

Alternative Content

Specifications Movies that Matter Festival

There are legion available codec and container standards in the world of digital content. To make sure your content screens in the best way possible, we have set up a set of guidelines corresponding with our editing capabilities and hardware-based play-out systems.

When you submit your content, please adhere to the following guidelines, otherwise we will not be able to accept the submitted material for screening.

CLIPS

Container	Quicktime Movie (.mov) <i>Any other container will NOT be accepted for screening</i>
Codec	Apple Prores 422 LT, 422 or 422 HQ <i>Any other codec will NOT be accepted, especially:</i> <ul style="list-style-type: none">- weblinks: e.g. Youtube or Vimeo- Windows Movie files, low bitrate H.264- Adobe Flash or MS Silverlight content
Resolution	1920x1080 <i>Anamorphic content will NOT be accepted.</i>
Framerate	23.98, 24, 25, 29.97 and 30 fps is accepted. <i>25 or 30 is preferred.</i>
Interlacing	All content will be Progressive or PsF. <i>De-interlace the film/clip before sending it!</i>
Audio	2 channel LtRt mix, 24 bit 48KHz PCM wave. <i>AC3/Dolby digital is not accepted.</i>
Timing	Content should be cut to size, NO clocks, countdown, color bars etc. <i>Cut your film to just the content, no frills or blacks before or after.</i>
Duration	To ensure playout quality, we have different playout systems for longer films, please contact the festival for more information if your film runs longer than 10 minutes.
Title Safety	As always, adhere to the Title Safety norms, see below.

STILLS

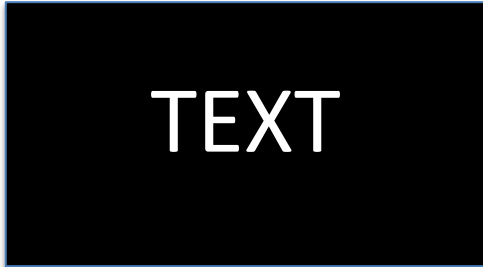
Container	.jpg, .tiff, .png <i>Any other container will NOT be accepted for screening.</i>
Resolution	1920x1080
Background	Make sure the background is black, not transparent.
Title Safety	As always, adhere to the Title Safety norms, see below.

PRESENTATIONS

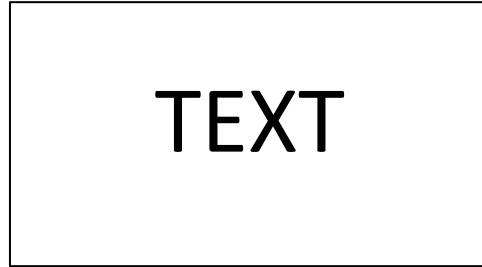
Container	Powerpoint (.pptx) or Keynote (.key)
Slide Size	Widescreen (16:9) in Powerpoint, 1920x1080 in Keynote <i>Use a 16:9 aspect ratio!</i>
Formatting	Make sure the background is black, not transparent. Read next page for further formatting instructions.
Title Safety	As always, adhere to the Title Safety norms, see below.

Background colour

When possible, create your slide or slide show with a black background. This will hide the edges on the projection screen and will give a much better viewing experience. If you have doubts about this; imagine setting your display background to 100% white, brightness to full and sit 15 cm from your screen in darkness for the duration of your slideshow, you'll get the point.



