



# Digital Signage Solutions Training Guide

General Information

Layouts

Campaigns

Content and Ads

Playlists

We have all seen digital signage at an establishment of some kind, but have you actually paid attention to the content placed on the signage monitor. Digital signage can truly enhance your business; however, it needs to be utilized to its fullest potential. Below are some suggestions on what NOT to display on your digital signage monitor.



- 1) Try NOT to place rotating static images on your digital signage monitor. Change up your playlist to help keep content fresh.
- 2) Do NOT play your content on repeat. Put some more effort in your digital signage content and provide your audience with a variety of content that may be new and fresh for them.
- 3) Do NOT place your digital signage monitor up too high or somewhere a customer will have difficulty viewing.
- 4) Do NOT use small text. If it's hard to read it could be ignored
- 5) Do NOT ignore your digital signage monitor. You need to keep it fresh and updated. Even if it's just one image that is outdated, your customers will automatically assume that other content you have displayed is out-of-date as well.

# General Information

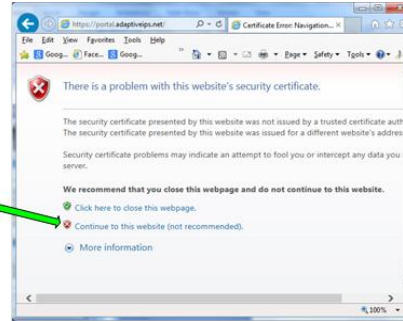
## Accessing the Portal

Sales and Support  
(888) 382-7685

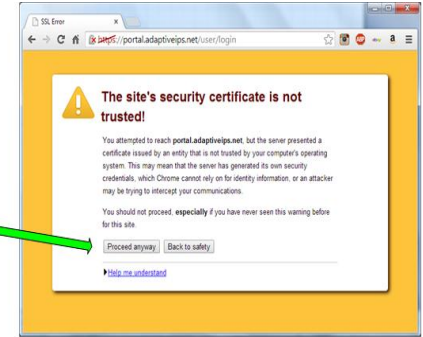
From a web browser go to:  
<https://portal.adaptiveips.net>

This is a trusted security site so  
Click on “continue” or “proceed” if  
Prompted If a security warning is  
displayed.

Click “Continue  
to this  
website...”

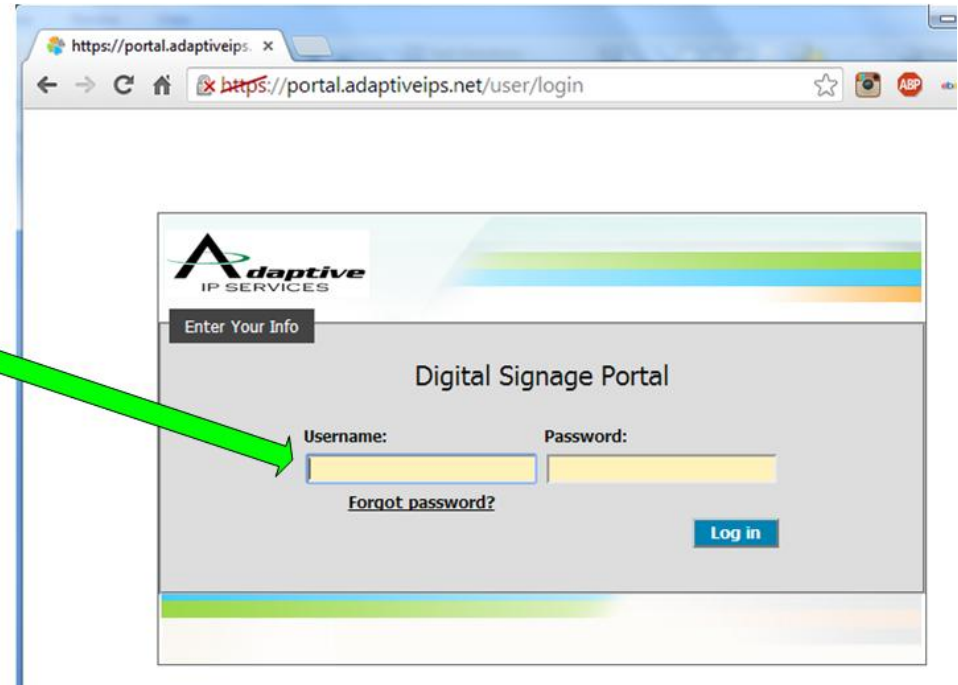


Click “Proceed  
anyway”



