Portal Fundamentals

VERSION 2.1 / June 2022



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Preface

The videri Portal ("the Portal") is a cloud-based content management platform that allows you to interact with the videri Canvas. Through the Portal, you can curate content and monitor Canvases from one convenient location—no matter where they're located.

Navigating the Portal

The Portal consists of four (4) main zones:

- 1. Primary portal navigation, which lets you navigate between different pages.
- 2. Group navigation, which lets you navigate to different group contexts when on a page.
- 3. Current page, the page itself.
- 4. **Page navigation**, which lets you navigate to different sections of a page.

. 🔽 🌒	Canvases W	alls Projects) Datasources	Content	() Events	Event Groups				videri Trainer 🗸 🗸 🗸 🗸 🗸 🗸 V
Groups Context	Mikey Pro Projects	jects / videri's Project		3						
Testing Canvases Mike U	Assets	Layouts	Events	Playlists	Even	t Groups So Showing 3 eve	ettings nts of 3 0 selec	cted	X Delete 💊 Tag	Clone Edit Items per page: 20 ~
		Name 🔶	Туре Т	T Slot #	≠ ≑	Starts 🖨	Ends 🗢	Canvases ≑	Priority \$ ▼	Actions EDIT
		Monthly Sale	Asset	1		2022/2/9, 00:00	2022/3/9, 00:00	0	Normal	\$
OPS PORTAL ZON	NES	Valentine's Day	Asset	1		2022/2/14, 00:00	2022/2/15, 00:00	0	Normal	\$
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 Group navigat Current page Page navigati 	on _g	er Zone								ltems per page: 20 v
										× Delete All

A / The Portal

Tips for using this guide

When using this guide, keep in mind:

- Navigational and otherwise "clickable" elements are always in bold. E.g., "the **Canvases** page"; "the **Profile & Settings** tab"; "the **Create** button"
- Pages can be accessed from the top navigation bar.
- Tabs can be accessed from a page's sub-navigation bar.
- Field names are denoted with single quotation marks. E.g., "the 'Tags' field"
- Headings of sections on a page are underlined. E.g., "the Event Scheduling section"
- Cross-references to other sections in the guide are formatted as I AM A CROSS-REFERENCE and can be clicked to navigate to the referenced section.

We'd love your feedback

We are always looking for feedback to improve documentation for our users. If you have any feedback about this guide—or the Portal, in general—please don't hesitate to reach out to <u>feedback@videri.com</u>.

1 Getting started

Chapter 1 explains

- what browsers are compatible with the Portal.
- how to log in and out of the Portal.
- what groups are and how to select your group context.
- how to configure basic Canvas settings.

1.1 Browser compatibility

The Portal is a web-based app designed to work with most Internet browsers. For the best experience, we recommend using Google Chrome.

1.2 Logging in

To log in:

- 1. Open a browser window and navigate to the URL provided by your Portal administrator.
- 2. On the login page, type your username into the 'Username' field.
- 3. Enter the password provided by your Portal administrator and click **Login**.

NOTE: Your password displays as ••••••• to protect your privacy.

1.2.1 Logging out

To log out:

- 1. Click the \checkmark arrow next to your username in the top navigation bar.
- 2. Click Logout.



B / Logging out

1.3 About groups

A group is a collection of interrelated Canvases, projects, content, events, and Event Groups.

Your organization may have a single group or many. The number of groups you have access to is determined by your portal administrator.

1.3.1 Selecting your group context

You **MUST** select a group context prior to starting a new project.

V	Canvases	H Walls	Projects) Datasources	Content	() Events	Event Groups
All Group Context Test Store A + Mikey Mike U	< F	Proje	ects				
	A	l Projec	cts				

To select a group context:

3. Navigate to the **Groups** sidebar on the left of your screen.

NOTE: If you do not see the **Groups** sidebar, it is collapsed. To expand the sidebar, click the > icon located on the top left side of the portal, under the top navigation bar.

4. Locate the group you want to work in and select it.

<u>NOTE</u>: If do not see your desired group context, expand the top-level group by clicking the plus sign ' + ' to the left of the group name.

C / The Groups sidebar

1.3.2 Confirming you're in the right group context

To confirm that you're in the right group context, check the **Groups** sidebar. Your current group context will be highlighted in orange.



D / Confirming your group

1.4 Configuring basic Canvas settings

For the best experience, we recommend setting up your Canvas' profile and settings when you log into the Portal for the first time.

<u>NOTE</u>: Before you can set up your Canvas through the Portal, you will need to provision your Canvas. To provision your Canvas, read our <u>Curator Guide</u>.

To configure basic Canvas settings:

- 1. Navigate to the **Canvases** tab from the top navigation bar.
- 2. Confirm that you are in the right group context. For guidance, see CONFIRMING YOU'RE IN THE RIGHT GROUP CONTEXT.
- 3. Select a Canvas from the list of available Canvases to open the Canvas' Details page.
- 4. Navigate to the **Profile & Settings** tab from the Canvas' Details page.

V	Canvases	DB Walls	Projects Da	tasources Co	ontent Even	s Event Groups		videri Trainer 🗸 🗸 🗸 🗸 🗸 🗸 V
> Mikey								
Canvas								
Device Name: Michael Right								
Group Name: Mikey								
Show more >							Online Strong	On Time Yes
Schedule Adv. Mon	itoring Alert	s Wifi	Download	s Content	Comma t Termin	nd al Screencaj	Profile & ture Settings Device Update Reports	

E / Canvas' page, sub-navigation bar

We recommend configuring the following settings:

Field name	Description
Canvas Name	A name for your Canvas. Useful for managing Canvases.
Dwell Time	The amount of time, in seconds, a Canvas will play scheduled content. Set to 8 by default.
Number of Slots	The number of slots available for scheduling content. Set to 8 by default. Can be adjusted to 101.
Owner	A name for the owner of the Canvas. Useful for managing Canvases.
Address	The address where the Canvas is physically located.
Geolocation	The longitude and latitude that corresponds to the Canvas' location. Use to define Canvas location if address is unknown.
Tags	Useful for managing Canvases.
Time zone	The time zone you want the Canvas to use when scheduling content.
Brightness	The brightness of the Canvas. Set to 204 by default. Can be adjusted to 255.

Table 1 / Basic Canvas settings

<u>NOTE</u>: It can take up to a minute for the 'Time zone' and 'Brightness' settings to display on the **Profile & Settings** tab.

