



BroadSign Creator Network Operator Manual

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Table of Contents

BroadSign Creator	1
Table of Contents	2
Overview	6
BroadSign Creator can complement an existing network you manage	6
User Roles	7
Intended Audience	7
Getting Started	8
Supported Browsers	8
Logging In	8
Forgotten Password	8
Home Page	8
Interface Elements.....	9
Header	10
Navigation Bar	10
Sidebar	10
Main Window	10
Pagination Bar	11
Loops	12
Interface.....	12
Adding a New Loop	12
Deleting a Loop	13
Assigning Players to Loops	13
Assigning Groups to Loops	13
Preview	13
Viewing and Editing a Loop.....	13
Rename	14
Add Message.....	14
Manage Loop.....	14
Deleting a Message or Video	15
Message Filter	15
Master Loop View.....	16
Messages.....	17
Message Editor	17
Message Window	17

Message Toolbar	17
Message Schedule	19
Sub loops	19
Manage Loop.....	21
Content	22
Content Management Interface Overview	22
Content Actions	25
View.....	25
Edit	25
Create template	25
Add message from template	25
Libraries	25
Emergency Messages	26
Emergency Message Interface	26
Emergency Message Templates	27
Building an Emergency Message	27
Activating an Emergency Message	28
Managing Emergency Message Access.....	28
Approvals	29
Overview.....	29
Enabling Approvals.....	29
Approval Process	29
Email Notifications	31
Pending Approval.....	31
Groups	32
Overview.....	32
Creating a Group	32
Adding Resources to a Group.....	32
Moving Resources between groups	33
Users.....	33
Templates.....	33
Libraries	33
Sub-Groups.....	33
Example.....	33
Users	35
Access	35
Network Operator	35
Local Operator	35

Local Administrator.....	35
Creating a User	35
Editing a User.....	36
Password Change	36
Can View Master Loop	36
Respect Message Locks	36
Allow Upload on Locked Templates.....	36
Emergency Messaging Access	36
Notify User via Email	37
Players	38
Registering a Player Manually.....	38
Registering a Player Automatically	38
Editing a Player.....	38
Associating a Player to a Group	38
Controlling Multiple Frames on a Player.....	38
Templates	40
Creating a Template	40
Editing a Template.....	40
Background Images / Flash files	40
Template Locks	40
Libraries.....	43
Creating a Library	43
Editing a Library	43
Adding and Removing Assets from a Library	43
Sharing a Library with a Group	43
Settings.....	44
Interface Overview.....	44
Look and Feel & White Labeling	44
Application Name	44
Logo.....	45
Splash Image.....	45
Banner	45
Color Scheme.....	45
Hostname	45
Custom Fonts	45
Network Settings	46
Automatically approve content	46
Max Message Duration.....	46

Default Message Duration	46
Default Message Start Time	47
Default Message End Time	47
Default Customer.....	47
Enable Landing Page	47
Week Number Options	47
Contact Emails	47
Loop View Settings	47
Enable percentage view	47
Enable program view.....	48
Show subloop options	48
Enable master loop view	48
Prompt to save changes.....	48
Show slim loop control panel.....	48
Emergency Messaging Settings	48
Default Duration in Minutes	49
Warning Email in Minutes.....	49
Emergency Messaging URL.....	49
Emergency Messaging Activation Report	49
Media.....	50
Video	50
Flash	50
Images	51
Text	51

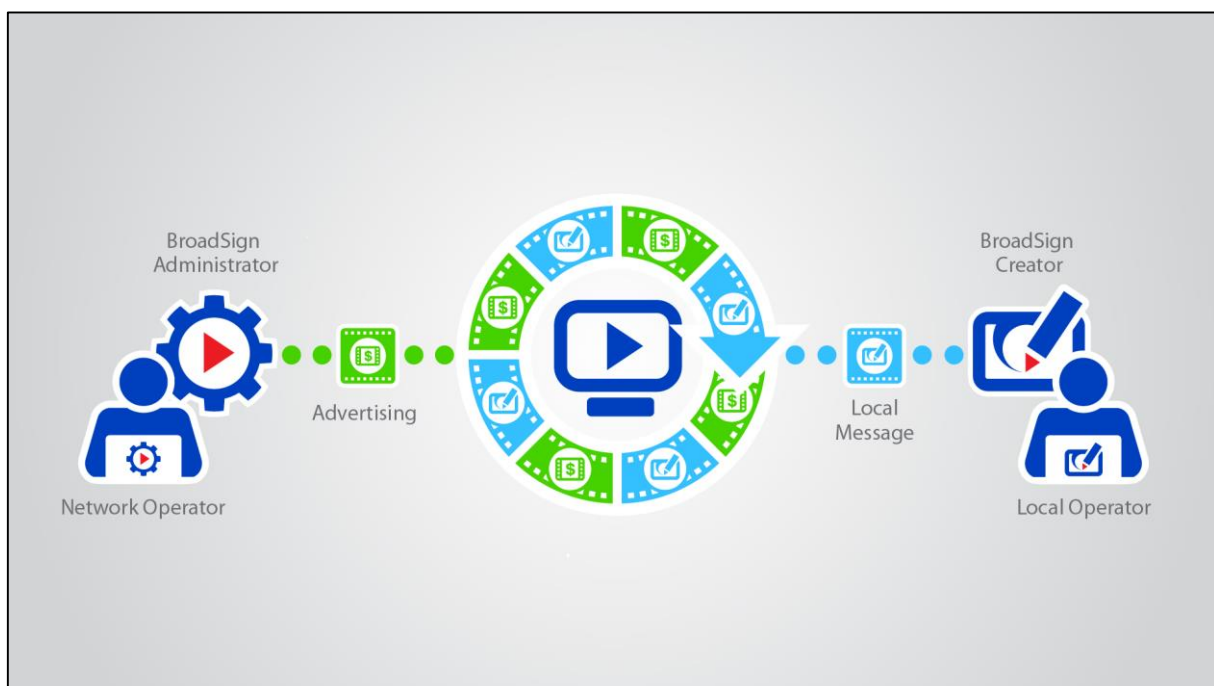
Overview

BroadSign Creator is a web-based content creation and administration tool that allows digital signage network operators to manage their operational network needs.

BroadSign Creator can complement an existing network you manage

As a digital signage network grows in size, it is often accompanied by increasing demand from local store managers or venue owners to directly control some of the content that appears on their screens. Often these requests are in the form of a special promotion, a custom menu board or a personalized greeting message. As the network grows in size, managing all these requests centrally can be time consuming and expensive.

BroadSign Creator alleviates the workload associated with hyper-localized messages on your digital signage network. BroadSign Creator provides a simple solution that not only augments the value proposition of your network, but reduces your management costs while keeping all the advanced controls in the hands of the network operator. Here is a diagram of how BroadSign Creator works.



Whereas the Network Operator uses the BroadSign Administrator to maintain centralized control of the content of the BroadSign Player's loop, a number of spots in the loop can be assigned to the Local Operator to manage via the web through BroadSign Creator.

User Roles

There are three principal roles for Users in BroadSign Creator: Network Operator, Local Administrator and Local Operator. While the Local Operator is not required to have any technical knowledge, the Network Operator is assumed to possess at least a basic understanding of computer networking, digital signage and the BroadSign Suite.

The Network Operator administers the resources for the Local Operator controlling what they can see, edit and display. The Local Operator is limited to building his or her message loops from the assigned Templates and Libraries, determining their relative order, and assigning Players to Loops. The Local Administrator user is similar to a Local Operator, with the additional capability of creating sub-users and sub-groups as well as approve messages.

Intended Audience

This manual is aimed at the network operator that manages the digital signage network. Knowledge of the BroadSign Administrator and basic scheduling workflow is assumed. If you are a BroadSign Managed Services customer, the BroadSign Administrator tasks can be performed for you upon request.

Getting Started

BroadSign Creator requires a valid Network Operator user provided by the System Administrator. This login information will be provided to you by BroadSign support when you sign up for BroadSign Creator.

Supported Browsers

BroadSign Creator is officially supports the following browsers:

- Internet Explorer 8, 9, 10 and 11
- Firefox 3.6 and above (Windows only)
- Google Chrome

To ensure you get the best Creator experience possible, always use a supported browser.

Logging In

The Login screen for Creator prompts the user to provide two credentials:

- Email address
- Password

The email address should be the one provided in the request for the user to be created. The associated password should have been sent to the same email address. Depending on the User's role (Network Operator, Local Operator or Local Administrator), a different interface will be presented.

Forgotten Password

If a password is forgotten, a link is provided at the login screen that will initiate the process of resetting your password by sending a password reset link via email to the given email address. Clicking on the link will take you to a page where you can reset your password. For security reasons, the password reset link is only active for one hour after the request.

Home Page

When logging into the Creator the Home page is initially displayed to give quick access to common tasks and an over view of any messages awaiting approval or active emergency messages on the network. It can be accessed at any time after log in by clicking the Logo on the top left of the Creator. Links are divided into three sections.

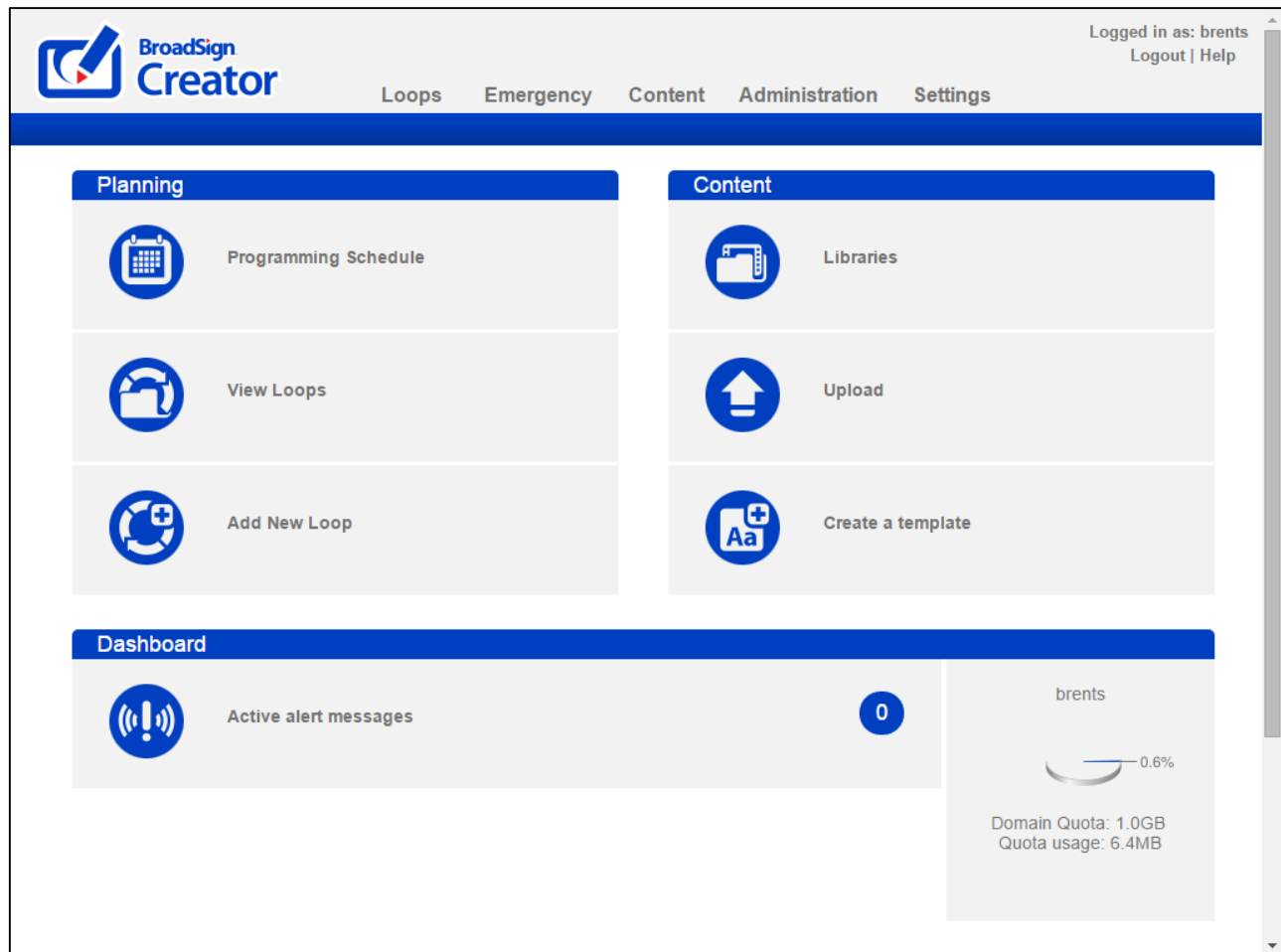
Planning allows quick access to view existing loops and to add new loops

Content allows quick access to existing libraries of content, to upload new content or to create a template

for your users to access later.

