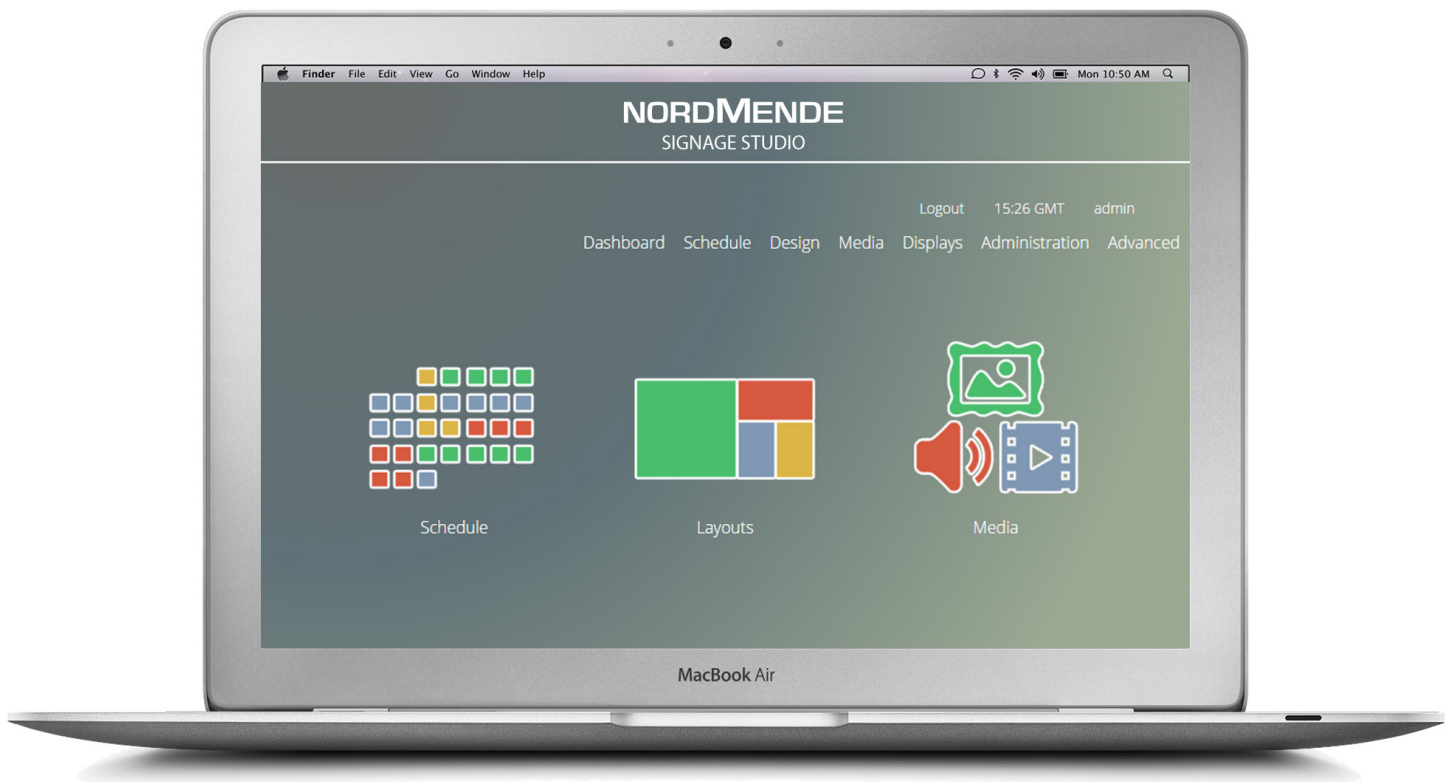


NORDMENDE

SIGNAGE STUDIO

Content Management System User Manual



Upload your images, videos HTML and text

Design screen layouts to fit a display of any size / resolution

Schedule your ads days, weeks, months in advance

Manage thousands of displays from your web browser



i. Upload Media

Page 3

ii. Layout Design

Page 5

iii. Campaigns

Page 8

iv. Scheduling Content

Page 9

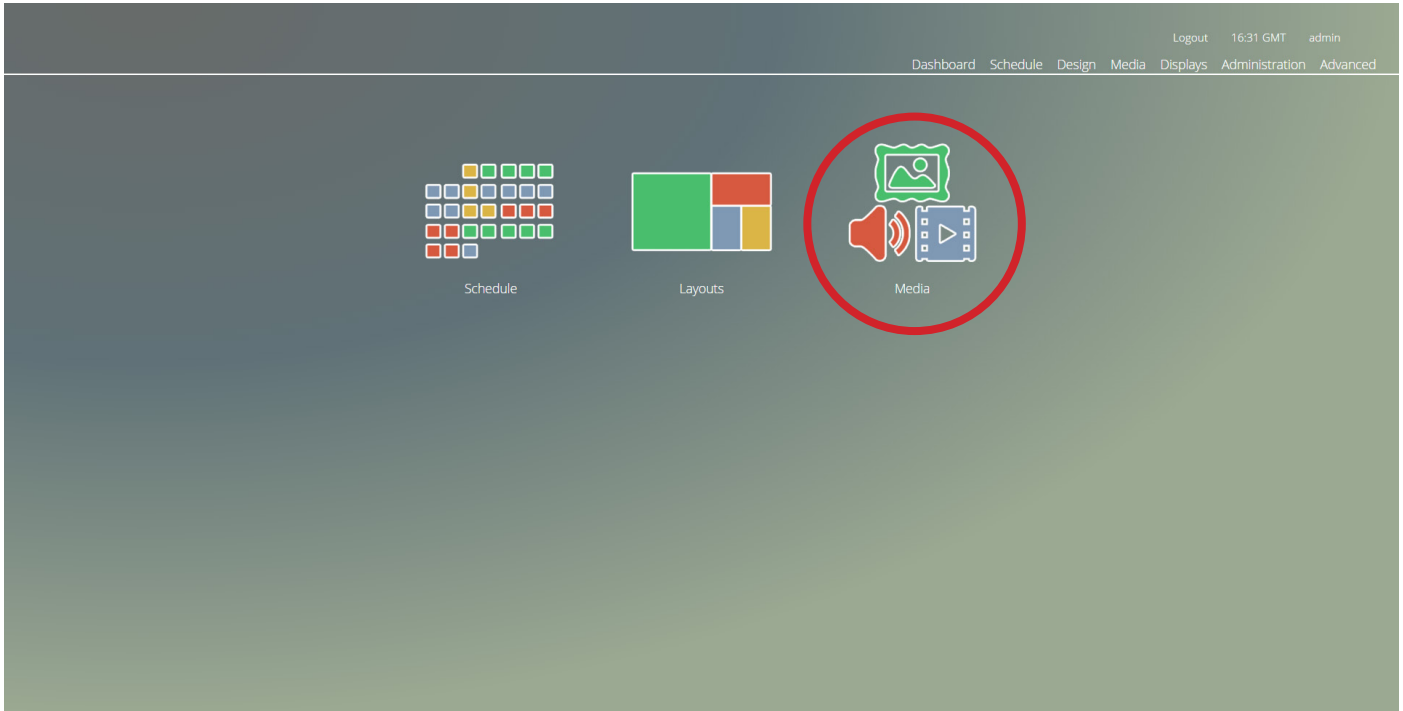


See NordMende at KAL PRO

KAL PRO is operated by the KAL Group, Ireland's leading distributor and supporter of globally renowned brands for Ireland's electrical and kitchen retail channels. KAL PRO is focused on providing customers with fantastic display solutions, supported by the longstanding tradition of outstanding customer service and business operations. We're committed to the digital signage and professional display market in Ireland and have a focus on providing the reseller market with the newest technology available. We