

PIONEER COMPUTERS

User Guide

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1 Overview

The Digital Signage Cloud User guide will provide users a functional understanding of how to use the Cloud Control System. The User Guide will specifically focus on how to add content and sequences, create channels and installations and how to schedule and target content within a channel to its installation.

The Digital Signage Cloud Control System provides a variety of functions specific for different user groups. The Digital Signage Cloud platform includes standalone Media Processor Engine that will encode your existing media to standardised formats which will be pre-optimised for delivery to your installations in a variety of resolutions such as 180 , 480, 720p, 1080p and 2160p. The re-encoding of the media will be based on the source file and can not exceed the resolution of the original file. The Digital Signage Player on your installation will request from the server the preferred size.






A variety of concepts exist within the Cloud Control System that need to be understood by the user to utilise the full functionality of the system. The Cloud Control System combines a variety of common components that exist within traditional Digital Signage systems as well as more advanced functionality referred to as Targeting. Targeting allows you to specify what Content should be displayed in a channel based on a variety of different conditions, such as time of day or day of the week, what location the installation is in based on GPS information, and to provide additional information from the installation or channel about the interactions that are gathered. Unlike traditional Digital Signage Solutions, the Digital Signage Cloud Platform allows you to target advertisements at potential consumers that are relevant.

The Digital Signage Cloud Platform has been specifically engineered to support Android based devices, and includes an APK (Android Application Package) which allows you to connect your devices to the Cloud. Additionally there is support for existing Windows and Linux systems with a VLC based player that utilises a Java Wrapper for the control mechanism. This document will not in any detail go over the installation of either of these two players and will reference the players generically as the "Player" or "Installation" throughout. For information on how to configure the Android or VLC player, please contact your account manager or administrator.





To begin with, you will need to [register an account](#) on the Cloud Control System.

2 Introduction

Throughout the Digital Signage Cloud platform interface you will see a variety different components that construct the overall functionality of the platform. It is important to understand the relationships that existing between the entities and what the purpose of each is for.

				
Content	Sequence	Channel	Targeting	Installation
Individual images and videos.	One or more items of content arranged in an ordered list.	A live stream of content and sequences.	Links content or a sequence to channel.	A screen with the player installed.
<p>JPG, PNG, GIF, MPEG, AVI, MOV, MKV, OGG, MP4.</p> <p>Content can be uploaded or built by a content builder.</p> <p>Can be "dynamic" and update automatically.</p> <p>Can be a region of web page -converted to image by Web Capture.</p>	<p>Sequences provide a convenient grouping of content and always play in order.</p> <p>Players linked to a sequence always start at the beginning, show all items and loop forever.</p> <p>Sequences have no scheduling options or synchronisation. For these features use channels and targeting.</p>	<p>Synchronised - All players linked to a channel play content at the same time. Should be associated to a Installation</p> <p>Only approved content and sequences with a valid active period are displayed. This is defined by targeting.</p>	<p>Targeting defines when content and sequences are eligible for display and when they should stop being displayed.</p> <p>Targeting must be approved prior to display.</p> <p>One item of targeting is required for each content-channel or sequence-channel relationship.</p>	<p>Divided into zone or multiple zones that can display a single channel or sequence.</p> <p>Allows a screen to be monitored and controlled remotely.</p>

<p>Counts how many times each item of content has been displayed.</p> <p>Also records face counts, clicks and conversions.</p>	<p>Counts how many times the entire sequence of content has been displayed.</p> <p>Also records face counts, QR code scans, clicks and conversions.</p>	<p>Counts how many items of content or sequences have been displayed on each channel.</p> <p>Also records face counts, QR code scans, clicks and conversions.</p>	<p>Count of how many times each item of content or sequence has been displayed on a specific channel.</p> <p>Also records face counts, clicks and conversions.</p>	<p>Counts how many items of content or sequences have been displayed by each installation.</p> <p>Also records face counts, QR code scans, clicks and conversions.</p>
<p>Content can only be deleted if it is not linked to a sequence or targeting.</p>	<p>A sequence can only be deleted if it is not linked to targeting.</p>	<p>A channel can only be deleted if it is not linked to targeting.</p>	<p>Targeting can always be deleted unless payment information is defined.</p>	<p>Installations can always be deleted.</p> <p>Installations may refer to deleted channels or sequences.</p>

			
Account	Group	Interaction	Market
<p>Each user has a separate account with private content, sequences, channels, targeting, installations and interactions.</p> <p>Open ID or manual registration available to gain access.</p> <p>An account can be linked to one or more additional accounts to share content, sequences, channels, targeting, installations and interactions.</p> <p>An account with admin or group admin permissions can edit accounts and group settings.</p>	<p>A group allows multiple accounts to be administered by one or more admin accounts. Admin accounts have group modify permission.</p> <p>Group settings define how the server configures the admin interface. Group settings allow branding and customisation of the service. The active group can be selected based on the DNS name or path.</p>	<p>Customer interactions are stored for reporting.</p> <p>Examples include; scanning QR code, clicking a link, completing a conversion.</p> <p>Interactions refer to the content, channel, sequence, targeting or installation that caused them.</p>	<p>Market groups allow content, sequences and channels to be listed on the Market tab.</p> <p>Other users may create targeting to request permission to use the content, sequence or channel. This is called cross account targeting.</p> <p>Cross account targeting requires approval by the owner of the content or sequence AND the owner of the channel.</p>

3 Registering for an Account

To begin using the Digital Signage Cloud Web Interface, you must first register an account. This can be done in either two ways depending on your Digital Signage Cloud platform configuration.

[Standard Registration](#) is the default configuration on most Digital Signage Cloud deployments

[Generated Link Registration](#) is necessary when your administrator has disabled Standard Registration

3.1 Standard Registration

If your system is configured to allow standard login and the ability to register directly on the landing page, you can signup for an account by navigating to the Fully Qualified Domain Name supplied by your partner. Your partner may also choose to setup a group specifically for your organisation which will be customised for your company or domain, an example of this could be <http://signage.yourcompanyname.com>

Depending on your login configuration for your company, you may have Google, Yahoo, OpenID, Facebook or only a selection. The default option is to manual register an account with the Digital Signage Platform where by all details are stored on the platform in relation to your account. If you choose a third party login provider, the account will be created for you after you authenticate to your provider (you will be redirected to Google, Yahoo, Facebook).

To proceed with Manual Registration, fill in

- **Account Name** (can be your first and last name, or something you feel identifies you on the server)
- **Email** (Your email address)
- **Password** (8 characters minimum or as defined by your administrator)

To proceed with creating your account, click Register and your account will be created and you will be logged into the system

Your Company Logo

Manual Sign In

Email

Password

[Forgotten password?](#)

Manual Registration

Account Name

Email

Password

Confirm Password

After registering you will be brought to the [Successful Login](#) page

3.2 Generated Link Registration

If your company or partner does not allow direct registration you will be provided a registration link from your Administrator or your Account manager. A generated link will look something similar to this

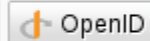
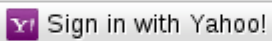
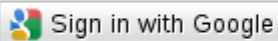
http://signage.yourcompany.net/en_GB/#Link-account-a4c8cce4-f532-451b-a111-855c6f556e11

The Account Name and Email Address are pre-populated by your administrator, it is possible you do not have the Google, Yahoo or OpenID sign, you can choose to use these if you prefer.

To register manually you must enter the following

- **Account Name** (can be your first and last name, or something you feel identifies you on the server)
- **Email** (Your email address)
- **Password** (8 characters minimum or as defined by your administrator)

Your Company Logo



Manual Registration

Account Name

Email

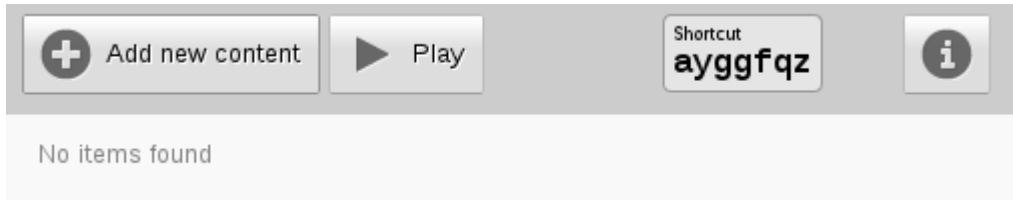
Password

Confirm Password

After registering you will be brought to the [Successful Login](#) page

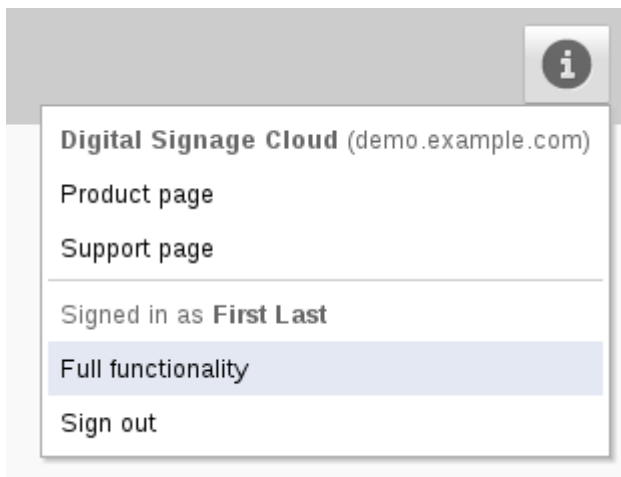
4 Successful Login

After logging in you will be brought to a page that may look like this if your group has been configured to default to **beginner mode**. You will notice that your account has a shortcut code, which can be used to identify your account on the system and should be recorded for future reference.



4.1 Full Functionality

To exit the beginner mode you can click on information button and click "Full Functionality", otherwise you can proceed with using beginner mode until you are comfortable.



If you have full functionality enabled by default by your administrator, you will land on the [Home](#) page

5 Home

The Digital Signage Home page is displayed upon successfully logging into your account if you have full functionality enabled, if you are in **beginner mode** and do not see the below tabs you can enable [Full Functionality](#).

- [Tabs](#)
- [Account Information](#)
 - [Account Data](#)
 - [Export](#)
 - [Import](#)
 - [Account Statistics](#)
 - [News and Information](#)
 - [Release Notes](#)

5.1 Tabs

You may see some of the following tabs as a normal user, if you do not see all of these tabs it is because your administrator has removed access to them.



The tabs above are listed from left to right. the selected Tab will be larger and depending on your browser may also be highlighted when selected.

- [Home](#) - The users dashboard (currently selected tab)
- [Overview](#) - Overview of all digital signage content, sequences, channels and installations associated with the account
- [Content](#) - manage content
- [Sequences](#) - manage sequences of content
- [Channels](#) - manage channels
- [Targeting](#) - Targeting allows you to add content and sequences to channels
- [Installations](#) - manage player installations
- [Interactions](#) - list interactions with channels and content
- [Audit](#) - view audit trail of user actions
- [Market](#) - view publicly available content, sequences and channels
- [Status](#) - view active server statistics
- [Information Button](#) - Allows you access Product and Support Pages, [Edit Account](#) Settings and Sign Out

5.2 Account Information

The dashboard allows a user to see information about their account

Account ID	account-7a10c5e2-1918-4556-9314-65891a88f59e
Account Name	Demo 1111 - demo1111@example.com (demo.example.com)
Account Shortcut	azekzhk (azekzhk@demo.targetr.net)

Account ID - This is a unique identifier on the server and can be used to identify content, sequences, channels, installation and audit information of the particular user, it can also be used to link accounts together.

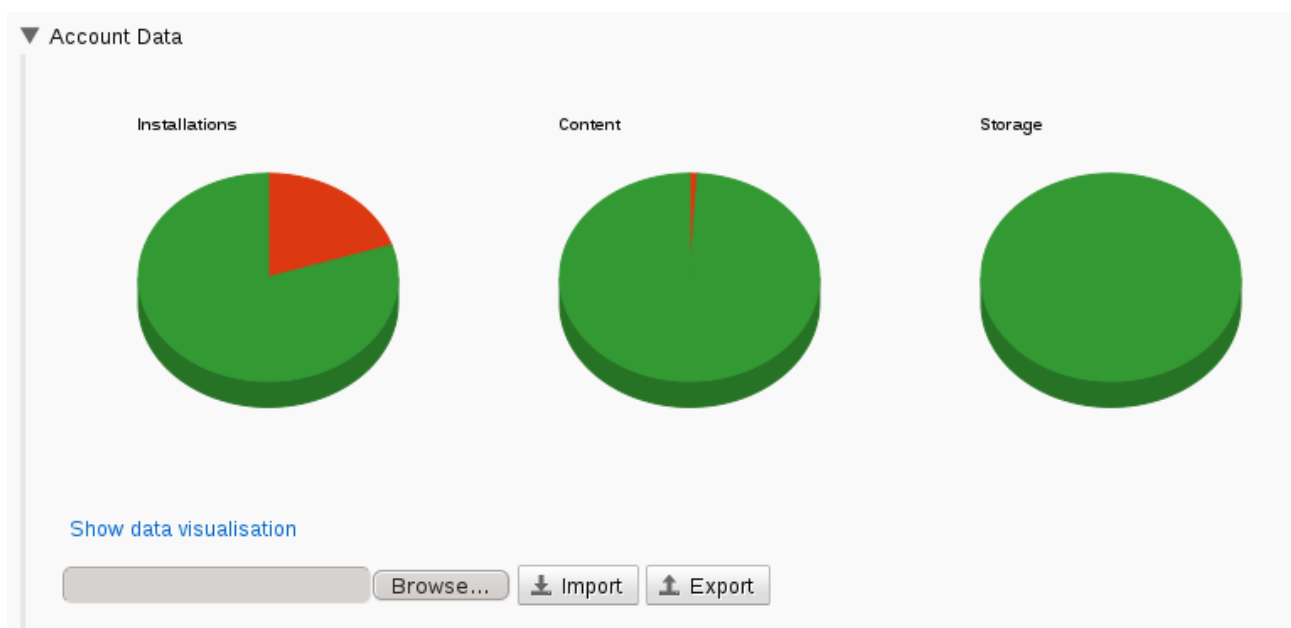
Account Name - Arbitrary name defined by the user to identify themselves, as well as their email address and their current group

Account Shortcut - A simplified Account ID that has very similar functionality

To edit your Account information please click on the [Information Button](#) and then [Edit Account](#).

5.2.1 Account Data

Account Data provides a visual representation of utilisation of Installations, Content and Storage within your account. You can optionally click on the "**Show data visualisation**" which will generate an SVG of the relationships between your Content, Installation and Channels within your account.



It also provides you the ability to Import and Export your

Export

An export provides you a zip file that you can utilise for moving content from one account to another, or moving from one server to another

Import

An import must be based on an export from another account or server, and should be in zip format.

5.2.2 Account Statistics

Account statistics is a compilation of the data within your account based on the data collected in the [Interactions](#) tab. This includes statistics from Channels and Content based on impressions, Faces Counted, Clicks throughs and Conversions. You can click "**Refresh statistics**" to update to latest information.

▼ Account Statistics

Channel Statistics				Content Statistics			
Impressions	Faces	Clicks	Conversions	Impressions	Faces	Clicks	Conversions
3,783	2	6	0	628,293	3	208	0
Refresh statistics							

▶ Cross Account Targeting

5.2.3 News and Information

The News and Information page allows an administrator to provide you updated News about the service or general information.

5.2.4 Release Notes

Release Notes are provided by your administrator to give you information of specific enhancements to the Digital Signage Cloud Platform.

6 Overview

The Overview tab provides a simple location combining the functionality of the core components of the Digital Signage Cloud platform with a simple drag and drop interface with right click functionality. Operations are simplified by simply using your cursor to drag and drop the item on another location or by selecting the item and right clicking. Although Targeting is not represented as one of the windows, the action of dragging either a piece of content or sequence onto a channel creates a simplified version of targeting. To edit the targeting you should use the right click operations available on the channel.

i Before using the Organise tab, it is important to understand the relationships that exist between Content, Sequences of Content, a Channel that displays Content or a Sequence of Content based on Targeting, and an installation that represents a device and is linked to one or more channels within a zone.

- [Content](#) provides the ability to add , search and modify content
- [Sequences](#) provides the ability to add, search and modify Sequences
- [Channels](#) provides the ability to add, search and modify Channels
- [Targeting](#) easily add content or sequences to a channel creating simple targeting
- [Installations](#) provides the ability to add, search and modify Channels

Simply select your item of Content or Sequence and drag and drop into one of the top bar options or onto a channel creating targeting



You can easily re-size your Content, Sequence, Channel and Installation views by clicking and holding with your mouse the = on the divider, releasing the mouse button when you have re-sized to your preference.

6.1 Content

By using the Operation buttons you can

- [Add Content](#)
- [Search Content](#)

By Dragging and Dropping the Content you can

- [Drag to Preview](#)
- [Drag to Edit](#)
- [Drag to Remove](#)
- [Drag to add to Sequence](#)
- [Drag to add to Channel](#) (creates targeting)

By Right Clicking you can

- [Preview](#)
- [Edit](#)
- [Tag](#)
- [Reprocess](#)
- [Remove](#)
- [Install Tracking](#)
- [List Sequences](#)
- [List Targeting](#)
- [List Interactions](#)
- [Create Targeting](#)
- [Ownership](#)
- [Show Audit Trail](#)

6.2 Sequences

By using the Operation buttons you can

- [Add Sequence](#)
- [Search Sequences](#)

By Dragging and Dropping the Content you can

- [Drag to Preview](#)
- [Drag to Edit](#)
- [Drag to Remove](#)
- [Drag to add to Channel](#) (creates targeting)

By Right Clicking you can

- [Remove](#)

6.3 Channels

By using the Operation buttons you can

- [Add Channel](#)
- [Search Channels](#)

By Dragging and Dropping the Content you can

- [Drag to Preview](#)
- [Drag to Edit](#)
- [Drag to Remove](#)
- [Drag to add to Sequence](#)
- [Drag to add to Channel](#) (creates targeting)

By Right Clicking you can

- Preview
- Tag
- Edit
- Channel (Preview , Edit, List Content)
- Content (Preview, Edit, List Channels)
- List Interactions
- End Targeting
- Remove
- Ownership (Targeting, Content, Channel)
- Show Audit Trail

6.4 Installations

By using the Operation buttons you can

- [Add Installation](#)
- [Search Installations](#)

By Dragging and Dropping the Content you can

- [Drag to Preview](#)
- [Drag to Edit](#)
- [Drag to Remove](#)

By Right Clicking you can

- [Preview](#)
- [Status](#)
- [Edit](#)
- [Tag](#)
- [Remove](#)
- [Install](#)
- [Java Web Start](#)
- [Change Channel](#)
- [Emergency On](#)
- [Commands \(Restart\)](#)
- [List Interactions](#)
- [Ownership](#)
- [Show Audit Trail](#)

7 Content

Content is composed of any media that is either uploaded or imported to the Digital Signage Cloud Platform. Content can be images or videos, or remote imports of data such as RSS feeds, RTSP streams or HDMI IN. The Content tab allows you to add content and manage all of your uploaded or imported content.

i Content will be added and viewed based on your currently selected **Aspect Ratio** with in the [Information Button](#) settings. It is important that you select the correct Aspect Ratio for your source content, and create [Channels](#) that have a consistently sized Aspect Ratio.

7.1 Content Operations

The follow operations are available within the Content Tab.