Dashboard provides information on active emergency messages, messages awaiting approval and the current use of disk quota for the domain.

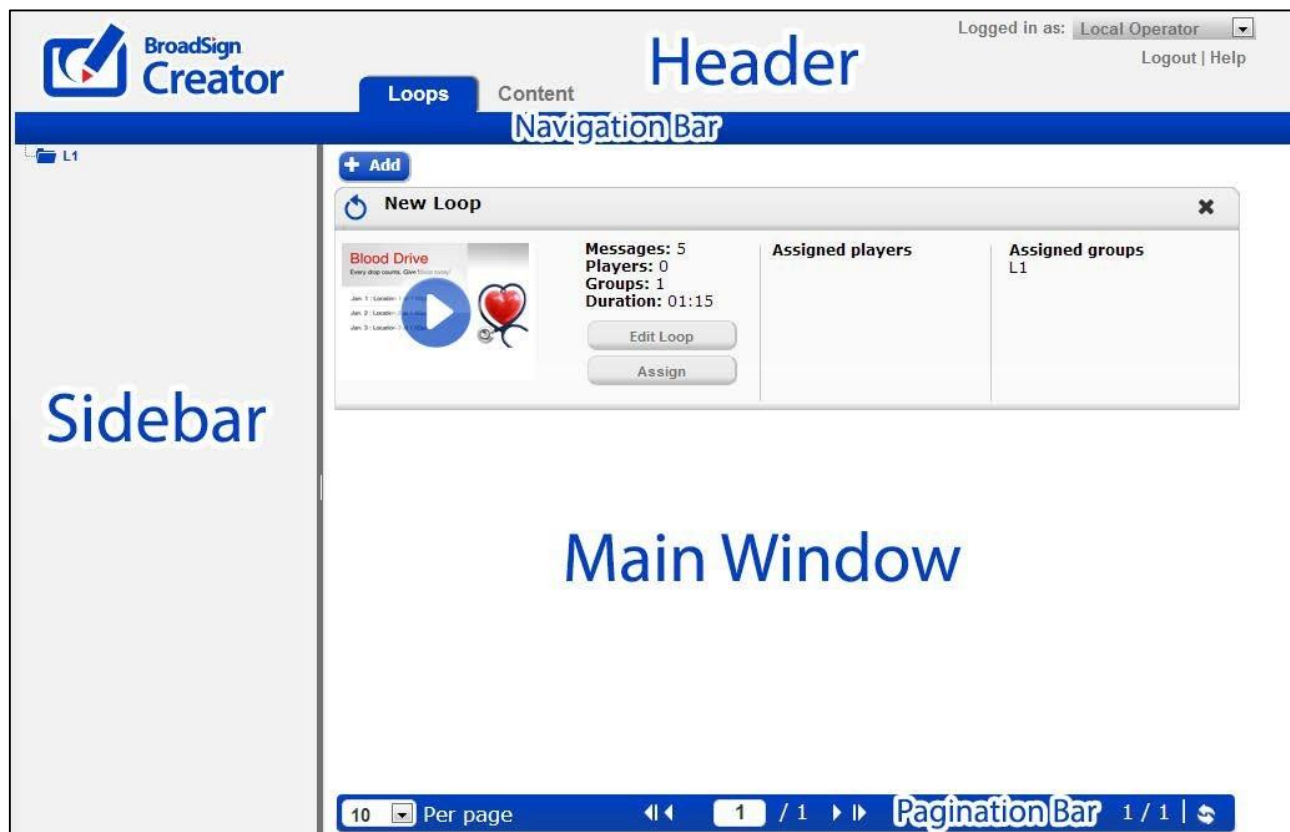
Depending on the users access not all sections of the home page will be available. The home page can be activated or disabled for the domain if desired in the Settings > Network Settings section. The “Enable Landing Page” option controls whether or not users will be given access.



Interface Elements

Upon logging in, the interface presented is divided into five main sections:

- The Header
- The Navigation Bar
- The Sidebar
- The Main Window
- The Pagination Bar



Header

The Header contains a logo, the application name, the name of the user currently logged in and a links to log out of the system and access the help files. If additional languages are installed on your domain, you can select your preferred language from the drop- down that will appear in the top-right section of the header. Your preferred language setting will be retained.



Navigation Bar

The Navigation Bar lists the main sections available to you based on your user's permissions. Each item is clickable and will display the respective information for that section. Refer to each tab's respective documentation for more details.

Sidebar

The sidebar is the area where the group hierarchy is presented, if you are a user with access to multiple groups. When editing a loop's contents, the sidebar display all the messages in that loop, along with options for adding and reordering messages.

Main Window

The Main Window is the primary area where information is displayed such as loops, resources, etc.

Pagination Bar

The pagination bar allows for navigation between multiple pages of items. You can change the amount of resources to display on one page.

Action Bar

The Action Bar will appear at the bottom of the page while editing loops. It allows quick access to preview the loop, view the master loop in the case of sub loops, the zoom level for program view and the date filter for expanded view. Different actions will be available depending on the context of the current screen.

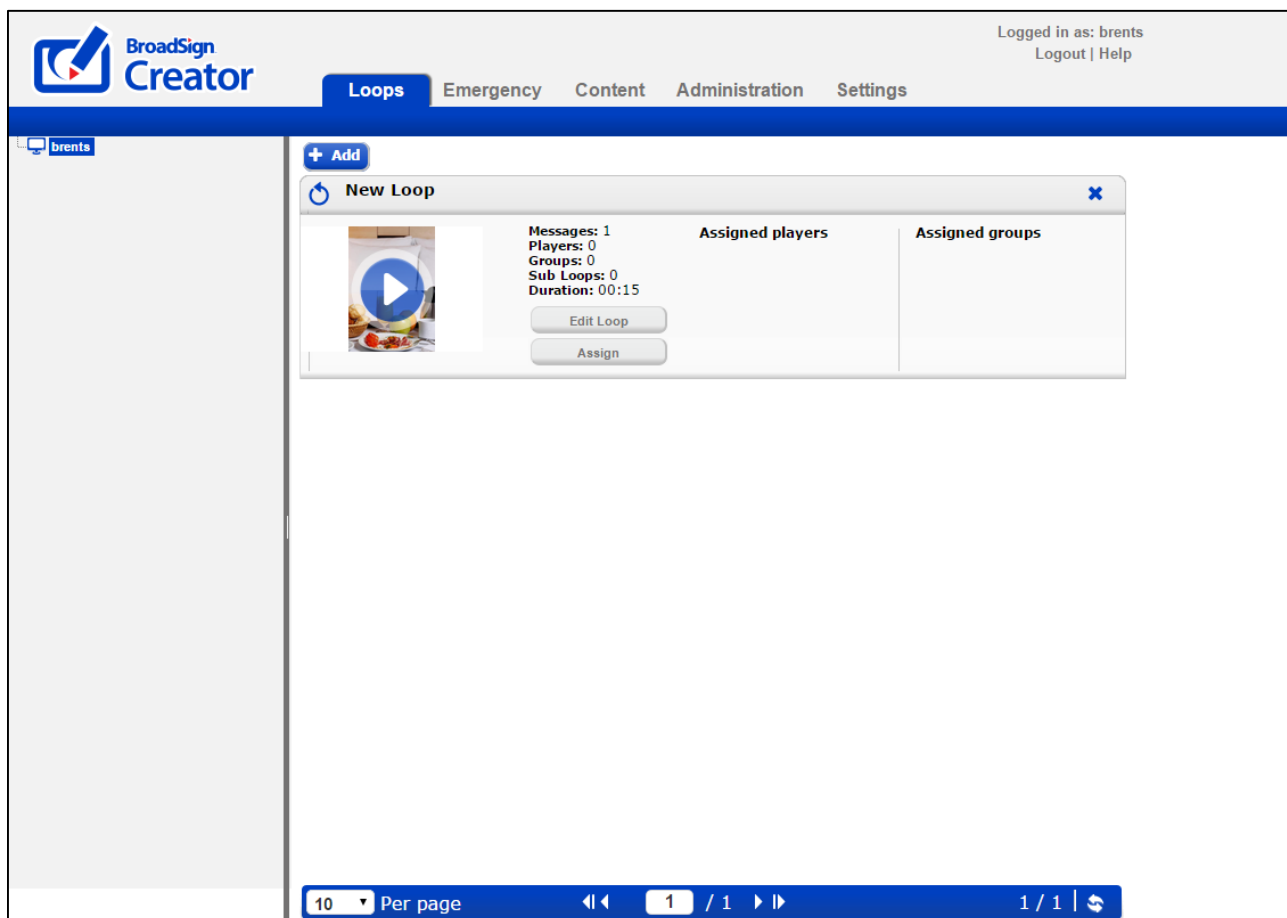


Loops

The Loops section is the primary interface that allows you to add messages and videos, re-order you loops and assign players to Loops.

Interface

Here you can manipulate your message loops and assign players to loops.



All your message loops are presented on this page. Clicking the play button will allow you to preview the message loop. Clicking “Edit Loop” will allow you to change the loop’s contents. Clicking “Assign” will allow you to assign players and/or groups to this loop.

Adding a New Loop

You can add a new loop by clicking the “+ Add” button on the loops page.

Deleting a Loop

You can delete a loop by clicking the “X” next to the loop name on the loops page.

Assigning Players to Loops

In order for a player to start to display the loop’s content on-screen, the player must be assigned to loop. To do this, simply click the “Assign” button next to the loop and select the player(s) from the hierarchy. The player will now appear in the “Assigned Players” column.

Assigning Groups to Loops

Your digital signage network operator may have created groups for you to simplify player management. A group is simply a collection of players. Groups are assigned to loops in the same way as players, thus allowing you manipulate several players at once.

Preview

You can view the complete message loop for a Player by clicking on the preview icon image. Previewing a player will open a new window and show each message that the player will display in full size. You can cycle between the messages by using the navigation buttons at the top of the page.

Note: Due to differences between the browser you use to preview the Player and the browser installed on the Player that will display the messages, messages in preview mode may not appear exactly as they will on-screen. Videos are previewed in low resolution but will appear in full resolution on the Player.

Viewing and Editing a Loop

By clicking the “Edit Loop” button next to a loop, you can view and manipulate the messages within it using the loop editor.

The loop can be viewed in multiple ways. You can configure the appearance of your Loop View by going to **Settings > Loop View Settings**.

For this document, we have enabled the following loop view settings:



By clicking the “Edit Loop” button next to a loop, you can view and manipulate the messages within it using the loop editor. For more information, see **Interface Overview**.

Rename

A Loop can be renamed: click the Rename button in the side bar, and edit the original name.

