ZETA
DISPLAY

EASY MANUAL

FOR ZETADISPLAY CONTENT MANAGEMENT SYSTEM – DIGITAL SIGNAGE

THINKING BEYOND THE SCREEN™

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THINKING BEYOND THE SCREEN™

1   Welcome

At ZetaDisplay, we believe digital signage should be enjoyable for all. Helpful, informative and inspiring for those who see it. And a pleasure for those who work with it. That's why we partnered with LG and Samsung to develop a system that delivers maximum quality, reliability and flexibility while minimizing effort and costs.

1.1   About this Easy Manual

This Easy Guide is meant to support you to fully enjoy ZetaDisplay Engage. It can be used by 'first-time-users' as guide to publish a first campaign, as well as a hand-out after one of the ZetaDisplay training sessions. If you still have questions after reading this document, please feel free to visit our FAQ at support.zetadisplay.com or watch one of our Video Tutorials.

We are always open for feedback on our products, so please contact us through the contact form at www.zetadisplay.com and we will get back to you.

Note: *all examples and screenshots in this manual are based on a User with Publishing Rights. This means that Admin functionality is 'Hidden'. Please contact ZetaDisplay for a demo or training to support you with Admin functionality.*

1.2   About ZetaDisplay

Digital signage for real people

Passionate about making digital signage more enjoyable for all, ZetaDisplay is where technology, business awareness and common sense come together

As technology developments have changed the way the world communicates, we've incorporated these into our digital signage solutions. Thanks to a partnership with industry hardware leaders LG and Samsung, today we are proud to be able to offer a system that's as intuitive to set up and use as your smartphone.

Our offering has been shaped around the things that matter to our customers. That's why we provide a cloud-based CMS that lets you work from anywhere with an internet connection. Why we developed intuitive tools that help you create and manage, without demanding technical know-how or skill in graphic design. And why we incorporated multi-user management capabilities that invite collaboration, without compromising security. And last, but certainly not least, it's why we make ZetaDisplay Engage available via transparent and affordable pricing model. Which is scalable to your needs and doesn't catch you out with hidden costs.
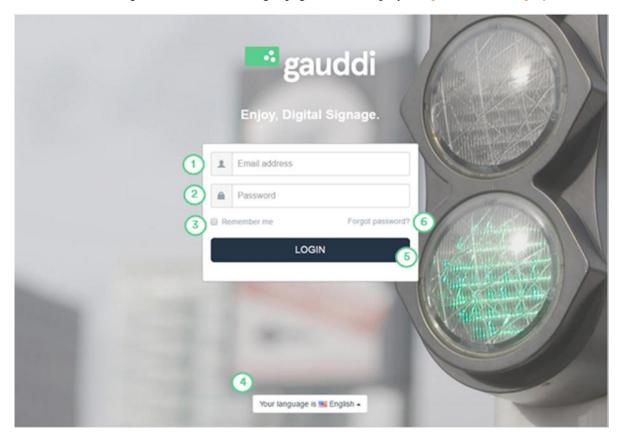
ZetaDisplay is about helping everybody do what they do best. With added ease and enjoyment. We believe we've achieved that. Please let us know what you think!

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2   User interface

2.1   Log-in

Once you have been invited to the ZetaDisplay digital signage platform and choose a password, you can use the following URL to access the login page of ZetaDisplay: https://cms.zetadisplay.com

1   Enter your **Username**, please use a valid e-mail address;
2   Enter your **Password** (Case sensitive);
3   If preferred, select the '**Remember me**´ option;
4   At the bottom of the page you can set the **preferred language**;
5   After entering the information above, click on **LOGIN**;
6   To reset your password, select **'Forgot password'**. A reset link will be send to your e-mail address.
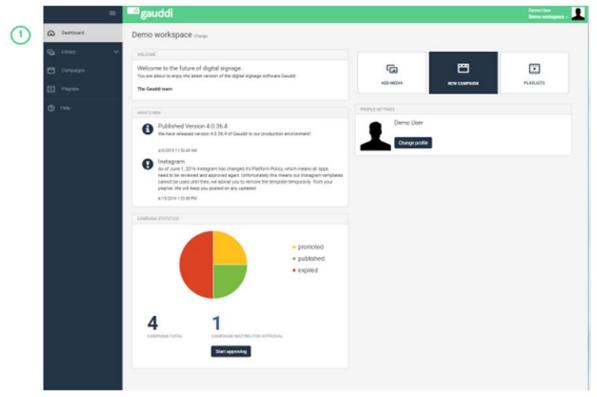
Note:

ZetaDisplay Engage can be accessed using any off the following web browsers: Google Chrome (preferred), Microsoft Edge and Safari.

