



LED Banner Content Creation

QUICK START GUIDE

Encore LED Banner



Encore's LED Banner product is a single-sided, tower-style LED display solution equipped with an onboard media player. With a pixel pitch of 2.5mm, there are specific content creation guidelines that must be followed to allow event messaging to be displayed as effectively as possible.

This document will detail best practices for creating content for a single LED Banner.

LED Banner Need-to-Knows:

- LED Banners can display static (picture) and/or dynamic (video) imagery but will NOT output audio.
- Content can be scheduled to display at specified times throughout an event
- LED Banners are equipped with an internal media player with a maximum storage capacity of 4GB. Engage your Encore representative to discuss options for larger file sizes.
- Content created for an LED Banner is called a "solution." Multiple solutions can be uploaded to a Banner for scheduling or targeted messaging.

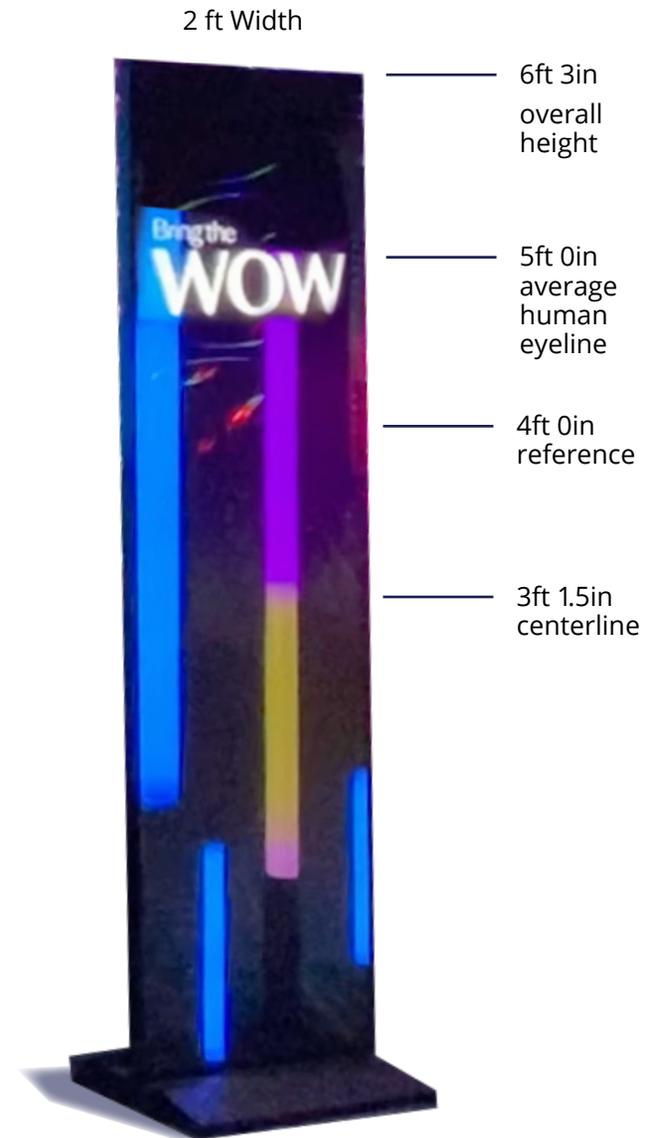


Creative Content Specifications

- **Display Resolution:** 224 x 756 pixels (W x H) Content MUST be created at these dimensions to properly display on the LED Banner
- **Ideal File Format:** 224 x 756 .mp4 (video) or .jpg/.png (static imagery)
- Use the provided PowerPoint or Photoshop templates to begin creating content

Content Design Tips

- **DO** use colorful artwork
- **DO** use font size 12pt and above
- **DO** place primary message in upper-third of display screen
- **DO NOT** use 16:9 horizontal video
- **DO NOT** use a solid white background
- **DO NOT** place primary message below center of display canvas
- **DO NOT** use a logo with small text



PowerPoint Template Workflow

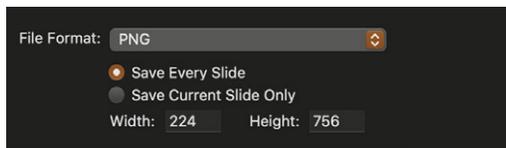


Recommended for those with limited graphic creation experience.

LED Banners can display static (picture) and/or dynamic imagery (video). The [PowerPoint template](#) provided is formatted to properly display content on an LED Banner. Use the template to easily create either a single slide OR a multi-slide deck for display on an LED Banner complete with timing, transitions, animations, etc. intact.

