

# Café Digital Specifications



## Static Content – JPEG

JPEGs should be saved with maximum quality settings to minimize compression artefacts.

Media files should be sized to screen resolution 1280 pixels (w) x 720 pixels (h).

File format is JPEG.

Each static content file will be displayed for max 7 seconds.

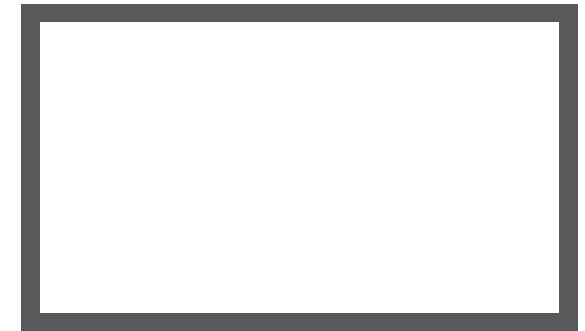
## Animation - MP4 Video

Media files should be sized to screen resolution 1280 pixels (w) x 720 pixels (h).

File format is MP4 at 20Mbps.

Frame rate for all media is 25 as per PAL standard.

Each MP4 file should be 7 seconds in duration.



## Questions? Need more information?

[CX@oohmedia.com.au](mailto:CX@oohmedia.com.au)