have a belief that the Irish digital signage market is in its infancy, is experiencing growth and will continue to experience growth in the coming years.

Upload Media

On your dashboard select the “media” tab.

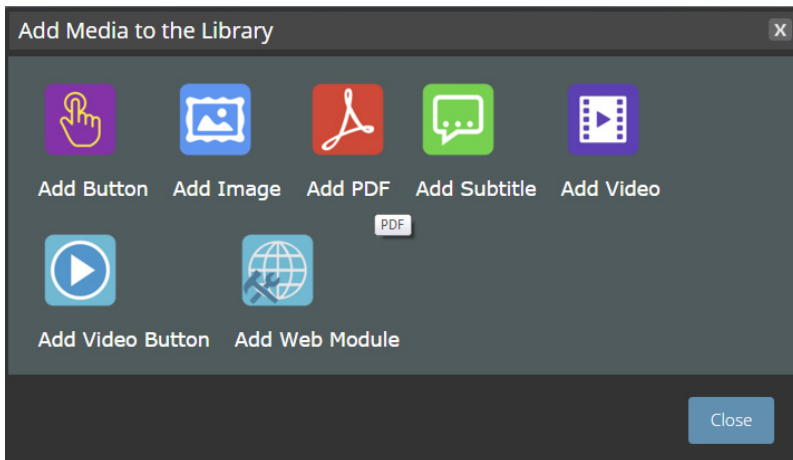


This will bring you to the media library where content can be uploaded and stored. This storage is a cloud based digital asset management system for the Signage Studio. Any content you upload here will remain in storage until it's deleted.

A screenshot of the media library interface. At the top right, there is a navigation menu with items: 'Dashboard', 'Schedule', 'Design', 'Media', 'Displays', 'Administration', and 'Advanced'. The 'Media' item is highlighted. Below the navigation menu, there is a table with columns: 'IMAGE', 'NAME', 'TYPE', 'H:MI:SS', 'SIZE', 'OWNER', 'PERMISSIONS', 'REVISED', and 'ACTION'. The table contains 12 rows of video files. At the top right of the table area, there are buttons for 'Add Media +' and 'Filter'.