2 Projects

A project is a collection of interrelated assets, layouts, playlists, and events. A project serves as an access point: it allows you to upload assets, create playlists and layouts, and schedule events.

Chapter 2 explains

- how to create a project.
- how to navigate the project interface.
- how to view and manage projects.

2.1 The Projects page

The **Projects** page allows you to view and manage all projects within a group context. You can access the **Projects** page from the top navigation bar.

V	Canvases Walls	Projects Datasources Content Eve	nts Event Groups			videri Trainer
Mikey / Testing Canvases						
Projects						Create Project
All Projects						
		Showing 6 projects of 6			≡ #	ltems per page: 20 $$
Name 🧅	Assets 🖨	Shared 🗢	Created Date 🜲	Last Update Date 韋	Actions	EDIT
Velocity test	101		2020/7/23, 09:29	2020/7/23, 09:38	Х	
Tin Content	10	-0	2021/6/7, 09:40	2021/6/7, 09:41	×	
Proper Brands	55	-0	2021/3/22, 15:42	2021/3/22, 15:52	×	
Michael Content	41		2020/4/3, 15:16	2020/11/30, 14:42	×	
Local Test Content	17	-0	2020/7/23, 10:45	2020/12/16, 13:13	×	
James' stuff	9	-0	2020/4/15, 14:43	2021/7/13, 14:05	×	
						ltems per page: 20 v
	Ops Portal Ve	rsion 214-rc1-h3h9244d Central Version 216-r	-2-c81caf4c Agent Version 1.9.2-rc9-0	da04bf6 Schadular Version 214-rc1-02	db2187	

F / Projects page

From the **Projects** page, you can:

- create a new project.
- edit an existing project.
- share an existing project.
- delete an existing project.

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2.2 Creating a new project

To create a new project:

- 1. Navigate to the **Projects** page from the top navigation bar.
- 2. Click the Create Project button located on the top right side of your screen.

<u>NOTE</u>: If you do not see the **Create Project** button, select your group from the '**Groups**' sidebar. For guidance, see **SELECTING YOUR GROUP CONTEXT**.

- 3. Name your new project.
- 4. Click Create and Save.

2.3 Navigating your project's page

Like Canvases, each project has its own page, which can be accessed by clicking on the project from the **Projects** page. Here, you can add assets, layouts, and playlists to your project, and manage your content within the **Assets**, **Layouts**, and **Playlists** tabs, respectively.



G / Your project's page

2.4 Managing projects

You can manage a project from the **Projects** page or via the **Settings** tab of a project's page.

2.4.1 Renaming your project

You can only rename a project from a project's **Settings** tab.

To rename a project:

- 1. Navigate to the **Projects** page from the top navigation bar.
- 2. Click on the target project to open it.
- 3. Navigate to the **Settings** tab from the project's sub-navigation bar.
- 4. Click into the 'Name' field and enter a new name.
- 5. Click the **Save** button, located on the right side of the screen.

V	Canvases Walls	Projects Datasources	Content Events	Event Groups	ጰ videri Trainer 🗸 🗸
> Mikey					
Projects Projects / videri's Project					
Assets Layouts Events	Playlists Eve	ent Groups Settings			
Name		videri's Project			
Sharing		0-			
Save & Delete					
					🔒 Delete 😫 Save

H / Your project's settings

2.4.2 Sharing your project

Every project belongs to a group. Some groups have 'member groups'—child groups that fall under the parent group.

When you share a project, users that belong to member groups are granted permission to see and use that project. When a project is not being shared, users that do not have access to the top-level group cannot access or copy content from the project.

To share a project	Method
from the Projects page	 Navigate to the Projects page. Locate the target project. Toggle the switch under the 'Shared' header.
from the Settings tab of a project's page	 Click on the project from the Projects page. Navigate to the Settings tab. Toggle the switch next to the 'Sharing' label. Click the Save button.

Table 2 / How to share a project

2.4.3 Deleting a project



To delete a project:

To delete a project	Method
from the Projects page:	 Navigate to the Projects page. Locate the target project. Click the X under the 'Actions' header. Click Ok when prompted.
from the Settings tab of a project's page:	 Click on the project from the Projects page. Navigate to the Settings tab. Click the Delete button, located on the right side of the screen. Click Ok when prompted.

Table 3 / How to delete a project

3 Assets

Chapter 3 explains

- how to upload assets to your project.
- what file formats are supported.
- the minimum required resolution for assets.
- how to manage a project's assets.

3.1 Your project's assets

From a project's **Assets** tab, you can:

- View the project's assets
- Filter through the project's assets
- Tag the project's assets
- Schedule the project's assets
- Upload assets to the project
- Delete assets from the project

V	Canvases	Walls Projects) Datasources	Content Ever) 🛱	ups	(88,	videri Trai	ner 🗸
> Mikey Projects Projects / videri's Project									
Assets Layouts Events	Playlists	Event Group	s Settings						
		Suppo	orted: Images (.jp	Drag	g and D To up	rop Anywhere load Files 4, .mpeg, .mov) and apps (.apk) up to 3GB in file size.			
								:= :	8
		Sh	owing 12 assets o	of 12 0 selecte	d		Items p	er page: 10	00 ~
🗌 Thumbnail Na	me 🔶		Media Type 🝸	Created	At 🜩	Tags	Actions	E	DIT
Foll	ow-Us	1	mage	2022/02/1	0, 17:20:40	Electronics Text Phone Mobile Phone Mobile Phone Wall	ආ ⊙	×	

I / The Assets tab

PRO TIP: Customize your dashboard view



- 1. Click the **EDIT** button, located on the right side of the table header.
- 2. Toggle 'Display' on/off next to the property name you want to see or hide.
- 3. Click the ' \uparrow ' or ' \checkmark ' arrows under the 'Order' column to reorder columns.
- 4. Click **Ok** to close the dialog.

3.1.1 Filtering assets

You can filter a project's assets by type of media.

To filter by media type:

- 1. Navigate to the **Assets** tab of your project.
- 2. Click the ▼ icon next to the 'Media Type' header to open the filter menu.
- 3. Click on the categories you want to view.

NOTE: Unselected categories will be filtered out.

3.1.2 Sorting assets

You can only sort assets by one attribute at a time.

\$	Can sort
-	Sorted in descending order
	Sorted in ascending order
	List view
	Thumbnail view

NOTE: When sorting by name, asset names that start with numbers will appear first if sorting by ascending order. When sorting by descending order, assets with numerical names will appear last.

