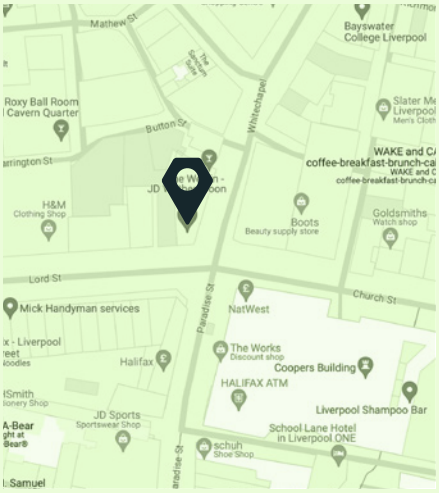



# Liverpool, The ONE

## Location

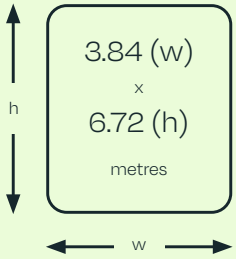
L2 6PG




## Summary

The One, Liverpool is an unmissable screen situated directly in the heart of Liverpool's busiest shopping district. With an annual footfall of 29 million, The One is situated at a busy four-way, pedestrianised intersection which connects Lord Street, Whitechapel, Paradise Street and Church Street, offering the potential for brands to reach a huge on-the-move retail audience. As one of the latest additions to our portfolio, The One is one of the most cutting-edge, full-motion screens in the city.

## Dimensions




## Information

**Frame ID**
2000284643

**Environment**
Retail

**Operational Hours**
0600-0000

**Loop Length**
10 in 60 secs

**Visibility**
250m

**Full Motion**
Yes

**Sound**
Yes

open media

openmedia.uk.com

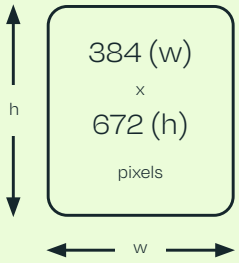
# Liverpool, The ONE

## Digital Production Specifications

### Applicable Format

- Full Motion & Full Motion w/ sound
- Digital Static

### Dimensions




### Delivery and Production

**Email:** campaigns@openmedia.uk.com
**Phone:** 0151 372 0217

- Files under 10MB can be emailed directly.
- Files over 10MB should be WeTransfered.

### Format for Vid/ Full Motion/Sound

- **Format** H.264 or H.265
- **Wrapper/Sound** MP4
- **Resolution** 384 (w) x 672 (h) pixels
- **Frame rate** 25 frames per second
- **Field order** Progressive
- **Pixel aspect** Square pixels (1.0)
- **Bitrate** 5-15 Mbs
- **Duration** 10 secs
- **Volume Output** 60-70db (volume level can be adjusted if specified)

### Format for Digital Static

- **Format** JPEG
- **Quality** High /Maximum
- **Resolution** 384 (w) x 672 (h) pixels
- **Colour Mode** RGB
- **Bit Depth** 8 bit
- **DPI** 72

### File Naming

- All files should begin with client name and end with the abbreviated site name, '**ONE**'.
- Use only letters and numbers, no punctuation.
- Files over 10MB should be WeTransfered.

### Artwork Templates

- For Artwork Templates, please visit **openmedia.uk.com/spec-sheets**