LG Wonderbox Showcase 2022

Technical Brief & Workflow
Final Export Resolution: 2412(w)x1404(h)
Frame rate: 30
Codec: h.264
Minimum length 30 seconds

Required to include phrase **Life’s Good** within the work
### Technical Specifications

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<th>Color Mode</th>
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<td>Static File Formats</td>
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<td>Pixel Aspect Ratio</td>
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- **Overall Sq. Footage**
  
  80.45’ (w) x 46.80’(h) = ~3,765.06 sq. ft.

- **"Bezel" Size**
  
  10 7/8”

- **Height from Ground**
  
  70’

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**Dimension**

**Resolution**

**WEST 45TH STREET FACE (SHORT SIDE)**

26’ 4 13/16”(w) x 46’ 9 5/8”(h)

**BROADWAY FACE (LONG SIDE)**

44’ 4 13/16”(w) x 46’ 9 5/8”(h)

**OVERALL DISPLAY SIZE**

2412(w) x 1404(h)

**BULLNOSE CORNER**

9’ 7 13/16”(w) x 46’ 9 5/8”(h)

**792(w) x 1404(h)**
Camera Angle

Firstly, the screen must be created according to the final export aspect ratio and modelled with the actual screen as reference.

We then need to determine the camera angle and position of where the static 'sweet spot' will be.

The sweet spot is where the anamorphic effect is achieved, making the video look undistorted.
Camera & Render Settings

The resolution for the initial export can be adjusted as long as the camera is able to view the entire screen within this resolution.

The resolution must also be higher than the final export of 2412x1404 as we will lose a lot of the resolution during the final baking process.

A recommended resolution would be 4880(w)x2745(h), almost double the final export to prevent any quality loss during baking.
Once the camera is set, we can start working on the main content.

While producing the content, do keep in mind that the spectators will only see the portion marked in red.
Initial Export

After working on the content, we can render out the camera from the sweet spot.

This export can be further refined and polished in other compositing software before the final output.

This provides us with a great gauge of what the audience will see.
Once the Initial Export is done, we will return to the 3D project and apply this export as a texture on the screen using camera or projection mapping.