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Digital Production Specs

THE GRID™

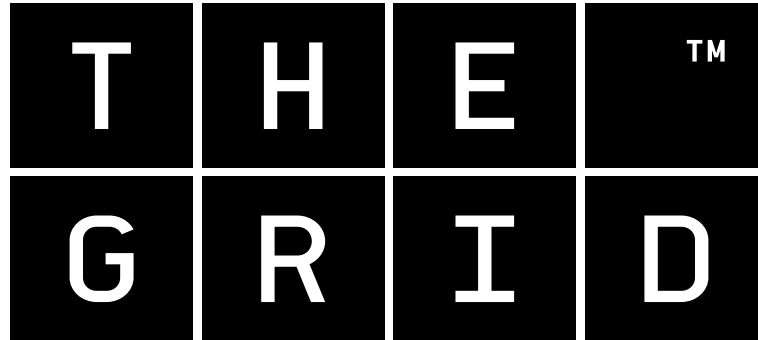⚙ **Specifications and creation**

These are the technical specifications of our screens to help you create the best possible campaign. If you are not able to adjust your campaign materials into the right specification, our creative studio is always willing to help (and tailor) you by creating a great campaign. Besides that, we are also capable of building new campaigns for you, if needed.

✉ **Screen sizes and resolutions**

Our portfolio consist of more than 700 digital and conv tional screens with various resolutions. By adjusting your campaign to the right specifications you can get the best out of your campaign on every screen. Follow the specifications below.

The Grid - Horizontal Screens Format
Digital Production Specs

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Kronen Vanløse • Metropol Shopping Center • Kennedy Arkaden • Hvidovre C
Vestsjællandscentret • Herning Centret • Randers Storcenter • Slotsarkaderne
Glostrup Shoppingcenter • Tarup Center • Bruuns Galleri • Amager Center

Artwork specifications

✉	RESOLUTION	W: 1920 X H: 1080 PIXELS
📄	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
⬚	SAFETY MARGINS	NONE

Artwork measurements

1920X1080pixels

Delivery of artwork

◁ Send content **5 days** before the start of the campaign
via WeTransfer to **digital@oceanoutdoor.dk**

The Grid - The Iconic @ Field's
Digital Production Specs

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Artwork specifications

✉	RESOLUTION	W: 2688 X H: 1536 PIXELS
📄	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
⬚	SAFETY MARGINS	NONE

Delivery of artwork

✈ Send content **5 days** before the start of the campaign
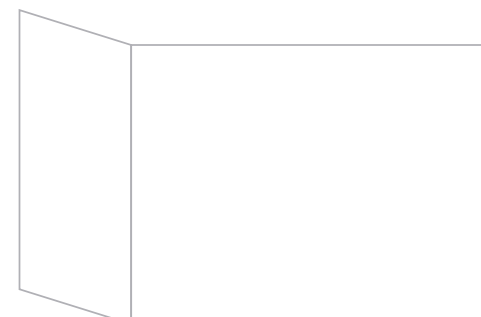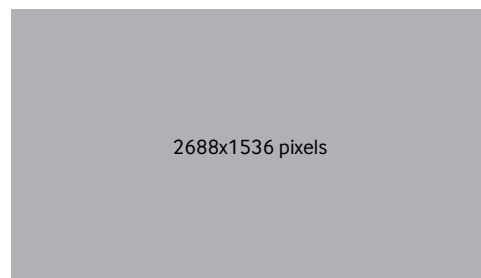via WeTransfer to **digital@oceanoutdoor.dk**

**IMPORTANT NOTE –The screen embraces two
surfaces but is rendered as one video file.
Leftside width: 640 pixels
Rightside width: 2048 pixels
Delivery: 1 file (2688x1536 pixels)**

Artwork measurements

2688x1536 pixels

Leftside:
640x1536 pixels

Rightside:
2048x1536 pixels

The Grid - The Jewel @ Fisketorvet
Digital Production Specs

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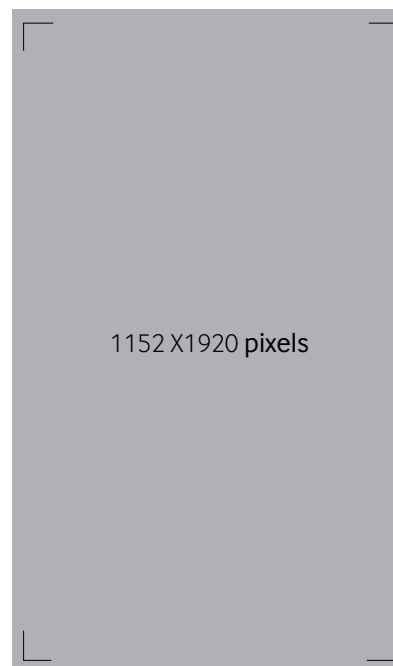**OCEAN**

