



ON

smart media

An OUTFRONT Media company

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PROJECT TITLE

OCCATIBUS ASPIT LANIHITAS EATUR SAPIT

What advertising opportunities are on the digital rail at Nationals Park?

The digital rail at Nationals Park is a cutting-edge OOH experience. Located at the entrance/exit way at Navy Yard rail station, one block from Nationals Park, the digital displays are visible to riders as well as pedestrians on the street. Using our game-changing On Smart Media Platform, brands will have the chance to engage consumers with their message like never before.

How can the digital rail at Nationals Park connect with consumers?

Capital Riverfront continues to develop with new housing, office buildings, restaurants, entertainment and other commercial establishments surrounding Nationals Park, home to the MLB Washington Nationals. As consumers take in their exciting new surroundings, your OOH ad will be the last message they receive before making a service or buying decision.

Why is the digital rail at Nationals Park valuable to advertisers?

Navy Yard rail station continues to increase ridership with game days carrying 45% of fans. With the ability for advertisers to make updates and customizations to these three vibrant digital displays, this digital sets the out-of-home standard for campaign efficiency and visibility.

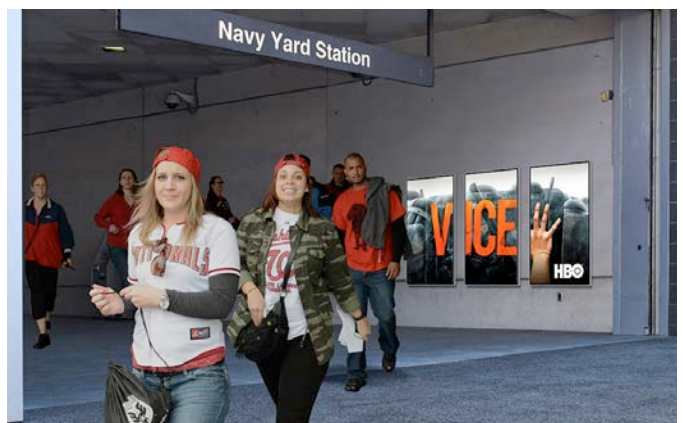
Product Information

- Three Screens
- Each Screen Size 65"
- Spot Length :15
- Loop Length :60
- Full Motion or Static
- No Sound

**413,184 4 Week
Station Circulation +
a spike in ridership on
baseball game days**

Coverage

- MLB Nationals Park
- Navy Yard
- US Dept of Transportation
- Capital Riverfront
- The Fairgrounds/Bullpen
- Yards Park
- Waterfront



