PRODUCTION SPECIFICATIONS

The Curve on Leicester Square

Version 3, November 2026



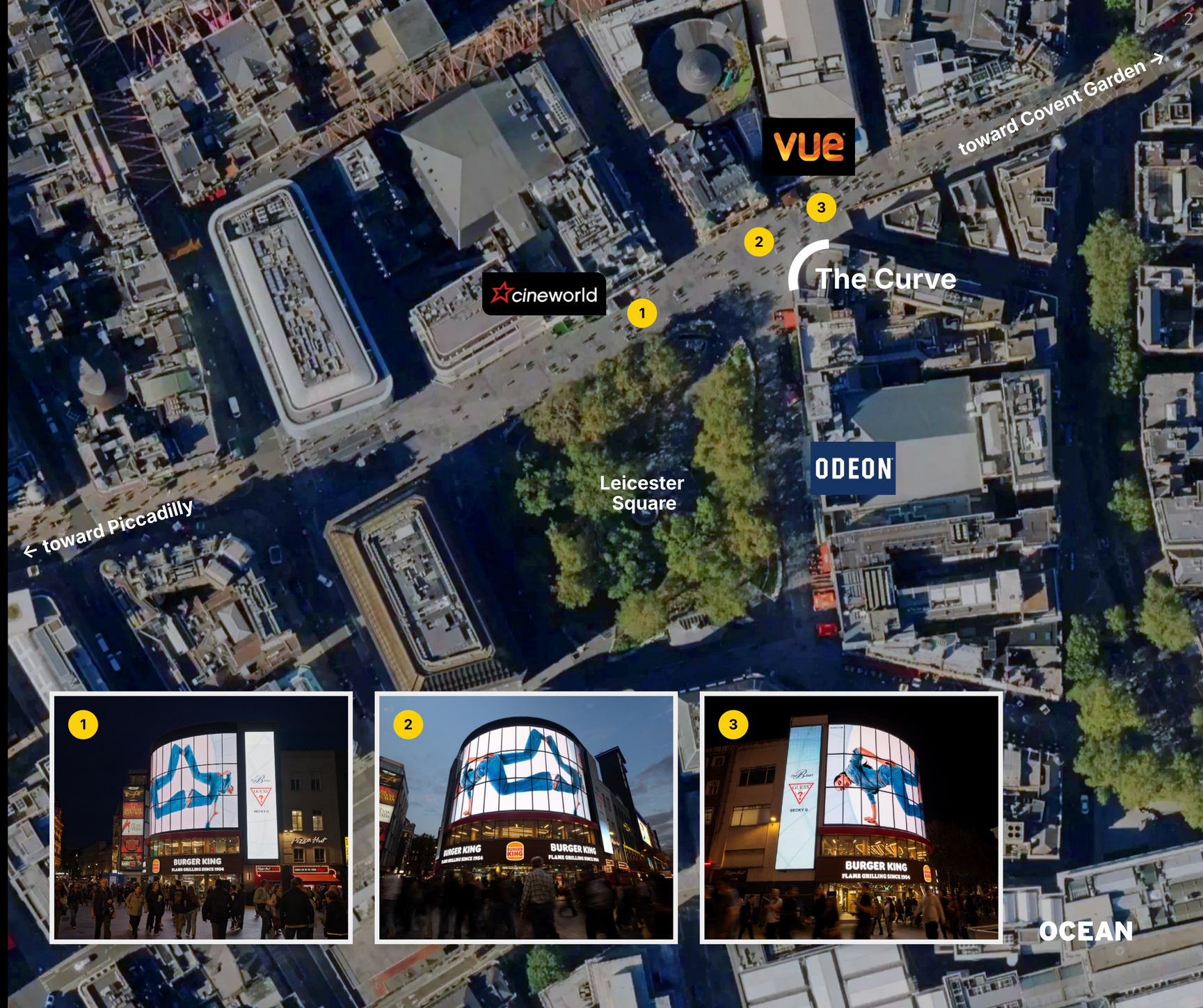
The Art of Outdoor®

OCEAN

Location

Leicester Square, in London's West End, attracts millions of visitors and is home to the Odeon Luxe, Empire Cinema and Vue.

