

Signet Platform - Content, Layout, & Workflow Optimization

Optimizing Video Resolution

This document provides recommended settings and instructions to prepare user-created video for use with the Signet Digital Engagement Platform (DEP).

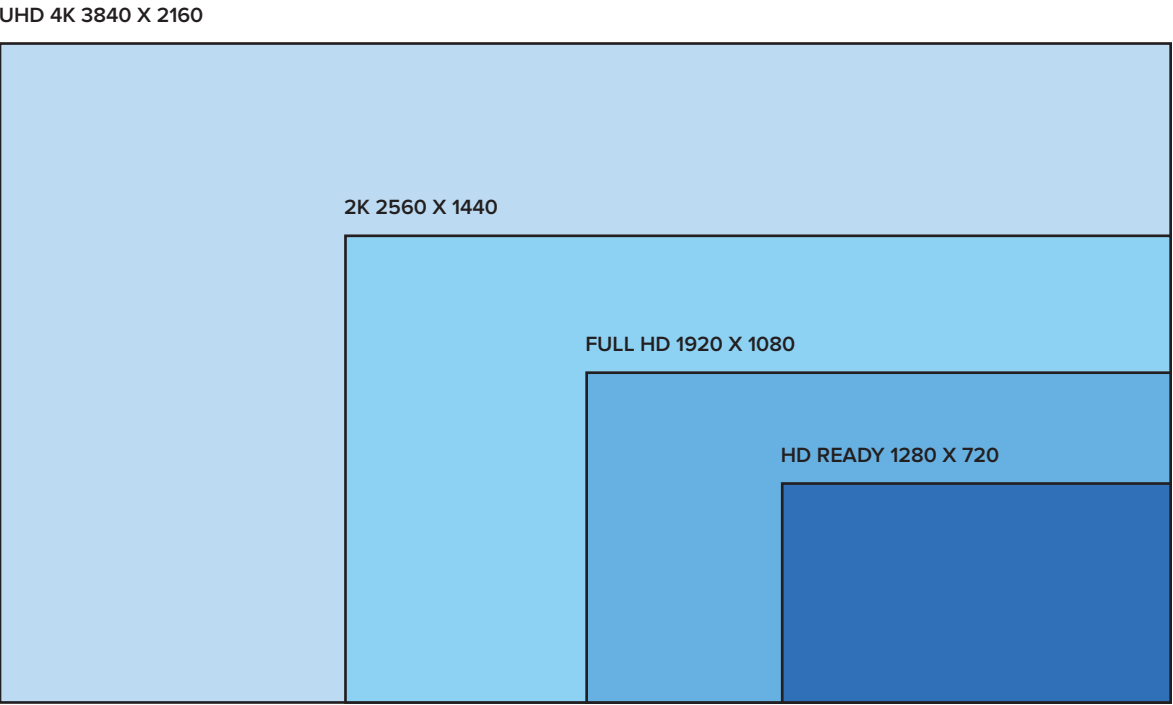
| VIDEO OVERVIEW | | | | | | |
|---|----------------------------|--------------------------|-------|-----------|------------------|-----------------|
| Format | Horizontal Resolution (px) | Vertical Resolution (px) | Codec | Container | Frame Rate (fps) | Bit Rate (Mbps) |
| HD Ready 720p 16:9 Aspect Ratio | 1280x720 | 720x1280 | H.264 | mp4 | 30 | 5-10 |
| Full HD 1080p 16:9 Aspect Ratio | 1920x1080 | 1080x1920 | H.264 | mp4 | 30 | 8-16 |
| 2K 16:9 Aspect Ratio | 2560x1440 | 1440x2560 | H.264 | mp4 | 30 | 10-18 |
| UHD 4K 16:9 Aspect Ratio | 3840x2160 | 2160x3840 | H.264 | mp4 | 30 | 12-20 |
| UHD 8K* 16:9 Aspect Ratio | 7680x4320 | 4320x7680 | H.264 | mp4 | 30 | 18-30 |

To ensure the best visual experience, encode videos with the settings recommended on the table.

Videos that do not meet the 16:9 aspect ratio will be shown with pillars or letter boxes.

Bit Rate affects the quality and file size of a video. A higher bit rate will result in higher video quality, but also larger file size. Encoding will compress the video, reducing the bandwidth required on our platform while at the same time ensuring a quality experience. We recommend encoding videos with a constant bit rate (CBR).