Artwork specifications

✉	RESOLUTION	W: 1152 X H: 1920 PIXELS
📄	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
⬚	SAFETY MARGINS	NONE

Delivery of artwork

✈ Send content **5 days** before the start of the campaign
via WeTransfer to **digital@oceanoutdoor.dk**

Artwork measurements

1152 X1920 pixels

The Grid - The Square @ Lyngby
Digital Production Specs

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Artwork specifications

✉	RESOLUTION	W: 720 X H: 1350 PIXELS
📄	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
⬚	SAFETY MARGINS	NONE

Delivery of artwork

✈ Send content **5 days** before the start of the campaign
via WeTransfer to **digital@oceanoutdoor.dk**
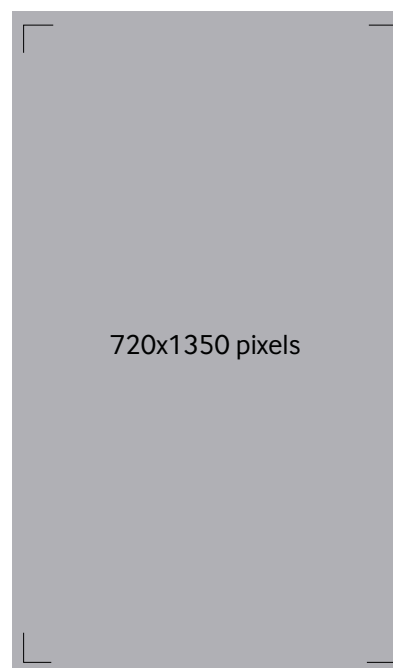
Artwork measurements

720x1350 pixels

The Grid - The Screen @ FRB.C Center
Digital Production Specs

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Artwork specifications

✉	RESOLUTION	W: 1920 X H: 1350 PIXELS
📄	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
⬚	SAFETY MARGINS	NONE

Delivery of artwork

◁ Send content **5 days** before the start of the campaign
via WeTransfer to **digital@oceanoutdoor.dk**

Artwork measurements

1920 X1350 pixels
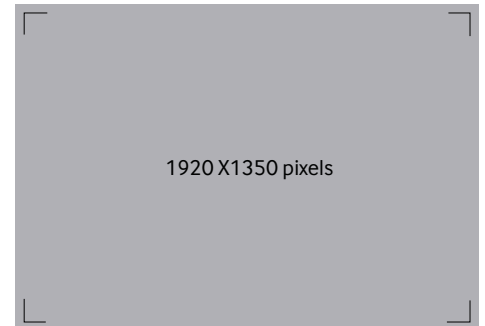
The Falcon _ FRB.C
Digital Production Specs

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OCEAN

Artwork specifications

✉	RESOLUTION	W: 2688 X H: 1344 PIXELS
📄	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
⬚	SAFETY MARGINS	NONE

Delivery of artwork

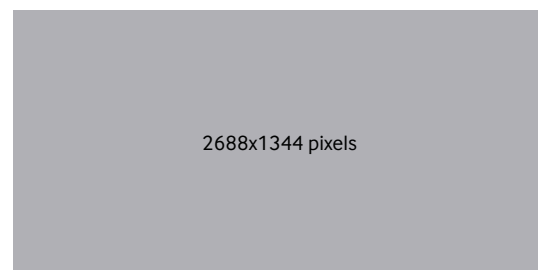✈ Send content **5 days** before the start of the campaign via WeTransfer to **digital@oceanoutdoor.dk**

IMPORTANT NOTE –The screen embraces two surfaces but is rendered as one video file.
Rightside width: 672 pixels
Leftside width: 2016 pixels
Delivery: 1 file (2688x1344 pixels)