We advise to **not use Internet Explorer.**

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2.2   Dashboard

When you enter cms.zetadisplay.com you will see the Dashboard (homepage). It provides an overview with links to the most relevant functions of the system.
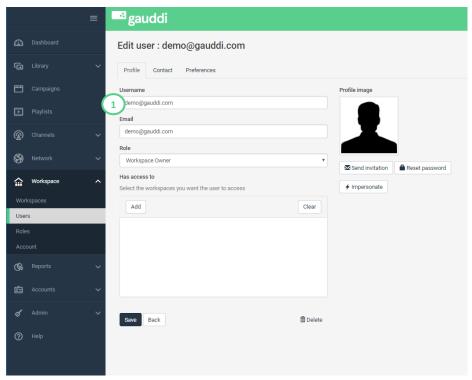

1   **Dashboard**: Clicking the *Dashboard* button *or* the *ZetaDisplay logo* will take you back to the Dashboard page.
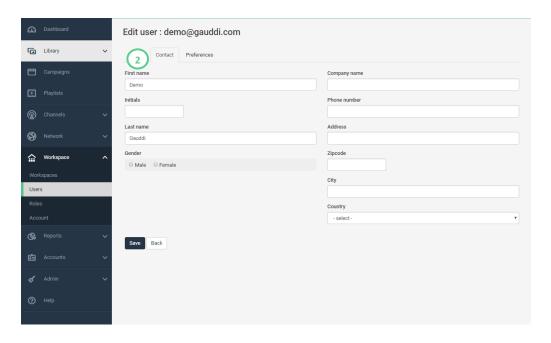
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2.3   User

In the right upper corner, you will find the access to the *User Profile*, *Language setting*, *Help* and *Sign out*.

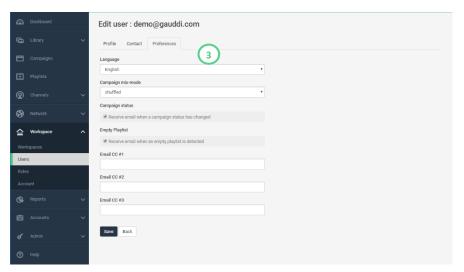1   Select you *Username* to access the *Profile* settings. You can adjust your Username, Reset your Password and change your *Contact e-mail*. Also, you can create a new user and send an invitation. Therefore, you'll need to have certain rights. He can use the link in the e-mail to register a password and after registration join your workspace in ZetaDisplay.

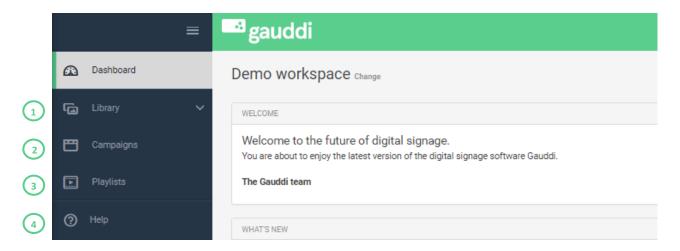*2*   Please fill in your *Contact info*

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3 Set your *Preferences* (default language, campaign mix-mode) so ZetaDisplay will adapt every time you log in. ZetaDisplay is able to send you e-mail notifications. You can even add multiple e-mail addresses if required.

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2.4   Main navigation

In the left upper corner, you will find the Main navigation. It gives you access to the *Library*, *Campaigns, Playlist* and *Help* features.

1   **Library***: In the Library you can manage your *Media, Templates, Feeds* and other ready-to-use digital signage media files;

2   **Campaigns***: You can create and manage Campaigns here. Campaigns are used to schedule Media to a specific (group of) channel(s);

3   **Playlists***: All active campaigns for a specific channel are automatically joined together in a playlist, that will Playback in a loop;

4   **Help***: You can always consult our online help function (see $6 Help).

