Technical information for „digital cinema advertising“ in Germany

General information
Basically, we do not plan any post-processing of the image files regarding the basic quality (colours, brightness, contrast, sharpness, noise...). We assume that the film you have prepared has already been digitally edited in an editing system. This is also true for the sound, there is no follow-up planned!

In order to be able to guarantee the technically flawless reproduction of image and sound in the cinema, the data supplied are checked as a matter of principle.

Please note the following descriptions for passing them on to us:

Cinema-Standards
Placement of important image information in the Action Safe Area (5% from the edge of the image)
- Logos and fonts please within the Title Safe Area

Frame rate at cinemas: 24 fps (frames per second)

Delivery information
Picture format
Resolution: 1920 x 1080 pixels (16:9) or 1998 x 1080 pixels (wide screen)
preferably TIFF sequence (single frame sequences) 8-bit per colour channel, linear RGB, LZW compressed, without layers.

Please make sure that no interlacing occurs due to incorrect field order.

File names no longer than 15 characters, no special characters or spaces. Image sequences are numbered with leading zeros

e.g. jobname_0001.tif; jobname_0002.tif; jobname_0002.tif
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Audio format

The maximum volume for the pre-film programme in the cinema (i.e. advertising) is set at 82 dB leq (m) (according to the valid cinema standard). All delivered sound files will be checked by us and, if necessary, leveled for a fee. Please note that under certain circumstances the levelling can lead to a quieter demonstration impression compared to a correctly produced sound mixing according to cinema standards.

► 5.1 – Mixes:

in 6 separate files in file format .wav or .aiff (PCM, 24 Bit, 48 kHz)

Channels: Left, Right, Center, LFE, Surround Left, Surround Right

► Stereo – Mixes (2 channel mix):

in a single file in .wav or .aiff format (PCM, 16 bit or 24 bit, 48 kHz)

Please note that when using a stereo mix, only channels L and R are occupied. The channels C, LFE, LS and RS remain silent, which leads to a reduced listening impression of the cinema visitor in the cinema auditorium.

Ideally a licensed DOLBY mix in SR or SRD for the cinema sound system.

Adapted to 24 fps image start = sound start, exactly adapted to the length of the image material, as well as a small preview video file of your ad (.mpg / .mp4 etc.) for control and adjustments

Alternatively the delivery of a Digital Cinema Package (DCP) according to DCI standard is possible.

or also an uncompressed .mov video file in a resolution of 1920x1080 (HD) and a frame rate of 24fps with a sound mix suitable for cinema use

Data delivery / data transfer

Delivery is possible via WeTransfer / Dropbox / Google-Drive (or any other exchange platform). Alternatively also possible via CD-ROM (ISO 9660), DVD, BluRay, USB stick, external hard disk (Windows FAT 32 or NTFS formatted) or via FTP upload. (all hardware media will of course be returned to you after data transfer)

Termination

Delivery period for usable digital film data up to 14 days before the start of the campaign at the latest.