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# **OTRUM Digital Signage User Guide**

Business Support  
OTRUM AS

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## Overview

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OTRUM Digital Signage makes it possible to build and publish dynamic content directly to remote screens via internet connectivity. Utilising this solution, staff at every level can control content on screens distributed throughout multiple properties.

As a web-based solution, OTRUM Digital Signage can be managed from any location, and from any web enabled device. A brief demonstration of the web-portal can be found here:

<http://youtube/DrrreUh9iEk?hd=1>

Content can be tailored for broadcast according to time, location, and relative priority.

### System Highlights

- 100% web based solution
- Focus on a user friendly experience for staff
- No server hardware within the property
- OTRUM handles server hosting
- OTRUM handles redundant backup and storage

## Architecture

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### MediaCube

A MediaCube is a small black box that is the engine behind the system. Generally one MediaCube is attached to each screen.

### Display

A Display is a screen. Displays must belong to at least one Display Group. One Display can show content from multiple Display Groups.

### Display Group

A Display Group is a group of screens. Display Groups can, for example, be groups of screens located in one area, such as one lobby, or in hallways throughout a property. A Display Group can also refer to a group of screens in different physical spaces. A Display Group such as 'All Oslo' could refer to screens scattered in several properties across Oslo. Display Groups must belong to at least one Zone.

### Zone

A Zone often, but not always, represents a physical entity such as a store or hotel. All Zones must belong to an Organization.

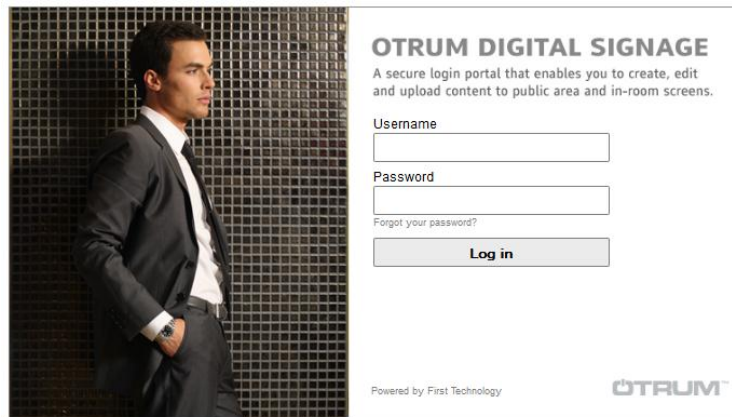
### Organization

An Organization is the core group or entity in the system. A company, chain, or brand is very often defined as its own Organization.

Access levels within an Organization can be controlled, allowing specific staff access to certain areas and limiting others. The four levels of access for users are: Organization Admin, Zone Admin, Advanced User, and Conference User.

## The Web Interface

Login to the web interface using a unique username and password. <https://webconference.otrum.net/>



## Menu Tabs

Navigate through the system by using the Menu Tabs which are always to the left of the screen.

The Menu tabs are customised according to the access level designated for each unique user.

For example, Digital Signage customers that do not have a conference system will not see the Conferences or Summary Screen menu tabs as these relate solely to screens designated for conferences. Likewise, customers that do not use the Enterprise platform will not see a menu tab for Enterprise.

<b>Overview</b>	<b>Overview</b> The Overview tab shows all Display Groups within a Zone. This is where most content can be scheduled and edited. This page is automatically shown upon login.
<b>Conferences</b>	<b>Conferences</b> The Conferences tab shows a list of conference screens and any scheduled conferences for the day. This is where conferences can be scheduled and edited.
<b>Templates</b>	<b>Templates</b> The Templates tab is where all templates are managed. Default templates are always available in the system, and customised templates can be uploaded.
<b>Summary Screens</b>	<b>Summary Screens</b> Templates are background imagery that fills the screen behind content and in some cases designates where and how text is placed, such as when an XML feed is ingested.
<b>Users</b>	
<b>Displays</b>	
<b>Display Groups</b>	
<b>Zones</b>	
<b>Reports</b>	
<b>Enterprise</b>	
<b>Select Zone</b>	
<b>Log Out</b>	

### Summary Screens

The Summary Screens tab is where way-finding icons and templates can be set for designated summary screens.

### Users

The Users tab controls access levels, usernames, passwords, and the associated Organizations and Zones.

### Displays

The Displays tab shows detailed information about individual screens.

## Display Groups

The Display Groups tab is where Displays are assigned to Display Groups, and the type of Display Group is defined as Normal, Conference, Summary, or Archive.

