

CONTENT CREATION GUIDELINES



LOCATION – SOUTH BUILDING



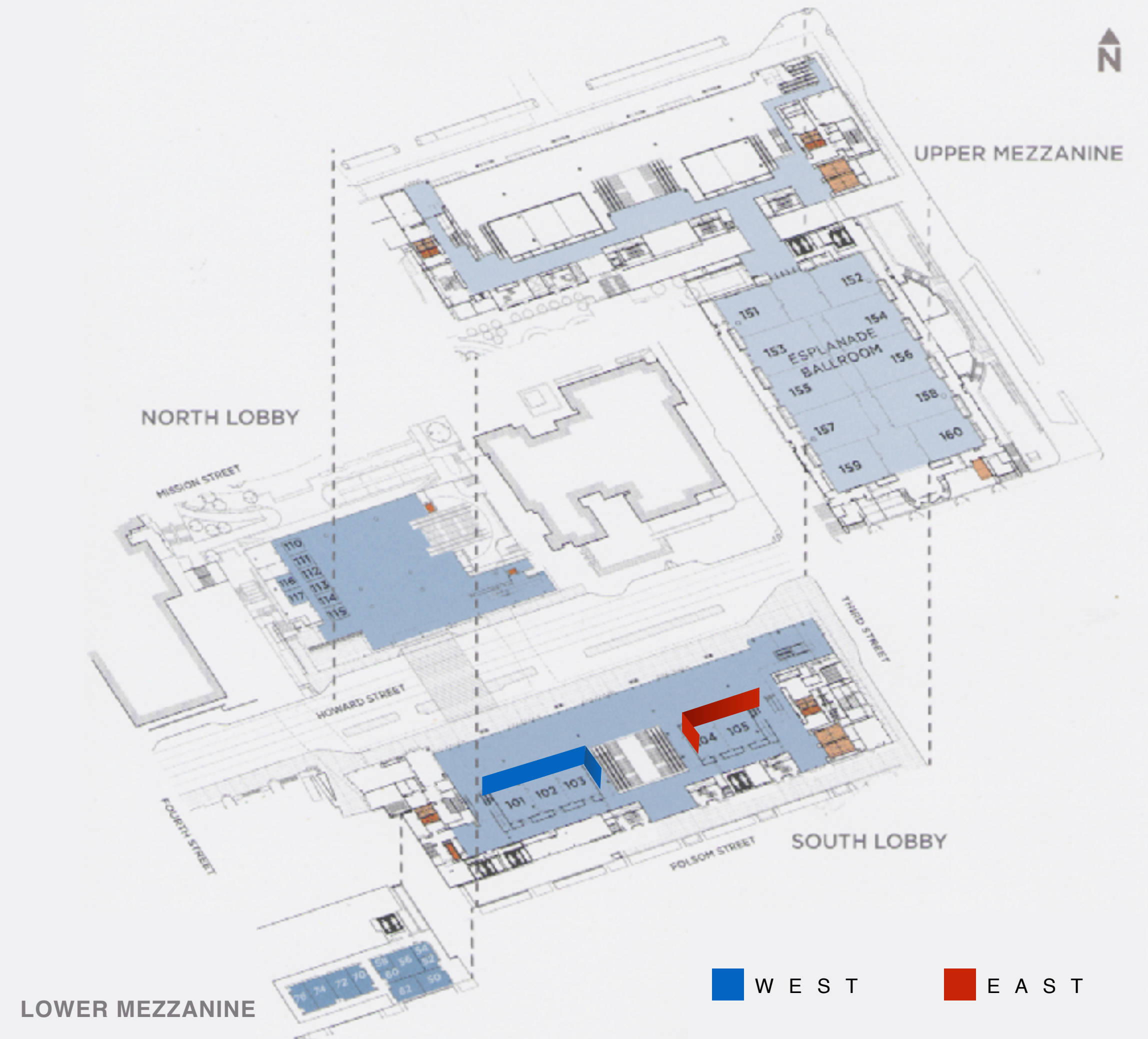
MOSCONE CENTER

The Moscone South LED Displays are located in the lobby space of the first floor of Moscone South building

This guide presents technical and creative information and the best practice guidelines necessary to create successful and engaging content that will show off the true potential of your message.

SOUTH LOBBY LED DISPLAY INFORMATION

- South Lobby East LED #1: 59'0 11/16" x 9'10 1/8"
- South Lobby East LED #2: 29'6 5/16" x 9'10 1/8"
- South Lobby West LED #1: 73'9 13/16" x 9'10 1/8"
- South Lobby West LED #2: 29'6 5/16" x 9'10 1/8"



LOCATION – NORTH BUILDING



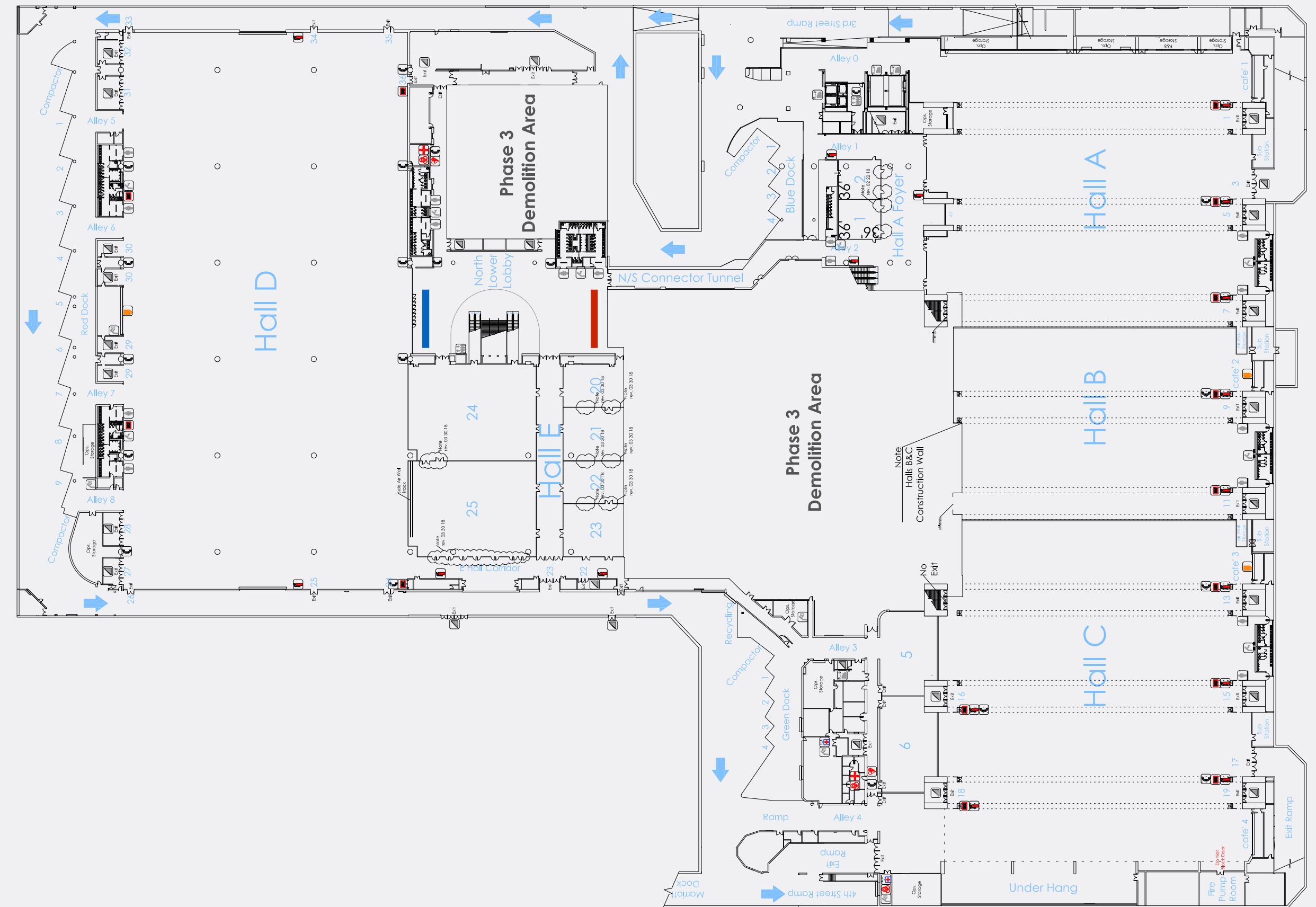
MOSCONE CENTER

The Moscone North LED Displays are located in the lobby space of the first floor of Moscone North building

This guide presents technical and creative information and the best practice guidelines necessary to create successful and engaging content that will show off the true potential of your message.

NORTH LOBBY LED DISPLAY INFORMATION

- North Lower Lobby LED Hall A-E: 20'3" x 5'7"
- North Lower Lobby LED Hall F: 20'3" x 5'7"
- North Upper Lobby LED: 19'6" x 41"