*UHD 8K support TBD



MEDIA WALLS

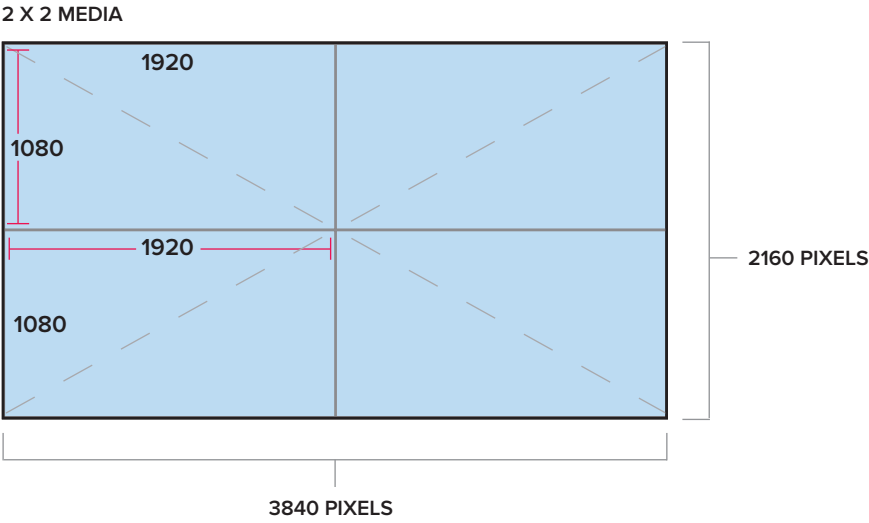
SPECIFICATIONS:

2x2 media piece (2 screens by 2 screens)

Each individual screen is 1920x1080 pixels

All screens combined = 3840x2160 pixels

*Optimal for UHD 4k

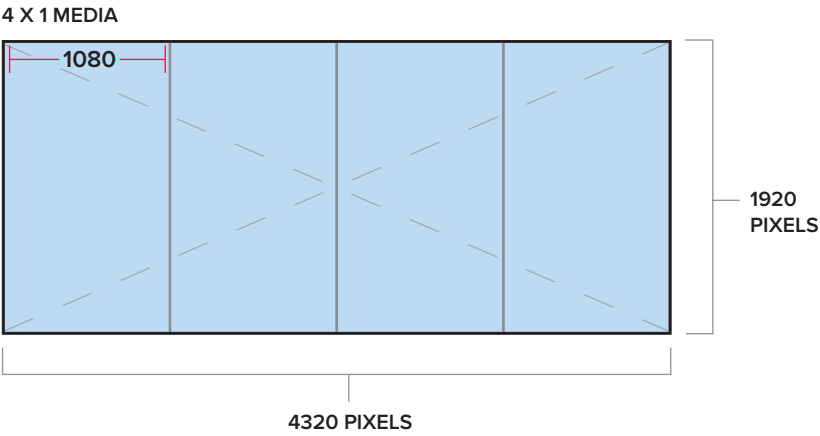


SPECIFICATIONS:

1x4 media piece (1 screen by 4 screens)

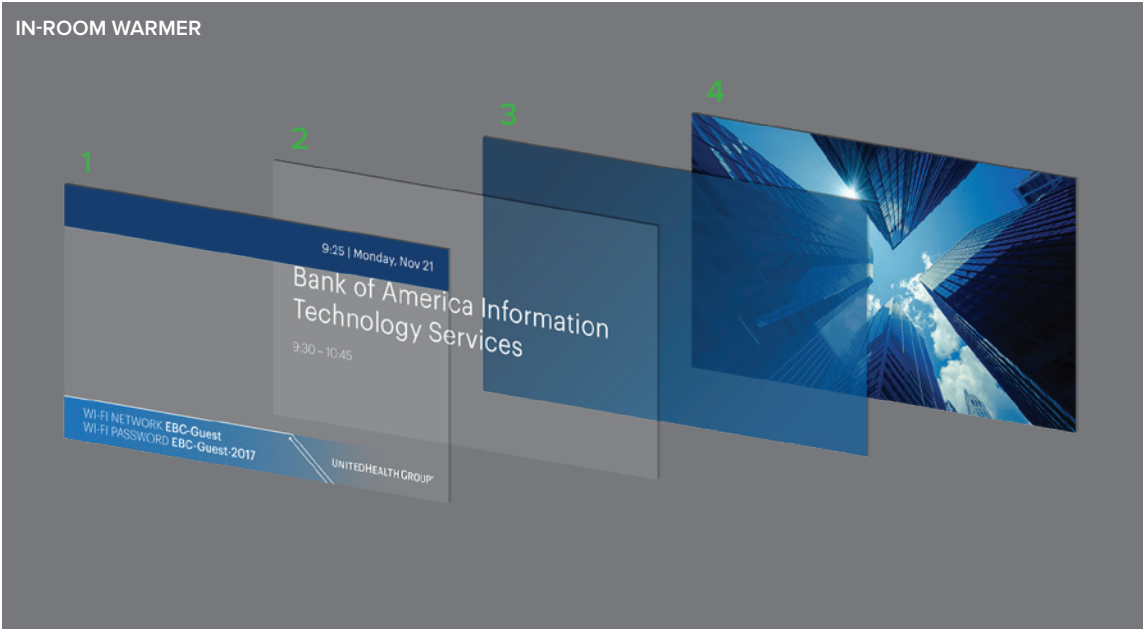
Each individual screen is 1080x1920 pixels