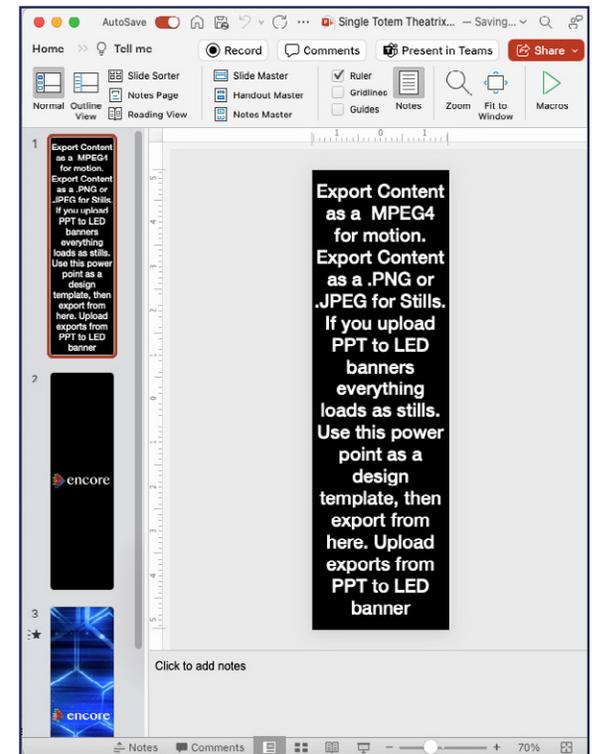
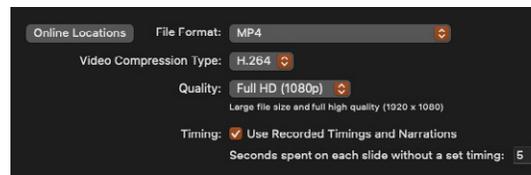
Static Content Step-by-step:

- After reviewing the template for additional tips, remove template instruction content to start fresh with a blank slide. Do NOT change the slide size.
- Place desired assets onto new blank slide. Create as many new slides as needed.
- Export as .png or .jpg file formats.



Dynamic Content Step-by-step:

- After reviewing the template for additional tips, remove template instruction content to start fresh with a blank slide. Do NOT change the slide size.
- Place desired assets onto new blank slide. Create as many new slides as needed.
- Include animations and page transitions if desired.
- Make sure to include desired duration times on the 'transitions' tab.
- Export as .mp4 file format to maintain transitions and animations between multiple slides.
 - > Ensure the 'Use Recorded Timings and Narrations' box is checked



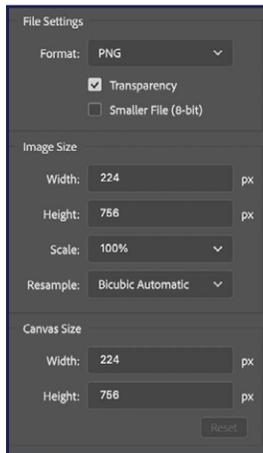
Photoshop Template Workflow



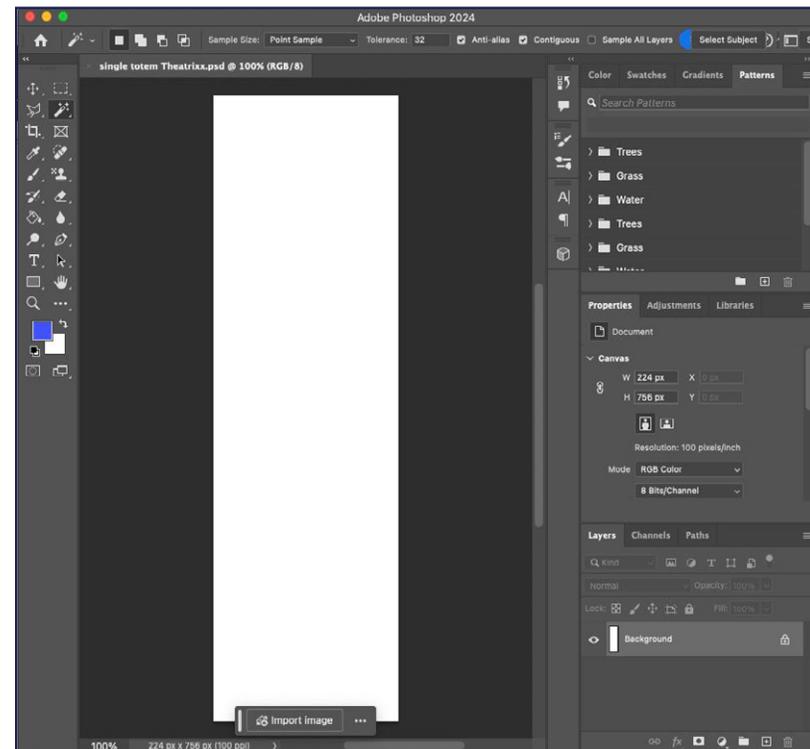
LED Banners can display static (picture) and/or dynamic imagery (video). The [Photoshop template](#) provided is formatted to properly display content on the LED Banners. Use the blank template to quickly create a properly sized and formatted static image for display on an LED Banner with the proper screen resolution.

Step-by-step:

- Place desired assets in the display canvas. Do NOT resize the canvas or change the resolution settings.
- When your design is complete, export as .png or .jpg file format.
 - > Ensure image size is exporting at 224 x 756.



- Repeat as needed for additional static solutions.



Content Scheduling



As mentioned previously, a collection of content is called a “solution.” This can be a single image, multi-slide deck, a group of videos, etc.. Multiple solutions may be created to allow specific content to display at designated times over the course of your event.

If you are interested in scheduling your content, **MAKE SURE to create individual exports for each batch of time-specific content.**

Content Scheduling requires additional time for configuration on-site. To successfully schedule content, it is critical to supply your on-site Encore team with:

- ALL exported solutions with clear file nomenclature
- List of desired display date/time ranges for each individual solution

You must supply Encore with your finalized solutions a minimum of two weeks ahead of your event. This will allow time for testing of your custom content as well as any necessary revisions.