 HALL D

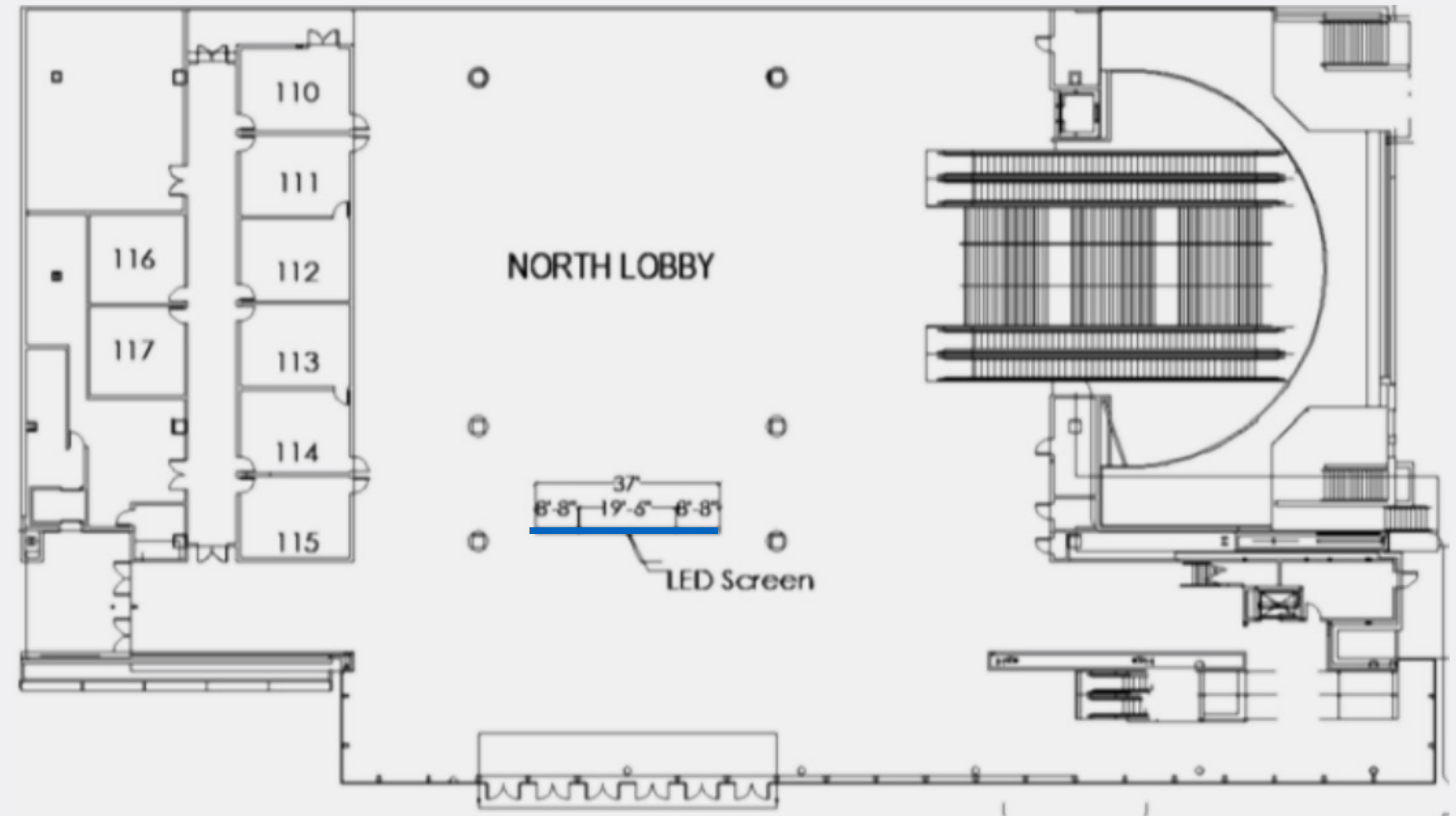
 HALL A-E

The Moscone North LED Displays are located in the lobby space of the first floor of Moscone North building

This guide presents technical and creative information and the best practice guidelines necessary to create successful and engaging content that will show off the true potential of your message.

NORTH LOBBY LED DISPLAY INFORMATION

- North Upper Lobby LED: 19'6" x 41"



 NORTH UPPER LOBBY

LOCATION – WEST LOBBY



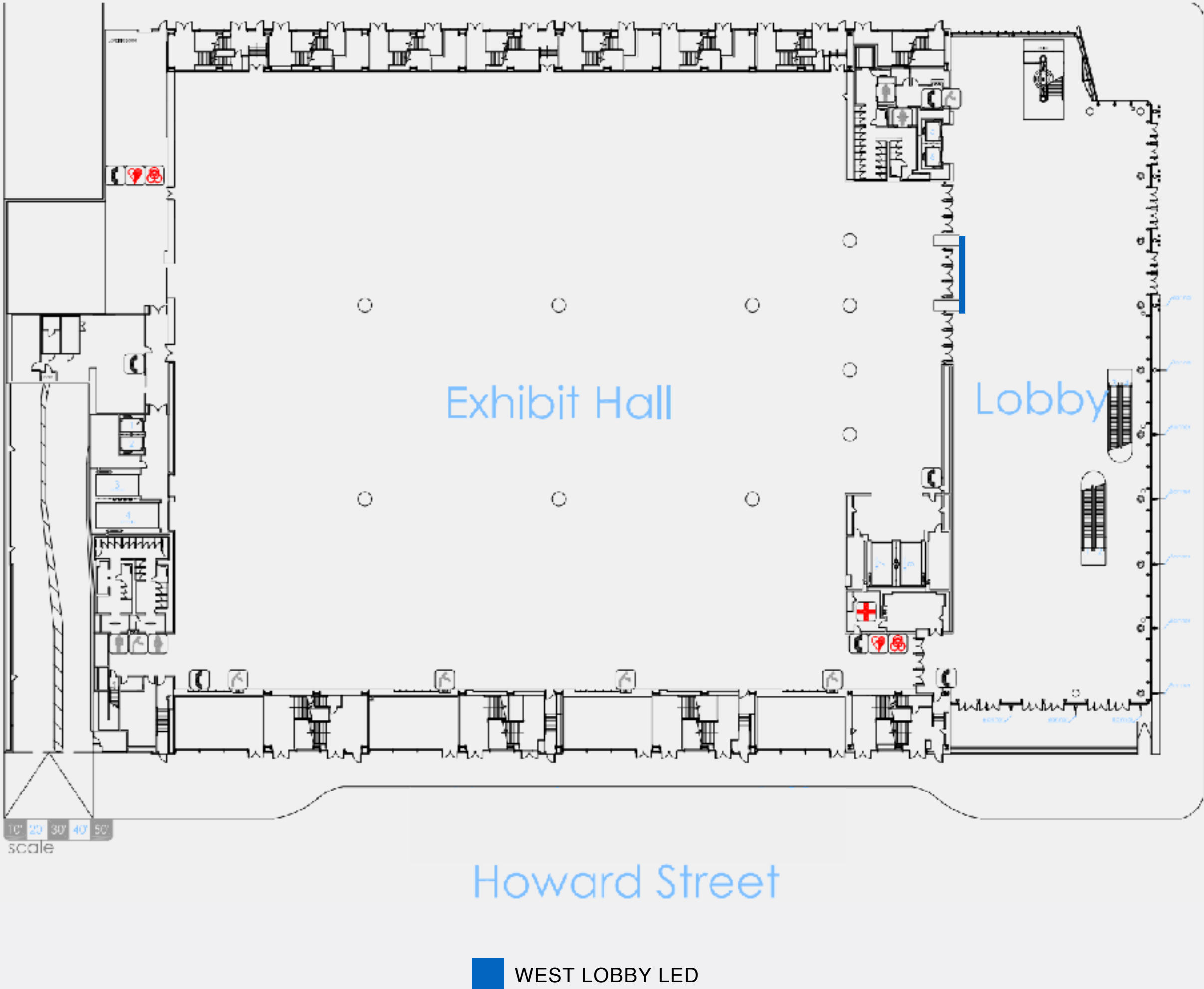
MOSCONE CENTER

The Moscone West LED Displays are located in the lobby space of the first floor of Moscone West building

This guide presents technical and creative information and the best practice guidelines necessary to create successful and engaging content that will show off the true potential of your message.

WEST LOBBY LED DISPLAY INFORMATION

- Moscone West LED: 29' x 6'4"



LED DISPLAY EXPERIENCES



ARTISTIC EXPRESSIONS

Given the high-resolution pitch of the display and its dominating presence in the lobby, artistic content will help to create desired moods and showcase the full spectrum of color capabilities of the display.

FULL MOTION VIDEO

Use of full motion video content at the display’s unique panoramic landscape aspect ratio creates an engaging experience for close-proximity viewers, as well as those who may be viewing from outside the building.

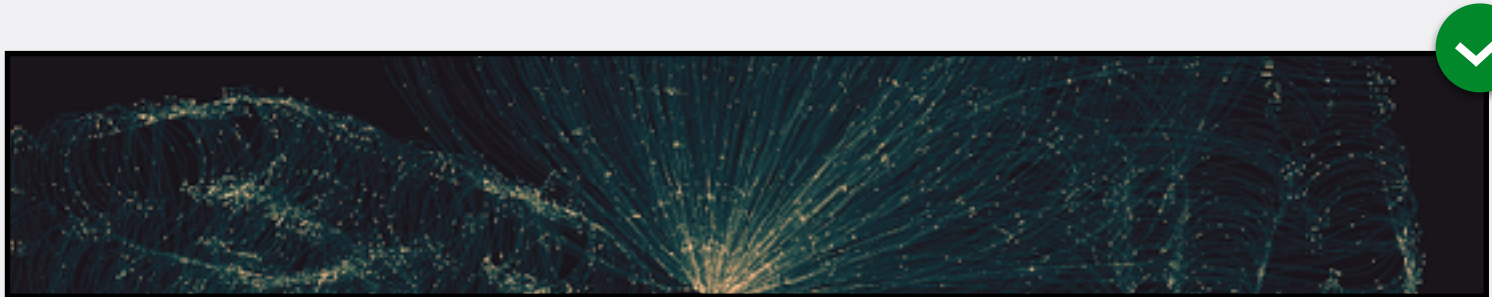
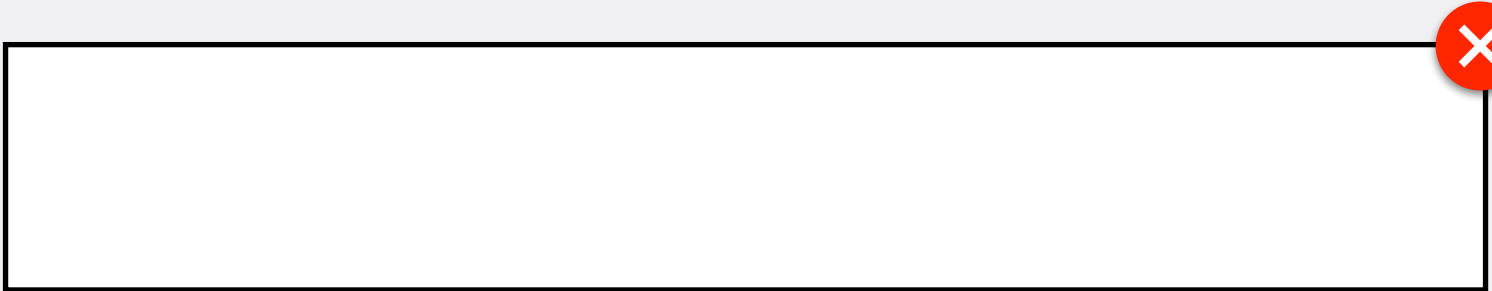
ANIMATED MESSAGES

Rich color and high-detail make the LED video displays a perfect platform for animated content, bold text messages, and product logos.