All screens combined = 4320x1920 pixels



Optimizing Content, Layout, & Workflow

LAYERING OF CONTENT



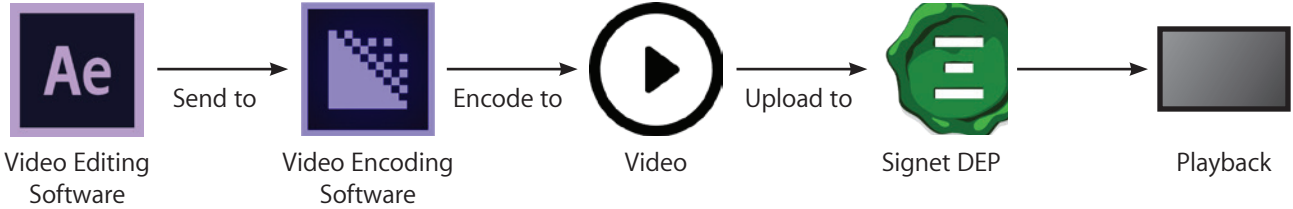
- 1. Header, Footer, Time/date, Logo, Wi-Fi information (Time/date will always display in top right corner of header bar. Company logo will always display in bottom right corner of footer bar. Wi-Fi information displays in the bottom left corner of footer bar, information can be updated via data source when needed)
- 2. Text (Populated from data source)
- 3. Background Image Overlay (Used to make more text legible on top of background image)
- 4. Background Image/Video (Should be full resolution)

PLACING OF CONTENT



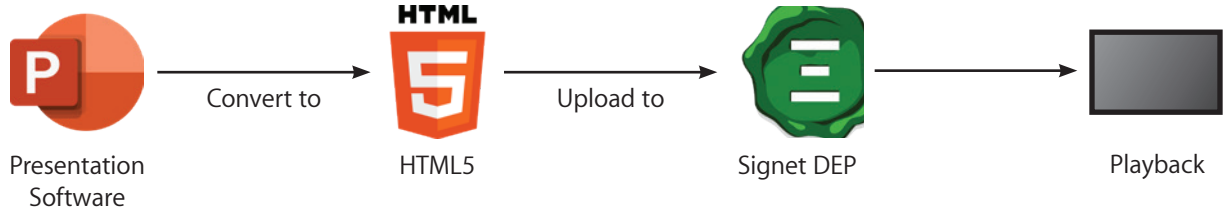
- DO:**
- Background image is full resolution
 - Awareness of screen bezels
 - Full screen designs with bleed to ensure borders are not visible
- DON'T:**
- Do NOT place important content (Images of people and text) over screen bezels

VIDEO WORKFLOW



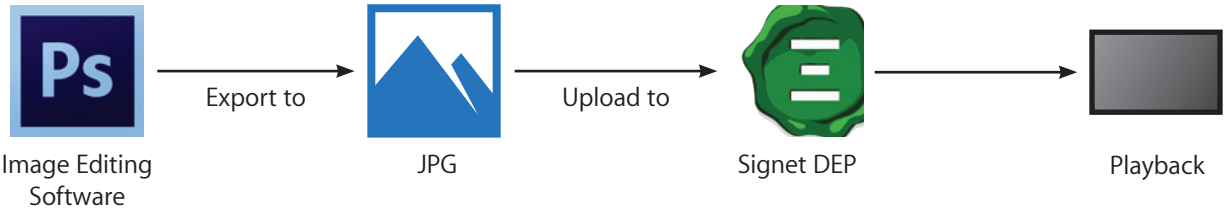
Videos can be composited and composed in video editing software, then encoded as a H.264 mp4 video and scheduled for playback.

