

STATIC IMAGES

Format: JPEG Ratio: 2:1

- Side Screens (i.e. Landscape)
- 1:1.66 – Rear Screen (i.e. Portrait)
- **Resolution (Confirm which truck before campaign)**
- **TRUCK #1** - Sides 1920 x 960, Rear Screen 640 x 880 Pixels
- **TRUCK #2** - Sides 1920 x 960, Rear Screen 1080 x 1080 Pixels

TEXT SIZE

- Native resolution for Side Screens is 480 x 240 pixels and for Rear Screen 160 x 220 pixels.
- Recommendation: Use fonts that are at least 10 native pixels high for Side Screens (40 pixels for supplied art).
- For Rear Screen we recommend fonts at least 16 native pixels high (64 pixels for supplied art).

DESIGN TIPS

- Use bold and strong fonts.
- Keep it short and easy to read.
- No white backgrounds please
- (colours display much better)

VIDEOS

- Format: MPEG2 / MP4 / WMV
- Ratio: 16:9 widescreen
- Resolution: SD / HD / Full HD files accepted
- HDMI / SDI / VGA / DVI / CV

EQUIPMENT AVAILABLE

- TV / DVD / Blu-ray / Apple TV / Video Cameras /
- Vision Mixers / Sport Scoring
- Internet Connectivity
- PA System and Microphone

DIMENSIONS & WEIGHT

- TRUCK DIMENSIONS
- 6.2m (Length) x 2.1m (Width) x 3.2m (Height)
- 5,200kg (Weight)

DIMENSIONS & WEIGHT

- We'd appreciate if you could provide content at least 2 days in advance - this helps us to make sure that everything is tested before your campaign starts.