

MERCEDES-BENZ STADIUM CONTENT CREATION GUIDE

CONTENT SPECIFICATIONS

HALO DISPLAY - 15HD

The actual pixel dimensions of this display are 20,170 x 1,080 (1075.2' x 57.6').

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	20170 x 1080	This is scaled symmetrically by the Spyder (video processor) to fit the true dimensions of the display.
Commercial MOE HALO Ad Placement	2090 x 720	Content will be in a module within Wing Area
Inner Bowl Feature	2162 x 1080	Feature dictates logo placement. Contact your MBS Corporate Partner Executive for more details.
Instant Replay	2880 x 1080	Animation transition (logo fly-in/fly-out).

This display is being controlled with the ROSS Tessera system.

COLOR MODE RGB

RESOLUTION 72 dpi

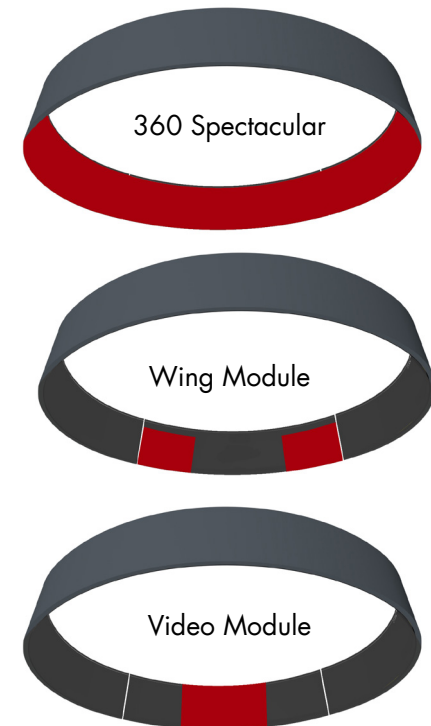
STATIC FILES PNG, BMP, GIF, JPG, TIF

ANIMATED FILES QuickTime MOV 4:2:2 HQ &
QuickTime MOV 4:4:4:4 to support alpha if needed.

PIXEL ASPECT RATIO Square Pixels

FRAME RATE 29.97 fps

AUDIO AAC Audio, PCM (Uncompressed)



PLEASE NOTE:

1. Content specs and sizes are NOT final and may change during the installation 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.