

Solar Ad Trailer Specs



STATIC IMAGES

Format: JPEG

Ratio: 2:1 (ie. landscape)

Supply art at 400% of actual size

DESIGN REQUIREMENTS

- Use bold and strong fonts
- Keep it short and easy to read
- White background are NOT permitted (white backgrounds drain the battery quickly)
- Simple graphics on backgrounds are most efficient to run

TEXT SIZE

P.10 Solar native resolution is 256 x 128 pixels
Recommendation: Use fonts at least 10 native pixels high. (40 pixels for supplied art)

Black background
with text
& graphics

- Permitted (most efficient energy use)

White background
with any text
& graphics

- Not Permitted (inefficient energy use)

IMPORTANT THINGS

- We'd appreciate if you could provide content at least 2 days in advance (testing!)
- All content is displayed at native screen resolution.
- We hate to do this, but there will be a small fee for any files that we need to reformat

DIMENSIONS / WEIGHT

- 4.5 M (Length) x 2.05 (width) x 2.5m (height)
- 1,000 kgs (weight)
- 1.8m (max raised screen ground clearance)
- 3.4 m (max raised height)



Width 2.56 x Height 1.28