CONTENT CONSIDERATIONS



MOSCONE CENTER

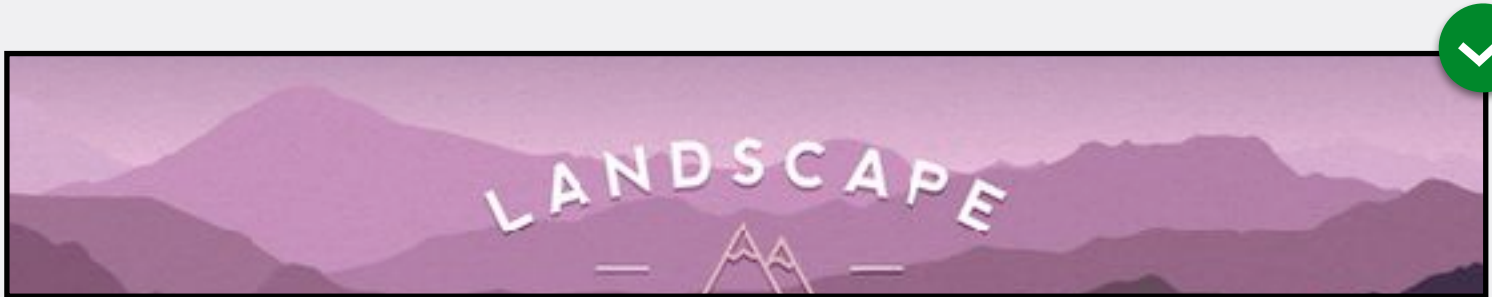


Avoid: Large Regions Of White

The use of large regions of white or very light back-grounds should be avoided. Large areas of white are very bright, are more revealing of any small imperfections in the LED grid, and can overwhelm other content.

Use: Darker, Rich Colors

The displays support a full spectrum of rich, vibrant color. Deeper richer tones display more effectively than lighter, pastel-oriented tones.

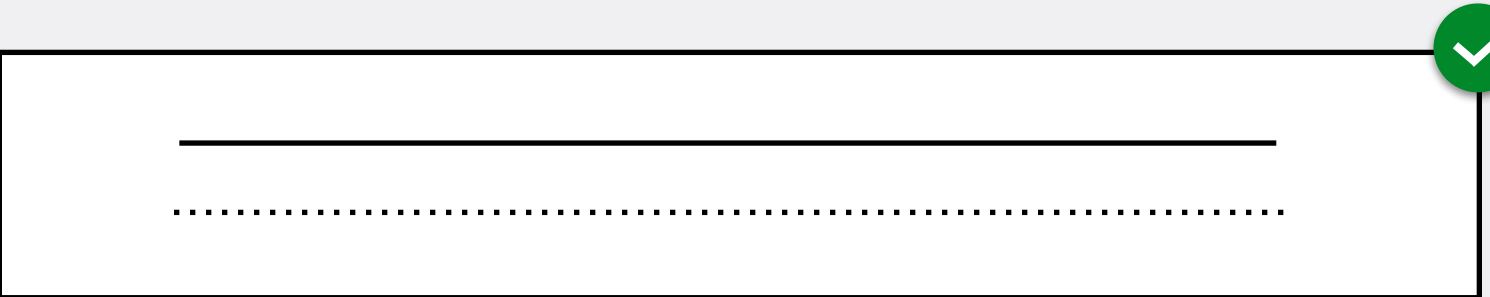


Avoid: Too Much Copy

Viewers will be disinterested and ignore content with significant amounts of text. Static images are only present on the display long enough to read a single sentence or two.

Use: Break Up Longer Messages

Text should be used sparingly, and should be made as bold and easy-to-read as possible. Combining text with illustrative or photographic imagery with a strong focal point is optimal.

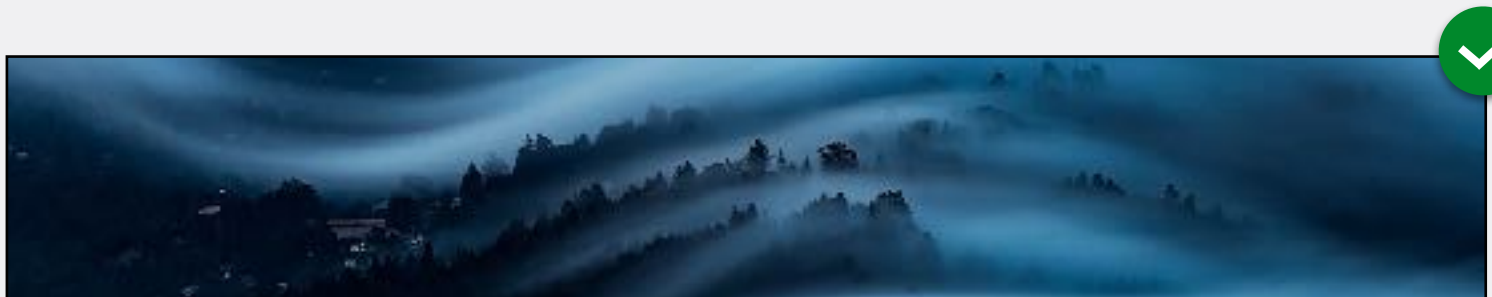
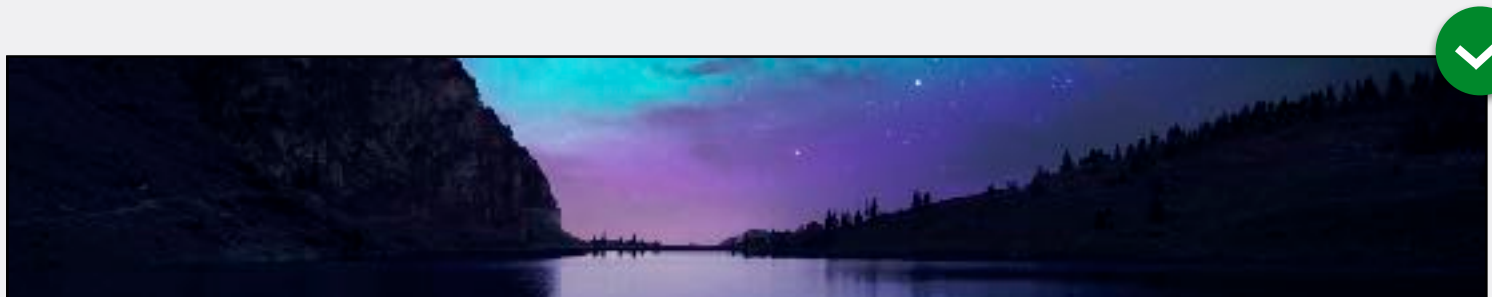
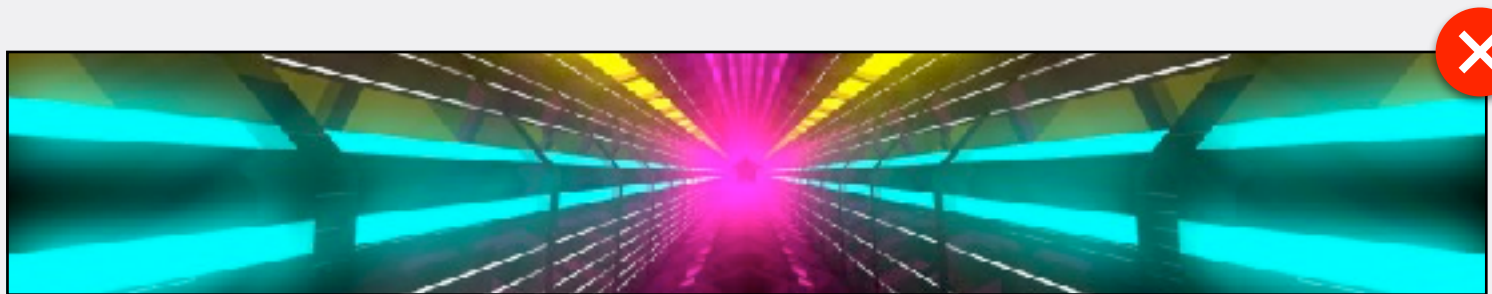


Avoid: Single Pixel Lines

Thin horizontal or vertical lines often have difficulty rendering on LED displays (looking either jagged or disappearing altogether).

Use: Thick Or Dotted Lines

If horizontal or vertical lines must be used, it is recommended to use 2-3 pixel wide lines or thicker, or wide-spaced dotted lines.



Avoid: Dramatic Or Strobing Effects

Rapidly-changing and fast-moving content can create an overwhelming motion graphics experience for people in the lobby space. When creating content, designers should be mindful that with respect to color choices, intensity of motion or movement, or the size of imagery.

Use: Tempered Effects And Pace

Slower transitions, wipes, fades, and stable video footage are recommended. Content can still be high-energy and active, just consider that it will be played on a very large screen just a few feet away from pedestrians.

Avoid: Scaling Existing 16:9 Footage

The unique panoramic aspect ratio of the displays offers a tremendous opportunity for designers and producers to create compelling, fresh content. Repurposing existing SD or HD footage for the display compromises resolution and quality from panning and cropping.

Use: Content Produced Specifically For This Portrait Aspect Ratio

Content generated at the native pixel resolution of the display that takes into account the long panoramic shape is optimal.

Avoid: Bad Tonal Contrast

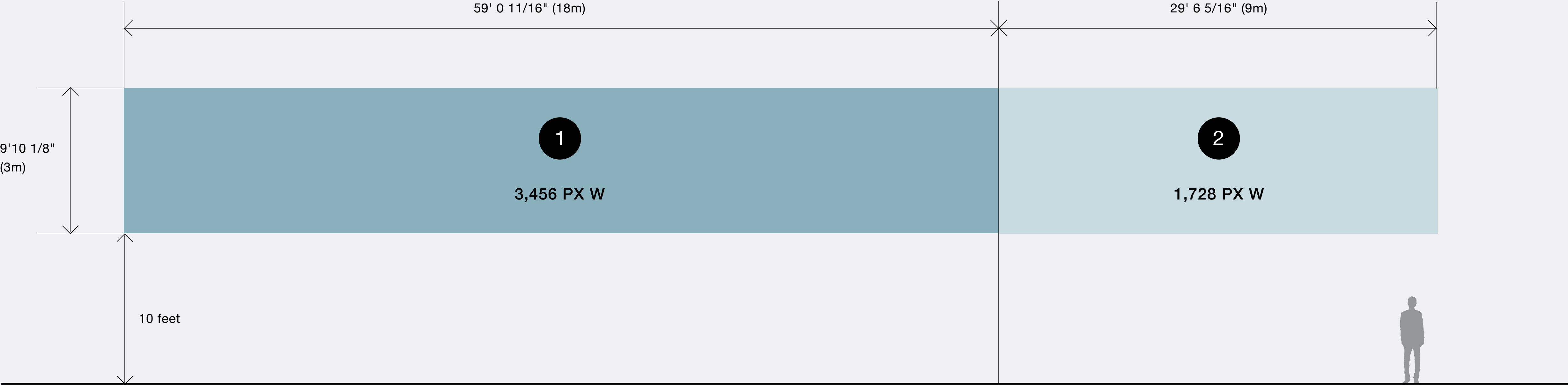
Certain complimentary color combinations with the same tonal contrast create visual “vibration” effects that result in unpleasant viewing experiences. Testing color graphics for bad tonal contrast can be done by converting the file to grayscale.

