Encore LED Banners
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.

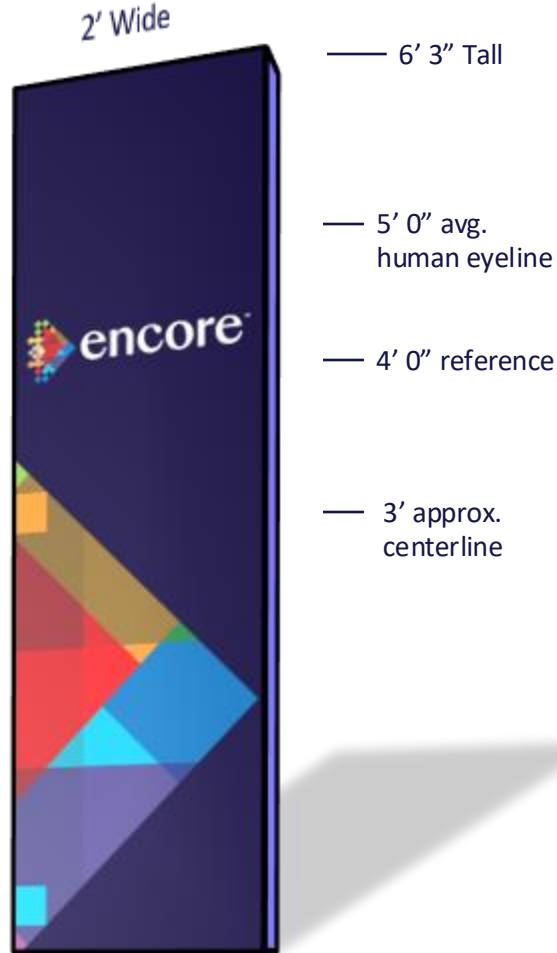# LED Banner: Content Specifications

- 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 **JPEG/PNG** (static imagery)

- Use the provided PowerPoint or Photoshop templates to begin creating content

LED Banner: Content Design Tips

DO

- Use **colorful** artwork
- Use font size 12pt and ABOVE
- Place primary message in upper 1/3rd of display canvas

2' Wide

- 6' 3" Tall
- 5' 0" avg. human eyeline
- 4' 0" reference
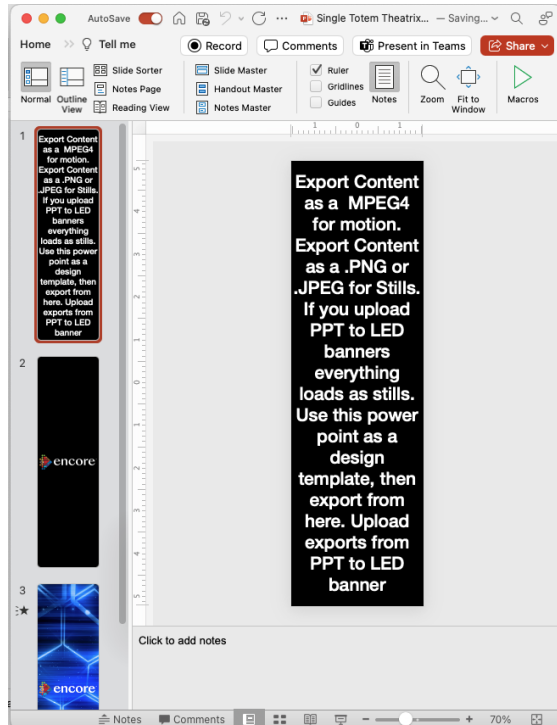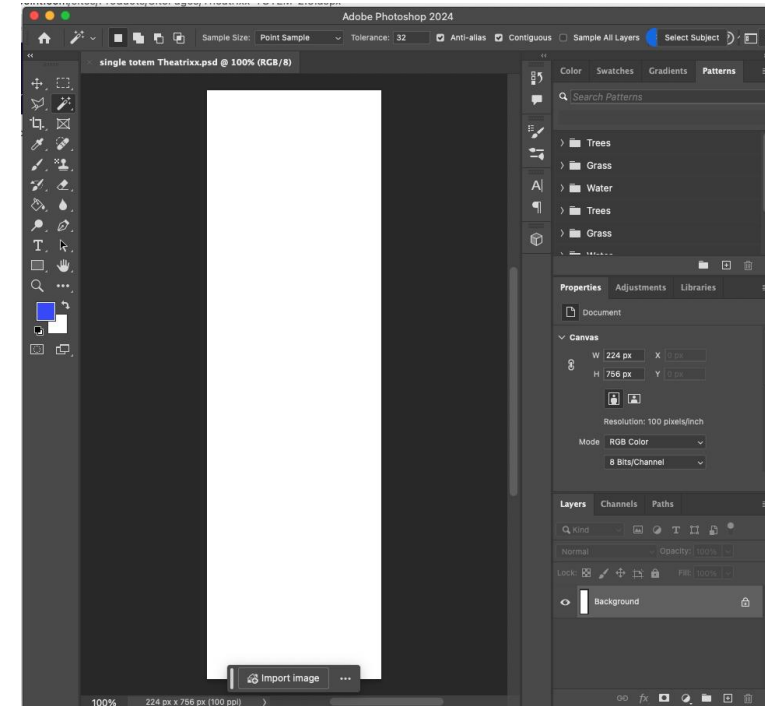- 3' approx. centerline

