



AV CONTENT & DELIVERABLES

How to get presentations, video, LED content, music and announcements to the AV team so everything runs cleanly on show day.

THE SHORT VERSION

- One shared cloud folder for all show content, with edit or Content Manager access for joe@waveandsignal.co.
- Native PowerPoint or Keynote files are preferred. Non-standard fonts? Send the font files too.
- Notes decks must match the presentation click for click.
- 16:9 slides. Small loops can stay in the deck; video roll moments come as separate files.
- LED wall content built at the exact pixel size we send you.
- Streaming graphics with transparency: .MOV for animated lower thirds, PNG for logos, bugs and PiP frames.
- Walk-on music and stingers one week out, license-free or licensed if the program is streamed. Playlists sent ahead so we can download them. VOG scripts, with phonetic pronunciations, in the run of show.
- Content lock is [CONTENT LOCK DATE / TIME]. Changes after that go through the show team.

1 • CONTENT ACCESS

Set up one cloud folder (Google Drive, OneDrive, Box or Dropbox) for all presentation and show content, with separate folders for Presentations, Videos, Logos & Stills, LED Content, and Walk-On Music. If it helps, we can set the folder up for you.

For programs with a stream, keep **in-room content and stream content in separate folders**, each with its own set of subfolders. The stream often gets different versions (lower thirds, licensed music, different video cuts), and separate folders keep the right file going to the right place.

Show Media › In-Room › Presentations, Videos, LED Content...

Show Media › Stream › Presentations, Videos, Graphics, Music...

The AV team needs full access to all show content. Share everything with joe@waveandsignal.co with edit access, or Content Manager access on a shared drive. View-only links often block downloads, which is how we pull files to the show machines.

2 • NAMING & VERSIONS

Clear, consistent file names keep the right deck on screen. Day, time, presenter and version is the pattern we use:

Show Media › Wednesday › Weds_1045am_JohnSmith_v003.pptx

Use version numbers (v001, v002, v003) rather than words like “final,” “final2,” “new” or “test.” We always load the highest version number, and we keep earlier versions on hand in case they are needed.

Please don't overwrite a file with a new one under the same name.

3 • PRESENTATION FORMATTING

- Build slides at **16:9 widescreen**. 4:3 slides will show with black bars on either side.
- **Small animations, GIFs and short loops are fine** to keep embedded in your slides.
- **Video roll moments come out of the deck.** Any video meant to play as its own moment runs from our dedicated playback software. Send it as a separate file (see Section 5) and mark in the notes or run of show where it plays.
- **If your presentation uses anything other than standard fonts, send the font files along with it.** Missing fonts are the most common cause of shifted or broken slides.
- Keep text large enough to read from the back of the room. If it's hard to read on your laptop, it will be harder on screen.
- Remove hidden slides you don't intend to show, or tell us which ones to skip.
- **Build the deck for how it will be presented.** Every animation, build and embedded loop should be set to play on click or automatically, matching how the presenter rehearsed it.

NOTES DECKS • CLICK FOR CLICK

Some presenters use a separate notes deck on the confidence monitor, since it fits more on a page than the notes view does. If you're building one, **it must match the presentation deck click for click**, not just slide for slide.

- Every build or animation that takes a click in the presentation needs a matching click in the notes deck.
- Duplicate the notes slide for each build, or split the notes so each part follows its build.
- Matching slide counts isn't enough. If the clicks don't line up, the notes drift out of sync as soon as the first build plays.

4 • PRESENTATION SOFTWARE

Our show computers run presentations from a **local copy**, not from the cloud. That's what keeps a deck from freezing, logging out or changing mid-session. Here's how each kind of file fits into that.

NATIVE FILES, RUN LOCALLY **PREFERRED**

POWERPOINT (.PPTX)

The most reliable option and our default.

Watch for: fonts that aren't installed on our machines; videos or images linked from your hard drive instead of included in the file (these come up blank); Mac and Windows rendering some fonts and effects slightly differently; newer features like Morph or Zoom that need a current version of PowerPoint. Tell us if you rely on any of them.

KEYNOTE (.KEY)

Fully supported. Keynote only runs on a Mac, so let us know in advance and we'll plan a Mac playback machine.

Watch for: converting Keynote to PowerPoint loses or changes many builds, transitions and fonts. Send the original .key file rather than an export, and send the font files if you use anything custom.

PDF

Fonts and layout are locked and it opens on anything.

Watch for: no animations, builds or video.

CLOUD-BASED PRESENTATIONS

Google Slides, PowerPoint for the web (OneDrive / SharePoint), Canva, Pitch, Prezi and Figma Slides all work, with a few caveats. These tools depend on a stable internet connection and a signed-in account, and venue Wi-Fi isn't something we want a keynote depending on.

IF YOU NEED TO PRESENT FROM THE CLOUD

If a cloud tool is the one you have to use, we strongly advise two things:

- **A robust, hardwired internet connection** for the presentation machine, arranged with the venue in advance.
- **A firm content lock time**, enforced, so no one is editing close to go time. A late edit that hasn't synced to the presentation machine may not show up on screen.

GOOGLE SLIDES

Watch for: downloading as .pptx often swaps fonts and shifts layouts, so check the downloaded file before sending it.

Embedded YouTube or Drive videos need internet to play. If you need to present directly from Slides, tell us early so we can plan a hardwired connection and offline access.

POWERPOINT FOR THE WEB (ONEDRIVE / SHAREPOINT)

Watch for: a shared link is a live file. Edits from anyone with access, and AutoSave, can change it right up to the moment it's on screen. We download a local copy at content lock and run from that.

CANVA, PITCH, PREZI, FIGMA SLIDES

Watch for: exports to PowerPoint frequently change fonts, spacing and animation. Export to PDF for static decks. If the animation matters, export the deck or the animated sections as MP4 video and we'll play them from our video system.

