JOHN B. HYNES VETERANS
MEMORIAL CONVENTION CENTER

Design Guidance & Specifications

Digital Displays Client Support & Design Services

Digital Displays Client Support

Our dedicated Digital Media Accounts Manager will help guide and assist with every aspect of your digital branding needs, from creative development to event execution, by:

- Introducing you to all options available for your event
- Reviewing all content guidelines, quality standards, and programming criteria
- Managing content submission and testing, reviews, resubmissions (if any), approvals, go-live scheduling, and more
- Providing on-site event programming support
- Coordinating services with our in-house design team (if needed)

Design Services

Our in-house design team will work with you to review the following:

- Advise on specific concepts for content and successful execution of client images
- Q&A covering several aspects of content creation
- Review of the accepted static and animated file types
- Execution of motion graphic design using your brand's guidelines and assets
- Simulations of the animation(s) for review
- One round of edits (minor adjustments to copy, formatting, color, and animation) to your animation(s), as well as an on-site preview

Content Guidelines
Digital Signage Network

Logos, text, and video content without audio is recommended to be featured on the Digital Signage Network.

Title Safe Zone

To prevent any important content from getting cut off around the edge of the displays, content creators should use a "Title Safe Zone". This boundary starts 10% in from each edge of the frame and ensures that all content within those borders is visible on the displays. All essential text, logos, and titles should be within this inner boundary. We can provide a Title Safe Zone template in PowerPoint if needed.

File Specifications

RESOLUTION: 1920 x 1080 at 72 pixels/inch composition

COLOR SPACE: RGB

FORMATS ACCEPTED: JPEG (preferred), Microsoft PowerPoint*, PNG

MOTION FILE TYPES: MP4 with H.264 compression only

AUDIO: Although the Hynes Digital Signage Network is capable of playing content with audio, we recommend that content producers not include audio in their content.

VIDEO LENGTH: Exactly 15 or 30 seconds (all videos are scheduled in 15 second increments)

VIDEO SIZE: Less than 200 MB

TRANSITIONS: All content should have a one-second fade to black at the beginning and the end for a smooth transition between pieces. The total length of your video with the fade should be in 15 second increments.

When creating content in PowerPoint, please make sure the document is an "On-screen Show (16:9)". This setting is listed under 'Page Setup'. The slides will be converted to JPEGs and played as static images. All transitions and animations added in PowerPoint will be lost.

Digital Displays
Submitting Your Files

File Naming Convention

180313 _ D _ FoodShow _ Welcome - 1

DATE FOR PLAY START	**DISPLAY TYPE**	**NAME OF EVENT**	**CONTENT DESCRIPTOR**	**VERSION NUMBER**
First day of event (YYMMDD Format)	**D** for Digital Signage Network	Specific event or advertiser name (ie. ASA, Global Help, Acme, etc.)	Identifies the contents of each piece (ie. Welcome, Schedule, etc.)	Content version number for tracking content copies

File Delivery

Please deliver all play-ready content to your Digital Media Accounts Manager via SharePoint.

Submission Deadline

All final, play-ready content must be submitted to the Digital Media Accounts Manager at least 15 days before the event or advertisement begins. This allows time for testing, approval, and scheduling.

Content Approval

All content must comply with the Massachusetts Convention Center Authority (MCCA) Content Creation Guidelines and the MCCA Digital Display Content Standards.

Please send files and questions to your Digital Media Accounts Manager.

DIGITAL MEDIA TEAM

digitalmedia@SignatureBoston.com