



Recommended Formats for Digital Menu Board



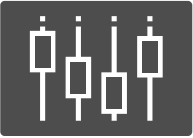
Horizontal Video (Landscape)

Codec: H.264 (QuickTime)
Extension: .mov or .mp4
Resolution: 1280x720
Frame Rate: 29.97
Spatial Quality: Medium to High or 2,500 kbit/s



Vertical Video (Portrait)

Codec: H.264 (QuickTime)
Extension: .mov or .mp4
Resolution: 640x1080
Frame Rate: 29.97
Spatial Quality: Medium to High or 2,500 kbit/s



Audio (if needed)

Format: AAC
Channels: Stereo
Quality: 128 kbps



Slide Show Images

Format: JPEG/JPG, PNG
Dimensions: 629x350
DPI: 72 (most print-ready content is 240 – 600 dpi. Please convert to 72 dpi.)
Color Space: RGB (please convert print ready content from CMYK to RGB)



Full Screen Images

Format: JPEG/JPG, PNG
Dimensions: 1920x1080
DPI: 72 (most print ready content is 240 – 600 dpi. Please convert to 72 dpi.)
Color Space: RGB (please convert print ready content from CMYK to RGB)



Full Screen Videos

Format: H.264 (mp4) | Bitrate: 5-8 Mbps
Resolution (16:9): 1920x1080 or 1280x720

Using the Lobby TV Template



Video (4:3)

1306x980 (from 1080p source)
870x652 (from 720p source)
640x480 (Standard Definition)



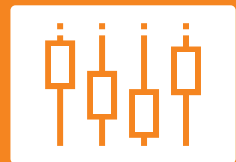
Logo Window

Dimensions: 358x158



Slideshow Window

Dimensions: 504x590



Audio

Format: AAC
Bitrate: 128 – 320 kbps
(320 preferred)