IMAGE	NAME	TYPE	H:MI:SS	SIZE	OWNER	PERMISSIONS	REVISED	ACTION
	1Minions Happy Song	video	0:02:00	11.05M	dgs			Edit Delete Permissions
	208 tv ad	video	0:00:45	53.45M	CCusack			Edit Delete Permissions
	5-golden-rules-for-buying-used-car-in-ireland.mp4	video	0:00:10	5.85M	cleardirection			Edit Delete Permissions
	bauknecht touch control	video	0:00:25	1.33M	admin			Edit Delete Permissions
	Car Tips 1	video	0:00:10	5.85M	cleardirection			Edit Delete Permissions
	Car Tips	video	0:02:35	5.85M	cleardirection			Edit Delete Permissions
	Christmas Tips MCU	video	0:02:15	5.59M	cleardirection			Edit Delete Permissions
	Christmas Tips	video	0:02:15	5.59M	cleardirection			Edit Delete Permissions
	civic	video	0:00:00	113.08M	admin			Edit Delete Permissions
	Coffee and Cream	video	0:00:00	7.90M	admin			Edit Delete Permissions
	Coffee Video	video	0:00:00	7.90M	admin			Edit Delete Permissions
	creditunionle-tv-advert.mp4	video	0:00:40	2.03M	cleardirection			Edit Delete Permissions

To add media to your library, click **Add Media +** and select the file type you would like to upload. Many different files and formats can be uploaded and used in your layout design.

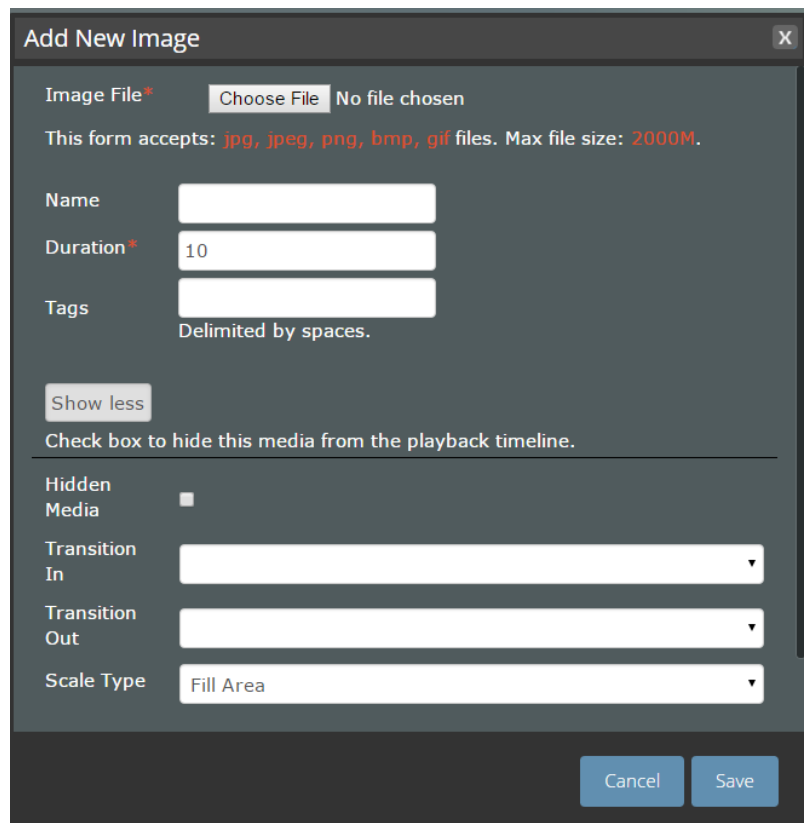


Choose the file format you would like to upload.

When you click into a file format, the accepted file types are displayed. In this example a new image is selected. You can see that the accepted formats are jpg, jpeg, png, bmp, gif.

*JPEG is always the best file type for images.

Once you've selected the file you want to upload from your computer's file system, you must fill in some information: a file name, a duration (explained later), tags, transitions and scale type.



When adding a button image, you'll have the option to add an action that will activate once pressed. This can be one of two things:

1. launch another layout design
2. launch a webpage in a sandbox browser.

*You can upload media in this method, or you can do it when creating screen layouts. We prefer to do it when we're creating screen layouts.