Use: Strong Tonal Contrast

Using contrasting colors that are not similar in value range makes for the most legible, pleasant viewing experience.

SOUTH LOBBY EAST LED SPECIFICATIONS

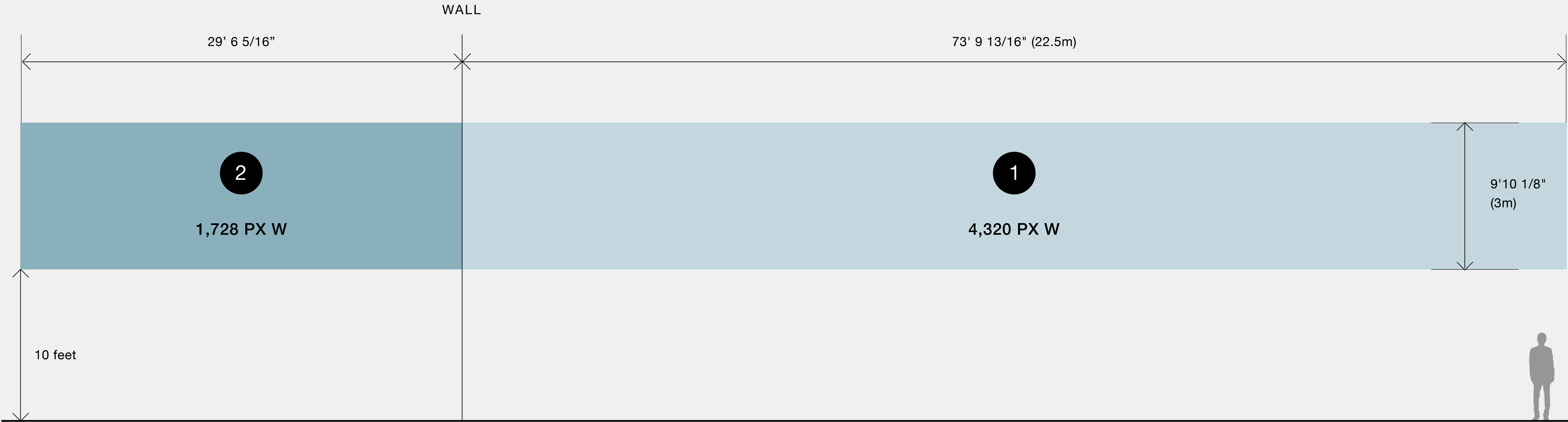
The full size of the digital display is 5,184 pixels wide x 576 pixels tall.



South Lobby East LED

SOUTH LOBBY WEST LED SPECIFICATIONS

The full size of the digital display is
6,048 pixels wide x 576 pixels tall.



South Lobby West LED

Content developers MUST use the templates linked below for content creation for these displays.

Motion

We accept motion files in the following format:

Resolution:	
South Lobby EAST	5184x576 pixels
South Lobby WEST	6048x576 pixels
Video Container:	MP4
Video Codec:	HEVC (H.265)
Video Frame Rate:	60fps
Video Bit Rate:	15mbps CBR (Constant Bit Rate)
Video Audio Settings:	No audio

All other motion file formats will NOT be accepted.

* A 24 fps or 30 fps frame rate can sometimes show stuttering animation quality especially if there is fast horizontal movement. For this reason, we STRONGLY recommend using 60 fps animated content whenever possible.

For Full Motion Video And Animation (Adobe AfterEffects)

<https://app.frame.io/presentations/393d02bb-23c4-417d-a612-08a6d5259486>

Static

We accept static files in the following format:

Resolution:	5184x576 pixels
South Lobby EAST	6048x576 pixels
South Lobby WEST	PNG & JPG @ 72 DPI
File Format :	RGB Color Format
Color:	Best Settings
Quality:	

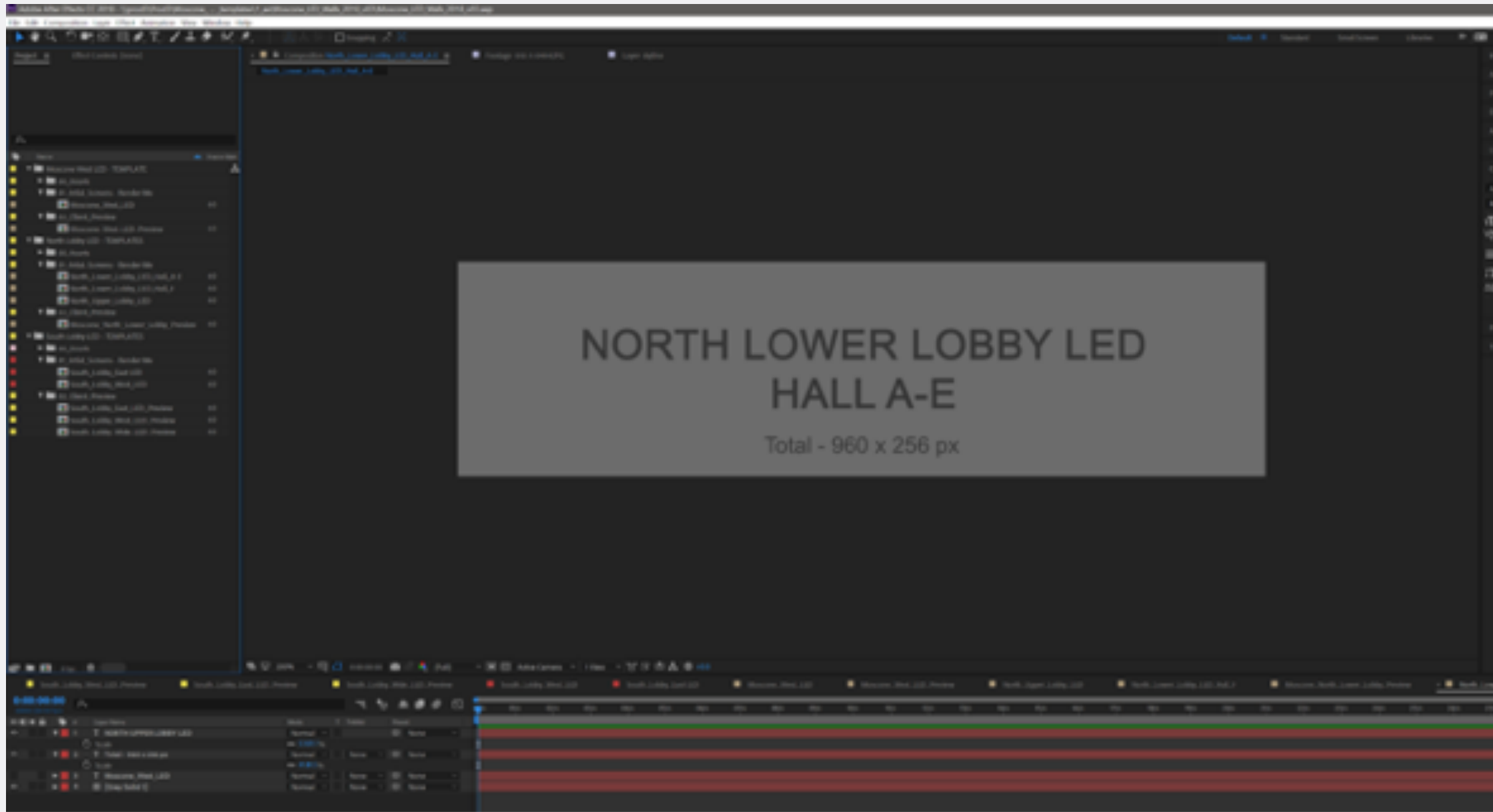
All other static file formats will NOT be accepted.

For Static Imagery (Adobe Photoshop)

<https://app.frame.io/presentations/393d02bb-23c4-417d-a612-08a6d5259486>

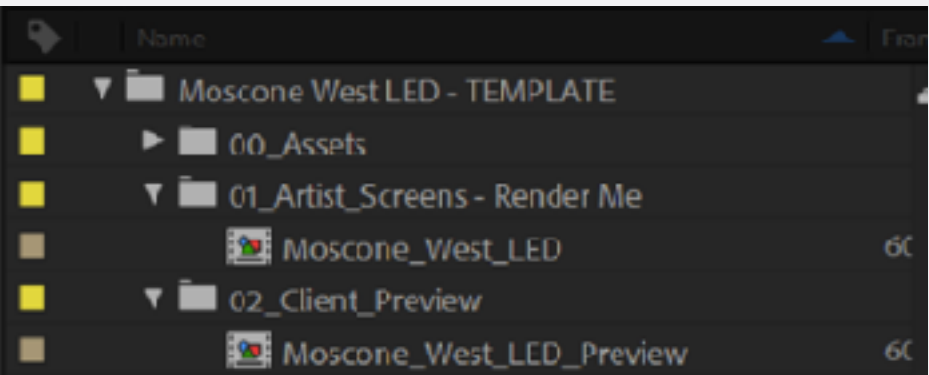
1.

Open AfterEffects template “Moscone_LED_Walls.aep”

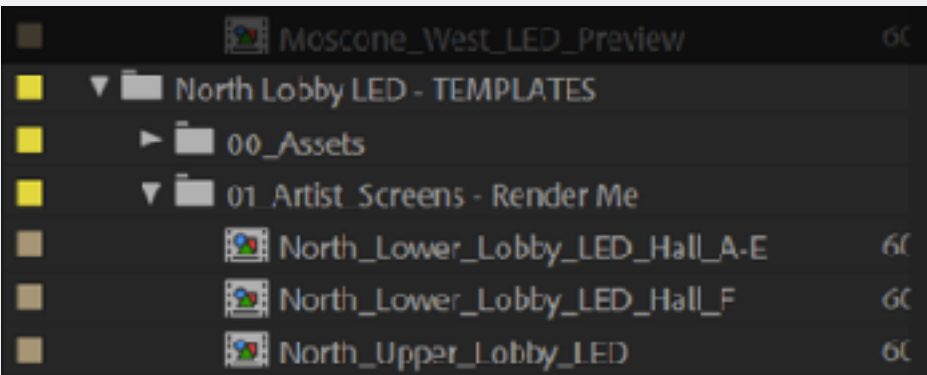


2.

