

oOh!media Site Specifications

MEL32IMMERSIVE
Melbourne Airport
Welcome Wall



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Melbourne Airport Welcome Wall

Specifications:

Format: MP4

Dimensions: Refer to next page.

Colour Mode: RGB 24-bit

DPI: 72

Duration: 15 seconds

Encoding: H.264 at 30Mbps

Frame Rate: 30fps

Audio: Not Supported

- Media files should be sized exactly to dimensions specified.
- Final files to be supplied as one MP4 per face. The site consists of 8 faces.

Delivery

All files must be clearly labelled, as per the example below:

- CTNumber_Advertiser_CreativeDescription_File#of#_Face#_PixelRatio.EXT

Please submit files to your Campaign Delivery Executive.

Deadlines

All files must be submitted 5 business days (1 week) prior to booked activity date.

Late delivery of files may result in missed media time.

Creative approval is subject to the Fly guidelines set out in the Advertising Content Policy and additional guidelines below.

Questions? Need more information?

Please contact your Campaign Delivery Executive.

Melbourne Airport requests that artwork:

Minimizes Risks of Sensory Overload:

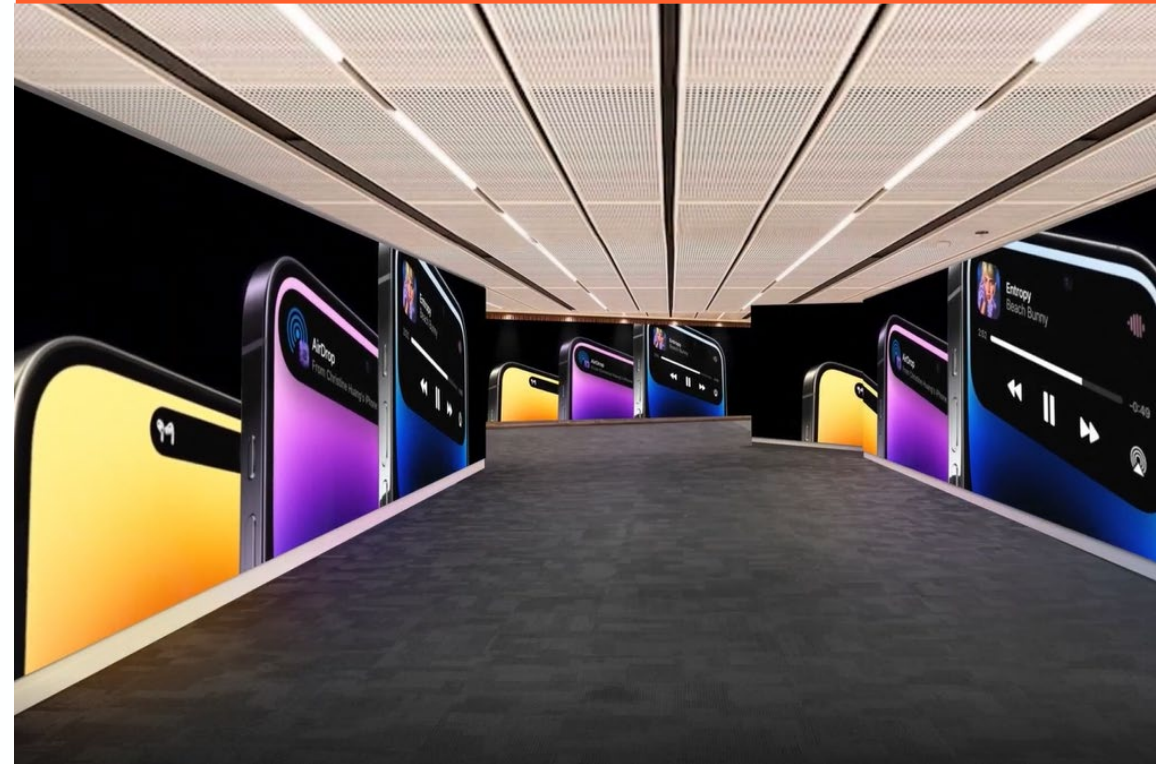
Clients are advised against fast-moving animations or transitions, strobing or flashing lights, and high contrast patterns to minimize the risk of triggering sensory issues, such as epilepsy.