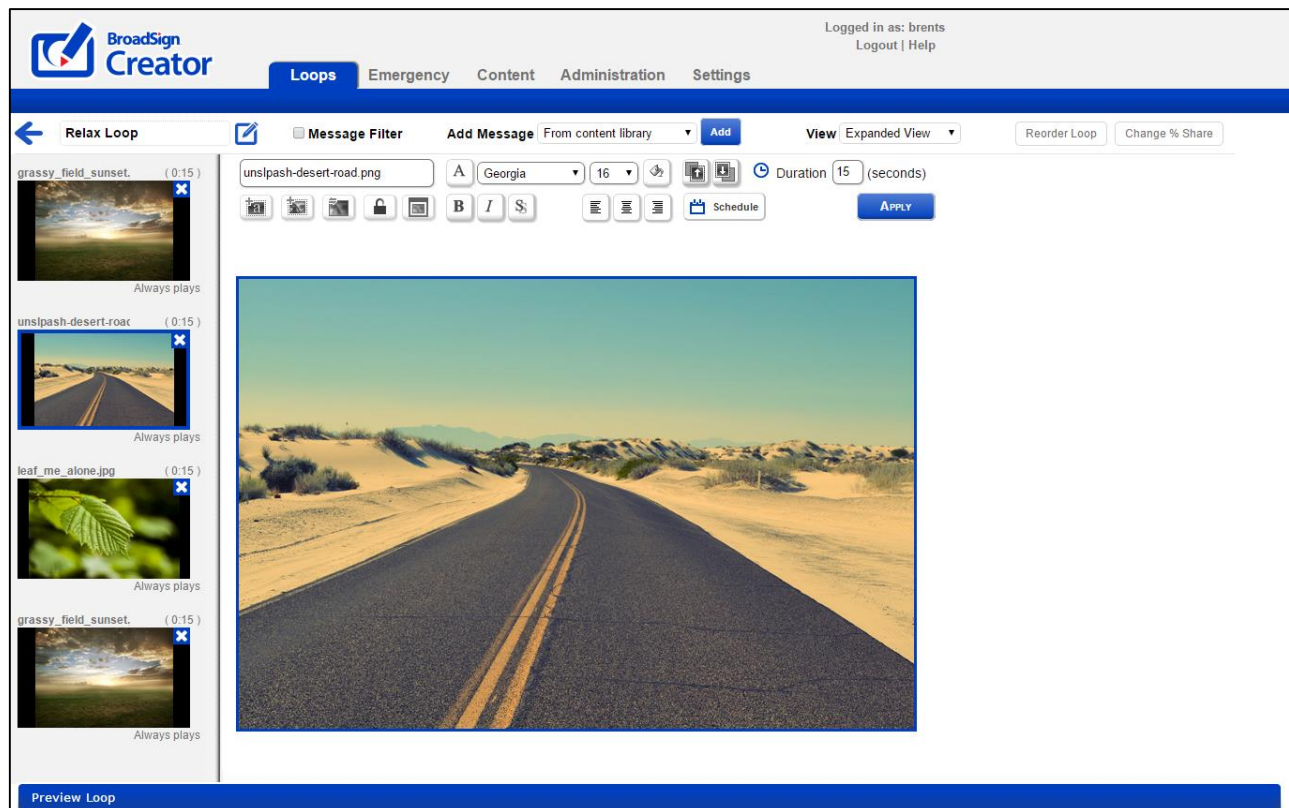
Add Message

Clicking on a message in the sidebar will allow you to edit it. The rename button allows you to rename your entire loop. The “Add message” button allows you to choose from multiple options:

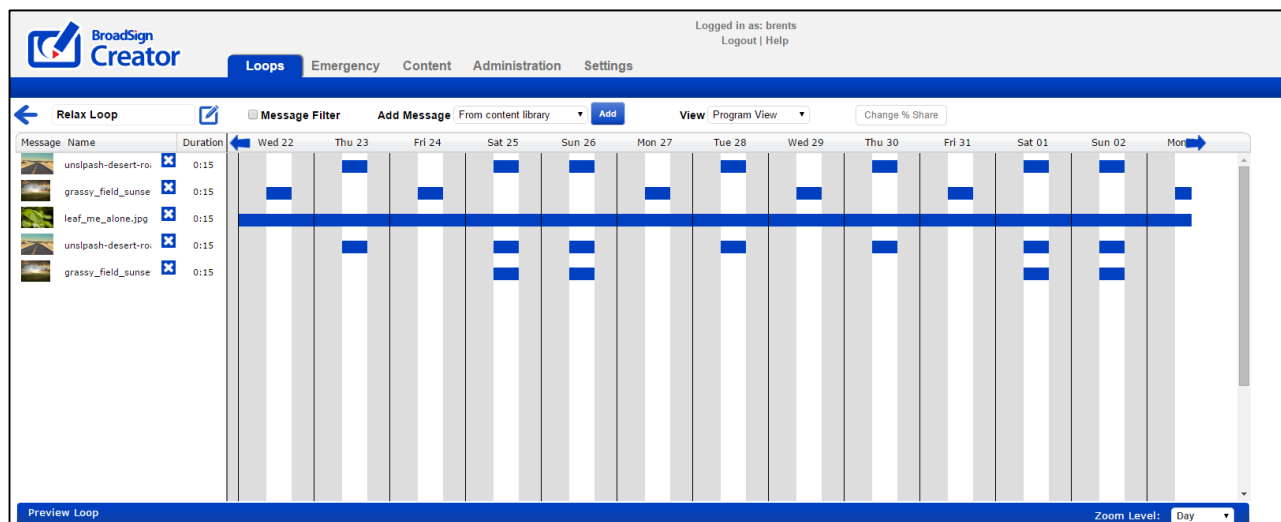
- **From content library:** Select existing content from your library.
- **Upload content:** Upload new content directly from your computer.
- **From a template:** Create a message based on an existing template.
- **Copy from another loop :** Copy existing messages from another loop.
- **Add a subloop:** Add a loop of content to an existing loop.

Manage Loop

The “**Expanded view**” appears as below and shows the loop in an ordered sidebar on the left of the screen. It can be scrolled up or down and messages can be dragged and dropped to reorder them. Clicking on any message in the side bar will bring up the editor for the message on the right.



The “**Program View**” appears as below and allows easy reference for loops that have messages with more complicated schedules. Messages will appear in the Program View as of the day that you create them.



The “**Change % Share**” allows you to assign specific portions of the loop to specific messages or sub loops within the playlist. This can be useful if you want certain messages to play at a higher frequency than others.

The “**Reorder Loop**” option allows easier reordering of the loop when the amount of messages becomes impractical for the side bar only.

Deleting a Message or Video

You can delete a message at any time by clicking the X icon displayed next to the messages.

Message Filter

Each loop by default contains all of the messages for the assigned players for all date ranges. In order to view a specific date range the view can be filtered using the Message Filter. The Message filter is accessible from the action bar in the Expanded View and Program View.

Message Filter

Select loop to view

Relax Loop ▾

☐ Hide unapproved messages

☐ Hide messages outside of date range

☐ Apply date range as schedule for new messages

Start Date 2015-07-15

End Date 2015-08-11

Start Time 9:00

End Time 17:00

Jul 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

From the message filter it is possible to switch the loop that you are currently viewing. It is also possible to hide unapproved messages from view and messages outside of the given date range in the calendar. With this approach it is possible for example to manage a “January playlist” and a “February playlist” within the one player loop.

The option to “Apply date range as schedule for new messages” will automatically add any date settings to new messages. In this fashion when adding a new message it is possible to ensure that it is only

added to the current date range.

The calendar widget on the right is also interactive. Users can select the start and end date by clicking on the calendar or the week number (if activated on the domain).

Master Loop View

If activated on the user account, it is possible to view the master loop from the top level, down to the sub-loop level.

Since sub loops can be nested in multiple loops, when a user selects the option they will need to choose which master loop they wish to view from the available list. If a sub loop is only in one master loop the user will be provided with that master view by default.

In order for the option to be visible the user must have the correct privileges and the master loop must have players assigned. If any of these requirements are not met the user will not be able to see the View Master option in their action bar.

The Master Loop View will show the loop horizontally and will display the contents of each sub loop vertically. This allows sub loop users the ability to see what else will be playing in the Creator loop without giving them access to edit or change other users content.



Messages

The message editor allows you to create and edit messages using text, image, flash and video elements.

Message Editor

You can summon the message editor by clicking on an existing message in a loop in order to edit it. The message editor is comprised of a main message window and a message toolbar.

Message Window

The message window is the large area beneath the toolbar to the right of the sidebar. This area allows you to click on various layers to resize them, move them and delete them.

Message Toolbar

The toolbar presents the controls available for editing messages. Not all controls are available for all message types.



The top row of controls (from left to right) are:

Message name: Messages can be named arbitrarily.

Text Color: While a text layer is selected in the message window, this control will allow you to change the text foreground color and opacity.

Text Font: While a text layer is selected in the message window, this control will allow you to change the text's font.

Text Size: While a text layer is selected in the message window, this control will allow you to change the size of the text.

Text Background Color: While a text layer is selected in the message window, this control will allow you to change the background color of the text layer.

Bring layer forward: While a non-video layer is selected in the message window, this control will allow you move the layer "forward," one layer at a time, so that it is not overlapped by other layers.

Push layer backward: While a non-video layer is selected in the message window, this control will allow you move the layer "backward," one layer at a time, so that it does not overlap other layers.

Duration: Here you can specify the duration in seconds that you wish to display the message for. Please note that if the message contains video, the duration is automatically set to the duration of the video and cannot be changed.

The bottom row of controls (from left to right) are:

Add Text: Click this button in order to insert a new text layer. The new text layer will appear on the message with the default text "INSERTED TEXT". You can then move it, resize it and of course, change the text and color.

Add Media: Click this button in order to insert a new media layer. Media layers can be anything that is in your content library (i.e. images, flash or video content). You will be prompted to select an item from your content library to insert.

***Note:** Only 1 video layer can be added to a message. When it is added, the message duration automatically becomes the video's duration. For playback performance reasons, it is not possible to place other layers on top of video layers.*

Swap Background: Click this button in order to change the background of the current message. Only Images or Flash files can be used as backgrounds.

Set Locks: If your domain has been set up with lockable templates, this button will be shown and you will have the ability to lock the properties of a message and its individual components. Properties which are locked cannot be changed by a local operator whose account has been configured to respect message locks.

Bold: While a text layer is selected in the message window, this control will allow you to toggle the bold setting for the text in the layer.

Italic: While a text layer is selected in the message window, this control will allow you to toggle the italic setting for the text in the layer.

Drop Shadow: While a text layer is selected in the message window, this control will allow you to toggle the drop shadow setting for the text in the layer.

Left Align: While a text layer is selected in the message window, this control will allow you to set the text alignment to left.

Center Align: While a text layer is selected in the message window, this control will allow you to set the text alignment to center.

Right Align: While a text layer is selected in the message window, this control will allow you to set the text alignment to right.

Schedule: You can define a custom schedule for this message. More on scheduling below.

Apply: When you are done making changes to a message, you must click apply in order for the changes to be saved.

Message Schedule

The screenshot shows a 'Schedule' dialog box with a blue header. It contains two radio buttons: 'Always Plays' and 'Custom Schedule'. The 'Custom Schedule' option is selected. Below it, there are four input fields: 'Start Date' (2015-07-22), 'End Date' (2015-08-05), 'Start Time' (9:00), and 'End Time' (17:00). Each field has a corresponding icon (calendar for dates, clock for times). Below the time fields, there are seven checkboxes for the days of the week: Mon, Tue, Wed, Thu, Fri, Sat, and Sun. All checkboxes are checked. At the bottom right, there are 'Cancel' and 'Save' buttons.

You can define a custom playback schedule by clicking the schedule button in the message toolbar.

By default, messages will always play. To change this behavior, click the “Custom Schedule” radio button. This will enable the schedule controls. You can define a start/end date as well as an start/end time. You can also use the checkboxes below to indicate if the message should only play on certain days of the week.