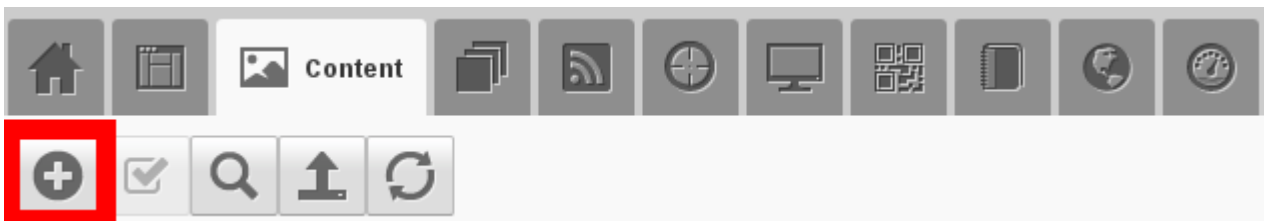
7.2 Adding Content

The Digital Signage Cloud Platform supports most common file types. After uploading new content into the User Interface, it will enter a queue for Media Processing. The Media Processor encodes files to multiple image and video sizes.

- [Support Video Formats](#)
- [Supported Image Formats](#)

i Please see [Sequences](#) to add Media RSS.

To add content, navigate to the Content tab, click the + button.



7.2.1 Type

There is a variety of different options to upload, import or map data from different sources. Content is considered to be Images, Videos, Web Capture of remote sites, Import of remote content, RSS feeds, Media RSS feeds, HDMI IN mapping or RTSP streams. In addition to all of the standard import, upload or mapping options available, Content can also be provided from the Content building API. Please contact your Administrator or Account manager for more information about Content Builders.

Select one of the following content types. Custom represents a Content Builder and may vary in name.

7.2.2 Generic Content Options

Name

Set the Name to something you can identify the Content with, it will not be used externally in any way.

Landing Page

The Landing page defines where the target of the content will take you if a user interacts with the screen.

Duration

Duration is the amount of time you intend the content to display for. This is automatically populated if it is a video, and can be overridden in [Targeting](#) when the content is added to a channel.

Market Group

Allows you to specify if you would like the content to be visible to the defined Market Groups. Market Groups are defined by your Group Administrator.

The default options are

- Private
- Public

Pricing

If you intend on adding content that requires payment, you can specify who should pay whom. In some cases the publisher may pay the content owner. Options are

- Disabled (default)
- Content owner pays channel owner (for advertisers wanting to publish content to a channel, for example advertisements)
- Channel owner pays content owner (for publishers who wish to pay to display content that is copyrighted, for example artwork)

Tags

Allows you to set a tag so you can easily search the content screen.

Advanced Options

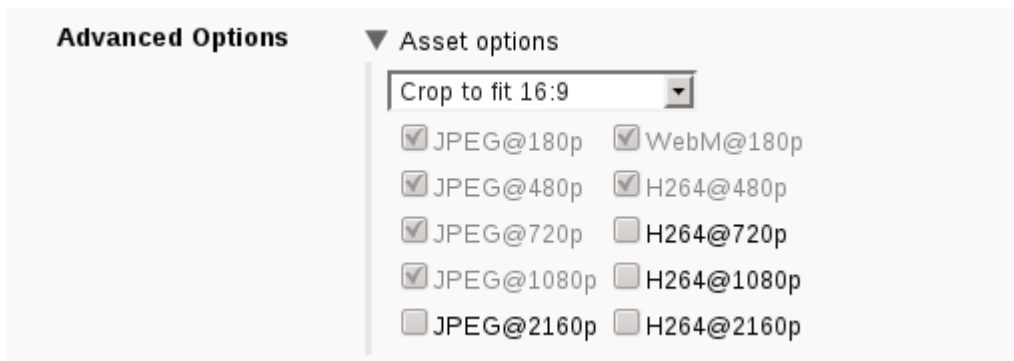
Advanced Options allow you to override default upload options during import.

Asset Options

Asset Options allows you to define what size the image or videos should be imported at. They can not exceed there original source quality, but can be modified to fit a standard aspect ratio (your selected Aspect Ratio in [Information Button](#))

- Add borders to fit 16:9
- Stretch to fit 16:9
- Crop to fit 16:9

By default the following sizes are selected, so if you wish to encode at a higher resolution you will need to select it from the list. Your source file must be of a higher resolution for it to work successfully.



Edit Advanced Options

Please contact your administrator or Account manager for further information on advanced options for adding Content

7.2.3 Local File

The Local file method allows you to select any video , image or PDF you have on your local computer. The file will be uploaded to the Digital Signage Platform and encoded by the Media Processor to standard formats.

Image Upload

Click the **Browse** button and select the location of the Image file on your computer you wish to upload to the server.

Content Editor

Type

Upload a file you have on your local computer.

Local File

[Supported file types](#)

Please refer to the [Generic Content Options](#) to complete the operation.

Video Upload

Click the **Browse** button and select the location of the Video file on your computer you wish to upload to the server.

Content Editor

Type

Upload a file you have on your local computer.

Local File

[Supported file types](#)

Please refer to the [Generic Content Options](#) to complete the operation.

PDF Upload

Click the **Browse** button and select the location of the PDF file on your computer you wish to upload to the server.

Content Editor

Type

Upload a file you have on your local computer.

Local File

[Supported file types](#)

i Multiple Page PDF files will create a sequence. A Sequence will retain the original ordering of the pages allowing you to easily add it to a channel.

Please refer to the [Generic Content Options](#) to complete the operation.

7.2.4 Region of Web Page

Web Capture is a service built into Digital Signage Cloud platform that enables a region of any web page to be displayed on your installations. Using this technology, players are served a pre-rendered image of the page to display. This ensures content is consistent across all players, including those which can not render HTML. Web Capture will automatically update the image when the content on the web page changes.

Adding Content with Web Capture

From the Content Tab, click the +

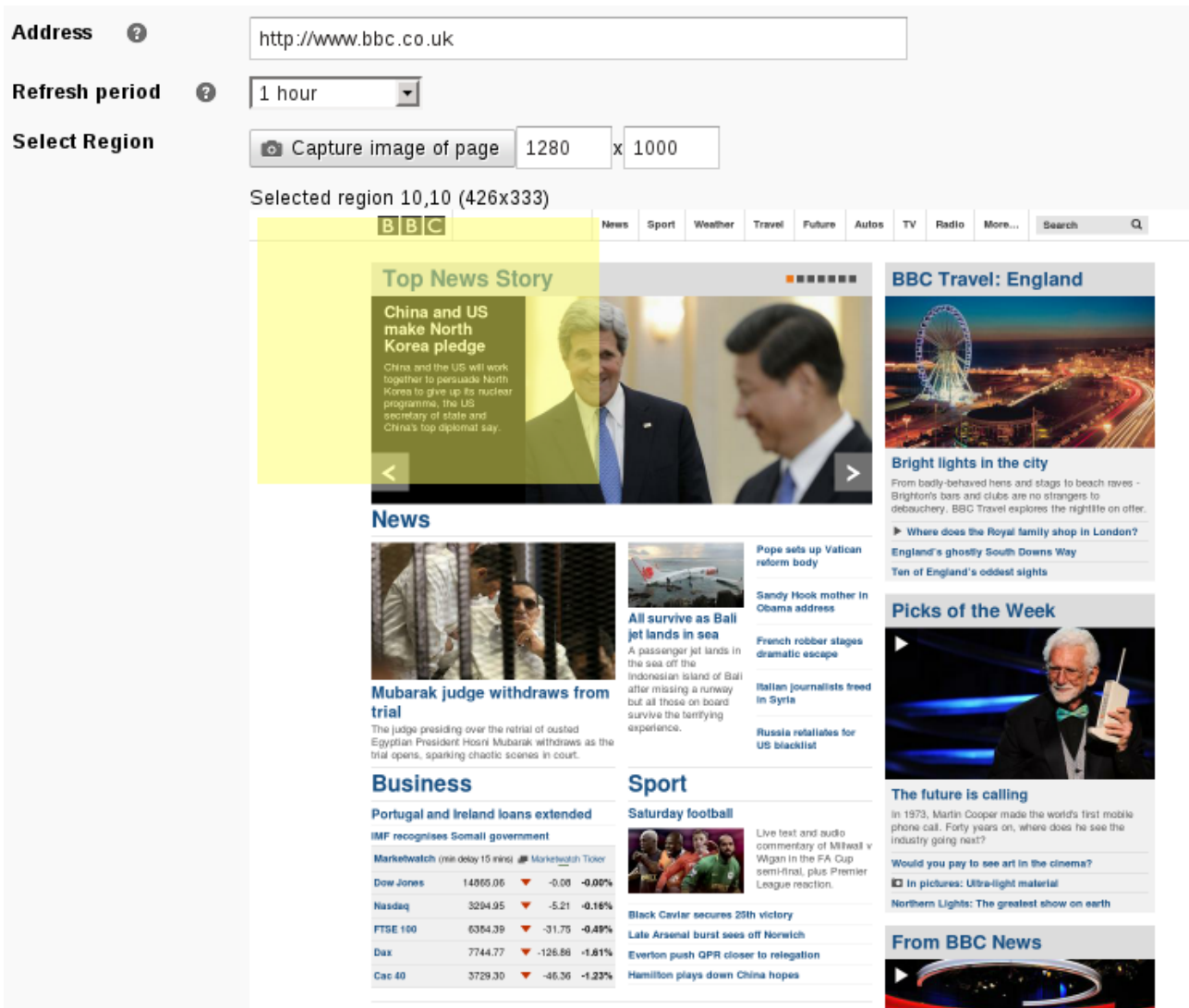


Content Editor

Type

Take a snapshot of a region of a web page.

Address - the URL you wish to capture, for example <http://www.bbc.co.uk>
Refresh Period - Set the Refresh Period to the frequency of the snapshot you wish to take of the web page
Select Region - Set your resolution of the screenshot you want to capture and click "**Capture Image of of Page**"



You must use the Yellow selector to determine what area you would like to select, it will take a snapshot every time of this selection based on your Refresh Period. It is advisable that you select a region that is a standard aspect ratio so if you decide to stretch to fit a zone. Please refer to the [Generic Content Options](#) to complete the operation.

7.2.5 Remote Data Source

The Digital Signage Cloud platform can support a variety of Remote Data Sources, these are broken down into two categories

- [Imported Content](#)
 - [RSS Feed](#)
 - [HTTP Import](#)
 - [FTP Import](#)
 - [YouTube Import](#)
 - [Media RSS Import](#)

- [Live Streaming](#)
 - [RTSP Source](#)
 - [HDMI IN](#)

Imported Content

Imported Content consists of RSS feeds , MediaRSS feeds , HTTP and FTP URL containing Images or videos, Youtube and Flickr

RSS Feed

Ensure you specify a valid RSS feed as well as a **Refresh period** otherwise your content will not be updated.

Content Editor

Type ▼

Import images, videos or RSS from a remote address and automatically refresh.

Address ?

Refresh period ? ▼

Please refer to the [Generic Content Options](#) to complete the operation.

HTTP Import

Ensure you specify the location of an Image, Video or PDF document. The Digital Signage Platform will import your media. You must specify a **Refresh period** otherwise your content will not be updated. The web server you are serving the content from must supply "**Last Modified**" on the HTTP request for this to work correctly.

i PDF documents that have multiple pages will automatically create a Sequence.

Content Editor

Type ▼

Import images, videos or RSS from a remote address and automatically refresh.

Address ?

Refresh period ? ▼

Please refer to the [Generic Content Options](#) to complete the operation.

FTP Import

Ensure you specify the location of an Image, Video or PDF document. The Digital Signage Platform will import your media. You must specify a **Refresh period** otherwise your content will not be updated. The FTP server must be set to anonymous login or you can put the username and password in the URL. The modified date of the file will be used to check if the content should be re-imported.

i PDF documents that have multiple pages will automatically create a Sequence.

Content Editor

Type

Remote data source ▾

Import images, videos or RSS from a remote address and automatically refresh.

Address ?

ftp://ftp.example.com/files/videoclip.mp4

Refresh period ?

1 hour ▾

Please refer to the [Generic Content Options](#) to complete the operation.

YouTube Import

Ensure you specify the correctly formatted url of your content from YouTube, you should also have permission from the owner or be the owner of the content. Do not set a **Refresh period**

Content Editor

Type

Remote data source ▾

Import images, videos or RSS from a remote address and automatically refresh.

Address ?

http://www.youtube.com/user/OptimumReleasing?v=-URkBFVZqc

Refresh period ?

Do not refresh ▾

Please refer to the [Generic Content Options](#) to complete the operation.

Media RSS Import

Please add Media RSS via [Sequences](#), examples of Media RSS are Flickr and Screenfeed.

Live Streaming

The Android Player can also be linked to more advanced video data sources such as RTSP and HDMI IN ports if the player device has an HDMI IN port. This enables live video to be streamed from an HDMI port or RTSP device.

RTSP Source

The RTSP device (IP camera) must be located on the same network as the Android Player device. The Device must also be setup to allow anonymous view privilege of the RTSP stream, please refer to your IP camera manual for instructions of how to setup RTSP stream. Below is an example of an Axis IP camera.

Content Editor

Type ▼

Import images, videos or RSS from a remote address and automatically refresh.

Address ?

*You should not set a **Landing Page**

Please refer to the [Generic Content Options](#) to complete the operation.

HDMI IN

Content Editor

Type ▼

Import images, videos or RSS from a remote address and automatically refresh.

Address ?

HDMI IN devices maybe mapped on a variety of ports defined by the firmware / manufacturer, please contact your hardware manufacturer to obtain the HDMI setting.


Other potential URL's for your HDMI IN port maybe as follows.

URL
hdmi://localhost:0
hdmi://localhost:1
hdmi://localhost?port=1
hdmi://localhost?port=2

 You should not set a **Landing Page** for HDMI IN

Please refer to the [Generic Content Options](#) to complete the operation.


7.2.6 Advanced HTML

 Advanced HTML is disabled by your administrator

Advanced HTML allows you to add HTML based content to your channel, this is only supported for web based players such as your Web Browser.

It is recommended that you use the Content Builder API to create the content using third party applications to achieve similar functionality.

7.2.7 Custom

 Using the Content Building API additional types of content can be added from a variety of remote sources.

Please contact your Administrator or Account Manager to discuss what options are available

7.3 Managing Content

- [Views](#)
 - [Grid View](#)
 - [List View](#)

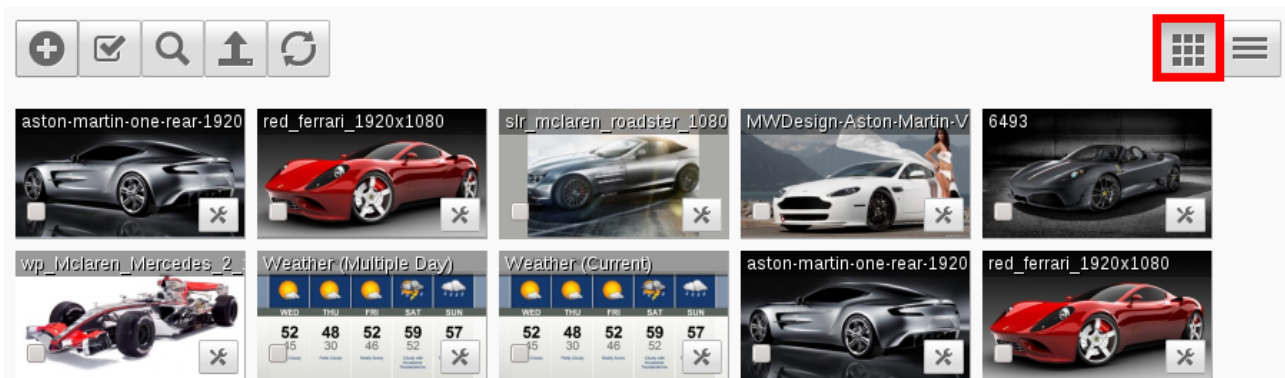
- Operations
 - Preview
 - Edit
 - Tag
 - Reprocess
 - Remove
 - Install tracking
 - List Sequences
 - List targeting
 - List Interactions
 - Create targeting
 - Ownership
 - Show audit trail
 - Clear Selection

7.3.1 Views

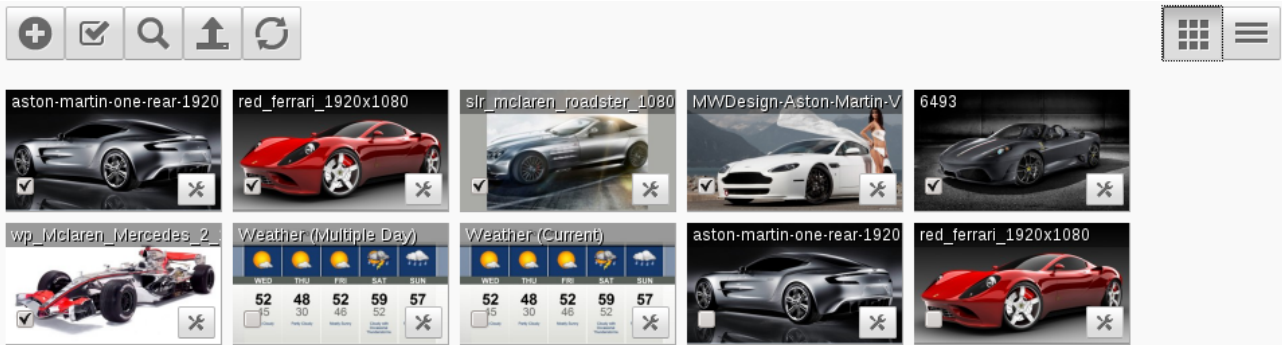
Within the Content tab you can select different view options to manage your content more easily, the default view is Grid.

Grid View

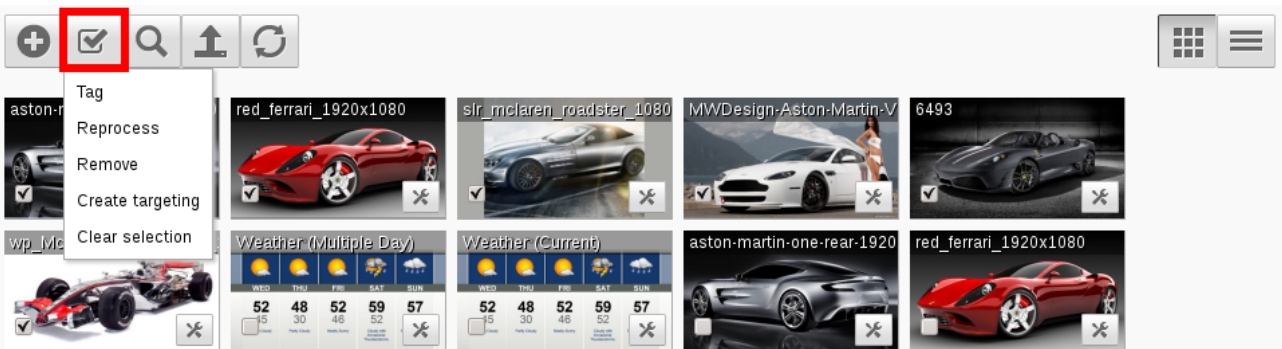
Grid view provides a horizontally arranged preview of all your content allowing you to see your content. You can also [Search Content](#) within the Grid View.



You can use select one piece of content or multiple using **SHIFT** key or or simply select individual pieces of content. To work on a selection, first press **SHIFT** key and then the content you wish to select.



Then you must use the multi select button that presents you further operations based on your selected targeting.



These options include

- [Tag](#)
- [Reprocess](#)
- [Remove](#)
- [Create Targeting](#)
- [Clear Selection](#)

List View

List View provides you a simple list of content with additional data not present in the Grid View, such as the size of the original media, cumulative size of the Assets generated, CPU time to generate, and a general break down of other data associated with the content such as [Interactions](#). You can also [Search Content](#) within the List View.

