

Technical Guidelines for LED Board Content

For the latest version of this document, go to <http://www.myfountainsquare.com/video/submit>.

Size

288 pixels high by 512 pixels wide.

Images

GIF or JPG format, RGB color, and 72 dpi.

Multiple Images

If you are submitting more than one image, please create a “slide show” format within Flash or a movie file. Our system does not support PowerPoint; however, there are PowerPoint to Flash conversion tools.

Fonts

A problem may arise when rasterizing a vector-based file (e.g., Illustrator). We recommend a san serif font size no smaller than 10 (e.g. Arial) and a serif font size no smaller than 12 (e.g. Times New Roman). Also, use contrast to help the font stand out.

Macromedia Flash

Export SWF file as Flash 7 or LOWER.

Sound should be recorded at a nominal 0Vu with peaks of +4. Set sound for export at MP3 (compression), 128kbps (bit rate), and mono.

Ideally the length of the file ends on the minute or half minute (e.g., 1 minute, 4 minutes and 30 seconds, etc.).

Do not include a countdown, slate, or title, unless it is intended to be a part of the content itself. In addition, content should not be formatted for broadcast, so color bars and/or black screen preceding or following the content should be excluded.

Video

DivX, MPEG-2 or Sorenson 3 is preferred over other codecs. Encoding the videos at the actual resolution is required to avoid real-time scaling. QuickTime and Windows Media are supported as well. H.264 and MPEG-4 also work fine, but are more computationally intensive to decode; and since the resolution of the LED board is quite low, these higher-quality codecs do not make much of a difference.

WE PREFER .MOV FILES!

Sound should be recorded at a nominal 0Vu with peaks of +4. We recommend a minimum output MP3 of 192kb mono.

Ideally the length of the video file ends on the minute or half minute (e.g., 1 minute, 4 minutes and 30 seconds, etc.).

Do not include a countdown, slate, or title, unless it is intended to be a part of the content itself. In addition, content should not be formatted for broadcast, so color bars and/or black screen preceding or following the content should be excluded.

If your video is shot in a 4:3 ratio, you can provide a graphic image separately to fill in the “empty” space. (The LED board is a 16:9 ratio.) The size is 128 pixels wide x 288 pixels high.

Web Pages

For trusted partners, you can create a page on your Web site, provide us with the link, and our server can grab the upper, left-hand corner of the page. The first 512 pixels across and 288 pixels down – excluding the browser window – is displayed on the LED board. In the body tag <body> of your HTML document, set the margin-left, margin-top, margin-right, and margin-bottom to “0”.

Streaming Video

HTTP streaming via an ASF encapsulation method. Use DivX or H264 video codecs and the MP3 audio codec. The bitrate for the codecs should be set to 512KB per second.

Words of Advice

Don't assume viewers can hear audio. Many viewers may be able to see the LED board, but are beyond the range of the dispersed sound system. Don't assume viewers will see content from the beginning. Many viewers may see the LED board after an opening title has played. It is best to dedicate some static area – along the side or bottom – that indicates who you are and the message you are trying to convey. Think CNN; they have an information bar at the bottom providing text as well as their logo.

Delivery

Please complete and include the Submission Form for LED Board Content for each piece of content submitted. The form can be found at <http://www.myfountainsquare.com/video/submit>.

Email content up to 5MB to led@myfountainsquare.com with “Attention: FS LED Board” in the subject line. Anything over 5MB should be provided as a DIGITAL FILE on CD or DVD and mailed to Fountain Square Management Group, Attention: FS LED Board, 1014 Vine Street, #1420, Cincinnati, OH 45202 or hand delivered Monday through Friday between 9 A.M. and 5 P.M. (excluding national holidays).

IMPORTANT!

You must hold the copyright for or have permission to publicly broadcast the content you submit. You will be notified if your content has been accepted or rejected within 10 business days. Acceptance of content is at the sole discretion of Fountain Square Management Group. **Please do not contact Fountain Square Management Group in regards to when you content will air or if your content has aired. CDs or DVDs used to submit content will not be returned.**