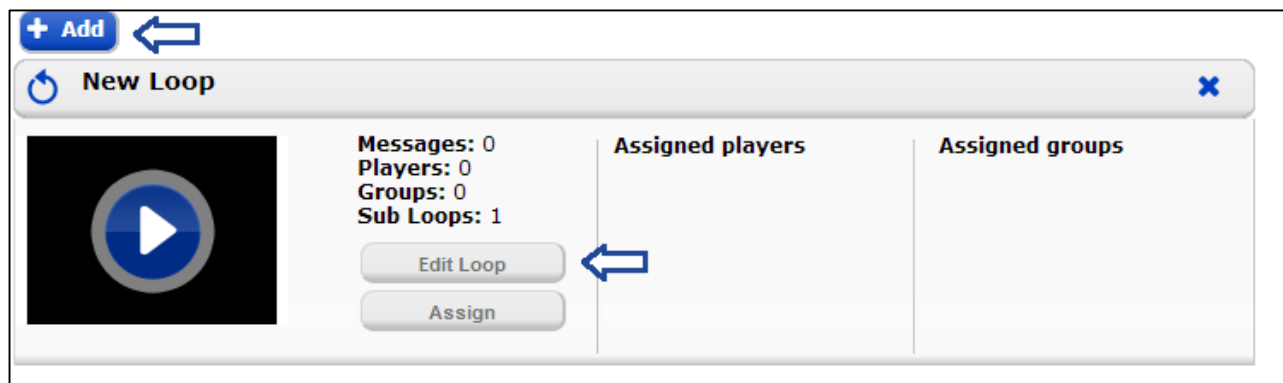
Note: A message will play between the defined start and end times on every day that matches the day-of-week mask from the start date to the end date inclusively. Time format is 24h.

Sub loops

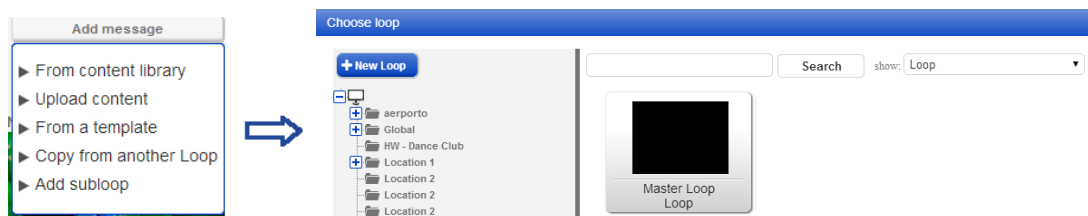
Sub loops allow a network operator to assign scheduling rights to a third party for a particular slot within the creator loop. This allows many users to make use of a digital screen at once without interfering with each other. To use this feature it must first be enabled on your creator domain, if you do not see sub loops as an option please contact your account representative.

To make use of sub loops correctly you must first set up a group with the end user (or users) and provide access to the desired content libraries. The grouping structure is what allows the user to be contained within your configured settings. Each user that will control a different part of the loop should be given their own folder.

Once the groups are set up, adding a sub loop to the main loop can proceed. Select an existing loop, or add a new regular loop from the loops page.



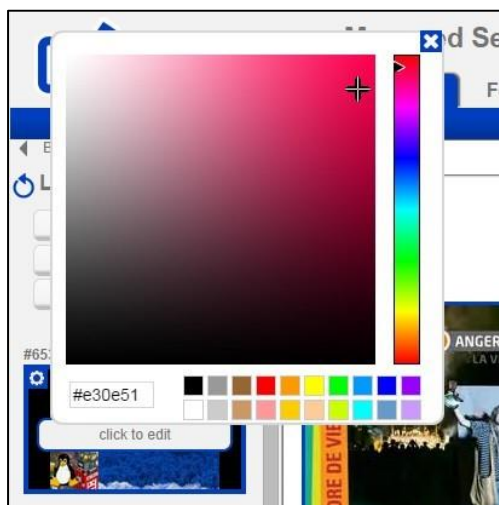
Once in the loop view, hovering above the Add message option will show the “Add Sub loop” option. Selecting this will bring up a page that allows you to either select an existing loop or create a new one. The folder that you select the loop from or create a new loop in will decide who has access to that loop. Whichever users have access to the folder you select will be able to edit the sub loop.



Once a sub loop is added to a main loop, it can be managed by the users in the same folder as the loop. While they are editing the loop, their view will remain as though they are editing a regular playlist. For the Network operator controlling the main loop, they will be able to see the sub loops that have been added and also edit them if desired. When looking at a loop containing a sub loop, an edit button is available to jump into the sub loop.

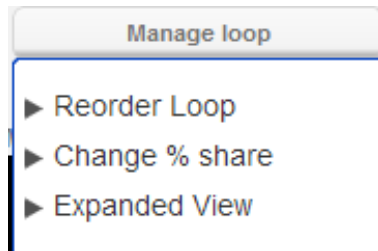


Sub loops can also be color coded for easier reference. To change the color code of a sub loop click on the icon on the top left of the sub loop thumbnail. You can then select from a predefined pallet or use the color swatch. The selected color will highlight messages in the Expanded view and the schedule bar color in the Program view.



Manage Loop

When messages and sub loops have been added to a loop, it is possible to then manage playback order and the share of the loop that each message will have.



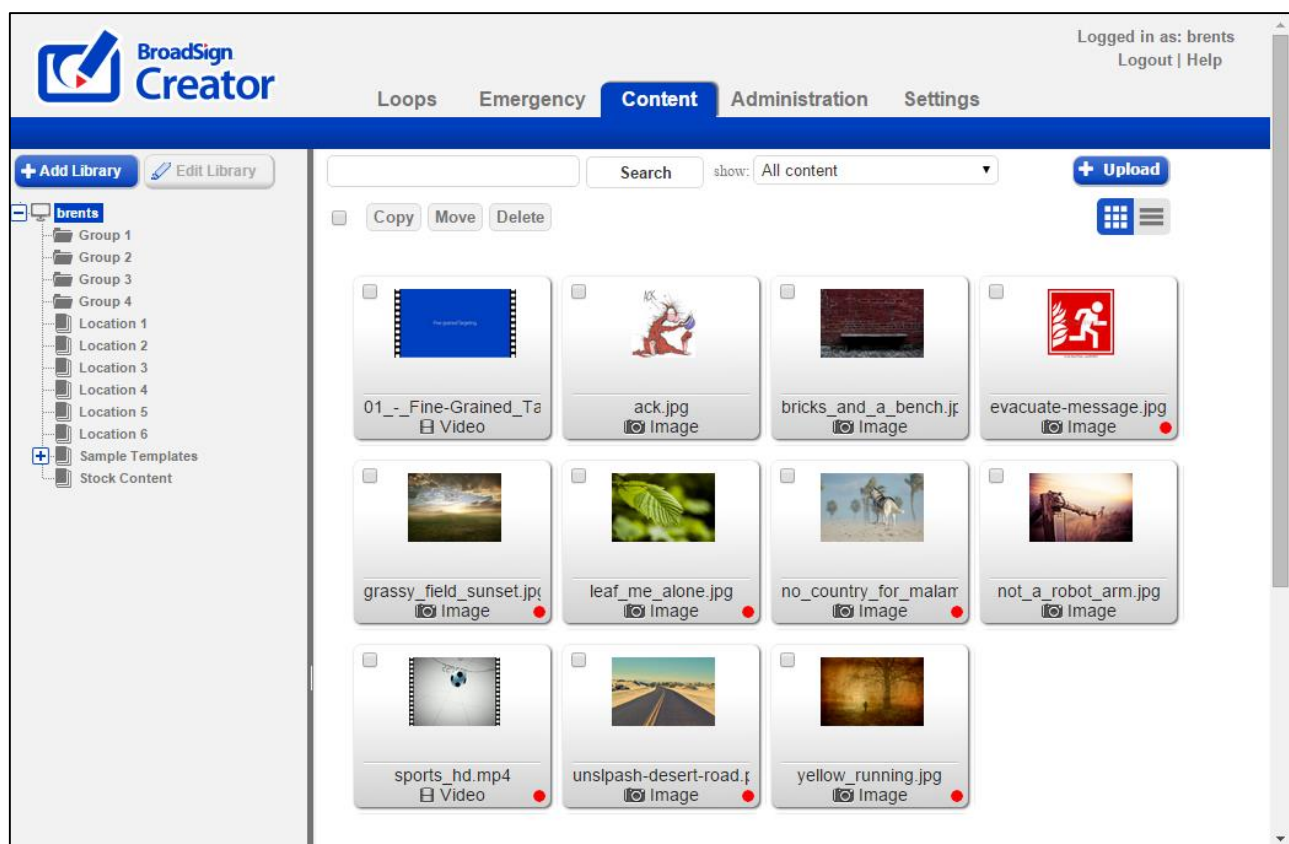
- **Reorder loop** – This brings up a grid view of the messages within the loop so it is possible to reorder the playback.
- **Change % Share** – This option allows you to assign a percentage of the play time to each message so that for example 50% of the loop is given to sub loop A, 25% given to message B and 25% to sub loop C.
- **Expanded view** – In order to meet the percentage settings certain messages may play more often, as with the case above where Subloop A would play twice as much as message B or Sub loop C. The expanded view allows you to reorder playback if there are multiple copies of one message.
- **Program View** – Detailed schedule view of the loop.

Content

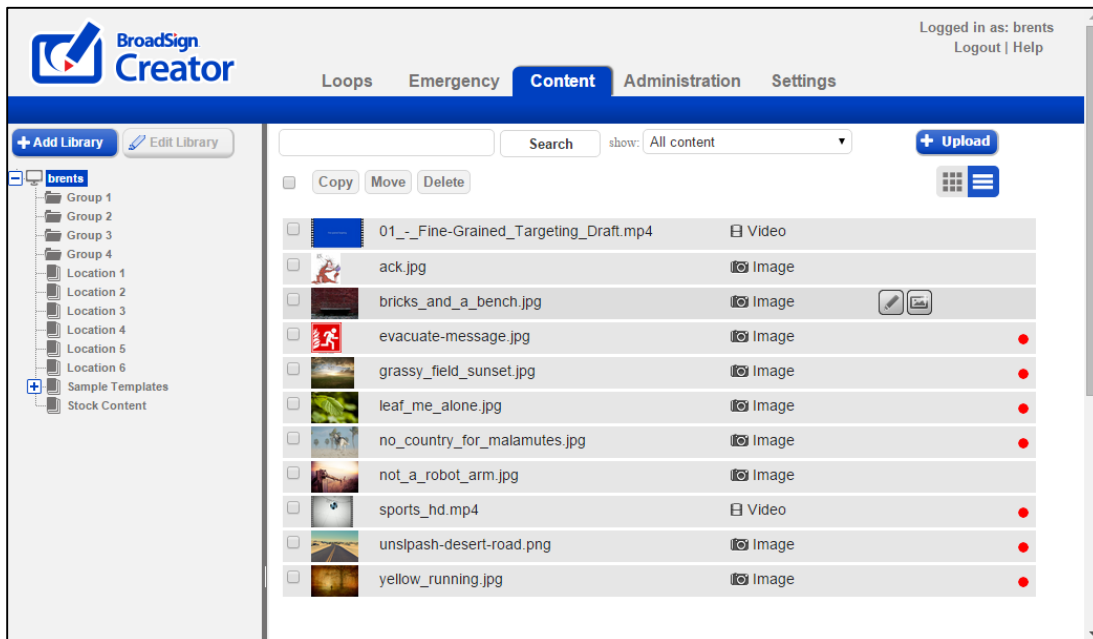
The Content tab is the central repository of your images, flash files, and video files.