## Zones

The Zones tab is where a user creates Zones and specifies which Displays belong to the Zone.

## Reports

The Reports tab shows detailed information about Organizations, Zones, Display Groups, and users, by clicking the corresponding tick-box.

## Enterprise

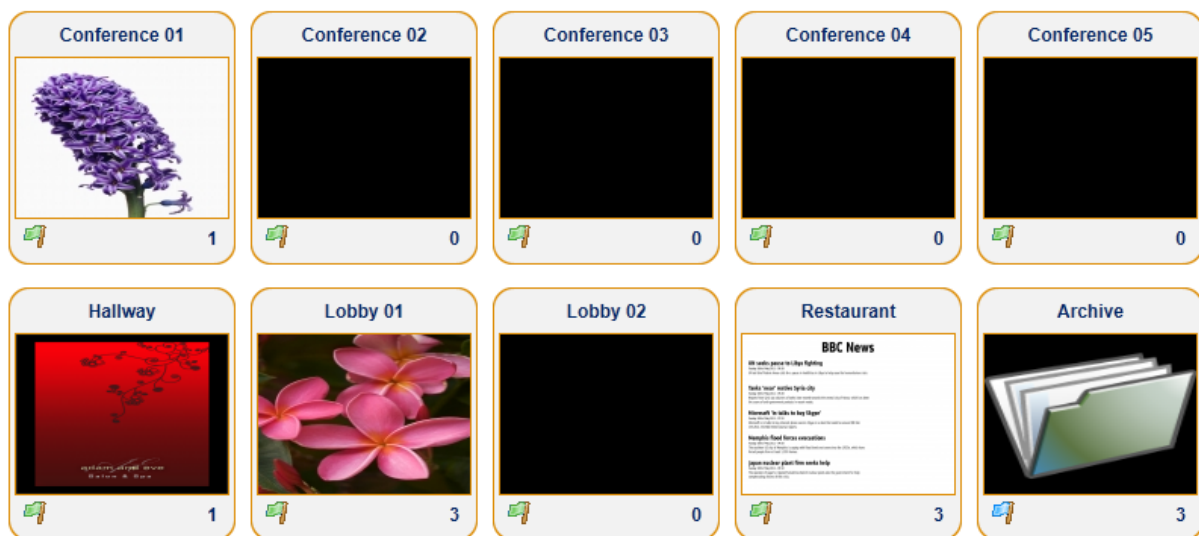
The Enterprise tab is where content for the Enterprise platform's widgets can be programmed. Most users will not see the Enterprise tab in the Digital Signage web interface.

## Select Zone:

The Select Zone tab is where all Zones are listed. A Zone can be searched for by name.

## The Overview Page

On the Overview page Display Groups are shown. Each Display Group shows a preview of the content running on the Displays. By clicking a Display Group the content can be modified.



The flag on the bottom left of each Display Group indicates the status of the Display Group.

- Green flag = all content is functioning normally.
- Blinking red flag = one or more Displays have lost connection to the server.
- Yellow flag = the MediaCube memory is full. Content has to be deleted to make room for new content.
- Blue flag = represents a virtual Display Group, or Archive. Such Display Groups are generally used to hold content rather than keeping such material on computer desktops, facilitating cooperation between multiple users with access to the same Display Groups. Archives are not attached to any Displays.

The number at the bottom right corner of each Display Groups shows the number of content presentations that are running or scheduled to run.

## The Playlist

When a Display Group is selected, the playlist for that Display Group appears.

A playlist shows all content running or scheduled to run for a particular Display Group on the date shown in the middle of the header. The Calendar and Today links, as well as the arrows on either side of the date, help users navigate to the date of their choice.

- The name of the content is shown as is the date span it will run.
- The magnifying glass shows detailed information. Scheduled images, video, RSS feeds, and HTML web page content can be edited in this view.
- The Copy link copies the content to a second line.
- The Edit link shows a detailed view where Text and Price Lists content can be edited.
- A blue box with an arrow indicates content is live.
- A box with three tiers indicates the relative priority of the content: high, normal, or background.
- Clicking the trash bin will delete the content. Deleted content will be removed from all Display Groups.

The screenshot displays the 'CLUB LOUNGE' playlist interface. At the top, there are navigation links for 'Calendar' and 'Today', a date selector for 'Wednesday - 2 March 2011', and links for 'Scheduled content' and 'Add content'. The main area contains a list of content items, each with a 'Copy' link, the content name, the scheduled time, and several action icons (magnifying glass, edit, trash). A context menu is open over the first item, listing options: 'Add text', 'Add images', 'Add video', 'Add price list', 'Add RSS', and 'Add HTML'.

