MERCEDES-BENZ STADIUM

CONTENT CREATION GUIDE

REVISION DATE
07.05.17

DAKTRONICS

See the diagram below for **approximate** locations of each of the displays in the Mercedes-Benz Stadium. Click on any of the display names in the list or icon numbers on the map to take you to a page with additional information in regards to creating content for that display.

NOTE: An Adobe After Effects project template has been created for your assistance. The display numbers in the project reference the list below.

1) HALO DISPLAY @ 1

2) MEGA COLUMN DISPLAY @ 1

3) FEATHERWALL DISPLAY @ 1

4) UPPER BOWL FASCIAS @ 2

5) LOWER BOWL FASCIAS @ 2

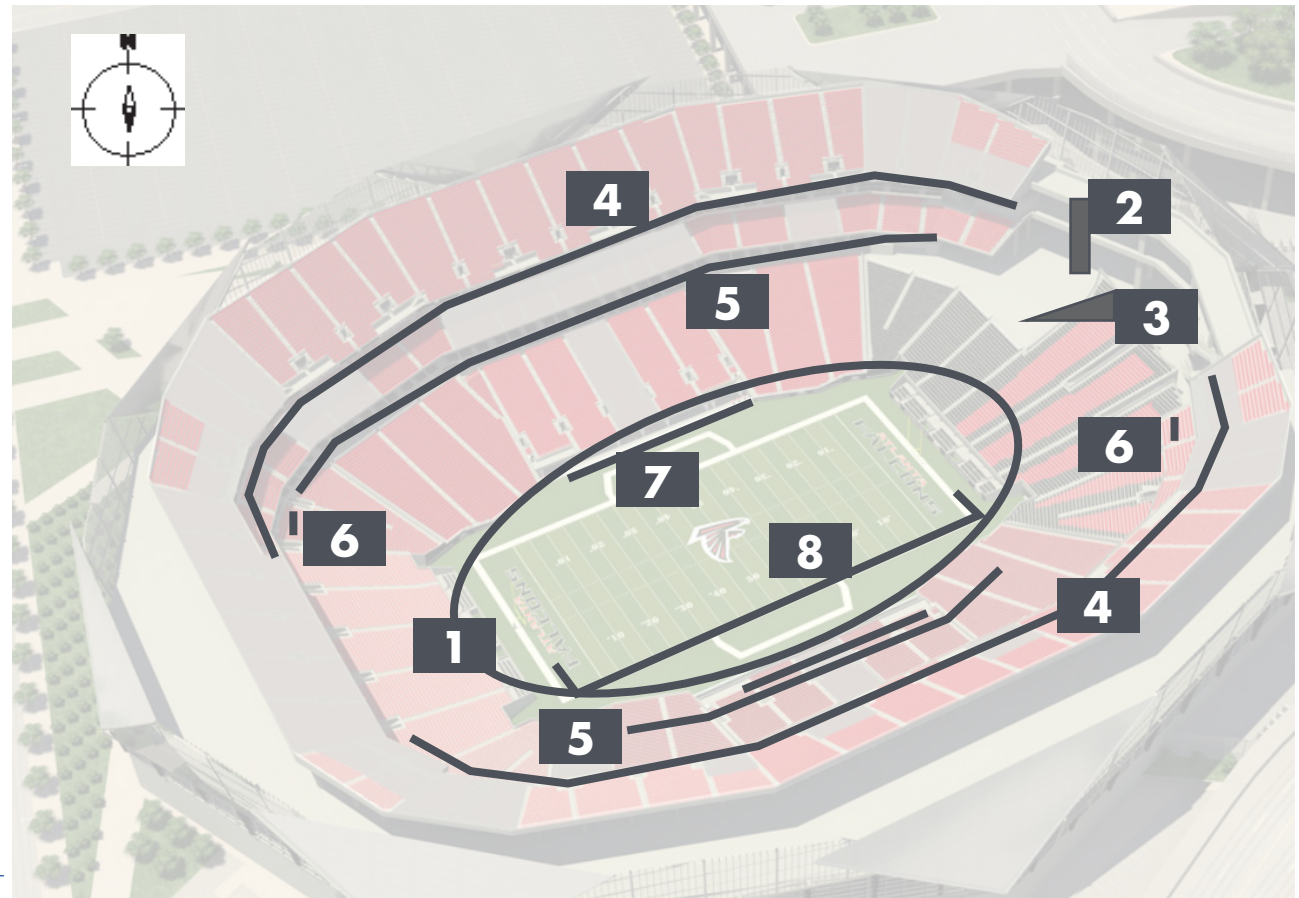**6) CLOSED CAPTION BOARDS @ 2**

7) FIELD LEVEL FASCIA @ 2

8) PITCH DISPLAY @ 1

The following diplays are not pictured:

9) N CLUB DISPLAY @ 2

10) S CLUB DISPLAY @ 1

11) HOME INTERVIEW ROOM DISPLAY @ 1

PLEASE NOTE:

1. Content specs and sizes are NOT final and may change during the intallation and troubleshooting of the displays & control systems.

2. All dimensions are listed as width x height.

3. Diagrams are approximately drawn to scale. Display placement may vary slightly.

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UPPER BOWL LEVEL FASCIAS - 15HD

All content created for these displays should be created based on the following information.

	CONTENT SIZE	NOTES
NORTH DISPLAY	17,184 x 72 (859.2' x 3.6')	Render the final file to 8592 x 144.
SOUTH DISPLAY	14,736 x 72 (736.8' x 3.6')	

This display is being controlled by Daktronics.

Upper Bowl Fascia - North   *(RENDERED FILE EXAMPLE)*

Upper Bowl Fascia - North

Upper Bowl Fascia - South

LOWER BOWL FASCIA - NORTH & SOUTH - 15HD

The actual pixel dimensions of both the North & South display are 10,632 x 72 (531.6' x 3.6').

