NEW YORK NY-02
1441 TIMES SQUARE

624 PIXELS

| B4 | B3 | B2 | B1 |

2,048 PIXELS

FLAT LAYOUT VIEW
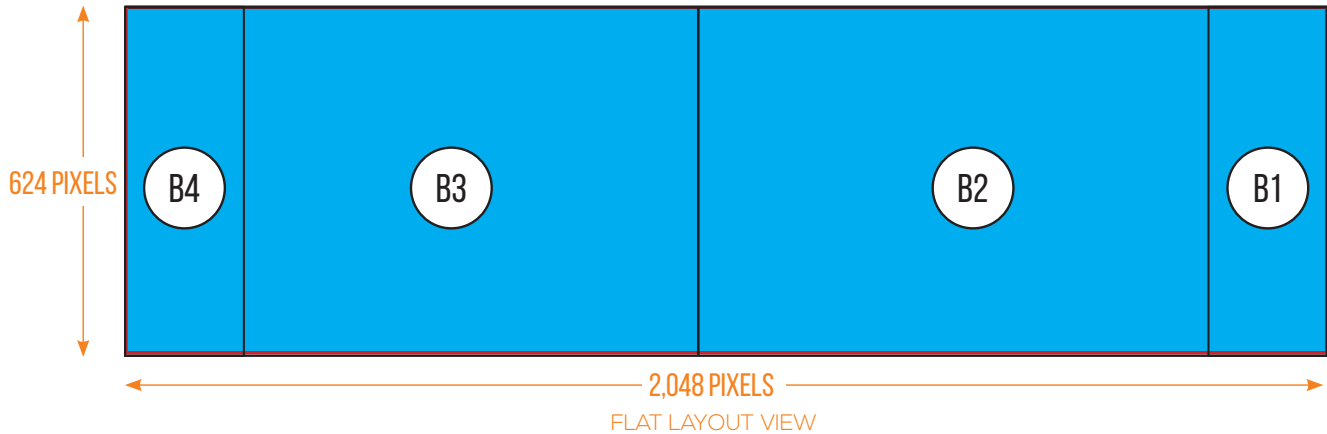
BEST PRACTICE: Keep all main design elements on sections B2 & B3. B1 & B4 are screens that return back to the building surface and are best used for branding elements or secondary messaging elements.
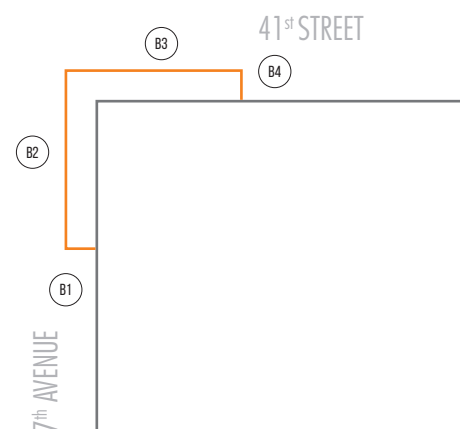
TECHNOLOGY

Pixel Pitch	10mm
Color	RGB
Aspect Ratio	Square Pixels

FILE FORMATTING

Frame rate	60 fps*
Animated file duration	15-seconds recommended
Motion File Format	H.264 MP4
File Data Rate	16,000 Kbps, VBR
Audio	None
Static file format	jpeg or png, 72 dpi - Best Quality

* 24-30 fps can potentially show stuttering, especially on fast horizontal motion.
60 fps is STRONGLY recommend for animated content.

PIXEL DIMENSIONS BY SECTION

B1	624 x 160
B2	624 x 864
B3	624 x 864
B4	624 x160

41st STREET

B3

B4

B2

B1

7th AVENUE