Content Name	Scheduled Time	Priority
Summary	2 Mar 05:30 - 19:15	High
Copy   GENEL	4 Jun 00:00 - No End Date	Normal
Copy   Spa InterContinental	4 Jun 00:00 - No End Date	Normal
Copy   toplantı LCD dikey.jpg	29 Jun 00:00 - No End Date	Normal
Copy   Promosyon - 2011	1 Mar 00:00 - 31 Mar 23:55	Normal
Copy   Weather Forecast .rss	2 Feb 00:00 - No End Date	Normal

## Add Content

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Most content formats are supported, including:

- Text
- PNG, GIF, and JPG Images
- PowerPoint via PNG export
- MPEG II and MPEG IV video
- Price Lists
- RSS Feeds
  - News
  - Weather
  - Airport
  - Other Image/Text XML feeds can be configured
- HTML is listed as an option but is in beta mode only
- Flash Files is listed as an option (in the web interface) but is in beta mode only

All content is added in much the same way. Refer to pages 9-14 for variations in adding different kinds of content.

1. From the Overview page, the playlist appears when any Display Group is selected.
2. In the playlist, click the 'Add content' link in the upper right hand corner. Select the type of content to add. An editor window will appear.
3. Name the content. With the exception of video, all content requires a name. Unlike headers, this name will not appear on the screens.
4. Select the starting and ending date and time of the content. As a default, content is shown *constantly*, for example, from Monday 08:00 until Friday 16:00, and in the order in which it is uploaded to the system (1,2,3,4...).
  - Tick 'Daily' to schedule content between specific times on specific days of the week.
    - Today on = on for the whole day
    - Today off = off for the whole day
    - Scheduled on = scheduled on only between the two daily times.
    - Scheduled off = scheduled off only between the two daily times.
  - Tick 'No end date' to show the content until it is deleted from the system.
  - Tick 'Frequent' to show the content between all the other scheduled content (1,2,1,3,1,4,1...).
  - Tick 'Read-only' to keep other users from editing scheduled content. Only the user that scheduled the content and users with higher level access will be able to edit the scheduled content.
5. Choose the Display Groups on which the content should run. Users with zone level or organization level access will be able to select Display Groups throughout these properties.
6. Select a priority level for the content. The default priority is Normal.
  - 'Priority' is the importance of content relative to other content. Priority levels are High, Normal, and Background. Content set to display at the same time will be shown in the order of priority.  
  
As an example, Content A set with 'High' priority on Thursday from 14:00 until 16:00 will, for two hours, override Content B set with 'Normal' priority timed from Thursday from 9:00 until 18:00. Content B will continue normally after Content A has ended at 16:00.
7. Choose a template.
8. Click 'Preview' to see the content before sending it to screens.
9. Send the content to screens by clicking the Save/Submit/Disk icon.

