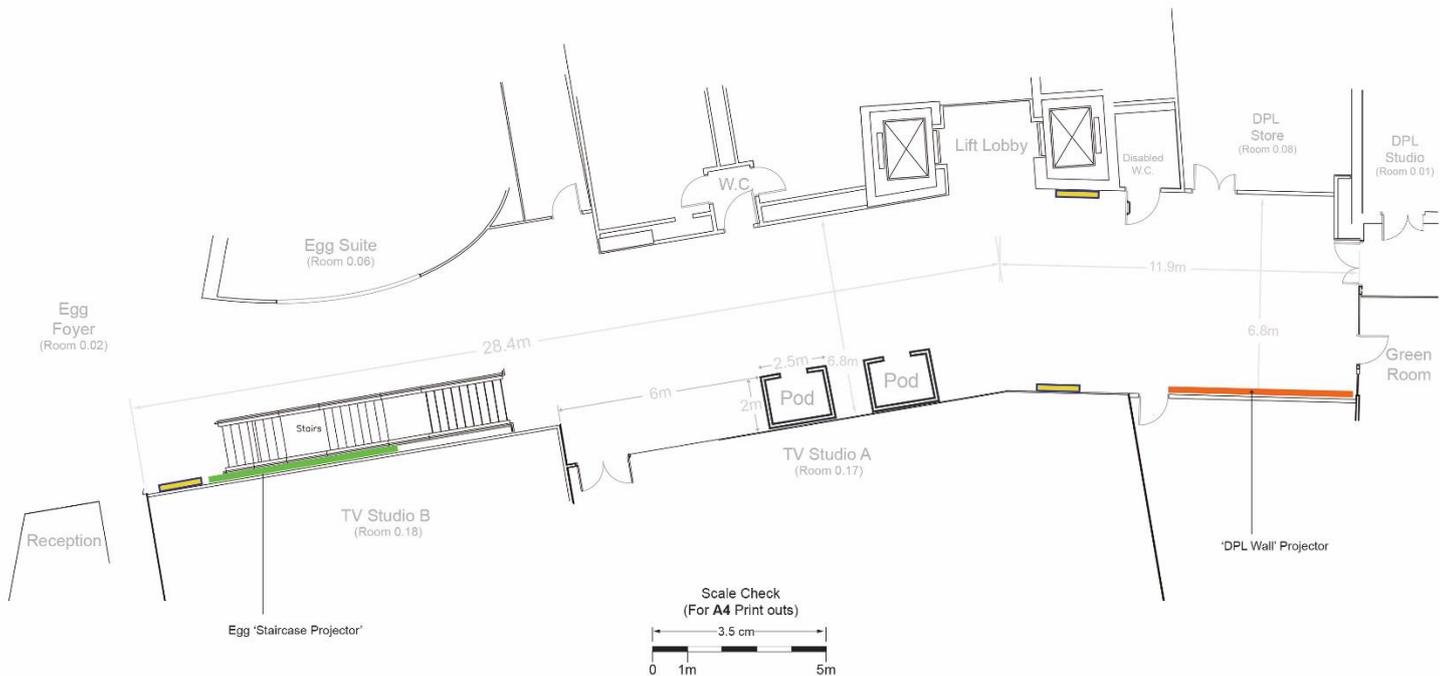
CONTENT SPECIFICATION FOR EGG & DPL OUTPUTS

