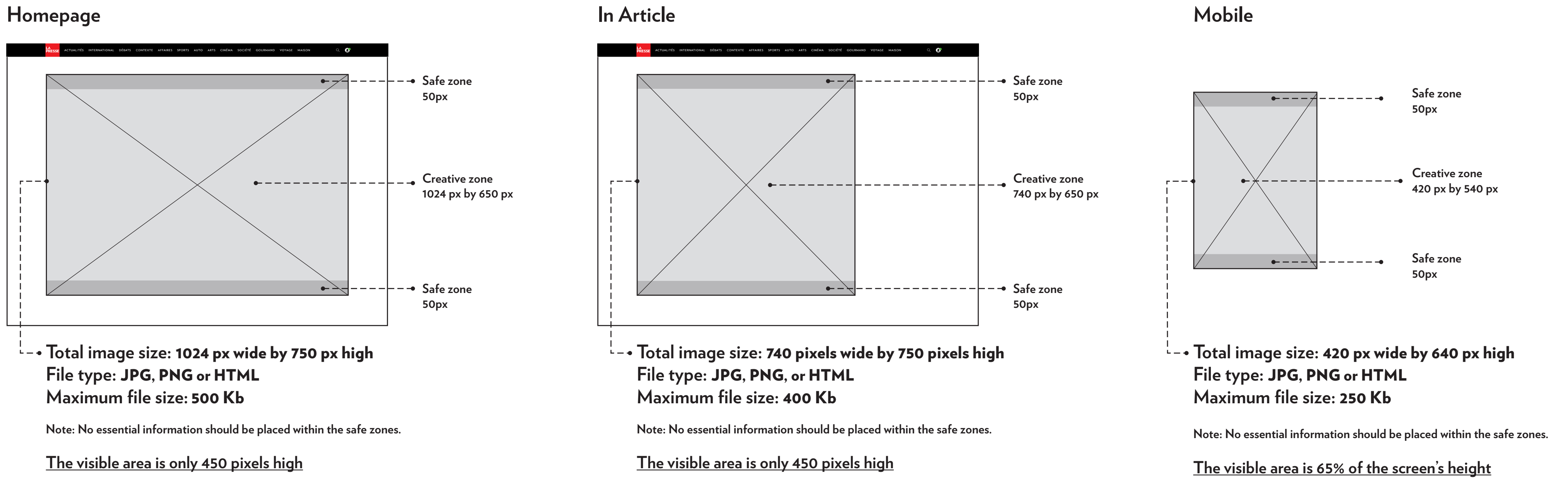


PANORAMA

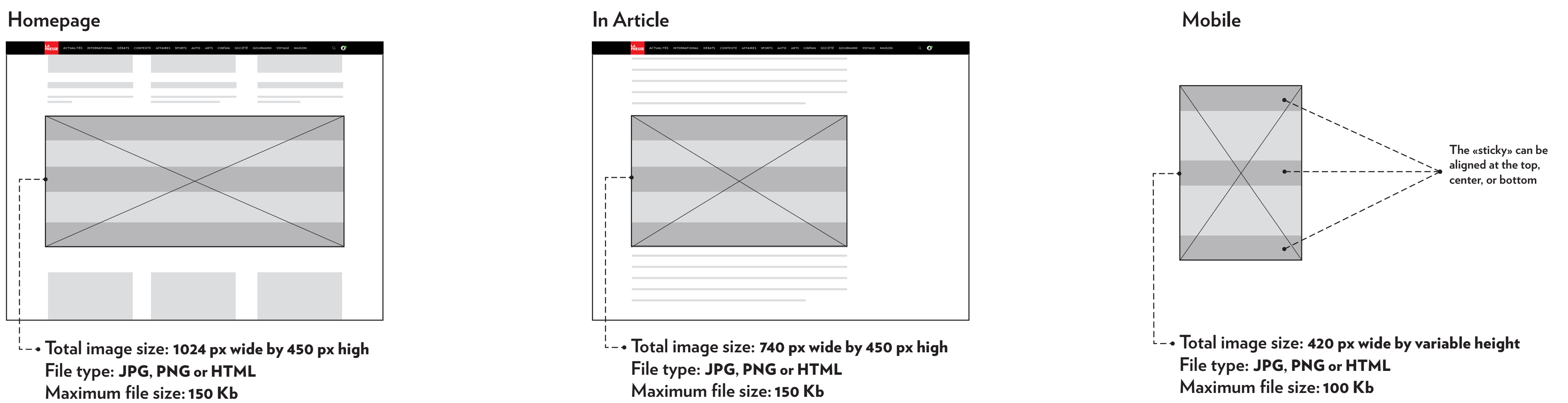
Background Image Technical Specifications