3.2 Uploading assets

You can upload assets to your project in the form of images, videos, and apps.

To upload an asset:

- 1. Navigate to the **Projects** page.
- 2. Click the target project to open it.
- 3. Open the folder on your computer where your assets are stored.
- 4. Click and drag the file you want to upload and drop it anywhere in the browser window.

<u>NOTE</u>: To select multiple files at once, press and hold **Ctrl** on Windows or **Cmd** on Mac while selecting your assets.

- 5. The asset will appear in the "Drag and Drop" box. Here, you can review the uploaded file, the file size, and the asset's name.
- 6. OPTIONAL. Change the asset's name by entering a new name in the name field.
- 7. After reviewing your selected assets, you can upload them individually by clicking **Upload** under each asset's thumbnail or upload them together by clicking **Upload All**.

3.2.1 The auto-tag feature

The Portal will automatically tag any images you upload. You can also add or remove existing tags. For more information, see TAGGING ASSETS.

3.2.2 Supported formats

You will see an error if you upload a file in a format other than what is supported by the Portal. The Portal supports the following formats:

Asset type	Supported formats	
Images*	.PNG (recommended), .JPG, .JPEG	
Videos	.MP4, .MPEG, .MOV	
Applications	.APK	

Table 4 / Uploading assets: accepted formats

3.2.3 Minimum resolution for assets scheduled to a single Canvas

Canvas model	Canvas orientation	Minimum resolution (in px)
VQ	Square	1920 x 1920
V2, V3, V4, V5	Portrait	1080 x 1920
V2, V3, V4, V5	Landscape	1920 x 1080

For optimal quality, upload assets with minimum resolutions of:

Table 5 / Uploading assets: minimum required resolution

NOTE: The specifications listed above are for assets that will play on a single Canvas (as opposed to assets that will play across a spread of Canvases). For guidance calculating minimum resolution for assets scheduled to Walls, see **RESOLUTION SPECIFICATIONS**.

3.2.4 Maximum resolution for videos

The Canvas will **NOT** play videos with resolutions exceeding the following:

Canvas model	Canvas orientation	Max resolution (in px)
VQ	Square	2160 x 2160
V2, V3, V4, V5	Portrait	2160 x 3840
V2, V3, V4, V5	Landscape	3840 x 2160

Table 6 / Uploading videos: maximum supported resolutions

NOTE: Videos uploaded in 4K will display in full HD when scheduled to single Canvases. Videos will only play in 4K if scheduled to a Wall. For guidance on how to achieve higher quality when scheduling videos to Walls, see **RESOLUTION SPECIFICATIONS FOR VIDEOS.**

3.3 Managing assets

To manage an asset:

- 1. Navigate to the **Projects** page from the top navigation bar.
- 2. Click on a project to open it.
- 3. Click on an asset to view more details.

© so	chedule 🔊 Tag	G Copy X Delete					≡ #
		etc. Si	howing 12 assets of 12 0	selected		Items pe	r page: 100 ~
	Thumbnail	Name 🔶	Media Type 🔻	Created At 🜲	Tags	Actions	EDIT
		Follow-Us	Image	2022/02/10, 17:20:40	Electronics Text Phone Mobile Phone Mobile Phone Woll	42 0 >	<
				Asset details Name Follow-Us Contract ID Contract ID Tags default > Electroni default > Mobile Pl Orientation portrait	ID: 733278 cs default > Test Electronics > Phone Phone > Mobile Phone hone default > Walt 1079 x 1915		
		half moon	Image	2022/02/09, 16:47:16	Outdoors Nature Outer Space Astronomy Night Moon	42 0 >	<
		lan Schneider	Image	2022/02/08, 20:40:41	Person Clothing Shoe Footwear Sneaker Running Shoe Shoe	42 0 >	<

J / An asset's expanded view

You can do the following from an asset's expanded view:

- Rename the asset
- Preview the asset
- Add a "Contract ID" to the asset
- View the asset's ID if requested by videri Support
- Add or remove tags from the asset
- Delete the asset

3.3.1 Renaming assets

To rename an asset:

- 1. Expand asset details.
- 2. Click on the name under the 'Name' label and enter a new name.
- 3. Click the **Save** button, located on the lower right side of the asset's expanded view.

3.3.2 Tagging assets

To add tags to an asset:

- 1. Expand asset details.
- 2. Click into the 'Tags' field.
- 3. Begin typing the name of a tag to trigger auto-complete options.
- 4. Select a tag from the list to add it.
- 5. Repeat steps 3-4 to add more tags.
- 6. Click the **Save** button.

	half moon	Image	2022/02/09, 16:47:16	• Outdoors Nature	42 0 ×
			Asset details Name half moon Contract ID Contract ID Tags (default > Outdoors default > Nature Outdoors > Night default > Noon nigh Orientation	Astronomy > Outer Space default > Astronomy erson > Knight utdoors > Night lub > Night Club efault > Night Life	ID: 732346

K / Tagging assets

To remove tags from an asset:

- 1. Expand asset details.
- 2. Click a tag in the 'Tags' field to remove it.
- 3. Click the **Save** button.

NOTE: To create and manage tags and tag categories, contact your Portal administrator.

3.3.3 Copying assets to other group contexts

To copy assets between projects:

- 1. Navigate to the **Projects** page from the top navigation bar.
- 2. Click on the project that contains the asset.
- 3. Click the 🚰 icon under the 'Actions' header in the row that contains the asset.

NOTE: The Copy Asset wizard will appear above the assets list.

Copy 1 Asset	
ener energe group	All Group Context Test Store A + Mikey Mike U
	Select Mikey Cancel Copy to Project

L / Copying an asset

- 4. Select the group that contains the project.
- 5. Click the Select [group name] button.
- 6. Click the project name that appears to see a list of available projects.
- 7. Select the target project.
- 8. Click the **Copy to Project** button.

NOTE: You cannot copy assets larger than 200 MB.

3.3.4 Deleting assets

To delete an asset:

- 1. Click the X icon under the 'Actions' header in the row of the target asset.
- 2. Click **Ok** when prompted.

3.3.5 Batch actions

To perform actions for multiple assets at one time:

Click the selection boxes in the first column of the assets table to select relevant assets.

OR

Click the selection box in the first column header to select all assets.

