



## Zone Resolution

The MxN Al Jimi Mall Network uses the MxN Platform to display multiple, independent streams of media rich content such as still images, animations, audio and video, simultaneously in multiple locations.



Full Screen  
1366x768  
16 : 9 Display

For optimal playback quality, all media files should be created as closely as possible to the above specified Zone Resolution. Content will be scaled to fit its Zone Resolution during playback. Content not created to these resolutions may result in reduced playback quality.

## Platform

- All advertising material(s) should be submitted on a Windows based computer platform
- Please make sure to fill in a submission form for every submission. Please visit <http://www.mxnmena.com/submission>
- **Content submitted without a submission form will be rejected.**

## Email Delivery

*The size of each attachment file must not exceed 5 MB.*

- Please name all files in sequence using the name convention as follows:

**AdvertiserName\_Campaign\_ExtraDetails\_YYMMDD\_###**

- Do not use any spaces or special characters, such as `/*?#"%~.`
- You can e-mail the advertising material(s) to the following address : **content@mxnmena.com**
- The subject line of the e-mail should read: **“Advertising Material -” followed by the advertiser’s name.**
- Fill out submission form on **www.mxnmena.com/submission**
- An email confirmation will be sent to you.

## FTP Delivery

*The size of each file must not exceed 20 MB.*

Advertising material(s) can be uploaded to our FTP server using any FTP Client or Web Browser. We strongly recommend using a FTP Client when uploading content.

### For FTP Client users:

- Please set up the FTP Client with the following information:  
Address : ftp.mxnmena.com  
User Name : aljimi%014f995  
Password : Advertiser1
- Please note that the user name and password are case sensitive.
- Please upload your file(s) to the root directory of the FTP server.
- For security reasons, users will not be able to see any files on the server, including their own file(s).
- User can always refer to the FTP Client message log to see if the content are successfully uploaded.
- Please remember to fill out the submission form to notify us of the new content upload.
- The Form can be found at <http://www.mxnmena.com/submission>

### For Web Browser users:

- To access to our FTP site, please type in the following URL in the address bar of the browser. <ftp://aljimi%014f995:Advertiser1@ftp.mxnmena.com>
- Please note that the above address is case sensitive.
- When the browser is finished loading, content then can be dragged and dropped into the browser to be uploaded.
- For to security reasons, users will not be able to see any files on the server, including their own file(s).
- Please remember to fill out the submission form to notify us of the new content upload.
- The Form can be found at <http://www.mxnmena.com/submission>
- Please be advised that web browser may not be able to gain access to our FTP server if the computer is sitting behind a router or a firewall. In this case, please use a FTP Client to upload content.

### For FTP Client users and Browser users:

- Each file should not exceed 20 MB. Oversized file(s) may incur additional cost due to the bandwidth usage.
- Please name all files in sequence using the name convention as follows:  
**AdvertiserName\_Campaign\_ExtraDetails\_YYMMDD\_###**
- Do not use any spaces or special characters, such as `/*?#"%~.`
- Please note that if two files with the same file name are uploaded, the later file will overwrite the existing file without notice.
- Please remember to fill out the submission form to notify us of the new content upload.  
The Form can be found at <http://www.mxnmena.com/submission>

## Other Delivery Method

For material that is not suitable for electronic transfer.

• Accepted Mediums

- Compact Flash I/II
- Multimedia Card
- SD Card
- Smart Media
- DVD
- CD
- Floppy Disk
- Memory Stick

• Mediums can be sent to the following address:

**Content Department**  
MxN Middle East FZ LLC  
Dubai Media City  
P.O.Box 502453  
Dubai, U.A.E.



## File Formats and Specification

• MxN Media Network supports only DIGITAL FORMATS. Submitting non-digital formats will result in reduced quality and incur additional costs due to the digitization and format conversion of your advertising material(s)

### VIDEO FORMAT

	Preferred	Accept
Extension	MPEGs, AVIs	WMV
Encoding	MPEG-1, Xvid	WMV
Frame Rate	30 fps	24 to 29 fps
Mode	Progressive	Interlace
Duration	See "Advertising Loop Breakdown"	
Resolution	Refer to "Zone Resolution" for the resolution of each particular zone	

NOTE:

- Our networks DO NOT support non-compress, Quick Time format (MOV), MP4 extension and DVD Video Object format (VOB) for playback. Please contact your MxN representative for video format conversion service.

### ANIMATION FORMAT

	Preferred
Extension	Macromedia Flash format - SWF(Ver.4)
Frame Rate	25 to 30 fps
Resolution	Refer to "Zone Resolution" for the resolution of each particular zone
Action Script	None. See NOTES.
Video	Embedded into the flash movie. See VIDEO FORMAT for details
Audio	Embedded into the flash movie. See AUDIO for more details

NOTES:

- Put the following script at the last frame of the root time line.  
stop();
- Give enough frames on the root time line to play the movie.
- Avoid playing a movie clip at or beyond the last frame of the root time line.
- DO NOT use DYNAMIC TEXT FIELD for text display, use only static text field.

### PHOTO AND IMAGE FORMAT

	Preferred	Accept
Extension	JPGs	PNG, TIFF, BMP, TGA
Resolution	Refer to "Zone Resolution" for the resolution of each particular zone	
Color Profile	RGB Mode	
DPI	150 dpi	

NOTE:

- All JPG compression should be set to MAXIMUM or HIGH QUALITY for optimal output.

### AUDIO

	Preferred
Extension	MP3
Data Rate	128 kbps or higher
Sample Rate	48,000 kHz or higher
Channel	Stereo

NOTES:

The MP3 should have the proper ID3 tag

A proper ID3 tag has the following components

- An ID3v1 tag
- non-empty title field
- non-empty artist field

### TYPOGRAPHY

- Post Script and True Type Fonts are preferred.
- Avoid using characters with non-uniform thickness, type face that is thin or outlined, or fonts that have delicate serifs and strokes.
- For clarity and legibility, we recommend using type size no less than 30 pts.
- Make sure the font color has enough contrast between the text and the background so it is comfortable to read.

Contact Information

**CONTENT CREATION INFORMATION**

MxN Middle East FZ LLC  
Dubai Media City  
P.O.Box 502453  
Dubai, U.A.E.

Tel : +971 4 365 4546  
content@mxnmena.com

[www.mxnmena.com](http://www.mxnmena.com)

**ADVERTISING SALES INFORMATION**

MxN Middle East FZ LLC  
Dubai Media City  
P.O.Box 502453  
Dubai, U.A.E.

Tel : +971 4 365 4546  
adsales@mxnmena.com

[www.mxnmena.com](http://www.mxnmena.com)