Policies and Procedures for Christie® MicroTiles®
3 Storeys to Tell Your Story
The University of Waterloo Stratford Campus is focused on digital media and offers programs that stimulate invention, collaboration and commercialization through an innovative approach to education and research. It’s the only place where you can get an education that covers creativity, business and technology in a single area of study.

The 3 Storeys to Tell Your Story program is just one of the initiatives offered at the Waterloo Stratford Campus. It is designed to provide content creators (students and professionals) with the tools and resources to plan, design and create high-resolution digital content (graphics, images and video) that will be displayed using Christie MicroTiles at the Waterloo Stratford Campus.

This program can be used as a tool for teaching, research and development for a wide range of content developers. This program is also an opportunity for professionals to promote their design and digital media expertise to the industry and/or potential clients. There are no fees required to participate in the program. Your only cost is in the time and resources you invest to plan your design and create the content.

The purpose of this document is to provide the required information for the following:

1. Content and configuration guidelines
2. Display schedule
3. Application and approval process
4. Technical requirements
5. Editing and approval process
6. Contact information
1. Content and Configuration Guidelines

Our main foyer showcases a unique Christie MicroTile display wall that utilizes 150 tiles (30 tiles high and 5 tiles wide).

Content should be designed using topics, themes, language, images and video that is civil, respectful and professional, and does not contain:

- Material that is potentially libelous;
- Obscene, rude or racist language, imagery or video;
- Personal attacks or threats;
- Personal information published without consent;
- Material that is protected by copyright held by a 3rd party without the consent of the copyright holder.

The University of Waterloo Stratford Campus reserves the right to refuse or remove any content or information that we consider unacceptable or that does not adhere to the standards established by the University of Waterloo.

2. Display Schedule

- Waterloo Stratford Campus students from the Bachelor of Global Business and Digital Arts and Master of Digital Experience Innovation programs will be given priority for all MicroTiles display locations.
- All other requests will be scheduled on a first-come, first-served basis.
- You will be notified when your content will be displayed.

The wall operates between 7 a.m. and 12 a.m., seven days per week.

The duration of your display on the wall is contingent upon the nature of the work and whether we can accommodate your specific need. The University of Waterloo Stratford Campus reserves the right to make decisions on duration.

3. Application and Approval Process

To submit your request, please complete the online application form.

Your application will be reviewed by a panel and you will be notified within five business days of acceptance. Once approved you will work directly with a University of Waterloo Stratford Campus staff member to ensure that your content is appropriate and displayed according to schedule. You will be provided with a waiver to sign off prior to your content being displayed on the wall.

For content not approved, you will be notified with information specific to this ruling.
4. Technical Requirements

Completed Files
The Waterloo Stratford Campus technical team requires your raw files five business days (minimum) before the scheduled display date to ensure that the files can be rendered and approved on time.

Duration of Content Loop
The frequency of how often your content will displayed on the wall within the daily 7 a.m. and 12 a.m. wall schedule is dependent on the overall schedule for the day(s) that your content is active.

Sound
If your display requires sound, indicate that requirement in your application submission.

Final Files
We will not be responsible for modifying the graphics files once they have been submitted. Please note that how it displays on the wall may not be an exact representation on your monitor.

Final files should be provided as MP4 format with an H.264 Codec. We may be able to support the file-rendering process, depending on the project.

Your content will be loaded onto the system by the onsite technical team and the sequences programmed according to your design specifications. Please ensure the technical team has your most recent specifications and requirements.

To review your display onsite, an appointment must be scheduled with the technical team.

To preview the display virtually, the technical team will make arrangements for you to view the content via the live camera feed. You will be provided with details about this process. What do you want to say about this part of the process?

5. Editing and Approval Process

Any or all final edits to the content must be coordinated with the technical team. Keep in mind that all edits will require the file to be re-rendered accordingly. The schedule may be affected if not enough time has been allowed for changes. Please ensure that final content is as accurate as possible to prevent delays.

When the project has been approved you will be provided with details for uploading the project to the system. A final sign-off and release of liability form will be required before posting this content on the wall. You will be sent a release form as required. Please note that a University of Waterloo Stratford Campus watermark (32” inches
wide) will be made on the bottom right-hand corner of the wall unless specified at the time of final submission of content.

You will be sent directions for submitting files.

Final approval must be given in writing, in person or via email.

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