

# City of Perth

## Northbridge Piazza Superscreen

### Delivery Specifications Finished Materials

(updated Jan 2025)



#### About the screen.

Located at the City of Perth Northbridge Piazza on the corner of James and Lake Streets, Northbridge, the screen displays artistic works 24 hours a day, seven days a week, exhibiting within an urban park set in the central nightlife district of Perth. The program features daily formal exhibitions showcasing works from the nation's flagship arts and cultural organisations and galleries. The screen hosts feature film screenings, live sporting events and supports events within its screening area.

The schedule may occasionally be displaced to allow the screen to reference live events and “happenings” within its viewing area.

#### For Still Images:

The City of Perth Northbridge Piazza Superscreen has a 16 x 9 standard aspect ratio.

Technical Requirements:

- Format: JPEG or PNG
- Size: 1920 pixels (width) x 1080 pixels (height), resolution at 72 dpi
- Colour Space: RGB
- Safe Zone: 5% of the total image

### **For Motion Picture:**

The City of Perth Forrest Place Arts Screen features a non-standard aspect ratio. Please note that this screen does not accommodate audio playback.

Technical Requirements:

- Format: MPEG4
- Size: 1080P or 720P  
Codec: H.264
- Bit Rate: Between ~10Mb/s
- Safe Zone: 5% of the total screen area

### **Delivery Method:**

For files under 10Mb, materials should be sent via email. For larger files exceeding 10Mb, an internet large file sending service (e.g., Dropbox) should be used, with the provided link sent to [production@animationartroom.com](mailto:production@animationartroom.com).

For Large Files Sizes, Materials should be transferred via an internet large file sending service (example, Dorpbox), with the provided link sent to [production@animationartroom.com](mailto:production@animationartroom.com).

### **Classification Guidelines:**

Given the public nature of the screens, situated in family-friendly locations, content should adhere to G-rated sensibilities.

### **Non-Commercial Screen:**

Noncommercial screen: The City of Perth Northbridge Piazza Superscreen schedule comprises noncommercial content, resulting in a considerable trust advantage in messaging concepts over those viewers perceive as advertising screens.

As such, the screen typically does not screen materials that could be read by the audience as paid advertising but instead communicates with a more considered approach.

### **Best Practice | Event Announcement**

The screen has many exhibition modes, and the following notes relate to event announcements.

Typically, an event announced would contain a) the name of the event, b) the date and time of the event, and c) the name or logo of the presenter/s of the event.

While the screen presents in a non-commercial, is not inconsistent, when done in a considered way, that creators, organizations and sponsors be included and championed.

Customarily, these are contained within a logo block within the general design, following the general conventions that are customary in arts communications.

Customarily calls to action such as buy now, etc and dollar values are omitted. Additionally, QR codes are not practical within the LED matrix.

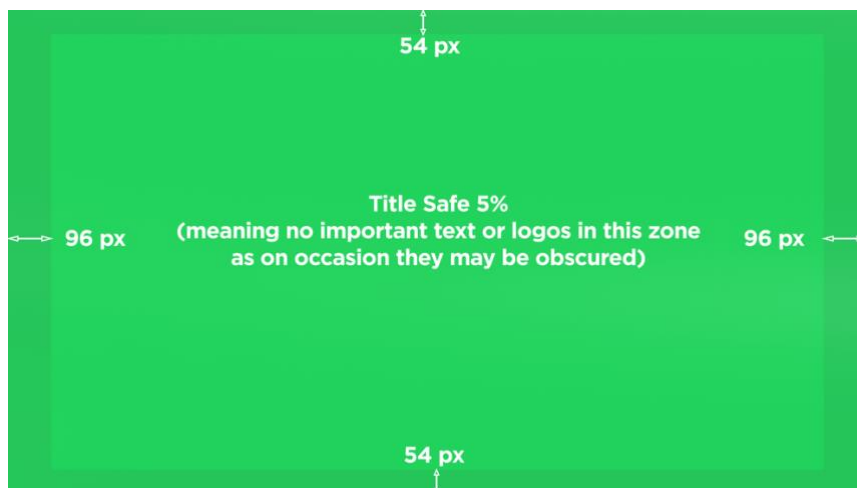
## Northbridge Piazza Superscreen | Designer Notes.

### 1. Size and Aspect



*Northbridge Piazza Super Screen*  
*Supply Images at 1920 x 1080 at 72 dpi*  
*File Formats: jpeg and png*  
*Color Space: RGB*

### 2. Title Safe



3. Delivery. By email (small sends) or by internet file sharing link (large sends) to [curator@screenarts.com.au](mailto:curator@screenarts.com.au)

Contact:

**David Downie**

**Curator, City of Perth Northbridge Piazza Super Screen**

Northbridge Piazza Community Building

142 James Street, Perth WA 6000 | 0416227927

[curator@screenarts.com.au](mailto:curator@screenarts.com.au)