The following is a list of the sizes that content should be created for based on the type of content.

DISPLAY ZONE	CONTENT SIZE	NOTES
360 Spectacular	10,632 x 72	
Commercial MOE	Refer to images below	Content should be designed with or without zoned area visible
Inner Bowl Feature	10,632 x 72	

This display is being controlled by Daktronics.

Lower Bowl Fascia - North

| 3692 x 72 | | 2954 x 72 |

624 x 72 (stats)   2000 x 72 (game in progress)   1362 x 72 (stats)

Lower Bowl Fascia - South

| 3668 x 72 | | 2954 x 72 |

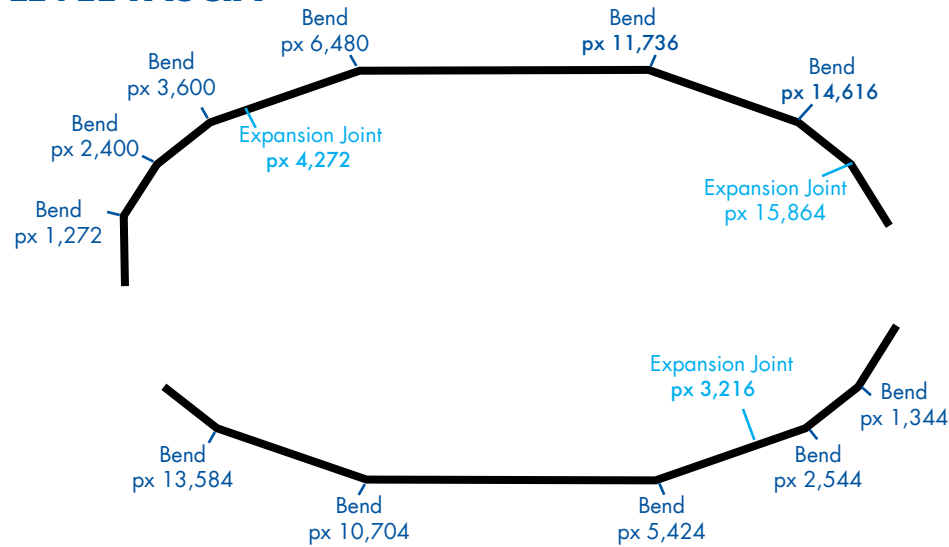648 x 72 (stats)   2000 x 72 (game in progress)   1362 x 72 (stats)

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UPPER BOWL LEVEL FASCIA

Bend
px 6,480

Bend
px 11,736

Bend
px 3,600

Bend
px 14,616

Bend
px 2,400

Expansion Joint
px 4,272

Bend
px 1,272

Expansion Joint
px 15,864

Expansion Joint
px 3,216

Bend
px 1,344

Bend
px 13,584

Bend
px 2,544

Bend
px 10,704

Bend
px 5,424

LOWER BOWL FASCIA

Bend
px 2,736

Bend
px 7,872

Expansion Joint
px 624

Expansion Joint
px 648

Bend
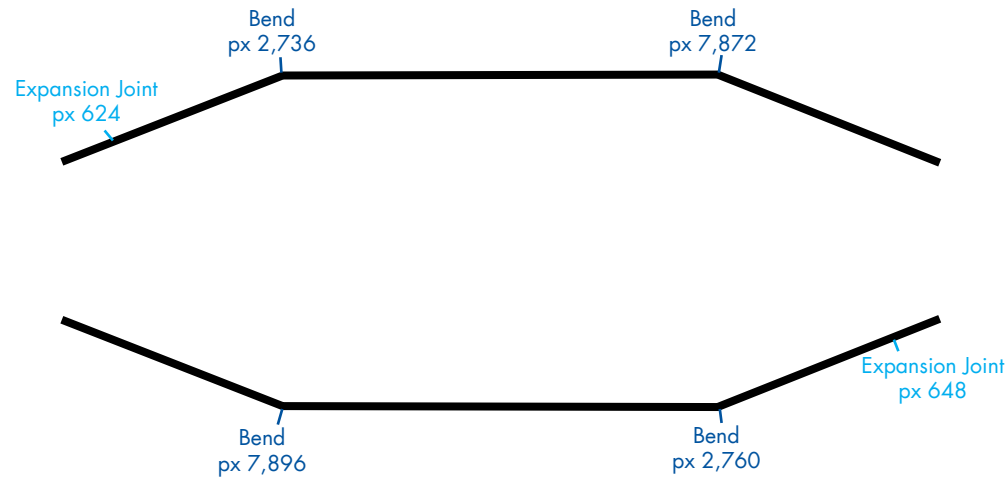px 7,896

Bend
px 2,760

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CONTENT SPECIFICATIONS

COLOR MODE RGB

RESOLUTION 72 dpi

STATIC FILES PNG, BMP, GIF, JPG, TIF

ANIMATED FILES MP4 with H.264, AVI (Uncompressed)

PIXEL ASPECT RATIO Square Pixels

FRAME RATE 30 fps

AUDIO AAC Audio, PCM (Uncompressed)

PITCH DISPLAY (UNITED ONLY) - 15HD

The following is a list of the sizes that content should be created for based on the type of content.

DISPLAY ZONE	CONTENT SIZE	NOTES
360 Spectacular	10,368 x 72 (518.4' x 3.6')	See placement of corners/bends in the display below. Avoiding placing text or logos directly on these areas.
Commercial MOE	10,368 x 72 (518.4' x 3.6')	

This display is being controlled by Daktronics.

672 pixels

672 pixels

480 pixels

1248 pixels

Pitch Display

4224 pixels

480 pixels

672 pixels

672 pixels

1248 pixels

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