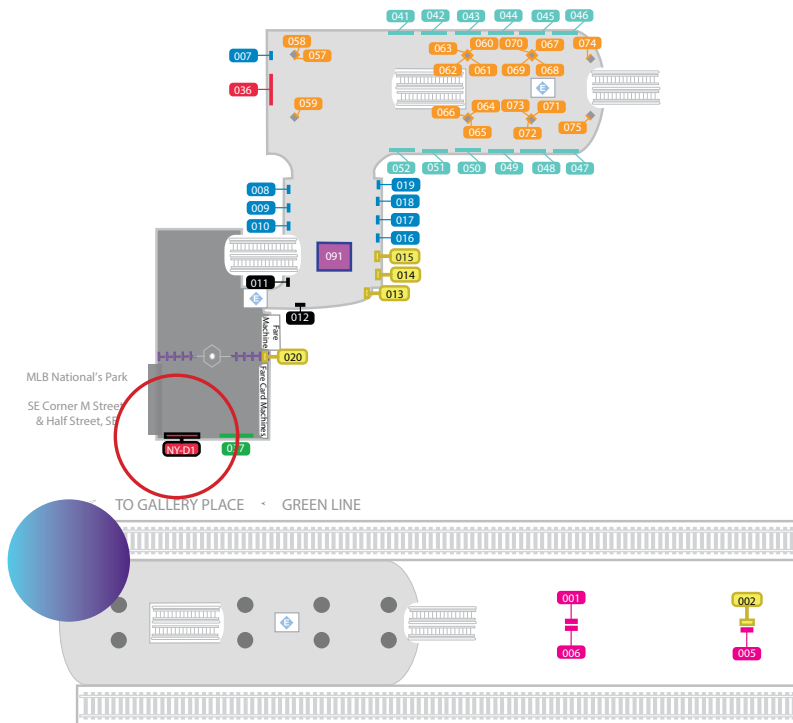
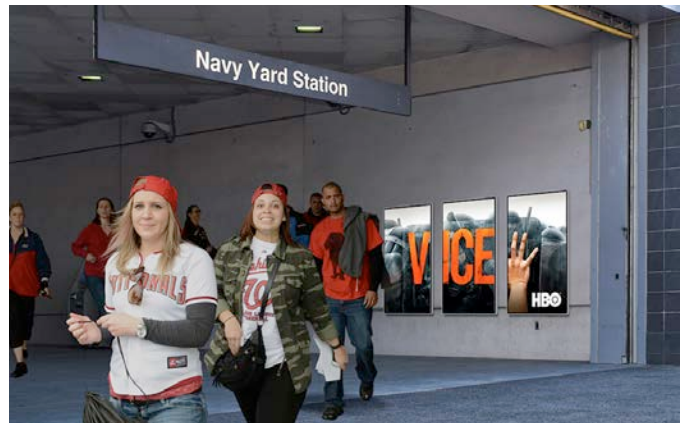
PROJECT TITLE

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CONCEPT

The Digital Rail at Nationals Park is a cutting-edge OOH experience. The three ON Displays are located at the entrance/exit at Navy Yard Metrorail station, one block from Nationals Park. The digital displays are visible to rail commuters as well as pedestrians on the street.





PROJECT TITLE

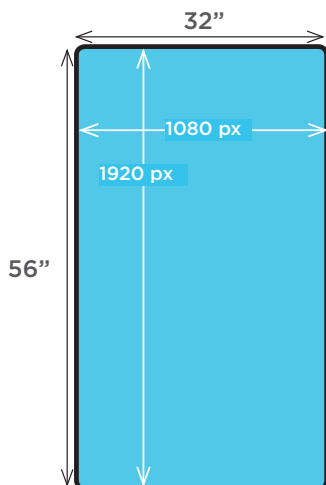
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LOCATION DETAILS

Specifications

ON Display Type	ON.6X, approx 65" diagonal
ON Display Orientation	Portrait
Number of ON Displays	3 (all on one wall)
Distance Between ON Displays	10"
Sound	No
Full Motion	Yes
Loop Length	60 seconds
Slots	4
Slot Length	15 seconds

ON.6X Display



FILE FORMATS

Still image

Format	PNG
Resolution	1080w x 1920h (HD) (Vertical/Portrait)

Video & animation

Video Codec	H.264, Main Profile @5Mbps
Container Format	MP4
Resolution	1080w x 1920h (Vertical/Portrait)
Video Bitrate	~200 mbps
Frame Rate	30 fps
Aspect Ratio	16:9
Chroma Format	4:2:2