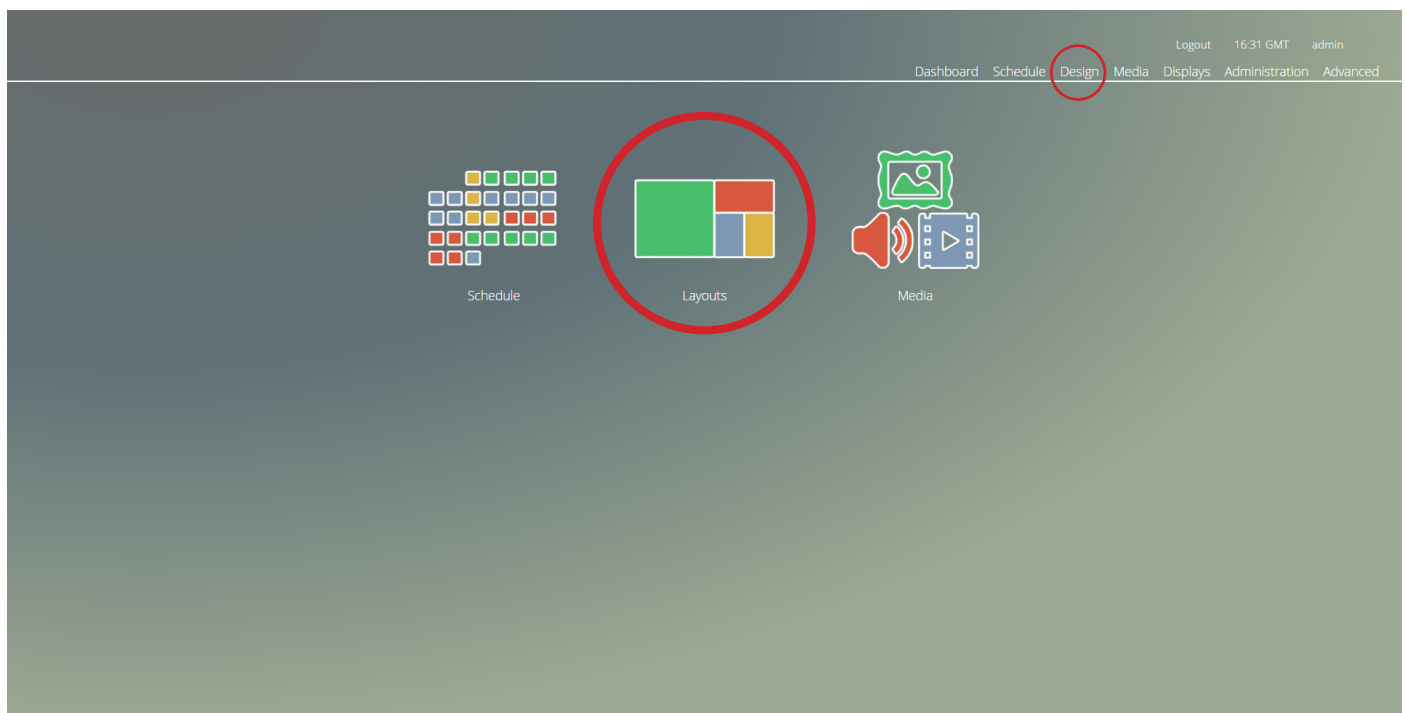
Layout Design

Layout design is used to create the on screen content that your consumers will see and engage with. This is the most important part of the digital signage process. Quality content is king.

There are four important elements to layout design:

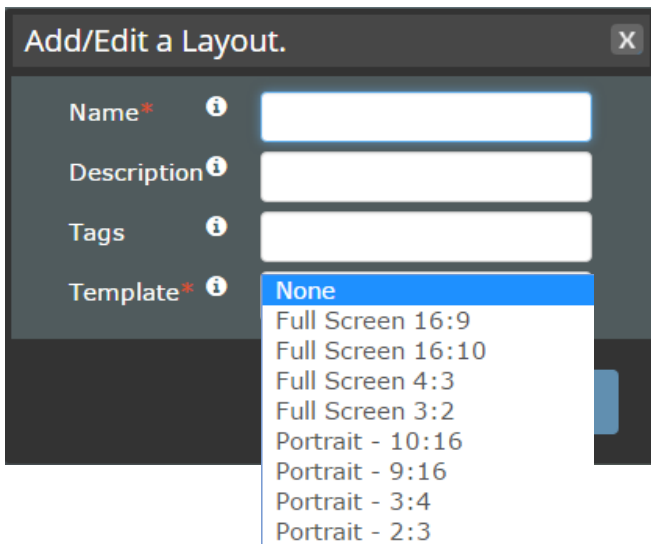
1. **Aspect Ratio and Resolution:** The physical dimensions of the screen that you're designing content for.
2. **Regions:** independent content regions within your layout. You can have as many as you want, with any type of media.
3. **Media and Media Duration:** This is the content you upload to the media library and it's duration. The duration determines how long it will remain on screen until it switches to the next piece of media in the timeline.
4. **Timeline:** each region has a timeline of media. The timeline repeats itself once each media element has played out it's duration.

In this tutorial you'll learn how to create a multi region content design from scratch. To start, on the dashboard click either the "layout" tab, or the "design" tab.



This will bring you to the layout tab which gives you an overview of all the layouts you've previously created. To create a new layout, click the following button:



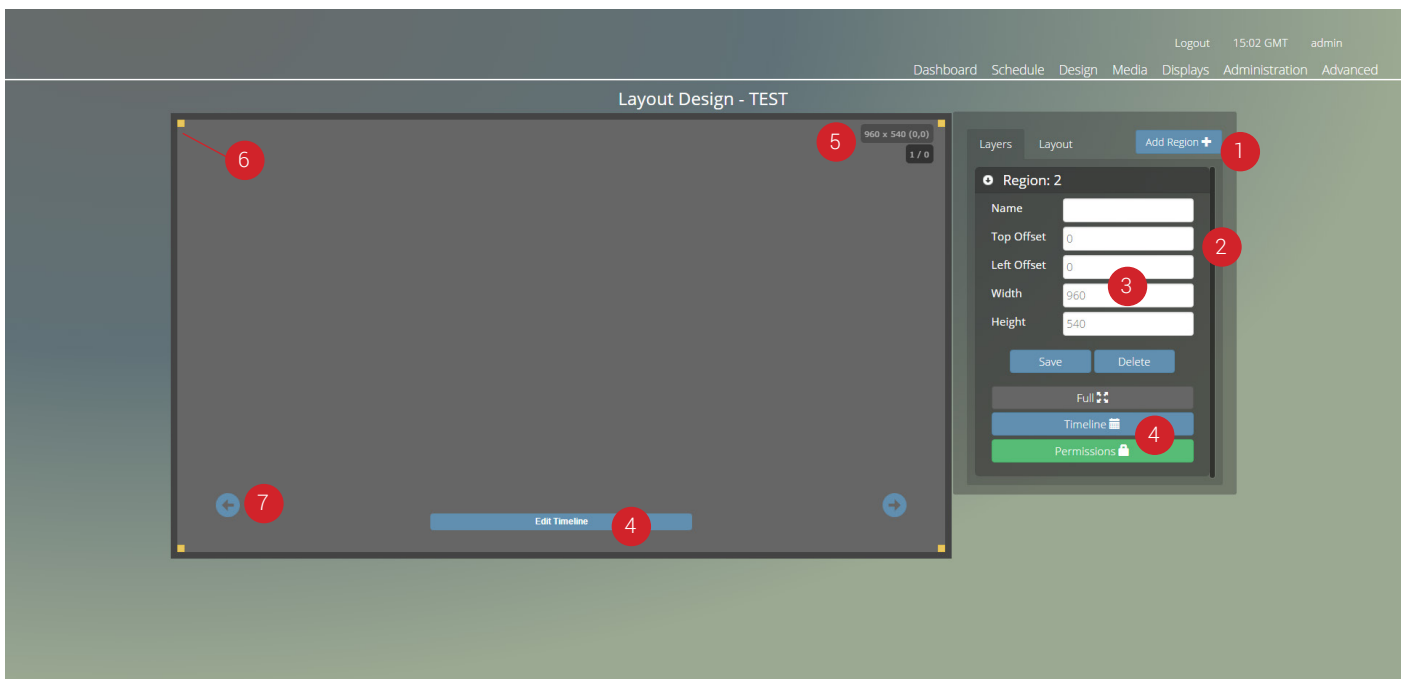


Assign the layout a name, description and choose a template. The template option allows you to select a pre programmed template for any given aspect ratio.

The industry standard aspect ratio for consumer TV's is 16:9. Most digital signs are 16:9. If you're designing content for a screen of portrait orientation, you need to select the 9:16 aspect ratio.

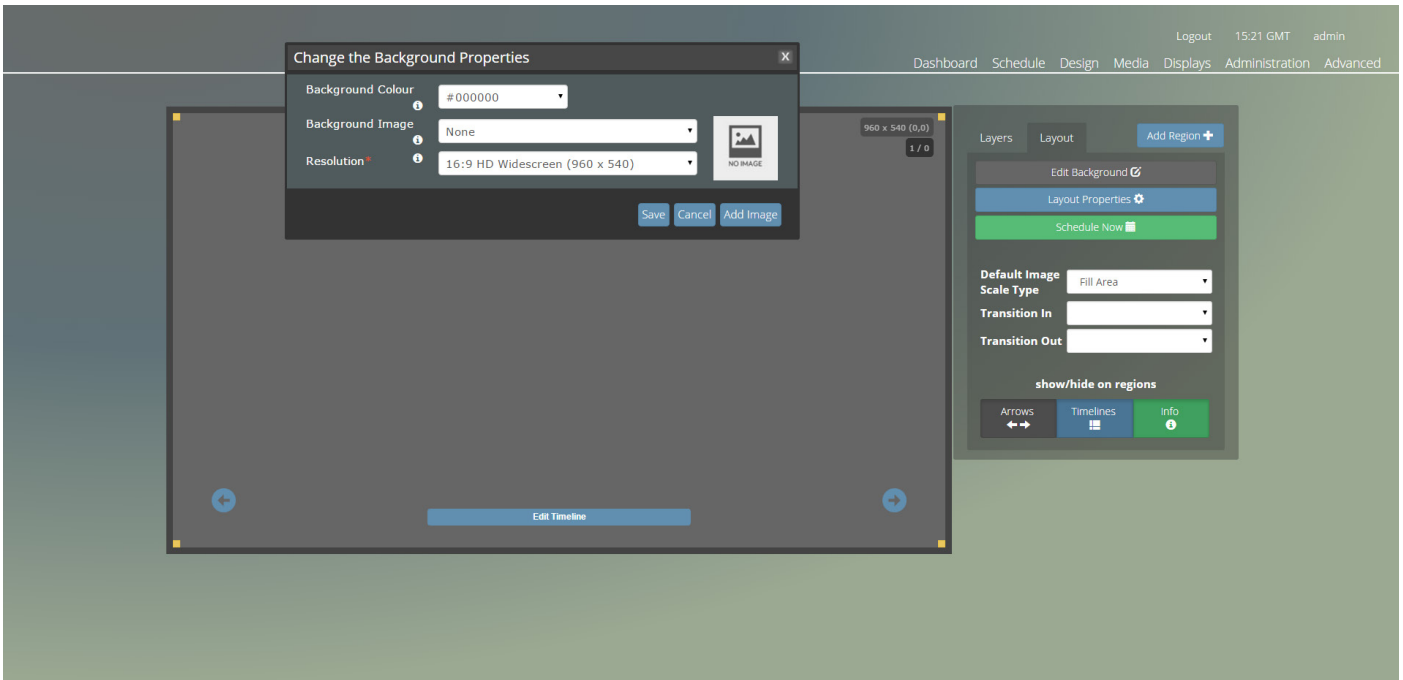
If you need a bespoke template,

NordMende can create one for you.