Situated on the north-east corner of the square, the screen overlooks the busiest corridor, seen by viewers approaching from Piccadilly to the west and from Leicester Square Station and Covent Garden to the east.



Description

The Curve on Leicester Square is made up of three separate screens, one central curved landscape screen, and two portrait wall screens either side.

It is advisable to treat the location as two distinct angles, as most viewers will see either one side or the other, and rarely all at once.

We recommend splitting the central screen into 1/4 on the left, and 3/4 on the right to target the two angles.

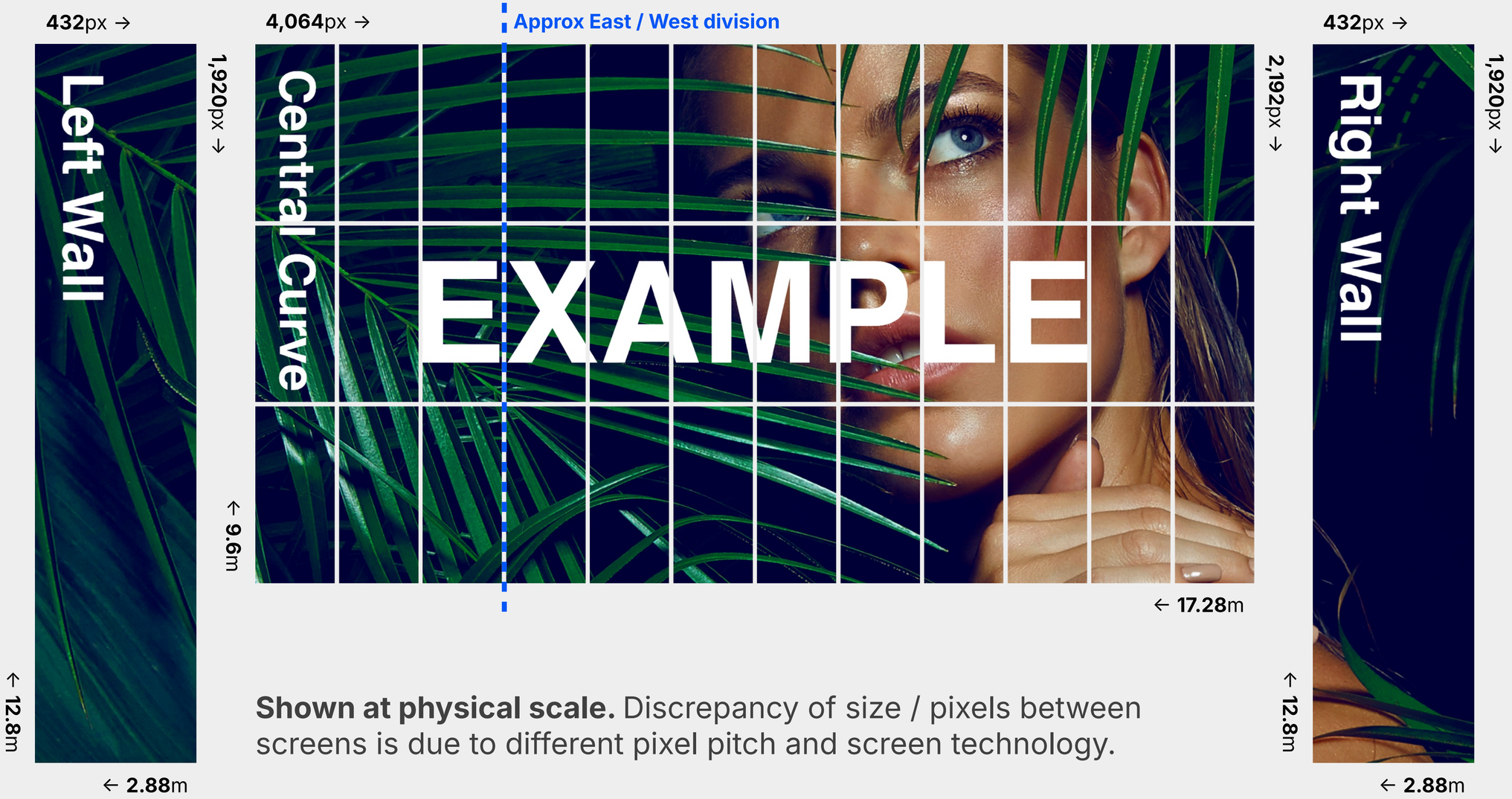


View walking Westbound into Leicester Square



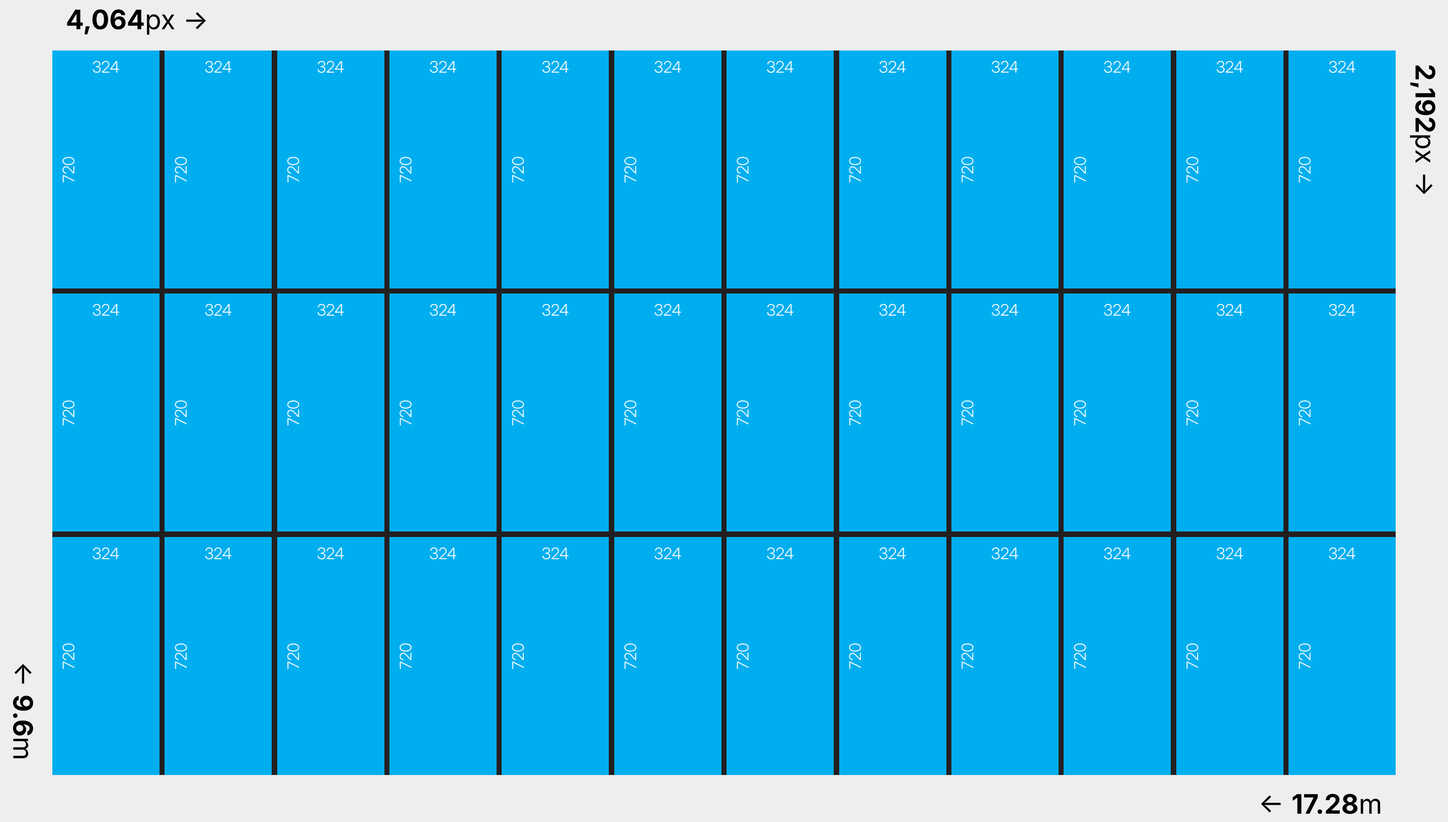
Eastbound View from Leicester Square

Measurements



Shown at physical scale. Discrepancy of size / pixels between screens is due to different pixel pitch and screen technology.