Username = your email address  
Password = Welcome1

Username = Email Address  
Default Password = Welcome1

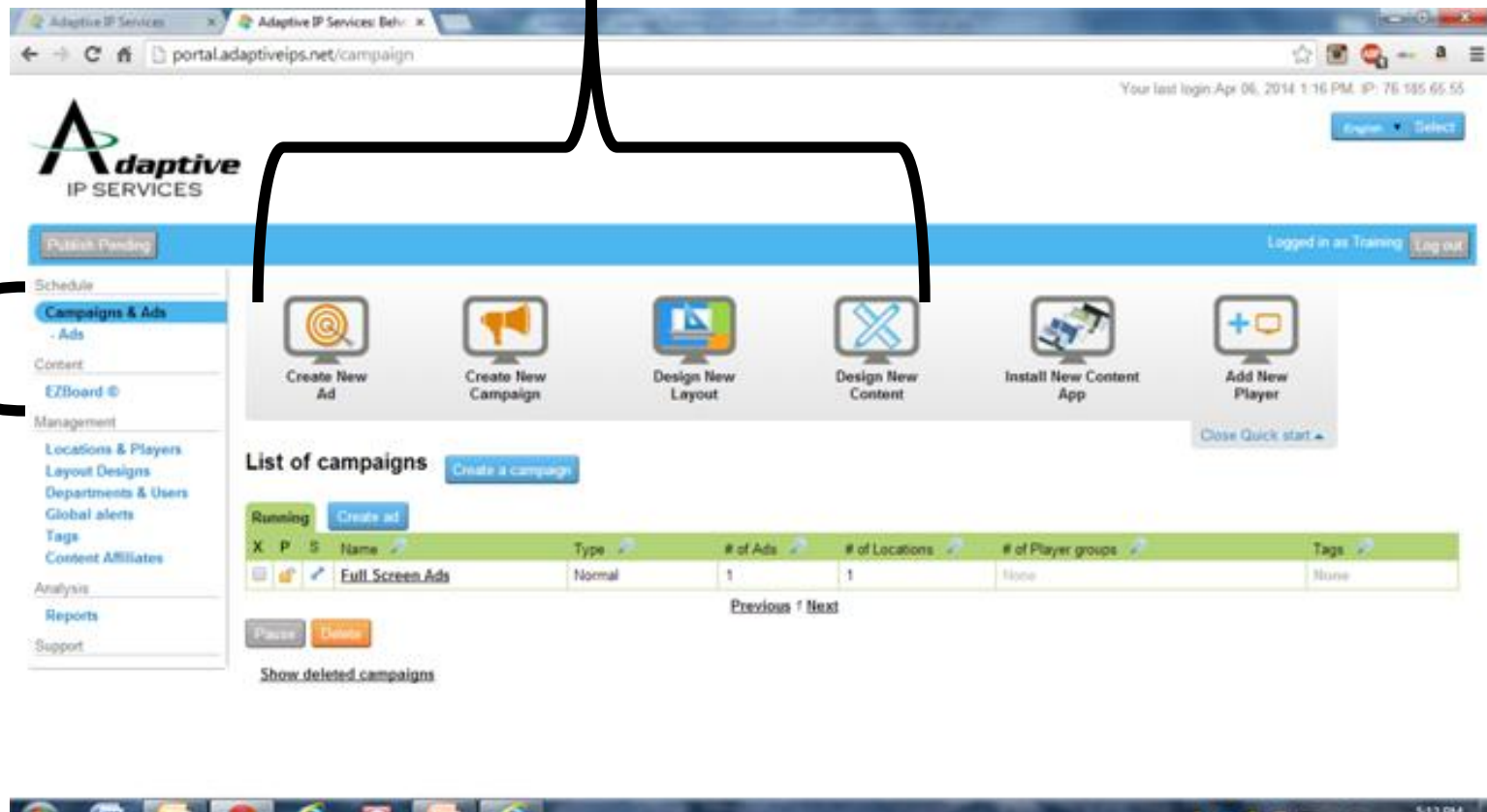


# General Information

## Portal Information

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Short-cuts to content creation



