



stratosmedia

Powered by  **chrome**

USER GUIDE

SAN FRANCISCO | SEATTLE | ATLANTA
SYDNEY | AUSTRALIA

Welcome to StratosMedia

This User Guide includes an introduction of Quick Start Steps to get you up and running in no time.

This guide will provide a high level of understanding of the scope of StratosMedia Platform functions and features.

NOTE: Not all features in this guide are available in the Free Trial version of the platform.

The comprehensive guide is an adjunct to the online Video Tutorials found within the StratosMedia GUI.

Please enjoy and we welcome all feedback.

Regards
The StratosMedia Team



Index

Quick Start Guide.....	9
▪ Step 1 Login to StratosMedia Console	9
▪ Step 2 Upload Media and prepare Channel of content.....	9
▪ Step 3 Player Installation and Enrolment.....	12
Installing a Chrome Player Application on a Chrome OS device.....	12
Installing a Windows Player App on a Windows OS device	15
Installing a StratosMedia Player App on a Stratos OS device.....	15
Device Management Console [DMC] Units in the StratosMedia account.....	16
Installing a Player Application on an Android device.	21
▪ Step 4 Distribution of a Test Channel to a Player.....	21
▪ Required network ports & URL addresses for StratosMedia applications	23
Accounts – Enterprise Edition.....	24
▪ User Roles and Permissions.....	24
Creating a new user	24
Access to Functionality.....	24
Assigning a Function Directly to a User.....	25
Creating Groups	25
Permissions	26
Additional Permission Rules.....	28
Accessing User History	29
1.0 Features	31
▪ 1.1 Dashboard.....	31
StratosMedia Dashboard Overview.....	31
Language Selection.....	33
Tutorial Videos - Help button.....	33
App Drop Down	34
▪ 1.2 Media	34
Transcoding videos prior to uploading	35
How to Add a File	36
Media Library – Tags	36
Media Asset Sorting	37
Create A New Folder	37
Moving media to a Folder.....	37
Setting user permissions on a media folder	37
▪ 1.3 Data Sources	37

Excel/CSV file.....	38
Multiple language options.....	39
RSS News	43
Weather	44
▪ 1.4 Playlists.....	46
How to create Playlists	46
Scheduling Playlists.....	47
Scheduling Scenes in Playlists	48
How to link Media Folders to Playlists	50
Rotating Playlists.....	52
▪ 1.5 Channels	54
How to create Channels.....	54
2.0 Scenes	55
▪ 2.01 Scene Editor interface and toolkit.....	55
Open a new Scene.....	56
▪ 2.02 Components	58
Background	58
Basic Color	58
Gradient Color.....	58
Background Image	62
Background Video	62
▪ 2.03 Clock	63
Digital Clock.....	63
▪ 2.04 Services	63
RSS News	63
Data Source.....	65
Weather	68
YouTube	70
External Link.....	70
▪ 2.05 Effects.....	70
Text Scroller	70
Image slider.....	71
Countdown and Countup.....	73
SWATCH	73
▪ 2.06 Basic Shapes	79
Box.....	79
Circle	80
Line	80

▪ 2.07 Basic Elements.....	80
Text.....	80
Image.....	82
Video.....	83
Video MP4 H.264 Stream	87
QR Code – Using redirects for Offline to Online conversion	87
Table Object.....	89
Formatting Tables.....	89
Graphs	98
Web View	104
Device Video.....	105
▪ 2.08 Content in scene	107
Card Slider	107
Card Slider Progress	112
▪ 2.09 Data in scene	113
2.09.01 Data Source.....	114
2.09.02 Data Carousel.....	117
2.09.03 Events.....	120
2.09.04 Event Datasource.....	120
▪ 2.10 Audio component.....	128
▪ 2.11 Advanced Settings.....	128
Zoom	128
Scene	128
General.....	129
Component	129
Transform.....	130
Filters	130
Borders.....	131
Corners.....	131
Animation	131
Scene building using Relative sizing	133
2.1 Templates	139
▪ 2.1.1 User Groups.....	139
Accounts.....	139
Groups.....	140
Content Creator.....	141
▪ 2.1.2 Build a Template.....	141
2.1.3 Create a Scene from a Template.....	146

User access areas	147
3.0 Kiosk [Touch Interactive]	149
▪ 3.0.1 Click Scene.....	149
▪ 3.0.2 Go Back and Go Forward.....	155
Building a scene	155
Building the kiosk Channel with Playlists	157
▪ 3.03 Click Function	158
Adding Video Controls.....	158
▪ 3.04 Event	161
▪ 3.05 Click Scene Tag Remote [CSTR]	164
Using CSTR - On Load	165
Using CSTR - On Click.....	168
3.1 Kiosk control of other screens – using sync groups	170
3.1.1 Setting up a Sync Group.....	170
3.1.2 Required scenes for kiosk control	171
3.1.3 Building interactive Channel	176
3.1.4 Distributing content	177
Outcome.....	177
▪ Live Reporting.....	178
Kiosk Interactive content	178
4.0 Content Zones	180
4.1 Setup Content Zones Template Scene	180
4.2 Setup Channels to populate the Content Zones Template Scene	182
4.3 Dropping Channels into the Content Zones	187
4.4 Send the Content Zone content to a Player.....	190
4.5 Changing and updating the Content Zones	192
5.0 Players and Player Groups	194
▪ 5.1 Player Installation and Enrolment	194
▪ 5.2 Player Overview	194
▪ 5.3 Player Manager Window: Player Information	196
Details tab.....	196
Settings Tab	196
Monitoring Tab.....	197
▪ 5.4 Sending content to a Player	198
Sending a Channel to your Player.....	198
▪ 5.5 Player Groups.....	199
Creating a new Player group.....	199

Adding content to a Player Group.....	200
▪ 5.6 Synced Player Groups.....	201
Creating a new Sync Player Group	201
▪ 5.7 Facial Analysis Component.....	201
5.7.1 Activating the Facial Analysis component.....	202
Live Reports	204
6.0 Screens, Screen Groups and MultiScreen.....	206
▪ 6.1 Configuring a Chrome OS device to run multiple screens	206
▪ 6.2 Accessing Multi Screen through the Screens Application	207
▪ 6.3 Distributing content to your screens.....	208
▪ 6.4 Creating Screen Groups.....	209
▪ 6.5 Removing Screen instances from a Player	211
7.0 Video Walls	212
▪ 7.1 Video Wall configuration.....	212
▪ 7.2 Setting up the videowall template configuration.....	213
▪ 7.3 Using a videowall template to create a scene	215
▪ 7.4 Create a Video Wall Group.....	216
8.0 Reporting	218
▪ 8.1 Live Reports.....	218
▪ 8.2 Historical Reports.....	221
8.2.1 Reports.....	221
8.2.2 Demographics.....	231
9.0 Data Remote Tool	233
▪ 9.1 Setting up the Data Remote Application.....	233
SQL Data Source or other database.....	235
CSV Data Source	236
Setting Windows to automatically launch Data Remote when starting up:	236
10.0 Settings	237
▪ 10.1 Google Drive	237
Syncing Google Drive with StratosMedia	237
Linking your Google Drive folder into your scene	237
Linking your Google Drive folder into your Playlist in a channel	238
▪ 10.2 Google Sheets	238
Generate an API Key in StratosMedia GUI.....	238
StratosMedia Export Tool from Google Sheets.....	239
Loading a Google Sheet into the StratosMedia Export Tool	239

Data Source and Google Sheets	241
▪ 10.3 Google Slides integration	243
▪ 10.4 Google Calendar integration	247
▪ 10.5 Dropbox	254
11.0 Sites Component	257
11.1.1 Site Attributes	257
11.1.2 Opening Hours	258
11.2.1 Building Sites	259
▪ Adding Attributes to Scenes	261
▪ Adding a data source for Pricing Zones	264
12.0 Anonymous Gender & Age Analysis	268
▪ 12.1 Overview	268
▪ 12.2 Activating the anonymous gender & age analysis	269
▪ 12.3.1 Live Reports	271
▪ 12.3.2 Reports [Historical]	272
▪ 12.4 Triggering Content based on Gender and Age	276
12.4.1 Create a scene with Target Component	276
12.4.2 Set up the Channel	277
13.0 Surveys	279
▪ Building a Survey	279
▪ Designing a Survey in a scene	284
Using the survey as an interactive Question and Answer tool	288
▪ Survey Reports	289
14.0 API Definitions	292
API settings	293
Preview	295
API Details	295
Parameters	296
Field Mapping	297
Response	298
15.0 Comms Ports and IoT Events	300
▪ 15.1 Interaction with Nexmosphere sensors and controls	300
15.1.1 Player set up	300
15.1.2 Creating Scenes with Nexmosphere components	301
Basic Button	301
Lighting	305

▪ 15.2 Enabling IoT Events on a player	307
JSON data structure.....	308
▪ 15.3 UDP Scene by Tag	310
15.3.1 Player setup	310
15.3.2 Tagging the scene.....	310
16.0 Trash.....	313

Quick Start Guide

This will assist you to setup and distribute content to a StratosMedia Player device in 4 easy steps.

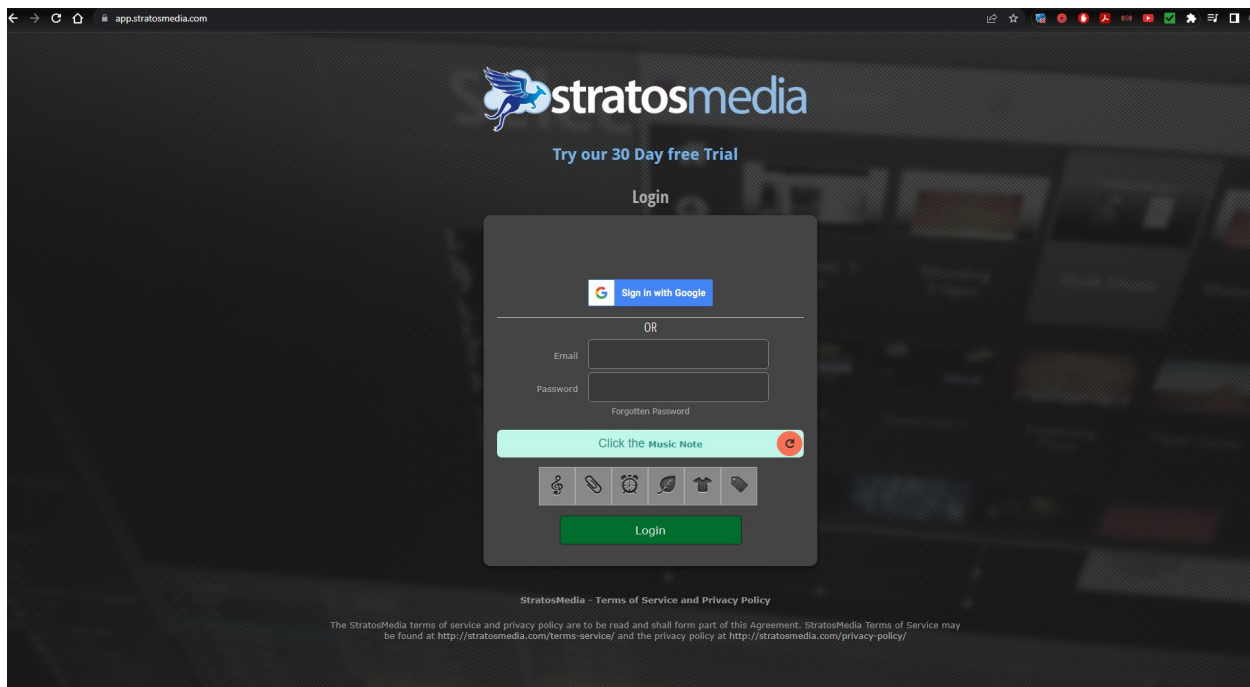
NOTE: All devices need active internet connectivity.

Step 1 | Login to StratosMedia Console

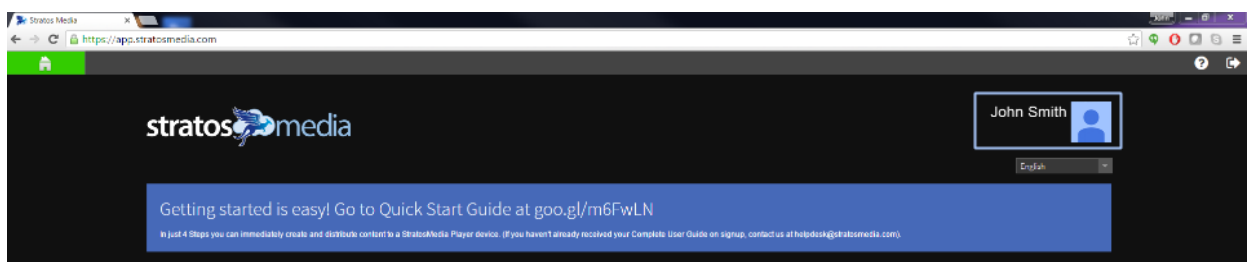
Access the StratosMedia login page through <https://app.stratosmedia.com>

Enter your Email address. Enter your PASSWORD. NOTE: Both are CASE sensitive.

SELECT the indicated icon. CLICK the Login Button.



You are now in the StratosMedia Console GUI.



NOTE: As a security precaution the system will temporarily block login attempts from IP addresses that have had too many failed login attempts over a short period of time.

This lockout is only temporary and will only last for one hour, after which you are free to log in again.

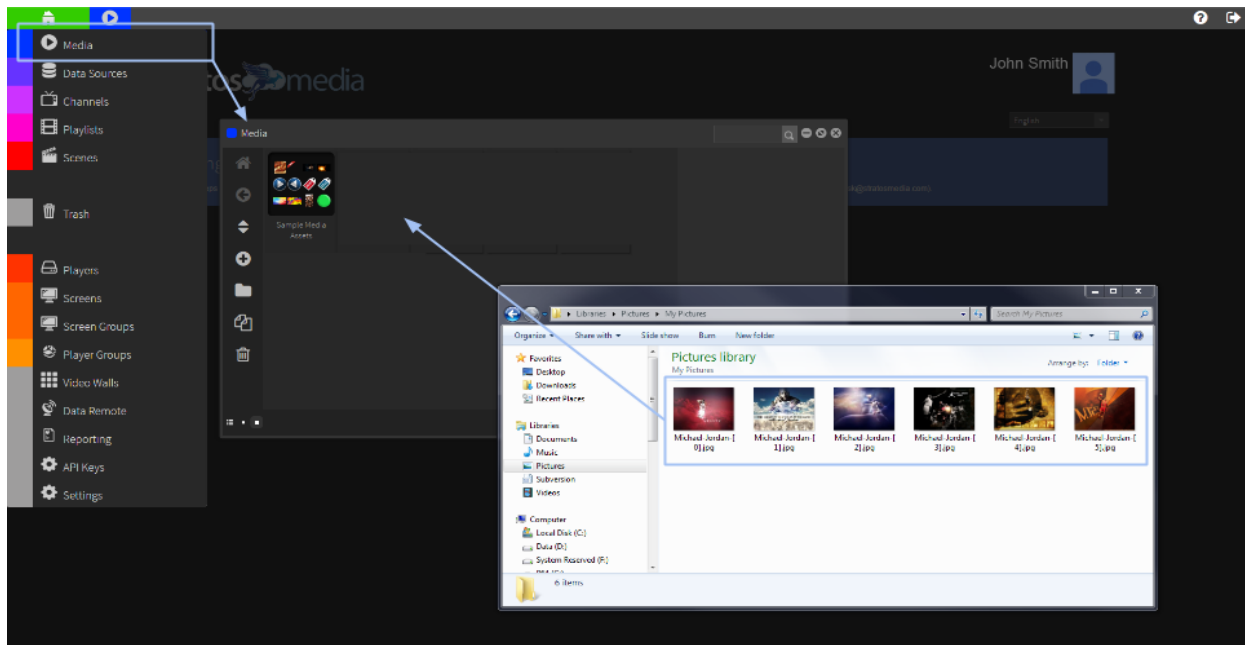
The Video Tutorials are available by clicking the ? Button at top right of the page.

Step 2 | Upload Media and prepare Channel of content

Upload MEDIA Assets

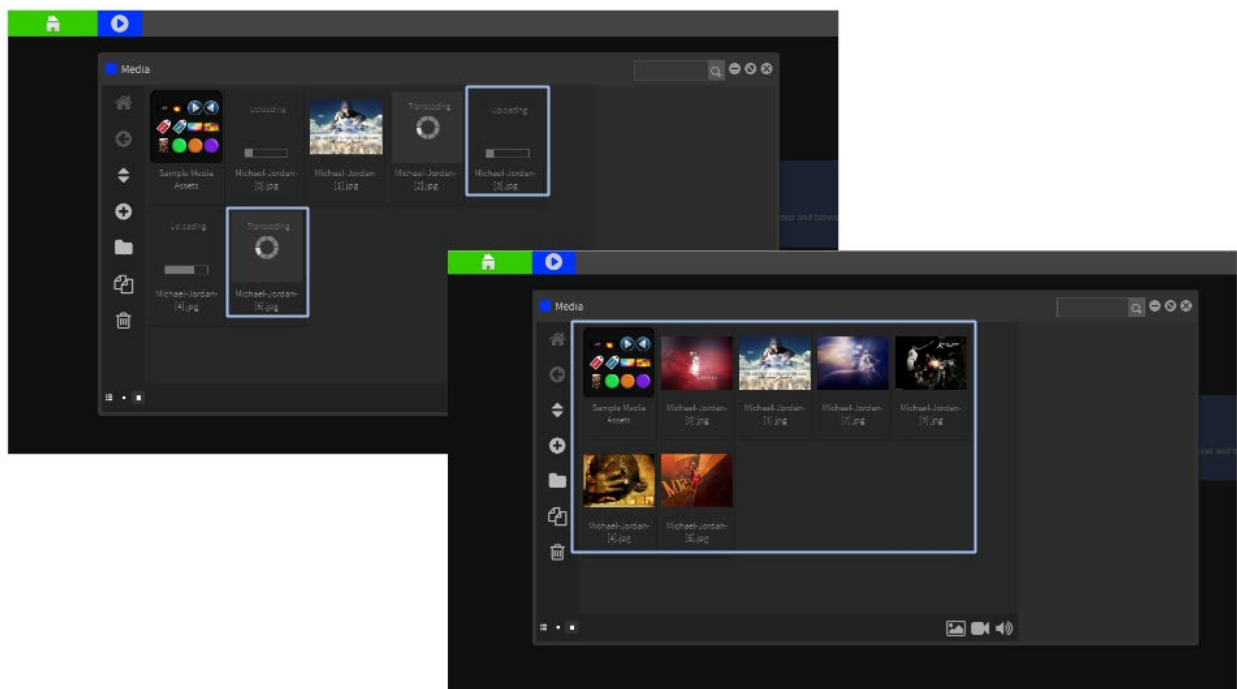
Access the MEDIA LIBRARY via the Green Home Menu.

Click the '+' (Add) Button, browse to your media files and Open to load into the Library.



Alternatively open your media files Folder in a window and drag them into the Media Library.

Files will upload and then transcode and appear as thumbnail images in the library.



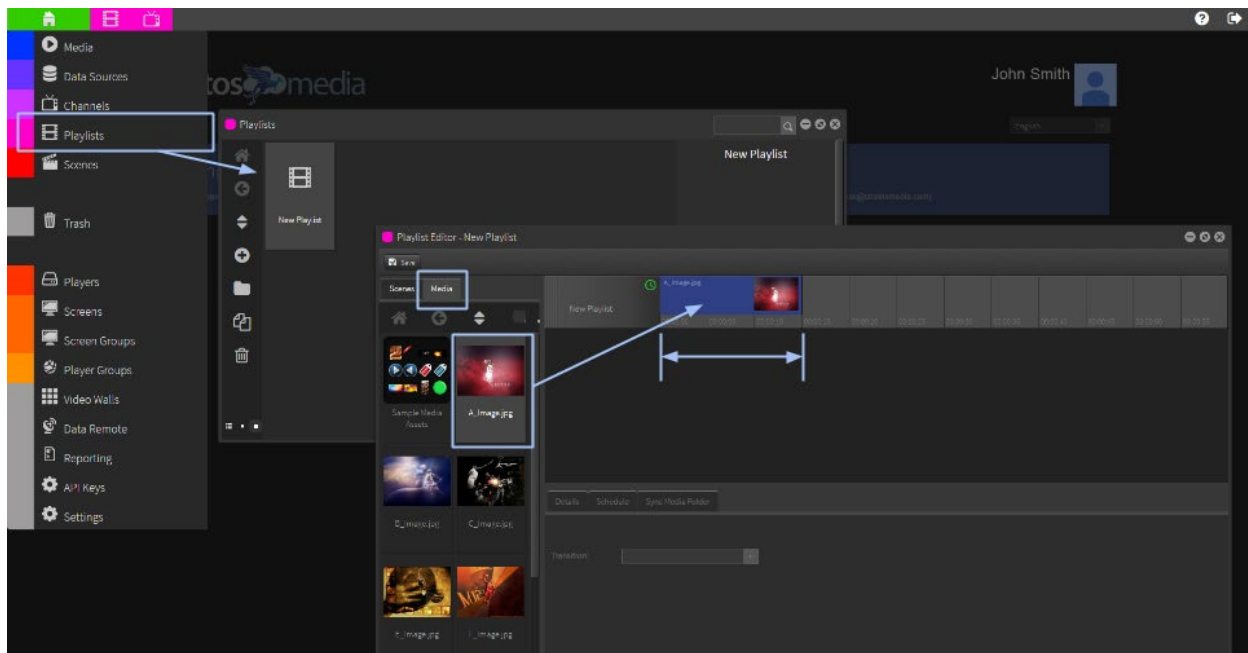
NOTE: Alternatively use the images already loaded into the Sample Media Assets Folder.

Create a PLAYLIST

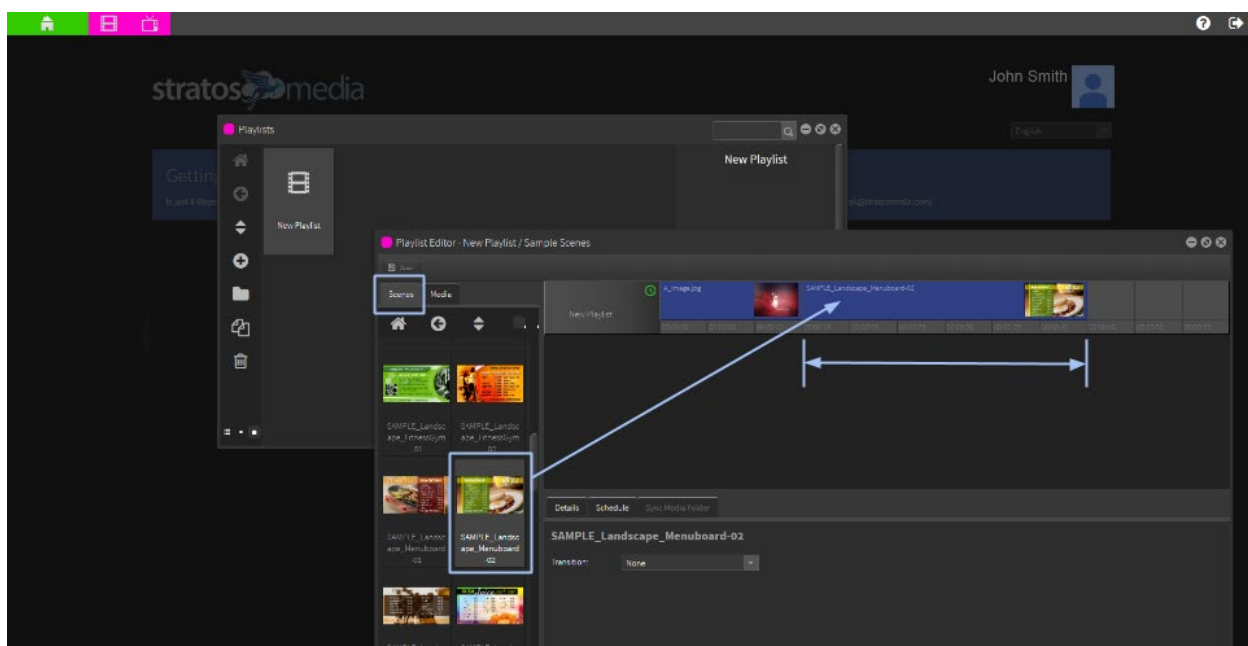
Access the PLAYLIST via the Green Home Menu. Add a New Playlist.

Each Playlist must contain at least 2 items of content (scenes and/or media) for content to loop and update.

Select the Media Tab and drag your images into the Playlist.



You can also select the Scenes Tab and drag SCENES from the Sample Scenes provided into the Playlist using a combination of Media and Scenes.



Default display time is 15 sec. Extend and drag the image to change the duration.
Rename the Playlist.

Note: Each Playlist must contain at least 2 items of content (scenes and/or media) for content to loop and update.

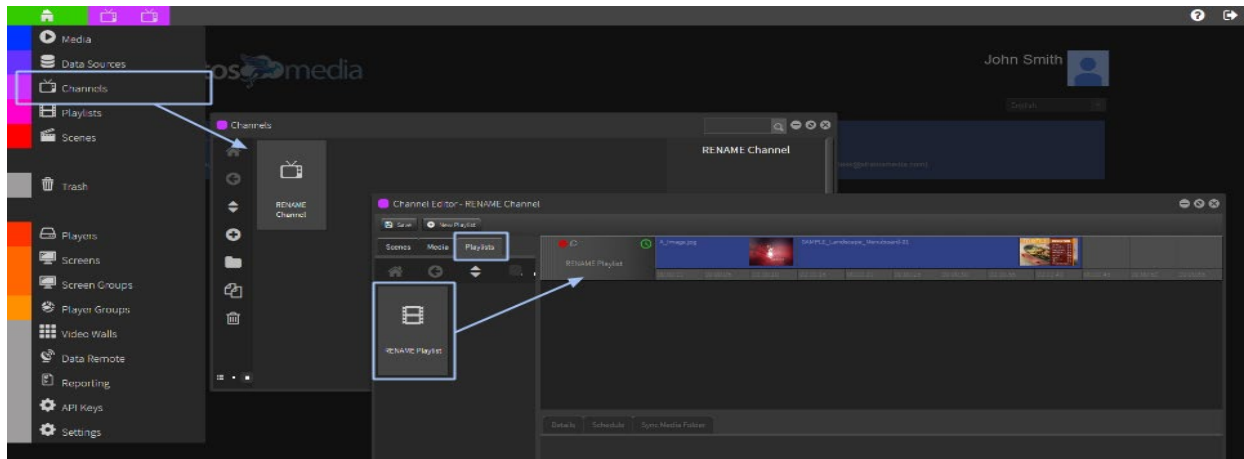
Create a CHANNEL

Access the CHANNEL via the Green Home Menu.

Add a New Channel.

Select the Playlist Tab and drag your Playlist onto the channel.

Click SAVE Tab before closing Channel window.



NOTE: Multiple Playlists can be added to a Channel if required. Scheduling can be added to the Playlist or individual Media and Scenes – See 1.1.4 Playlists

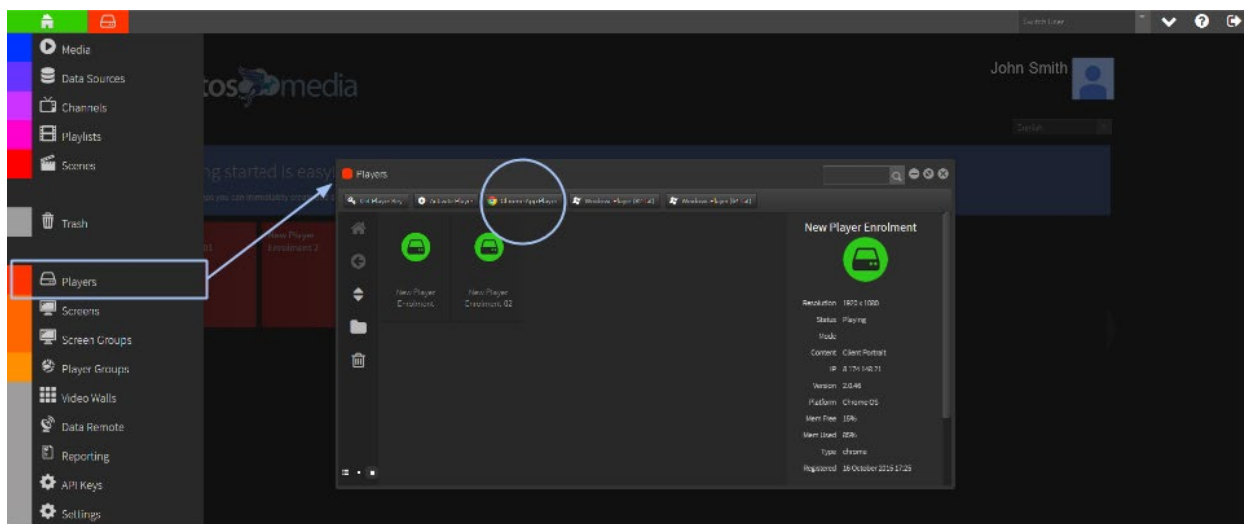
Step 3 | Player Installation and Enrolment

This Step is done on the device you will use as a media player. StratosMedia currently supports Chrome OS, Windows, and Stratos OS.

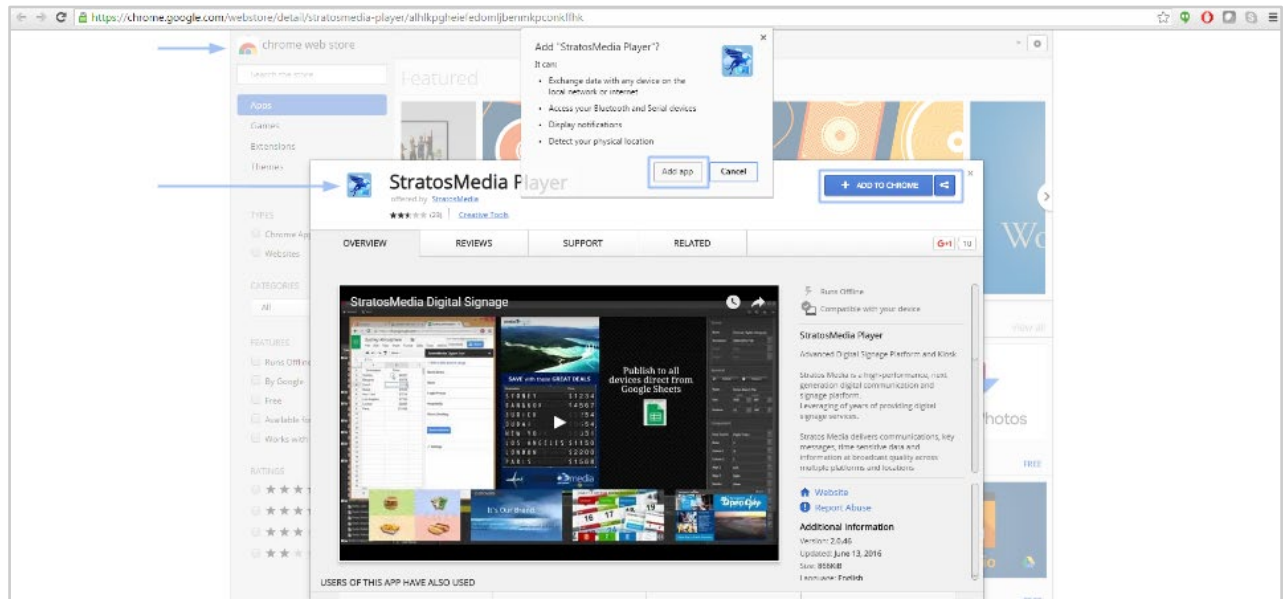
NOTE: You can add the StratosMedia Player onto the same device as your Management Console for demonstration and testing purposes. To CLOSE the Player application use Alt + F4 keystrokes

Installing a Chrome Player Application on a Chrome OS device.

Via the StratosMedia Admin Console: Login (<https://app.stratosmedia.com/>) to open the StratosMedia Admin console and select 'Players' from the Green Home button dropdown. Click on the 'Chrome App Player' Tab to open Google Chrome Web Store.



Via Chrome Webstore: The Chrome App Player can be downloaded directly from the Chrome Webstore onto the device - <https://chrome.google.com/webstore/detail/stratosmedia-player/alhlkpgheiefedomljbenmkpconkffhk>



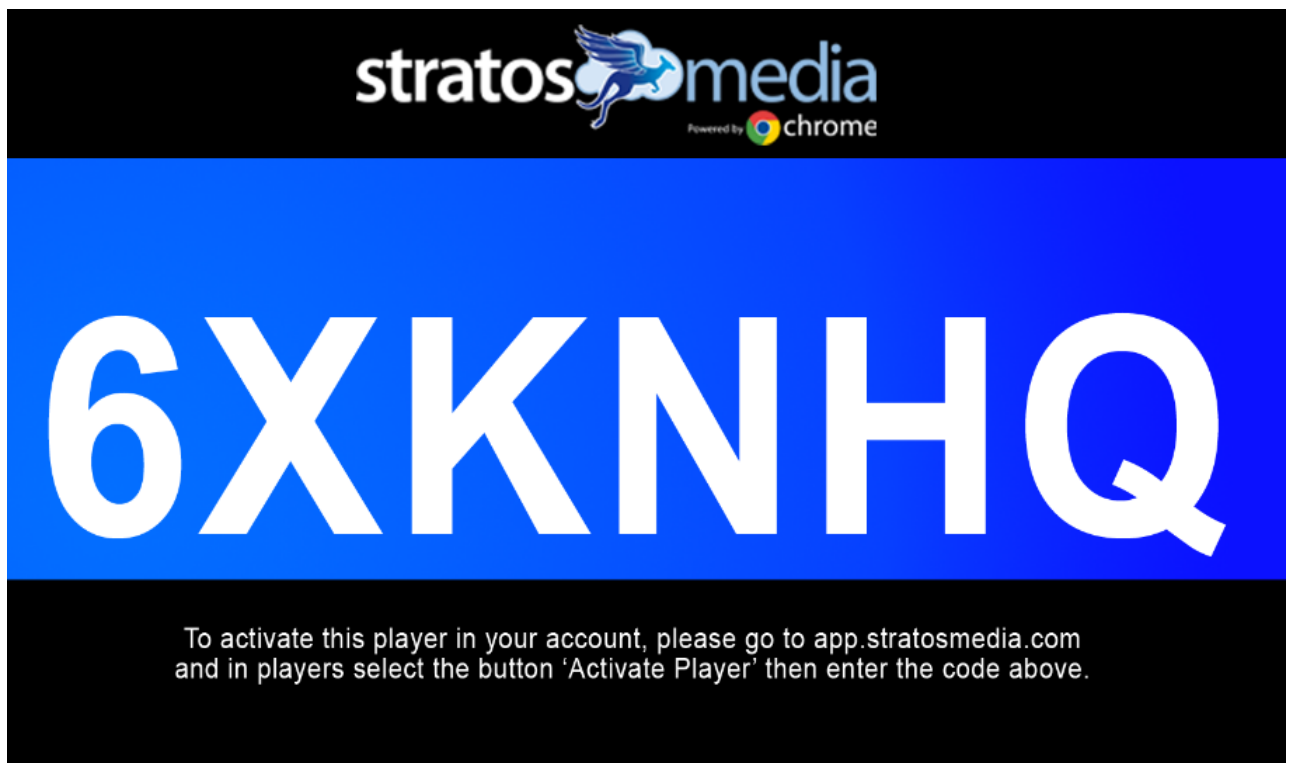
Open the Google Chrome Web Store choose the Chrome App Player download and select ADD TO CHROME.

Follow the prompts to add the StratosMedia Player App to the Chrome OS device.

The StratosMedia Player will launch and require registration into your account.

How to Activate a StratosMedia Chrome Player App

When a new StratosMedia Chrome Player App is installed you will now see the below screen. Take note of the unique 6 character Player Code for that device.



NOTE: If the below message appears on screen please check your network settings to ensure that the device has an internet connection. Restart the device. If the problem persists, contact helpdesk@stratosmedia.com

Error!

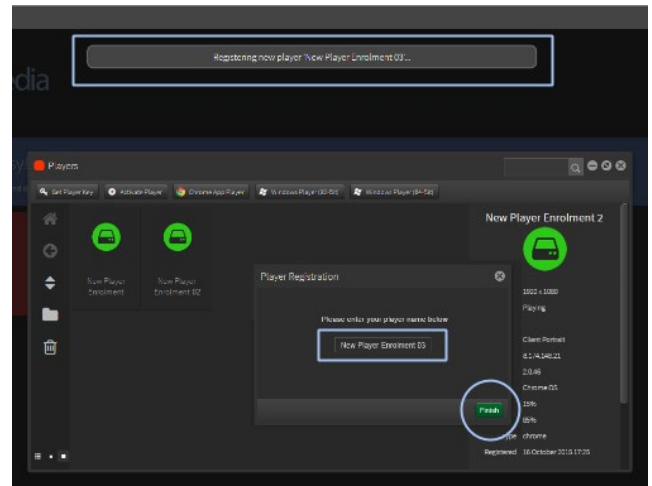
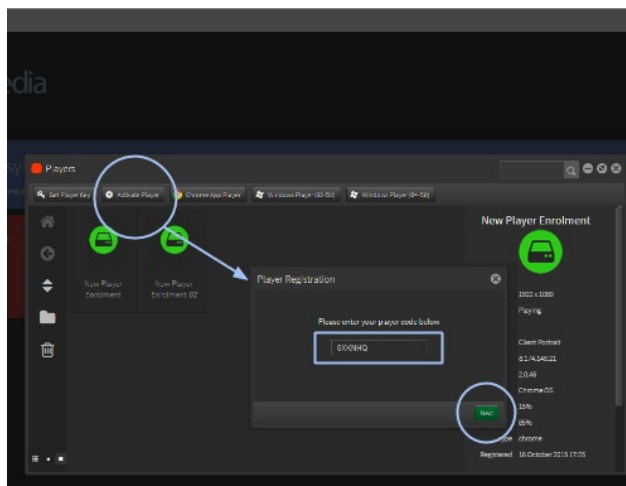
Unable to connect to StratosMedia.
Please check your internet connection and try again.

To activate the StratosMedia Chrome Player, log into your Admin console, open the Player window from the Home dropdown. Navigate to the folder you would like to register the player into and select the 'Activate Player' Tab and follow the prompts. *(You can move Players into other Folder locations after activation if required)*

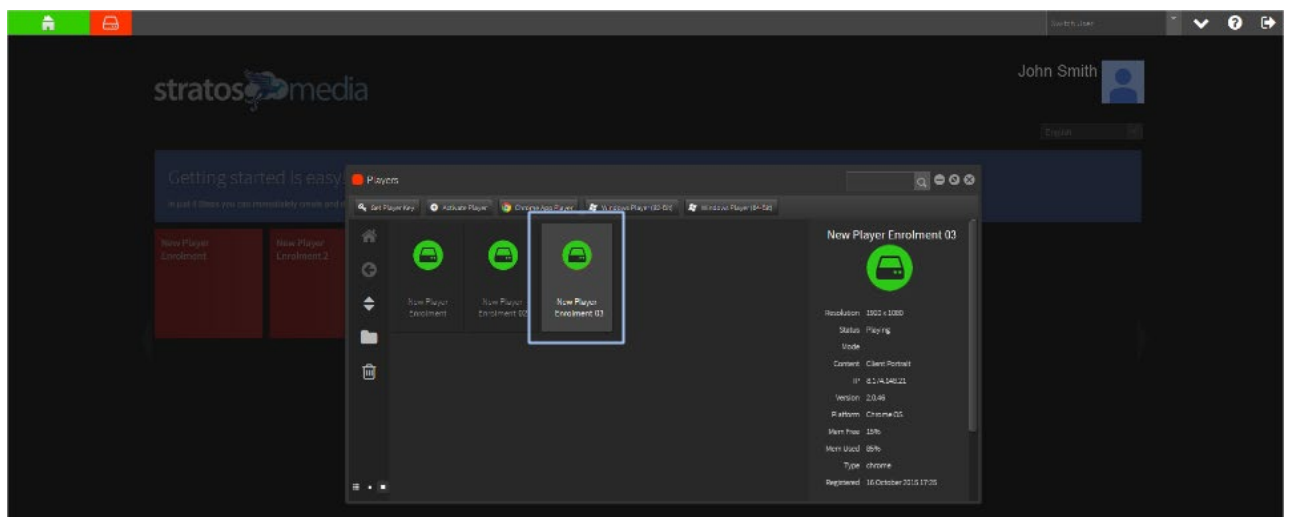
Enter the unique 6 digit code provided on your Player device. This can only be used once per Player.

This code expires after one month. If the player is not activated within one month a new code is generated.

Next, enter a name for the player.



The player is now registered in your account.



NOTE: If a Channel has the default tag this channel of content will be downloaded automatically and start playing on the device. The player will require Internet access to be able to operate.

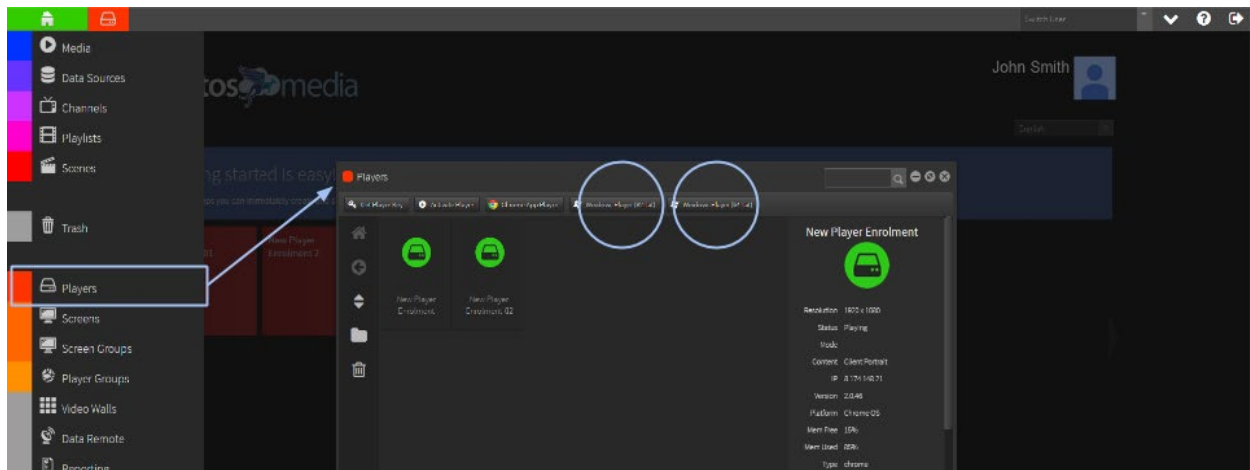
Installing a Windows Player App on a Windows OS device

This Step is done on the device you will use as a media player. StratosMedia currently supports Chrome OS, Windows, and Stratos OS.

NOTE: You can add the StratosMedia Player onto the same device as your Management Console for demonstration and testing purposes. To CLOSE the Player application use Alt + F4 keystrokes

Windows Player exe

Log in to your StratosMedia Account and from the green home button select 'Players' then the windows player for your device (32 or 64 bit).



1. Click "Download Player" in the Player window. It will prompt you to save or open a file. Save the zipped file (win32.zip) into your newly created "Stratos" folder. Unzip the folder using "Extract all".
 2. View the extracted contents of the "winXX" folder. Right click and send "stratosPlayer.exe" to the desktop.
- The StratosMedia Player will launch and require activation into your account.
Follow the steps as above for the Chrome player activation.

Installing a StratosMedia Player App on a Stratos OS device

This Step is done on the device you will use as a media player. StratosMedia currently supports Chrome OS, Windows, and Stratos OS.

Installing Stratos OS

This process assumes that you are able to access boot settings and boot from a USB on the computer you are installing this OS on.

Stratos OS installation is suitable for all AMD64/x86_64 machines.

The OS automatically loads the StratosMedia Player application.

Note: This player application will require enrolment in your StratosMedia Account.

Download the OS installation image from [here](#).

1. Burn the image to a USB drive, eg. using Rufus
2. Plug the USB drive into the computer
3. Reboot
4. In BIOS/UEFI, select the USB drive as the boot device
5. The installation is automatic and will overwrite any existing data
6. The device will power off when the installation is completed

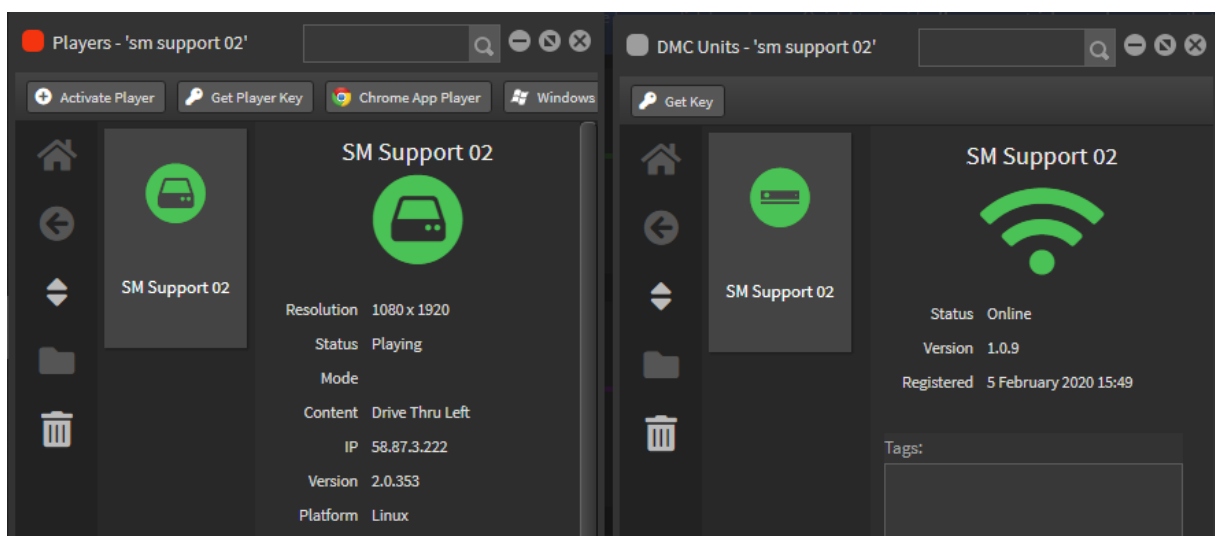
7. Remove the installation media and boot the device.
8. You should now see the StratosMedia Player activation code.
9. On a workstation, log in to app.stratosmedia.com and activate the player as you would normally.

PLEASE NOTE: The installation is automated and doesn't require any user input, so be mindful not to leave installation media plugged in to any computers you aren't installing the OS on.

Device Management Console [DMC] Units in the StratosMedia account

When registering a player that is running Stratos OS a DMC unit will also appear in your account with the same name as the player.

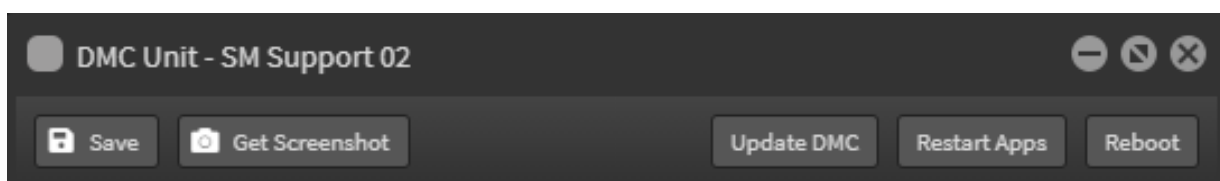
The DMC unit may take a couple of minutes to appear in the DMC Units window of your account after player registration, depending on your connection.



Please note: The DMC Unit will use the same name as the player when it's first added to the account, but changing the player name will not change the DMC name, and vice versa. We would recommend that you rename the Player and the DMC at the same time as best practice to avoid any confusion. Similarly, deleting the player from the account will not delete the corresponding DMC unit, and vice versa.

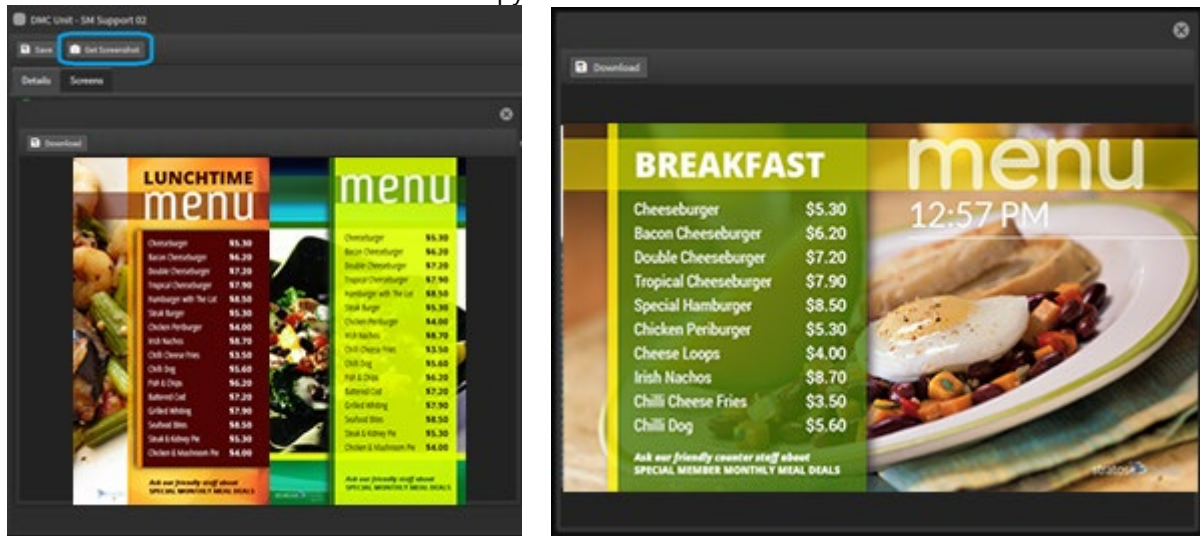
Resellers please note: Deleting the Player then emptying trash will cause the player to display an activation code, so it can then be activated in another account. This method of moving players between accounts will work for all OS types except Stratos OS. When transferring a Stratos OS player between accounts you **must** re-install the OS so a DMC unit can be activated in the new account.

DMC units provide you with system information as well as allowing you to perform some system-level actions on the device.



"Get Screenshot" button will open a new window and capture what is currently displayed on that player. If there are multiple monitors connected, they will all be captured in this screenshot.

These screenshots are deleted after they are captured.
Click the **"Download"** button to save a copy.



"Update DMC" will prompt the DMC to check for and download an updated DMC version

"Restart Apps" will restart the player service.

"Reboot" will reboot the device.

DMC Unit - Details Tab

The details tab provides you the system uptime, DMC version, CPU details, RAM details, Storage Details and Network details.

DMC Unit - SM Support 02

Save
Get Screenshot

Details
Settings
Screens
Network

SM Support 02

Boot Time: 2021-02-18T23:56:45+00:00
Up Time: 17d 6h 3m

DMC Version: 1.0.17

CPU

CPU Total: 61%
CPU Idle: 38%
CPU Applications: 43%
CPU System: 18%
CPU Queue Average: 1 min: 2.42 5 min: 2.08 15 min: 1.97
CPU Temp: -273°C
CPU Nice Loading: 38%

Model: Intel(R) Core(TM) i3-7100U CPU @ 2.40GHz
Vendor: GenuineIntel
Frequency: 800.002 MHz
Cores: 2

Memory

Mem Used: 1.21 GB
Mem Total: 4.02 GB
Mem Free: 2.81 GB
Capacity: 30%

Storage

Disk Used: 6.26 GB
Disk Total: 59.23 GB
Disk Free: 52.98 GB
Capacity: 10%

Network

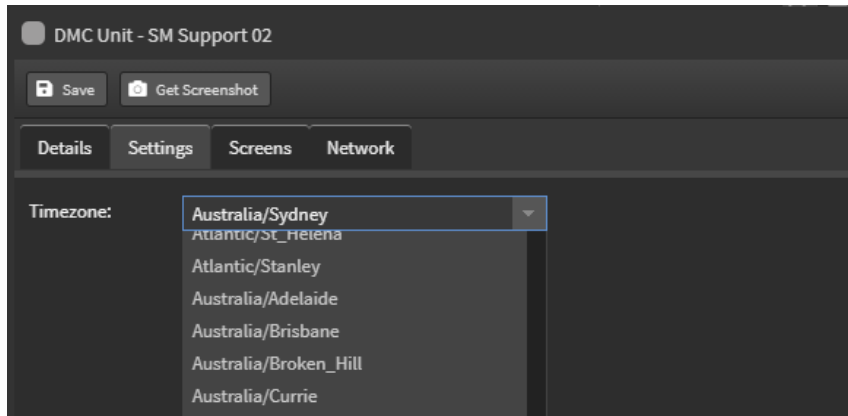
Interface: eno1
IP Addresses:

DMC Unit - Settings Tab

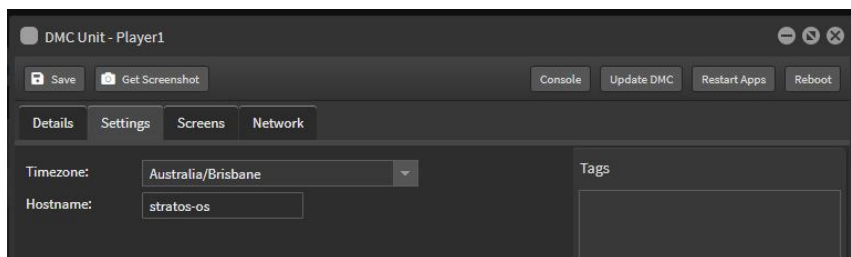
The settings tab will let you configure the device's timezone.

From the dropdown, select your timezone and click save.

The local time shown in the player will now reflect the time zone set via DMC.



You can also set the hostname in StratosOS here

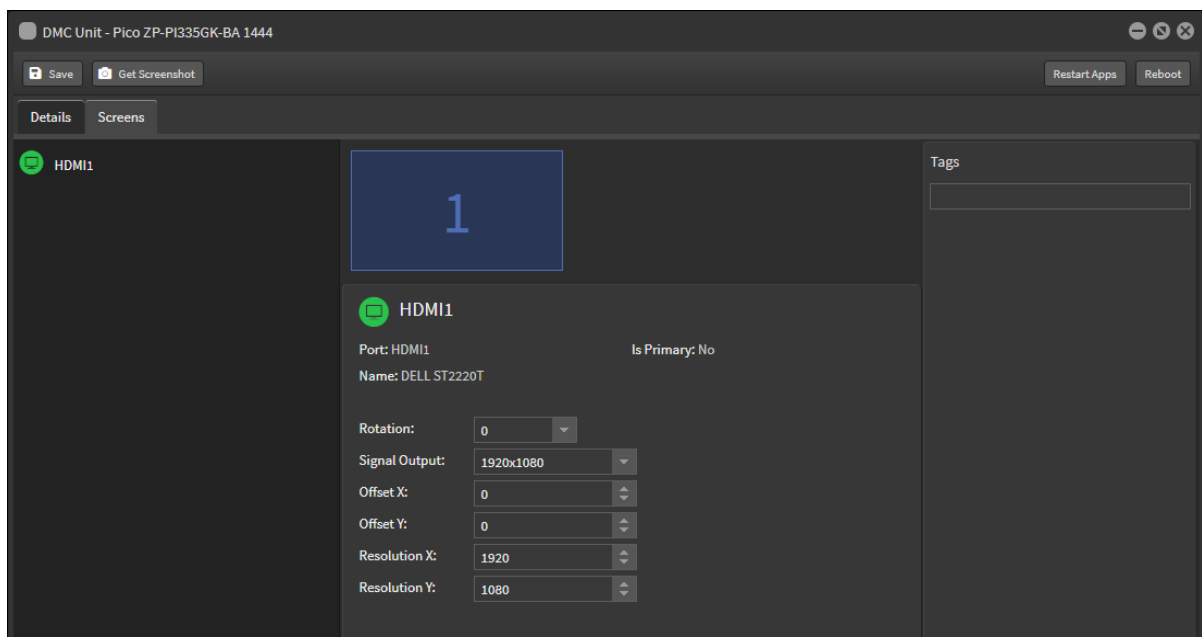


This is similar to the settings for Chrome OS in their device policy settings and Windows OS system settings.

DMC Unit - Screens Tab

The screens tab will provide the details of connected displays with the model name provided via EDID.

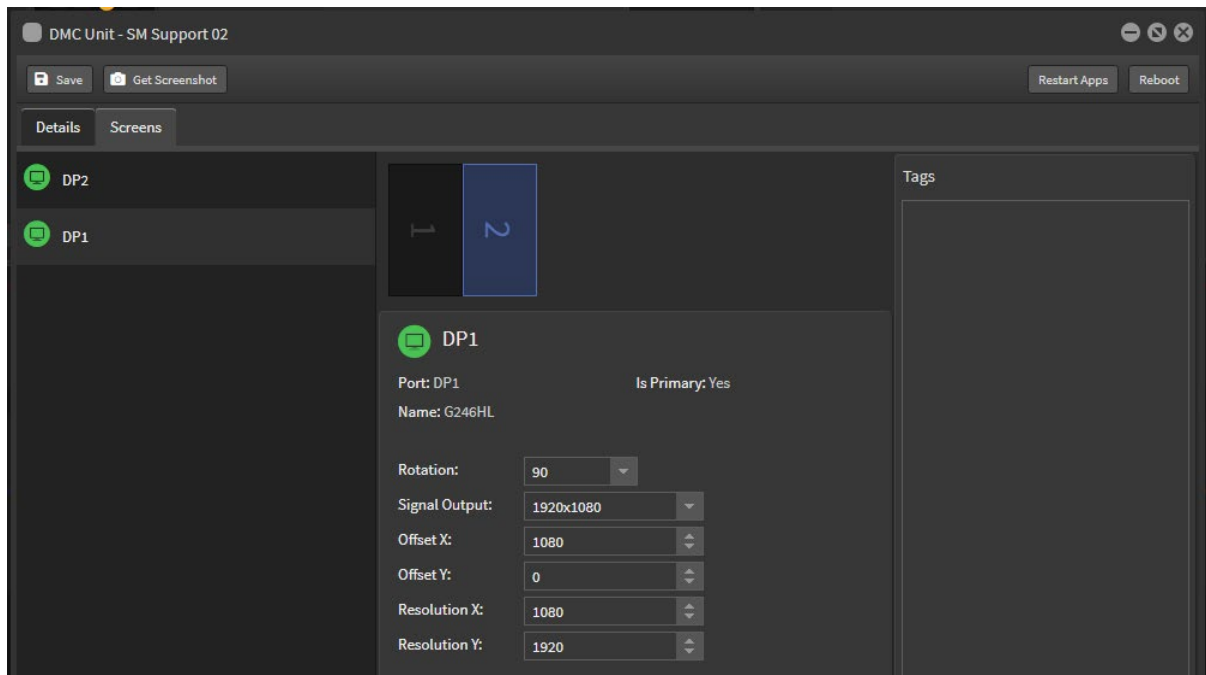
This list will be updated on a system reboot.



On the screens tab you can set the rotation for displays and set the resolution from a list of supported resolutions.

If you have multiple displays connected this is where you will arrange them by setting their offset.

If each screen will be playing its own content, only one screen should have an offset of 0,0. Set the offset of the other screens according to how you want them laid out. In the example below, both FHD screens are set to portrait, so the second screen has offset X set to 1080



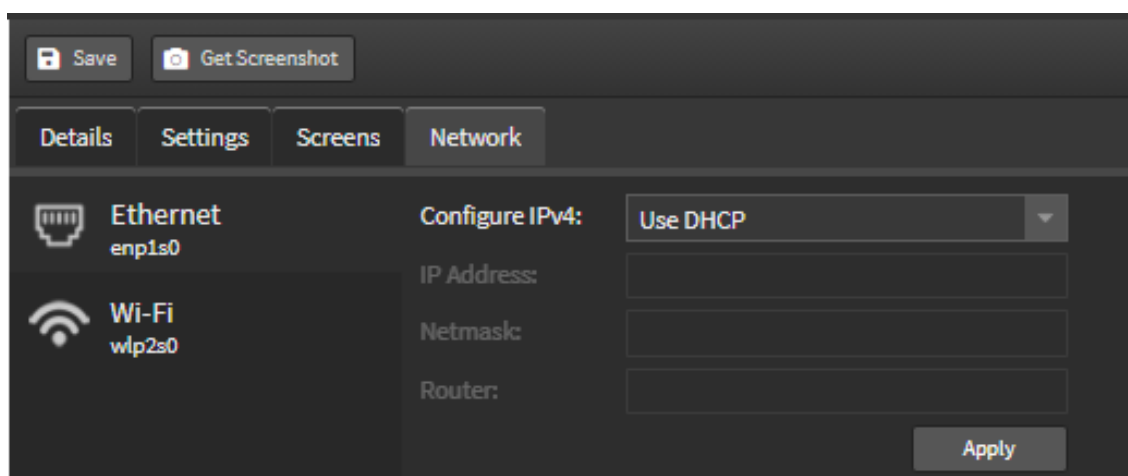
DMC Unit - Network Tab

The network tab will allow you to configure the network settings of this device.

You will see each available network interface and will be able to configure each independently. Select your desired network interface.

Ethernet Configuration

By default, Configure IPv4 will be set to Use DHCP.



To set it manually, enter your desired static IP address, subnet mask and the IP address of your router (i.e. internet gateway). If unsure please check with your network administrator. Once these fields have been entered, click Apply. After a few seconds, **Result: OK** or **Result: Fail** will be displayed.

The screenshot shows the 'Network' tab in a settings application. On the left, there are two network interface icons: 'Ethernet enp1s0' and 'Wi-Fi wlp2s0'. The 'Ethernet enp1s0' interface is selected. To the right, the 'Configure IPv4' dropdown is set to 'Manually'. Below this, there are three input fields: 'IP Address' with the value '192.168.1.140', 'Netmask' with '255.255.255.0', and 'Router' with '192.168.1.1'. An 'Apply' button is located to the right of these fields. At the bottom, a 'Result: OK' message is displayed in a box.

Wifi Configuration

Check the enabled box to use a wireless interface. Click the network name dropdown, and available wireless networks will be shown, as well as their signal strength*.

Secure networks will display a lock adjacent to the wireless network name.

These secure networks will require a valid password for connection.

The screenshot shows the 'Network' tab in a settings application. On the left, there are two network interface icons: 'Ethernet enp1s0' and 'Wi-Fi wlp2s0'. The 'Wi-Fi wlp2s0' interface is selected. To the right, the 'Enabled' checkbox is checked. Below it, the 'Network Name' dropdown is open, showing a list of available wireless networks: 'sample', 'wifi2', 'wifi3', 'WiFi-A4EN', 'free wifi', 'another wifi', 'Telstra Air', 'wifi name', and 'Telstra Air'. Each network name is accompanied by a lock icon (indicating a secure network) and a signal strength icon. Other configuration options like 'Hidden', 'Configure IPv4', 'Password', 'IP Address', 'Netmask', and 'Router' are visible but not currently active.

If your SSID is hidden, check the hidden checkbox and manually enter the SSID

The screenshot shows the 'Network' tab in a settings application. On the left, there are two network interface icons: 'Ethernet enp1s0' and 'Wi-Fi wlp2s0'. The 'Wi-Fi wlp2s0' interface is selected. To the right, the 'Enabled' checkbox is checked. Below it, the 'Network Name' dropdown is set to 'hidden'. The 'Hidden' checkbox is also checked. The 'Configure IPv4' dropdown is set to 'Manually'. Other configuration options like 'Password', 'IP Address', 'Netmask', and 'Router' are visible but not currently active.

Select your desired network and if secured, place the password in the password field.

Like wired connections, you will also be able to choose between DHCP and manual entry of your network settings. Once entered, click apply and within a few seconds, **Result: OK** or **Result: Fail** will be displayed.

Click Reboot for the settings to take effect.

**If your desired wireless network is not shown, please move your device closer to the access point and repeat step 1. If it is still not shown, confirm with your network administrator that the wireless network is not hidden. If it is hidden, manually enter the SSID and password if applicable.*

Installing a Player Application on an Android device.

Currently there are 2 methods to install the player application on an Android device:

- Using a device with a camera [inbuilt or attached] scanning the QR Code
- Downloading and running the APK for the pre-release version

A link to our installation document can be found [here](#).

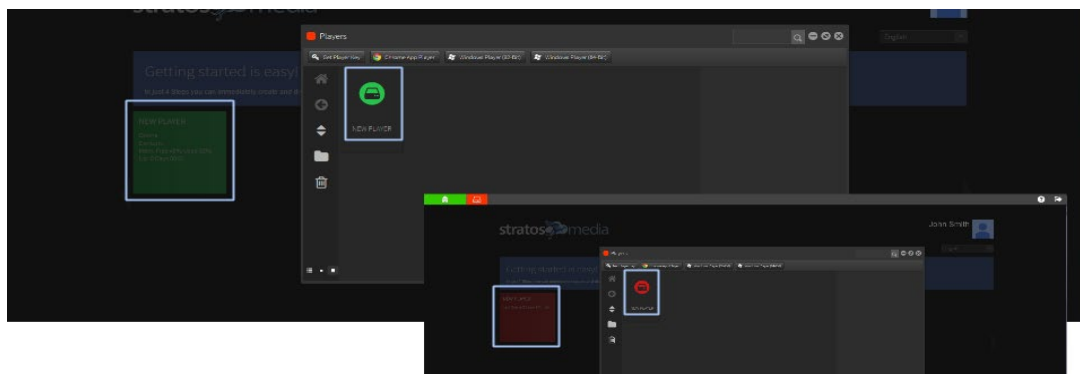
Please contact us for more information as required.

Step 4 | Distribution of a Test Channel to a Player

NOTE: Do not drop a single scene onto a player. Build a channel and playlist with content. Some functionality is not supported with a single scene on a player and you may experience incorrect playback.

A GREEN icon indicates the Player has connection to the internet and is accessible. A orange icon means that the Player is not online and unable to be controlled via the StratosMedia GUI.

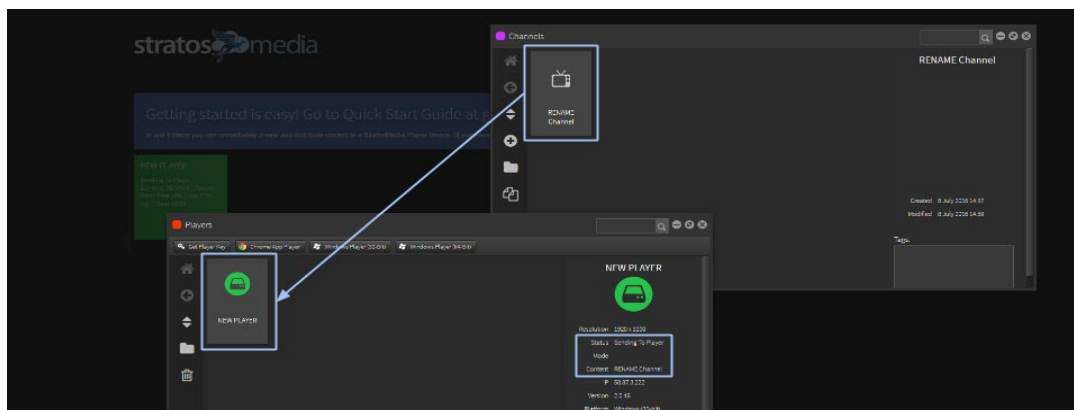
Please check your internet connection.



Drop Channel onto a Player

Access the CHANNEL via the Green Home Menu. Drag the CHANNEL onto the PLAYER.

The player status will begin Downloading Media and then change to Playing once all of the content has been downloaded.



NOTE: First time Player installations require the Player to be restarted to initiate playback. Double click on the PLAYER icon to open the Details window and click the Restart Tab.

Changing content

Open the CHANNEL editor and access the Playlist.

Delete or add Scenes and/or Media from the Playlist and Click SAVE Tab.

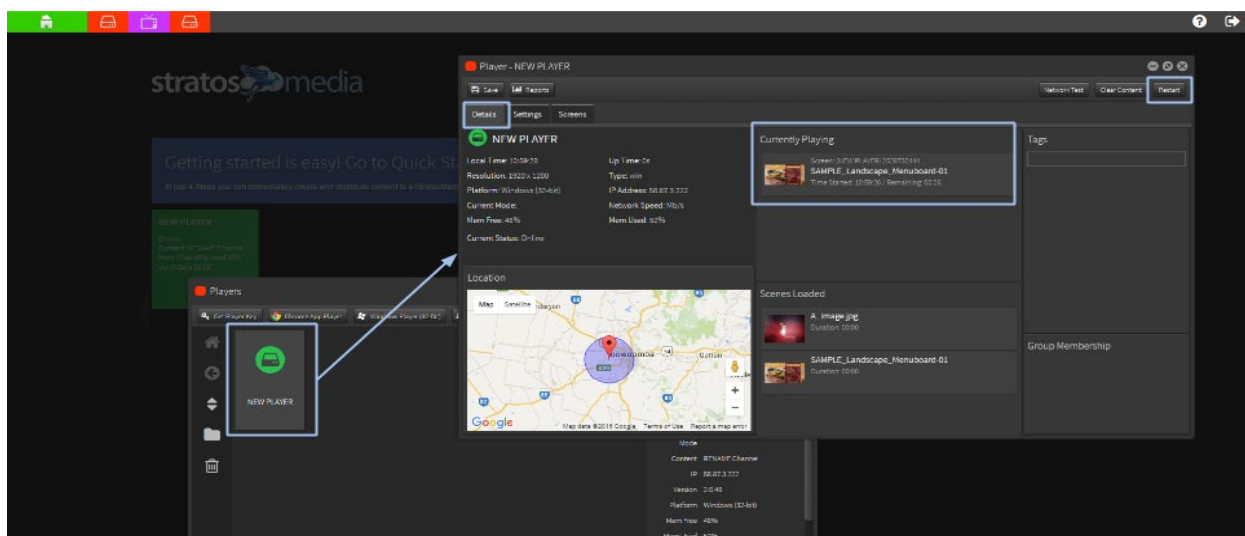
Drag amended CHANNEL back onto the PLAYER.

Files will now download, update and PLAY on the PLAYER.

Player Status

Player status information is available through the Details and Settings Tabs.

This shows the Player Location, connected Screen Resolution, Scheduling and Restart functions, Loaded Scenes and Current Scene Playing.



You will now see your content displayed on the screen.



NOTE: Complete User Guide can be accessed [here](#) or contact helpdesk@stratosmedia.com

Required network ports & URL addresses for StratosMedia applications

Inbound ports 80 and 443 can be blocked

Outbound port 80 (HTTP) and 443 (HTTPS) need to be allowed

As a general rule we recommend whitelisting stratos.media and the wildcard *.stratosmedia.com

It is possible that the IP address/es will change in future which is why we recommend white-listing on a domain level.

If you need specific domains rather than a wildcard, the currently used domains are:

player.stratosmedia.com

app.stratosmedia.com

stratos.media

edge.stratosmedia.com

cdn.stratosmedia.com

update.stratosmedia.com

api.stratosmedia.com

dmc.stratosmedia.com

Connections are made using websockets, in our experience some proxy systems need to be explicitly configured to support websockets.

This information is only for StratosMedia and does not cover any requirements for the OS. For a ChromeOS devices, there may be additional requirements on the Google side to allow the Chromebox to update and work correctly with CDM. If using a proxy server with SSL inspection Google recommends whitelisting the list of URLs available from the following page:
https://support.google.com/chrome/a/answer/6334001?hl=en&ref_topic=3504941

Accounts – Enterprise Edition

User Roles and Permissions

Permission settings can be divided into two parts: Access to functionality and access to files and folders.

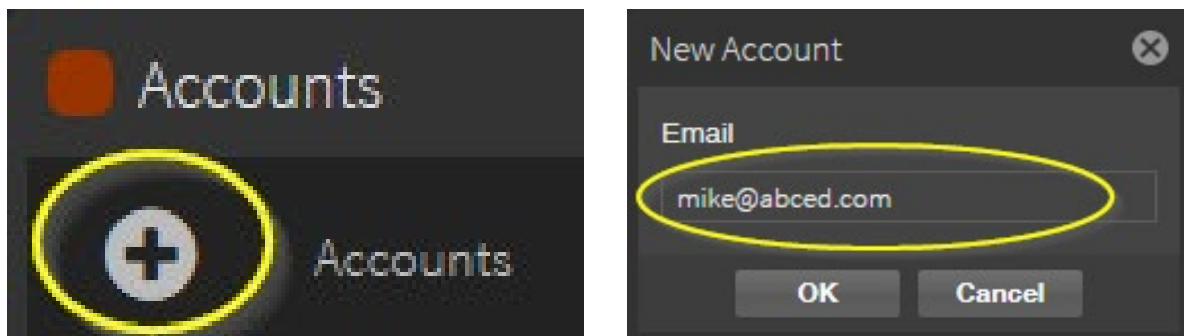
Before permissions can be assigned, a user will need to be created.

Creating a new user

From the 'Green home button' select 'Accounts'

Click the plus symbol in the Accounts window pane

Type in the email address of the new account and press OK

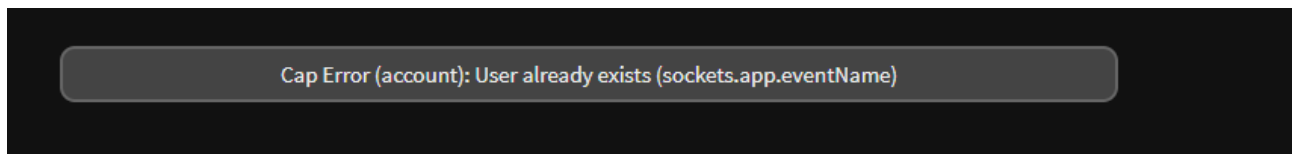


An email will now be generated and sent to the user to create their own password.

Now that the new user has been created you are ready to assign functionality.

Issues creating a new user in your account

You may see an error popup when creating a new user in your account:



This indicates that the email address already exists in the StratosMedia system.

Possibly this user has created a Trial Account by mistake.

If you see this message please contact helpdesk@stratosmedia.com and we will investigate and remove the user name from our platform so that you can then add it into your main StratosMedia Account.

Access to Functionality

We have broken down access to functionality based on the items listed in the main menu plus any corresponding editor windows. For a small number of accounts, you can assign functionality directly to individual accounts. For a larger number of accounts, you can create groups of functionality which is like creating a role. Accounts can then be added to those groups.

The assignable functions in Stratos are:

Account | Data Sources | Media | Player Groups | Players | Playlists | Remote Data
Scenes | Video Walls | Channels | Channel Editor | Scene Editor | Google Drive

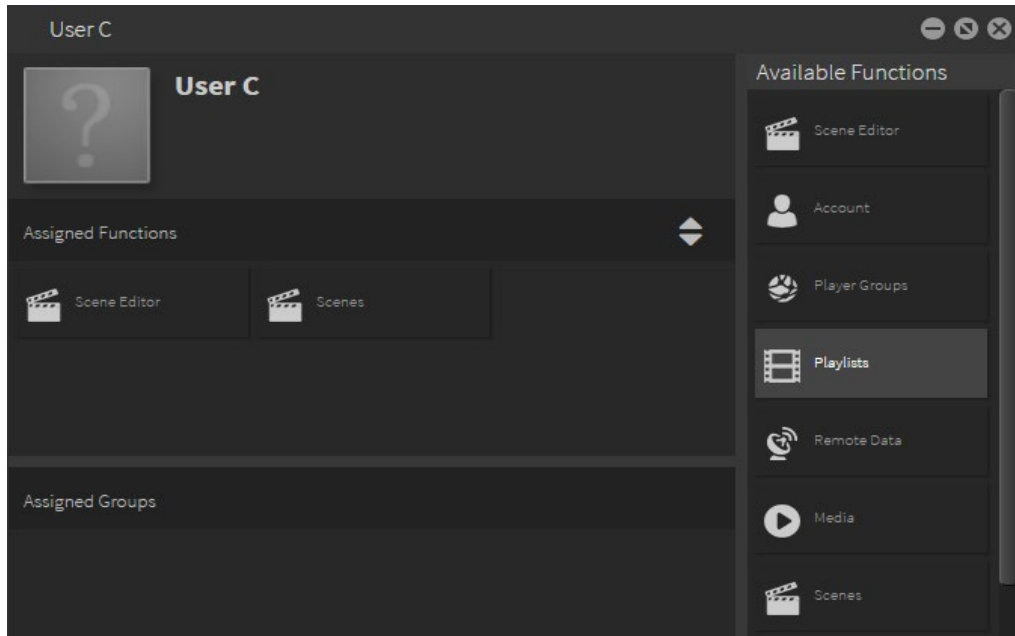
Assigning a Function Directly to a User

To add Functionality directly to a User

From the 'Green home button' select 'Accounts'

Double-click on the user you wish to assign functionality

Drag the functionality you require from the Available Functions windows pane over to the Assigned Functions window panel



Repeat step 3 to add more functions to the account

Creating Groups

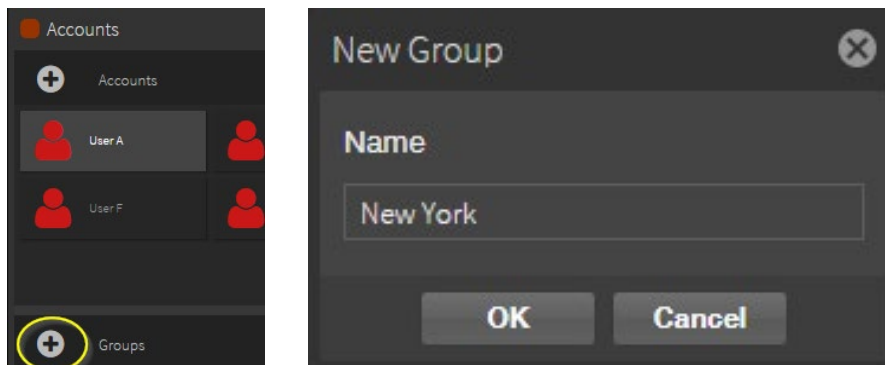
Groups can be created and users assigned certain permission settings and functionality.

How to create a New Group

From the 'Green home button' select 'Accounts'

Click the plus symbol in the Groups window pane

Type in the name of the new group and press [Enter]



Repeat step 3 to add more groups' functions to the account

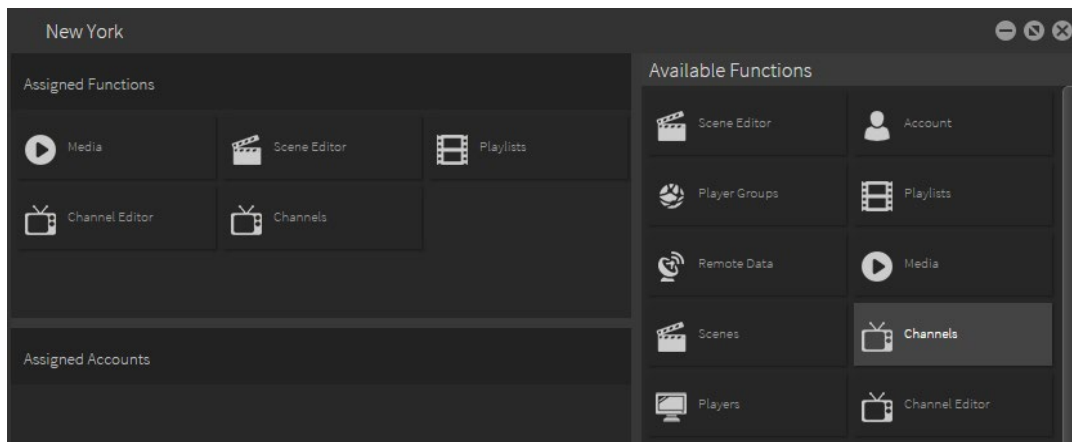
Assigning a Function Directly to a Group

To add Functionality directly to a User.

From the 'Green home button' select 'Accounts'

Double-click on the group you wish to assign functionality.

Drag the functionality you require from the Available Functions windows pane over to the Assigned Functions window pane.

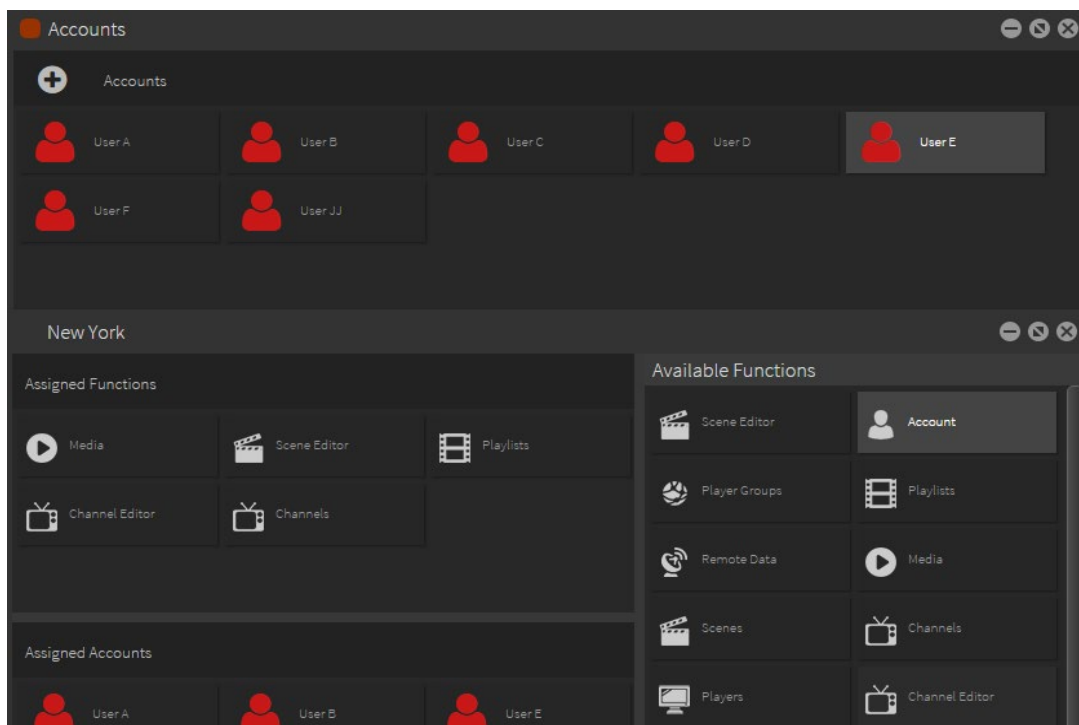


Assigning Users to your newly created Group

Once functionality has been given to your group you are ready to assign the user in which you wish to be a part of this group. Multiple users can be dragged and dropped into any group

Double click on the group you wish to add new users too.

From the 'Accounts' window pane, highlight the user you wish to add to the group and drag it into the 'Assigned Accounts' field in your 'Group' window pane.



Permissions

Permission settings can be assigned to users or groups or restrict access to the various components within the Stratos content management system.

Permission groups can be applied to individual items and/or folders in:

- Media
- Scenes
- Channels
- Players
- Player groups
- Video walls
- Remote data sources

Setting permissions is a three step process:

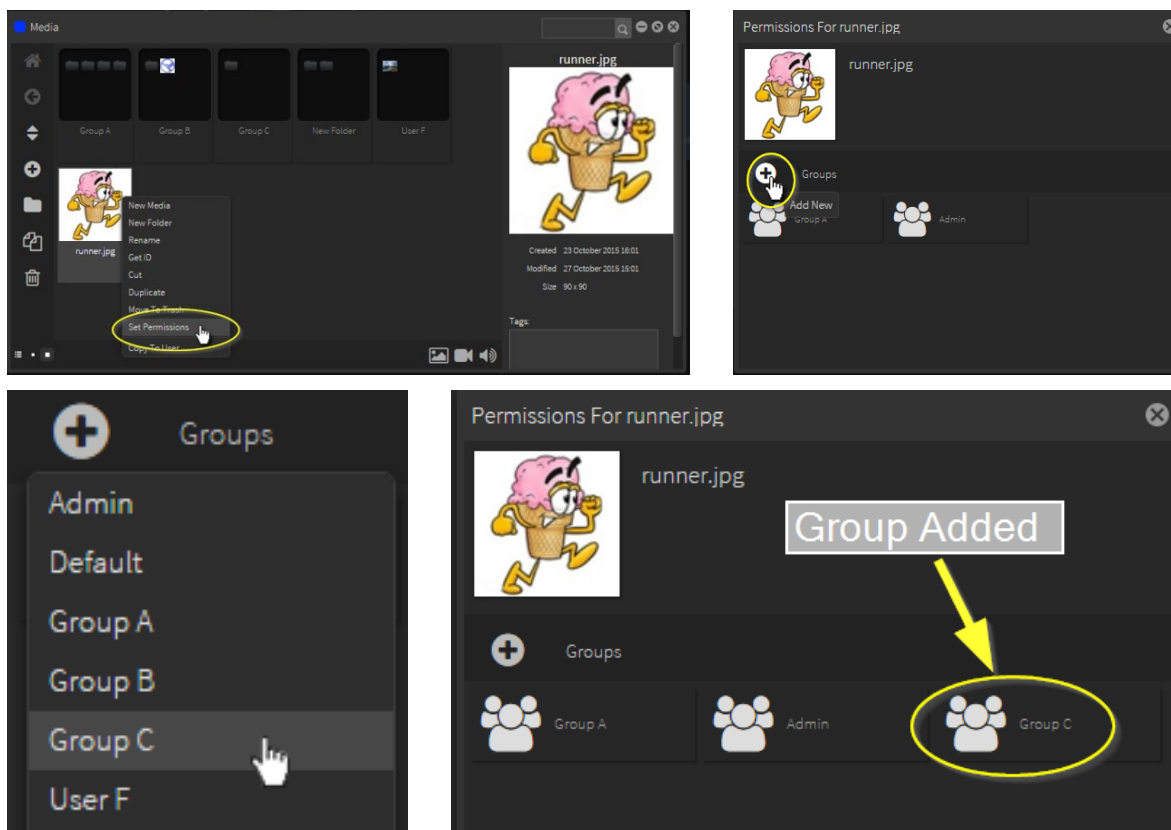
1. Create the group name for the permission you want to create.
2. Assign the user accounts to their relevant groups.
3. Set the permissions for folders/media/scenes/players etc. with groups that you created in step 1.

Set Permission on a Single Asset

Right-click on the asset and select Set Permissions.

Click the plus sign to add a permission group.

Select group name from the list.



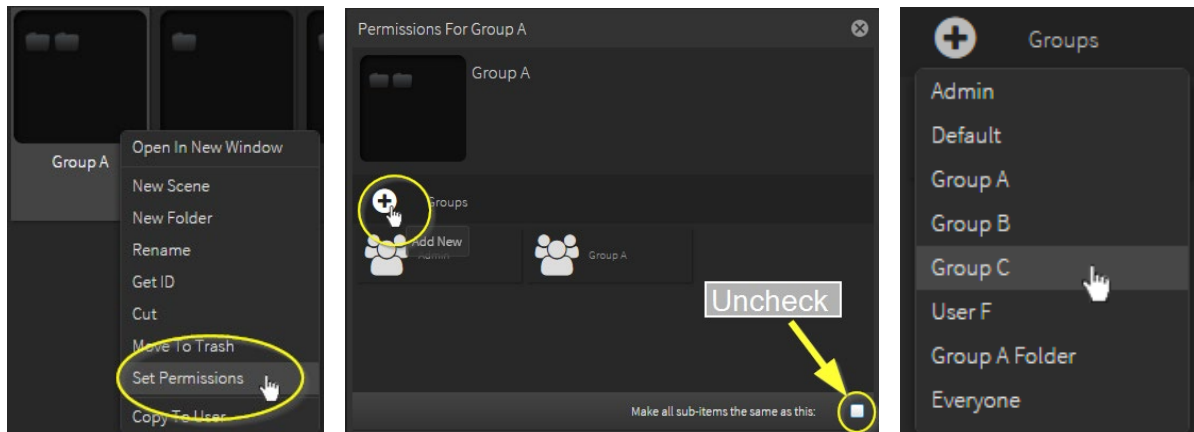
Note: If permissions need to be set on a folder please refer to the steps below

Set Permission on a Folder

Right-click on the folder and select Set Permissions.

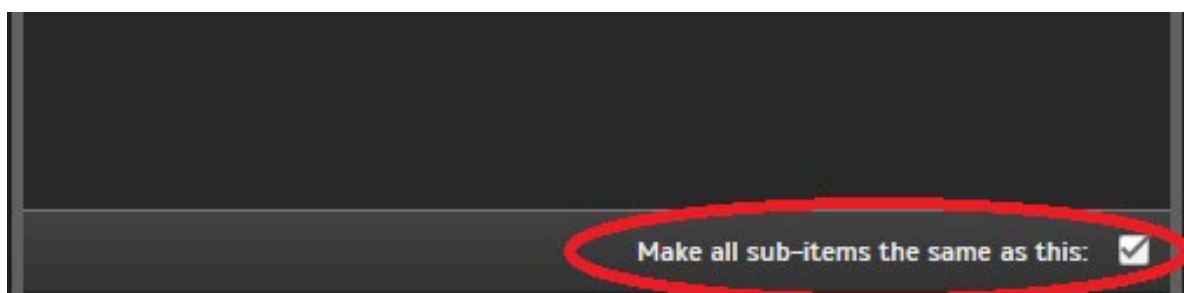
Uncheck Make all sub-items the same as this. Then, click the plus sign to add a permission group.

Select group name from the list.



Additional Permission Rules

- Users can be a member of multiple groups.
- Items can have multiple groups assigned to them.
- If a user doesn't have permission for an item or folder, they won't be able to see it or interact with it.
- Newly uploaded media and created scenes, channels, player groups, video walls and folders at the top level will receive the 'everyone' group.
- By default, new folders will have 'Make all sub-items the same as this' box checked. This means that folders or items created in this folder will receive the same permissions as the parent folder.
- The parent folder's permissions will be applied to all items contained in it every time the parent folder's permissions are updated. If you want some of the contents of a folder to have different permissions to the parent you need to uncheck this box.
- Permissions applied to media and data sources are enforced in the scene editor. As are scenes and playlist permissions in channel and playlist editors.
- If a user has permissions to a player group, but doesn't have permissions to all players in the group, any content they send to the group will only be sent to the players with permission.

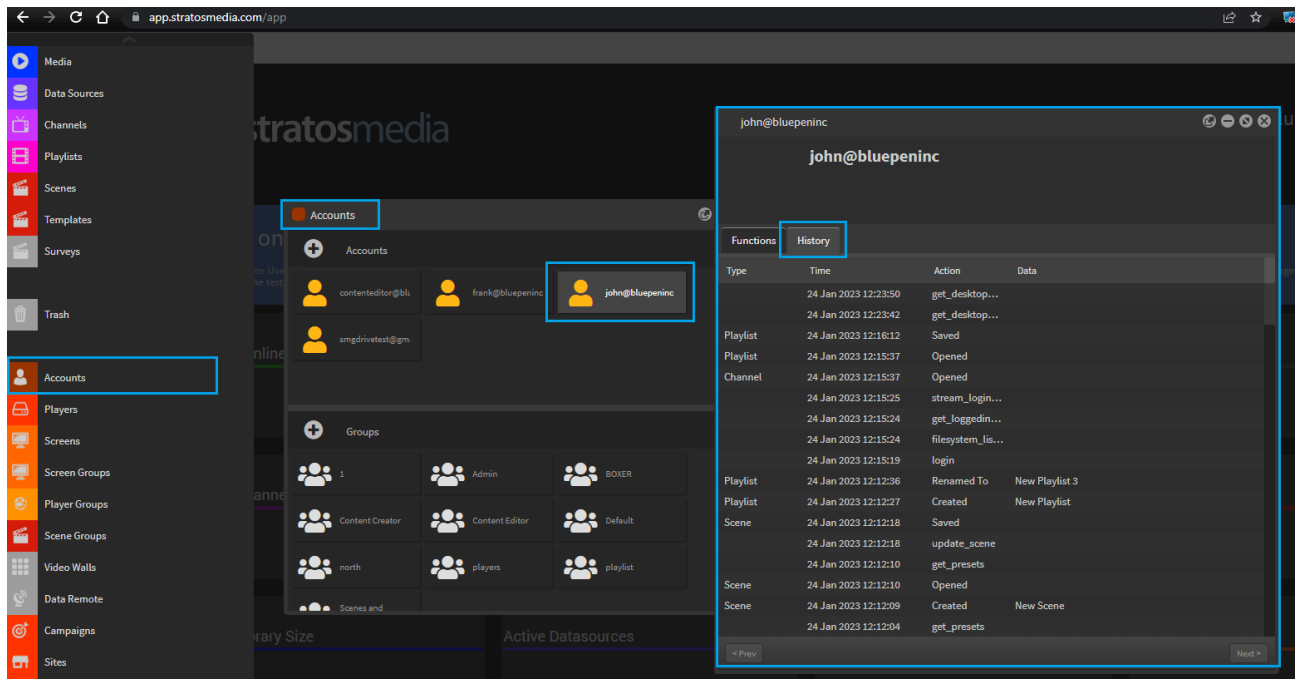


Items created in a folder will receive that folder's permission settings.

Accessing User History

You can view user history action profiles from the Accounts tab in the main menu.

Right click on the User to access History.



Legend of recorded user actions are in the table below.

USER HISTORY ACTION	DESCRIPTION
assign_content	The user has sent content to a player or player group
campaign_keep_alive	The user has a campaign open
change_playlist_folder	The user is updating a dynamic folder in a playlist
check_player_code	The user is trying register a new player
clearcache	The user has clicked Clear Cache on a player
Created	The user has created an item
filesystem_list_workplaces	Get default workspace for filesystem (Replacement for collections not available to customers yet)
filesystem_load	Load in filesystem data (Replacement for collections not available to customers yet)
gdrive_select_folders	The "Please select which folders to sync" prompt was displayed
get_all_users	A reseller user has opened User Admin [Reseller accounts only]
get_campaign	The user has opened Campaigns in Campaign Manager
get_clients	The user has opened Clients in Campaign Manager
get_copy_users	Get list of accounts a user can copy an item to (in duplicated user)
get_gdrive_folders	The "Please select which folders to sync" prompt was displayed
get_key	The User clicked Get Player Key in a Player window
get_loggedin_user_groups	internal function, doesn't mean much. Will be removed
get_login_user_groups	internal function, doesn't mean much. Will be removed
get_my_users	get list of accounts the user can edit/control
get_player_counts	Players a campaign can be sent to
get_player_settings	The user has clicked on a Player's Settings tab
get_presets	Shows when a user opens a scene
get_qrcodes	The user has opened QR Codes from the main menu

get_subtitles	The user has opened a video with subtitles
get_user_history	The user has clicked the history tab on a user
login	The user has logged in to StratosMedia
Opened	The user has opened an item
publish_scene	The user has published a scene
register_player_code	The user has activated a player
Renamed To	The user has renamed an item
restartplayer	The user restarted a player
rrd_get	The user has opened the monitoring tab on a player
save_publish_channel	The user has saved & published a channel
Saved	The user has saved an item
search_collection	Search collection
search_collection_with_attr	Search collection
Sent To Trash	The user moved an item to trash
subscribe_player	The user has a player open. This item will show every 5 minutes until the user closes the player
switch_user	The reseller changed to another account using the Switch User dropdown [Reseller accounts only]
test_network_speed	The user clicked the Network Test button on a player
unsubscribe_player	The user closed a player
untrash	The user has moved an item out of trash

1.0 Features

1.1 Dashboard

StratosMedia Dashboard Overview

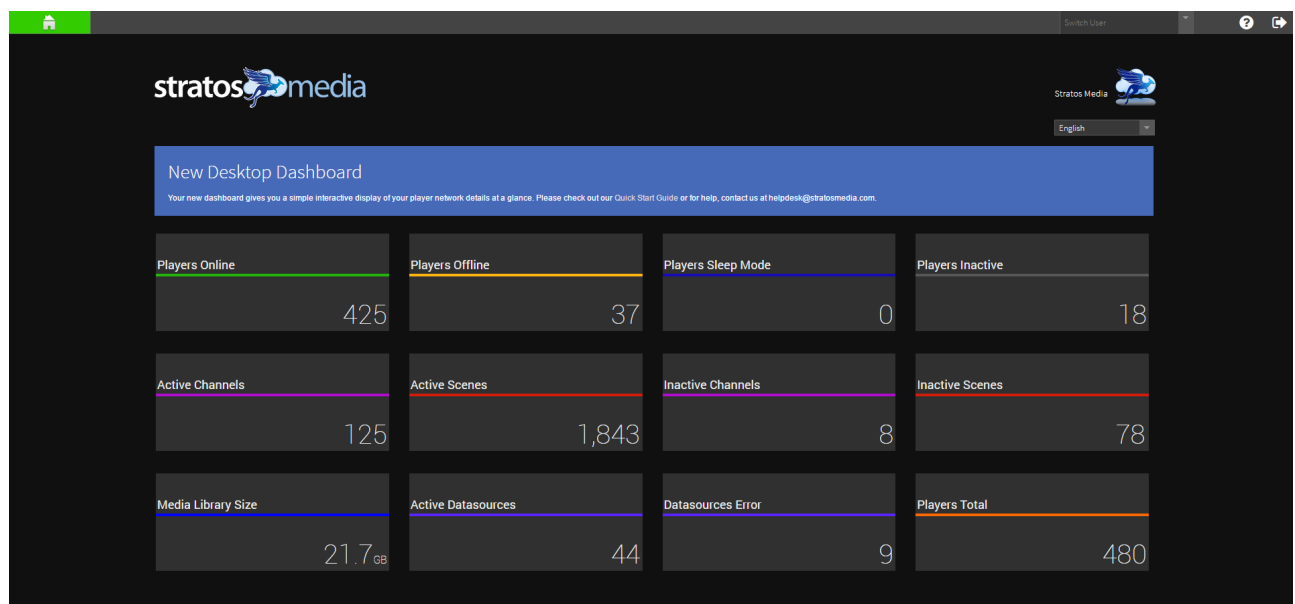
Go to <https://app.stratosmedia.com/> and log in to your StratosMedia Account with your email and password.

In addition to username/password and Google sign-in it is possible to log in to the StratosMedia app with SAML. Once this is configured it is possible to disable other login methods so that Single Sign On/SAML is the only method users can use to log in to the platform.

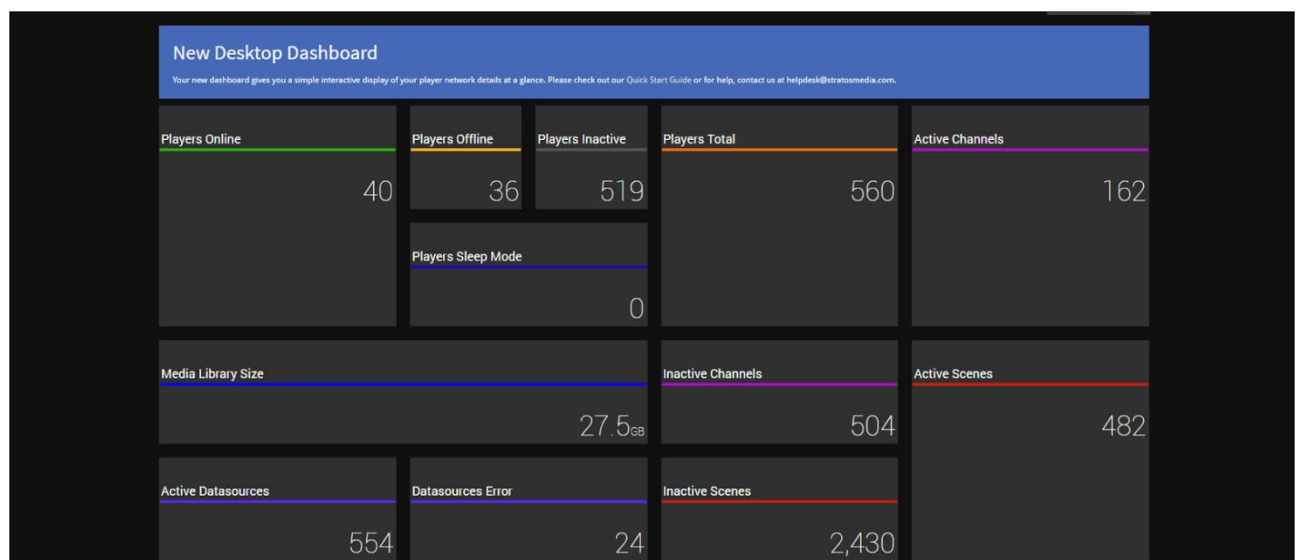
Contact helpdesk@stratosmedia.com to request this set up in your account.

The Administration Console gives access to all the StratosMedia Applications is via this GUI.

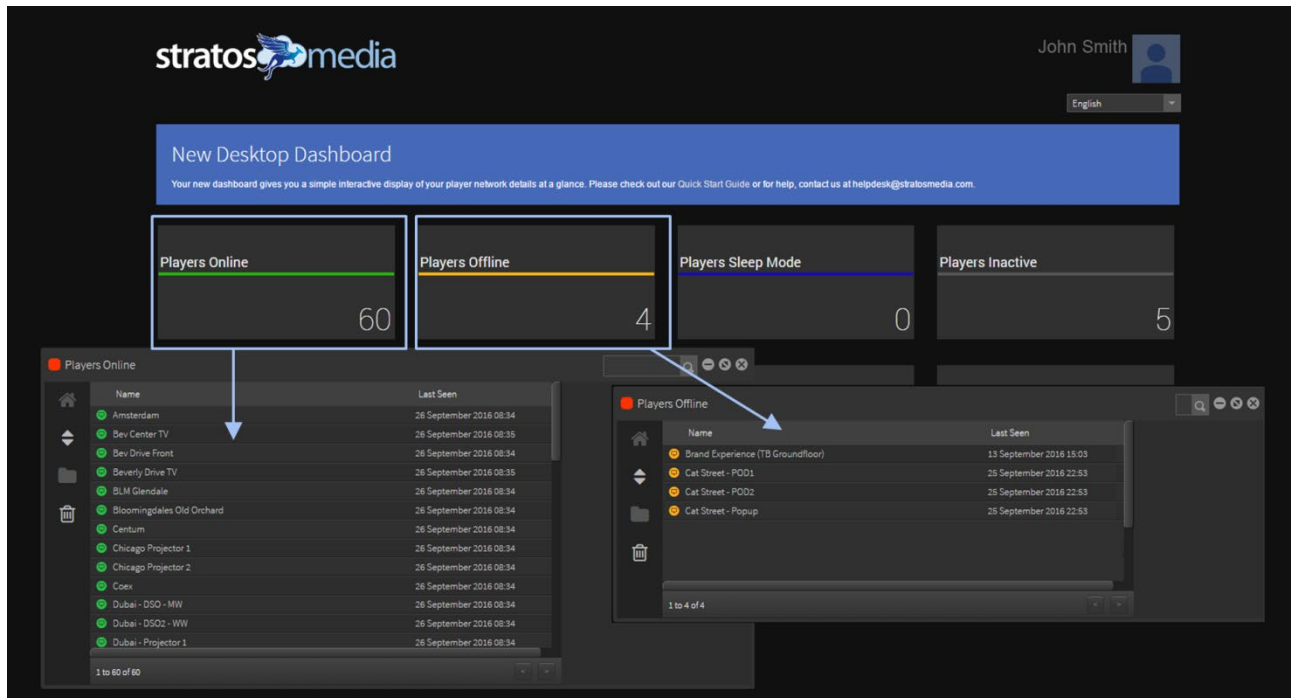
This ADMIN DASHBOARD gives you a simple interactive display of your player network details at a glance.