PRESENTATION WORKFLOW



PowerPoint documents can be converted to HTML5 to be able to playback on our Signet Digital Engagement Platform.

IMAGE WORKFLOW

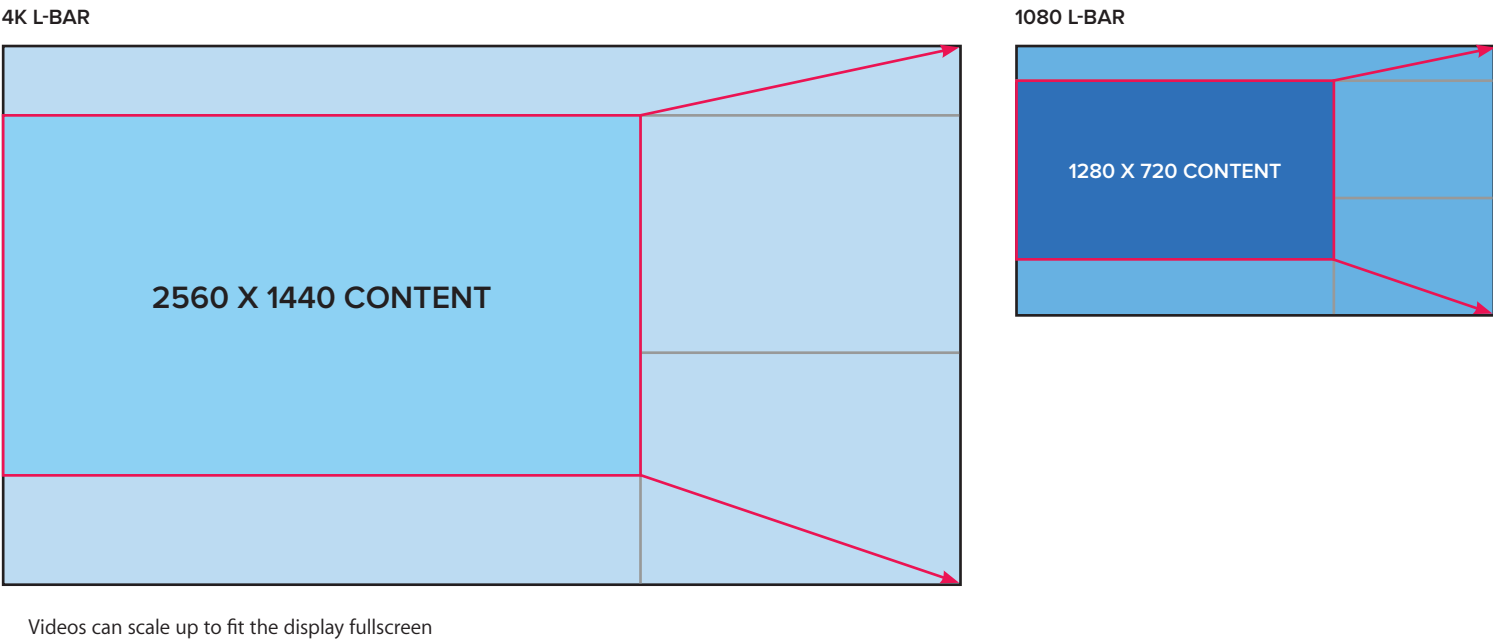


Images can be composited and composed in image editing software, then exported as jpeg's and scheduled for playback.

