MARVEL PARAPET SPECS

VERSION 1.2

MKTG

CONTENTS

MARVEL PARAPET
LED SPEC CHOICES

There are two ways you can create content for the LEDs at Marvel Stadium

Tiled – Page 4-7	Full 360° – Page 8
Best used for:	Best used for:
SIMPLE & VERTICAL ANIMATIONS STATIC CONTENT QUICK ROLL OUTS	HORIZONTAL/SCROLLING ANIMATION LARGE ANIMATIONS LONGER MESSAGES

All stadium specs can be found at mktgspecs.com.au

MARVEL PARAPET
TILED LED SPECS

MARVEL PARAPET

NAME	PT1	PT2	PT3	PT4
FILE SIZE	950x64	1500x64	1900x64	2200x64

ANIMATED
Format: Quicktime .mov
Codec: ProRes(Proxy)
Frames per second: 50fps
Duration: 30 seconds

Tip: PT1 fits into PT3 twice

Avoid designs that scroll horizontally, as that will create obvious seams between the tiles, use the 360 specs on page 8

STATIC
Format: JPG or PNG
Colour mode: RGB
Depth: 72dpi

DESIGNING FOR
TILED LED

All tiles should be able to sit next to any other tile, or another copy of itself, without showing seams.

To avoid creating visible seams:

- Textured / coloured backgrounds will need to blend from end to end

- Any animated elements that move off the side of the tile will need to 're-appear' on the opposite side of all tiles

To check the seams between tiles, put all the different sizes you have designed together end to end, in any order, to see if they blend seamlessly throughout the animation.

DESIGNING FOR
TILED LED

GOOD TILE EXAMPLE – Background:
Seamless Tiling – The gradient and background image line up between all tiles
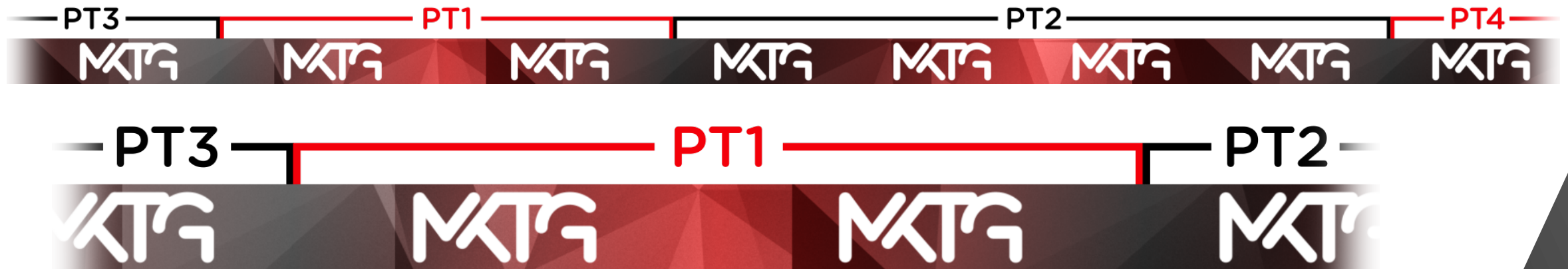
POOR TILE EXAMPLE – Background:
Non-Seamless Tiling – The gradient and background image aren't consistent, so its obvious where the tiles are

DESIGNING FOR
TILED LED

GOOD TILE EXAMPLE – Animation:
Seamless Tiling – The ball animation flying from one tile to the other without showing where the end of the tile is.

POOR TILE EXAMPLE – Animation:
Non-Seamless Tiling – The ball animation appear to fly in out of no where, highlighting the seam.

DESIGNING FOR
TILED LED

Consider your tile designs not only on their own but in relation to each other.
If you have a Large file that starts and ends with a logo such as below:

When it is tiled, you will end up with two logos next to each other before the text repeats.
There is nothing wrong with this, but it is something to keep in mind.

Avoid using your logo or copy to cover up the seams, as on the very end of each LED bank, they will be cut in half.

You should keep all logos and assets the same size across all different tiles.

MARVEL PARAPET

360° SPECS

ANIMATED
Format: Quicktime .mov
Codec: ProRes(Proxy)
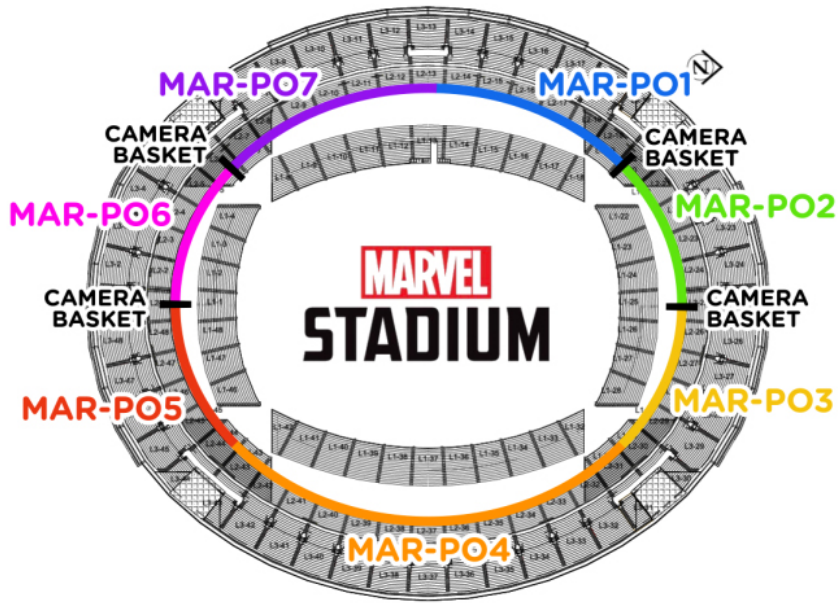Frames per second: 50fps
Duration: 30 seconds

Do not provide files for Interchange.

There are camera baskets between PO1-PO2, PO2-PO3, PO5-PO6, PO6-PO7

Note: There is no gap between PO7 & PO1

STATIC
Format: JPG or PNG
Colour mode: RGB
Depth: 72dpi

MARVEL 360° PARAPET

MAR-PO1	MAR-PO2	MAR-PO3	MAR-PO4	MAR-PO5	MAR-PO6	MAR-PO7	TOTAL
4880x64	5120x64	5840x64	10720x64	5760x64	5040x64	6480x64	43840x64

DESIGNING FOR
LED

WHAT WORKS BEST:

- High contrast graphics

- Bold logos and type

- Dark backgrounds with light text / logos

- Short messages

- Having consistent empty space between all elements (logos, image, copy)

- Consider having some animation happening throughout your creative

- Consider having the brand logo or main message on screen for majority of the time

- Animations should loop in case your creative is played back to back

- When creating animations (looped or otherwise), consider having the main content visible on the
  end frame, in case the animation needs to pause for any reason

DESIGNING FOR
LED

THINGS TO AVOID:

- Flashing or overly distracting graphics

- Very fast movement

- Long messages or content spaced far apart. Not easily visible on broadcast or in stadium

- Small or thin text

- Changing logo or font size between tiles

- Two lines of text on top of each other

- Too much use of footage or photos

- White backgrounds

- Don't cover seams with logos or text, they will get cut in half at the edge of the screens

- Limit unbranded time and space

MARVEL PARAPET
UPLOADING

Upload your finished content to mktgdrop.com

All content must be provided to MKTG
by Monday at noon prior to first showing.

For further information contact
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For more specs visit mktgspecs.com.au

MKTG has an expert in-house studio, specialising in stadium content.
Contact Christie for more information.