Central screen obstructions



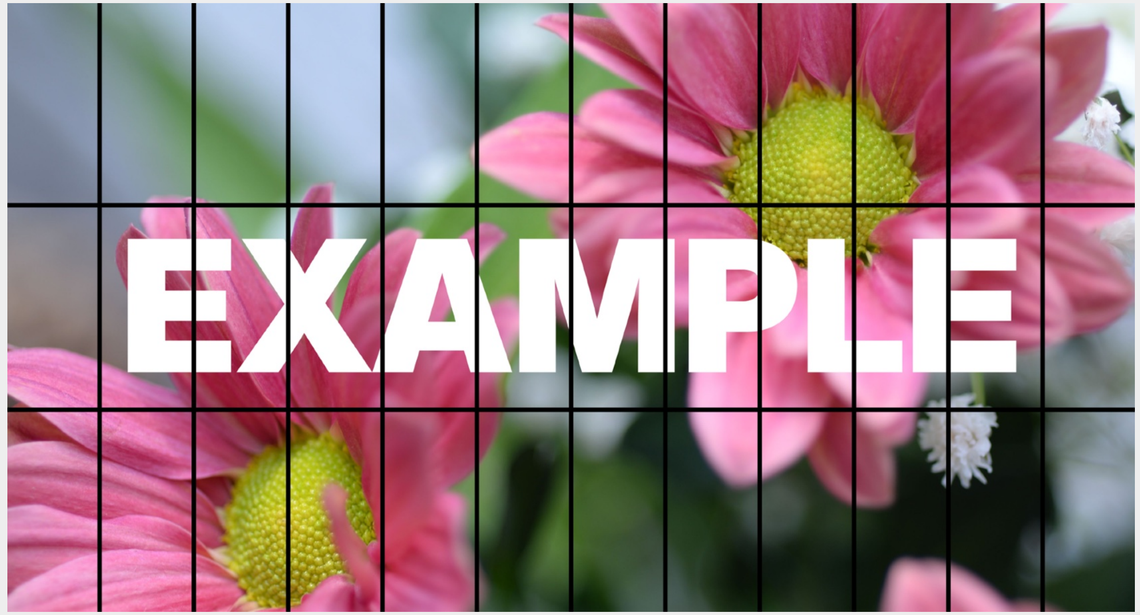
The central curve screen is made up of 36 small sections with physical gaps (approx 16px) between them.

Because of this, care should be taken not to lose vital messaging or content behind these areas.