Showing	, etc.	earch by name, type	
м	Name 🔶	Thumbnail	



You can perform the following batch actions:

- Add or remove tags by clicking the Tag button.
- Copy assets to another project by clicking the **Copy** button.
- Delete assets by clicking the **Delete** button.

4 Scheduling

Chapter 4 explains

- what events are and how to create one.
- how to schedule content to one or more Canvases.
- how to view and manage events.
- what the Canvas Schedule is and what it can tell you.
- how to view what's currently playing on a Canvas.
- how event schedules are delivered.
- how event play order is determined.

BEFORE YOU START:

Make sure your target Canvas is provisioned. To provision your Canvas, read our **Curator Guide**.

Define the number of slots, dwell time, and scheduling span for the target Canvas. For more information, see **CONFIGURING BASIC CANVAS SETTINGS**.

4.1 About events

An event is a configuration of options that describes when, where, and for how long content will play. When an event is assigned to a Canvas or a group of Canvases, we refer to it as "Scheduling".

You can create an event for an asset, a playlist, or a layout. For more information on layouts, see **LAYOUTS & CREATIVE STUDIO**. For more information on playlists, see **PLAYLISTS**.

NOTE: While we refer to "assets" in the sections that follow, the scheduling process is the same for layouts and playlists.

4.2 Creating an event

To create an event for a single asset:

- 1. Navigate to the **Projects** page & select the project that contains the desired asset.
- 2. Click the 🕑 icon under the 'Actions' header in the row of the target asset.

To create an event for multiple assets:

- 1. Select the assets you want to include by using the selection boxes.
- 2. Click the **Schedule** button.

NOTE: For layouts and playlists, first navigate to the respective tab from the project's sub-navigation bar.

After selecting your assets, you'll be taken to the event's Details screen.

4.2.1 Configuring event details

Projects Project / Videri's Project / Asset - This Way_William - content						
Assets Layouts Events Playlists Event Grou	ips Settings					
Event Details						
Name	Wayfinding					
Asset	This Way_William		₹5			
Duration	Default		~			
Slot	1	То	1			
Tags						
Event Rank	0					

N / Creating an event, Event Details

4.2.1.1 Name your event

To name your event, click into the 'Name' field and type the new name.

4.2.1.2 Duration

By default, an asset will play for the duration defined on the target Canvas.

To set a custom duration for an asset:

- 1. Click the dropdown arrow 'v' next to the Duration field.
- 2. Select "Custom Duration" or, if scheduling a video asset, select "Play to End".
- 3. Enter the duration, in seconds, in the **Duration** field.

If scheduling a playlist, the duration field is replaced by "Play all items per pass" and "Play a number of items per pass".

Play all items per pass: when enabled, the entire playlist will play

Play a number of items per pass: set the number of playlist items that should be shown when the playlist plays on the Canvas

4.2.1.3 Slot

Assets will play in order based on the slot they're assigned to. You can define the number of slots available for a Canvas by configuring its settings.

If play order is irrelevant, you can assign multiple assets to the same slot. We refer to slots with multiple assets as "overloaded slots".

4.2.1.4 Tags

You can assign existing tags to your event in the same way you would assign tags to an asset. For guidance, see TAGGING ASSETS.

4.2.1.5 Event rank

You can prioritize certain assets over others in an overloaded slot by assigning these assets an event rank. The lower the rank, the higher the priority.

Case Study: understanding slot priority & event rank

Read this brief example to better understand slot scheduling.

Katie created three (3) events and scheduled them to a Canvas.

She assigned the events as follows:

Event A / Slot: 1 / Rank: 0

Event B / Slot: 1 / Rank: 0

Event C / Slot: 2 / Rank: 0

Katie set the schedule to begin playing at 7 AM. At 7 AM the next morning, the Canvas began playing the Events in the following order:

Event A

Event C

Event B

Event C

Event A ...

Then, Katie's manager asked her to modify the schedule so that Event B plays at 7 AM. Because the Canvas prioritizes lower ranked events, Katie updated the rank of event A to "1". The new assignments were:

Event A / Slot: 1 / Rank: 1

Event B / Slot: 1 / Rank: 0

Event C / Slot: 2 / Rank: 0

At 7 AM the next morning, the Canvas played the Events in the following order:

Event B

Event C

Event A

Event C

Event B...

By setting the rank of Event A to "1", Katie ensured that the Canvas would play events ranked "0" <u>before</u> playing Event A.

4.2.2 Configuring event scheduling

Event Scheduling				
Priority	Normal			•
Use UTC	0-			
Schedule	02/09/2022 12:00 AM		То	03/09/2022 12:00 AM
Hour Parting	• Add a time slot			
Frequency	Every day	\odot Daily	\odot Monthly	

O / Creating an event, Event Scheduling

4.2.2.1 Set event priority

Whereas slot priority and event rank dictate the play order of events, "event priority" dictates which events override concurrent events in the Canvas schedule. In other words, if two events are scheduled to play on the same day at the same time, and one of those events is a "Domination" event, the Canvas will run the Domination event.

There are three (3) options for event priority:

NORMAL: the default setting for event priority.

DOMINATION: event will override Normal events.

CRITICAL ALERT: event will override a Domination event.

After a domination/critical alert event ends, the Canvas will go back to its regular schedule. For more information, see HOW EVENT PLAY ORDER IS DETERMINED.

4.2.2.2 Use UTC

If you do <u>**not**</u> want the Canvas to use its local time when playing the schedule, enable this option. Otherwise, keep it off.

4.2.2.3 Schedule

Set the start and end dates for the schedule.

4.2.2.4 Hour parting

You can play content at different times in a day and at multiple times in the day without having to create multiple events.

To specify when the Canvas should play content:

- 1. Click the **Add a time slot** button.
- 2. Enter the start and end time for the time slot.
- 3. **OPTIONAL**. Add additional time slots by clicking the **Add** button to the right of the time slot.

To delete a time slot, click the **X** icon to the right of the time slot.

To edit an existing time slot, click the *p* icon to the right of the time slot.

4.2.2.5 Frequency

You can set an event to play at different frequencies for the date range you specified in the 'Schedule' field.

By default, events will play every day.

To play content on specific days of the week:

1. Click the radio button next to "Daily" to select it.

NOTE: By default, all days of the week will be selected.

2. Click the selection box next to the days of the week you **DO NOT** want the event to play. (When you click "Daily", all days will be checked by default.)

To play content on certain days of a month:

1. Click the radio button next to "Monthly" to select it.

NOTE: By default, all days of the month will be selected in green.