	Name	Original	Assets	CPU Time	Link	Remote	HTML	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
<input type="checkbox"/>	aston-martin-one-rear-1920x1080	175 KiB	419 KiB	448ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	red_ferrari_1920x1080	187 KiB	415 KiB	444ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	slr_mclaren_roadster_1080p_hdtv-t2	27.30 KiB	301 KiB	389ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	MWDDesign-Aston-Martin-V8-Vantage-1	222 KiB	495 KiB	628ms	Yes	Yes	No	10s	0	0	1	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	6493	284 KiB	737 KiB	483ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	wp_Mclaren_Mercedes_2_1920x1080	161 KiB	390 KiB	513ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	Weather (Multiple Day)	146 KiB	365 KiB	450ms	No	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	Weather (Current)	146 KiB	365 KiB	448ms	No	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static

You can use select one piece of content or multiple using **SHIFT** key or simply select individual pieces of content. To work on a selection, first press **SHIFT** key and then the content you wish to select.

	Name	Original	Assets	CPU Time	Link	Remote	HTML	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
<input checked="" type="checkbox"/>	aston-martin-one-rear-1920x1080	175 KiB	419 KiB	448ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	red_ferrari_1920x1080	187 KiB	415 KiB	444ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	slr_mclaren_roadster_1080p_hdtv-t2	27.30 KiB	301 KiB	389ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	MWDesign-Aston-Martin-V8-Vantage-t	222 KiB	495 KiB	628ms	Yes	Yes	No	10s	0	0	1	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	6493	284 KiB	737 KiB	483ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	wp_Mclaren_Mercedes_2_1920x1080	161 KiB	390 KiB	513ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	Weather (Multiple Day)	146 KiB	365 KiB	450ms	No	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	Weather (Current)	146 KiB	365 KiB	448ms	No	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static

Then you must use the multi select button that presents you further operations based on your selected targeting.

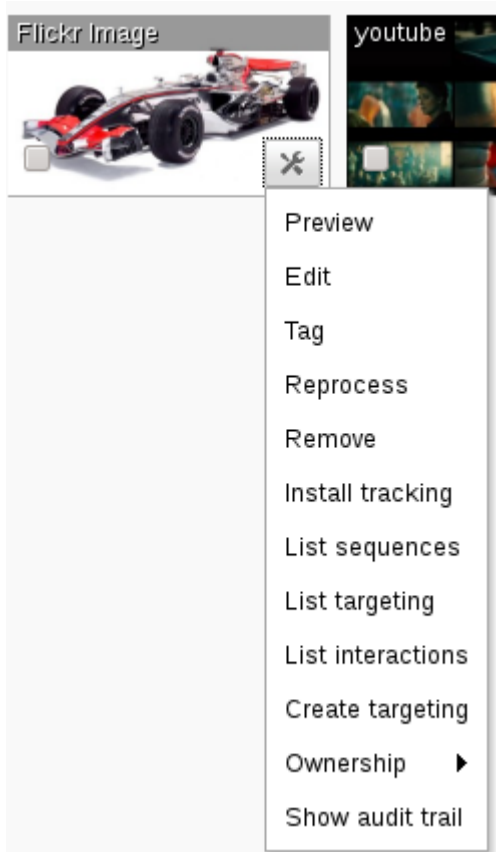
	Name	Original	Assets	CPU Time	Link	Remote	HTML	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
<input checked="" type="checkbox"/>	aston-martin-one-rear-1920x1080	175 KiB	419 KiB	448ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	red_ferrari_1920x1080	187 KiB	415 KiB	444ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	slr_mclaren_roadster_1080p_hdtv-t2	27.30 KiB	301 KiB	389ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	MWDesign-Aston-Martin-V8-Vantage-t	222 KiB	495 KiB	628ms	Yes	Yes	No	10s	0	0	1	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	6493	284 KiB	737 KiB	483ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	wp_Mclaren_Mercedes_2_1920x1080	161 KiB	390 KiB	513ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	Weather (Multiple Day)	146 KiB	365 KiB	450ms	No	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	Weather (Current)	146 KiB	365 KiB	448ms	No	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static

These options include

- [Tag](#)
- [Reprocess](#)
- [Remove](#)
- [Create Targeting](#)
- [Clear Selection](#)

7.3.2 Operations


Within the content section you can right click on Content providing you a drop down menu




Preview

Allows you to view the content within a browser window. It also allows you to open the content in a new window which provides a link to an HTML5 view. Assets are also provided which can be viewed by clicking on them.

Preview



 **red_ferrari_1920x1080**

[Open in new window](#)

Impressions 0

Faces 0


Clicks 0

Conversions 0

Tags No tags defined

Assets

- [JSON](#) [JPEG@180p](#)
- [Remote](#) [JPEG@480p](#)
- [Raw data](#) [JPEG@720p](#)
- [JPEG@1080p](#)

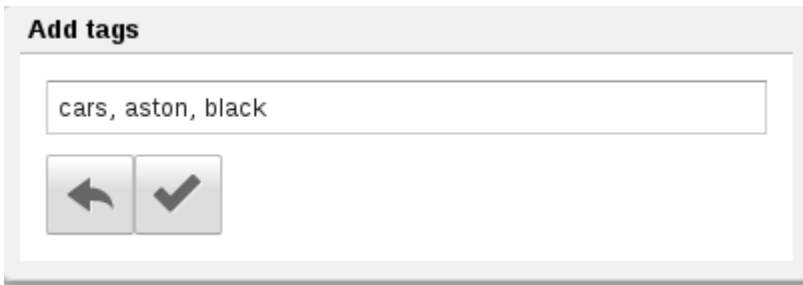


Edit

Allows you to edit the content, providing same functionality as [Adding content](#)

Tag

Allows you to Tag the content with a descriptor that can be used to make [Searching Content](#) easier. Tags can be separated with commas, allowing you to create multiple Tags per piece of content. If you wish to use the same tags frequently please ask your Administrator to set tags on your group.



Add tags

cars, aston, black

← ✓

Using the above example, you can then search for any of the individual tags, or a combination using the comma.

Reprocess

Reprocess is useful to update a setting you have adjusted using the Edit operation or if you need to force a re-import of the content from a remote data source.

Remove

Will remove the content from the system. Targeting must be removed first. Please use **List targeting** to display existing targeting of the content.

Install tracking

Conversion tracking allows you to track if click thru has been followed up based on your content's Landing page with a purchase. By installing the below image link on the payment page of the remote system, the Digital Signage Cloud platform will be updated in the [Interactions](#) table to reflect the conversion.

Conversion tracking

Add the following HTML to the page that the user sees after completing an action such as registration or payment.

```

```

When a user clicks an item of content on a channel, they are transferred to the landing page specified by the content. This process adds a tracking cookie. When the 1x1 pixel image is requested on the conversion page this cookie is used to ascertain if user arrived via the content and increment the conversion counts for content, channel and targeting accordingly. An interaction of type conversion will be created, the details will be populated with the details query parameter.

Enable conversion tracking



List Sequences

List Sequences will take you to the [Searching Sequences](#) tab pre-populating the search for you and displaying the content in the Sequence it is associated with. If "No items found" is returned there is no associated sequence to the content.



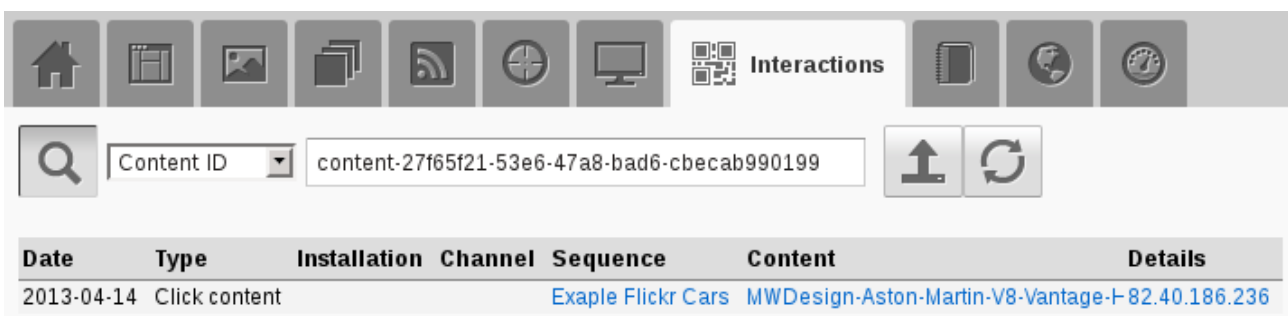
List targeting

List Targeting will take you to the [Searching Targeting](#) pre-populated with the **Content ID**. If "No items found" is returned there is no associated targeting is linked to the content.



List Interactions

List interactions will pre-populate the Interaction tab with the Content ID of the selected content. If there are any interactions they will be displayed.



Create targeting

Create targeting allows you to add the content to a channel, a popup window will appear offering you a list of channels

Select Channel

	Name	Shortcut	Items	Duration	Imp	Faces	Scans	Clicks	Cnv	Created	Active
<input type="checkbox"/>	test	caihnbz	3	30s	0	0	0	0	0	2013-04-13	2013-04-14

[Create a new channel](#)

You can either select the channel and click the Complete Action checkbox, or you can create a channel using "Create a new channel". Once a channel is created or selected, you can proceed to the [Targeting Editor](#).

Ownership

Ownership will display the content owner.

Show audit trail

Show Audit Trail will take you to the [Audit](#) Tab pre-populated with the Data ID.

🏠
📁
🖼️
📄
📡
🔍
🖥️
📄
📅 **Audit**
🌐
🔄

Date	Group	Operator	Action Type	Data Type	Data Name
2013-04-14	demo.example.com	Demo 1111	Updated	Content	wp_Mclaren_Mercedes_2_1920x1080
2013-04-14	demo.example.com	Demo 1111	Updated	Content	wp_Mclaren_Mercedes_2_1920x1080

Clear Selection

Removes the currently selected content from Grid or List view when multi-selection was made

7.4 Searching Content

The Search button allows you to limit the content returned in either a [Grid View](#) or a [List View](#).

From the Content Tab either using the [Grid View](#) or a [List View](#) select the Search Button

From the drop down list you will find the following options.

- Name
- Content Type
 - Image
 - Video
- Tags
 - Single Tag Search
 - Multiple Tag Search
- Created
 - Search Created by Day
 - Search by Period
- Modified
- Processed
- Content ID
- Account ID

When searching for content it is not case sensitive.

7.4.1 Name

Name searches the name field of the content, this is easily displayed in the [List View](#)

	Name	Original	Assets	CPU Time	Link	Remote	HTML	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
<input type="checkbox"/>	aston-martin-one-rear-1920x1080	175 KIB	419 KIB	448ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	MWDDesign-Aston-Martin-V8-Vantage+	222 KIB	495 KIB	628ms	Yes	Yes	No	10s	0	0	1	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	aston-martin-one-rear-1920x1080	175 KIB	419 KIB	438ms	Yes	Yes	No	10s	0	0	0	0	2013-04-13	2013-04-13	Static
<input type="checkbox"/>	MWDDesign-Aston-Martin-V8-Vantage+	222 KIB	495 KIB	778ms	Yes	Yes	No	10s	0	0	0	0	2013-04-13	2013-04-14	Static

After entering the Name of "aston" as shown above, click your enter key or the Refresh button.

7.4.2 Content Type

Content type lets you search by using either "image" or "video"

Image

	Name	Original	Assets	CPU Time	Link	Remote	HTML	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
<input type="checkbox"/>	aston-martin-one-rear-1920x1080	175 KIB	419 KIB	448ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	red_ferrari_1920x1080	187 KIB	415 KIB	888ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	10:13	Static

Video

Name	Original	Assets	CPU Time	Link	Remote	HTML	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
youtube	8.61 MIB	33.27 MIB	2m 18s 902ms	No	Yes	No	1m 53s	0	0	0	0	2013-04-13	2013-04-13	Static
RTSP	0	118 KiB	837ms	No	Yes	No	10s	0	0	0	0	2013-04-13	2013-04-13	Static

7.4.3 Tags

Tags are the most power of search criteria and should be used for all content that is uploaded. You can add one tag or you can add multiple tags to your content to make it easily searchable.

Single Tag Search

Using a single Tag search it will return any content that has the tag "cars" associated with it as shown below.

Name	Original	Assets	CPU Time	Link	Remote	HTML	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
aston-martin-one-rear-1920x1080	175 KiB	419 KiB	657ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	10:33	Static
red_ferrari_1920x1080	187 KiB	415 KiB	1s 61ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	10:33	Static
slr_mclaren_roadster_1080p_hdvt-2	27.30 KiB	301 KiB	954ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	10:33	Static
MWDesign-Aston-Martin-V8-Vantage+	222 KiB	495 KiB	794ms	Yes	Yes	No	10s	0	0	1	0	2013-04-14	10:33	Static
wp_Mclaren_Mercedes_2_1920x1080	161 KiB	390 KiB	682ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	10:33	Static
aston-martin-one-rear-1920x1080	175 KiB	419 KiB	607ms	Yes	Yes	No	10s	0	0	0	0	2013-04-13	10:33	Static
red_ferrari_1920x1080	187 KiB	415 KiB	652ms	Yes	Yes	No	10s	0	0	0	0	2013-04-13	10:33	Static
slr_mclaren_roadster_1080p_hdvt-2	27.30 KiB	301 KiB	535ms	Yes	Yes	No	10s	0	0	0	0	2013-04-13	10:33	Static
MWDesign-Aston-Martin-V8-Vantage+	222 KiB	495 KiB	1s 6ms	Yes	Yes	No	10s	0	0	0	0	2013-04-13	10:33	Static

Multiple Tag Search

Using a multiple Tag search it will return any content that has all 3 matching tags "cars, red, ferrari" associated with it as shown below.

Name	Original	Assets	CPU Time	Link	Remote	HTML	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
red_ferrari_1920x1080	187 KiB	415 KiB	1s 714ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	10:35	Static

7.4.4 Created

Created Search allows you to search for when content was originally created, this can be an exact time or it could be a day , month, year.

Search Created by Day

Remove the time and specify only the day

Name	Original	Assets	CPU Time	Link	Remote	HTML	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
aston-martin-one-rear-1920x1080	175 KiB	419 KiB	657ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	10:33	Static
red_ferrari_1920x1080	187 KiB	415 KiB	1s 714ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	10:35	Static
slr_mclaren_roadster_1080p_hdtv-t2	27.30 KiB	301 KiB	954ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	10:33	Static
MWDesign-Aston-Martin-V8-Vantage-I	222 KiB	495 KiB	794ms	Yes	Yes	No	10s	0	0	1	0	2013-04-14	10:33	Static

You can also search by Month, Year and Time.

Search by Period

You can search a period of time, for example "13 Apr 2013 12:00:00 to 21 Apr 2013 12:00:00"

7.4.5 Modified

Modified Search allows you to search for when it was last modified, this can be an exact time or it could be a day , month, year or time period.

Name	Original	Assets	CPU Time	Link	Remote	HTML	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
aston-martin-one-rear-1920x1080	175 KiB	419 KiB	657ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	10:33	Static
red_ferrari_1920x1080	187 KiB	415 KiB	1s 714ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	10:35	Static

You can additionally search by month , year or time period.

Please refer to [Search by Period](#)

7.4.6 Processed

Processed Search allows you to search for when the content was last processed. If you are using a Remote Data Source or Media RSS this will be useful for identifying either new or old content. This can be search using exact time, day, month , year or time period.

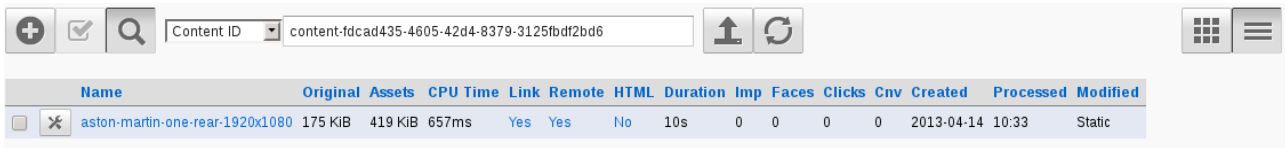
Name	Original	Assets	CPU Time	Link	Remote	HTML	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
aston-martin-one-rear-1920x1080	175 KiB	419 KiB	657ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	10:33	Static
red_ferrari_1920x1080	187 KiB	415 KiB	1s 714ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	10:35	Static

Please refer to [Search by Period](#)

7.4.7 Content ID

Content ID is displayed when using the preview button and associates the content within in the data structure of the database.

The Content ID will be in a form similar to "**content-fdcad435-4605-42d4-8379-3125bdf2bd6**", always beginning with "**content-**"



7.4.8 Account ID

Account ID search is very useful for either an Administrator or a user who is shared with other accounts to identify content that is owned by another account. Your own Account ID is always on the [Home](#) page. You can also identify Account ID of a shared account from the [Information Button](#).



7.5 Export Content

Exporting Content allows you to download a CSV or a JSON object of the location of your content on the system.



To begin the export, select the Export button and select your preferred type. If you wish to export all the account data from your account, please refer to the [Account Data](#) export on the home page.

8 Sequences

Sequences are composed of Content that are arranged in a specific order. For a Sequence to exist there must be associated Content on the server.

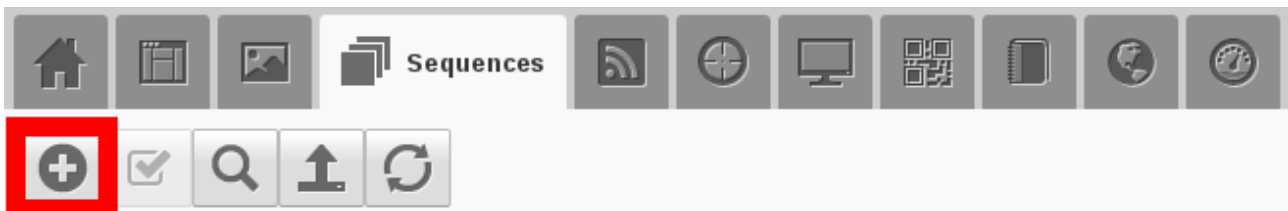
The Sequence tab allow you to add a Sequence based on multiple pieces of Content in a single operation, examples of sequences are any piece of content that have multiples pages you wish to show in a specific order without adding the content individually to a channel(Targeting). The most common example of a sequence is a PDF document or MediaRSS feed. To Add a PDF you simply use the [Add Content](#) and a Sequence will be created for you.

8.1 Actions

8.2 Adding Sequences

The Digital Signage Cloud Platform supports most common file types. After uploading a sequence into the User Interface, it will enter a queue for Media Processing. The Media Processor encodes files to multiple image and video sizes. Sequences should be multiple pages, if you are only trying to add one page of content please use the [Content](#) tab.

To add a sequence, navigate to the Sequence tab, click the + button



8.2.1 Generic Sequence Options

i Some of the options below are dependent on adding content as a [Standard Sequence](#) or [Media RSS](#)

Name

Set the Name to something you can identify the Content with, it will not be used externally in any way.

Description

The Landing page defines where the target of the content will take you if a user interacts with the screen.

Pricing

If you intend on adding content that requires payment, you can specify who should pay whom. In some cases the publisher may pay the content owner. Options are

- Disabled (default)
- Content owner pays channel owner (for advertisers wanting to publish content to a channel, for example advertisements)
- Channel owner pays content owner (for publishers who wish to pay to display content that is copyrighted, for example artwork)

Tags

Allows you to set a tag so you can easily search the content screen.

Advanced Options

Advanced Options allow you to override default upload options during import.

Display QR Code

If ticked the sequence will overlay a generated QR code specific to the location of the sequence on the server. If scanned by mobile device the device will open the unique URL of the sequence on the server.

Enable overlay image

If selected allows you to overlay an image on the sequence. If sequence is added to a channel the overlay image will not be shown. The image should be a translucent PNG, this allows you to have a static piece of content with open fields for pricing, on the overlaid image you put the pricing where it should be positioned on top of the area on the content. Although sequences are generally a series of content, you can always use a single piece of content in a sequence to create the overlay that you wish. You can optionally overlay an image in a channel which will always be shown throughout all content and sequences that are displayed on the channel. Please see [Adding Channels](#) for more information.

