

# What is a High Resolution Photo?

High resolution photos are required for sharp reproduction on our banners and displays otherwise the printing quality is very poor. Pictures should be taken at the highest resolution setting on your camera.

These are samples of photos when printed:



Low resolution photo

- Any pictures found on the web are low resolution and not suitable for print quality
- A picture that is low-resolution cannot be made into a high resolution photo



High resolution photo

- A high resolution picture is determined by its **number of pixels**; more pixels improves the sharpness of the picture.
- This is print quality

## Helpful tips

The amount of space a picture takes up on your computer and how long it takes to email is determined by the picture's **file size**. The more pixels a picture has, the larger its file size will be.

If you are taking pictures with your camera set the camera at the largest picture size.

If you are unsure please contact our sales team

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