The panels can be resized and rearranged to your customized layout. Drag and drop panels around.



Double Click on the panels to access a list of the items. Each Item can then be opened by clicking again.



Players online

Players that are online - active, on air.

Players offline

Players that do not have a network connection are offline, but may be playing content.

Players Sleep Mode

Players in sleep mode that have a network connection, but are not currently on air. Probably scheduled offline.

Players Inactive

Players that haven't been online in 30 days. These could still have be playing content.

Active Channels

Channels currently running on any of your players.

Active Scenes

Scenes used in any of your active channels.

Inactive channels

Channels not in use – eg. If you created content and pushed out a campaign for Easter, and you have now changed out for Holiday Season campaign.

Inactive scenes

Scenes not in use – eg. The Easter scenes you changed out for Holiday Season scenes.

Active Datasources

Data sources you currently have collecting data - eg. Google Sheets, RSS, CSV, Weather etc.

Media Library size

Size of your current media library. Allowed 200GB storage.

Datasources Error

Data sources which have errored in last collection.

Players total

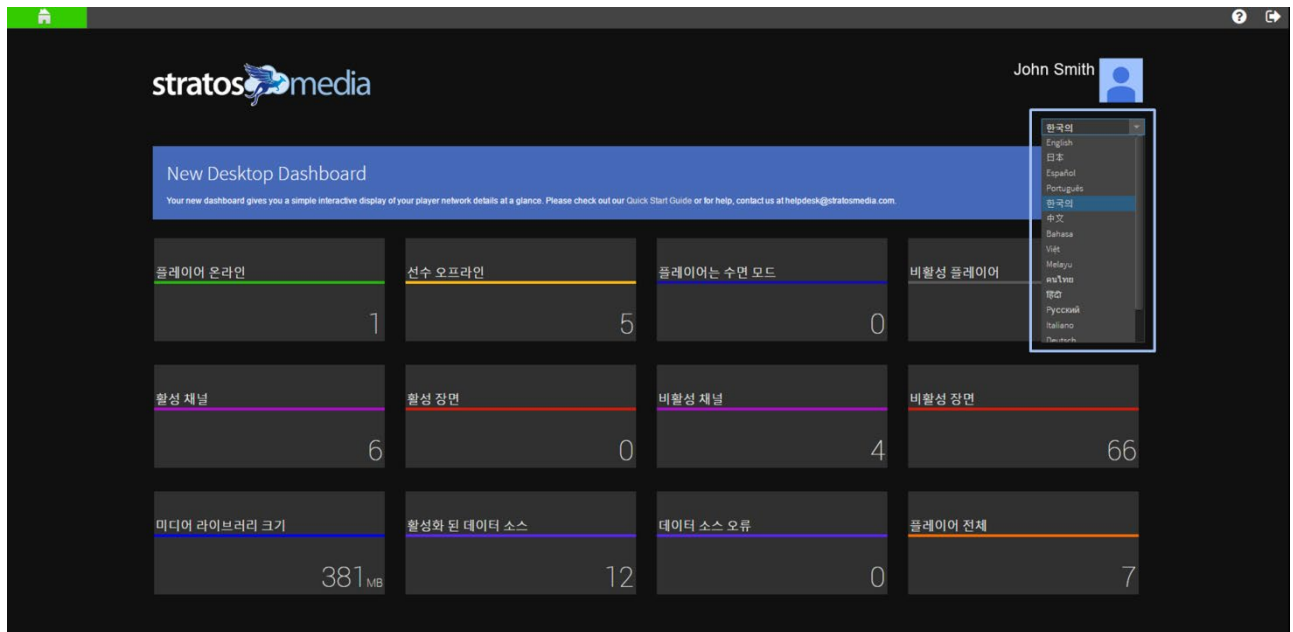
Total number of players you have created.

The Blue Panel is an Administration Message System where you will be notified of any new developments.

Language Selection

StratosMedia supports a large variety of languages.

From the drop down box select the language you wish to use for your GUI.



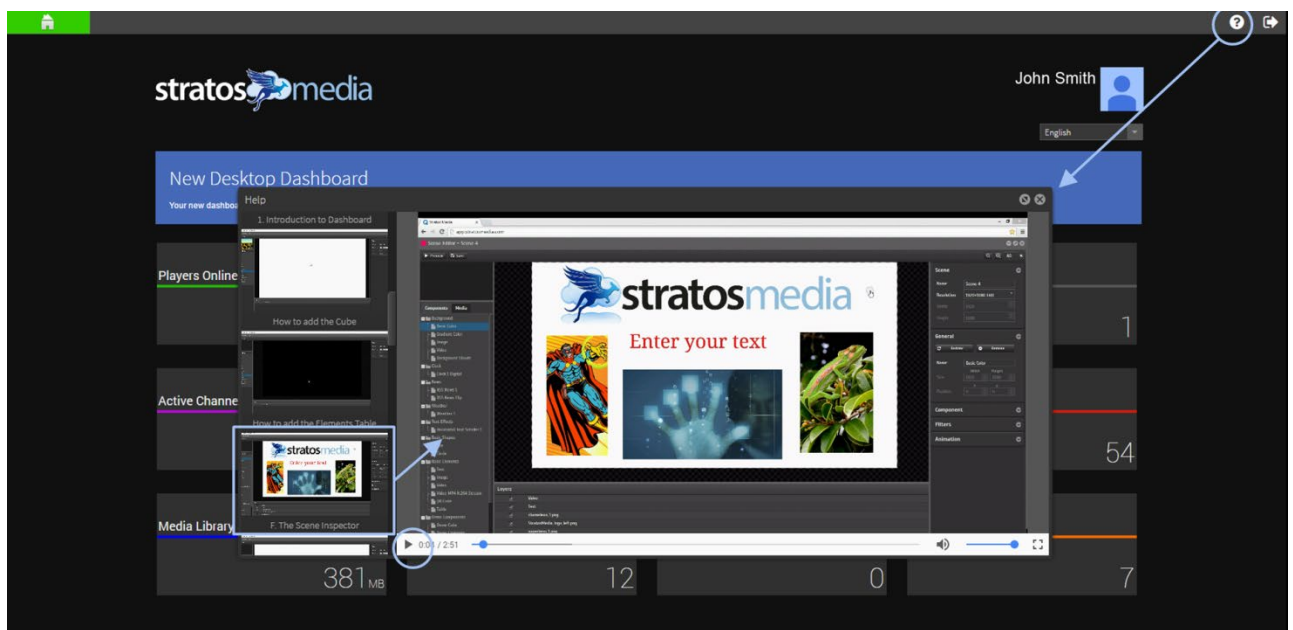
Tutorial Videos - Help button

On the top right hand side of the of the Admin console you will find a question mark icon.

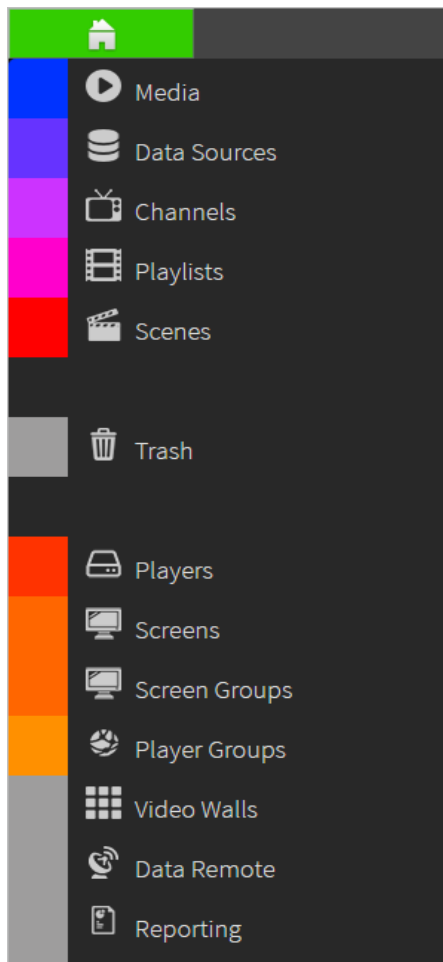
Clicking on this will give you access to tutorial videos relating to various components, elements and features of StratosMedia.

Scroll to the video of your choice, left click, and your tutorial video will play in the window provided.

These tutorial items will be added to as the StratosMedia platform continues to develop.



App Drop Down



Note: Not all functionality is available in the Trial Account (Free) version.

1.2 Media

The Media Library contains media files used to create content for distribution to PLAYERS.

All media is stored in our proprietary database. It is built on an asset management system which facilitates super-fast search, drag and drop, selective placement and media management.

There are 2 parts to the placement of media assets in the StratosMedia media library.

1. Uploading

Uploading time is not dependent on StratosMedia, this is determined by your network connection speed.

NOTE: If you exit the StratosMedia UI while the file is still uploading it will corrupt the upload process and will need to be repeated.

2. Transcoding

Transcoding is the time taken once the assets have been uploaded into StratosMedia media library until they are ready for platform use.

NOTE: Exiting the StratosMedia UI while transcoding is in progress will not stop the process.

NOTE 2: Assets should NOT be used in scenes, playlists or distributed to players until FULLY transcoded – this will result in incomplete download, incorrect playback and possible corruption of files on the media device. Video and images are optimised once they arrive in the StratosMedia media library to minimise bandwidth use when dispatched to the player.

The time taken for transcoding is dependent on the size of the original file.

The larger the file (especially high resolution, high bitrate video), the longer the time in transcoding.

Files with a variable bitrate will transcode quicker than a constant bitrate.

The volume of assets uploaded at the same time for transcoding may also impact on total transcoding time.

The bitrates below are recommendations for uploads. Audio playback bitrate is not related to video resolution.

Type	Video Bitrate, Standard Frame Rate (24, 25, 30)	Video Bitrate, High Frame Rate (48, 50, 60)
2160p (4k)	35-45 Mbps	53-68 Mbps
1440p (2k)	16 Mbps	24 Mbps
1080p	8 Mbps	12 Mbps
720p	5 Mbps	7.5 Mbps
480p	2.5 Mbps	4 Mbps
360p	1 Mbps	1.5 Mbps

NOTE: Media Playback device specifications will also determine playback performance.

Playback performance will also be affected by other components within a scene - eg tickers, content zones, multiple videos, etc.

We recommend that this information is used as a starting point and that testing content is undertaken on your media device.

The following media file formats are supported:

Images: JPG, PNG, SVG, GIF, PDF

PDF files CANNOT be used in scenes or playlists. Native PSD and PPT files are not supported.

Videos: MP4, WEBM, MKV, AVI, MOV

Audio: MP3, WAV

The original version of the file type is not stored and is not available for download.

You can generate a StratosMedia hosted URL using right click and 'Publish Media', then right click 'Get Publish URL'.

Transcoding videos prior to uploading

If you wish to transcode video files to a .webm filetype this will markedly speed up the process of ingesting a video file into the StratosMedia media library.

NOTE 1: The file MUST have the .webm extension NOTE 2: The file MUST be a VP9 codec

Some reference points to note when transcoding:

Format: WebM

Video Codec: VP9

Framerate (FPS): same as source

Quality: constant quality

Audio: remove if not required

Subtitles: remove if not required

File extension: ensure this is .webm

Uploading a .webm file to StratosMedia encoded with the above settings should result in the usual "uploading" progress bar, and once SM sees it's already a webm file it won't do any transcoding.

How to Add a File

Access the Apps drop down menu.

Select the Media Library.

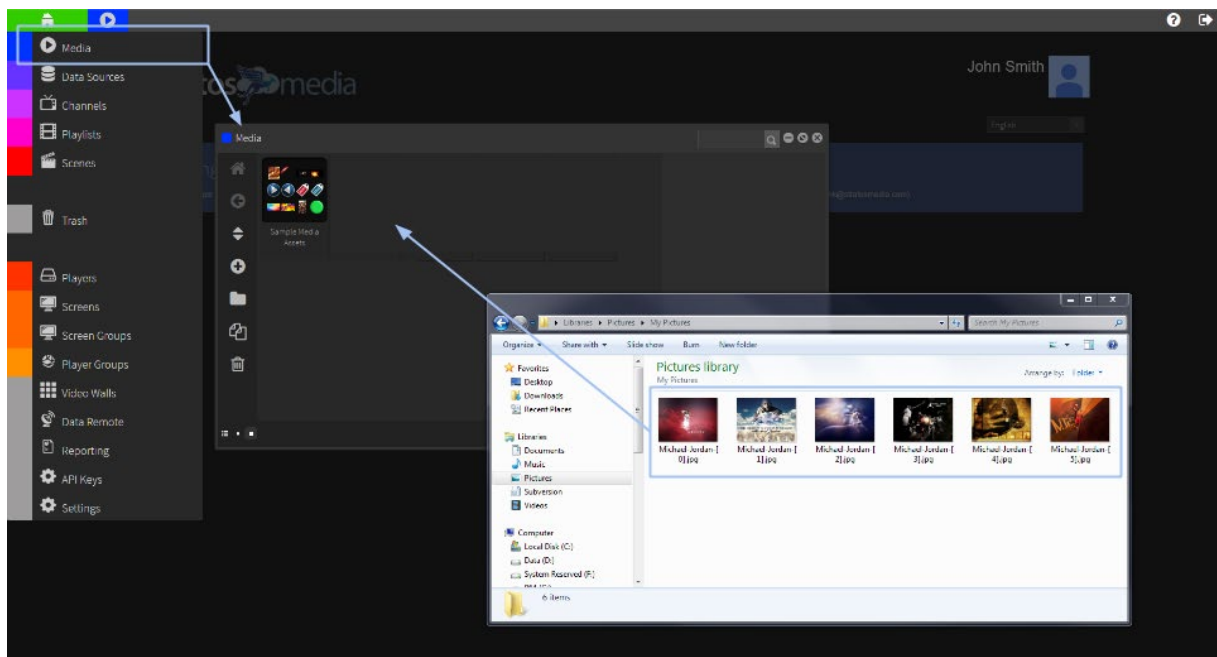
Click on the '+' icon in the Media Library window and browse to select your media files.

Select the file/s to upload.

Once selected click 'open' to initiate upload.

A status bar will indicate the upload file process. A thumbnail of each asset will be generated.

Your uploaded files will appear in the media library.



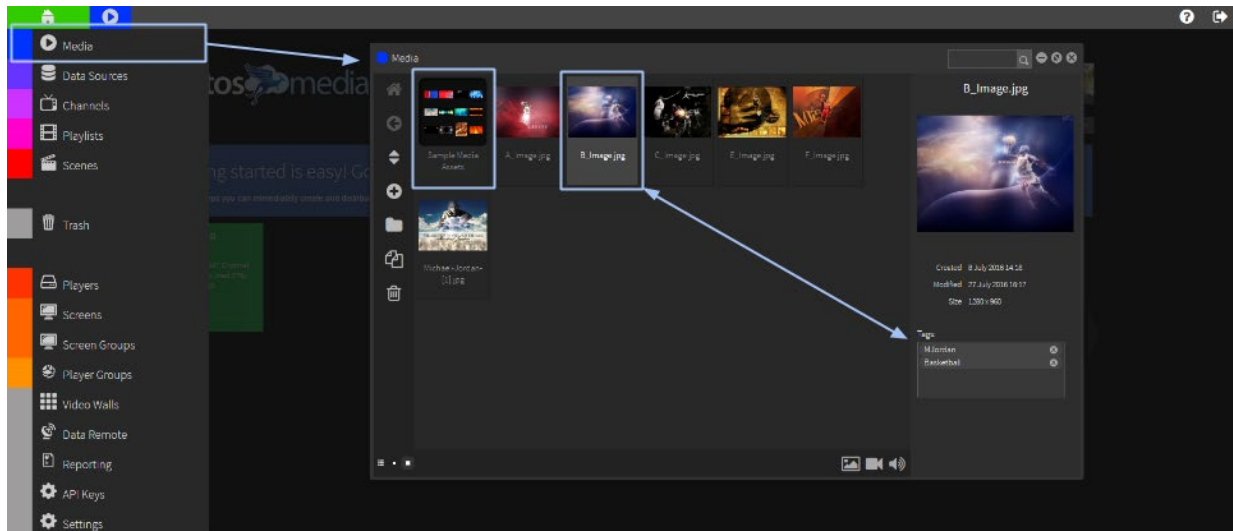
- A preview thumbnail will be generated after upload
- The file will have the same name as the original
- A background process of transcoding the files will start immediately after upload. This may take a few seconds or minutes depending on the file size. After the process has finished the file can be used.
- You may change thumbnail size of your media by selecting one of the 2 buttons on the bottom right hand side of the 'Media Library' window. List view may also be selected.

Media Library – Tags

'Tags' can be added to images to add descriptors or subject categories to media to make sorting and finding objects easier.

In the Tag window provided add your desired tag and press 'Enter' to add.

To delete a Tag click in the 'X' once the tag is highlighted.



Important Note: Tag Names: Do not use spaces between names - use hyphens and underscores. Delete Button: If you wish to undo/change a TAG highlight and use the BACKSPACE button. In the 'Search Field' type in the key word or tag. Once entered push 'Enter'. A new window will now open with your search results.

Media Asset Sorting

By selecting the icons at the bottom right of the media window you can sort by Image, video or Audio only. Thumbnail size and list view can be selected in the bottom left hand corner.

Create A New Folder

Folders can be created within the Media Library for better asset management. Click on the 'folder' icon and a new folder will then be generated. Folders can be created within folders as nested items.

NOTE: Total number of characters in the path name must not exceed 120.

Right click shows folder options: Open new window; New media; rename; duplicate; move to trash etc.

Moving media to a Folder

Highlight the asset you wish to move.

Hold down your left mouse button and drag this asset onto the new folder. A green tick appears. Release the left mouse button and your selected asset will be added to this folder.

Multiple images, video or audio can be selected and dragged into a folder.

Setting user permissions on a media folder

Access permissions can be set on a folder and assigned to an individual user or a group of users.

See 4.0 Accounts for details. User permission options are available in Enterprise version only.

1.3 Data Sources

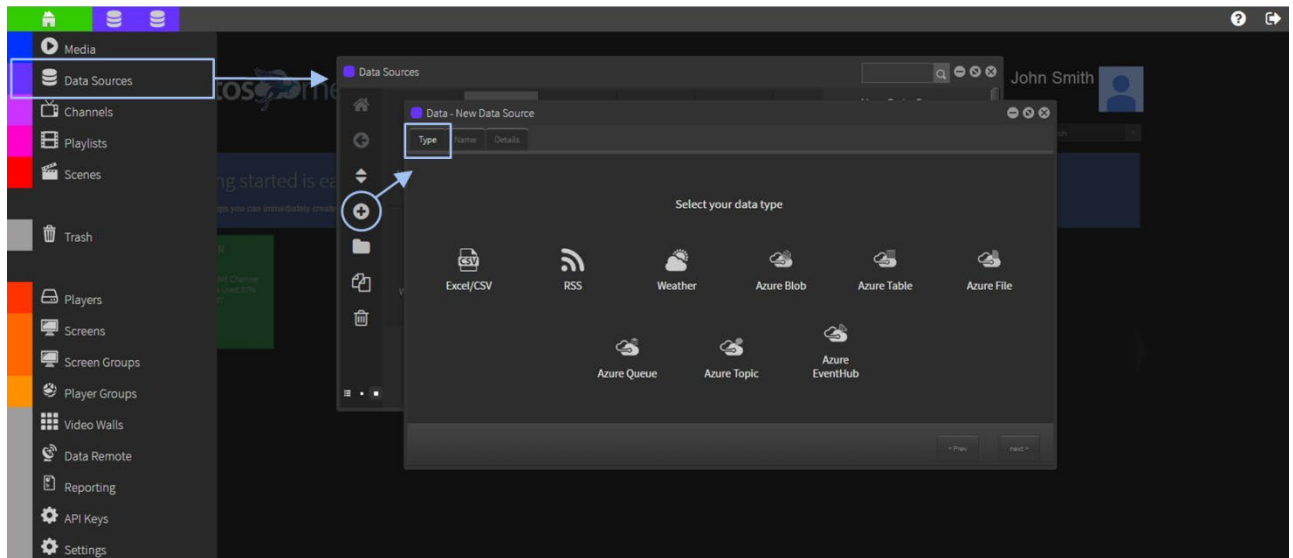
Create and link to data sources to use in scenes for your display content.

Data Sources available include Azure, Excel/CSV, RSS Feeds, Weather, and Custom data sources.

NOTE: Please ensure that **each column header is unique**. If any header is the same as any other header, the data in those columns will not display correctly in the scene editor.

You can also create your own data source types using the API Definitions tool – see section 14.0

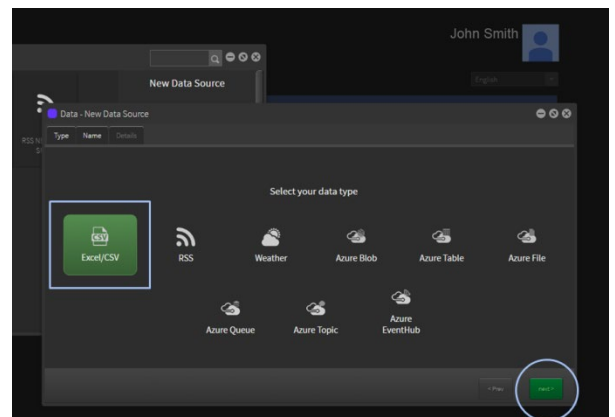
Select the Data Sources tab in the Home dropdown menu and choose your data type.



Excel/CSV file

Open an Excel spreadsheet and save it as a CSV (Comma delimited) file.

	A	B	C	D
1	ITEM	PRICE		
2	Kale Burger	\$5.30		
3	Spring Salad Bowl	\$6.20		
4	Sweet Potato Crisps	\$7.20		
5	Garden Veggie Soup	\$7.90		
6	Five Fruit Platter	\$8.50		
7	Yoghurt Topped Crunch	\$5.30		



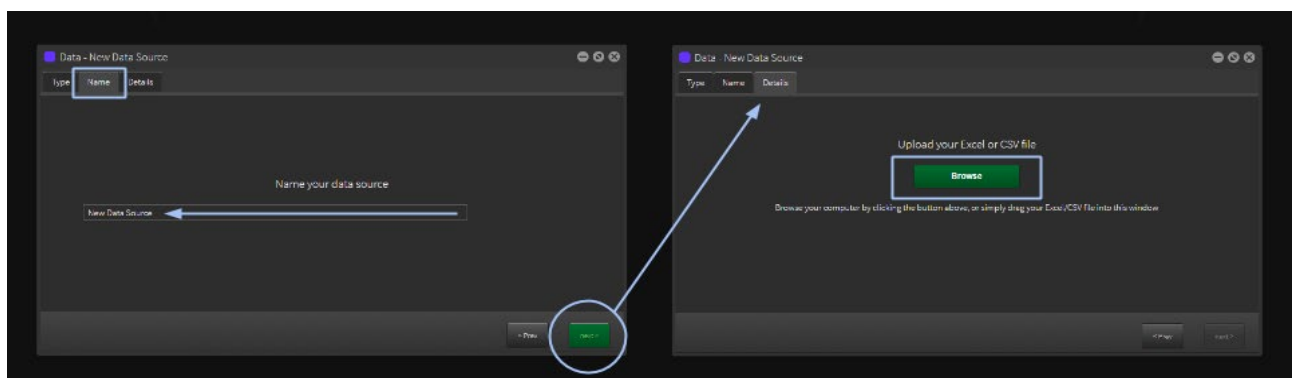
This will still retain the look and feel of an Excel Spreadsheet but remove formatting incompatibility issues between different Microsoft Excel versions and formulas or symbols that may be incorporated in the spreadsheet layout and data entries.

Click the '+' button and select the Excel/CSV Tab. Then click Next button.

Name your Data Source. Then click Next button.

Browse to the CSV File and click Open to load file.

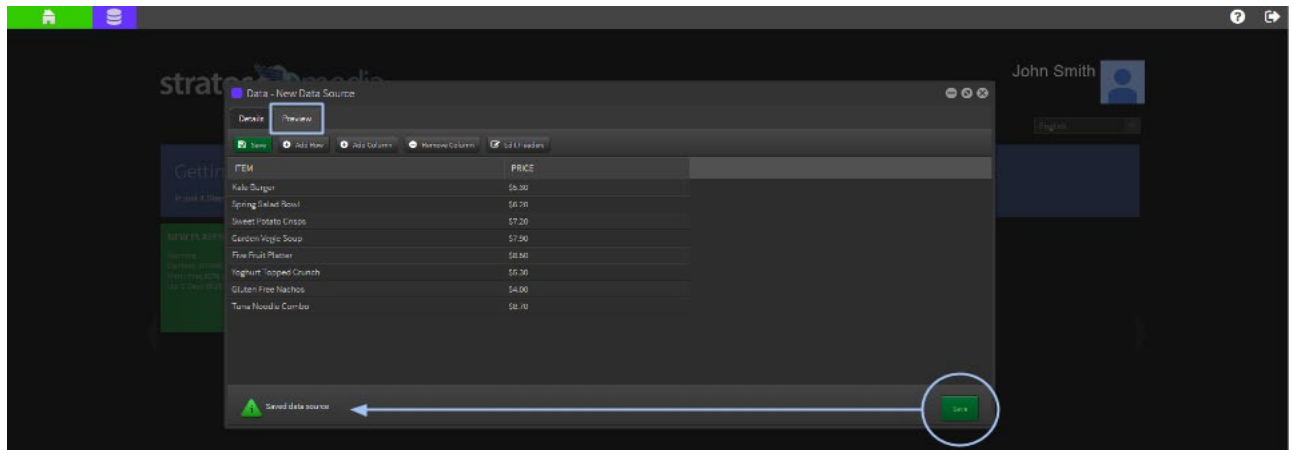
Once the file has uploaded click the SAVE button.



Now the Data Source is available to link to a Table Object in a SCENE.

For more information on Tables and Scenes see **2.7 Basic Elements**/Table

When the Data Source file is updated in StratosMedia the data will dynamically change on the screen.



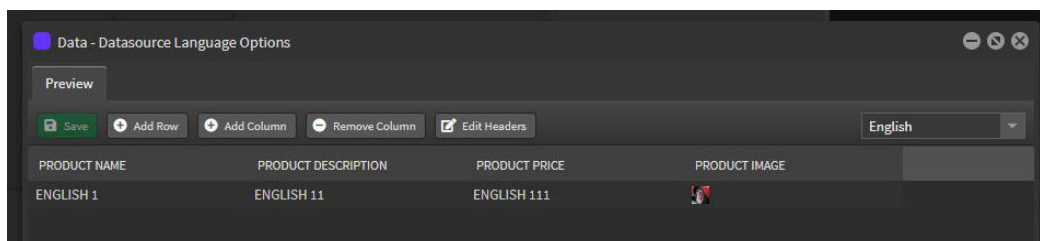
Multiple language options

The Datasource contains 'tabs' for language translations to be added so that a 'Master' datasource may contain multiple language options.

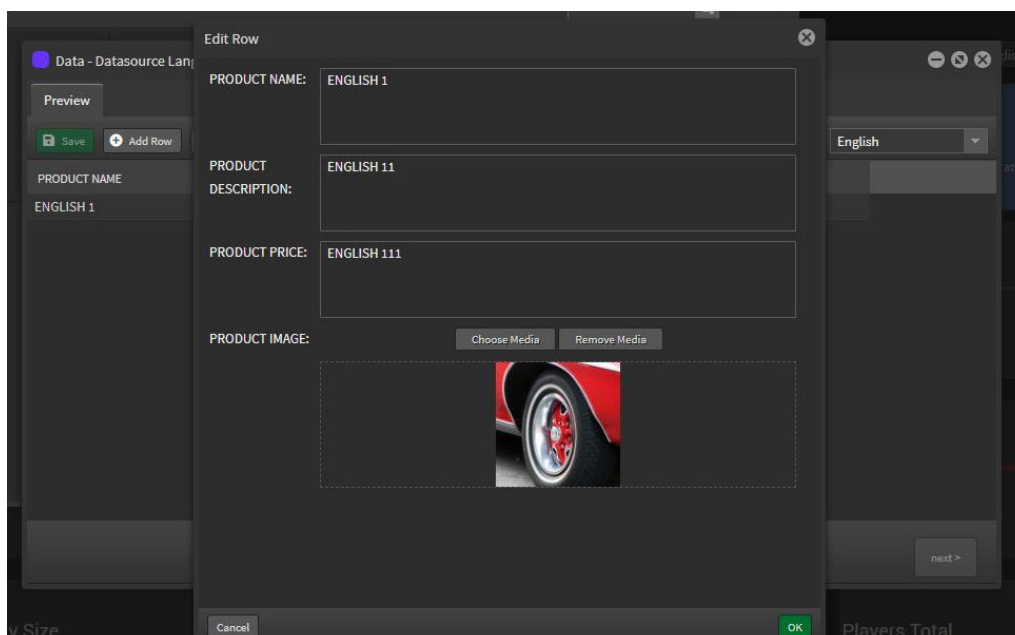
These language options are mirrored at the Player settings level so that the same content may be displayed in different languages on different players.

Adding language translations

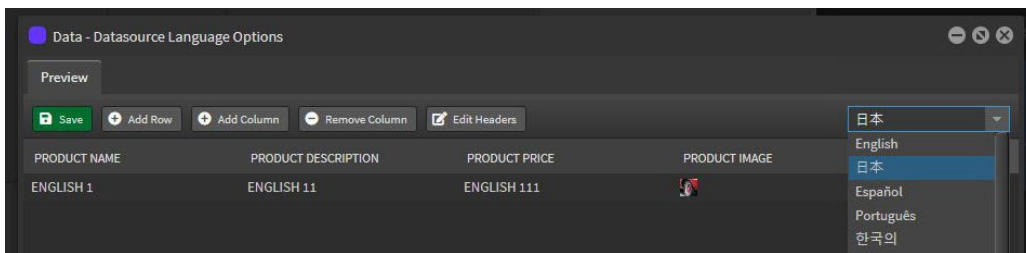
The data source opens in the default language tab [English].



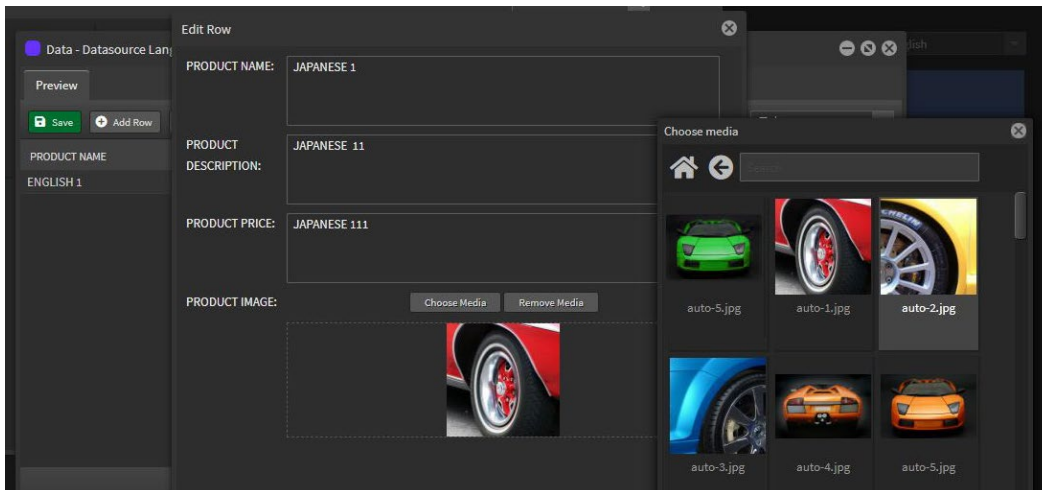
Double click on a row to edit the fields. Click OK button when complete.



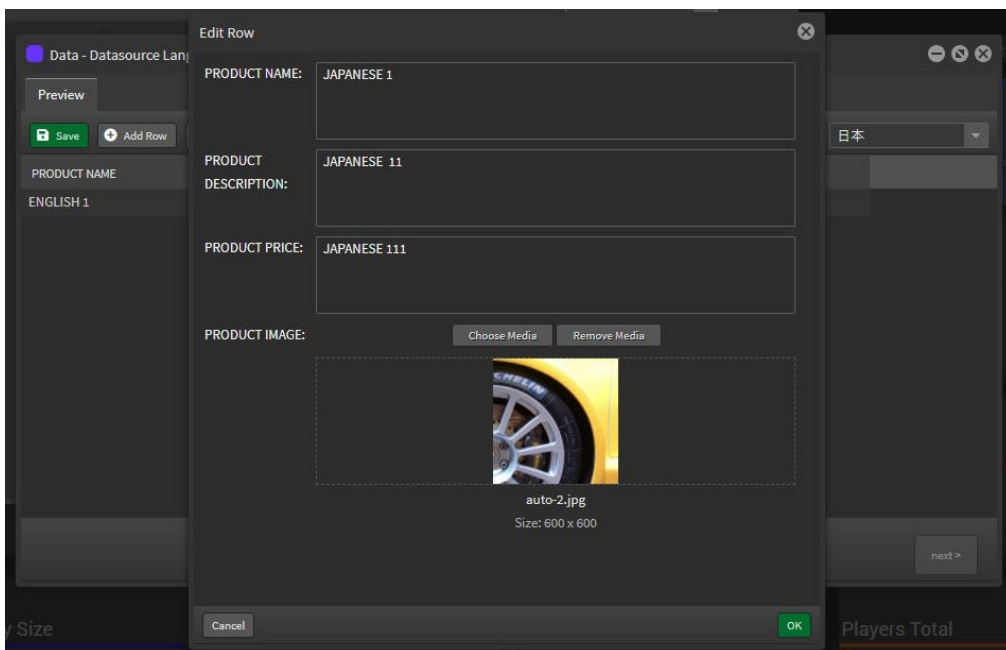
Select your language option from the dropdown menu



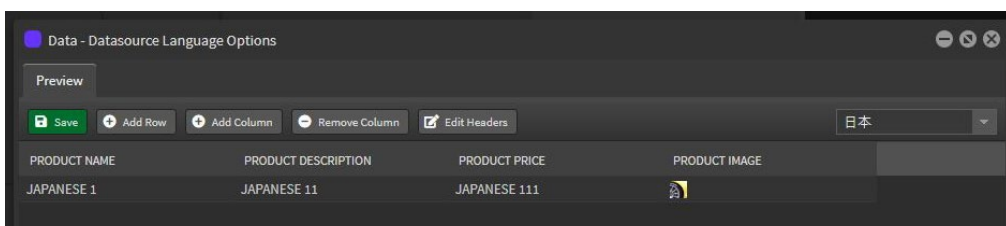
Default [English] language will populate the fields in all language options until edited.



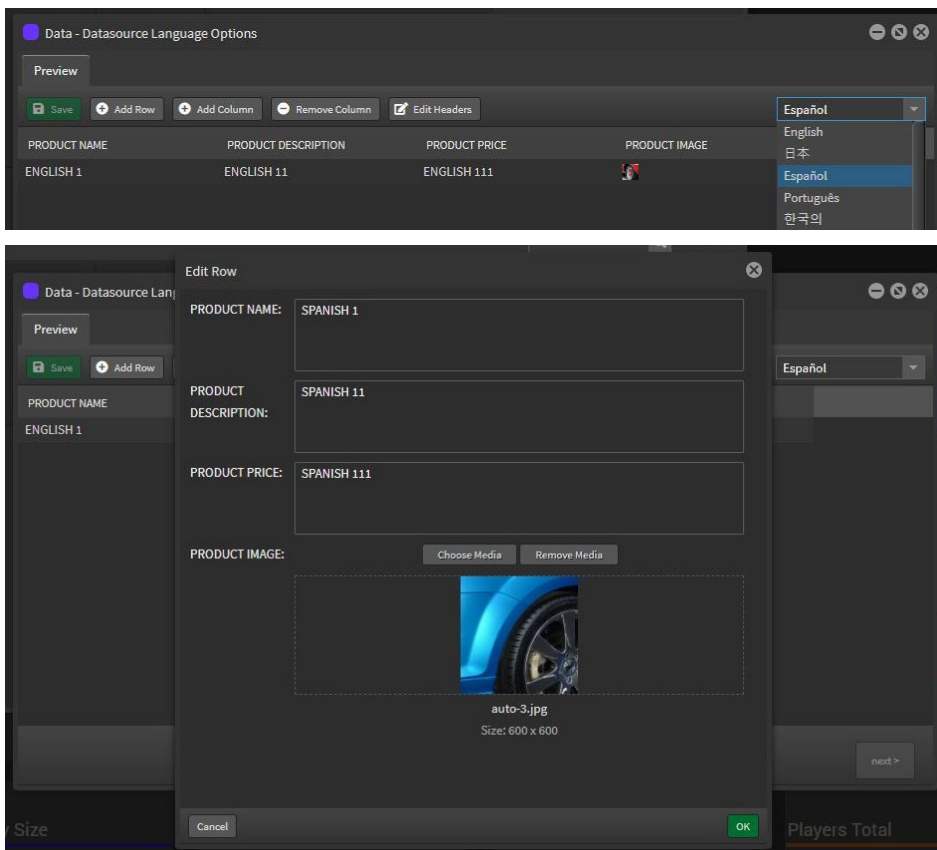
Edit image by clicking the 'Choose Media' button and browse to the required image.



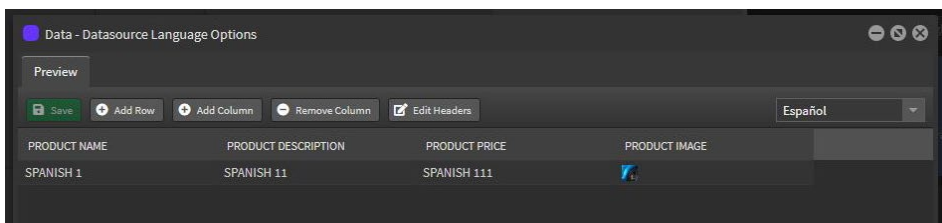
Click ok and Save



Do the same for any other language options required



Click ok and Save

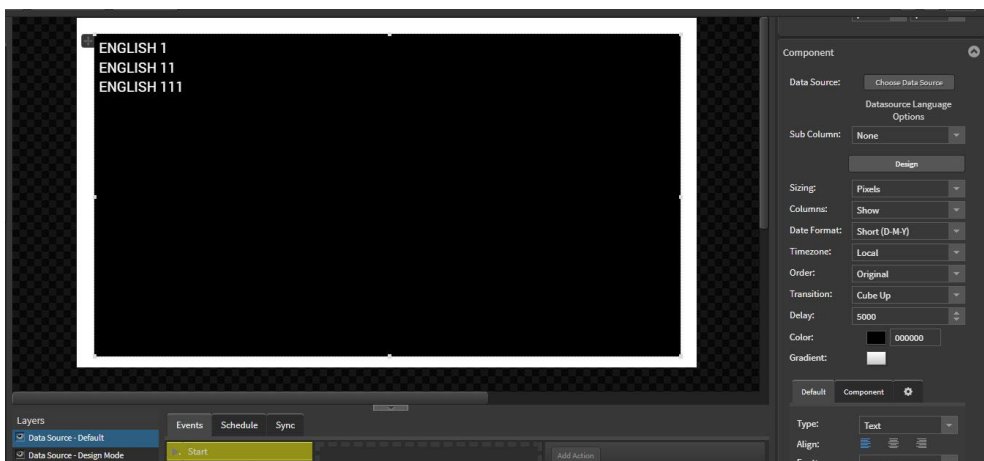


Using the datasource in a scene

Open a new scene and drag the Data Source component into the edit area.

Choose the datasource to link into the component.

The default settings will display as pictured below.



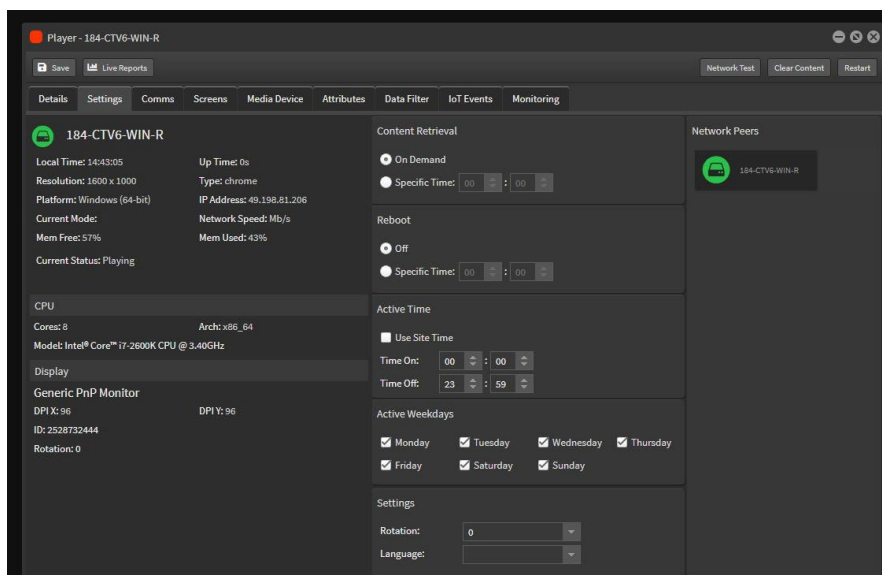
Select Design mode to format the data as required for display purposes



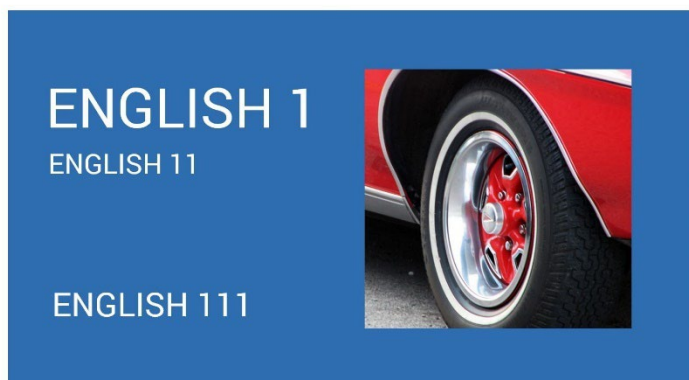
Selecting the language option on the Player

Open the Player window and go to the Settings tab

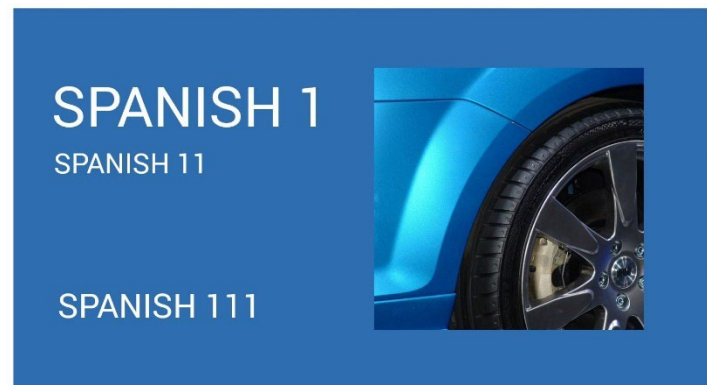
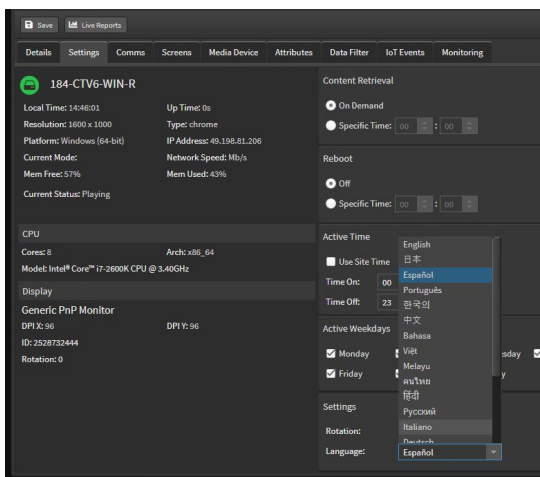
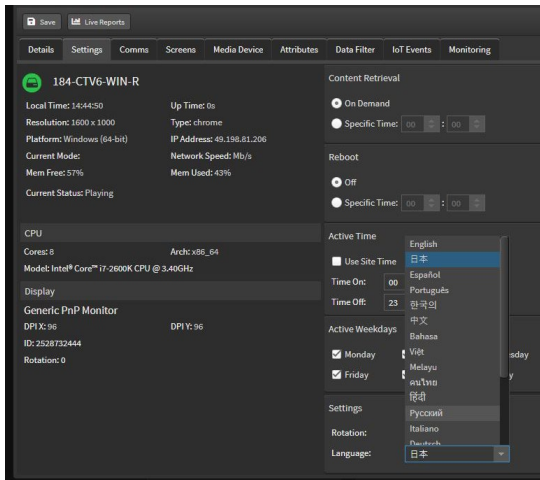
You will find the Language options at the bottom of the page



Default setting is blank [English] and the English translations and images from the datasource will display.

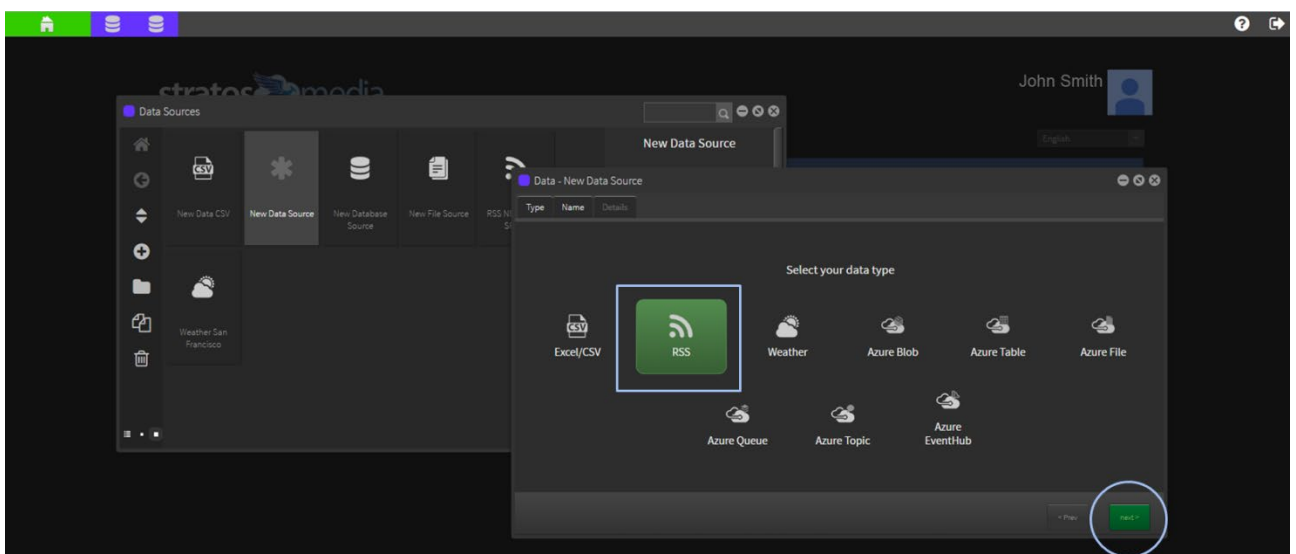


Go back into the player settings and select another language option to display that translation in the scene on the player.



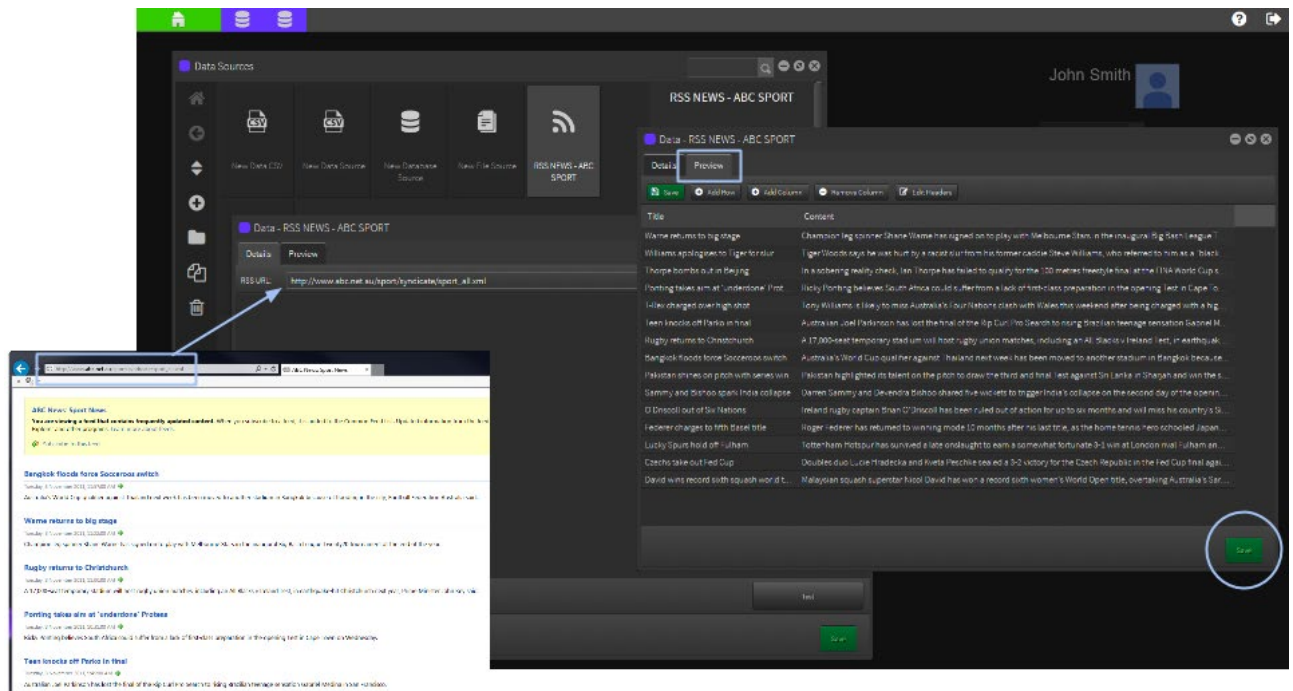
RSS News

From the green Home drop down button select 'Data Sources'. Select 'New Data Source' and choose 'RSS' as the data type. Click next. Name your data source and select next.



Determine the RSS feed to display. Add RSS URL in the field provided. Push the 'Test' button to confirm that the URL format is compatible with the StratosMedia GUI.

Select SAVE and preview the new data source.



The default poll time for data refresh is 1 Day. Hour or Minute options are available in the dropdown.

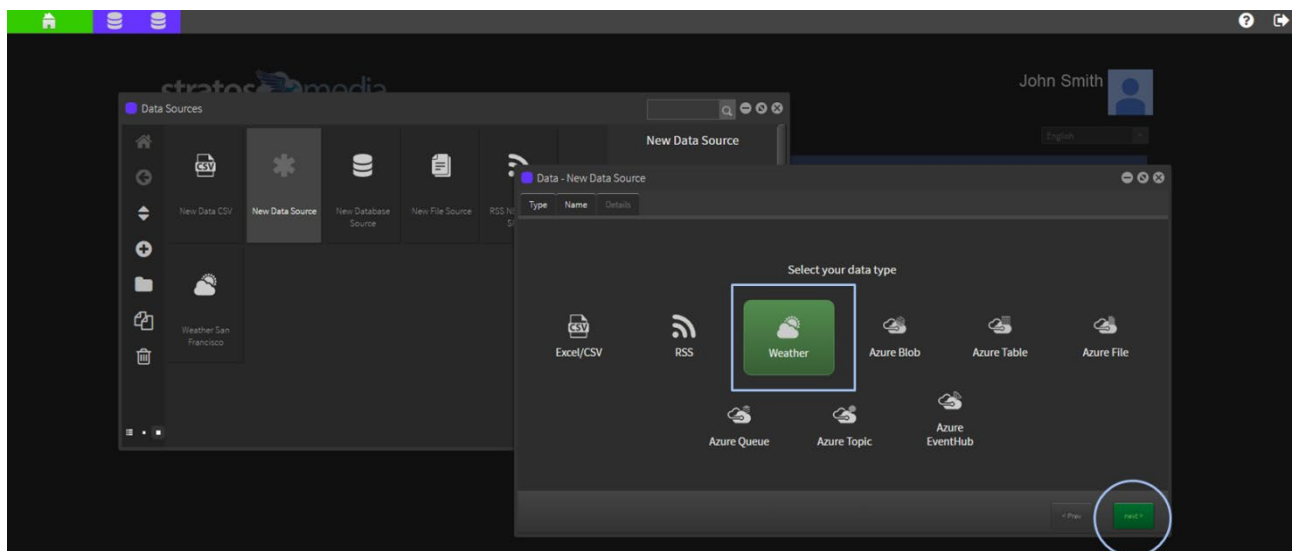
Now the RSS Data Source is available to link to a RSS News Object in a SCENE.

When the RSS Feed is updated the data will dynamically change on the screen.

For more information on RSS News Object and Scenes see 2.4 Services/RSS News

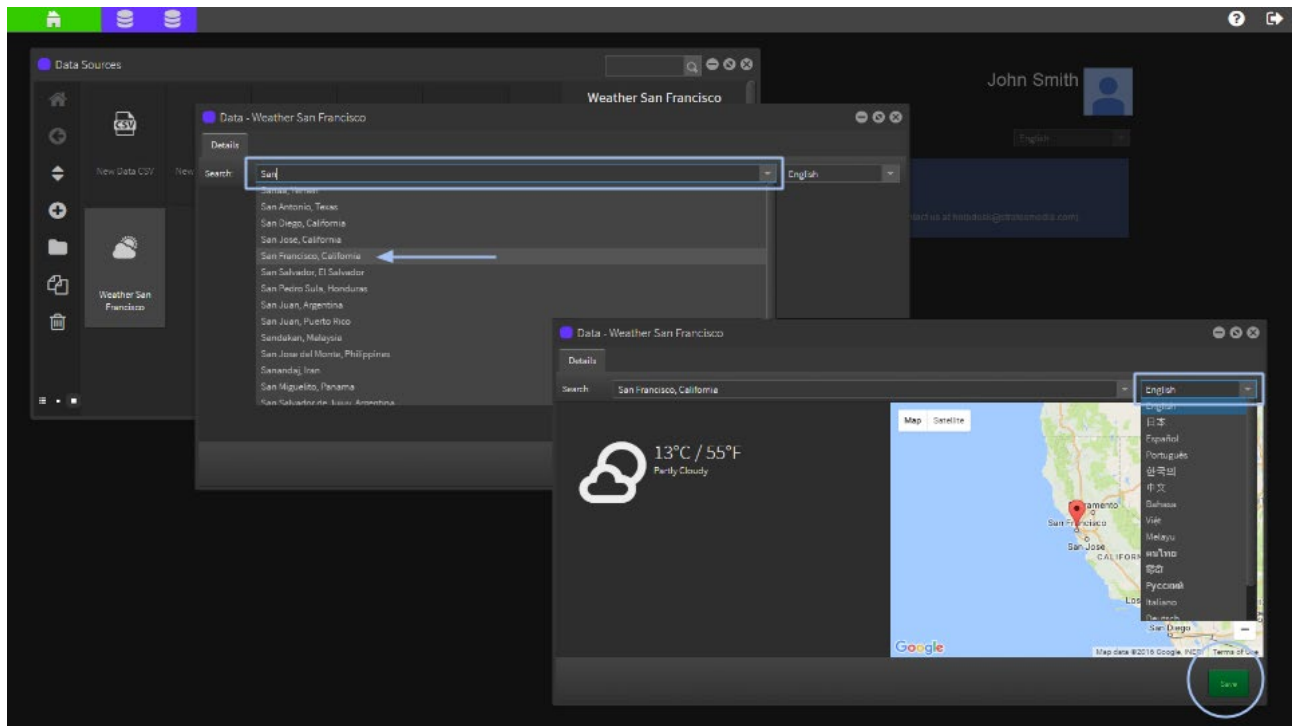
Weather

From the green Home drop down button select 'Data Sources'. Select 'New Data Source' and choose 'Weather' as the data type. Click next. Name your data source and select next.



Start typing in the search field for the location prompts and select from the list of available destinations.

The location will appear in a Google map. Language options are available. Temperature units and icon options can be selected in the Scene Editor later. Press the 'Save' button.



Now the Weather Data Source is available to link to a Weather Object in a SCENE.

Display options include Current Day, 3 Day Forecast and 4 Day Forecast.

When the Weather is updated the data will dynamically change on the screen.

For more information on Weather Object and Scenes see 2.4 Services/Weather

1.4 Playlists

PLAYLISTS contain Scenes and/or Media Assets.

NOTE: If media are reported in our Report options. See section 8.0

Each Playlist must contain at least 2 items of content (scenes and/or media) for content to loop and update.

Scheduling options are available for Media, Scenes and Playlists on an Hour/Day/Date basis.

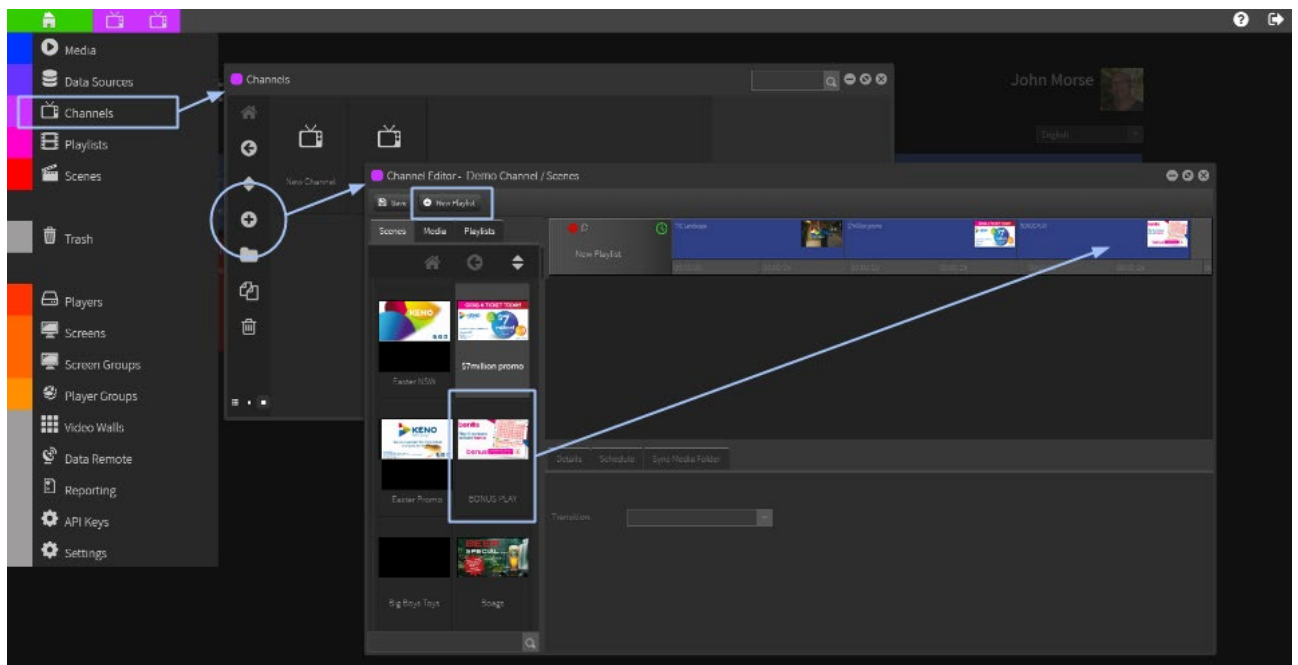
Multiple PLAYLISTS can be added into a CHANNEL.

How to create Playlists

Playlists can be created directly in the Playlist Editor or in the Channel editor.

Open the 'Playlist Editor' from the Applications drop down menu. Click 'New Playlist'.

Rename the playlist by highlighting the name and typing a new playlist name.



Select the Scenes Tab and open the Sample Scenes Folder.

Select and Drag a scene into the Playlist timeline.

NOTE: ALWAYS click on the SAVE Tab after making changes to the Playlist.

The display time of each asset can be changed by grabbing the end of the item and dragging it out to the desired time in the timeline. Default time is 10 secs. Video files will play to the length of the video.

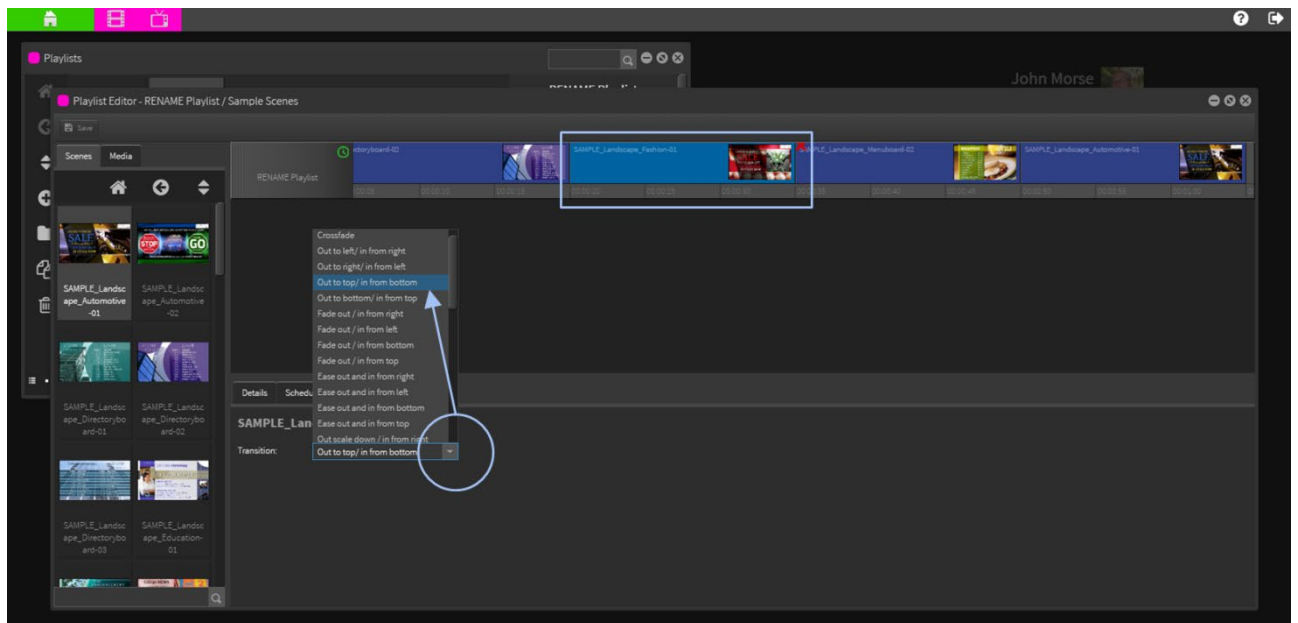
Reorder items in the timeline by clicking to select and then drag the item to the desired position.

Highlight an item and click the red cross to remove it from the Playlist.

NOTE: Each Playlist must contain at least 2 items of content (scenes and/or media) for content to loop and update.

Transitions between Playlist items

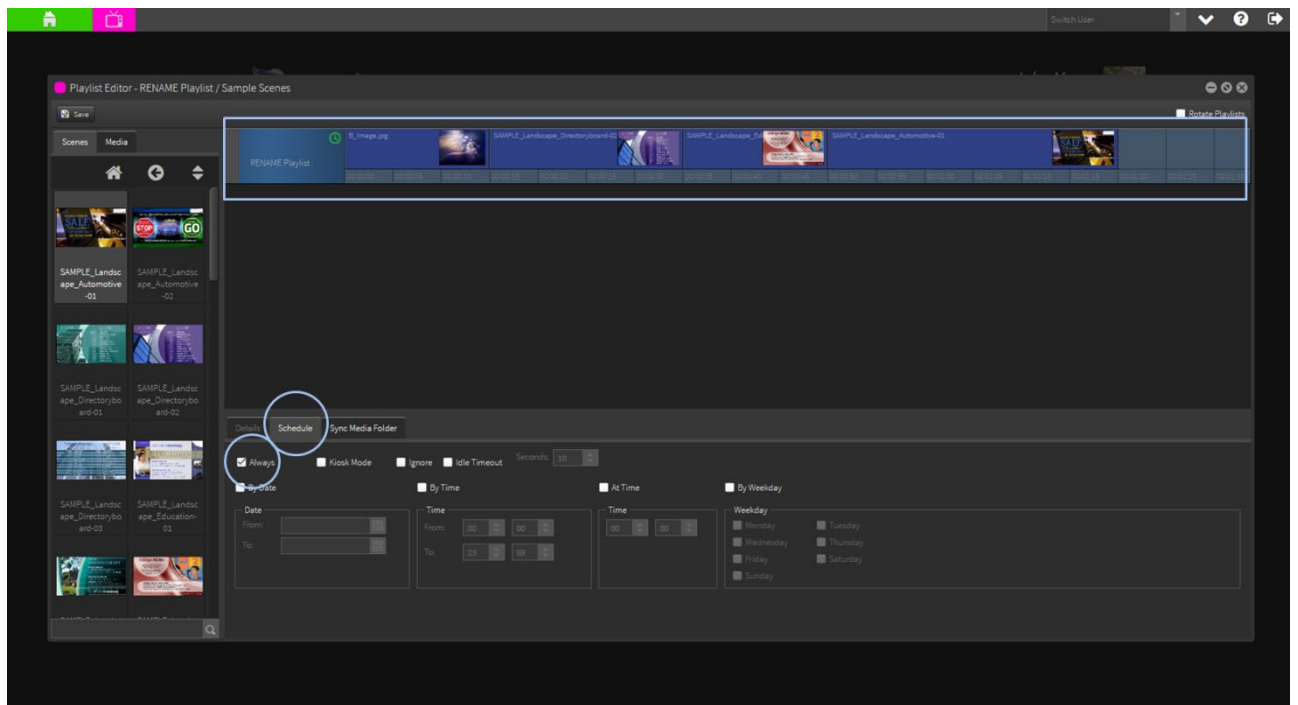
Select a Scene or Media item and apply a transitional effect from the drop down options menu.



NOTE: Default transition is None. Transitions are a 'cross-over' effect and will overlap the first and last second of each adjacent item. Test effects to determine the performance capabilities of your device.

Scheduling Playlists

Schedules are applied to the individual Playlists and affect all scenes inside the Playlist.



By default the entire Playlist schedule is checked as 'Always'.

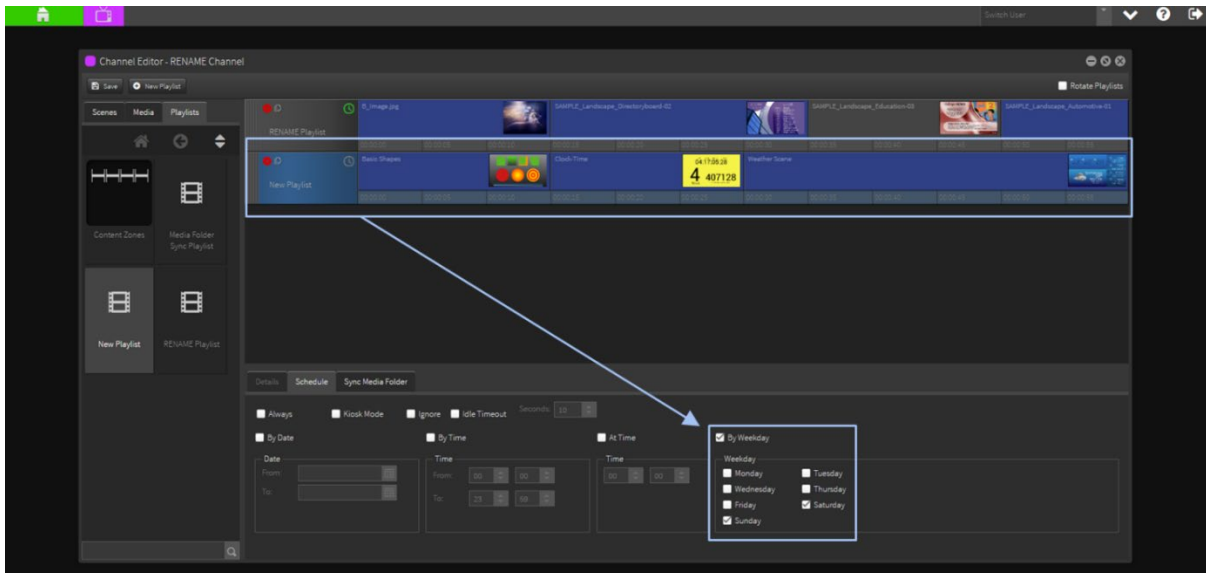
Scheduling options include by Date, Day and Time. You can combine the scheduling options also.

For example 'Time' between 10:00am-13:15pm and 'By Weekday' only on Monday, Wednesday and Friday means that the Playlist will only be active on those day/time combinations.

Multiple Playlists in a Channel can be scheduled individually to be exclusive or overlap times.

In the below instance the top Playlist is scheduled as 'Always' by default.

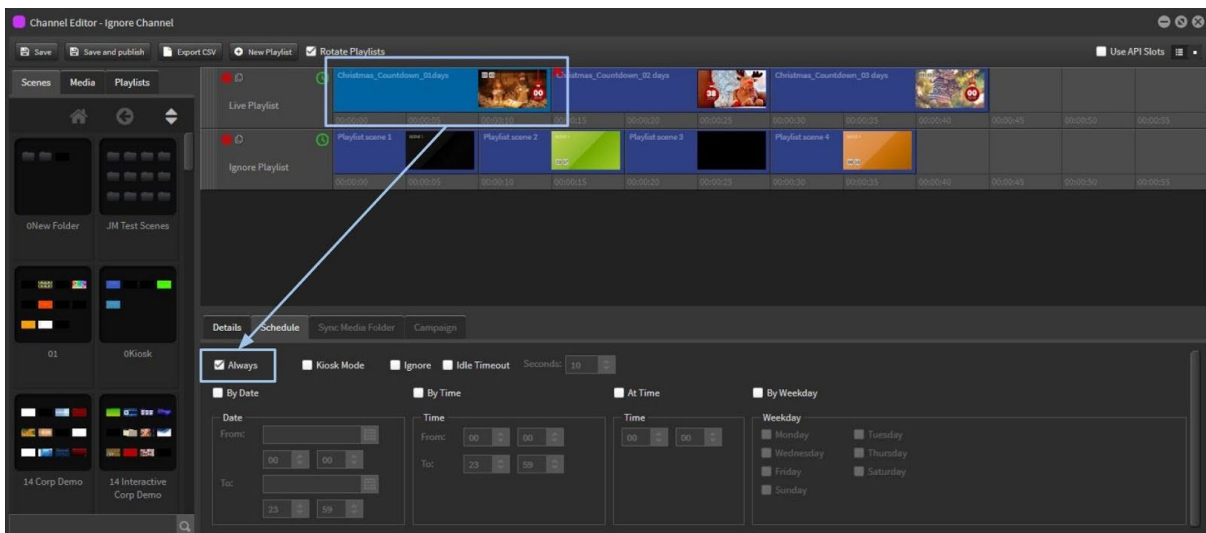
The second Playlist has a Saturday/Sunday only schedule. The Playlists in this Channel will alternate on the weekend with the top Playlist looping by itself during the rest of the week.



Scheduling Scenes in Playlists

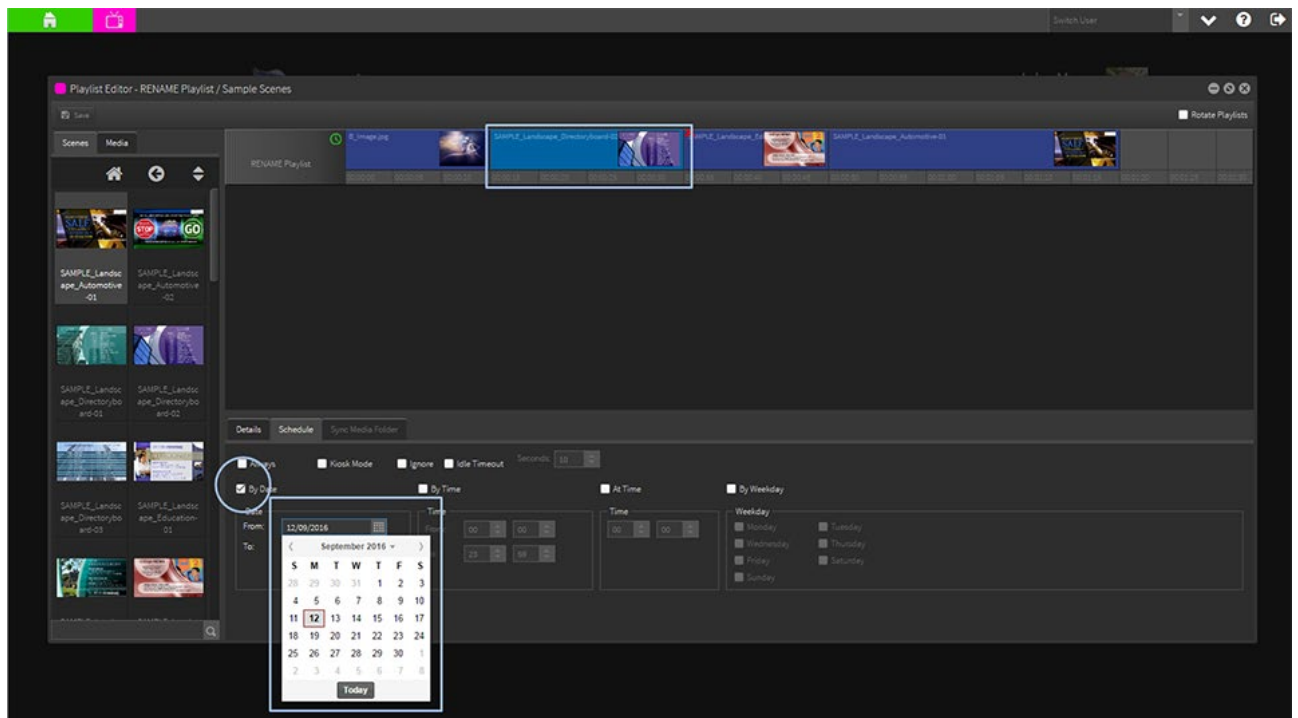
Schedules are also applied to the individual Scenes in Playlists.

The default schedule is '**Always**'. This scene will ALWAYS play as long as the Playlist is active.

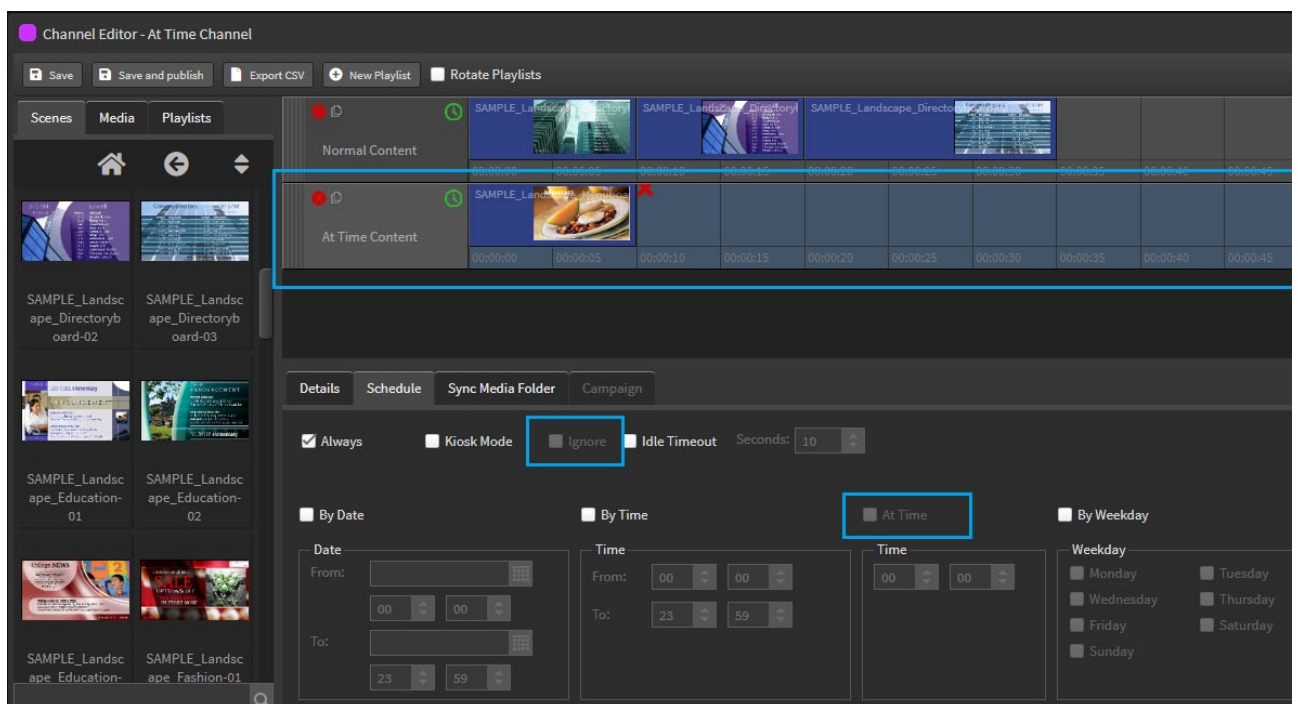


IMPORTANT NOTE: Schedules 'Kiosk Mode', 'Ignore' and 'Idle Timeout' are only used in a touchscreen interactive scenario and will cause playback to freeze if selected in normal playback mode. See more in Section 3.0 KIOSKS.

Scheduling options include by Date, Day and Time. You can combine the scheduling options also.



NOTE: Ignore and At Time options are unavailable for Playlists and are for scenes only.



'At Time' schedule will interrupt all playlists and scenes and play the scene 'at that time'.

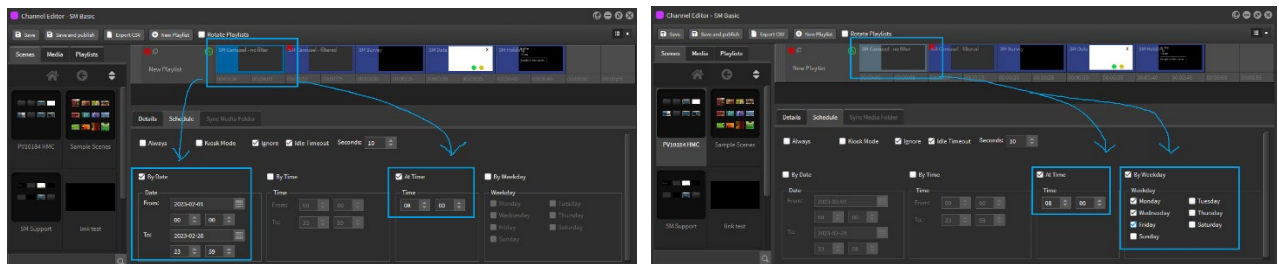
Click on the scene and select At Time in the Schedule tab. Save. Now the scene will play ONCE for the length of the scene and then normal playback content will resume.

NOTE 1: This schedule cannot be used with 'By Time'.

NOTE 2: At Time cannot be applied to a Playlist

Below is a list of the likely scenarios and caveats when using At Time scheduling:

- If a scene has an At Time and By Date schedule set, it will play at the specified time, and only in the specified date range.
- If a scene has an At Time and By Weekday schedule set, it will play at the specific time, only on the specified day of the week.
- If a scene has an At Time, By Date AND By Weekday schedule set, it will ignore the By Weekday setting ie. these two parameters cannot be used in conjunction with each other.
- If a scene has an At Time set, it will play at the specified time, ignoring any By Date or By Weekday schedules set on the PLAYLIST.



A playlist/channel can contain more than one At Time scene.

- If more than one scene has an At Time set for the same time, the player will only play one of them.
- If more than one scene has an At Time set for the same time, but have different By Weekday schedules, only the correct scene will play.

You cannot repeat the same scene with different At Times.

- If the same scene is in a channel multiple times, any schedules applied to the last instance of the scene will be applied to all instances of that scene in the channel.
- You must duplicate that scene and then you can apply another At Time schedule.

An At Time scene doesn't play at a specific second, just at some point during that minute. eg. something that plays "at" 10:30 will start playing anywhere between 10:30:00 and 10:30:59.

An At Time will interrupt the current scene, not wait for it to finish.

An At Time scene will play for the scene length set in the scene editor, changing duration in the channel editor will not affect how long it plays for.

How to link Media Folders to Playlists

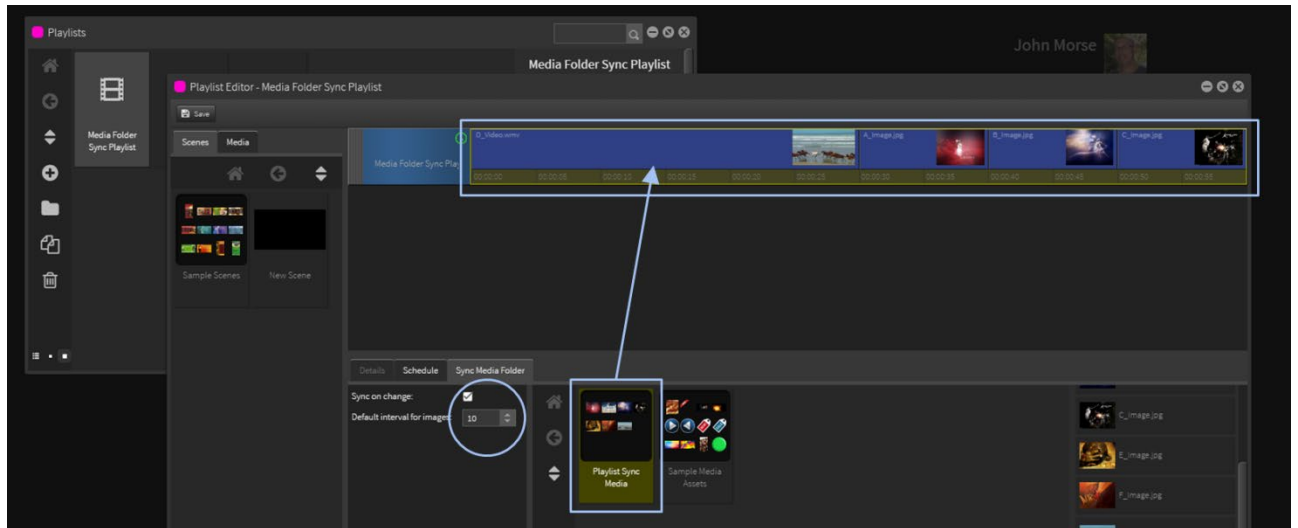
Create dynamic multimedia playlists that contains images and video files.

These synced Playlists seamlessly expand or contract depending on the media assets loaded into the Media Folder and auto publish to the Player device.

Create a Media Folder with images and video files. *See 1.0 Features/1.2 Media*

Open the Playlist Editor and add a new Playlist. Rename it.

Select the Sync Media folder Tab. Check 'Sync on change'.
 Select display time of images in folder.
 Video files will play for the length of the file.

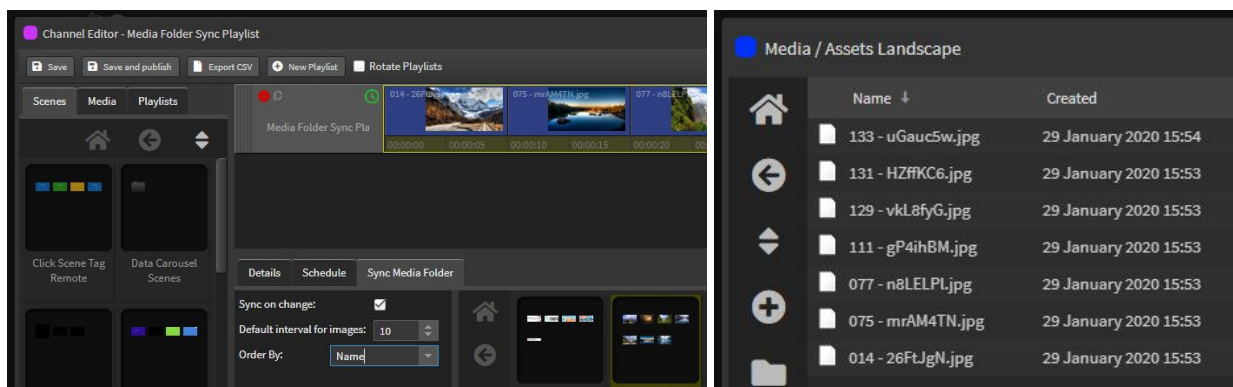
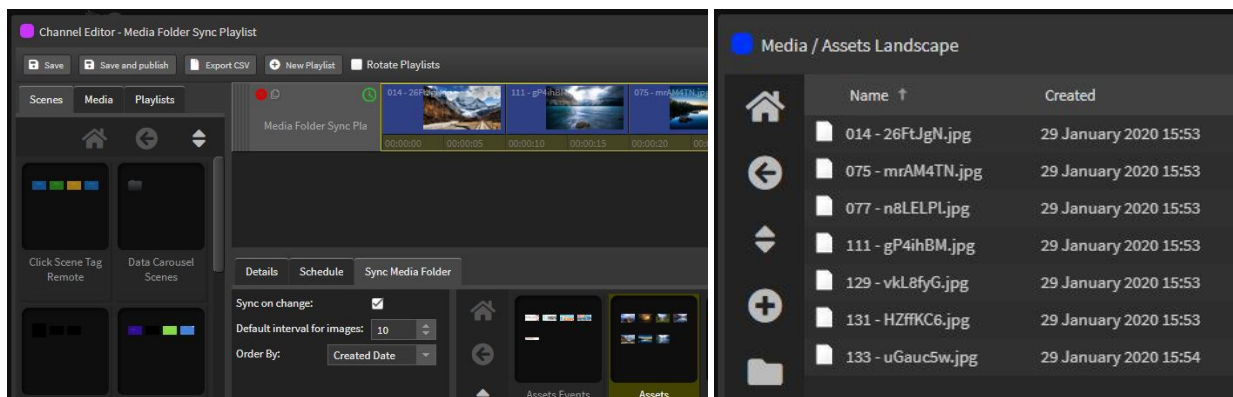


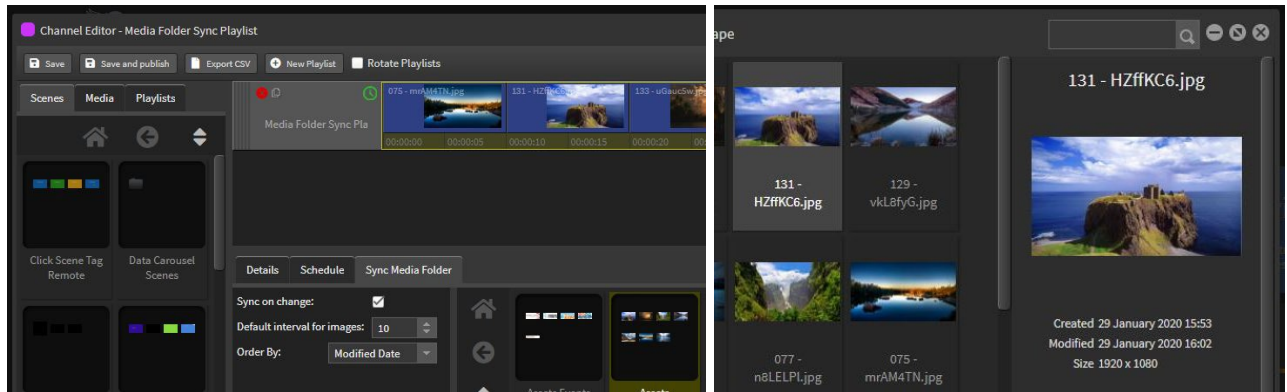
Drag the Sync Media Folder onto the Playlist timeline. Click on the SAVE Tab.

The Yellow border indicates that the Playlist is responsive and has a fluid timeline dependent on the number of items in the Sync folder.

You can organise the playlist order of the media in the synced folder by 3 options [see below]:

1. Date Created – will order the playlist items by the date they were created
2. Name – will order the playlist items by alpha name
3. Modified Date – will reorder the playlist items by any modified dates





NOTE 1: All media images should be the same resolution size as the Player device to display correctly. Cropping will occur for over or under sized images.

NOTE 2: You can also link a folder that is synced to a Google Drive folder of images and videos. See page 236

Rotating Playlists

The Rotate Playlists functionality allows you to automatically alternate between two playlists to achieve a 50% split of content. This can be accessed through the Channel editor with permissions applied so that localized content can be updated without making changes at the Channel level.

Create a Channel with Automatic Rotating Playlists

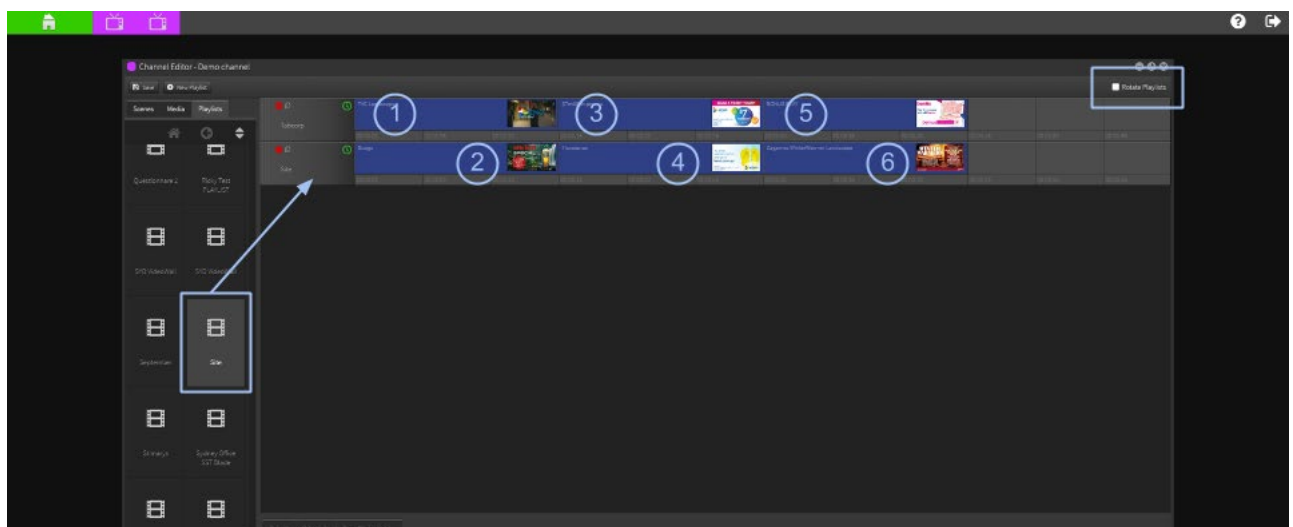
Open the 'Channel Editor' from the applications drop down menu.

Select the '+' Icon' to create a new Channel.

Create a new Playlist from the 'New Playlist' Tab. Rename the playlist at this point.

Drag a second Playlist into the Channel area.

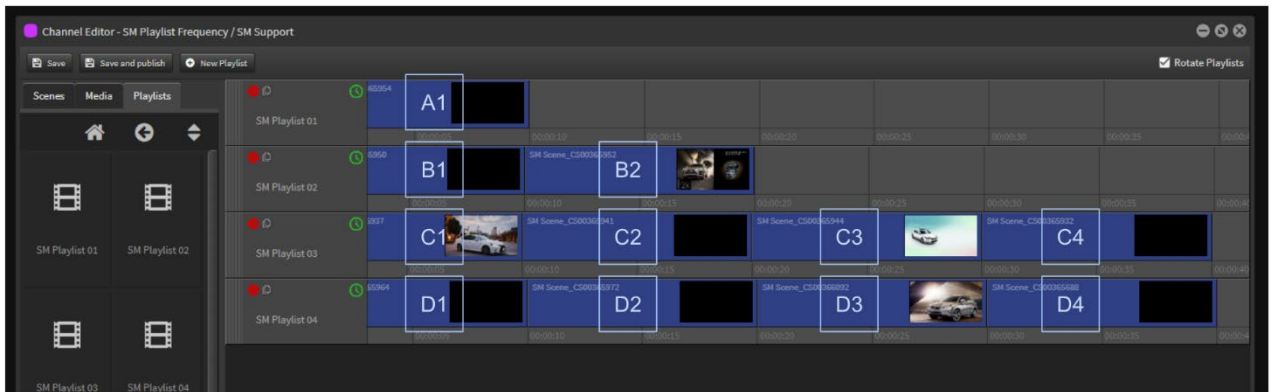
Select the 'Rotate Playlist check box' in the top right hand corner to automatically alternate playback of content between the two Playlists.



Save the Channel and drag and drop it onto your Player or Player Group. Content will now automatically alternate between the two playlists to achieve a 50% split of on-screen content.

A more advanced configuration is shown below:

Order of play for Rotate Playlists



This function will play one scene from each playlist in progressive order.

The example above with 4 Playlists will deliver this scene order:



1.5 Channels

A CHANNEL contains Playlists.

A Channel is dragged onto a PLAYER to deliver scheduled content for playback on the device.

How to create Channels

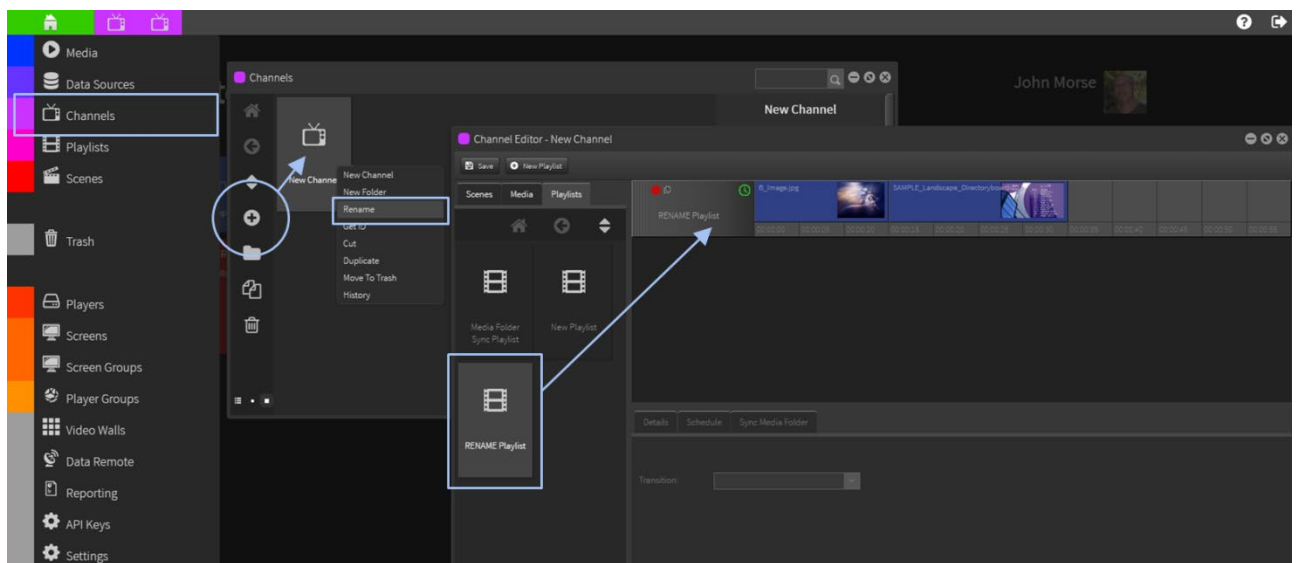
Open the 'Channel Editor' from the applications drop down menu.

Select the 'Plus Icon'. This will create a new channel.

Rename the Channel at this point.

Select the Playlist Tab and populate the Channel with one or more Playlists. If you have already created Playlists, select the 'Playlists' Tab and drag a Playlist into the Channel area.

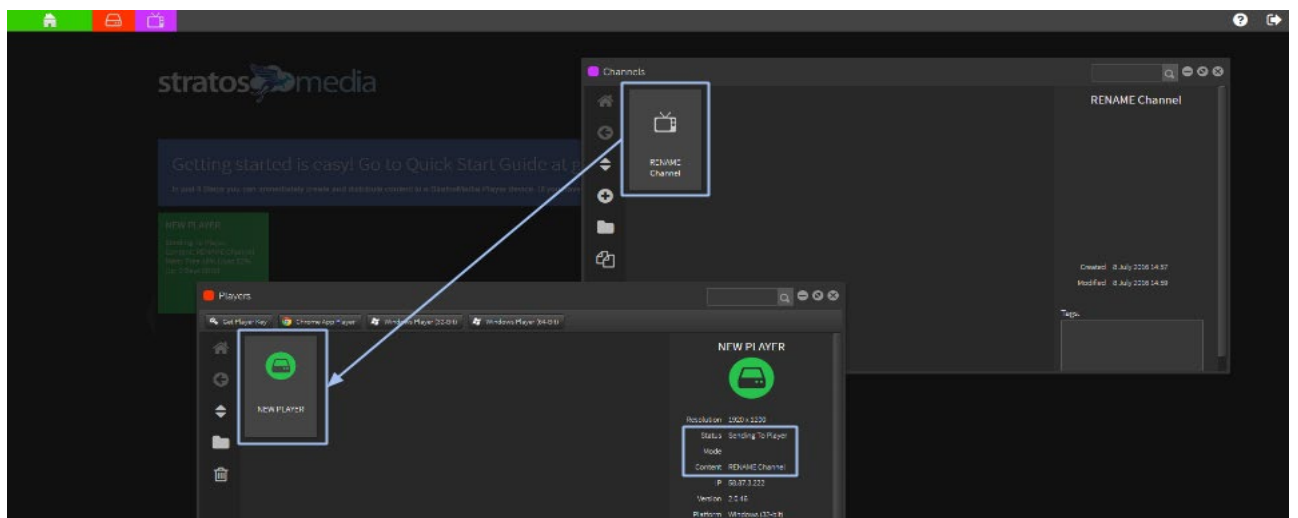
Alternatively select the 'New Playlist' Tab to create another Playlist. Rename the playlist at this point.



Multiple Playlists can be added to the Channel.

Only one Channel can be dropped onto a Player at the same time.

Now this Channel can be dropped directly onto a Player or Player Group to deliver content.



See section 1.4 Playlists for more information on media, scenes, transitions and scheduling in Playlists.

2.0 Scenes

2.01 Scene Editor interface and toolkit

The Scene Editor provides all of the tools to create dynamic content. By default, we use a 'Pixel Perfect' approach for best quality.

When building a scene in StratosMedia we advise that you select one of the resolution sizes available from the Resolution dropdown menu or create a custom resolution if required for your screen or media device output for a pixel perfect result.

This is the default setting and should be used in almost all use cases.

However there may be instances where the resolution of end screens is not known or a variety of screen resolutions may be used on disparate devices.

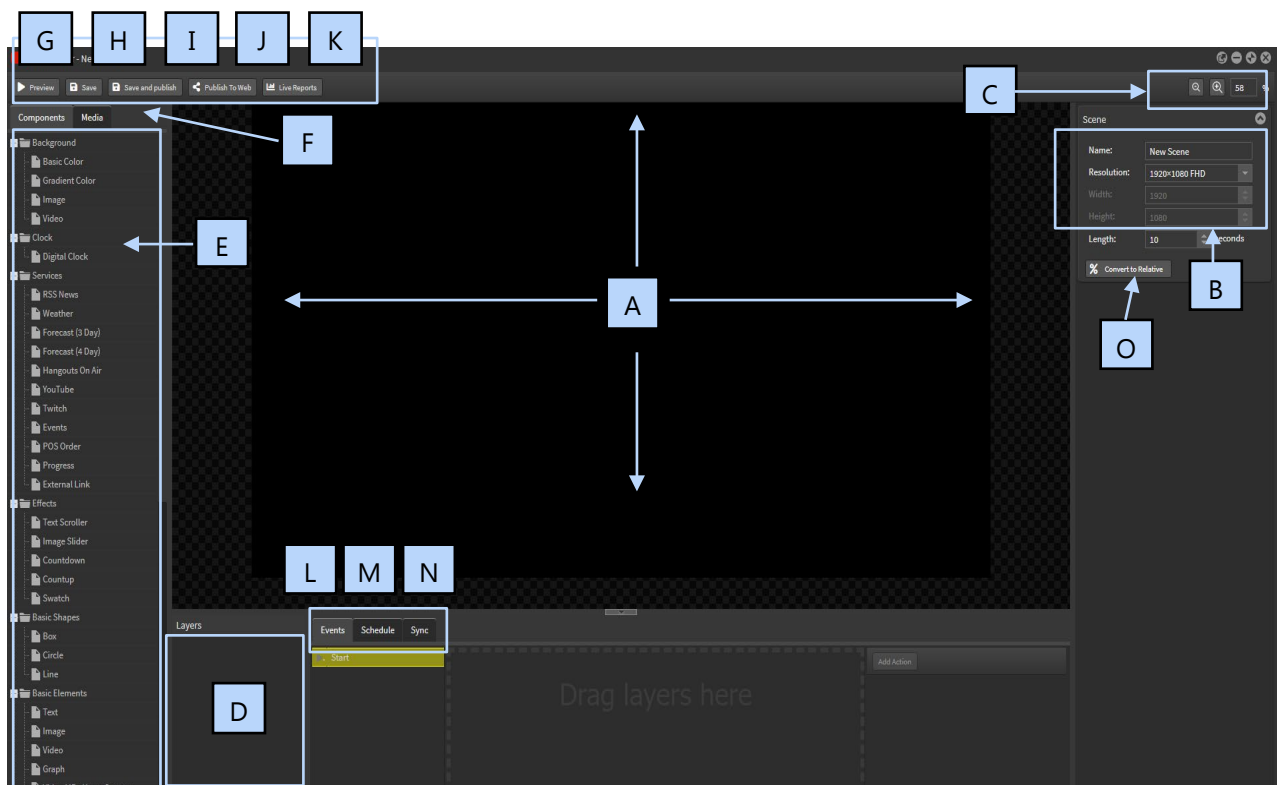
In these instances it would be desirable for the content to be 'scalable' to 'fit' the screens correctly.

