Overview

The following guidelines are for assets required by Best Buy for e-commerce, print, digital media and in-store advertising.

Format Requirements

Photographs
   Resolution: 300 DPI
   Size: Minimum 1500 pixels X 1500 pixels
   Background:
   Crop close to the product on a white background
   Cropped images must still meet the minimum size requirement
   Color space: RGB or CMYK
   File formats: (in order of preference) EPS TIFF JPEG PSD

Videos
   360°.MOV file
   Or you can supply photos (min. 20 up to 50 images, to above specs)

Naming Convention

Photographs
 Default image:
 Name using UPC Example: 601603120572.eps
 Please ensure no suffix is added to UPC filename
 Preferably 45° or front-facing

Alternate images:
 Name using numeric suffix indicating subsequent images
 Example: 601603120572_1.eps, 601603120572_2.eps,
 601603120572_3.eps, and so on

Videos
 UPC.MOV (Unless you are submitting photos, then see above)

Please ensure that your file formats comply with the above before any submission to prevent any setbacks.
Please note we have outlined our minimum requirements and enhanced requirements.
If you are unable to provide images, please contact our studio to arrange for photography **photoservices@bestbuycanada.ca.**
The following shot lists details the specific angles for luggage. Please see page 2 for image examples.

Enhanced Requirement

1. 45°
2. Front
3. Side
4. Back
5. Close up of handle
6. Close up of wheels
7. Close up of feature *
8. Interior left side
9. Interior right side
10. Interior top down with size reference
11. Lifestyle
12. Close up
13. 360° video

*If applicable

Minimum Requirement

1. 45°
2. Front
3. Side
4. Back

If you have additional images, please provide them.

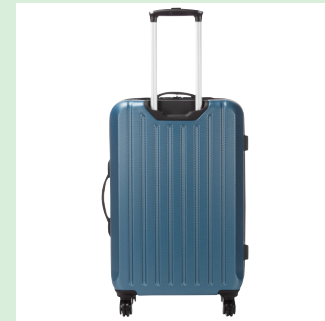**BEST BUY**

Enhanced Requirement

1. 45°

2. Front

3. Side

4. Back

5. Close up of handle

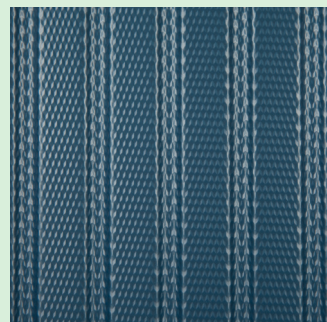6. Close up of wheels

7. Interior left side

8. Interior right side

9. Interior top down with size reference

10. Lifestyle

11. Close up

12. 360° video

Minimum Requirement

1. 45°

2. Front

3. Side

4. Back