



MIMIG
@MMediaGroup

Edge Anamorphic
Specification

Please prepare two artwork side panels in 2,048 (w) x 1,024 (h) pixels, with an aspect ratio of 2:1. Prepare one artwork rear panel in 1,024 x 1,024 pixels, with an aspect ratio of 1:1. Ensure that all artwork is provided in RGB. All submitted artwork must be under a 2GB file limit.

For anamorphic creatives, refer to the full Digivan height for best perspective.

Supported Visual Formats

MP4, PNG

Supported Audio Formats

MP3

Please deliver artwork to artwork@mmediagroup.co.uk at least 7 working days prior to your campaign start date. Being unsuccessful in delivering correct artwork by this date may result in a delayed or cancelled campaign.



2890mm
Full Digivan Height

Anamorphic Explainer

Anamorphic creatives, or also known as 'forced perspective' or 'naked eye', is an optical illusion effect to make 2D creatives look 3D

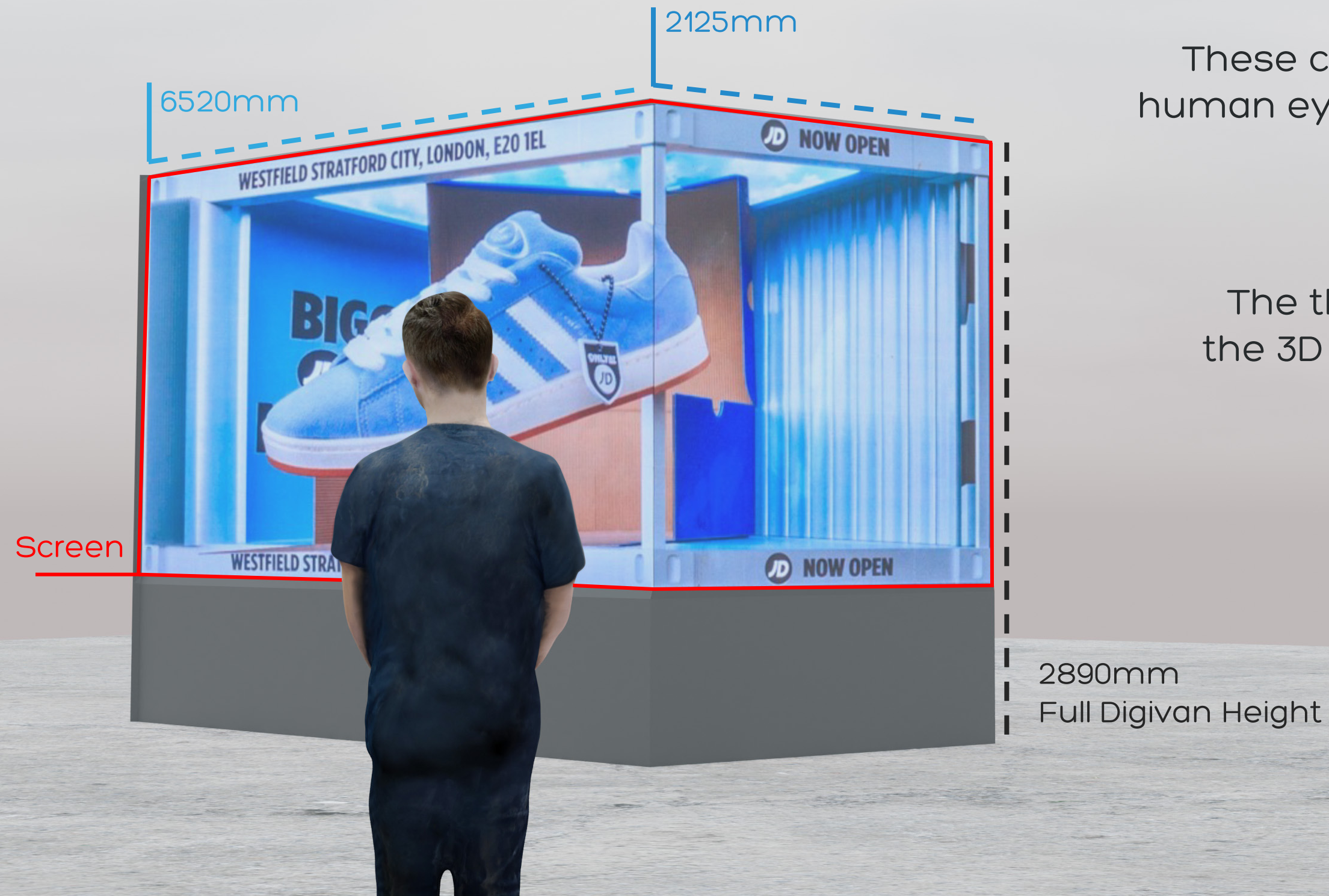
Impact

These creatives draw attention by almost warping reality where creatives look to be jumping out at audiences

Angle

These creatives are rendered from the human eyeline height, which creates the optimal viewing perspective

The third screen which isn't visible in the 3D effect can be used for static or full motion creatives



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THANK YOU

