



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 virtual reality products. Please see page 2 for image examples.

Enhanced Requirement

- | | |
|----------------------------|---------------------------|
| 1. Main Image: Dynamic 45° | 7. Size Reference |
| 2. Front | 8. Lifestyle/In Use |
| 3. Side | 9. 360° Video |
| 4. Back | 10. VR Experience Video |
| 5. Top | 11. Product Feature Video |
| 6. Close-up/Feature | 12. Gameplay Video |

Minimum Requirement

1. Main Image: Dynamic 45°
2. Front
3. Side
4. Back
5. Top
6. Gameplay Video

If you have additional images, please provide them.

Enhanced Requirement



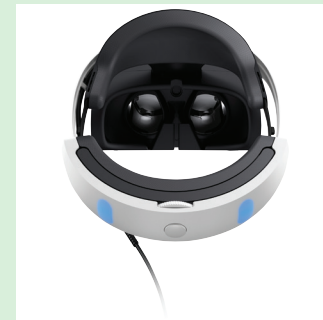
1. Main Image: Dynamic 45°



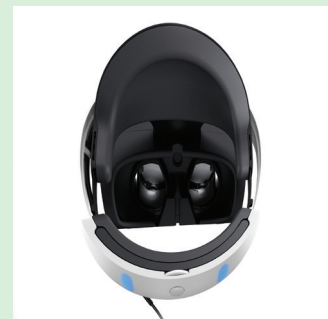
2. Front



3. Side



4. Back



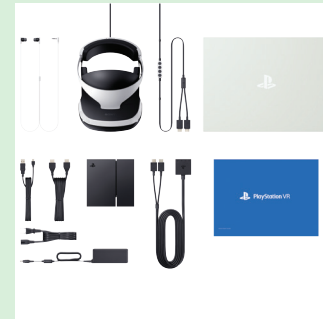
5. Top



6. Close-up/Feature



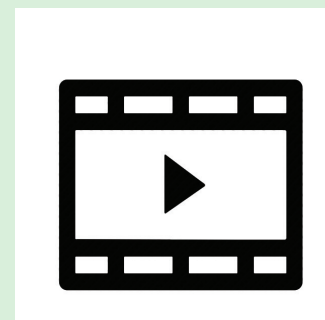
7. Size Reference



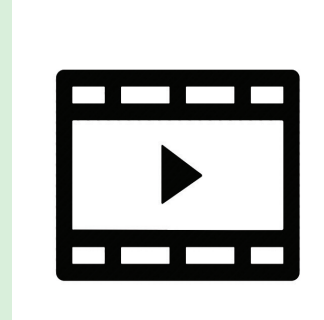
8. Lifestyle/In Use



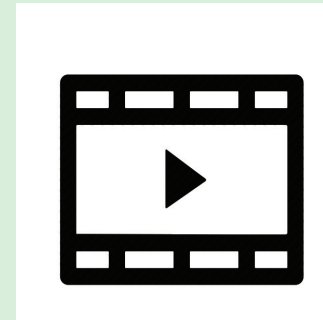
9. 360° Video



10. VR Experience Video



11. Product Feature Videos



12. Gameplay Videos

Minimum Requirement



1. Main Image: Dynamic 45°



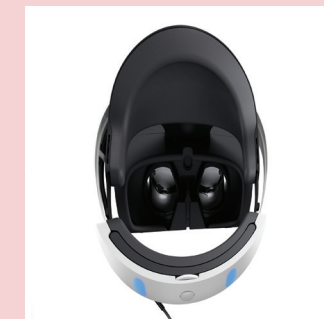
2. Front



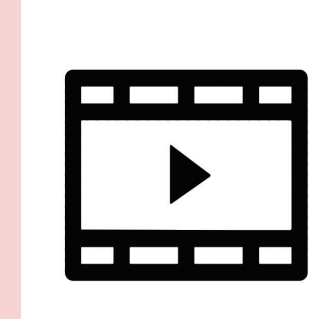
3. Side



4. Back



5. Top



6. Gameplay Videos