



Edwin Watts

Specifications

media@play Media Specs Sheet:

Because the Golf Retail Network is actually 16x 9 video monitors running in the vertical position, broadcast spots that are repurposed for the network should have an accompanying graphic that “frames” the video top and bottom. See example right.



The network can play many different file types including;

- Broadcast Video (Formatted for the vertical aspect ratio.)
- Still Graphic Files
- Flash Animations
- Animated Graphic Files (Quicktime Files)

Content Delivery:

Assets can be delivered on the following formats;

- **Tape:** Beta SP, Digit Beta, DVC Pro, DVC Pro HD
- **Quicktime:** Quicktime Files (Uncompressed for best results)
- **MP4 Files.**
- **Still Graphics:** Still Graphic Files (Layered Photoshop Files)
- **Flash:** Flash Animations

Other Features:

- **Audio:** The system is capable of playing audio “store wide” disrupting the music (in equipped locations) or locally at the screens.
- **Dynamic Content:** The system is also capable of display **live data as a layer on top of video; like scores, statistical data, pricing, and topical news content.** This data is programmed as an XML layer and can be done by the media@play programmers.

Assets may be uploaded to the media@play **ftp server** or mailed on CD/DVD/Hard Drive to;

media@play
Attention Leslee Grizzel
Experience International Building
4545 36th Street Orlando FL 32811
407-296-4100

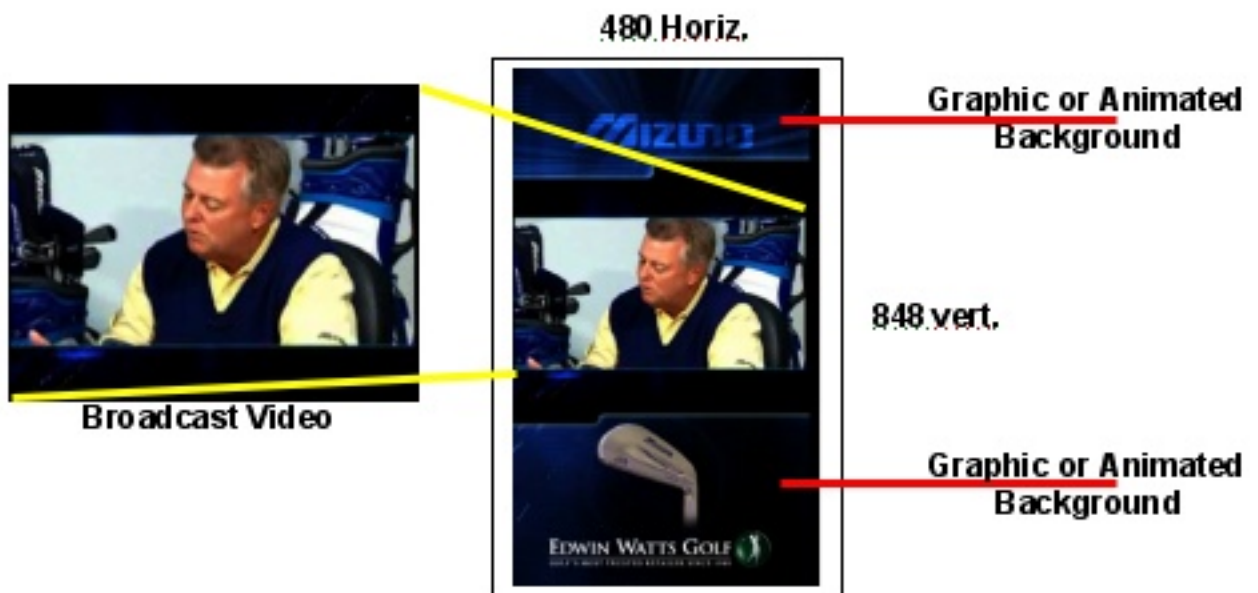


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For Multi Media Producers/Animators

The preferred tool for authoring finished content for this network is **After Effects**.



Think a combination of “POP Animated Poster” with full motion video & audio inserted within the design.

Multi-Media designers’ familiar with After Effects can create full screen animations with or without resized broadcast video elements.

Preferred Method of Completed Delivery:

It is best to deliver these animations as “uncompressed quicktime files” so that we have the highest resolution before encoding them for the system.

Finished Quicktime Specs:

- Uncompressed Quicktime
- The frames size is 480x848.
- 30 frames per second progressive.
- 8-bit RGB.

Questions: Please contact Leslee Grizzel at 407-296-4100