

Volume

3

DIGITAL SIGNAGE SOFTWARE MANUAL

Your total toolkit for cloud-based digital signage

A Quick Start User Guide

DIGITAL SIGNAGE MADE EASY

A Quick Start User Guide

Table of Contents

Introduction	Page. 1
Step 1: Getting Started	Page. 2
Step 2: The Creative Screen	Page. 2
Step 3: Select Template	Page. 3
Step 4: Edit & Create	Page. 3
Step 5: Create Playlist	Page. 5
Step 6: Send Playlist to Display	Page. 5

Introduction

Welcome! Thank you for choosing **Green Edge Systems**. This manual will walk you through the steps needed for you to create and manage your digital signage, by using the Online Studio.

Online Digital Signage Studio Editor

Our Online Digital Signage Studio Editor is a web-based full design studio that can be accessed from any computer, at any time. No technical or design skill are required to use the Studio.

With the Online Studio, you will be able to create media-rich digital signage content. By using the built-in drag-and-drop widgets; images, videos, vibrant slideshows, RSS feeds, scrolling text tickers, web pages, Facebook and Twitter feeds, YouTube streams, and much more, you will be able to create beautiful and dynamic digital signage content!

Customizable Templates

Included with studio editor are fully customizable digital signage templates. Text, images, videos and other widgets in the template that can be edited, deleted, resized or moved. You can also add new drag & drop widgets to the layout. Templates for education, menus, live social walls, hotels, clinics & healthcare, corporate, retail, hospitality, spa & salons, internal communication are all included.

Advanced Scheduling, Admin Control, and Reporting

From one PC, you can broadcast your content, in minutes, to any number of screens and locations. Using the Online Studio, you will have the ability create your playlist content and then schedule it to play, by day, time, recurring times and set up a specific time for the content expire. You can also create sub-user accounts for location managers that grant limited or full access to editing or managing content.

Also, complete reports can be generated, that provide real-time data. The monitor feature: allows you to control the status of all media players (ON/OFF) and the last time new content was sent to display. Device performance report: this feature generates a list of how many times the content played, the user that manages the account, media player name, and the exposure time. Proof-of-play (media performance report): gives you a detailed list of all media assets that played, exposures, exposure time and player count.

Logging In

Step 1: Getting Started

Required action:

- Log-in to your account:

Description:

This is the website that you will go-to to log-in to your Online Studio account. Once logged in, you will have full access to edit, update, and manage content. After logging in, the page will appear featuring a gray top bar that contains the NoviSign logo in the upper left side with the following tabs “Creative,” “Playlists,” and “Screens.”

Step 2: The Creative Screen**Required Action:**

- Select the button titled “Compose.”

Description:

This page is called “CREATIVE.” At the top of the screen is a gray bar with three tabs (just right of NoviSign logo) titled:

- **CREATIVE:** these are your creatives (the building blocks for any playlist)
- **PLAYLISTS:** this is the content (a playlist can be made of one or more creatives) to be assigned to your media players. Schedule by week, day, hour and expire or by recurring times
- **SCREENS:** send your playlists to a single display or a group of displays

Under the grey bar are a series of orange buttons titled:

- **“Add”:** upload your media files to your Media Library (or just access it), where you have all your videos and images stored at
- **“Compose”:** takes you to Creative Composer, to create new composed creatives (those with the cool widgets within)
- **“Duplicate”:** this makes a copy of an existing creative that you have made (useful for backup or for creating similar creatives)

CONTINUED ON PAGE 3

- **“Edit”:** select a creative then click “Edit.” This opens the creative in edit mode so that you can edit it
- **“Add to New Playlist”:** add a selected creative to a new playlist
- **“Delete”:** this deletes a selected creative

Step 3: Select template**Required Action:**

- **A)** Type a name in the “*Creative name*” text box and add a “*Description*.”
 - This will be the name of the creative that you create

- B) Choose a template to customize or create a creative from scratch, using the blank template
- C) Once you select a template, an orange box will encompass the template
- D) After selecting the template, click the button titled “*Create*” (upper right box screen)
- E) The Creative Composer will then load

Additional Details:

To change the orientation of the content, in step B above, select drop-down titled "Template" and change the default option named “*Wide screen – 16: 9*” to another available ratio.