Three options are available during creation: a static image in JPG or PNG format, or an HTML format. If the HTML format is chosen, it cannot be used in the «sticky». As the reading order will be from bottom to top, consider a reverse information unveiling.

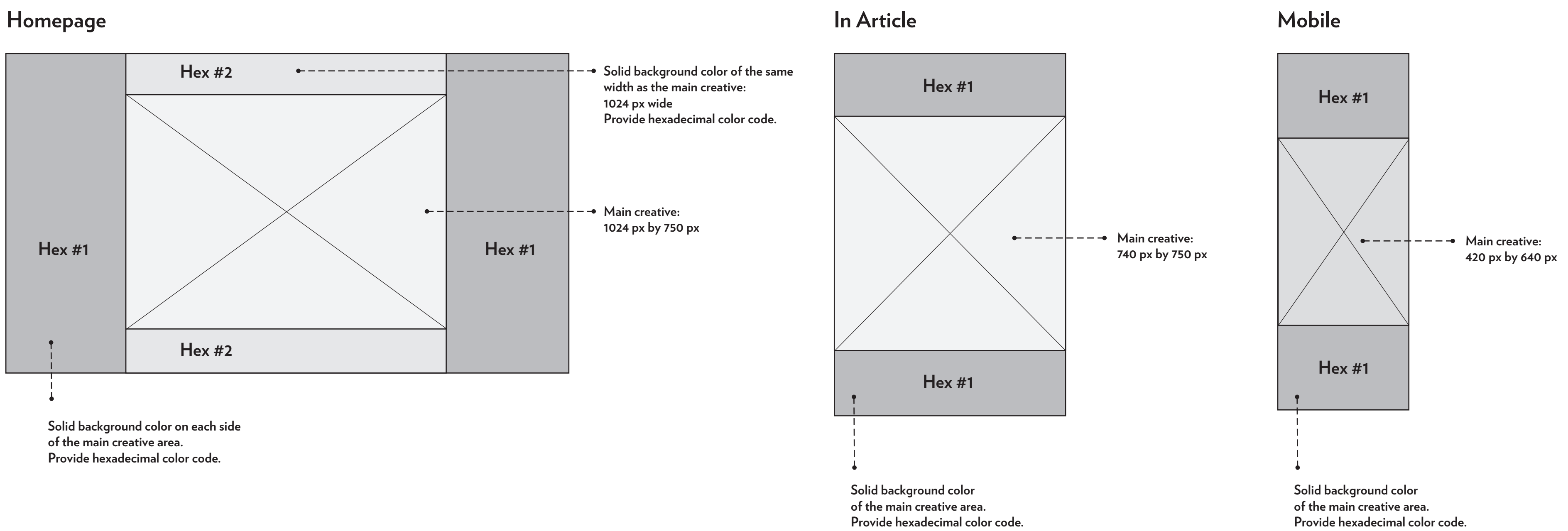


«Sticky» Technical Specifications

During the design stage, you have the option to have a «sticky» element overlaid on your main creative. This «sticky» element scrolls with the site, unlike the main creative, which is fixed. If the HTML format is chosen, the background image must be static. Additionally, the HTML file should be 100% in height.



Background Color Technical Specifications



HTML Animation Technical Specifications

If you plan to use an HTML animation, there are some rules to follow.

- You can animate either the main creative or the «sticky», but not both.
- The HTML file cannot make external image calls.
- Images must be converted to BASE64 and integrated into the HTML file.
- If you are using an HTML animation for the «sticky», the height must be 100% of the visible area (a fixed height cannot be used since the visibility height is variable on mobile).