Click the days on the grid you <u>DO NOT</u> want the event to play.
 OR, click Clear All below the grid to deselect all days. Then, click the days you want the event to play on.

NOTE: If your schedule spans three (3) months and you select days 1, 15, and 30, the event will play on the 1st, 15th, and 30th day of each month, respectively.

4.2.3 Rule Builder: overview

The Rule Builder is an advanced feature that allows you to define conditions under which content will be displayed. The Rule Builder requires advanced knowledge of regular expression logic. For guidance using the Rule Builder, please contact your videri Account Representative.

4.2.4 Assigning events to a Canvas

Now that you've configured event settings, you can assign the event to a Canvas.

To assign an event to one or more Canvases:

1. In the <u>Manual Assignments</u> section, click the checkbox next to the Canvases you want to assign the event to.

	nvases Event Groups Wa	lls				
Sele	ect Group					
		Showing 4 canvases of	4 0 selected			Items per page: 20 ×
п	Name 🔶	Serial Nº	Connectivity 🗢 🕇	Location 🖨	Tags	Dwell time (in sec)
	Michael H11	E100900103097	Offline			8
	Michael H11 Michael Left	E100900103097 79101X02R0069020069FJ2004	Offline Online			8
	Michael H11 Michael Left Michael Office	E100900103097 79101X02R0069020069FJ2004 79101X02C001836000B0J2002	Offline Online Offline			8 8 8

P / Creating an event, Manual Assignments

4.2.5 Saving your event

To save your event click the **Save** button in the lower righthand corner.

PRO TIP: Use batch actions to schedule up to 30 assets at a time



You can create multiple events from a project's **Assets** tab by selecting relevant assets and clicking the **Schedule** button. When scheduling assets this way, you only need to configure event scheduling once. (You can still configure unique Event Details for each asset.)

4.3 Viewing events

There are three (3) ways to view events.

The table below can help you decide which method to use.

When you want to	Method
View all events within a group context	1. Navigate to the Events page from the top navigation bar
View all events in a specific project	 Navigate to the Projects page from the top navigation bar Open the project for which you want to view events Navigate to the Events tab from the project's sub navigation bar
View all events assigned to a specific Canvas	 Navigate to the Canvases page from the top navigation bar Select the Canvas for which you want to view events

Table 7 / How to view events

4.3.1 The Canvas Schedule

V	Canvases	UB Walls	Projects D) atasources	Content	() Events	Event Gro	ups									88,	videri Tra	iner
Mikey																			
Canvas																			
Device Name: Michael Office																			
Group Name: Mikey																			
ID: 254942 Show more >										CONI	Online		Aver	age		Unrespor	ports nsive	Yes	
					с	ommand			Pre	ofile &									
Schedule Adv. Monitor	ing Alert	s Wifi	Downloa	ds Con	tent 1	[erminal	Scree	ncapture	e Se	ettings	Devid	ce Upd	ate	Reports					
											« <	202	2/2/16	>	»		liow		liow
Resume Schedule																(100)		() Duy (
0:00 1:00 2:00	3:00	4:00 5:0	0 6:00	7:00 8	:00 9:0	0 10:00	11:00	12:00 1	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
Slot 1 Event : quote 1-content	🗗 Star	rts 00:00:00 ·	—— Ends 00:00	:00															
Slot 2																			
Slot 3																			
Slot 4																			
Slot 5																			
Slot 7																			
Slot 8																			
Slot 9																			
Slot 10																			
Event Playlist Event	Event Taa Mism	atch	Domination Fy	ent Cr	itical Alert Fu	vent													

You can view a Canvas Schedule for a single day (1 Day View) or for a week (7 Day View).

Q / The Canvas Schedule

Events in the Canvas Schedule are color-coded.



R / Canvas Schedule Key

NOTE: When viewing events in the Canvas Schedule, event names and asset names are **<u>not</u>** shown. Only the original file name of the asset is visible. The event bar will show the asset name only if hour parting is configured.

4.3.2 Editing existing events

To edit an event from the Canvas schedule:

- 1. Navigate to the Canvas schedule.
- 2. Click the **C** icon from the event's schedule bar.

To edit an event from a project's page:

- 1. Navigate to the **Events** tab from the project's sub-navigation bar.
- 2. Click on the target event to open it.
- 3. Edit the event and click **Save**.

To edit multiple events from a project:

- 1. Select all target events.
- 2. Click the **Edit** button.
- 3. Edit the events and click **Save**.

4.3.3 Deleting events

When you want to	Method
Delete a single event	From the Event's detail page:
	 Navigate to the event you want to delete. Click the Delete button in the lower righthand corner of your screen. A dialog will pop-up asking to confirm your action. Click Ok.
	From the Events tab of a project:
	1. Click the X icon under the 'Actions' column for the asset.
Delete all events within a project	1. Navigate to the Events tab from the project's sub navigation bar
	Select all events using the selection box in the event list header
	3. Click the gray Delete button, located on the right side of your screen under the sub navigation bar.
Delete all manually assigned events from a Canvas	 Navigate to the Schedule tab for the target Canvas
	2. Click the Remove Manually Assigned Events button, located at the bottom of the screen in the <u>Danger Zone</u> section.
	3. Click Ok when prompted.

Table 8 / How to delete events



4.4 Confirming that your content is playing

Viewing currently playing Canvas content Screencapture allows you to view what is currently playing on a Canvas.

To view what is currently playing on the Canvas:

- 1. Navigate to the **Canvases** page from the top navigation bar.
- 2. Select the **Canvas** you want to view.
- 3. Navigate to the **Screencapture** tab from the sub navigation bar.

Keep in mind:

- You cannot view a Screencapture for an offline Canvas.
- Screencapture is <u>NOT</u> a live feed of what is happening onscreen. There is about a 10-15 second delay.
- While Screencapture is updating, the content window will turn black.

4.5 How event schedules are delivered

By default, a schedule is downloaded to a Canvas every 24 hours, at 12 AM local time.

When an event is saved, the schedule is sent to the target Canvas. Upon receiving the schedule, the Canvas will download scheduled assets.

If an event is modified and the changes will affect what is currently playing on the Canvas, the Canvas will continue playing the current schedule until it finishes downloading the updated schedule. Once it finishes downloading the new schedule and all related content, the Canvas will switch to the new schedule.

NOTE: You can see the date and time of the last ten (10) events delivered to a Canvas in the **Schedule Delivery** section, under the Canvas Schedule.

