
Seoul Square Media Canvas

Technical specification & guidelines

Ganaart Gallery Seoul Square Media Center

5th fl. Seoul Square, Namdaemunro 5-ga, Jung-Gu, Seoul 100-714, Korea

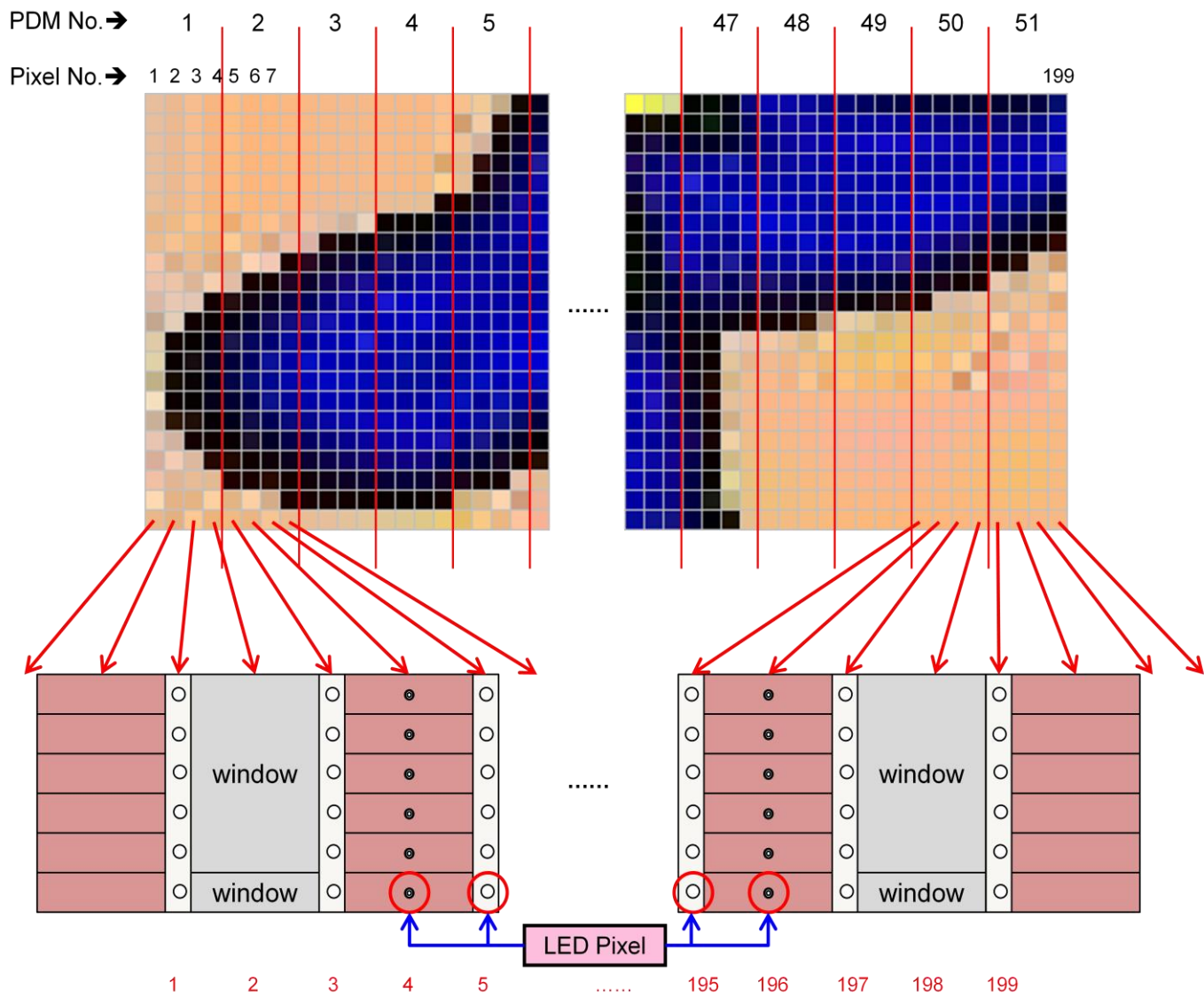
T. 82 2 6456 0188 www.ganamplanet.com