The Relative button has been included in the scene editor for this use case – See Page 114 for more instructions on this feature.

NOTE 1: If this button is clicked and you wish to revert back to default unit [px] each item layer must be manually changed to px units - there is no undo button.

NOTE 2: If you add items to the scene after you have converted to relative mode you will need to convert this layer individually as it will contain default unit settings.

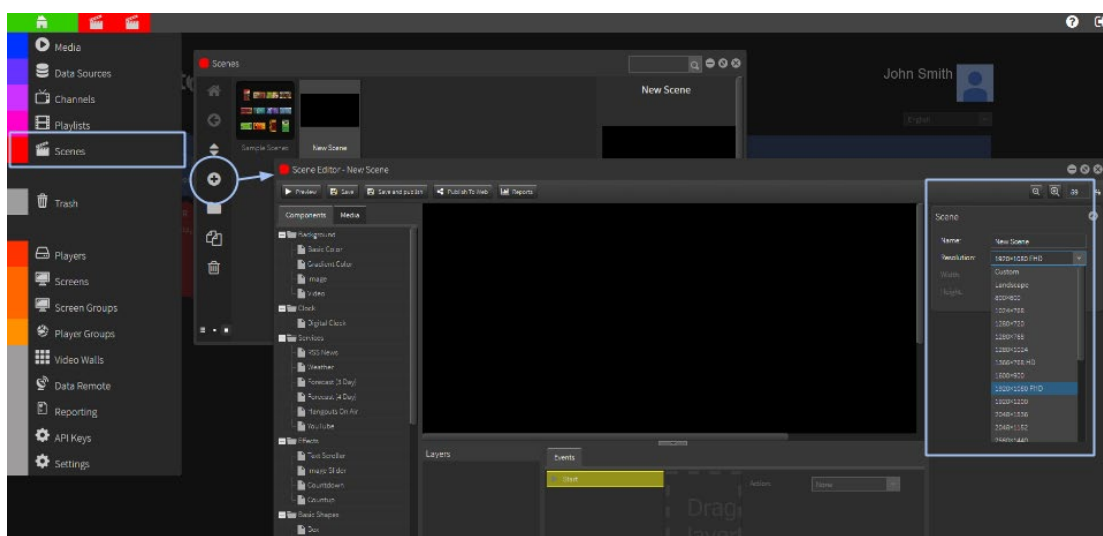
There is no limitation to the placement of any objects anywhere on the screen. Multiple files and formats are supported and can be displayed simultaneously.



- **A: Editing Area:** This is where your artistic endeavours are displayed.
- **B: Inspector:** Displays and provides tools that relate to the specific scene and objects.
- **C: Zoom:** Controls the size of the Editing Palette. (This helps on smaller resolution monitors).
- **D: Layers:** Lists Objects on the edit area. Layer order indicates the position of the objects. The 'Eye' icon hides or reveals the object. Drag the layer item up and down to change the 'Layer Position'.
- **E: Components:** Click and Drag onto the edit area to add items to the scene.
- **F: Media:** Access the Media library to drag and drop media into the scene. You can also drag and drop directly into the respective 'Object Box' in the 'Inspector'.
- **G: Preview:** Opens a full preview of the scene in the Chrome web browser.
- **H: Save:** Saves your scene progress. There is also a Save on Exit notification for unsaved changes.
- **I: Save and Publish:** Gives you the ability to make changes to a scene and publish saved changes to your player without re-dropping the channel on your player. **Note:** Only functions if the scene is already exists in a published channel.
- **J: Publish to Web:** Creates a specific URL for that particular scene that has been created. This URL can then be utilized using the Eddystone and QR Code components.
- **K: Live Reports:** Generates a report on a particular scene (Hourly and daily impressions, which players this scene was displayed on and how many times it played.)
- **L: Events:** This area works with Action components for interactive functions such as showing and hiding layers and triggering scenes on a kiosk or other players on the same network.
- **M: Schedule:** Allows you to add a predetermined schedule directly on the scene.
- **N: Sync:** Triggers a scene to play on other secondary players in a Sync Group
- **O: Convert to Relative:** Converts all sizing formats to be a % relative to the size of the scene edit area – recommended for display output of the same ratio aspect eg. FHD [1920 x 1080] to UHD [3840 x 2160]. Not used for landscape to portrait orientation.

Open a new Scene

Create multi-layered, interactive, dynamic, broadcast quality content.
Click on the Home menu and select 'Scenes'.



On the left hand side click on the '+' symbol to open a new scene

Your 'New Scene' will automatically open in the SCENE editor.

The inspector on the right gives you the ability to select screen resolution. Custom screen resolutions can be made for laptops, mobile phones or portrait screens.

Name the Scene now to avoid confusion later.

You can also select the length of the scene (if a video is added then the scene length will be the video time).

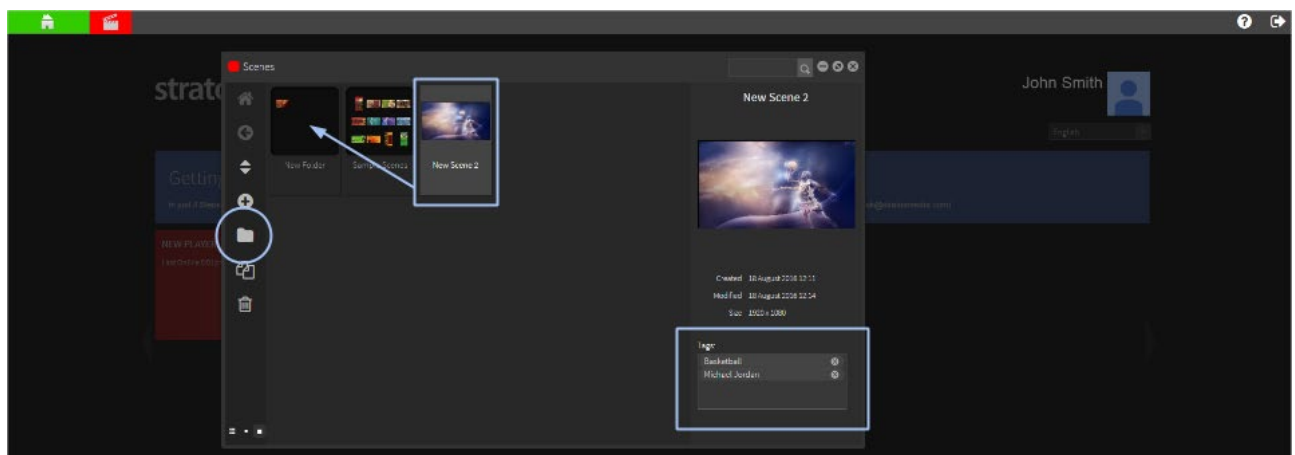
To open an existing SCENE, double click on the required scene to open the Scene Editor window.

Folders can be created to help organise scenes.

Click on the 'folder icon' on the left hand side to create a new folder.

Newly created folders can be renamed. To do so, click on the 'New Folder' text and rename.

To add scenes to a folder, highlight selected scenes and drag and drop them onto the folder. Multiple scenes may be selected by holding down 'Ctrl' and clicking your left mouse button.



To access the scenes in your folder double click and it will open in a new window. Highlighting a scene in the inspector will show scene information: when the scene was created, modified and scene resolution.

Scenes can be tagged for easy search and file management.

On the left hand side you will find a series of icons.

- Home : Takes you back to the scene dashboard
- Back Arrow : Also takes you back to the scene dashboard
- Up and Down Arrow : Gives you the ability to sort by name, date created and date modified
- Plus Symbol: Creates a new folder
- Duplication Icon : Duplicates the scene you have highlighted
- Trash : Moves your scene to the trash

By right clicking on the scene it gives you the ability to:

- Create a new scene
- Create a new folder
- Rename that particular scene or folder
- Cut and paste your scene into a different folder location
- Duplicate a particular scene or folder

- Move your scene to the 'trash'. Trash may also be found in the Home drop down menu
- Set permissions on a scene. (Enterprise version only)

Scene Search: To search for a scene in the top right hand side of your scene window type in your desired search.

Note: When typing in your search, letters are case insensitive.

2.02 Components

The available components are listed in the window on the left of the Edit Pallet area.

Select component, left click, hold and drag onto the Editing Palette. Then release to drop onto edit area.

Utilize the handles in the corners to re-size. We use the familiar re-sizing processes as all major graphics applications. Hold/Shift to resize and retain the aspect ratio of an object. Arrow keys can be used to move objects around the edit area: Single click 1px at a time. Hold/Shift t using your arrow keys will move the object 10px at a time.

To delete, select the component and in the inspector click on the Remove button or use Delete key.

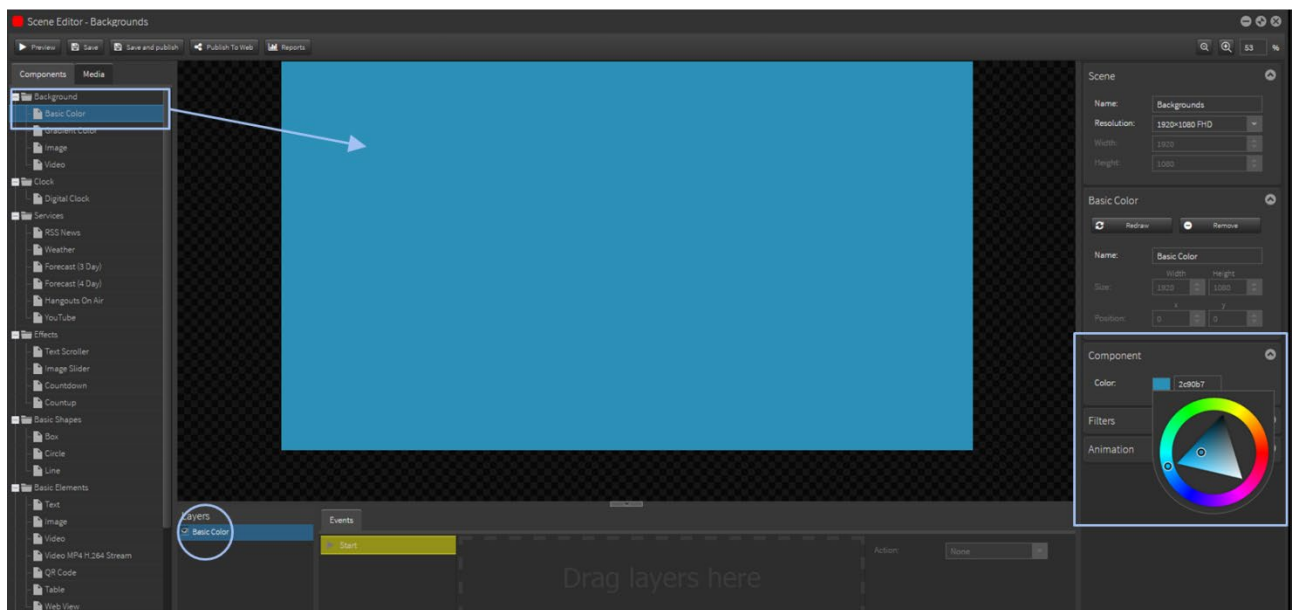
Background

Background images, videos and colors can be embedded into the edit area through here.

Basic Color

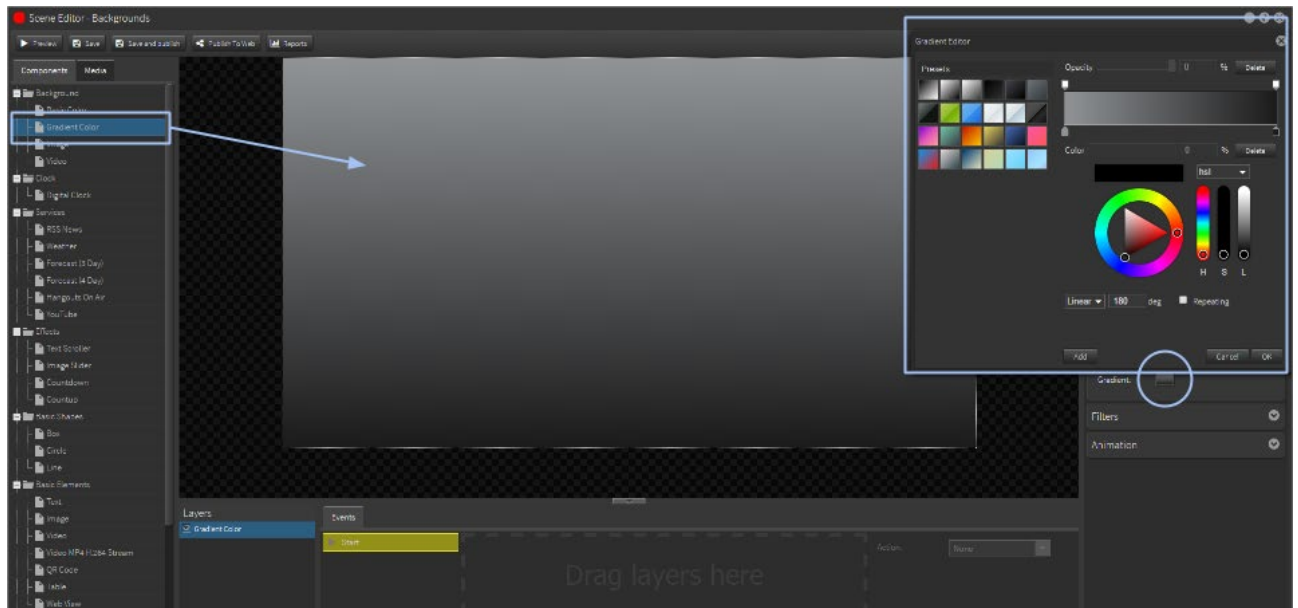
To add a basic color click on the 'Basic Color' tab and drag it directly to the editing palette. It will change the background to white. To change the color of the background, go to the Inspector on the right hand side, click on the drop down box in component and select your desired color from the color wheel.

The outer circle represents the hue and the inner triangle represents the saturation and brightness. First select the color on the outer circle. Then select the option on the inner triangle. Hex code values can also be used.



Gradient Color

To add a gradient color background, click on the 'Gradient Color' tab and drag it on the editing palette. Click on the Gradient Tab in the inspector panel on the right side to open the Gradient Editor window.



The Gradient Editor allows you to customize your colors in a linear or radial array using rgb/hsl/cmyk values.

The Opacity tabs allow you to add transparencies to the colors.

This tool is active for Backgrounds, Shapes, Lines and Text objects in the Component settings panel.

Adding a Linear Gradient to the Background

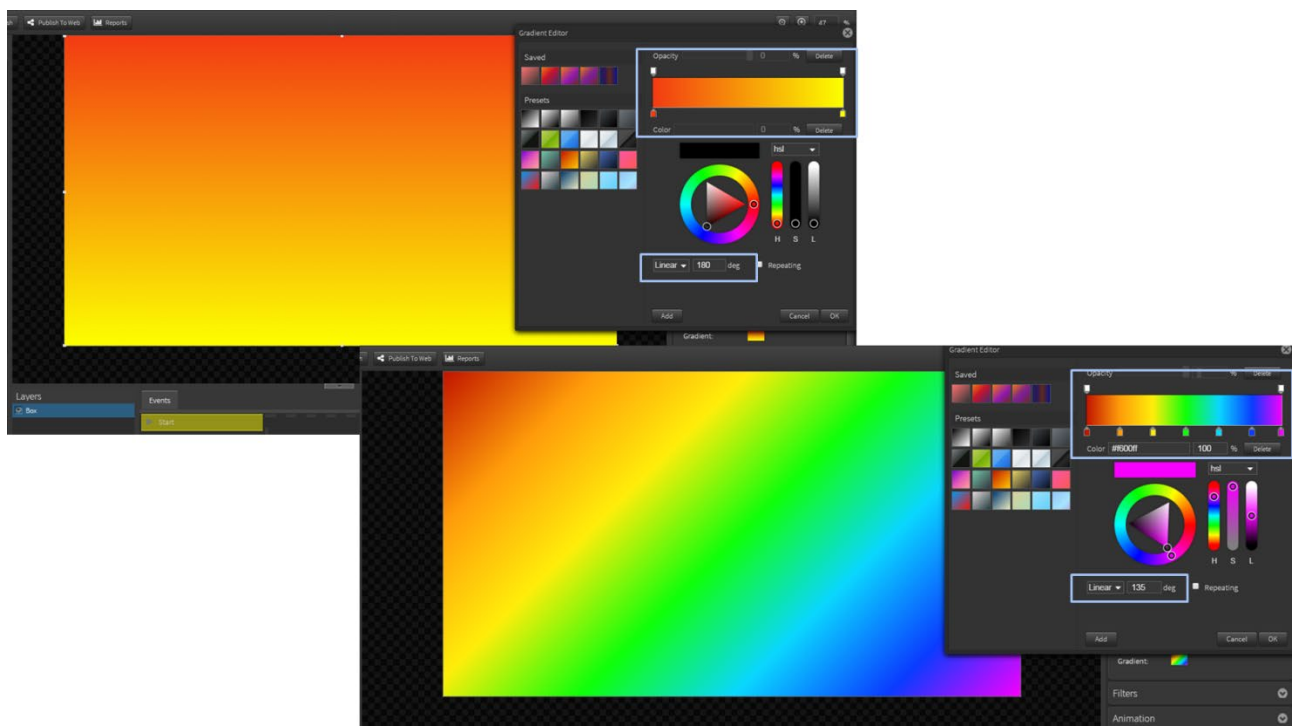
Open a new scene and drag Background-Gradient Color onto edit area.

Gradient Tool dialogue box will appear when you select the Gradient Component.

Click on Left Color Tab and make selection from color wheel or value dropdown.

Click on Right Color Tab and make selection from color wheel or value dropdown.

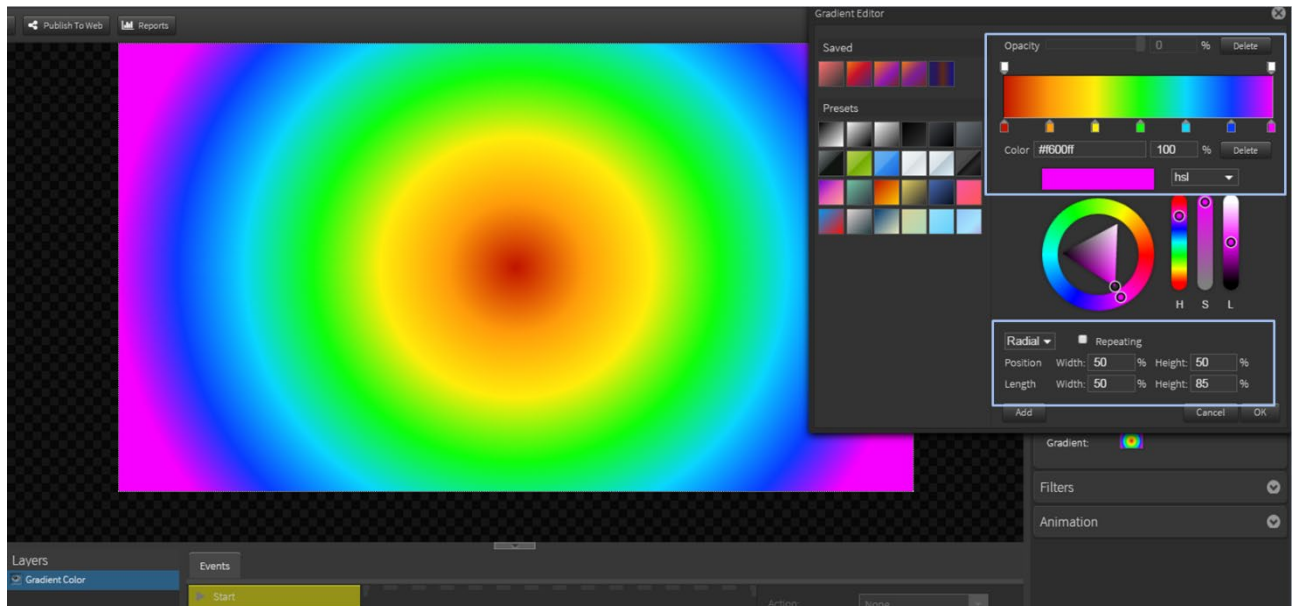
Type in value degrees to change angle of gradient.



Click in the color slider area to add more color tabs.

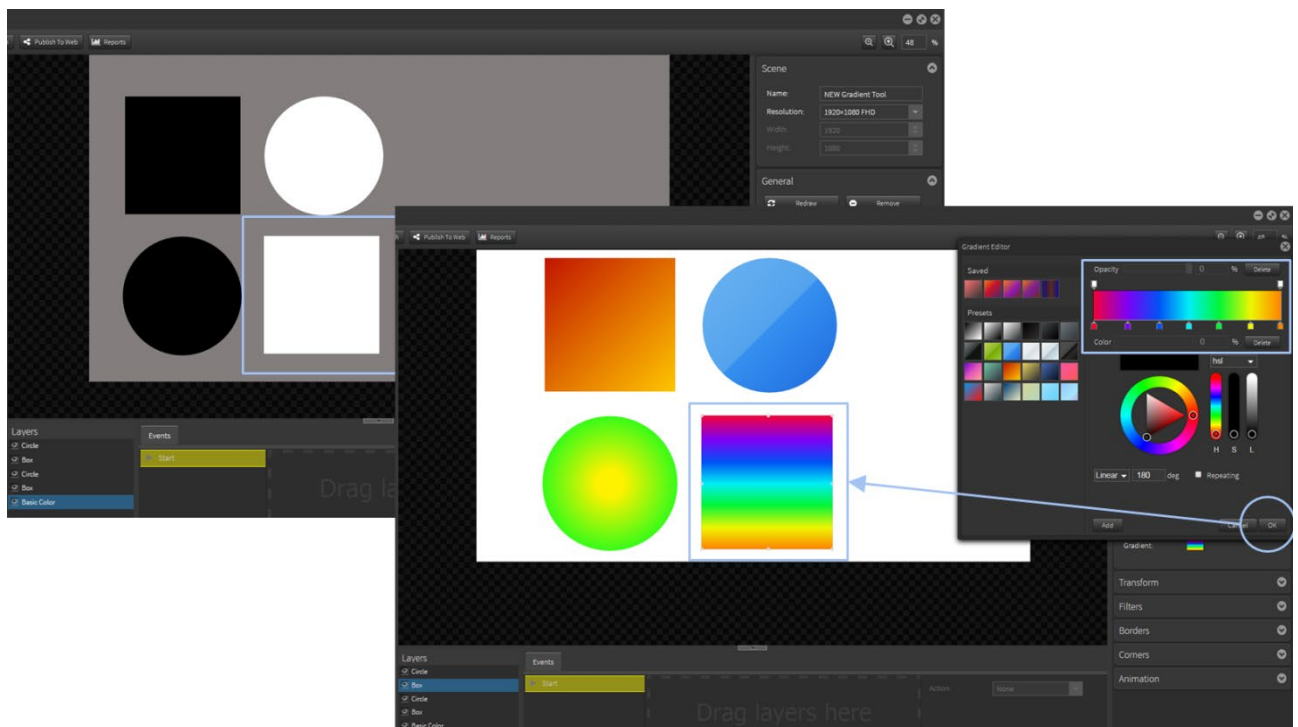
Adding a Radial Gradient to the Background

Change from Linear to Radial gradient in the dropdown and determine the Position and Length of the ellipse radius points.



Adding Gradients to Basic Shapes – Box and Circle

Follow the same processes to add Gradient Fills to Basic Shapes.



Adding Gradients to Text

Follow the same processes to add Gradient Fills to Text.

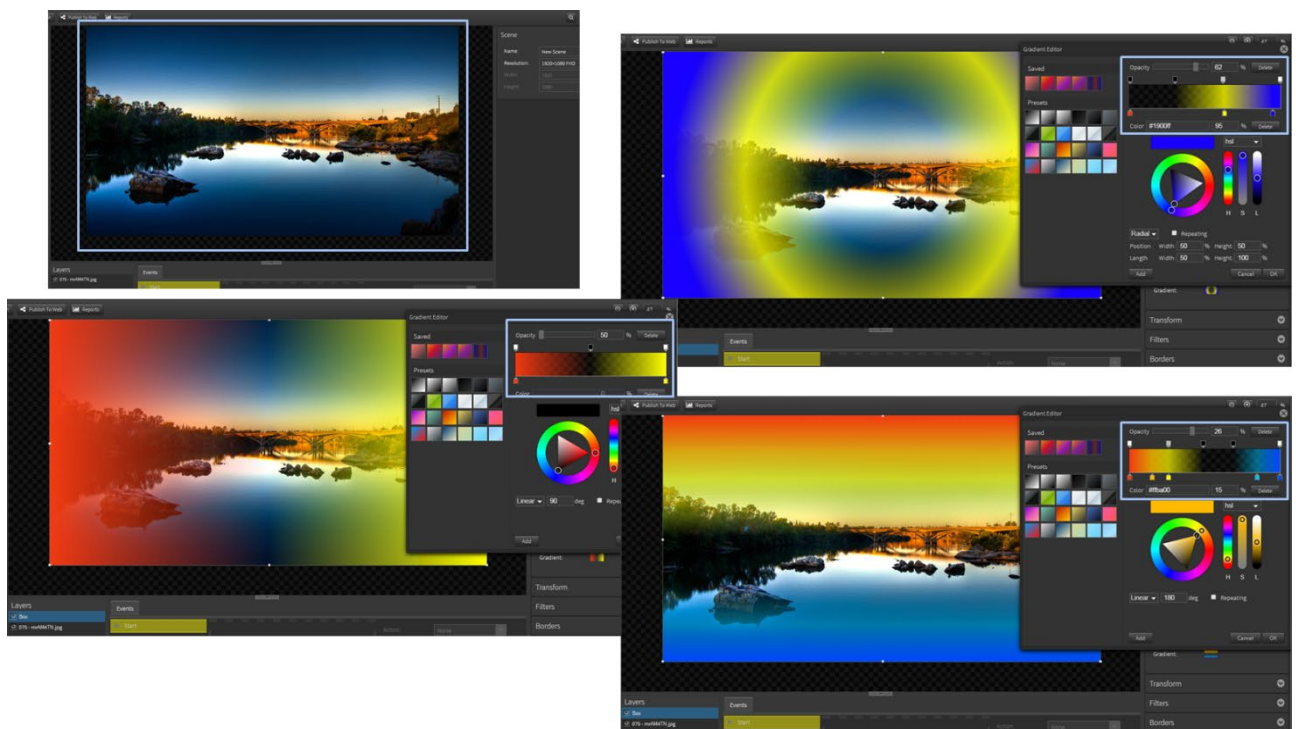


Using the Opacity (transparency) Option in a Gradient

The Opacity tabs allow you to add a gradient transparency to your colors to create a variety of effects. Below are examples of using the opacity tabs on a box object over an image.

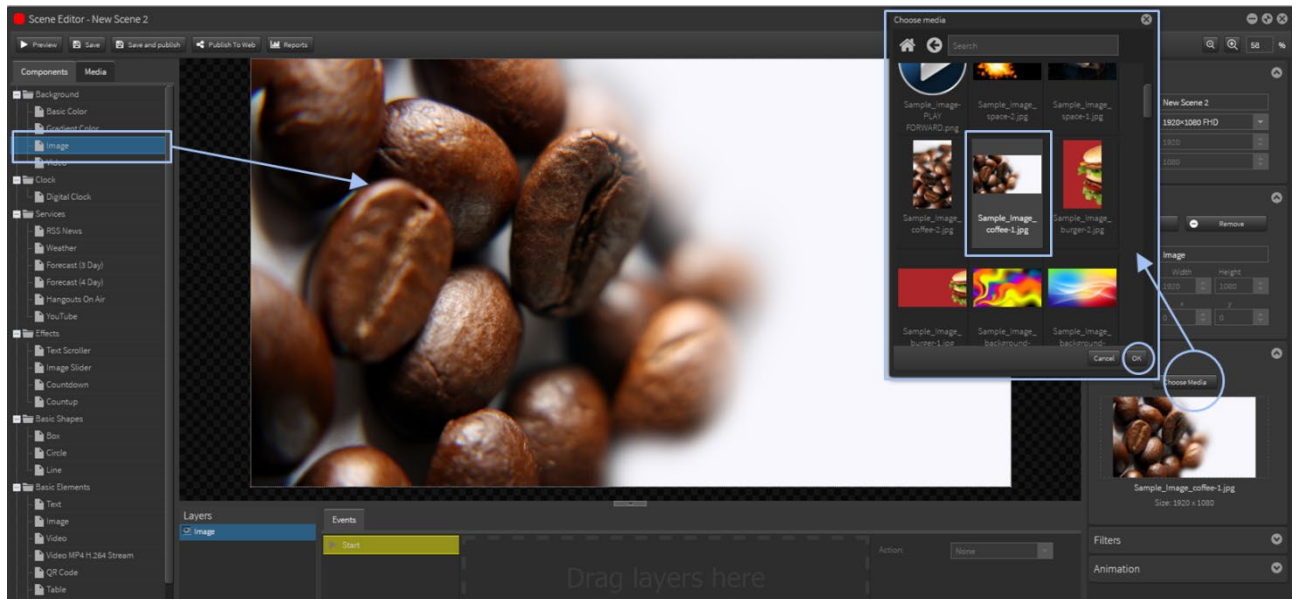
OPEN a new scene. ADD an image. ADD a box to cover the image.

Click in the Opacity area to add tabs and use the slider to set the transparency levels.



Background Image

To add an image as a background click on the 'Image' tab and drag it directly to the editing palette. This will give you access to the image options in the component inspector on the right.



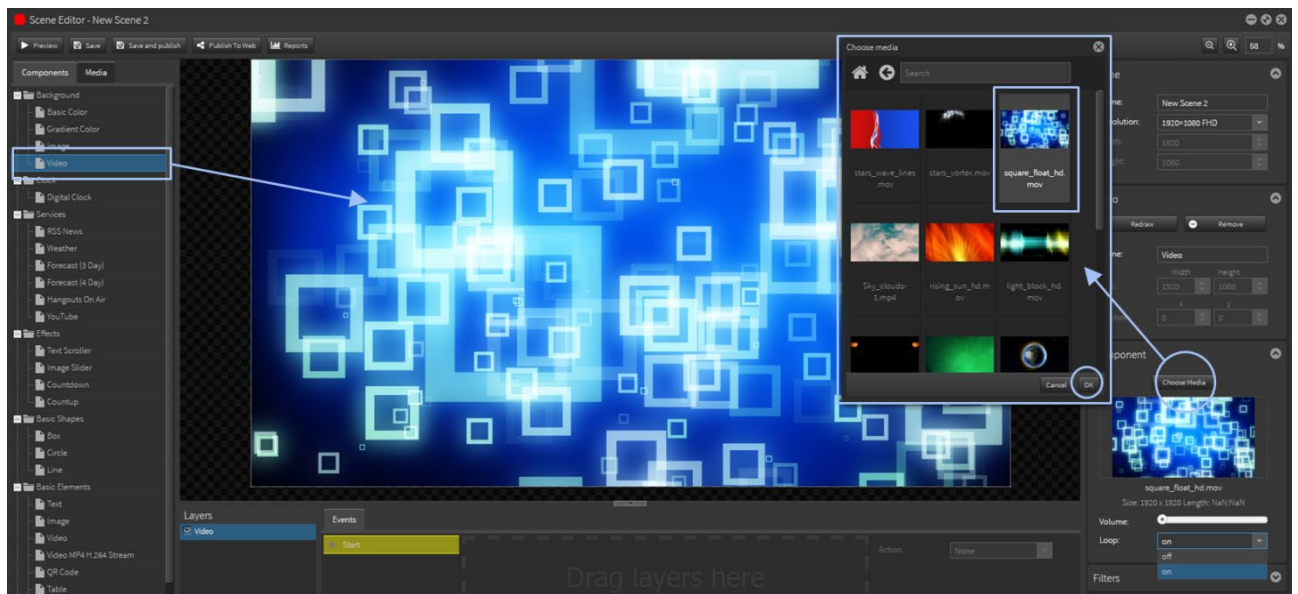
Now click on the 'Choose Media Tab' and browse through the Media Library. Only image files are available for selection.

Select the image and click 'OK'. It is now locked into the background of the scene.

The image will 'fit' to the best height or width of the scene resolution without aspect distortion so some cropping may occur if the aspect ratio does not match the edit area.

Background Video

To add a video as a background click on the 'Video' tab and drag it directly to the editing palette.



Click the 'Choose Media Tab' and browse the Media Library. Only video files are available for selection. Select the video and click 'OK'. It is now locked into the background of the scene.

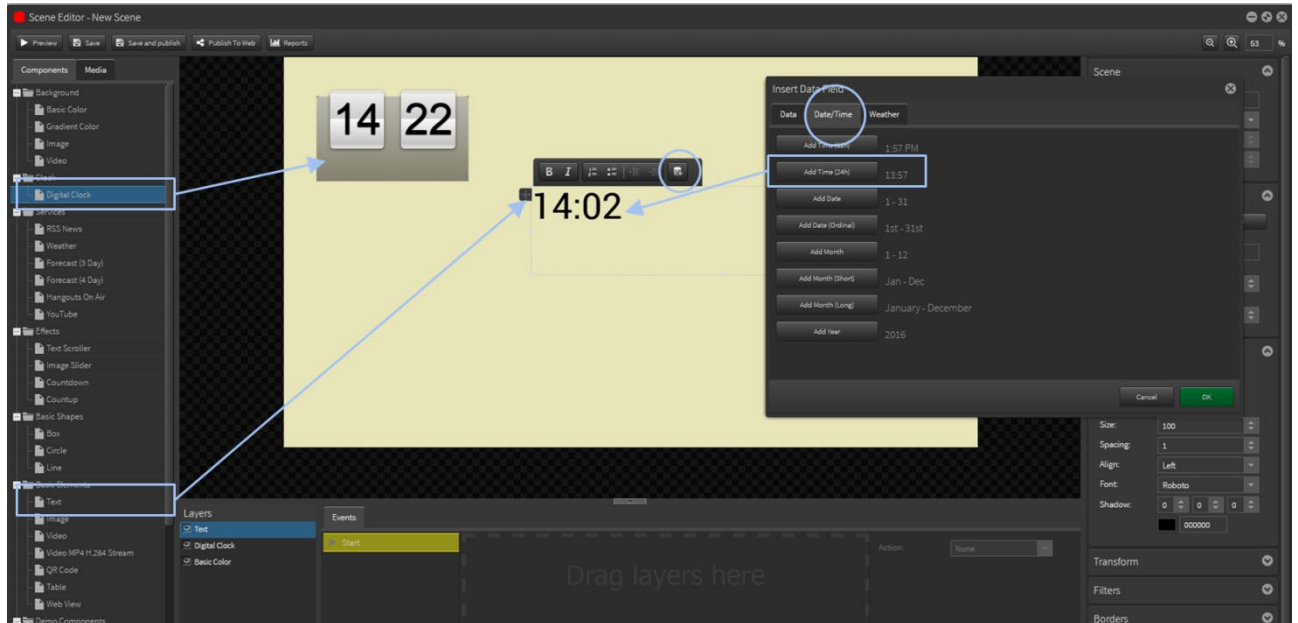
The image will 'fit' to the best height or width of the scene resolution without aspect distortion so some cropping may occur if the aspect ratio does not match the edit area.

In the video inspector you have an option to loop your background video. By default the loop is set to off, which means the scene will run as long as the video background. If you wish your scene to continue to play change the 'loop' option to 'on'.

2.03 Clock

Digital Clock

Click on the 'Digital Clock' and drag it onto the editing palette. The default time is that of your PC.



Note: Additional time display options can be found using the 'Text component '. By selecting the 'Insert Data Field' there are a variety of date/time options for you to choose.

2.04 Services

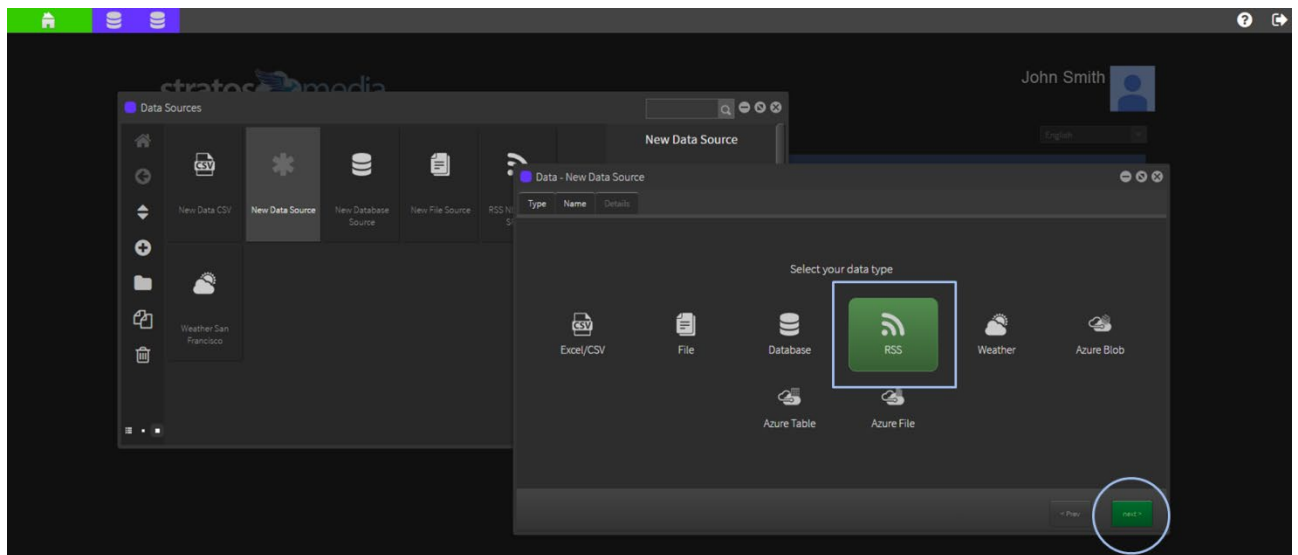
RSS News

Before adding the RSS News feed to your edit area you need to set up the RSS as a data source. Once this has been done the feed can be selected and linked into the scene via the RSS News component.

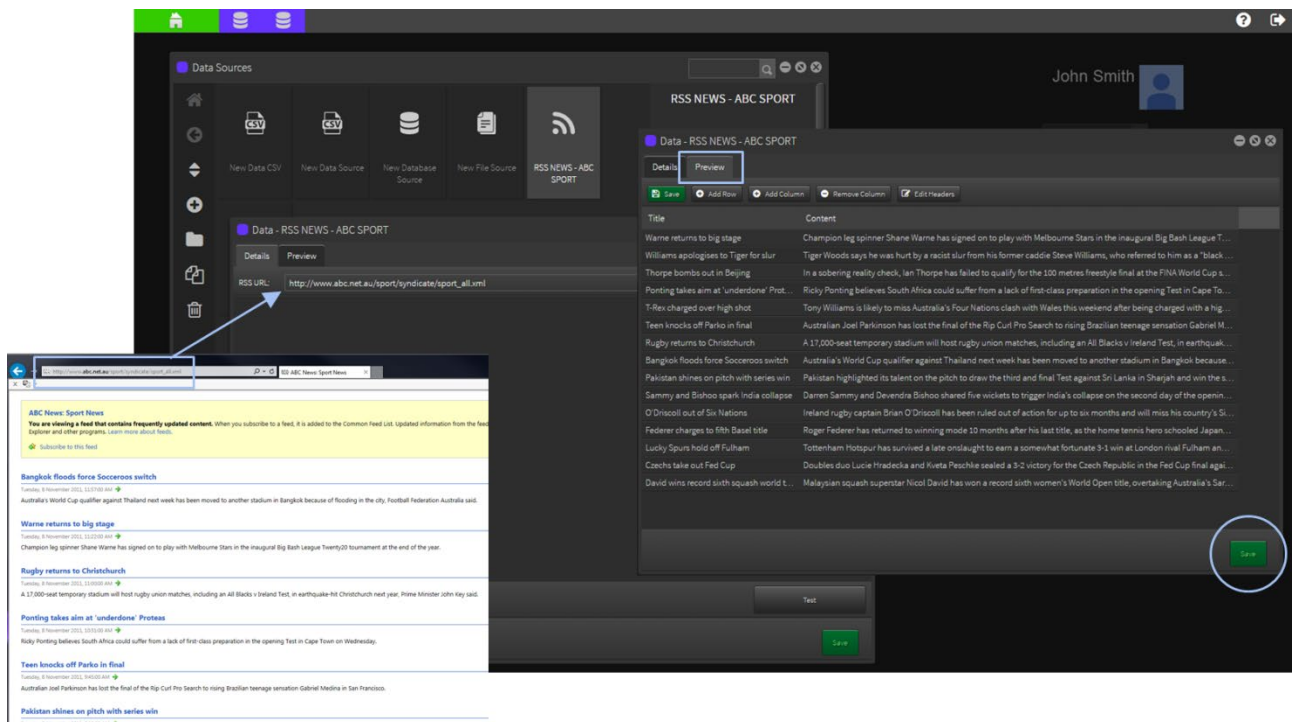
The data in the RSS feed is controlled by the original URL source. There are a number of options to change font size, delay time, transition, image size and background colors. You will need to customize the size of the panels to suit the various RSS feeds. Please experiment.

How to set up an RSS News Feed

From the green Home drop down button select 'Data Sources'. Select 'New Data Source' and choose 'RSS 'as the data type. Click next. Name your data source and select next.



Determine the RSS feed to display. Add RSS URL in the field provided. Push the 'Test' button to confirm that the URL format is compatible with the StratosMedia GUI.



Select SAVE and preview the new data source.

The default poll time for data refresh is 1 Day. Hour or Minute options are available in the dropdown.

Now the RSS Data Source is available to link to a RSS News Object in a SCENE.

When the RSS Feed is updated the data will dynamically change on the screen.

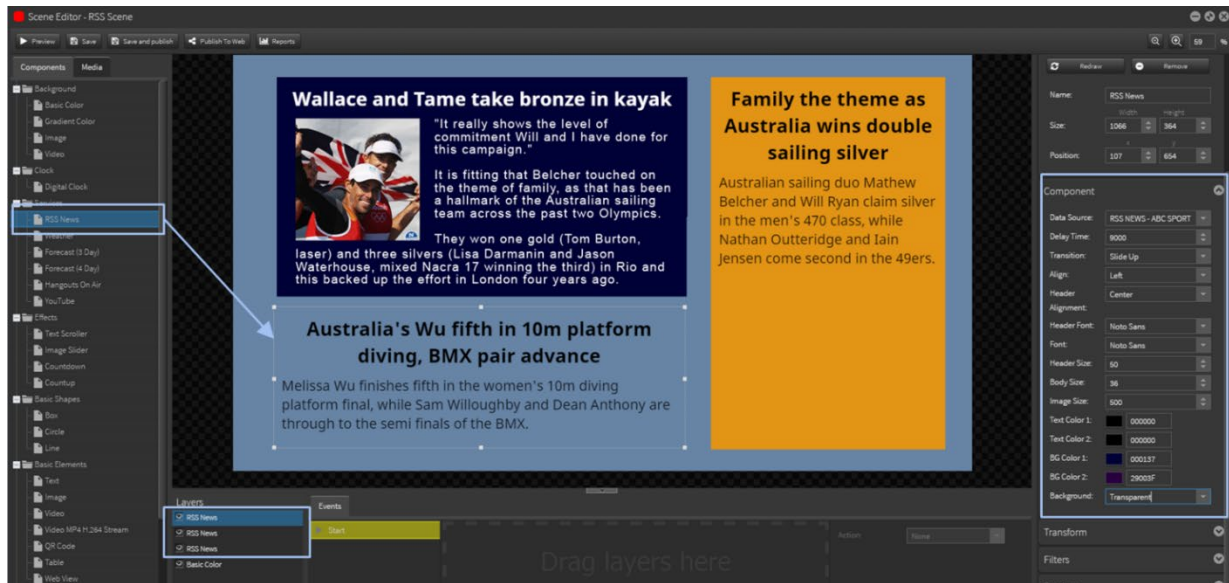
Add the RSS Feed to a Scene

There are 2 options for design formatting the RSS feed for display in a scene.

Under Services is the RSS News component [described here].

Close Data window and go into scenes to create a new scene with the RSS News Component.

Drag and drop the RSS News component onto the edit area.



On the right hand side in the inspector you will find various options in being able to link to your desired data source, edit the look and feel of the RSS News Component as well as apply various transitions.

In the 'Data Source' field from the drop down select the newly created RSS Feed. Once selected, the new RSS News feed will be automatically displayed. The RSS News component is fully customizable and can be resized to suit all applications.

Below is a list of components that you are able to customize.

- Data Source: RSS URL FEEDS
- Delay Time: On screen display time for each news item (1000 = 1 second)
- Transition: Movement between news items
- Image Size: Change the size of any images attached to the RSS feed
- Background: Choice of using colored panels or having transparent panels
- Align: Body text alignment options
- Header Alignment: Header alignment options
- Header Font: Select header font
- Font: Select body font
- Header size: Change font size in header
- Body size: Change font size in body
- Text color 1: Font color.
- Text color 2: Font color.
- BG Color 1: Color of panel.
- BG Color 2: Color of panel.

NOTE: You can also format the RSS feed using the Datasource component in the Scene Editor

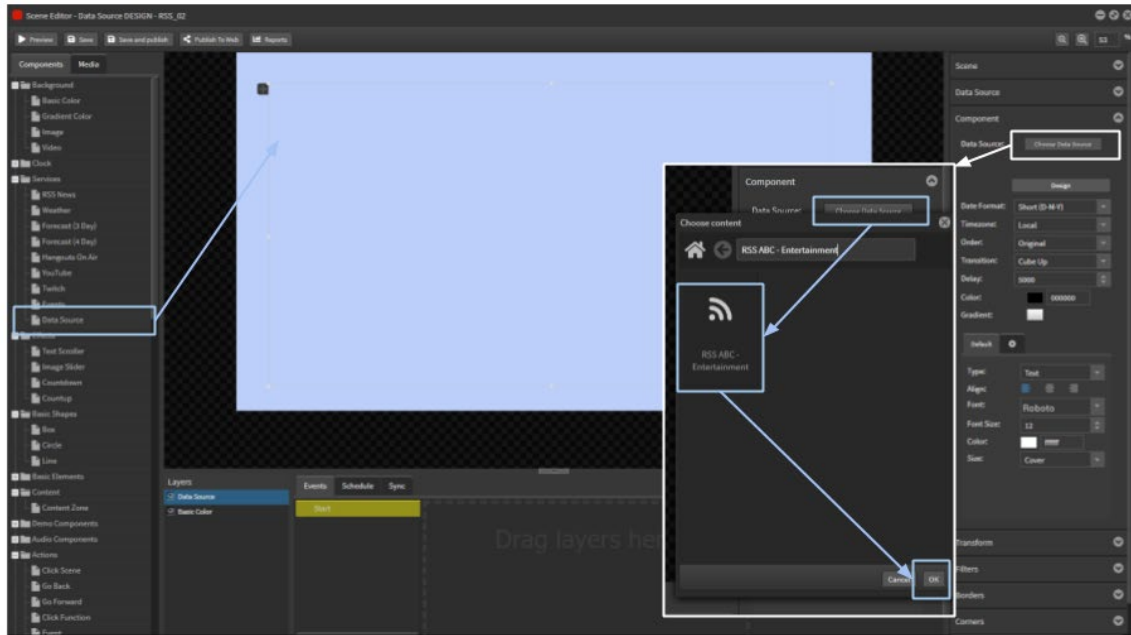
Data Source

Designing the layout of a Data Source

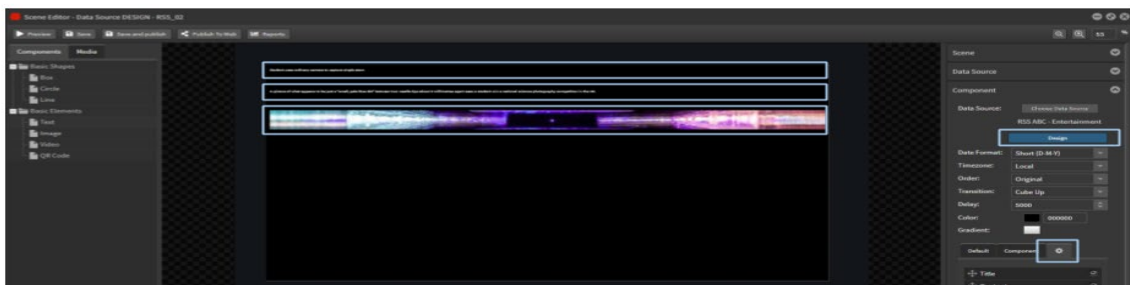
This component allows you to custom format how data sources are displayed in a scene. For example, the RSS feed can be rearranged to display Headline, Descriptive text and Image in numerous configurations.

Open a new scene. Drag the Data Source component from the available services on the left.

Select the Datasource - RSS FEED

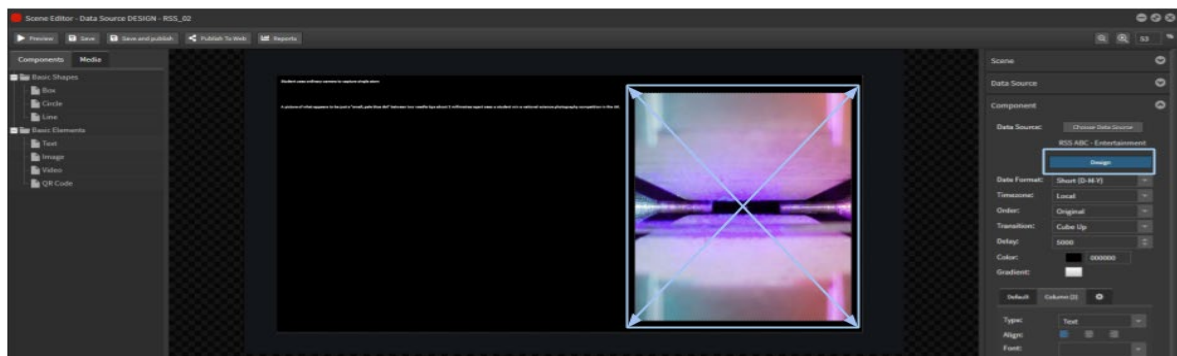


These data columns will now appear in the component as text boxes or images.



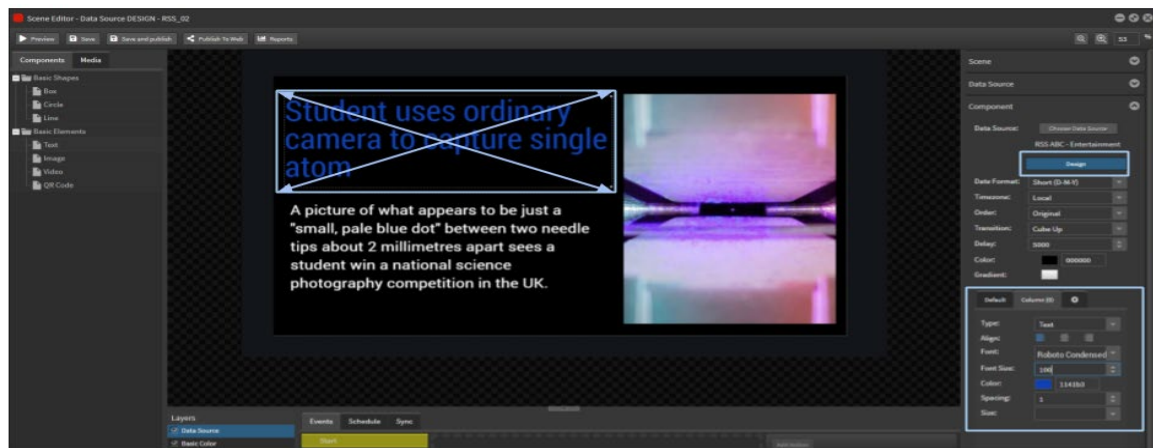
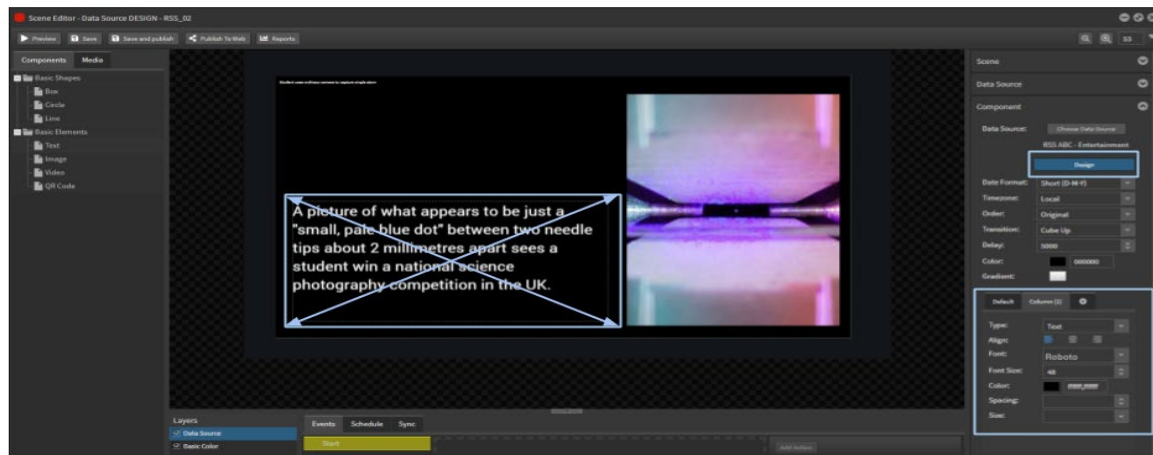
Now you can format the elements through the Design and Settings tabs.

Select the image and move and stretch the size to fit.

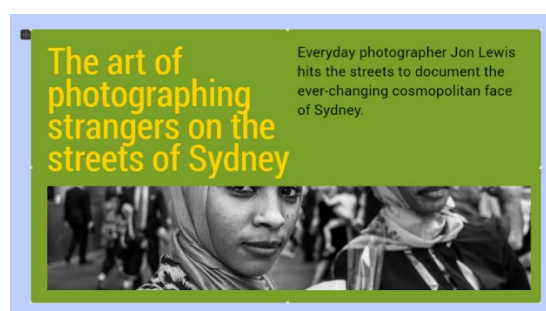
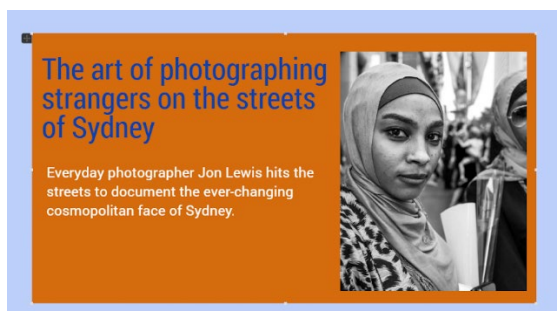
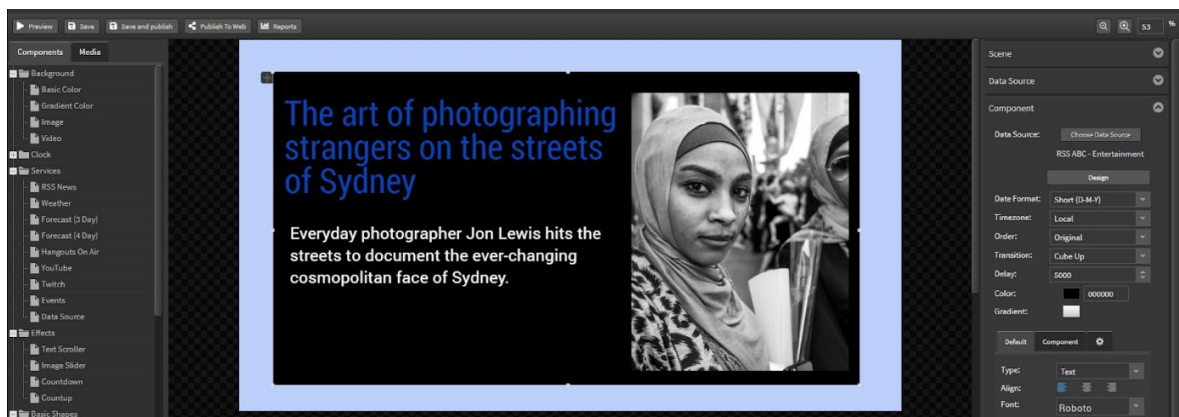


Select the description text box and format the text size and font and resize the box.

Select the heading text box and format the text size and font and resize the box



The layout will now flip through each topic based on the transition type and length you have selected.



The standard options for RSS feed are the scrolling text or the RSS feed components.

Illustrated in this online video tutorial: [StratosMedia Data Source Component - RSS Design](#)

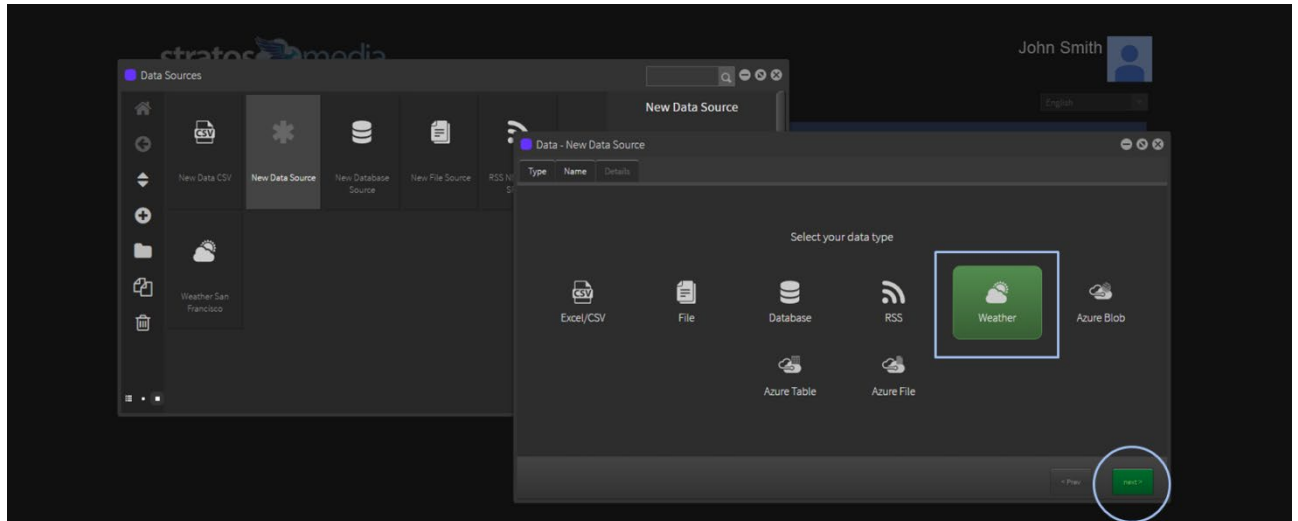
Weather

The weather component can be broken down into 3 main components - Single current weather, 3 day outlook and 4 day outlook.

Before adding the weather to a scene you need to create a data source that links directly to the weather outlook of your choice. Once this data source has been created it can then be linked to in the scene editor.

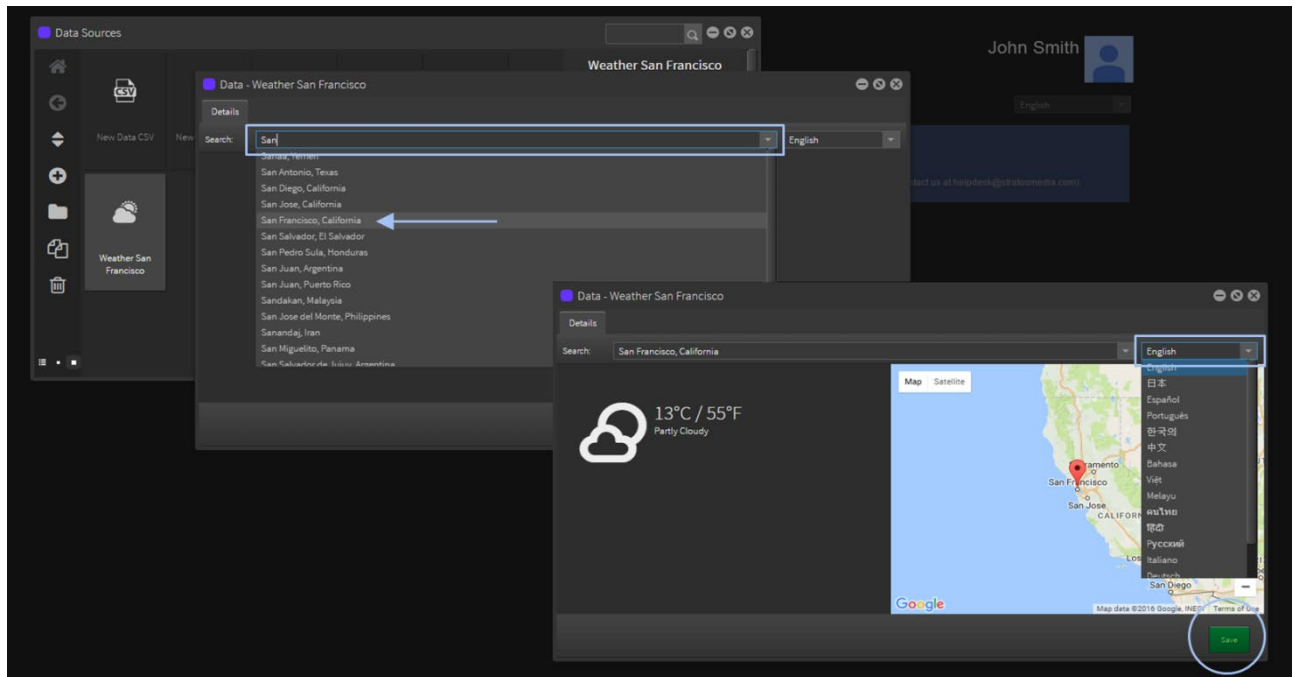
How to set up a Weather Data Source

From the green Home drop down button select 'Data Sources'. Select 'New Data Source' and choose 'Weather' as the data type. Click next. Name your data source and select next.



Start typing in the search field for the location prompts and select from the list of available destinations.

The location will appear in a Google map. Language options are available. Temperature units and icon options can be selected in the Scene Editor later. Press the 'Save' button.



Now the Weather Data Source is available to link to a Weather Object in a SCENE.

When the Weather is updated the data will dynamically change on the screen.

Add the Weather to a Scene

Once you have a weather data source you are ready to link it to the weather component in the scene editor. Go to Scenes and open a scene then drag and drop the Weather component option onto the edit area.

NOTE: This will initially be blank until a data source is selected.



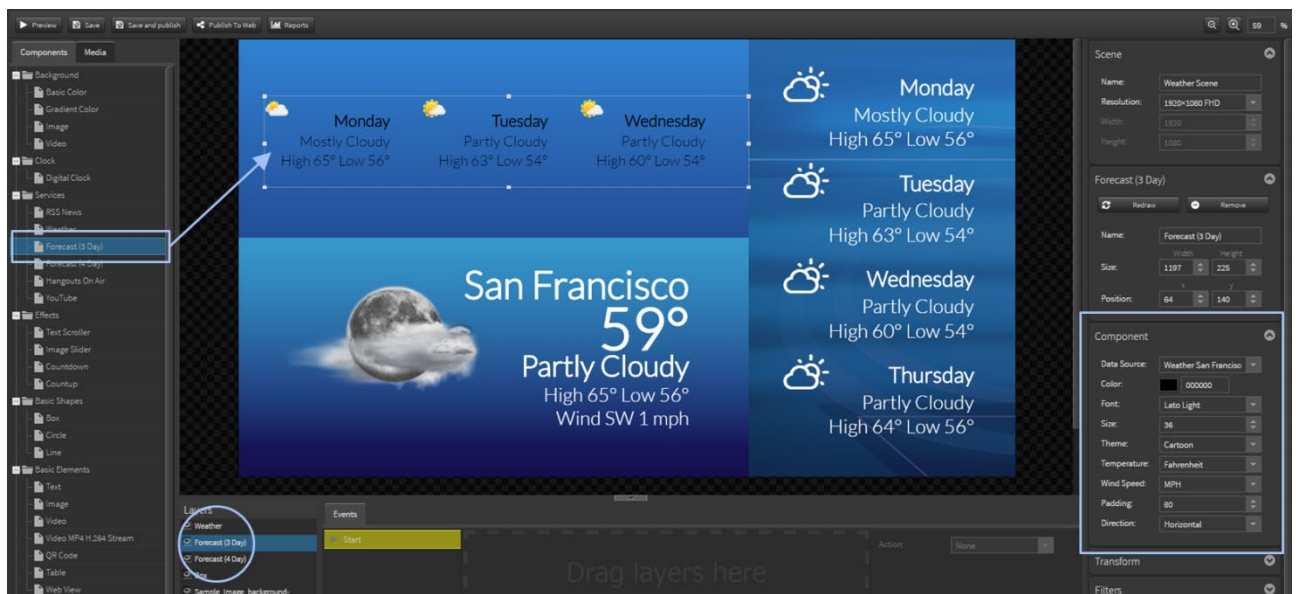
A bounding box will now appear in the edit area. On the right hand side in the inspector select the weather source from the 'Data Source' dropdown field.

The Weather component has customization options. Here you can change font color, type and size, select a theme (Default, Minimal or Cartoon) and temperature and wind speed units.

Weather Component – 3 Day And 4 Day Forecast

Display options include Current Day, 3 Day Forecast and 4 Day Forecast. Select one of these, hold down the left mouse button and drag it out onto the edit area.

Use the Component options to customize with font color, font type, font size, theme icon style, temperature and speed values, horizontal or vertical alignment and padding.

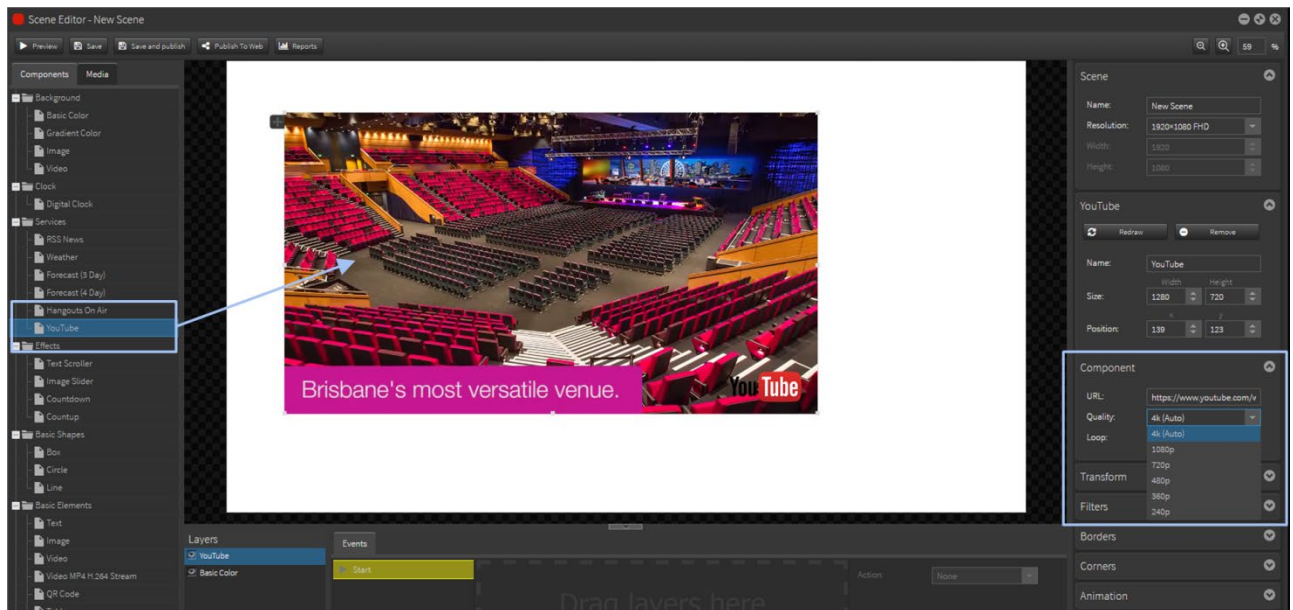


Note: Multiple destinations can be added. A Data Source will need to be created for each weather location.

YouTube

Displaying YouTube content via StratosMedia is as easy as 1 – 2 – 3

- 1. Open a new scene in Scene Editor.
- 2. Drag the YouTube Component into the edit area.
- 3. Enter the YouTube URL, select the Quality and Loop option.



NOTE: YouTube video content is not cached, it is streamed every time it is played. This can easily consume large amounts of data if not monitored.

When using Web Object or You Tube Object in a scene you need to be aware that you can not have these elements in concurrent scenes in a Playlist. Also only one per scene. This is due to a known Chrome OS issue currently under investigation.

External Link

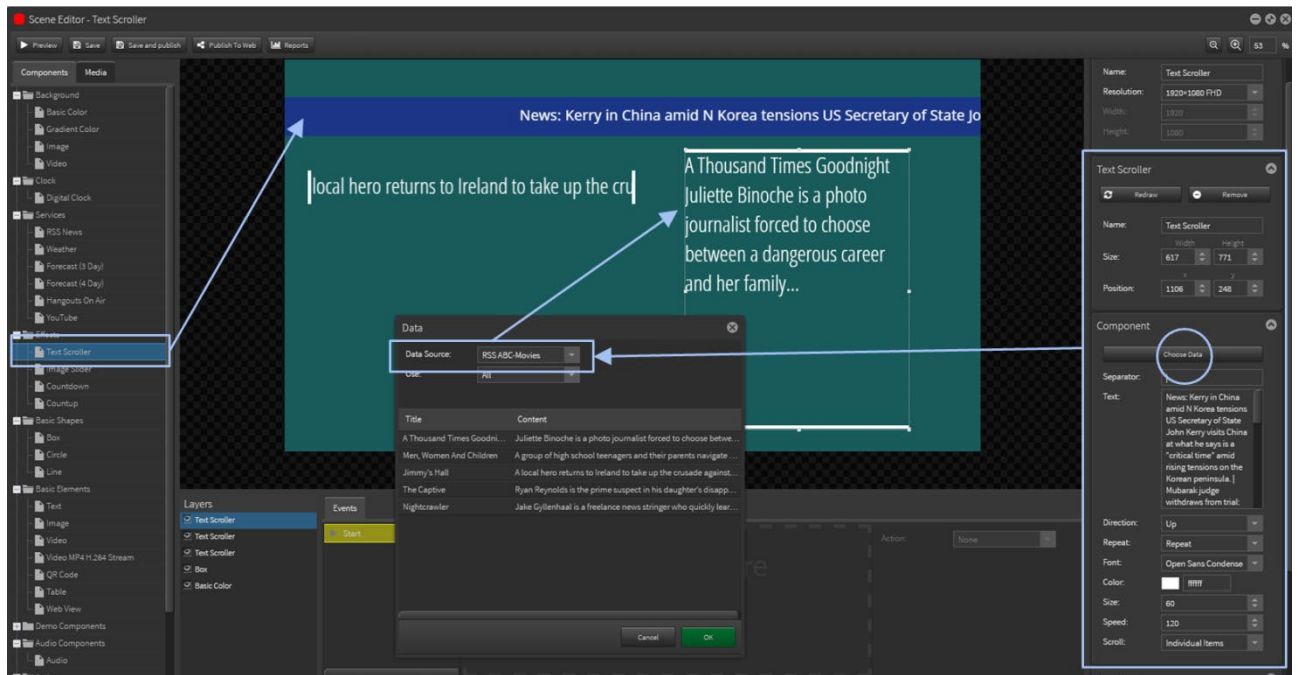
This is an interactive component for specific use when building scenes for use in a Progressive Web App [PWA]

When added to a scene in a PWA it will allow the user to click through to another URL which will open outside the App on the users' device.

2.05 Effects

Text Scroller

To add a Text Scroller, click on the icon and drag it directly onto the editing palette. In the Inspector on the right hand side you have the ability to add and edit text. Connect to Data such as an RSS feed as well as the ability to change font color, size, direction and speed of text.



A breakdown of each component of the Text Scroller can be found below.

- **Choose Data:** Selecting this button gives you the option of linking data that has previously been created. From the drop down in the 'Data Source' field select the data you wish to use. It also gives you the ability to select specific content from all through to columns, rows or cells.
- **Separator:** Gives you the ability to a separator between lines of text displayed. The default separator is '|' (piping) The 'Separator' needs to be used in conjunction with the scroll field. This will need to be changed from 'All' to 'Individual Items'
- **Text Box:** Add text that you wish to be displayed. The amount of text entered has a direct correlation to the speed of the text scroller.
- **Direction:** Change direction of text
- **Repeat:** Loop content in in Text Box or linked data feed
- **Font:** Change font type
- **Color:** Change font color
- **Size:** Change font size
- **Speed:** Change speed of text
- **Scroll:** Is used in conjunction with the separator. When using a separator from the drop down select 'Individual items'

Image slider

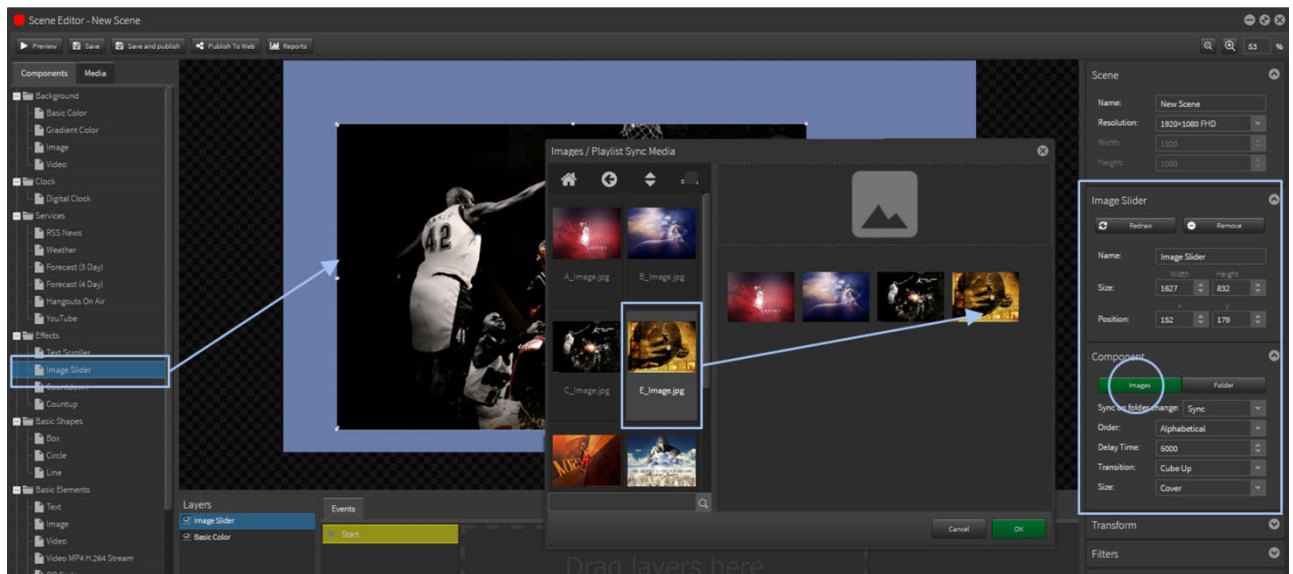
The image slider allows you to create a playlist of multiple images. This can either be achieved by selecting the individual images you wish to use, or link to a folder containing all your images. Transitions can be applied as well as the display time of the images.

Drag the Image Slider from Component out onto the edit area. On the right hand side in the inspector under 'Component' it gives you an option to select 'Images' or link to a 'Folder' in your Media Library.

Note: The image slider component can be used in conjunction with a synced GDrive folder in your media library. For more on how to do this, please refer to GDrive Integration.

Image Option

Select 'Images' from component on the right hand side. From the Media Library window drag the images you wish to use. Multiple images can be added to create a playlist. Click 'OK' to save.

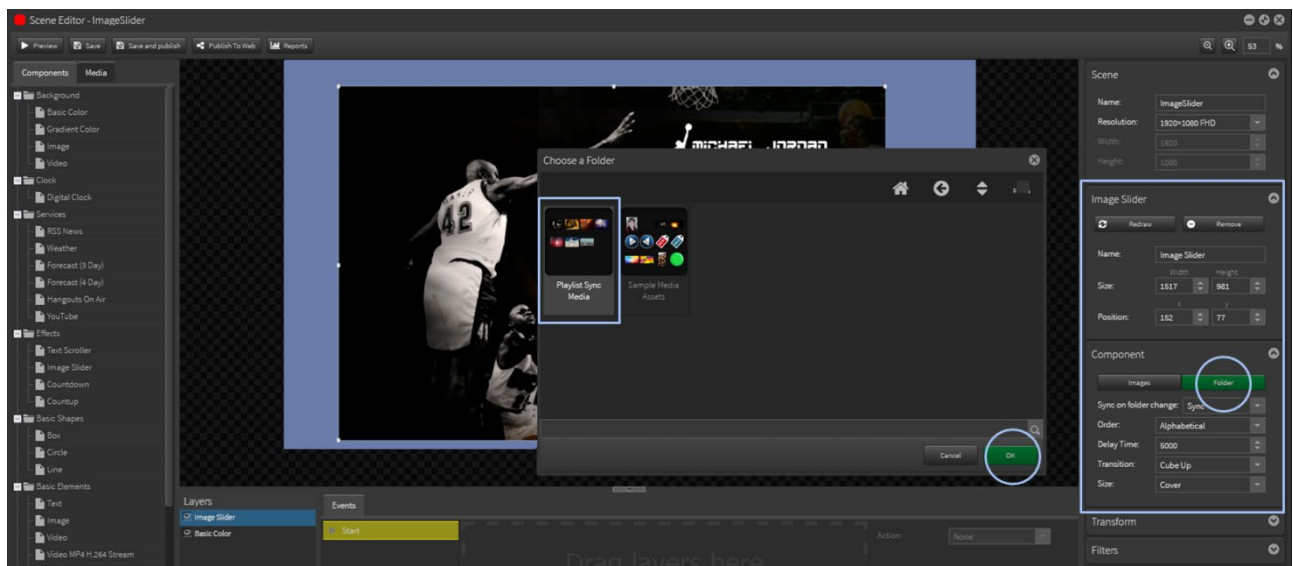


Images can be selected to display in alphabetical or random order; delay time is the display duration for images (1000 = 1 second); Multiple transition styles can also be selected from the drop down.

Note: If the images have different aspect ratios there are two options available. In the component on the right hand side under the 'Size' field select from either 'Cover' or 'Contain'. 'Cover' fills to best fit the bounding box and crops the image. 'Contain' holds the aspect ratio of the image to fit within the confines of the bounding box and may show black areas top or bottom of image.

Folder Option

Select 'Folder' from component on the right hand side. Select the folder you wish to link from the Media Library window. Transitions and duration of the display can now be applied. Click 'OK' to save.



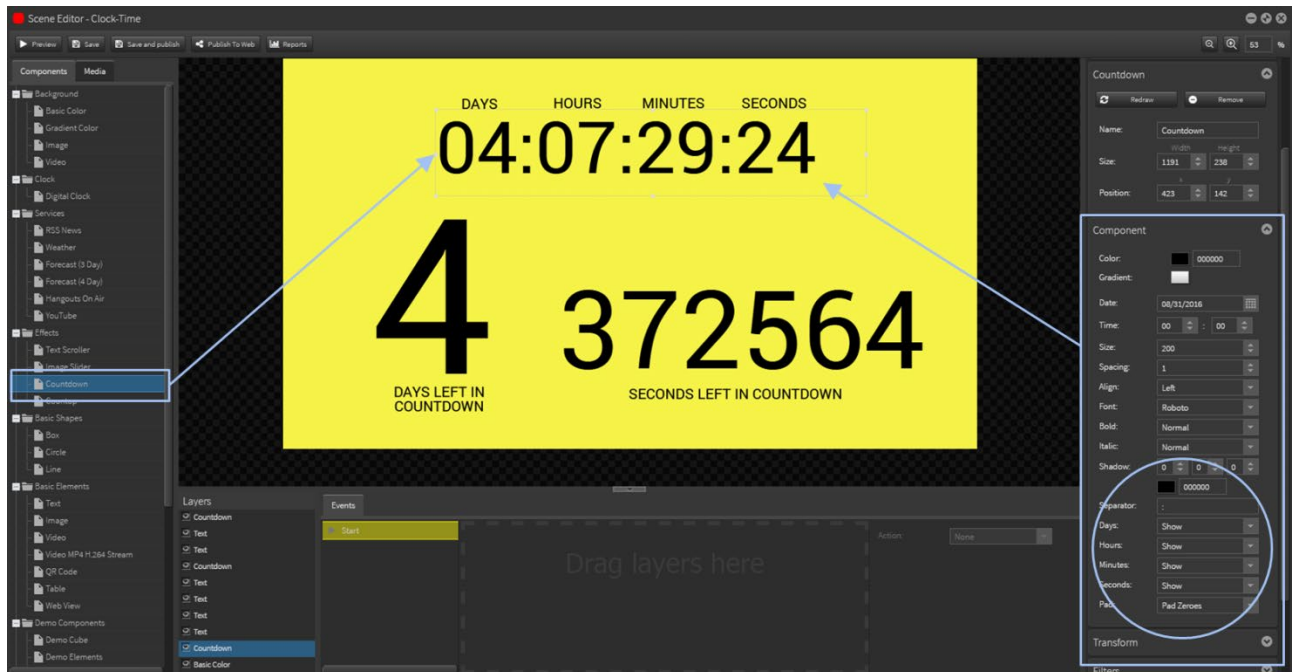
The image slider component can be used in conjunction with a synced GDrive folder in your media library. For more on how to do this, please refer to GDrive Integration.

Note: There are two options available when using images of different aspect ratios as described above.

Countdown and Countup

The Count Down/Up component gives you the ability count down in days, minutes and seconds to a date.

On the left hand side drag the Countdown component into the edit area. On the right hand side are the configuration options. Dates can be selected as well as set times on a particular day. The timing of this component is taken from the local time on the device itself.



Note: Time configuration is as follows - Days:Hours:Minutes:Seconds

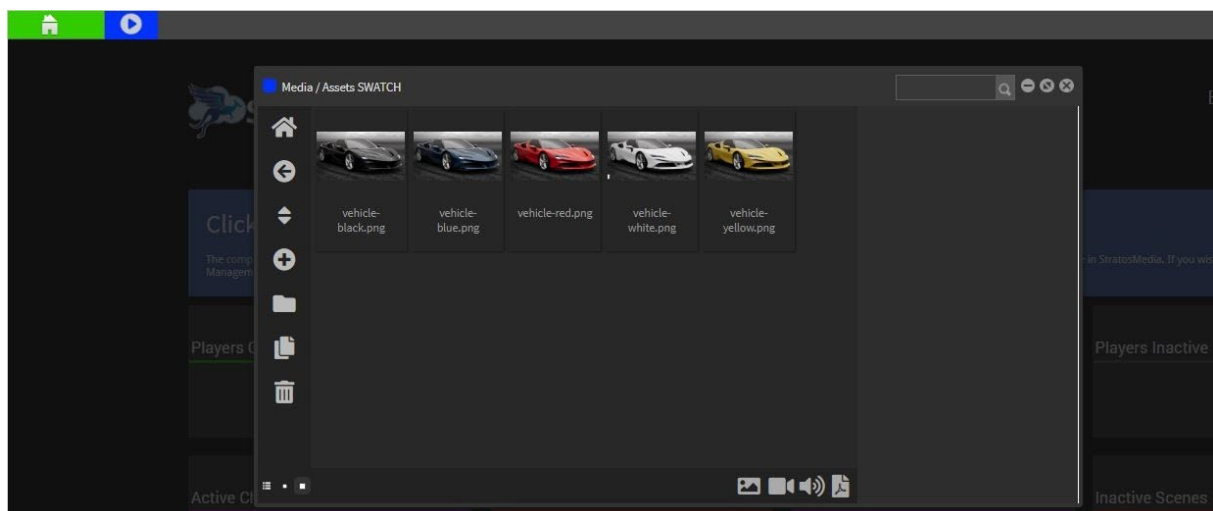
SWATCH

The Swatch component in the scene editor allows you to create an interactive component to change an image at the touch of a button.

The component is linked to a data source and buttons are linked to a hex code to display correct colour, for example, when used as a vehicle colour configurator. Images are also contained in this data source.

Creating the SWATCH DATA SOURCE

Media Library - Begin by adding your image assets into the Media Library.

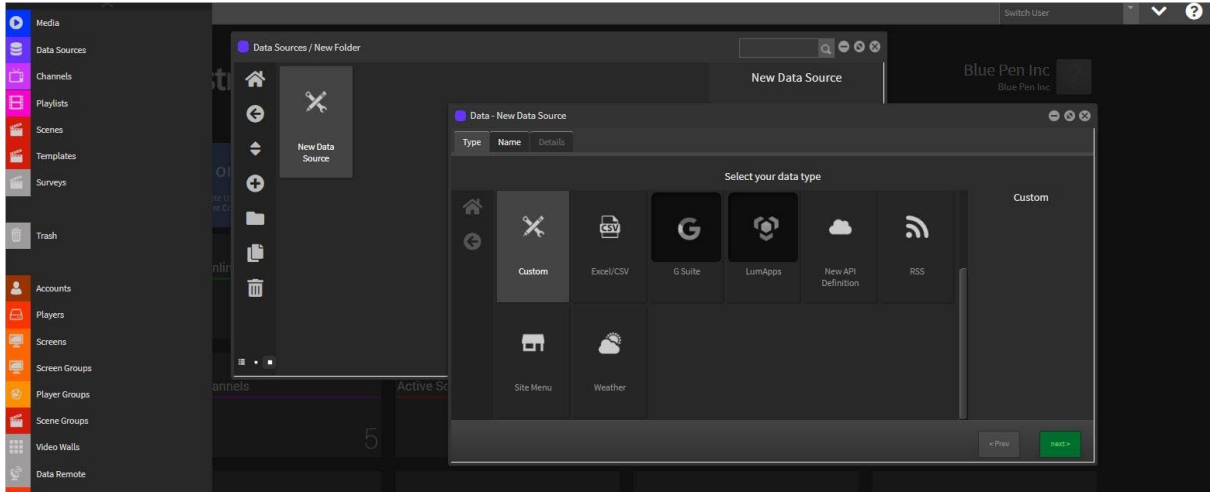


These will be included in the data source and displayed when triggered by the swatch buttons.

Data Source

SELECT the Data Source option from the green HOME dropdown menu.

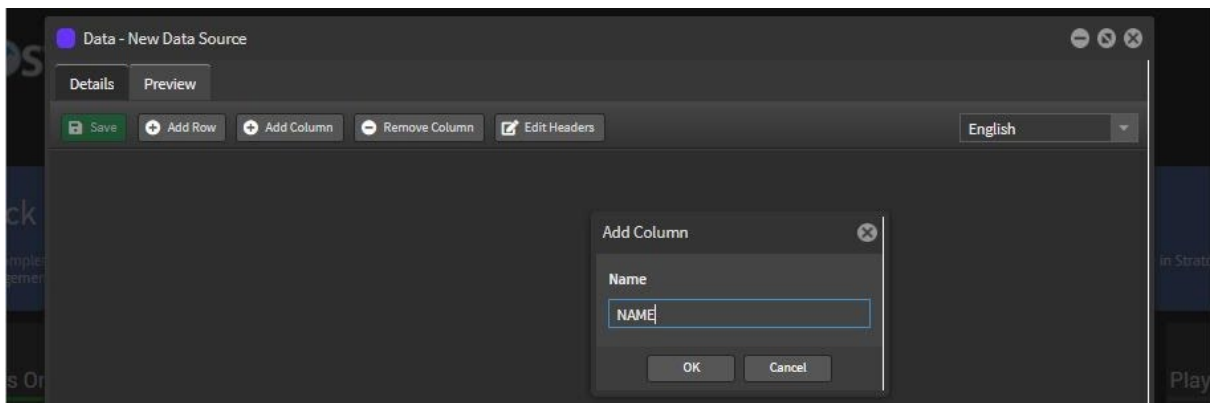
ADD a New Data Source and SELECT the Custom type.



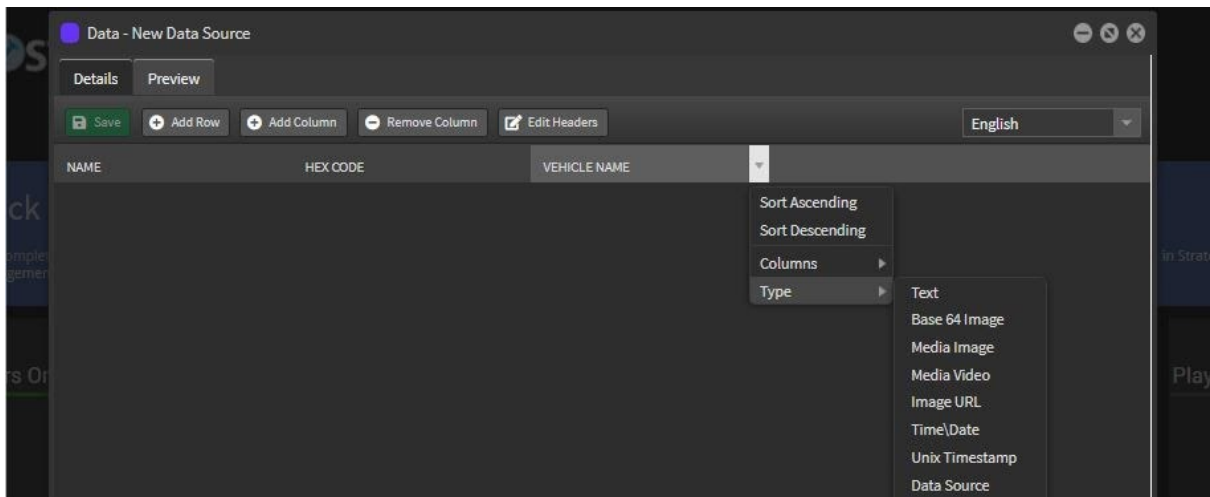
NAME the data source.

ADD COLUMNS

You can call them: NAME | HEX CODE | VEHICLE IMAGE

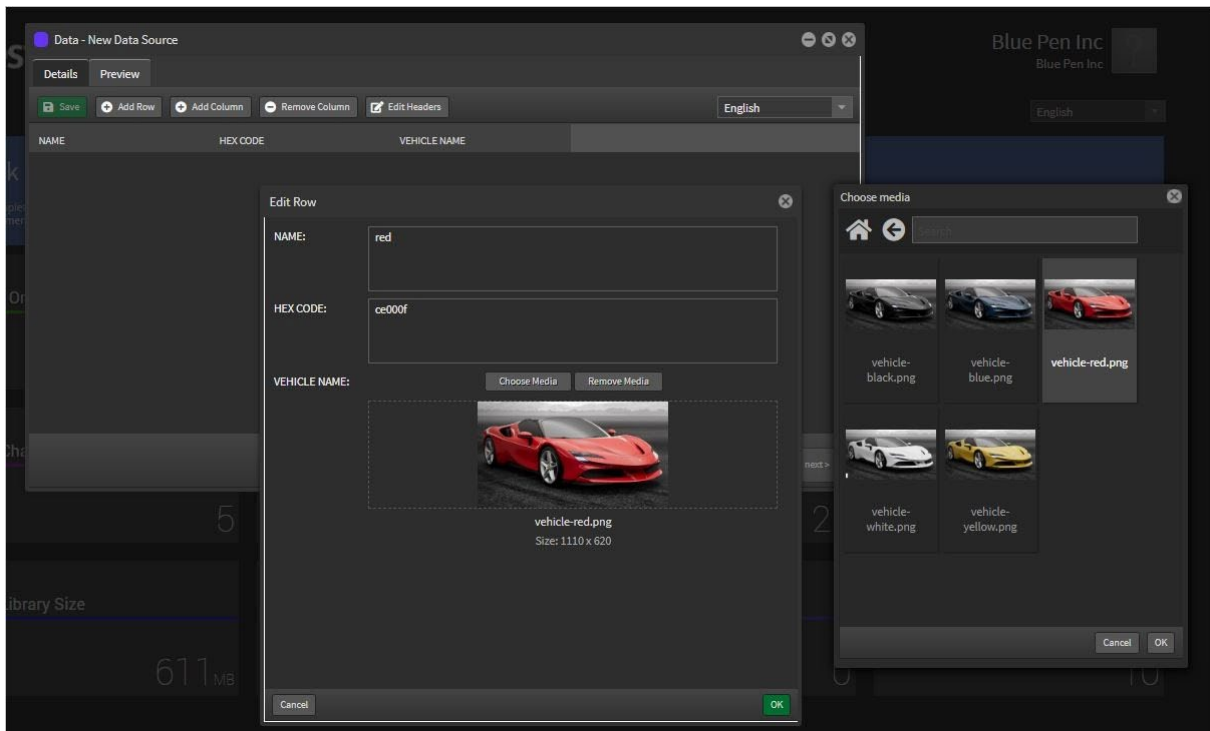


Change the Type of the vehicle image column to MEDIA IMAGE

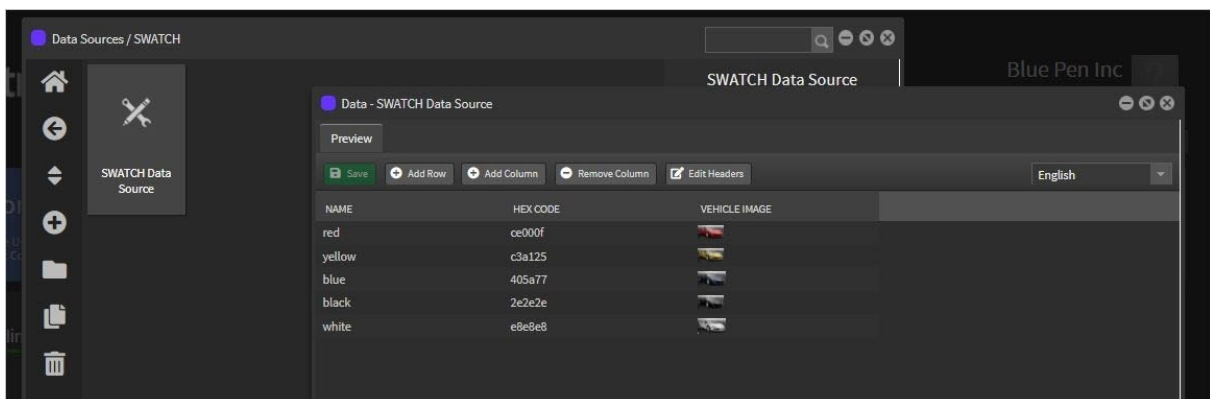


ADD ROWS - Populate each text field.

Browse or drag the image into the image field. Click OK



Add each row until complete.



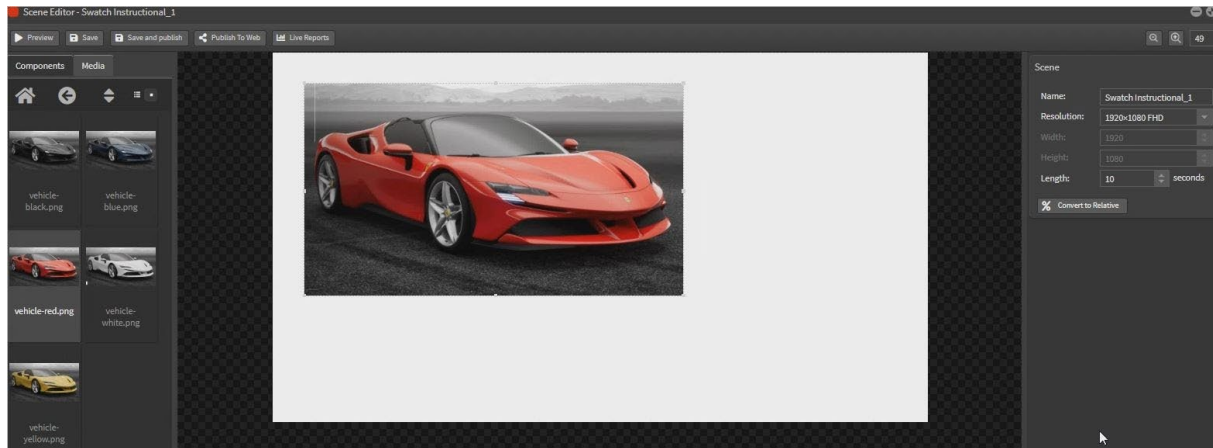
SAVE and CLOSE

View [Video Tutorial here](#)

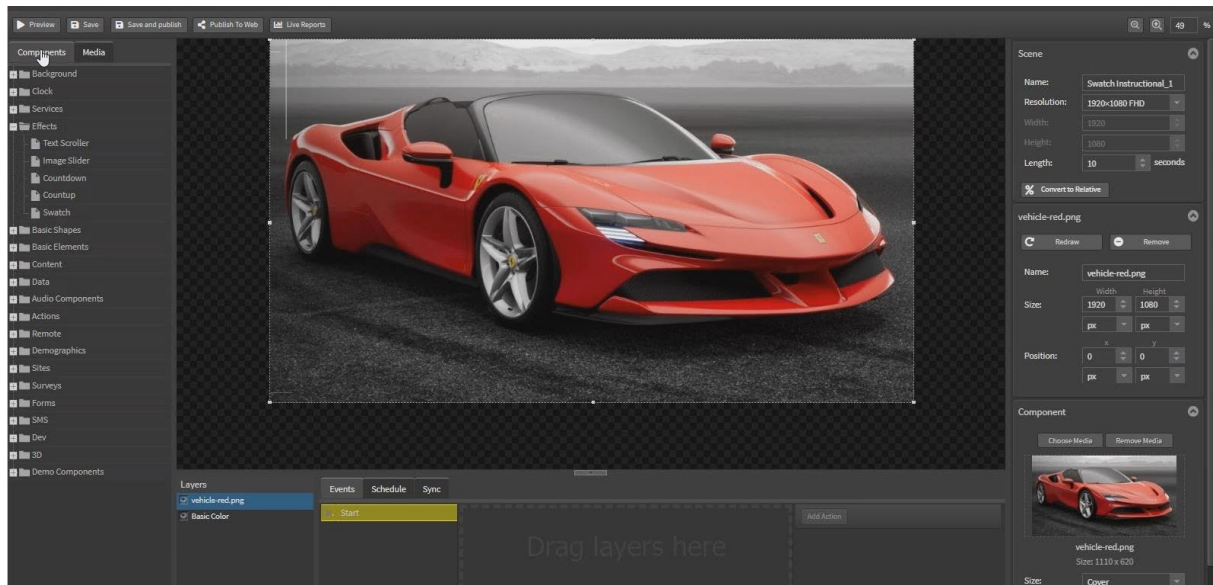
Adding the SWATCH Component to a Scene

OPEN a new scene

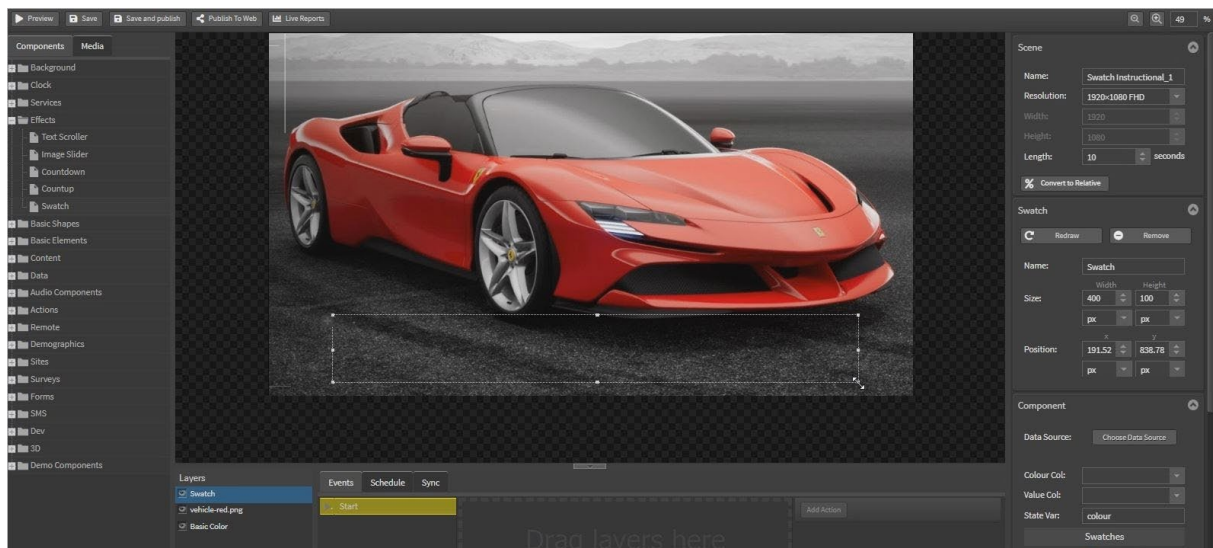
Drag your hero image onto the scene edit area [one that was used in the SWATCH data source]



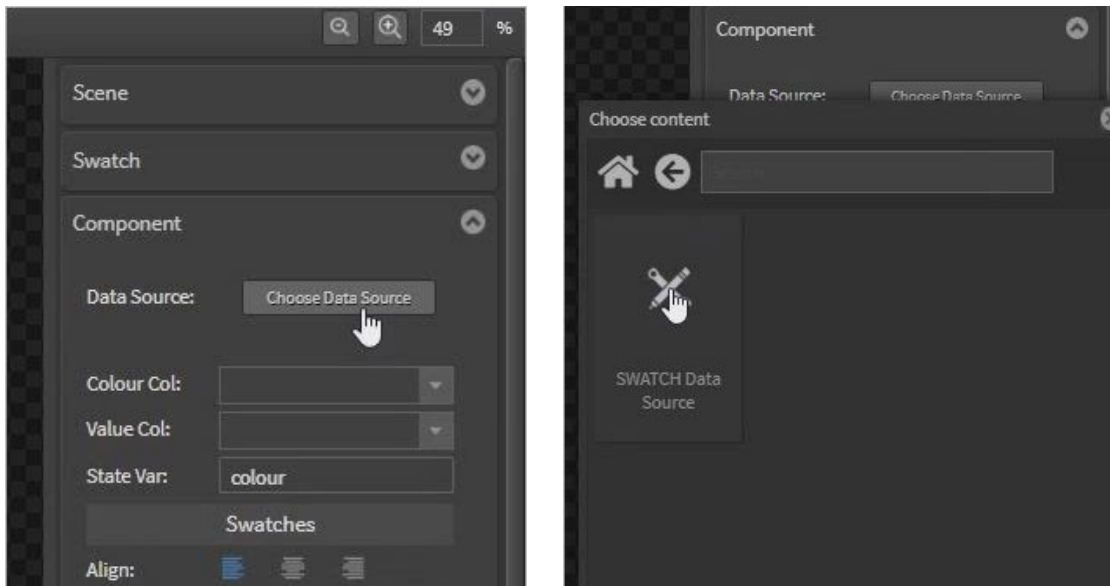
Resize and reposition as required.