4.6 How event play order is determined

The Canvas decides what order to play events by checking for these conditions sequentially:

- 1. Are there critical alert events on the schedule?
- 2. Are there domination events?
- 3. Are there events in slot 1? Slot 2? And so on.
- 4. Are there multiple events in slot 1, 2, etc.?
- 5. What is the rank of events in slot 1, 2, etc.?
- 6. What order were the events scheduled in?

When the schedule is set to start, the Canvas plays the events in the order it decided.

5 Layouts & Creative Studio

You can create a layout in Creative Studio and schedule it to your Canvas like an asset.

To create a layout in Creative Studio:

- 1. Navigate to the **Layouts** tab of your project.
- 2. Click the **Create** button, located on the upper left side of your screen.
- 3. Name your Layout and click **Ok**.
- 4. Design your layout.
- 5. Click the save 🖺 icon to save your layout.

5.1 Working with Creative Studio

There are five (5) main areas of the Creative Studio interface:

- 1. The Workspace
- 2. The top bar
- 3. The actions bar
- 4. The properties panel
- 5. The layers panel



S / Creative Studio interface

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5.1.1 The Workspace

The Workspace is where all the magic happens.

The artboard represents your Canvas. How your layout looks here is how it is going to look on the Canvas—so long as assets added to the layout meet resolution requirements. For guidance, see MINIMUM RESOLUTION FOR ASSETS SCHEDULED TO A SINGLE CANVAS.



T / Creative Studio, workspace view controls

5.1.2 Top bar

You can perform layout actions via the top bar.



U / Creative Studio, the top bar

5.1.3 Action bar

The action bar enables you to manage layers and control workspace settings.



V / Creative Studio, layer controls



W / Creative Studio, workspace controls

5.1.4 Layers panel

Every element you add to your layout is represented by an individual layer. These layers will populate in the layers panel. You can use the layer controls in the action bar to change the order of your layers.

The background color of your layout is also represented as a layer. By default, a layout's background color is white.

To change your layout's background color:

- 1. Click on the layout color layer to open the color selection box.
- 2. Select a color to preview it.
- 3. Click anywhere outside the box to close it.



You can also select a custom color:

- 1. Click the 🚱 icon.
- 2. Select a color using the spectrum or enter a HEX value, RBGA values, or HSLA values.
- 3. Click anywhere outside the box to close it.



Active layer

Inactive layer

Y / Creative Studio, custom color selection

X / Creative Studio, layers panel

5.1.5 Properties panel

General

The properties panel serves as Creative Studio's control center. There are three (3) main areas:

- The Canvas properties tab
- The General properties tab
- Layer positioning controls

The **Canvas** tab allows you to change the orientation of your layout between Portrait, Square, and Landscape.

Canvas

The orientation of your layout should correspond to the orientation of the Canvas you will schedule your layout to.

General	Canvas
	1080 W 1920 H

Text	40 X	220	Y	Positioning controls	Z / Creative Studio, properties panel, Canvas tab
T	700 W	227	Н		
Properties Text			^	Element-specific properties	
new menu.	same Sammi's.				
None Animation D	Duration	13	~	The you a	General tab allows you to configure settings for elements add to your layout.
Animation D	Delay	0		Whe will p	n you add an element to your layout, the properties panel opulate with element-specific settings.
Style Opacity Text Align		1	^	Rega cons	ardless of the element, positioning controls remain istent.
Text Color	=		\square		

AA / Creative Studio, properties panel

5.2 Adding elements to a layout

To add an element to a layout:

- 1. Select an element from top bar. The element will appear on the Canvas as the topmost layer.
- 2. Click and drag to reposition your element on the Canvas or use the positioning controls in the properties panel.
- 3. Use the properties panel to configure settings for the element.

The sections that follow cover element-specific settings.

5.2.1 Add a shape to a layout

- 1. Click on **Shape** in the top bar to add it to your layout.
- 2. Use the properties panel to configure settings such as color and size.

5.2.2 Add text to a layout

- 1. Click on **Text** in the top bar to add it to your layout.
- 2. Use the properties panel to input the text and configure settings such as the font color, size and more.

5.2.3 Add media to a layout

You can add assets and playlists from your current project to your layout.

- 1. Click on **Media** button in the top bar.
- 2. Select an asset from the **Assets** tab or a playlist from the **Playlists** tab to add it to your layout.
- 3. Use the properties panel to configure settings.

NOTE: If you define custom duration or 'play to end' for a playlist content item, and the playlist is inserted into a layout (as an element), the Canvas' default dwell time is used instead of any custom values.

5.2.4 Add an app

Click the **Apps** button in the top bar and select apps from the list below:

Арр	In the properties panel:
YouTube	 Enter a URL from any public video in the 'Source' field. Configure any other settings as desired.
	NOTE : You can only add one (1) YouTube video to a layout.
Twitter	 Enter a Twitter account name into the 'Account' field, without the '@' symbol.
	2. Configure any other settings as desired.
	NOTE : It can take a minute or more to populate Tweets.
Date & Time	 Enter date & time formatting as desired. Configure any other settings as desired.
	<u>NOTE</u> : See for APPENDIX A for formatting.
Weather	1. Enter a location in the 'Location' field.
	2. Configure any other settings as desired.
	NOTE: To use "Canvas location", you must first configure
	location settings for the target Canvas. For guidance, see
	CONFIGURING BASIC CANVAS SETTINGS.
Maps*	1. Enter a Google Maps API key in the appropriate field.
You can only use this app if you have a Google Maps API key.	2. Configure any other settings as desired.
iFrame*	1. Enter a URL from a website.
Not all websites support iFrame	2. Configure any other settings as desired.
	NOTE: iFrame will only refresh once a day.

Table 9 / How to add Apps to a layout

5.3 Managing layouts

You can manage layouts from the Layouts tab of a project's page.

5.3.1 Editing a layout

To edit a layout:

- 1. Navigate to the **Layouts** tab of the project that contains the layout.
- 2. Click on the layout to launch Creative Studio.
- 3. Click **Ok** when prompted.

5.3.2 Tagging layouts

To tag one of more layouts:

- 1. Navigate to the **Layouts** tab of the project that contains the layout.
- 2. Use the selection boxes to select the layouts you want to tag.
- 3. Click the orange **Tag** button, located in the upper left corner of the page, under the page navigation bar.
- 4. Begin typing the name of a tag to trigger auto-complete options.
- 5. Select a tag from the list to add it.
- 6. Repeat steps 4-5 to add more tags.
- 7. Click **Save** once finished.