The screenshot shows the Adaptive IP Services portal interface. At the top, there's a navigation bar with the logo and a 'Publish Pending' status. Below that, a blue bar indicates the user is logged in as 'Training'. The main content area features six large icons for content creation: 'Create New Ad', 'Create New Campaign', 'Design New Layout', 'Design New Content', 'Install New Content App', and 'Add New Player'. A black bracket highlights these icons with the text 'Short-cuts to content creation'. On the left, a sidebar menu lists various options, with a white bracket highlighting 'Campaigns & Ads', 'Ads', 'Content', and 'EZBoard®' with the text 'Campaigns, Ads, and EZBoard Links'. Below the shortcuts is a 'List of campaigns' table with a 'Create a campaign' button. The table has columns for 'Running', 'X', 'P', 'S', 'Name', 'Type', '# of Ads', '# of Locations', '# of Player groups', and 'Tags'. One campaign is listed: 'Full Screen Ads' with a 'Normal' type, 1 ad, 1 location, and no player groups. At the bottom, there are 'Pause' and 'Delete' buttons and a 'Show deleted campaigns' link.

Display Resolution is always  
1920x1080

## Layout Topics

- Naming
- Resolution
- Multiscreen
- Background
- Overlay
- Boxes (Zones)

## TIPS AND TRICKS

Think of the layout as the master slide in a power point presentation.

Start simple and once you get use to creating layouts then move on to move advanced functions like combining backgrounds and overlays.

You can play different layouts throughout the day using the Playlist – we will discuss Playlists later on in the presentation

The layout below is taken apart to show the zones and transparent overlay separated. The last image is the final result, showing background, zones, and overlay combined.

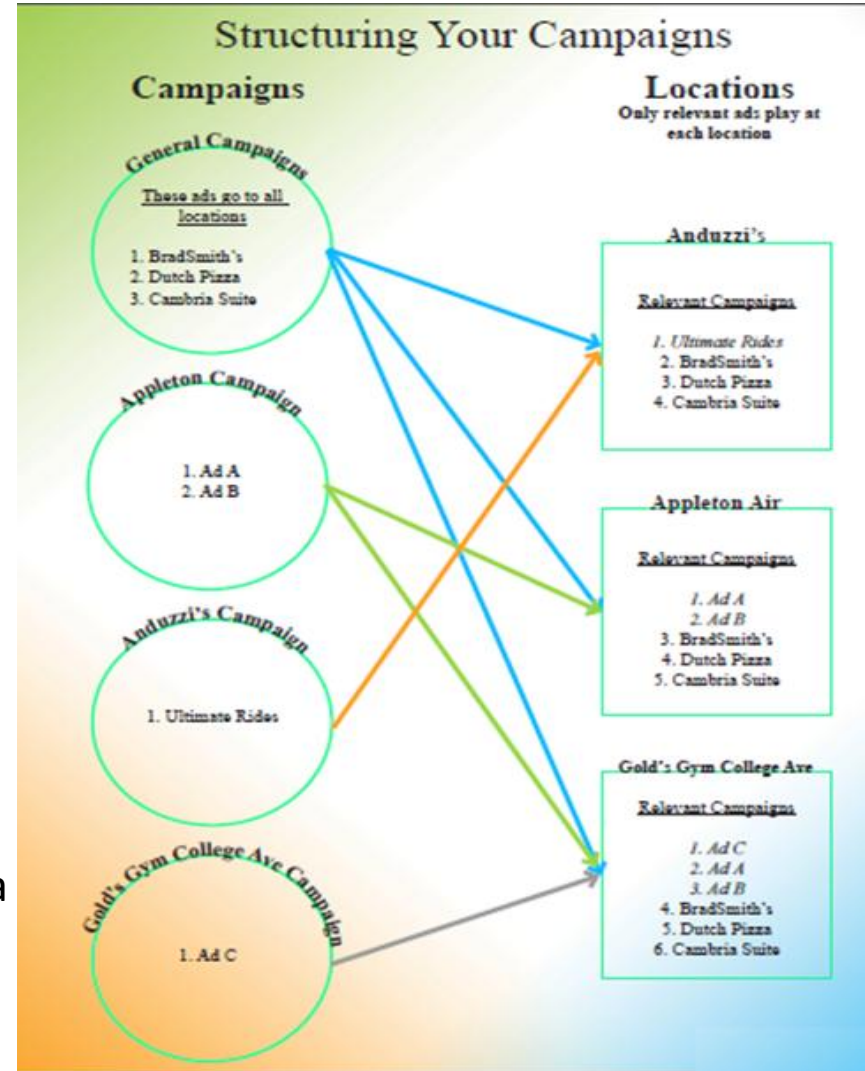


A campaign is a set of ads that are grouped and then sent to specific players.