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DO NOT

- Use 16:9 horizontal video
- Use a solid white background
- Place primary message below center of display canvas
- Use a logo with small text

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LED Banner: Power Point & Photoshop Templates

LED Banners can display static (picture) and/or dynamic imagery (video). The templates provided are formatted to properly display content on the LED Banners.

Use the PowerPoint 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.

Use the Photoshop template to quickly create a static image for display on an LED Banner.
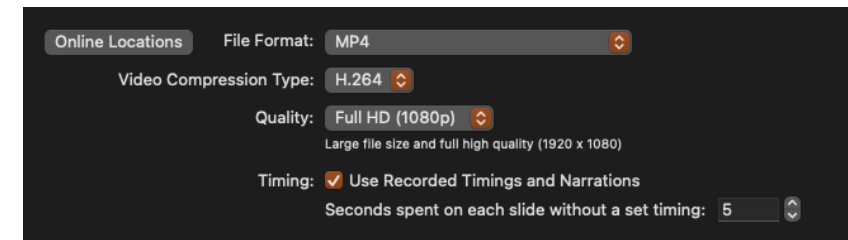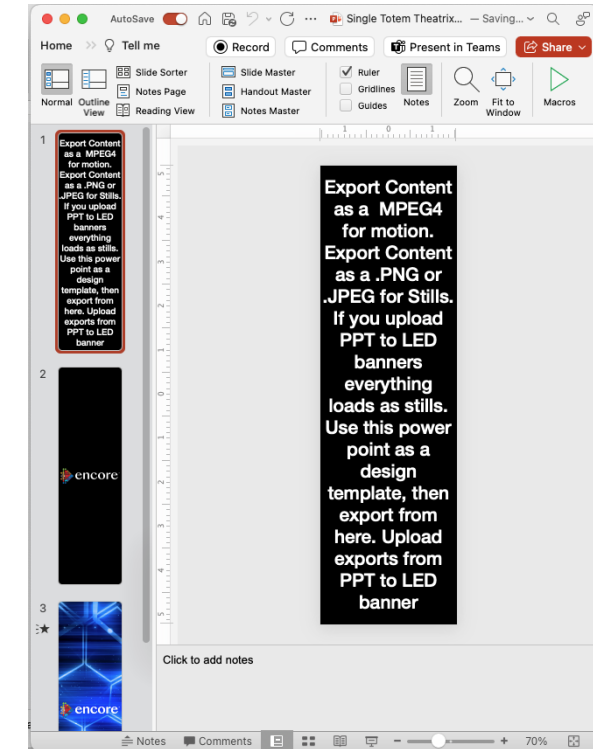
LED Banner: PowerPoint Template Workflow

The PowerPoint template is recommended for those with limited graphic creation experience.