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2.5   Toolbar

These buttons can be found on multiple pages in cms.zetadisplay.com and will help you with your content management.
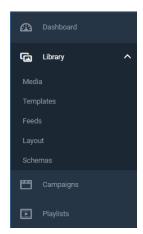

1   Click this button if you want to _move_ a file to another folder;
2   With this button you can _delete_ a file;
3   This button allows you to _rename_ a file;
4   If you want to _preview_ a file, click this button.
         A full-screen preview of the file will be displayed;
5   This button allows you to _copy_ a file;
6   This allows you to perform a _search_ within ZetaDisplay;
7   With this button you can select a _list or thumbnail view_ of your files;
8   The files can be _sorted_ by _name, duration, size,_ and _last modified_.

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3 Creating media

3.1 Media

In the *Library* you can upload and edit your files, create templates and add feeds.
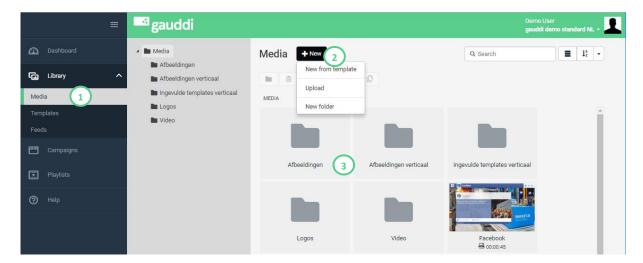

3.2 Template overview

1   Select the tab Templates to have a view on the available templates.

2   If you would like to see an example of a (empty /not filled) Template, please double click on the template's name. The template preview will be displayed on your screen.

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3.3　Folder structure

We recommend that you start by creating an organized folder structure. This allows you to find your Media much easier.
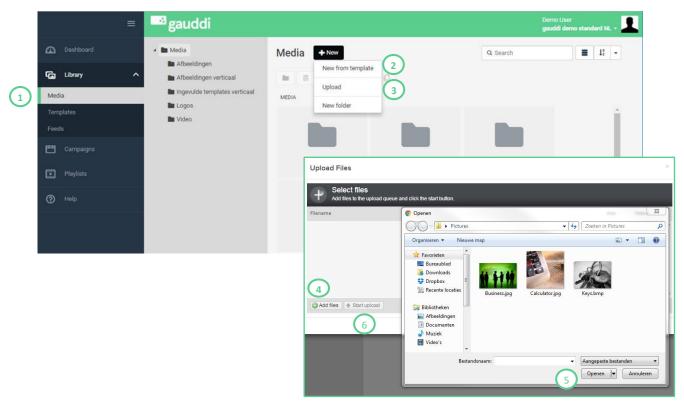

Creating folders in the Media

1　　　Select the **Media** tab.
2　　　**New***:* use this button to create new folders. Select the second option **New folder**.
3　　　To create a **Sub-folder**, select the folder where the new folder is to be placed and then click on **New**. Then select the second option **New folder.**

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3.4   Media items

We advise that you start by uploading your Images, Videos in the *Media* tab from your desktop or other folder. *Media* can be used to create *full-screen Media* or as an Asset to insert in a Template. You can use a *Media* in multiple files.

1   Click Media; select the folder and click **New**
2   If you want to use a Template, select New from Template (3.5 New media from Template)
3   If you want to use full screen images or videos, select **Upload.**
4   Click **Add files.**
5   **Select** the preferred files and Click **Open**.
6   Click **Start Upload** to start uploading the files to ZetaDisplay.