Content Management Interface Overview

The content tab presents the following interface, in icon view:

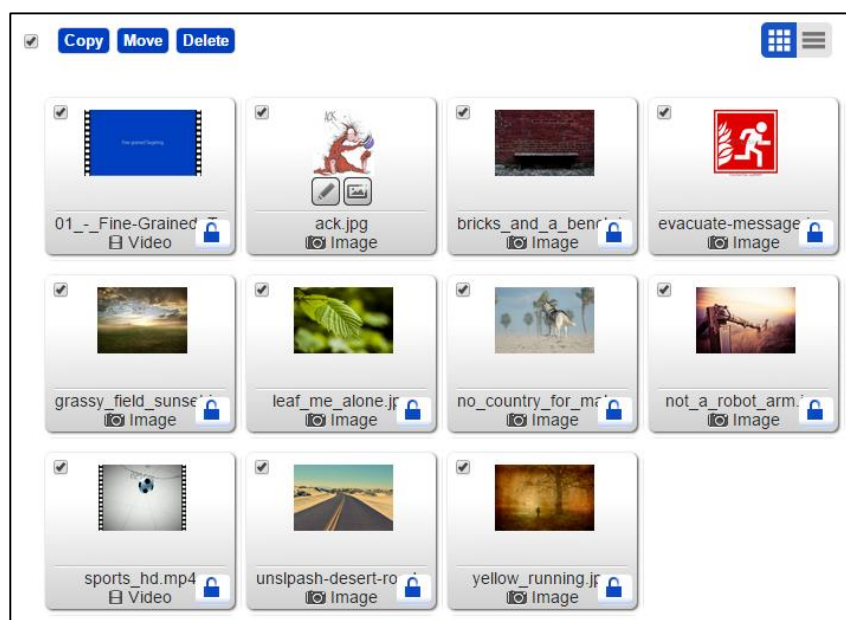


Here is the same page in list view:



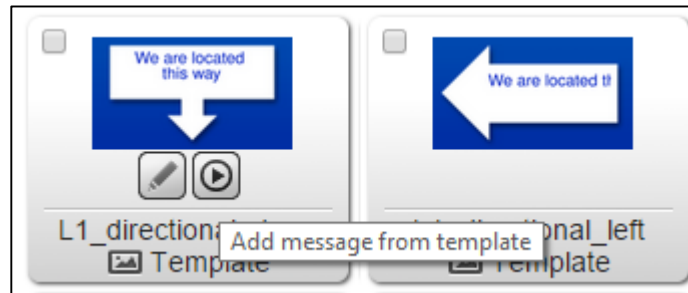
Note: In Program View or List View, you can select multiple pieces of content and move, copy or delete them.

In the sidebar, you can navigate through groups and libraries to see the content within them. You can search for content by name in the search box, as well as filter by content type. You can upload new content by clicking the upload button. You can select all items in a particular group at once, deselect as you want, then copy, move, or delete the selected content.

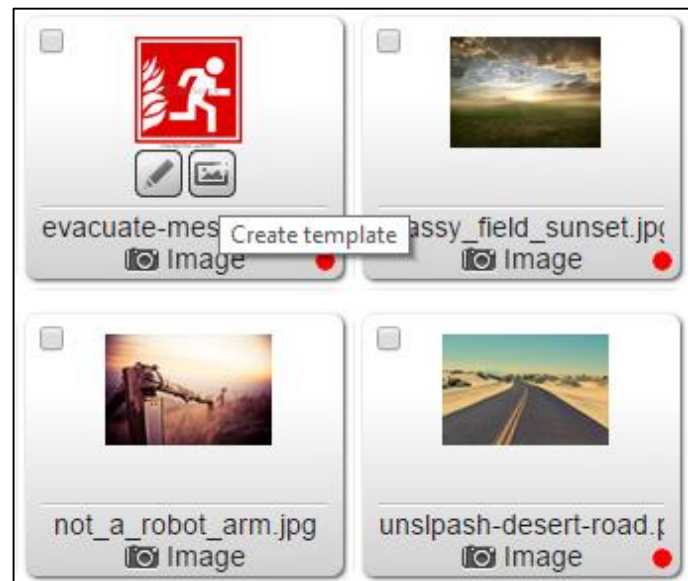


You can preview content by clicking on it.

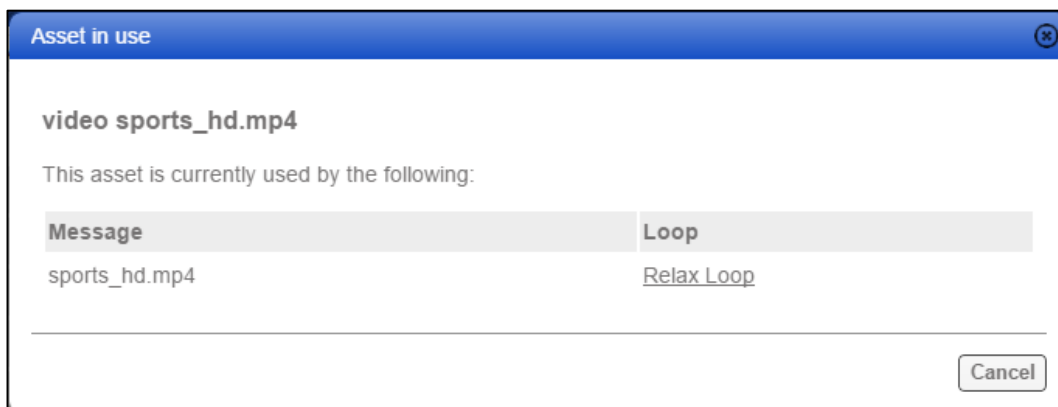
Hovering over a template will reveal icons for editing that template, and adding a message from it.



Hovering over a non-template content item will reveal icons for viewing/editing the content, and creating a template from it.



A red dot indicates that a content item is in an active loop. You can, for example, more easily delete or move unused content without affecting active assets. To see the active loops in which an asset is used, click the red dot. You can navigate to a loop with an active asset by clicking on the loop name.



Content Actions

When hovering over a content item, an expanded thumbnail will appear with some additional actions as follows, represented as icons:

View

This action is the default action when clicking on a thumbnail. It shows a preview of the content in a popup window. In this window, you can also change the content's name.

Edit

This action permits the user to change images, videos or templates.

Create template

This action will use the selected content as a template background and start the template creation process. This action is not available for videos or templates.

Add message from template

This action will add a user to create a new message from a template, and select its loop.

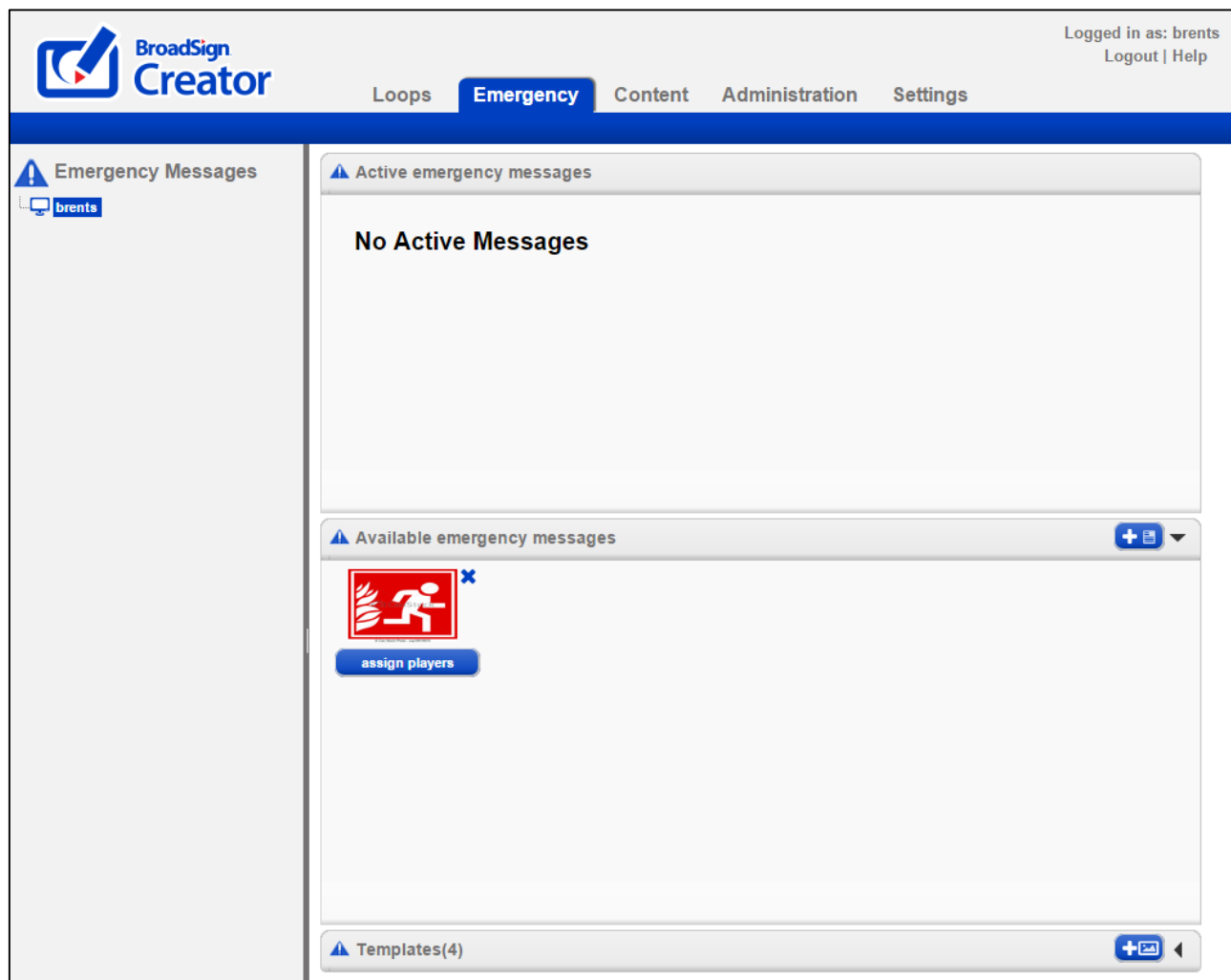
Libraries

Libraries are a way to group together similar content. For example, all Christmas content (back-grounds, templates, videos, etc.) can be organized into a library. Your network operator may have created some stock content libraries to share with you already. You can also create your own libraries by clicking the "Add Library" button in the sidebar, and you can remove empty libraries by using the "Delete Library" button.

Emergency Messages

The Emergency tab is used to schedule emergency messages that will appear within seconds on your player.

Emergency Message Interface



The emergency messages section presents the following interface:

In this interface, you can define new emergency templates, create and edit emergency messages and activate/deactivate emergency messages quickly.

Emergency Message Templates

Emergency message templates are used to pre-build certain types of emergency messages so that they can be disseminated quickly. For example, creating an emergency message template for a fire, flood or earthquake-type emergency.

To add an emergency message template, click on the “Add New Template” button on the top right of the Templates section. Select and appropriate background (image or flash) and give it a suitable name.