Correct



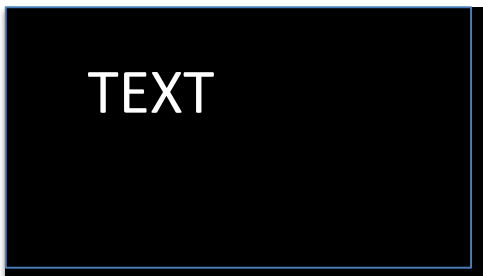
Incorrect

Fonts

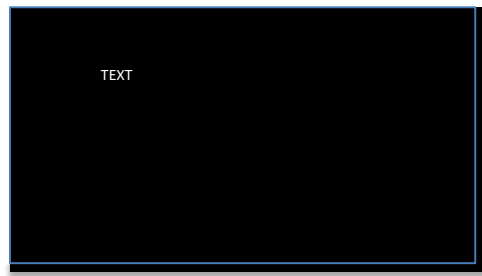
Use only standard fonts such as Arial, Helvetica, Calibri, Times New Roman, etc. to avoid display changes on the playout sets at the festival. If you need to use a specific/special font, make sure to embed it into your presentation. You can also attach a pdf as visual reference for the presentation. The festival is not responsible for any layout changes due to missing fonts.

Font Size

Cinema screens are huge, but the actual resolution is limited. Small fonts will look rough around the edges when projected.



Correct



Incorrect

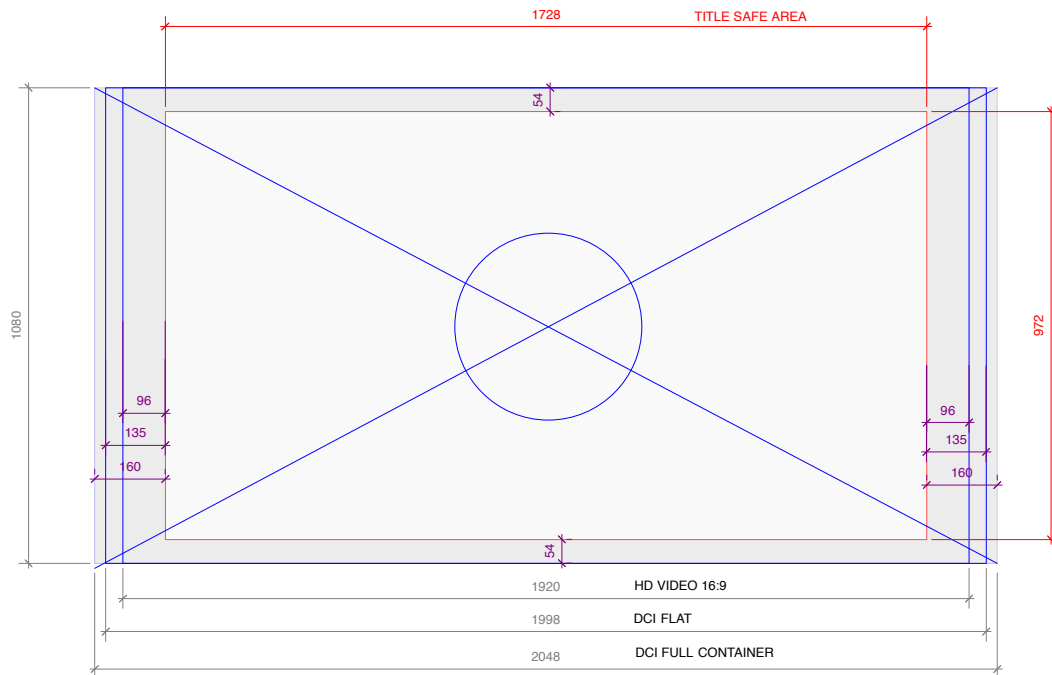
Any Questions?

Should you have any technical questions regarding the creation of content, please contact your liaison at the festival.

Title Safety

Because every cinema screen is different and the DCI norm only allows for masking to create a well-placed projection, there is a real chance that content will be dropped around the edges. As in cinema, TV screens can also crop the image. Therefore, regardless of the location of the screening, it is important to maintain the title safety.

Below is a short introduction to the concept of title safety, if you do not know what this entails, please read carefully and adjust titles and essential imagery to fit within the borders.



More information: [http://en.wikipedia.org/wiki/Safe_area_\(television\)](http://en.wikipedia.org/wiki/Safe_area_(television))

If you have any questions regarding this document, please contact your liaison at the festival.