Note:

You can use the following types of Media Assets:

- *Images: .jpg en .png*
- *Videos: MP4 with a H264 codec*

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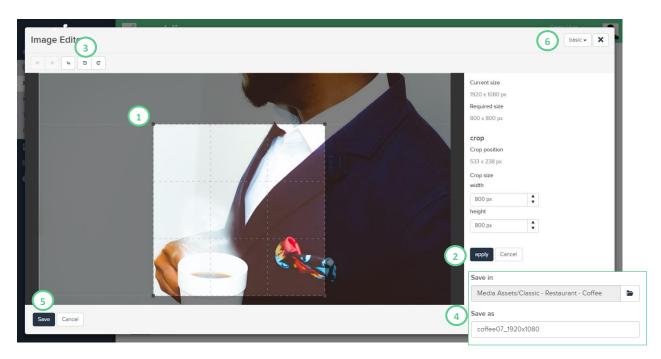## 3.4.1 Creating new media from template

1   Click on **Media**

2   **Template**: here it's possible to change the chosen template

3   Select an image or upload an logo

4   Click **Save**

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3.4.2 Image editor

When you process pictures in the Template using the **Image Editor**, the photo will always be kept in the right aspect ratio to be used in the template.

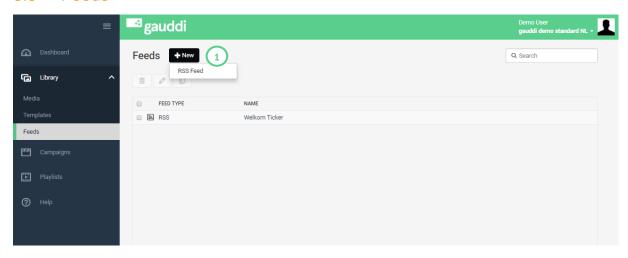|	
1	You can make the picture **larger or smaller** by **dragging a corner**.
2	When you are finished editing the image, click **Apply**.
3	To **undo** the changes, click reset to return to the original image.
4	To keep the original image, use save as to **save it under a different file name**.
5	When you are ready, click **Save**. You will return to the template automatically.
6	Changing from basic to **Advanced mode** will allow you to edit your image even more, by free cropping, flipping and adding several filters.

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3.4.3 Fullscreen media

When you want to display a picture or video Full Screen, choose **New** and **Upload.**

1   **Name***:* Enter the preferred filename here.
2   **Change File:** Here you can change your **Media** to a different one;
3   **Duration:** Determine the duration (in seconds) that you wish to display the file. For video-files, ZetaDisplay automatically indicates the duration;
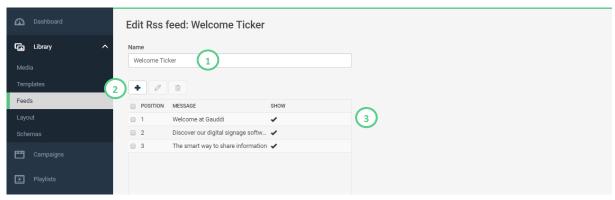4   Click **Save** to save the file.

3.5   Feeds

1   Click **New** and select the desired feeds.

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3.5.1 RSS feeds

The cms.zetadisplay.com supports the use of RSS feeds to have live news available in your playlist. ZetaDisplay offers several full-screen Templates as well as tickertape Templates that support RSS feeds (integrated RSS reader functionality). You can select a RSS feed from any website and 'copy-paste' the RSS feed URL as a variable.

ZetaDisplay offers an integrated RSS generation tool too. This makes it really easy to type messages and have them on your screen in a split second.

1	Give your own RSS feed a proper **Name**	
2	Select '+'	
3	Type your text message and click ✓	

Note:
You can change the order of the messages and select if they are shown in the feed

3.5.2 Connect Social Media account

ZetaDisplay offers the possibility to connect to you Social Media accounts like Facebook for Business, Twitter, Instagram and Yammer. You can find a manual on how to connect with social media on our support website!
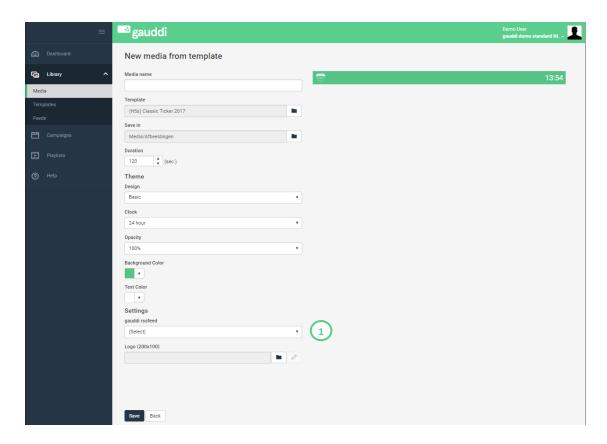
Note:

ZetaDisplay will never post on your account, or access your connections at any time.