LED Installation

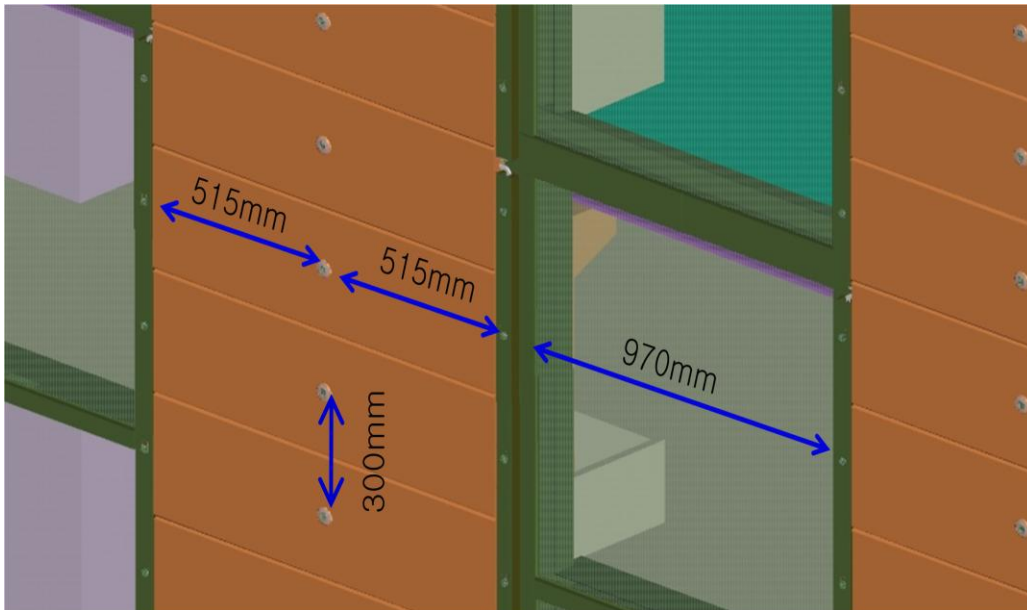
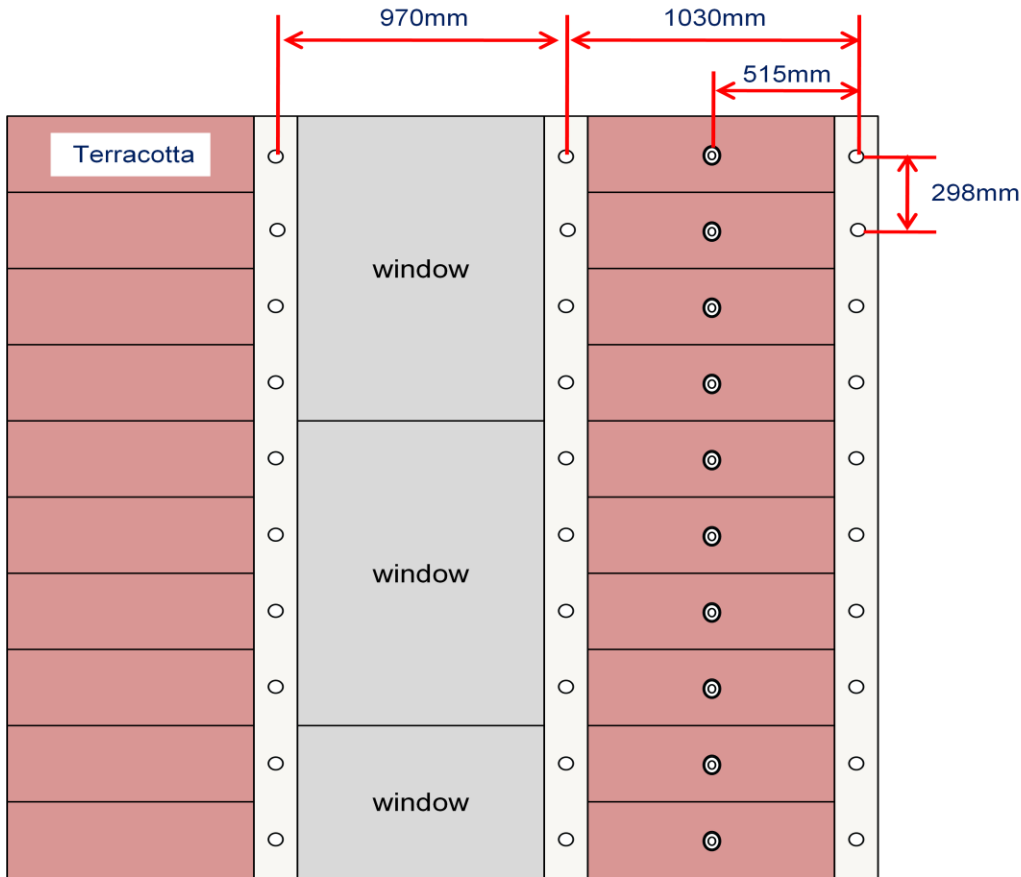
- Terracotta LED: 12,936Dot / 49(w) X 264(h)
- Curtain wall LED: 26,400Dot / 100(w) X 264(h)
- Total: 39,336Dot / 149(w) X 264(h)

테라코타 타일에 LED모듈 설치, 총 39,336 개의 LED로 구성.