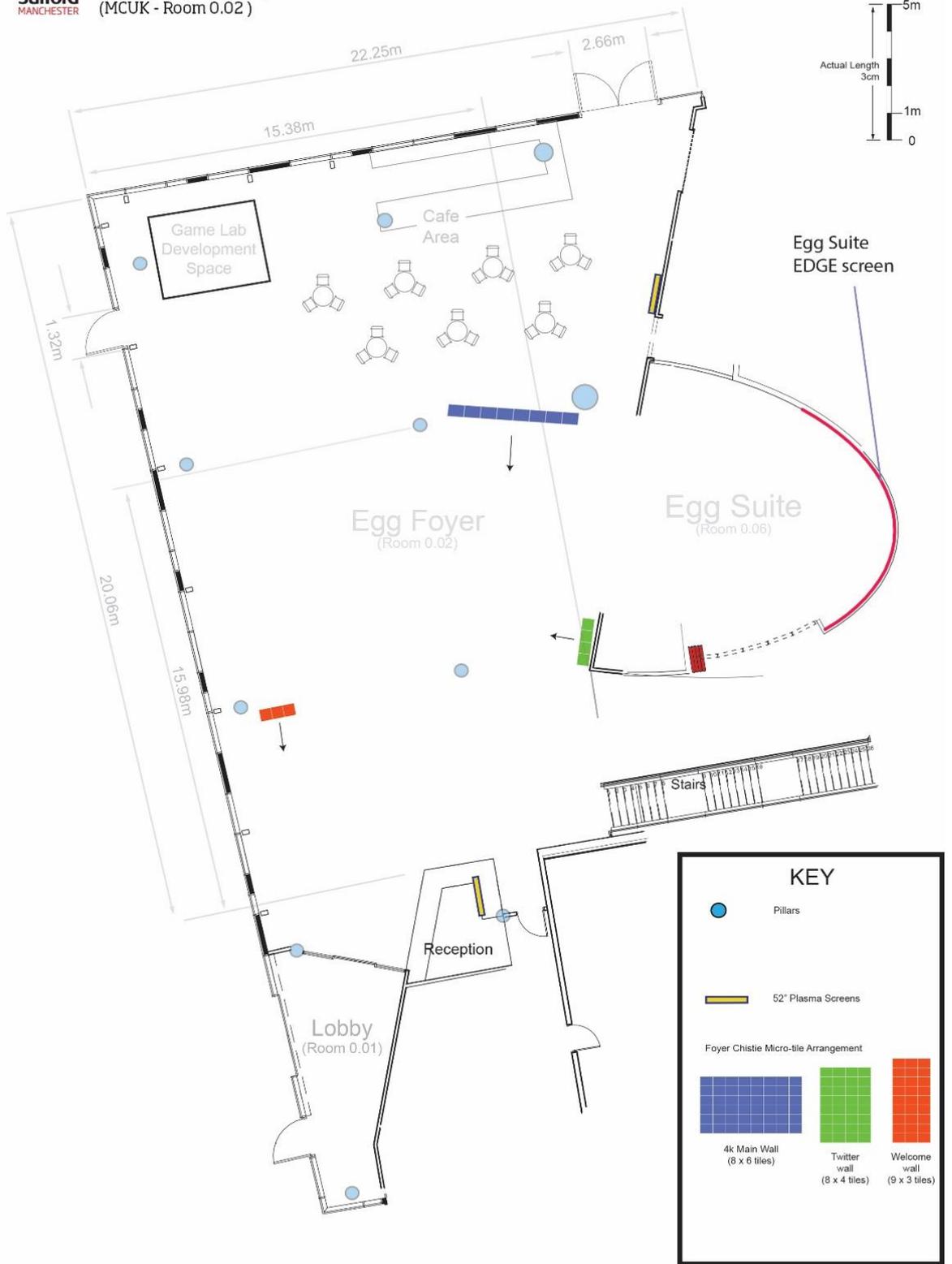
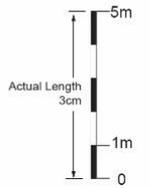
At the MediaCityUK campus we have 8 major display systems:

- 1: Christie '**BLUE**' Micro-Tile Wall in the Egg Foyer
- 2: Christie '**ORANGE**' Welcome Wall in the Egg Foyer
- 3: Christie '**GREEN**' Twitter wall in the Egg Foyer
- 3: The '**EDGE**'-Blend Widescreen Projection in the Egg Suite
- 4: The Cisco DMS Signage '**Plasma**' Screens on walls around the MediaCityUK building.
- 5: 52" 'Plasmas on casters' (x8) mobile / anywhere in the building
- 6: Egg '**Staircase Projector**' above the staircase leading to the 1st floor
- 7: DPL 'Wall' Projection in the Egg Corridor / outside the DPL
- 8: '**DPL Projection**' screen in the DPL

Please see floorplan below:

University of Salford
Egg Foyer - Corridor Floorplan
(Room 0.02)





1.1. CHRISTIE 'BLUE' MAIN WALL - SPECIFICATION

Resolution

- **Recommended** 1920 x 1080 pixels (Aspect Ratio: 16:9)
- (Max) 3840 x 2160 pixels (4k) (Aspect Ratio: 16:9)

Standard Frame-rate for video

- Between 25-30 fps.

Standard Bit-rate for video

- **Recommended** 5-8 Mb/s constant for 1920x1080 (HD)
- 25-30 Mb/s constant for 3840x2160 (4k)

Video Format with Audio

- MPEG-4 (.MP4) - h.264 in an MPEG-4 container

In addition to this we have two smaller walls ORANGE (2x9) which is used as a welcome screen by default and GREEN (4x8) which is used as a Twitter feed by default.

1.2. CHRISTIE 'ORANGE' WELCOME WALL

Resolution

- **Recommended** 2160 pixels H x 864 pixels W
- **Please note that the content must have a blank space at the top of 216 x 864 for the video or image to correctly fit the wall size.**

Standard Frame-rate for video

- Between 25-30 fps.

1.3. THE 'EDGE'-BLEND WIDESCREEN PROJECTION - SPECIFICATION

Resolution

- 3704 W x1080 H (Aspect Ratio: 3.43:1)

Standard Frame-rate for video

- Between 25-30 fps.

Standard Bit-rate for video

- 16-24 Mb/s constant

Video Format with Audio

- MPEG-4 (.MP4) - h.264 in an MPEG-4 container

We are actively seeking content for the EDGE. All content displayed on the EGDE must be accompanied by explaining information to be projected alongside. This can be submitted in a Word or PowerPoint document.

