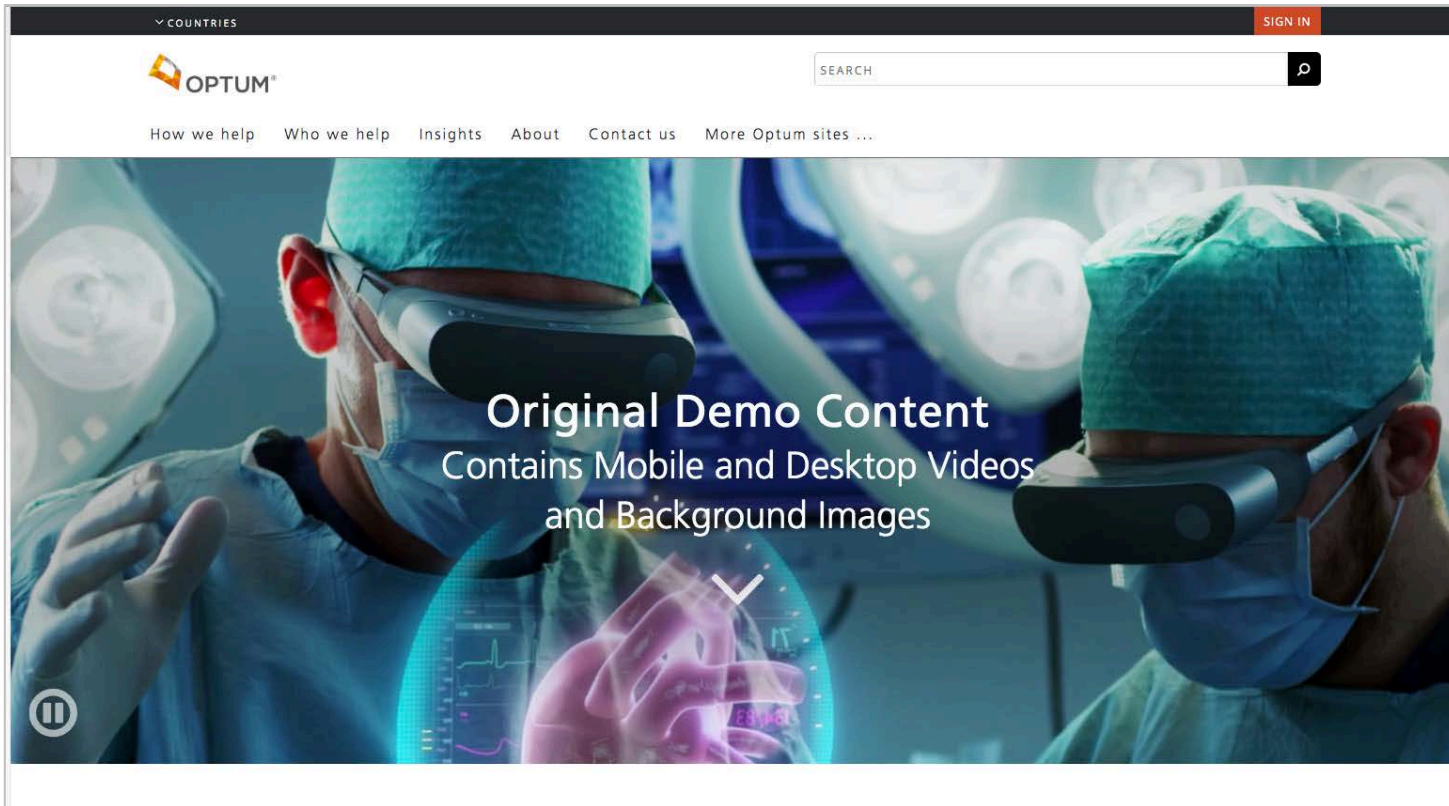


NEW AEM COMPONENT

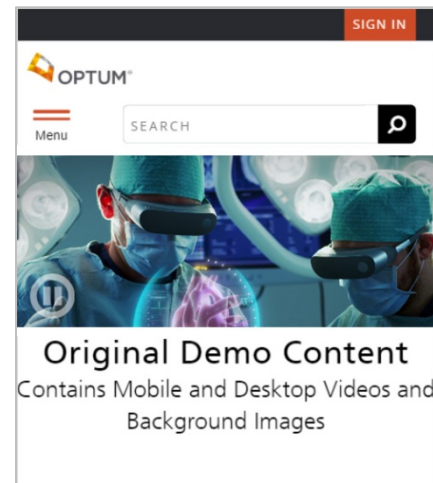
Looping Video Container

Display a 10-20 second looping video clip as a hero banner. Use to set tone or provide personality to the page.

Release date: 9/15/2019



The video clip occupies the full width of the available content area on desktop, tablet and mobile devices.



Videos can be used to give personality and tell the story in a way that is difficult with the written word and a static image.

Creative restrictions - The intent of this component is to display a video banner for purposes of visual design). The looping video clip should not be complex, informational or product/solution related and about 10-20 seconds long. The video clip should be able to provide a clean, visual backdrop to the headline and subheading. No additional text or copy should be included in the video itself. Note: the video does not contain audio.

It is important that this component is not overused on the site and should only be used when it is important to overall goal of the page.

- Marketers / PMs must work with their creative directors when preparing a looping video clip. CDs must get approval from Jon Trettel to use the component.

Position and usage restrictions -This component should only be placed at the top of the page directly under the primary navigation bar and should only appear one time on a page. Usage is restricted to “top tier” pages or high level campaign pages that are used to increase visitors interest and drive visitors deeper into the site. The component should not be used on a product or resource article page.

Video Specs:

2 files are required for Desktop:

Video – 1920x800 mp4 264 codec

Thumbnail – PNG- 1920x800

2 files are required for Mobile:

Video – 960x400 mp4 264 codec

Thumbnail – PNG- 960x400

* When exporting out of Adobe Media Encoder, leave the bandwidth setting at high bandwidth. The video files will be compressed when uploaded to the DAM

Copy specs:

H1 heading: 45 character max*

Tagline: Tagline: 60 character max*

* includes blank spaces.

Optional Features:

- 10% overlay : used to darken video so that type is readable overtop the moving elements of the video. This overlay can be toggled on or off as needed.
- Down chevron appears below the tagline to direct users downward. Users click on the chevron to jump lower on the page. This was added because the video pushes other content below the fold. This feature can be toggled on or off.