To remove tags from one of more layouts:

- 1. Navigate to the Layouts tab of the project that contains the layout.
- 2. Use the selection boxes to select the layouts you want to remove tags from.
- 3. Click the orange **Tag** button, located in the upper left corner of the page, under the page navigation bar.
- 4. Click an assigned tag to remove it.
- 5. Click Save.

NOTE: To create new tags, contact your Portal administrator.

5.3.3 Copying a layout between projects

To copy a layout:

- 1. Navigate to the Layouts tab of the project that contains the layout.
- 2. Click the **2** icon under the 'Actions' column for the target layout. The 'Copy Layout' wizard will appear above the layout table.

• Copied layouts do not retain o	assets from the origin layout. Only the base components and rules are copied over to the new layout.
Copy Layout	
Select a target group	All Group Context Test Store A + Mikey Mike U
Select a target project	James' stuff ~
Layout Name	videri's Layout Copy Cancel Copy to Project

BB / How to copy a layout

- 3. Select a target group.
 - a. Click on a target group from the list.
 - b. Click on the orange **Select [group-name]** button to confirm. The 'target project' dropdown will populate with that group's projects.
- 4. Select a target project.
 - a. Click on the project name to open the dropdown.
 - b. Click on the target project to select it.
- 5. OPTIONAL. Name your duplicate layout.
 - a. By default, the layout name will populate as "[original layout name] Copy".
 - b. Click on the name to rename the project.
- 6. Click the **Copy to Project** button, located in the lower right corner of the 'Copy Layout' wizard.

<u>NOTE</u>: When you copy a layout, assets from the original layout are <u>**NOT**</u> retained. Only base components and rules are copied over to the new layout.

5.3.4 Scheduling layouts

Scheduling a layout is just like scheduling an asset. To schedule a layout, see **SCHEDULING**.

5.3.5 Deleting layouts

To delete a layout:

- 1. Navigate to the **Layouts** tab of the project that contains the layout.
- 2. Click the X icon under the 'Actions' column for the target layout.
- 3. Click **Ok** when prompted.

6 Playlists

Playlists are a collection of assets designed to play sequentially.

You can do the following from a projects **Playlists** tab:

- 1. Create new playlists
- 2. Edit playlists
- 3. Tag playlists
- 4. Duplicate playlists
- 5. Schedule playlists
- 6. Delete a playlist

6.1 Creating playlists

To create a playlist:

- 1. Navigate to the **Projects** page.
- 2. Select the target project to open it.
- 3. Navigate to the **Playlists** tab.
- 4. Click the **Create** button in the top right corner.
- 5. Name your new playlist.
- 6. OPTIONAL. Assign tags to your playlist.

To add tags to your playlist:

- 1. Click into the 'Tags' field.
- 2. Begin typing the tag name.
- 3. Select relevant tags from the auto-complete dropdown.

To remove tags from your playlist:

1. Click a tag in the 'Tags' field to remove it.

NOTE: To create tags, contact your Portal admin.

7. Add content to your playlist.

To add content from your current project:

- 1. Navigate to the **Assets** tab in the <u>Available Content</u> section, located on the left side of your screen.
- 2. Click the + icon under the target asset's thumbnail.

To add content from another project:

- In the <u>Available Content</u> section, click the dropdown arrow 'v' next to the 'Browse another project' field to open the dropdown.
- 2. Select the project you want to add content from.

NOTE: You can only select projects located within the same group context as the current project.

Assets added to a playlist will populate in the <u>Playlist Content</u> section on the right side of your screen.

8. OPTIONAL. Define content order.

To reorder playlist items:

Grab the \equiv icon and drag items in the <u>Playlist Content</u> section to reorder them

9. Define content play time.

By default, items in a playlist (and content in general) will play according to the Canvas's defined dwell time. However, you can override this value with a custom duration, or set a video to Play to End.

To override Canvas dwell time:

- 1. Click the dropdown arrow 'v' next to the Duration field to open the dropdown.
- 2. Select Custom Duration.
- 3. Enter the duration, in seconds, in the **Duration** field.

10. OPTIONAL. Define schedule info blocks.

Schedule info blocks allow you to define custom frequency for individual content items inside a playlist.

To create a schedule info block:

- 1. Create a new playlist or open an existing playlist.
- 2. In the "Playlist Content" section, click **+Schedule info** on a playlist item.
- 3. Configure event scheduling for the playlist item as you would for a standard event. For guidance on configuring event scheduling, see CONFIGURING EVENT SCHEDULING.
- 4. Click Save.

11. Click the **Save** button located in the lower right corner of your screen.

6.2 Managing playlists

There are three (3) ways to view playlists.

The table below can help you decide which method to use.

When you want to	Method
View all playlists within a group context	 Navigate to the Events page from the top navigation bar. Click the filter icon '▼ ' next to the Type header to open the filter menu. Click Playlist.
View all playlists in a specific project	 Navigate to the Projects page from the top navigation bar. Open the project for which you want to view playlists. Navigate to the Playlists tab from the project's sub navigation bar.
View all playlists assigned to a specific Canvas For more information, see THE CANVAS SCHEDULE.	 Navigate to the Canvases page from the top navigation bar. Select the Canvas for which you want to view playlists. Navigate to the Schedule tab from the project's sub navigation bar. Playlist events are marked in Aqua.

Table 10 / How to view a playlist

PRO TIP: Make your dashboard work for you



You can customize your view as you would on the **Assets** tab. For guidance, see the pro tip in **YOUR PROJECT'S ASSETS**.

6.2.1 Tagging playlists

To tag one of more playlists:

- 1. Navigate to the **Paylists** tab of the project that contains the playlist.
- 2. Use the selection boxes to select the playlists you want to tag.
- 3. Click the orange **Tag** button, located in the upper left corner of the page, under the page navigation bar.
- 4. Begin typing the name of a tag to trigger auto-complete options.
- 5. Select a tag from the list to add it.
- 6. Repeat steps 4-5 to add more tags.
- 7. Click **Save** once finished.

To remove tags from one of more playlists:

- 1. Navigate to the **Playlists** tab of the project that contains the playlist.
- 2. Use the selection boxes to select the layouts you want to remove tags from.
- 3. Click the orange **Tag** button, located in the upper left corner of the page, under the page navigation bar.
- 4. Click an assigned tag to remove it.
- 5. Click Save.