1.4. THE CISCO DMS SIGNAGE 'PLASMA' SCREENS - SPECIFICATION

Resolution

- 1920x1080 (Aspect Ratio: 16:9)

Standard Frame-rate for video

- Between 25-30 fps.

Standard Bit-rate for video

- 5 Mb/s constant

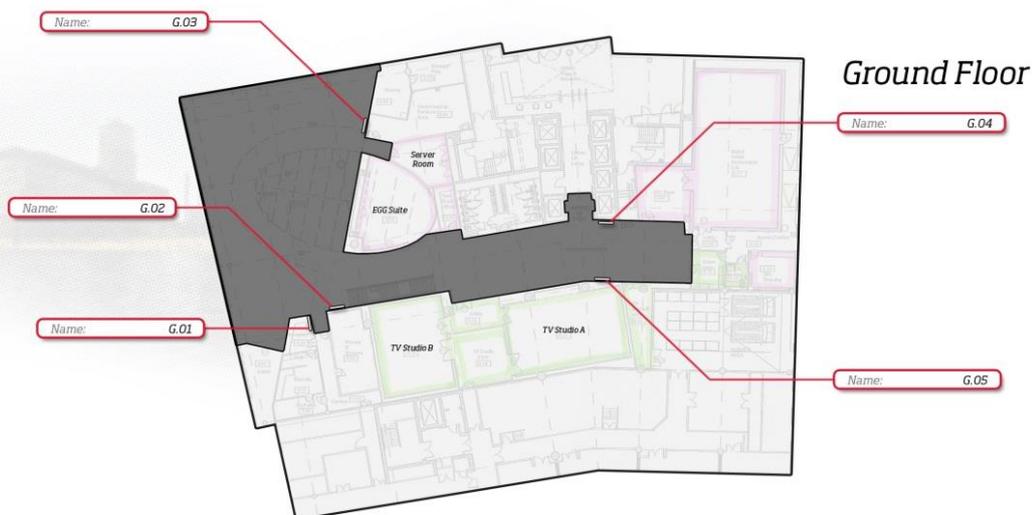
Video Format with Audio

- H.264 Blu-Ray (.m2t) - Multiplexing – MPEG2 Transport Stream

File Size

- 1.5Gb or less where possible (any larger, split the content up into parts)

Currently there are 19 DMS Plasma Screens that we are able to send content to within the MediaCityUK building. The following illustrations outline ground floor locations and names.



1.5. 52" PLASMAS ON CASTERS (X8)

We have access to eight 52" plasmas on casters which can be put anywhere within the building due to their mobility. These are the exact same spec TVs as the DMS wall mounted screens, however the back-end is different:

Resolution

- 1920x1080 (Aspect Ratio: 16:9)

Standard Frame-rate for video

- Between 25-30 fps.

Standard Bit-rate for video

- 5 Mb/s constant

Video Format with Audio

- MPEG-4 (.MP4) - h.264 in an MPEG-4 container

Images

- We recommend .jpg files at 16x9 ratio

File Size

- Anything up to 32GB as they play off media players with SD cards of that size.
 - This can be increased if you wish to provide a SD card or USB stick of your own.

1.6. EGG STAIRCASE PROJECTION (ABOVE THE STAIRS LEADING TO 1ST FLOOR)

Resolution

- 1920x1080 (Aspect Ratio: 16:9)

Standard Frame-rate for video

- Between 25-30 fps.

Standard Bit-rate for video

- 5 Mb/s constant

Video Format with Audio

- MPEG-4 (.MP4) - h.264 in an MPEG-4 container

Images

- We recommend .jpg files at 16x9 ratio

File Size

- Anything up to 32GB as they play off media players with SD cards of that size.
 - This can be increased if you wish to provide a SD card or USB stick of your own.

1.7. DPL WALL PROJECTION (EGG CORRIDOR / OUTSIDE THE DPL)

Resolution

- 1920x1080 (Aspect Ratio: 16:9)

Standard Frame-rate for video

- Between 25-30 fps.

Standard Bit-rate for video

- 5 Mb/s constant

Video Format with Audio

- MPEG-4 (.MP4) - h.264 in an MPEG-4 container

Images

- We recommend .jpg files at 16x9 ratio

File Size

- Anything up to 32GB as they play off media players with SD cards of that size.
 - This can be increased if you wish to provide a SD card or USB stick of your own.

1.8. DPL PROJECTION SCREEN

Despite its massive size the display output from our projector to this screen is HD. So the spec is as follows:

Resolution

- 1920x1080

Standard Frame-rate for video

- Between 25-30 fps.

Standard Bit-rate for video

- 5-8 Mb/s constant

Video Format with Audio

- MPEG-4 (.MP4) - h.264 in an MPEG-4 container