Select the Swatch component and drag it onto the edit area. Resize and reposition.



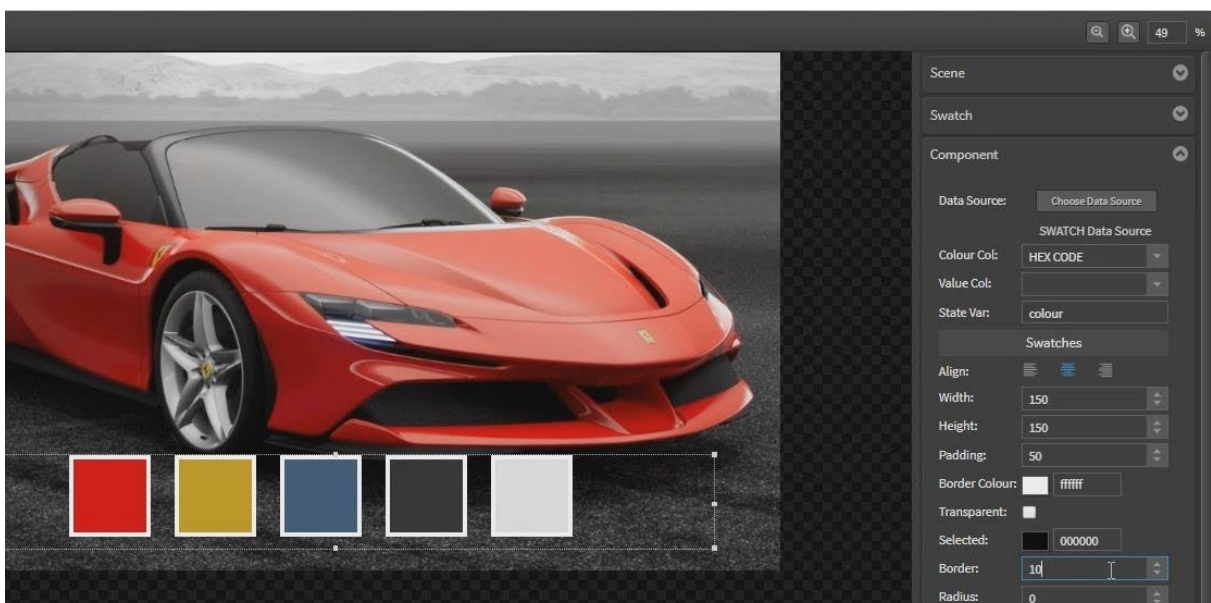
On the right hand side click the Choose Data Source button and select the SWATCH data source

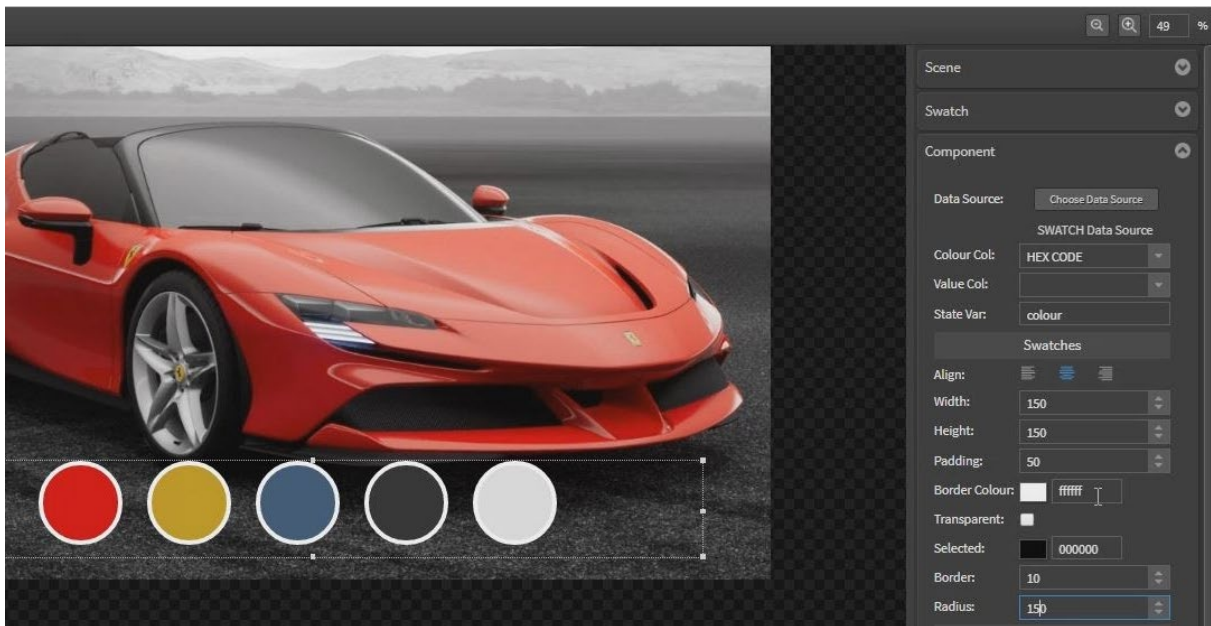


Select HEX CODE from the Colour Col dropdown field - this will add colour to your Swatch buttons.

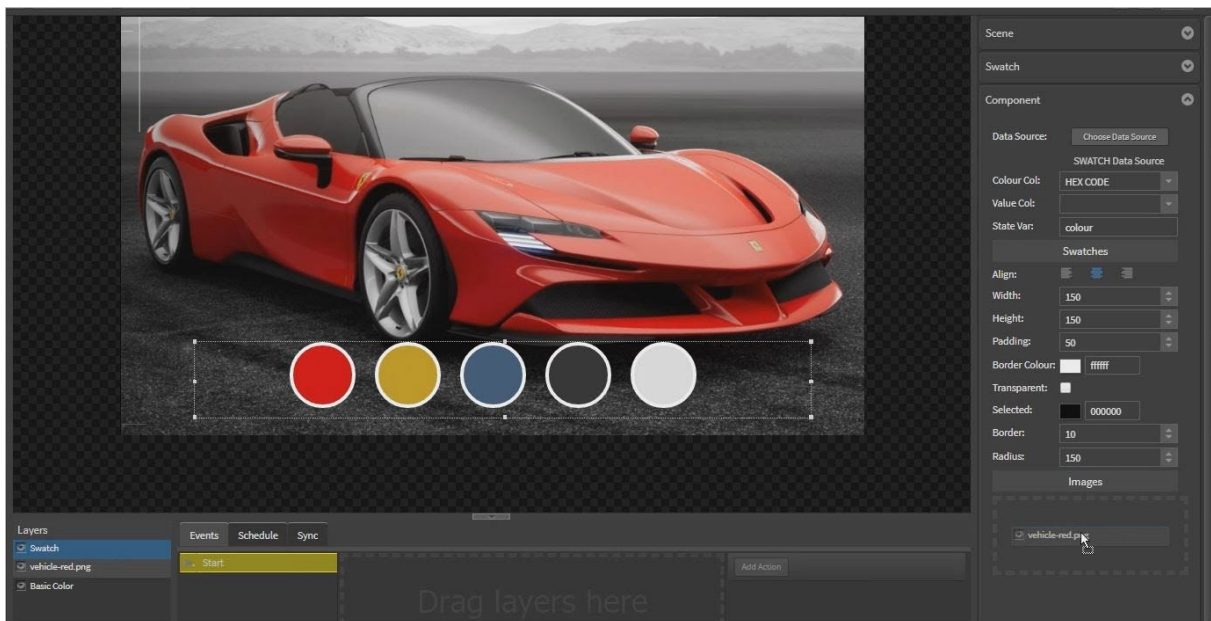


Design the layout of the Swatch component as desired using the fields for:
Align | Width | Height | Padding | Unselected/Selected Border Colour and thickness | Radius



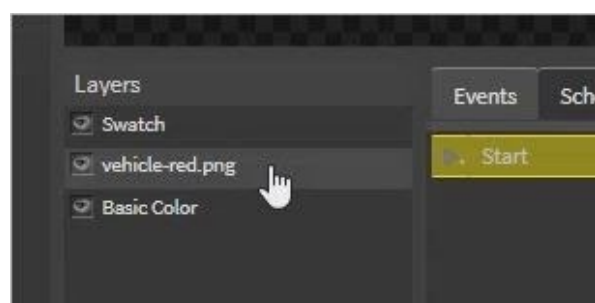
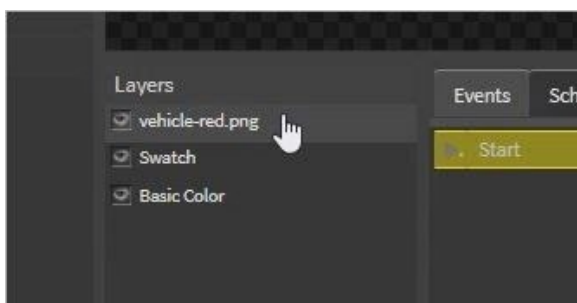


With the Swatch component still selected, drag the vehicle image layer over to the right and into the Image area of the component settings at right.

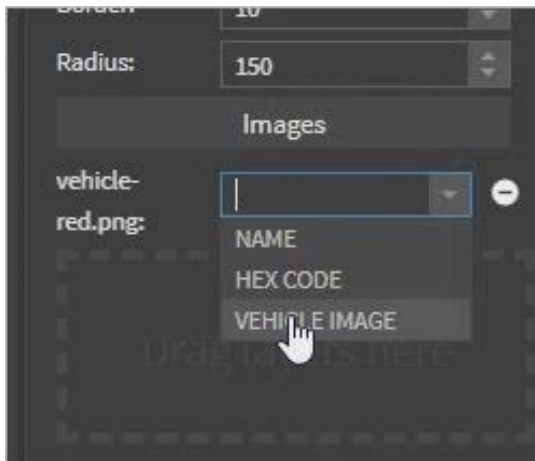


Save scene. Close scene. Reopen scene.

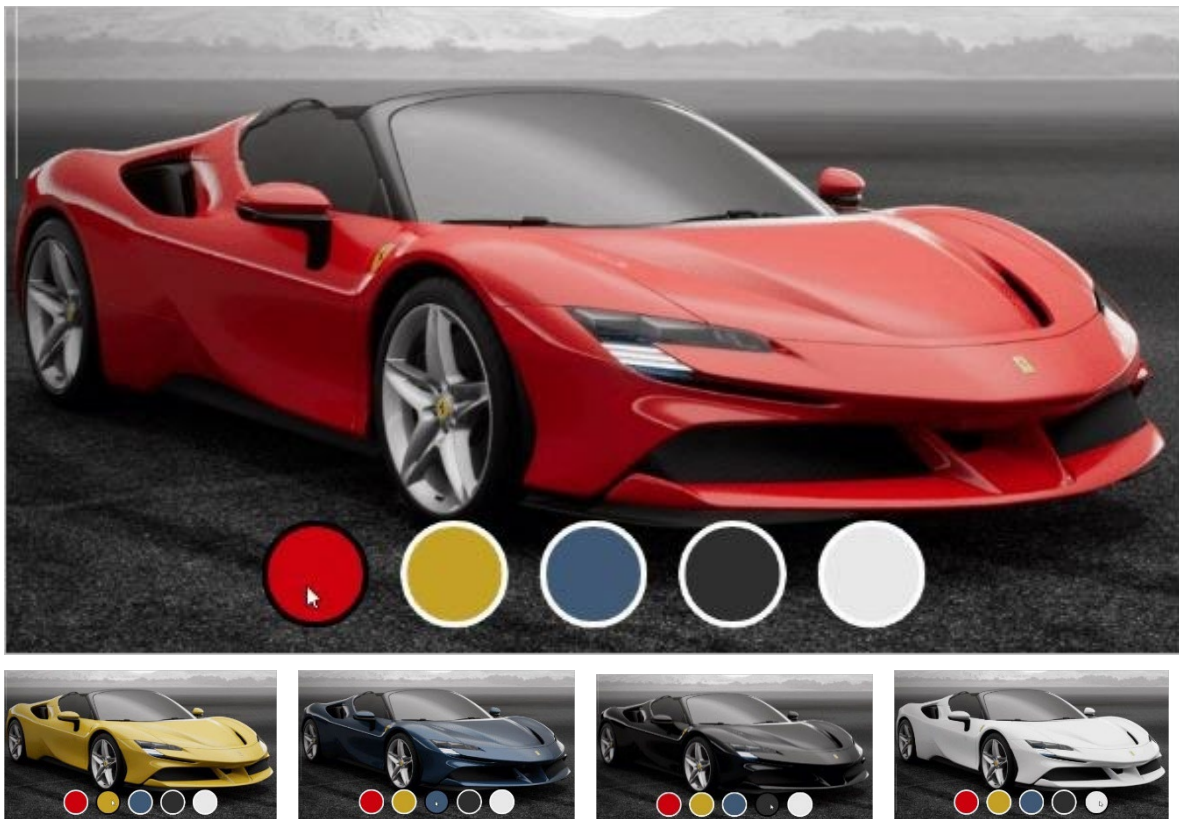
Select the vehicle image layer and move down below the swatch component layer.



In the component image settings select VEHICLE IMAGE column from dropdown options



Now you can see the results by clicking on the colour buttons and the images will change accordingly.



Save and close scene.

View [Video Tutorial here](#).

2.06 Basic Shapes

Box

Drag the Box Panel from the Basic Shapes area onto your editing palette. You can resize this box by grabbing the edges and stretching it out. The Transform, Filters, Color, Gradient, Borders and Corners components at right affect this object.

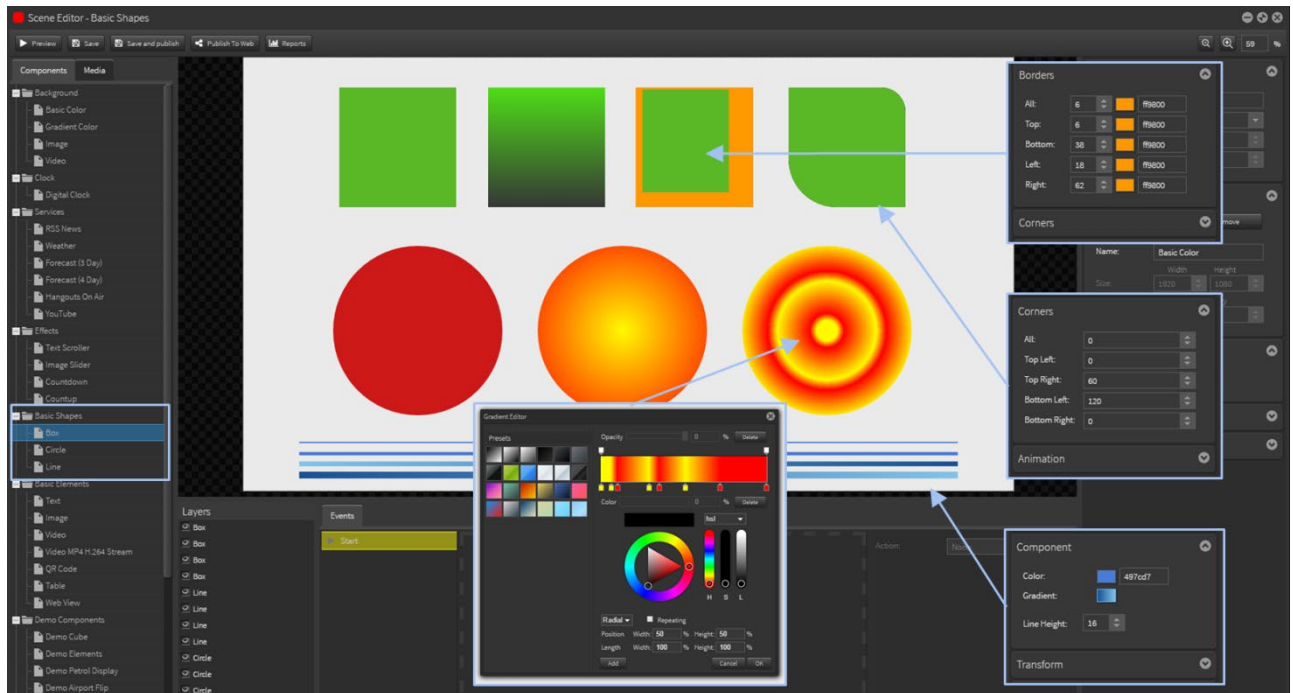
Circle

Drag the Circle Panel from the Basic Shapes area onto your editing palette. You can resize this shape by grabbing the edges and stretching it out. The Transform, Filters, Color, Gradient, Borders and Corners components at right affect this object.

Line

Drag the Line Panel from the Basic Shapes area onto your editing palette. You can resize this line by grabbing the edges and stretching it out. The Transform, Filters, Color, Gradient, Borders and Corners components at right affect this object.

Below are some examples of the available options you can apply to these basic shapes.



2.07 Basic Elements

Text

To add text, click on the icon and drag it into the editing palette. Enter text and select from a variety of font and alignment options. You can change font size, color and font type.

A shadow can also be added to your text. Offset options – left-right-up-down. Blur and Color options.

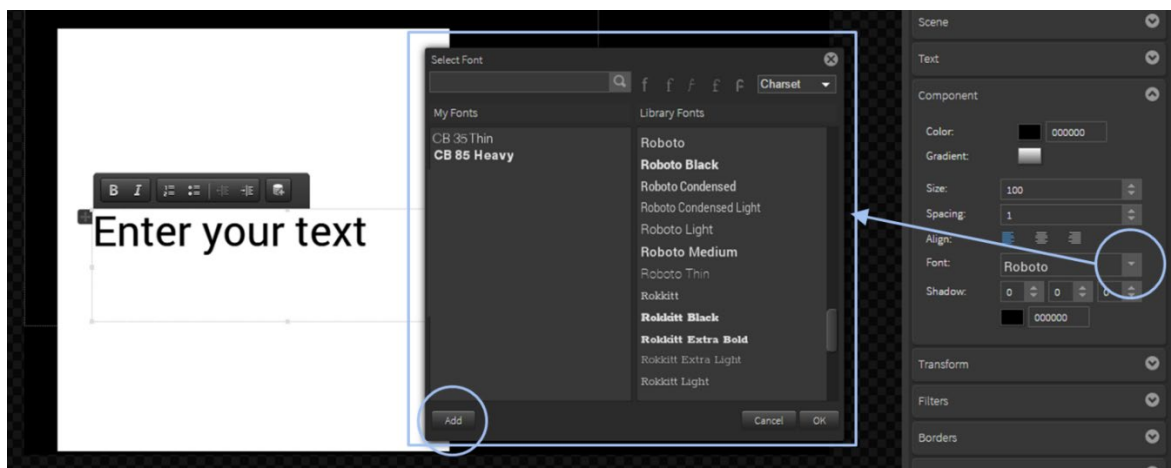
Data can be linked into the text field. In the text options box on the edit area click on the 'Insert Data field' icon and select the data source and cell.

Date and time can be linked into the text field. In the 'Text options box' choose 'insert data field' and select the Date/Time Tab. Choose from a variety of date and time formats. To select a time format, click on the button relative to the format you wish to use. The date and time is taken from the internal clock on your media player device. (See Section 2.3 Clock for more details).

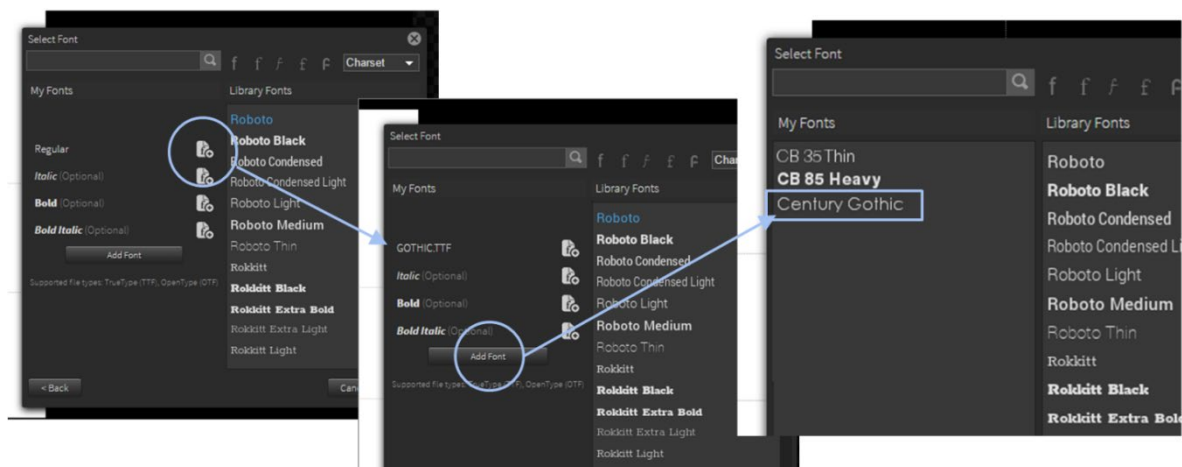


Adding personal fonts.

Users can add supported fonts into their Account – True Type (TTF) and Open Type (OTF). Click on the Font dropdown and the Select Font window will pop up.



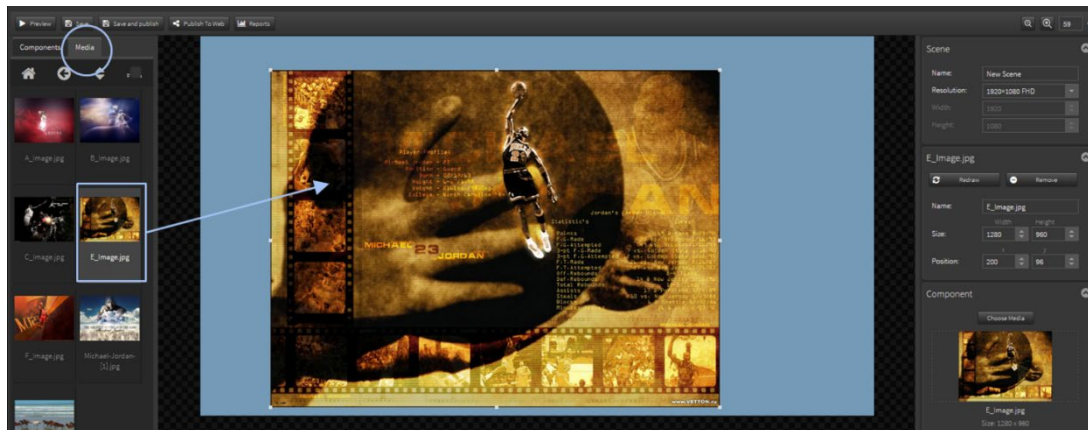
Click the 'Add' button and select the Regular font option. Then browse to select your font to be added. It will now appear in your 'My Fonts' panel.



Image

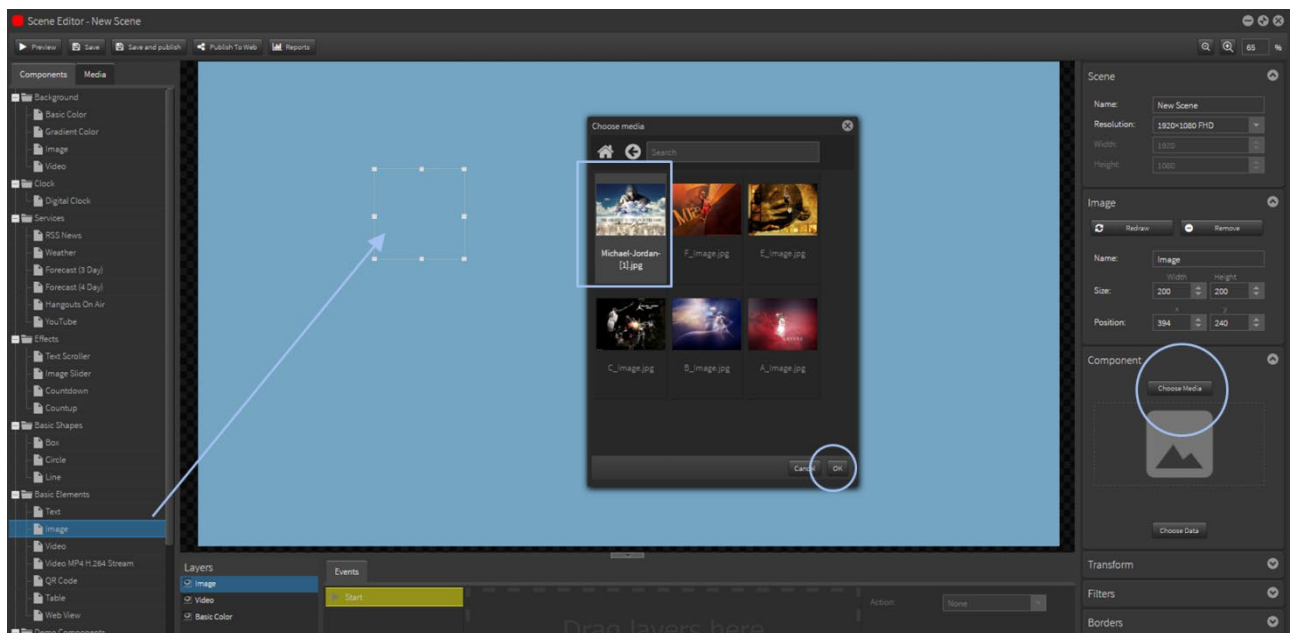
Adding an image to the Editing Palette can be done in two ways.

Option 1: Click on the 'Media tab' and browse to your selected image and drag it into the Editing Palette. Doing it this way automatically brings the image with its original aspect ratio and size. The image can then be edited using options available in the inspector section on the right.



Option 2: Drag the 'Image' tag from the components menu on the left hand side and it will create a bounding box you can position on your edit palette.

Click on the 'Choose Media Tab' and browse to select the image you wish to use from your Media Library then click OK.

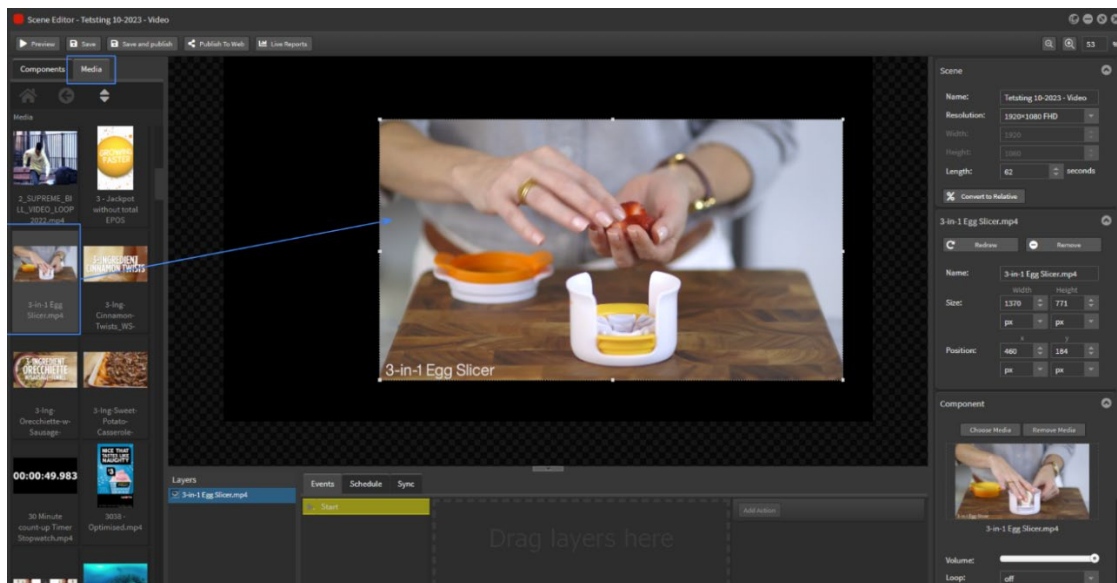




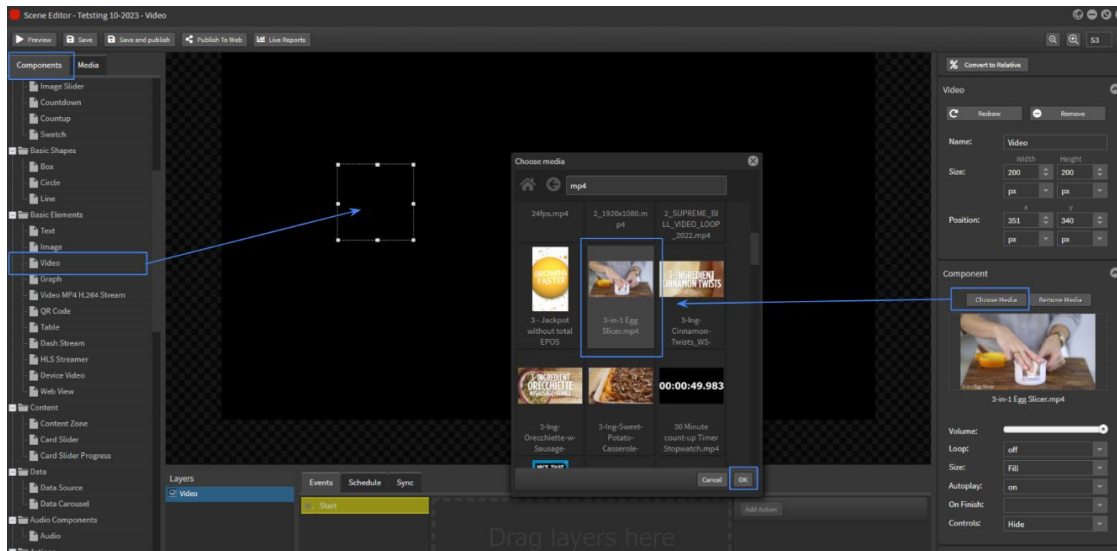
Video

Adding a video to the editing palette can be done in two ways.

Option 1 - EASIEST: Click on the 'Media tab' and browse to your selected video and drag it into the editing palette. Doing it this way automatically brings the video with its original aspect ratio and size. The image can then be editing as desired using options available in the inspector section on the right.

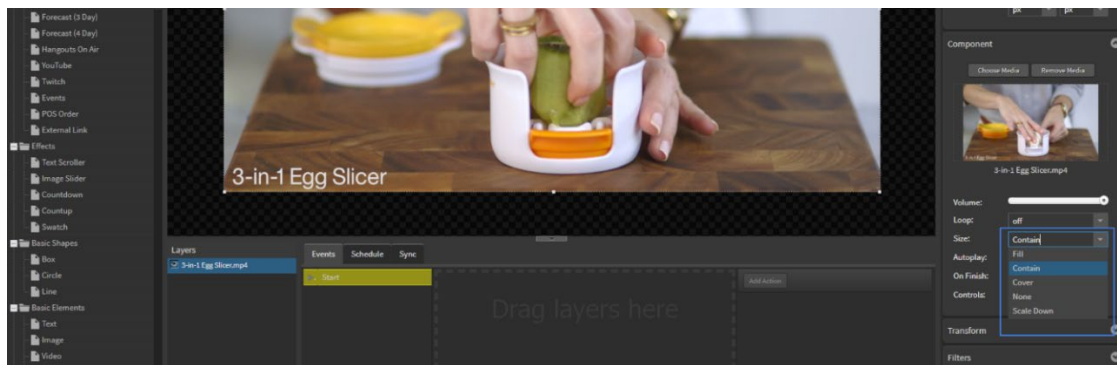


Option 2: Drag the 'Video' tag from the components menu on the left hand side and it will create a bounding box you can position on your edit palette. Click on the 'Choose Media Tab' and browse to select the video you wish to use from your Media Library then click OK.



In the inspector you have the option to loop video. By default the loop is set to off, which means the scene will run as long as the video. To keep repeating the video change the 'loop' option to 'on'.

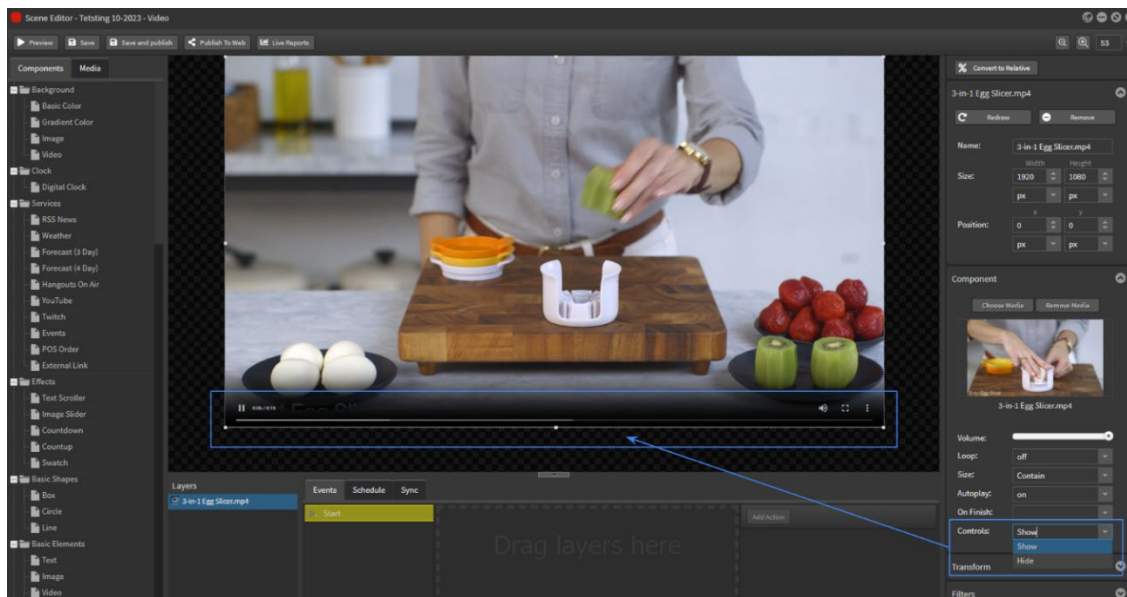
Also you can control how the video 'fills' the container – Fill-Contain-Cover-None-Scale down



Volume control can be controlled for full volume down to mute. By default volume is turned on.

Video Controls

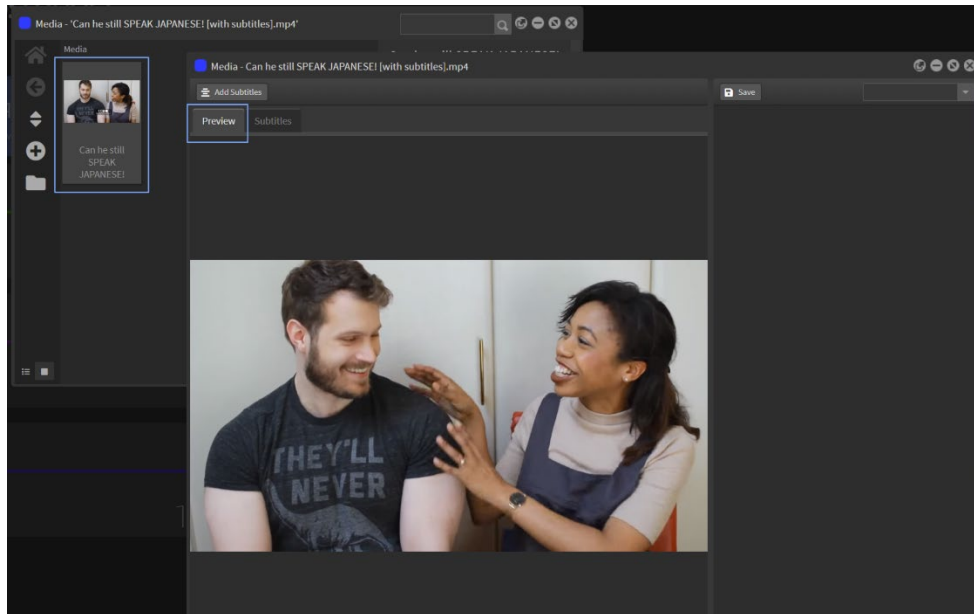
You can also show or hide an in-video control slider when using content on interactive touch screens.



Adding Subtitles

Subtitles can be added to a video media file.

Upload the video file into the media library and double click on the media.



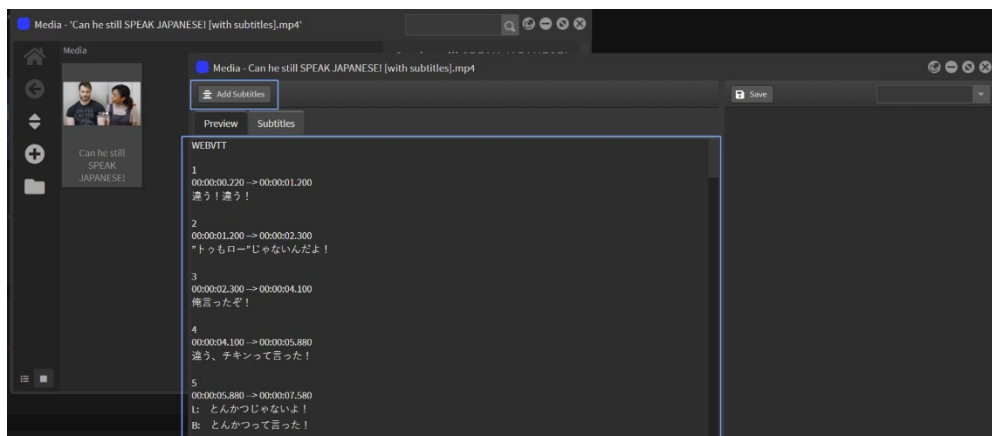
You will need an SRT or VTT file: These plain text files include the text of the subtitles in sequence, along with the start and end timecodes. They do not contain any video or audio content.

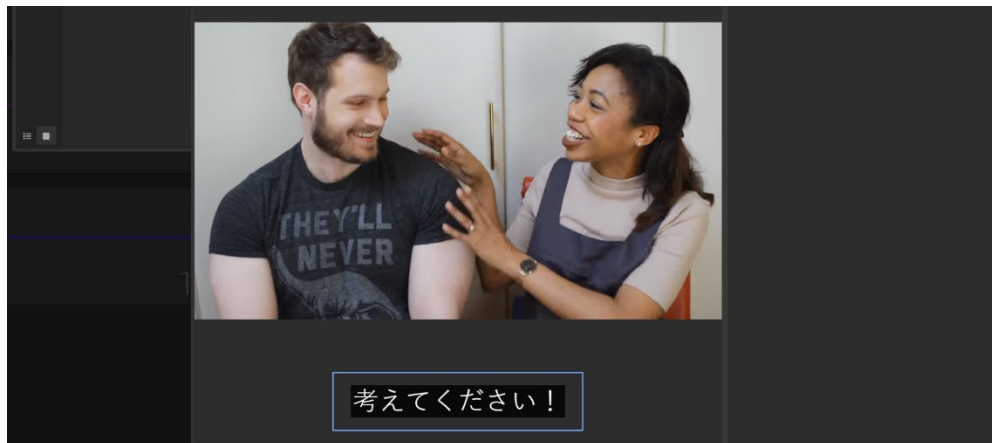
Click on the Add Subtitles button

Browse for the text file and Open

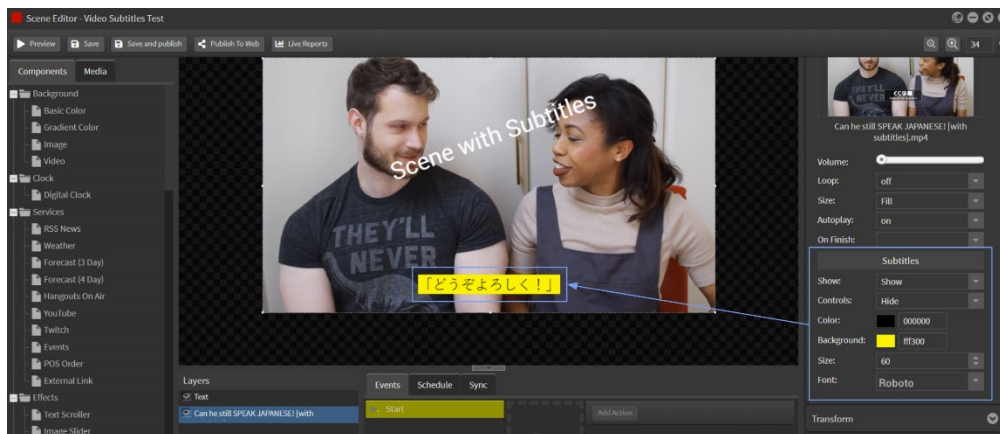
This will now appear in the Subtitles panel and be linked to the video file when you use it on a StratosMedia player application.

The default colour and size will be displayed in the preview panel below the media video.



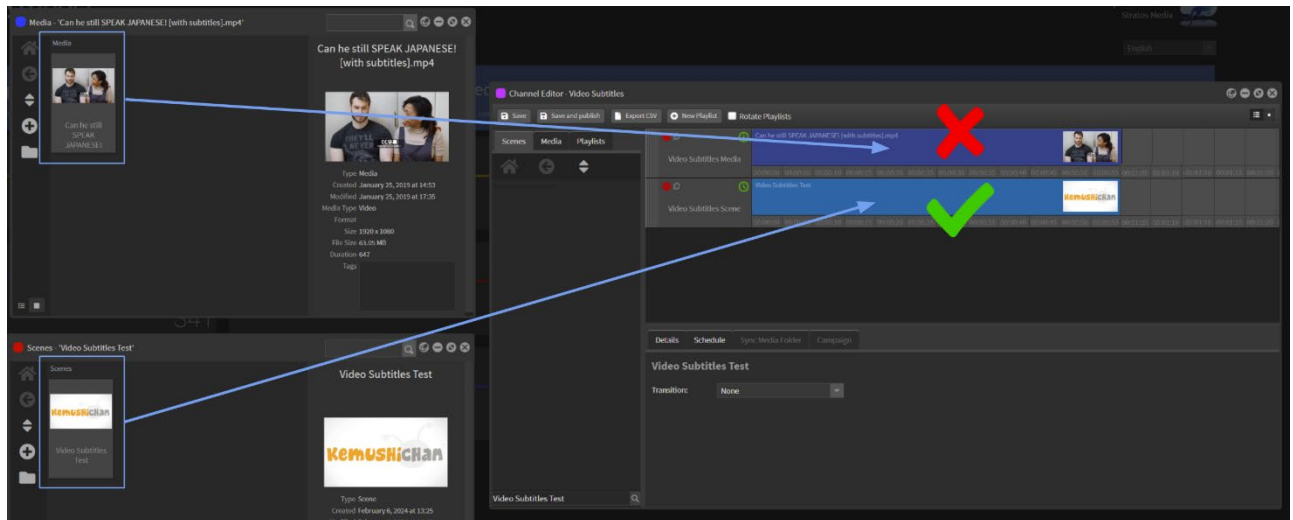


Open a new scene and add the subtitled video.
You can edit the size and colour of the font and background text panel.



NOTE: It is important to note that a subtitled video will ONLY display the linked srt file subtitles when used in a scene and added to a playlist in a channel on a player.

The video file dropped directly into a playlist will not link to or display the subtitles.



Video MP4 H.264 Stream

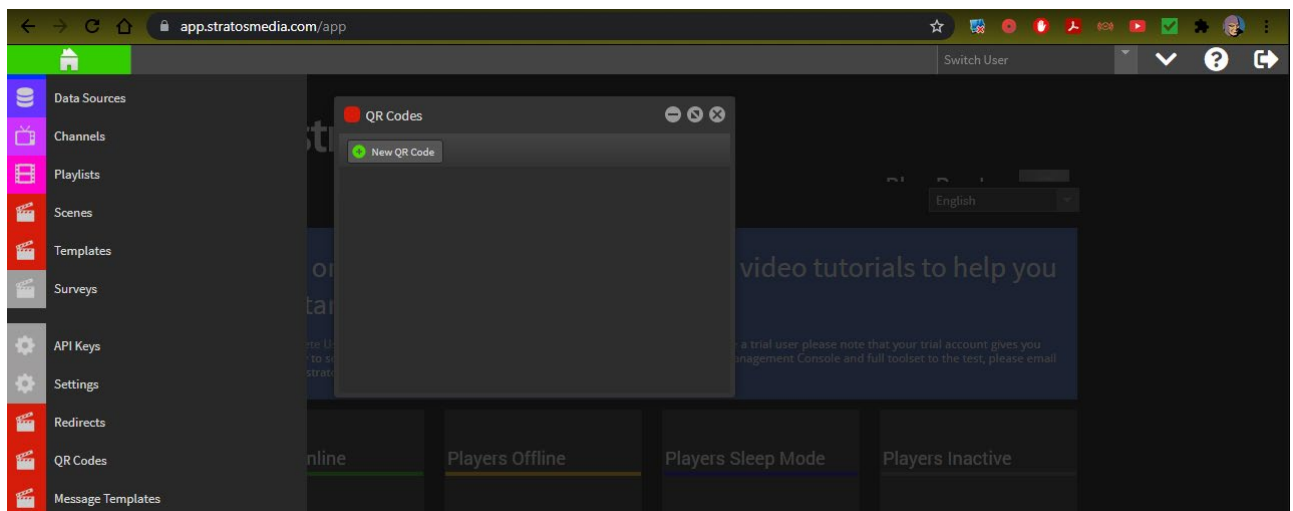
To add a Video MP4 H.264 to your Editing Palette drag the 'Video MP4 H.264 Stream' object from the 'Components Tab' into your Editing Palette. On the right hand side under 'component' you can add a URL of your choice.

QR Code – Using redirects for Offline to Online conversion

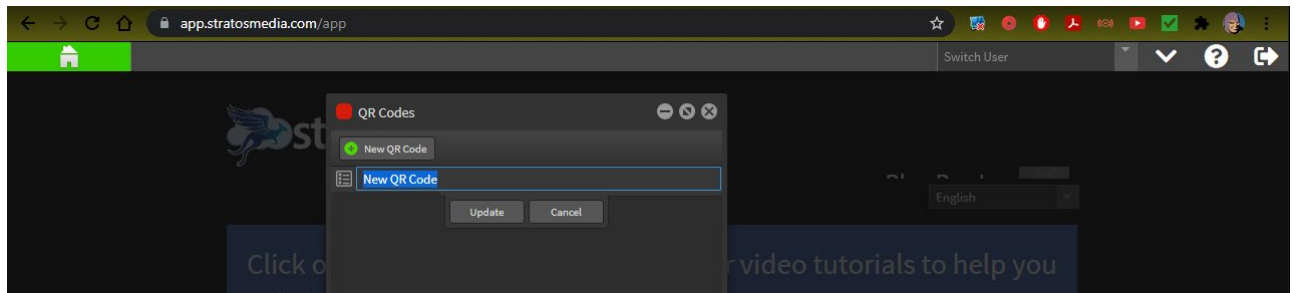
QR Codes are scanned by a mobile device and the coded URL destination will open in the device browser.

StratosMedia allows you to generate a QR Code with a redirect function that allows you to track the traffic from this code to the end webpage. You can analyze this data from our Reports – see section 8.0 Reporting.

Scroll down in the green home dropdown menu to get to the QR Code component.



Click on 'New QR Code' button, type a name and click Update button.



Now you can see the available fields to populate.

Type: This will show more options in future state

URL: This is the destination URL

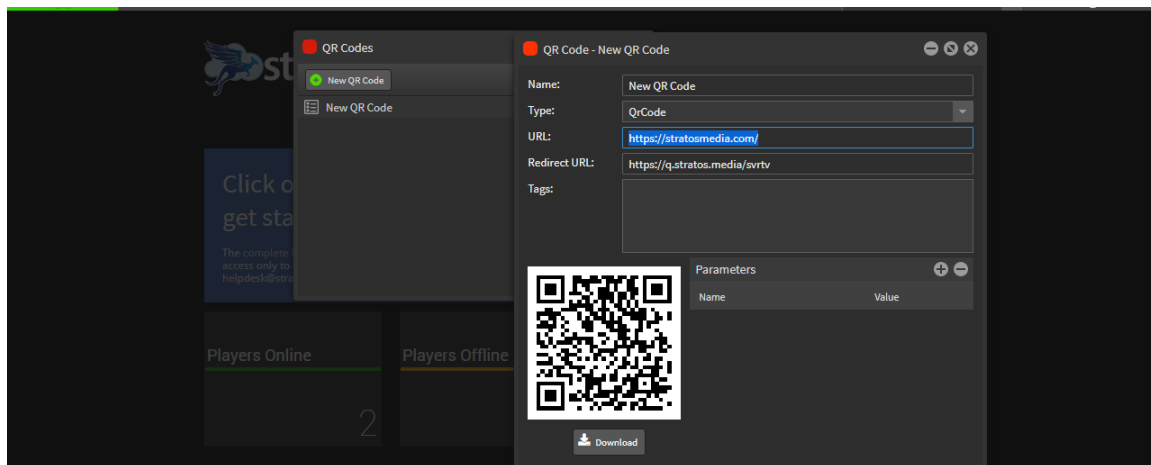
Redirect URL: This is the URL generated by StratosMedia for use in reporting and tracking

Tags: Used for searching the QR Code in our system

Parameters: Used for identifying scenes where the QR Code is used for analyzing results

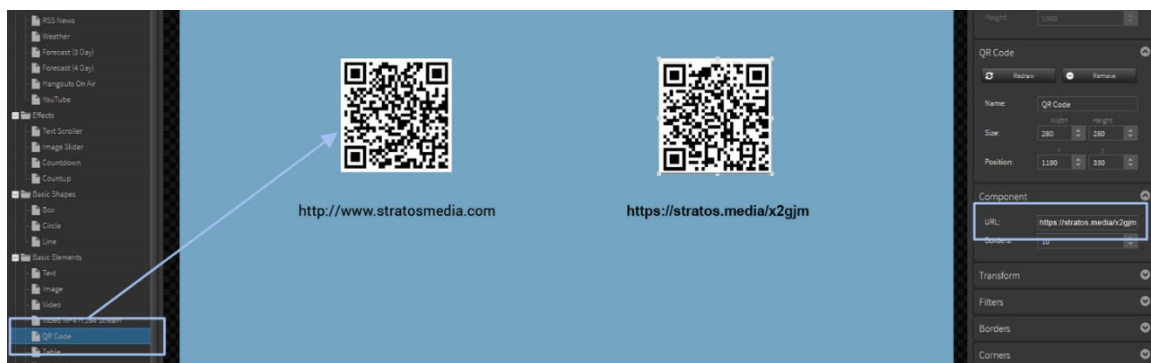
Download: You can download the QR Code image for use in other promotional marketing

NOTE: The destination URL can be changed for future redirects without replacing the original QR Code in any promotional marketing media.



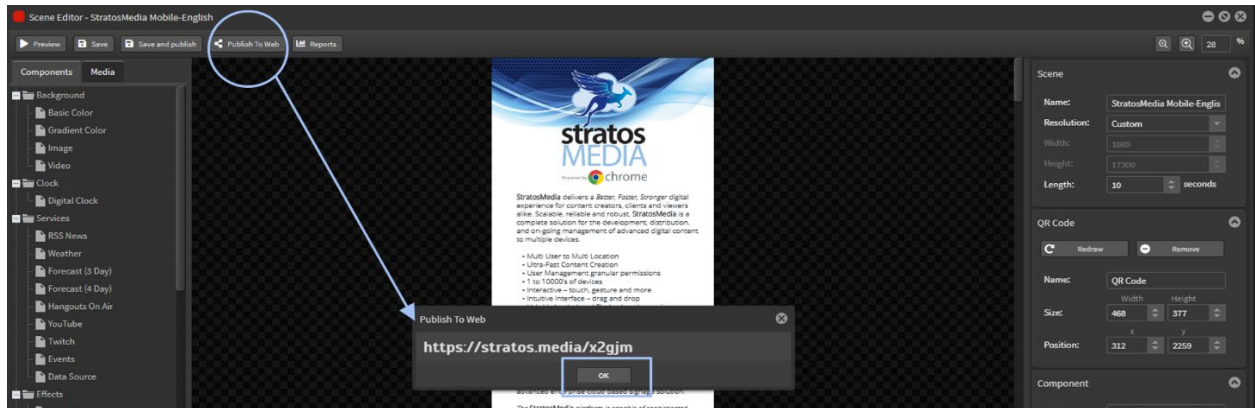
Adding a QR code to a scene

To add a QR code to your Editing Palette drag the 'QR Code' object from the components tab into your Editing Palette. On the right hand side under component you can add a redirect QR Code from the dropdown or a URL of your choice and change size, background and foreground color of the QR code.



StratosMedia allows you to create your own URL for a scene and add this to the QR Code object to deliver that content to a mobile device when the code is scanned.

For example, create a scene in a mobile friendly resolution (1080 x 4000). Click the 'Publish to Web' tab at the top left of the scene editor and then use this URL in the QR Code to deliver customized pages to Mobile Devices. <https://stratos.media/x2gjm/>



Redirects are similar to the QR Code component. They are more relevant for in-app redirects i.e links. They will be useful in building our Progressive Web Applications. More information will be available on PWA and relative builds in coming months.

Table Object

The Table Component links static or dynamic data fields into a Scene and display this data in real time.

NOTE: Data sources must be generated firstly and added into the StratosMedia Data Source library.

For more information on setting up Data Sources see **1.3 Data Sources**/Excel/CSV files or to integrate with Google Sheets see section **9.2 Google Sheets**.

Formatting Tables

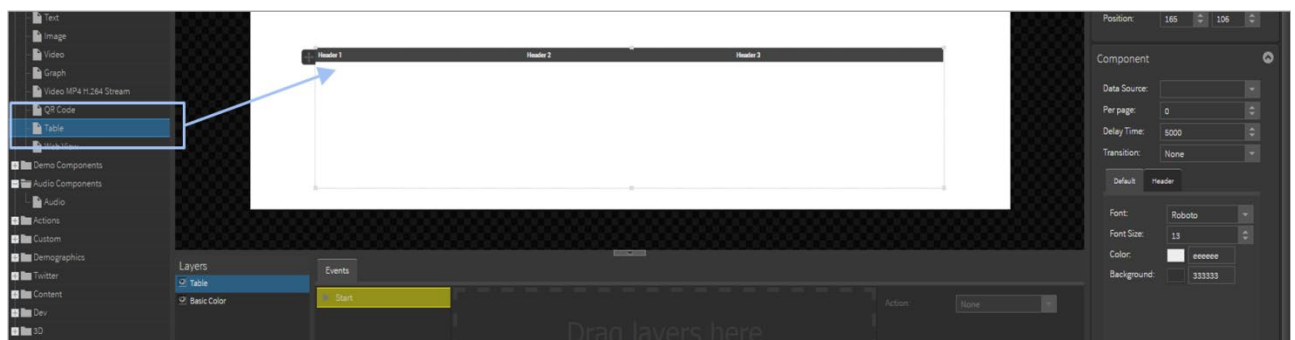
Formatting options include:

- Header – Font size and color, panel color Table Body - Font size and color, panel color
- Columns – Width and color Cells - Font size and color, panel color
- Hide and Reorder Columns – this option should be determined BEFORE any other formatting

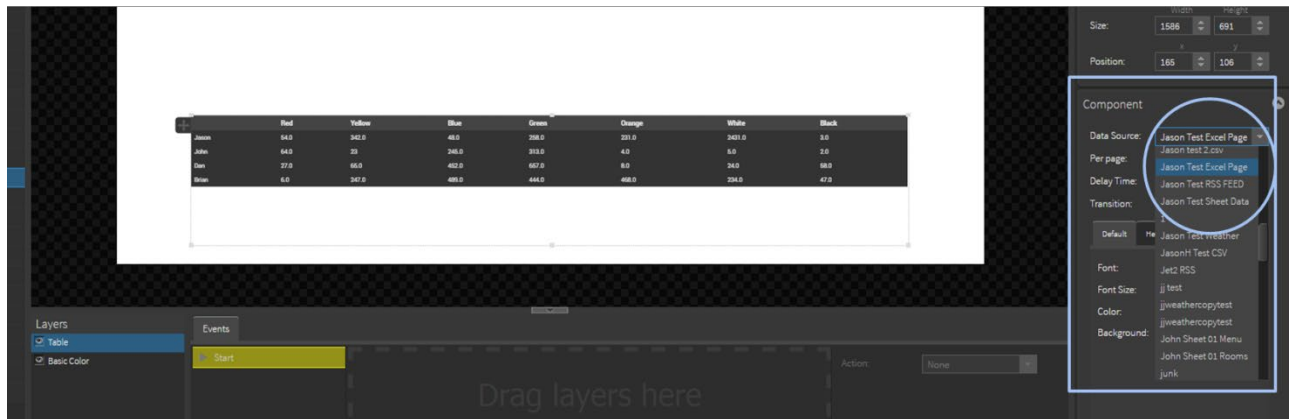
Import Data Source

Open the Scene Editor to create a new scene.

Drag the Table Component onto the edit area.



Select Data Source from the Component drop down on right.

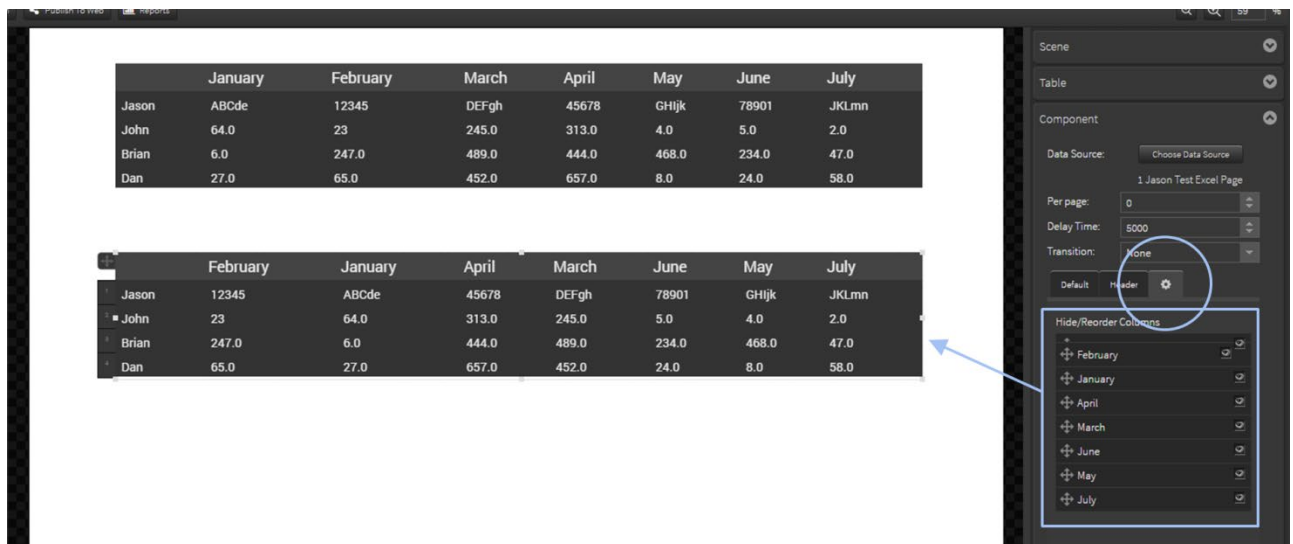


Reorder or Hide Columns

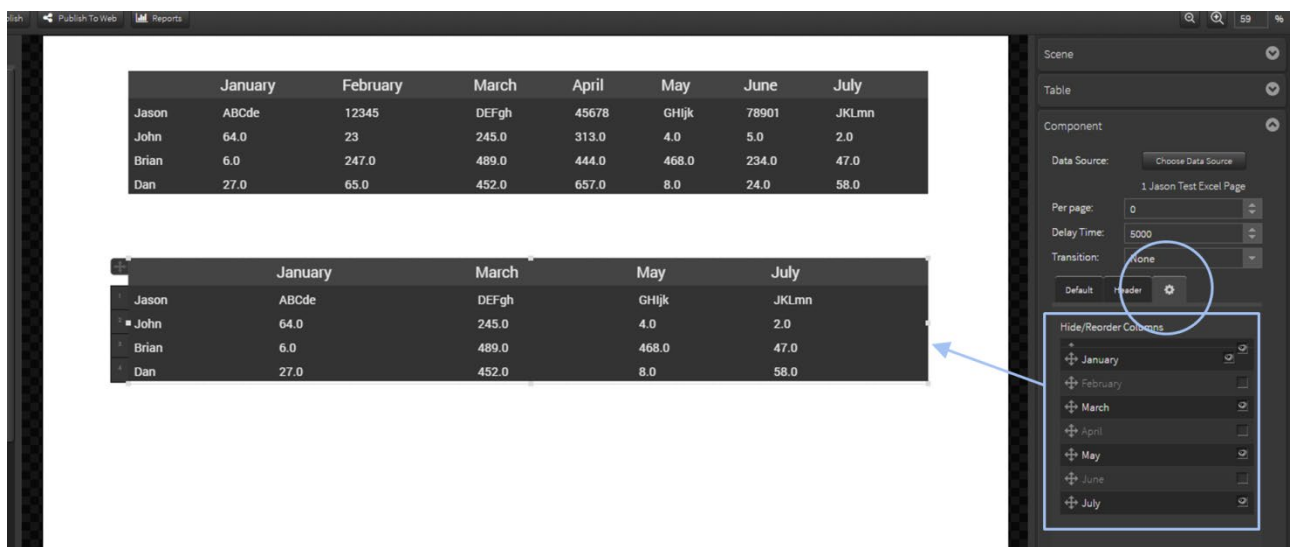
NOTE: It is important to determine the layout of your table before formatting Headings, Columns or Cells as all of these are hard coded and reflect the 'absolute' positions of these in your table.

Select Settings Tab.

Now you can reorder columns in your Table.



You can also hide columns from view.

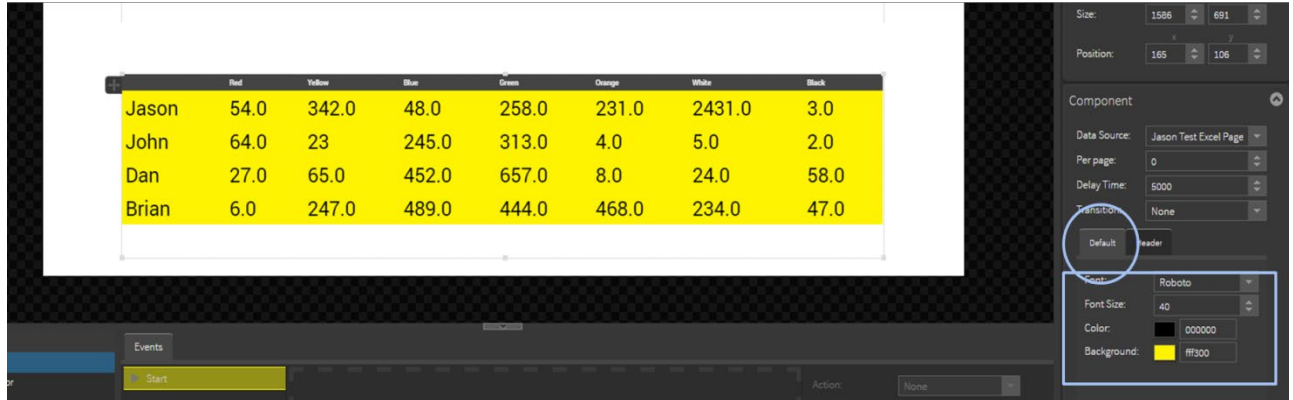


Format Default Body and Header

Select Default Tab.

This will set the default baseline settings for the Table body.

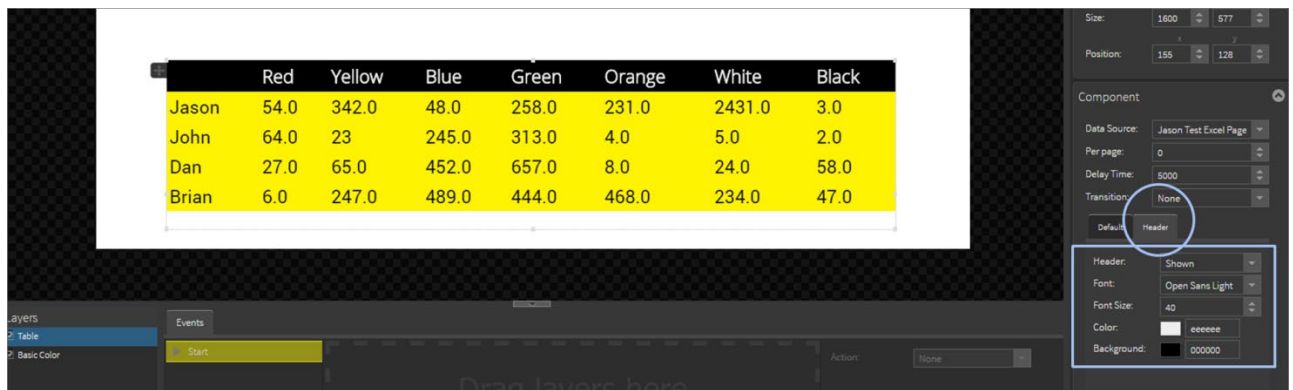
Change Font style, size and color. Change Background color.



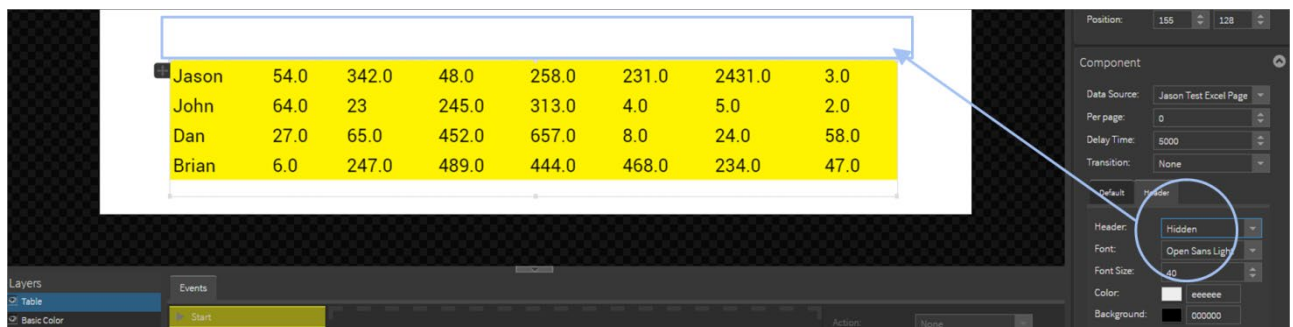
Select Header Tab.

This will set the default baseline settings for the Table body.

Change Font style, size and color. Change Background color.



NOTE: Header Row can be hidden if required. In drop down menu change 'Shown' to 'Hidden'.



Format Column - Color

Select the top of a column. Change the Background color – this will affect the entire column.

	Red	Yellow	Blue	Green	Orange	White	Black
Jason	54.0	342.0	48.0	258.0	231.0	2431.0	3.0
John	64.0	23.0	245.0	313.0	4.0	5.0	2.0
Dan	27.0	65.0	452.0	657.0	8.0	24.0	58.0
Brian	6.0	247.0	489.0	444.0	468.0	234.0	47.0

	Red	Yellow	Blue	Green	Orange	White	Black
Jason	54.0	342.0	48.0	258.0	231.0	2431.0	3.0
John	64.0	23.0	245.0	313.0	4.0	5.0	2.0
Dan	27.0	65.0	452.0	657.0	8.0	24.0	58.0
Brian	6.0	247.0	489.0	444.0	468.0	234.0	47.0

Change the Font color – this will affect then entire column.

	Red	Yellow	Blue	Green	Orange	White	Black
Jason	54.0	342.0	48.0	258.0	231.0	2431.0	3.0
John	64.0	23.0	245.0	313.0	4.0	5.0	2.0
Dan	27.0	65.0	452.0	657.0	8.0	24.0	58.0
Brian	6.0	247.0	489.0	444.0	468.0	234.0	47.0

NOTE: Column widths will automatically size to the width of the widest data value.

If no column format is applied the width of that column will resize to fill the remaining width of the table.

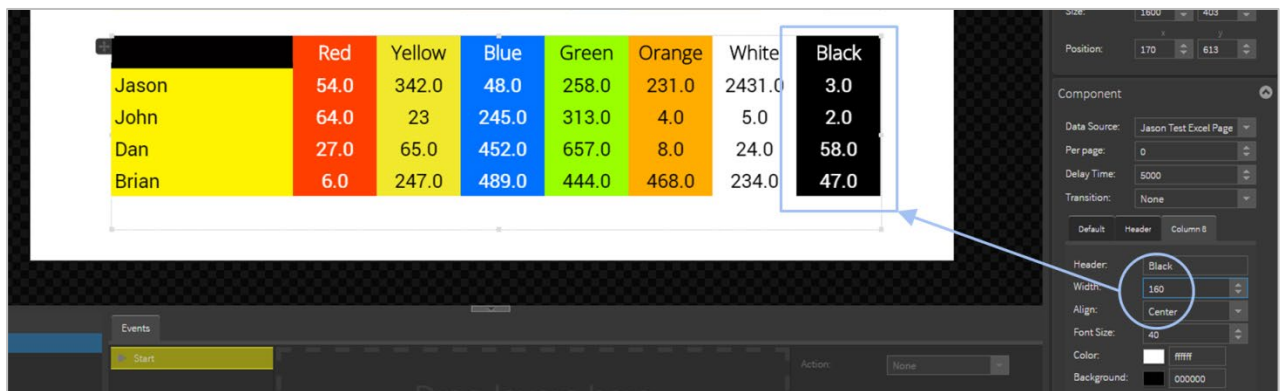
Format Column - Width

Select the top of a column.

Determine the width of the column in pixels. Enter into the Width field of the Component on right hand side.



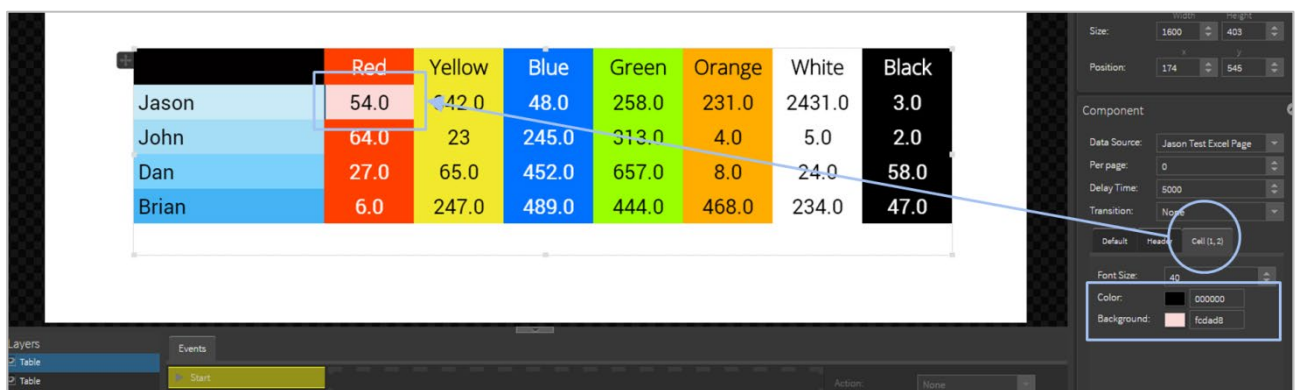
Do this with each column.



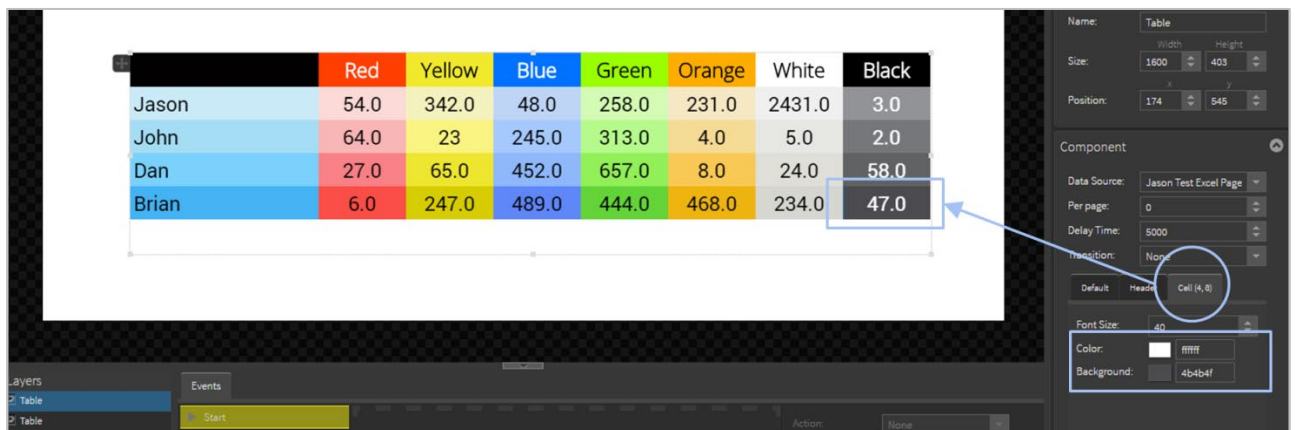
Format Cells

Select an individual cell. (Example Cell (1,2))

Change the color of the text. Change the background color of the cell.



Do this for all cells that require formatting.



NOTE: Changing the font size will affect the depth of the entire Row which the cell occupies.

Format Rows

NOTE: Formatting a Row will override a Column Format style.

NOTE: Formatting a Cell will override both Column and Row styles.

Select the Row number from the left of the Table.



Change the Font size of the entire Row.



Change the Padding value and this will alter the space above the text in the Row.

The screenshot shows a data table with the following data:

	Red	Yellow	Blue	Green	Orange
1 Jason	54.0	342.0	48.0	258.0	23
2 John	64.0	23	245.0	313.0	4.0
3 Dan	27.0	65.0	452.0	657.0	8.0
4 Brian	6.0	247.0	489.0	444.0	468.0

The 'Component' panel on the right shows the 'Padding' value set to 48.

Change the Line Height value and this will alter the spacing below the text in the Row.

The screenshot shows the same data table as before. The 'Component' panel on the right shows the 'Line Height' value set to 48.

Now change the color of the Row.

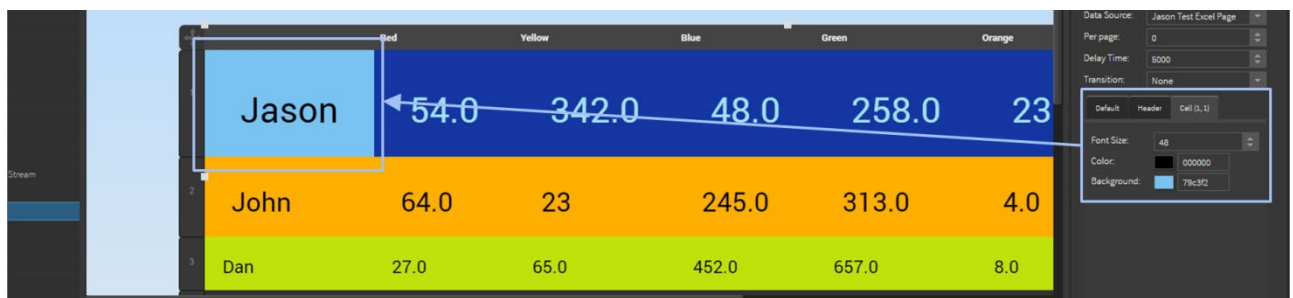
The screenshot shows the same data table as before. The 'Component' panel on the right shows the 'Color' value set to #3e37.

Follow the above steps to format the other Rows.

The screenshot shows the same data table as before. The 'Component' panel on the right shows the 'Color' value set to #ffa000.

The screenshot shows the same data table as before. The 'Component' panel on the right shows the 'Color' value set to #bfe20c.

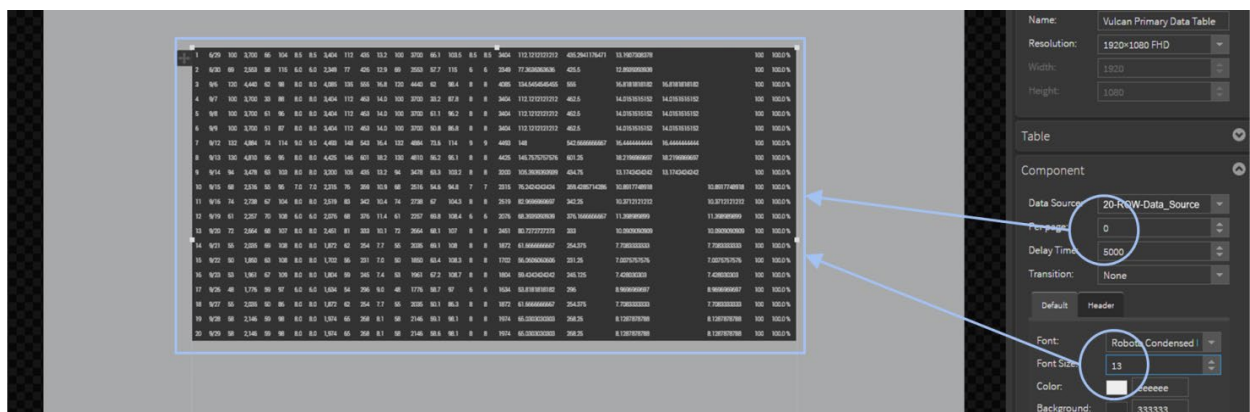
Select individual cells to format these.



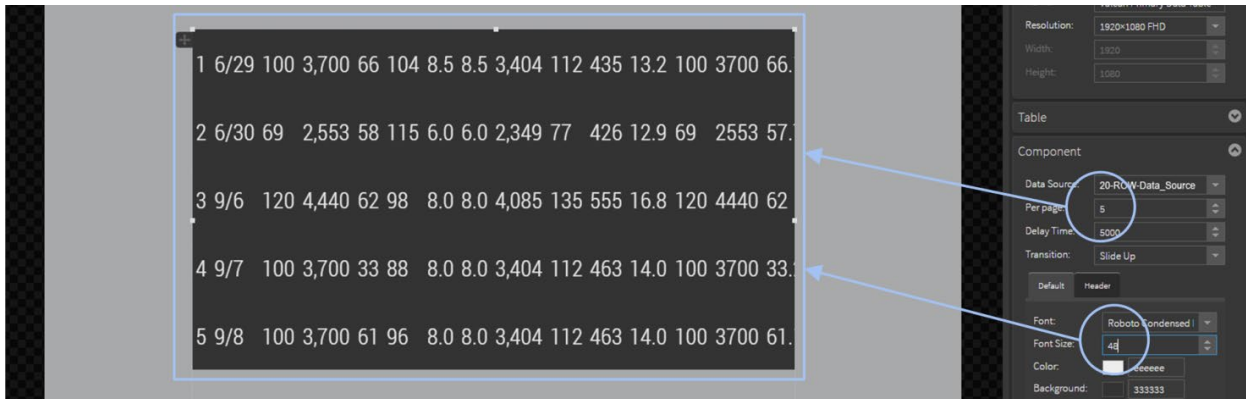
Multiple Rows of Data

If the Data Source contains many more rows of data than can be legibly displayed on the screen at one time there are options that allow 'scrolling' of rows and a larger font to be used.

1. Add the Data Source into the Table Object.
The table below shows 20 rows of data which is illegible at Font size 13pt.

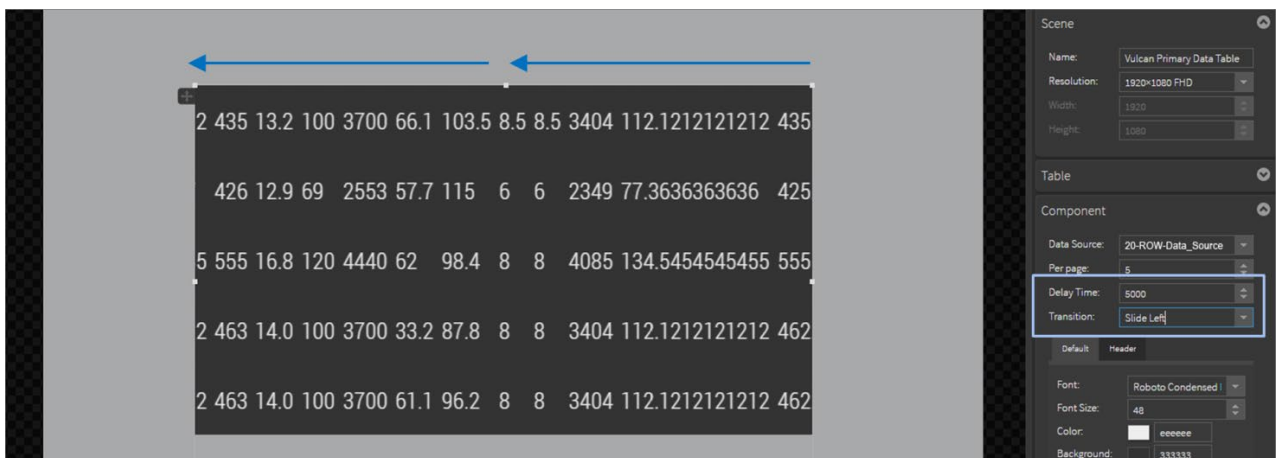
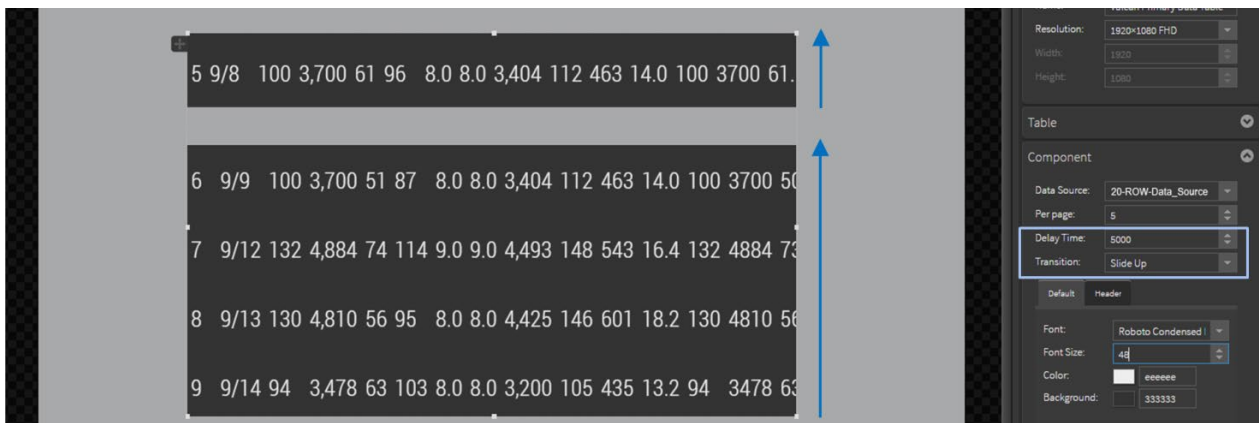


2. Increase Font size for better legibility.
Select the number of rows to display per page.



3. Animation options are available for displaying multiple rows of data and include:

- Number of rows displayed
- Transition style between sections
- Display delay time on screen



Graphs

You can link data to a dynamic visual display using the Graphs element.

There are multiple style options such as Bar and Line Graphs or a combination of both of these, Vertically or Horizontally aligned options, Stacked Bar Graphs, Pie Charts with labels and conversion to 3D style, and a dynamic Dashboard Dial with 180° or 360° view.

Data source

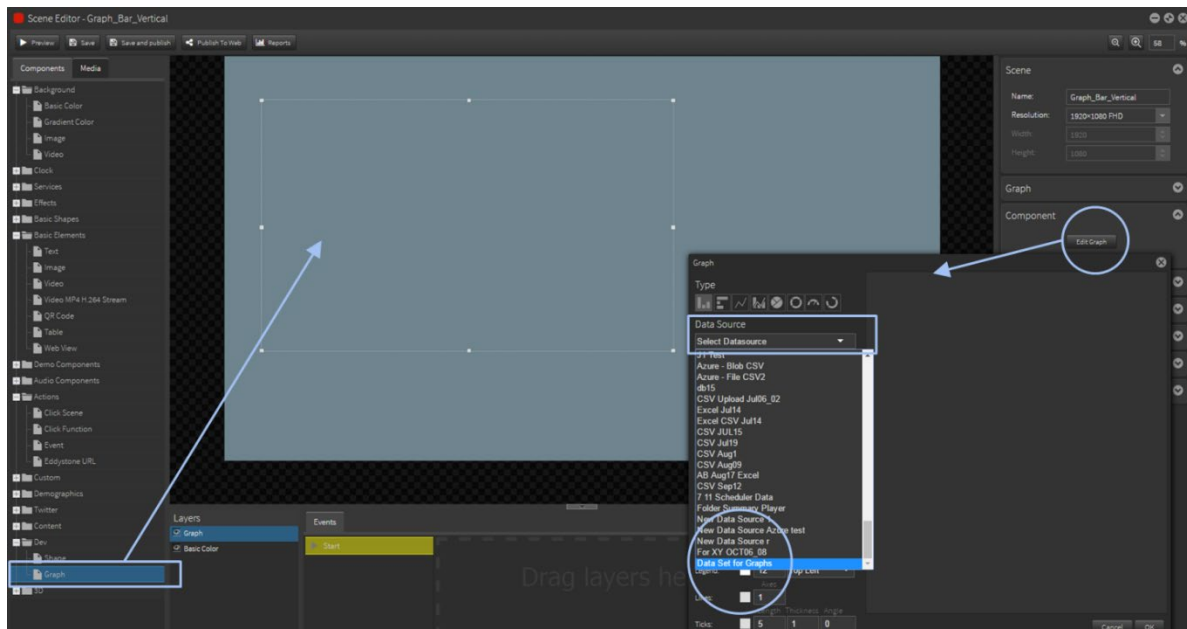
Firstly create a data source from an Excel csv file or a Google Sheet. See 1.3 Data Sources in the User Guide.

Bar Graph - Vertical

This style is useful for displaying data sets with a large number of data points, or when you want multiple data sets on the same graph. You need at least one set of data, but this can display multiple sets of data.

Select and drag the Graph Element onto the edit area then click the Edit Graph tab.

The Graph dialogue box now lets you select your Data Sources from the dropdown menu.



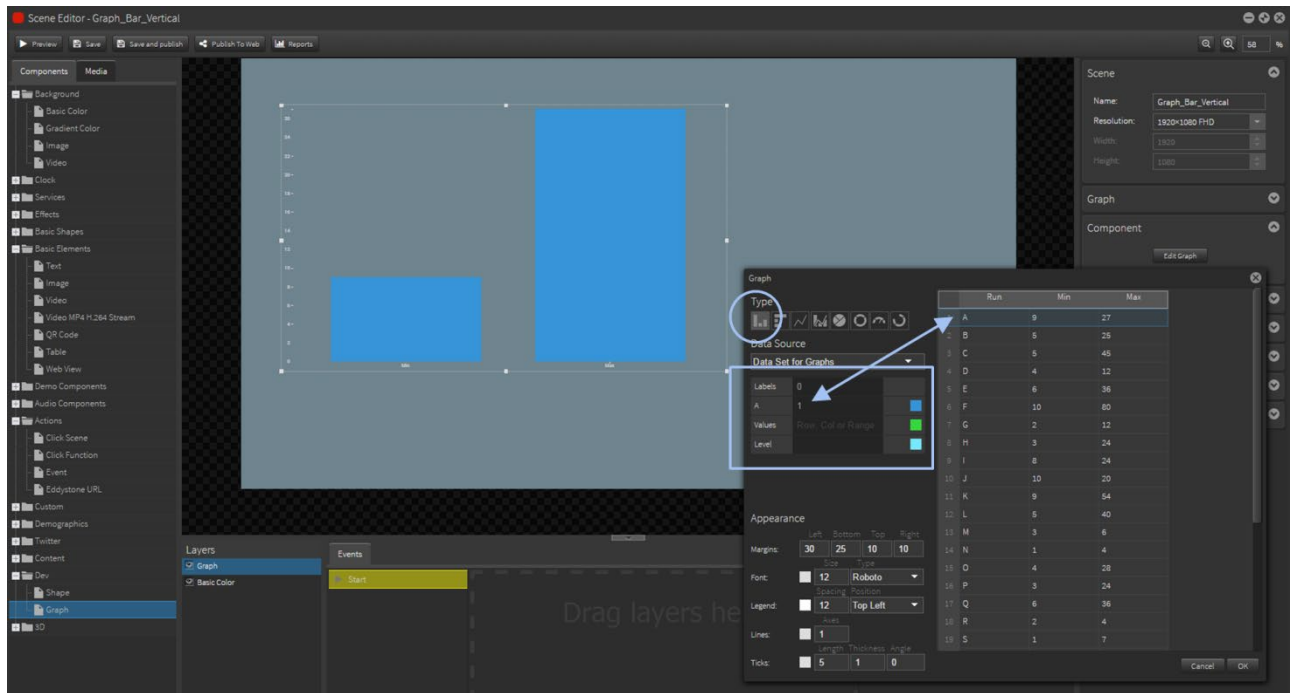
In this example the data source is a table with 3 columns and 30 rows.

Once the data table is selected you can then begin to populate the graph with some or all of the data.

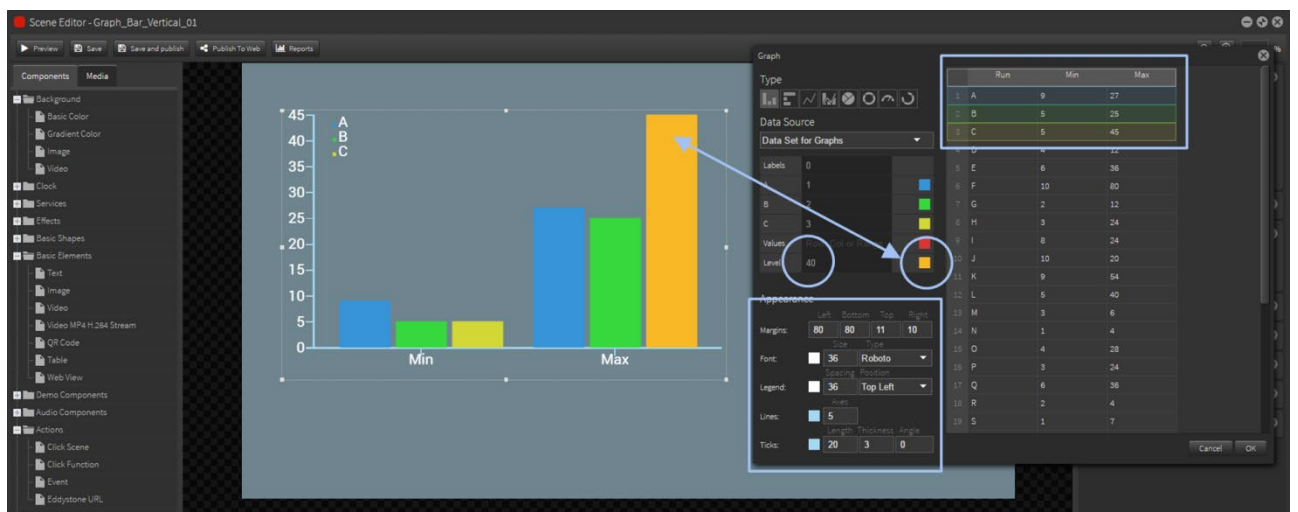
The initial default settings simply highlight the first row with the default colors, sizes and fonts.

Data columns or rows can be selected as values, resulting in different graphs.

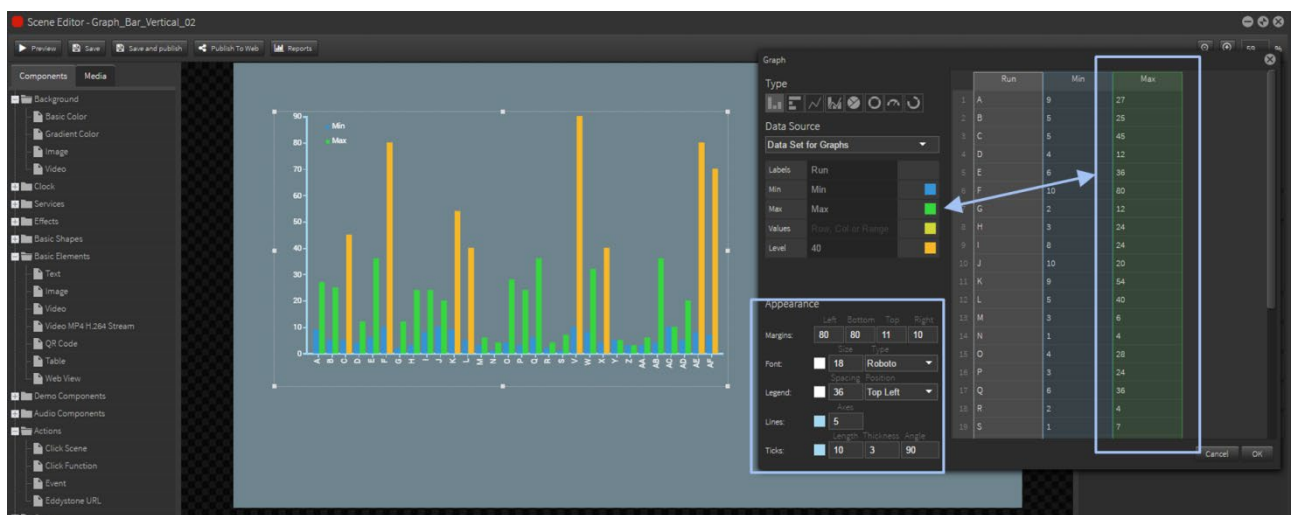
To select your rows or columns click in the "Values" box and then on the right select the row or column to be used and displayed. Each time you click in the Value area a new data set will be added. Colors will be automatically generated but you can select your own palette colors.



The first graph below shows a Value selection of Rows.



This second graph shows a Value selection of the columns.



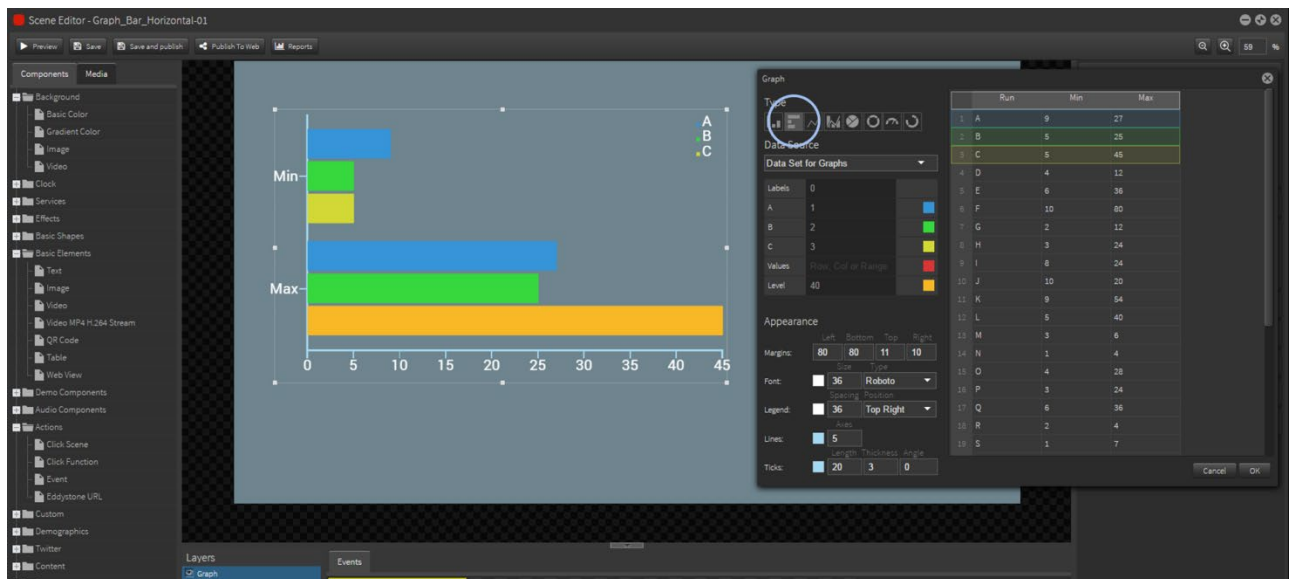
You can set a control Level value. Manually type in the set 'Level' value. This will color all of the data bars with values equal to or greater than the set level the same color and override individual colors.

The Appearance settings allow you to format the look of the graph:

- Margins are the 'padding' space around the graph. Increasing these values give extra space.
- Font color/size affects the X and Y labels.
- Legend color/size affects the key or legend tag names.
- Lines color/size affects the X and Y axis.
- Ticks color, length, width, thickness affects the label marks on each axis.

Bar Graph - Horizontal

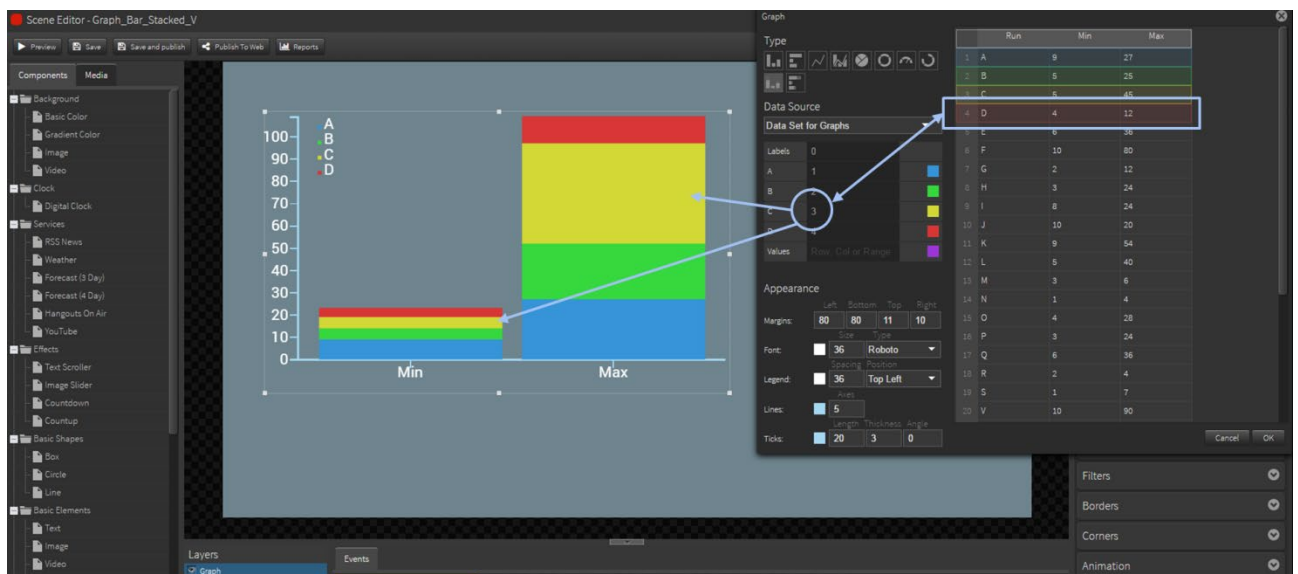
This style will change the orientation of the graph and swap the X and Y axis.



You can change the position of the Legend in your layout – TL, TR, BL and BR.

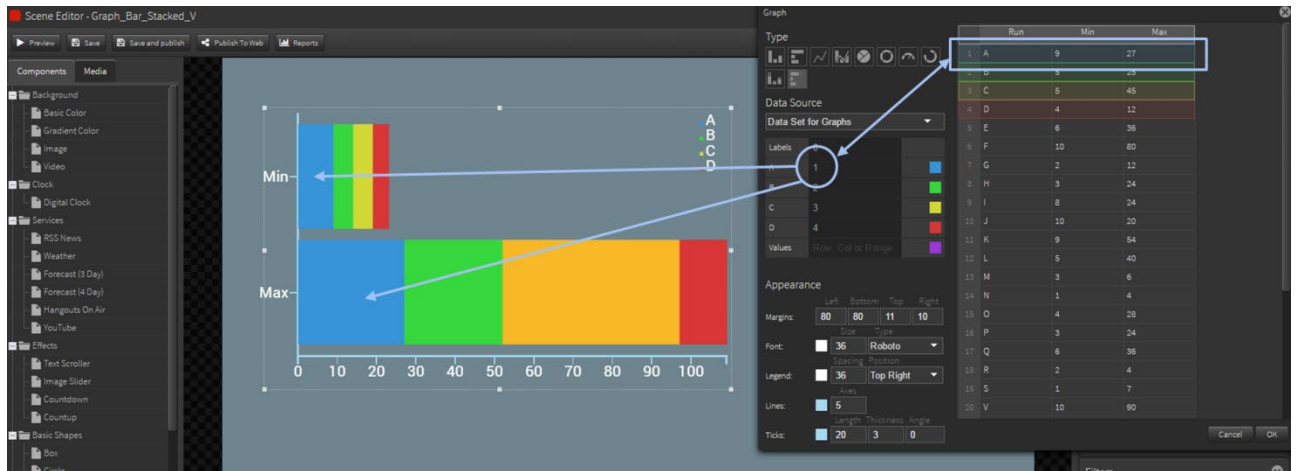
Stacked Bar Graph - Vertical

This style will stack each value on top of each other in different colors. Use the Legend to name the bands.



