

# **PlayStation®Home – Guide to Creating Promotional Marketing Assets**

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# 1 General Requirements

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- Final approved assets (videos, posters) **must be submitted 10 business days prior to the start of a promotion.**
- Assets **must follow the naming conventions listed below.**
  - Use underscores only for file name separations
  - File names cannot be longer than 60 characters
    - 40 characters for the *Name* and *Description* sections and 20 characters for the *Date* and *Dimensions*.
- What **NOT** to put in file names:
  - Spaces
  - Periods
  - Special characters (commas, apostrophe, question marks, etc.)

## Video Specifications

- Video assets must be in the following format:
  - **Format:** MP4
  - **Quality:** 720p or 1080p
  - **Codec:** H.264
  - **Resolution:** 1280x720 or 1920x1080
  - **FPS:** 29.97
  - **Data Rate:** 2500kbs and up
  - **Audio:** AAC 48hz
- Video assets must adhere to this naming convention: *Name\_Description\_Date\_Resolution*  
Example: "killzone3\_trailer1\_021511\_720p.mp4"
  - **Name:** Name of the product or promotion name
  - **Description:** Description of the specific asset
  - **Date:** Requested publish date of the asset or promotion in a six digit format, (i.e. 040711 for April 7th 2011)
  - **Resolution:** Resolution of the video, such as 1080p or 720p.

## 2 Poster Specifications

- Standard Poster and Landscape Billboard assets are **required for every promotion**. Portrait Billboard, Top of Mall Poster, and 6-Panel may also be submitted.
- Poster assets **must** be in the following format:
  - **Resolution:** 72dpi
  - **Format:** JPEG
  - **Color format:** RGB or Grayscale
  - **Quality:** 12 Max
  - **Large File baseline** (Standard)
  - Please see the [Poster Asset Specifications](#) below for individual sizes
- Poster assets **must** follow this naming convention: *Name\_Description\_Date\_Dimensions*  
Example: "SOCOM4\_groupshot\_021511\_256x368.JPEG"
  - **Name:** Name of the product or promotion name
  - **Description:** Description of the specific asset
  - **Date:** Requested publish date of the asset or promotion in a six digit format, (i.e. 040711 for April 7th 2011)
  - **Dimensions:** Size of the posters in a "Num1xNum2" format. The dimensions are unique to each location; therefore we do not require the location to be specified in file name.

### Poster Asset Specifications

#### Standard Poster

*Locations: Core Spaces*  
Size: 256 x 368 Pixels

#### Landscape Billboard

*Locations: Core Spaces*  
Size: 684 x 384 Pixels

#### Blog Lead (Marquee) Image

*Location: PlayStation Blog*  
Size: 554 x 331 Pixels

#### Navigator Tile

*Location: Home Navigator*  
Size: 320 x 176 Pixels

#### What's New

*Location: Xross Media Bar*  
Size: 486 x 405 Pixels

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## 3 Promotional Asset Guidelines

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### DO

- **Include multiple avatar models in screenshots, posters, and videos**
- **Outfit all avatar models appropriately**
  - Example: Ratchet & Clank outfits worn in the Ratchet & Clank public space, or racing suits worn in any racing-themed space.
- **Use gestures, emotes and poses to give a sense of life to avatar models**
  - Example: Capture avatars mid-emote (waving, laughing, clapping, etc).
- **Decorate personal spaces before capturing screenshots**
- **Consider composition when placing avatar models**
  - Example: Arrange avatars in the background of a screenshots as well as the foreground.
- **Use attached PSD template to place the PlayStation®Home logo in the lower right corner of every screenshot**

### DO NOT

- **Capture empty spaces without avatars**
- **Show avatars dancing unless in the context of a music-oriented game or space**
- **Allow the PlayStation®Home logo to overlap another logo or game user interface**
- **Use promotional assets to tease future content without approval**
  - All announcements must be coordinated with PlayStation®Home PR and Community Management.

## 4 Avatar Virtual Items

Example 1 (Original)



This screenshot would be **REJECTED** because:

- ✗ Multiple avatars communicates that PlayStation®Home is a social experience
- ✓ The setting is appropriate for the IP
- ✓ PlayStation®Home logo is located in the lower right or left corner

Example 2 (Revised)



This screenshot would be **APPROVED** because:

- ✓ Multiple avatars communicates that PlayStation®Home is a social experience
- ✓ The setting is appropriate for the IP
- ✓ PlayStation®Home logo is located in the lower right or left corner

### Example 3 (Original)



This screenshot would be **REJECTED** because:

- ✗ Multiple avatars communicates that PlayStation®Home is a social experience
- ✓ The setting is appropriate for the IP
- ✗ PlayStation®Home logo is located in the lower right or left corner

### Example 4 (Revised)



This screenshot would be **APPROVED** because:

- ✓ Multiple avatars communicates that PlayStation®Home is a social experience
- ✓ The setting is appropriate for the IP
- ✓ PlayStation®Home logo is located in the lower right or left corner

