

## A PRETEST: MORE THAN REAL

Visualize your posters in high definition

Icheck HD is a video-simulation software that allows you to evaluate your poster in a real city environment, both during daytime and nighttime. Different distances between 5m and 80m are tested at the speed of a pedestrian, bike or car.

The result is a hyperrealistic image allowing you to evaluate the impact of your poster.

During the session you have the flexibility to adapt the creation and to reload the new version of the poster in the video-simulation tool.

A set of screenshots and a film of the result of the Icheck will be delivered afterwards via wetransfer.

## TECHNICAL ELEMENTS

Best to deliver the files before the Icheck session

Kindly deliver the following format for each of the visuals:

- A « jpg » RGB as input for the simulation software
  - 8-bit RVB
  - Max 2.000 pixels and 72 dpi

In order to be able to adapt the visuals at the moment of the Icheck session (if necessary):

- Indesign or Photoshop maquettes of all posters on your laptop,
- You can put the new and improved posters on USB and will reload them in the video simulation software during the session.

### CONTACT AT JCDECAUX

FR: Patrick Bya

02/274.11.26

NL: Sabrina Van Impe

02/274.17.31

[patrick.bya@jcdecaux.com](mailto:patrick.bya@jcdecaux.com)

[sabrina.vanimpe@jcdecaux.com](mailto:sabrina.vanimpe@jcdecaux.com)