Stacked Bar Graph - Horizontal

This style will change the orientation of the graph and swap the X and Y axis.

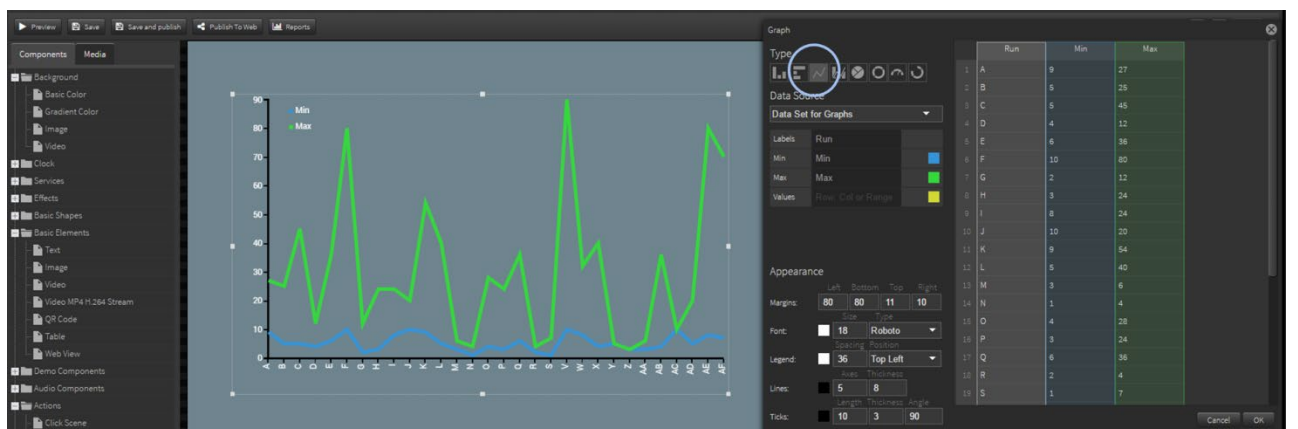


Line Graph

Line graphs are very similar to bar graphs.

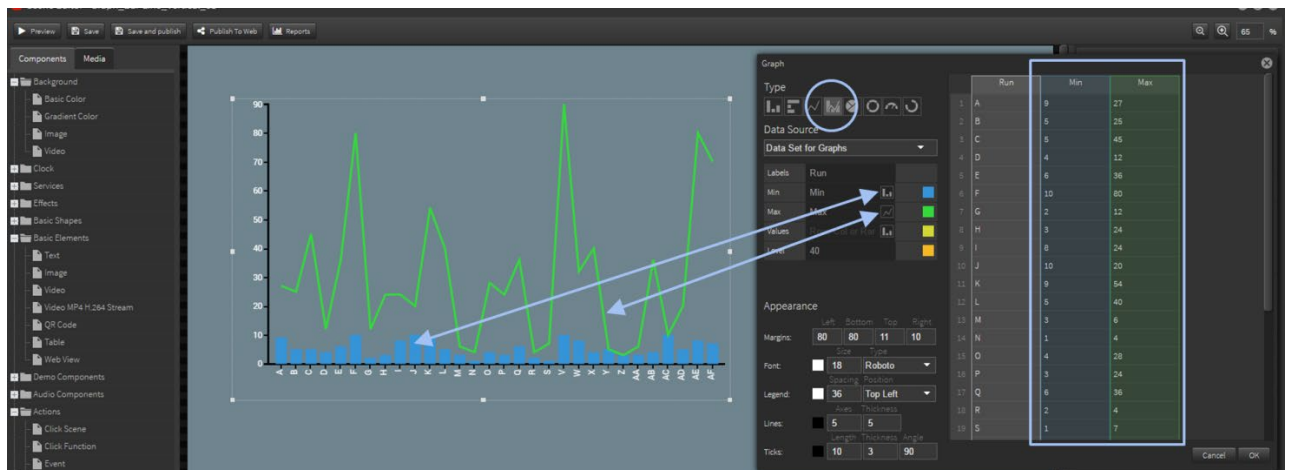
There is a second line size option which affects thickness of the lines in the graph.

There is no 'Level' option for line graph.



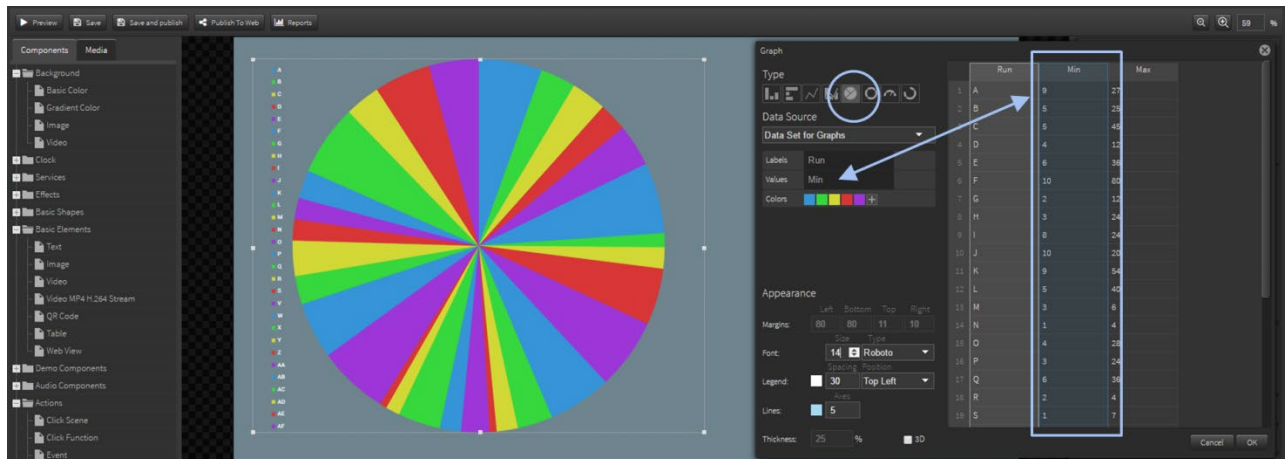
Combination Bar and Line Graph

This option allows you to select the type of display, either Bar or Line, for each set of values.



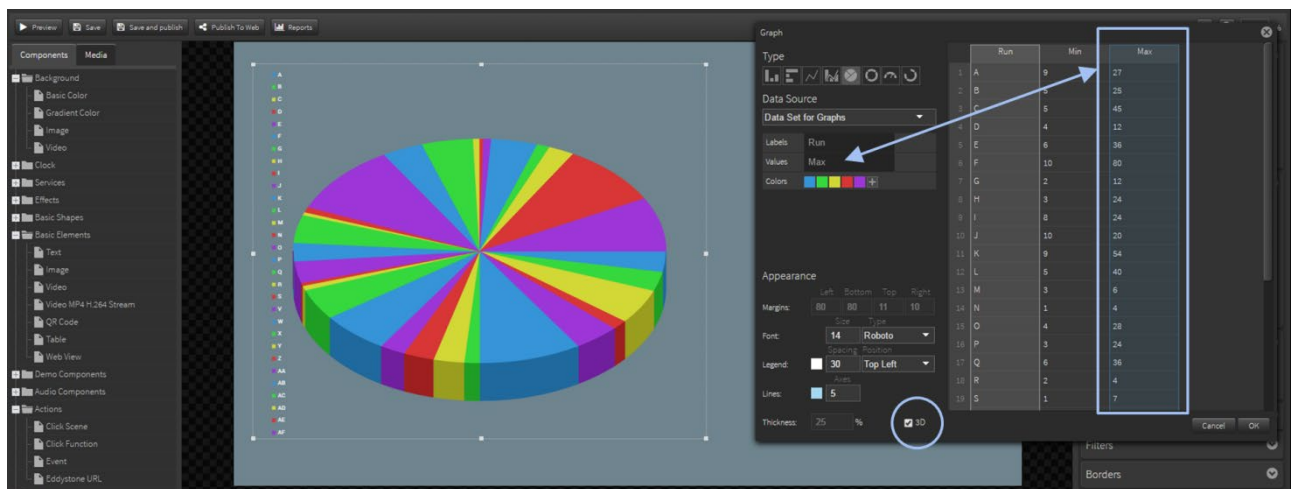
Pie Chart

This option is a typical pie chart or pinwheel graph.



You can only display one set of data at a time in this format ie. One column or one row.

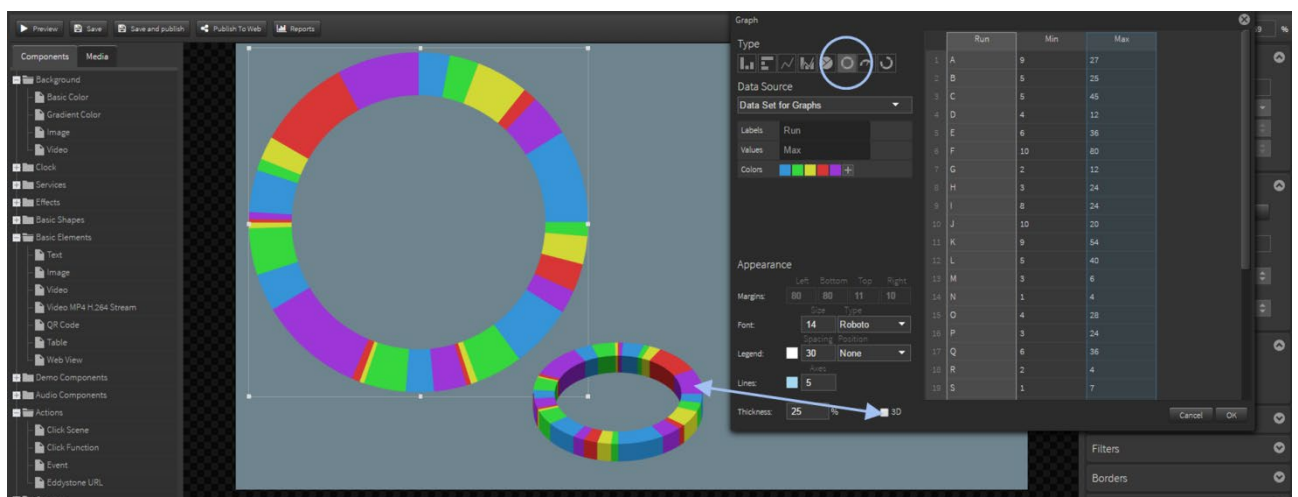
There is a 3D checkbox option for a different rendering of the chart.



Hollow Pie Chart

This option is a pie chart with a hole in the middle or a doughnut style graph.

The size of the hole can be changed by altering the thickness. 3D option is also available.



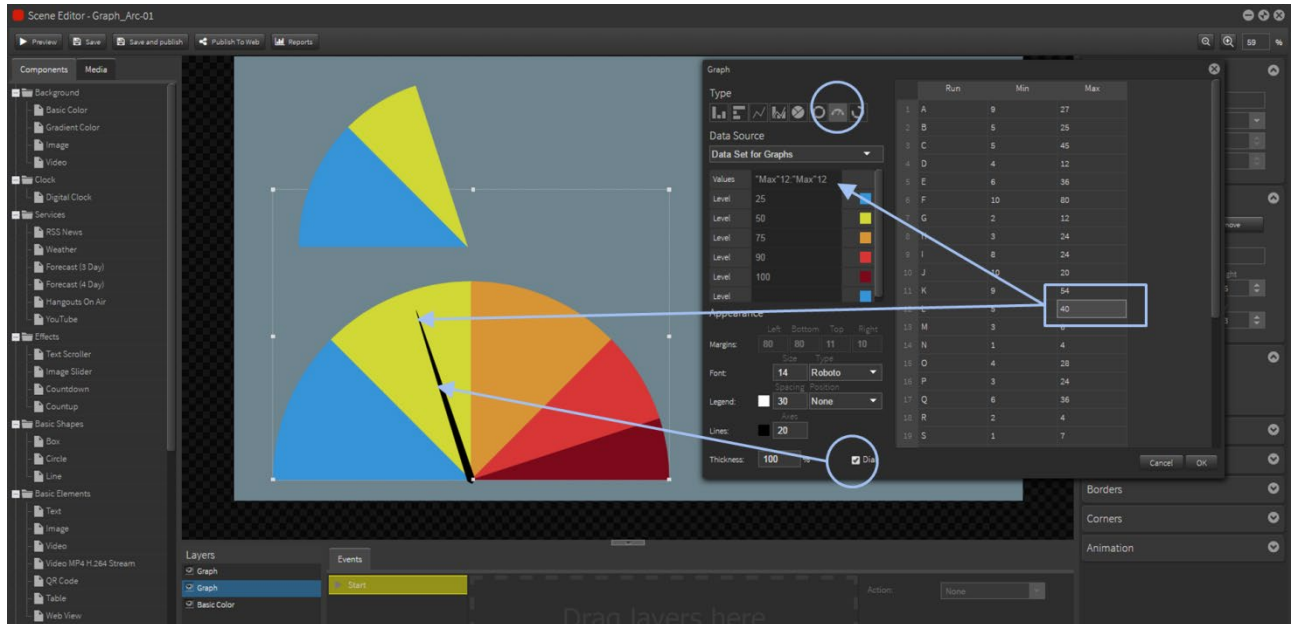
Arc Graph

Set the Levels manually using one or multi color sections.

For example here the levels could be indicative of a Fire Danger level: None, Low, Moderate, Dangerous, and Critical where the colors change from blue to crimson.

The Dial is then linked to a temperature value which moves as a % of the total level up and down the Arc.

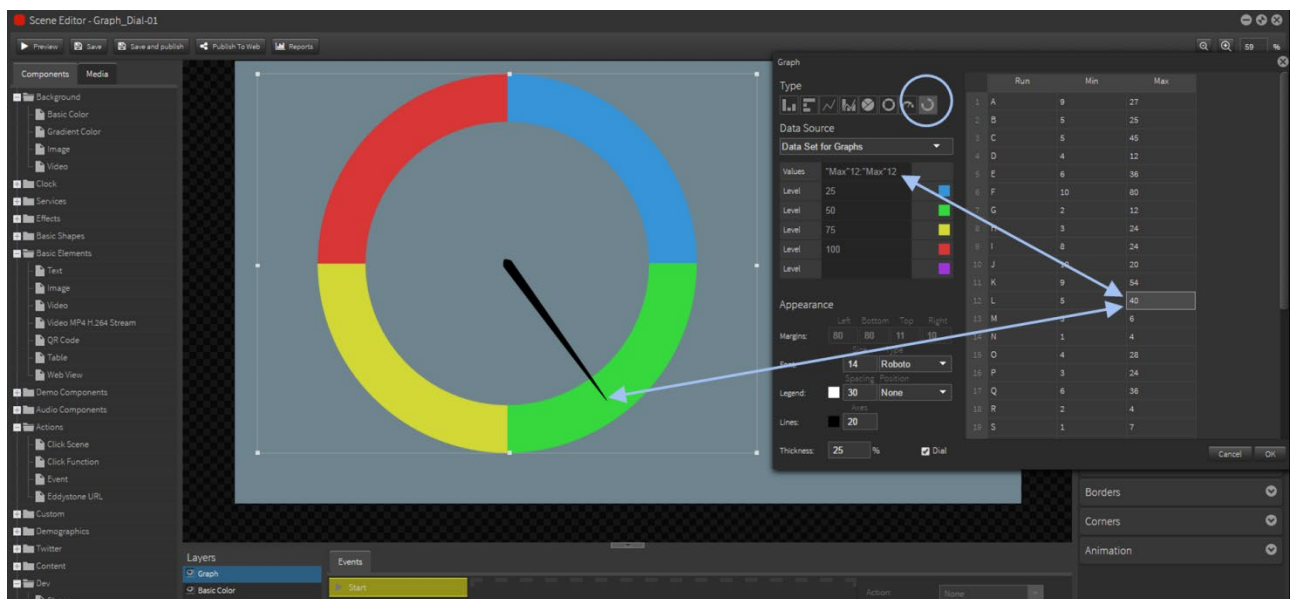
Deselecting the Dial option will grow or diminish the Arc depending on the value.



360° Dial Arc Graph

This is the same as the 180° arc graph except it is a full circle.

You can use a Dial arm or the bands of color.

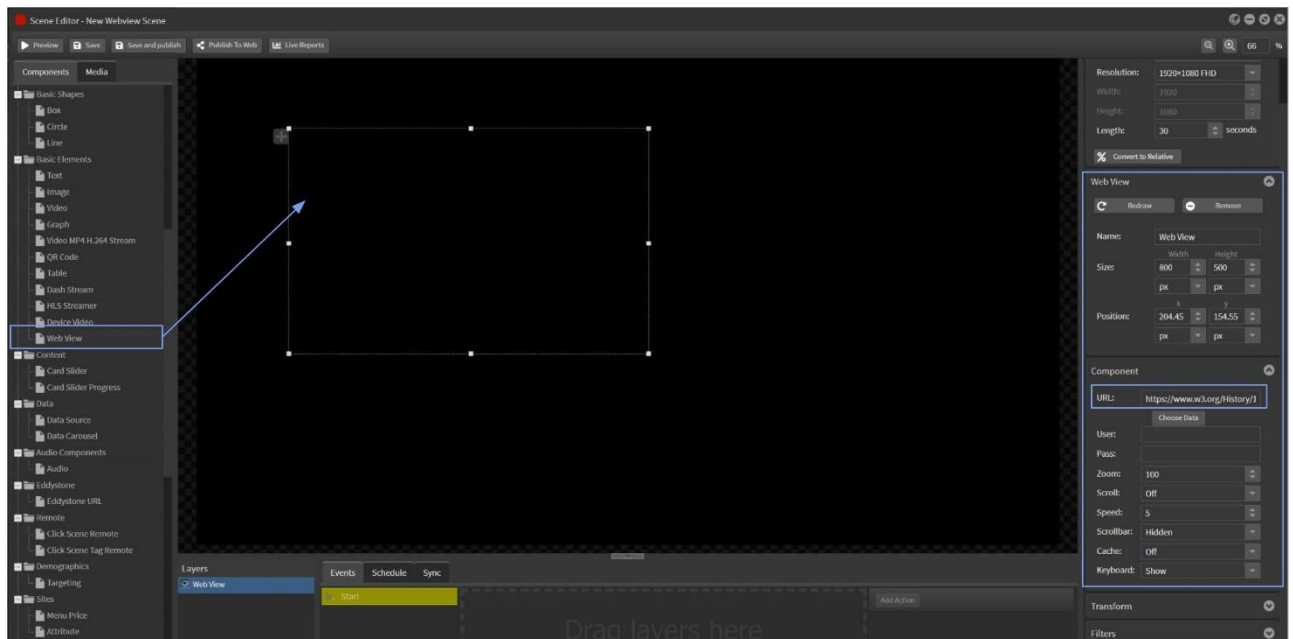


NOTE: Data can be linked to your Google Sheets account. See 9.2 Google Sheets for more information.

Web View

The 'Web View component' can be used to display a live web page in a scene.

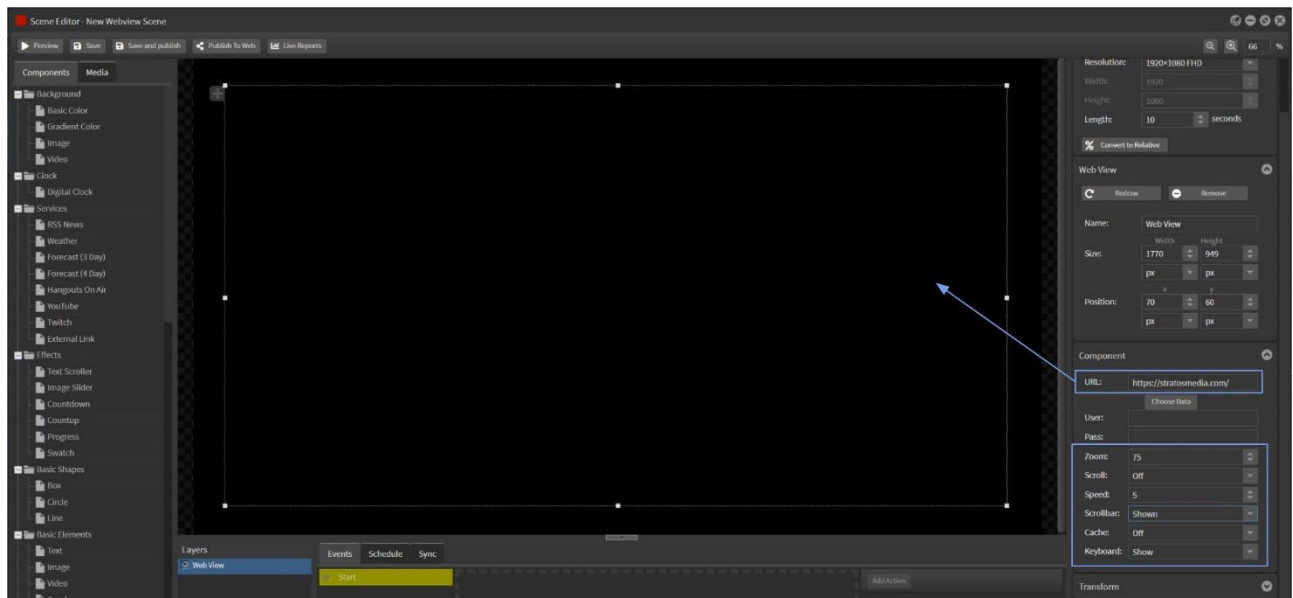
Drag and drop the 'Web View component' onto the edit area. Add the site URL into Component settings.



Add the site URL into Component settings.

Position and resize the webview component in the scene edit area.

This scene now displays a live website which updates in real time as the site updates.



NOTE: The url site will not display in the scene editor or the Preview mode window.

To view the webpage you must send the scene to a player.

Select the Zoom value to scale the webpage in the scene on the display.

You can select the Scroll and Speed options to allow the site page to automatically scroll from the top of the page down to the bottom of the page in the scene on the Player.

If your screen is touch enabled then the scene is fully interactive and users can navigate throughout the site. You should select the Scrollbar Shown option as a visual cue for users to move up and down the page.

The user/password fields are for HTTP basic authentication. It does not do form based authentication as most of these are designed so a human has to sign in to stop brute force attacks.

The Cache option will download web assets onto the Player and cache usernames and passwords.

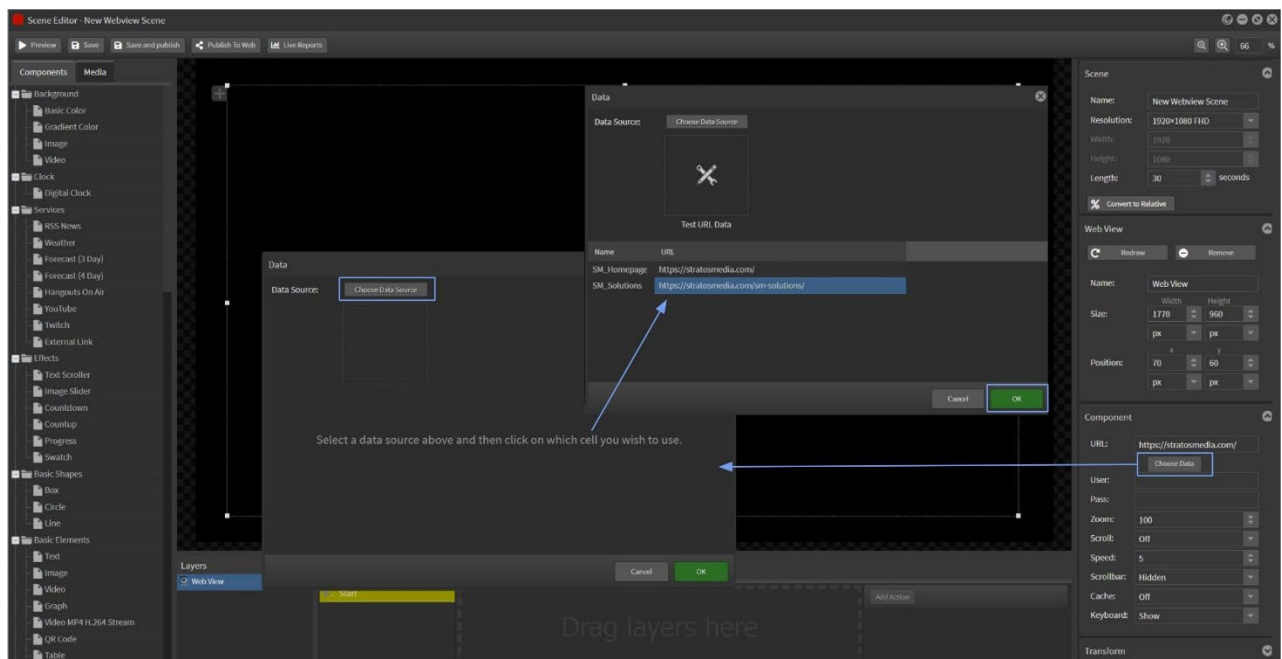
The actual webpage will not be visible or displayed on screen unless the device is connected to the internet.

Keyboard can be enabled to Show or Hide on the display panel.

Selecting a URL via a Datasource

Click on Choose Data. Browse to the datasource in StratosMedia.

Select the cell that contains the URL address. By updating the address in the datasource you can change the webpage displayed on the player screen.



Device Video

Ingesting external video sources for scheduled display on the StratosMedia Player.

Hardware required is suitable media player* and a USB3 UVC capture device or USB webcam.

This solution works for Windows OS and Chrome OS devices.

*USB3 enabled with the ability to ingest and display the captured video source at the desired resolution.

Configuring the Player

Connect the capture device to the media player.

Open the player settings to the "Media Device" tab.

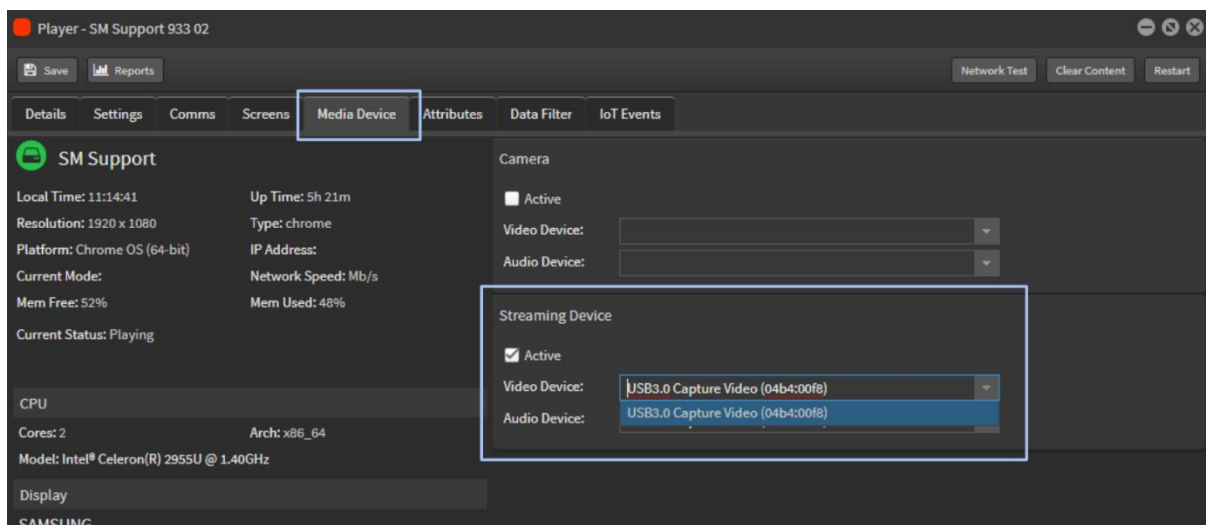
Under "Streaming Device" tick Active

Save and Restart the player.

From the dropdown options select the video and audio devices connected to the media player.

If there are multiple devices available, they will show up here eg. If the device has a built-in webcam it will also be selectable here.

Save and Restart the player again.



Adding the captured video to a scene

Open a new scene.

Add the "Device Video" component to a scene.

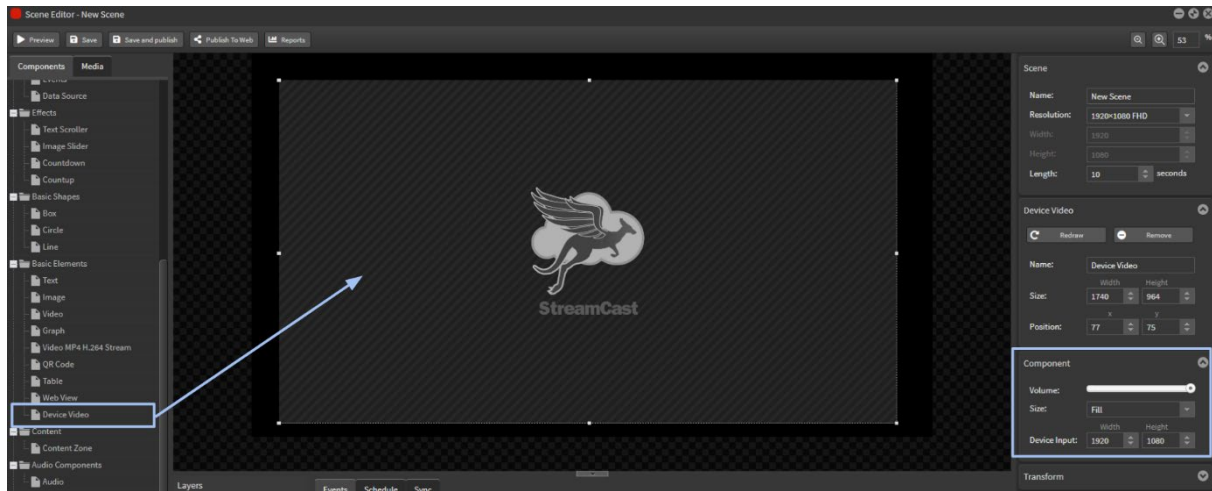
The settings available for this component are:

- Volume - Control the volume of the audio playback

- Size - Set how the video will fill the component area

- Device Input - Set the resolution the video will be captured at.

Reducing this can improve performance on lower powered devices.



Distribute the scene in the normal manner to your StratosMedia Player.

2.08 Content in scene

These components offer various options to display content in a scene.

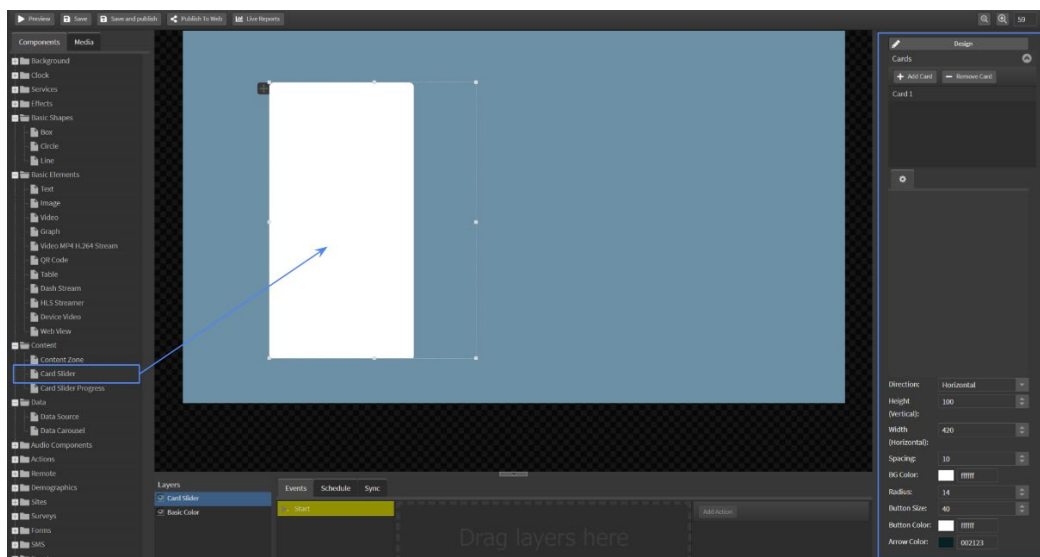
Content Zone: Content Zones are designated areas of your screen display which can be independently managed and controlled. See Section 4.0 for more details.

Card Slider: For use in interactive content on touch-enabled devices this component offers individual page design in a card-slider or booklet page format. Content can be data linked for seamless updates.

Card Slider Progress: Used in conjunction with the Card Slider this is a progress or navigation bar.

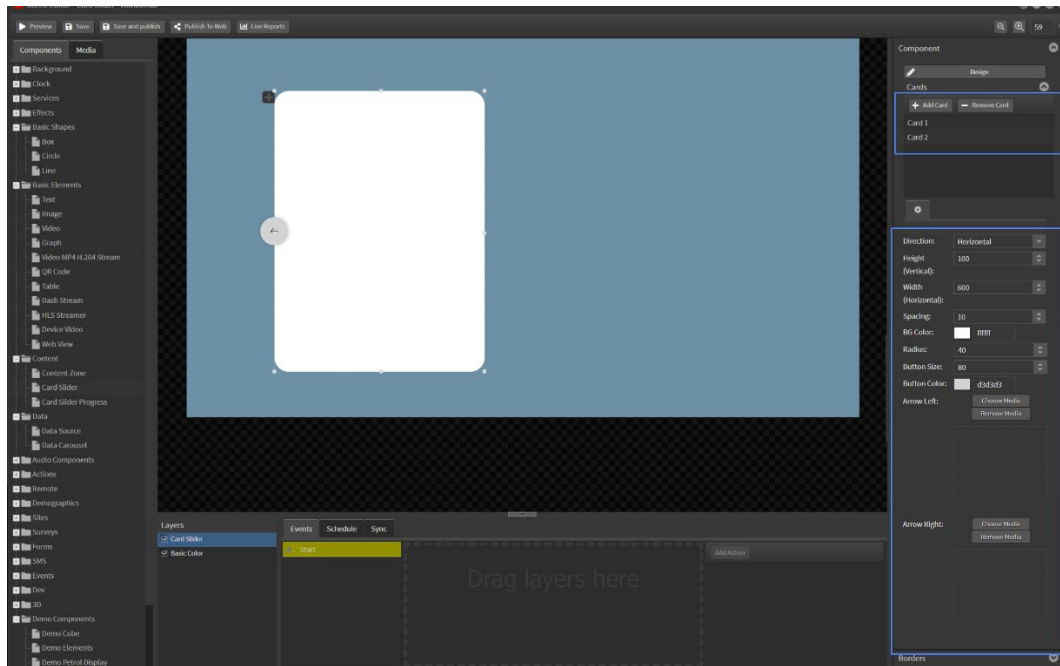
Card Slider

Open a new scene and drag the Card Slider component into the edit area.



Design and setup options include:

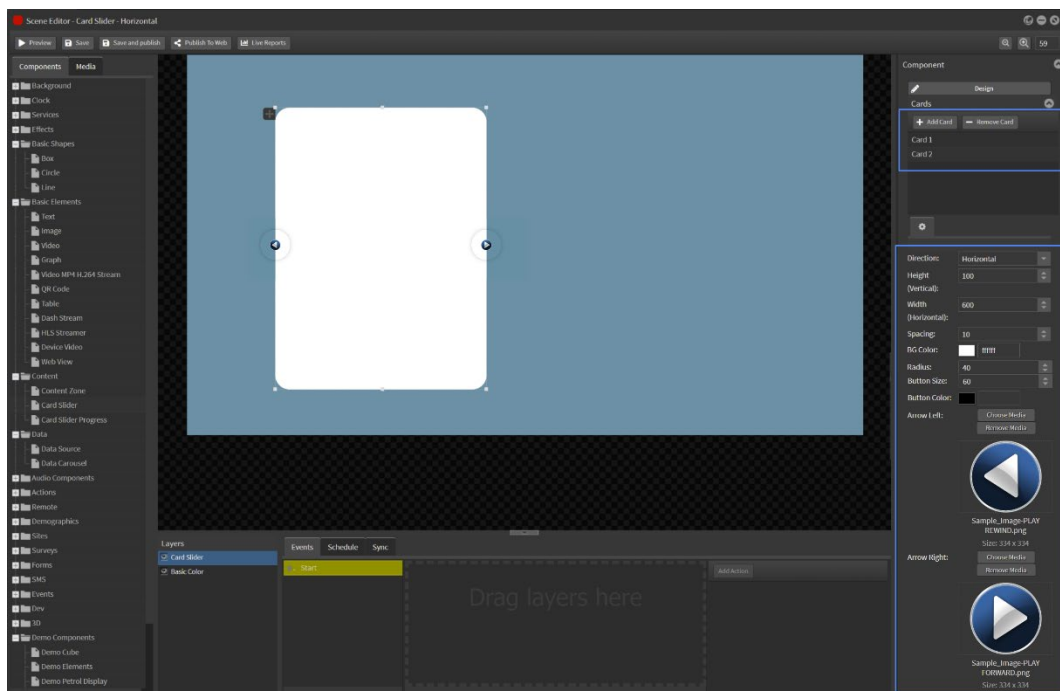
- Add/Remove cards – Drag to rearrange card order
- Horizontal orientation – Use width option
- Vertical orientation – Use height option
- Spacing – determines the distance between cards
- Radius - determines the corner radius [0 = none or square]



Navigation buttons:

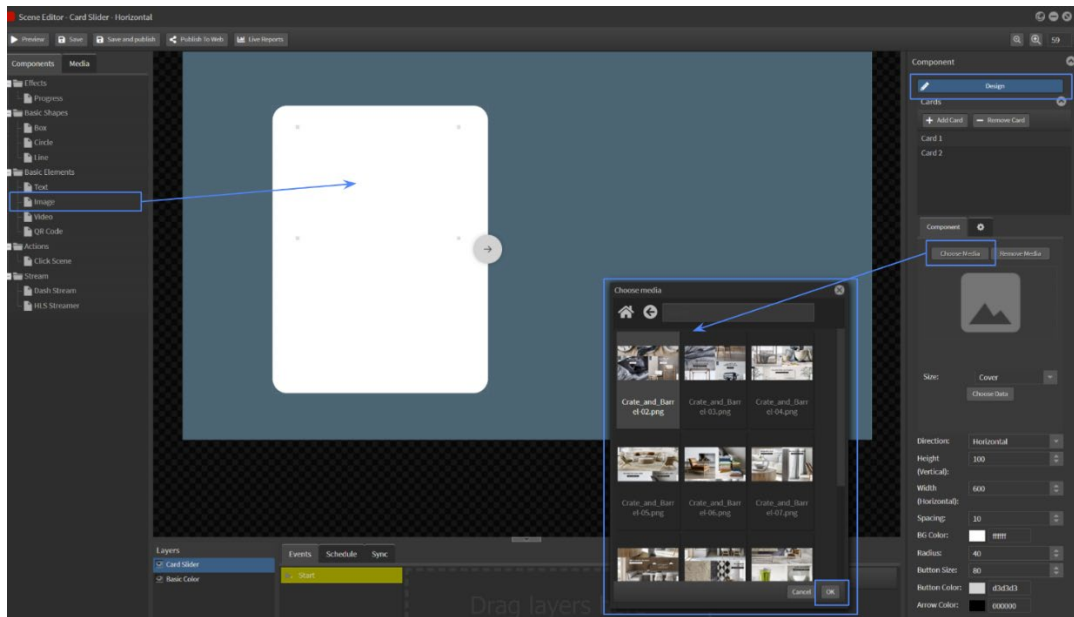
Default – button colour and size options with arrow

Image – select media to further customise your card slider navigation

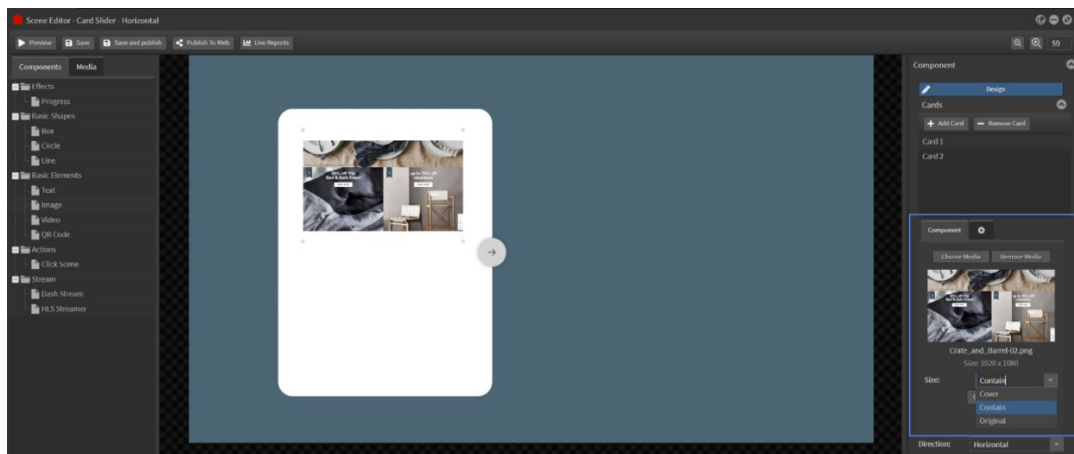


Select Design mode to add page content

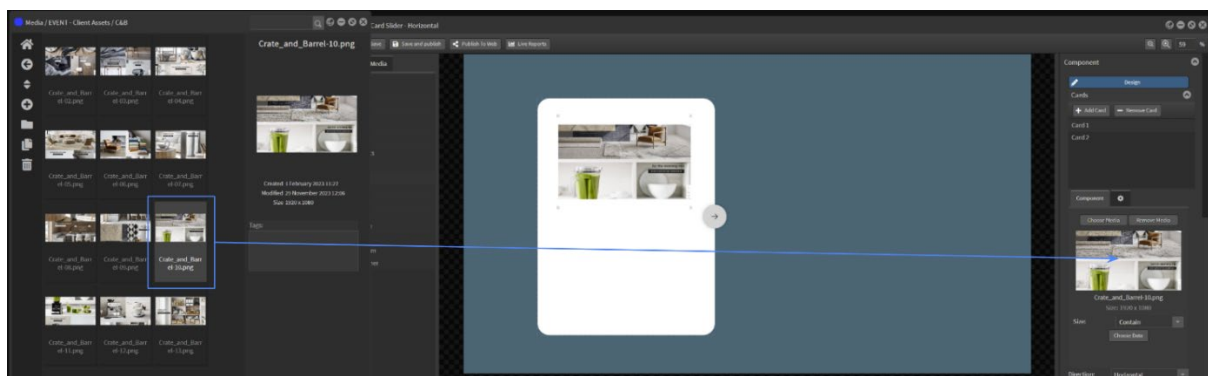
Drag the Image component into the selected card area. Choose media and click OK



Select the size option for the media fit within the bounding box area



NOTE: Alternate method for adding media is to open the media library and drag the selected image onto the image component area in scene editor



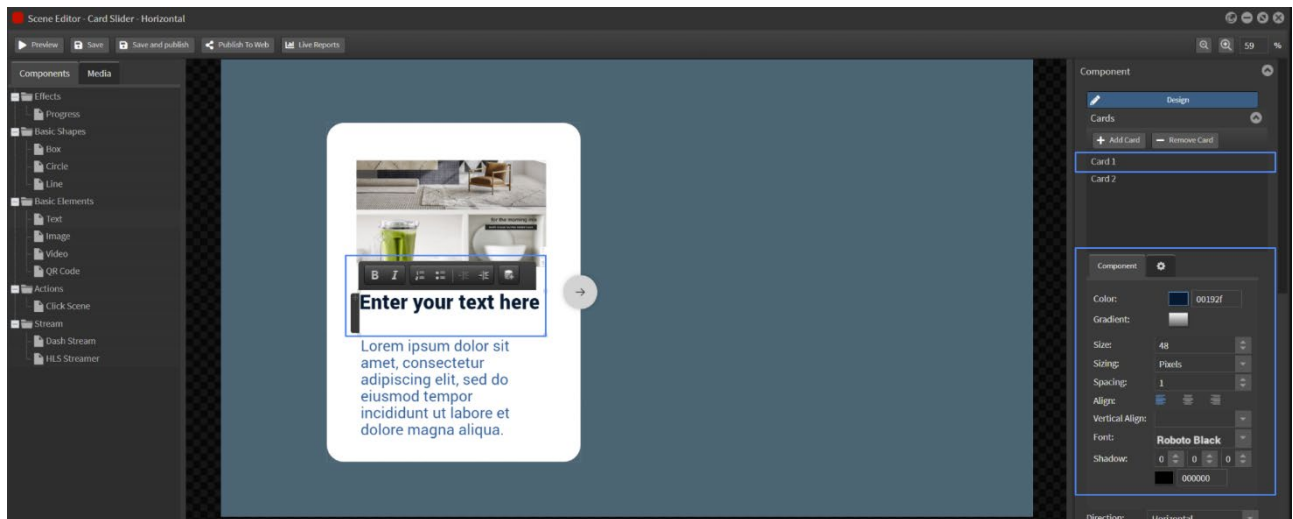
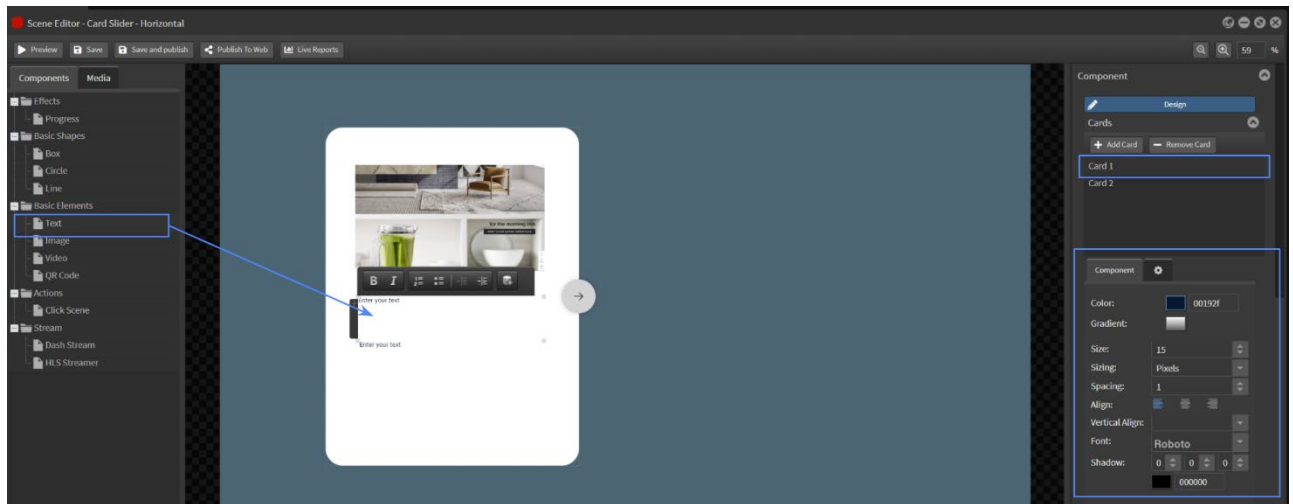
Drag the Text component into the selected card area.

Copy and paste unformatted text into the box area

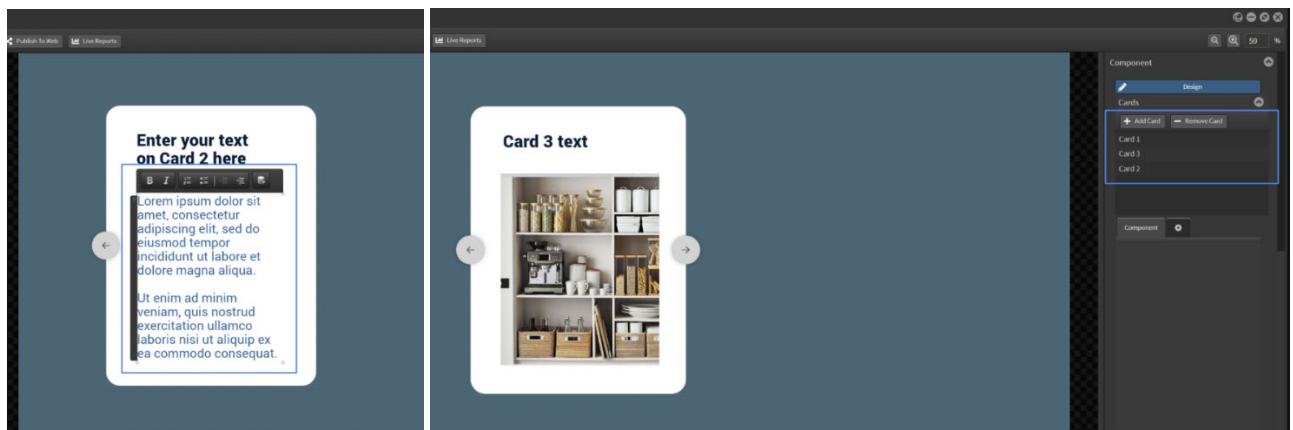
Use the available options to format the text:

Color – Size – Spacing – Align – Font – etc

Do this for each text box in the card



Select the next card and repeat the process for as many cards as required.

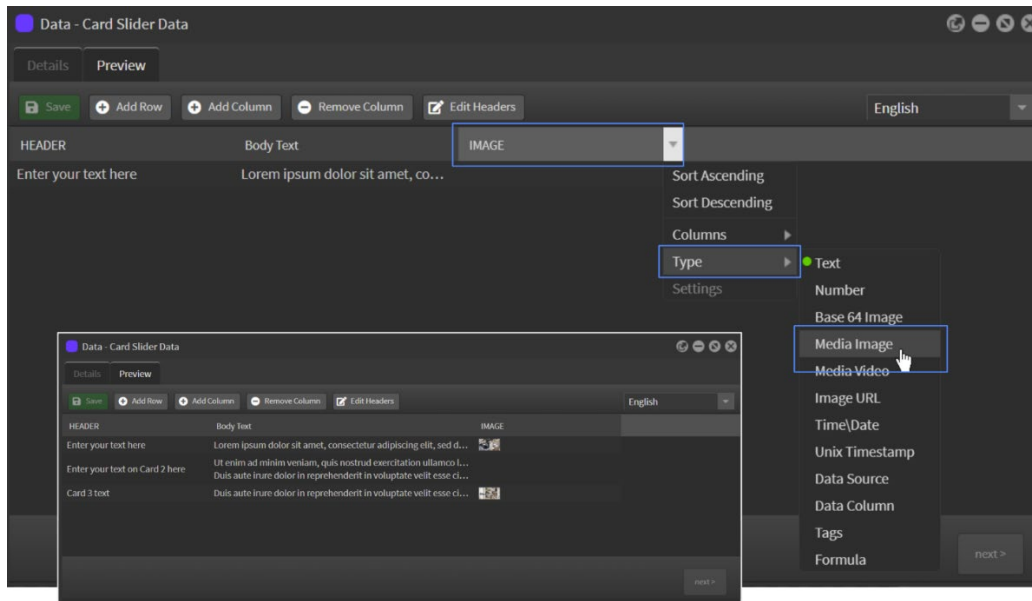


Link card slider content to a datasource

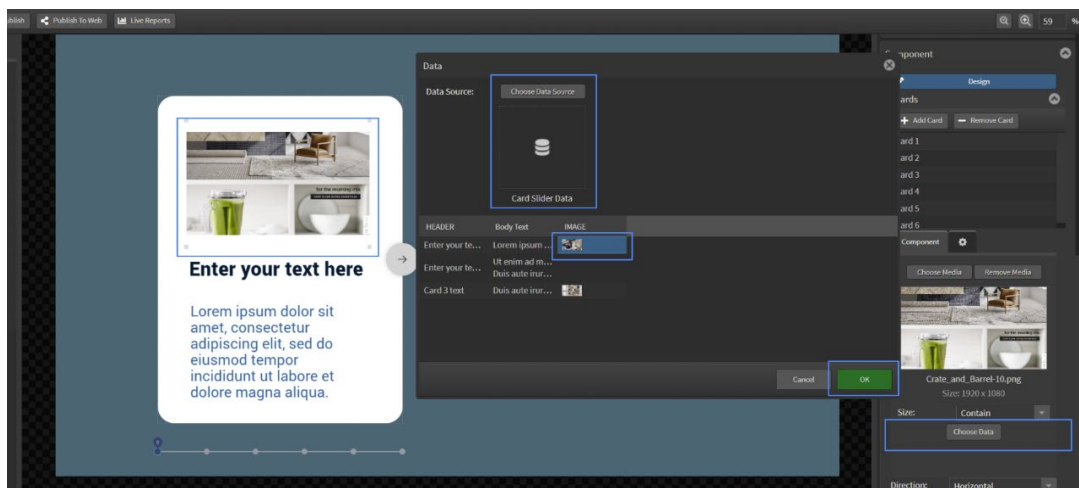
You can also link your card slider to a datasource so that on screen content can be updated simply by modifying the datasource directly.

The datasource should contain a row for each card and columns for text and images as needed.

NOTE: The column type needs to be changed from Text [default] to Media Image to contain images.

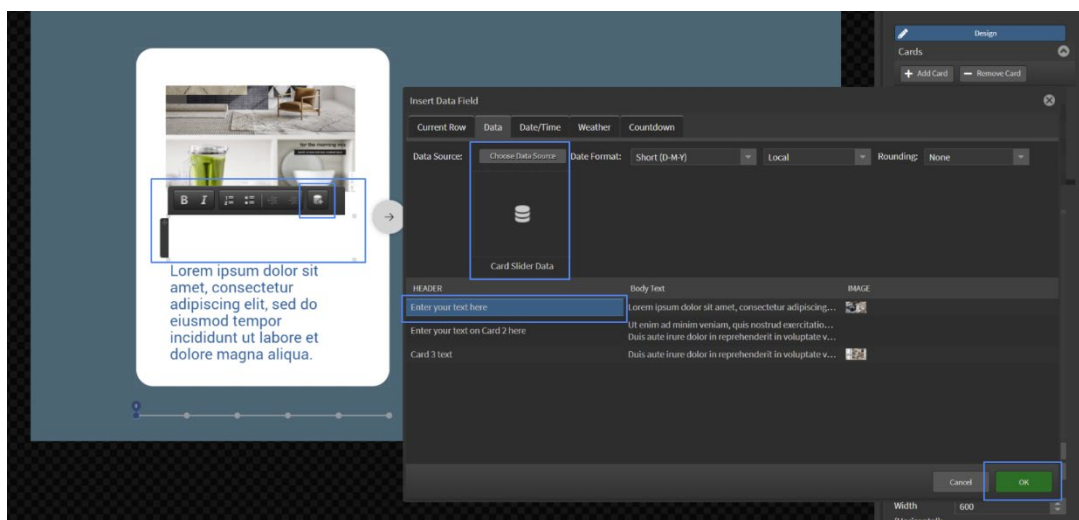


To link a datasource image to the card, drag the Image component into the card and select 'Choose Data'. Browse to the datasource and select the required image cell. Click OK.

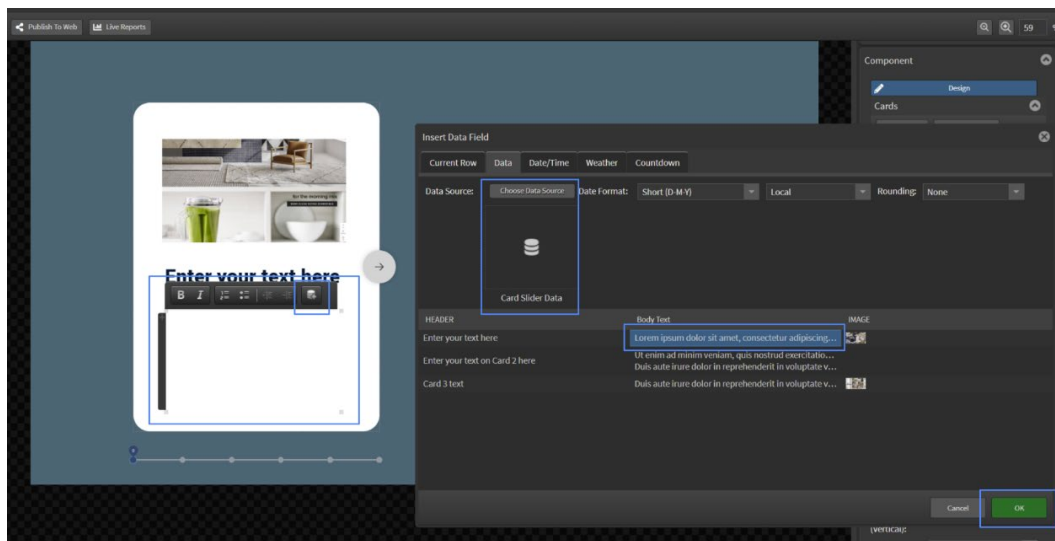


To link datasource text to the card, drag the Text component into the card and select the Insert Data icon from the text toolbar.

Select the Data tab and Choose Data Source tab and then the required text cell. Click OK.

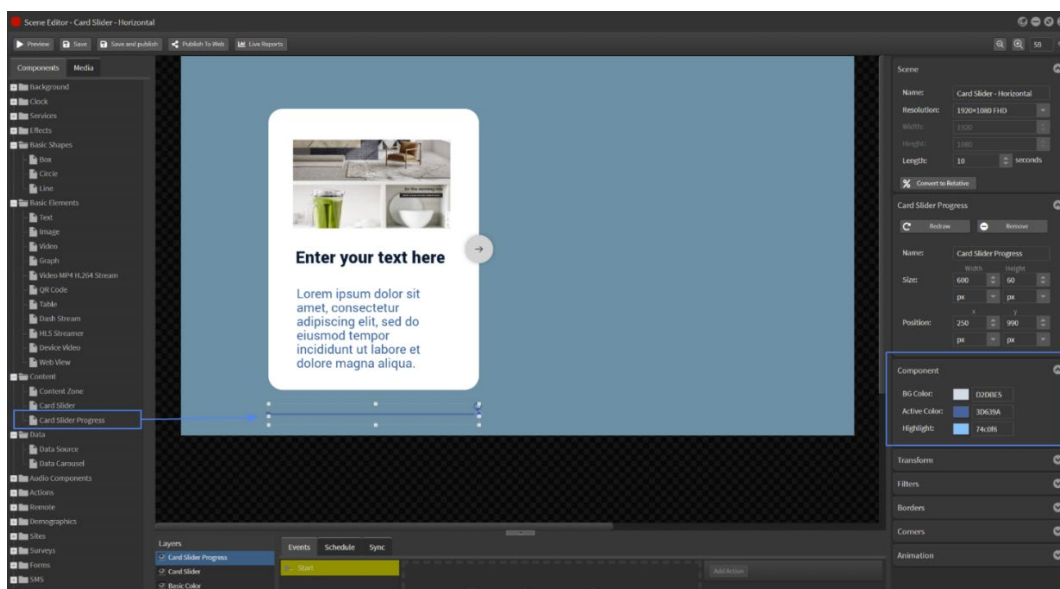


Repeat the process for each card element.



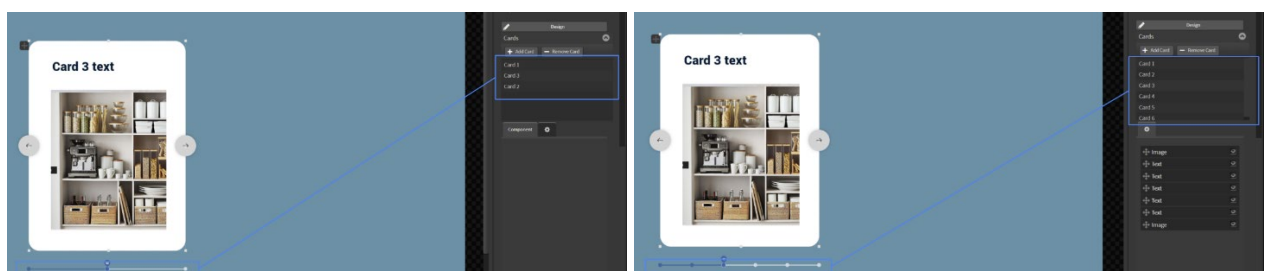
Card Slider Progress

Drag the Card Slider Progress across into the edit area.



Use the design tools to customise the look.

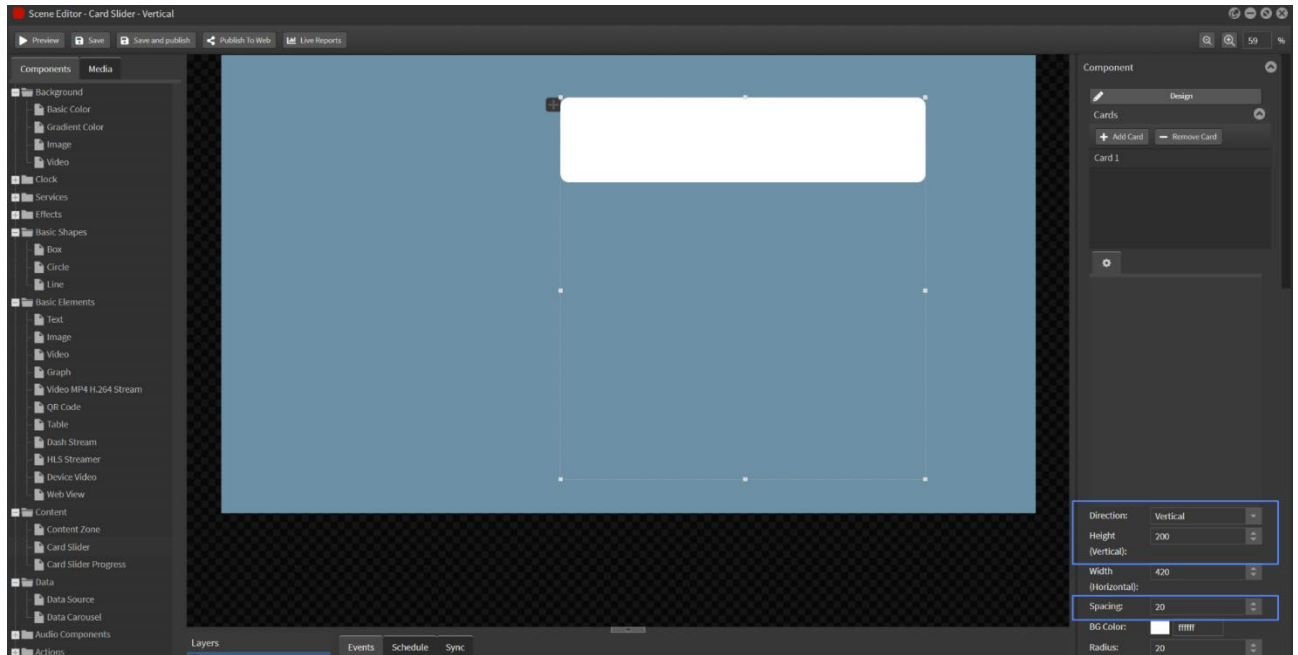
The card slider progress bar will automatically expand/shrink to reflect the number of cards in the card slider. When navigating using the left and right arrows this bar will show the current card displayed. You can also progress through the cards by selecting any 'card indicator' in the bar.



A sample Card Slider in action can be seen in this link: [CARD SLIDER EXAMPLE](#)

Designing in Vertical orientation

Drag a card slider component into the edit area and select the Vertical Direction and Height [Vertical] and Spacing options for the card display.



As you add cards they will display below Card 1.



NOTE: The Card slider Progress and navigations are not options for this layout.

Populate the cards as above instructions.

2.09 Data in scene

These components offer various options to display content linked to dynamic data in a scene.

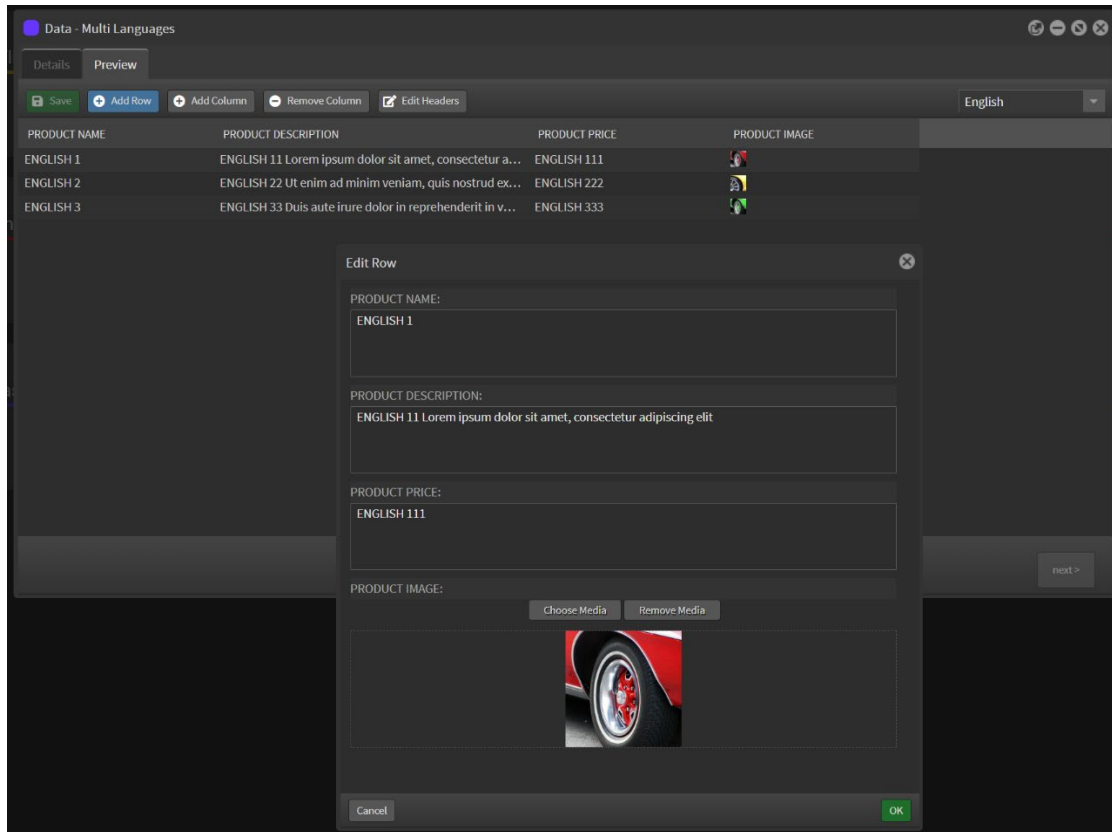
Data Source: Allows you to build and design a single scene that is linked to a data source containing multiple data rows including images. Data in the scene is displayed based on parameters set on the player [for example, language setting] or in the Player Data Filter [for example, location based data]

Data Carousel: For use in interactive content on touch-enabled devices this component offers a fully data-driven option to display filtered content in a Product Carousel-type format.

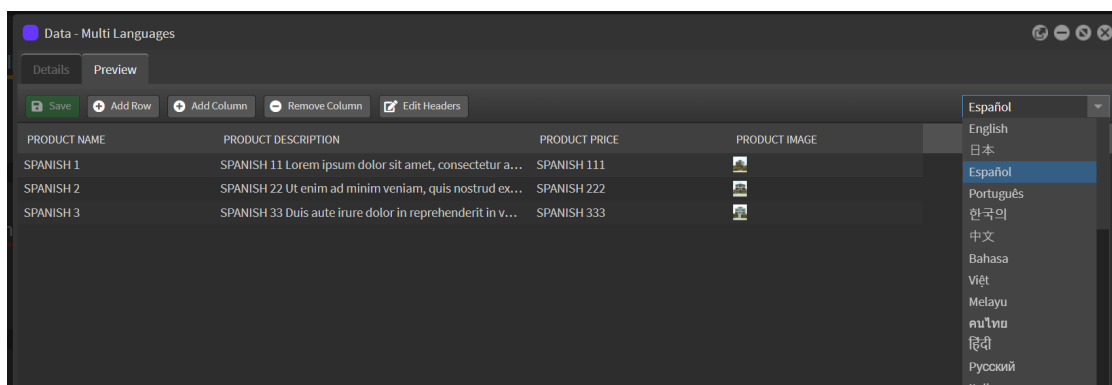
Event Datasource: Link this to a dynamic datasource and display current and/or upcoming events or room booking details - topic, description, start and end times.

2.09.01 Data Source

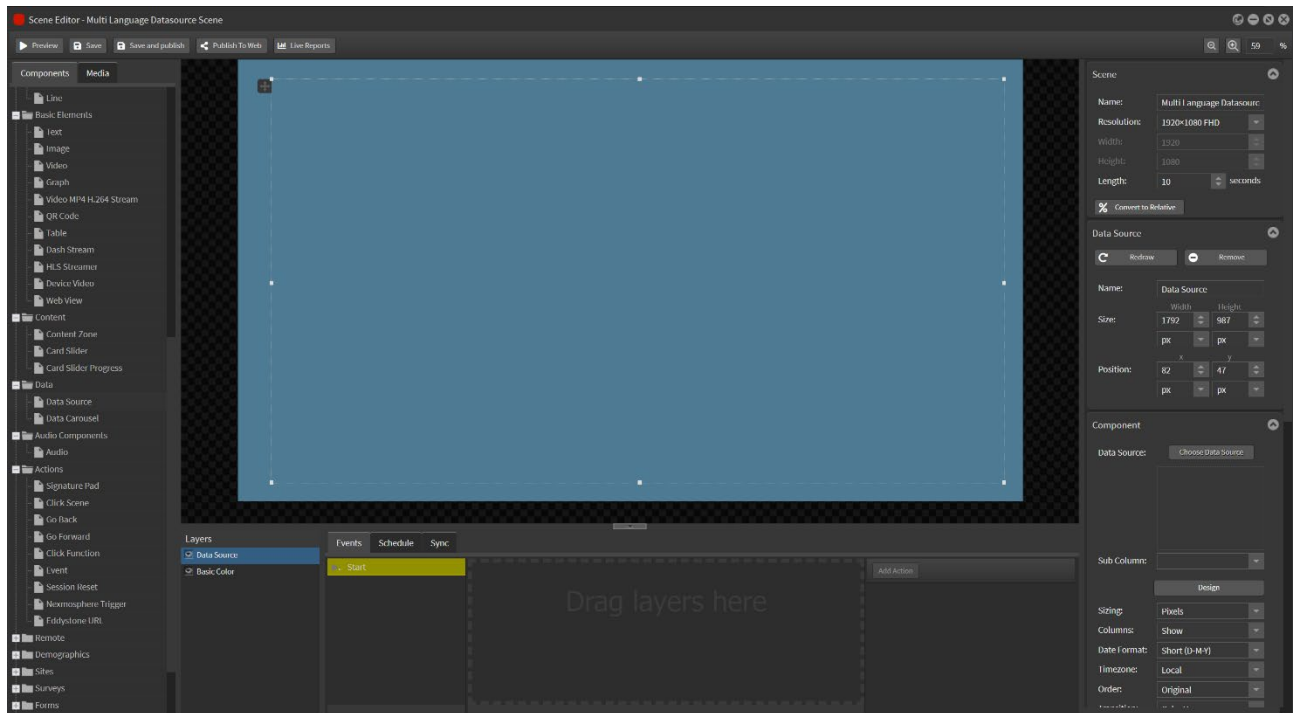
Create a Datasource containing columns and rows – for text and or images.



You can build a custom datasource that has multiple language translations using the language dropdown. [NOTE: This is not an automatic translator – translations need to be pasted in each cell]

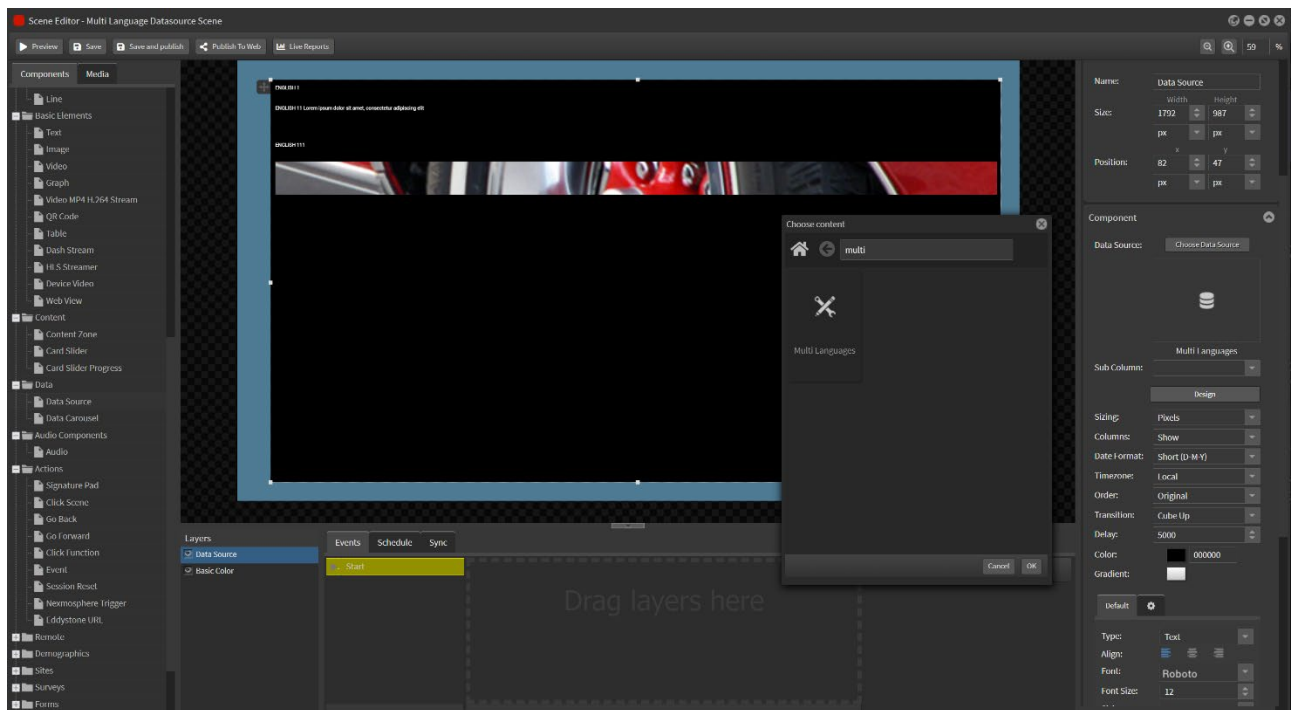


Open a new scene and drag the Data Source component into the edit area.



Select the Datasource

These data columns will now appear in the component as text boxes or images.



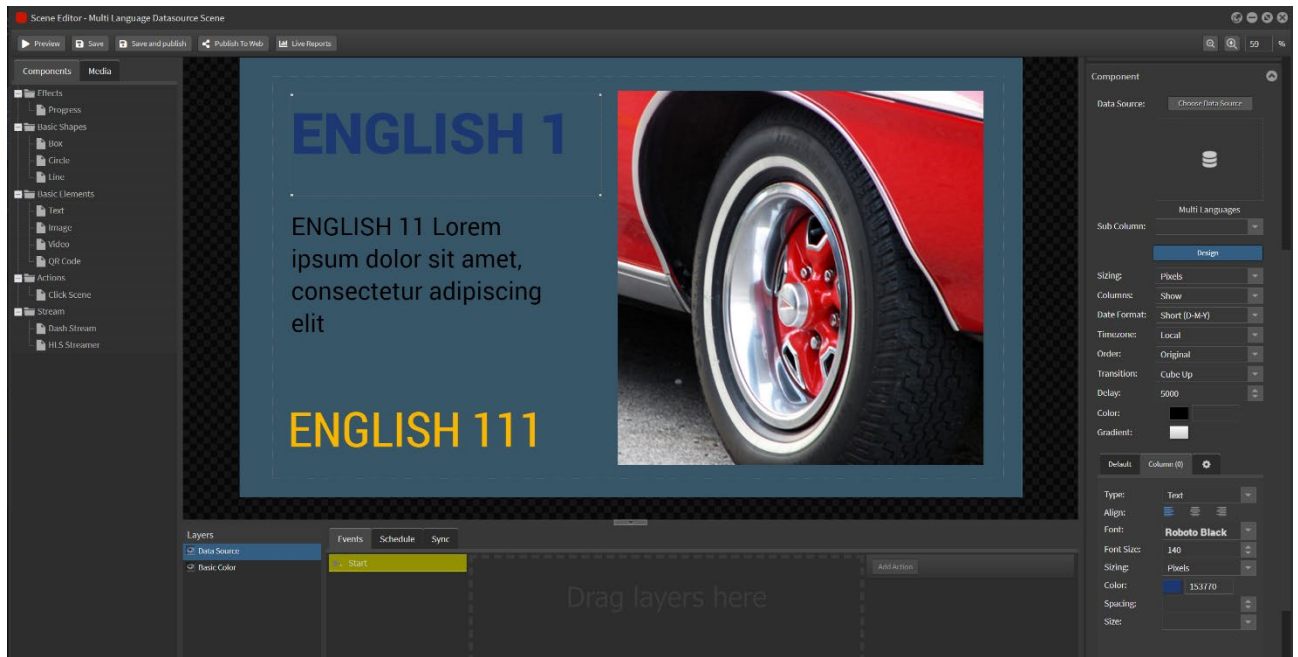
Now you can format the elements through the Design and Settings tabs.

Select the image and move and stretch the size to fit.

Select the description text box and format the text size and font and resize the box.

Select the heading text box and format the text size and font and resize the box

The layout will now flip through each topic based on the transition type and length you have selected.



Move the sections around to suit the design.

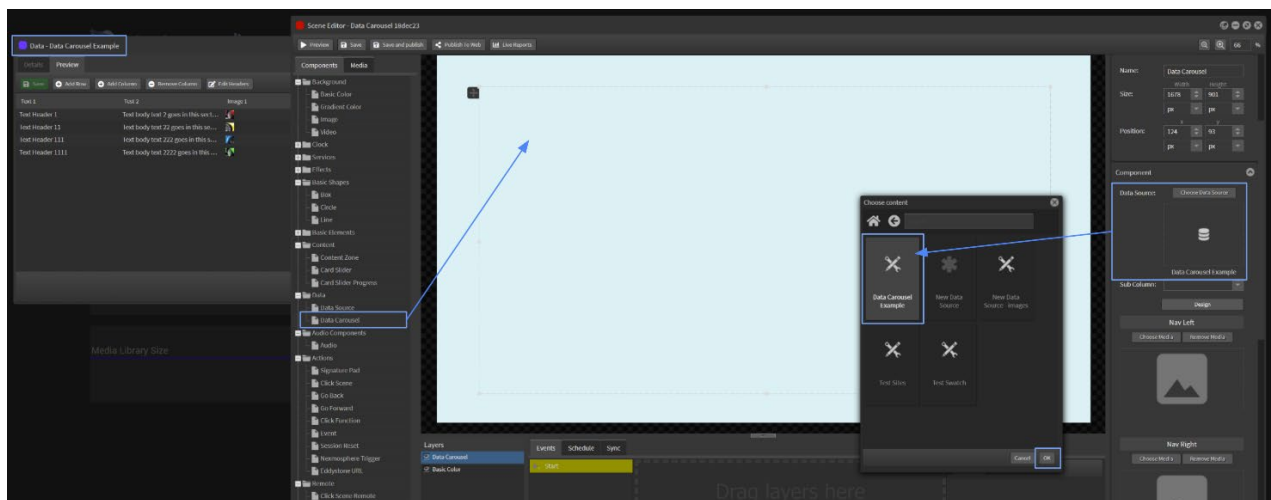
Add more design elements from the section at left.



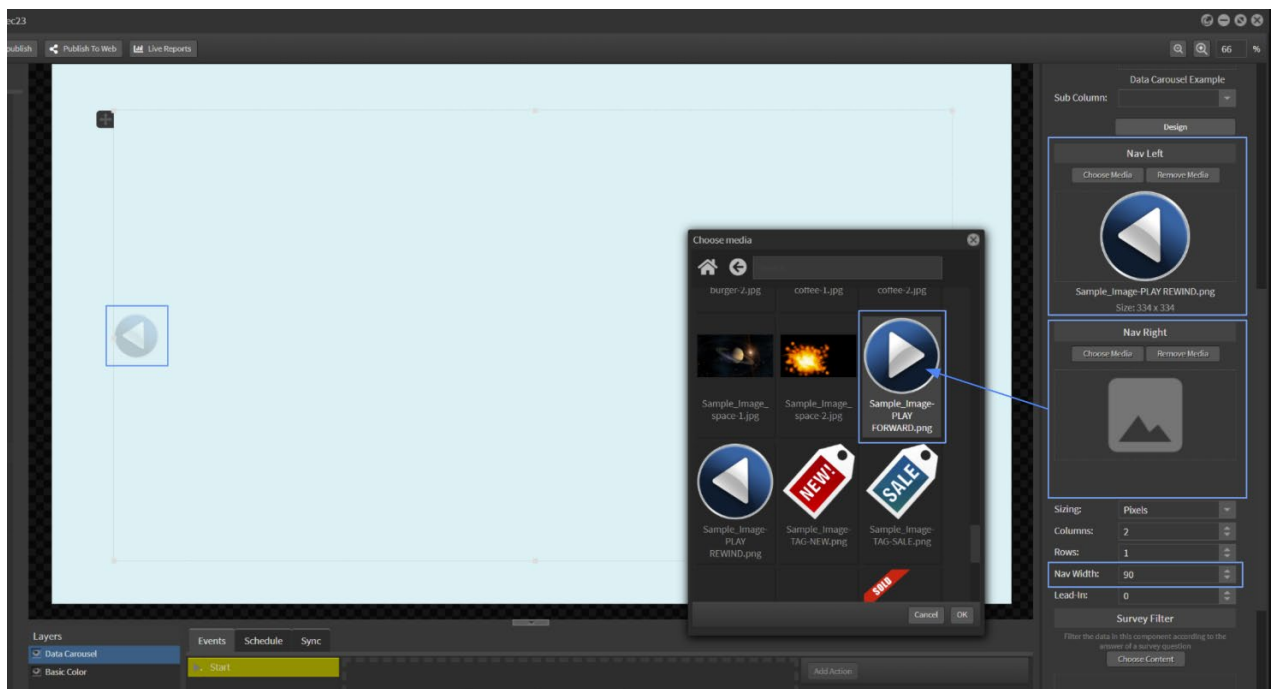


2.09.02 Data Carousel

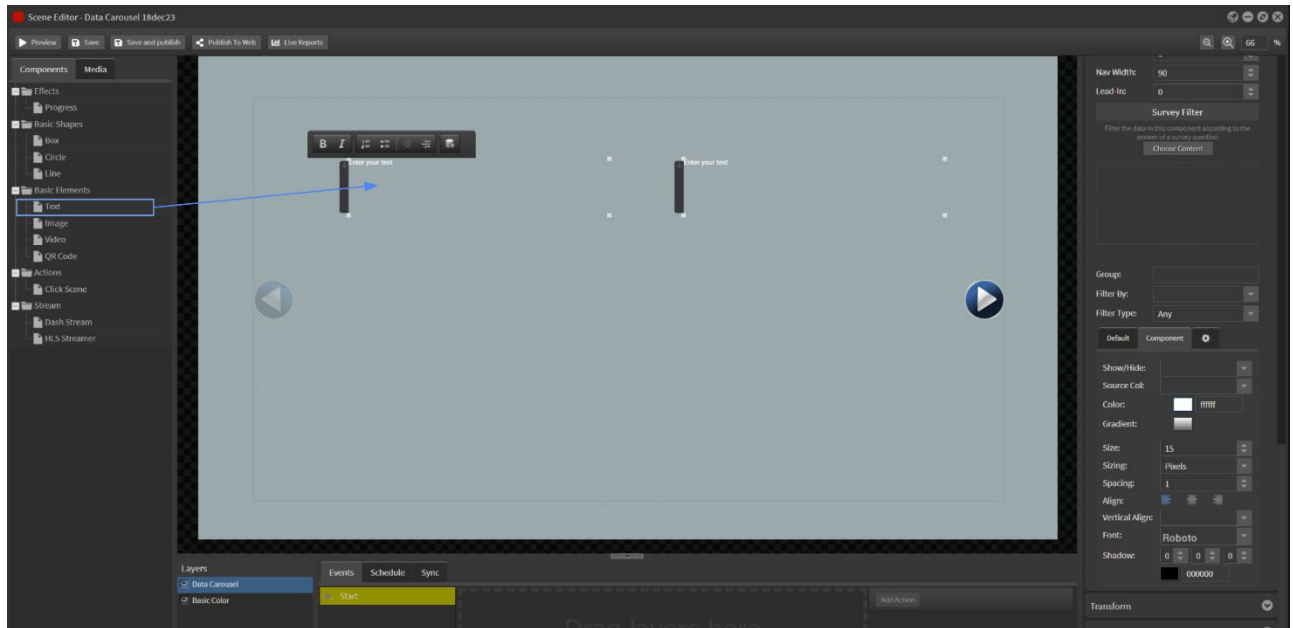
Open a new scene and drag the Data Carousel component into the edit area.
Select the datasource to populate the data carousel.



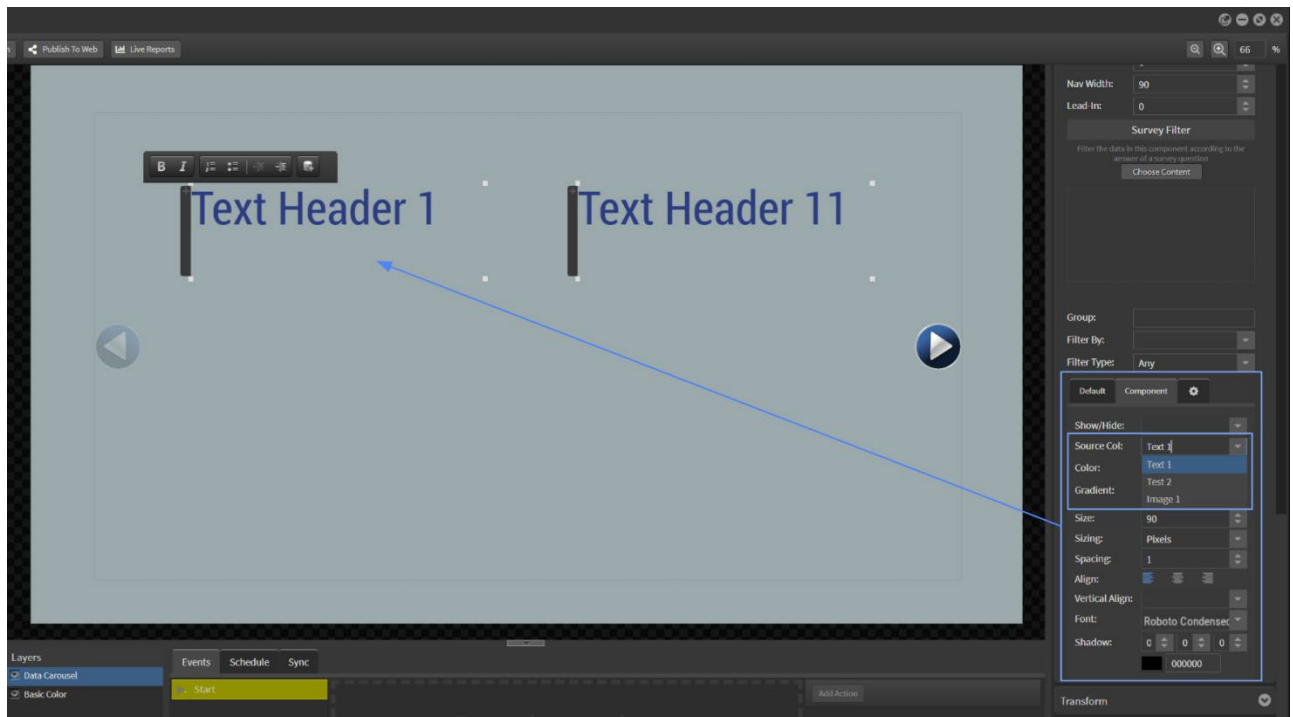
Select the left and right navigation images.



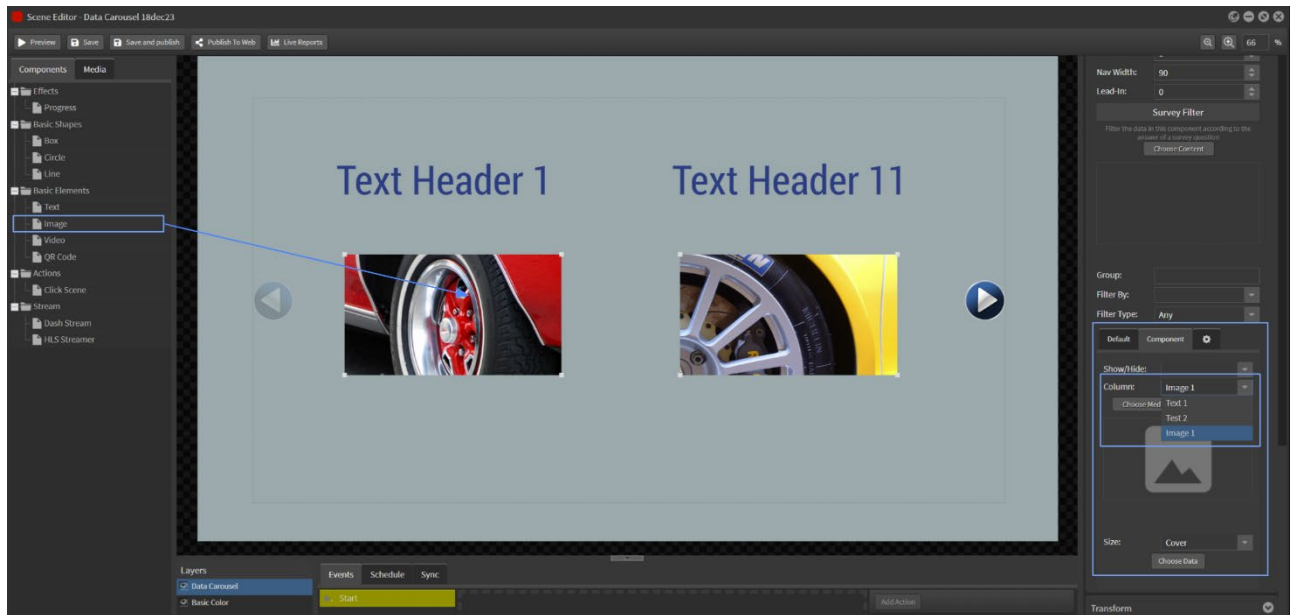
Select Design Mode button to format the data carousel.
Drag in the Text component from the options at left.



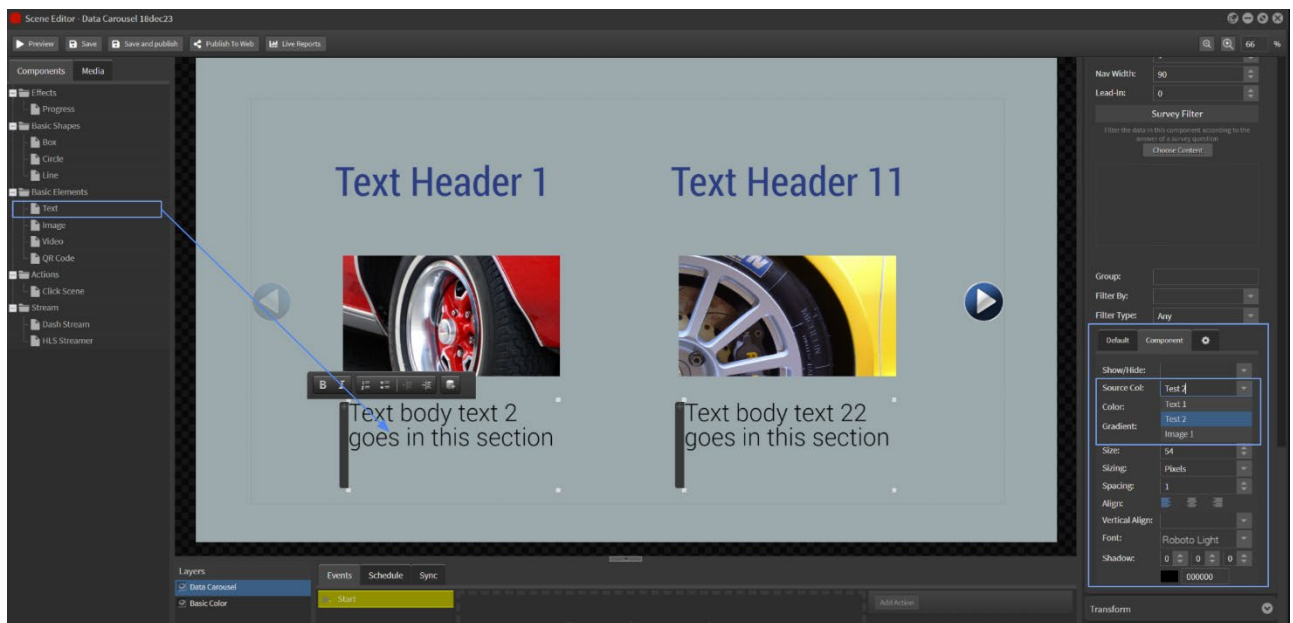
Select the text column from the data source dropdown.
Format the text.



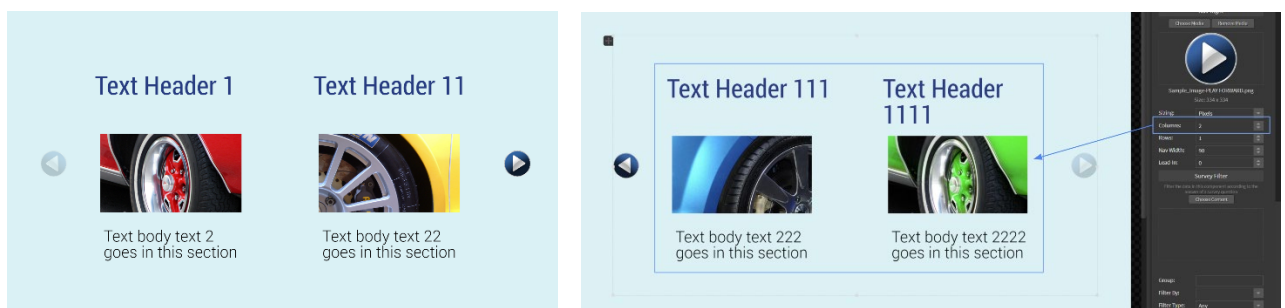
Drag in the Image component from the options at left.
Select the image column from the data source drop down.
Format the image to contain or cover the area.



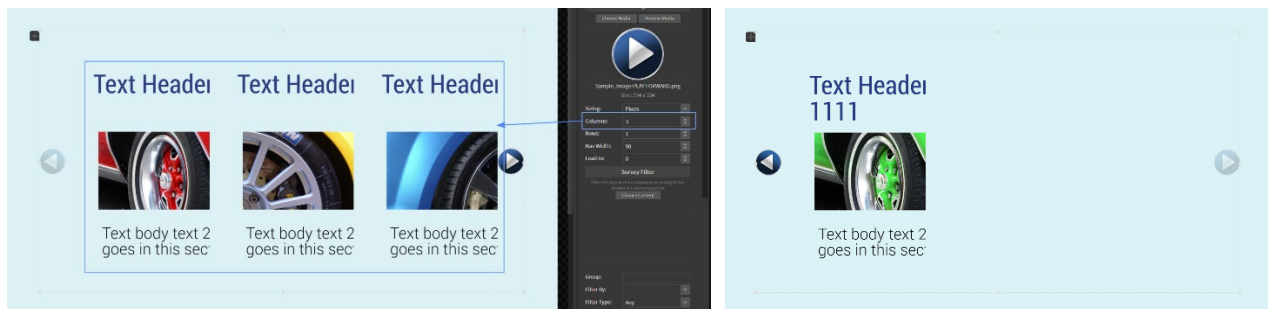
Do the same for all elements in the datasource as required.



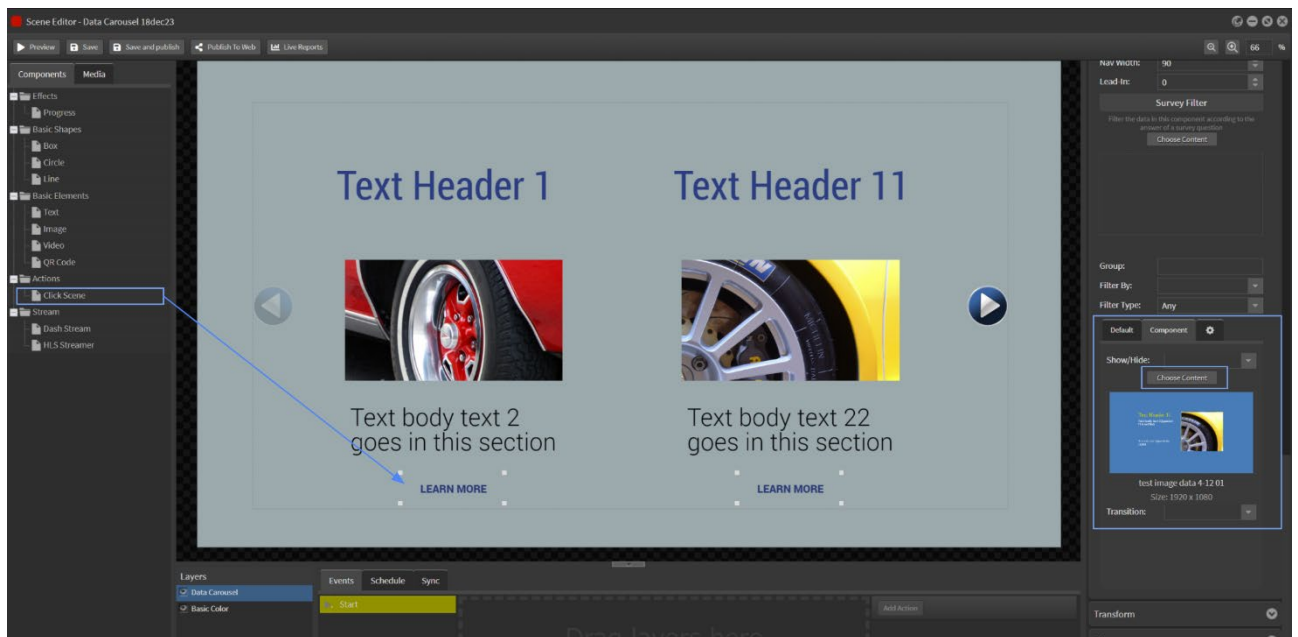
Navigate through the carousel to view all of the row content.
This shows the 2 column option:



This shows the 3 column option:



Drag the click scene component into the area to add more interactive elements to the carousel. Link this to another scene incorporating the same datasource to display filtered results.



2.09.03 Events

Directional Signage Component

This component will allow you to create directional signage displays.

Each event is discarded once finished and the others all move up the table to the top row.

Default alignment is 'left' which suits the Name and Location elements.

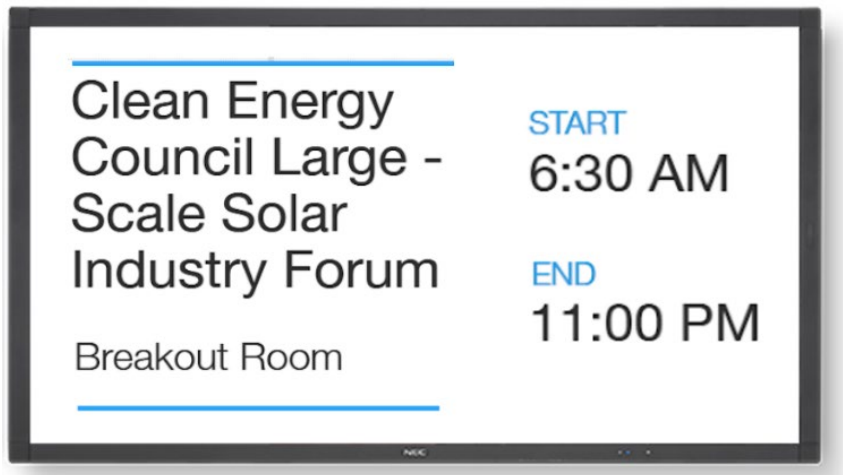
Use the 'centre' option to align the directional arrows font (Extra component - Source: ARROW CODE).

2.09.04 Event Datasource

Room and Events Display Component

Use the Event Datasource component to link to a dynamic datasource and display current and upcoming room booking or event. One scene distributed to all players will display the correct details relating to a particular player based on the Player Data Filter component.

You can display the current room event only with start and end time.



Or you can display the current room event and also the next 'x' number of upcoming events in that room.



Event Datasource fields include:

ITEM	FIELD	DESCRIPTION
Date Col:	Select a Time/Date column	Allows the Time/Date to be formatted correctly in a scene
Start Col:	Select a Time/Date column	Determines when an event will start to be displayed
End Col:	Select a Time/Date column	Determines when an event will be removed from display
Empty Text:	Default text is 'No Events Scheduled'	Text displayed when there are no scheduled events - should remain blank
Date Format:	Default format is 'ISO (no milliseconds)'	This must match the Datasource Date-Time format and can be customised
Timezone:	Default format is 'Local'	Time on the Player. This can be set to local time or a customised location timezone.
Sort:	Default order is 'Ascending'	This will reorder the StratosMedia datasource for use in this component
Sort Col:	No default selection	This determines which column will be used as the Sort selection
Order:	Default selection is Original	Select 'Column' for alpha ordering and 'Date Column' for Date/Time ordering sequence
Row Start:	Default selection is '0'	0' selection will show all events. '1' will show Row 1, '2' will show Row 2 etc.