Step 4: Edit and Create

Description:

Here you will be able to create the content for your digital sign. It consists of four primary features:

- **(1) Drag & drop widgets:** 24 feature icons located on the left-hand page of the screen.
To view all widgets, click the button titled “More.”
- **(2) Canvas:** this is where you add your widgets to create the content for the sign
- **(3) Properties box:** right panel, where you can adjust the settings for each widget
- **(4) Preview:** few seconds preview of the content that you made

CONTINUED ON PAGE 4

Required Action:

- A) Select drop-down list titled “Fill” (inside of “Properties” box), select your background color
- B) Click and drag a widget to the canvas
- C) Once dropped onto the screen, you can resize/adjust the widget to your requirements
- D) Widget settings can be found in the properties box located on the right pane
- E) To preview what you have made click the orange button titled “Preview.”

- F) Once you have your template created, click the “Save” button” and then click “Close Editor.”

Additional Widget Details:

Drag & drop widgets include:



CONTINUED ON PAGE 5

Step 5: Create Playlist

Description:

Playlist: where you can set the play order of creatives and schedule them to play on specific days, times, and set expiration dates. The “PLAYLIST” page consists of four primary features:

- **Add Playlist:** Click this option for creating a new playlist
- **Duplicate:** this makes a copy of an existing playlist

- **Edit:** select a playlist, then click “Edit.” This opens the playlist in edit mode
- **Delete:** select and delete a playlist

Required Action:

- 1) Click the “Add Playlist” button
- 2) Add a new playlist name and type the description of the playlist use
- 3) Click button “Add Creative.”
- 4) Drag the creatives that you want in the playlist onto the white box
 - a. To change the order of the creatives, click and drag any of them to rearrange
 - b. To schedule a specific creative to play, click the calendar icon
 - c. To schedule how long you want each creative to play, click the 10S text. This controls the duration (in seconds) of each creative in the playlist

Step 6: Send Playlist to Display

Description:

This is where you send your playlist’s of content to a media player. Screens in the "SCREENS" page are supposed to represent screens in the real world. The page consists of four primary features (orange buttons located under the gray top bar):

- **Add Screen:** add a new screen that you want to send content to
- **Edit:** edit an existing screen
- **Add to New Group:** send the same content to multiple screens
- **Delete:** delete the screen from the system (this does not affect its chosen content)

Under the set of orange buttons is a table. In the upper right side of the table are one textbox (for searching) and three sub-tabs:

CONTINUED ON PAGE 6

- **“Search”:** search for a screen name
- **“Screens”:** manage the content of the screens
- **“Groups”:** send the same content to multiple screens all at once
- **“Configurations”:** send a set of configured app settings to any screen

The table is broken down into categories:

- **“Name”:** name of the screen
- **“Description”:** description of the screen – this could be location (better name your screens according to their location, so you’ll be able to know who is what and where, i.e., if you have

a couple of screen in the University of Texas and one of them is in the cafeteria of the faculty of humanities, you can name it "Texas uni. - humanities cafe front")

- **“Group”**: indicates if the screen belongs to a group of screens
- **“Config”**: shows if there is a selected configuration which was applied on that screen
- **Screen Link**: the ability to live preview (in your browser) the content playing on the screen

How to Send Content to One Screen:

Required Action:

- 1) Select the “Add Screen” orange button.
- 2) Add a new screen and fill the description of the display use
- 3) Drag and drop the playlist to the box below;
 - a. To change the order of the playlists (a screen can have multiple playlists if you like), click and drag it to rearrange
 - b. To schedule a specific playlist to play, click the calendar icon
- 4) Press the "Create" button
- 5) Your screen will then take you back to the primary “SCREENS” tab
- 6) You can live to preview the content by clicking the screen link
- 7.) You can email the live preview content to someone else to view the screen
key: Click the “Send to Email” button

How to Send the Content to Multiple Screens:

Required Action:

- 1) Select the screens that you would like to send the same content to all at once
- 2) Select the “Add to New Group” button

CONTINUED ON PAGE 7

- 3) Type in “Group Name” and add “Description.”
- 4) Press the "Add Playlist" button
- 5) Drag and drop the playlists (one or more) that you want that group of screens to play
- 6) Press the “Create” button
- 7) You are done! The content will update and begin playing on the screens in your group

Note:

Make sure that you have added the Screen Key to each Onlie Studio Editor app that is installed onto the media players or displays. The screen key is the ID of the app – this way the app knows who it is, and the Studio knows to send that signage device with that app, which has that unique ID, the content which you have assigned it, in your Studio.