Edit Advanced Options

Please contact your administrator or Account manager for further information on advanced options for adding Content

Complete the operation with the Check Mark



8.2.2 Standard Sequence

A standard sequence allows you to choose multiple pieces of content.

8.2.3 Media RSS

Generic Media RSS import

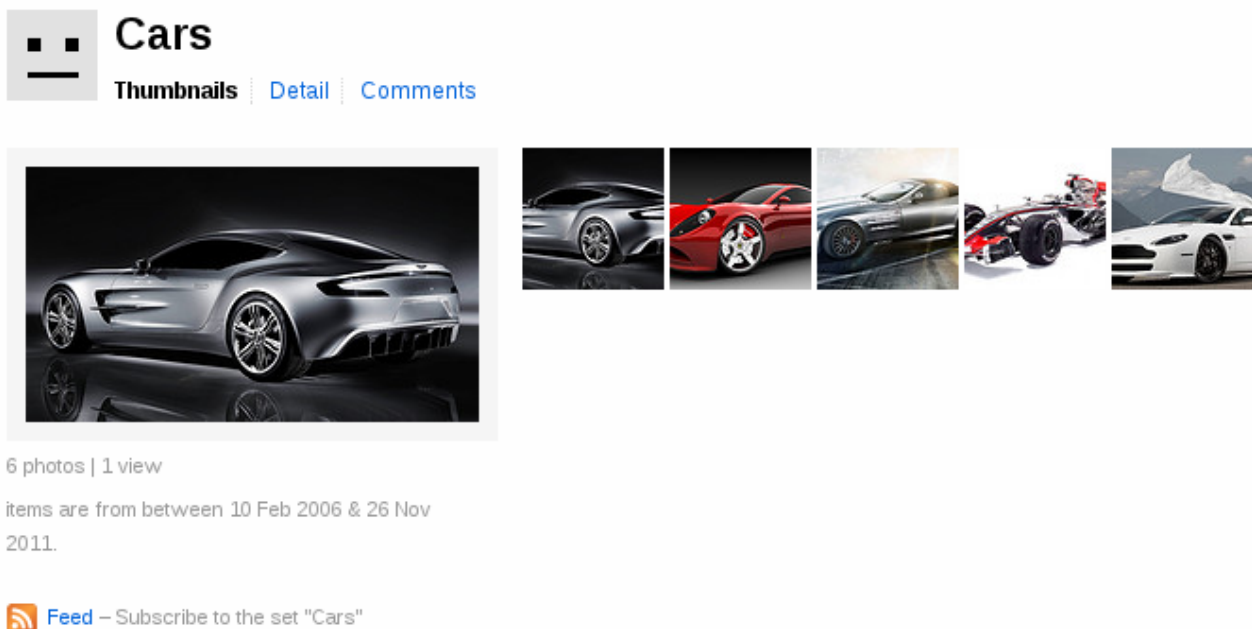
The Digital Signage Platform supports any standard Media RSS url, all you need to do is copy and past the Media RSS URL into the Address bar and select a Refresh period.

Please refer to [Generic Sequence Options](#) to complete the operation.

FlickR Import

Flickr RSS feeds should be imported as a sequence. You must specify a **Refresh period** otherwise your content will not be updated.

First navigate to the location of your images and find the Feed button, right click on the Feed button and copy the link in your browser



Next add the URL to the address bar and set a Refresh Period.

Sequence Editor

Type

Import a sequence of images and videos from a remote server to play in order.

Address

Refresh period

Please refer to [Generic Sequence Options](#) to complete the operation.

8.3 Searching Sequences

Coming soon...

8.4 Exporting Sequences

Coming soon...

8.5 Managing Sequences

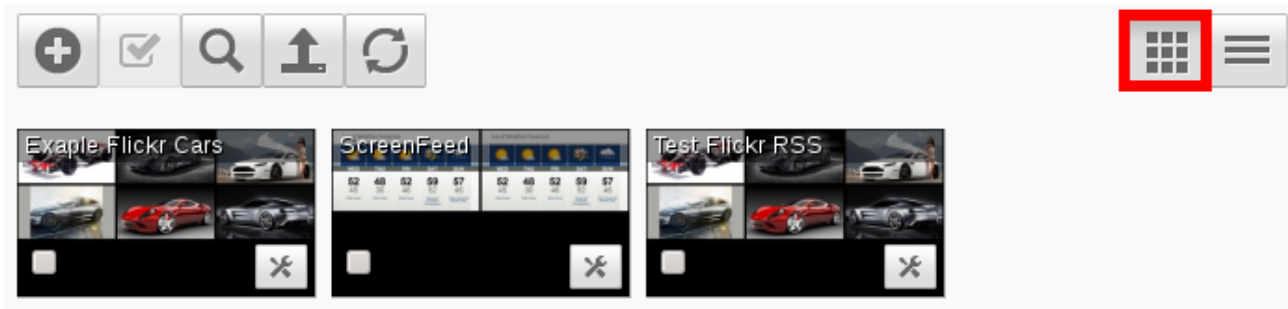
- [Views](#)
 - [Grid View](#)
 - [List View](#)
- [Operations](#)
 - [Preview](#)
 - [Display or Embed](#)
 - [Edit](#)
 - [Tag](#)
 - [Reprocess](#)
 - [Remove](#)
 - [Create targeting](#)
 - [Show overview](#)
 - [List targeting](#)
 - [List Interactions](#)
 - [List installations](#)
 - [Ownership](#)
 - [Show audit trail](#)
 - [Clear Selection](#)

8.5.1 Views

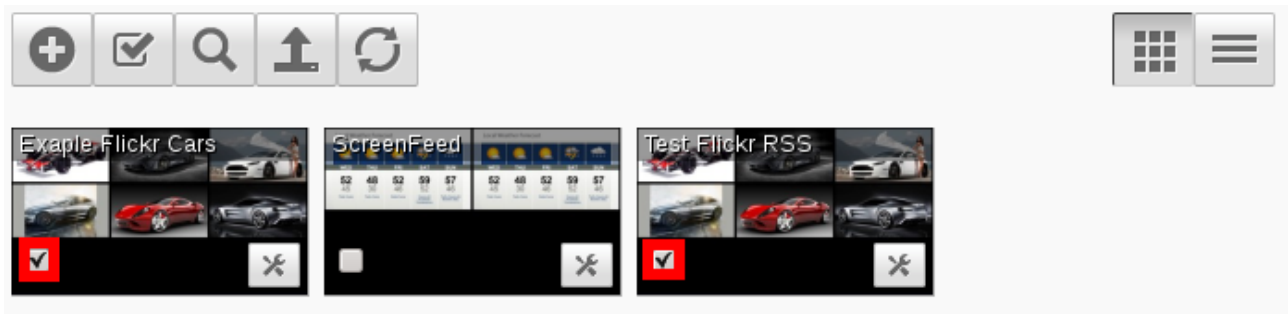
Within the Content tab you can select different view options to manage your content more easily, the default view is Grid.

Grid View

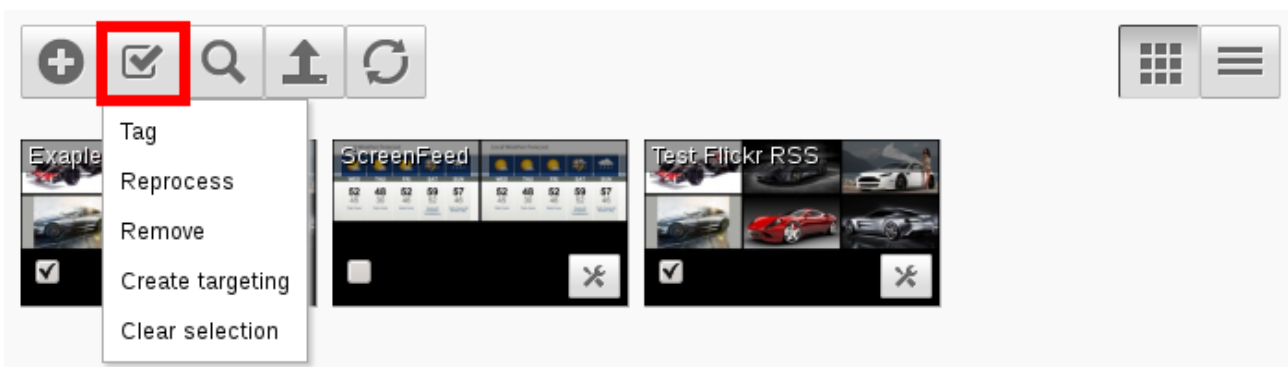
Grid view provides a horizontally arranged preview of all your Sequences allowing you to see your Sequences. You can also [Search Content](#) within the Grid View.



You can use select one piece of content or multiple using **SHIFT** key or or simply select individual pieces of content.



Then you must use the multi select button that presents you further operations based on your selected targeting.



These options include

- [Tag](#)
- [Reprocess](#)
- [Remove](#)
- [Create Targeting](#)
- [Clear Selection](#)

List View

List View provides you a simple list of Sequences with additional data not present in the Grid View.

	Name	Shortcut	Items	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
<input type="checkbox"/>	Exaple Flickr Cars	swzqqza	6	1m	152	0	1	0	2013-04-14	16:30	2013-04-14
<input type="checkbox"/>	ScreenFeed	srcepcg	2	20s	0	0	0	0	2013-04-14	2013-04-14	2013-04-14
<input type="checkbox"/>	Test Flickr RSS	subhzva	6	1m	0	0	0	0	2013-04-13	2013-04-13	2013-04-13

You can use select one piece of content or multiple using **SHIFT** key or simply select multiple sequences in a row.

	Name	Shortcut	Items	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
<input checked="" type="checkbox"/>	Exaple Flickr Cars	swzqqza	6	1m	152	0	1	0	2013-04-14	16:30	2013-04-14
<input type="checkbox"/>	ScreenFeed	srcepcg	2	20s	0	0	0	0	2013-04-14	2013-04-14	2013-04-14
<input checked="" type="checkbox"/>	Test Flickr RSS	subhzva	6	1m	0	0	0	0	2013-04-13	2013-04-13	2013-04-13

Then you must use the multi select button that presents you further operations based on your selected targeting.

	Name	Shortcut	Items	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
<input checked="" type="checkbox"/>	Exaple Flickr Cars	swzqqza	6	1m	152	0	1	0	2013-04-14	16:30	2013-04-14
<input type="checkbox"/>	ScreenFeed	srcepcg	2	20s	0	0	0	0	2013-04-14	2013-04-14	2013-04-14
<input checked="" type="checkbox"/>	Test Flickr RSS	subhzva	6	1m	0	0	0	0	2013-04-13	2013-04-13	2013-04-13

These options include

- [Tag](#)
- [Reprocess](#)
- [Remove](#)
- [Create Targeting](#)
- [Clear Selection](#)


8.5.2 Operations


Within the content section you can right click on Content providing you a drop down menu

Preview

Allows you to view the Sequences within a browser window. It also allows you to open the content in a new window which provides a link to an HTML5 view. Assets are also provided which can be viewed by clicking on them.

Preview



 **Test Flickr RSS**

[Open in new window](#)

Impressions 0


Faces 0

Clicks 0

Conversions 0

Tags No tags defined

Assets [JSON](#) [JPEG@180p](#)
[Average](#) [JPEG@480p](#)
[JPEG@720p](#)
[JPEG@1080p](#)



Display or Embed

Provides you detailed information on how to display the Sequence into a web page.

Using the HTML or Javascript below on your existing web site will allow you to embed the Sequence into the site.

Embed into a web page

Add the following HTML into the <head> of the web page.

```
<script type="text/javascript" src="https://demo.example.com/assets/script/targetr.js">
</script>
```

Add the following HTML into the <body> where you want to display content.

```
<a href="https://demo.example.com//swzqqza" onclick="return false;">

</a>
```

Alternatively, an iFrame can be used.

```
<iframe src="https://demo.example.com/w/swzqqza" style="width: 320px; height: 180px;
border-style: none;" />
```

Edit

Allows you to edit the Sequence, providing same functionality as [Adding Sequences](#)

Tag

Allows you to Tag the Sequence with a descriptor that can be used to make [Search Sequences](#) easier. Tags can be separated with commas, allowing you to create multiple Tags per Sequence. If you wish to use the same tags frequently please ask your Administrator to set tags on your group.

Add tags

Using the above example, you can then search for any of the individual tags, or a combination using the comma.

Reprocess

Reprocess is useful to update a setting you have adjusted usign the Edit operation or if you need to force a re-import of the content from a remote data source.

Remove

Will remove the content from the system. Targeting must be removed first. Please use **List targeting** to display existing targeting of the content.

Create targeting

Create targeting allows you to add the Sequence to a channel, a popup window will appear offering you a list of channels

Select Channel

Name	Shortcut	Items	Duration	Imp	Faces	Scans	Clicks	Cnv	Created	Active
<input type="checkbox"/> test	caihnbz	3	30s	0	0	0	0	0	2013-04-13	2013-04-14

[Create a new channel](#)

You can either select the channel and click the Complete Action checkbox, or you can create a channel using "Create a new channel". Once a channel is created or selected, you can proceed to the [Targeting Editor](#).

Show overview

Show Overview will take you to the Overview tab to manage the Sequence.

List targeting

List Targeting will take you to the [Searching Targeting](#) pre-populated with the **Content ID**. If "No items found" is returned there is no associated targeting is linked to the content.

Unapproved
 Denied
 Pending
 Inactive
 Live
 Expired
 Fulfilled

Content	Channel	Duration	Start Date	End Date	Cost	Max Cost	Imp	Faces	Clicks	Cnv	Created	Status
<input type="checkbox"/> <input type="button" value="✕"/> Exaple Flickr Cars	example3	20s					0	0	0	0	2013-04-27	Denied
<input type="checkbox"/> <input type="button" value="✕"/> Exaple Flickr Cars	example3	1m					152	0	1	0	2013-04-26	Live

List Interactions

List interactions will pre-populate the Interaction tab with the Sequence ID of the selected Sequence. If there are any interactions they will be displayed.

Date	Type	Installation	Channel	Sequence	Content	Details
2013-04-27	Click content	exp-003 - london - bus-route53	example3	Exaple Flickr Cars	6493	82.40.186.236
2013-04-14	Click content			Exaple Flickr Cars	MWDDesign-Aston-Martin-V8-Vantage-t	82.40.186.236

List installations

Displays what installation the sequence is active on. The sequence must be mapped directly to a zone of an installation.

Name	Shortcut	Channel	EA	Player	Imp	Faces	Scans	Clicks	Cnv	Created	Last Comms	Status
<input type="checkbox"/> <input type="checkbox"/> exp-001 - london - regent street	ivqwtgn	ScreenFeed			0	0	0	0	0	2013-04-26		Not installed

Ownership

Ownership will display the content owner.

Show audit trail

Show Audit Trail will take you to the [Audit](#) Tab pre-populated with the Data ID.

Date	Group	Operator	Action Type	Data Type	Data Name
2013-04-14	demo.example.com	Demo 1111	Created	Sequence	ScreenFeed

Clear Selection

Removes the currently selected content from Grid or List view when multi-selection was made

9 Channels

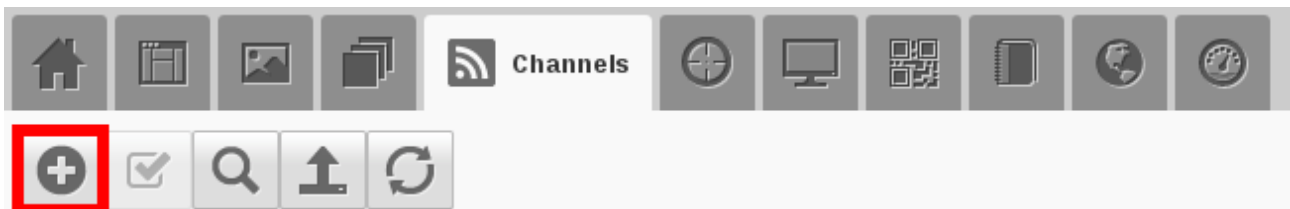
Channels are composed of a combination of Content and Sequences associated to the Channel by Targeting. The Channel should then in turn be associated with an Installation. A Channel can be played on a installation or can be played across a range of Installations. A Channel should also be synchronised across any device it plays on as long as the device is the same hardware and network location, there may always be a slight offset due to latency issues between client and server which the the player application attempts to rectify by determining the the offset.

The Channels tab allows you to create and modify your channels that are associated with a zone within your installation.

i If you are using multiple Aspect ratios you must ensure your currently selected Aspect Ratio is correct for the [Content](#) you are Adding. A channel should maintain a consistent Aspect Ratio so it can be placed into a corresponding zone within the [Installation](#). You can modify your current Aspect Ration using the [Information Button](#).

9.1 Adding Channels

To add a channel first click on the Add button



9.1.1 Name

The Name field allows you to provide a simple Name to the channel, this could be for example the name of the location you wish to display the channel, or it could be the name of the device you are going to show the channel on. It is possible to show one channel on more then one device, and it is even possible to show the channel in a zone of an Installation alongside other Channels.

Name	<input type="text" value="London Adverts"/>
-------------	---

9.1.2 Description

Description field provides you the ability to provide more detailed information about the channel and its purpose. For example you could name the channel "London Adverts" and in the description you could put "London Music Adverts for new singles"

Description	<input type="text" value="London Music Adverts for new singles"/>
--------------------	---

9.1.3 Market Group

A market group allows other users to request using this channel to display their content. This is useful for when you are the owner of the channel and the associated installations, and a third party (advertiser) wishes to place content on your channel by requesting targeting. If you intend to manage the content on the channel you should use "**Private**", if you wish to allow others to request targeting you should set it to "**Public channels**".

Available Options

- Private (not visible to anyone other than to you)
- Public Channel (visible on the [Market](#))

9.1.4 Pricing


Pricing allows you to choose how other may either pay to display on your channel, or if you wish to show content that needs a license you can set up your channel to be a paid channel where by the owner of the channel pays the owner of the content, for example artists works for a Museum or music that requires a license to play.

Available Options

- Disabled (no pricing structure)
- Content owner pays Channel owner (advertiser wishing to purchase space on your channel)
- Channel owner pays Content owner (Content requires a license fee to play)

9.1.5 Tags

Tags are an essential part of managing large deployments of channels easily. A tag should identify the location, the type, and any other information that maybe useful to create a logical structure. This will aide greatly into [searching](#) for our channel at a later stage. It is important to remember that a Channel may also be made of a variety of different types of Content, or in some cases it will be a very specific user case.

Tags 	<input type="text" value="london, music, singles"/>
---	---

9.1.6 Advanced Options

Advanced Options allow you to provide further customisations that are not available in the above options.

Display QR Code

A QR code can be generated for each of your channels, this QR code when scanned will take the user who scans it directly to the location of the Channel on the server and play in an HTML5 view in sequence with the channel being displayed on the installation (Network and Server availability dependent) . The Server **must** be publicly available for this to work.

Enable Overlay Image

If selected it allows you to upload a static image (translucent PNG) that will be overlaid on to all content within the channel. Consider this to be a layer of Glass, an example user case is to place a logo of your organisation that you wish to be displayed at all times on your channel.

Edit advanced Options

Advanced Channel options allow you to set a variety of lower level configurations specific to the channel.