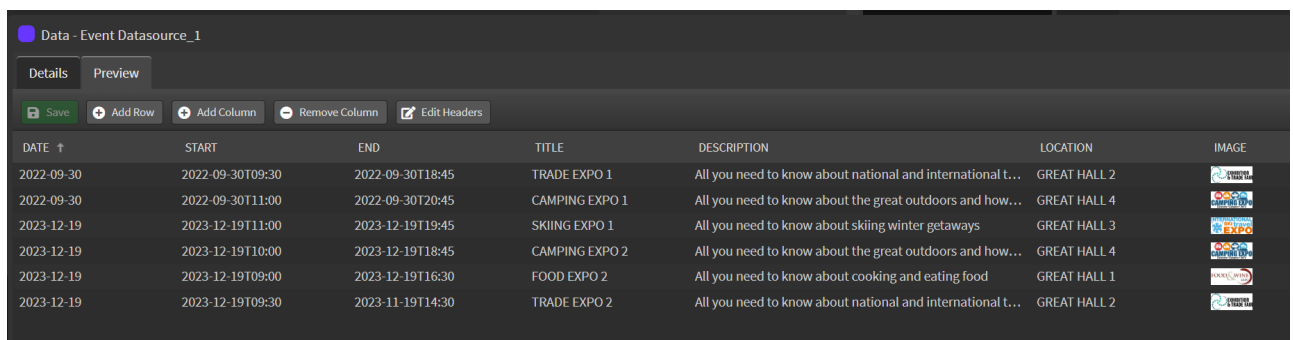
Row End:	Default selection is '0'	0' selection will show all events. '1' will show Row 1, '2' will show Row 2 etc.
Transition:	Default selection is 'Cube Up'	Transition style between multiple rows
Delay:	Default selection is '5000'	Time displayed before transition to next event in Milliseconds
Event Col:	Default selection is 'None'	Trigger events in the scene based on data fields in the datasource
Fire Event On:	Default selection is 'All'	Trigger events in the playlist based on the selected displayed scene
Show:	Select events to show	All Events-Current-Upcoming-Past-Current and Upcoming
Radius:	Default is 0	Corner radius on cards
Spacing:	Default is 0	Space between cards

Create a Data Source

In this example we have set up columns for:

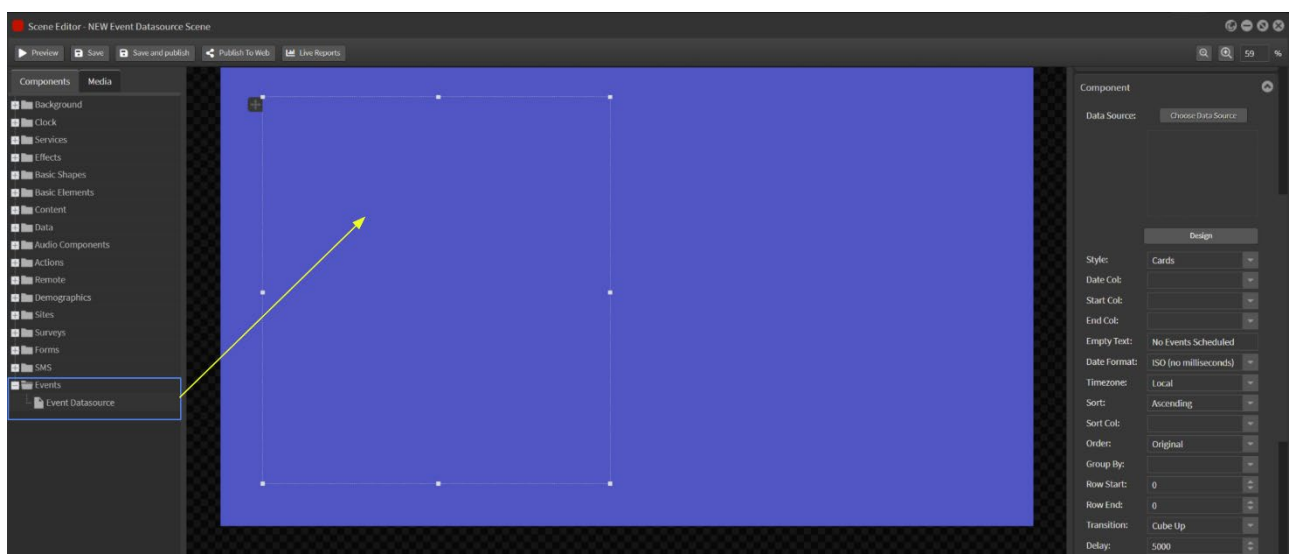
Date | Start time | End time | Title | Description | Location | Image [Event Logo]

Date format is YYYY-MM-DDTHH:mm [eg 2023-12-19T09:30]

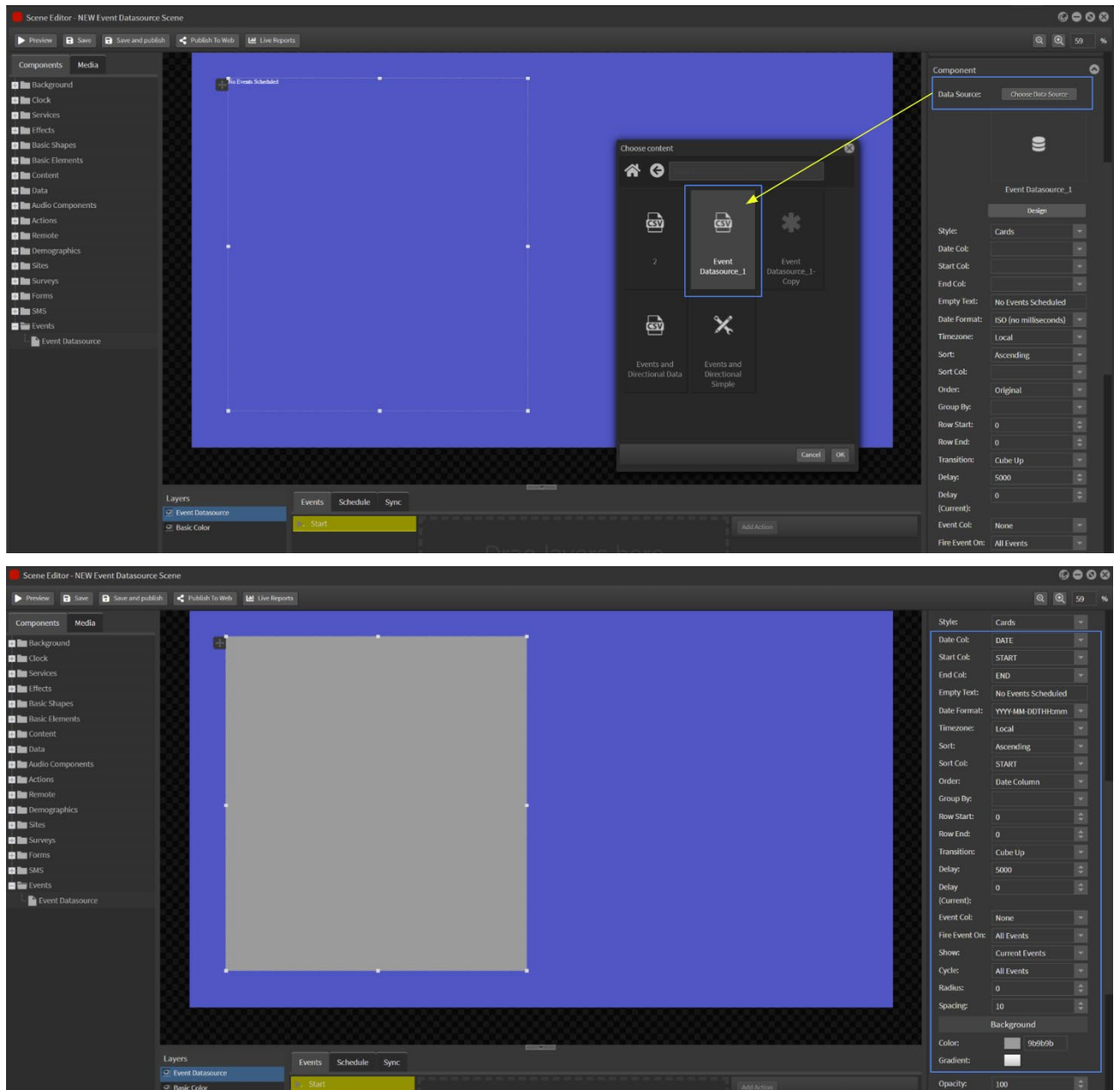


DATE	START	END	TITLE	DESCRIPTION	LOCATION	IMAGE
2022-09-30	2022-09-30T09:30	2022-09-30T18:45	TRADE EXPO 1	All you need to know about national and international t...	GREAT HALL 2	
2022-09-30	2022-09-30T11:00	2022-09-30T20:45	CAMPING EXPO 1	All you need to know about the great outdoors and how...	GREAT HALL 4	
2023-12-19	2023-12-19T11:00	2023-12-19T19:45	SKIING EXPO 1	All you need to know about skiing winter getaways	GREAT HALL 3	
2023-12-19	2023-12-19T10:00	2023-12-19T18:45	CAMPING EXPO 2	All you need to know about the great outdoors and how...	GREAT HALL 4	
2023-12-19	2023-12-19T09:00	2023-12-19T16:30	FOOD EXPO 2	All you need to know about cooking and eating food	GREAT HALL 1	
2023-12-19	2023-12-19T09:30	2023-11-19T14:30	TRADE EXPO 2	All you need to know about national and international t...	GREAT HALL 2	

Create a new scene to open Scene Editor. Drag the Event Datasource component onto the edit area.



Click 'Choose Data Source' and select the dynamic Datasource that you have uploaded into StratosMedia.



Design elements in Event Datasource

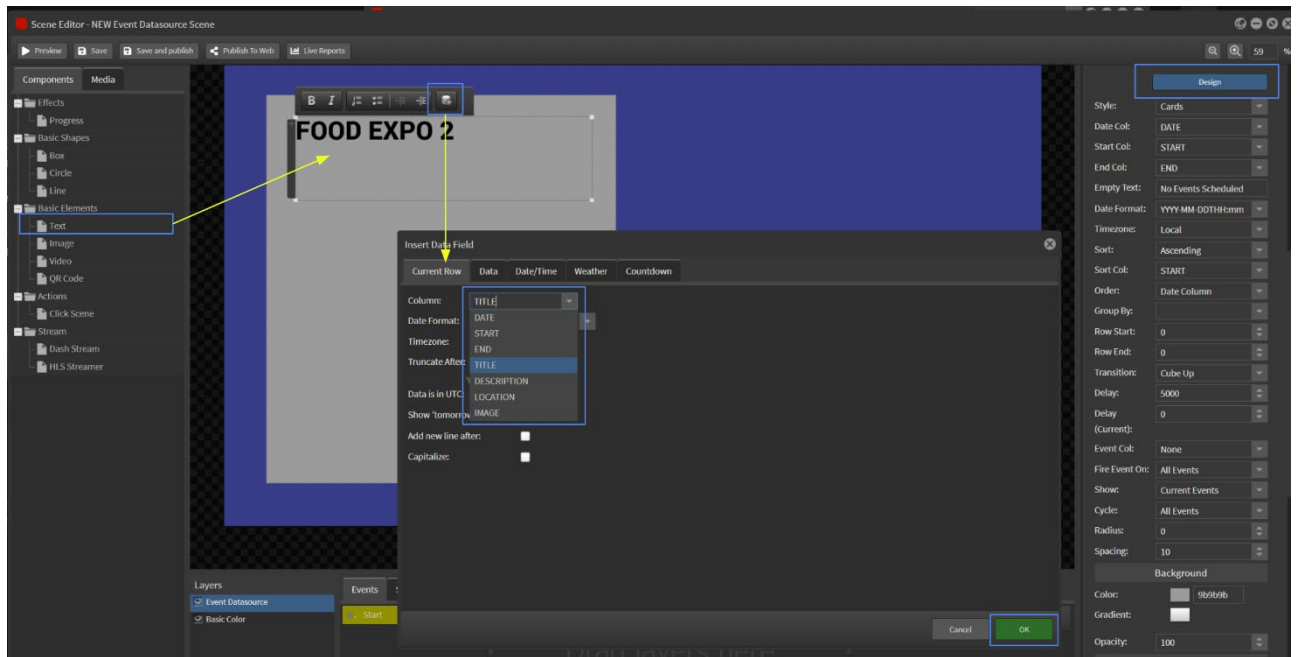
Click the Design mode button at right and you are now working inside the Event Datasource component. Here you can add and arrange elements that will link to the data fields. The edit area background will fade when Design is selected.

Adding a linked text field

Drag a Text component from Basic Elements into the design area.

Select the Datasource button in the text toolset panel. This opens the Insert Data Field window.

In the Current Row tab, click on the Column dropdown menu and the datasource options will be available. Select the relevant column.



Text from that column will display in the text box.

Resize the text box to suit and format the font colour, size, line spacing and alignment.

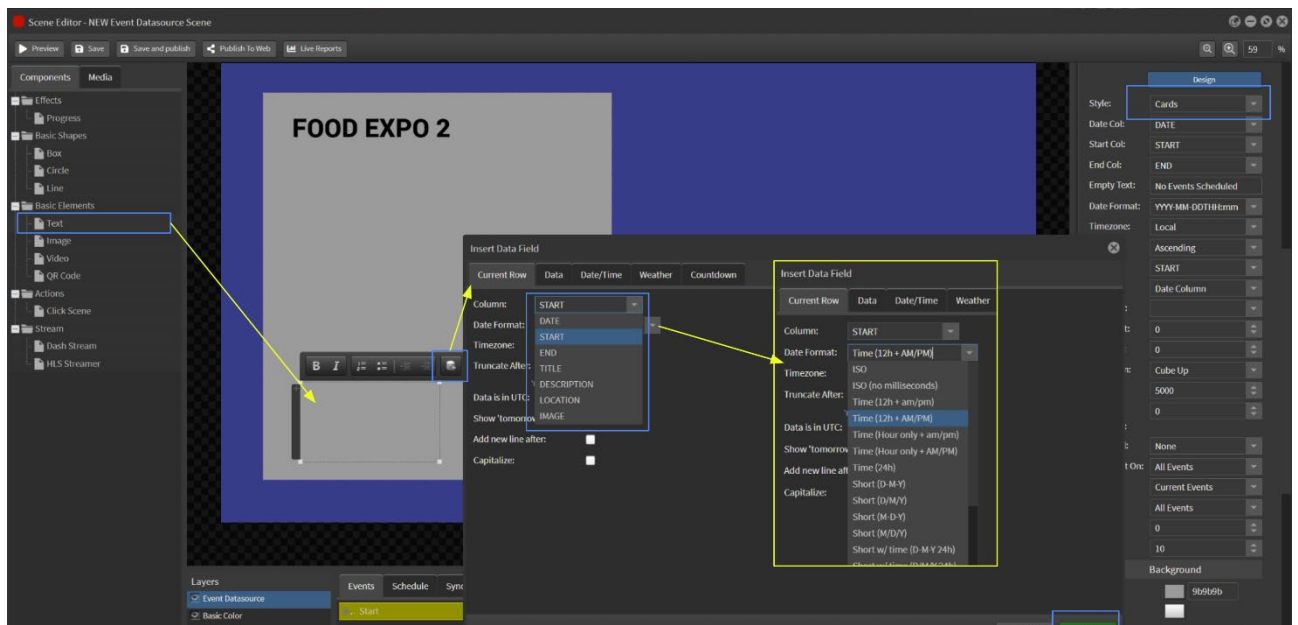
Selecting time formats

Drag a Text component from Basic Elements into the design area.

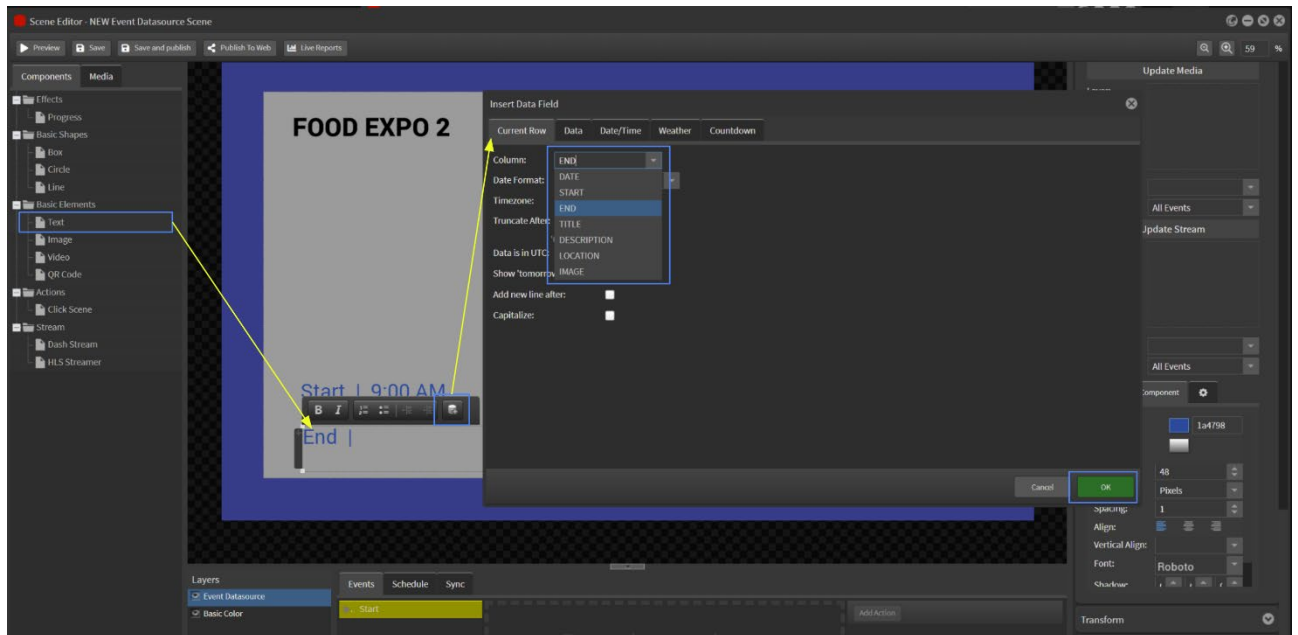
Select the Datasource button in the text toolset panel.

Click on the Column dropdown menu and select Start Time column.

Click the Date Format dropdown and select the required time format [eg. Time (12h + AM/PM)]



Repeat for the next time panel using End Time column to display the end time on screen.



Adding normal text

Drag a Text component from Basic Elements into the design area.

You can type or copy and paste text into this area and select colours and size as in a normal text box here.

Right click on an element to remove it.

Shapes can also be added as design elements as needed.

Adding a linked image

Drag an Image component from Basic Elements into the design area.

Go to Image Component area at right and click on the Column dropdown menu. Select the Image column.



You can use the format options to adjust the image – cover-contain-corners.



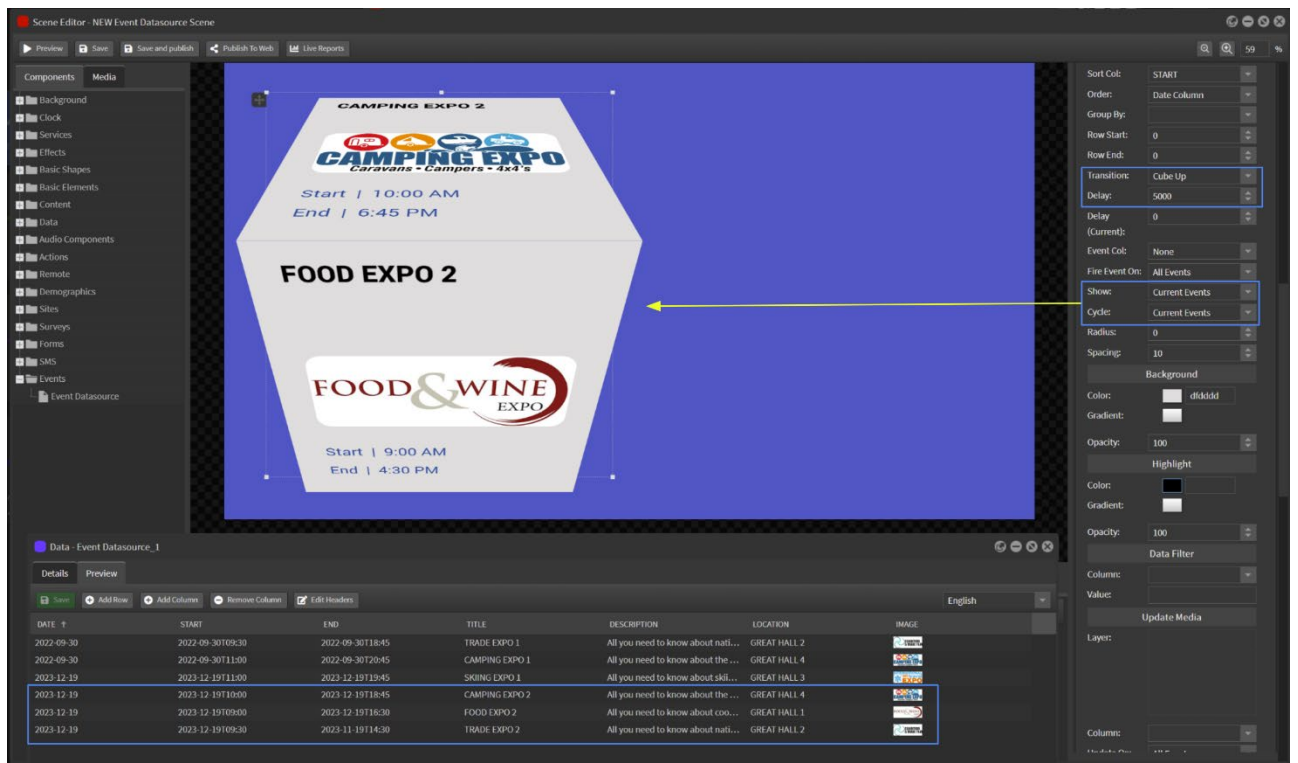
Click the Design button to exit the design mode.

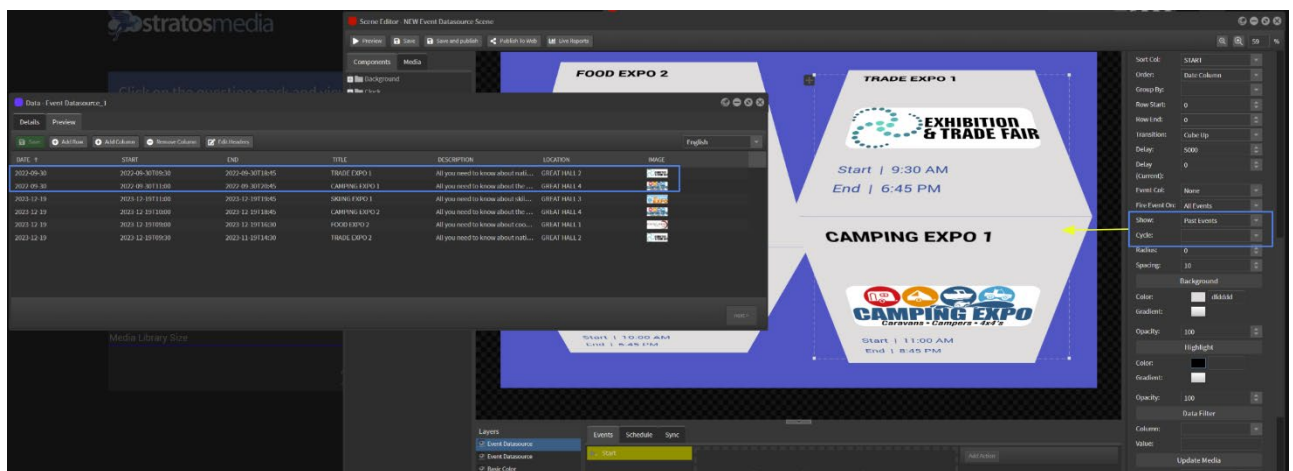
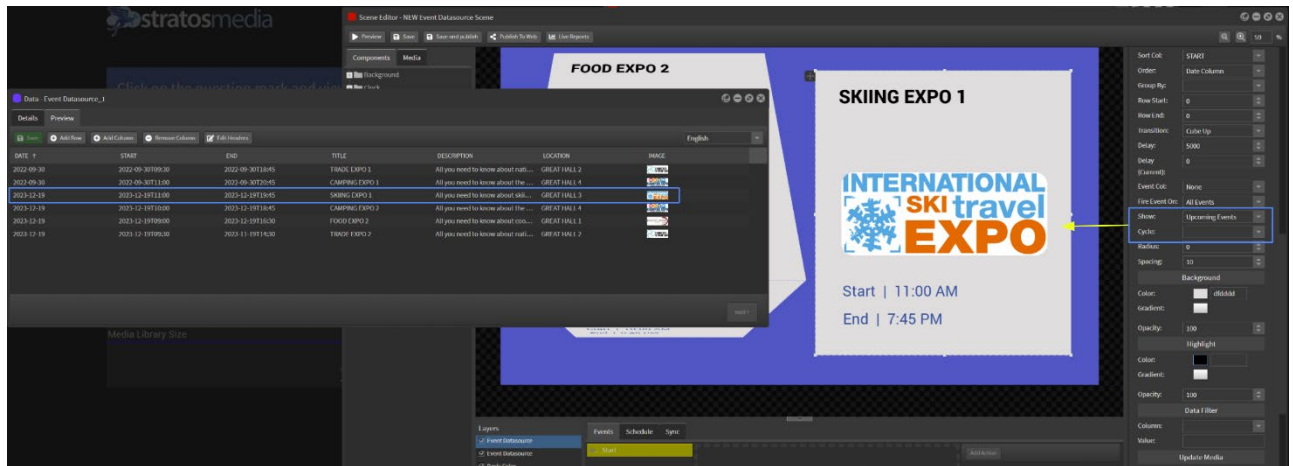
Now the edit area is 100% visible again.

Event display options

Options for displaying events include:

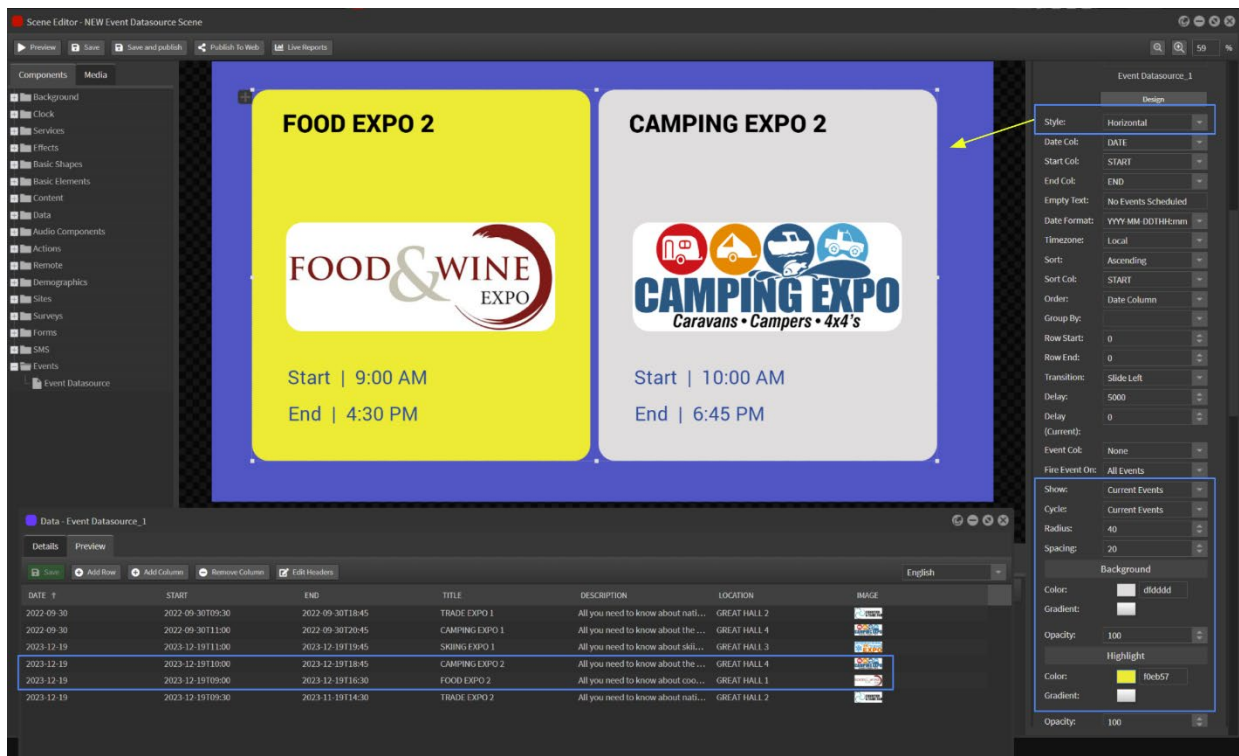
- Show Current Events
- Show Upcoming Events
- Show Past Events

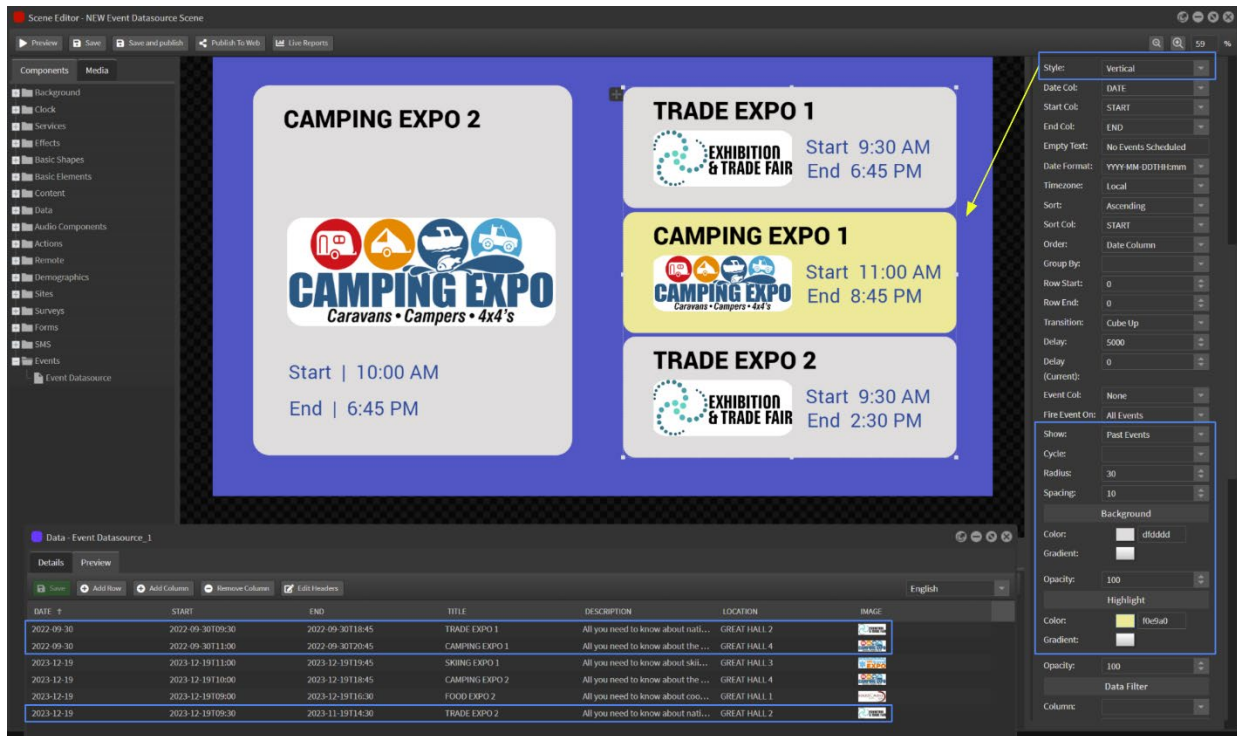




Also available are the display options:

Horizontal and Vertical





2.10 Audio component

To add a sound file to the editing palette, select the 'Audio Element' object and drag it onto the Editing Palette. You can now drop sound files in the components box in the inspector on the right. You can also set the volume of the track.

2.11 Advanced Settings

Zoom

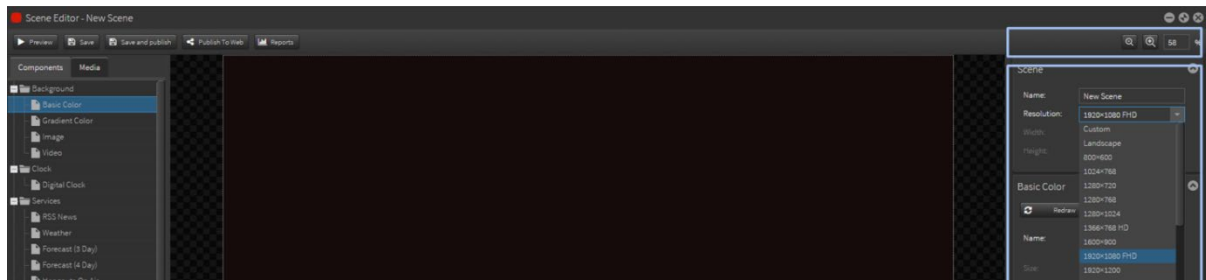
When opening up your scene in Scene Editor the default view size is 100%. If you wish to see the full working edit area click on the drop down box and select a lower percentage to zoom to fit into the screen.

NOTE: There is a direct correlation between the percentage zoom and your monitor resolution.

Scene

Under the 'Scene' tab you are able to select from multiple screen resolutions (eg 1920 x 1080, 1080 x 1920) or customize to your own screen size. To customize the resolution, select 'Custom' from the drop down menu and put in the pixel dimensions of your screen. In the 'Resolution' field you can rename your newly created screen resolution and it will now become available in the drop down menu.

StratosMedia is pixel perfect so the scene size must match the resolution of the screen to display correctly.



Convert to Relative

When building a scene in StratosMedia we advise that you select one of the resolution sizes available from the Resolution dropdown menu or create a custom resolution if required for your screen or media device output for a pixel perfect result.

This is the default setting and should be used in almost all use cases.

However, there may be instances where the resolution of end screens is not known or a variety of screen resolutions may be used on disparate devices.

In these instances, it would be desirable for the content to be 'scalable' to 'fit' the screens correctly.

The Relative button has been included in the scene editor for this use case.

See the end of this section to discover more about this function.

General

The 'General' tab it gives you information about the position and size of the object on the editing palette. It also gives you the ability to name each object so it can be easily identified in the time line.

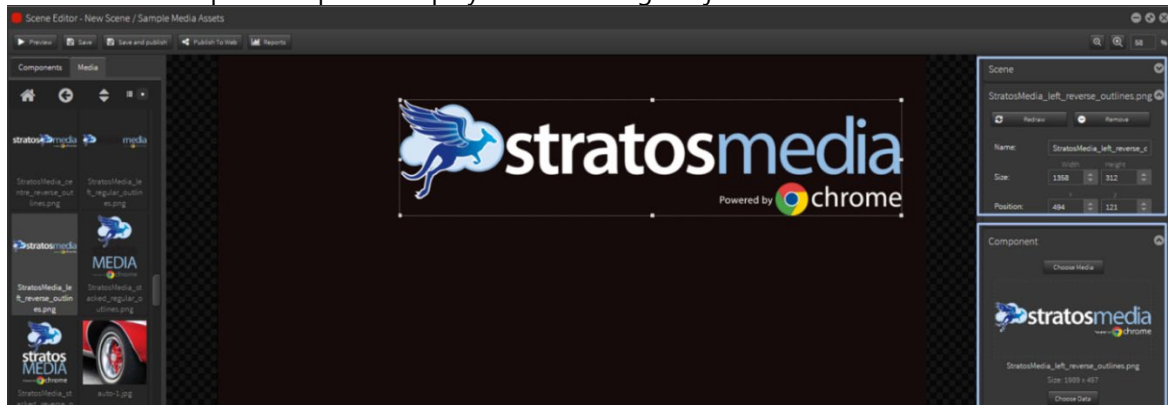
To remove an object, simply select the object in the editing palette and then click Remove.

Component

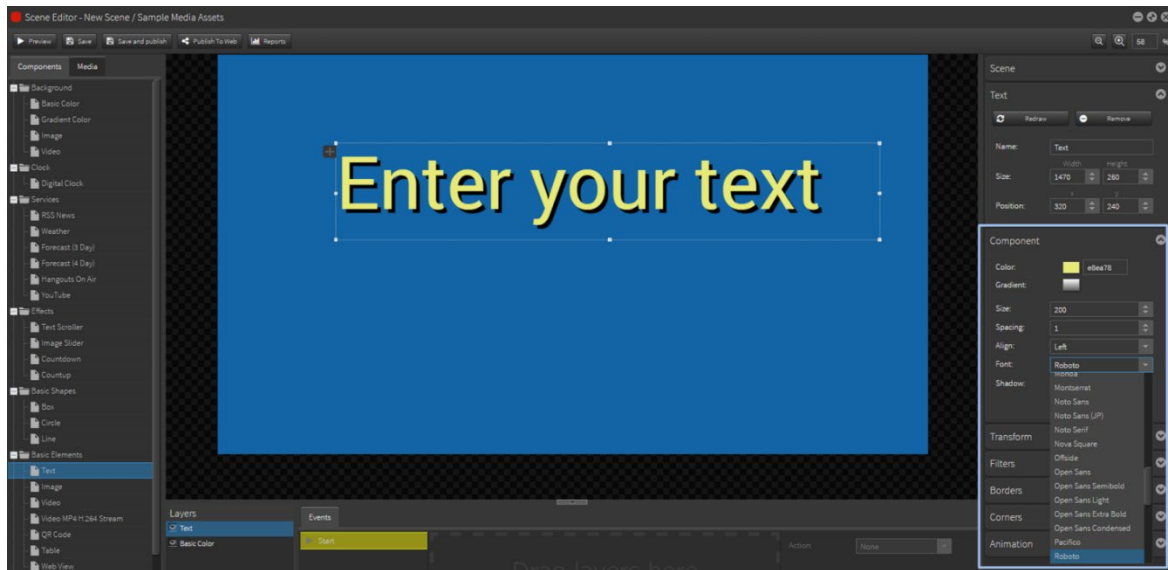
This advanced edit options displayed here are dependant on the type of object you have selected.

Whether it is color changes or font size, through to being able to drop and edit images or videos.

Below is the Component options displayed for an Image object.

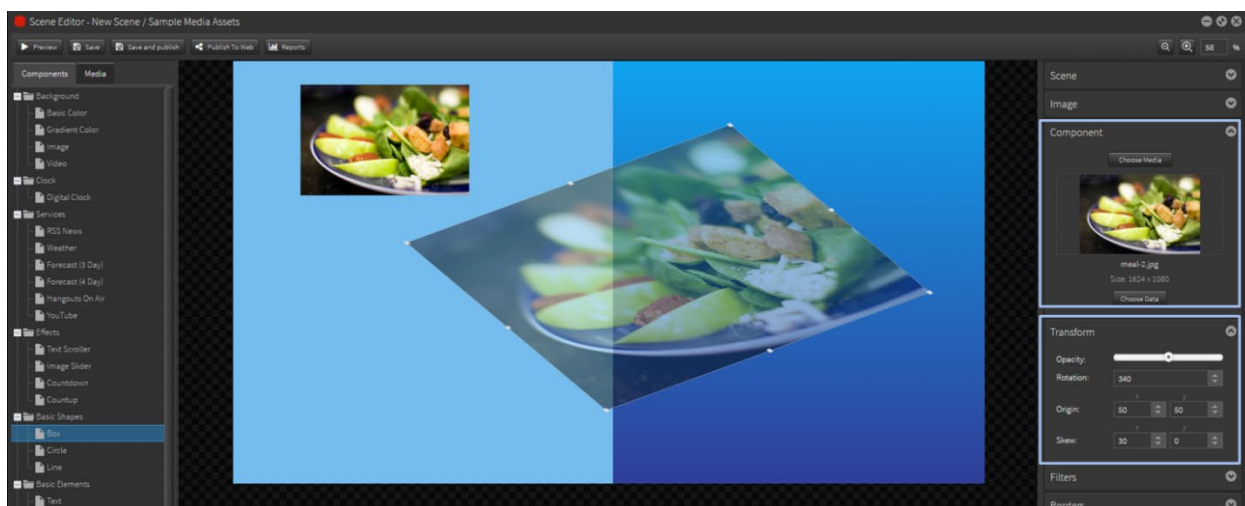


Below is the Component options displayed for a Text object.



Transform

The 'Transform' tab it gives you the ability to adjust transparency, rotation or skew of the object. You can move the 'Opacity' slider to achieve the transparency effect (0-100%). To change the angle of an object click in the 'Rotation' field and enter an angle (0-360). Enter an angle to skew an object along the X and/or Y axis.



Filters

A variety of different effects can be applied to your image, video, text or object using the 'Filters' component in the Inspector. The effects that can be applied are: Greyscale, Brightness, Sepia, Hue Rotate, Blur and Shadow.

Highlight the object to apply the various effects and move the slider left or right. To apply a blur effect to your object use the up and down arrows or enter a value.

The shadow filter can be offset along the X and/or Y axis. The third column gives you the amount of blur effect on the shadow. Select the color of your shadow in the color wheel or add a Hex code value.



Borders

Borders can be added to a Box, Text box or Image. The weight of the border can be set to 'All' or each side can be different values. A '0' value is no border.

The color of any side border is selected from the drop down box on the right hand side.

Corners

Corners can be added to a Box shape or Text box. Changing the value in the corners fields gives you the ability to create rounded corners on your borders.



Animation

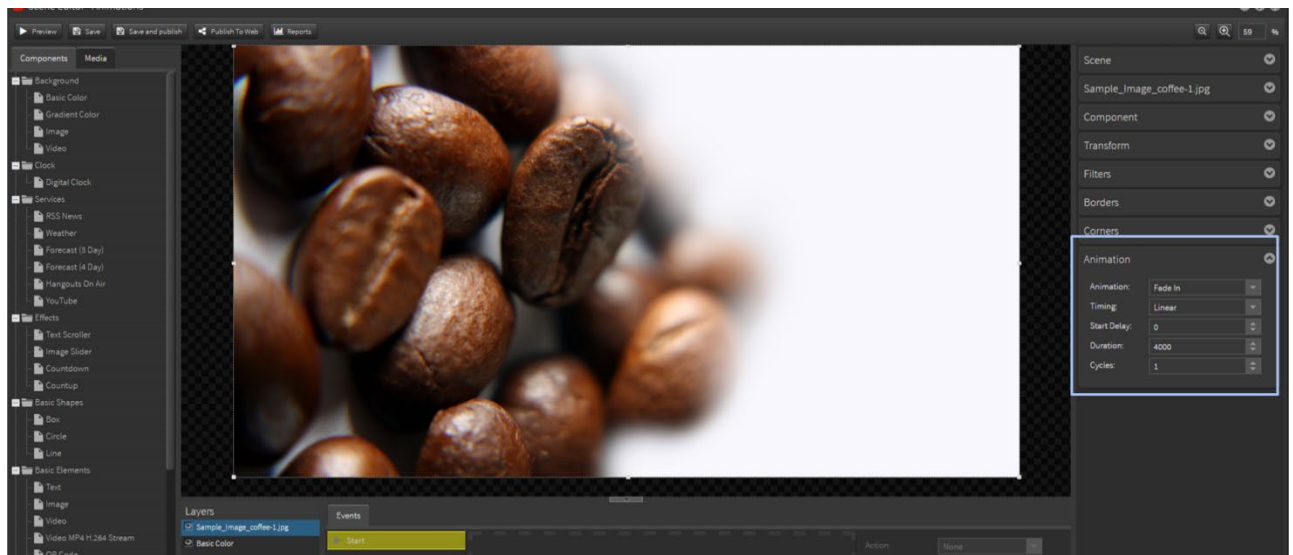
You can apply various movements to the objects in your editing palette. These include Fade and Bounce-In/Out/Left/Right/Up/Down; Flash; Shake; Wobble; Pulse; Spin; Hinge; Roll In/Out; etc.

You then have various timing and start delay options. The values in the 'Duration' field are in milliseconds so keep that in mind when you working out the time frame for the movement on the object.

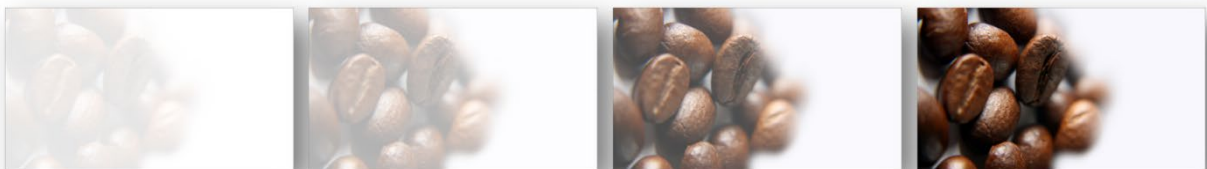
The 'Cycles' field allows you to determine the amount of times you want that particular movement to repeat.

A preview of the movement will be shown when added. You can view all scene movements using Preview.

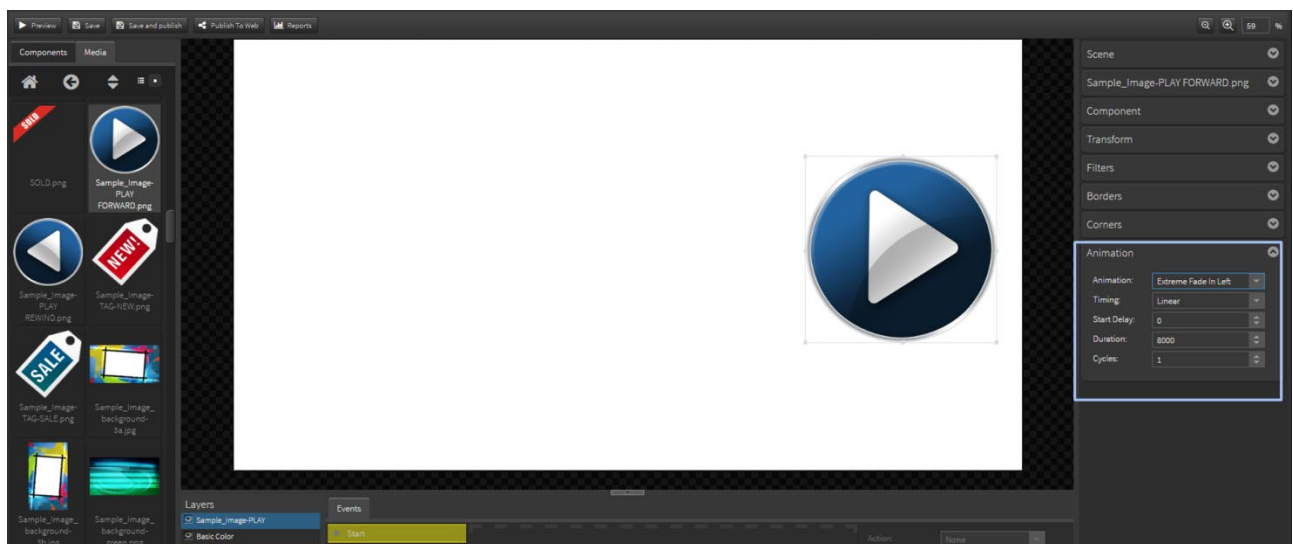
Fade in animation:



Insert an image onto the edit area (not a Background Image). Set the animation values to 'Fade In', 'Linear', Start Delay '0', Duration at '4000 (4 seconds)' and '1' cycle.



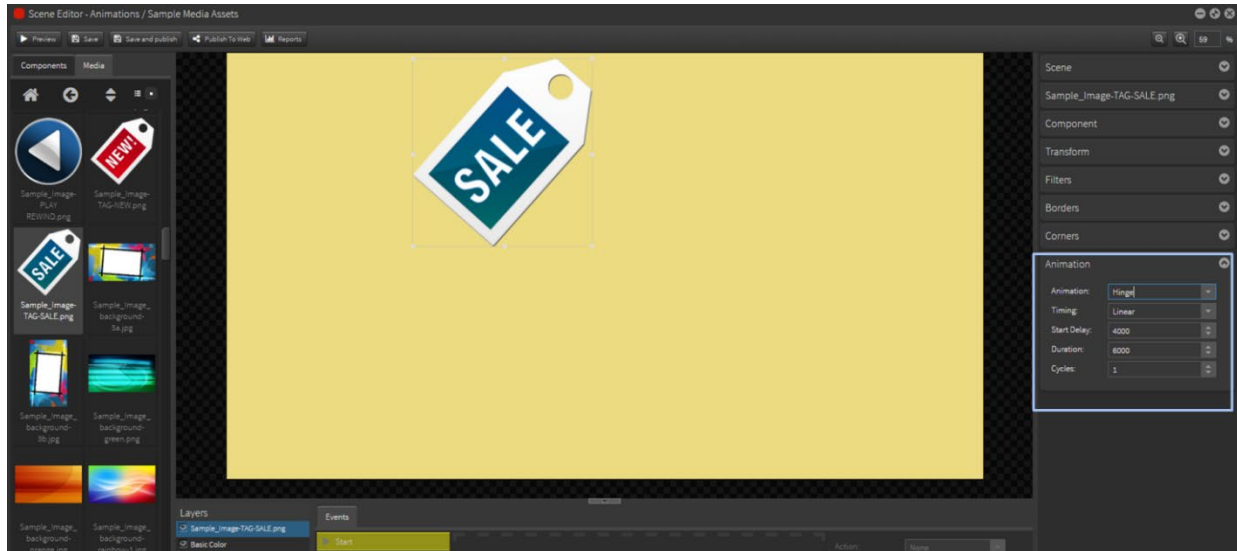
Extreme Fade in Left animation:



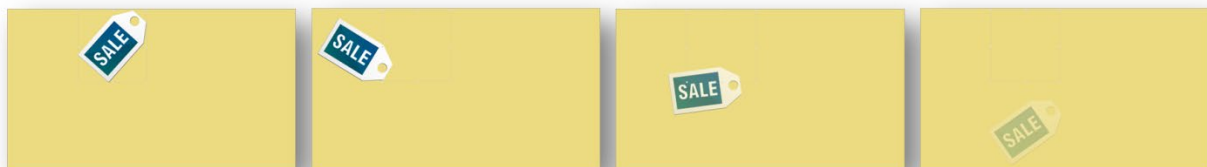
Insert an image object onto the edit area (not a Background Image which is locked). Set the animation values to 'Extreme Fade In Left', 'Linear', Start Delay '0', Duration at '8000 (8 seconds)' and '1' cycle.



Hinge animation:



Insert an image onto the edit area (not a Background Image). Set the animation values to 'Hinge', 'Linear', Start Delay '4000' (4 seconds), Duration at '6000' (6 seconds) and '1' cycle.



These examples can be viewed online here: <http://stratos.media/setc5/>

Scene building using Relative sizing

This allows you to create content that is scalable* for display on screens that have various resolutions.

Overview

When building a scene in StratosMedia we advise that you select one of the resolution sizes available from the Resolution dropdown menu or create a custom resolution if required for your screen or media device output for a pixel perfect result.

This is the default setting and should be used in almost all use cases.

However there may be instances where the resolution of end screens is not known or a variety of screen resolutions may be used on disparate devices.

In these instances it would be desirable for the content to be 'scalable' to 'fit' the screens correctly.

The Relative button has been included in the scene editor for this use case.

NOTE 1: If this button is clicked and you wish to revert back to default unit [px] each item layer must be manually changed to px units - there is no undo button.

NOTE 2: If you add items to the scene after you have converted to relative mode you will need to convert this layer individually as it will contain default unit settings.

Outcome

Default [px]

Using the default settings [pixel perfect fixed sizing] you can see the result in a scene preview in your browser. All elements in the scene are fixed in size and position regardless of the playback screen size.

View video [here](#).

Relative [%]

Using the relative settings [%] you can see the result in a scene preview in your browser. All elements in the scene change size and position in relation to the playback screen size.

View video [here](#).

Convert to Relative

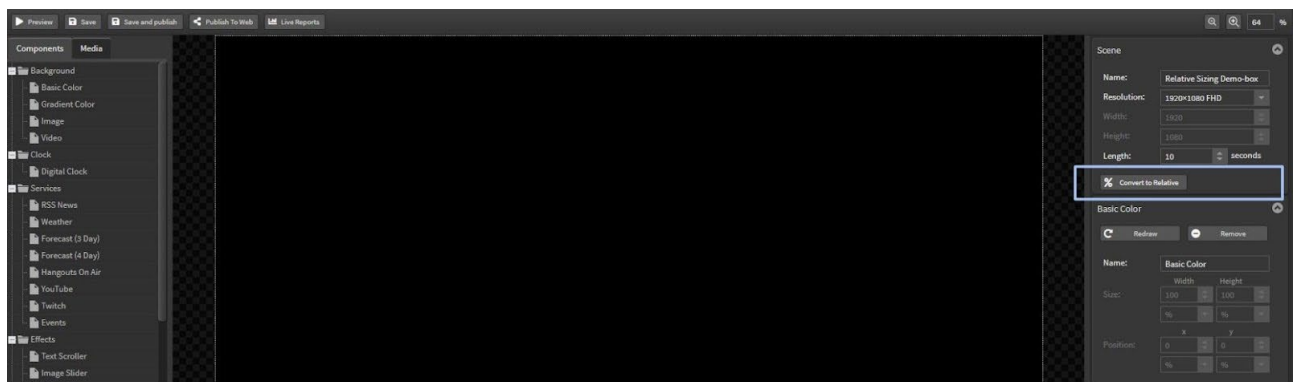
STEP 1

Create your scene as normal using default sizing units [px].

This makes it easier to position components [images and text, etc] in your design layout.

STEP 2

The '% Convert to Relative' button is located to the right of the scene editor under the Length of scene box.

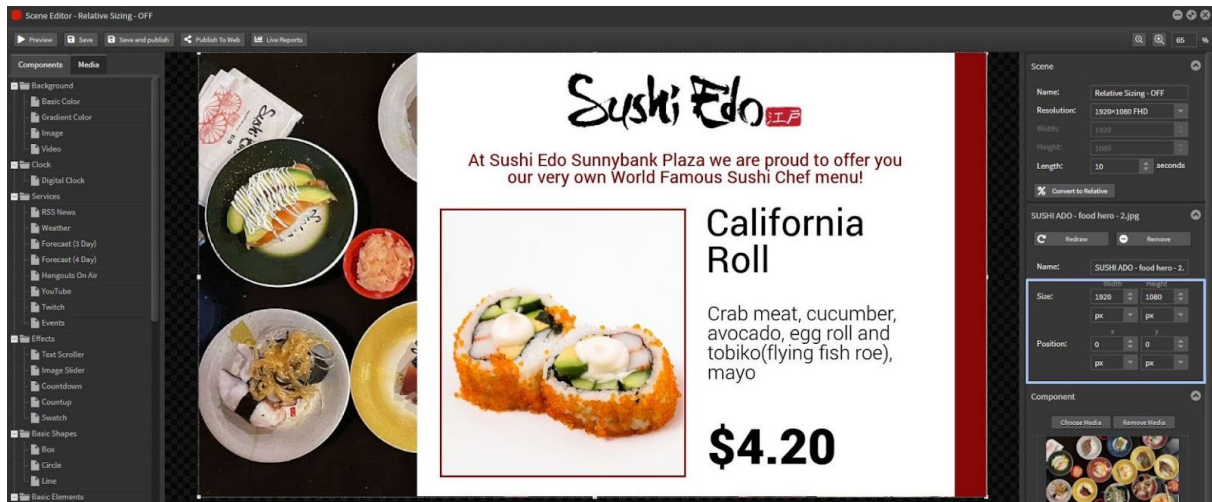


Once you select the Relative button, all components will convert to % units.

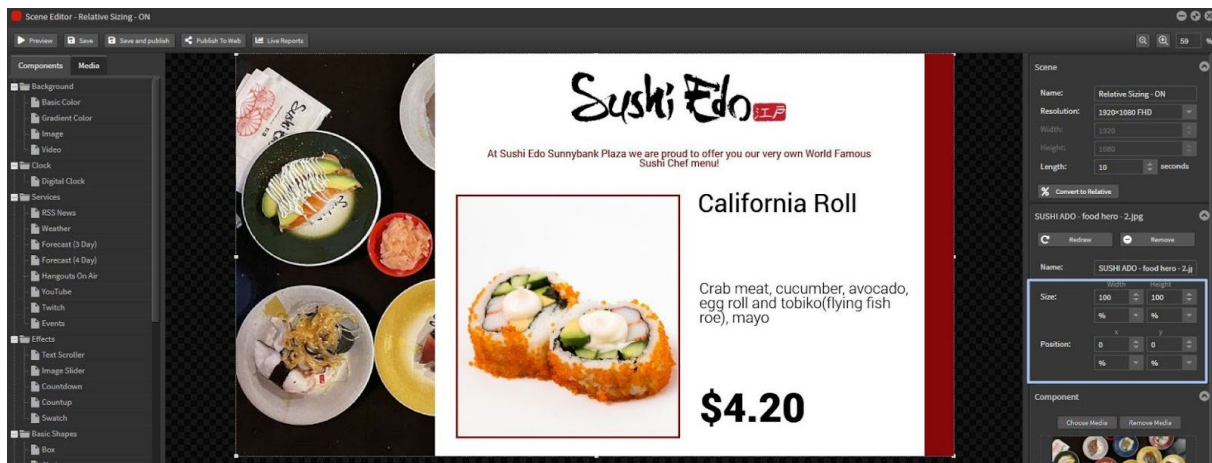
Now all objects will react to the scene boundaries in regard to positioning and sizes of objects.

Example 1 - BACKGROUND

Default [px]: A full size background image is 1920px x 1080px [same as the selected scene resolution]

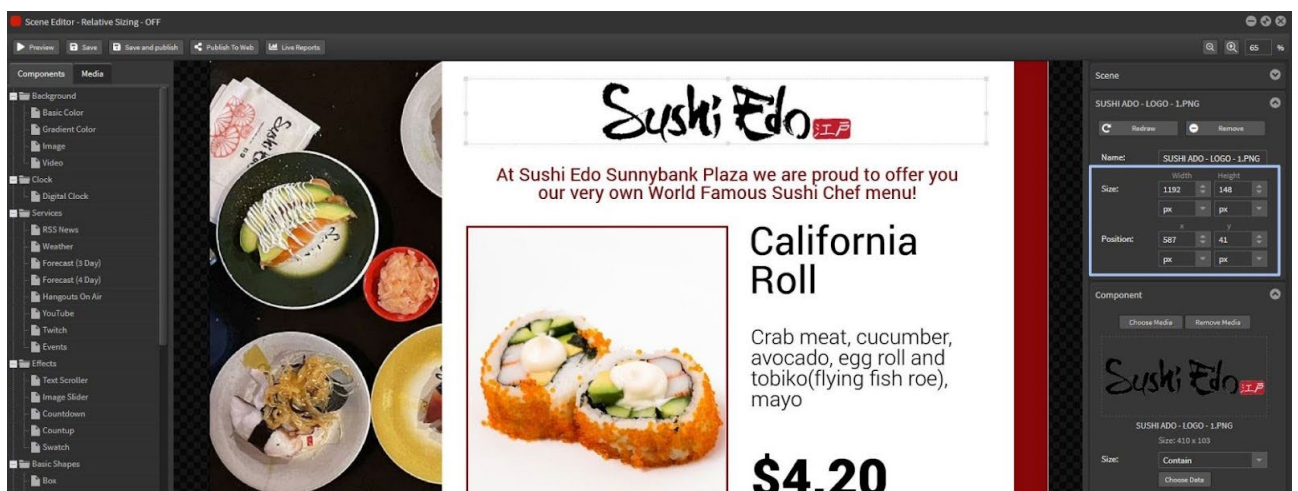


Relative [%]: A full size background image is 100% x 100% [will be the same as the device screen resolution]

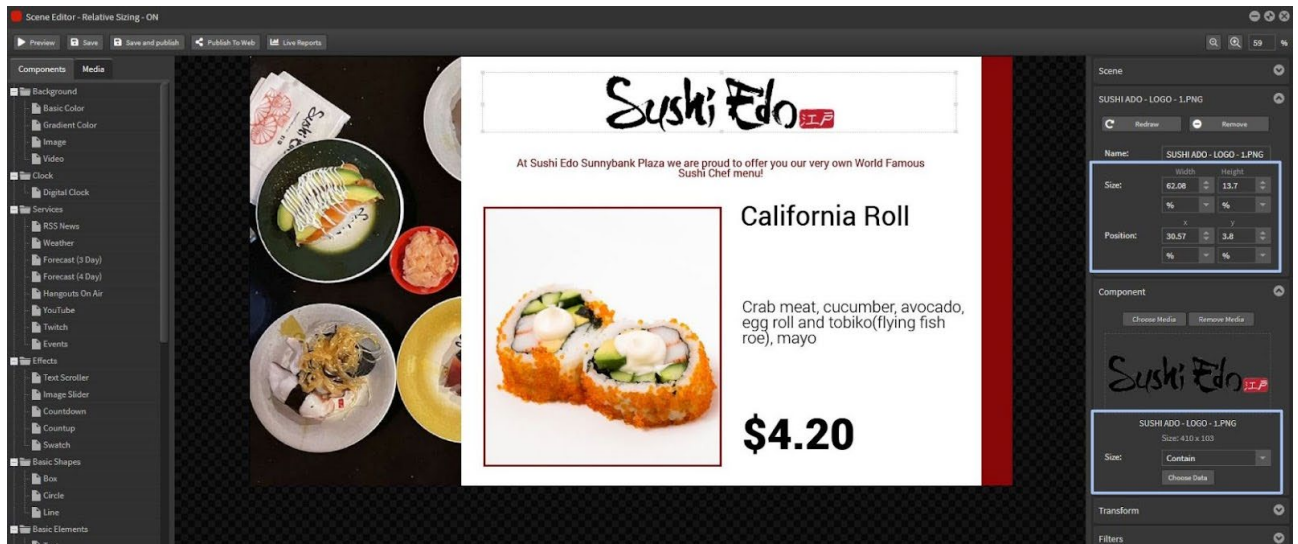


Example 2 - IMAGE

Default [px]: This image is a fixed pixel size and in a fixed position based on the x and y coordinates

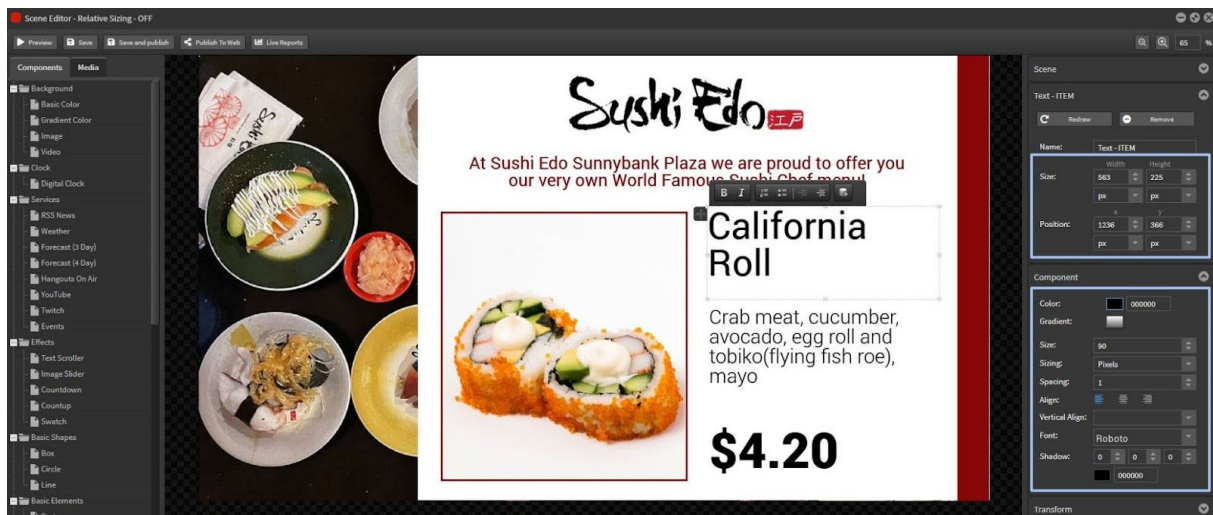


Relative [%]: This image will resize and reposition relative to the ratio of the display screen [% units]. Ensure that the image is set to 'Contain' so that it will fit into the resized bounding box area.



Example 3 - TEXT

Default [px]: This text is a fixed pixel size and in a fixed position based on the x and y coordinates



Relative [%]: Font sizing units will need to be changed in the component text details as this 2nd tier design mode isn't automatically impacted by the Relative Sizing button.

Select from the dropdown options in the text sizing component.

Options for font sizing units include:

Pixel size - this is a 'pixel perfect' size and will relate directly to the resolution of the screen.

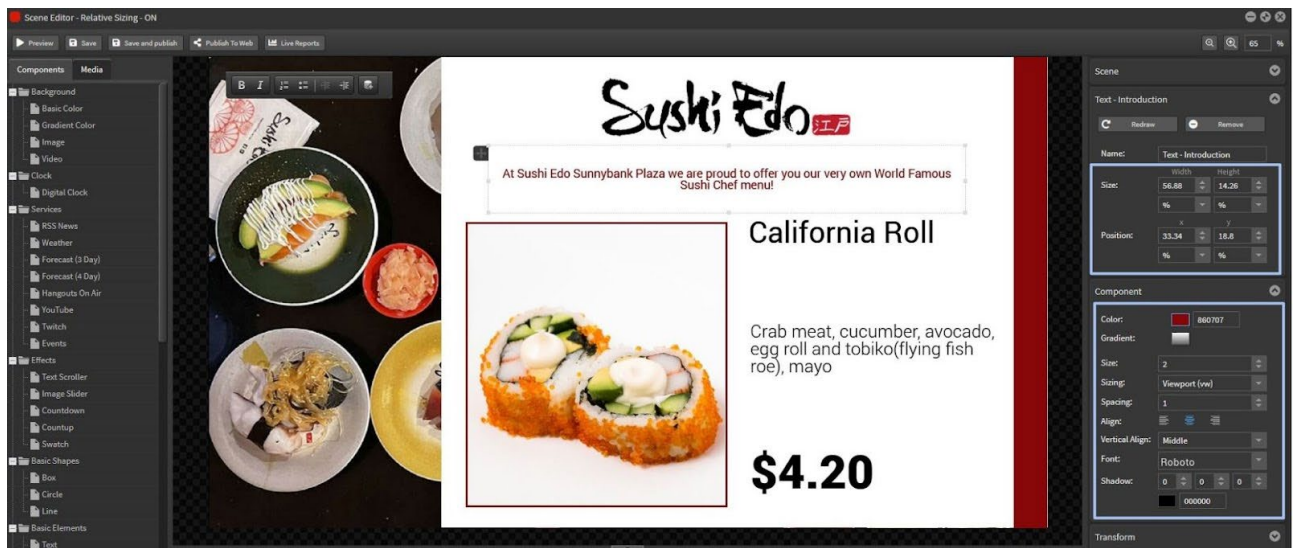
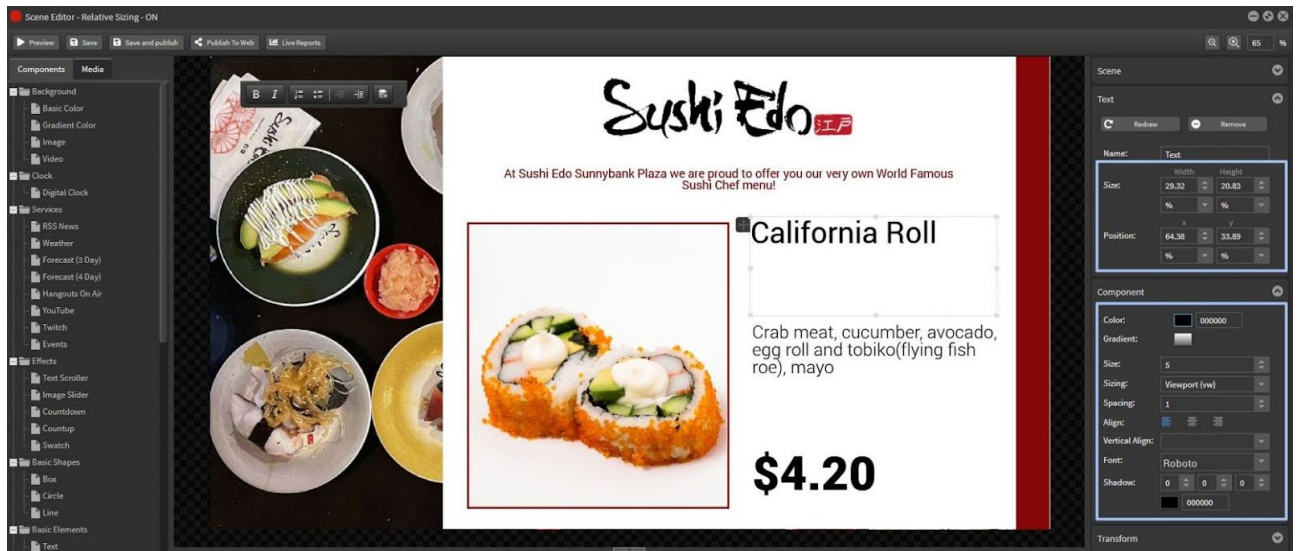
ie. 24px font will look larger on a 1366x768 screen and smaller on a 1920x1080 screen

Relative [em] and Percentage [%] sizing - These units are also used for responsive designs

Viewport size - viewport width [vw] - is defined by the size of the rectangle containing the text.

VW sizing plays a significant role in responsive designs and should be used for StratosMedia content in relative sizing mode.

When changing font units to vw you will see that the text looks undersized in relation to the scene edit area.



In order to view the relative sizing of all of your elements in relation to the ratio of player screen size, SAVE the scene edits and click the PREVIEW button to view the result in your browser.

View preview video [here](#).

NOTE: Some of the other components have an extra design mode or contain text options are not instantly converted to % units from the Relative button include: RSS News | Events | Graphs | Table | Data Source | Data Carousel | Surveys

These components can be changed to relative units [% or VW] as required in design mode.

Recommendations

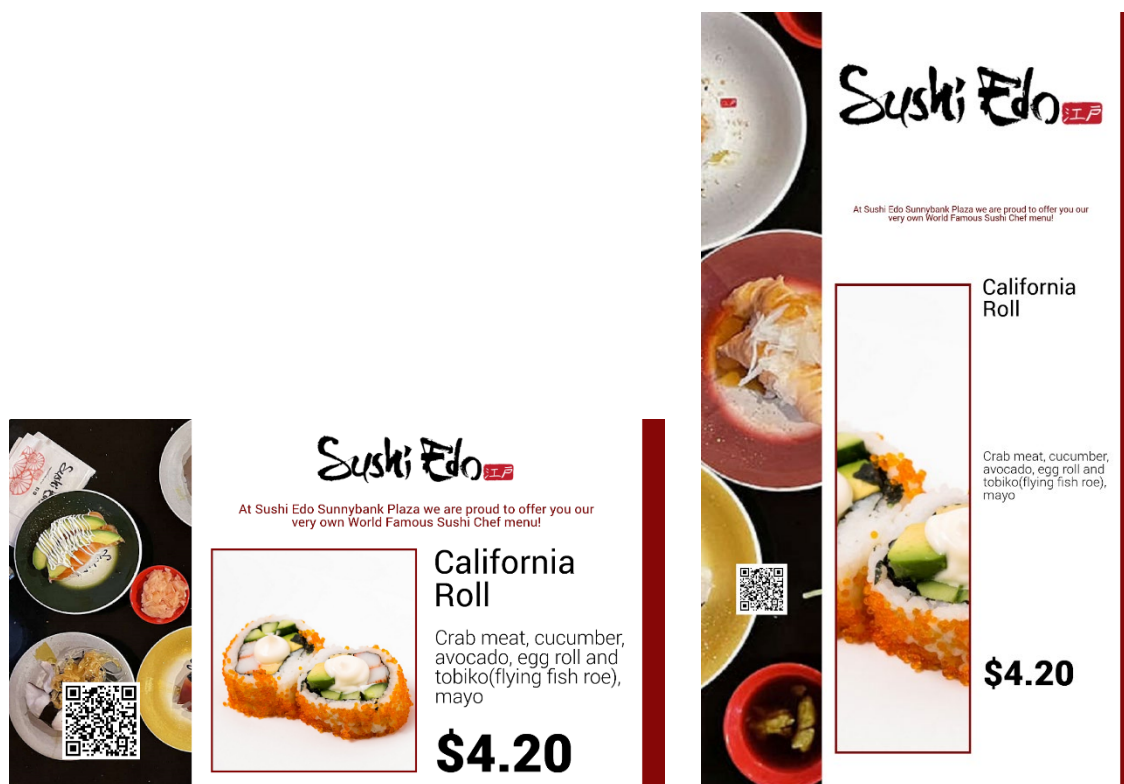
*This is not a 'magic' button.

Best results are achieved when the 'ratio' of the screens are similar.

For example: 1366 x 768, 1920 x 1080 [FHD] and 3840 x 2160 [4K] are all 16:9 ratio and are all landscape in aspect.



The relative sizing option WILL NOT convert content created in landscape aspect to portrait format and vice versa.



View example video [here](#).

2.1 Templates

Permission-based editable templates

Templates are used as a controlled base for new scenes.

The Templates option has been designed to allow master users - **Content Creators** - to build templates with locked or limited editing permissions for each component in the scene template. The purpose of these templates is to retain control over the brand look and feel of the layouts while offering simple ease of use for 'non-designers'.

Permissioned users - **Content Editors** - will be able to access certain templates to build scenes with predefined editing options for certain elements.

Using permission-based folders adds another level of content control and access.

2.1.1 User Groups

There are two user groups that are relevant to this feature:

1. **Content Creator Group** - creates templates Content Creator creates the template and can unlock settings individually on each component

This master user then adds user group(s) to a component which allows only editors in that group to edit that component when the template is used to create a new scene.

NOTE: Changing a base template will not affect any scenes previously built with the original template.

2. **Content Editor Group** - creates scenes from templates

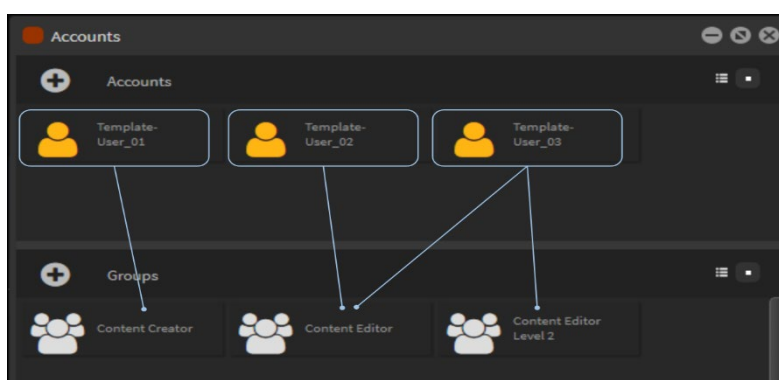
Once a template is built it is available to Content Editors to select when they wish to create a scene.

They will only have access to the component attributes that are unlocked for the group.

No additional components will be accessible to be added into the scene layers.

Accounts

OPEN the Accounts Tab from the Home Menu.



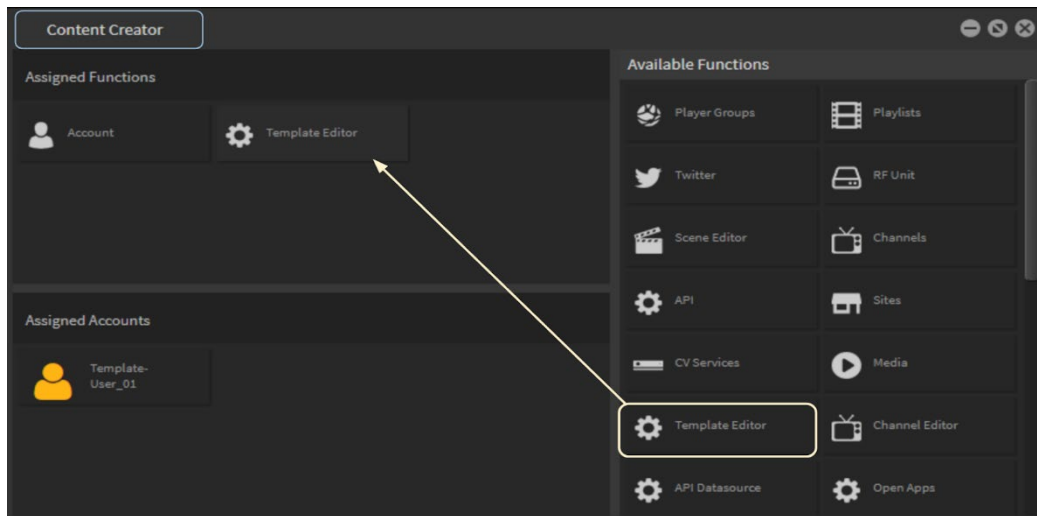
Drag the users into their respective groups:

1. Template User_01 into Content Creator Group
2. Template User_02 into Content Editor Group
3. Template User_03 into Content Editor Group
4. **[Optional]** Create 'Content Editor Level 2 Group' for an extra level of permissions.
Add Template User_03 into Content Editor Level 2 Group

Groups

Double click on the Groups to see which Users are part of that Group.

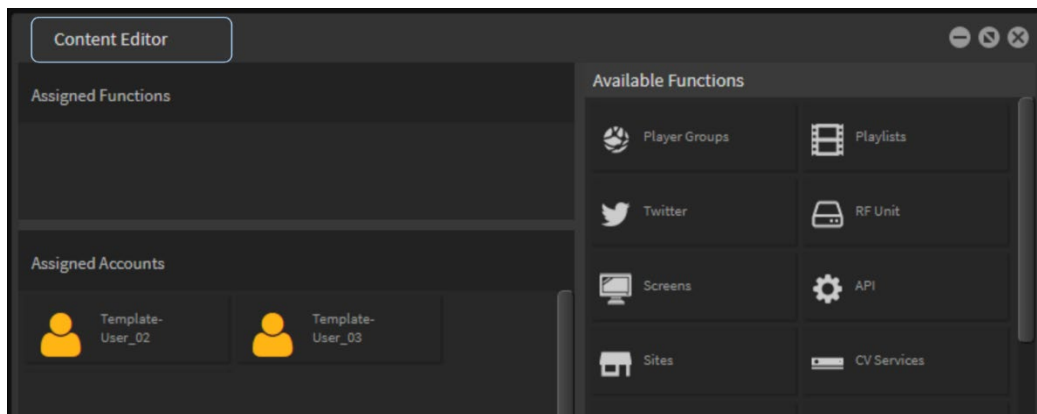
Content Creator Group



Users in this Group will have Account and Template Editor functions.

If these are not visible, drag them from the right Available Functions panel into the Assigned Functions area.

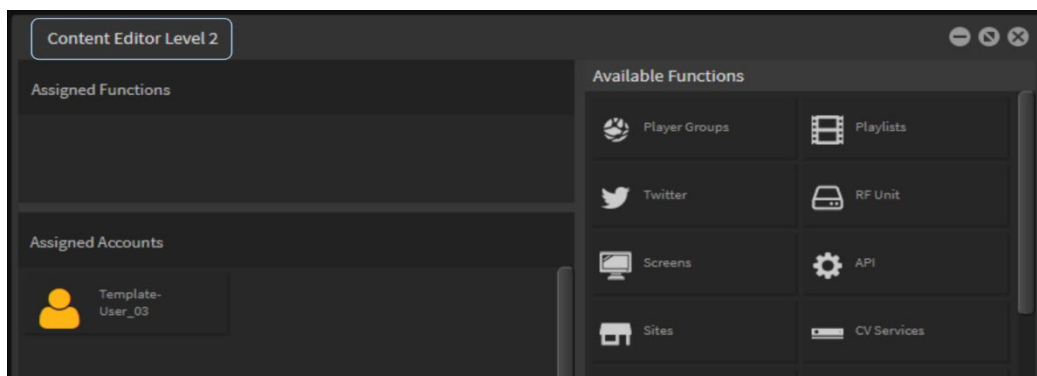
Content Editor Group



Users in this Group will be allowed to edit the Templates.

All template editors MUST be a part of this group at the top level.

You can create new sub-Groups from users in this Content Editor group to allow templates to be accessed and edited by different sets of users. For example for different internal departments or different client campaigns.



Content Creator

The Template Editor contains two important functions that are different from the normal Scene Editor.

1. A 'Lock' Tab in the component attributes on the right.
2. An 'Add Editor Group' Tab in the component attributes on the right.

Lock Tab

This locks/unlocks access to components and attributes for that component. By default all elements are locked.

Add Editor Group Tab

Groups added here have the allocated permissions when they create a scene associated with this template.

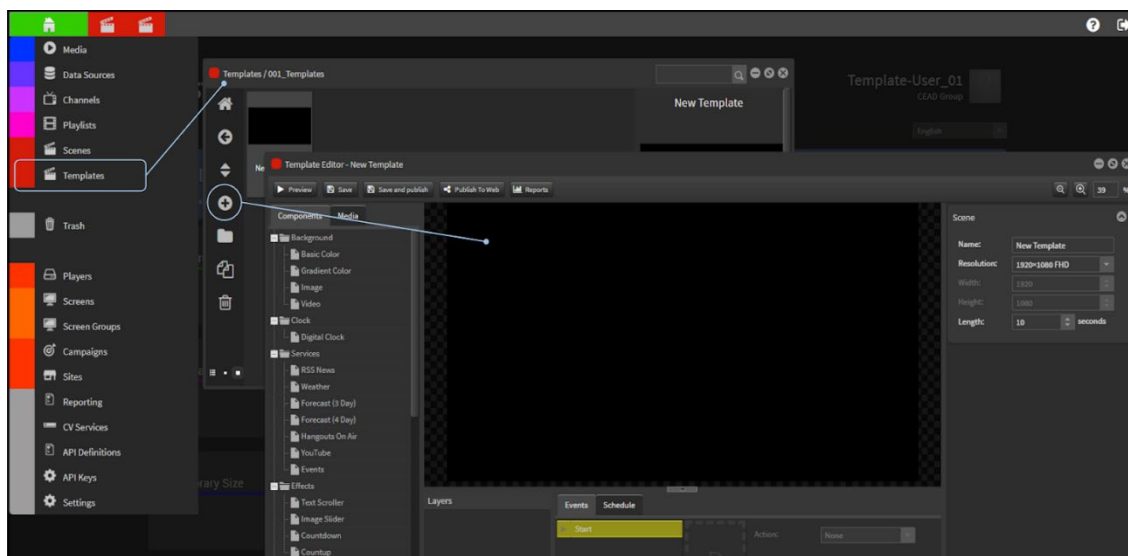
2.1.2 Build a Template

This example will show the editing properties of a Template layout as pictured below:

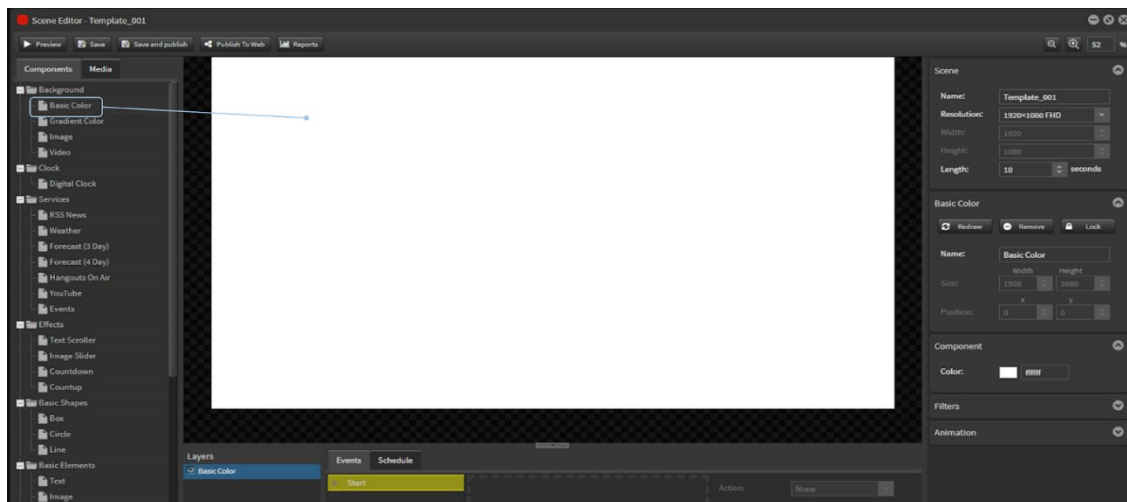


Go to the Home menu and click the Templates tab. Click the + icon to open a new template.

Now the Template editor window will open - name the template.



A. Drag a Basic Color background onto the edit area to get started.

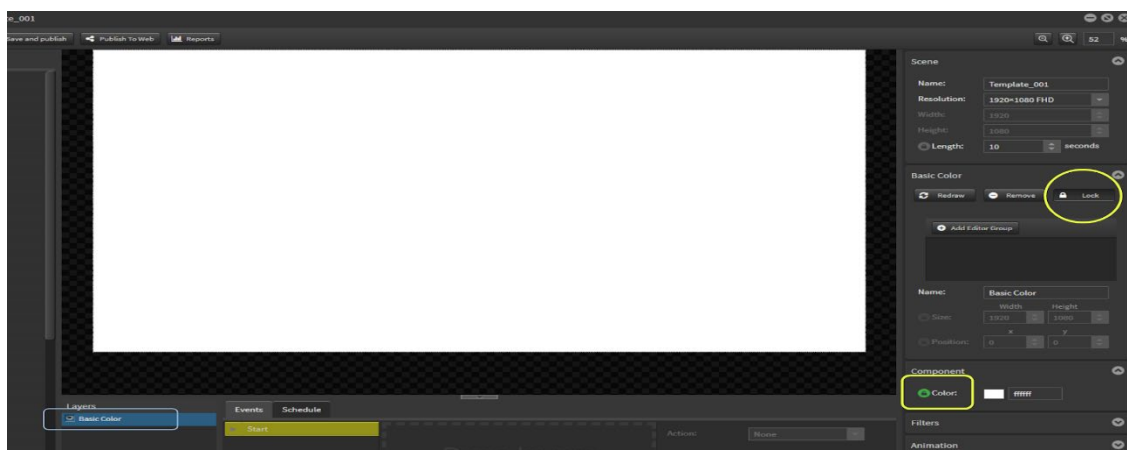


By default ALL users in the Content Editor Group will be able to edit elements that have been unlocked.

The 'Content Editor' Group does not have to be added into the group area.

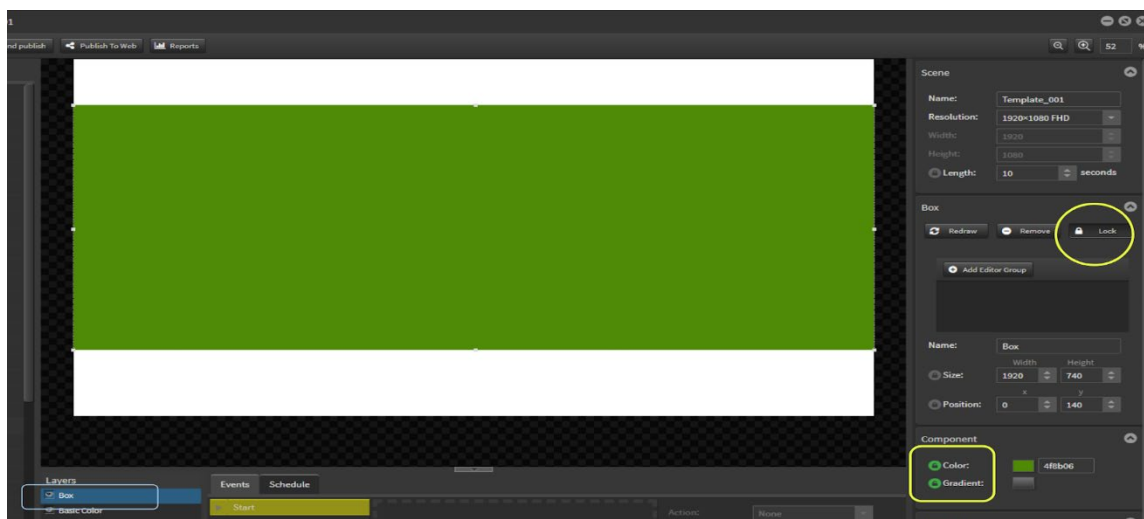
The Lock Tab is available at right. By default all components and their attributes are locked.

Click on a component attribute lock icon to 'unlock' it for editors - attribute will show green unlock icon.

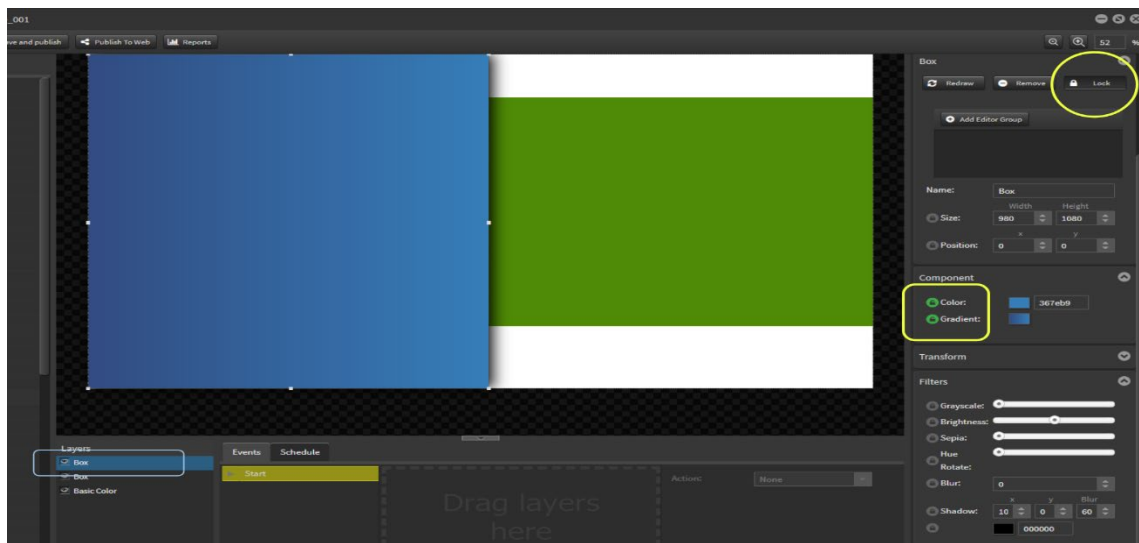


Continue the process for each element in the template.

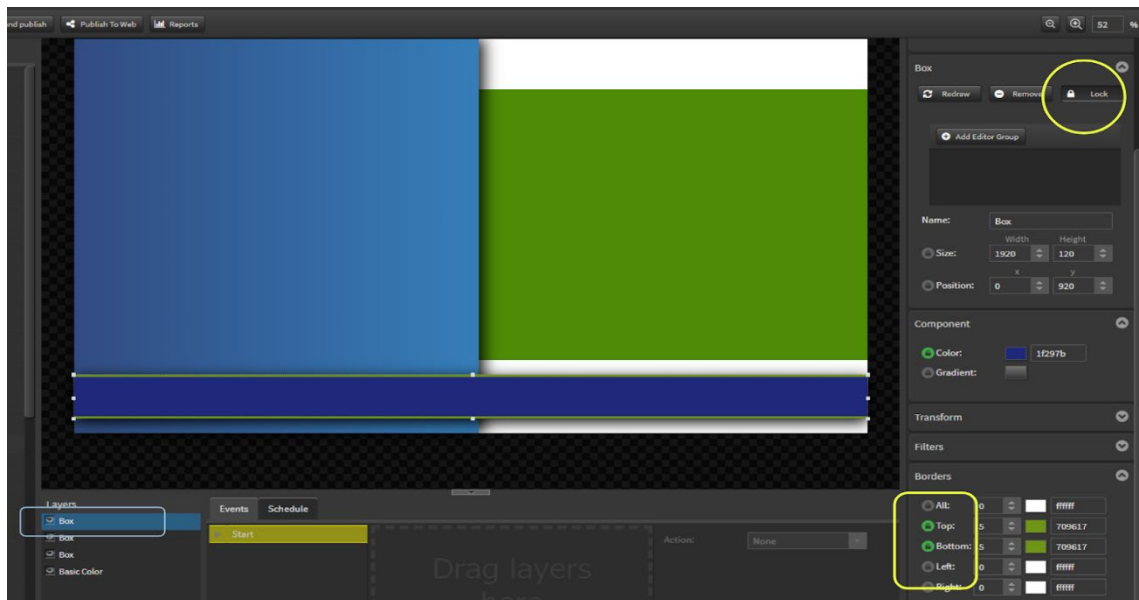
B. Add a Box and unlock Color and Gradient options



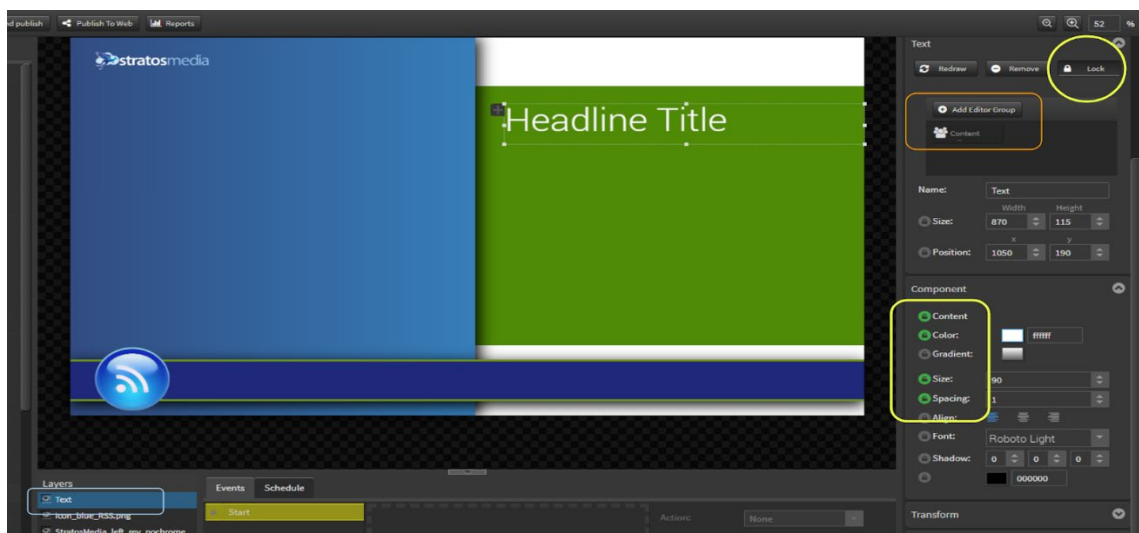
C. Add a Box and unlock Color and Gradient options



D. Add a Box for RSS panel and unlock Color and Border options



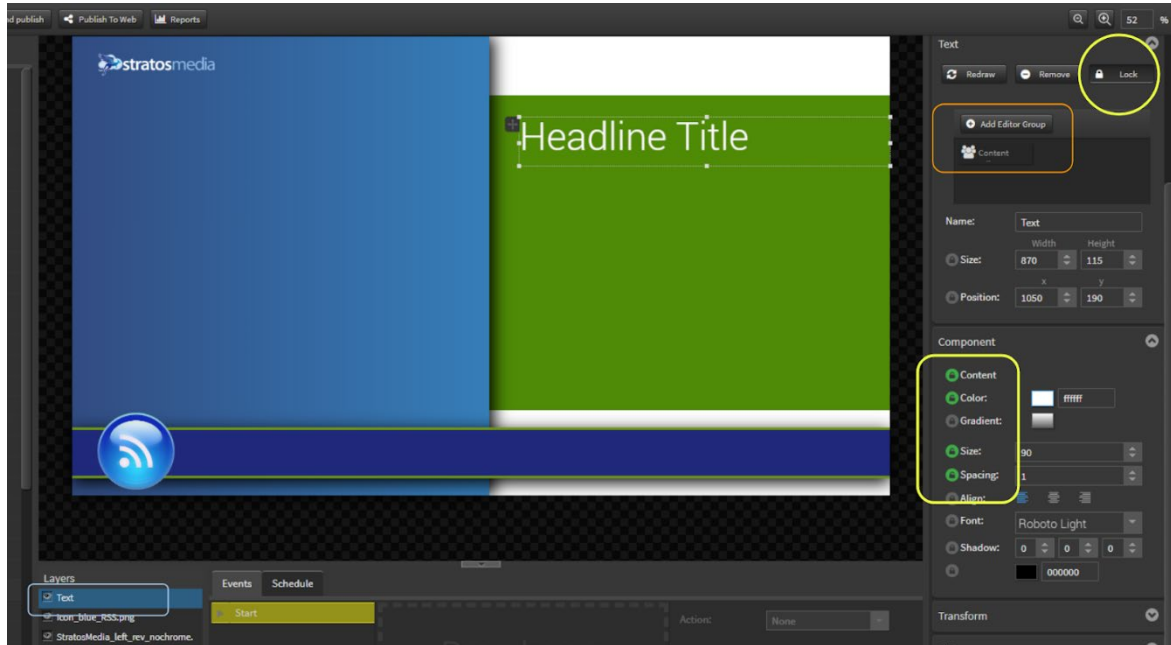
E. Add images and DO NOT unlock any options for these items. They will not be editable by anyone.



F. Add Text box for Header text.

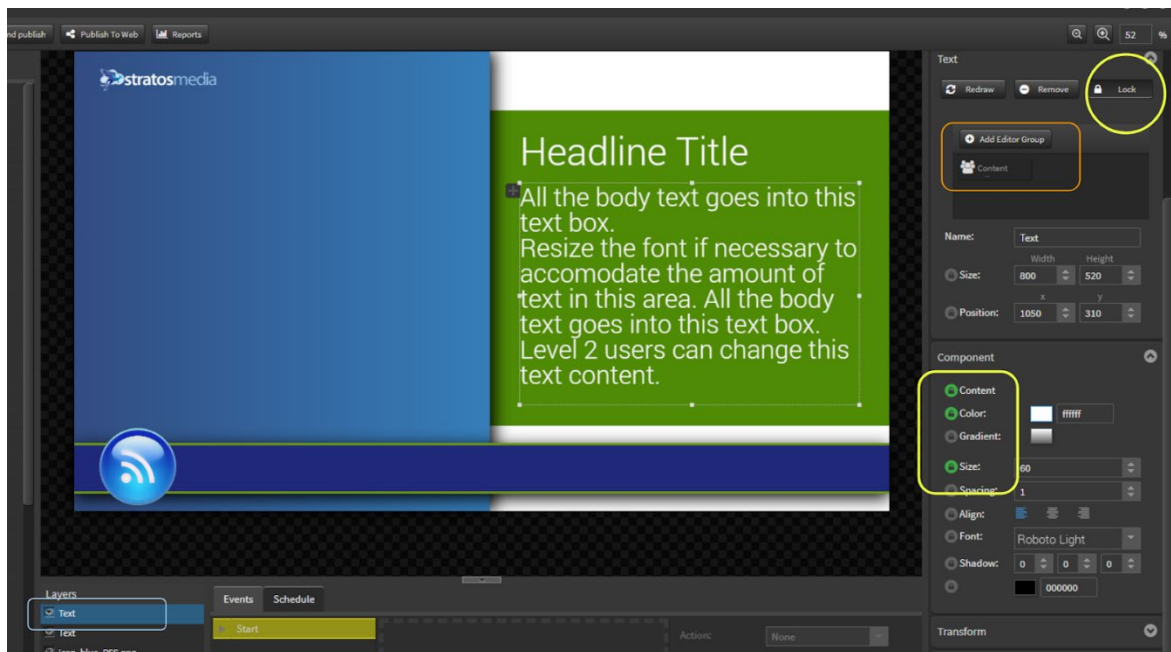
Add user group - 'Content Editor Level 2'. Only users in this group will be able to edit the text.

Unlock Content (to change text), Color (to change font color), Size (to change font size) and Spacing (space between lines).

**G. Add Text box for Body text.**

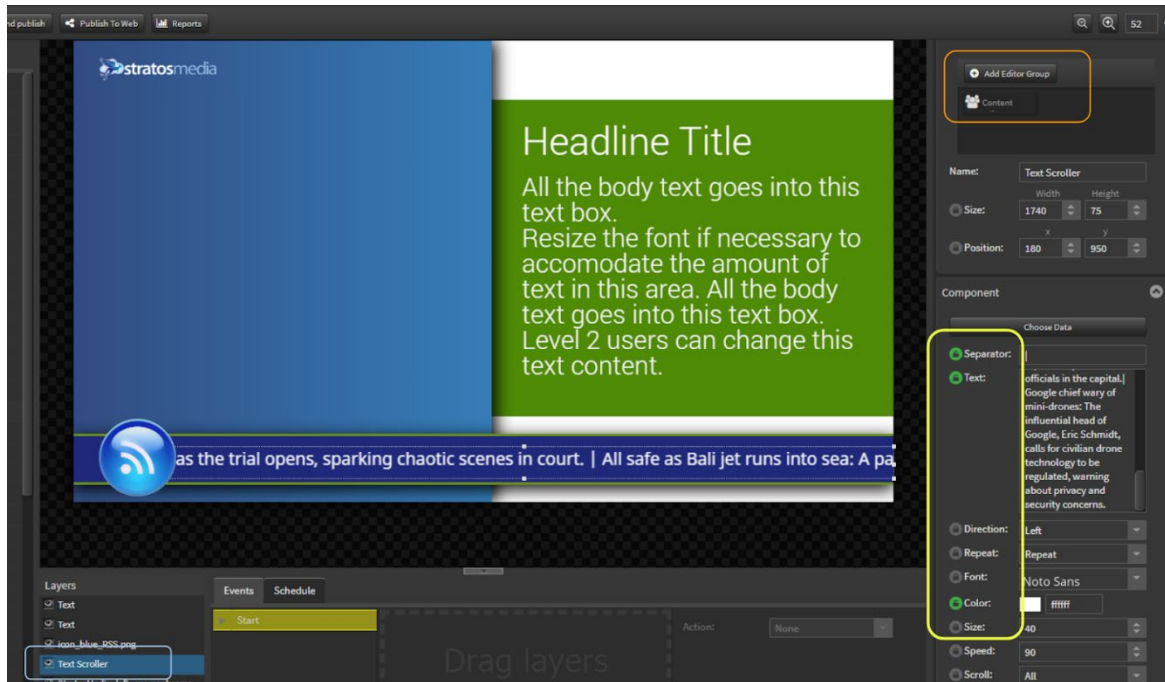
Add user group - 'Content Editor Level 2'. Only users in this group will be able to edit the text.

Unlock Content (to change text), Color (to change font color), Size (to change font size) and Spacing (space between lines).