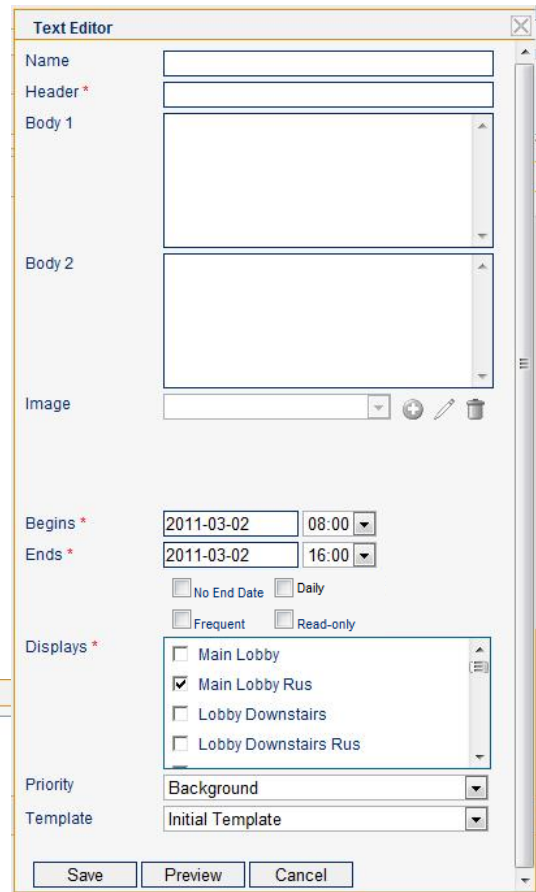
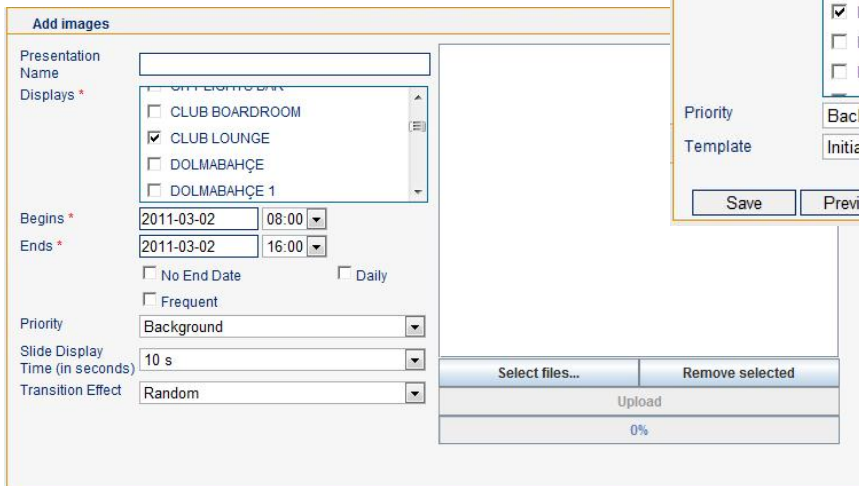
## Add Text

1. Define 'Header' and input text in 'Body1'.

Depending on the template design, text can be added to the 'Body2' field and/or images can be added by clicking the green plus icon next to 'Image.'

## Add Images

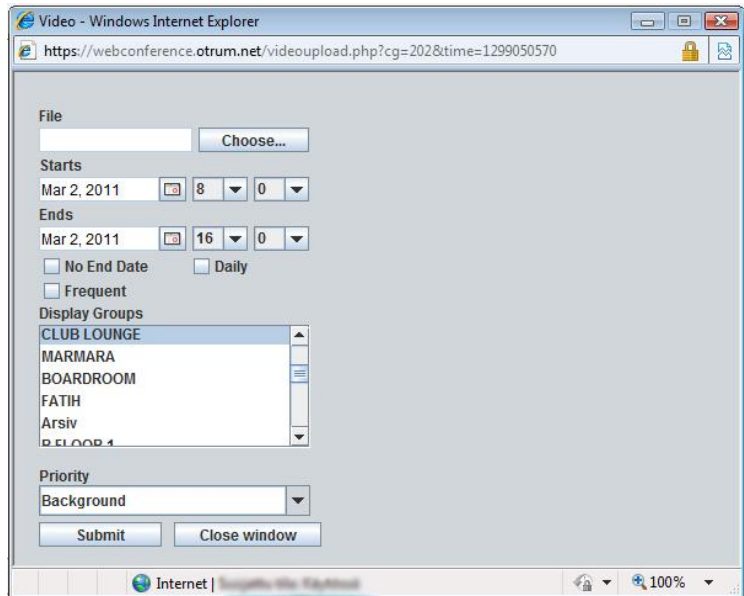
1. Select a Transition Effect for the images. 'Random' mixes up different styles, 'no effect' will change the image(s) without an effect.
2. Click 'Select files...' to browse and choose images. The system approves file formats JPEG and PNG. Several images can be uploaded at once.
3. Click 'Upload' to save and transfer the images to the server and screens.





## Add Videos

1. To add video the Java Virtual Machine must be installed.
2. Click 'Choose' to attach video files. Only one video file/clip can be uploaded at a time.
3. Choose the Display Groups on which the content should run. To choose multiple Display Groups hold down the CTRL-key while making the selection with the mouse.
4. Click 'Submit' from the bottom left corner of the window to start the transfer of the video file to the server. The progression of the transfer is visible on the right side of the window. Once the transfer is complete, the transfer information details will disappear. Closing the window before the video file transfer is complete will cancel the transfer. Several video file transfers can be done simultaneously.



## Add Price Lists

1. Input 'Header' and 'Body1' information to describe the list. Input 'Item & Description' and price information for each product.
2. Define the order in which products will be listed on the screen with the 'Order' pull-down menu on the right side. The system automatically changes the order of all the products.
3. A product can be temporarily removed from the screen by ticking 'Disable'. This is useful if a product is temporarily out of stock.
4. Click 'Clear' to erase all information for a given product including product name, price, and description.

