

iProjector Specification

Optimum Size
W1,290 x H800

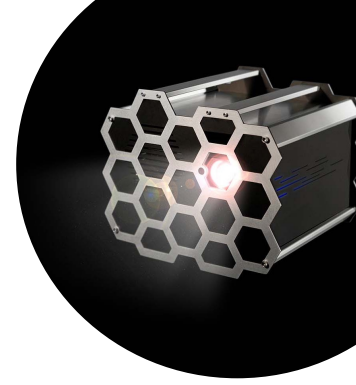
Static format:
JPEG

Video format:
MP4

**Please send us copy
a minimum of three
days before your
activation**

If you need help with
designing your
iProjector content,
get in touch and
we'll be happy to
help

**We want to make sure
your artwork looks as
good as possible, to
get the most attention
and deliver the best
results.**



TEXT DOs and DON'Ts

iProjectors are best used as guerilla forms of marketing, targeting multiple locations during your activation.

Video

Remember people's attention span will depend on how engaging the content is. Keep text short and avoid anything too dependent on sound. While the iProjector can play sound, it is more for ambient or background noise. Keep videos short and punchy and try to avoid exceeding 30 seconds.

Static

You're best off keeping static images punchy, either displaying just a logo, or a short call to action.

LOCATIONS

Our Tech Ops will always find the best locations in an area. If there are specific spaces you want us to project onto, let us know in advance. For best results, the area should be dark, free of windows or

intricate shapes and a flat surface. Avoid buildings which a lit façade. We aim to cover 8-10 locations during an activation, so be mindful of travel time between locations so we can maximise exposure.