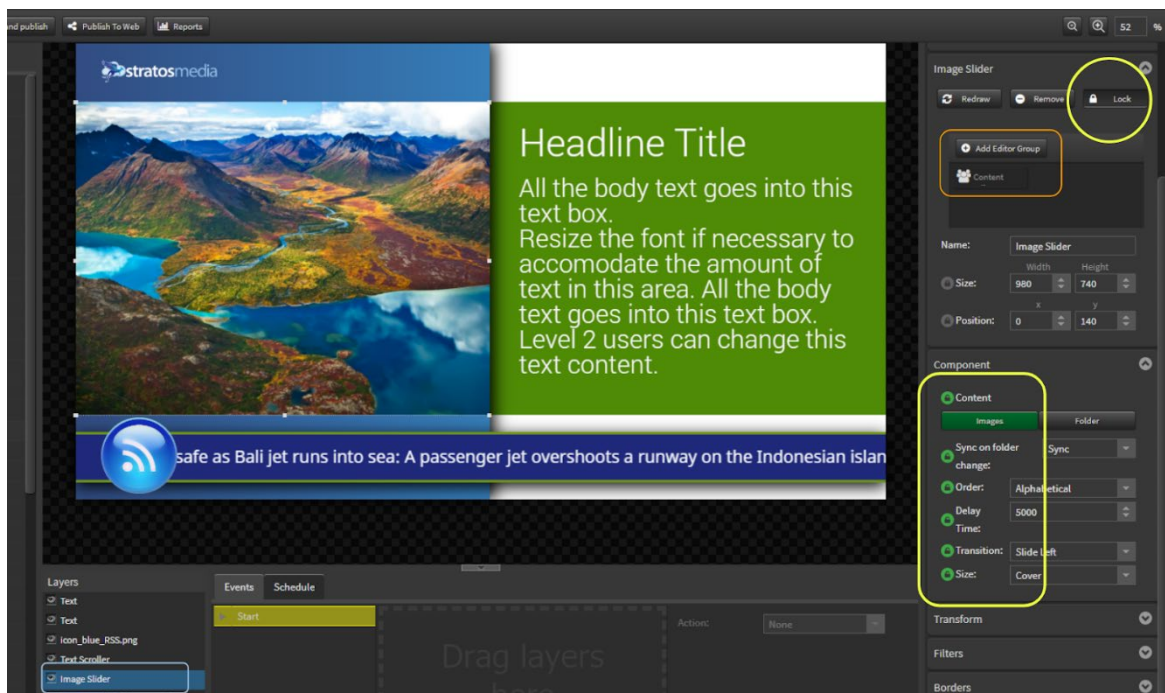
H. Add Text Scroller.

Add user group - 'Content Editor Level 2'. Only users in this group will be able to edit the text.
Unlock Text (to change text), Separator and Color (to change font color).



I. Add Image Slider.

Add user group - 'Content Editor Level 2'. Only users in this group will be able to edit the text.
Unlock Content (to change images or link to a folder of images), Sync, Order, Delay Time, Transition and Size options.



2.1.3 Create a Scene from a Template

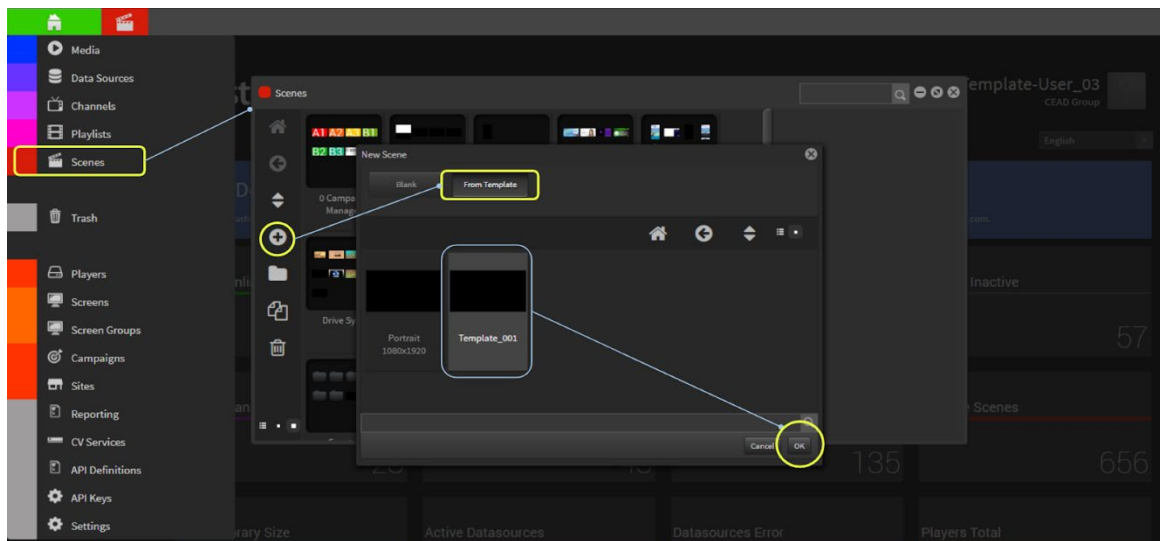
Once templates are created now a user in the Content Editor Groups can build a scene based on the templates.

Click on the Scenes Tab from the dropdown Home menu.

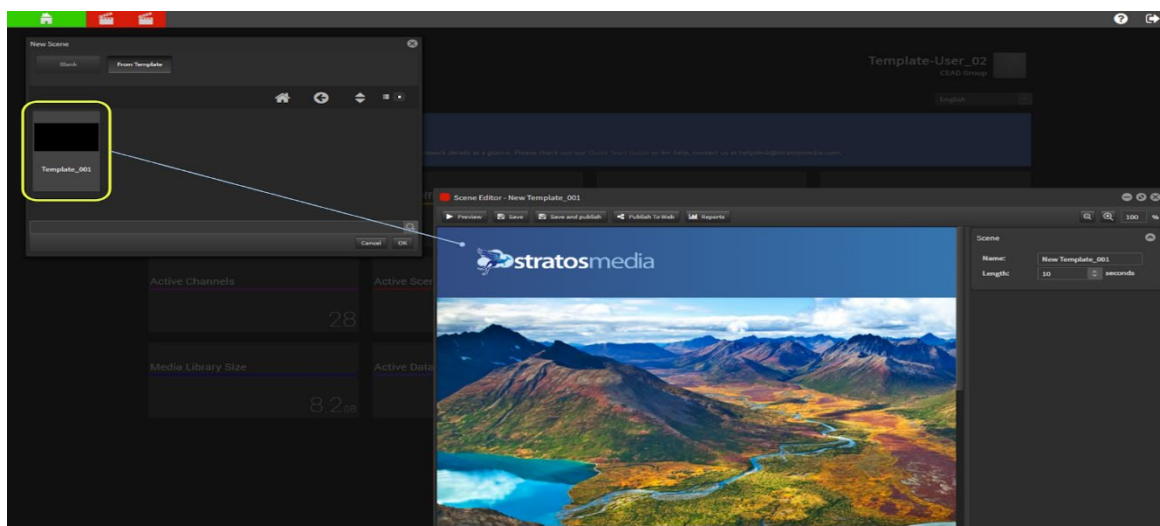
Click the + button.

You have the option to select a Template base. [Note: The Blank scene option is not available].

Choose from one of the available Templates.



Click OK.



The scene editor window will open with the preconfigured scene base.

NOTE: There are no component options available to add to the scene.

User access areas

The three examples below show the editable areas allocated to each of three user types.

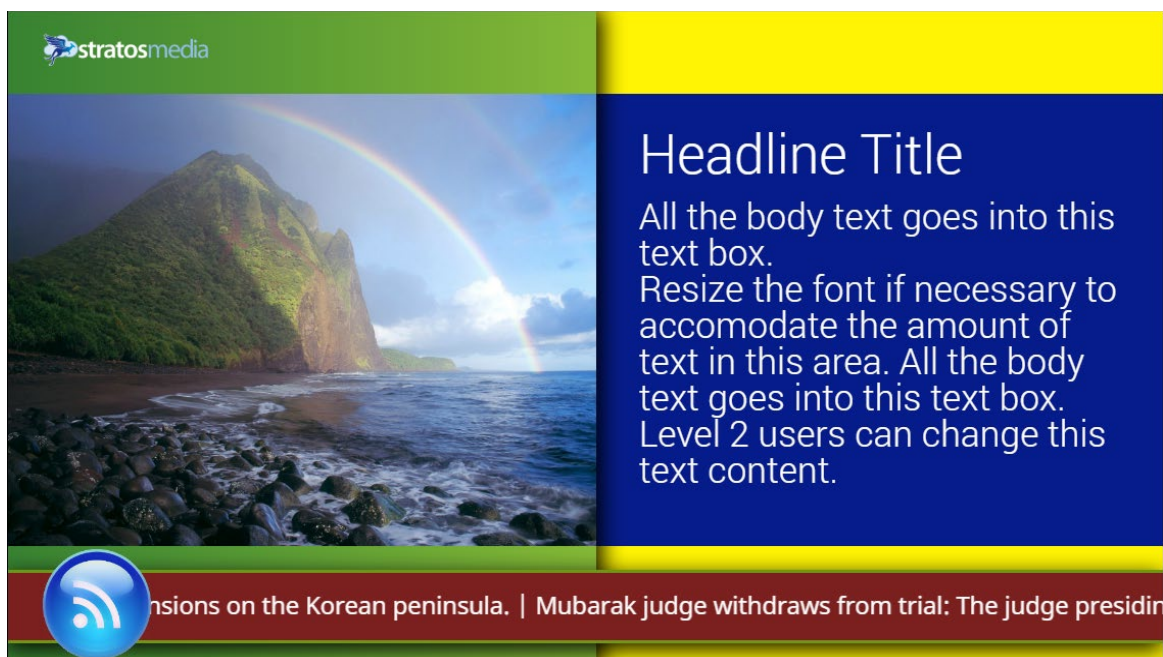
1. All Editor Groups

No access to edit logos or move ANY objects in the layout.



2. Content Editor Group

Areas available for editing by this Group are: A. Background (yellow) B. Left panel (green) C. Right text panel (blue) D. Ticker background (red)



3. Content Editor Group 2

Areas available for editing by this Group are as above Group:

A. Background (now blue) B. Left panel (now orange) C. Right text panel (now yellow) D. Ticker background (now green)

PLUS: E. Images (now food images) F. Headline text-font-size G. Body text-font-size



These scenes can now be added to Playlists and Channels and sent to Players as normal.

3.0 Kiosk [Touch Interactive]

3.0.1 Click Scene

Creating an Interactive Kiosk

The Click Scene component provides INTERACTIVITY to trigger new scenes within the playlist.

The Click Function component provides an INTERACTIVITY trigger that can directly back into playlist when in Kiosk mode.

To create an interactive kiosk you first need to create Multiple SCENES with trigger buttons applied. In the tutorial below we will create a kiosk style application consisting of 4 Scenes

Touch Demo Home



- Create a new scene and rename it "Touch Demo Home ". The naming of scenes is important as it is used to link scenes once interactivity has be added to an object.
- Open your "Touch Demo Home" scene and add a background (basic colour, gradient colour, image or video)
- Next you need to add objects that you wish to use as your interactive buttons. In this case select 3 button icons from the media library and drag them out onto the editing palette.
- Movements can be applied to each icon if you wish.
- Once your buttons have been added save the scene.

You now need to replicate what you have done here across the next 3 scenes.

Touch Demo 1



- Create a new scene to be linked to one of the buttons. Rename it "Touch Demo". The naming of scenes is important as it is used to link scenes once interactivity has been added to an object.
- Open your "Touch Demo 1" scene and add a different background (basic colour, gradient colour, Image or video) that will distinguish it from your home screen.
- Next add objects that you wish to use as your interactive buttons. In this case select 3 button icons from the media library and drag them out onto the Editing Palette.
- Next select an image to use as your home button and place this somewhere on your Editing Palette.
- Movements can be applied to each icon if you wish.
- Once your buttons have been added save the scene.

Touch Demo 2



- Create a new scene to be linked to one of the buttons. Rename it "Touch Demo". The naming of scenes is important as it is used to link scenes once interactivity has been added to an object.
- Open your "Touch Demo 2" scene and add a different background (basic colour, gradient colour, Image or video) that will distinguish it from your other scenes
- Next you need to add objects that you wish to use as your interactive buttons. In this case select 3 button icons from the media library and drag them out onto the editing palette.
- Next select an image to use as your home button and place this somewhere on your editing palette.
- Movements can be applied to each icon if you wish.

- Once your buttons have been added save the scene.

Touch Demo 3



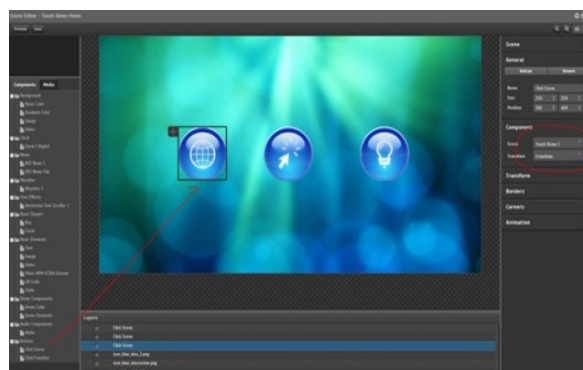
- Create a new scene to be linked to one of the buttons. Rename it "Touch Demo 3". The naming of scenes is important as it is used to link scenes once interactivity has been added to an object.
- Open your "Touch Demo 3" scene and add a different background (basic colour, gradient colour, Image or video) that will distinguish it from your other scenes
- Next you need to add objects that you wish to use as your interactive buttons. In this case select 3 button icons from the media library and drag them out onto the editing palette.
- Next select an image to use as your home button and place this somewhere on your editing palette.
- Movements can be applied to each icon if you wish.
- Once your buttons have been added save the scene.

The next process that is needed is to add interactivity to your buttons and assign them their function and to what scene which button will be activate.

Adding Interactivity to buttons

Touch Demo Home

Interactivity now needs to be added to each button. This is done using "Click Scene" found in the components drop down on the left hand side.

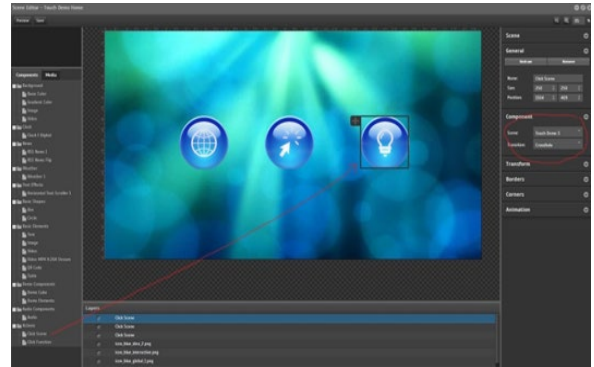
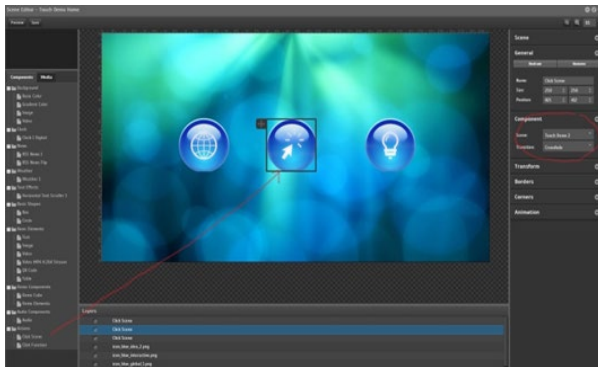


- Open the “Touch Demo Home”
- From Components left click on “Click Scene” and drag it into the Editing Palette.
- Resize the bounding box so that it covers your 1st button.

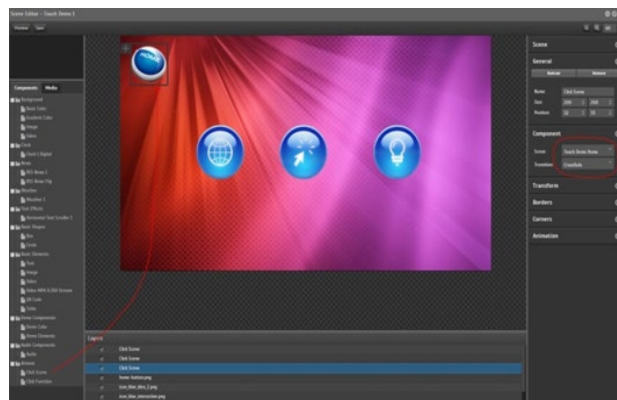
- On the left hand in the Inspector window under components you will be able to select which scene you wish this button to be directed to. From the drop down select "Touch Demo 1".
- Transitions can also be applied. From the drop down box select a transition you wish to use between scenes.

Repeat this process now for the other remaining buttons.

- Drag and drop "Click Scene" onto your 2nd button and resize so that it covers the object in full.
- From the Inspector window in components point the 2nd button to "Touch Scene 2" and add a transition.
- Drag and drop "Click Scene" onto your 3rd button and resize so that it covers the object in full.
- From the Inspector window in components point the 3rd button to "Touch Scene 3" and add a transition.



Touch Demo 1



- Open "Touch Demo 1"
- From Components left click on "Click Scene" and drag it into the Editing Palette.
- Resize the bounding box so that it covers your "Home" button.
- On the left in the Inspector window under components you will be able to select which scene you wish this button to be directed to. From the drop down select "Touch Demo Home".
- Transitions can also be applied. From the drop down box select a transition you wish to use between scenes.

Please Note: You now need to repeat this process for the other remaining buttons except "Touch Demo 1" as this is currently the scene you are working in.

- From Components left click on "Click Scene" and drag it into the Editing Palette.
- Resize the bounding box so that it covers your 2nd button.

- On the left hand in the Inspector window under components you will be able to select which scene you wish this button to be directed to. From the drop down select "Touch Demo 2".
- Transitions can also be applied. From the drop down box select a transition you wish to use between scenes.

Repeat this process now for the other remaining buttons.

- Drag and drop "Click Scene" onto your 3rd button and then resize so that it covers the object in full.
- In the Inspector window in components point the 3rd button to "Touch Scene 3" and add a transition.
- Save scene

Touch Demo 2

Please Note: You now need to repeat this process for the other remaining buttons except "Touch Demo 2" as this is currently the scene you are working in.



- Drag and drop "Click Scene" onto your "Home" button and resize so that it covers the object in full.
- From the Inspector window in components point the "Home" button to "Touch Demo Home" and add a transition.
- Drag and drop "Click Scene" onto your 1st button and then resize so that it covers the object in full.
- From the Inspector window in components point the 1st button to "Touch Scene 1" and add a transition.
- Do not add an interactive bounding box to button 2
- Drag and drop "Click Scene" onto your 3rd button and then resize so that it covers the object in full.
- From the Inspector window in components point the 3rd button to "Touch Scene 3" and add a transition. *Save scene*

Touch Demo 3

Please Note: You now need to repeat this process for the other remaining buttons except "Touch Demo 3" as this is currently the scene you are working in.

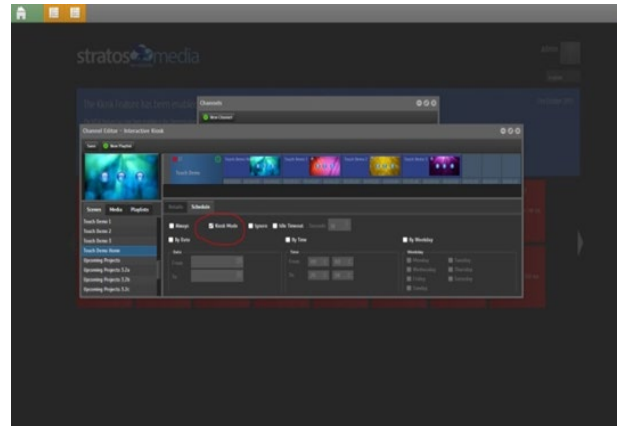
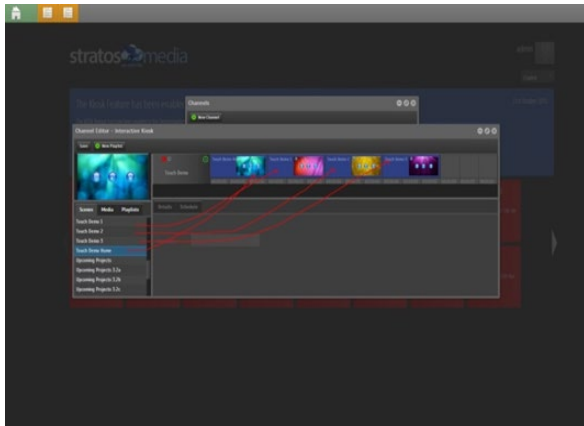


- Drag and drop "Click Scene" onto your "Home" button and then resize so that it covers the object in full.
- From the Inspector window in components point the "Home" button to "Touch Demo Home" and add a transition.
- Drag and drop "Click Scene" onto your 1st button and then resize so that it covers the object in full.
- From the Inspector window in components point the 2nd button to "Touch Scene 1" and add a transition.
- Do not add an interactive bounding box to button 3. *Save scene*

Once all of the Interactive buttons have been applied to all of the scenes you can now create a channel.

Creating an Interactive Channel - Kiosk Mode

- Open the "Channels App" from the applications drop down menu
- Click "New Channel" to create a new channel and it will appear listed below.
- Right click on "New Channel" and rename it "Interactive Kiosk"
- Double click on your newly created channel to access it.
- You will need to create a playlist in which you are able to drop your scenes you had created previously.
- Click on "New Playlist". It will appear on the right hand side.
- Once you have created a playlist rename it by highlighting it and call it "Touch Demo Scenes"
- In the panel on the left drag your scenes in order that you created directly onto your newly created channel. (Touch Demo home, Touch Demo 1, Touch Demo 2, Touch Demo 3)
- In the playlist on the right hand side click on the first scene "Touch Demo Home"
- In the tab below click on schedule
- Now click on the check box "Kiosk mode". By selecting "Kiosk mode" it notifies the player that it is part of a kiosk.



Repeat the process above for all the other scenes in the playlist.

Once this is done save your "Interactive Kiosk" Channel.

You are now ready to send the "Interactive Kiosk" channel to a player (touch screen or tablet. May also be tested using a mouse if you don't have access to any touch device)

NOTE: Please refer to the CHANNEL Section 1.5 on how to add a channel to your Player.

3.0.2 Go Back and Go Forward

Go Back and Go Forward are HISTORICAL options in a kiosk that allow you to navigate between scenes that you have visited. They perform similarly to a history of pages visited in a web browser.

Go Back

Used to navigate between scenes that you have visited in the kiosk.

Eg It will go BACK to the 'previous' scene visited and then the one before that and the one before that etc.

Go Forward

This will not do anything until you have been to a scene and then back to another scene.

Then it will go FORWARD to the previous scene you visited.

NOTE: They do not give you the ability to go forward or back to scenes or images in a playlist order - only scenes that you have previously visited in the kiosk.

Building a scene

OPEN a new scene and drag the Go Back component from the Action Set onto the edit area.



NEXT drag the Go Forward component from the Action Set onto the edit area.



Do the same for each scene in the kiosk playlist. You can add transitions between the scenes.





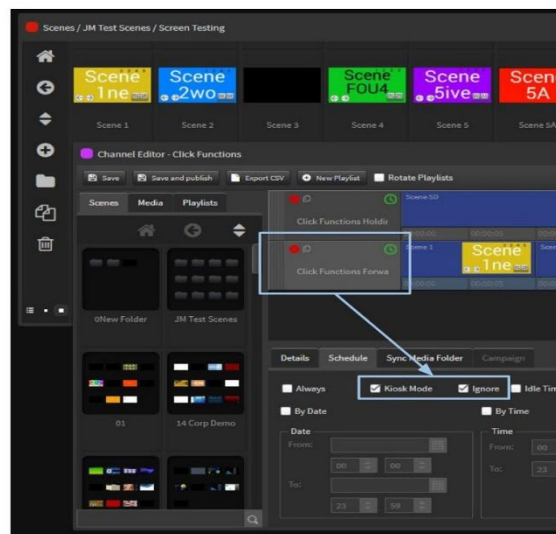
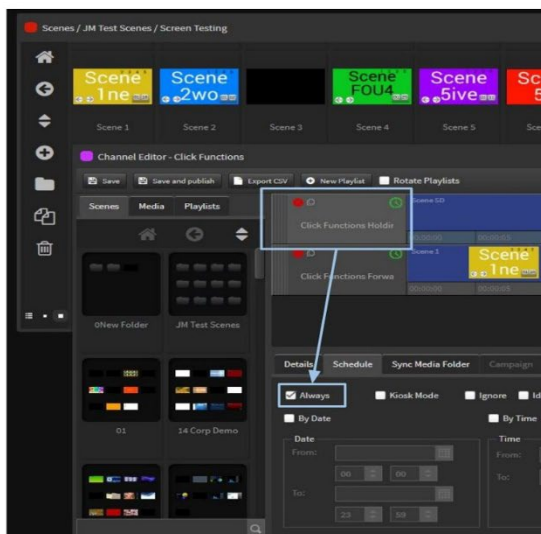
Building the kiosk Channel with Playlists

OPEN a NEW channel and ADD a holding playlist. This scene will link to the opening scene in the kiosk playlist.

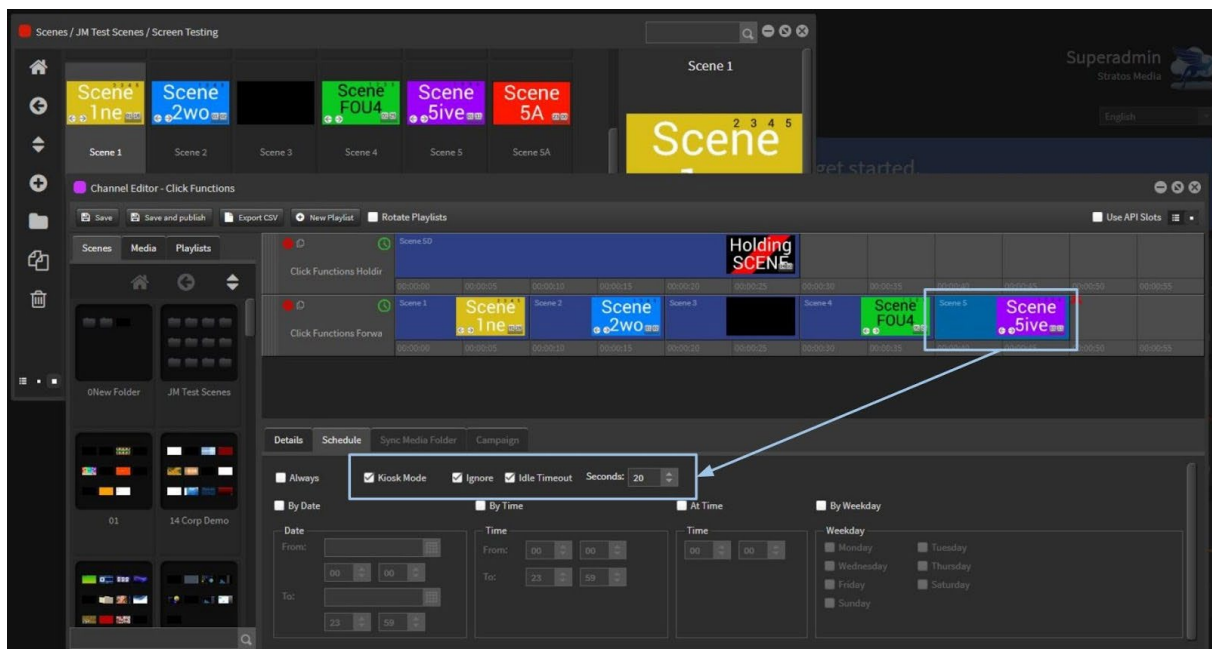
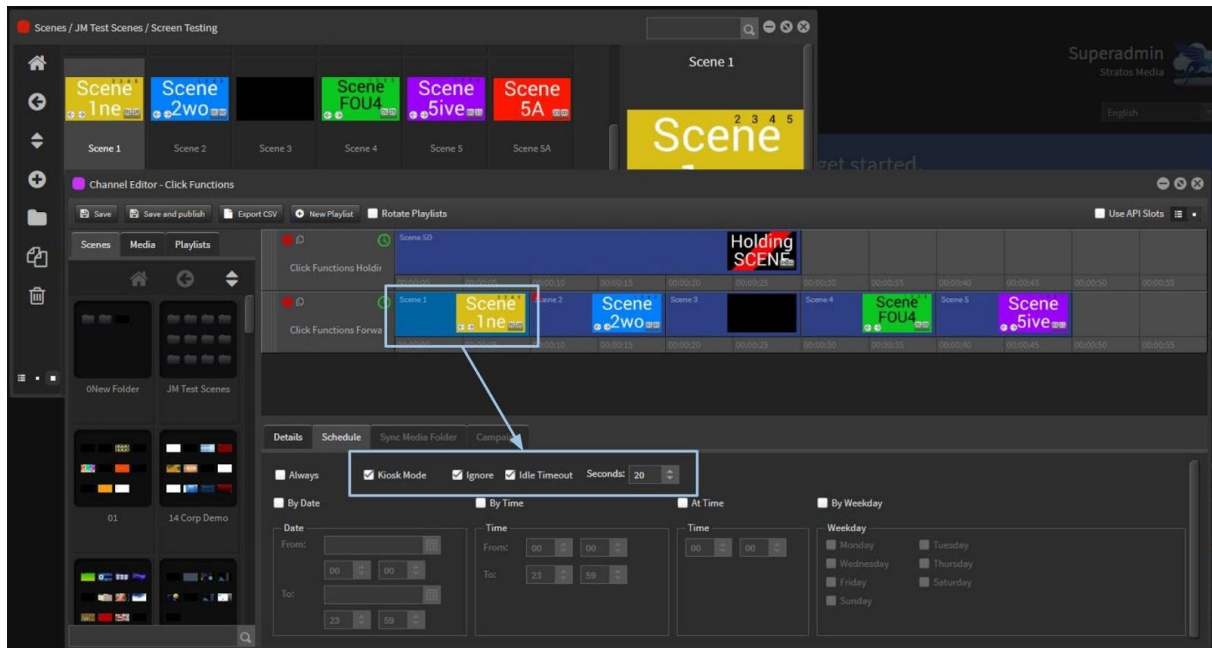
Set the Schedule to Always.

ADD a kiosk content playlist. These scenes will play when triggered.

Set the Schedule to Kiosk Mode and Ignore.



Click on EACH scene and add the schedule Kiosk Mode, Ignore and Idle Timeout (XX secs).



Send this Channel to a kiosk Player.

You will now be able to browse back and forward between the scenes that have been visited.

View the video here: <https://drive.google.com/open?id=1trLGMqvS2PfKb2u9fiwD6qcaucRkGheQ>

3.03 Click Function

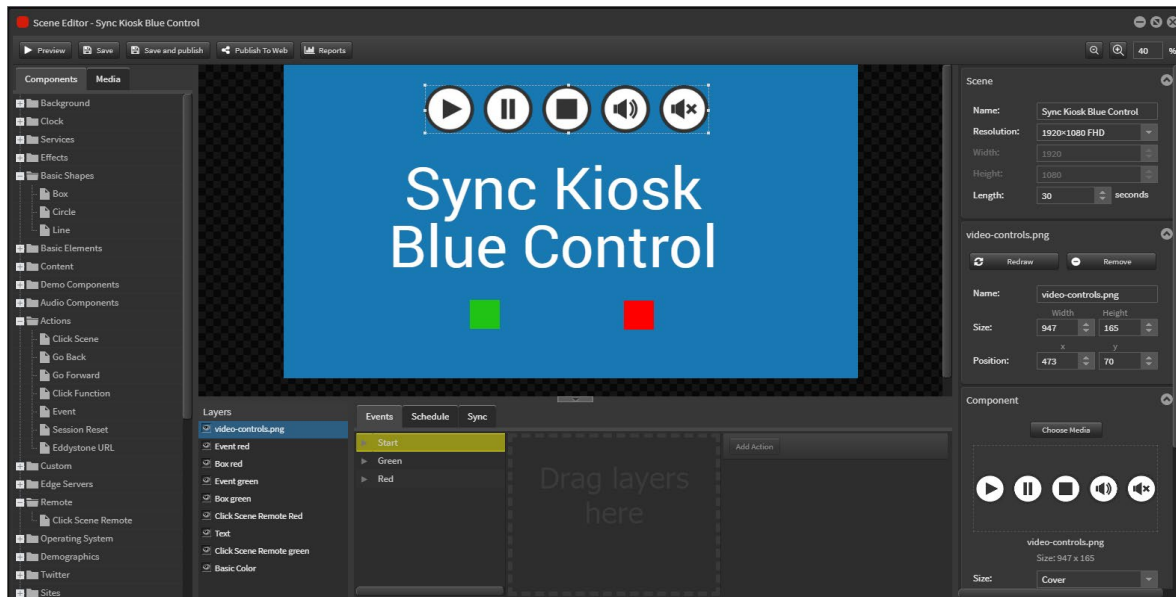
The click function component provides an INTERACTIVITY trigger that can directly back into playlist when in Kiosk mode.

This includes Go Back and Forward, and Video controls – Play, Pause, Mute, Unmute, Stop.

Adding Video Controls

These Click Functions will affect all videos in scenes across the Sync Group.

Drag image(s) onto scene to represent video controls.



Play

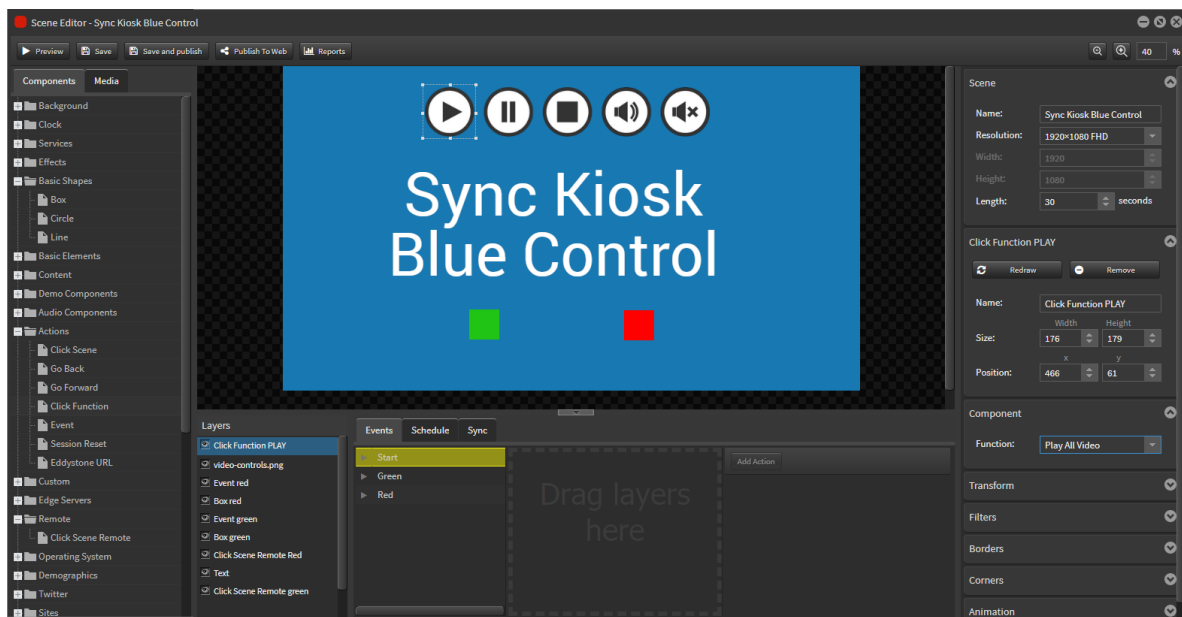
Go to Components>Actions>Click Function.

Drag component over the Play icon image.

Rename to 'Click Function PLAY'.

Select 'Play All Video' from the Function dropdown menu.

When this is touched on the kiosk all videos in the Sync scenes will play.



Pause

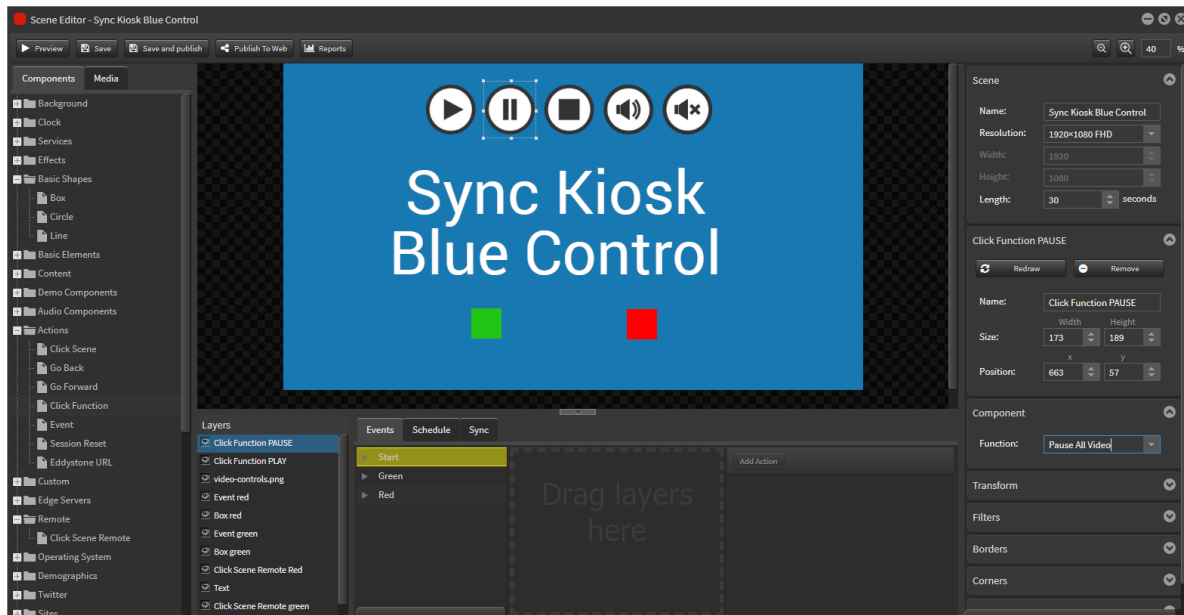
Go to Components>Actions>Click Function.

Drag component over the Pause icon image.

Rename to 'Click Function PAUSE'.

Select 'Pause All Video' from the Function dropdown menu.

When this is touched on the kiosk all videos in the Sync scenes will pause.



Stop

Go to Components>Actions>Click Function.

Drag component over the Stop icon image.

Rename to 'Click Function STOP'.

Select 'Stop All Video' from the Function dropdown menu.

When this is touched on the kiosk all videos in the Sync scenes will stop.



Unmute

Go to Components>Actions>Click Function.

Drag component over the Unmute icon image.

Rename to 'Click Function UNMUTE'.

Select 'Unmute All Video' from the Function dropdown menu.

When this is touched on the kiosk all videos in the Sync scenes will unmute.



Mute

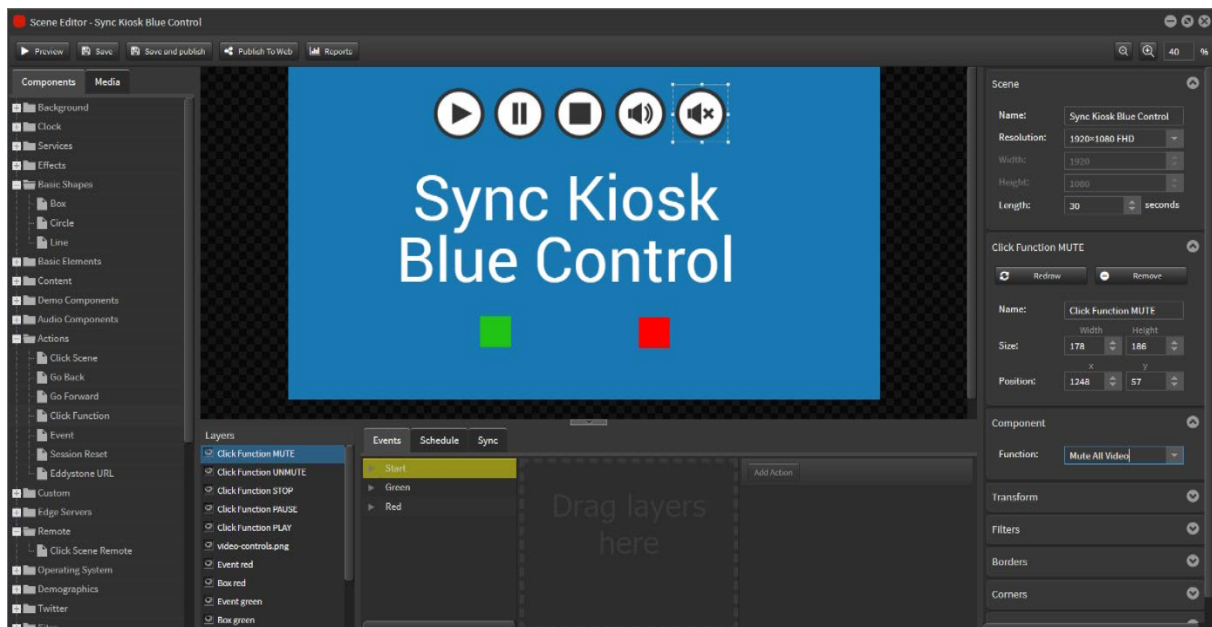
Go to Components>Actions>Click Function.

Drag component over the Mute icon image.

Rename to 'Click Function MUTE'.

Select 'Mute All Video' from the Function dropdown menu.

When this is touched on the kiosk all videos in the Sync scenes will mute.



3.04 Event

You can simply 'show' or 'hide' items onscreen using Event. This functionality enables interaction with the screen and can be used for wayfinding though to touch interactive pop ups.

1. Start by adding all your assets and text to the edit area.

What we want to achieve in this scene is when the meal or hotdog is selected the price of the item will then pop up behind it.

It is best practice to name your text and text boxes so they are easily identifiable.

2. Determine what you want displayed or hidden at the beginning of your scene.

Drag the items you wish to be hidden from layers over to the right under events layers. In this case I don't want any of the text or text boxes displayed.

To hide these objects de-select the hide or show icon in layers. This is represented by a little eye.

3. Create an event for what will happen once 'Meal 1' has been selected.

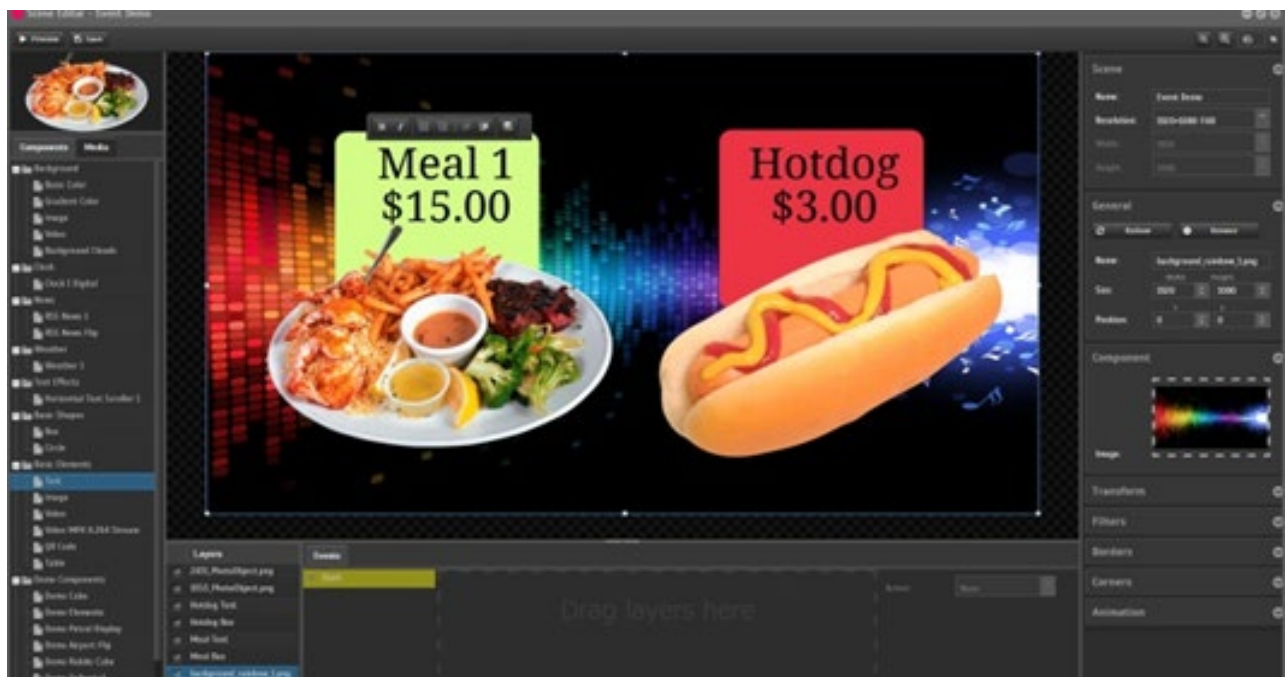
In the 'Events Column' under start right click and 'Add new' name this event 'Meal 1' and push 'Ok'. The event should now appear under start in the 'Events Column'

Now that the 'Meal Event' has been created you need work out what layers you want displayed when this action happens. In this case I want to hide the hotdog text and text box.

From layers drag all the objects you wish to appear and be hidden from layers over to the right under events layers. In this case I don't want any of the hotdog text or text boxes displayed. So I'm going to deselect these layers.

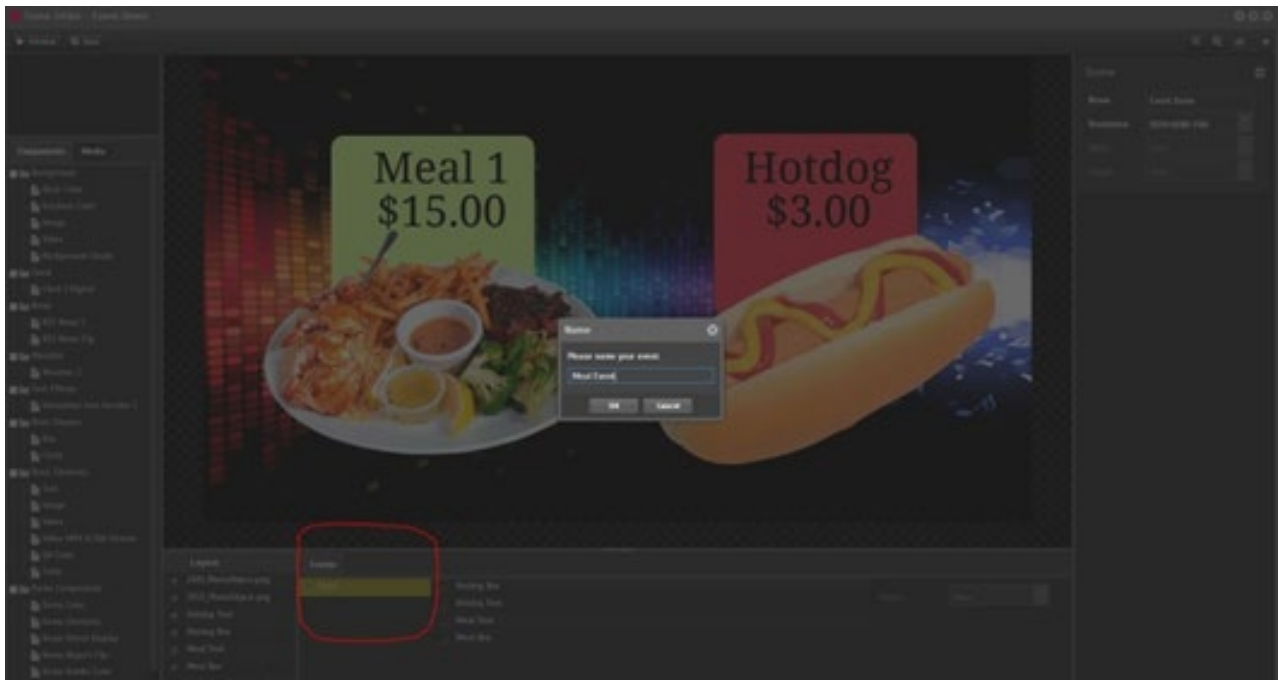
4. Animations may be applied to layers in this event function.

By selecting the layer you wish to add animations to from the 'Action' drop down. Select 'Animation' and choose which one you wish to use along with the timing, delay, duration and number of cycles.



You are now ready to create an event for what will happen once 'hotdog' has been selected.

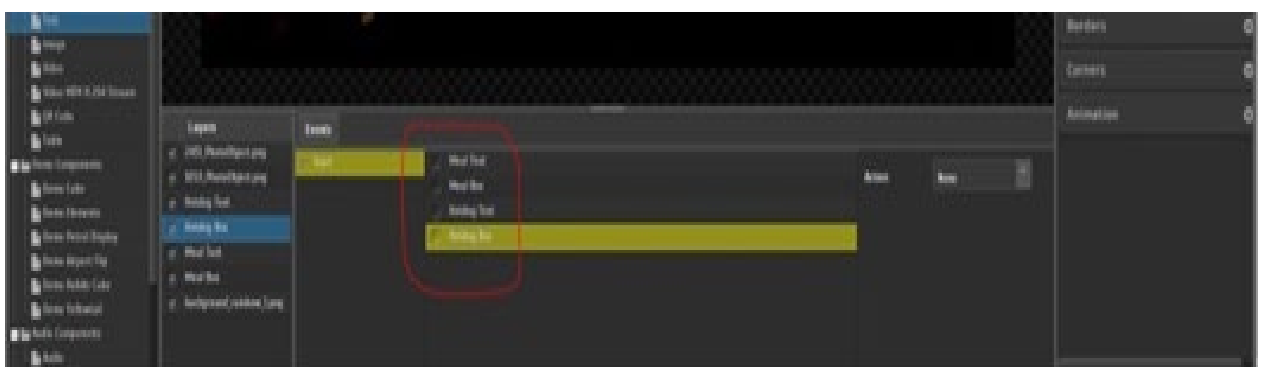
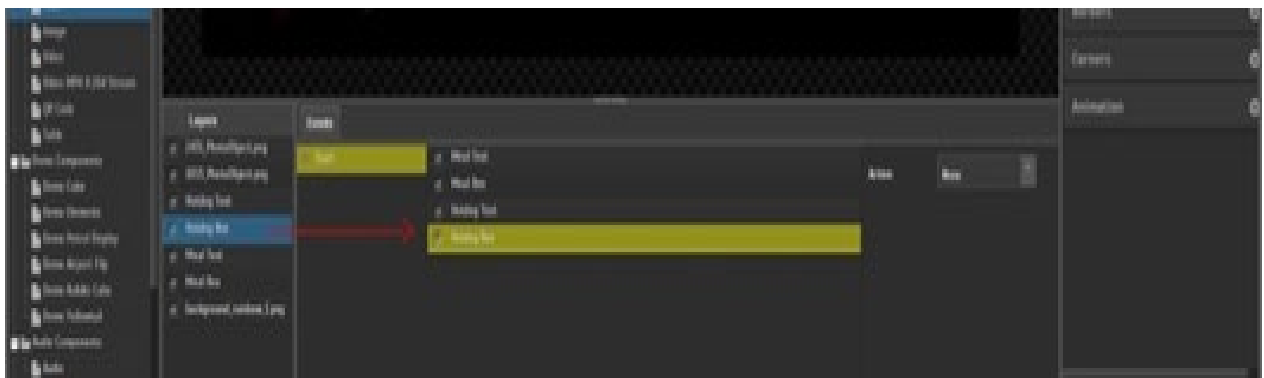
In the 'Events Column' under start, right click and 'Add new' name this event 'Hotdog Event' and push 'Ok'. The event should now appear under start in the 'Events Column'



Now that the 'hotdog Event' has been created you need work out what layers you want displayed when this action happens. In this case I want to hide the 'Meal 1' text and text box.

To do so, from layers drag all the objects you wish to appear and be hidden from layers over to the right under events layers. In this case I don't want any of the 'Meal 1' text or text boxes displayed. So I'm going to deselect these layers.

Animations may also be added as you had done previously.



Once events have been created for each individual object you are now ready to create an interactive box around a particular object and link it to an event.

To do so from 'Components' on the left hand side select 'Event' and drag it into the edit area. Resize the bounding box to fit the object that you want to place an interactive button on.

On the right hand side in 'Inspector' under component, select from the drop down in the 'Click' field the event you wish to happen. In the case this tutorial I want to select the 'Meal event'.

Now do the same for the hotdog but this time select 'Hotdog event'.



Save your scene and click preview. Once each image is selected the price should now appear behind it.



3.05 Click Scene Tag Remote [CSTR]

This component allows a 'control' scene to trigger 'tagged' scenes on other players on your network and interrupt whatever is playing on all players containing the tagged scenes in their channel.

The only proviso for these players is that they have visibility of each other on the local network in the same account and should show up as network peers.

There are two options for the use of this component:

1. On Load [Automatic]

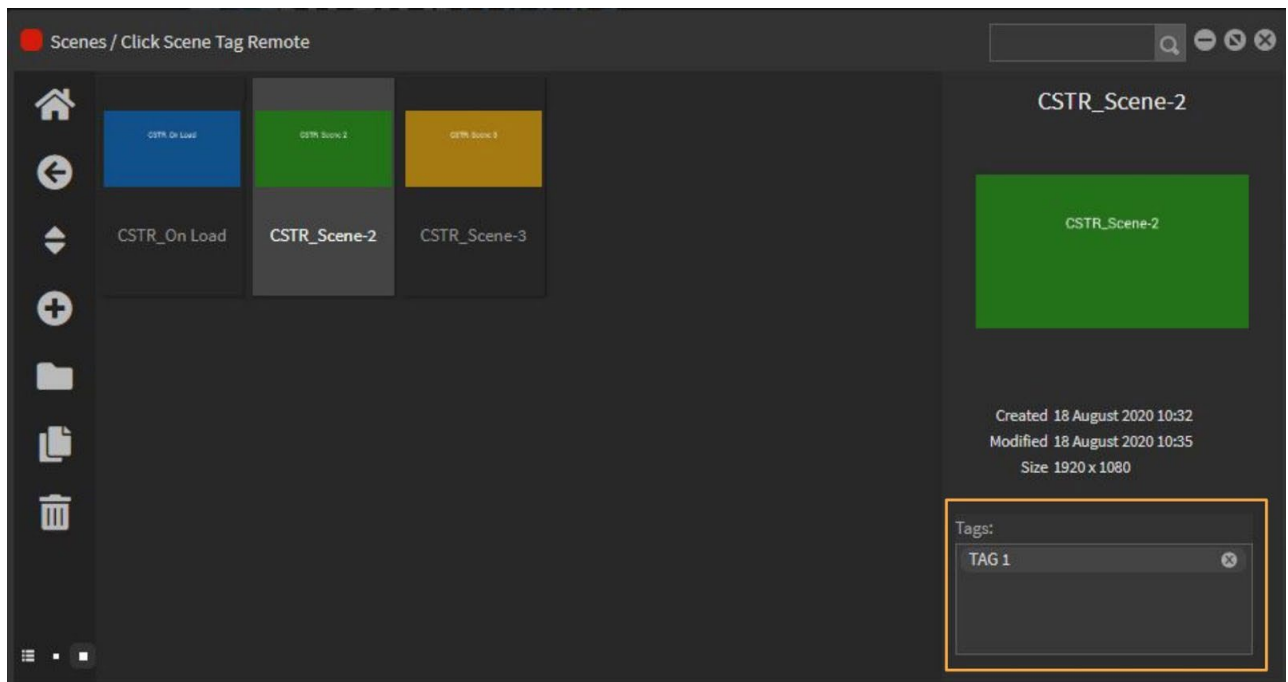
1. When the control scene loads and plays in a channel, all other tagged scenes will interrupt and play on other players

2. On Click [Interactive touch panel]

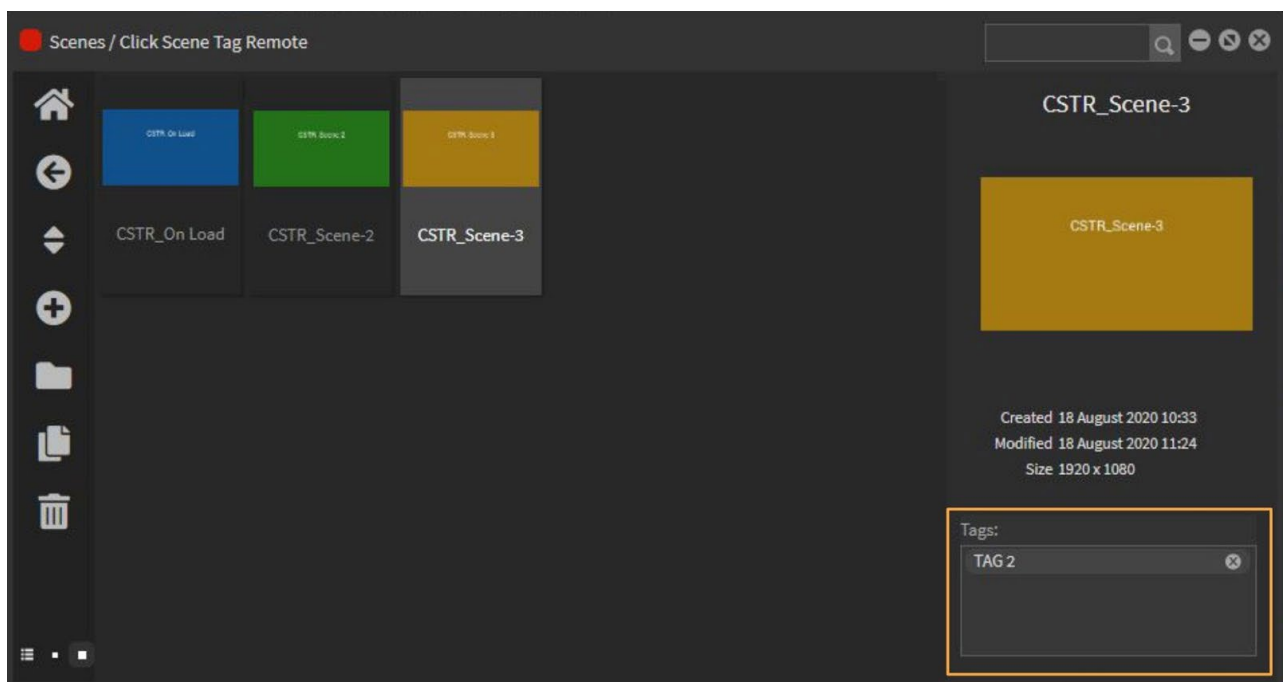
1. When the component is clicked on an interactive panel, all other tagged scenes will interrupt and play on other players

Adding Tags to a scene

Select the desired scene and add a Tag into the available area.



Do this for each scene that is to be triggered.

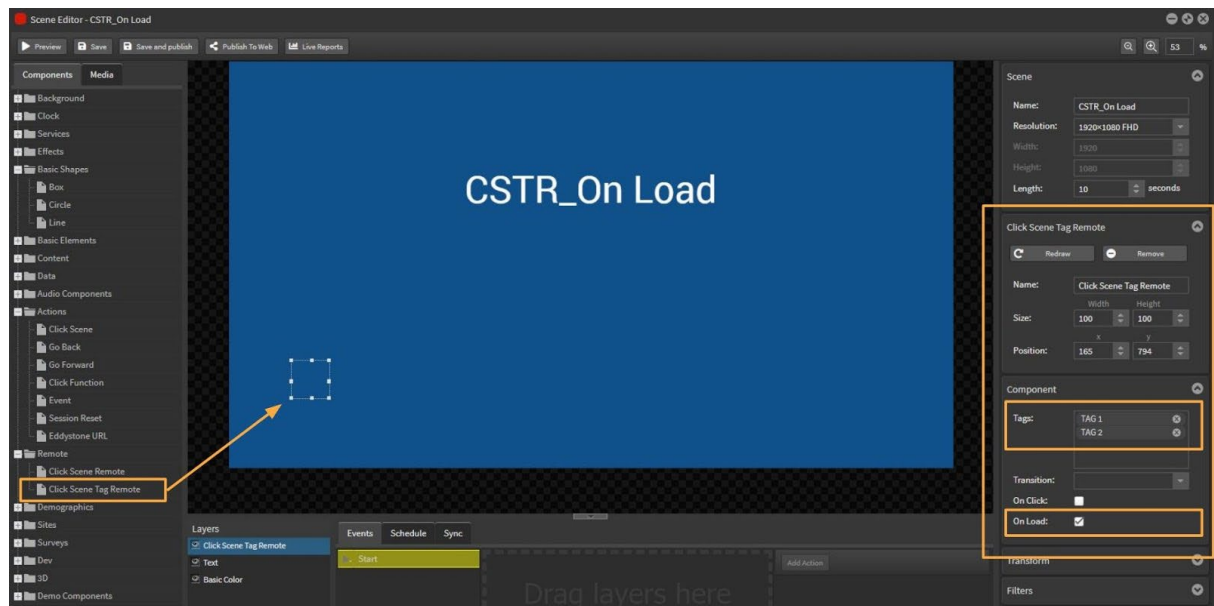


Using CSTR - On Load

Open scene editor and create a new scene.

Drag the CSTR component onto the edit area.

Anywhere will do as this is not a visible action component.



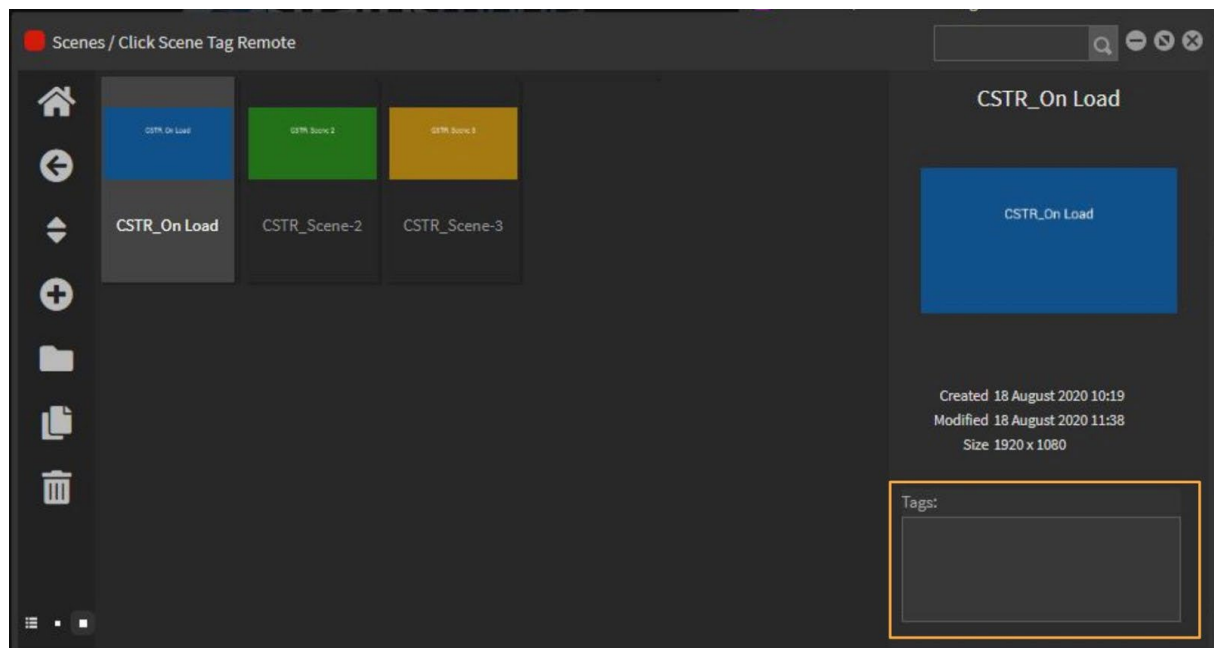
Add the scene tags into the component Tag area.

Multiple tags can be added here and will trigger scenes with the corresponding tags.

Select a transition option if required.

Then select the 'On Load' option.

NOTE: The On Load scene does not need a tag.



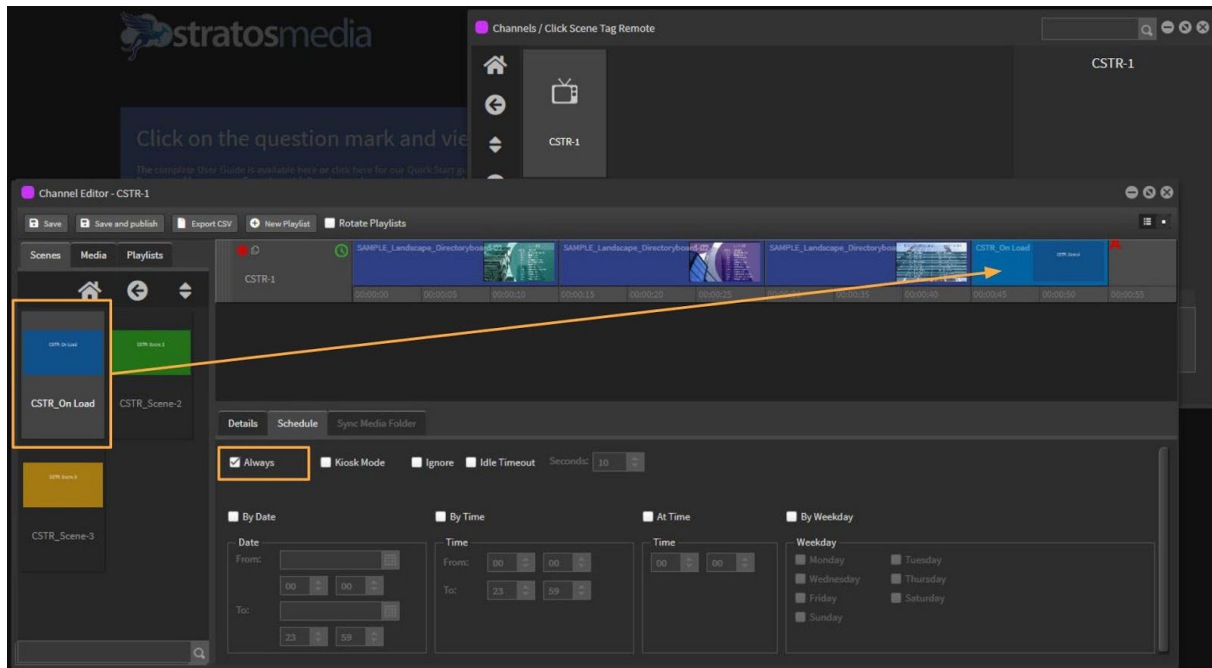
Adding scenes to a channel

On Load scene

Open the first channel and add the On Load scene into a playlist.

Schedule option is: Always.

This scene will now play [load] in sequence in the channel.



Tagged scenes

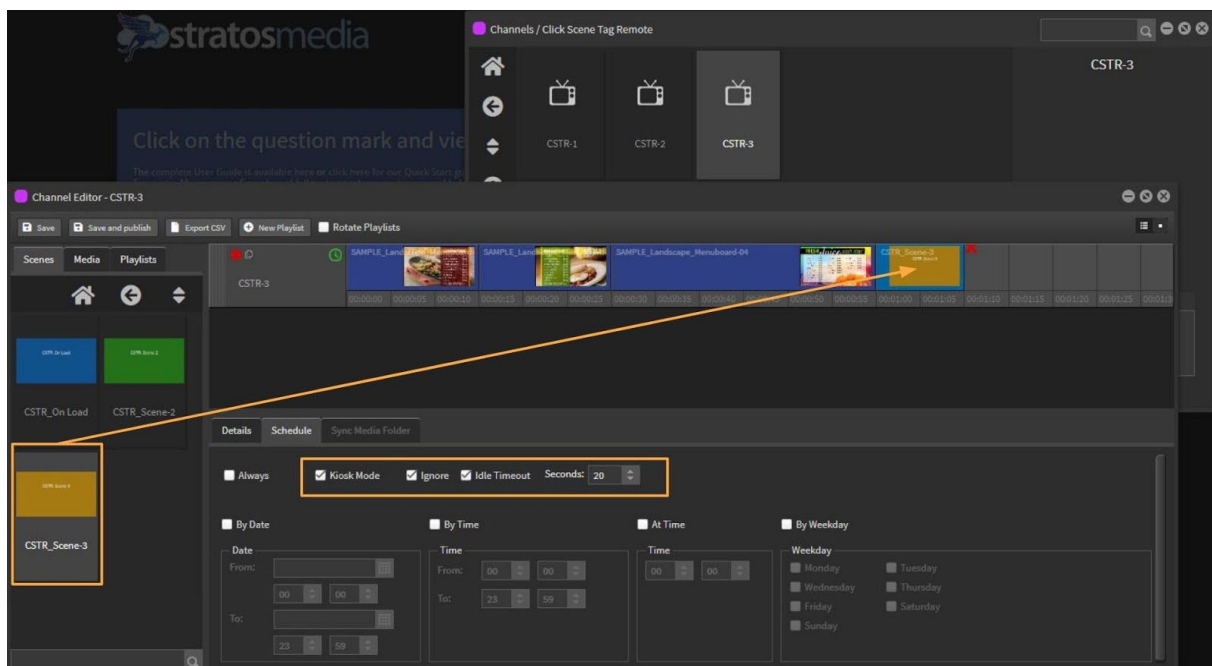
Open the next channel and add a tagged scene into a playlist.

Schedule option is: Kiosk Mode - Ignore - Idle Timeout - Seconds

NOTE: This scene will play for the length of the scene regardless of the timeout set in this instance and play once only.

Normal playlist content will resume after the tagged scene has played out.

Repeat the steps for each tagged scene in each channel.



Outcome

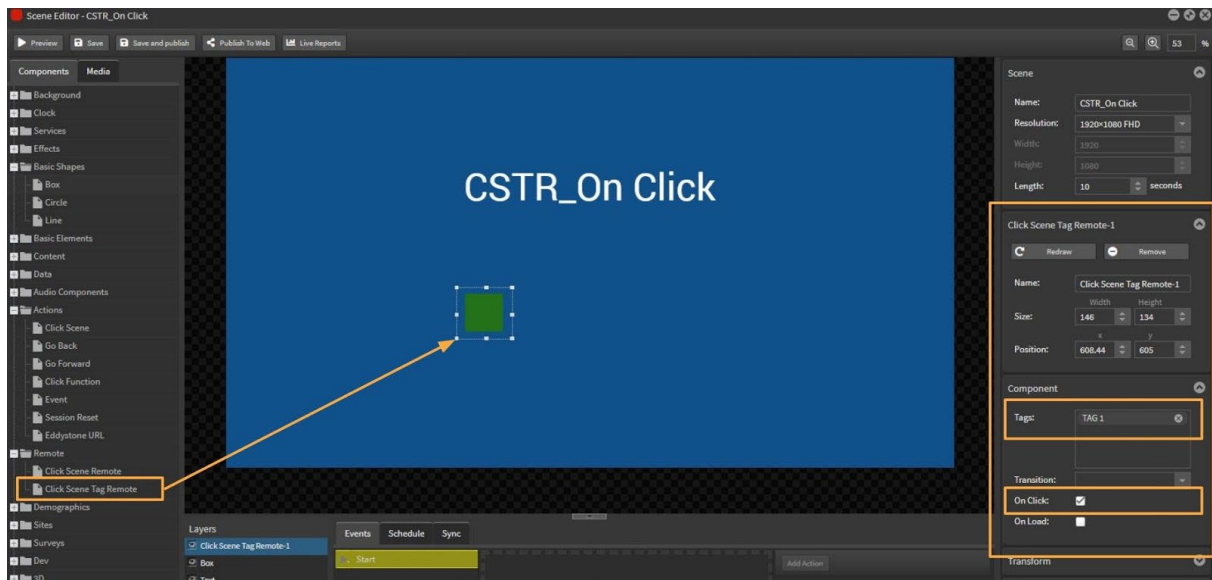
Whenever the On Load scene plays all tagged scenes will interrupt and play on the players containing those scenes

Using CSTR - On Click

Open scene editor and create a new scene.

Add a shape, image or text box to indicate where the user should touch.

Drag the CSTR component onto the edit area on top of the object.

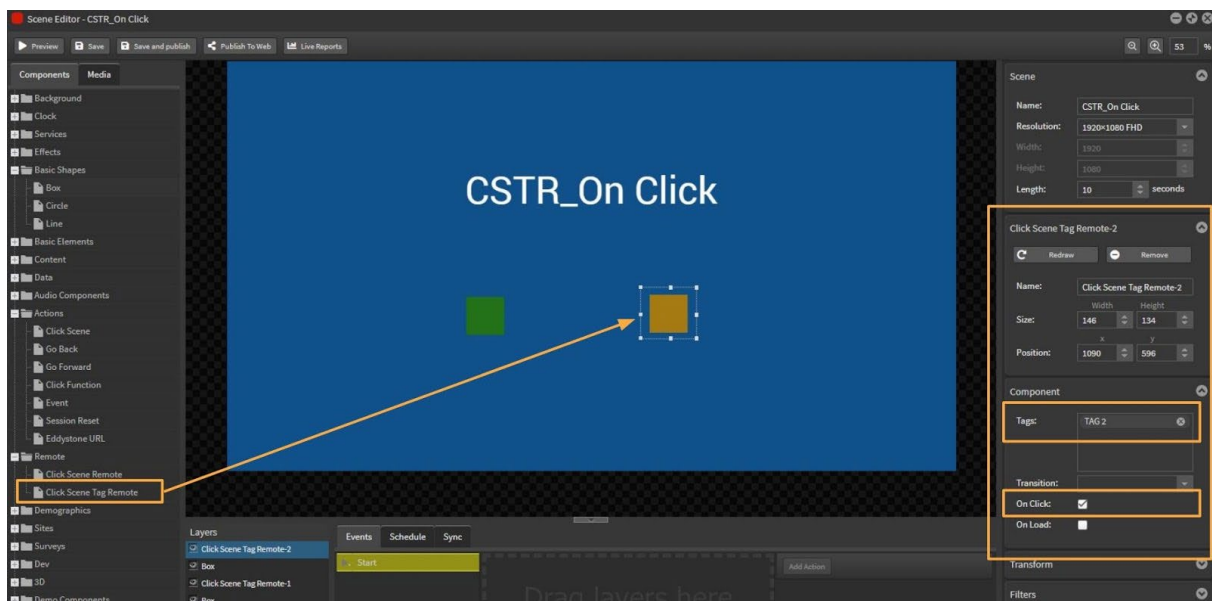


Add the scene tags into the component Tag area.

Multiple tags can be added here and will trigger scenes with the corresponding tags.

Then select the 'On Click' option.

Repeat the steps for additional CSTR touch points.



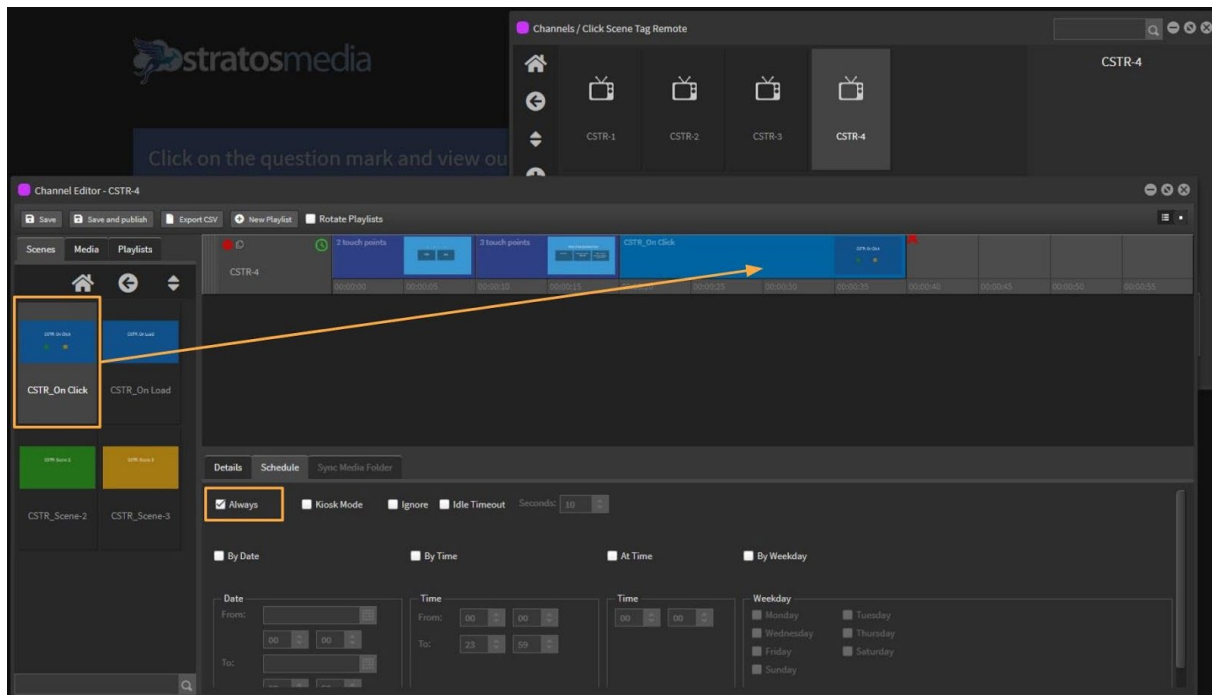
NOTE: The On Load scene does not need a tag.

Adding scenes to a channel

On Click scene

Open the first channel and add the On Load scene into a playlist.

Schedule option is: Always.



Outcome

Tagged scenes will be triggered when the touch points are clicked/touched and will interrupt and play on the players containing those scenes.

Tagged scenes will not be triggered when the scene plays or loads.

NOTE: This option is intended for interactive kiosk use.

NOTE: When changes are made to any scenes involved in the Click Scene Tag Remote process, all players involved will also need to be restarted for changes to take effect.

Eg. If tags are added to a scene/If CSTR scenes are added to a channel/etc.

3.1 Kiosk control of other screens

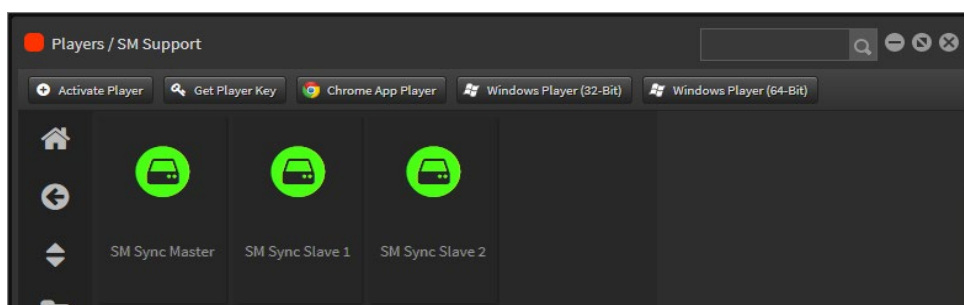
– using sync groups

The basis of this setup is to use one 'master' player/screen to control the content on the other 'slave' player/screen in a Sync Group. Scenes triggered by the master touch interface are displayed on the slave screen.

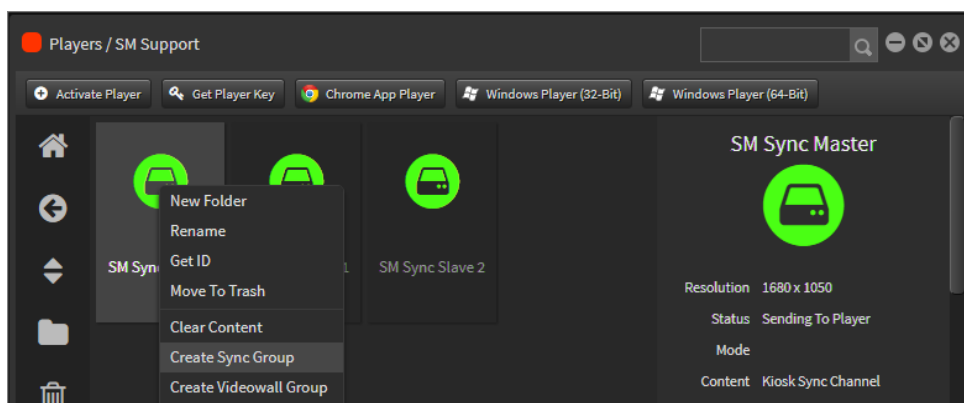
NOTE: All player devices in this sync group must be on the same network switch and not WiFi.

3.1.1 Setting up a Sync Group

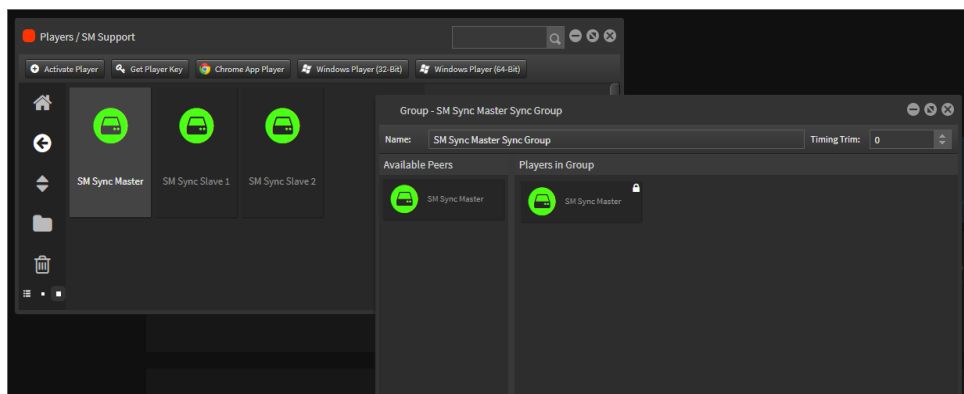
1. Enrol Players in your account - Master/Slave

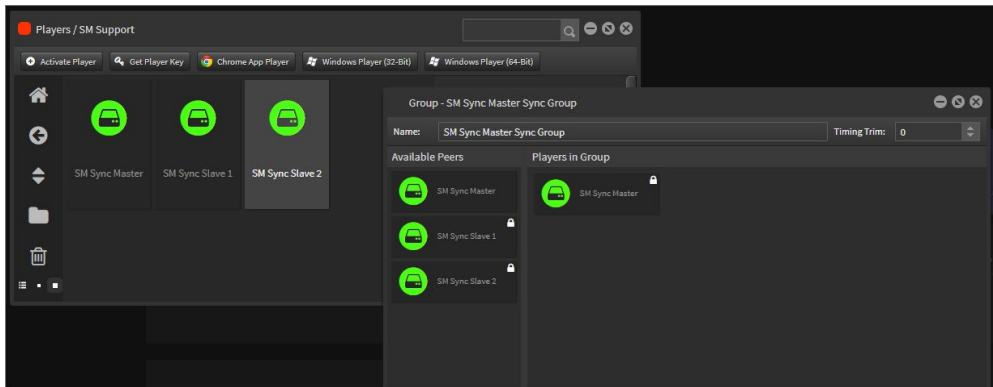


2. Right click on Master player - Select 'Create Sync Group'

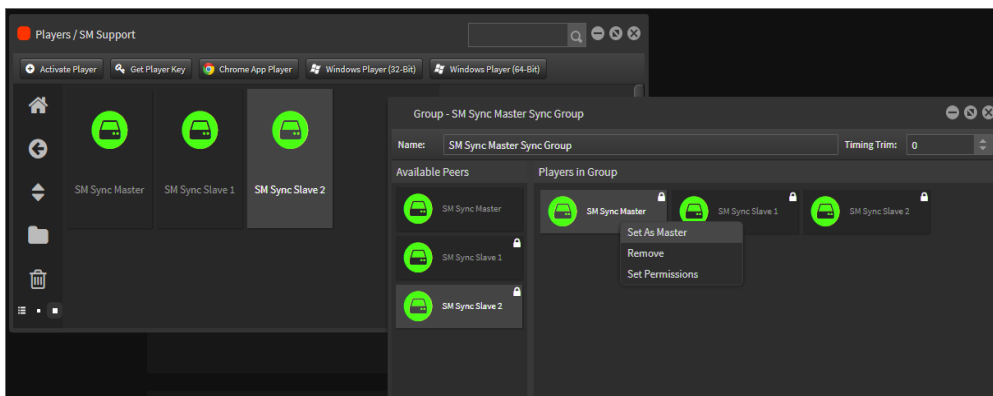


3. You will see other players in the 'Available Peers' section
If no players appear then drag them into the 'Available Peers' section. Drag these players into the 'Players in Group' section





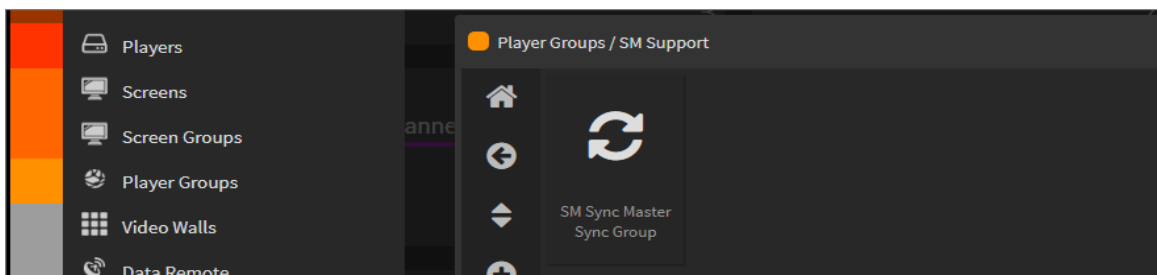
4. Right click on Master player and select 'Set As Master'



Timing Trim is used to compensate for out-of-sync players in sync or video wall groups. Once applied the master will delay its scene change by that amount, after sending the sync signal. If the secondary players are consistently behind the master this could address sync problems caused by network issues.

This will only help if the other devices are consistently out by the same amount of time. Generally if they're out of sync due to network problems this won't be consistent, eg. on wifi.

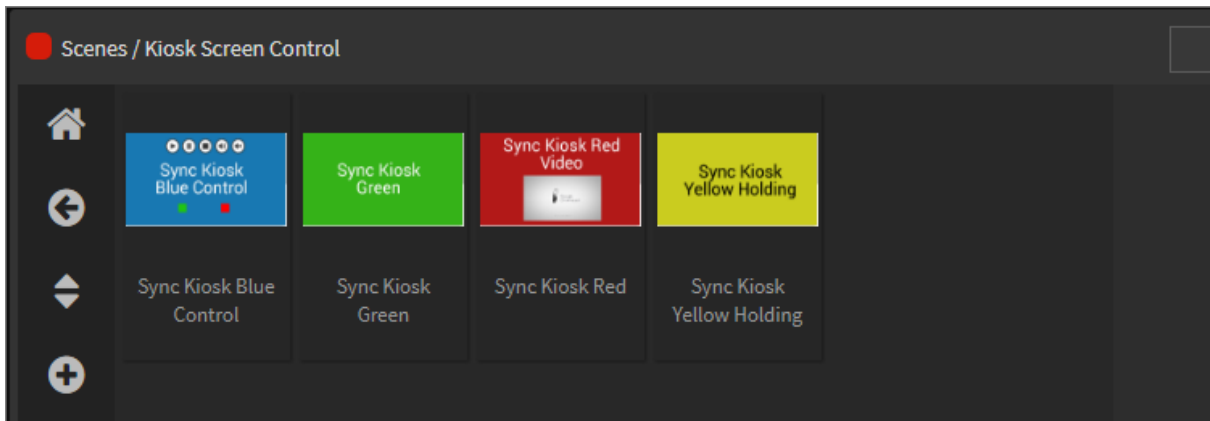
The sync group will now appear under the Player Group tab.



3.1.2 Required scenes for kiosk control

Build four (4) scenes:

1. Holding Scene
2. Control scene
3. Slave scene with text
4. Slave scene with video



1. Holding scene

This scene runs on the kiosk and has a 'Click Scene' action link to the Control scene.

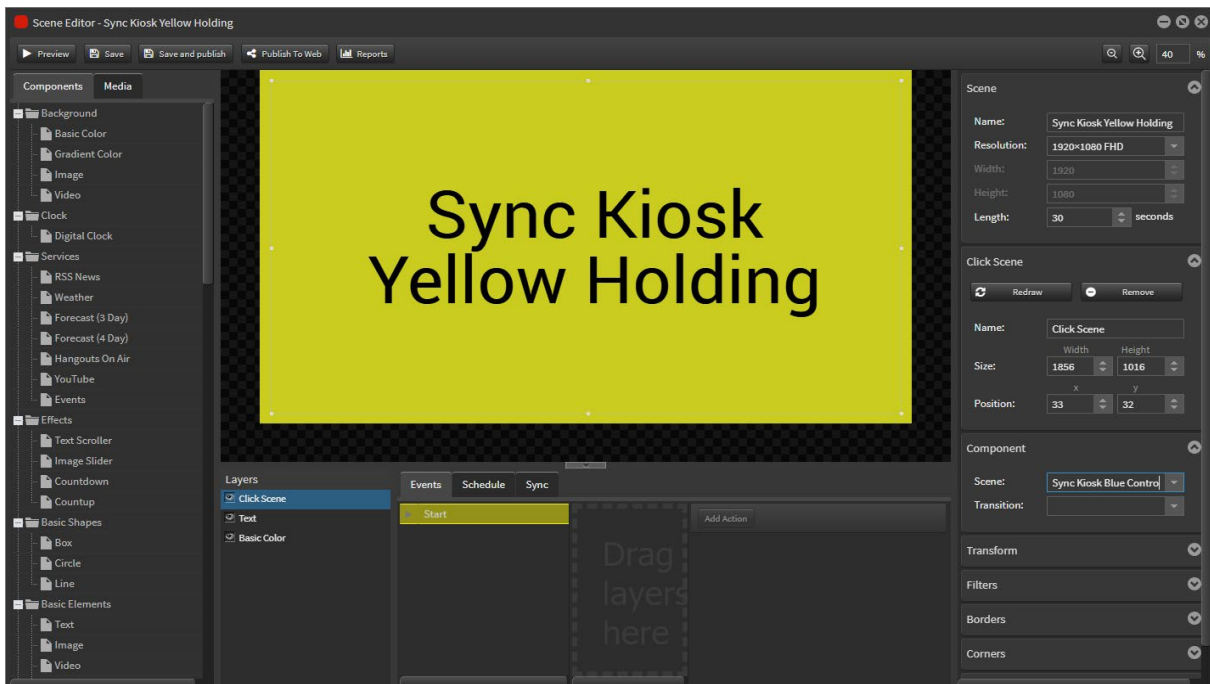
Open a new scene.

Add a background colour and text.

Go to Components>Actions>Click Scene

Drag this to cover the entire scene area.

At the right hand side browse to link the 'Control scene' in the dropdown menu.



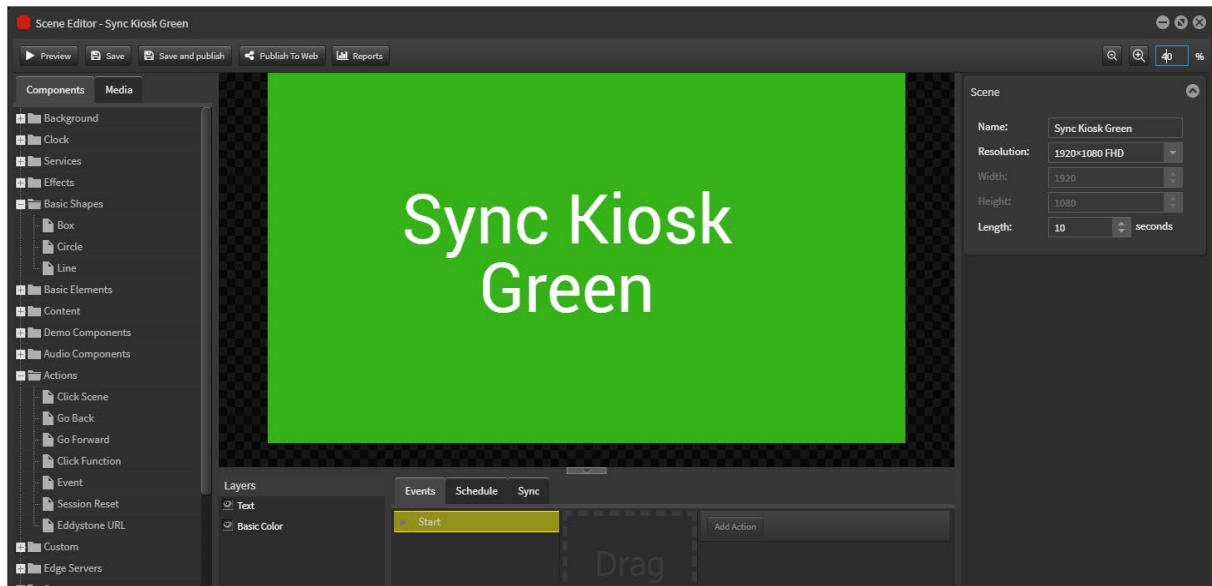
Save.

2. Slave scene 1

This scene runs on the slave players in the sync group when the trigger is touched on the kiosk control scene.

Open a new scene.

Add a background colour and text.



Save.

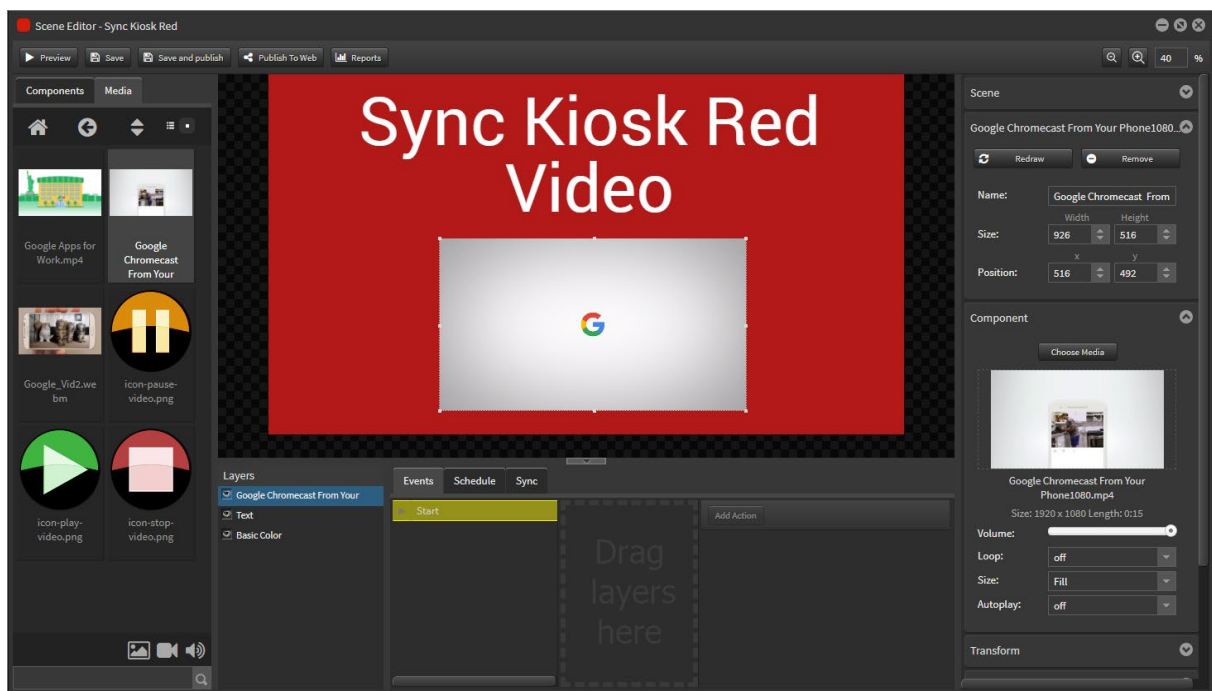
3. Slave scene 2

This scene runs on the slave players in the sync group when the trigger is touched on the kiosk control scene.

Open a new scene.

Add a background colour and text.

Browse in the Media tab and drag a video onto the edit area.



Set video options:

a. Volume ON b. Loop OFF c. Size FILL d. Autoplay OFF

Video playback controls will be added in the kiosk control scene.

Save.

4. Control scene

This scene runs on the kiosk and has actions to trigger scenes on the slave players in the sync group and video playback controls for Play/Pause/Stop/Unmute/Mute.

Open a new scene. Add a background colour and text.

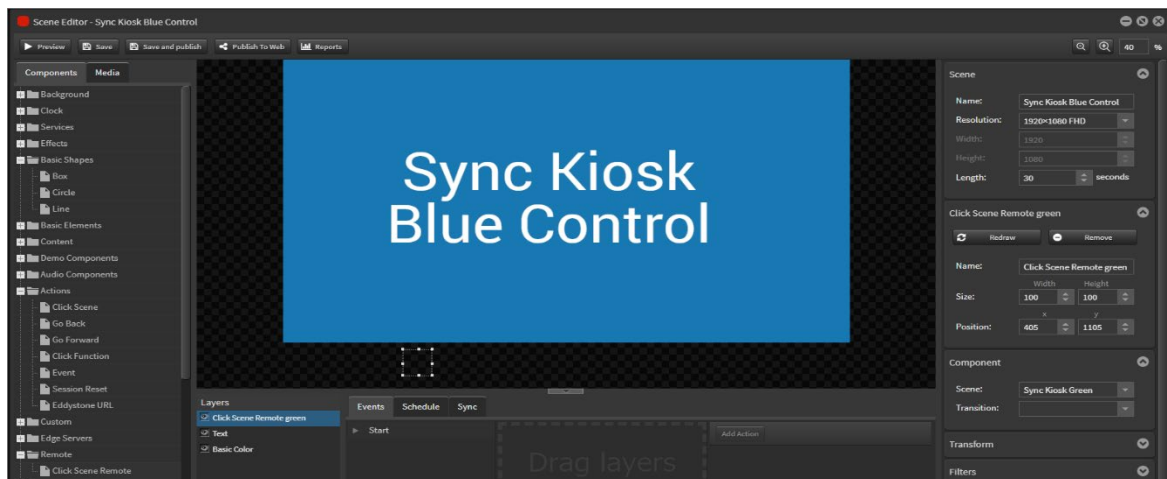
1. Touch elements for Sync Kiosk Green scene.

Go to Components>Remote>Click Scene Remote

Drag this component across.

[This doesn't need to be on the visible scene area as it is a command component only].

At the right hand side browse to link the 'Sync Kiosk Green' scene' in the dropdown menu.

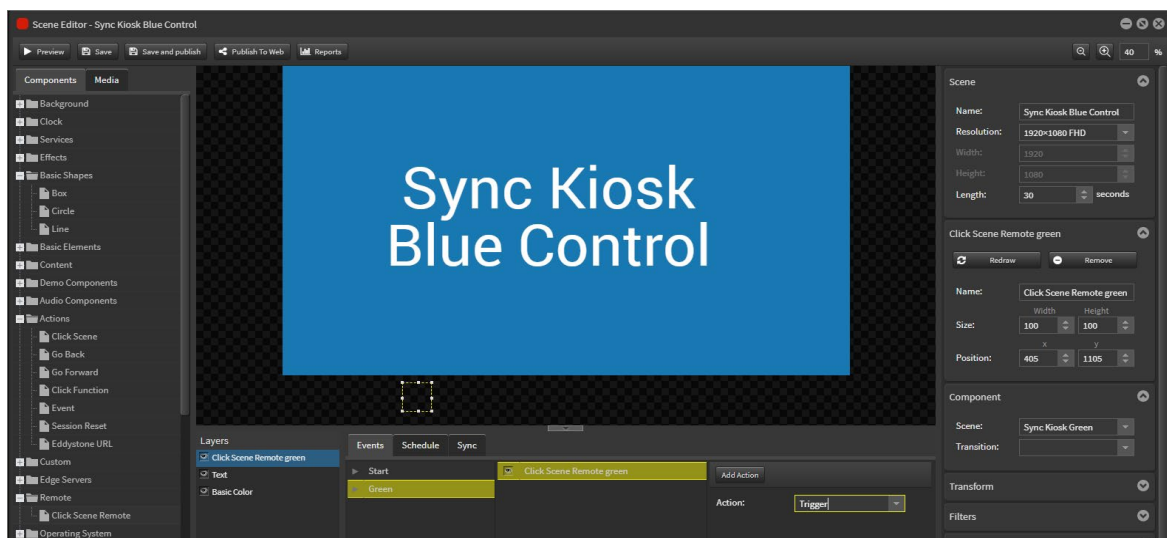


Create a new event in the Events tab under Start.

Right click and name the event [Green]

Highlight the 'Click Scene Remote green' in Layers and drag across into the green event area.

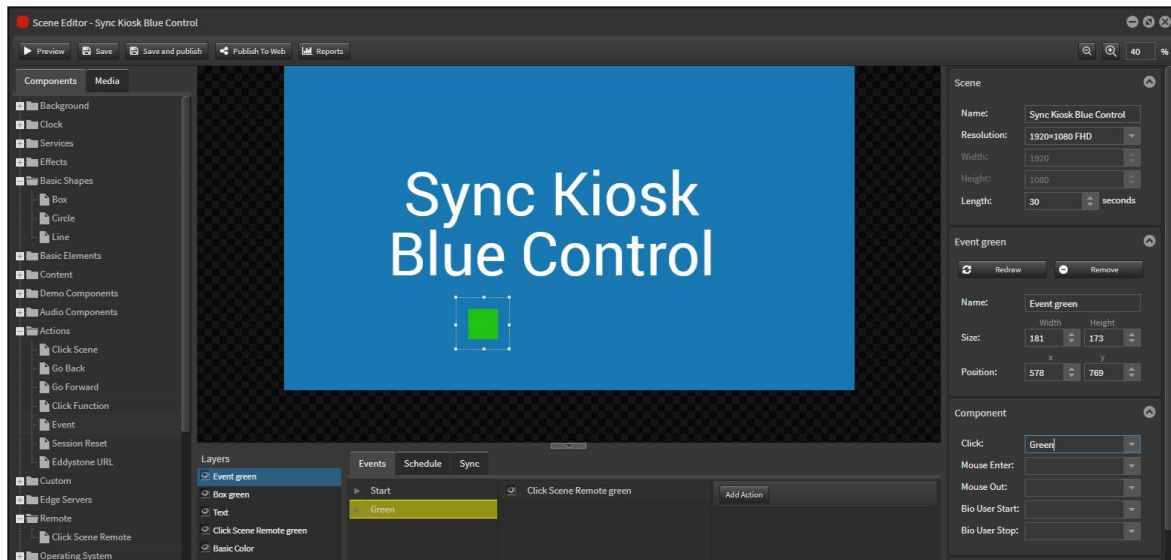
Click the Action button and choose 'Trigger' from dropdown menu.