The screenshot shows a 'Price List' configuration window. The form is divided into several sections:

- Name:** 'Lunch menu Monday'
- Header:** 'Lunch today'
- Body 1:** A large empty text area.
- Begins \*:** '2011-03-02' and '08:00'
- Ends \*:** '2011-03-02' and '16:00'
- Options:** Checkboxes for 'No End Date', 'Daily', and 'Frequent'.
- Displays \*:** A list box with 'ECRAN BAS', 'ECRAN HAUT' (checked), and 'ECRAN MILIEU'.
- Priority:** 'Background'
- Template:** 'Initial Landscape Template'
- Buttons:** 'Save', 'Preview', and 'Cancel'.

Below the form is a table with the following data:

Item & Description	Price	Disable	Order
Chicken in teriyaki sauce	1.9,00€	<input type="checkbox"/>	1
salad, miso soup, rice			
Sliced beef steak with onion	1.12,70€	<input type="checkbox"/>	2
salad, French fries			
Deep fried pork cutlet	1.12,70€	<input type="checkbox"/>	3
salad, French fries			
	1.	<input type="checkbox"/>	4

## Add RSS Feeds

**RSS**

Name: CNN News

URL \*: http://rss.cnn.com/rss/edition.rss

Begins \*: 2011-03-02 08:00

Ends \*: 2011-03-02 16:00

No End Date  Daily

Frequent

Displays \*:  Denmark,  Finland,  Sweden

Priority: Background

Template: ART Sports

Buttons: Save, Preview, Cancel

1. Copy and paste an RSS address to the URL field, for example: <http://rss.cnn.com/rss/edition.rss>.
2. RSS URL's are often found on web sites by clicking the RSS icon on the toolbar.
3. RSS feeds are a type of XML feed. Regular XML feeds can also be displayed in the system but must be configured by OTRUM.



## Add HTML Web Pages - BETA ONLY

5. Copy and paste a web address in the URL field.
6. Select the 'Slide Display Time'. The Slide Display Time is the number of seconds the web page will be shown before transitioning to the next content in the system. The default time is 10 seconds.
7. Select 'Refresh rate' to automatically update the web page. This is useful for web pages with changing content, such as news.

**HTML**

Name: www.otrum.com

URL \*: http://www.otrum.com/?nid=15400

Begins \*: 2011-03-04 08:00

Ends \*: 2011-03-04 16:00

No End Date  Daily

Frequent

Displays \*:  CLUB LOUNGE,  DOLMABAÇE,  DOLMABAÇE 1,  DOLMABAÇE 1-2

Priority: Background

Slide Display Time (in seconds): 10 s

Refresh rate: no refresh

## Conferences

With the conference function the system can be used to schedule and manage conferences, and provide way-finding for conference attendees.

Click the Conferences tab listed in the Menu on the left side of the screen. A calendar view will appear with all conference rooms in the property listed.

- All scheduled conferences for the given day are listed with their corresponding time window.
- The 'Conference list' link shows the overview of all the scheduled conferences.
- Move to a different date using the Calendar link, the Today link, or the arrows on either side of the date.
- Conference information can be edited, copied or deleted by clicking the orange conference bar in the calendar view.
- Once scheduled, the company name, logo, timeslot, and way-finding icon will automatically be sent to screens designated as Summary Displays.
- The 'Preview' link shows lists the screens designated as Summary Displays. Select a Summary Display to preview.

The image shows two parts of the system: a web-based management interface and a digital display preview.

**Management Interface (Left):**

- Header:** "Conferences" with navigation links for "Calendar | Today", "Wednesday 2011-05-04", and "Conference list | Preview".
- Calendar:** A horizontal timeline from 08 to 16. Orange bars represent scheduled conferences:
  - Conference 01: Coca Cola (08:00 - 14:00)
  - Conference 02: IBM (09:00 - 15:30)
  - Conference 03: Nokia (08:00 - 15:15) and Shell (11:00 - 16:00)
  - Conference 04: Conax (09:30 - 15:00)
  - Conference 05: First Technology (08:00 - 15:15)
- Actions:** A context menu is open over the "First Technology" bar, showing "Edit", "Copy", and "Delete" options.