LED Pixel Pitch



2, 6, 10..... 198 : imaginary pixels



Technical specification

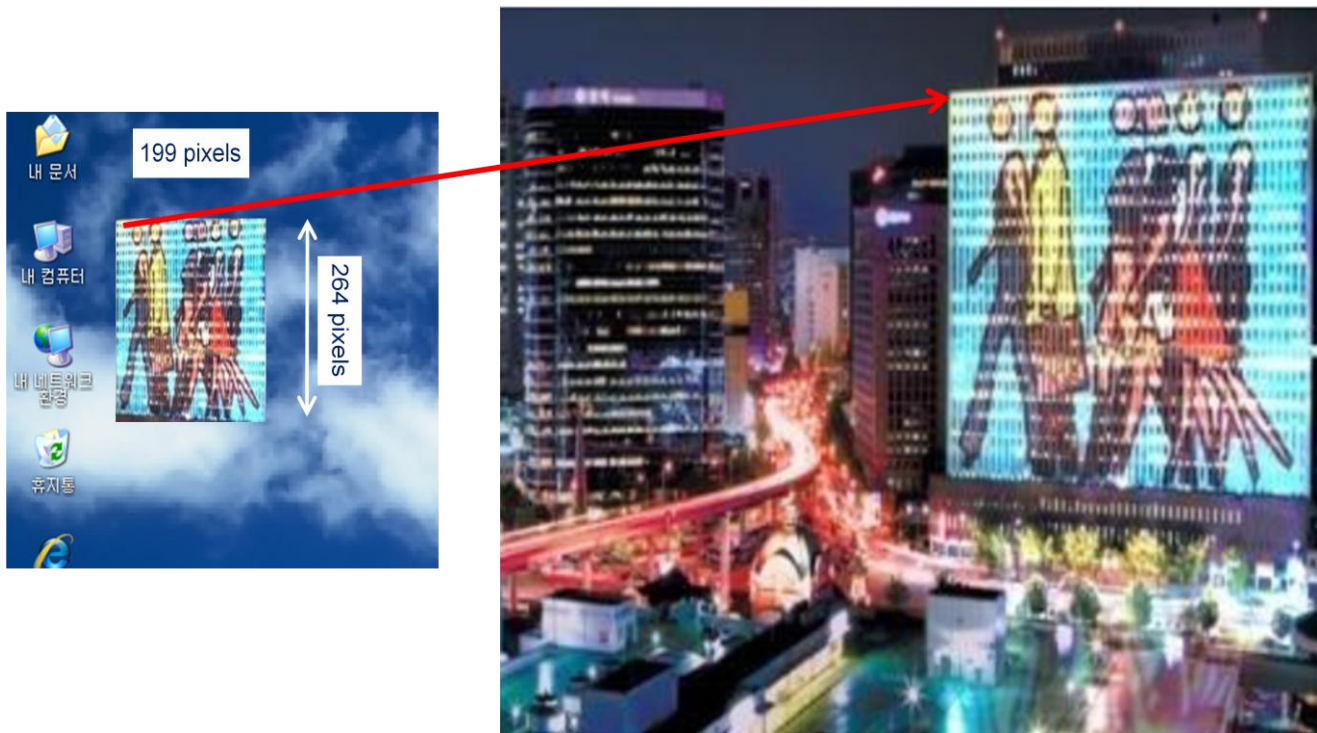
- Video Size: 199 x 264 pixels
- Screen Size(Viewing Size): 332 x 264 pixels
- Format: mov, mp4, swf, avi, mpeg, wmv
(Except an unavoidable situation, swf file is not recommended.)
- Codec: photo jpeg, h264

The file size is 199 include 50 imaginary pixels horizontally. Because of the different space length between each LED light vertically and horizontally, 199*264 sized file will be little widen when it is displayed.

Setting the horizontal space length 298mm as a standard, then divide the total length 99m(w) with 298mm,

it is close to 332.

Files are displayed with a system computer which operates automatically with time schedule. Considering the condition of LED installation, files must be tested to confirm if the file works properly on the system computer.



Guidelines

1. Images are recognized better when it moves continuously and uses a whole screen.
2. Images moving side to side express higher resolution than the one only moves up and down.
3. Images which is distinguished from each other with its chrome, colors, brightness, size and backgrounds gets a higher resolution when it displayed.
4. Contents which can possibly be misunderstood by public audience, such as sexual expressions, images of naked body, act of violence, smoking, stating certain political positions, are not allowed by the regulation of the city council.
5. Images or words which associates any kind of commercial advertisements are not allowed by the regulation of the city council.
6. Recommended File running time is 3~5min.