

# ArtioSign Best Practice

There are many websites which deal with how to create effective, eye-catching digital signage screens. These cover such items as text size, branding, image use etc. This document suggests best practices specifically when creating signage using the ArtioSign application on the AvediaServer.

## Portrait Considerations



- When using signage displays in portrait orientation, note that ArtioSign portrait mode rotates signage 90 degrees counter-clockwise: please ensure your displays are mounted accordingly



- Only one Video element can be used on portrait displays. Single videos can be up to 1080x640p60
- RSS feeds cannot be used in portrait orientation

## Size Considerations



- 16:9 aspect ratio
- 1920 x 1080 pixels



- Both portrait and landscape modes are supported
- Depending on model, storage is 100Mb to 32GB (larger storage typically only required if using video files)

## Images



- PNG (with support for transparency)
- RGB JPEG
- GIF (static)



- Size images to the required dimensions before inserting into the signage, as this keeps the file size down
- Aim to use PNG images for graphical elements, such as logos
- Use JPEG for photographic images



- Use graphic layering and PNG transparency sparingly, as multiple images increase the disk space and memory needed. It is better to create the required layered effect within a graphics package and upload a single image

## Video



- MPEG Transport Stream formats are supported



- Built-in file conversion enables you to drag/drop the following formats into the video signage element; these are then automatically converted into a compatible format:
  - Video: MPEG-2, H.264 (AVC), H.265 (HEVC), VC-1, Theora, Google (VP9), H.263, MPEG-4 Part 2, MJPEG, JPEG2000, WMV7/9, raw video (YUV4MPEG2)
  - Audio: MPEG-1 L2, WMA, MPEG-2 AAC, MPEG-4 AAC, HE-AAC, Vorbis
- Supported containers:
  - .mt2, .ts, .mp4, .mkv, .avi, .wm
- Dual video/channels:
  - Videos can be up to full HD, and up to 1920x1080 pixels total on-screen area
  - Supported on one landscape layout only
  - Available on AvediaStream m9405 only

## Text



- Static single line
- Static multi-line text (paragraph)
- Scrolling left/right ticker feed text
- RSS feed (paging)



- Load additional fonts by dragging the True-type (TTF) font file from your PC and dropping it onto the Text element
- Make sure your text is legible from a distance
- Keep the message short and concise – 3 lines of text with 5 words or fewer or 5 lines with 3 words or fewer
- Use no more than two different fonts - sans serif displays better than serif or italic
- Text colour should contrast with background colour so that it is clearer



- Do not use more than one instance of “scrolling” text (text or RSS) on a signage screen
- If you are using an AvediaStream m9405 to display signage, do not use scrolling text at the same time as transitions, as this may impair performance of the text

## Additional Signage Elements



- Twitter
- Weather
- Web element
- Date and Time
- PowerPoint files or PDFs
- Meeting Room
- Video List
- Video Playlist
- Sports Statistics



- The Browser element only supports pages which can be used in an iframe



- PowerPoint animations are not supported
- Flash is not supported

## Additional Considerations



- Layers and transparency can be used within all signage screens - this allows you to use effects such as rounded corners
- Ensure that text is large enough to be read at a distance



- When using layers and transparency effects, bear in mind that the more images used, the more disk space and memory are required for the signage