**Digital Display Preview (Right):**

- Title:** "TODAY'S CONFERENCES"
- Content:** A list of conferences with logos and times:
  - Coca Cola (Conference 01, 08:00 - 14:00)
  - Conax (Conference 04, 09:30 - 15:00)
  - First Technology (Conference 05, 08:00 - 15:15)
  - IBM (Conference 02, 09:00 - 15:30)
  - Shell (Conference 03, 11:00 - 16:00)
- Footer:** "1/1"

## Schedule a Conference

1. In the calendar view, go to the appropriate date and choose the green plus button for the conference room in which to schedule a conference.
2. Add the customer name.
3. Add the company logo by selecting the green button next to the drop menu. In the pop-up window, add the customer name and click 'Browse' to upload select and upload the image. The logo can be in .JPG,.GIF or .PNG format. Click the disk icon to save. Once uploaded company logos are stored for future use and can be selected in the dropdown menu.
4. Write the meeting agenda (content). This text will appear on the conference room Displays.
5. Set the beginning and ending time of the meeting.
6. Choose the conference rooms.
7. Choose the template for the conference room Displays.
8. Specify how far in advance of the conference start time to display the information. Information for a current and upcoming conference will alternate.
9. Click 'Preview'.
10. Click the 'Save' button to send the information to the screens.

The screenshot shows a dialog box for scheduling a conference. It contains the following fields and options:

- Customer \***: Berg Hansen
- Logo**: Berg Hansen (with a logo image and a green plus button for selection)
- Agenda**: 08:00 Start, 10:00 Coffee Break, 12:30 Lunch, 14:00 Coffee Break, 15:30 Wrap-up
- Time \***: 2011-05-10, 08:00 - 15:30
- Conference room \***: Conference 01, Conference 02,  Conference 03, Conference 04
- Template**: Initial Landscape Template
- Display in advance**: 30 minutes

Buttons at the bottom: Save, Preview, Cancel.

## Templates

Text, Price Lists, RSS, Summary Screens, and Conference entries require templates to display the content. Templates are made up of two parts: 1) background, which contains the color scheme and/or imagery often designed to reflect specific brands, and 2) layout which determines font color, size, and the positioning of headers and body text.

Templates are uploaded to the system and made available to users throughout a zone or organization. Default templates designed by OTRUM are always available in the system and can be used in the event branded templates have not been created.

## Licensed RSS Feeds

Paid licenses are required to display the vast majority of RSS feeds in a public commercial setting. In addition, most data content providers have requirements for displaying their data such as the prominent display of their logo in a customized template.

OTRUM has license agreements in place with several data providers to facilitate the proper use of third party content.

## FAQ

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### How do I add images to an existing presentation?

Click the magnifying glass icon next to the item in question. Search for and add images by clicking the 'Browse' button. Save the changes by clicking the disk icon.

### How do I stop active content?

Click the magnifying glass icon. Set an immediate ending time for the content. Save the changes by clicking the disk icon. Alternatively, remove the content by clicking the trash bin icon.

### How do I re-activate existing content?

Click the magnifying glass icon next to the content in question. Set new beginning and ending times and save the changes by clicking the disk icon.

### How do I get the content to show continuously 'over' other content?

Change the priority setting level to 'high' and ensure no other content is set to high priority over the same block of time.

### How do I use other picture formats?

Open the unsupported format in PowerPoint and save it in a JPEG or PNG image format. For the best results, change the page set-up in PowerPoint to W64, H36 for 16:9 screens and W48, H36 for 4:3 screens.

### Why is nothing showing up on the screens?

The most common reason screens are dark is that the scheduling of the content is incorrectly set or has already ended. Also, ensure the screen's input is set to PC or RGB.

### Why is a red flag blinking in the overview page?

One or more of the screens has lost connection to the server. This may be due to a loss of power or internet connectivity. To find out how long the screen has been offline, run the cursor over the red flag.

### Why is a yellow flag blinking on the overview page?

The memory is full in one or more of the MediaCubes. Run the cursor over the yellow flag to see which MediaCube is full. Delete content (calendar view → trash bin icon) until the flag turns green.

### Why is the text on the screen blurry?

When text and images are saved in a JPEG format the text can appear blurry. The PNG format is recommended when using both text and images. Both formats work well when using only images.

### Why doesn't the overview page show all the content I added?

The overview page updates every 3 minutes. After the update the Display Group starts showing content from the beginning. For this reason only the first 3 minutes of content are visible on the overview page.

### Why doesn't the content start when I scheduled it?

Once scheduled, content may not show up on the Displays immediately because content is collected from the server only every few minutes.