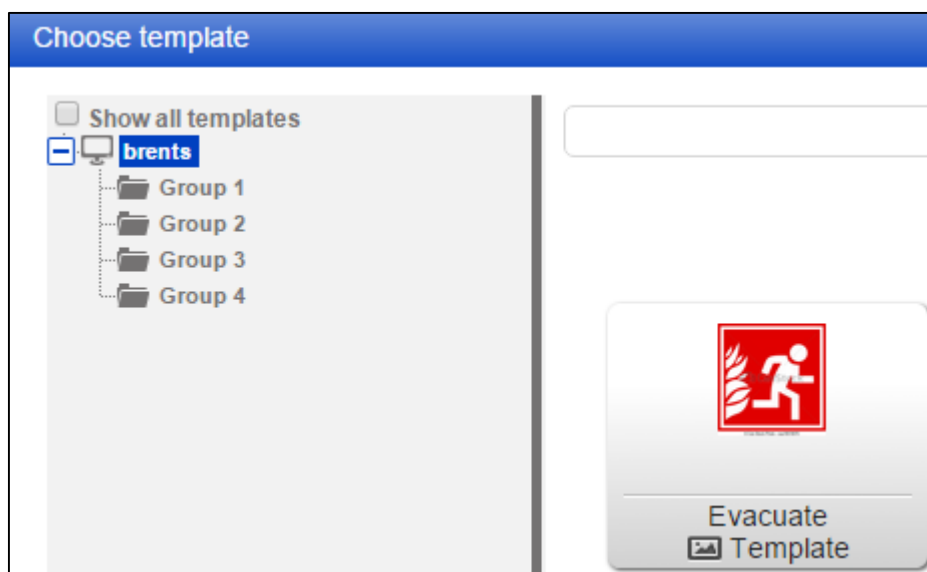
Building an Emergency Message

An emergency message is a specific instance of an emergency template. For example, the template might be a generic “Fire” background, whereas numerous messages are created using that template (“Fire in Building 1”, “Fire in cafeteria”, etc). Once you have created a template, you can then create an emergency message by clicking on the “Create new message” button at the top right of the “Available Emergency Messages” section. This will summon the message editor where you can add text, images and flash.

Tip: It is a good idea to pre-build a series of standard emergency messages so that they can be activated quickly without having to type any text or upload images.

Note: You cannot add videos to emergency messages. This is because they would take too long to download. You can however use flash as a background or media layer in an emergency message.

When you click on Create Message, in the top left corner, the “Show all templates” option displays as selected, by default. If you deselect this feature, a tree listing all of the groups appears. You can use this feature to organize your templates by group.



Activating an Emergency Message

To activate an emergency message, click on the “Assign Players” button beneath it. You will then be allowed to choose which Players the emergency message should be displayed on. Once you click Apply, the emergency message is active and the assigned players will display it within a few seconds. You can deactivate an active emergency message by clicking the “Deactivate” button beside it.

An active emergency message can be edited by clicking on it directly, which will summon the message editor. This is a convenient way to provide instant status updates in case of an active emergency.

Managing Emergency Message Access

Only network operators and users granted emergency message access can view or schedule emergency messages and templates. While network operators have access to all messages and content on the domain, local administrators and local users access is determined by their group membership.

Local users and administrators can only view and schedule messages that belong to groups above or below them in the hierarchy, but not to messages that belong to other branches of the network.

Approvals

Messages and videos added to loops by local operators can be screened via an optional approval process.

Overview

The video and message approval process is designed for Network Operators or Local Administrators who wish to give some control to Local Operators but also want to approve the videos and messages being posted. When this feature is activated, local operators can upload videos, create new messages and re-order their loops, however, new messages will remain in the “Pending Approval” state until a Network Operator or Local Administrator approves the message. At this point the message will go live and be displayed on the associated Players.

Note: Approvals apply only to Local Operator users. Messages and videos added by Network Operators and Local Administrators are automatically approved.

Enabling Approvals

By default, auto-approval is turned on in the “Settings” tab. This means that the approval process is bypassed and Local Operators can upload videos and create messages that will be immediately displayed by the associated Players. To enable approvals on your domain, click on the “Settings” tab in the navigation bar, uncheck the “Automatically Approve Content” option and click “Apply” to save your changes.

Approval Process

The approval process starts when a Local Operator either:

- Uploads a new video
- Creates a new message
- Edits an existing message

When any of these events occur, an email is sent to the contacts defined in the domain’s properties. The email has the following format:

This is an automated email from BroadSign Creator

John has submitted content for approval.

You can preview and approve content by logging in to BroadSign Creator and navigating to

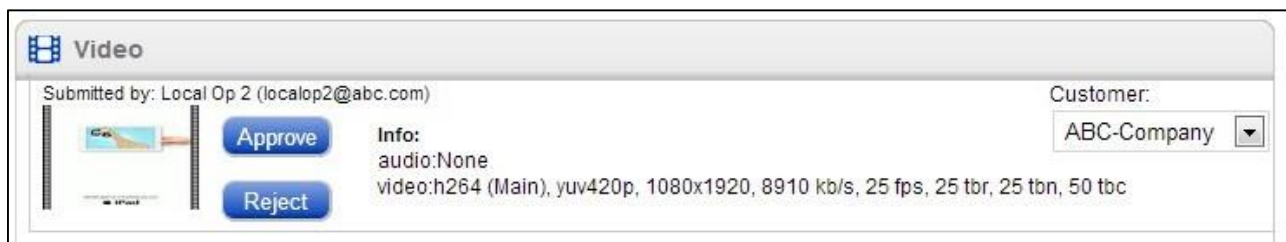
<https://creator.broadsign.com/domain/approvals/>

Once approved, content will automatically begin playing on assigned players.

Thank you for using BroadSign Creator

Please do not reply to this email as this mailbox is not monitored.

By following the instructions in the email, the Network Operator must then log in to Creator and consult the Approvals Page. On the top section of the approvals page, all the videos uploaded by Local Operators are presented for approval. In the lower section, all the messages created or edited by Local Operators are presented for approval.



From this interface, videos can be downloaded by clicking on them, approved or rejected. Messages can be previewed, approved or rejected. When a video is approved, you have the option of selecting which customer in the BroadSign Administrator the video will be uploaded into.

Note: There is no low-resolution preview available for videos in the approvals interface. This is done intentionally because the in-browser preview is just a simulation and is not representative of the playback characteristics of the video in the BroadSign Player.

Important: Before approving a video, it is imperative to download it to your computer by clicking on the video and saving the file. The video file should then be played back in the BroadSign AV Player to ensure acceptable performance and compatibility of audio and video codecs.

Email Notifications

If a message or video is rejected, the Local Operator will receive the following email.

This is an automated email from BroadSign Creator

Content you have submitted has been denied approval. You can resubmit content by navigating to:
<https://creator.broadsign.com>

Thank you for using BroadSign Creator

Please do not reply to this email as this mailbox is not monitored.

If the video or message is approved, the Local Operator will receive the following email:

This is an automated email from BroadSign Creator

Content you have submitted has received approval. You can preview your content by navigating to:
<https://creator.broadsign.com>

Thank you for using BroadSign Creator

Please do not reply to this email as this mailbox is not monitored.

Pending Approval

While the Local Operator is waiting to have their content approved, the messages in the loop are marked as “Pending Approval”. Once approved, there is no further action that needs to be taken by the Local Operator in order for the messages to be displayed: they will automatically start to appear on-screen.



Groups

The Group is the cornerstone of [BroadSign Creator's](#) access control structure. As its name implies, it groups together the various resources that are managed from Creator and restricts which users have access to which resources.

Overview

A Group is the organizational unit that associates various resources with one another. The resources that can be grouped together are:

- Users
- Players
- Libraries
- Templates
- Other Groups

When a new group is created, it is empty and no resources are associated to it. Groups are used primarily to restrict what Local Operators can see and do.

Groups are optional. If no groups are defined, all resources are implicitly available to all users.

Creating a Group

To add a new Group, click the “Administration” tab in the main menu and then hover over the “Add+” button, and select “Group” from the dropdown.

You will then be prompted to supply a name for the group, select the destination (if it is a sub-group) and optionally specify an upload limit to restrict the size of uploads for users in that group.

Adding Resources to a Group

Users, Players, Libraries and Templates can all be added to a group. To add a resource to a group, click on the “Administration” tab and use the sidebar’s group tree to navigate to the desired group. The Main Window will display the resources already in that group. Hover over the “Add+” button, and select the type of resource you would like to add from the dropdown. Fill in the necessary fields and the resource will be created in that group.

Moving Resources between groups

To move a resource from one group to another, click on the “Administration” tab and use the sidebar’s group tree to navigate to the source group. The Main Window will display the resources already in that group. Click on the resource you would like to move and click “Edit”. In the dialog box that appears, you can move the resource by changing the “Belongs To” field.

Users

In order to use BroadSign Creator, each client will require a User with the Local Operator Role that is assigned to a group. That User will be able to build messages with the Libraries and Templates that are assigned to his group as well as any libraries shared with his group or parent group. That User will also be able to assign messages to Players that are associated to his group or any child groups. In other words, a User can be granted access to content from outside his groups but can only control the Players in their group and all sub-groups.

Templates

Templates represent the background images and default text and image layers that are available for Local Operators to use when building messages. For more information, please consult the Templates section.

Libraries

Libraries are a set of images available to the Local Operator that can be used as decorations, logos, products or any other desired purpose. These images are superimposed over the background image from the Template. For more information, please consult the Libraries section.

Sub-Groups

Sub-Groups can be added to other groups. These sub-groups allow for a hierarchy of Players to be built since each group has scheduling privileges to all Players in its own group and all Players in sub-groups further down the chain.

Example

Consider the following group structure:

- New York City
- Manhattan
- Broadway
- Times Square
- Brooklyn

The “New York City” Group has “Manhattan” and “Brooklyn” as sub-groups. “Manhattan” has “Broadway”

and “Times Square” as sub-groups.

- Local Operators in the “Broadway” group are able to schedule only to Players in the “Broadway” Group (but not “Times Square”). Messages can be built using all the Templates and Libraries shared with the “New York City”, “Manhattan” and “Broadway” groups.
- Local Operators in “Manhattan” are able to schedule to Players in “Manhattan”. “Broadway” and “Times Square” Players can also be scheduled to as contiguous Player Groups. Messages can be built using all the Templates and Libraries shared with the “New York City” and “Manhattan” groups or found in the Manhattan group and below.
- Local Operators in “New York City” are able to schedule to Players in “New York City”. “Manhattan” and “Brooklyn” players can also be scheduled to by assigning loops to those groups. Messages can be built using any content found in New York City and its children.

Users

The User resource controls access credentials and dictates which functions are available based on the User's role.

Access

There are three levels of User access: Network Operator, Local Administrator and Local Operator.

Network Operator

The Network Operator manages the domain's resource hierarchy and can associate, add and remove resources from Groups. The Network Operator is also responsible for registering players, defining templates and customizing the appearance of BroadSign Creator. Typically, this user role is fulfilled by the staff that is running the digital signage network.

Local Operator

The Local Operator manages only the Content, Messages and Loops that are scheduled to their associated Players. Typically, this user role is fulfilled by an unprivileged user who is on-site, such as a store clerk.

Local Administrator

The Local Administrator user is like a Local Operator, but can also approve messages, create sub-groups and create sub-users. Typically, this user role is fulfilled by an semi-privileged user who is on-site, such as a store manager who can control his own screens, but not the screens of other stores.

Creating a User

To add a new User, click on "Administration" in the Navigation Bar and navigate to the desired group in the group hierarchy. Hover over the "+ Add" button and select "User" from the drop-down.

Since email addresses are used as a login credential, they must be unique within the system. Duplicate entries will be rejected.

When creating a user, you are asked to supply the following information:

- A Name [required]
- An Email Address, which will also be used as login identification [required]
- The Group (or Groups) the User belongs to.
- The User Role (Network Operator, Local Administrator or Local Operator) [required]

- Whether the user can view Master Loops.
- Whether the user is bound by message locks (on domains which support that feature).
- Whether the user can upload content to locked templates.
- Emergency Messaging permissions (None, Restricted to Group, All Players)
- A default password [required]
- An email notification that will indicate the login URL and credentials.

Editing a User

To edit a user, click on the “Administrator” Tab in the navigation bar and navigate to the user’s group. Alternatively, you can search for the user using the search function. Click on the edit button to change a user’s properties. (Please note, email addresses must remain unique).

Password Change

To change or reset a User’s password, type the new password in the Reset Password text box and click Apply.