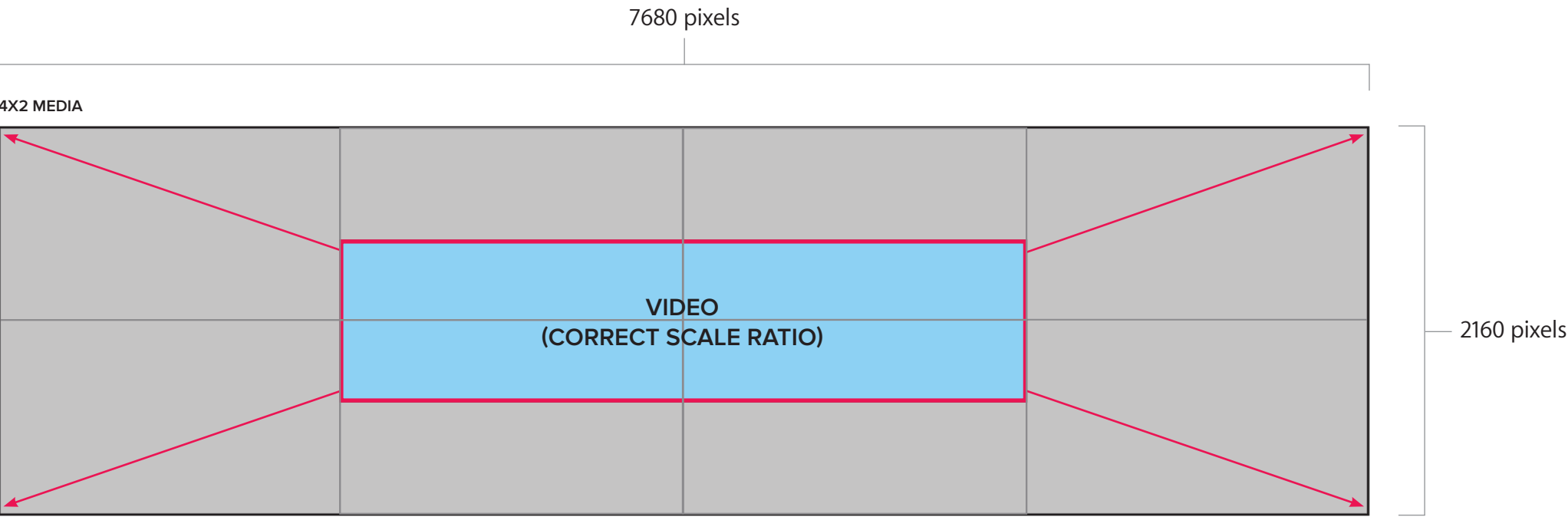
Optimizing Video Playback

For optimal playback on the Signet Digital Engagement Platform, the following resolutions are recommended for our products.

| OPTIMIZING CONTENT PER PRODUCT | | | | | |
|--------------------------------|------|-------|----|----|----|
| | 720p | 1080p | 2K | 4K | 8K |
| Media Wall | | | | ✓ | ✓ |
| L-Bar | ✓ | ✓ | ✓ | | |
| Welcome Display | | ✓ | | | |
| In-Room Warmer | | ✓ | | | |



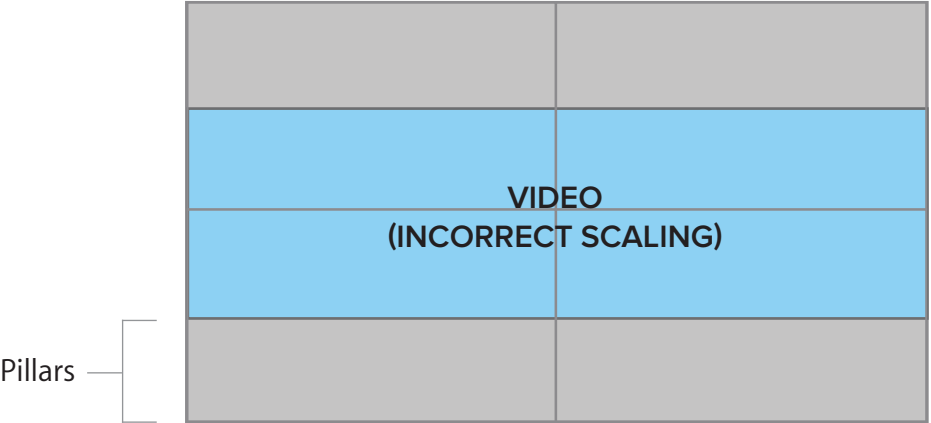
OPTIMIZING VIDEO



NOTE:

Videos encoded at 3840x1080 will scale correctly for a 7680x2160 media wall (2:1 ratio)

Videos that do not meet the correct aspect ratio will be shown with pillars or letter boxes





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