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3.5.3 RSS feed as ticker in Template

You can show newsitems from a website with RSS feed support on your monitor.

1   You "cut and paste" the URL as a variable and can read the message in the form of a ticker at the bottom or top of a template on your monitor display. Or choose one of your own created tickers and choose the Datafeed.

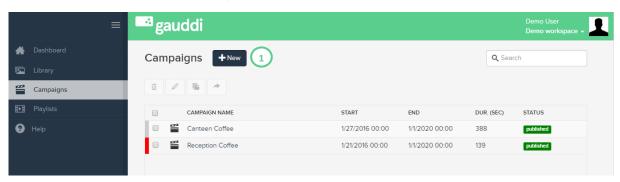THINKING BEYOND THE SCREEN™

4   Creating a campaign

4.1   Campaigns in general

Campaigns are used to schedule your Media to a (group of) channel(s). Creating new Campaigns can be done by following a 'four-step wizard'. First enter the **General info about the campaign,** than **Add Media**. Next step is **Scheduling** and at last **Publish the Campaign to the (group of) channel(s)** you prefer.

The smallest **Campaign** can contain just one **Media file**, that can be scheduled to a specific **Channel.** But it is possible to add more *Media files* to a campaign, arrange the order within the *Campaign,* decide if it needs to stay **grouped** of can be **shuffled** with other **Campaign***s* or even show **Exclusive.** You can target a campaign by using a specific segment (for example lunch 12:00h-14:00h) or on a specific day (for example Monday-Friday).

Note:

The playlist for a specific channel will be generated automatically, based on all the campaigns that are valid for a certain channel at a specific moment.

1   Click **New** to create a new **Campaign**

2   A Campaign can have 4 different Statuses:

New: a New Campaign is work in progress

Promoted: A Campaign is ready to be published, but the user does not have the rights to do

this. In this case all the work can be done by one user and a user with higher permissions
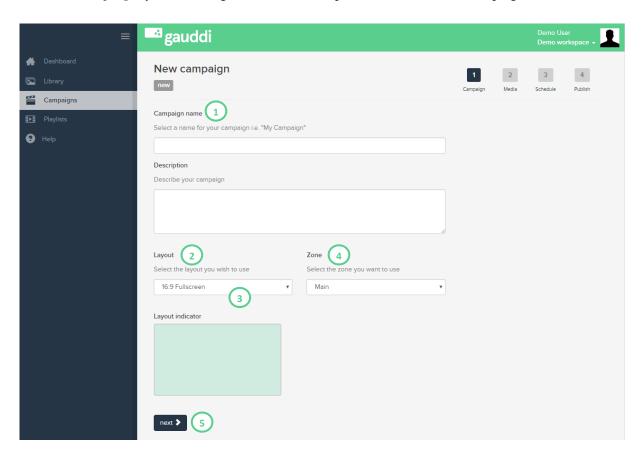
should approve and Publish.

Expired: The playlist has ended.

Published: The playlist is active.

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4.2   Step 1: New Campaign

Enter the general information for the *Campaign* on this page. Once you have completed all fields and saved the *Campaign*, you can navigate to the other steps to add media to the campaign.
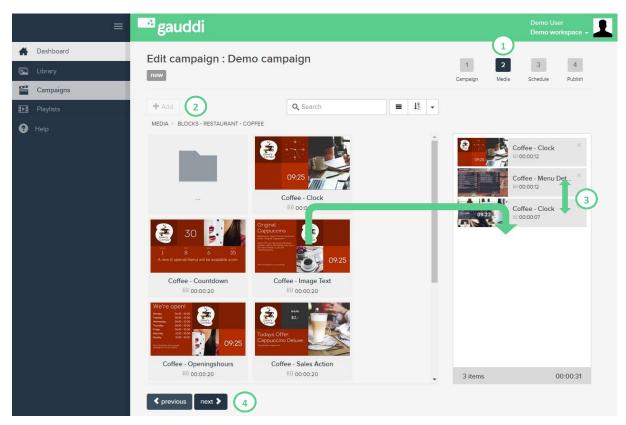