NOTE: To create new tags, contact your Portal administrator.

6.2.2 Duplicating playlists

To duplicate a playlist:

- 1. Navigate to the **Playlists** tab of your project.
- 2. Click the icon 🖓 under the 'Actions' column.
- 3. Enter a name for the duplicate playlist.
- 4. Click Clone.

6.2.3 Scheduling playlists

Scheduling a playlist is just like scheduling an asset. To schedule a playlist, see **SCHEDULING**.

6.2.4 Deleting playlists

There are two ways to delete a playlist from the **Playlists** tab of a project:

- 1. Open an existing playlist.
- 2. Click **Delete**, located on the lower right side of your screen.
- 3. A dialog will pop-up asking you to confirm your action.
- 4. Click Ok.

OR

1. Click the X icon under the 'Actions' header in the target playlist's row.

7 Walls

A Wall is a group of Canvases that work together as a unified video wall. Canvases do not need to be touching to display assets. You simply need to create a Wall and schedule some assets.

We call this process "Orchestration".

The easiest way to create a Wall is to use the **Add a Wall** feature in **The Curator**. For guidance, see our **Curator Guide**.

NOTE: You can only use **The Curator** to create Walls of six (6) Canvases or less. To create Walls composed of more than six (6) Canvases, you'll need to use **Orchestration Studio**. Because creating Walls requires a high level of technical knowledge, we highly recommend contacting your videri Account Representative for assistance.

7.1 Schedule assets to Walls

To schedule assets to a Wall:

- 1. From your project, select the assetsyou want to schedule and create an event as you normally would. For guidance, see CREATING AN EVENT.
- 2. Configure event settings in the Event Details and Event Scheduling sections as usual.
- 3. Navigate to the **Walls** tab in the <u>Manual Assignment</u> section.
- 4. Select one (1) or more target Walls.
- 5. OPTIONAL. Preview content on the Wall by clicking the 🖃 icon under the Actions header.

NOTE: You must first select the Wall using the selection box for the ' , icon to become active.

- a. OPTIONAL. Click on the asset and drag it to reposition it on the Wall.
- b. **OPTIONAL**. Use the **Zoom** slider in the upper right corner of the preview window to adjust your view.
- c. OPTIONAL. Use the sizing handles to resize your asset.
- d. Click **Save** to save asset position and close the Wall preview.
- 6. Click **Save** to save your event.



CC / Wall Preview

7.1.1 Resolution specifications

The minimum resolution required for assets to display properly depends on your Wall.

To calculate minimum required resolution:

- 1. Add the resolutions of all Canvases widthwise.
- 2. Add the resolutions of all Canvases lengthwise.
- 3. Your minimum required resolution, in pixels, is W x L.

Review the case study on the following page for further guidance.

Case study: calculating minimum required resolution for assets scheduled to Walls

Read this brief example to better understand how to calculate required resolution.

Sam created the Wall below using Orchestration Studio. Sam's Wall is arranged in a perfect square.



To calculate minimum required resolution (R), Sam needs to find the total resolution width of the Wall (W) and the total resolution length of the Wall (L).

$$R = W \times L$$

To calculate total resolution width (W), Sam needs to find the sum of all resolutions across all columns.

$$W = W_1 + W_2$$

To calculate the width of column 1 (W_1), Sam adds the width resolution of all Canvases in column 1. To calculate the width of column 2 (W_2), Sam adds the width resolutions of all Canvases in column 2.

$$W_1 = \sum w = 1080$$

$$W_2 = \sum w = 1920$$

The width of R, in pixels, is:

$$W = 1080 + 1920 = 3000$$

To calculate total resolution length, Sam needs to find the sum of all resolutions across all rows.

$$L_1 = \sum l = 1080$$

For this Wall, row 1 contains all present Canvases, since the two VQs, together, fall into the same row as the length of the V5.

$$L = L_1$$

The length of R, in pixels, is:

$$L = 1920$$

The minimum required resolution for assets scheduled to this Wall is:

$$R = 3000 \times 1920$$

7.1.2 Resolution specifications for videos

As mentioned in MAXIMUM RESOLUTION FOR VIDEOS, Walls will <u>not</u> play videos with resolutions that exceed 4K. To achieve higher quality when scheduling videos to Walls, we recommend cropping video content and generating a video for each Canvas that is part of the Wall.



DD / Achieving higher quality for videos scheduled to Walls

8 Contacting Support

The videri Customer Success Manager and Customer Support Team ("Support", collectively) are here for you. The fastest way to contact Support is via email at support@videri.com.

When contacting Support, please copy and paste the following template into the email:



Canvas Name: Serial Number: Link to Canvas: <u>the actual URL from your browser's address bar</u> Description of problem:

You can find the Canvas name in the header of the Canvas' page, under the "Canvas" heading.



EE / The header of a Canvas' page

Expand the header to locate the Serial Number:

V	Canvases	08 Walls	Projects	E Datasources	Content	() Events	Event Groups			(88,	videri Trainer	•
> Mikey												
Canvas												
Device Name: Michael Right Group Name: Mikey												
ID: 61775 Show less ~												
Serial Number: 79101X02R006902	006AEJ2004											
DPC Serial: DPC-430TW1-184920	142004											
XMPP Status: Displaying schedule	ad content +							Online	Strong	On Time	Yes	
Schedule Adv. Monito	ring Alert	s Wifi	Downlo	oads Cont	Co tent To	ommand erminal	Screencapture	Profile & Settings Dev	vice Update Reports			

FF / The header of a Canvas' page, expanded

Appendixes

Appendix A. Date & Time Formatting

When you enter	The result is
yyyy.MM.dd G 'at' HH:mm:ss z	2001.07.04 AD at 12:08:56 PDT
EEE, MMM d, 'yy	Wed, Jul 4, '01
h:mm a	12:08 PM
hh 'o''clock' a, zzzz	12 o'clock PM, Pacific Daylight Time
K:mm a, z	0:08 PM, PDT
yyyyy.MMMMM.dd GGG hh:mm aaa	02001.July.04 AD 12:08 PM
EEE, d MMM yyyy HH:mm:ss Z	Wed, 4 Jul 2001 12:08:56 -0700
yyMMddHHmmssZ	010704120856-0700
yyyy-MM-dd'T'HH:mm:ss.SSSZ	2001-07-04T12:08:56.235-0700

Table 11 / Date & Time Formatting

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