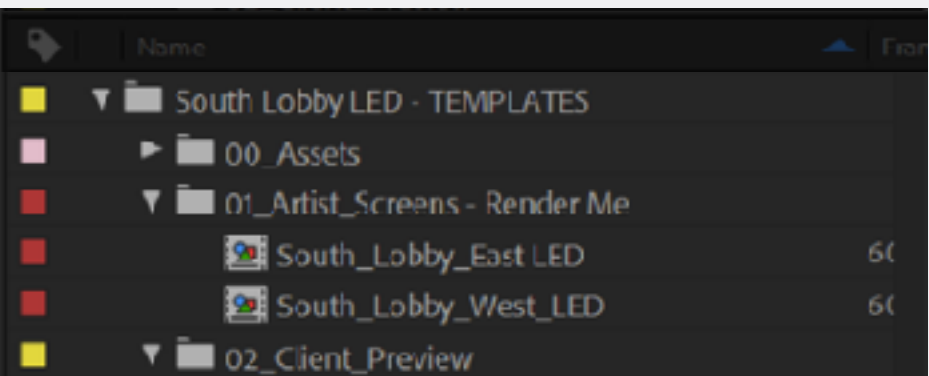
Breakdown of the three main folders in this project:



A. Moscone West LED - TEMPLATE



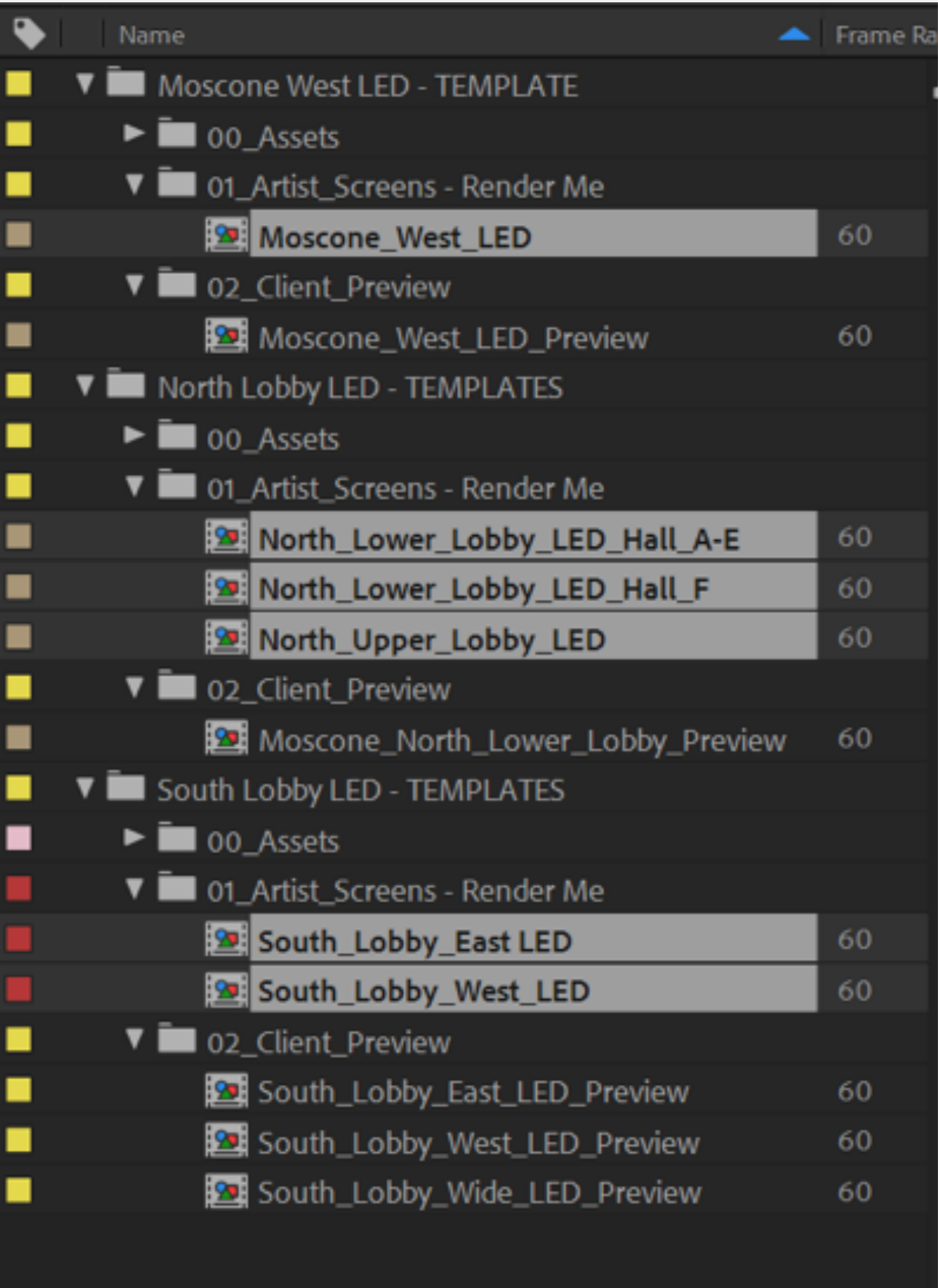
B. North Lobby LED - TEMPLATES



C. South Lobby LED - TEMPLATES

3.

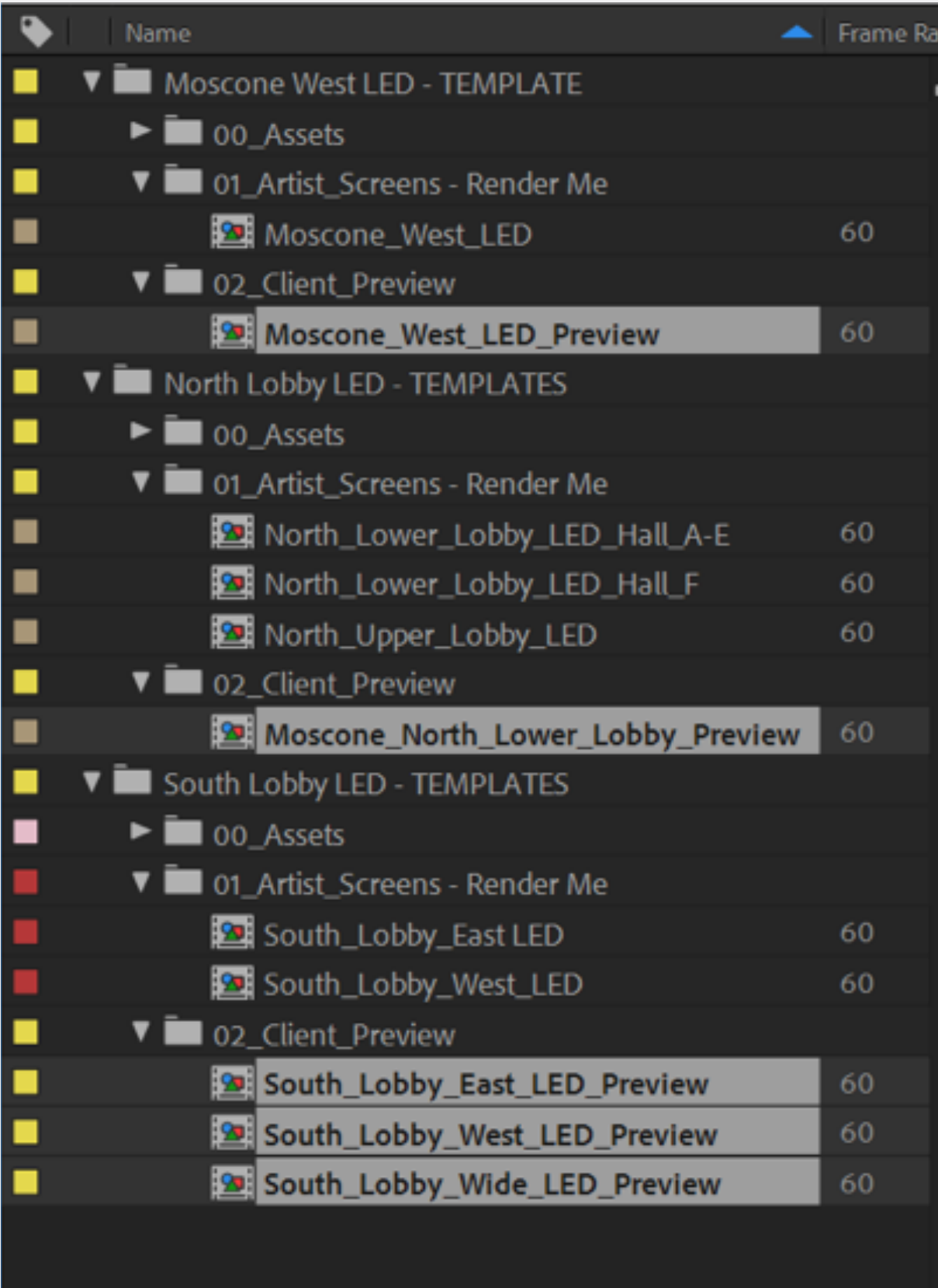
Description of each Comp in the AE project



A.