## Process

To explain the concept of campaigns better you can take a look at the diagram and follow this explanation.

With Adaptive's campaign management portal, you can assign each of these campaigns to a specific location without having to worry about editing a playlist or if someone else will change the playlist, leaving out an ad that you had originally scheduled. All ads that are included in a campaign will be displayed on the players to which those campaigns were assigned.



## Creating and Managing Campaigns



Department: Christine's Select

Content update

**Campaigns & Ads**

EZBoard @

Content

Store

Analysis

Reports

Dashboard

Management

Content Affiliates

Departments & Users

Display layouts

Global alerts

Tags

Locations & Displays

**Campaigns: Create a new campaign...**

**Detail**

Name:

Type: Normal Normal Sequential Random Change of Layout ?

Save Cancel

**NAME:** Enter the campaign name.

**PLAY ORDER:** Select the appropriate order from the drop down list:

### Normal.

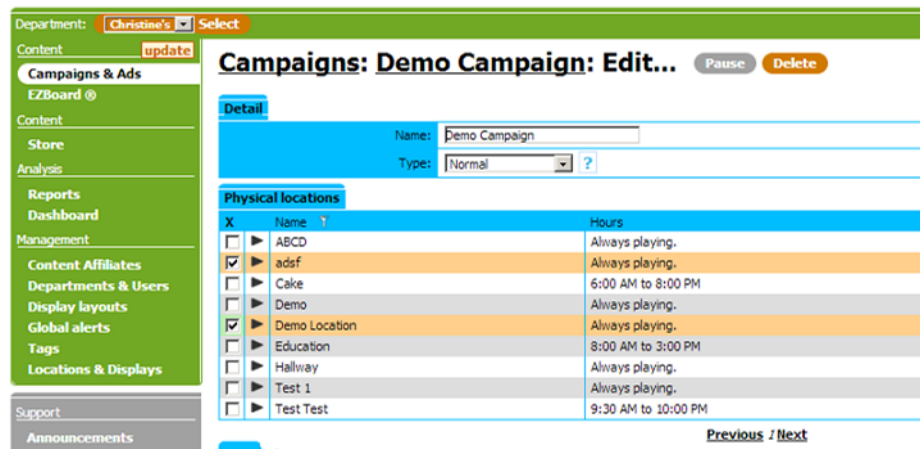
Every ad in the campaign plays in sequential order.

### Sequential.

Only one ad in each campaign plays at a time, with ads play in sequential order each time a campaign begins in the loop.

### Random.

Only one ad in each campaign plays at a time, with ads play in random order each time a campaign begins in the loop.



Department: Christine's Select

Content update

**Campaigns & Ads**

EZBoard @

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Display layouts

Global alerts

Tags

Locations & Displays

**Campaigns: Demo Campaign: Edit...** Pause Delete

**Detail**

Name:

Type: Normal ?

**Physical locations**

X	Name	Hours
<input type="checkbox"/>	ABCD	Always playing.
<input checked="" type="checkbox"/>	adsf	Always playing.
<input type="checkbox"/>	Cake	6:00 AM to 8:00 PM
<input type="checkbox"/>	Demo	Always playing.
<input checked="" type="checkbox"/>	Demo Location	Always playing.
<input type="checkbox"/>	Education	8:00 AM to 3:00 PM
<input type="checkbox"/>	Hallway	Always playing.
<input type="checkbox"/>	Test 1	Always playing.
<input type="checkbox"/>	Test Test	9:30 AM to 10:00 PM

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## Change of Layout Campaign

While you are playing your main playlist, a trigger, which is located in the duration period below, will activate a multi-screen layout campaign to appear.

A layout campaign with multiple sections will play different content in the zones you created. All content that is displayed in the layout campaign will correlate with your desired campaign name.

