



Delivery information and technical specifications

DELIVERY FORMAT (2D)

- Uncompressed Quicktime, 1080 p, 25 fps

LEVERINGSFRIST:

- Mondays the week before campaign start. Before 12.00 p.m.

NAVNGIVNING:

- The file name (or folder name if more than one file) should contain the order ID, advertiser, product or film name and duration.
- Example filename: 24097-CocaCola-Fanta-Xmas-30sec.mov
- Order-ID - See page I in screen advertising contract

AUDIO:

- We accept both Surround and Stereo. Stereo files can be included in QuickTime file. File format for audio is wave files (.Wav).
24 bit - 48 kHz - 25 fps.
- Audio filename should contain the title and channel separation.
R = Right channel L = Left channel C = Centre channel LFE channel = sub
Ls = Left Surround Rs = Right Surround

EXAMPLE OF FILE NAMES:

Clientname_campaignname_R.wav
Clientname_campaignname_Ls.wav

DELIVERIES:

- [ftp.sfmedia.se](ftp://ftp.sfmedia.se)
- <https://ftp.sfmedia.se>
- username: **Capadelivery** password: **Capadelivery**

CONTACT:

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

**ADVICE FOR GOOD CINEMA SOUND:**

We accept both Surround and Stereo. Stereo files can be included in a QuickTime file. All stereo files will be converted to 5.1 unless anything else is agreed.

ADVERTS WITH MUSIC AND VOICE:

Music can be spread on all channels except the centre. (L, R, Ls, Rs, Lfe) However, 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, anywhere in the theatre sitting. Note that advertising in cinemas does not play at the same volume as the film 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 in the theatre when the advert is played. Cinema sound will be measured by CAPA at 82 leq (m) before re-leased to the cinemas

DELIVERY FORMAT 3D:

- TIFF /DPX sequence
 - 24 fps
 - 16 bit (10 bit for DPX)
 - RGB colour space. All RGB material assumed to follow ITU Rec709 standard.
- AUDIO: 24 bit, 48 kHz, 24 fps

RGB material will be converted to DCI standard XYZ colour space in encoding for JPEG 2000. Aspect ratio: Widescreen 2K, 1920 x 1080 is standard.

FILENAME:

- Deliver files in two separate folders, one for each eye.
- First frame should always be left eye.
- Please mark both the folder and the file sequence with “LEFT” and “RIGHT”
Sample name: advert_left_0001.tif