The following selected are the “Master” Comps that artists can edit in and render out using our preset compression in Media Encoder. These comps are found under the folders titled

“01_Artist_Screens - Render Me”



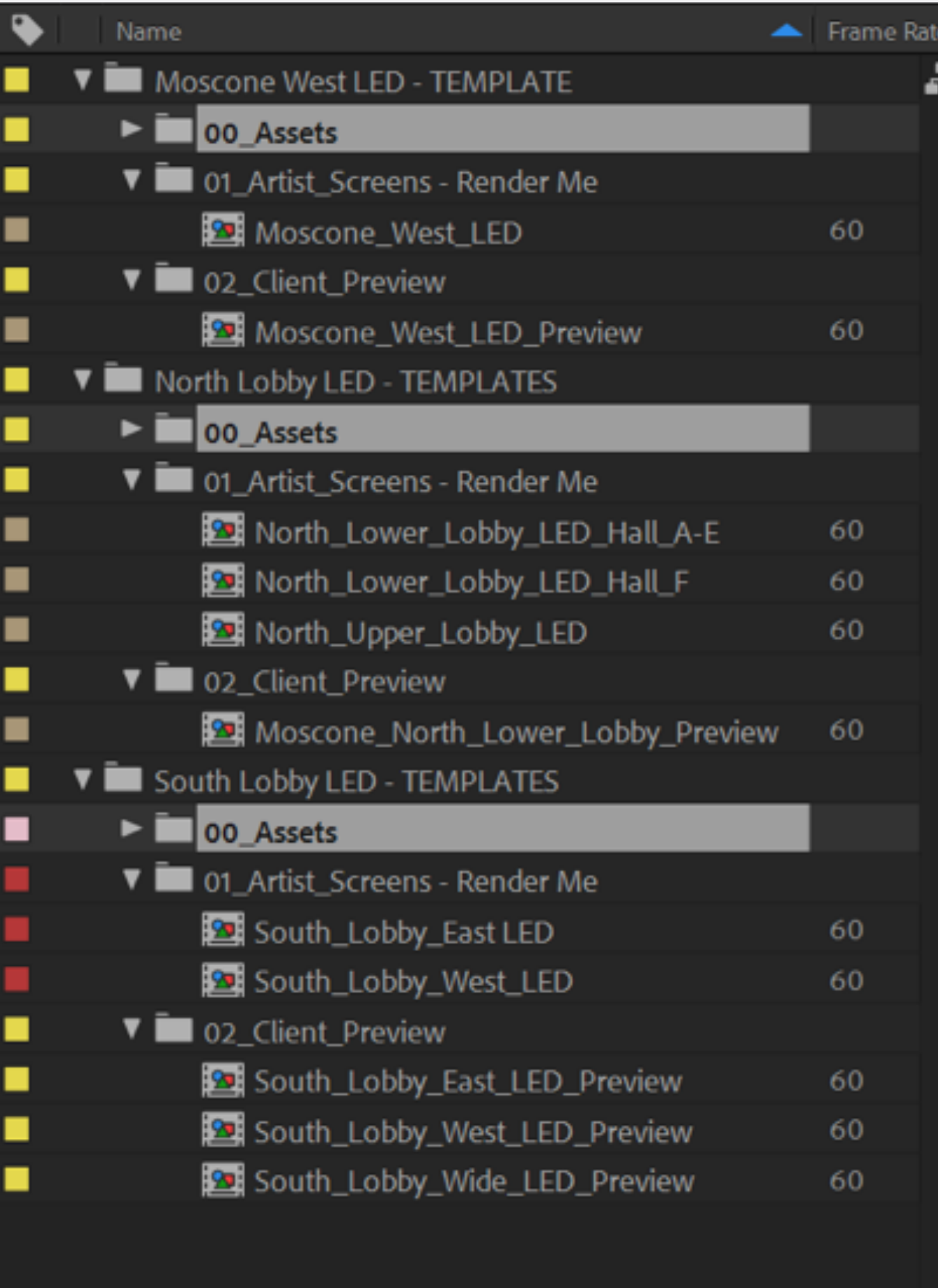
B.

The following selected are “preview” comps for pre-visualization. These can be found under the folder

“02_Client_Preview”

3.

Description of each Comp in the AE project



C.

All following selected folders should NOT be deleted as they have reference images that the template uses for visual representation of LEDs. These can be found under the folder “00_Assets”

4.