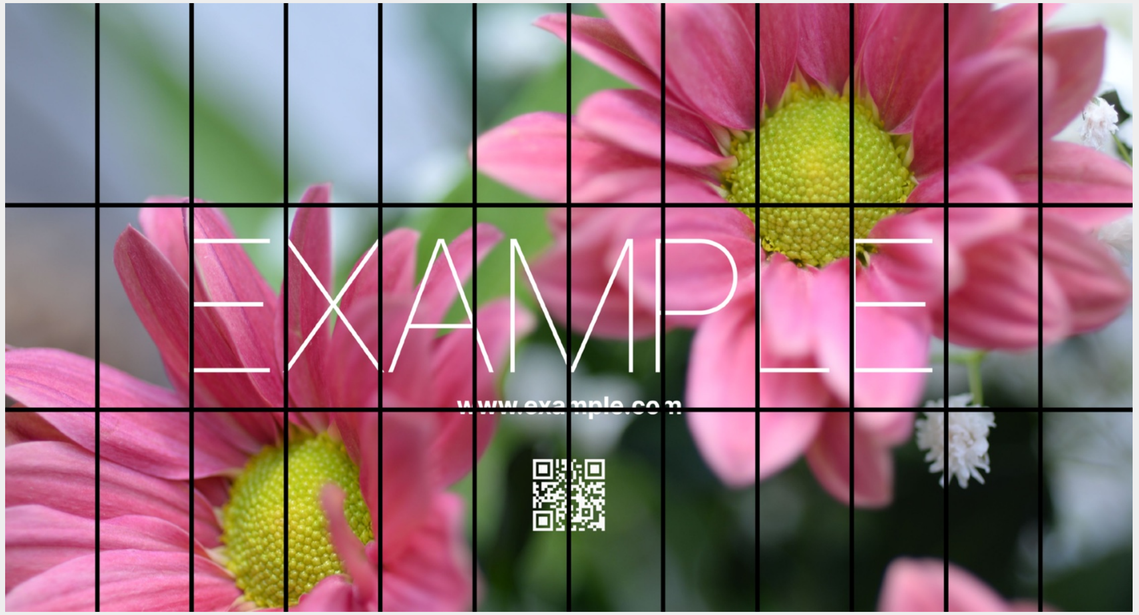
Please use the provided After Effects or Photoshop templates to ensure accurate placement.

There are no obstructions to the side “Wall” screens, so smaller copy / QR codes etc should be placed on those.

Central screen obstructions



DO: Use large, bold imagery and text, which are less effected by the gaps in display.



DON'T: Use thin lettering, small copy where letters could be lost and QR codes where crucial pixels will be missing.

Central screen conversion

Artwork needs to be submitted WITHOUT gaps, so please use the templates to convert from the 4064 × 2192px artwork to the required 3,888px × 2,160px.

⬇ Download Adobe Photoshop template

⬇ Download Adobe After Effects template



Design with gaps



Deliver without

File specifications

Full Motion

The Central Curve is capable of showing static and full motion content, although full motion is only available on certain days. Please confirm with your Ocean sales representative your booking details.

Resolutions	Width	Height	Motion
Left Wall	432px	1,920px	Static
Right Wall	432px	1,920px	Static
Central Curve*	3,888px	2,160px	Full Motion

*without gaps, use templates to create this from the 4064 × 2192px artwork.

- Central Curve
  - 30 seconds long, at 25 frames per second
  - MP4 using H264 at 15Mbps
  - sRGB / Rec.709
- Walls
  - Static JPEG files
  - RGB (no CMYK)
- Ensure a sensible naming convention is observed, Such as CAMPAIGN_SITENAME_SCREEN
  (i.e Example_TheCurve_Central.mp4)

Static

The Majority of campaigns will be static, and full motion campaigns should also provide a static fallback version.

Resolutions	Width	Height	Motion
Left Wall	432px	1,920px	Static
Right Wall	432px	1,920px	Static
Central Curve*	3,888px	2,160px	Static

*without gaps, use templates to create this from the 4064 × 2192px artwork.

- Static JPEG files
- RGB (no CMYK)
- Left Wall, Central Curve and Right Wall all to be provided separately.
- Ensure a sensible naming convention is observed, Such as CAMPAIGN_SITENAME_SCREEN
  (i.e Example_TheCurve_Left.jpg)

File delivery

Files need to be sent via email (under 10mb), secure download link (for example WeTransfer or SwissTransfer) or on physical media.

Digital Delivery require files to be supplied 2 weeks prior to live date. This allows for download, testing and approval, and for any possible reissue based on issues found.

Send any Artwork links to: digitaldelivery@oceanoutdoor.com

Digital Delivery will confirm once files have been received, and again, once tested and approved.

Any questions can also be sent to the above email address.



DeepScreen® 3D Content

The curved nature of the central screen lends itself to 3D style anamorphic content. We only recommend creating this for the Eastbound (right side) of the screen.

The anamorphic illusion is created by warping the artwork based on the viewer's position in relation to the screen (the "sweet spot").

Ocean Studio can assist with the production of 3D artwork, contact studio@oceanoutdoor.com for more information.