1   **Name***: Enter the preferred name here;*
2   **Layout***: Select the layout you want to use.*
3   The screen could be divided in different '*Lay-outs*' such as *'Full screen + Ticker'*, only *'Full screen'* or other options for video walls;
4   With this option, it is important to specify the **Zone** you want to use for this campaign;
5   **Next***: When you have chosen the layout click on the Next button. The next step will be to add media to your campaign.

Note:

With Full screen your media files will be played full screen. It is also possible to select multi-zone lay-outs. As there are more than one zones you have to select the zone where you want the campaign to be played;
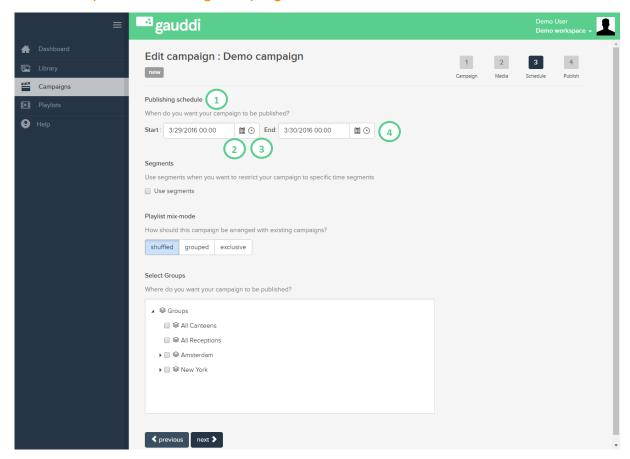
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4.3   Step 2: Adding media

1   **Adding media**: On the left side of the page, the media files you want to add to this campaign are displayed in the same folder structure that is created in the library;
2   Click **Add** or just '**drag-and-drop'** the files into the list on the right the page;
3   You can **change the order** of the media files by *dragging the media up or down*;
4   Click **next** to schedule the campaign.

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4.4   Step 3: Scheduling campaigns

1   **Start date / End date**: You can schedule your campaign based on a specific date and time. Enter the required start- and end date here;

2   By clicking on the **calendar** you can specify the *Start* date;

3   By clicking on the **clock** you can specify the time;

4   By clicking on the **calendar** you can specify the *End* date. If you leave the end date empty, it will be played infinitely.
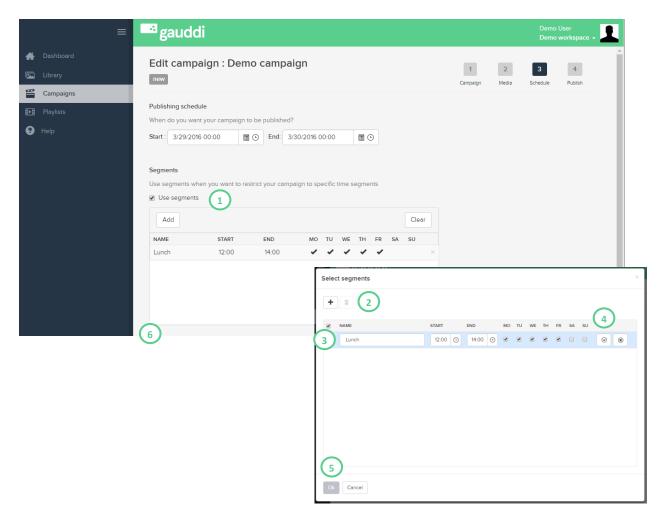
Note:

When reaching the end date a Campaign will Expire automatically. This means that the Campaign is no part of the actual playlist anymore. The Campaign will be in the overview page with the status being expired. It is possible to re-use a campaign that is expired by giving it a new start and end date.

It is also possible to manually Expire a Campaign before it reached the end date.