Screenview of each Comp

A. Moscone West LED - TEMPLATE



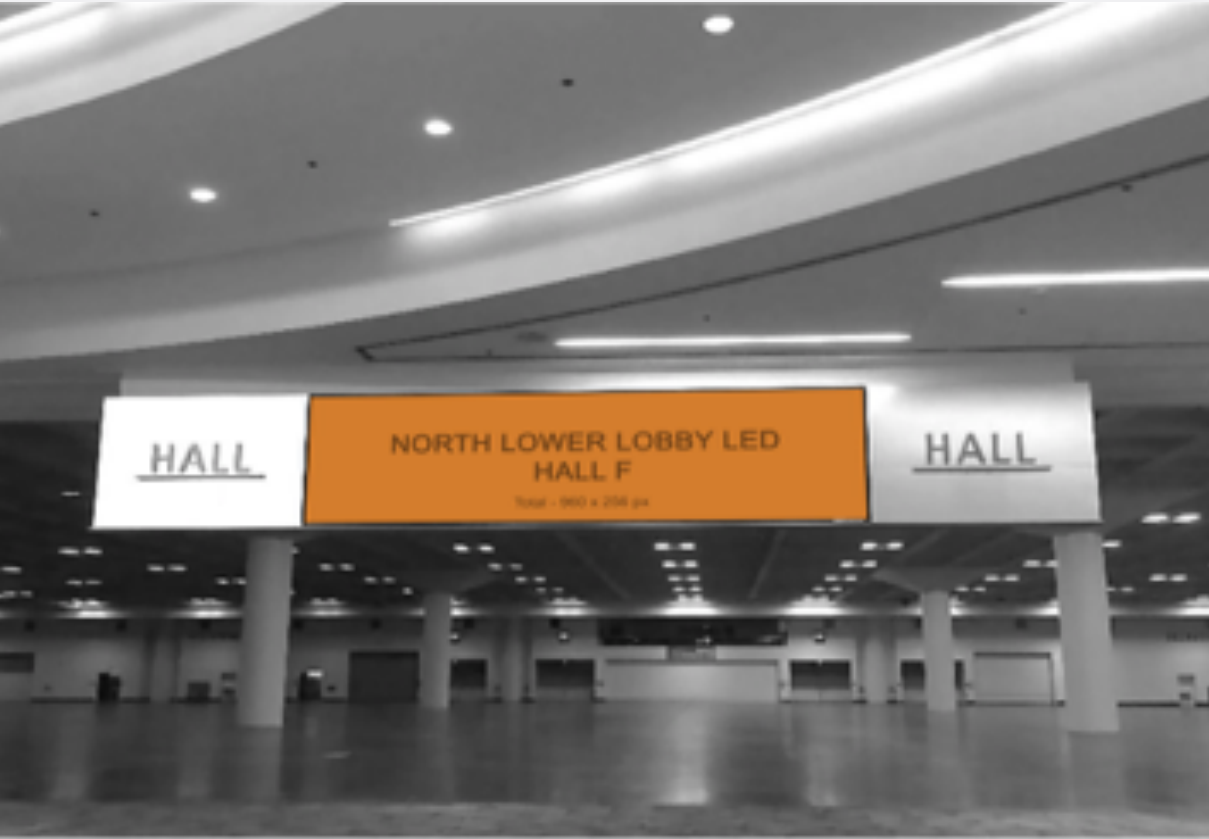
Moscone_West_LED_Preview



Moscone_West_LED

4.
Screenview of each Comp (con't.)

B. North Lobby LED - TEMPLATES

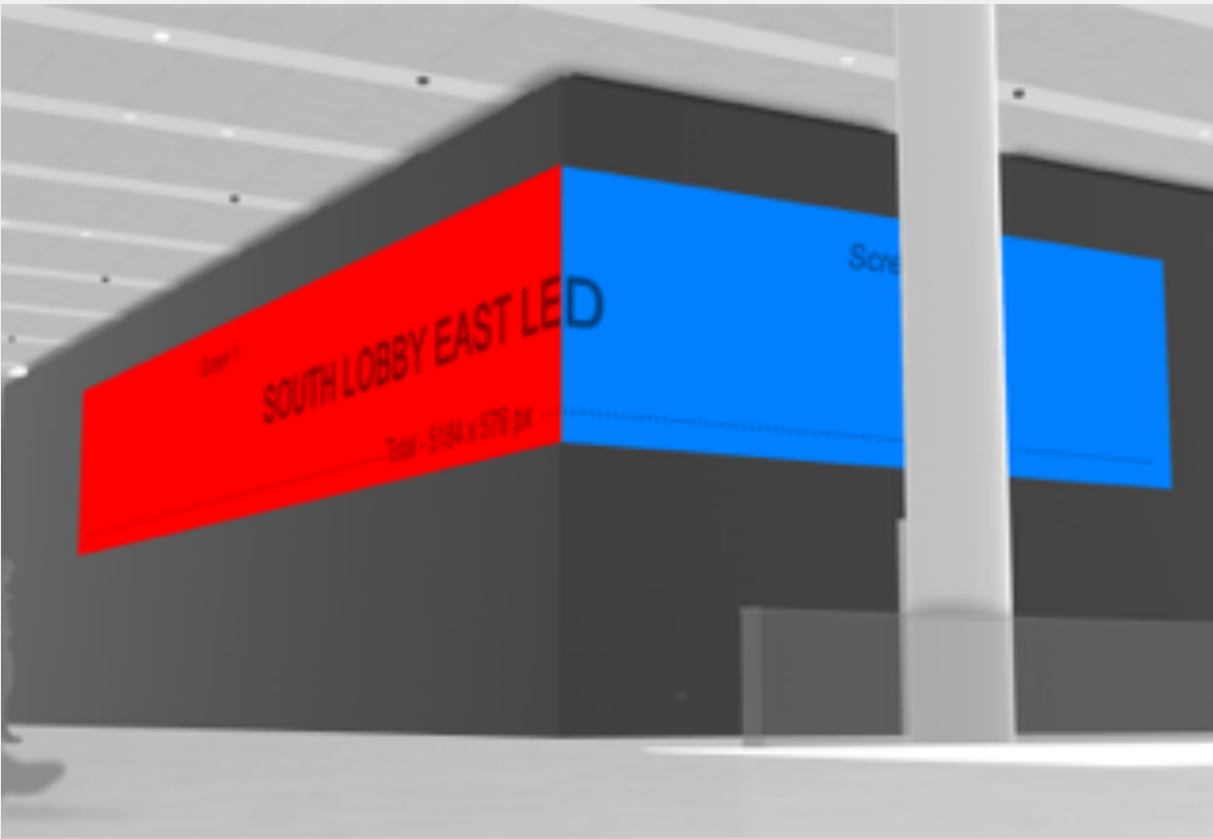


North_Lower_Lobby_Hall_F_Preview



North_Lower_Lobby_LED_Hall_F

C. South Lobby LED - TEMPLATES



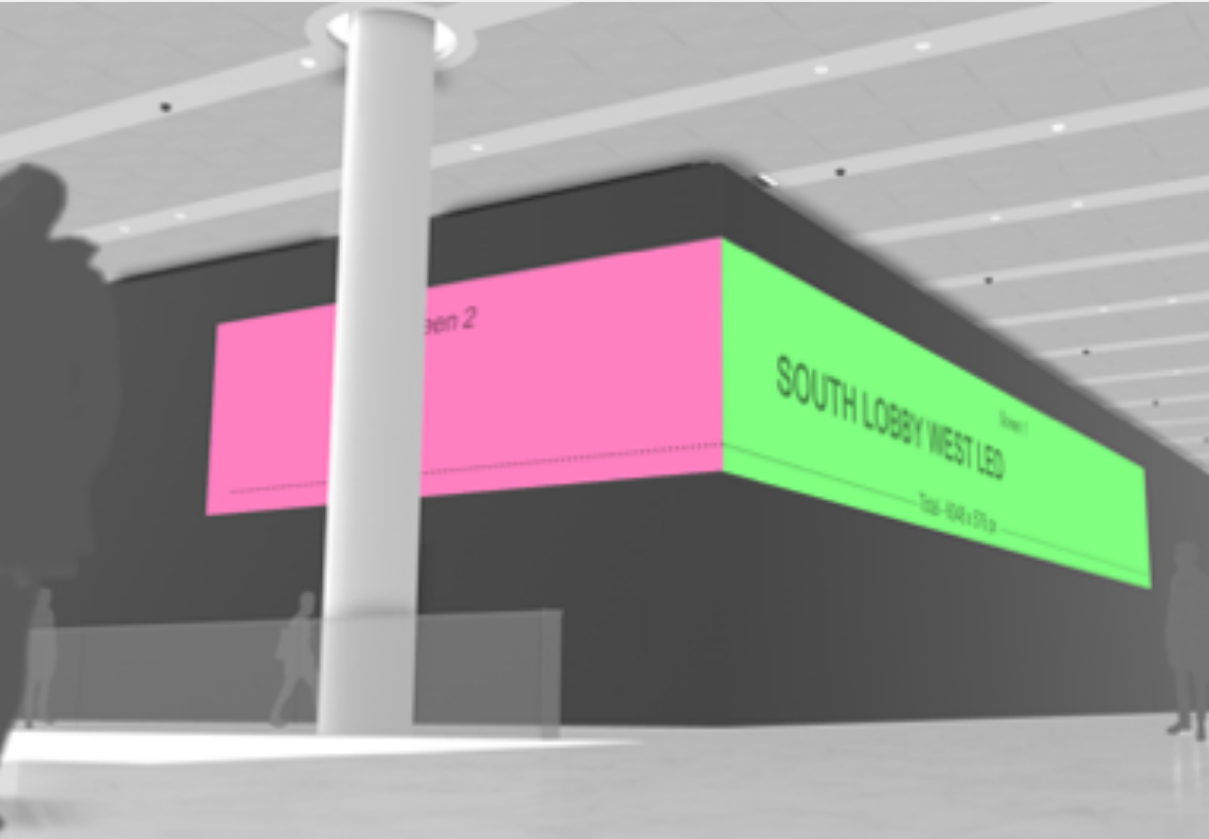
South_Lobby_East_LED_Preview



South_Lobby_East_LED

4.
Screenview of each Comp (contd.)

D. South_Lobby_West_LED

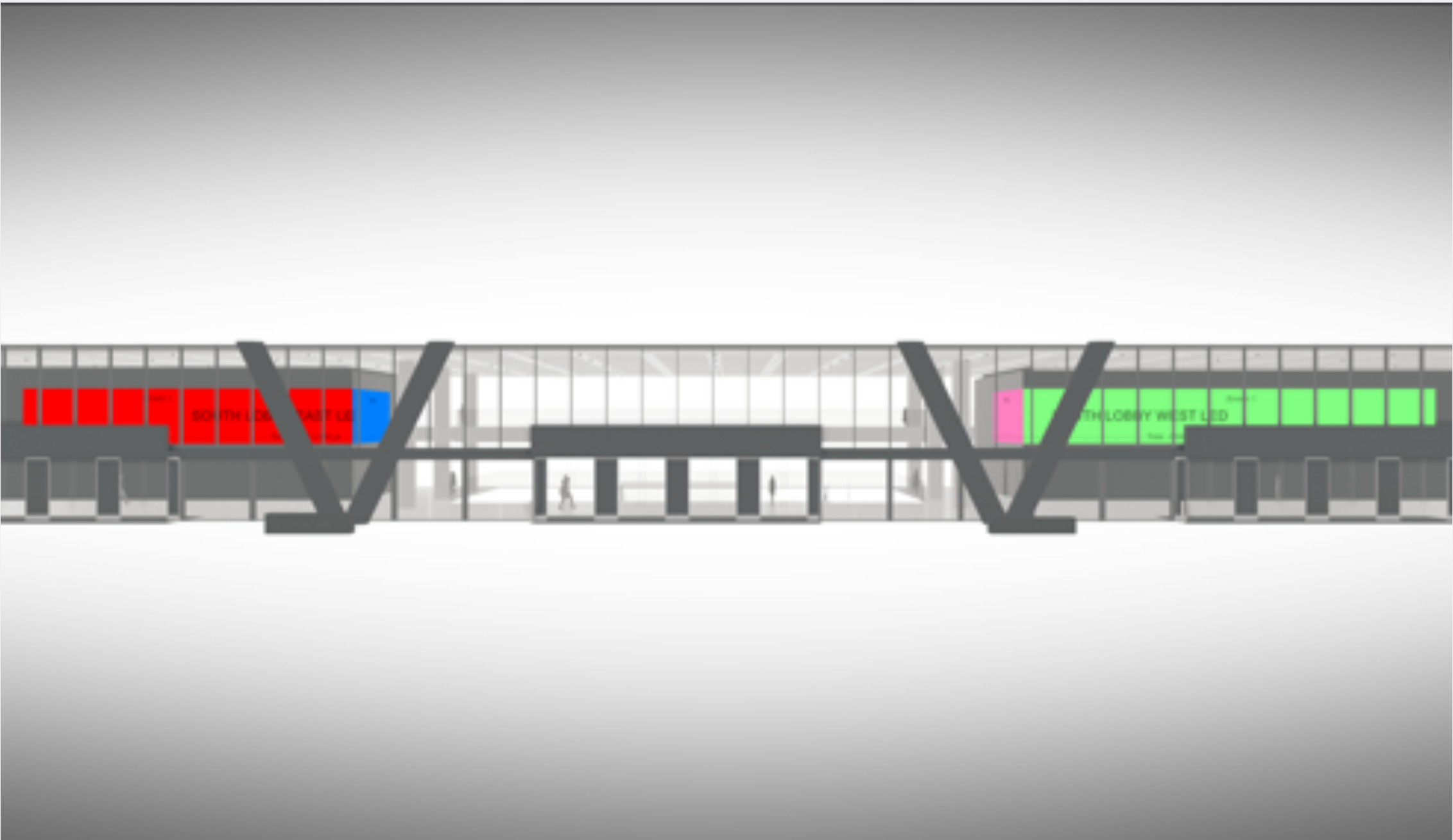


South_Lobby_West_LED_Preview



South_Lobby_West_LED_Preview

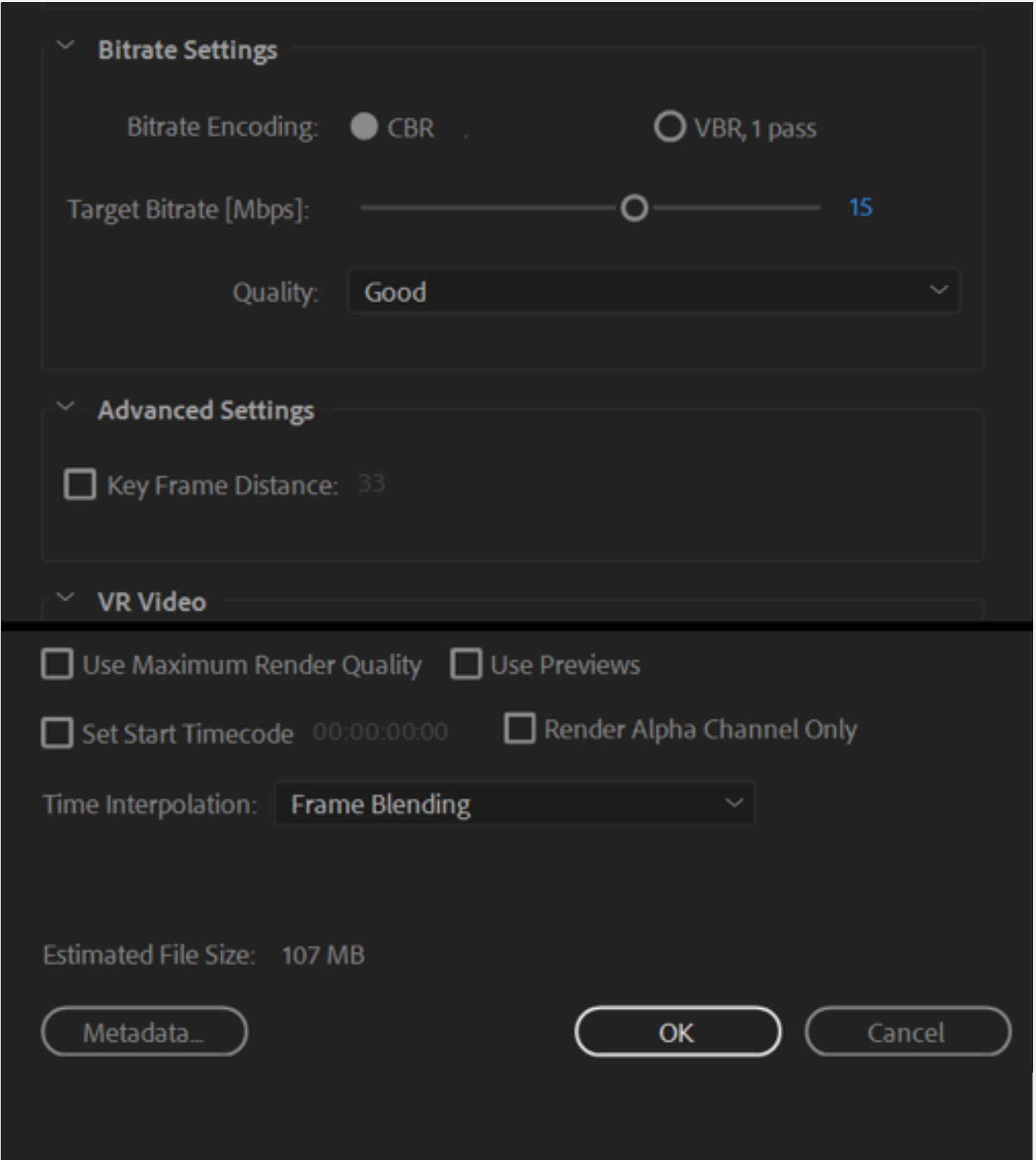
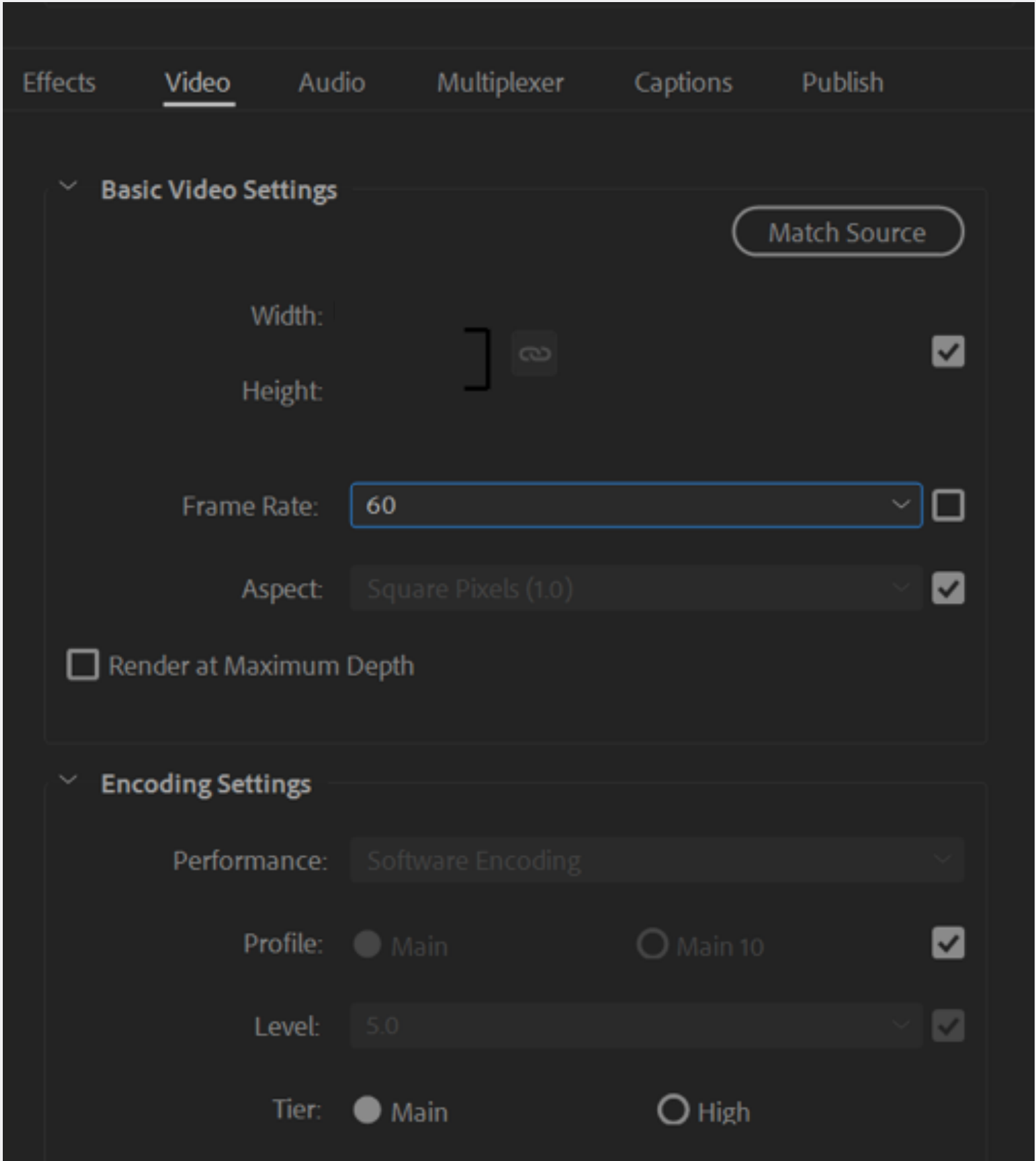
E. South Lobby LED



South_Lobby_Wide_LED_Preview

After you have rendered out of the template (as JPG/PNG sequence or uncompressed movie), then you will compress it via Media Encoder 2018

1.
Exporting out of Media Encoder

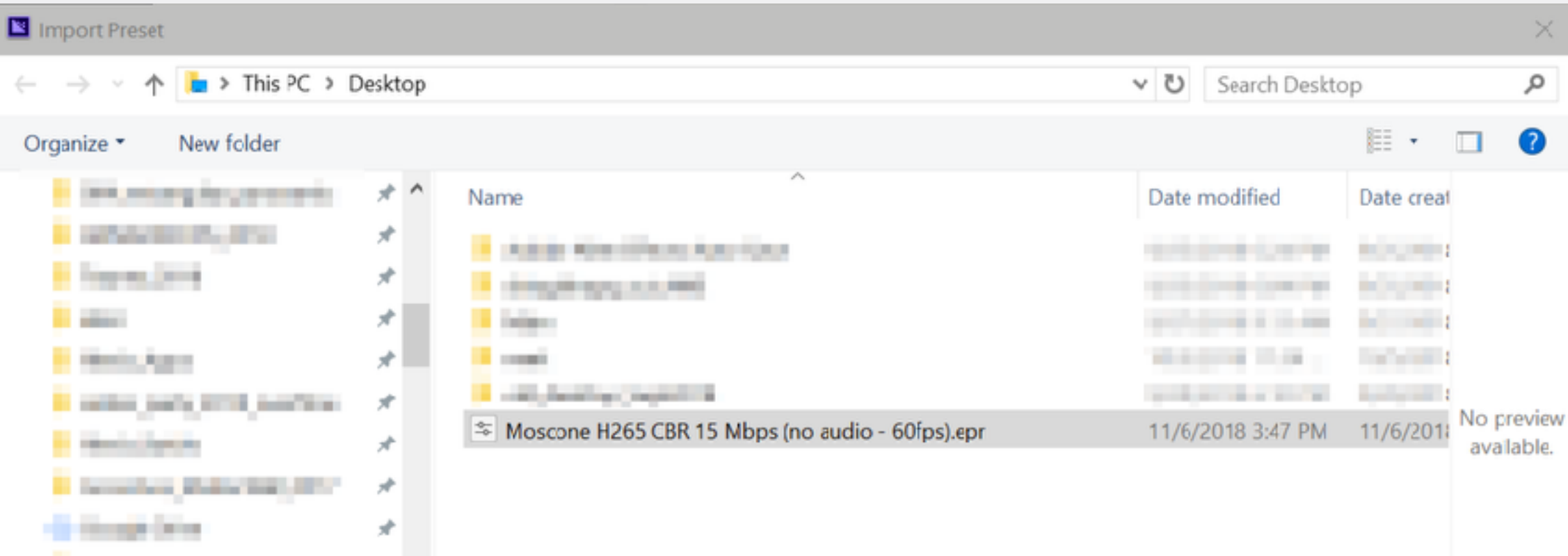


A.