**Main Layout  
One Section**



Index	Name	Type	Duration
1	Live TV CNN 5 min	Live TV Feed	00:05:00
2	Company Announcements	PPT	00:05:00
3	News Campaign	Sequential	-----
4	Weekly Weather	Flash	00:00:15
5	Event List	Image	00:00:30
6	Company News	Layout campaign	Trigger
7	Employee of the Month	Image	-----

**Layout Campaign: Multi Sections**

Main Media Section					
Index	Name	Type	Section	Duration	
1	Machinery Safety Video	Live TV Feed		00:05:00	
2	Workspace Safety	PPT		00:05:00	
1	Machinery Safety Video	Video		00:05:00	
Side Banner Section					
1	Upcoming Events	EZboard			
2	Company Mission Statement	Image			
3	Company Twitter	App Store		00:05:00	
Side Banner 2 Section					
1	Daily Weather	Weather		00:30:00	
2	Traffic Report	Sequential		-----	
3	Daily Message	Sequential		-----	



# Content Overview

## Digital Signage Software Platform for Growth

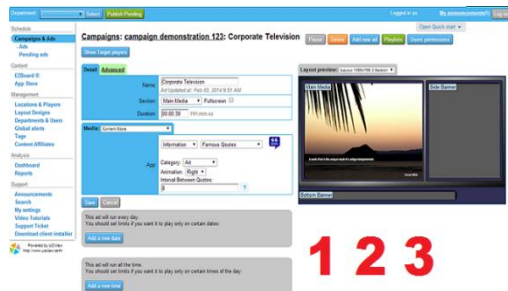
Adaptive's Digital Signage Software Platforms provide the scalability, flexibility and features for digital signage growth. Adaptive provides feature-rich digital signage platforms that offer complete flexibility and control over the displays, content, and functionality of their playlists.

## Advanced Features



- GPS Content Control
- Video Wall and Multi Screen
- Analytics and Reporting
- Network Monitoring
- Content Audit Trail

## Customer Portal



**1 2 3**

## Content



- API Calls
- Content Creation Tool
- Content Store Apps
- 25+ Supported Media Types



- Easy to Use Web Interface
- Content Scheduling
- Custom Layouts
- Emergency Alerts

Choose a campaign you want to add an Ad to.

The Signage System allows you to distribute different types of content (such as advertisements, public service announcements, promotions, viewer instructions, etc.) in different areas of your layout across one or more locations.

To create a new ad:

Click **CAMPAIGNS & ADS**.

Click the underlined campaign name you want add a new ad to. Do not click the check box next to the campaign name.



Name	Type	# of Ads	# of Locations	# of Display Groups	Tag
<input type="checkbox"/> 3D	Normal	33	1		None
<input type="checkbox"/> Bill Board	Carousel	5	1		None
<input type="checkbox"/> General Campaign	Normal	0	5	1	None
<input type="checkbox"/> Las Vegas Demo	Normal	21	7		None
<input type="checkbox"/> Media Type Test	Normal	3			None
<input type="checkbox"/> News Board	Normal	17	1		None
<input type="checkbox"/> News Touch Screen	Normal	5	1		None
<input type="checkbox"/> New Campaign	Normal	1	2		None
<input type="checkbox"/> Petrol IX	Carousel	3	1		None
<input type="checkbox"/> Phoenix/Sea View	Normal	2	1		None
<input type="checkbox"/> School 1	Normal	3	1000		None
<input type="checkbox"/> School/air	Normal	1	3		East Coast...
<input type="checkbox"/> Vertical Screen	Carousel	0	1		None
<input type="checkbox"/> Video Wall	Normal	1	1		None

The CAMPAIGN AD module will open on the screen.



Name	Media	Section	Duration	Dates	Times	Last updated by	Advertiser	# of exp. (Stops)
<input type="checkbox"/> Bank of America	Self No	Main Media	0:30	Always	Always		None	0
<input type="checkbox"/> National Touch	Self No	Side Banner 2	0:30	Always	Always		None	0
<input type="checkbox"/> Weather	Self No	Main Media	0:30	Always	Always		None	0

Name	Media	Section	Duration	Dates	Times	Last updated by	Advertiser	# of exp. (Stops)
<input type="checkbox"/> Bank of America	Self No	Main Media	0:30	Always	Always		None	0
<input type="checkbox"/> Bank of America	Self No	Main Media	0:30	Always	4:30 PM to 7:00 PM		None	0
<input type="checkbox"/> News	Self No	Main Media	0:30	Always	Always		None	0

## Create a new Ad

Click ADD A NEW AD.