Name	Values	Description
showMosaic	true false	Show the view as mosaic button on the channel. This only displays when the pointer is moved over the Channel area. Not shown on Android Player.
showQr	true false	Show the QR code on the channel. The QR code allows viewers to display the channel on mobile devices and interact with content. If the showQr advanced option is added to the installation or targeting it will override the channel setting.
qrPosition	opleft topright bottomleft bottomright	Specifies where the QR code should be positioned on the channel.
qrDestination	[url] live	By default, scanning the QR code directs the user to the JavaScript player where they will see the active channel. An alternate landing page can be specified using this option. If "live" is specified, the user will be directed straight to the landing page of the content currently displaying on the channel.

showLink	true false	Show the follow link and allow clicks to navigate to the destination website. This only displays when the pointer is moved over the TargetR area when the content has a destination address. JavaScript player only.
showNavigation	true false	Show the navigate forward and navigate backward buttons and allow navigation. These are only displayed when the pointer is moved over the TargetR area. JavaScript player only.
transitionPeriod	0 to 2000 500	The number of milliseconds (thousandths of a second) that should be spent fading between content. On slow devices this can be set to 0 to disable.
scrollingText	[any text]	A message to scroll at the bottom of the channel. Android players only.
scrollingTextSize	0-100 5	The relative size of the scrolling text in relation to the height of the channel.
scrollingTextSpeed	1-1000 100	The speed the text moves horizontally in pixels per second.
scrollingTextColor	0xFFFFFFFF	The colour of the scrolling text
scrollingTextBackground	0x000000	The colour behind the scrolling text
embedInteraction	false true	Allow the user to interact with embedded content (such as flash media). When enabled, navigation through additional content items is not possible while embedded content is displayed.
limit	0 to 1000	Maximum number of items to display in the loop.
order	distance random createdDate	Overrides the order items are displayed. Set to <code>distance</code> to order targeting with locations by distance from the player. This is best used in conjunction with <code>limit</code> . For example <code>order=distance</code> and <code>limit=5</code> will cause the channel to display 5 closest items to player. Set to <code>createdDate</code> to order targeting by the date targeting was created. To display only the most recent item added to a channel, the following options could be used <code>order=createdDate</code> and <code>limit=1</code> .
seed	[any text]	A different seed will results in a different order, but the order will be constant until targeting or seed changes.
minImageHeight	180 - 2160	Overrides minimum image resolution chosen for automatic selection in JavaScript Player.
maxImageHeight	180 - 2160	Overrides maximum image resolution chosen for automatic selection in JavaScript Player.

9.2 Managing Channels

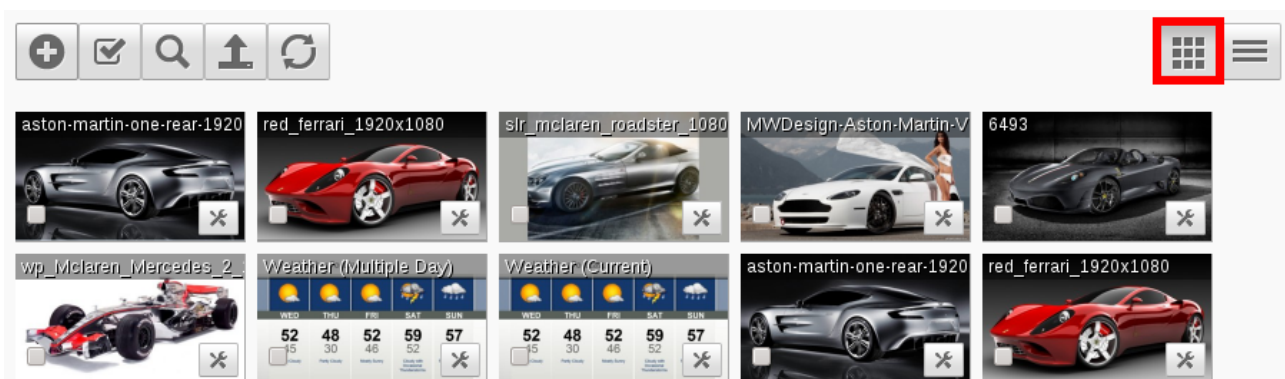
- Views
 - Grid View
 - List View
- Operations
 - Preview
 - Edit
 - Tag
 - Reprocess
 - Remove
 - Install tracking
 - List Sequences
 - List targeting
 - List Interactions
 - Create targeting
 - Ownership
 - Show audit trail
 - Clear Selection

9.2.1 Views

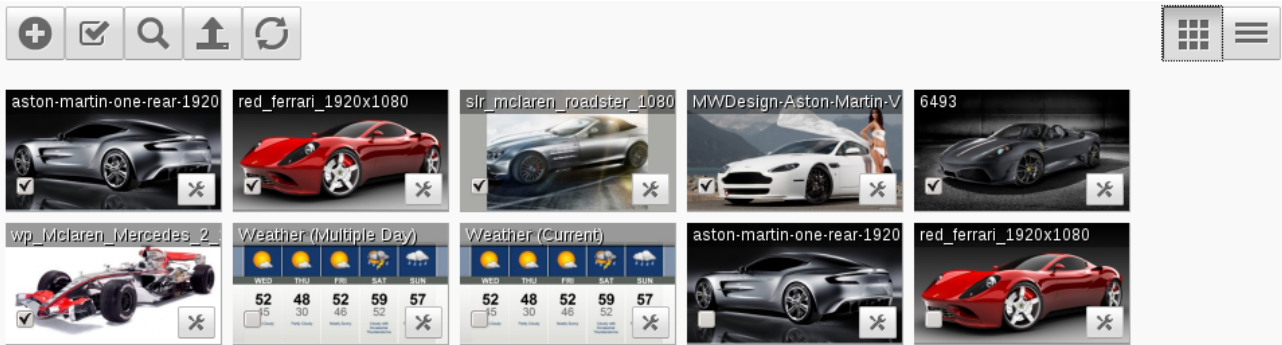
Within the Content tab you can select different view options to manage your content more easily, the default view is Grid.

Grid View

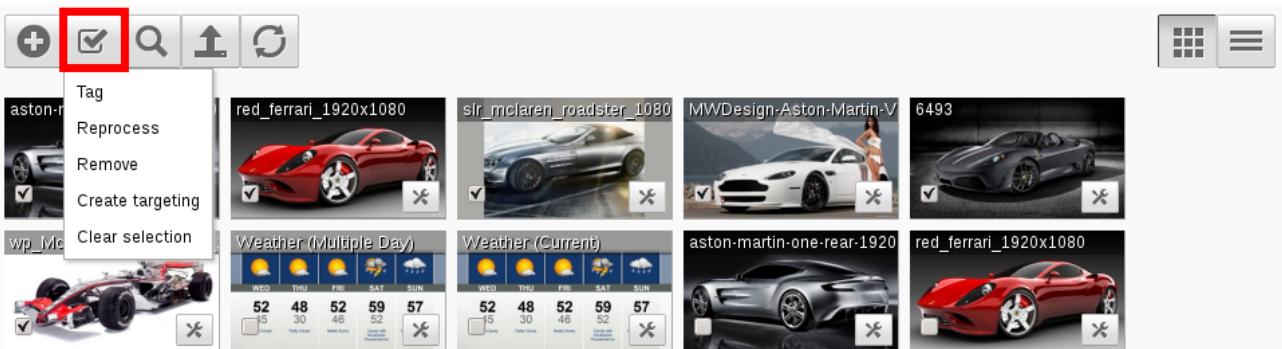
Grid view provides a horizontally arranged preview of all your content allowing you to see your content. You can also [Search Content](#) within the Grid View.



You can use select one piece of content or multiple using **SHIFT** key or or simply select individual pieces of content. To work on a selection, first press **SHIFT** key and then the content you wish to select.



Then you must use the multi select button that presents you further operations based on your selected targeting.



These options include

- [Tag](#)
- [Reprocess](#)
- [Remove](#)
- [Create Targeting](#)
- [Clear Selection](#)

List View

List View provides you a simple list of content with additional data not present in the Grid View, such as the size of the original media, cumulative size of the Assets generated, CPU time to generate, and a general break down of other data associated with the content such as [Interactions](#). You can also [Search Content](#) within the List View.

	Name	Original	Assets	CPU Time	Link	Remote	HTML	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
<input type="checkbox"/>	aston-martin-one-rear-1920x1080	175 KiB	419 KiB	448ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	red_ferrari_1920x1080	187 KiB	415 KiB	444ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	slr_mclaren_roadster_1080p_hdtv-t2	27.30 KiB	301 KiB	389ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	MWDDesign-Aston-Martin-V8-Vantage-1	222 KiB	495 KiB	628ms	Yes	Yes	No	10s	0	0	1	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	6493	284 KiB	737 KiB	483ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	wp_Mclaren_Mercedes_2_1920x1080	161 KiB	390 KiB	513ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	Weather (Multiple Day)	146 KiB	365 KiB	450ms	No	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	Weather (Current)	146 KiB	365 KiB	448ms	No	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static

You can use select one piece of content or multiple using **SHIFT** key or simply select individual pieces of content. To work on a selection, first press **SHIFT** key and then the content you wish to select.

	Name	Original	Assets	CPU Time	Link	Remote	HTML	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
<input checked="" type="checkbox"/>	aston-martin-one-rear-1920x1080	175 KiB	419 KiB	448ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	red_ferrari_1920x1080	187 KiB	415 KiB	444ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	slr_mclaren_roadster_1080p_hdvtv-t2	27.30 KiB	301 KiB	389ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	MWDesign-Aston-Martin-V8-Vantage-t	222 KiB	495 KiB	628ms	Yes	Yes	No	10s	0	0	1	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	6493	284 KiB	737 KiB	483ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	wp_Mclaren_Mercedes_2_1920x1080	161 KiB	390 KiB	513ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	Weather (Multiple Day)	146 KiB	365 KiB	450ms	No	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	Weather (Current)	146 KiB	365 KiB	448ms	No	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static

Then you must use the multi select button that presents you further operations based on your selected targeting.

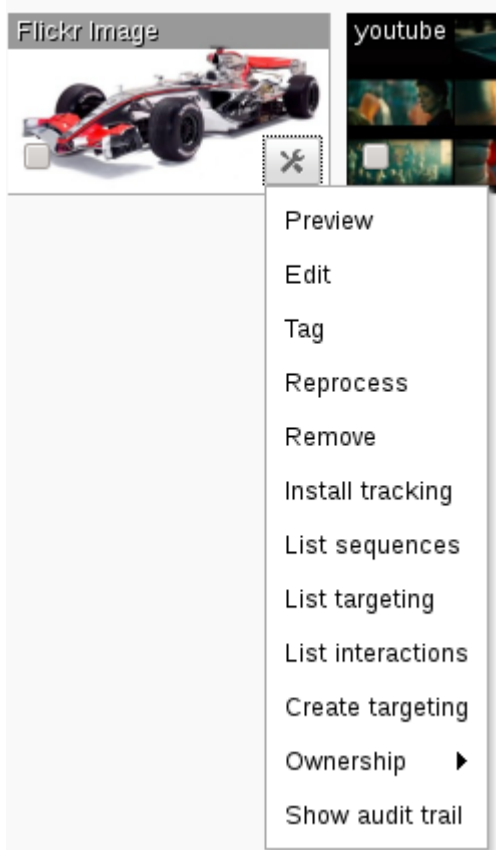
	Name	Original	Assets	CPU Time	Link	Remote	HTML	Duration	Imp	Faces	Clicks	Cnv	Created	Processed	Modified
<input checked="" type="checkbox"/>	aston-martin-one-rear-1920x1080	175 KiB	419 KiB	448ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	red_ferrari_1920x1080	187 KiB	415 KiB	444ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	slr_mclaren_roadster_1080p_hdvtv-t2	27.30 KiB	301 KiB	389ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	MWDesign-Aston-Martin-V8-Vantage-t	222 KiB	495 KiB	628ms	Yes	Yes	No	10s	0	0	1	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	6493	284 KiB	737 KiB	483ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	wp_Mclaren_Mercedes_2_1920x1080	161 KiB	390 KiB	513ms	Yes	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input type="checkbox"/>	Weather (Multiple Day)	146 KiB	365 KiB	450ms	No	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static
<input checked="" type="checkbox"/>	Weather (Current)	146 KiB	365 KiB	448ms	No	Yes	No	10s	0	0	0	0	2013-04-14	2013-04-14	Static

These options include

- [Tag](#)
- [Reprocess](#)
- [Remove](#)
- [Create Targeting](#)
- [Clear Selection](#)

9.2.2 Operations


Within the content section you can right click on Content providing you a drop down menu




Preview

Allows you to view the content within a browser window. It also allows you to open the content in a new window which provides a link to an HTML5 view. Assets are also provided which can be viewed by clicking on them.

Preview



 **red_ferrari_1920x1080**

[Open in new window](#)

Impressions 0

Faces 0


Clicks 0

Conversions 0

Tags No tags defined

Assets

- [JSON](#) [JPEG@180p](#)
- [Remote](#) [JPEG@480p](#)
- [Raw data](#) [JPEG@720p](#)
- [JPEG@1080p](#)

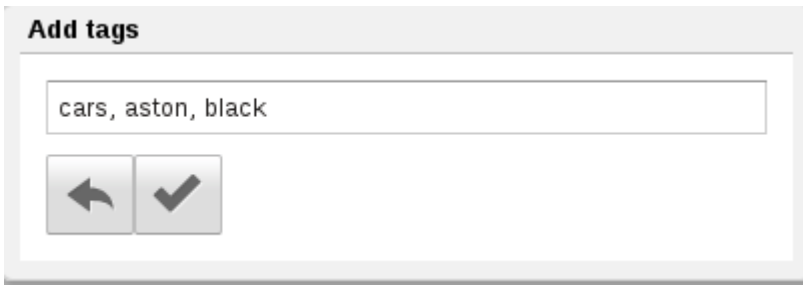


Edit

Allows you to edit the content, providing same functionality as [Adding content](#)

Tag

Allows you to Tag the content with a descriptor that can be used to make [Searching Content](#) easier. Tags can be separated with commas, allowing you to create multiple Tags per piece of content. If you wish to use the same tags frequently please ask your Administrator to set tags on your group.



Using the above example, you can then search for any of the individual tags, or a combination using the comma.

Reprocess

Reprocess is useful to update a setting you have adjusted using the Edit operation or if you need to force a re-import of the content from a remote data source.

Remove

Will remove the content from the system. Targeting must be removed first. Please use **List targeting** to display existing targeting of the content.

Install tracking

Conversion tracking allows you to track if click thru has been followed up based on your content's Landing page with a purchase. By installing the below image link on the payment page of the remote system, the Digital Signage Cloud platform will be updated in the [Interactions](#) table to reflect the conversion.

Conversion tracking

Add the following HTML to the page that the user sees after completing an action such as registration or payment.

```

```

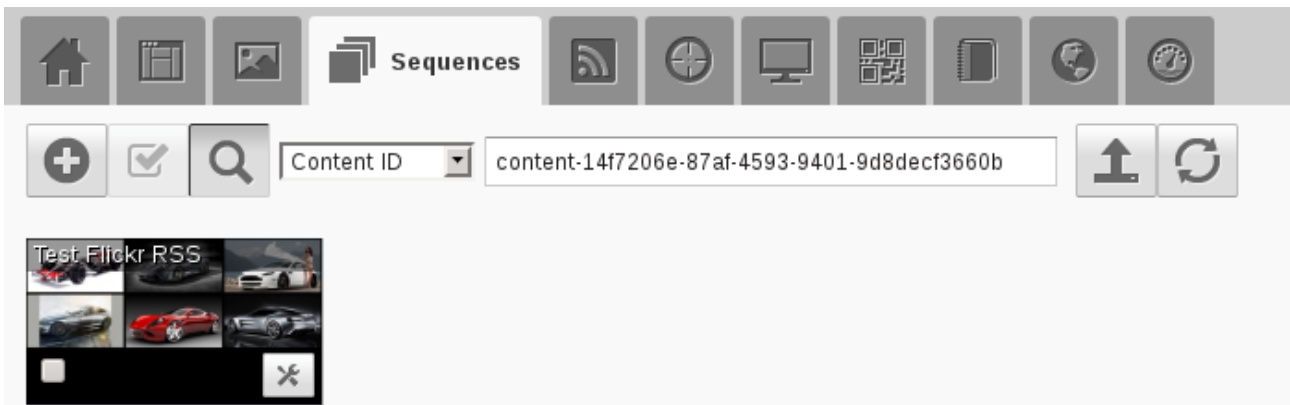
When a user clicks an item of content on a channel, they are transferred to the landing page specified by the content. This process adds a tracking cookie. When the 1x1 pixel image is requested on the conversion page this cookie is used to ascertain if user arrived via the content and increment the conversion counts for content, channel and targeting accordingly. An interaction of type conversion will be created, the details will be populated with the details query parameter.

Enable conversion tracking



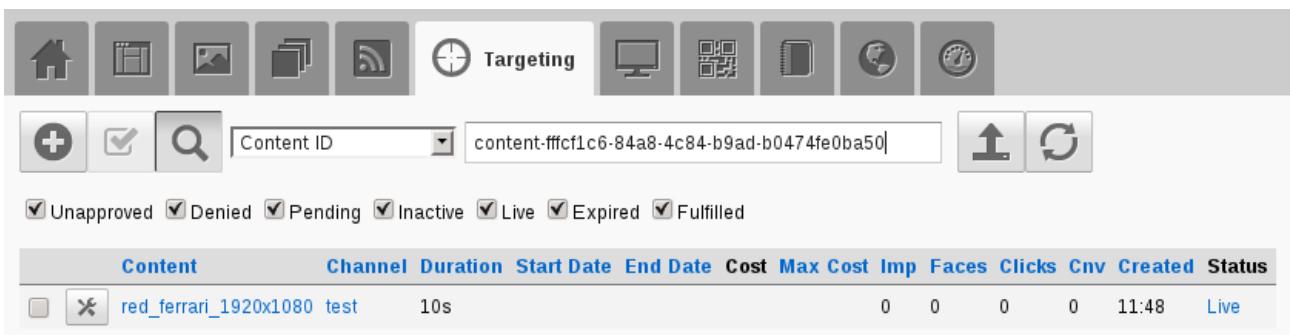
List Sequences

List Sequences will take you to the [Searching Sequences](#) tab pre-populating the search for you and displaying the content in the Sequence it is associated with. If "No items found" is returned there is no associated sequence to the content.



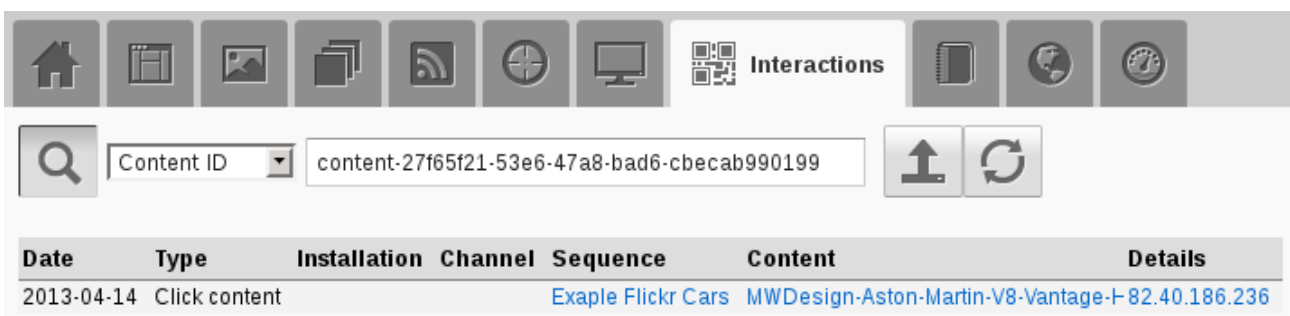
List targeting

List Targeting will take you to the [Searching Targeting](#) pre-populated with the **Content ID**. If "No items found" is returned there is no associated targeting is linked to the content.



List Interactions

List interactions will pre-populate the Interaction tab with the Content ID of the selected content. If there are any interactions they will be displayed.