ENDIT, QUASPIET

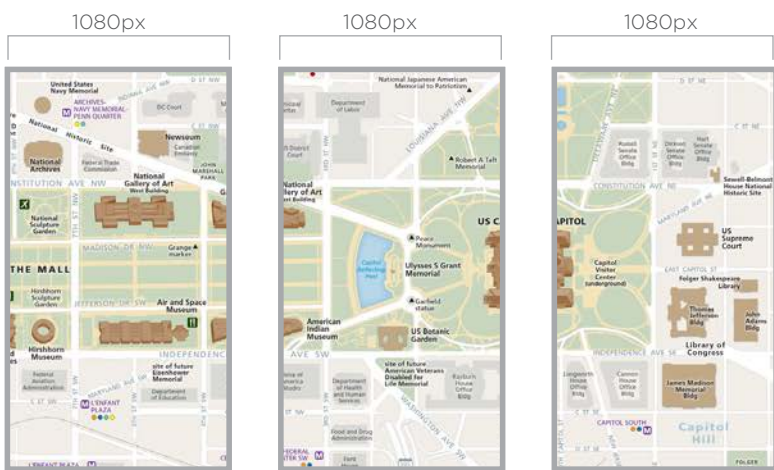
SYNCHRONIZED CONTENT

A piece of creative content can be designed to play for 15 seconds on a single ON Display, or across all three ON Displays. All synchronized video content on multiple ON Displays must have exact same number of frames.

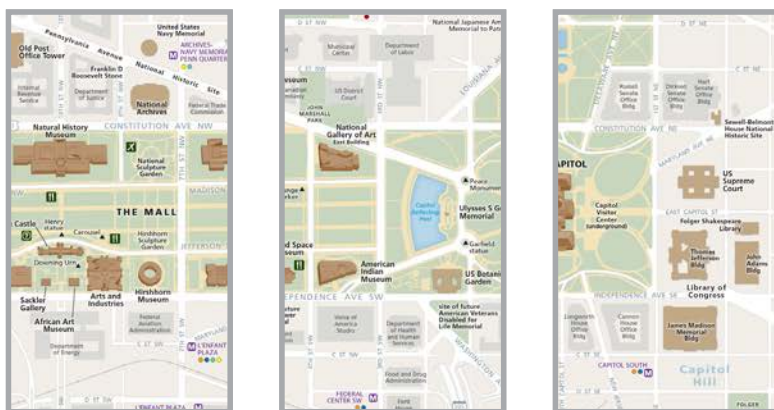
The three ON Displays in this installation are separated by a 10 inch gap (321 pixels). You can choose to account for this gap between ON Displays in your design, or not.

Don't mask the gap

Don't mask the gap if important information would be hidden (e.g. when an animation is moving across a map, or when scrolling text is used).



Right:
Synchronized content without masked gaps



Wrong:
Synchronized content with masked gaps
(information missing)

SUBMITTING SYNCHRONIZED CONTENT WITHOUT MASKED GAPS

1. Design the content to span the width of all three displays (3240 px).
2. Split the content into three files for submission.

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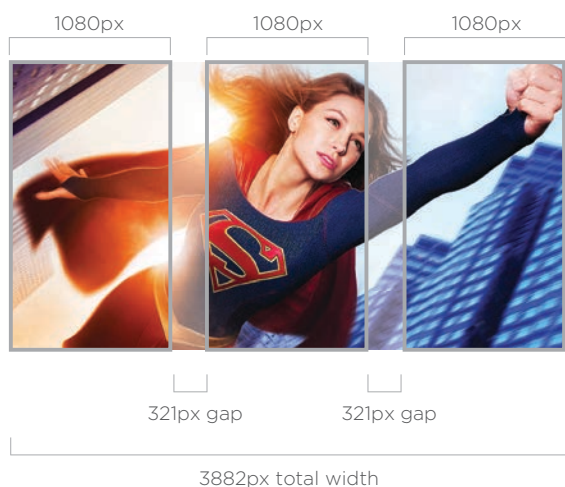
Do mask the gap

Do mask the gap if:

your content contains animation that spans multiple ON Displays and you want the animation to appear more realistic (e.g. a bouncing ball moving between boards)

content contains an object that appears to be coming directly at the screen

MASKED



Right:

Video appears more realistic when gaps are masked

NOT MASKED



Wrong:

Not masking the gaps in situations previously described can cause strange visual effects, such as making the object appear disproportionate, or making parts of the object appear "severed."

SUBMITTING SYNCHRONIZED CONTENT WITH MASKED GAPS

1. Design the content to span the width of three displays (3240 px), PLUS the gap widths (321 x 2 = 642 px), to total 3882 pixels.
2. Mask the gap areas.
3. Split the content into three files for submission.