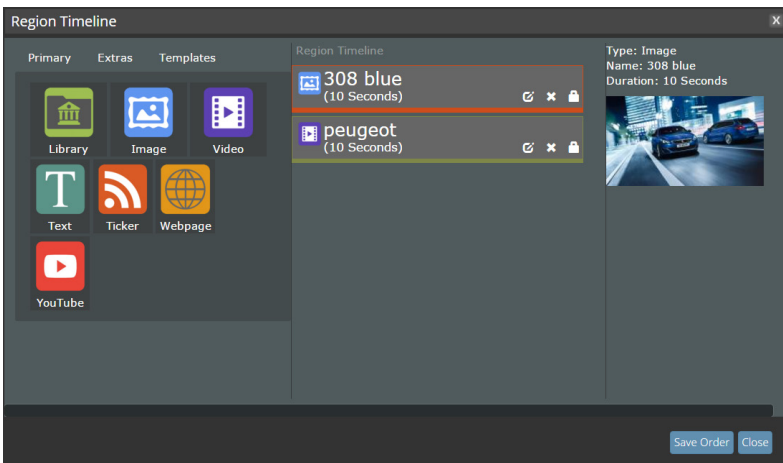


1. Click this button to add another region
2. Enter a name here for your region to distinguish it from other regions
3. Define in pixels the height and width of your region, as well as the border offset.
4. Click this to see and add to the region's timeline of media.
5. This is info about the dimensions of your region and number of items in its timeline.
6. Click and drag the yellow corner markers to manually change the region dimensions
7. Click the arrow to cycle the content in the region timeline.

Click on the **Layout** tab to edit properties of the layout. Here you can add in a background colour, or even a background image. You can also change the resolution of the layout. This is useful if you're designing a 4K screen layout.



Click on the **Edit Timeline** button to add content to your initial region. This opens the "Region Timeline" dialogue box. You can add many different types of content to your region, as seen below.



Images: jpg, jpeg, png, bmp, gif file formats are accepted, however JPEG is the optimal format.

Video: wmv, avi, mpg, mpeg, mp4, mov file formats are accepted. MP4 is the optimal format.

Youtube: Youtube video will only work if the youtube app is

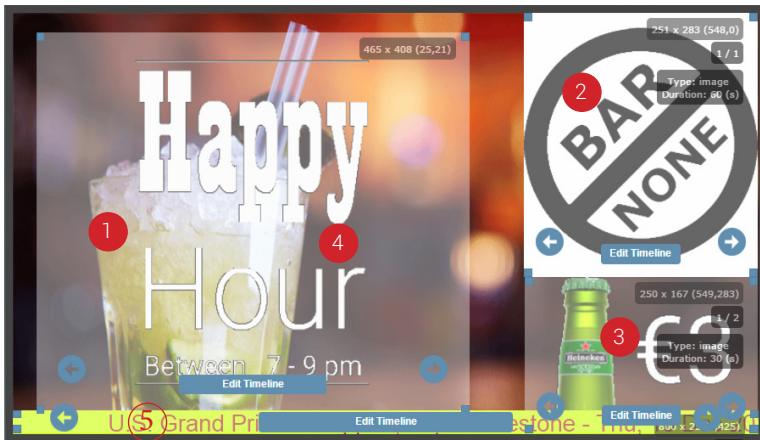
installed on the device. It will not work in a region timeline with any other content type. Youtube livestreams are supported. **SKY NEWS livestreams over YouTube.**

Webpage: Insert the URL to the webpage you would like to load. Select a scale percentage that displays the webpage in full screen. The duration (in seconds) that you define determines how often the webpage reloads.

Ticker. If you want to display a live RSS feed in scrolling text simply enter the URL

you would like to display. You can define the text size, scroll speed, scroll direction, background colour and text colour. You can choose from four fonts: normal, sans-serif, serif and monospace.

PUB EXAMPLE:



1. Background image of a cocktail.
2. Bar name - brand recognition
3. Offer on bottle of beer
4. Information on "Happy Hour"
5. Scrolling news feed

COFFEE SHOP EXAMPLE:



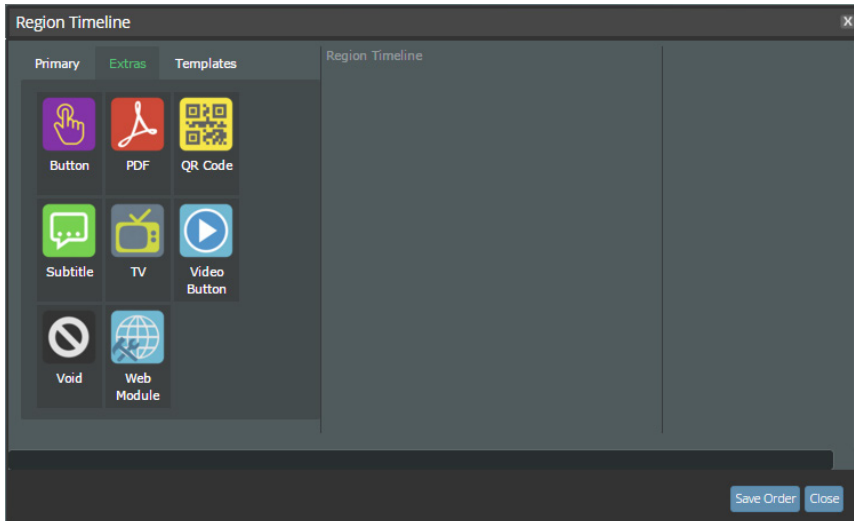
1. Background image of a fresh cup of coffee.
2. Text region explaining the price of the coffee.