## 5 Furniture Virtual Items

Example 1 (Original)



This screenshot would be **REJECTED** because:

- ✗ Multiple avatars communicates that PlayStation®Home is a social experience

Example 2 (Revised)



This screenshot would be **APPROVED** because:

- ✓ Multiple avatars communicates that PlayStation®Home is a social experience

## 6 Public and Personal Spaces

Example 1 (Original)



This screenshot would be **REJECTED** because:

- ✗ Multiple avatars communicates that PlayStation®Home is a social experience
- ✓ PlayStation®Home logo is located in the lower right or left corner

Example 2 (Revised)



This screenshot would be **APPROVED** because:

- ✓ Multiple avatars communicates that PlayStation®Home is a social experience
- ✓ PlayStation®Home logo is located in the lower right or left corner

## 7 Games

Example 1



This screenshot would be **REJECTED** because:

- ✗ Gameplay has been captured
- ✓ PlayStation®Home logo is located in the lower right or left corner

Example 2



This screenshot would be **APPROVED** because:

- ✓ Gameplay has been captured
- ✓ PlayStation®Home logo is located in the lower right or left corner

Note: although this screenshot is *accepted* as-is, it would be best to have placed the PlayStation®Home logo in the lower left corner.

## 8 How to Take Screenshots

Note: This requires a PlayStation®3 Debut (Test) unit

In order to view the virtual items listed by GUID in a standard XML file, you will first need to open up the debug window and follow these steps:

- (1) Start Home in either the CDEV or CQA environments.
- (2) Load into any space.
- (3) Once in a space, press the “Select” button to bring up the debug menu.
- (4) Highlight the bottom option that says “\*\*\*DEV DEBUG\*\*\*” and then press “X”.
- (5) Next, highlight “Open Console” and then press “X”. The console should now appear at the top of the screen.
- (6) Type the following in the console and hit enter:  
`homestore.open file://usb://filename.xml`

You’ll need a keyboard attached to your PlayStation®3 and you should replace “filename.xml” with whatever the name of the XML file is that you’re trying to access.

Here are a few frequently used commands to take screenshots:

- **\*debugcam 1** – This unlocks the camera so that you can get a better angle and close up screenshot
- **shot** – Takes a screenshot
- **consolenumlines 0** – Makes the console and other data text on the screen disappear. You can replace 0 with any number to adjust the number of lines on screen.

## 9 How to Generate NPCs for Screenshot Capture

Note: A PlayStation®3 Debug unit and access to CQA environment are required

- (1) Enter Home in SCEA region of CQA. Press **Select > Dev Debug > Clear Inventory**
- (2) Enter desired scene
- (3) Add space-appropriate inventory items to your Inventory
  - (a) Get GUIDs of newly added virtual clothing items that are appropriate to the space
  - (b) Hit **Select > Dev Debug > Console Command > inv adduser obj <UUID>**  
(where <UUID> is replaced with a valid object ID, not including the angle brackets)
  - (c) Repeat until all objects are added to Inventory
- (4) Spawn more dummy bodies to run around the space wearing appropriate virtual clothing
  - (a) **Select > Dev Debug > Console Command > "setnumnpcs 45"** where 45 is the number of NPCs that spawn.

NPCs will spawn at the origin spawn point. If this is not ideal for the situation, you may add x, y, z coordinates to the **setnumnpcs** command in this form:

**setnumnpcs** [*number of NPCs you want*] [x] [y] [z]

E.g. **setnumnpcs 45 10 -3.1 15**

To get X, Y, Z coordinates, pull up the Console command line (**Select > Dev Debug > Open Console**), then note the cam coordinates in the upper right.

The NPCs that spawn will wear only items in your Inventory, including the default clothing.

- (5) To make the PlayStation®Networks IDs disappear from showing above all avatar's heads, use this command in the Console command line: **showPersonLabels**
- (6) To get good shots of the space filled with appropriately dressed avatars, move your own avatar far away from the action so it is out of the way. Now break the camera away from the avatar with the command: **\*debugcam**
- (7) Position camera
- (8) Minimize the console by entering command: **consoleNumLines 0**
- (9) To take shots, move the camera to the place you want and with the console command line still up, but now invisible, use this command to take pictures: **shot [file\_name[.png]]**  
Repeat, updating the file name to a different number or name until satisfied. Note: if a file name is not included the screenshot file name will default to **shot##.png**.
- (10) Use Target Manager to pull the shots off the PlayStation®3.  
They may be found in the targeted PlayStation®3 in the File location:  
`/dev_hdd0/game/NPIA00005/USRDIR/files`
- (11) Copy them to a local folder, and begin graphic editing as necessary.

**\*\*Note:** To make higher resolution shots, try the command:

**shotHiRes** [*filename.tga*] [*Oversize\_Scale*] [*Supersampling\_Level*]

Where *Oversize Scale*=1 is screen resolution, =2 is double that size, etc.

Where *Supersampling Level*=1 is 1 sample per pixel, =2 is 4 samples per pixel, etc. It is not recommended to set either value above 4.