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4.4.1 Adding segments

You can schedule a campaign on a specific time/ segment per day, if required.
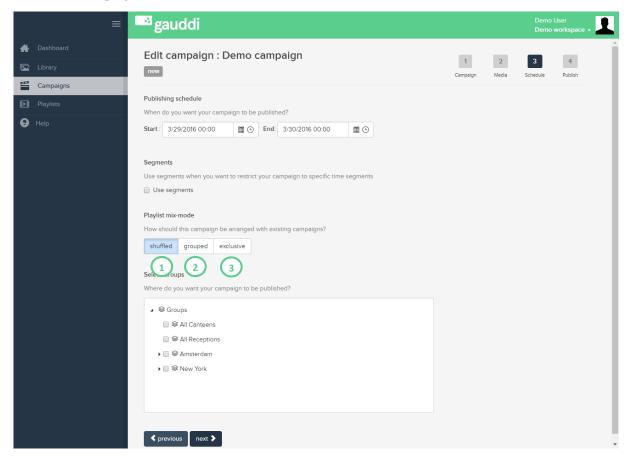

1   To **add a segment** to a campaign, you click on add. You can select a previously created segment here or create a new segment;

2   If you want to create a **new segment** then click the plus sign;

3   Enter the **name, start and end dates** and the **required days;**

4   Select **this** button to **save** this segment;

5   Click **OK** to return to the campaign;

6   It is possible to add more than one segment to a campaign. All valid segments are shown in a list. You can click and adjust if needed.

Note: Once a segment is saved, it is possible to select it for new/other campaigns as well.!

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4.4.2   Define playlist mix-mode

The playlist mix-mode will define how the Campaign you are currently working on, will be combined with other campaigns that are vallid to the same Channel(s).
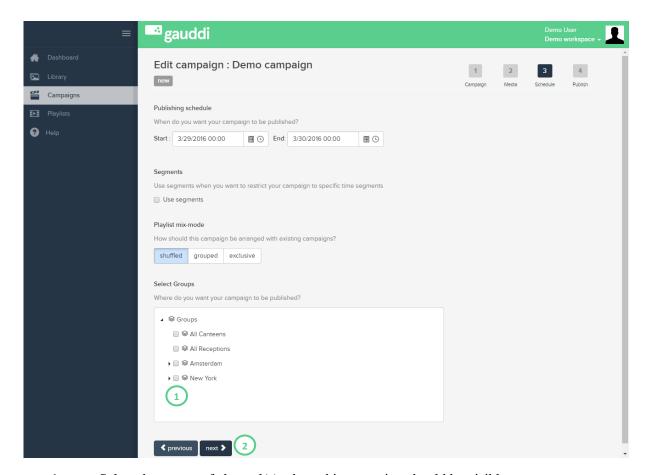

1   **Shuffled**: The media files in this Campaign will be random shuffled with media files from other Campaigns;

2   **Grouped**: The media files in this Campaign are played in a sequence and played in the specified order. They will be grouped together and not be mixed with media files from other campaigns;

3   **Exclusive**: The media files in this Campaign will overrule all other campaigns. Only this campaign will be shown. All other campaigns are temporarily paused. It is possible to schedule more than one Exclusive campaigns at the same time. These will be shown exclusively together.

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4.4.3   Assigning campaigns

Now the media files have been added and the start and end dates are scheduled, you can assign the campaigns to the specific groups where the campaigns should be visible.
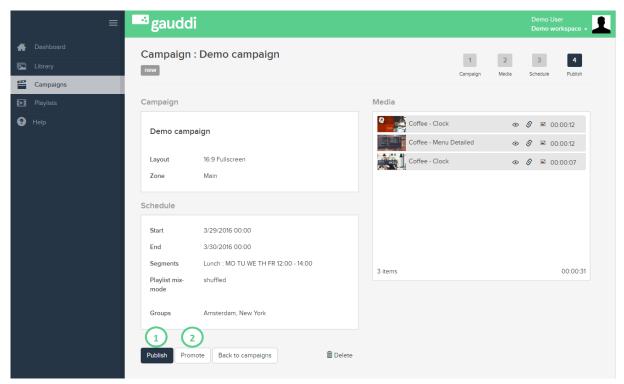

1   Select the **group** of channel(s) where this campaign should be visible;
2   Click **Next** to confirm.

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4.5   Step 4: Publish Campaign