The Ad System can support multiple media formats. You can upload content such as video, Flash Media files, PowerPoint presentations, GIF images, JPEG images, a web site, text messages, RSS feeds and more.



**NAME:** Specify an ad name.

**INTERACTIVE:** Select one of the interactive modes from the drop down list.

**NORMAL** - no interactivity.

**INFOCELL** - cell phone interactivity.

**TOUCH** - touch screen interactivity.

**DURATION:** Multiple ads play in timed loops one after the other. Enter the duration the new ad will play before the next ad in the loop begins.

Note: It is usually best to set the duration to the length of the ad. If your ad is 30 seconds long and you set the duration to 60 seconds, the display will show nothing for 30 seconds before the next ad plays.

## Content Store

**Digital Signage Content:** As a leading provider for offering a wide variety of digital signage content, Adaptive's digital signage content store provides the perfect platform for creating innovative business or personal messages for a world that's constantly on the go. From social media to streaming digital signage content, Adaptive's Content Store has you covered.

The content available allows users to create, modify, maintain, and present dynamic content in a fast and easy interactive platform that updates in real-time, which is applicable for any organization or for personal enjoyment.

Additionally, each app features design customization, state-of-the-art animation tools and components to best serve your communication goals. Creating efficient and affordable professional digital signage content has never been more fun or easy with all the powerful tools provided by Adaptive's Content Store.



Social  
Media



RSS News



Weather



Finance  
Data



Information



Streaming



Widgets



All Apps

## What is a digital signage playlist and how does it work?

When we discuss digital signage, we often imagine a screen which plays content constructed from different media types, such as live TV, video clips, Flash, HTML5, etc. Most digital signage software playing these content types are what we call a playlist. A playlist is simply a media list played in sequential or shuffled order.

However, because the screen is visual and can play more than one piece of media at the same time, a digital signage playlist can range from being very simple to very complex. In most digital signage software you can have the ability to split the screen into multiple sections. Once you split the screen, every section on the screen becomes a separate playlist. Let's first understand how a single playlist, with only one zone playing, works.

Play Order

Index	Name	Type	Duration
1	Live TV CNN 5 min	Live TV Feed	00:05:00
2	Company Announcements	PPT	00:05:00
3	Business News	Flash	00:00:30
4	Weekly Weather	Flash	00:00:15
5	Event List	Image	00:00:30
6	Employee of the Month	Image	00:00:40
7	Safety Video	Mp4	00:01:00

One Loop

Main Playlist

Index	Name	Type	Duration
1	Live TV CNN 5 min	Live TV Feed	00:05:00
2	Company Announcements	PPT	00:05:00
3	News Campaign	Sequential	-----
4	Weekly Weather	Flash	00:00:15
5	Event List	Image	00:00:30
6	Employee of the Month	Image	00:00:40
7	Safety Videos	Sequential	-----

Figure 1

Sequential Campaign

Index	Name	Type	Duration
1	Business News	Live TV Feed	00:05:00
2	Sport News	PPT	00:05:00
3	Financial News	Sequential	-----
4	Politics News	Flash	00:00:15
5	Economy News	Image	00:00:30