Artwork measurements

2688x1344 pixels

Leftside:
2016x1344 pixels

Rightside:
672x1344 pixels

The Grid - The Screen @ Amager Centret
Digital Production Specs

Artwork specifications

✉	RESOLUTION	W: 800 X H: 1350 PIXELS
🗎	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
⬚	SAFETY MARGINS	NONE

Delivery of artwork

✈ Send content **5 days** before the start of the campaign
via WeTransfer to **digital@oceanoutdoor.dk**

Artwork measurements

800x1350 pixels
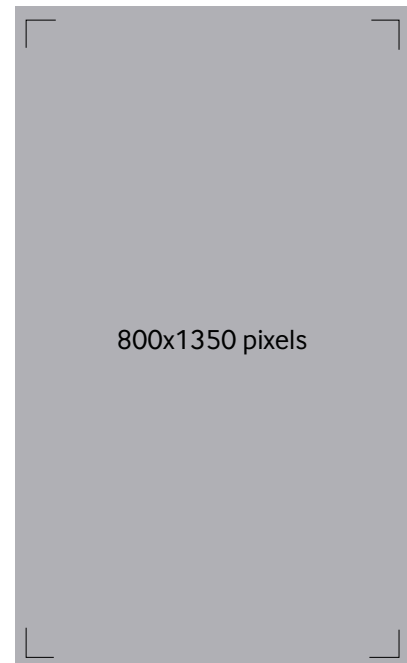
The Grid - The Screen@Friis Shoppingcenter
Digital Production Specs

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Artwork specifications

✉	RESOLUTION	W: 768 X H: 2160 PIXELS
📄	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
▦	SAFETY MARGINS	NONE

Delivery of artwork

⌁ Send content **5 days** before the start of the campaign
via WeTransfer to **digital@oceanoutdoor.dk**

Artwork measurements

768X2160
pixels
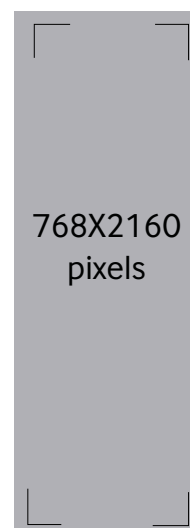
The Grid - The Cinema @ City2
Digital Production Specs

O|O
OCEAN

Artwork specifications

✉	RESOLUTION	W: 896 X H: 480 PIXELS
📄	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
⬚	SAFETY MARGINS	NONE

Artwork measurements

896X480pixels

Delivery of artwork

◁ Send content **5 days** before the start of the campaign
via WeTransfer to **digital@oceanoutdoor.dk**
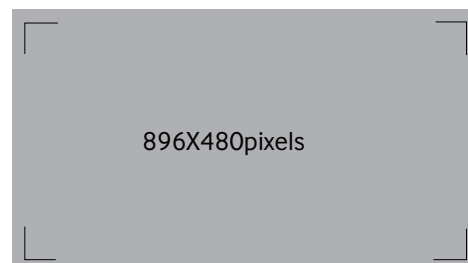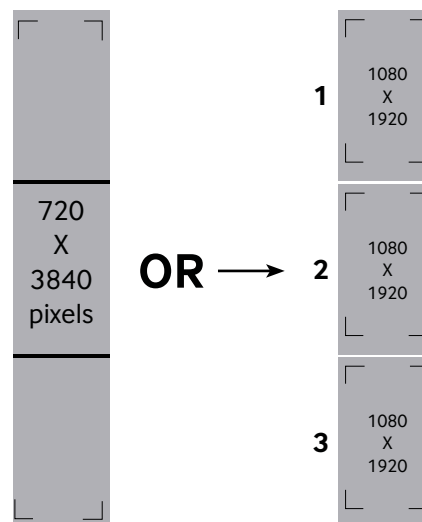
The Grid - The Pillar @ City2
Digital Production Specs

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OCEAN

Artwork specifications

✉	RESOLUTION	W: 720 X H: 3840 PIXELS **OR** 1080X1920 **(X3)**
📄	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
▱	SAFETY MARGINS	NONE

Delivery of artwork

✈ Send content **5 days** before the start of the campaign
via WeTransfer to **digital@oceanoutdoor.dk**

Artwork measurements

720
X
3840
pixels

OR →

1
1080
X
1920

2
1080
X
1920

3
1080
X
1920

Keep text or logos
free from the black
bars, as above.
Space between
is 1080 PX.