*Notice how two regions can easily be "layered", similar to a photoshop document.

NordMende signage studio also supports interactivity. If you want more than just digital signage, you can create upload button images. In the region timeline click the

Extras

button. This opens a dialogue box with unconventional content options.

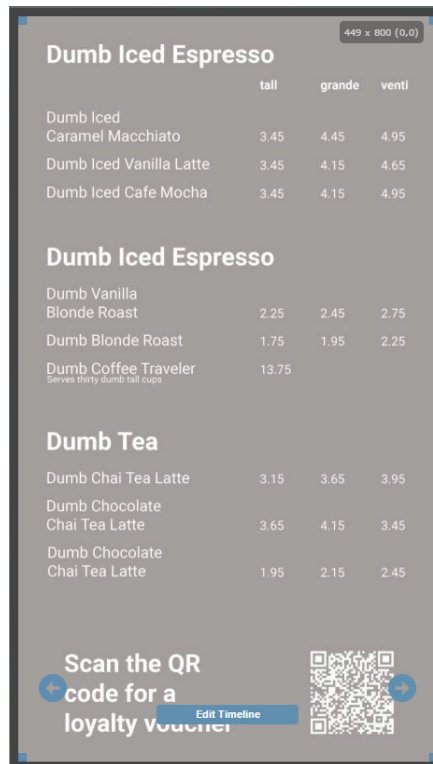


Uploading a button a similar process to uploading an image, however you must select either a **layout** or **webpage** to open once the button is clicked. This allows you to create HTML experiences that are tailored specifically to your screen's display format.

Hardware is an important consideration with touchscreen layouts. Consult your account manager to find the perfect solution for your content design.

Campaigns

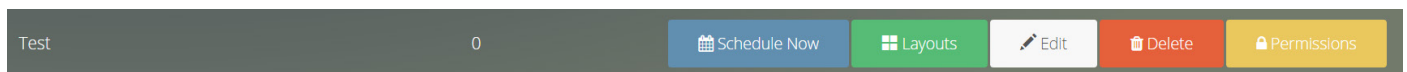
Campaigns are useful when you need to show multiple layouts on the one screen in a timed fashion. A coffee shop may want to advertise their best deal, but may also want to show the prices of the rest of their products. A layout won't do for this application. Multiple regions can make timing this difficult.

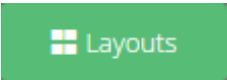


The solution is to group these layouts into a campaign. The layout will remain on screen until it's duration is finished.

In the layout properties tab you can define a transition.

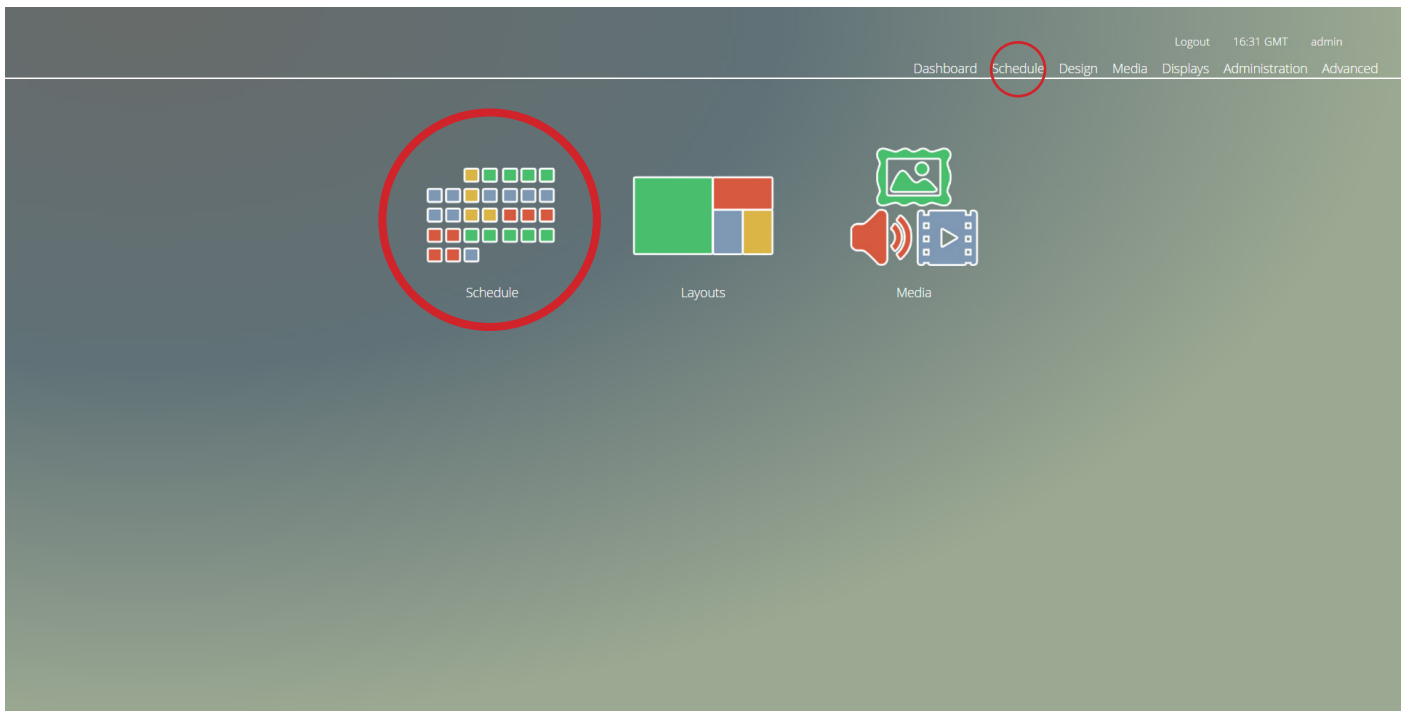
In the design tab, click the **Campaigns** button. Click the  to add a new campaign



