

# GENERAL GUIDELINES FOR AUDIO AND VIDEO AUDIO VISUAL PLAYBACK

## When Using Pearle Hospitality Devices:

### PRESENTATION FORMATS:

We recommend PowerPoint for your presentation:

- **Microsoft Users**
  - When creating your presentation, save it in the .pptx format.
- **Mac Keynote Users**
  - Save presentations in the .pptx format.
- **Embedded Video and Audio**
  - Save embedded video in mp4 or .wmv format
  - Save embedded audio .mp3 or .m4a encoded with AAC audio

The “pack and go” feature of PowerPoint may also be useful if there are video or sound files associated with the presentation.

### AUDIO FORMATS:

- Use widely supported audio formats like MP3 or AAC. Consider the quality and file size of the audio. Balance the two to ensure a good listening experience without significantly increasing the presentation's size.

### VIDEO FORMATS:

- Use popular video formats such as MP4 or MOV for better compatibility. Compress the video appropriately to maintain a good balance between quality and file size. Consider using H.264 or H.265 (HEVC) codecs, as they offer good compression without compromising quality.

### RESOLUTION AND ASPECT RATIO:

- Common options include 720p (1280x720 pixels) or 1080p (1920x1080 pixels). Match the aspect ratio of your presentation with the display device or projection settings. Common aspect ratios are 16:9 (widescreen) or 4:3 (standard).

### FILE ORGANIZATION:

- Gather all audio and video files used in your presentation in one folder to ensure easy access and organization.



# When Using Your Own Device:

## AUDIO FORMATS:

- Use widely supported audio formats like MP3 or AAC.
- Ensure the audio file is compatible with the playback device or software you'll be using.
- Consider the quality and file size of the audio. Balance the two to ensure a good listening experience without significantly increasing the presentation's size.

## VIDEO FORMATS:

- Use popular video formats such as MP4 or MOV for better compatibility.
- Compress the video appropriately to maintain a good balance between quality and file size.
- Check the playback device or software requirements to determine the supported video codecs and parameters.
- Consider using H.264 or H.265 (HEVC) codecs, as they offer good compression without compromising quality.

## RESOLUTION AND ASPECT RATIO:

- Common options include 720p (1280x720 pixels) or 1080p (1920x1080 pixels).
- Match the aspect ratio of your presentation with the display device or projection settings. Common aspect ratios are 16:9 (widescreen) or 4:3 (standard).

## COMPATIBILITY AND TESTING:

- Verify the compatibility of your audio and video formats by testing them on the playback device or software you'll be using.
- Preview your presentation on the actual equipment or software that will be used during the event to ensure proper playback and avoid any surprises.

## FILE ORGANIZATION:

- Gather all audio and video files used in your presentation in one folder to ensure easy access and organization.
- Use clear and descriptive file names for your media files to easily identify them during the presentation..



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# How to Optimize and Play Your Media Files on Windows Presentation Laptops

If you want to insert audio or video files into your PowerPoint presentation, you need to make sure they are compatible with the program and the laptop you are using. Otherwise, you may encounter playback issues or errors. Here are some tips to optimize and play your media files on Windows presentation laptops:

- **Use supported file formats:** PowerPoint supports a variety of audio and video file formats, such as MP3, MP4, WAV, WMV, etc. If your media file is not in a supported format, you may need to convert it using an online tool or a software application.
- **Compress your media files:** Compressing your media files can reduce their size and improve their playback performance. To compress your media files in PowerPoint, follow these steps:
  - Open the presentation that contains the audio or video files you want to compress.
  - On the **File** tab, select **Info**.
  - In the **Media Size and Performance** area, select **Compress Media**.
  - Choose one of the following options:
    - **Full HD (1080p):** Save space while maintaining overall audio and video quality.
    - **HD (720p):** Quality will be comparable to media which is streamed over the Internet.
    - **Standard (480p):** Use when space is limited, such as when you are sending presentations via e-mail.
  - Wait for the compression process to finish. You can see the amount of space saved by compressing your media files.
- **Optimize media compatibility:** If your media files are incompatible with PowerPoint or the laptop you are using, you may see an error message or a blank screen when you try to play them. To optimize media compatibility in PowerPoint, follow these steps:
  - On the **File** tab, select **Info**.
  - If PowerPoint detects any incompatible media files in your presentation, the **Optimize Media Compatibility** option will appear. Select that option and PowerPoint will optimize the embedded media for you.
  - Wait for the optimization process to finish. You can see if any issues were resolved by optimizing your media files.