Create targeting

Create targeting allows you to add the content to a channel, a popup window will appear offering you a list of channels

Select Channel

	Name	Shortcut	Items	Duration	Imp	Faces	Scans	Clicks	Cnv	Created	Active
<input type="checkbox"/>	test	caihnbz	3	30s	0	0	0	0	0	2013-04-13	2013-04-14

[Create a new channel](#)

You can either select the channel and click the Complete Action checkbox, or you can create a channel using "Create a new channel". Once a channel is created or selected, you can proceed to the [Targeting Editor](#).

Ownership

Ownership will display the content owner.

Show audit trail

Show Audit Trail will take you to the [Audit](#) Tab pre-populated with the Data ID.

🏠
📁
🖼️
📄
📡
⊕
🖥️
📄
📖 **Audit**
🌐
🔄

Date	Group	Operator	Action Type	Data Type	Data Name
2013-04-14	demo.example.com	Demo 1111	Updated	Content	wp_Mclaren_Mercedes_2_1920x1080
2013-04-14	demo.example.com	Demo 1111	Updated	Content	wp_Mclaren_Mercedes_2_1920x1080

Clear Selection

Removes the currently selected content from Grid or List view when multi-selection was made

9.3 Searching Channels

Coming soon...

9.4 Exporting Channels

Coming soon...

10 Targeting

The Digital Signage platform uses targeting to effectively create a playlist of content or sequence of content that should be showed on a channel. Targeting allows you to schedule content to be displayed in a channel based on a variety of conditions. Conditions maybe a simple time and date to show the content, or it could be more advanced multi-conditional.

An example of advanced targeting is using GPS data of the installation to determine what content to show on the device relative to the location of the device. For example if you have a bus in London England that travels from the east end to the west end, you can setup your targeting of content to be relevant to the current location of the bus. This will allow you to display different content when the bus is on Regent street vs Oxford street. The more accurate the location of the targeting (GPS co-ordinates) and the accuracy of the GPS data on the device will allow you to select and limit the amount of the content that is shown in the particular location. The targeting selector will select the defined amount of content it should show, and will choose the defined amount that is closest to the device. The default is to show 20, although you can tune this to being 1-1000.

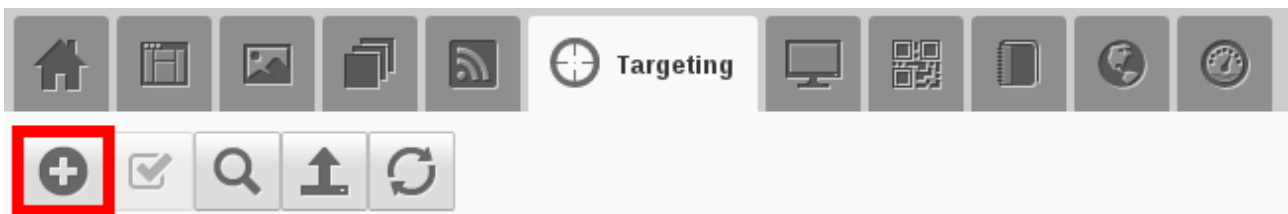
Other more advanced targeting could be based on physical button presses, triggering a sequence of content, or a motion sensor connected to an Android device that replicates a key press, again triggering a sequence of content. The Digital Signage platform can record a variety of interactions and log impressions generated by the different actions.

Cross account targeting can also exist within the Digital Signage platform. This allows for example an advertiser (who adds content and owns no screens) to request targeting of there content on the publishers channels (who owns the devices and manages the channels). The publisher can then approve and agree pricing with the advertiser directly.

10.1 Actions

10.2 Adding Targeting

To add Targeting first click the add button on the Targeting tab.



10.2.1 Content

Content refers to your Content or a Sequence of your Content. It is important to remember that depending what Aspect ratio you are in, that you will only see Content that is in your current mode.

10.2.2

By clicking "Select content" or "Select sequences", you can select 1 or more pieces of content or sequences from the popup window proceeded by clicking the check mark icon to return to the targeting editor.

10.2.3 Channel

Selecting a channel or channels is effectively how you create a playlist within a channel. When the popup appears you can select a single channel or multiple channels proceeded by clicking the check mark icon to return to the targeting editor.

Channel example3

Select channel

10.2.4 Duration

The duration is normally derived from the content, if it is a video it should be left alone, otherwise you will be cutting a video off or extending it beyond its natural length. You can safely modify the length of a static image duration. The number is represented in seconds

Duration ?

10.2.5 Start Date

A start date allows you to choose when a piece of content should begin being shown on the channel. By clicking into the input field a drop down calender will be displayed. If no Start Date is chosen it will be displayed as soon as the targeting is accepted and the content is downloaded to the device.

Apr 2013						
M	T	W	T	F	S	S
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Select the date you wish to start displaying the content.

10.2.6 End Date

If you have selected a Start Date, you can also set an End Date at which point the content will no longer show. There is no requirement to set either an End Date or Start Date, or you can choose to set only an End Date or vice versa

Start Date	<input type="text" value="27/04/2013"/>
End Date	<input type="text" value="04/05/2013"/>

The example shown instructs the system the targeting should begin on 27/04/2013 and complete on 04/05/2013.

10.2.7 Active Period

Active Period allows you to set when the content should be displayed. The options that are exist are as follows

Always

Always is the default and will show the content in every loop throughout the day based on any other determining conditions such as Start and End dates.

Never

Never show the content

Mornings

Mornings will display the content only between 00:00:00 and 11:59:59. You can also specify the timezone.

Afternoons

Afternoons will display the content between 12:00:00 and 17:59:59. You can also specify the timezone.

Evenings

Evenings will display the content between 18:00:00 and 23:59:59. You can also specify the timezone.

Office Hours

Office hours will only display the content between 08:00:00 and 17:59:59 Monday to Friday. You can also specify the time zone.

Weekends

Weekends will only display the content between 00:00:00 and 23:59:59 Saturday and Sunday. You can also specify the time zone.

User Defined

User Defined is the most advanced option, it is also constrained by the overall "Start Date" and "End Date". Using User Defined you can select periods that the content should be displayed in

The screenshot shows the 'Active Period' configuration interface. At the top, there are two dropdown menus: 'User defined' and 'UTC'. Below these are four columns: 'Time block', 'Date', 'Month', and 'Day'. The 'Time block' column shows a list of times from 09:00 to 18:00 in 1-hour increments, with 09:00 and 10:00 highlighted. The 'Date' column shows a list of numbers 1 to 10, with 1 highlighted. The 'Month' column shows a list of months from January to October, with all months highlighted. The 'Day' column shows a list of days from Sunday to Saturday, with all days highlighted. Below the columns is a 'Time block size' dropdown menu set to '1 hour'. To the right of the interface is a text box that says 'Use Shift/Ctrl/Cmd and click for multiple time blocks.'

The example above will display content from 09:00:00 to 10:59:59 every day and month from Monday to Friday, allowing you to create one piece of targeting for a variety of active periods.

By modify the "Time block size" you can schedule it down to a 10 minute period

The screenshot shows the 'Active Period' configuration interface. At the top, there are two dropdown menus: 'User defined' and 'UTC'. Below these are four columns: 'Time block', 'Date', 'Month', and 'Day'. The 'Time block' column shows a list of times from 11:30 to 13:00 in 10-minute increments, with 12:00 and 12:10 highlighted. The 'Date' column shows a list of numbers 1 to 10, with 1 highlighted. The 'Month' column shows a list of months from March to December, with all months highlighted. The 'Day' column shows a list of days from Sunday to Saturday, with all days highlighted. Below the columns is a 'Time block size' dropdown menu set to '10 minutes'. To the right of the interface is a text box that says 'Use Shift/Ctrl/Cmd and click for multiple time blocks.'

i Start Date and End Date will always take precedence over the Active Period.

Repeat Delay

Repeat Delay allows you to add content to a loop and delay how often it is shown. For example if you have a 5 minute loop of content in your current channel, you can set a 30 minute Repeat Delay for a certain piece of content that you are adding to the channel. The particular piece of targeting you have created means that it will only show the content once every 30 minutes, where as if all the other content in the channel is targeted to "**Show each cycle**" they will show every 5 minutes.

The default is to show each cycle.



10.2.8 Sequence Mode

Only applies if you have selected a sequence. The default is to "**Display full sequence each cycle**". Assuming you have a sequence which is made up of 10 pieces of content, by selecting "**Display 2 items from sequence each cycle**" the Targeting selector will choose 2 pieces of content to show during the current loop. It will also store a certain amount of cache information to ensure that the same 2 pieces of content are not shown each loop.

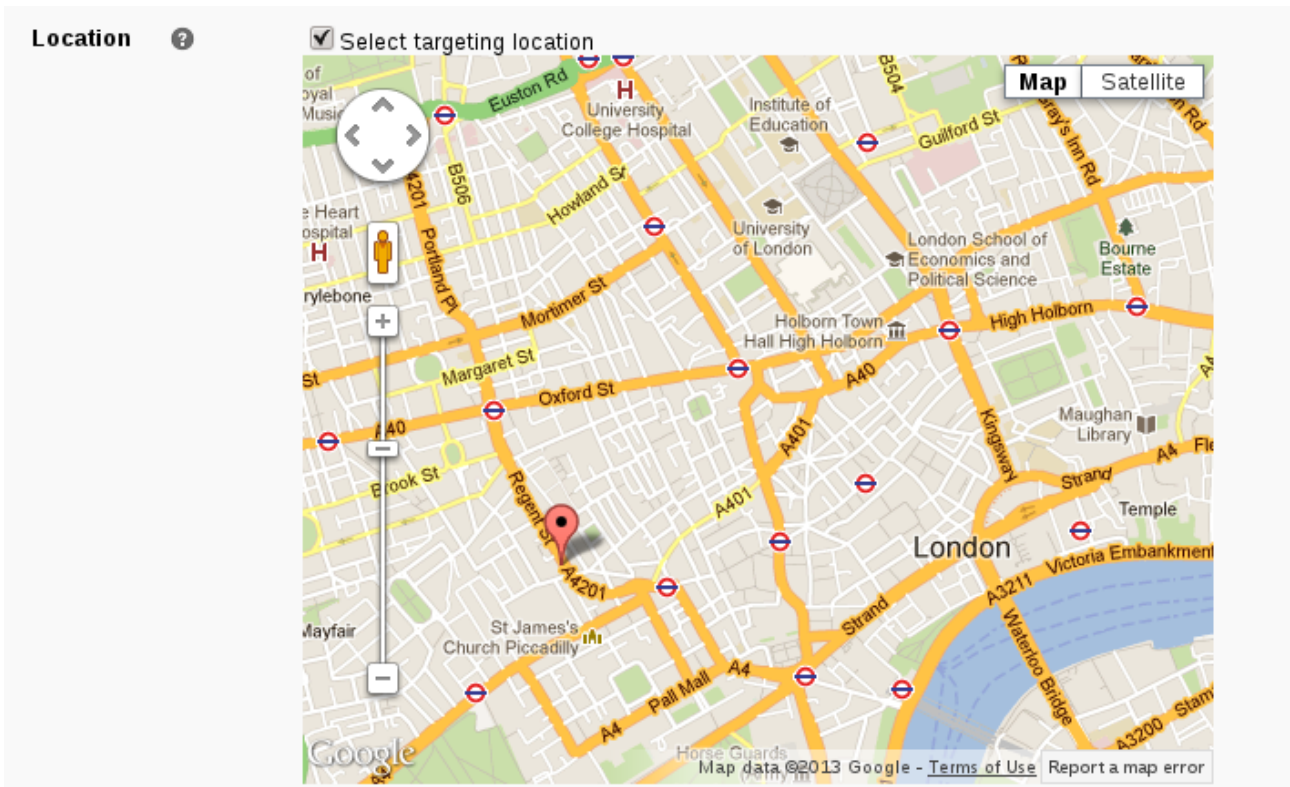
10.2.9 Max Age

Max Age lets you disable dynamically updated content. For example if you are using Web Capture or Remote Data Source that should update every hour, and it has not updated for 12 hours due to some sort of network issue, you can set a Max Age that will disable the content from being shown to prevent showing content that is out of date. A variety of time periods exists between 1 hour and 6 weeks.

Location

Location based targeting allows the utilisation of a GPS device on the installation or by defining the static location of the installation within the [Installation Editor](#) to target specific content within a channel based on location of the physical screen. An example of this is a bus that is driving down Regent Street in central London. The bus is equipped with a GPS enabled device which has Internet connection, as the bus is driving down Regent Street in Central London, the GPS data is sent to the Digital Signage Platform on a minutely basis. Using location targeting you can specify what content should be shown based on the location of the bus.

Using the Google Maps selectors, select **Regent Street**.



Assuming your channel has 100 pieces of targeted content throughout Central London, and using the the "Limit" within [Advanced Option](#) on the Channel to specify 5 to display within the loop. The Targeting selector will select the 5 closest pieces of content to display on the channel. As the content is cached on the installation, the only requirement is that the bus has Internet connection and the GPS data is accurate within a few hundred feet.

Advanced Options ▼ Edit advanced options

limit	=	5
Add new advanced option		

The GPS co-ordinates are represented on the JSON export of the [Installations](#) tab, or visually on the Status of the Installation.

10.2.10 Pricing

By Default Pricing is disabled on the targeting, meaning the transaction between and advertiser or publisher is done outside of the Digital Signage system. In many cases the owner of the channels will add the content to there own account, only when you are using cross account targeting does the pricing and approval mechanism come into play.

i This functionality is only useful if you are using cross account targeting between two accounts

There are two options besides the Default.

Content Owner pays channel owner

This is the traditional approach of an advertiser paying a publisher. Pricing can be agreed based on the following

1. Currency (currency of the transaction between channel and content owner)
2. Per impression (how much the content owner pays based on how many times the content is displayed)
3. Per face (how much the content owner pays for each face detected watching the screen)
4. Per click (If a person scans QR code, clicks on the advertisement within their phone, requires [Landing page on content](#))
5. Per conversion (If the person pays for the goods, requires [Conversion Tracking](#))
6. Maximum (maximum defines how much the content owner is willing to spend)

Pricing	Content owner pays channel owner ▾
Currency	USD ▾
Per impression	0.0001
Per face	0.05
Per click	0.10
Per conversion	1.00
Maximum	10.00

Content will continue to display until max price or end date is reached.

Channel Owner pays content owner

If the channel owner must pay the content owner, for example music videos or museum artwork. Pricing can be agreed based on the following

1. Currency (currency of the transaction between content and channel owner)
2. Per impression (how much the channel owner pays based on how many times the content is displayed)
3. Per face (how much the channel owner pays for each face detected watching the screen)
4. Per click (If a person scans QR code, clicks on the advertisement within their phone, requires [Landing page on content](#))
5. Per conversion (If the person pays for the goods, requires [Conversion Tracking](#))
6. Maximum (maximum defines how much the content owner is willing to spend)

Pricing

Channel owner pays content owner ▾

Currency USD ▾

Per impression 0.0001

Per face 0.05

Per click 0.10

Per conversion 1.00

Maximum 10.00

Content will continue to display until max price or end date is reached.

10.2.11 Logging

If you would like to track in the interactions tab how many impressions of content are shown per device. Impressions are normally counted on the system using a counter and are not logged in Interactions.

Logging Impressions create interaction records

10.2.12 Tags

10.2.13 Advanced Options

Advanced options allow you to override some lower level settings. Please contact your Administrator or your Account manager.

10.2.14 Content Owner

This functionality is available to the content owner, allowing them to

1. Approved used
2. Unapproved
3. Denied Use

10.2.15 Channel Owner

This functionality is available to the Channel owner, allowing them to

1. Approved used

2. Unapproved
3. Denied Use

10.2.16 State

This is derived by the Status of the targeting determined by the Channel and Content owners.

10.3 Managing Targeting

Coming soon...

10.4 Searching Targeting

Coming soon...

10.5 Exporting Targeting

Coming soon...

11 Installations

An installation refers to the physical device the Digital Signage client software is installed on. An installation can be setup manually by adding it within the interface, or if the client is set to using Auto Provisioning (discuss with your Account manager) then the installation shortcut will be generated when the player first starts and allows you to associate the player with any account on the system.

Although you can technically associate a device with a Channel Shortcut, a Sequence Shortcut or Content Shortcut code, it is **recommended** that the device is linked to the Digital Signage platform with an Installation Shortcut code. The main advantages are that you can monitor the device more easily and you can easily change the channel from the Digital Signage cloud platform. If you map all your Client devices to a channel shortcut code, you have no way of telling if the installation is online or not, nor do you get any of the advanced management functionality available in the Installations tab.

11.1 Actions

11.2 Device Provisioning

Device provisioning refers to the ability of the Android Player to generate a shortcut code on the server when the device starts up for the first time. The APK can be configured to either have this feature disabled or enabled, please contact your Administrator or your Account manager if you would like to enable or disable this functionality. The device must have an Internet connection configured when the Android player starts. The Android player will talk to the nominated server as compiled into the APK, and a shortcut code will be generated and displayed to the user. The installer can then record this for later, or call the CMS administrator to associate to the account. This allows you to effectively have a team to install devices without worrying about accessing the interface to associate, which can be done by someone in the office or the installer may call someone else who is at a desktop.

If the APK you are using does not have provisioning enabled (it does not generate an installation shortcut), you can replicate this functionality by typing into the client "**init**"

11.2.1 Associate the installation

From within the Installation tab, you can see a "**Link provisioned shortcut**" on the far right below the the Information button, as shown below in the screenshot.



Device Provisioning
[Link provisioned shortcut](#)

Click on the "**Link provisioned shortcut**", and the following pop-up window will appear.

Installation shortcut

To link a new device to your account, enter the provisioned installation shortcut below.


On the screen connected to the device, the installation shortcut will be shown to the installer. The installer should record this installation short cut, or login to Digital signage platform and associate it to the correct account. You may develop a process within your business to enable this to be done by two groups. One who installs the devices, the other group who manages the devices within the Digital Signage Cloud platform web interface.

Installation shortcut

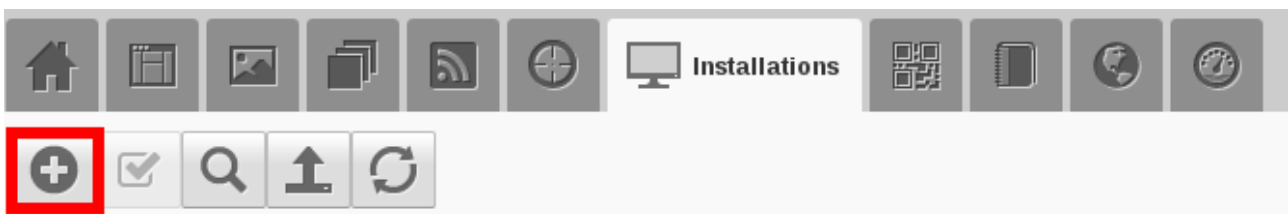
To link a new device to your account, enter the provisioned installation shortcut below.

The shortcut code will always start with the letter "i" and will be a minimum of 7 characters long. Once the device has been associated with your account, you can [Manage the Installation](#).

11.3 Adding Installations

 If your devices generates and installation shortcut when it starts. You should not add the device manually, please see [Device Provisioning](#) section.

To add an installation, from within the Installation tab, click the add button.



11.3.1 Name

A provide a name that allows you to easily distinguish your device.

Installation Editor

Name

11.3.2 Description

Provide a simple description of the device for informational purposes.

Description

The device is installed in Central London Regent Street Tube station on the North-West side of the street

11.3.3 Layout

Layouts allow you to choose how the device utilises the screen to display content. Each Zone is linked to either a piece of Content, a Sequence or a Channel. It is **recommended** that you link your zones to a a **Channel** unless you have a particular user case that you need to link the zone to a piece of Content or Sequence.

