

MAMOGO IMAGE PREPARATION GUIDE

For mobile phone Wallpapers, Screensavers or other background images

One of the most common questions we are asked by our clients is ***“What format and size should I make my images?”*** Unfortunately, there is no single answer to this rather simple question. In our handset database we have details on over 2200 mobile phones. Each of these has unique properties for managing images, screen sizes and resolutions, so there is simply no one single format to cover all of the variances.

In order to alleviate this issue, we decided to come up with a solution that was universal, dynamic, quick and adaptive to the daily additions made to the available mobile devices across the globe. As a result, we developed a component for our mobile clients that works behind the scenes to ensure that each and every mobile image (or ringtone for that matter) is optimized and customized for each particular handset. We prepare the image file in a variety of ways depending upon the image itself.

When creating or preparing images for sale as mobile media, there are several methods to consider that will have various effects on how your image will look on a mobile phone screen. Obviously the closer the actual image is to the mobile phone screen size, the better it will look as a mobile phone wallpaper or screensaver. Please consider the items below while cutting, cropping and creating images in preparation for sale in your mobile media store:

Lateral Scale

The lateral scale is the least popular and least used of the scaling methods since you lose proportion and aspect ratio when reducing the footprint of the image. In the image below the person’s face appears elongated and unnaturally narrow.



Ratio Scale

The ratio scale is the most popular scaling method as it maintains the aspect ratio of the image. However this process will make the image smaller on most handsets as usually the ratio is not quite that same as the handset screen itself.



Corner Crop

The corner crop can be used as well in certain circumstances to simply cut a portion of the image out and display that on a mobile handset. Although this shows a clear image, you may lose the point of the image and end up displaying something of less importance.



Center Crop

The Center Crop is effective in some circumstances and many images have the center of the image as the main focal point. However you can lose certain important items from the image as you can see from the example below.



Custom Crop

The custom crop is the most effective method of preparing images. This allows for the image owner to crop out the most important aspect of the image while maintaining the quality and aspect ratio of the images themselves.



Best Results

If you want to provide the best possible results to your clients for the most pleasant images while accommodating most mobile handsets, you should prepare your images to the following specifications:

- A resolution from 72 DPI to a maximum of 300 DPI.
- Approx physical size of no more than 400 pixels high by 300 pixels wide for the original image. This ratio allows the image to be scaled down to a common rectangular shape for many mobile phone screens. Obviously square screens will need to have the image managed differently.
- Typically use .jpg .gif or .png file types for still images. The actual file type may be changed when we convert it to mobile media.
- Animated .gif files are used for animated screensaver images.
- If your images are of a graphic or vector nature use a RGB pallet with 8 bit 256 colors.

Our component will typically prepare the image for particular mobile phones by scaling it to the screen without changing the aspect ratio.

Good luck and have fun with your images!