

Make every second count during a TV interview.



Increase brand awareness with custom backdrops. Position your logo so it is visible in every shot.

The best place is over the left shoulder of your talent at eye level to guarantee that your brand appears on air, even in a tight shot.

Dimensions for backdrop

80" diagonal, 43" H, 71" W
Pixel resolution: 1920 x 1080
Aspect ratio: 16:9

Image requirements

JPEG file - 300 dpi (dots per inch)
1920 x 1080 (16:9 aspect ratio)
Save file to ReadyCam® USB flash drive or formatted to FAT32

Video requirements

1080i/60
Encoded to 6mbps Quicktime file
Save MP4 to USB drive that can hold 1 hour of HD video

Color Recommendations

Certain colors stand out on TV and others can wash out your talent. The best hues to use are different shades of blue or gray. If necessary, try converting your logo to a different color so it stands out against the backdrop.



Scenery, Buildings, Trading Floors

Images should always be shot horizontally, and be careful elements don't appear to be coming out of the talent's head. Also make sure the season and time of day are aligned with the timing of the news segment.



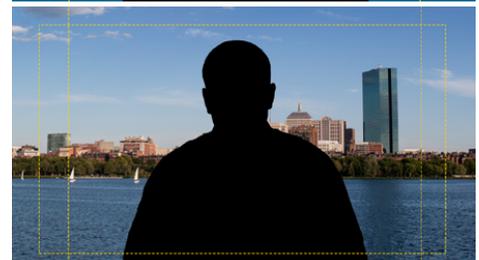
Keep it Interesting

Your backdrop should be visually appealing. Create a 3D effect by using layering, angles, creative lighting or color variation. Having a relevant image or using your logo as a watermark is a great way to better engage the audience.



Videos Work Great Too

A video backdrop can complement your expert and give an inside look into your corporate culture. The video should be an hour long to allow for test time and window length. It should not be played on loop.



We can help design a backdrop that's right for you. Contact us at 617-340-4200 to learn more.