

AD Walker LED screen

The front of the Digital AdWalker has an LED screen 21inch screen

Video resolution 1920 x 1080 progressive
Video frame rate 25fps
Video file format MP4 H.264

The video is played on an endless loop.
The AdWalker has built-in audio

AD Walker Reverse Panel

The panel is backlit and the artwork printed onto Translight media

Page size
575mm x 1070mm

Safe copy area
Less 25mm all round

No bleed is necessary

File format = hi-resolution PDF.
Colours converted to CMYK

This document is a layered PDF,
it can be opened in Adobe Illustrator
and used as a template

Please bear in mind:

The maximum length of the video, depending on the level of compression, is approximately **10** minutes.

We would recommend a video of 10-30 seconds in length

If used during daylight hours, high-contrast graphics and live action footage works best.



Digital AdWalker
artwork specification



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