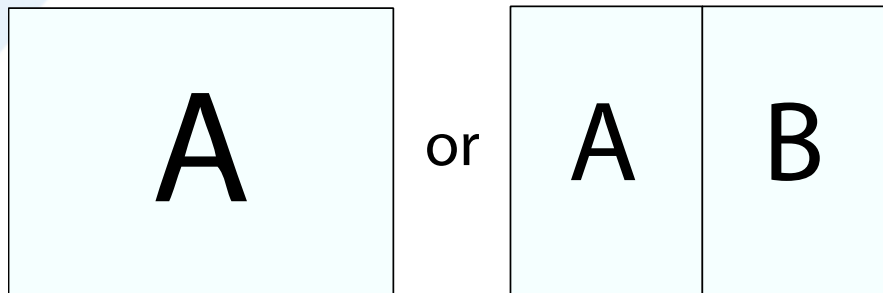


Resolution

The DS0616 features a native resolution of **960x720 full wrap (4:3 aspect ratio)**. Using the integrated software, the screen may be divided up into smaller windows to play multiple video files simultaneously. Below are two of the most popular options for creating content:



Note: resolution for AB format is 480 x 720 each.

File Formats

The DynaScan software supports multiple file formats. These include:

Video files: AVI, MPG1, MPG2, WMV, SWF (Flash)

Still images: JPG, BMP

Encoding Video

We recommend encoding video at 24-30 fps, and a bit rate of 6-10 Mbps. High bit rates may cause irregular video playback, especially when playing multiple files simultaneously.

Formatting Text

It is important to create a message that is clearly readable! Bolder typefaces are easier to read at smaller sizes. As a general rule of thumb, we recommend using the following sizes:

Headings: 60pt +

Subheads: 40pt +

Body text: 20pt +

Note: These figures are assuming a file resolution of 960x720

Other Recommendations

- Use bright, bold colors. DynaScan displays offer a greater color range than print media.
- Keep your brand name and contact information on screen as long as possible.
- The DynaScan display is a video display. Creating dynamic content is more eye-catching than a static image.
- Showing two vertical 180° images allow viewers on either side of the screen to see the same (or different) images.