



Updated October 27, 2009

## HD LOBBY SHOW SPECS & HD LOBBY SHOW CREATIVE DELIVERY INFORMATION

The following document contains production & delivery specs for HD LOBBY SHOW client creative, contracted to appear in Cineplex HD lobby show.

On average, 2 weeks are required to approve, create and distribute a HD lobby commercial. Please ensure that all deadlines and production specs are met. No spare time has been factored in for creative extensions. Therefore, the producer should contact all suppliers well in advance to ensure elements, quotes and approvals can be obtained on schedule. Note: Client creative will be sent to our supplier, MIJO, in Toronto for processing.

Any creative deadlines that are missed will result in additional costs and may result in a delay of the campaign for which Cineplex Media will not be held responsible. Cineplex Entertainment must pre-approve all creative prior to production as per the terms and conditions in your client contract. Each contract is entitled to one creative spot per month, per language. Any additional creative may result in additional cost.

If you have *any questions* about deadlines for your creative, please immediately contact your sales rep at Cineplex Media.

For production spec questions, contact  
Marina Araujo (416) 539-8800 ext. 262 or  
Charlene Ham ext. 247

Thank you for your business!

## PRODUCTION GUIDELINES – HD LOBBY SHOW

The following is a reference guide to prepare video for playback on the Cineplex Entertainment HD Advertising Cinema Operating System (HD ACOS). These specifications will cover the layout of graphics, supported tape and digital media formats.

### Programs can be delivered in any of the following formats:

1. HD Tape Format: HD CAM (Programs in HD1080 will be down converted to 720p to meet the specification of the HD ACOS system.)
2. SD Tape formats: Digital Betacam, Betacam SP, IMX, SX
3. Mini DV, DV Cam 25.
4. JPEG 2000 or Motion JPEG Quicktimes at 100% quality

**PLEASE ENSURE THE COMPRESSION SETTING IN TABLE READS “JPEG 2000 or Motion JPEG at 100% quality”**

<i>DESCRIPTION</i>	<i>SPECIFICATION</i>
<i>Content Resolution</i>	1280 x 720 (width x height)
<i>Pixel Geometry</i>	Square 1:1
<i>Aspect Ratio</i>	16:9 (1.78:1)
<b>TEXT SAFE AREA</b>	<b>1152 pixels x 648 pixels</b>
<i>Color Mode</i>	24-bit RGB
<i>Audio</i>	<b>NOT AVAILABLE FOR HD LOBBY SHOW</b>
<i>Frame Rate</i>	29.97
<i>Compression</i>	JPEG 2000 or Motion JPEG at 100% quality

Files should be created and submitted to MIJO (see “Delivery Of Your Creative” on following pages). Any production content changes (i.e. picture) can be accommodated but will be quoted separately by MIJO. Contact Amanda Champion at MIJO 416-964-7539 with any questions regarding costs for content changes.

### For content created by MIJO

On average, 2 weeks are required to approve, create and distribute a spot. Please ensure that all deadlines and production specs are met. No spare time has been factored in for creative extensions. Therefore, the producer should contact all suppliers well in advance to ensure elements, quotes and approvals can be obtained on schedule. Spots are subject to individual quotes and conditions, based on materials supplied.

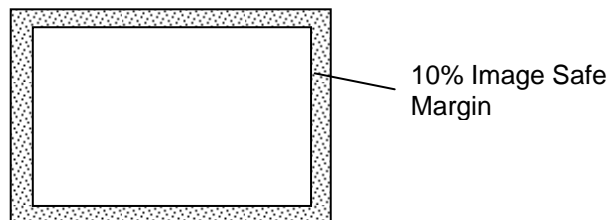
## PRODUCTION GUIDELINES – DIGITAL MOTION HD continued

### Video Layout

The High Definition format that our system targets is 720p (1280x720), 29.97 FPS, the aspect ratio for this format is 1.78 (16x9). In order to make sure that all text is displayed on the screen, please remember that all video displays have some over scan, and that the text and all relevant graphics should be placed within the “viewable safe area”, approximately 90% of the width and height of the frame. If content is outside of this area, it may not be seen when projected. Therefore, all graphics and text that must be displayed should not be placed outside the safe area.

### Up-conversion / Aspect ratio conversion from Standard Definition

An up-conversion service is available, however spots submitted for up-conversion must be of very high quality and will be subject to quality inspection. Despite all possible care being taken, the reformatting process will soften the image somewhat. **ASPECT RATIO:** Files submitted with aspect ratios other than 16x9 format for the lobby show, (example: 1.33:1 or 1.85:1 aspect ratio) will be pillarboxed for presentation on screen. To avoid pillarboxing, please provide artwork to fit our specs, listed below by creative deadline.



### Audio

No audio is available for the HD lobby show. Contact your rep for further details.

## DELIVERY OF YOUR CREATIVE

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### IMPORTANT!

ALL INCOMING CREATIVE MUST COMPLY WITH THESE NAMING CONVENTION

RULES – Please read and name your spots accordingly:

Label as follows: (Client Name)-(Spot Name)-(Duration and Language)-(Month spot is to begin airing)-LOBBY.(file format)

(ie: Lexus-Iceboat-30-ENG-Dec-LOBBY.mov)

**\*If you are sending a hard copy of your spot – please *also* insure that you label the spot “FOR CINEPLEX HD LOBBY SHOW”**

Please see below for delivery information for your creative material. Note labeling /naming convention instructions (above). Please also insure that your creative arrives by the deadline date assigned by your sales rep at Cineplex Media.

**\*If you intend to ship a hard copy of your creative, please correctly pre-label the material as per instructions above and ship to:**

**MIJO**

**635 Queen St. East, Toronto, Ont., M4M 1G4**

**Attn: Amanda Champion – Production coordinator 416-964-7539**

**amanda.champion@mijo.com / and cc: olivia.shin@mijo.com**

### FOR ELECTRONIC / FTP SUBMISSION:

When submitting content, you *must* adhere to the naming convention for your spot listed at the top of this page. Failure to follow this naming convention may result in delays in the spot's start date.

Copy and paste the link below into your internet browser, once opened you should be able to upload your file into this website:

<http://www.mijo.com/dps>

username: cineplexincoming

password: cininc1152

**Once your file is completely uploaded, please send an e-mail to the names listed below.**

**DPS@mijo.com and cc: Marina.Araujo@cineplex.com and**

**Charlene.Ham@cineplex.com**

**(Send your email notice of file upload to both staff members at Cineplex Media)**

**Your email should note particulars of your creative delivery, including file name.**

If you have any problems accessing the server, please contact  
Amanda Champion or Olivia Shin at MIJO (see contact information above.)

**PRIVACY NOTICE** – Although MIJO will do their best to remove material as it has been uploaded, your files (names only) may, for a short time be viewable by others visiting this FTP address – files cannot be downloaded by anyone except for MIJO. If you are concerned about privacy issues, your safest bet would be to provide your material in hard copy format to MIJO or Cineplex Media by the deadlines assigned by your sales rep.

**Thank you for your business!**