ACROSS ALL SOFTWARE

- **Cloud edits after content lock won't reach the show** unless you tell us. Send a note with the file name and what changed.
- Live demos, websites and anything that needs a login: tell us in advance. We'll plan a dedicated machine and hardwired internet, and test it at rehearsal.
- Presenting from your own laptop is possible with notice. Plan for the right adapter, notifications off, and a backup copy on our machines.

5 • VIDEO

- Follow the same naming convention as presentations.
- Resolution: **1920 × 1080** for standard screens. LED walls have their own specs (Section 6).
- File formats: **MP4 (H.264)** or **.MOV (ProRes)**.
- Frame rate: keep it consistent with how the piece was edited (usually 29.97 or 23.976). Please don't convert.
- Audio: stereo, 48 kHz, mixed to a consistent level. Let us know if a video has no audio on purpose.
- Send the final export file, not a streaming link (YouTube, Vimeo, Frame.io review links).

6 • CONTENT FOR LED WALLS

LED walls are built from panels, so their resolution is set by the size of the wall, not by a standard format. A wall might be 3840 × 1080 or 2304 × 768. We'll send you the exact pixel canvas and a template for your show.

WALL CANVAS
[W] × [H] px

FRAME RATE
[FPS]

VIDEO CODEC
[CODEC]

STILLS
PNG, full canvas

- **Build at the exact pixel size.** Content made at 1920 × 1080 and stretched to fit a wide wall will look soft or distorted.
- **Keep key content in the safe area.** Lecterns, stage set pieces and the camera's view can cover parts of the wall. Our template marks the zones to keep clear.
- **Avoid thin lines and small text.** LED pixels are spaced farther apart than a monitor's, so hairlines and fine type break up.
- **Avoid fine patterns and stripes.** They cause moiré (shimmering bands) on camera and in the livestream.
- **Go easy on large white areas.** Bright white fields glare on camera and can wash out the presenter. Deep colors and darker backgrounds read best.
- **Black is "off" on LED.** Black areas disappear into the stage, which can look great when it's intentional.
- If slides will appear inside the wall design, tell us. We'll plan a 16:9 window for them in the layout.

- For large or long-running loops, we may ask for a specific codec (such as ProRes or HAP) for smooth playback.

FREE TOOL **Building LED content yourself?** Enter the wall's panels to get the exact canvas, slide sizes and a template with the panel grid and safe zones. waveandsignal.co/led

7 • WEB STREAMING ASSETS

Streamed programs layer graphics over the live video: lower thirds, logo bugs and picture-in-picture (PiP) looks. These need transparency so the video shows through. We follow vMix's format guidelines, and we'll confirm exact specs for your show.

ASSET	FORMAT	NOTES
ANIMATED LOWER THIRDS	.MOV with transparency (alpha channel)	Include the animation in and out. ProRes 4444 or QuickTime Animation codec.
STATIC LOWER THIRDS	PNG with transparency	One file per name, or a blank template plus a list of names and titles.
LOGOS & LOGO BUGS	PNG with transparency	No white or colored box behind the logo. Send a light and a dark version if you have them.
PIP LOOKS	PNG with transparency	The frame or background graphic, with the picture windows cut out as transparent areas.

- **Build at full frame, 1920 × 1080.** Place the graphic where it should sit on screen and leave the rest transparent. Positioning comes baked in.
- **Keep text and logos inside the title-safe area**, away from the edges of the frame.
- **For PiP looks, use 16:9 windows** and tell us which source goes in each one (presenter, slides, remote guest).
- If you'd rather not build these, send your logo, brand fonts and colors, and the list of names and titles. We can build lower thirds and bugs in our graphics system.
- Spell names and titles exactly as they should appear on screen, and send streaming assets with your other content so we can test them at rehearsal.

FREE TOOL **Designing a PiP look?** Lay out the windows to the pixel and export a transparent overlay ready for vMix, plus a measured guide for your designer. waveandsignal.co/pip

8 • WALK-ON MUSIC & STINGERS

We can provide walk-on music and stingers. If you have specific songs in mind, please send them at least **one week before the show**. Our audio engineer edits clips and sets levels ahead of time. Walk-on music isn't cued from Spotify or iTunes playlists. We use dedicated playback software so every cue lands precisely. Send purchased audio files (WAV or high-quality MP3).

STREAMED PROGRAMS • LICENSING

Any walk-on music or stinger that goes out on a web stream needs to be license-free, or the licenses need to be acquired before the show. Unlicensed music can get a stream muted or taken down. For programs that aren't streamed, licensing is less critical.

9 • MUSIC PLAYLISTS

For walk-in, walk-out, breaks and receptions, send your playlists **ahead of the show** (ideally with your walk-on music). We download them onto our music playback devices in advance, so playback doesn't depend on venue internet.

- Share a link to the playlist (Spotify, Apple Music) or send the audio files.
- Note which playlist goes with which part of the program.
- Flag anything that shouldn't be played, such as explicit tracks.
- If the program is streamed, the licensing note in Section 8 applies to any playlist heard on the stream.

10 • VOG ANNOUNCEMENTS

We prefer pre-recorded voice-of-god (VOG) announcements. If they need to be live, please send the script ahead of time. We can also produce VOG announcements with AI voice generation, with great results. All VOGs should be scripted in the run of show.

Include phonetic pronunciations for every name, title and company that could be misread, for live and AI-generated VOGs alike. AI voices read exactly what's written, so they need the phonetics as much as a live announcer does.

Satoshi Nakamoto → sah-TOH-shee nah-kah-MOH-toh

Talent introductions usually follow this pattern:

"Please welcome to the stage, [TITLE], [NAME]."



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