Can View Master Loop

This setting will allow users that are managing sub loops to view but not edit loops above them. This can be useful if multiple users are managing a screen and need visibility to what the other users are doing to avoid conflicts.

Respect Message Locks

A user with this flag set will not be able to edit features of messages that have been locked. If this flag is not set, the user will be able to edit any aspect of a message, regardless of whether or not that editing was enabled by the network operator. This option is used to enforce a particular look and feel for templates.

Allow Upload on Locked Templates

A user with this property enabled will be able to add content to locked templates; however, they will be unable to change the template’s original content. This feature is useful when a user wants to add a text message to a template, for example. This option is useful when the locked template is used as a guide rather than trying to enforce a look.

Emergency Messaging Access

Here you can specify a User’s emergency messaging permissions. Leave this option to “None” if you do not want the user to have access to the emergency messages section. Set this option to “Restricted to Group(s)” if you would like this user to be able to create emergency messages and activate them only on

the players that are assigned to him via group membership. Set this option to “All Players” if you would like this user to be able to create emergency messages and activate them across all Players in the domain regardless of group membership.

Notify User via Email

To send the user an email reminder of their access credentials and login information, check the “Notify User via Email” checkbox and click apply.

Players

Players represent the machines with the [BroadSign Player](#) software installed and are the same resource as used throughout the rest of the [BroadSign Suite](#).

Registering a Player Manually

If you know the BroadSign Resource Id of the Player you wish to register in Creator, you can create it manually.

To add a new Player, click on the “Administration” tab on the Navigation Bar and hover over the “+ Add” button to select “Player” from the drop-down menu. Supply a name for the player and pick which group it belongs to.

When entering a Player manually, make sure the BroadSign Resource Id is entered correctly.

Registering a Player Automatically

By virtue of scheduling the BroadSign Creator Ad Copy via the BroadSign Administrator, any BroadSign Player that attempts to play the file will automatically register itself in Creator. In this case, an email notification is sent out to the Domain’s contact emails indicating that a Player has registered and is waiting to be accepted. The BroadSign Player will silently skip over the HTML Ad Copy until the player is accepted and a Message Loop has been built by the local operator and assigned to it.

Unregistered players will appear in the root group of your domain and will be named with its BroadSign resource id followed by the term “Unregistered”. Click the edit button to change their properties.

Editing a Player

Navigate to the player using the group hierarchy in the sidebar or search for it by name. Click on the edit button to change the player properties.

Associating a Player to a Group

When a Player is associated to a Group, only the Users in that Group (or Groups with it as a Member) will be able to schedule Messages to the Player.

Controlling Multiple Frames on a Player

In order to simplify the Local Operator’s interface as much as possible, BroadSign Creator does not

support the concept of distinct Frames (or screen zones) as defined from the BroadSign Administrator. That is to say, if an individual Player is configured with a multi-frame layout, only one of its frames can be controlled by BroadSign Creator. If more than one frame is targeted, the same message loop will appear in those frames as well.

Templates

The [BroadSign Creator](#) uses Templates as backgrounds for the Messages that can be created by the Local Operator. Templates also serve a critical role in ensuring content is properly sized.

Creating a Template

To add a new Template, click on the “Content” tab in the Navigation bar and navigate to the background image or flash file you would like to use for the template and click “Create Tem-plate” from the actions available. This will summon the message editing interface for adding various text and media layers to the template.

Once done, click Apply to add the new Template.

Editing a Template

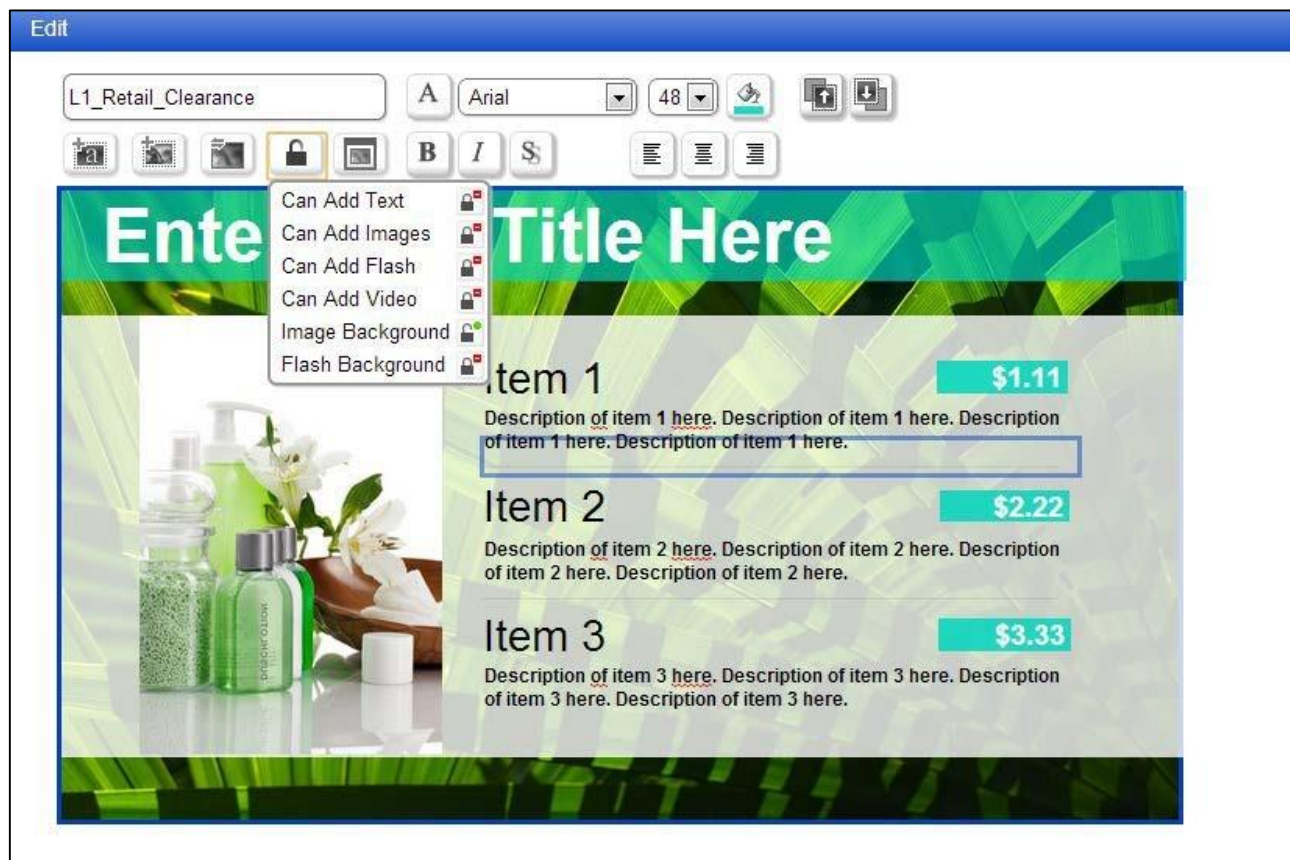
To edit a template, click on the “Content” tab in the Navigation bar and navigate to the template. You can also search to the template by name, or filter your view to only see template resources. Once located, you can edit it by simply clicking on it, making your changes, and clicking Apply.

Background Images / Flash files

The size of a template’s background image is extremely important. It is used as the basis of all relative sizing and positioning of text and image layers. A Template’s background image’s width and height should match exactly the size in pixels of the frame in which it will be played. A Template’s background image will never be scaled or stretched to fit its frame.

Template Locks

When template locking is enabled for your domain, the toolbar in the template editor will have a button with a “lock” icon. Clicking it will present you with items which can be locked.



A template property is locked if it has a closed lock icon with a red square, it is unlocked if the lock is open and has a green dot.

Note: In order to activate template locking for your creator domain, please issue a request to support@broadsign.com. Once activated, you will see the “Lock” icon appear when editing messages and templates.

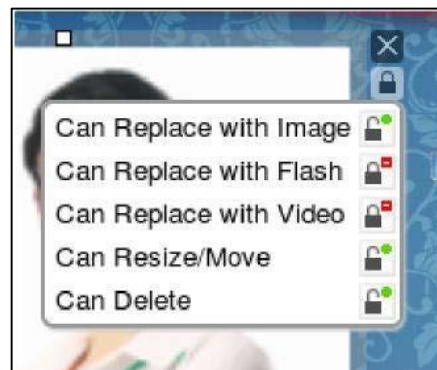
The following template properties can be locked:

- **Can add text** : If locked, the user can not add text layers
- **Can add images** : If locked, the user can not add image layers
- **Can add flash**: If locked, the user can not add flash layers
- **Can add video** : If locked, the user can not add video layers
- **Image background** : If unlocked, the user can swap the background for an image from the content library
- **Flash background** : If unlocked, the user can swap the background for a flash file from the content library

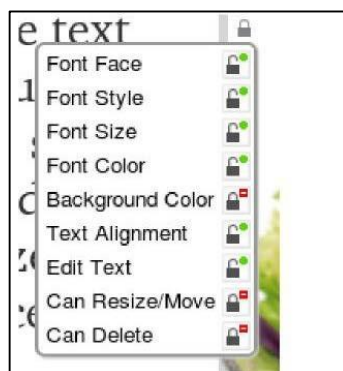
In addition to locks at the template, there are locks available for each layer.

A template property is locked if it has a closed lock icon with a red square, it is unlocked if the lock is open and has a green dot.

For media layers, the lock options are as seen in the example below. In this case, the user will be able to swap the image for another in the content library, and be able to resize, move, or delete the layer. He would not be able to replace the image with a flash file or video, however.



For text layers, the options are different, as seen below. In this case, the user may change the font, as well as the font style (bold or italic), its color, size, and alignment. The user, however, would not be able to resize, delete, or change the background color of the text layer in question.



Libraries

Libraries are organized collections of image, flash and video assets that can be reused and shared between users and messages.

Creating a Library

To add a new Library, click on “Administration” in the Navigation Bar and navigate to the desired group in the group hierarchy. Hover over the “+ Add” button and select “Library” from the dropdown..

Editing a Library

To edit a library, click on the “Administrator” Tab in the navigation bar and navigate to the library’s group. Alternatively, you can search for the library using the search function. Click on the edit button to change the library’s properties.