Single zone layouts

Select the layout you prefer

Layout ▼ Single zone layouts

1

16:9 Output

1

4:3 Output

1

3:4 Output

1

9:16 Output

i Although you may specify a layout above, the device must be able to support it. Many Android ROMS built for media boxes do not support orientation changes, and are hard coded to 16:9 portrait. Please attempt to set the orientation in the player settings. If this does not work , your ROM has been hard coded and you will need to talk to your hardware manufacturer.

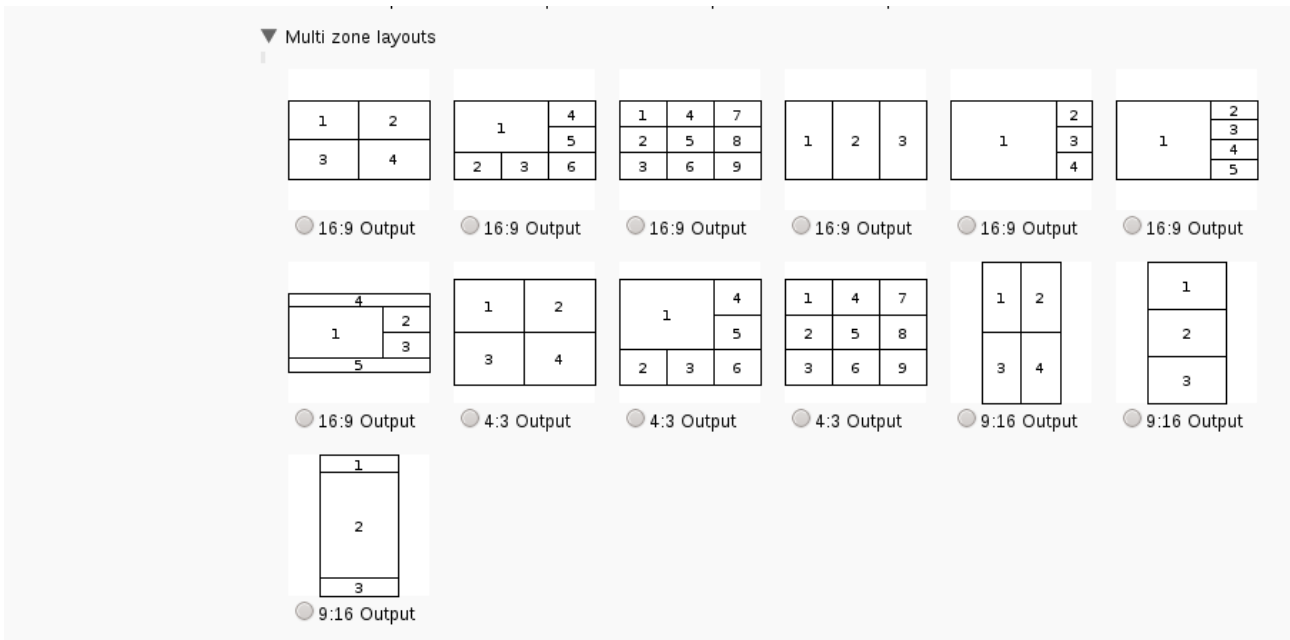
Multi zone layouts

To select a more complex arrangement, click the drop down arrow beside "Multi zone layouts"

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Zones

Having selected a layout with multiple zones, you must then select a piece of Content, a Sequence or a Channel to display in this zone.

i If you are selecting a zone that has 4:3 layout, you must have Content, a Sequence and or a Channel that has 4:3 content in it. The same applies for all Aspect Ratios. You must first select your Aspect Ratio in [Information Button](#) drop down, and upload your content accordingly. Uploading 4:3 content while you have selected 16:9 will create stretched content, and will not show up as 4:3.

Proceed by selecting Content, Sequence or Channel as shown below

Zone 1	16:9	example1	All content in account	Select sequence	Select channel
Zone 2	16:9	example2	All content in account	Select sequence	Select channel
Zone 3	16:9	example3	All content in account	Select sequence	Select channel
Zone 4	16:9	example4	All content in account	Select sequence	Select channel

11.3.4 Active Period

Active period allows you specify when the device should be on, when it is set to scheduled to be off, it will be in a standby mode. The available options are

Always

Always is the default, the screen will always be on.

Never

Never turn on the screen

Mornings

Mornings will turn on the display between 00:00:00 and 11:59:59. You can also specify the timezone.

Afternoons

Afternoons will turn on the display between 12:00:00 and 17:59:59. You can also specify the timezone.

Evenings

Evenings will turn on the display between 18:00:00 and 23:59:59. You can also specify the timezone.

Office Hours

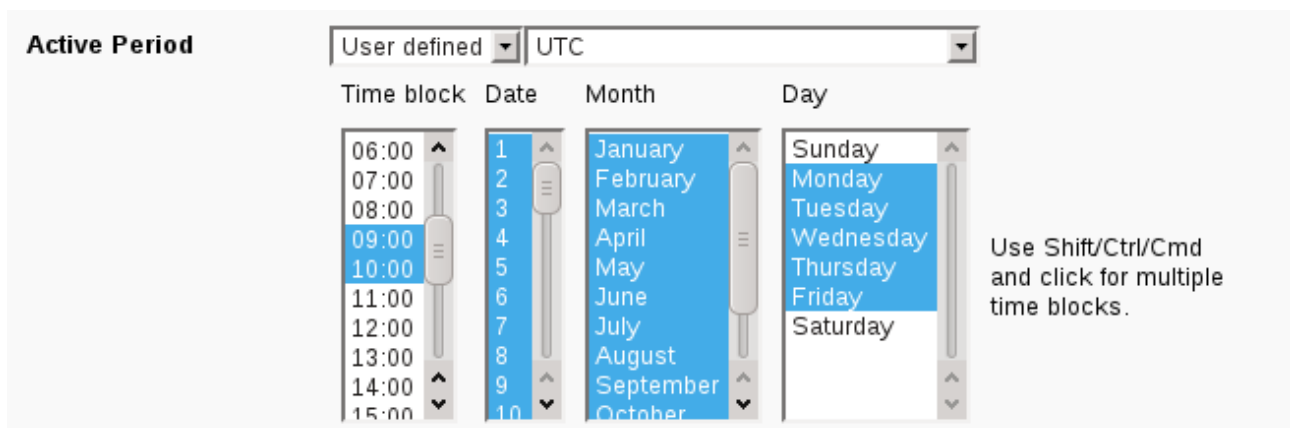
Office hours will turn on the display between 08:00:00 and 17:59:59 Monday to Friday. You can also specify the time zone.

Weekends

Weekends will turn on the display between 00:00:00 and 23:59:59 Saturday and Sunday. You can also specify the time zone.

User Defined

User Defined is the most advanced option. Using User Defined you can select periods that the display should be turned on.



Active Period User defined UTC

Time block	Date	Month	Day
06:00	1	January	Sunday
07:00	2	February	Monday
08:00	3	March	Tuesday
09:00	4	April	Wednesday
10:00	5	May	Thursday
11:00	6	June	Friday
12:00	7	July	Saturday
13:00	8	August	
14:00	9	September	
15:00	10	October	

Use Shift/Ctrl/Cmd and click for multiple time blocks.

The example above will display content from 09:00:00 to 10:59:59 every day and month from Monday to Friday, allowing you to specify a specific user defined active period for when the device should be on.

JscreenFix

JscreenFix allows you to prevent pixel burn in on your devices by displaying an inverse of content. Please see <http://www.jscreenfix.com> for more information. The same period selections apply as to the "Active Period"

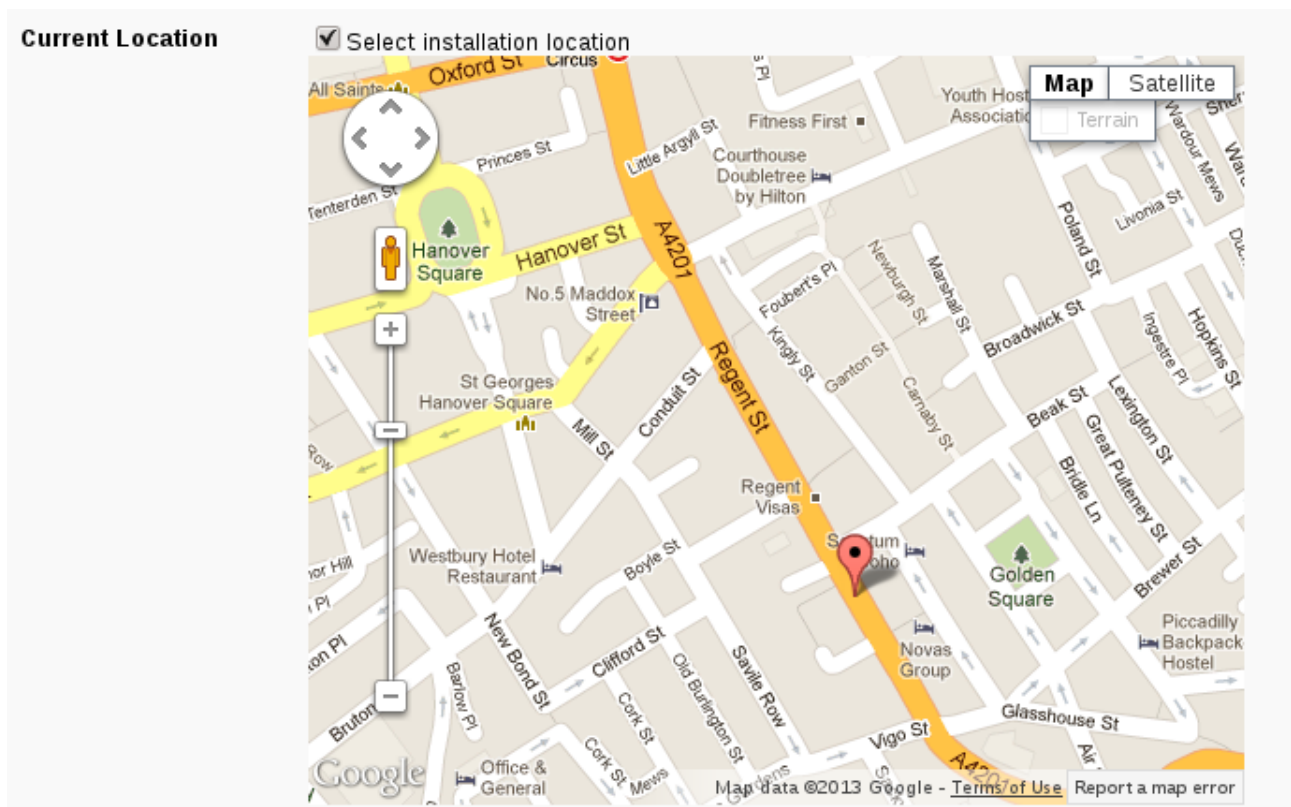
11.3.5 Emergency Channel

Emergency Channel allows you to specify a channel or sequence to display if the "Emergency Channel" is turned on. This is useful for displaying warning messages or escape routes for large buildings. The displays will turn on full screen mode with one single zone.

11.3.6 Current Location

Current location allows you to select a physical location the map (provided by Google Maps) for your device. **Do not use** this option if your device has GPS enabled and is transmitting a GPS location.

First select "Select installation location" tick box



Using the location marker provided by Google, drag and drop to the exact location of the device. The GPS co-ordinates are provided by Google Maps API and can be shown within the JSON object of the device. This can also be used for GPS based targeting even though the location is static.

11.3.7 Tags

Tags allow you to set identifiers on the installation that can be used for [Searching Installations](#). An example is to specify the city, and the street as show below. You could use tags to add your own internal system ID to the installation, allowing you to easily tie this up with your existing inventory management system. This could be a serial number, MAC address, or your existing id system.

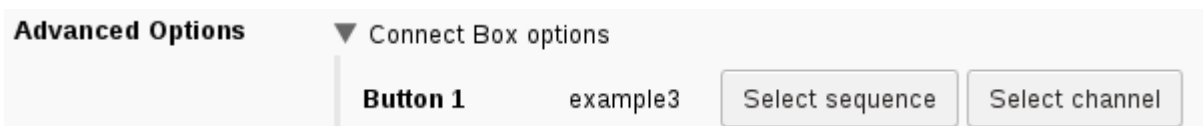


11.3.8 Advanced Options

There are a range of advanced options that are not visible to the regular user that can override lower level settings

Connect Box options

Allows you to map a USB based keyboard, or USB based motion sensor that emulates a key stroke to a Sequence or Channel. For example if you plugged a keyboard into your Android device and pressed button 1, so long as you have a channel linked to the device it will change the display to whatever is specified against Button 1. The example below shows Button 1 linked to "example3" channel. If these options are not available to you in your Installation Editor, you must contact your Administrator.



If you are using Connect Box hardware, you might have a motion sensor you can connect. If you are not using Connect Box hardware, you will need to emulate a key stroke (1-9) with motion sensor

Edit advanced options

Advanced options can override the players on the device, the next time the device checks in it will inherit the new settings. A player restart will be required before the settings take effect.

These settings will always override the player settings

Key	Value	Description
	example	

s_miq	480p 720p 1080p 2160p	Maximum image quality. Player will not download or display image content above this value.
s_mvq	480p 720p 1080p 2160p	Maximum video quality. Player will not download or display video content above this value.
s_srv	0 1	Run as service
s_int	0 1	Interaction
s_upw	password	Password required to modify settings.
s_fcn	0 1	Fresh content popups
s_cmg		Channel list (group name)
s_smg		Sequence list (group name)
s_geo	0 1	Report location (geolocation)
s_fc	0 1	Face counting
s_udp	0 1	Use UDP
s_sig	0 1	Verify signatures
s_offline	0 1	Offline mode
s_rur	period in milliseconds	Restrict Update Rate
s_vs	.mp4 .webm	Video file format
s_so	[contact us]	Screen orientation
s_grow	0 1	Stretch content
s_vps	0 1 2 3	Video playback strategy
s_us	0 1	Update strategy. 0 = standard updating. Requires user to approve the update. 1 = silent updating. No approval will be required to install update on the device. The device must be rooted and the player must have root permissions. Setting to 1 also changes the restart action to restart the whole device, not just the app.
s_fcd	0 1	Face counting test
s_sd	0 1	Enable alternate cache location.

s_store	File system path	Full path to alternate cache location.
s_pxy	0 1	Enable caching HTTP proxy server.
s_pXH	192.168.0.2	Host address of HTTP proxy server.
s_pXP	3128	Port of HTTP proxy server.
s_prime	0 1	Download images and videos into the local cache.

11.4 Managing Installations

- [Views](#)
- [Operations](#)
 - [Preview](#)
 - [Status](#)
 - [Edit](#)
 - [Tag](#)
 - [Remove](#)
 - [Install](#)
 - [Java Web Start](#)
 - [Change Channel](#)
 - [Emergency On](#)
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 - [Empty cache](#)
 - [Reset counters](#)
 - [Update](#)
 - [Shutdown](#)
 - [List Interactions](#)
 - [Ownership](#)
 - [Show audit trail](#)
 - [Clear Selection](#)

11.4.1 Views

A simple list view is used to display all the installations, there is no grid view in Installations. The below screenshot displays a variety of information about the installations

	Name	Shortcut	Channel	EA	Player	Imp	Faces	Scans	Clicks	Cnv	Created	Last Comms	Status
<input type="checkbox"/>	New Screen - Multi zone	ifzvk1o	Multiple		Java VLC Player 1.01	20	0	0	0	0	2013-04-26	18:19	Offline
<input type="checkbox"/>	exp-002 - london - oxford street	ieulfms	example3		Android Player 11.34	6	0	0	0	0	09:13	18:43	Online
<input type="checkbox"/>	exp-003 - london - bus-route53	ikikip	example3		Android Player 11.28	88	0	0	1	0	09:15	18:43	Warning
<input type="checkbox"/>	exp-001 - london - regent street	ivqwtgn	London			0	0	0	0	0	2013-04-26		Not installed

Name - The name of the device when either added or provisioned. Clicking on the name will bring up the [Preview](#) window.

Shortcut - The Shortcut code of the device

Channel - Current Channel(s) device is showing

EA - Emergency Channel is enabled

Player - What Player Version is installed

Imp - Impressions of content shown on the installation

Faces - Faces counted

Scans - How many QR scans on the installation

Clicks - How many users have clicked through on a piece of content

Cnv - How many conversions (payments)

Created - When the installation was created

Last Comms - Last communication from the device

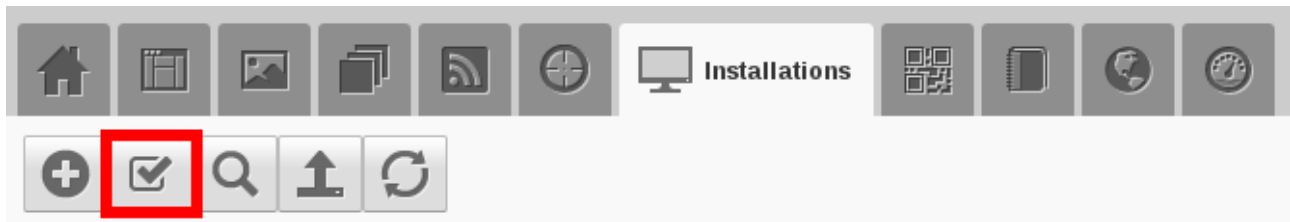
Status - Current Status of the device. Clicking on the value will provide [Status](#) information.

11.4.2 Operations

The operations can be performed on a single device, or a sub selection of operations on multiple devices. To select multiple installations, simply click the ones you wish to manage, if you would like to click a list from top to bottom, press the **SHIFT** key, and click the first and last.

	Name	Shortcut	Channel	EA	Player	Imp	Faces	Scans	Clicks	Cnv	Created	Last Comms	Status
<input checked="" type="checkbox"/>	New Screen - Multi zone	ifzvk1o	Multiple		Java VLC Player 1.01	20	0	0	0	0	2013-04-26	18:19	Offline
<input checked="" type="checkbox"/>	exp-002 - london - oxford street	ieulfms	example3		Android Player 11.34	6	0	0	0	0	09:13	18:43	Online
<input type="checkbox"/>	exp-003 - london - bus-route53	ikikip	example3		Android Player 11.28	88	0	0	1	0	09:15	18:43	Warning
<input checked="" type="checkbox"/>	exp-001 - london - regent street	ivqwtgn	London			0	0	0	0	0	2013-04-26		Not installed
<input type="checkbox"/>	exp-004 - london - bus-route-55	ibxvztd	London			0	0	0	0	0	17:07		Not installed

Next select the Multi section function key as shown below




You will have the following Operations available that will be performed on all the Installations.


- [Tag](#)
- [Remove](#)
- [Change Channel](#)
- [Emergency On](#)
- [Emergency Off](#)
- [Commands](#)
- [Clear Selection](#)

Preview

By using the preview operation you will be shown what is currently playing on the device, as well as being given some additional information about the installation as shown. By clicking on the Mechanic symbol you will be brought to the [Installation Editor](#).


Preview



 **exp-003 - london - bus-route53**

[Open in new window](#)

Impressions	31
Faces	0
Clicks	0
Conversions	0
Tags	bus, london, route53
Assets	JSON



You can click on "**Open in new window**" to create a full screen view of the content, or clicking on "**JSON**" will provide you a raw extract of information about the installation.

Status

Status operation provides detailed low level information of the device, such as the IP address of the device, the location of the device, Communication information, Android versions, Stastics about the device, including Wifi signal and strength.