The following are the settings used for the HEVC (H265) codec in Media Encoder.

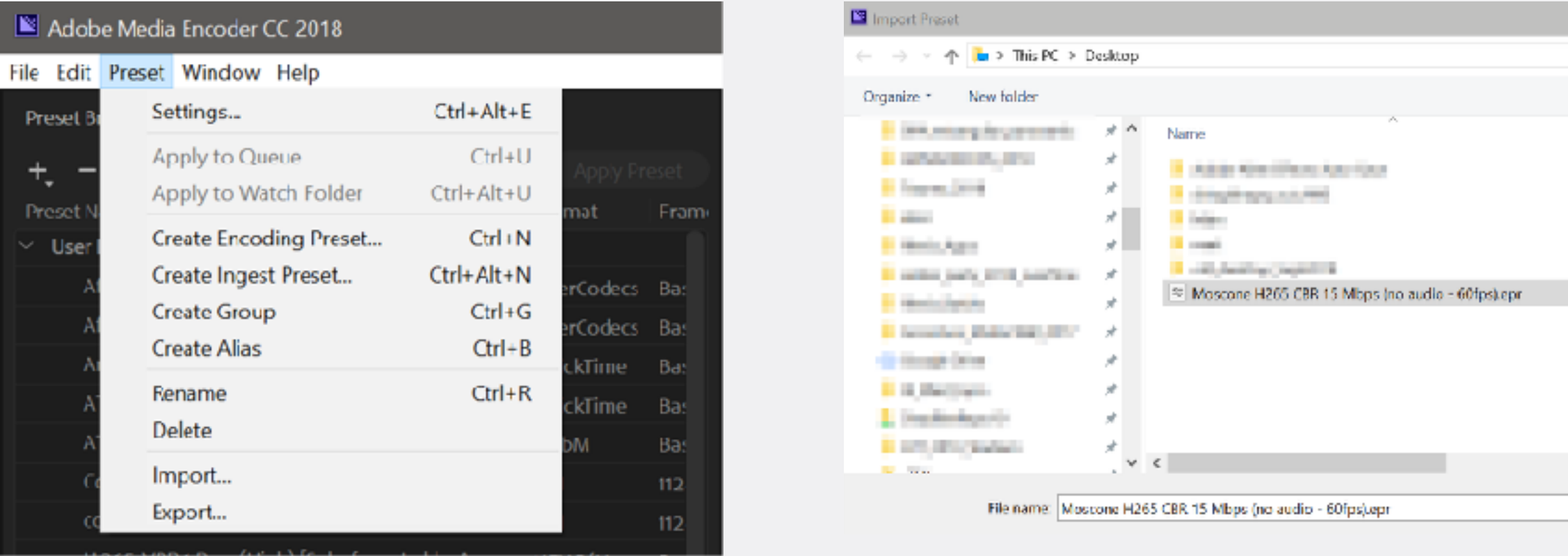
Optional to use our preset .EPR file we have created with these settings saved, download the file called “Moscone H265 CBR 15 Mbps (no audio - 60fps).epr”, then import that file into Media Encoder.

2. Optional Usage of Presets

Moscone H265 CBR 15 Mbps (no audio - 60fps) .EPR



Importing Presets



To import the .EPR preset file, download it and goto Media Encoder and import it via menu Preset>Import

FILE NAMING

Please use this content nomenclature to ensure correct scheduling of the proper content.

Number	Description	Version
01	AppleWelcome	V01

Number
01, 02, 03, etc. Single digits must start with zero.

Description
Descriptive name for content (e.g. AppleWelcome, GooglePlayDemo, OracleKeynote, etc)

Version
V01, V02, V03, etc
To help with version control

FILE SUBMISSION

Please post files to the Moscone cloud server.

<https://mfm.moscone.com>
Login: msled
Password: Today137