Adding and Removing Assets from a Library

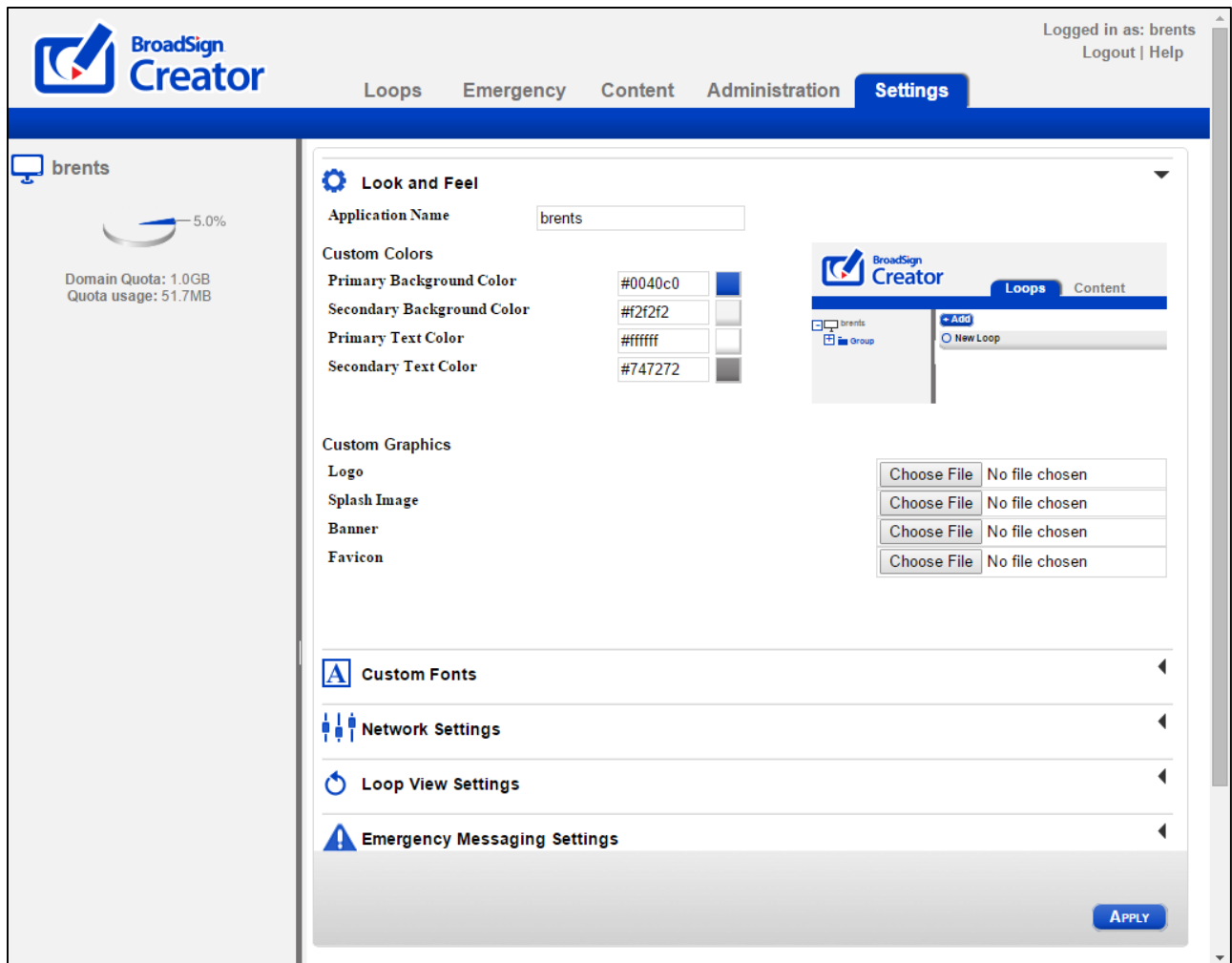
To add an asset to a Library, navigate to the content in the Content tab and use the “Move” action. When attempting to add numerous assets to a library, rather than move them one by one, it is preferable to navigate to the library in the content tab and upload all your assets directly into the library.

Sharing a Library with a Group

When a Library is associated to a Group, only the Users in that Group and its parents are able to access it. If you wish to allow users in a child group access to a library, you can do so by editing it from the administration page and ensuring the “Shared” checkbox is selected. If the “Shared” box is checked, you will be able to select the groups with which you would like to share the library, as well as how you would like the share to behave. You can choose to share only with the specifically selected groups, or with the selected groups and their children.

Settings

The Settings Tab allows you to configure the options that will apply to your entire Creator domain.



Interface Overview

The Domain section is presented as follows. Here you can configure various options for customizing the interface, adding administrative contact emails and setting other various options.

Look and Feel & White Labeling

BroadSign Creator can be customized in several ways to help you brand the application according to your business needs.

Application Name

support@broadsign.com



You can customize the name of your application if you wish. The application name, once specified, will replace the “BroadSign Creator” that is displayed on the top of each page. Additionally, any email notifications sent to your users will use your custom application name and not “BroadSign Creator”.

Logo

You can upload your own a custom logo that will appear on the top left of each page. This image can have a maximum size of 240 pixels wide by 66 pixels high. If either of those dimensions are exceeded, the logo image will be scaled down in such a way that the aspect ratio is preserved.

Splash Image

You can upload a custom splash image that will greet your users when they arrive at the login page. However, in order for the splash image to be seen before login, you will need to customize your application hostname as well.

Banner

You can upload a custom image that will appear in the page header beneath your logo. The recommended image size is 1024x151 pixels.

Color Scheme

By setting your own color palette, you can custom-tailor the look of BroadSign Creator to match your corporate color scheme. Simply clearing any custom color codes will restore the original application defaults. The color codes control the following elements:

Primary Background Color: Used for the page header section, form field header backgrounds and the Apply button.

Secondary Background Color: Used for the page background and sidebar headers. **Primary Text Color:** Used for all text in the page header and form field headers. **Secondary Text Color:** Used for the action text in the Loops page and sidebar text.

Hostname

The final step in completely white labeling your creator domain involves customizing the host-name under which the application is hosted. For example, you can provide your clients with an URL like <https://builder.mycompany.com> instead of <https://creator.broadsign.com>. In addition, all email notifications that are sent to your users will include only your custom hostname.

Note: Customizing your hostname is an administrative task with associated fees. Please issue a request to support@broadsign.com if you wish to customize your application hostname.

Custom Fonts

Here you can add custom fonts to be used in messages on your domain. Clicking on the add button will present you with a dialog for uploading your fonts. You will need two definition files for each font that you

wish to upload. One file in the .eot version of the file, and is used for displaying the font in Internet Explorer, as well as for playback on Windows based players. The other file can be either a .ttf or .woff file and is used for all other browsers and playback on Ubuntu players.

Network Settings



Network Settings	
Automatically approve content	<input checked="" type="checkbox"/>
Max Message Duration (seconds)	180
Default Message Duration (seconds)	15
Default Message Start Time	9:00
Default Message End Time	17:00
Default Location Code	
Default Customer	
Enable Landing Page	<input checked="" type="checkbox"/>
Enable Week # View	<input type="checkbox"/>
First Day of Week	Sunday
First Week of Year	Includes January 1st
Contact Emails	broad.sign@broadsign.com

Automatically approve content

This option controls whether or not new videos and messages should be automatically approved. When disabled, you will receive email notifications when new videos and messages are added. Please consult the Approvals section of this manual for further details.

Max Message Duration

This option controls what the maximum allowable message length in seconds will be. Your users cannot create messages that are longer than the maximum duration. If a video is uploaded that exceeds the maximum duration, the user will get a warning that their video will be cut off at the maximum message duration mark.

Important: The maximum message duration is designed to prevent a local operator from monopolizing the player's loop by uploading excessively long videos and messages. Set the value according to how much air time you are willing to give to your local operators.

Default Message Duration

This option controls what the default message duration will be in seconds. This duration will be used as the default duration for all messages when they are created. Users are allowed to specify any message duration they want from 1 second to the Max Message Duration.

Default Message Start Time

This option sets the default value for populating the start time field on a message's playback schedule

Default Message End Time

This option sets the default value for populating the end time field on a message's playback schedule

Default Customer

This option allows you to specify where uploaded videos will be stored in the BroadSign Administrator. Uploaded videos will appear in the Ad Copies section of the selected customer. If auto-approval is enabled, the videos will be uploaded immediately to this customer. If auto-approvals are disabled, you will have the option of selecting the destination customer at the time of approval.

Enable Landing Page

This option lets you control whether or not the Home page will be displayed and available when the user logs on.

Week Number Options


This group of settings allows the use of week numbers in the message filter and calendar widgets. The start day of the week can be configured along with how to define the first week of each year.

Contact Emails

Here you can specify the domain level contact that will receive notifications about messages awaiting approval. This email will also be notified about emergency messages if no specific email is entered in the emergency section.

Loop View Settings

This section allows configuration of what features the end user has access to. By default these will be inactive and must be enabled to provide access to your end users.

 **Loop View Settings**

Enable percentage view	<input checked="" type="checkbox"/>
Enable program view	<input checked="" type="checkbox"/>
Show subloop options	<input checked="" type="checkbox"/>
Enable master loop view	<input checked="" type="checkbox"/>
Prompt to save changes	<input type="checkbox"/>
Show slim loop control panel	<input checked="" type="checkbox"/>

Enable percentage view

This option lets you control whether or not **Percentage View** appears among the View options in the Loops interface. See **Interface**.

Enable program view

This option lets you control whether or not **Program View** appears among the View options in the Loops interface. See **Interface**.

Show subloop options

This option lets you control whether or not **Add subloop** appears among the Add Message options in the Loops interface. See **Interface**.

Enable master loop view

This option lets you control whether or not **View Master** appears in the Action bar of the Loops interface. See **Master Loop View**.

Prompt to save changes

When selected, this option will prompt a user to save their work if they try to navigate away mid-edit. See **Interface**.


Show slim loop control panel

By enabling this interface feature, you will notice that the Message Filter disappears as a default feature in Loops View. Without it, you have much more space to view Messages/Assets at a glance, especially while in Program View.

You can enable the Message Filter by selecting the box next to “Message Filter” in the Slim Loop Control Panel. See **Viewing and Editing a Loop**.

Emergency Messaging Settings

These settings allow emergency messaging features to be set for the domain. All settings here affect all users of the domain.

 **Emergency Messaging Settings**

Default duration in minutes

30

Warning email in minutes (0 for no warning)

15

Contact Emails


Emergency Messaging URL

Please consult the BroadSign Administrator manual for more information on emergency messaging.

Emergency Messaging Activation Report


Start Date

2015-07-08



End Date

2015-07-22



DOWNLOAD LOG

Default Duration in Minutes

This specifies how long an Emergency message will last by default once it is activated. Once this time expires the Emergency message will automatically be deactivated.

Warning Email in Minutes

This option allows the user to specify if a warning email should be sent out telling users an emergency message is about to be deactivated and how much advance warning should be given. If no warning is desired then 0 can be set.

The email in question will contain:

- The name and id of the player(s) in question
- The name and id of the message
- The time the Emergency is set to expire (UTC)

Emergency Messaging URL

This URL needs to be added to the configuration profile of the BroadSign Player to let it know where to check for Emergency Messages. Please see the BroadSign Administrator manual for further instructions.

Emergency Messaging Activation Report

This Activation Report is provided in CSV format and details which players have been affected by which Emergency Message. The start and end date can be configured before downloading the log. Details of activations are kept by BroadSign for no longer 12 month

Media

The four types of Layers that can be added to Libraries, Templates and Messages are Video, Flash, Images and Text.

Video

Video layers can be added to Templates and Libraries and can be used either full screen, or as part of a composite message with other elements such as flash, images and text. Video Files must be one of the following supported mime types:

- AVI
- MP4
- MPG or MPEG
- VOB
- M2V
- M2T
- TS
- MOV
- FLV
- WMV

Important: Even though a mime type is supported, it is possible that a video or audio codec within the file is not supported by the BroadSign Player. In order to ensure maximum compatibility, please consult the Supported Formats section of the BroadSign Player Manual.

If you provide Local Operators the ability to upload videos, you should consider enabling approvals as this will permit you to audit the submitted files for compatibility and performance before they are played.

Flash

Flash assets can be added to Templates and Libraries and are used to create Messages. Under Templates, flash can be used either as a background or as an additional element. Libraries may contain any number of flash assets to be used as elements for Templates.

Flash Files must be of the following mime type:

- SWF

Images

Images can be added to Templates and Libraries and are used to create Messages. Under Templates, images can be used either as backgrounds or as additional elements. Libraries may contain any number of images to be used as elements for Templates.

Image files must use one of three supported mime types:

- PNG
- GIF
- JPG

Any image whose height or width exceeds 1920 pixels will be resized while preserving the aspect ratio. For example:

- A 30000 x 1700 image would be resized to 1920 x 109
- A 17000 x 30000 image would be resized to 1088 x 1920

Only the re-sized image will count towards the Disk Quota. Image files ranging in size from 1 x 1 to 1920 x 1920 will not be modified. Zero-sized images (i.e., 0 x 0 pixels) will be rejected.

Text

On any Template, a text message may be added as an element on top of the background image. This text can be re-sized, scaled and positioned the same as any image. The text toolbar can be found in the top right.

The following properties can be edited:

- Font Face
- Font size
- Font color
- Text background color
- Bold
- Italics
- Shadow
- Text alignment (Left, Center, Right)