

# CINE X PRESS

## Technical specifications for advertisements played in CineXpress ad network:

### CINEMAS

#### Image:

- Resolution: 2K flat (1998x1080) or 1080p (1920x1080)
- Progressive scan
- Pixel aspect 1:1
- Frame rate: 25 fps (eventually 24 fps)
- Image must not contain visual errors (for example compression artifacts, „ghosts“, ...)
- 10% safe zones for content from the edge of the image must be respected

#### Audio:

- 5.1, eventually it is possible to use stereo
- Sampling rate: at least 48kHz
- Bit depth: 16 bits
- Volume level of advertisements is not important. Volume will be altered to match required level. Matching is made using loudest part of advertisement!
- It is not recommended to use filters like „compressor“
- It is necessary to pay attention to „clipping“, and make sure there isn't any
- Audio must be precisely aligned to image

#### Data format (just add in one of the formats)

- DCP: DCP: 2K flat, DCDM (Gamma 2.6 XYZ), 5.1 or stereo, without KDM key
- Image sequences TIFF, PNG, JPEG (in the highest quality) and separate audio (in one multi-channel file, or in one file per channel), format WAV
- Multimedia container: AVI, MOV, WMV, MKV, compression MPEG-1, MPEG-2, MPEG-4, H.264, H.265/HEVC, VC-1/WMV9, ProRes for image and ALAC, FLAC, WAV, AC3, MP3, WMA for audio.

It is required to add preview video (low resolution version with audio, encoded as avi or mpeg), when providing advertisement as image sequence with separate audio.

Final data can be uploaded to FTP server:

<ftp://cinestar.glancemedia.cz>

**Login: klienti\_cx**

**Password: cineXpress**

#### Contacts:

Lenka Vetterlová, **GLANCE MEDIA s.r.o.**

[lenka.vetterlova@glancemedia.cz](mailto:lenka.vetterlova@glancemedia.cz), tel.: +420 272 090 221

V Chotejně 700/7, 102 00 PRAHA 10