

The 2011 AICE Award Show

Encoding Video Help

AICE



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New Standard For Uploaded Video

H264 Video with MPEG4 (AAC) Audio

- Same Standard as iPod/iTunes and New Flash Video
- Easy To Create
- Any PC or Mac With Quicktime
- High-Quality Video/Audio

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New Standard For Uploaded Video - HD Source

- Video Compression Type/Codec: **H264**
- Video Bitrate: **4800 kbits/sec**
- Frame Rate: **Same As Original**
- Size: **1280x720**
- Audio Codec: **AAC (aka MPEG-4 - NOT Low Delay AAC)**
- Audio Sample Rate: **44kHz**
- Audio Bitrate: **192 kbits/sec**

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New Standard For Uploaded Video - SD Source

- Video Compression Type/Codec: **H264**
- Video Bitrate: **4000 kbits/sec**
- Frame Rate: **29.97 fps**
- Size: **720x486 (If source material is 720x486)**
720x480 (If source material is 720x480)
- Audio Codec: **AAC (aka MPEG-4 - NOT Low Delay AAC)**
- Audio Sample Rate: **44kHz**
- Audio Bitrate: **192 kbits/sec**

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Important Notes About Screen Size

Converting a file from 720x480 to 720x486 will cause artifacts.

If the original file is 720x486, keep the encoded file 720x486.

If the original file is 720x480, keep the encoded file 720x480.

Many formats are 720x480, including:

MiniDV DV50 DVCam DVCPro DVD

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Important Notes

- Source material should be high-quality.
- Uncompressed files are best source material
- File Extension Can Be .MOV or .MP4
- Do Not Deinterlace Video
- Do Not Include Slate
- Make Sure There is Black At The Head and Tail of the Spot

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Important Notes

Below are three suggestions of inexpensive software that can be used to create files for AICE. There are many other applications that can be used.

Please pay close attention to the encoding specs above.

Please note that if video is encoded improperly, you will need to re-encode and upload or submit entries via tape.

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Tools To Create Video

- Quicktime 7 Pro (Mac or PC) \$29.99 (Free With FCP)
- Compressor (Mac Only) (Free With FCP)
- MPEG StreamClip (Mac or PC) (Free)

QuickTime 7 Pro

- Download from: www.apple.com
- Mac and Windows
- Free With Final Cut Studio
- \$29.99 To Buy
- Simple To Use

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MPEG StreamClip

- Download From: www.squared5.com
- Mac or Windows
- Free
- Requires QuickTime

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Compressor

- Mac Only
- Free With Final Cut Studio
- Faster Than QuickTime Pro
- Can Batch Exports
- A Little More Complex Than Other Solutions

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Available Help

For technical questions about encoding video for upload or the AICE entry site, e-mail aice@nicespots.com

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Nice Spots

Nice Spots is an easy to use and cost effective web-based application for viewing, sharing, archiving and collaborating on digital content.

For more information about Nice Spots or to request a demo, please contact:

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