

## ON-SCREEN Delivery information and technical specifications

### Delivery deadline:

Monday the week before campaign start. Before 12.00 pm

### Filename:

The file name (or folder name if more than one file) should contain:

Order number, advertiser, product or film name and duration

Example filename: 1234-CocaCola-Fanta-Xmas-30sec.mov

Order number – see page 1 in screen advertiser contract or contact CAPA

### Recommended delivery format:

#### QuickTime (.mov)

- FLAT, 1998\*1080 – 24fps
  - FULL HD, 1920\*1080 – 24fps
- Codec: None, Prores 4444, Animation (24 Keyframes/sec)

#### Image Sequence:

- FLAT, 1998\*1080, 24fps
  - FULL HD, 1920\*1080, 24fps
- Codec: tif, sgi, tga, pdx (Please attach a small-size preview)

#### Delivery format sound

- 5.1 Surround (6 separate mono files, 48 kHz, 24-bit wav or aif).
- Separate stereo files: Dialog-Music-Effects. (48 Khz, 24/16-bit wav or aif)
- Stereo can be included in QuickTime file. (48 Khz, 24/16-bit wav or aif)

All audio in stereo will be optimized and converted to 5.1 unless otherwise agreed.

CAPA tests and adjusts the sound level to the recommended SAWA standard:

82db Leq(m)

CAPA also accepts other file types and formats, but an assessment will be made to ensure that the quality is good enough for screening. Contact CAPA/SF Media in advance for advice.

### Deliverys:

- <http://ftp.sfmedia.se>  
Username: Capadelivery  
Password: Capadelivery

### Contact:

- CAPA Kinoreklame: Rune Ivem +47 480 22 727 / [rune@capa.no](mailto:rune@capa.no)
- SF Media Studio: +46 8 680 37 73 (3681) / [studio@sfmedia.se](mailto:studio@sfmedia.se)

## Upscale:

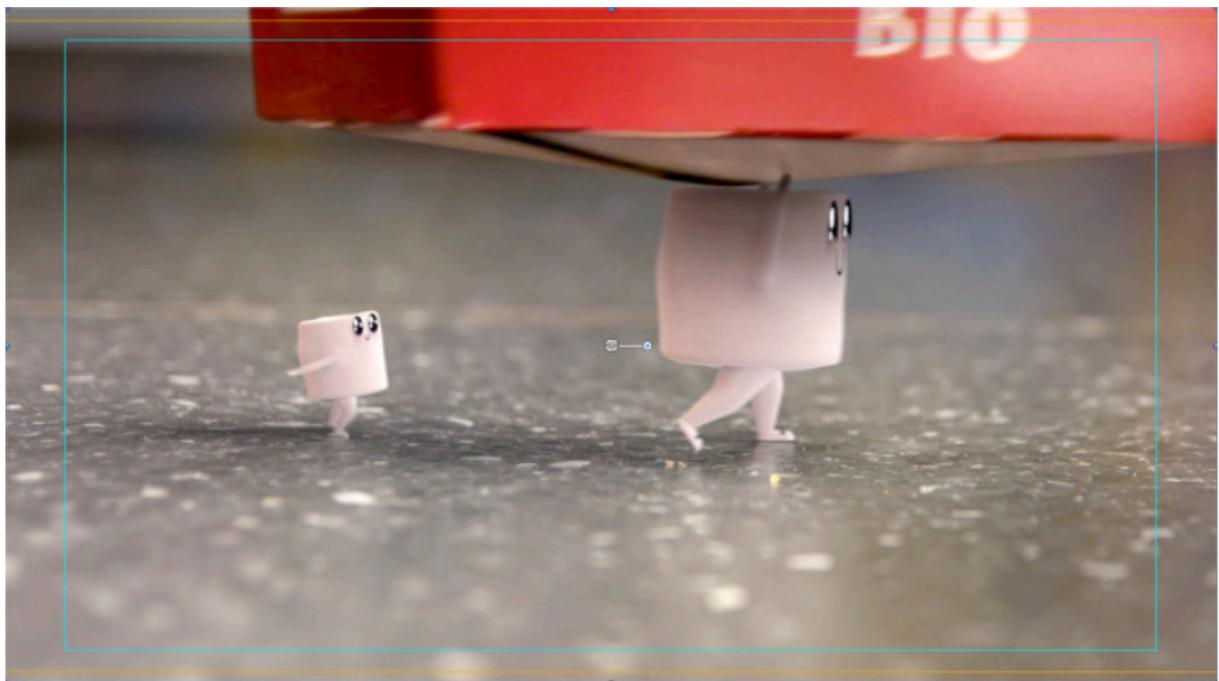
CAPA will re-size all spots delivered in video format (16:9) to film format flat (1.85:1). This will cause information placed near the top and bottom of the video image to be lost during the up-scaling process. By following the below recommendation, we can ensure that important information like advert message or advertiser name in the form of text and graphics will stay intact after the scaling process.

## Safe zones:

All information placed outside of the "*Film safe*" area (orange lines) in the below 16:9 image example will be lost during the process of scaling to flat. Our recommendation is therefore, that important information like text and graphics should be placed inside of the "*Action safe zone*" (blue frame). By ensuring that there is a safe distance between text & graphics, the image edge will remain after scaling. This distance will also prevent text and graphics from being projected outside of the cinema screen.

Film safe area between orange lines

Action safe zone within the blue frame represents 90% of the 16:9 image.



## 5.1 Surround mix

Be sure to give the files the correct name with channel separation and a dot before and after. ("filename".L.wav, " filename".C.wav, " filename".R.wav, " filename".Ls.wav, " filename".Rs.wav, " filename".LFE.wav,)

## Advice for Cinema sound

### Adverts with music and voice:

Music can be spread on all channels except the centre. (L, R, Ls, Rs, Lfe). However, we urge that you use the two surround channels (Ls, Rs) with some caution, as the sound from these channels will not reach the audience at the exact same time as the sound from the front channels. (Speed of sound). Place the voiceover in the centre channel (c), unless you aim to produce a very special effect.

### Adverts with just music:

Add music to all channels, including the centre. (Upscaled stereo) (L, R, C, Ls, Rs, Lfe). If you create a “phantom centre“ (c) by adding the left (L) and right (R) channel, the centre channel should be 3-6 dB lower than left/right. Remember that the centre channel is the sound source that will have the most effect on the audience, sitting anywhere in the theatre. Note that advertising in cinemas does not play at the same volume as the Movie itself. However, one can and should mix with more dynamics when delivering sound to the cinema. Do not exaggerate the use of sub/bass or exaggerate the use of dynamics (from peak to average), as this brings down the perceived volume of advertising. Make sure the voice is clear and does not disappear in the music and sound effects as there may be small talk and noise from the audience when the advert is played. Cinema sound will be measured by CAPA at 82 leq (m) before being distributed to the cinemas

## Delivery of DCP (Digital Cinema Package)

We allow delivery of DCPs, but like all other materials it will be checked and adjusted to the correct image and audio standard. However, it is important that you follow current naming guidelines: <http://digitalcinemanamingconvention.com>

- SMPTE / Interop, FLAT 2K (1.85: 1) 24fps, 1998 \* 1080 - 250mbit
- Loudness limit: 82db Leq (m).

The DCP has to be packed and sent in zip format.

We also allow the DCP to be delivered in FLAT 4K (3996 \* 2160). The ad will be displayed in 2K in movie theaters not supporting 4K

Contact us for more information about Format / Framerates / Resolution.

You will find the complete specification of Digital Cinema Initiatives, LLC (DCI) by following this link:

<http://www.dcinovies.com/specification>