



Documentation

# *Attractor Specification*

*BT Kiosk Solutions Advertising Technical Specifications*

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## **1.0 Terminal Overview**

The processor in the terminal was chosen for its low power and low operating temperature along with reasonable performance. However, it does not have the same level of performance as the processors included in the latest desktop machines (P4, etc), especially for graphics handling. It is roughly equivalent to a 600MHz Pentium II processor.

## **2.0 Banner & Attractor**

Format: PC compatible for IE5

Capable of rendering 4 basic content types, STILL, MOVIE, ANIMATION and FLASH.

### **2.1 STILL Content**

The STILL content type encompasses static content such as bitmaps or JPEG files. Recommend using BMP or JPG/JPEG files. The colour depth of the terminals is set to 65,536 colours.

Note that the STILL image viewer will render GIF files, however if the GIF is animated, the STILL content viewer will only render the first frame as a still image. For this reason it is preferable to use the ANIMATION type (see below) for **all** GIF content, animated or otherwise.

Still is not recommended for attractors due to limitations in creativity.

### **2.2 MOVIE Content**

The MOVIE content type encompasses content such as MPEG files. The viewer used to render MOVIE content is based upon the Microsoft Movie Player, version 6.4, and as such is capable of rendering content in the following formats: -  
MPEG, AVI, ASF, ASX, WMA, WMV

MPEG1 is recommended as it has a good compression ratio and good compatibility between different players and recorders. AVI support requires that the same codec used to record the file is present on the terminal, in general it also has lower compression resulting in unsuitably large clip file sizes and thus is not recommended. The other formats lists are audio or streaming formats.

Frame Rate: Up to 25 frames/second.

Maximum recommended bit rate: 1.5Mbit/s. (Total Video+Audio stream)  
Recommended size - to minimise MPEG artifacting (pixel blocking):  
Minimum = 320 Horizontal x 240 Vertical.  
Maximum = 800 Horizontal x 600 Vertical. Note at this maximum resolution, file size may be an issue for all but the shortest (less than 10s duration) clips.

For full screen advertising the video dimensions should be in the ratio 4:3

(320x240, 640x480, 800x600, etc).

Less processing power is required to run a 320x240 movie than an 800x600 movie even though the former has to be scaled so we recommend *using as low a resolution as possible*.

Since MOVIE content is essentially self-timing, the content is simply played to completion once only.

Movie content is not recommended for banners.

Attractor Maximum File Size: 5MB Maximum

### **2.3 ANIMATION Content**

The ANIMATION content type supports static and animated GIF formats. Can be played once to completion or for a specific duration.

### **2.4 FLASH Content**

The FLASH content type supports the Macromedia Flash format and is used to render files in SWF format.

Because of the flexible and non-linear nature of the SWF format, it is necessary to impose certain restrictions upon FLASH content for compatibility with the PLA. These restrictions are as follows: -

- An FSCommand "Started" must be generated by the starting frame.
- An FSCommand "Complete" must be generated by the ending frame.
- PLA controls any repeating of adverts. The flash file must play through to its end and then stop. Do not use Flash movies with endless loops (ActionScript gotoAndPlay(0) etc.).
- Cannot receive user input, Flash content therefore cannot not be interactive.

Since FLASH content is essentially self-timing the content is simply played to completion once only.

The processing power required to display Flash movies is dependent on several things and so it is difficult to make specific recommendations. In general a frame rate higher than about 25/s is a waste. The number of

movie clips showing and being animated at the same time should be kept to a minimum.

Due to the Flash player used the colour background is not always set correctly. Use an extra layer in the Flash movie at the back of the z-order with a simple shape of the required colour covering the whole of the background. Suggest utilising only one colour as background.

Attractor file sizes do not exceed 200K and banners do not exceed 20K

### **3.0 *Attractor Specific***

If an attractor uses too much processing power the touchscreen will appear to be unresponsive and the attractor may not terminate when the screen is touched.

The attractor image size is full screen although for MPEG files it is better to use a lower resolution and allow the terminal to scale them up.

Range of duration's – 10 secs, 20 secs & potentially 30 secs although suitability will vary depending on locations

### **4.0 *Banner Specific***

Ideally banners should consist of three loops although banners with four loops that do not exceed the maximum file size will be considered.

## 5.0 Document Configuration

### 5.1 Document Details

<b>Title</b>	Attractor Specification Document
<b>Location of electronic copy</b>	Shared Folders: \BT plc\Computing\Payphones\Teams\ Directory : Multimedia\content team Filename: Advertising Technical Specification_i7.doc Format: MS Word 97+
<b>Location of paper copy</b>	Electronic Only.
<b>Owner</b>	A Head
<b>Change Authority</b>	A Head
<b>Distribution</b>	For reference by anyone for content development purposes.

### 5.2 Change Log

<b>Issue</b>	<b>Description / Alterations</b>	<b>Date</b>	<b>Issued By</b>
Issue 7	First recorded	17/05/2004	A Head