Now that the media files have been added, the Campaign can be published. On this page you will see a summary of the entered data and added media. If you want to change something you can select the specific item. You will automatically be returned to this step of the wizard.
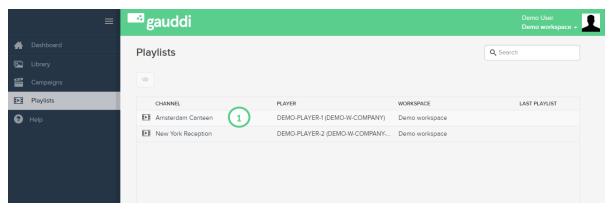

1   When you are ready to **Publish** the campaign, click **Publish** and your campaign will be part of the playlist for the (group of)channel(s) it is assigned to;

2   Depending on the rights that you have in the cms.zetadisplay.com you can have rights to Publish and/or **Promote** campaigns. If you do not have the rights to Publish a campaign, your last step in the process will be to *Promote*. An e-mail notification will be send to another user that does have the rights to *Publish*. A campaign that has the status Promoted (ready for review) will not be shown in the live *Playlist*.
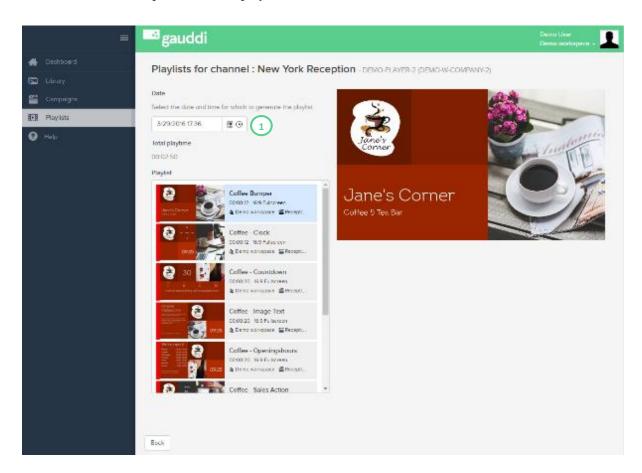
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5   View Playlist

A playlist is a list of all media scheduled on a channel at a certain moment. The channel will play this playlist in the sequence shown here. The playlist is made up of all the campaigns that have been published to this channel.

1   Click on a **Channe*l*** to view the **Playlist** of this channel.

There will now start a preview of the playlist as shown on the screen.

1   You can select a **Date** to view a the **Playlist** on a specific date and time in the future.

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Help & Glossary

Click on *Help* to enter the ZetaDisplay on-line help function. It is context sensitive and will open in a new browser frame;

Media:

Ready-to-use Digital Signage content. Can be *Media* based on an *HTML5 Template* or a *Full-screen Video or Image* from the library.

Template:

The ZetaDisplay content management system comes with a rich library of HTML5 Templates.

An *HTML5 Template* is a file with a fixed layout and animation but *variable content*. Depending on the type of Template, you can enter *Text*, add *Image(s)*, *Logos* or a *Video*. You can change colors and adjust the look & feel. Some templates have connections with data feeds like Weather, News (RSS), Traffic or Social Media. There are Templates available in Landscape and Portrait mode. If you have specific questions about customizing Templates to your needs, please feel free to contact ZetaDisplay.

Image editor:

ZetaDisplay comes with an integrated Image Editor. All basic features to adjust your Image like cropping, flipping and adding a filter are available with just a few clicks.

Campaigns:

Campaigns are used to schedule your Media to a (group of) channel(s). Creating new Campaigns can be done by following a 'four-step wizard'. The smallest Campaign can contain just one Media file, that can be scheduled to a specific Channel. But it is possible to add more Media files to a campaign, arrange the order within the Campaign, decide if it needs to stay grouped of can be shuffled with other Campaigns or even show Exclusive.

Segments:

You can target a campaign by using a specific segment (for example lunch 12:00h-14:00h) or on a specific day (for example Monday-Friday) also known as day-parting.

Playlist:

The playlist for a specific channel will be generated automatically, based on all the campaigns that are valid for a certain channel at a specific time.

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