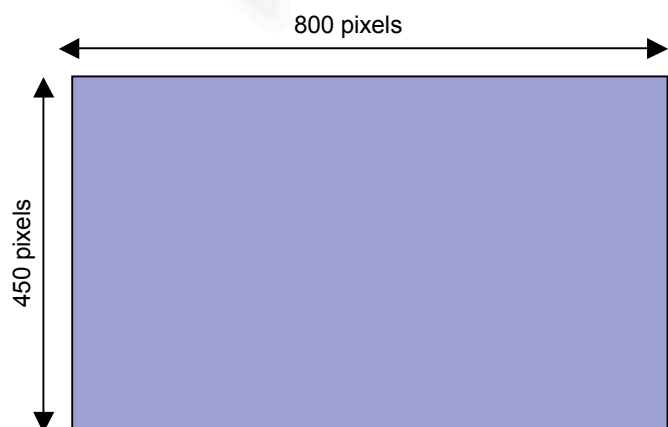


LED SCREEN

Still image specs



Format: 16:9

Size: 450 x 800 pixels

Accepted formats:

Original high resolution, layered Photoshop PSD files or FreeHand files may be submitted for best quality. Alternatively, an uncompressed TIFF or high-resolution JPEG may be submitted. Please ensure that the JPEG quality setting is set to MAXIMUM.

Notes:

- Fonts must be large and legible and strong. Fonts with thin strokes or ornate script will be difficult to read.
- Avoid using text smaller than 20pt as it will be lost on screen.
- Less is more. Too many elements may confuse the viewer.
- Use bold colours with high contrast. Contrasting colours are viewed easily at a distance whereas low contrasting colours become difficult to read.
- Avoid using a white background as it will appear subdued or muddy. White on the LED screen does not carry the vibrancy that other colours convey.
- Words of upper and lower case are easier to read than those constructed from capital letters only.
- Keep titles within title-safe area.

For technical support contact:

Spectrum Visual Network
011 691 6900
Shaun Hatton

Repro Specifications:

Scans must be full colour CMYK, approx A3 at 300dpi not less than 180mb.

File Formats : Adobe Photoshop - ver3, 4, 5.5, CS3, Freehand - 8, 9, 10, 11, MX, Adobe Illustrator - 8, Corel Draw - 13, Indesign - CS3.

Convert all type to paths. Cromalin/Iris proof for colour matching purposes. May use Pantone references for spot colours, CMYK % values are not acceptable, due to differences in pigment hues from printer to printer. Bleed background to material size.

NOTES: If a document contains any scanned or raster images, supply these as separate Photoshop "tif" or "eps" files. No links should be embedded on document. Ensure document is "CMYK" not "RGB". All text must be converted to curves. Bleed must be added all round in final made up document. If no bleed is added, the file must be supplied in a layered format. All artwork must be set up to a minimum of 10% of the final size. DPI of scans should be a minimum of 300dpi and 10% of final size