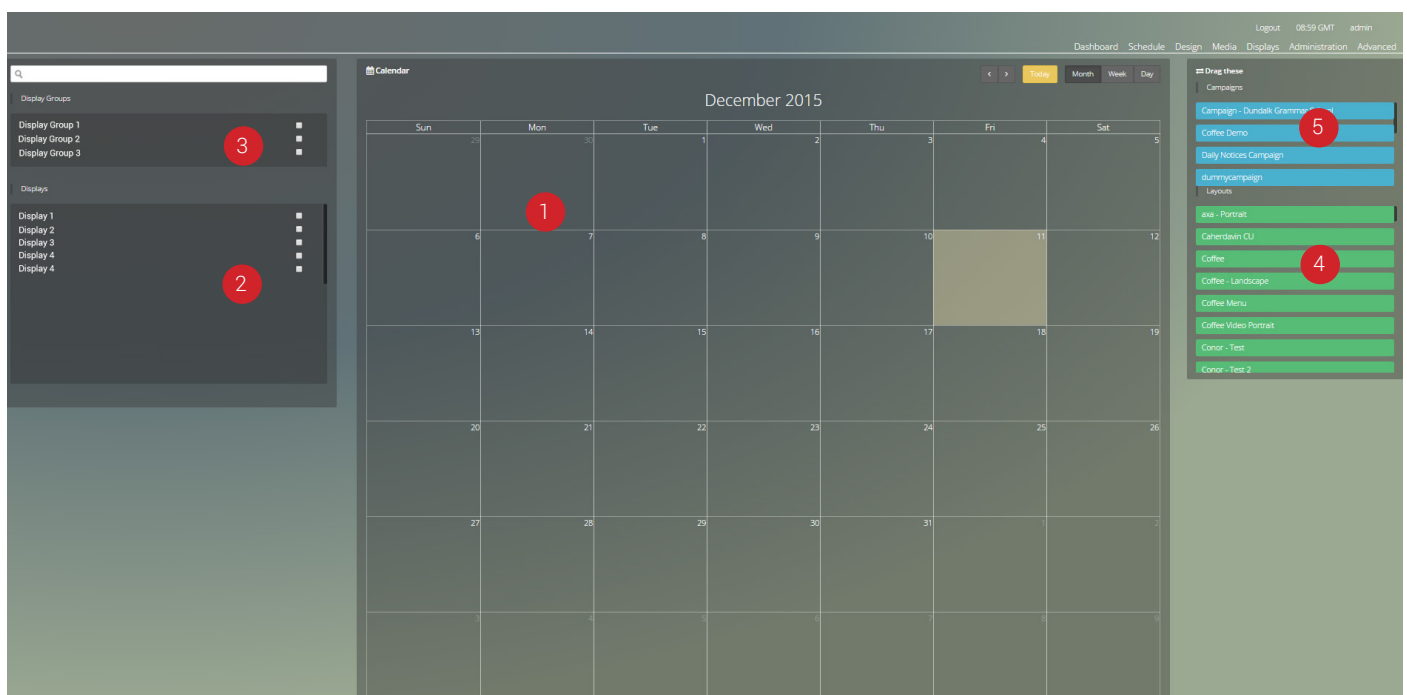
Clicking the  button will allow you to click and drag layouts into that campaign. You can add as many layouts as you like.

Scheduling Content

Once you've created your content you'll need to schedule it. You can schedule content from the scheduling tab accessed from the dashboard / main menu:



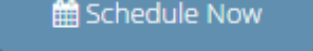
When you enter the schedule tab the following window opens:



1. Calendar layout of the current month
2. ID's of active displays. Check the adjacent box to select a display for scheduling
3. ID's of active display groups.
4. Layouts available for scheduling
5. Campaigns available for scheduling

When you want to schedule something select the display(s) or display groups by ticking the box beside the name of the display you want. Double click on the day you would like to schedule content. This opens the following drop down menu:

Choose a start time/date and an end time/date.
 Choose a layout / campaign from the dropdown list.
 Check the "priority" box if you would like this event to have display preference over any other scheduled events to this display.
 Choose whether you would like the event to repeat itself or not. You can set an event to repeat at daily, weekly or monthly intervals.

You can also schedule content from the design tab by clicking  in the design tab and in the display management tab.

Here the process is the same as before, but instead of specifying a start time, you need to define a duration for your content.