- After reviewing the template for additional tips, remove templated content to start fresh with a blank slide while maintaining the proper sizing and resolution for display on an LED Banner

- Step-by-Step:
  - Remove template content and place desired assets on each slide
  - Export as 'PNG' or 'JPEG' if creating a single slide or image
  - If using multiple slides, make sure to include desired duration times on the 'transitions' tab
  - Export as 'MP4' to maintain transitions and animations between multiple slides
    - Ensure the 'Use Recorded Timings and Narrations' box is checked

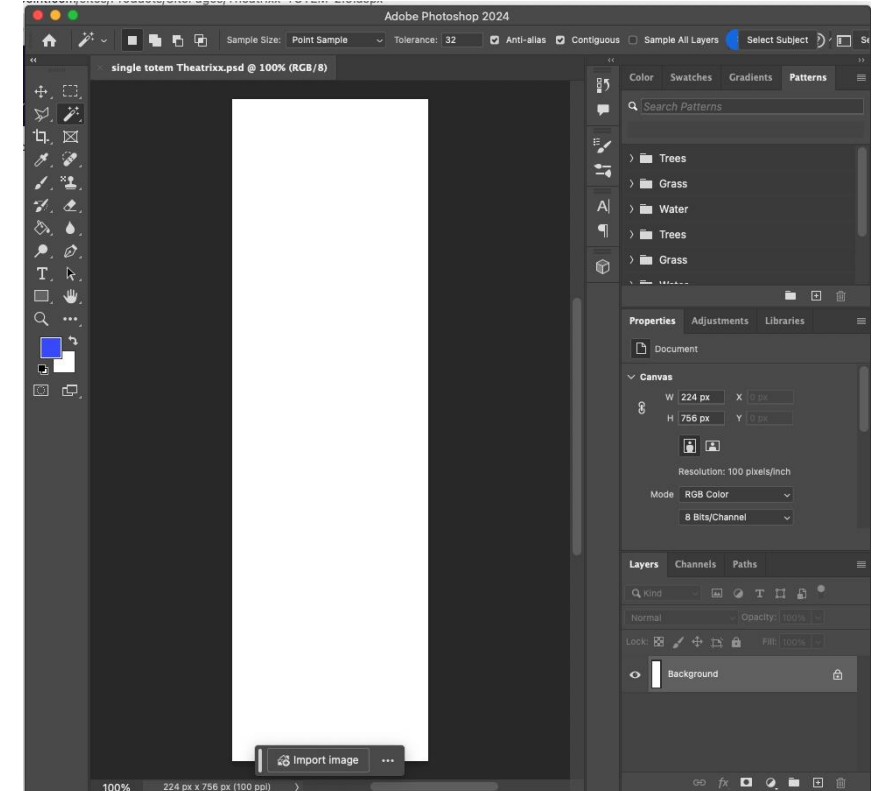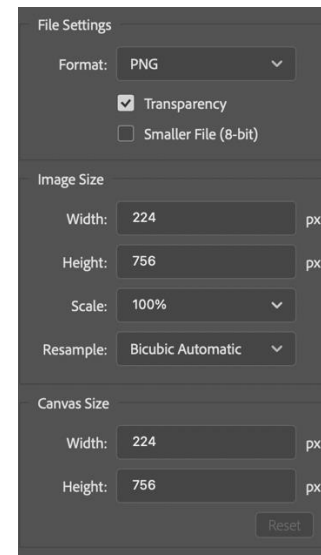To export individual slides, select 'PNG' or 'JPEG' from the export pop up.

To export solutions with motion or transitions, select 'MP4' from the export pop up.

LED Banner: Photoshop Template Workflow

- The Photoshop template is used to create <u>static imagery</u> (picture) for display on an LED Banner. The template is blank but formatted with the proper sizing and resolution for the LED Banner product.

- Step-by-step:
  - Place desired assets in the display canvas
  - When complete, export as 'PNG' or 'JPEG'
    - Ensure files settings are to the proper format
    - Ensure image size is exporting at 224 x 756
  - Repeat as needed for additional static solutions

LED Banner: 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, <u>MAKE SURE to create individual exports for each batch of time-specific content.</u>

Content Scheduling requires additional time for configuration onsite. To successfully schedule content, it is critical to supply your onsite 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.

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