Possible values are

- Online
- Warning
- Command
- Offline
- Not Installed


Status

IP Address: 82.40.186.236

[Show location on map](#)

Last comms Saturday, 27 April 2013 18:07:19 UTC+1
Next comms Saturday, 27 April 2013 18:08:19 UTC+1
Total display time 30m

Android Device: GT-I9100
Android Manufacturer: samsung
Android Model: GT-I9100
Android Version: 2.3.3
Battery Level: 86.0%
Cache Failures: 11
Cache Free: 7.3 GiB
Cache Size: 580 MiB
Comms Failures: 1,278
Comms Inbound: 2.89 MiB
Comms Outbound: 0.86 MiB
Device Up Time: 6h 24m 44s
Media Checks: 278
Media Downloads: 223
Media Inbound: 97.9 MiB
Media Outbound: 51.8 KiB
Player Starts: 18
Player Up Time: 20m 28s
Screen Height: 800
Screen Width: 480
Transport: UDP
UDP Delay: 68ms
UUID: 9a675272-446c-4f78-b2b4-2ad9148ee936
VM Memory Free: 3.8 MiB
VM Memory Max: 64.0 MiB
VM Memory Total: 7.38 MiB
Video Failures: 47



By clicking on "**show location on map**", it will open Google Maps in your browser and take you to the last known location of the device, this requires the device to have GPS enabled and be transmitting the signal, or for the installation to be manually configured using the [Current Location](#) setting.

Edit

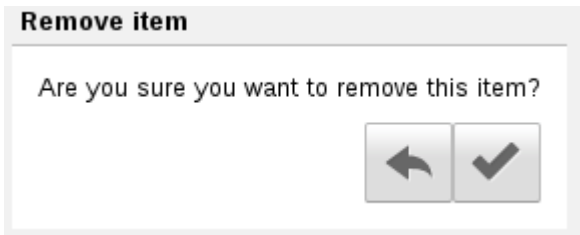
The edit operation opens the [Installation Editor](#).

Tag

Allows you to add a Tag to the installation.

Remove

By clicking the Remove Operation, the installation will be removed from the Digital Signage Platform, you must confirm the operation



To confirm removal operation, click the check mark.

Install

The Install operation allows you to download the the Digital Signage Player, view it in a browser, determine the shortcut code, Scan in a QR code on your device.

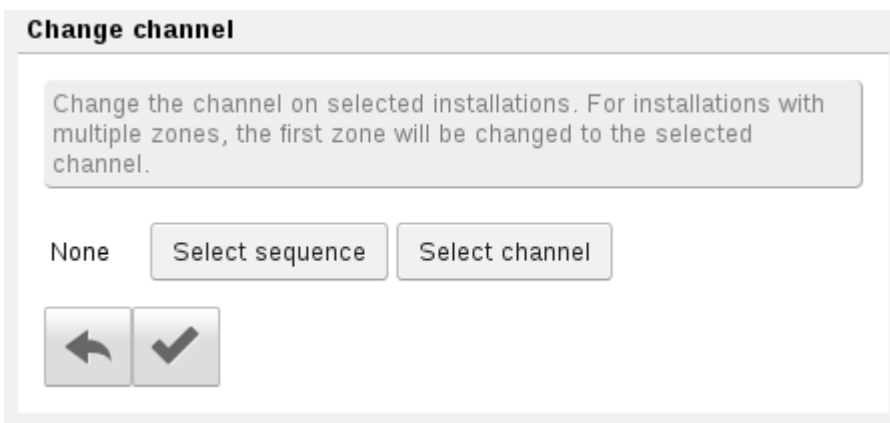
Java Web Start

The Digital Signage supports a Java VLC based player that will work on your Windows, Linux and Macintosh, you can click on the "Java Web Start" and it will automatically start up from within your browser. You will require Java and VLC installed in your system, as well as the correct association with your browser for the web start to function.

Change Channel

Change Channel allows you to change the channel on the device. This will **not** work for multi-channel installations.

A popup will appear, you can select a sequence or a channel. Once you have selected the sequence or the channel click the check mark to complete the operation.



Emergency On

Emergency on will switch the installation to the [Emergency Channel](#)

Commands

Restart

Restart will restart the player application the next time the player communicates with the server.

Reboot

Will reboot the device. Requires a **ROOTED** device.

Empty cache

Will empty the cache of the device. All content will have to be downloaded again.

Reset counters

Reset all counters of the device.

Update

Updates the player on the device. Requires a **ROOTED** device or APK signed by manufacturer ROM.

Shutdown

Will shutdown the device. Requires a **ROOTED** device.

List Interactions

Will bring you to the [Interactions](#) tab pre-populating the search box with the installation ID



Date	Type	Installation	Channel	Sequence	Content	Details
18:32	Click content	exp-003 - london - bus-route53	example3	Exaple Flickr Cars	6493	82.40.186.236

Ownership

Displays the ownership of the device. This would normally be your current user, but could be another user if you are using linked accounts.

Show audit trail

Show audit trail will take you to the [Audit](#) tab pre-populated with your installation.

Date	Group	Operator	Action Type	Data Type	Data Name
18:29	demo.example.com	Demo 1111	Updated	Installation	exp-003 - london - bus-route53
18:27	demo.example.com	Demo 1111	Updated	Installation	exp-003 - london - bus-route53
18:25	demo.example.com	Demo 1111	Updated	Installation	exp-003 - london - bus-route53
17:47	demo.example.com	Demo 1111	Updated	Installation	exp-003 - london - bus-route53
09:17	demo.example.com	Demo 1111	Updated	Installation	exp-003 - london - bus-route53
09:15	demo.example.com	Demo 1111	Created	Installation	exp-003 - london - bus

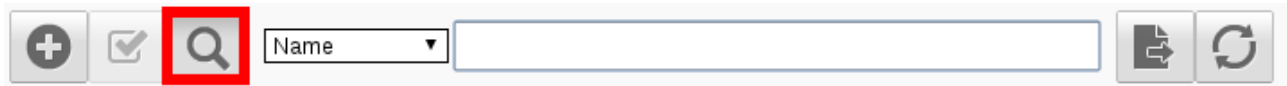
Clear Selection

Removes selection list

11.5 Searching Installations

The Search button allows you to manage your Installations. When configuring your installations you should ensure that you have set corresponding Names and Tags to your Installation that allows you to search for them more easily.

In the Installations Tab, click on the Search button (magnifying glass). A combination of searching and [managing installations](#) allows you to effectively manage thousands of installations in a single account.



From the drop down list you have a variety of different search option criteria

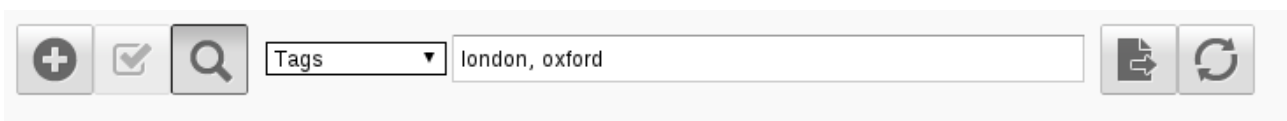
11.5.1

11.5.2 Name

The name you provide the installation when you first added the installation.

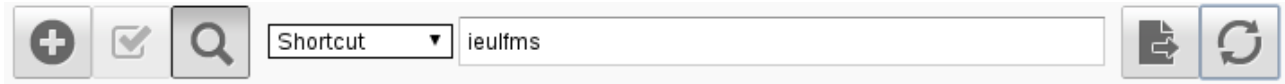
11.5.3 Tags

A single tag, or multiple tags can be used to search for an installation. Below is an example of searching multiple tags, comma represents an **AND** operator.



11.5.4 Shortcut

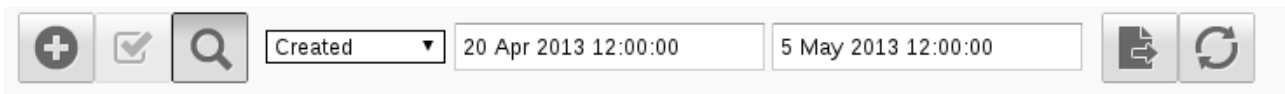
Shortcut is the ID that is set on the player, and is listed beside the name. Below is an example of searching for a shortcut code. Installation Shortcuts should always begin with an "i"



A search interface for finding shortcuts. It features a toolbar with a plus sign, a checkmark, and a magnifying glass icon. Below the toolbar is a dropdown menu labeled "Shortcut" and a text input field containing "ieulfms". To the right of the input field are two icons: a document with an arrow pointing right and a circular refresh icon.

11.5.5 Created

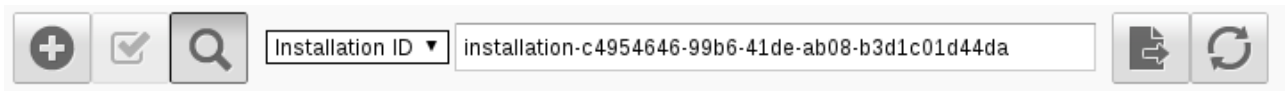
Represents a date format for when your installation was created. You can use a range as shown below, or simply a single date.



A search interface for finding installations by creation date. It features a toolbar with a plus sign, a checkmark, and a magnifying glass icon. Below the toolbar is a dropdown menu labeled "Created" and two date input fields: "20 Apr 2013 12:00:00" and "5 May 2013 12:00:00". To the right of the input fields are two icons: a document with an arrow pointing right and a circular refresh icon.

11.5.6 Installation ID

An installation ID represents the databases assignment. This would normally be represented as show below and can be found based on a CSV or JSON export of the installations.



A search interface for finding installations by ID. It features a toolbar with a plus sign, a checkmark, and a magnifying glass icon. Below the toolbar is a dropdown menu labeled "Installation ID" and a text input field containing "installation-c4954646-99b6-41de-ab08-b3d1c01d44da". To the right of the input field are two icons: a document with an arrow pointing right and a circular refresh icon.

11.5.7 Channel ID

Using the export function in the channel tab will give you a list of the channel ID's, you can then use these channel ID's to search within the Installation tab to show any installations playing the channel.



A search interface for finding installations by channel ID. It features a toolbar with a plus sign, a checkmark, and a magnifying glass icon. Below the toolbar is a dropdown menu labeled "Channel ID" and a text input field containing "channel-b24aa9a3-88c9-4ff5-8658-382798c39317". To the right of the input field are two icons: a document with an arrow pointing right and a circular refresh icon.

11.5.8 Account ID

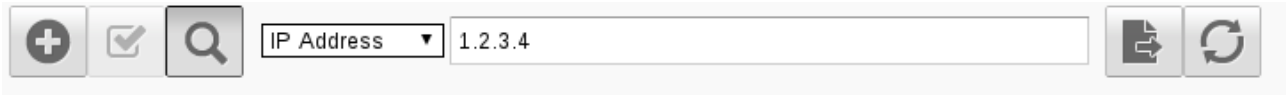
Account ID can normally be found in the [Home](#) tab, if you are sharing multiple accounts, you can find other Account ID's listed in [Edit Account](#) under the Information button.



A search interface for finding installations by account ID. It features a toolbar with a plus sign, a checkmark, and a magnifying glass icon. Below the toolbar is a dropdown menu labeled "Channel ID" and a text input field containing "account-7a10c5e2-1918-4556-9314-65891a88f59e". To the right of the input field are two icons: a document with an arrow pointing right and a circular refresh icon.

11.5.9 IP Address

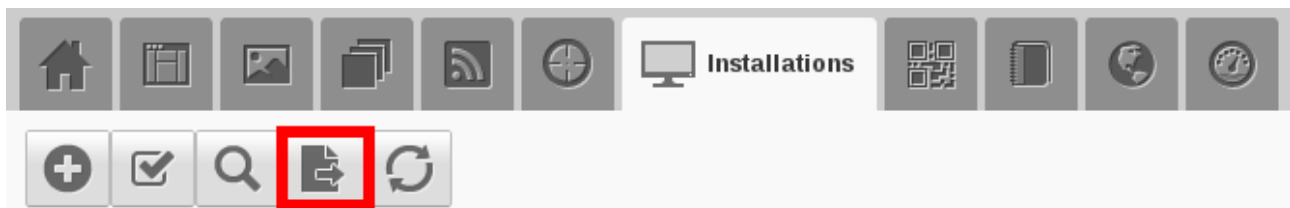
IP Address allows you to specify the public ip address of the player, this does not represent the IP address of the actual device which maybe an internal IP address.



The screenshot shows a configuration bar for IP Address. On the left, there are three icons: a plus sign, a checkmark, and a magnifying glass. To their right is a dropdown menu labeled 'IP Address' with a downward arrow, followed by a text input field containing '1.2.3.4'. On the far right, there are two icons: a document with an arrow pointing right, and a circular refresh icon.

11.6 Exporting Installations

If you need to export the raw data of an Installation, you can choose to do this either using CSV format or JSON. JSON can be used to import this into another account.



12 Interactions

The interactions tab contains reporting data that can be used to provide detailed breakdown of how your Digital Signage network is performing.

Date	Type	Installation	Channel	Sequence	Content	Details
2013-04-29	Click content	exp-002 - london - oxford street	example3		aston-martin-one-rear-1920x1080	82.40.186.236
2013-04-29	Click content	exp-002 - london - oxford street	example3		6493	82.40.186.236
2013-04-29	Click content	exp-002 - london - oxford street	example3		6493	82.40.186.236

There are the following fields on the Interactions tab

Name	Description
Date	The time and date of the interaction
Type	They type of interaction. Types can include Click Content, QR code Scanned, Face Counted, Action Completed
Installation	Name of the installation
Sequence	Name of the Sequence
Content	Name of the Content
Details	IP address

12.1 Operations

12.2 Searching Interactions

Searching Interactions can be done using the following criteria

12.2.1 Date

Using the Search button, you can limit the date range



12.2.2 Interaction ID

The interaction ID to be search for. All interactions will have a database reference.

12.2.3 Targeting ID

The Targeting ID to be search for, can be found by exporting the targeting from the Targeting tab.

12.2.4 Installation ID

The Installation ID of the device, can be found by exporting the installations within the Installation tab.

12.2.5 Channel ID

The Channel ID of the channel, can be found by exporting the channels within the Channel Tab.

12.2.6 Content ID

The Content ID of the Content, can be found by exporting the content within the Content Tab.

12.2.7 Sequence ID

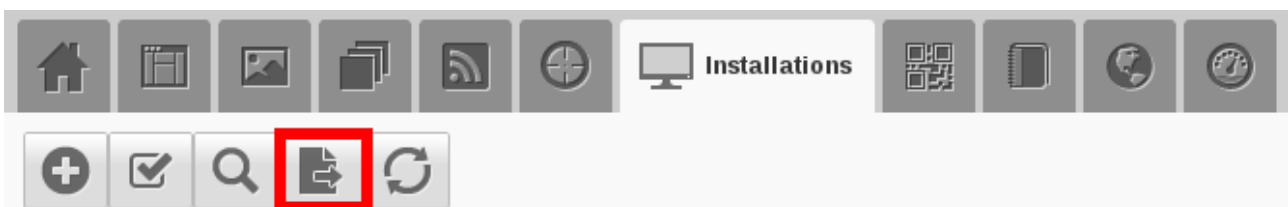
The Sequence ID of the Sequence, can be found by exporting the sequences within the Content Tab.

12.2.8 IP Address

The IP address of the user.

12.3 Exporting Interactions

After searching the Interactions based on a date range, you can export the data, or you can choose to export the last 10,000 records which is a limitation imposed on the Digital Signage Platform.



13 Audit

Coming soon...

14 Market

Coming soon...

15 Information Button

The Information button is located in the right hand corner of your Digital Signage Cloud Web Interface and allows a user to view, access or modify the following

- [Support Page](#)
- [Current Aspect Ratio](#)
- [Account Information](#)
- [Sign out](#)

Product Page

The Product Page is defined by your Administrator and brings you to an external page about the Digital Signage Cloud Platform.

15.1 Support Page

The Support Page is defined by your Administrator and brings you to a ticket system or page with support and contact information

15.2 Current Aspect Ratio

There will be a list of current Aspect Ratios available to you. The default is 16:9 , but you may also have available to you 4:3 , 9:16 and 96:9, all of which are configured by your administrator. It is important that when you upload or import content that you select the appropriate aspect ratio. You may find that you can not see content of different aspect ratio if you have selected a different one.

15.3 Account Information

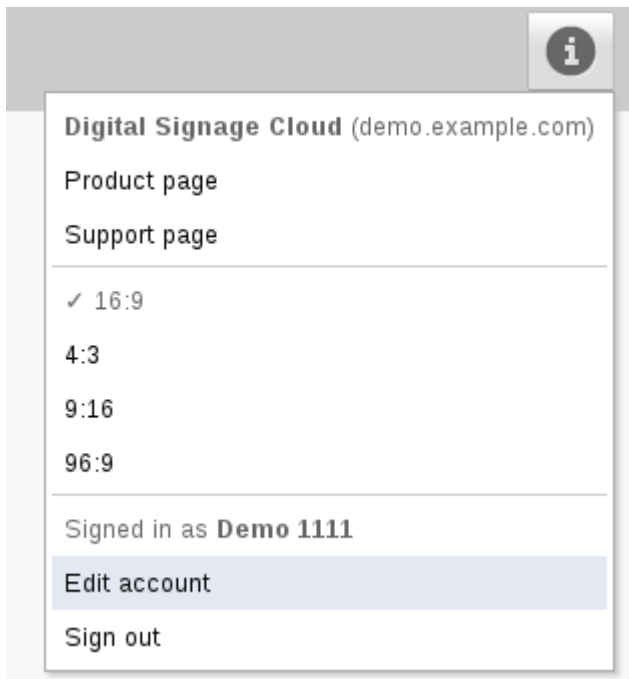
Account Information is displayed about which user you are logged in as, as well as the ability to Edit Account.

15.4 Sign out

By clicking the Sign Out button you will be signed out of your account.

15.5 Edit Account

To edit your current account settings, you can access this by clicking on the top right corner **information** symbol and clicking "**Edit account**"



15.5.1 General Account Settings

From within the account editor you can modify the following settings

- Account Name
- Email
- Password
- Full Functionality
- Accept emails containing Content
- Default Time Zone

Account Editor

Group

Parent group

Account Name

Email

Password

Confirm Password

Full functionality

Accept emails containing content

Content emailed to azekzhk@demo.targetr.net will be added to this account.

Default Time Zone

15.5.2 Link Accounts

You will also be able to see if you can access any accounts or if anyone else has access to your account

Can Access:

Have Access:

Grant Access

To grant someone within the Digital Signage Cloud platform access to your account, you must obtain there **Account ID**, which should follow the same format as **account-51930c1d-6957-47d4-8e77-bd5d991f202b** (varying number per account)

▼ Link Accounts

Grant another account access to data in this account.

Account ID account-7a10c5e2-1918-4556-9314-65891a88f59e

Trusted Account ID

Show content, channels and targeting in this account.

Can modify content, channels and targeting in this account.

You can choose to either only allow them to show your content, channels and targeting, or you can optionally provide them modify access to your content, channels and targeting, which is useful for when multiple users from one organisation want to work on the same content but do not want to share their account details to do so. To proceed, click "**Grant Access**".

You will now see the following updated graphic.

Can Access: ?	No other accounts
Have Access: ?	First Last Full Access <input type="button" value="Revoke"/>

Revoke Access

To revoke access simply click the "**Revoke**" button beside the name of the account who you wish to remove access to your account.










15.5.3 Account Limits

Account Limits include how many installations you can have, your maximum amount of content and your maximum storage in Megabytes. These limits are defined by your administrator.

▼ Account Limits	
Maximum installations	5
Maximum content	100
Maximum storage (MB)	1,000

16 Buttons

Throughout the Digital Signage Web Interface you will see a variety of buttons for different operations.

Button	Description
	Information Button
	Confirm and Complete Operation
	Exit and Return without saving
	Begin Operation
	Search
	Export Data
	Refresh
	Grid View
	List View