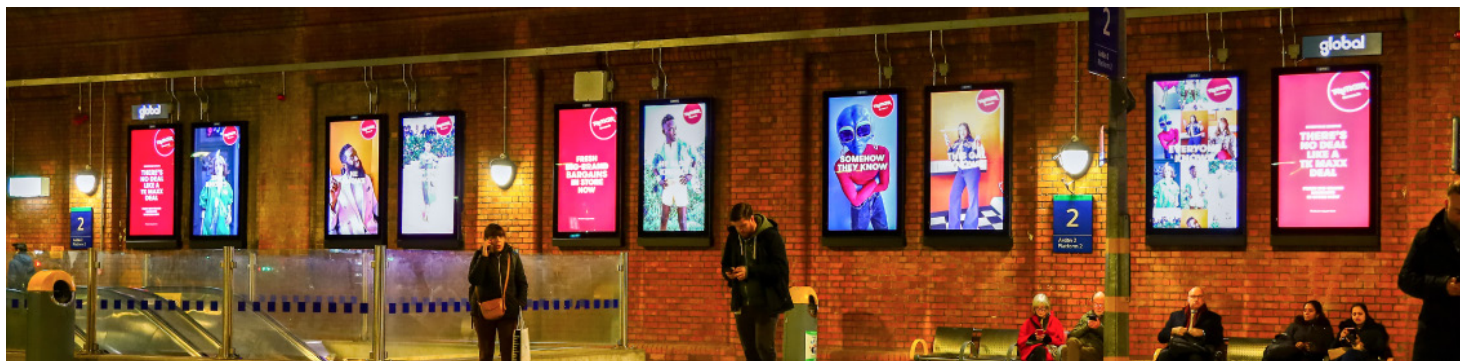# Pearse Digital Gallery

The Pearse Digital Gallery comprises 10 x 75" HD LCD screens. It is located along platform 2 in Pearse station, which is one of two platforms opposite each other in the station.

Connolly Digital Gallery

The Connolly Digital Gallery comprises 10 x 70" HD LCD screens. It is located along platform 4 in Connolly station, which is the main passenger flow area to and from the main concourse and the main DART and Commuter platforms.

✓ Sequential

Images/ characters/ items appearing to move from one screen to another across the array of screens.

- The Digital Galleries consist of 10 screens and the standard slot is 10 seconds. On this basis, the time that an image/ character /item would have to appear and disappear on one screen before appearing /disappearing on another would be 0.83 seconds.

- The achievement of sequential movement simply requires each individual content file (from 1 to 10) to be created to have the movement element taking place further on in the playout period across each of the files. As our screens are synchronised, when all files are broadcast the sequential movement across the screens is then achieved.

- Calibrating the timing of the sequence is entirely dependent on the nature of your design - type of movement in screen, speed of movement in screen, item/ image/ character being used, volume of items moving etc - and this will also dictate how natural the movement appears when broadcast across multiple screens.

- We recommend that your creative team undertake testing of your concept and content prior to supplying us with the finished broadcast ready files.

- For each 10-second booking we can only accept 1 piece of sequential content per 10-second slot (i.e. 10 individual 10-second content files).

- Each 10-second file must meet our standard file specifications.

- Screens are synchronised to operate within +/- 0.25 seconds of one another and while this timing variance is not usually discernible on most types of sequential content, on some executions it may be slightly visible.

✔ Synchronised

Images/ characters/ items appearing or moving simultaneously across all screens.

- All 10 screens are synchronised.

- We can accept 10 different pieces of content for each 10-second slot booking (1 piece of copy per screen).

- Each 10-second file should meet our standard file specifications.

- Screens are synchronised to operate within +/- 0.25 seconds of one another and while this timing variance is not usually discernible on most types of content, on some executions it may be slightly visible.

✔ Creative Consultancy & Production

Our objective is to help you to maximise this creative opportunity. For guidance on concept development and execution or to arrange a meeting to discuss best practice please contact us. Global has a creative service that specialises in Digital Out-of-Home production and can create digital content from concept to final display ready files using your existing traditional advertising assets.

✔ Delivery Deadlines

Broadcast ready files must be received 1 week prior to standard in-charge date. Concept approval must be received 2 weeks prior to standard in-charge date. For dynamic campaigns a min of 3 week's notice period prior to the incharge date is required and we must receive test ready copy no less than 2 weeks before start of campaign so as to facilitate backend testing.

✔ Delivery Checklist

- Progressive video
- 10 seconds in length
- 1080 x 1920
- 9:16 aspect ratio
- 25 frames per second
- 2GB max file size
- File format: MP4

✔ Need to Know

- Each advert is 10 seconds in length and plays within a 60 second loop.

- The Global digital network is a purely visual medium with no sound.

- Final content is displayed portrait on screen.

✔ Contact Details

Completed digital files should be sent to Robert Tracey or Niamh Lane.

For further information on Global digital production specifications contact:

Robert Tracey
rob.tracey@global.com
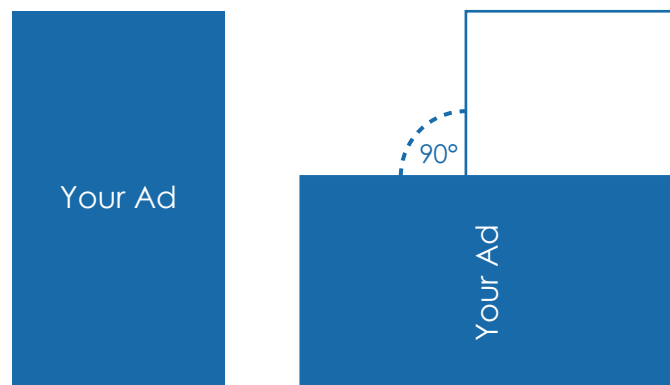
Amy Connick
amy.connick@global.com

✔ File Naming

Content files must be provided using this file naming convention.

campaign_design_congal_start date (ddmmyy)

Examples: *foodCo_burger_PearseGal_010624*
                sportsCo_trainers_PearseGal_01024

✔ File Submission

Once completed, the creative file must be rotated 90 degrees anti-clockwise before being submitted as shown above