

Technical informations for the market

The audiovisual materials (ads) which Sipra requests from the market, and which are destined for RaiTrade to be encoded into a film projection format, must respect the following technical and delivery specifications:

- The video and audio components are distinct and will be supplied separately.
- The video component can be supplied in one of the two following formats:

1. **SD** (Standard Definition), or

2. **HD** (High Definition),

in conformance with the technical specifications presented hereunder:

Video Component.

A single file, in accordance with the following parameters:

Common parameters	
Compression	In both cases, for either HD or SD, materials can be either <ul style="list-style-type: none">➤ uncompressed (.mov, .avi), or➤ compressed with codec video Mpeg2
Bit rate	50 Mbit/sec
Frame Rate	25p

HD parameters	
Resolution	1920x1080, 1280x720, 1024x576, ... (ratio 16:9 !)
Aspect ratio	16:9
SD parameters	
Resolution	720x576
Aspect ratio	16:9 FHA

Audio Component.

Six separate files, one per channel, in accordance with the following parameters:

Compression	Uncompressed linear audio
Bit rate *	768 Kbit/sec
Sampling rate *	48.0 KHz
Resolution *	16 bits
Sound level	82 leq
Format	5.1 – 6 channels 1. front centre channel 2. front left channel 3. front right channel 4. low frequency enhancement - subwoofer 5. rear left channel 6. rear right channel

Construction of files to be delivered to Sipra.

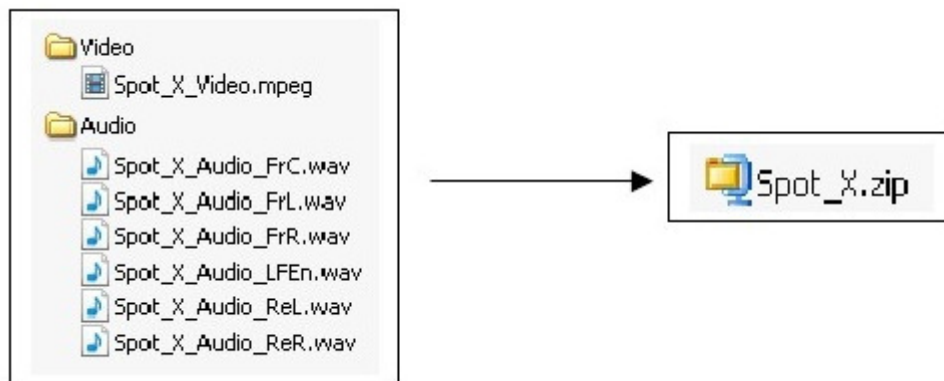
When delivering to Sipra, a compressed file must be prepared containing the following:

1. a folder named "Video", which contains the file corresponding to the video component;
2. a folder named "Audio", which contains 6 separate files corresponding to the 6 audio channels required; the name of each file must allow the corresponding channel to be easily identified (see following example).

The folders composed as previously described must be compressed using the WinZip programme, thus obtaining a single file with a ".zip" extension.

Example:

Composition of compressed file (.zip).



Delivery Procedure.

The compressed file, created as described, has to be delivered to Sipra using the application available on Internet Site www.sipra.it by selecting 'Consegna Materiali' (Material Delivery) from the menu located on the left under the 'Cinema' section.

Upon entering username and password provided to you by Sipra, you will be driven thru the execution of the file transfer.