Figure 2

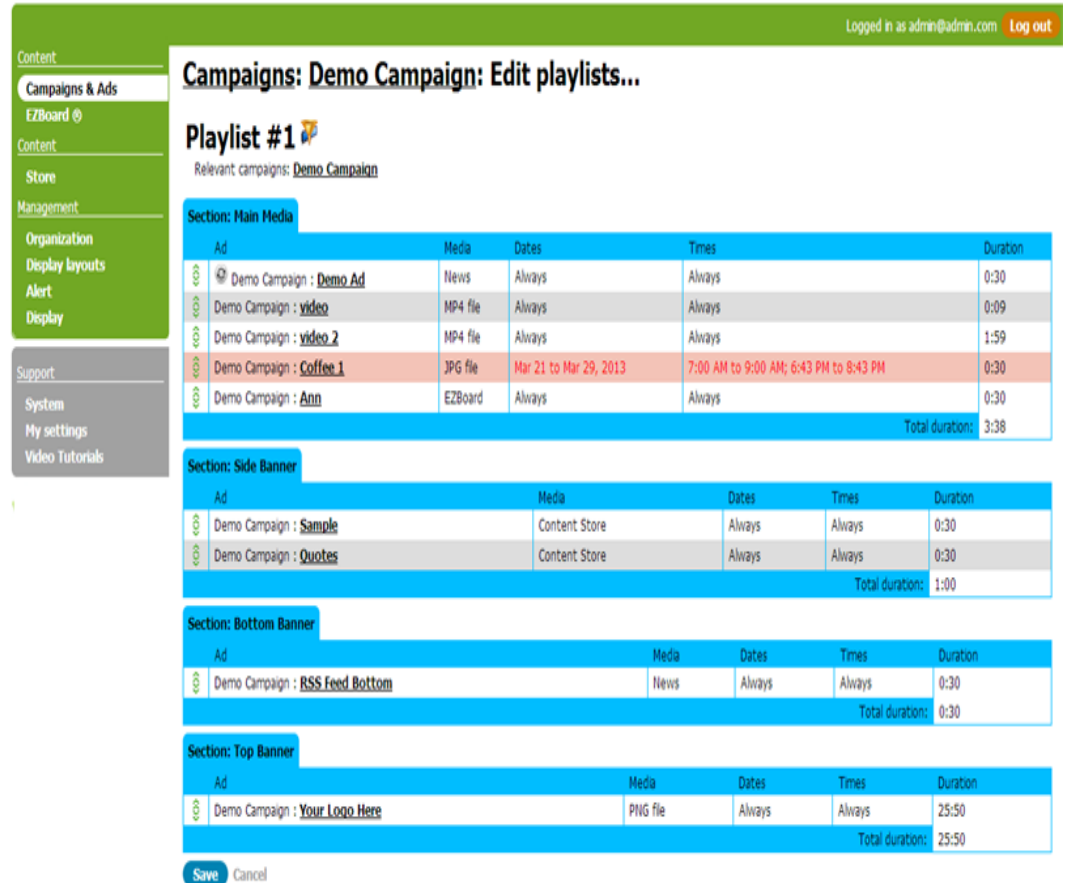
Index	Name	Type	Duration
1	Machinery Safety Video	Live TV Feed	00:05:00
2	Workspace Safety	PPT	00:05:00
3	Ladder Safety	Sequential	-----

Figure 3

## Managing Playlists

A playlist controls the schedule and sequence of content displayed on your digital signage. Playlists are automatically created by the Adaptive portal when you save an ad within a campaign. Audio and/or video tracks in a loop can be scheduled on any section of the display.

After the playlist has been created, it can be viewed and edited from the LOCATIONS & DISPLAYS module or the CAMPAIGNS & ADS module. Use LOCATIONS & DISPLAYS to view and edit ads playing at specific locations only.



Logged in as admin@admin.com [Log out](#)

### Campaigns: Demo Campaign: Edit playlists...

#### Playlist #1

Relevant campaigns: [Demo Campaign](#)

**Section: Main Media**

Ad	Media	Dates	Times	Duration
Demo Campaign : <a href="#">Demo Ad</a>	News	Always	Always	0:30
Demo Campaign : <a href="#">video</a>	MP4 file	Always	Always	0:09
Demo Campaign : <a href="#">video_2</a>	MP4 file	Always	Always	1:59
Demo Campaign : <a href="#">Coffee 1</a>	JPG file	Mar 21 to Mar 29, 2013	7:00 AM to 9:00 AM; 6:43 PM to 8:43 PM	0:30
Demo Campaign : <a href="#">Ann</a>	EZBoard	Always	Always	0:30
Total duration:				3:38

**Section: Side Banner**

Ad	Media	Dates	Times	Duration
Demo Campaign : <a href="#">Sample</a>	Content Store	Always	Always	0:30
Demo Campaign : <a href="#">Quotes</a>	Content Store	Always	Always	0:30
Total duration:				1:00

**Section: Bottom Banner**

Ad	Media	Dates	Times	Duration
Demo Campaign : <a href="#">RSS Feed Bottom</a>	News	Always	Always	0:30
Total duration:				0:30

**Section: Top Banner**

Ad	Media	Dates	Times	Duration
Demo Campaign : <a href="#">Your Logo Here</a>	PNG file	Always	Always	25:50
Total duration:				25:50

[Save](#) [Cancel](#)

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or type into a browser

<http://www.adaptiveipservices.com/#!training/cgph>



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