Prioritize Calmness and Serenity:

Considering the audience are stepping off a long-haul flight, clients are encouraged to use gentle animations, soothing colours, and tranquil imagery to create a calm and welcoming atmosphere.

Consider the environment:

We emphasize the importance of incorporating friendly greetings, welcome messages, and contextualised visuals to greet travellers and enhance their airport experience.

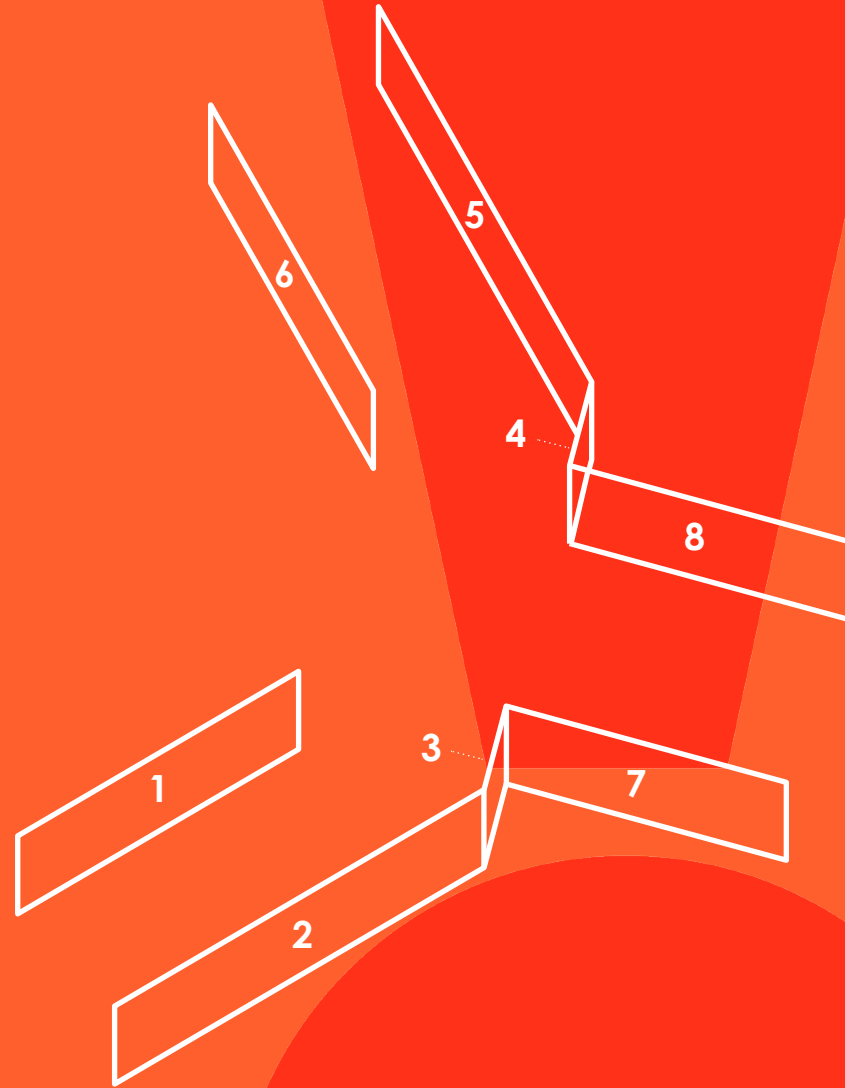


Site Configuration

- **Face 1:** 2432 (w) x 576 (h) px
- **Face 2:** 3200 (w) x 576 (h) px
- **Face 3:** 640 (w) x 576 (h) px
- **Face 4:** 640 (w) x 576 (h) px
- **Face 5:** 3200 (w) x 576 (h) px
- **Face 6:** 2432 (w) x 576 (h) px
- **Face 7:** 2176 (w) x 576 (h) px
- **Face 8:** 2176 (w) x 576 (h) px



TOP VIEW



ooh![®]
unmissable

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