

Dimensions

Content must be delivered as 1 file.

Screen A: 216px Wide x 756px High

Screen B: 504px Wide x 756px High

Acceptable File Formats

Please exclude all title cards, color bars, slates or pre-roll information in the final file.

Video formats: .mov, .mp4

Image formats: .jpeg, .tiff, .png

Video Encoding

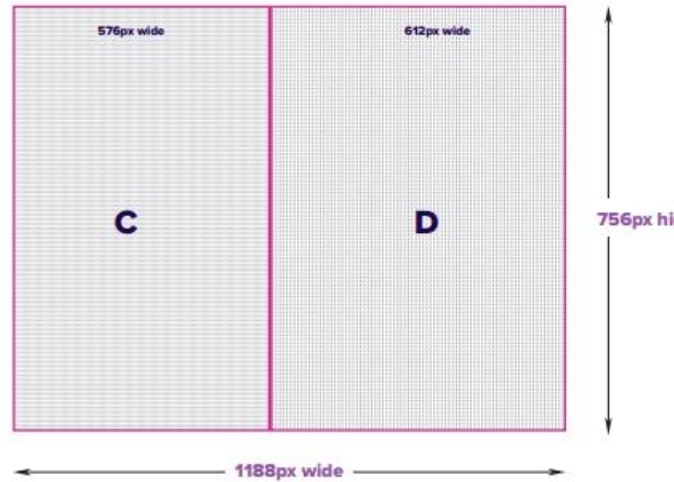
Compression: H.264, MPEG-4 (high bit-rate)

Frame Rate: 30

Key Frame Rate: 24

Bit/rate: 3,000-8,000 kbits/sec

Video Interlace: Progressive



Dimensions

Content must be delivered as 1 file.

Screen C: 576px Wide x 756px High

Screen D: 612px Wide x 756px High

Acceptable File Formats

Please exclude all title cards, color bars, slates or pre-roll information in the final file.

Video formats: .mov, .mp4

Image formats: .jpeg, .tiff, .png

Video Encoding

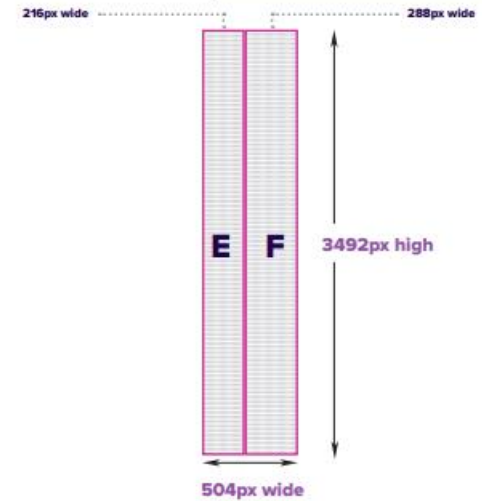
Compression: H.264, MPEG-4 (high bit-rate)

Frame Rate: 30

Key Frame Rate: 24

Bit/rate: 3,000-8,000 kbits/sec

Video Interlace: Progressive



Dimensions

Content must be delivered as 1 file.

Screen E: 216px Wide x 3492px High

Screen F: 288px Wide x 3492px High

Acceptable File Formats

Please exclude all title cards, color bars, slates or pre-roll information in the final file.

Video formats: .mov, .mp4

Image formats: .jpeg, .tiff, .png

Video Encoding

Compression: H.264, MPEG-4 (high bit-rate)

Frame Rate: 30

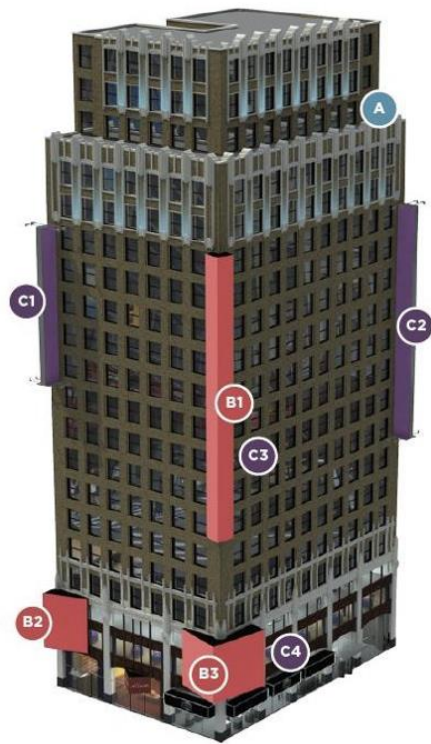
Key Frame Rate: 24

Bit/rate: 3,000-8,000 kbits/sec

Video Interlace: Progressive

EXHIBIT A

SIZE, CONFIGURATION, SPECIFICATIONS AND LOCATION OF THE SIGNS ON THE BUILDING



LED DISPLAYS

There are six 10mm resolution full motion LED display elements on the building that are synced to play content simultaneously:

- B1 Tower** Double-sided tower flanking the northeast corner of the building
Left face is 8' wide x 116' tall | Right face is 10' wide x 116' tall
- B2 Wedge** Double-sided sign at street level with a large display facing east and a return display facing south.
Left face is 8' wide x 25' tall | Right face is 17' wide x 25' tall
- B3 Corner** Double-sided sign at street level with a large display facing east and another large display facing north.
Left face is 19' wide x 25' tall | Right face is 21' wide x 25' tall

STATIC DISPLAYS

There are 6 static display surfaces on the building:

- C1 Seventh** Double-sided front-lit sign facing North / South
8' wide x 67' tall
- C2 41st** Double-sided front-lit sign facing East / West
8' wide x 104' tall
- C3 Tower** Single-sided backlit sign facing West
8' wide x 116' tall
- C4 Corner** Single-sided backlit sign facing West
8' wide x 25' tall