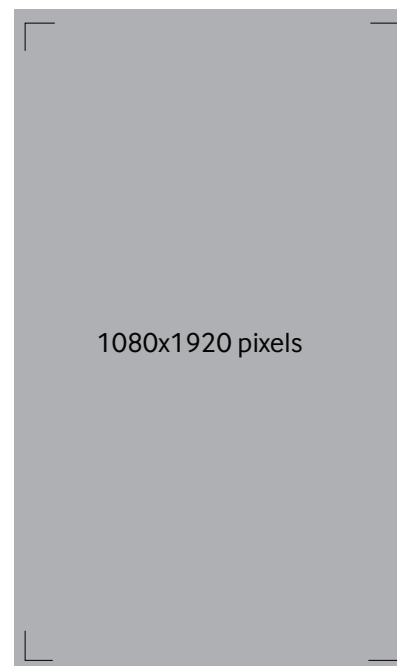# The Grid - The Screen @ Kolding Storcenter
Digital Production Specs

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Artwork specifications

✉	RESOLUTION	W: 1080 X H: 1920 PIXELS
📄	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
▭	SAFETY MARGINS	NONE

Delivery of artwork

✈ Send content **5 days** before the start of the campaign
via WeTransfer to **digital@oceanoutdoor.dk**

Artwork measurements

1080x1920 pixels

The Grid - Bytorv Horsens
Digital Production Specs

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Artwork specifications

✉	RESOLUTION	W: 1152 X H: 2048 PIXELS
📄	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
▱	SAFETY MARGINS	NONE

Delivery of artwork

✎ Send content **5 days** before the start of the campaign
via WeTransfer to **digital@oceanoutdoor.dk**

Artwork measurements

1152x2048pixels

The Grid - Bytorv Horsens
Digital Production Specs

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OCEAN

Artwork specifications

✉	RESOLUTION	W: 1920 X H: 1026 PIXELS
📄	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
⬚	SAFETY MARGINS	NONE

Artwork measurements

1920X1026 pixels
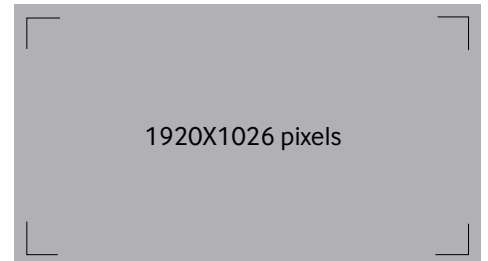
Delivery of artwork

⟁ Send content **5 days** before the start of the campaign
via WeTransfer to **digital@oceanoutdoor.dk**

The Grid - Nørrebro Bycenter
Digital Production Specs

O|O
OCEAN

Artwork specifications

✉	RESOLUTION	W: 520 X H: 520 PIXELS
📄	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
▭	SAFETY MARGINS	NONE

Delivery of artwork

✈ Send content **5 days** before the start of the campaign
via WeTransfer to **digital@oceanoutdoor.dk**

Artwork measurements

520x520 pixels
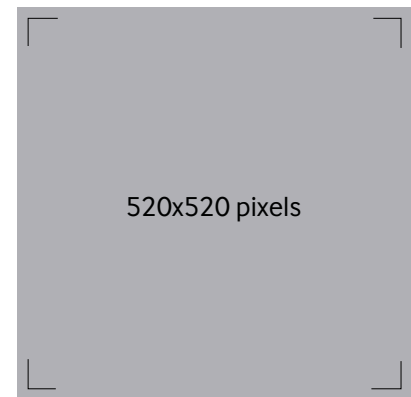
Artwork Recommendations

The main message needs to be easily understood. From a 5 second ad the client on an average only perceives 2 seconds. Hence the following four points should always be considered when creating a Digital Outdoor ad.

Amount of text

Be selective and dare to remove text. A clear message is the single most important feature to make customers act. If you have a message that requires more text, please refer to your webpage or other platforms.

Readability

Use contrasts and clear fonts. Also consider the environment the ad will be displayed in, is it readable from a distance, from a moving car, etc.

Choice of colour

Strong colours tend to increase the observation value, but the main focus in order to make people act, should always be on the actual message you display and your brand.

Motion

Animations and motion creates reactions and together with the copy it can underline and emphasize the message. Most im-portant however is the harmony. If the ad has too much motion the message will be hard to understand.

Checklist:
- Well planned main message
- Short and to the point
- Clear contrasts & high readability
- Well selected colours
- Use motion
- Add data to increase relevance