

# CINEXPRESS

## Technical specifications for advertisements played on CineXpress ad network:

### SUPERVISIONS

#### Image:

- Resolution: 1080p (1920x1080) or 2K, that will be downsampled
- Progressive scan
- Pixel aspect 1:1
- Frame rate: 25 fps (eventually 24 fps)
- Image must not contain visual errors (for example compression artefacts, „ghosts“, ...)

#### Audio:

- stereo
- Sampling rate: at least 44kHz
- Bit depth: 16 bits
- Volume level of advertisements is not important. Volume will be altered to match required level. Matching is made using loudest part of advertisement!
- It is not recommended to use filters like „compressor“
- It is necessary to pay attention to „clipping“, and make sure there isn't any
- Audio must be precisely aligned to image

#### Data format (just add in one of the formats)

- Image sequences TIFF, PNG, JPEG (in the highest quality) and separate audio (in one multi-channel file, or in one file per channel), format WAV
- Multimedia container: AVI, MOV, WMV, MKV, compression MPEG-1, MPEG-2, MPEG-4, H.264, H.265/HEVC, VC-1/WMV9, ProRes for image and ALAC, FLAC, WAV, AC3, MP3, WMA for audio.

It is required to add preview video (low resolution version with audio, encoded as avi or mpeg), when providing advertisement as image sequence with separate audio.

Final data can be uploaded to FTP server:

<ftp://cinestar.glancemedia.cz>

**Login: klienti\_cx**

**Password: cineXpress**

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