Drag a box onto the edit area and colour it green.

Go to Components>Actions>Event and drag to cover the box.

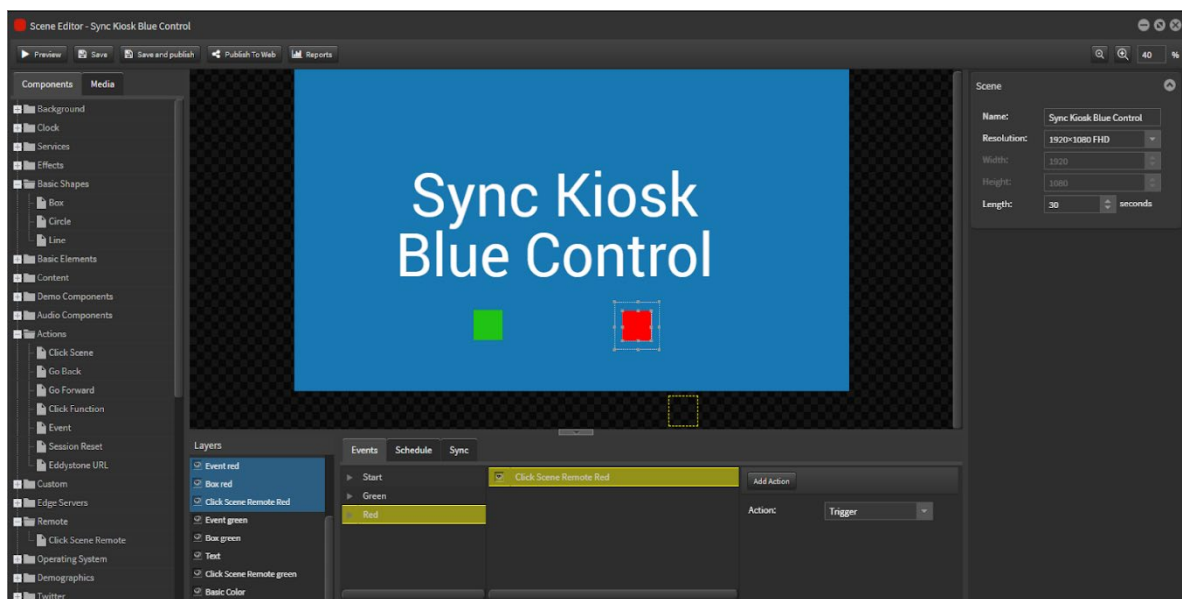
At the right hand side browse to link the event 'Green' in the dropdown menu.



2. Touch elements for Sync Kiosk Red scene.

Repeat the steps to create a touch point to trigger the second scene.

Click Scene Remote / Box / Event / Event Component



Save.

3. Using Events in the Master scene to trigger Events in a Slave scene.

You can use Events in a master scene to trigger Events in a click scene remote scene on the slave player.

This is simply achieved by naming the Events exactly the same in both scenes.

3.1.3 Building interactive Channel

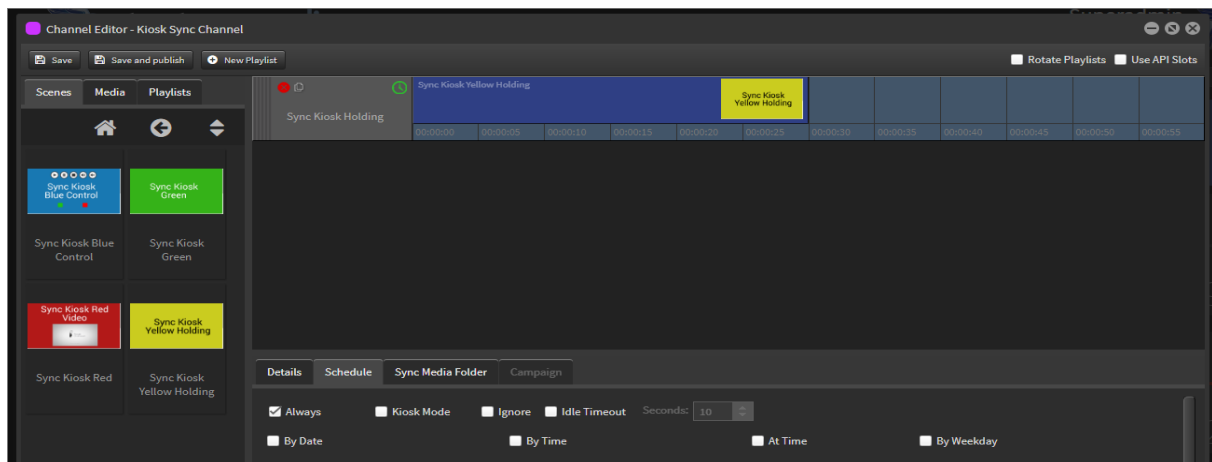
Holding Playlist

Create new playlist and add holding scenes.

Schedule the playlist as 'Always'.

These scenes will rotate until screen is touched.

Then the Master control scene will play.

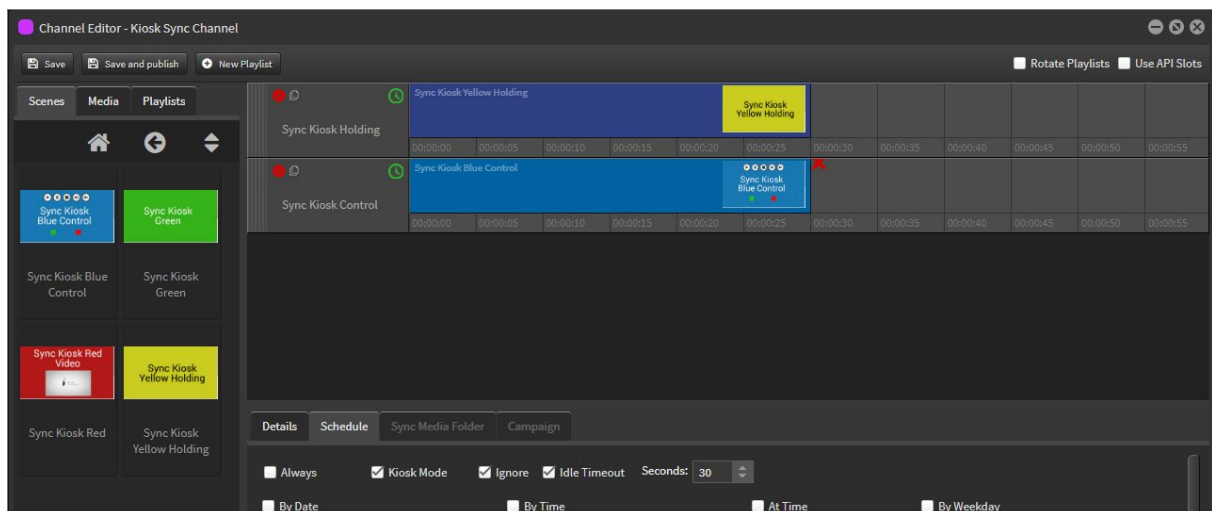


Master Control Playlist

Create new playlist and add Master Control scene.

Schedule the playlist as 'Kiosk Mode' and 'Ignore' and 'Idle Timeout' and 'Seconds'.

This scene will then timeout and revert back to the holding scene after the allocated time period.

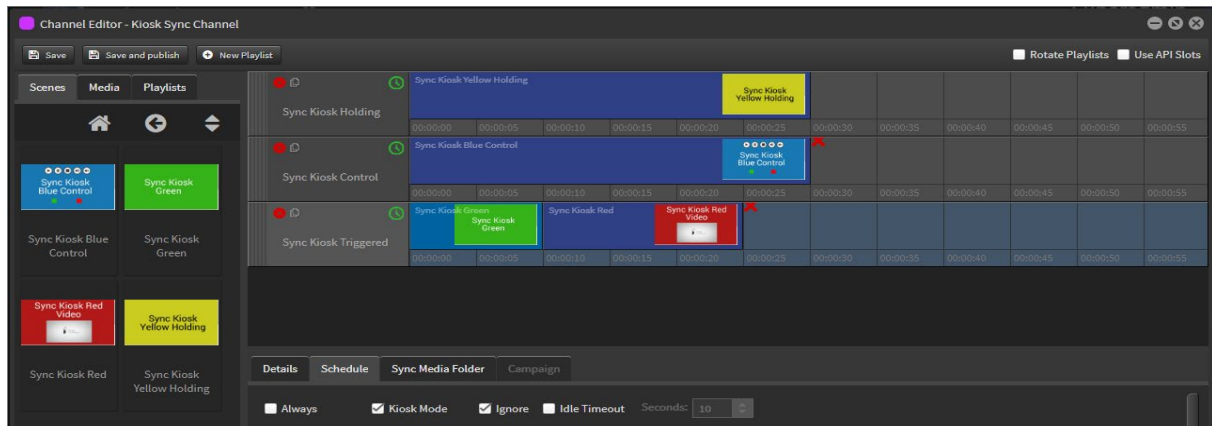


Triggered Scenes Playlist

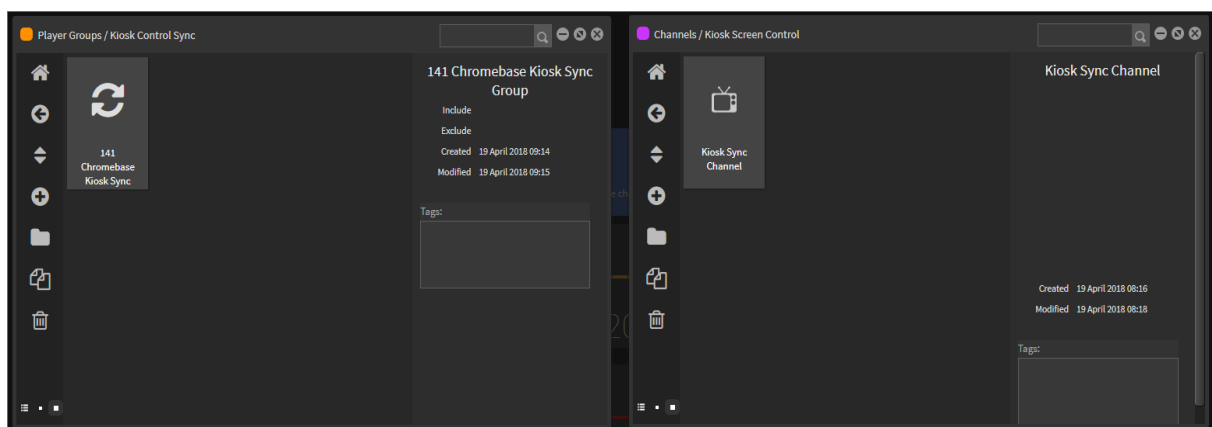
Create new playlist and add all of the scenes that will be triggered to play on the sync players.

Schedule the playlist as 'Kiosk Mode' and 'Ignore'.

The triggered scene will continue to play until another scene is triggered via the master scene or until the master scene times out.



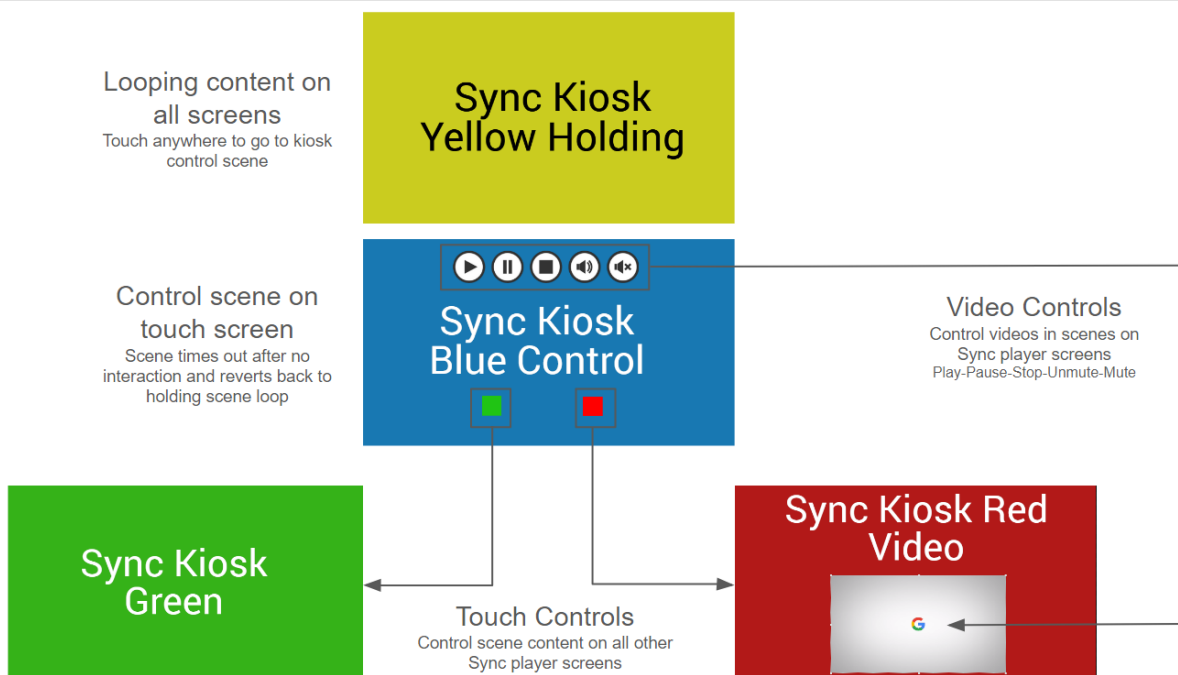
3.1.4 Distributing content



Drag and drop the Channel onto the Sync Group. Content will download and start playing.

Outcome

Now you can control the content on the slave peer player screens using the Kiosk touch screen to change content on the sync player screen(s).



Live Reporting

Kiosk Interactive content

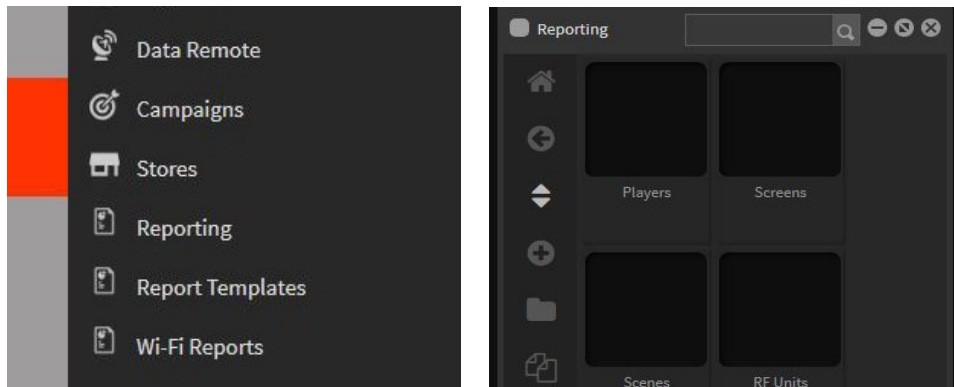
When creating interactive content within StratosMedia for either stand alone or Kiosk-to-Screens applications, should you wish to identify collected interactions via reporting, StratosMedia recommends utilizing the “click scenes” functionality within the scene builder as the trigger method for interaction.

By utilising “click scenes” the scene impressions are recorded in the StratosMedia Management console for further review. Using logical names when building the scenes you wish to measure will make this task easier as more interactive variables are introduced to the content created.

“Click events” in the StratosMedia scene builder however are not recorded making this unsuitable for applications which interactions need be measured in StratosMedia.

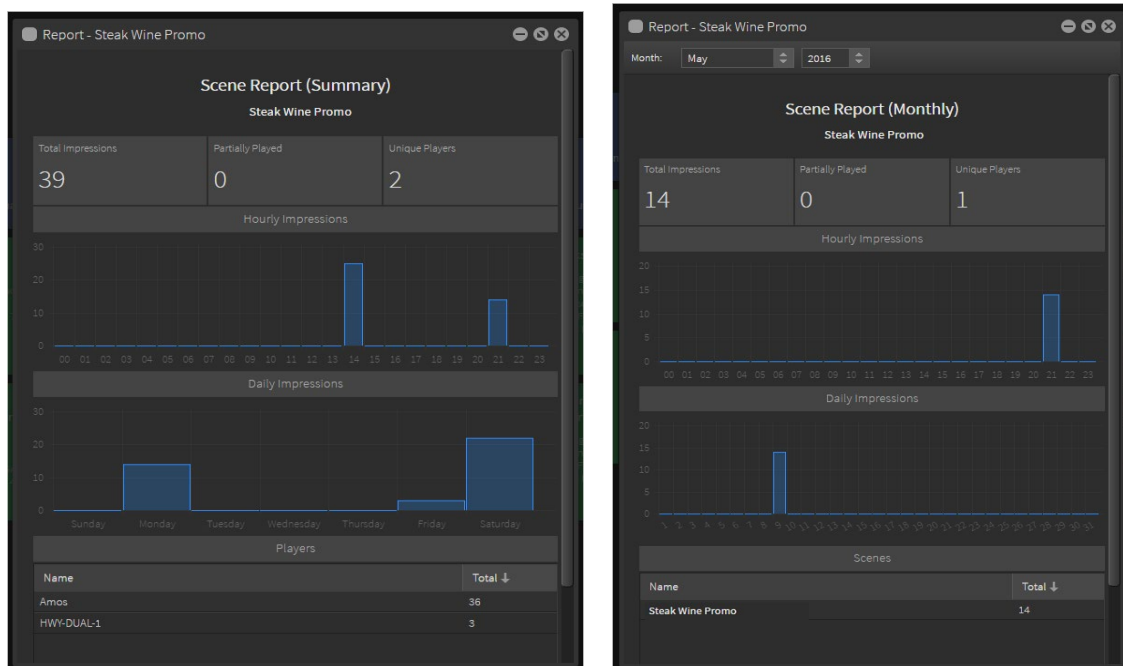
Reports are generated for Scenes and Players and Screens either monthly or as a complete summary report.

Select ‘Reporting’ from the green home button drop down menu.



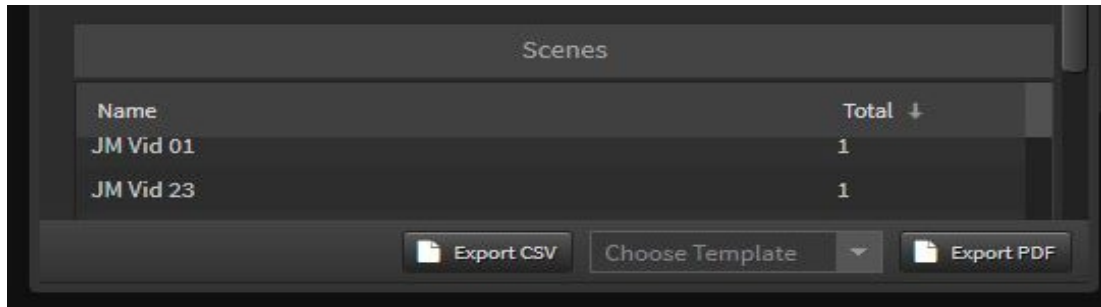
Scene Reports

Select the Scene and then the report range from Summary Report, Current Month or Last Month.



Exporting Live Reports

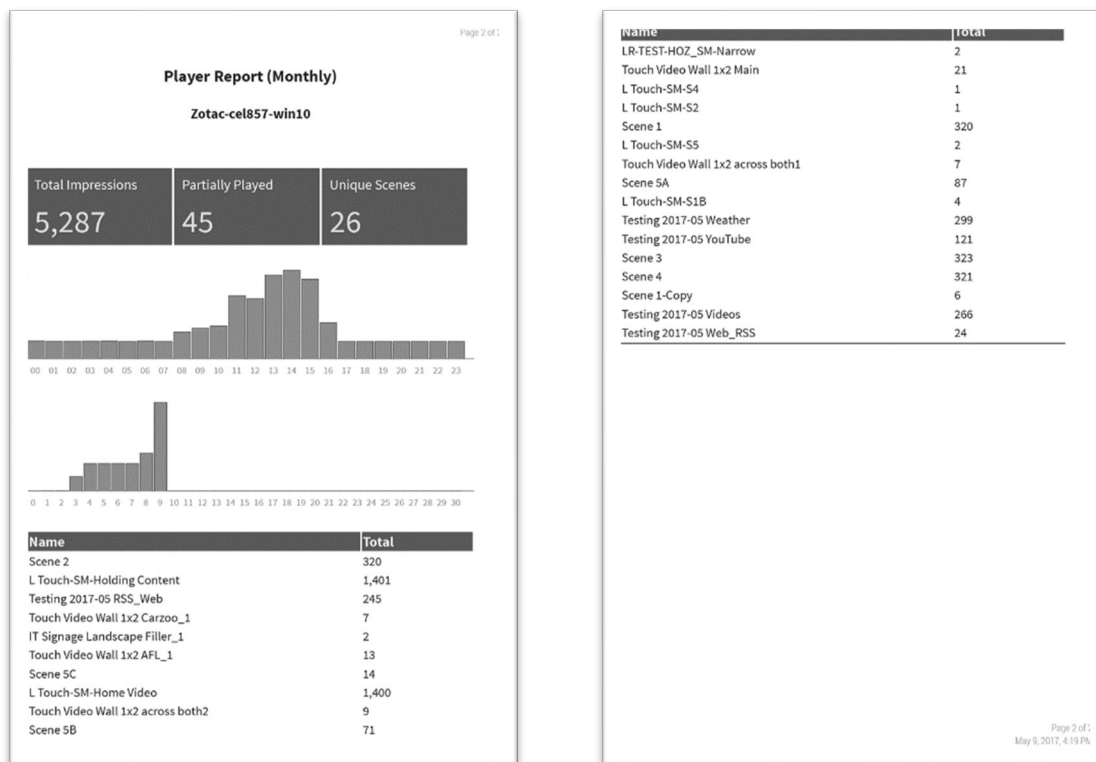
Reports can be exported as CSV file format or PDF file format.



Selecting Export CSV will produce an Excel spreadsheet of the data.

Player Report (Summary) - X551 ASUS 422													
	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Player Report (Summary) - X551 ASUS 422												
2	Total Impressions	432280											
3	Partially Played	10465											
4	Unique Scenes	327											
5													
6	Hourly Impressions												
7		0	1	2	3	4	5	6	7	8	9	10	11
8		11148	10988	10915	11052	11049	11050	11033	20722	25641	25502	26152	27352
9													
10	Daily Impressions												
11	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday						
12		0	0	0	0	0	0						
13													
14	Scenes												
15	Name	Total											
16	Unknown	63											
17	Unknown	37											

The PDF Report will produce a document with graphs and data tables on subsequent pages.



For more information on detailed historical reports see Section 8.0 Reporting

4.0 Content Zones

Content Zones are designated areas of your screen display which can be independently managed and controlled. Think like an advanced picture in picture with intelligent scheduling. Channels with their own content and schedules are dropped into the Content Zones.

3-Zone Template

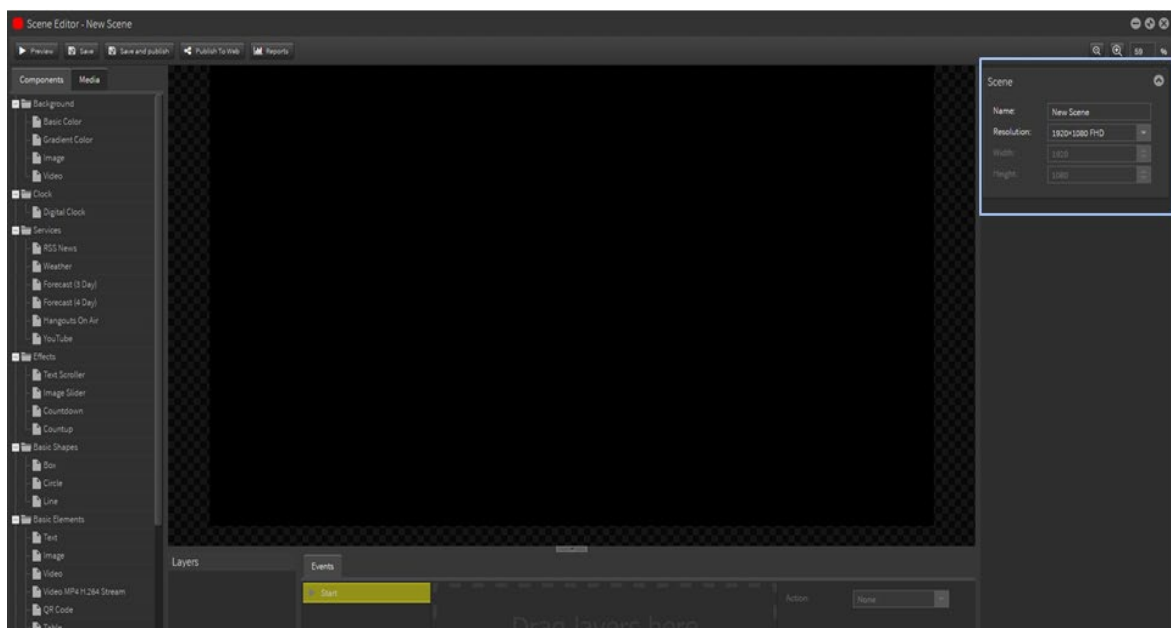
In this example we will create a 3 Zone Template for a standard landscape FHD screen resolution (1920 x 1080). Typically this layout can be used for advertising in the *Left zone*, NEWS ticker along the *Ticker zone* and the *Main zone* for general messaging and videos.



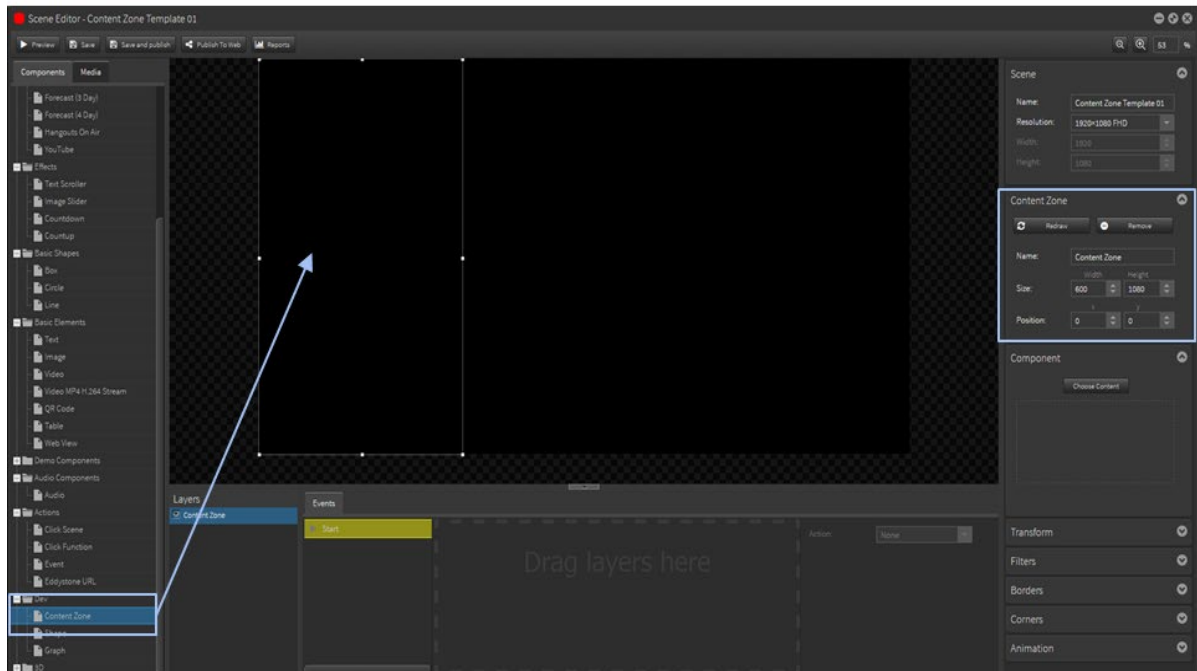
4.1 Setup Content Zones Template Scene

Create a new scene in Scene Editor and select the resolution to 1920 Width x 1080 Height.

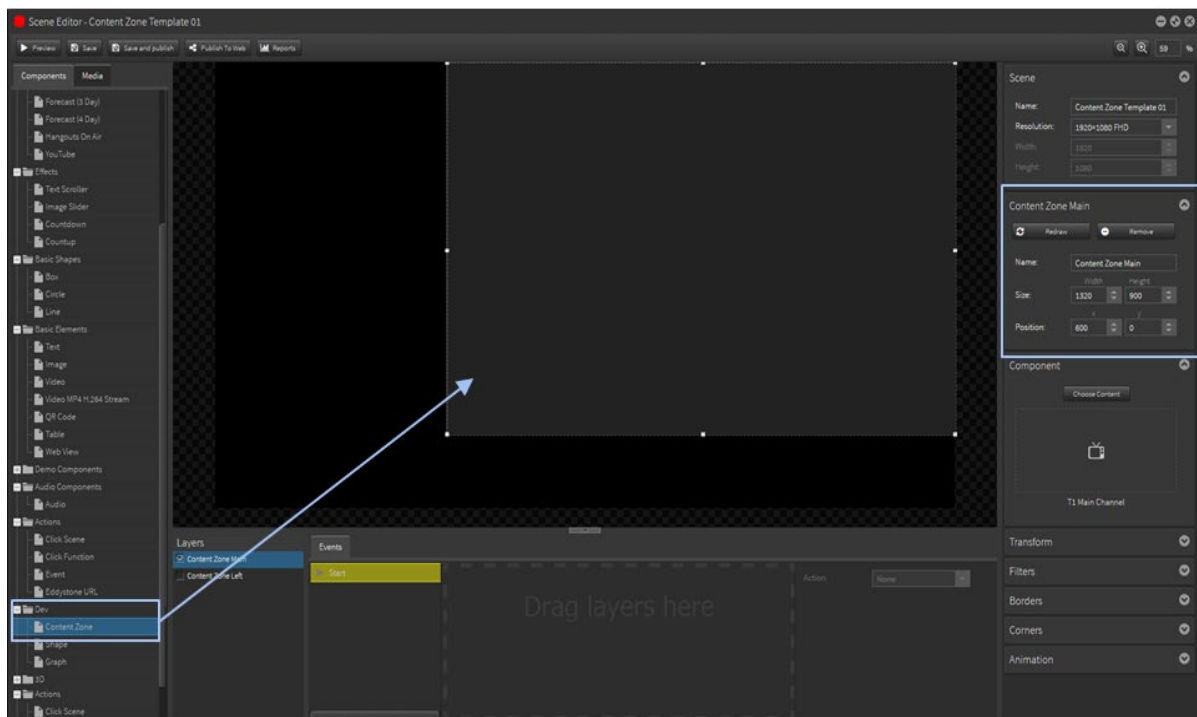
Name this scene Content Zone Template T1 as this will be the master scene.



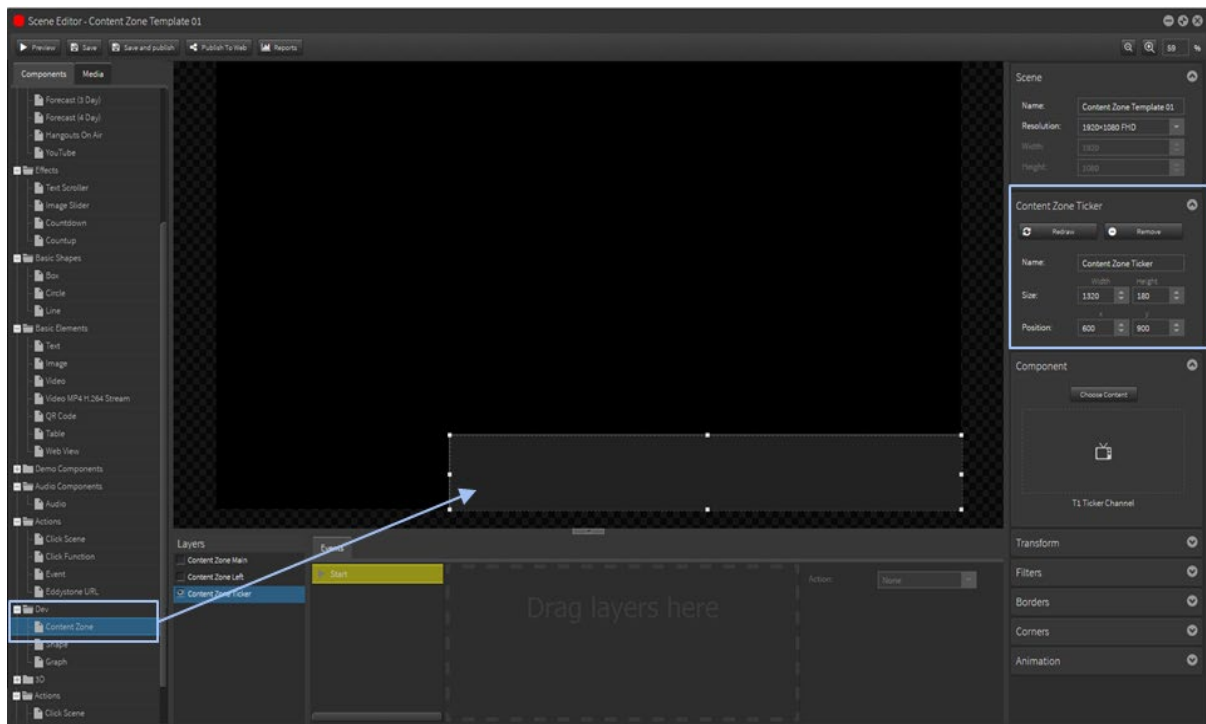
Select the Content Zone Object from Components on the left and drag it onto the edit area. Resize this to 600 x 1080 and position at X-0 and Y-0. Name this Content Zone Left.



Select the Content Zone Object from Components on the left and drag it onto the edit area. Resize this to 1320 x 900 and position at X-600 and Y-0. Name this Content Zone Main.



Select the Content Zone Object from Components on the left and drag it onto the edit area. Resize this to 1320 x 180 and position at X-600 and Y-900. Name this Content Zone Ticker.



4.2 Setup Channels to populate the Content Zones Template Scene

NOTE: It is important that the scene resolutions match the Content Zone sizes for the content to display correctly on the screen.

Content Zone Left

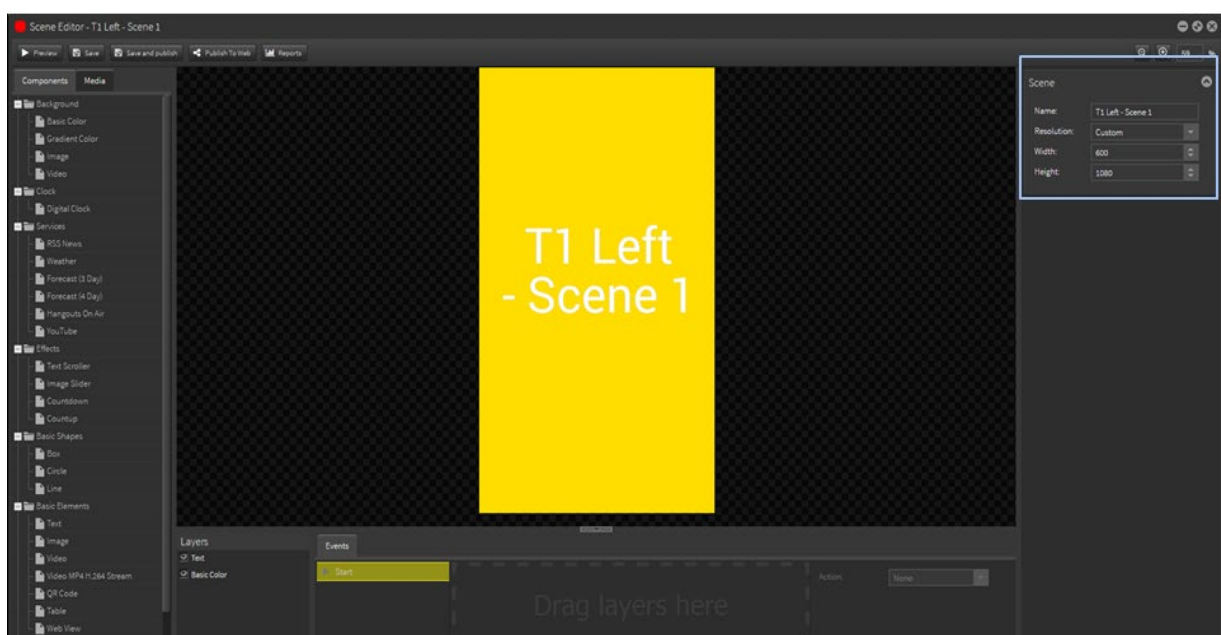
Create Scenes

Create a new scene in Scene Editor and select CUSTOM from the resolution dropdown menu.

Set these sizes to 600 Width x 1080 Height.

Name this scene to indicate the zone eg. Left - Scene 1 and then populate with images, shapes, text, etc.

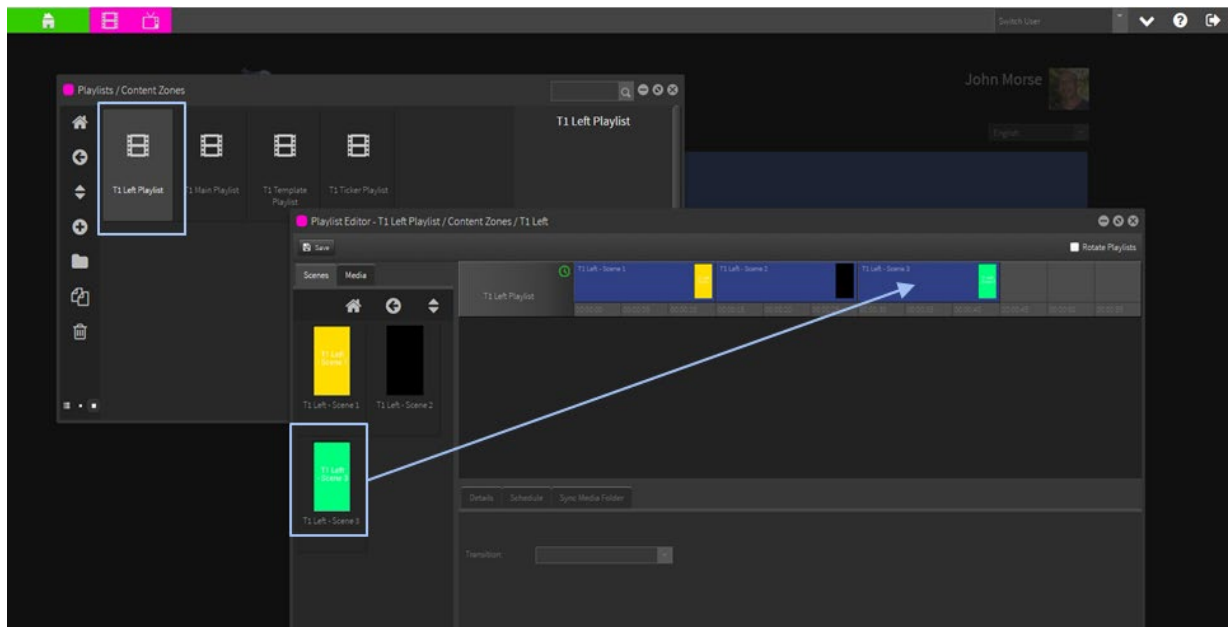
Create more scenes at the same size to include in the Playlist.



Create a Playlist

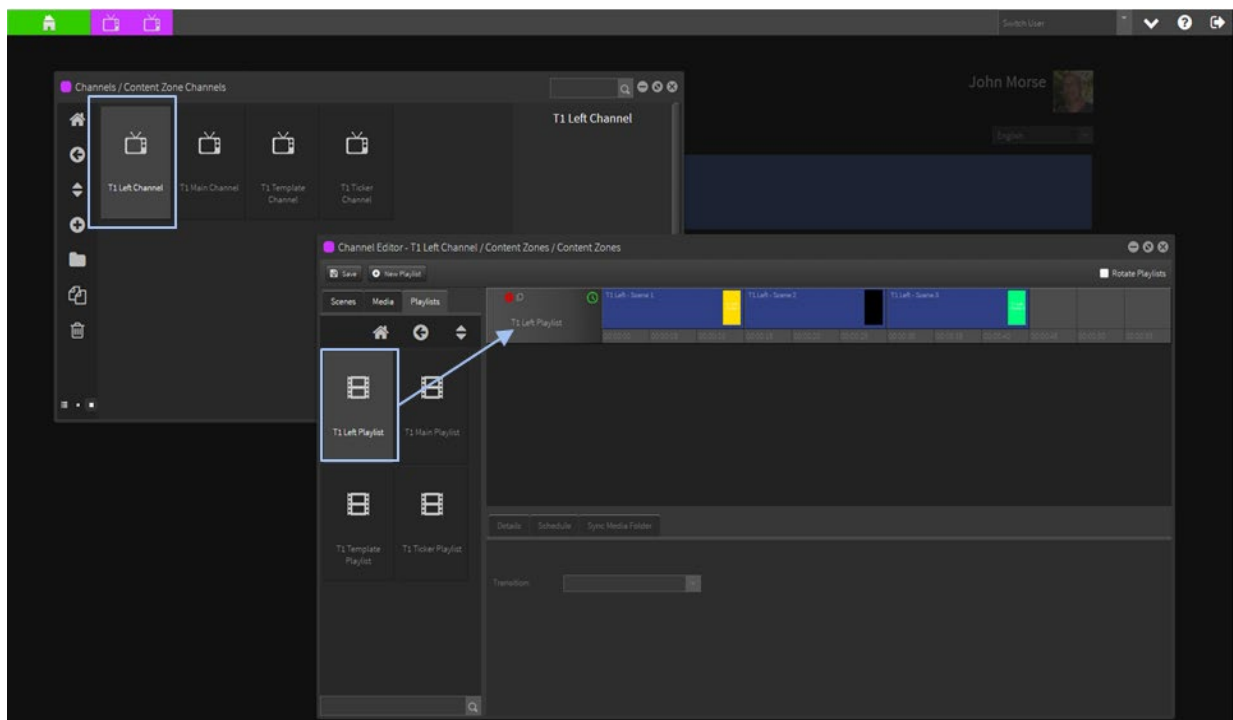
Create a new Playlist and name it to indicate the zone eg. Left Playlist and then populate with the Left scenes by dropping them into the playlist timeline.

NOTE: All Playlists must contain at least 2 items (scenes and/or media files).



Create a Channel

Create a new Channel and name it to indicate the zone eg. Left Channel and then populate with the Left Playlist by dropping into the Channel.



Content Zone Main

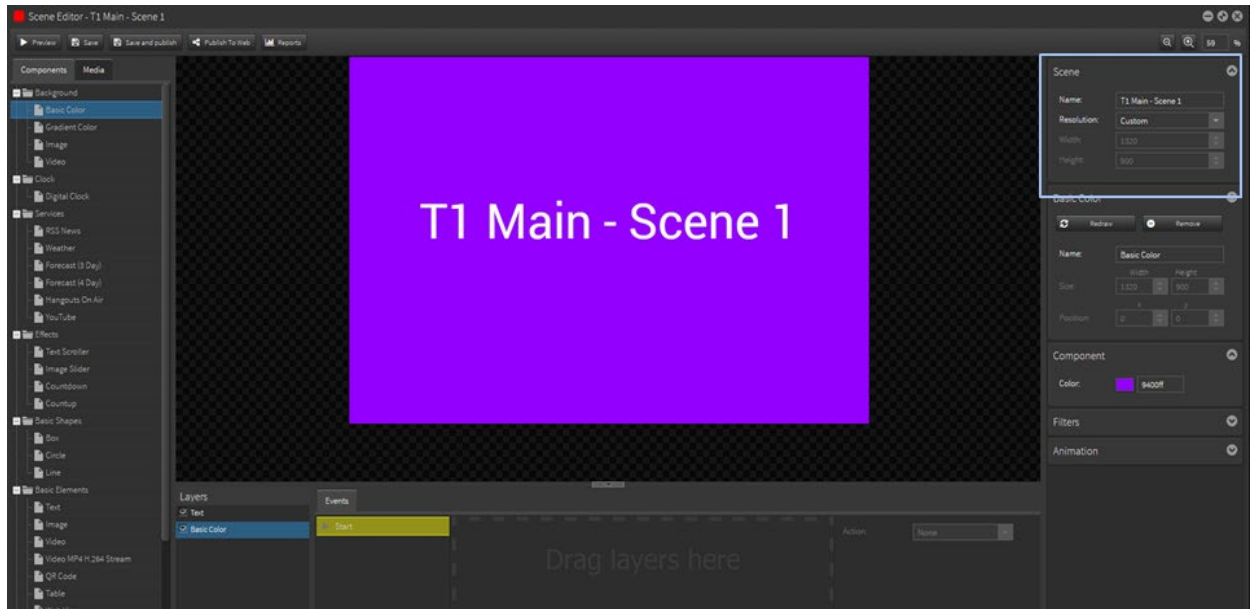
Create Scenes

Create a new scene in Scene Editor and select CUSTOM from the resolution dropdown menu.

Set these sizes to 1320 Width x 900 Height.

Name this scene to indicate the zone eg. Main - Scene 1 and then populate with images, videos, text, etc.

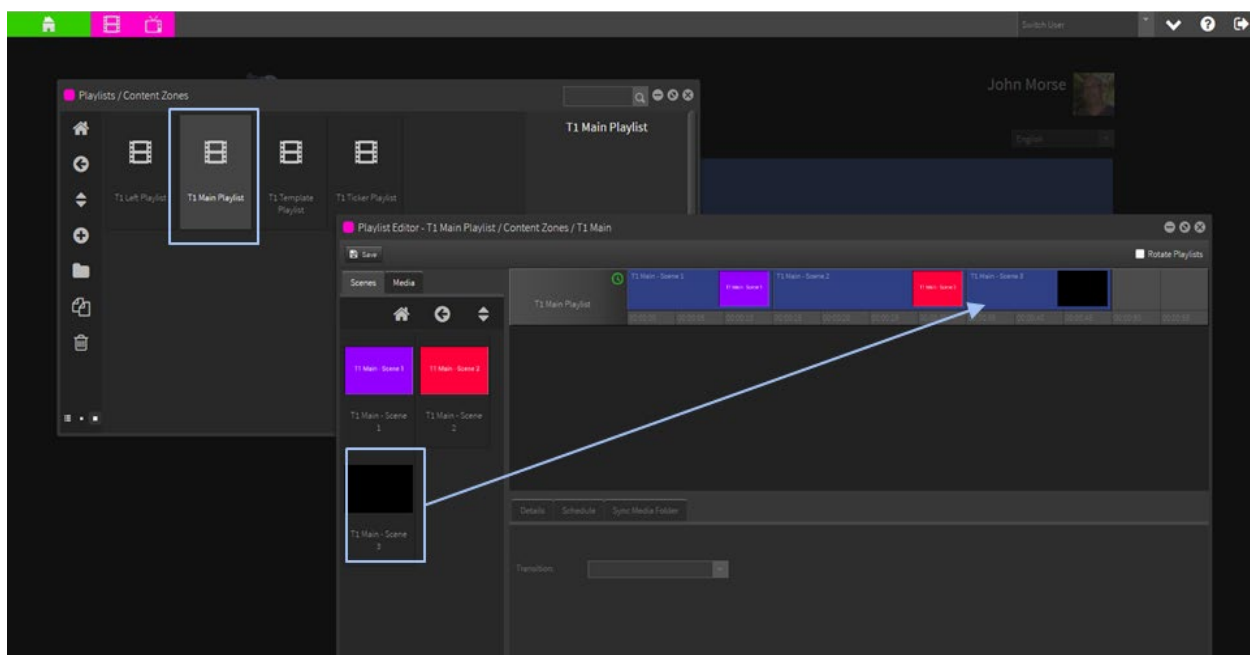
Create more scenes at the same size to include in the Playlist.



Create a Playlist

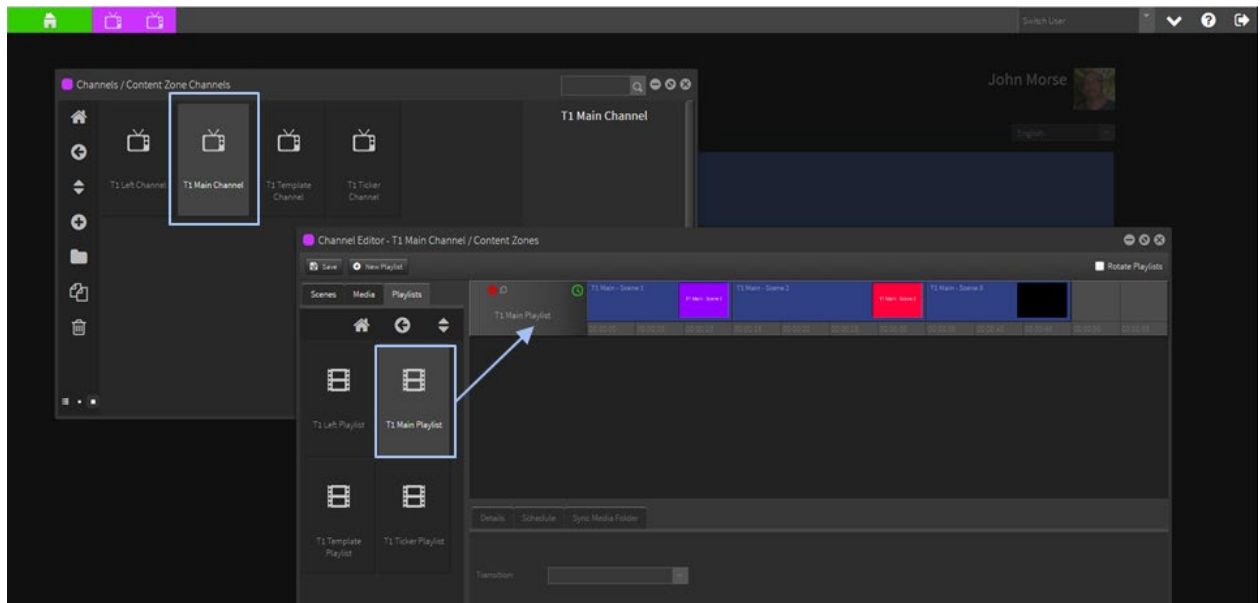
Create a new Playlist and name it to indicate the zone eg. Main Playlist and then populate with the Main scenes by dropping them into the playlist timeline.

NOTE: All Playlists must contain at least 2 items (scenes and/or media files).



Create a Channel

Create a new Channel and name it to indicate the zone eg. Main Channel and then populate with the Main Playlist by dropping into the Channel.



Content Zone Ticker

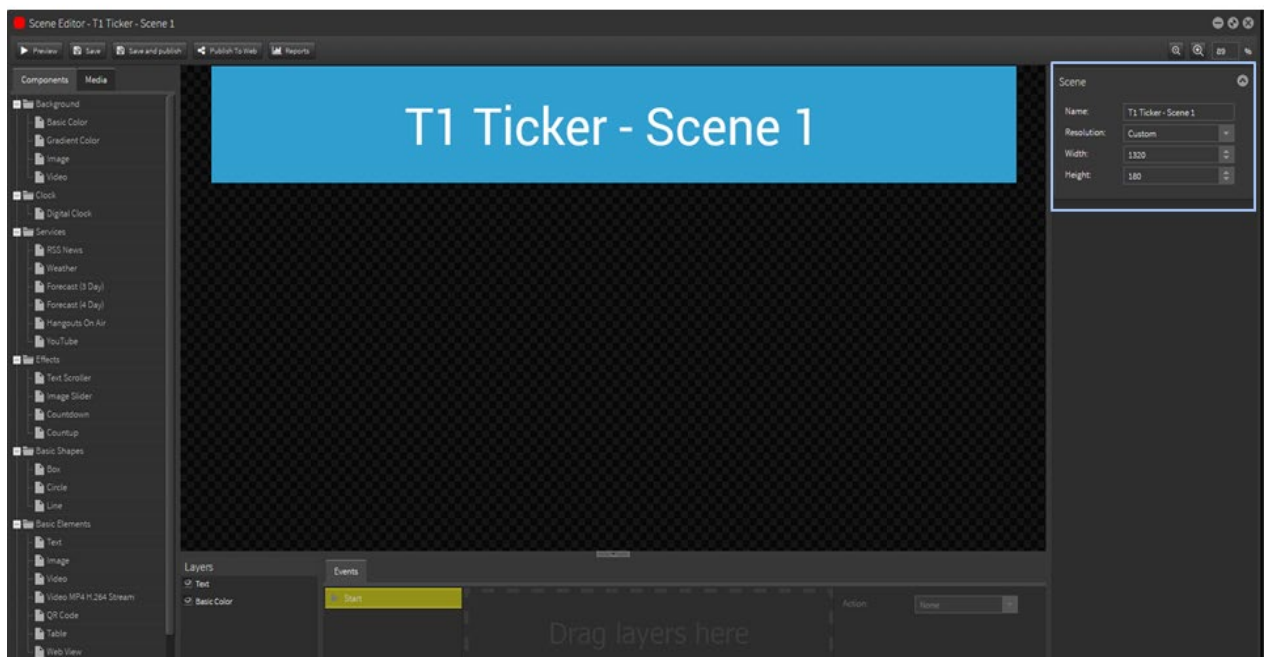
Create Scenes

Create a new scene in Scene Editor and select CUSTOM from the resolution dropdown menu.

Set these sizes to 1320 Width x 180 Height.

Name this scene to indicate the zone eg. Ticker - Scene 1 and populate with RSS, shapes, text scroller, etc.

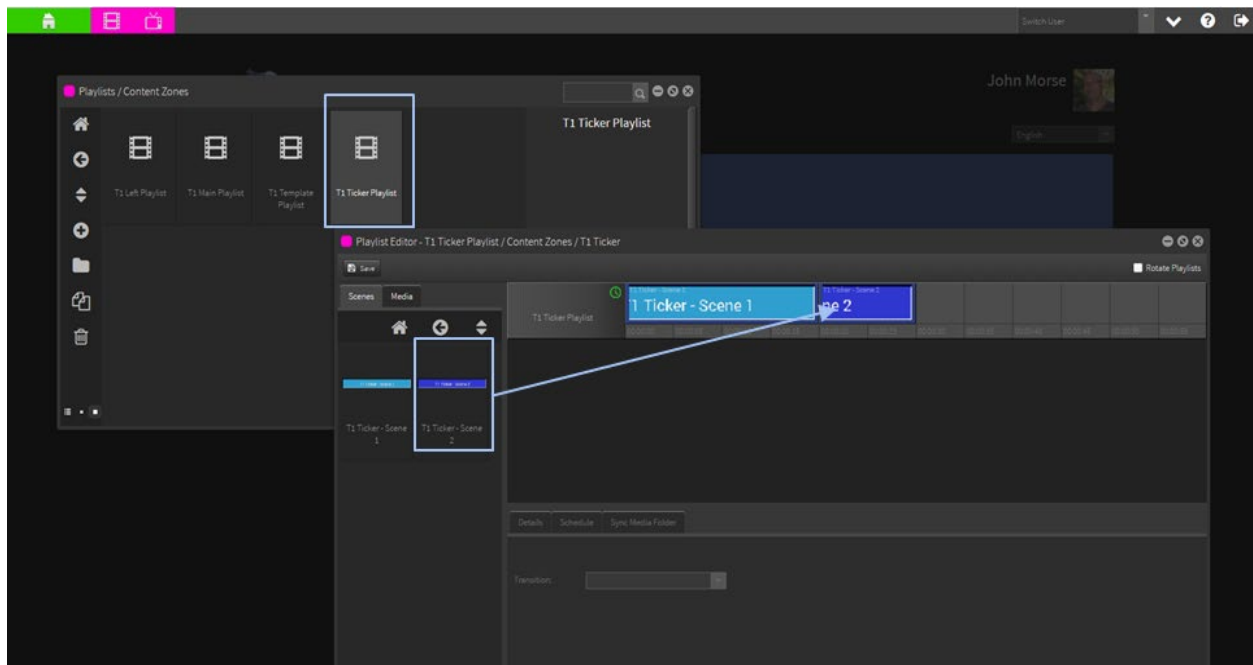
Create more scenes at the same size to include in the Playlist.



Create a Playlist

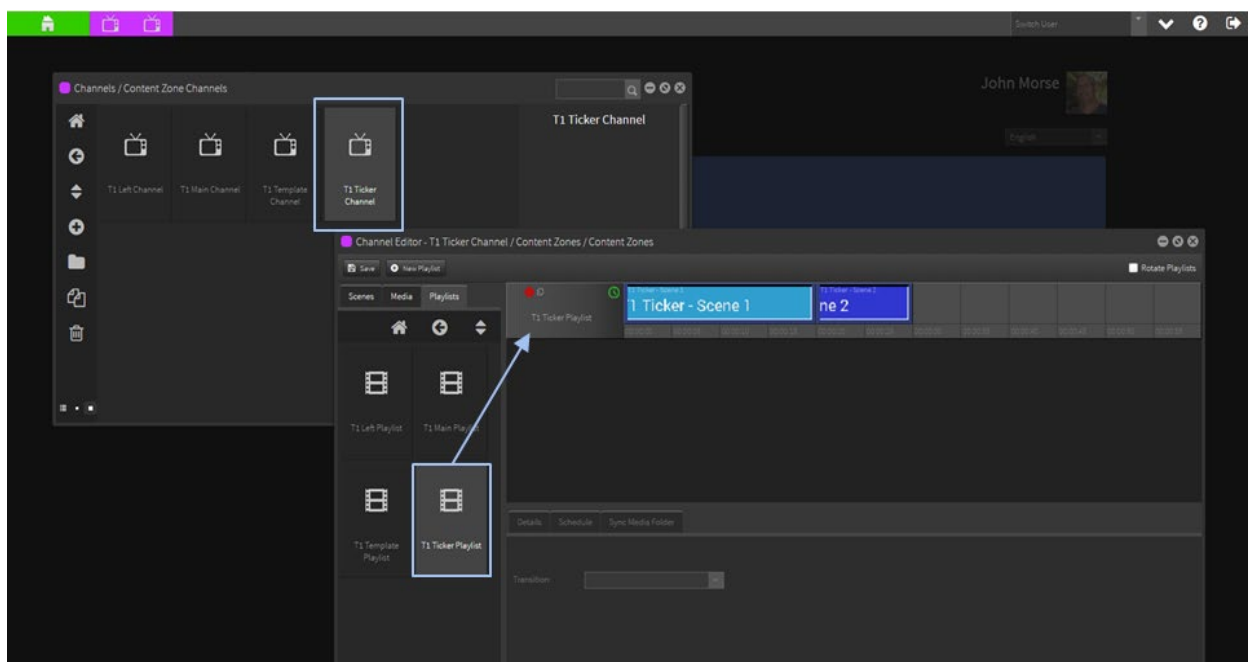
Create a new Playlist and name it to indicate the zone eg. Ticker Playlist and then populate with the Ticker scenes by dropping them into the playlist timeline.

NOTE: All Playlists must contain at least 2 items (scenes and/or media files).



Create a Channel

Create a new Channel and name it to indicate the zone eg. Ticker Channel and then populate with the Ticker Playlist by dropping into the Channel.



4.3 Dropping Channels into the Content Zones

OPEN the Content Zone Template scene in Scene Editor.

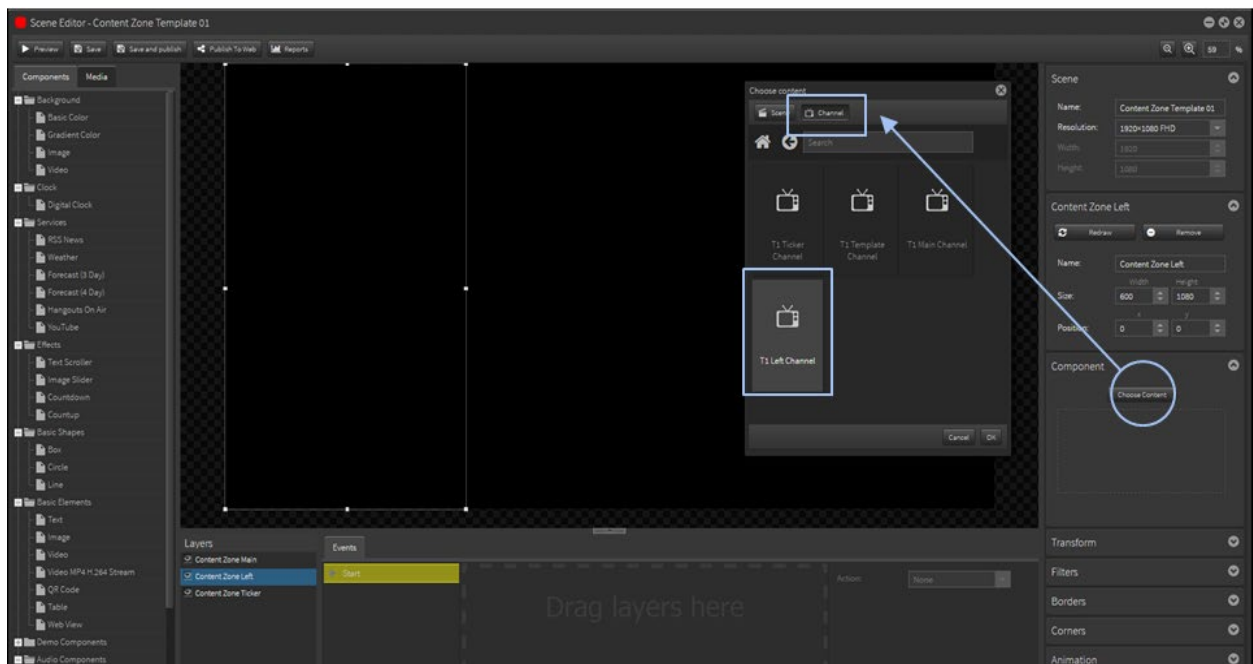
Content Zone Left

Next select a Content Zone on the edit area or in the layers.

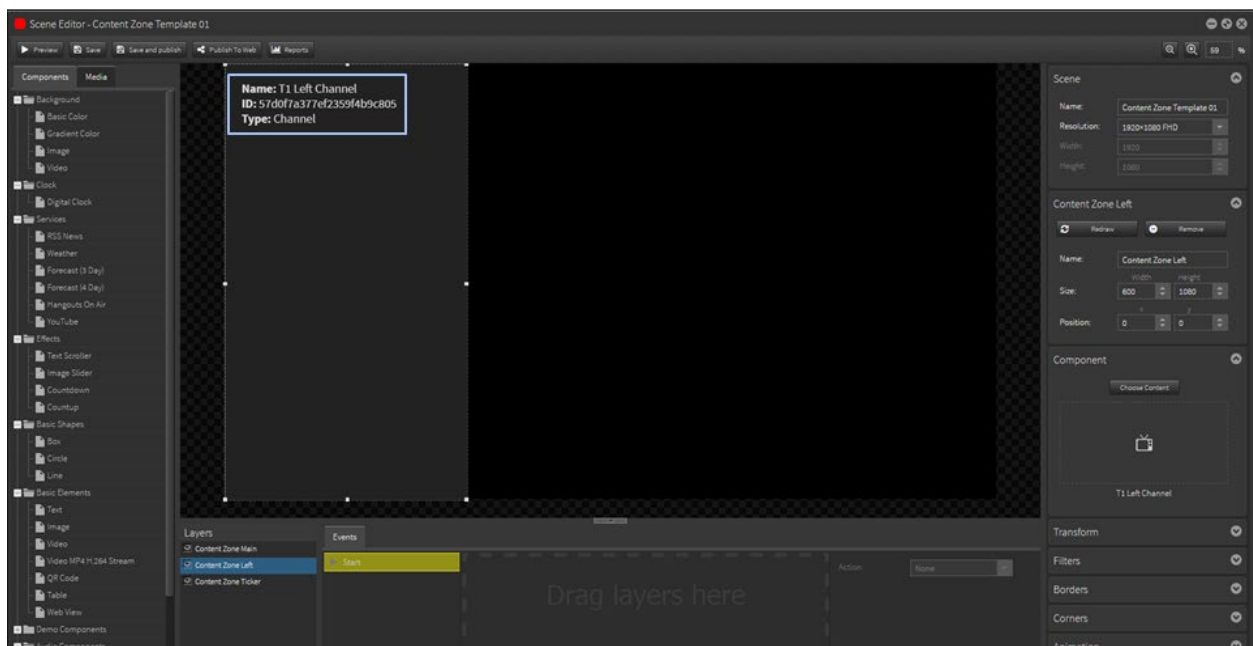
Click the Choose Content tab in the Component area on the right side.

Select the Channel tab at the top of the Choose Content dialogue box and highlight the correct Channel that was created for that zone.

NOTE: It is important that the Channel content matches the Content Zone size for the content to display correctly.



Click 'OK' and the Content Zone now contains the Channel of content for that area.



Follow the same procedure for each of the other Content Zones.

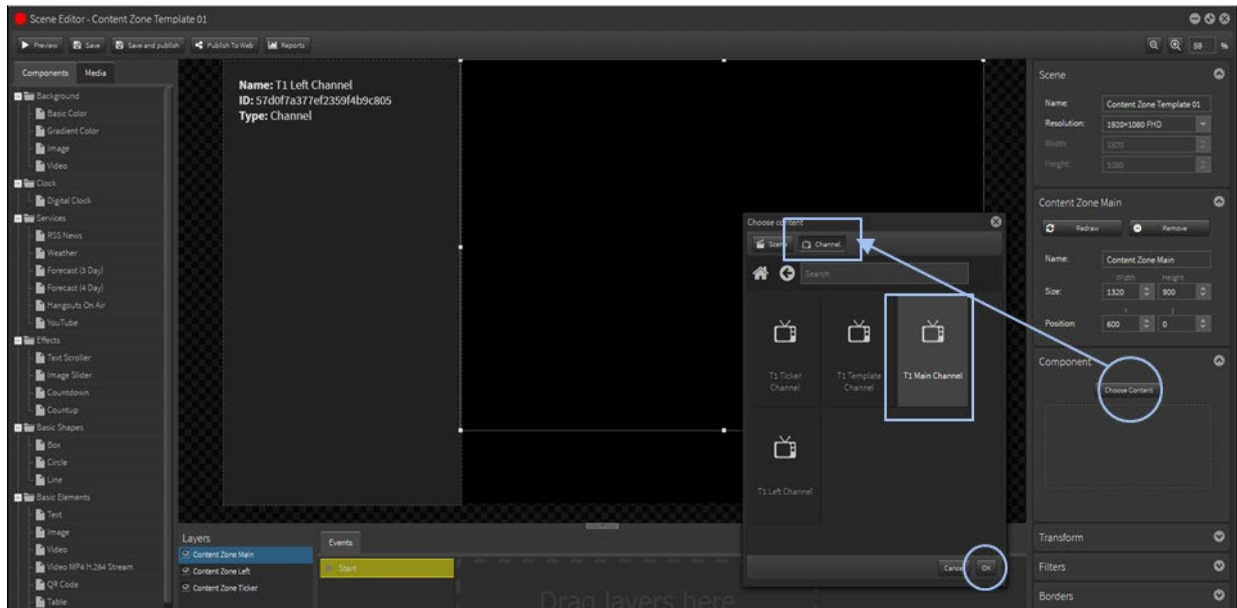
Content Zone Main

Select the Main Content Zone on the edit area or in the layers.

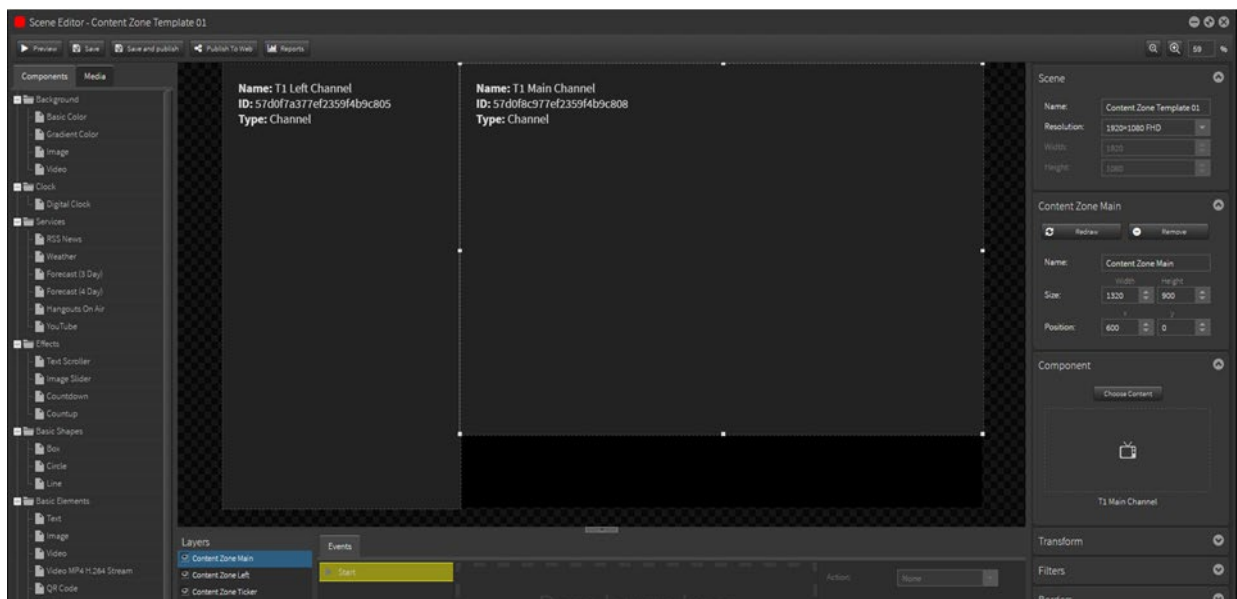
Click the Choose Content tab in the Component area on the right side.

Select the Channel tab at the top of the Choose Content dialogue box and highlight the correct Channel that was created for that zone.

NOTE: It is important that the Channel content matches the Content Zone size to display content correctly.



Click 'OK' and the Content Zone now contains the Channel of content for that area.



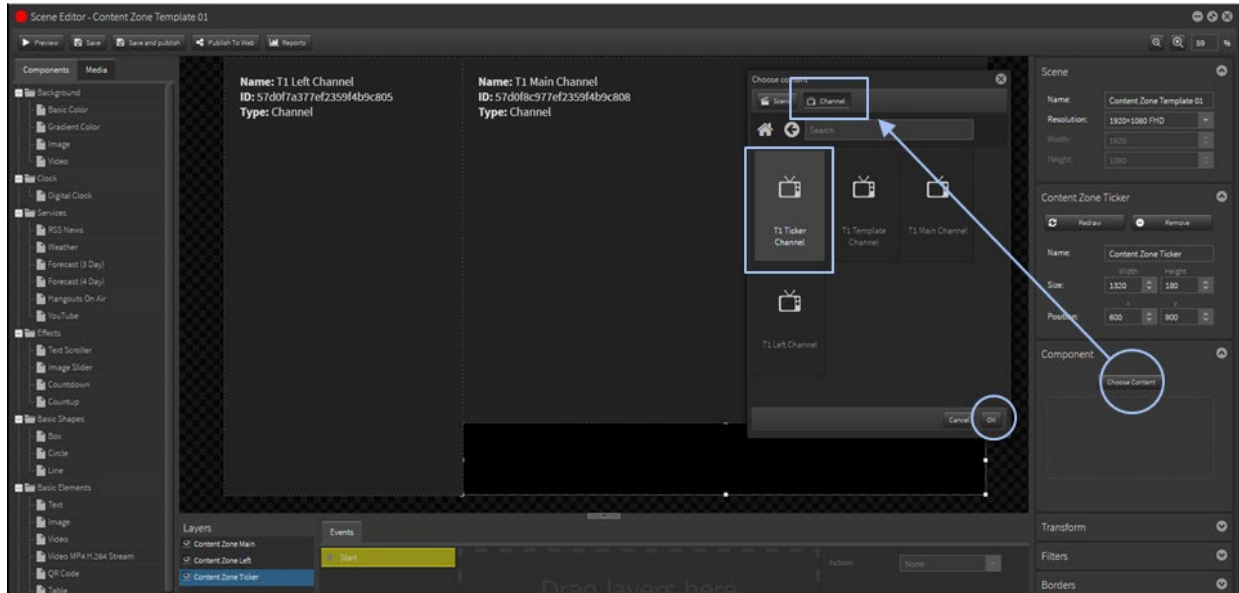
Content Zone Ticker

Select the Main Content Zone on the edit area or in the layers.

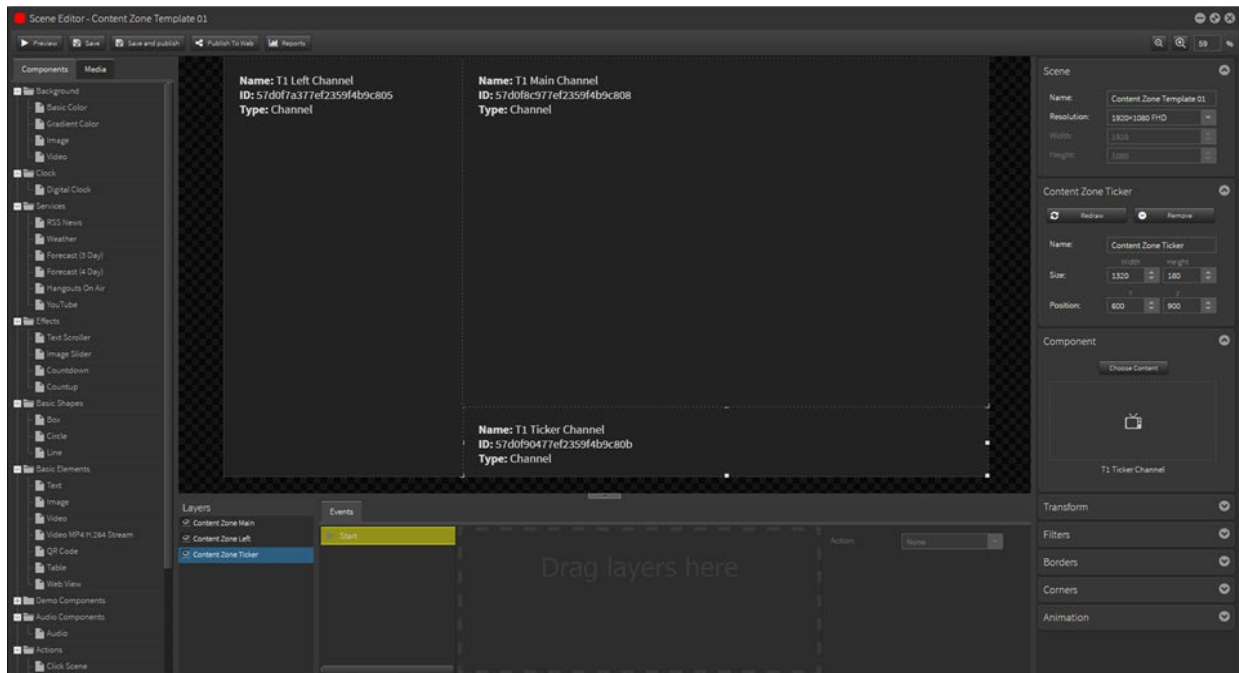
Click the Choose Content tab in the Component area on the right side.

Select the Channel tab at the top of the Choose Content dialogue box and highlight the correct Channel that was created for that zone.

NOTE: It is important that the Channel content matches the Content Zone size to display content correctly.



Click 'OK' and the Content Zone now contains the Channel of content for that area.



4.4 Send the Content Zone content to a Player

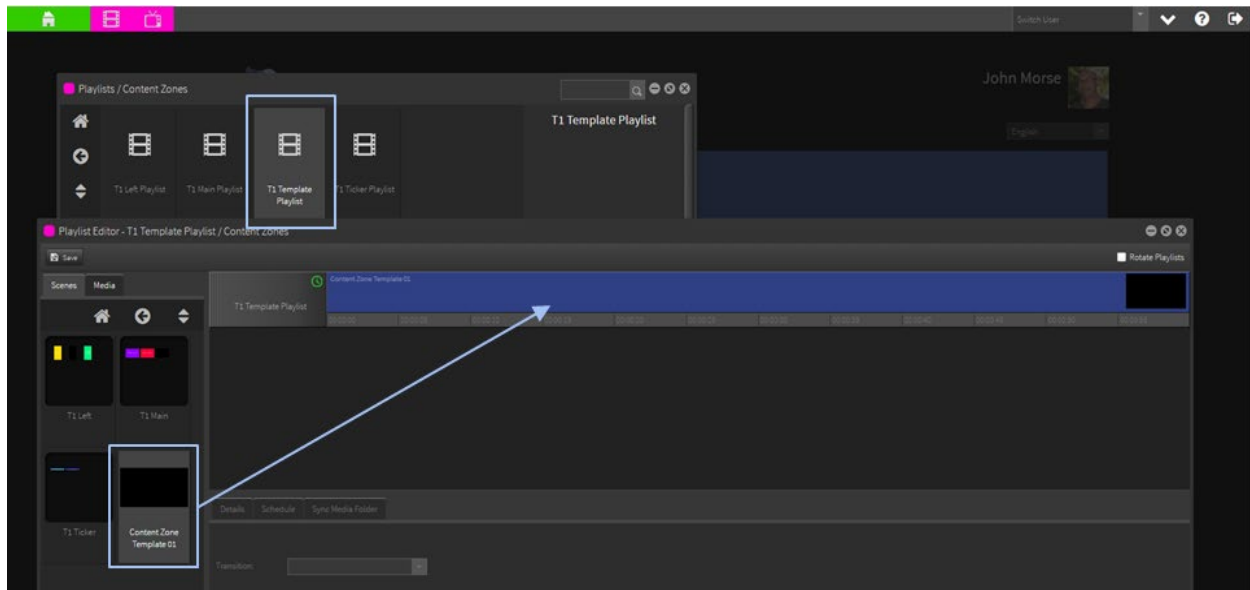
NOTE: Only Channels can be sent to a Player so a Master Template Channel containing the Content Zone Template scene needs to be generated.

Content Zone Template Channel

Create a Playlist

Create a new Playlist and name it to indicate the template eg. T1 Template Playlist and then populate with the Content Zone Template scene by dropping it into the playlist timeline.

NOTE: This Playlist can contain just the single Content Zone Template scene since changes are made at the Channel Zones Playlists level.

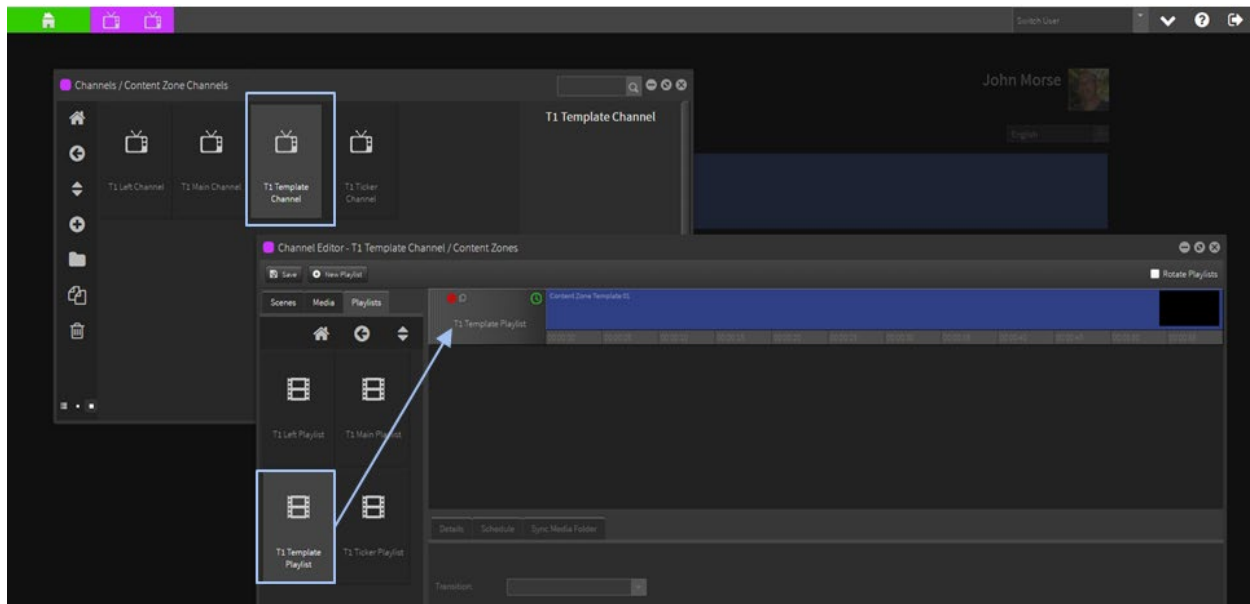


NOTE IMPORTANT:

Do not place two scenes containing the same content zones [or containing content zones that contain any the same scenes] concurrently in the playlist.

Create a Channel

Create a new Channel and name it to indicate the template eg. T1 Template Channel and then populate with the T1 Template Playlist by dropping into the Channel.



Sending the Content Zone Template Channel to a Player

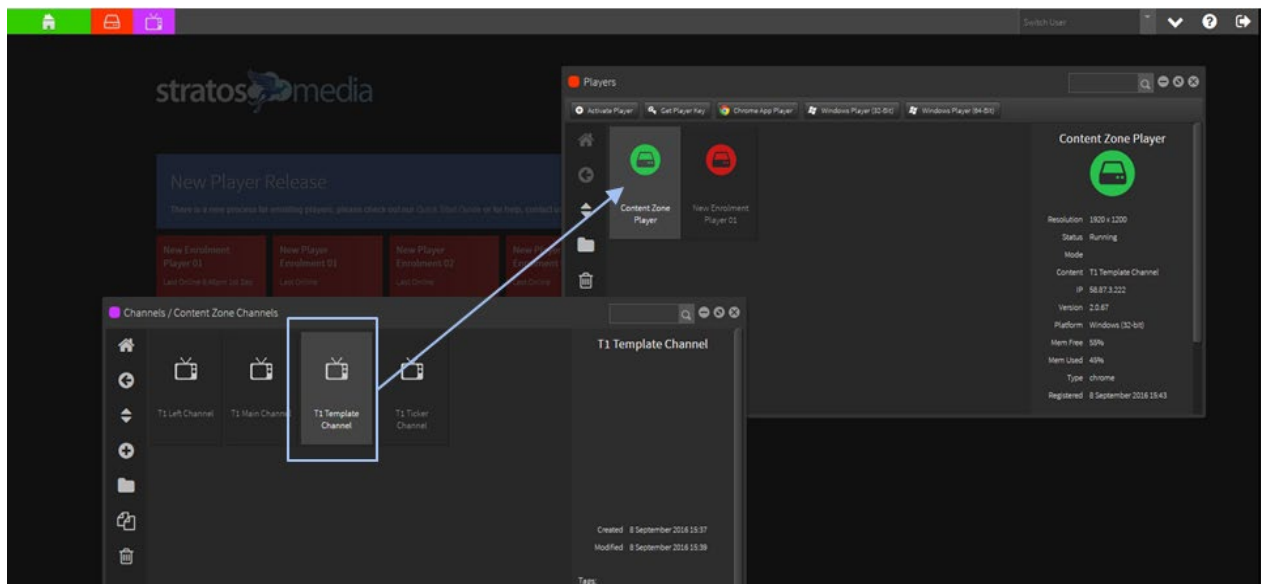
This is the easy part.

Open both the Player Window and the Channel Window.

Select the T1 Template Channel and drag it onto the Player.

Player details will indicate 'Sending to Player', 'Downloading Media' and finally 'Playing'.

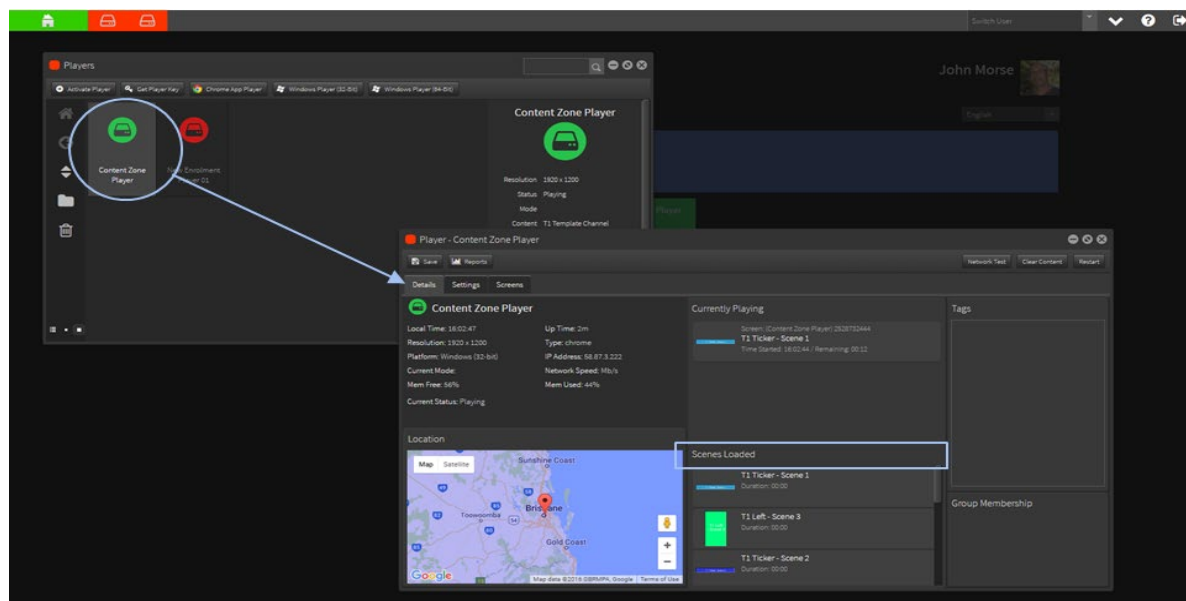
NOTE: Player Icon must be GREEN for exchange to take place - ie connected to the internet.



Content will now be playing on the screen.



Player status and details such as location, available memory, scenes loaded, resolution, CPU, etc., are also available in the Player dialogue box when you double click on the Player icon.



4.5 Changing and updating the Content Zones

Content in each zone can be changed independently of any of the other zones.

At the Scene level

If a scene already exists in a Content Zone Playlist, make changes to the scene in Scene Editor and SAVE.

Drop the Template Channel onto the Player.

At the Playlist level

Add new scenes, change the order of scenes or remove scenes from a Content Zone Playlist.

Drop the Template Channel onto the Player.

NOTE: DO NOT drop the Content Zones Channels (Left, Main, Ticker) directly onto the Player. ONLY use the Template Channel with the Master Content Zone Template scene containing the Content Zone Channels.

Variations on Content Zone areas

You are able to layout the screen in any desired variation of the content zone. For portrait and landscape aspects.

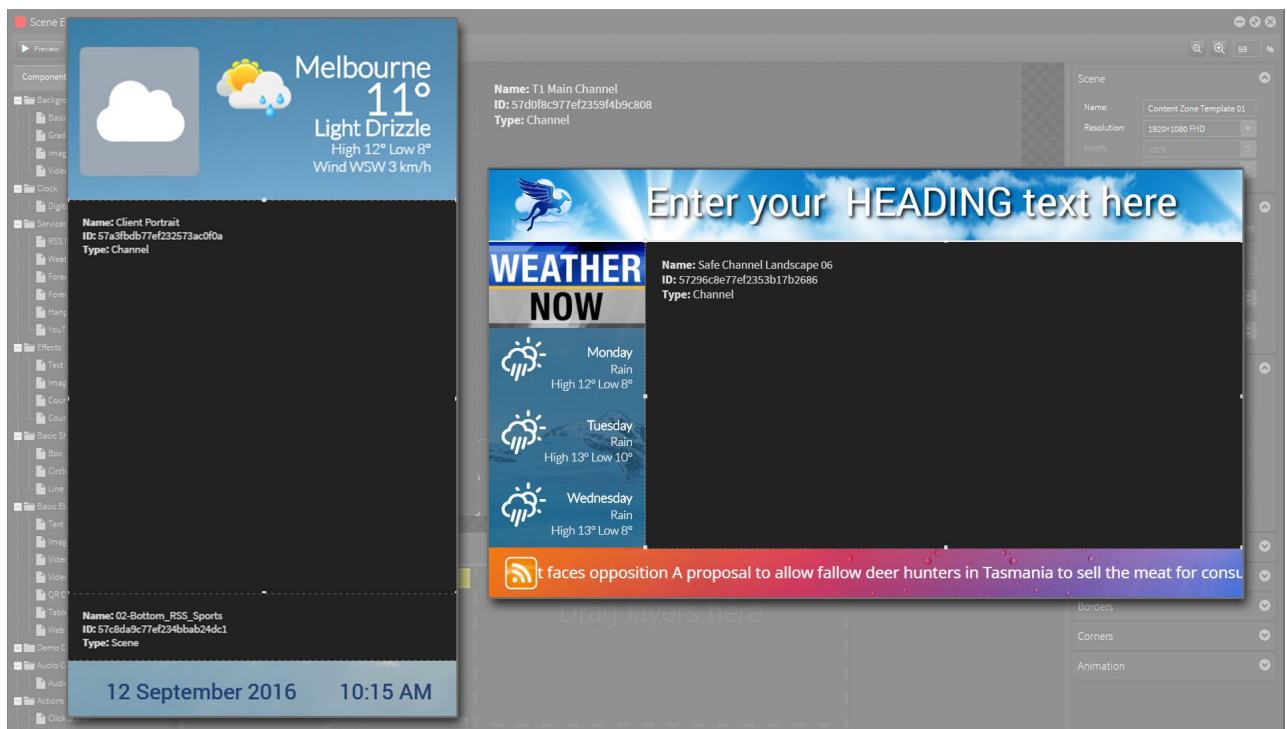
If you are feeling adventurous the options also include Content Zones within scenes within zones and Content Zones overlapping other zones.

Example 1.

Portrait with fixed header and footer and two Content Zones showing main content and a NEWS ticker.

Example 2.

Landscape with fixed header, weather panel and RSS news banner with one main Content Zone Channel.



NOTE: If content is not scheduled or missing from a Content Zone then the area will show as black.

User Permissions for Content Zones

Applying user permissions to Channels and Playlists allows you to segregate the zones to allow only users with the correct access rights to change and distribute content in any given zone.

See Section 4.0 for permission settings.

5.0 Players and Player Groups

5.1 Player Installation and Enrolment

This Step is done on the device you will use as a media player.

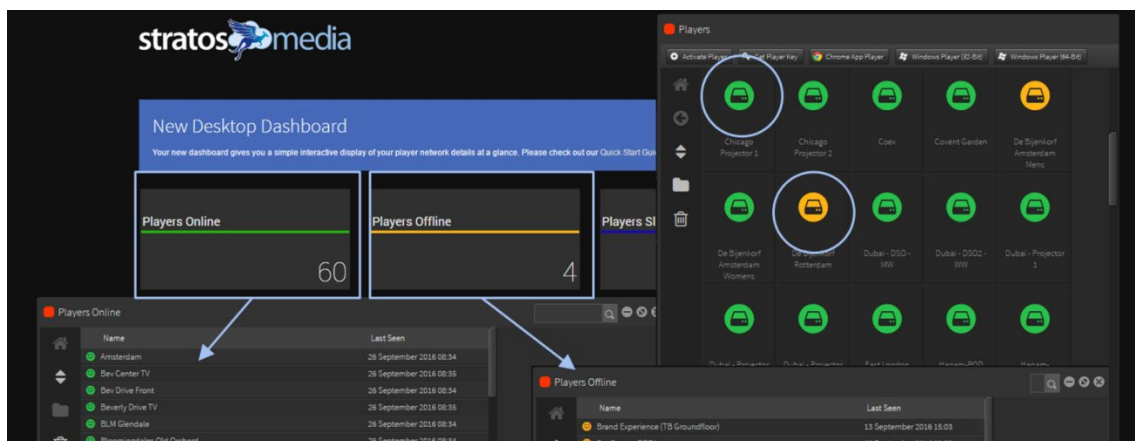
StratosMedia currently supports Chrome OS, Windows, StratosOS and a pre release Android version.

See the Quick Start Guide at the beginning of this User Guide [Page 11] for instructions on installation and activation of players on these OS.

5.2 Player Overview

When the player manager window is first opened it gives you a visual representation of all the players you have created in your account.

A player's online status is easily identified. Players that are orange have no network connectivity and players that are green have network connectivity.

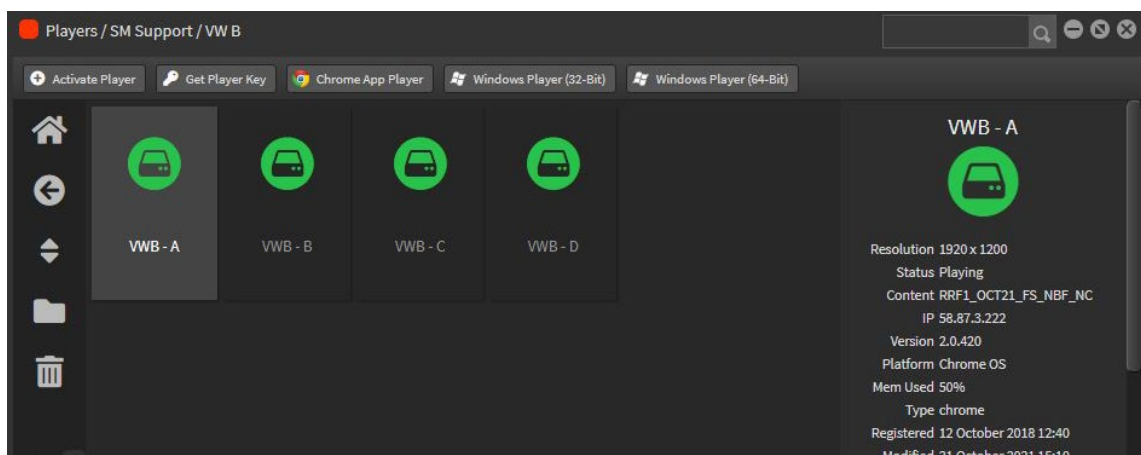


Note: Color status is only an indicator of internet connectivity not if the player is on or off.

A player can still run with no network connectivity as the content is stored locally on the device.

The Player Manager window shows more information on the Player status. This is found in the panel on the right hand side. At a glance you can quickly check the resolution, what content is running on the device, the IP address and version number of the player.

Please note that on Chrome, Linux and Windows players, the IP address is the WAN IP (i.e. the public IP address). On Android, webOS and Tizen players, the IP address is the LAN IP (private IP address).



Description of the player status:

Offline:	The player cannot be seen by the StratosMedia server. Causes for this may be no internet connection or the media device is turned off
Standby Mode:	The player is online but it's not playing anything because the current time on the player is outside the Active Time (as set on the player settings tab)
Nothing scheduled:	The content does not contain anything the player should be playing at the current time on the player.
Connected:	The player has just established a connection to the server
Online:	The player is online and is ready to communicate with the server
Running:	The player is running but has not yet reported any plays. Example: When you send content to a videowall/sync group, the status of the master will change to playing, and the non-masters will say "running" until they have received a sync from the master.
Playing:	The player is reporting plays
Display Has Changed:	Detects a change in the resolution of the screen attached to the player device
Kiosk Mode:	The player is running content that has been set up for kiosk mode.
Building Content:	Content published to the player and is being prepared to be sent to the player.
Sending to Player:	The player has started receiving the content published to it.
Downloading Media X/Y:	Content is in the process of downloading to the player's local storage – X items of Y total items.
Content Cleared:	The user has just right clicked the player and clicked Clear Content. The player will re-download the same content again once it's been restarted.
Preparing to Reboot:	The player has reached the specific time (as set on the player settings tab) and will reboot shortly.
Rebooting:	The player is in the process of rebooting. On a windows or Linux device, this is a player restart. On a Chrome OS device, this is an OS reboot.
ML Warming Up:	The player is set up for biometric analytics so the player is running Machine Learning for the first time.
Downloading Model X/Y:	The player is downloading models to be used for Machine Learning storage – X items of Y total items.
ML Ready:	Machine Learning is running on the player.

Creating folders

Folders can be created to help organise players.

In the player manager window on the left hand side click on the folder icon. A new folder will be generated. By right mouse clicking on the newly created folder it gives you the option of being able to rename.

To add players to a newly created folder. Highlight the player you wish to add, hold down the left mouse button and drag it on top of the folder. Once the player is on top of the folder a little green tick will appear. Release the left mouse button and your player will now be added to your newly created folder.

Deleting players or folders

If required, players and folders can be deleted and moved to trash.

This can be done in two ways.

Highlight the folder or player you wish to delete. And on the left hand side you will see a 'trash can icon'. Click on this and your player or folder will be moved to the trash.

By highlighting a player or folder and right clicking, it also gives you the option to move to trash.

5.3 Player Manager Window: Player Information

In depth information can be gathered if required about a particular player.

Details tab

Select a player and with the left mouse button, double click on it.

A new player window will open. Under the 'Details tab' information on the local time, resolution, Memory usage, Time the player has been running, Status of the player, IP address and Network speed.

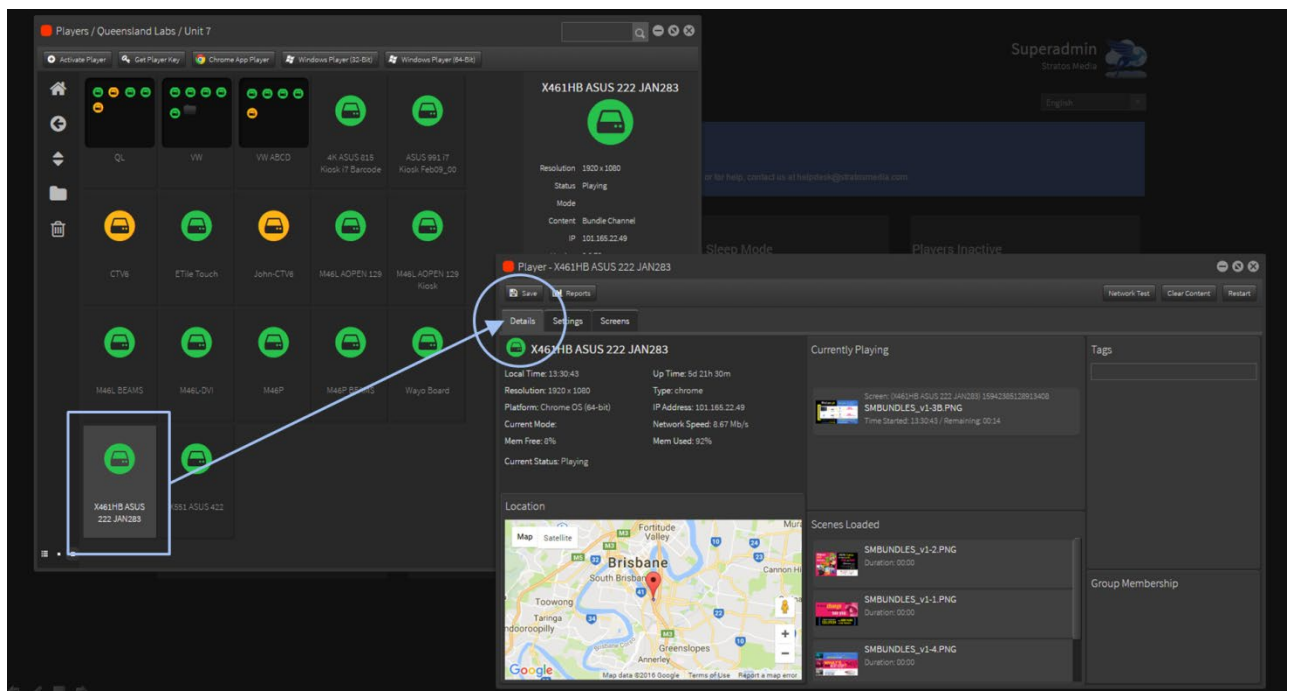
Player location is a key feature – By clicking inside the map you are able to zoom in with your mouse.

The 'Currently Playing' window displays a thumbnail of the scene that is currently being displayed on the screen. Remaining time of that particular scene is also captured in real time before the next scene changes.

'Scenes Loaded' allows the user to look at scenes that have been loaded onto the player.

'Tags' – Player 'tags' play an important role in content distribution. Multiple tags can be added to a player giving it the ability to be in multiple player groups at once. If a player requires to be added to a player group at a later date then a player will need to be tagged first to do so.

To add a tag to a player, in the 'tag field' enter the project name or key identifier and press 'enter'. Your player tag will now be added to that particular player. For more on 'Tags' refer to player groups.



Settings Tab

By selecting the 'Settings Tab' additional information on the CPU and Display can be found.

'**Content Retrieval**' can be scheduled On Demand or set to a Specific Time when network bandwidth is low.

'**Reboot**' can be scheduled to restart the device to help with memory leak and playback performance. This feature is available on Chrome OS devices only

'**Active Time**' (refers to the StratosMedia Player App status) controls the operating playback time period.

'**Use Site Time**' This will use the Opening Hours presets in Sites - See Section 11.0 Sites Component.

'**Active Weekdays**' gives you the ability to select the days of the week for playback display.

'**Settings - Rotation**' allows you to rotate the screen aspect 0-90-180-270 degrees.

NOTE: These screen rotation settings will only affect player applications on a device running on ChromeOS.

To rotate the display on WindowsOS please use the Windows rotation settings.

To rotate a display running StratosOS please use settings in DMC – see Page 18 in the Quick Start section.

Please note that Chrome OS rotation setting is clockwise, but Stratos OS rotation is anti-clockwise, so if a Chrome OS device requires a rotation setting of 90, the same Stratos OS player on the same screen will require a rotation of 270.

Note 1: If any changes have been made before closing the player window, be sure to push save.

Note 2: Changes to these base player settings require a PLAYER RESTART to take effect

Live Reports

This gives you a live snapshot of the scenes and bio data on a player – See Section 8.0 Reporting

Network Test button

Pushing this button will refresh your network speed indicator to find out the current Mb/s. The "network test" in the player settings delivers results in megabytes per second.

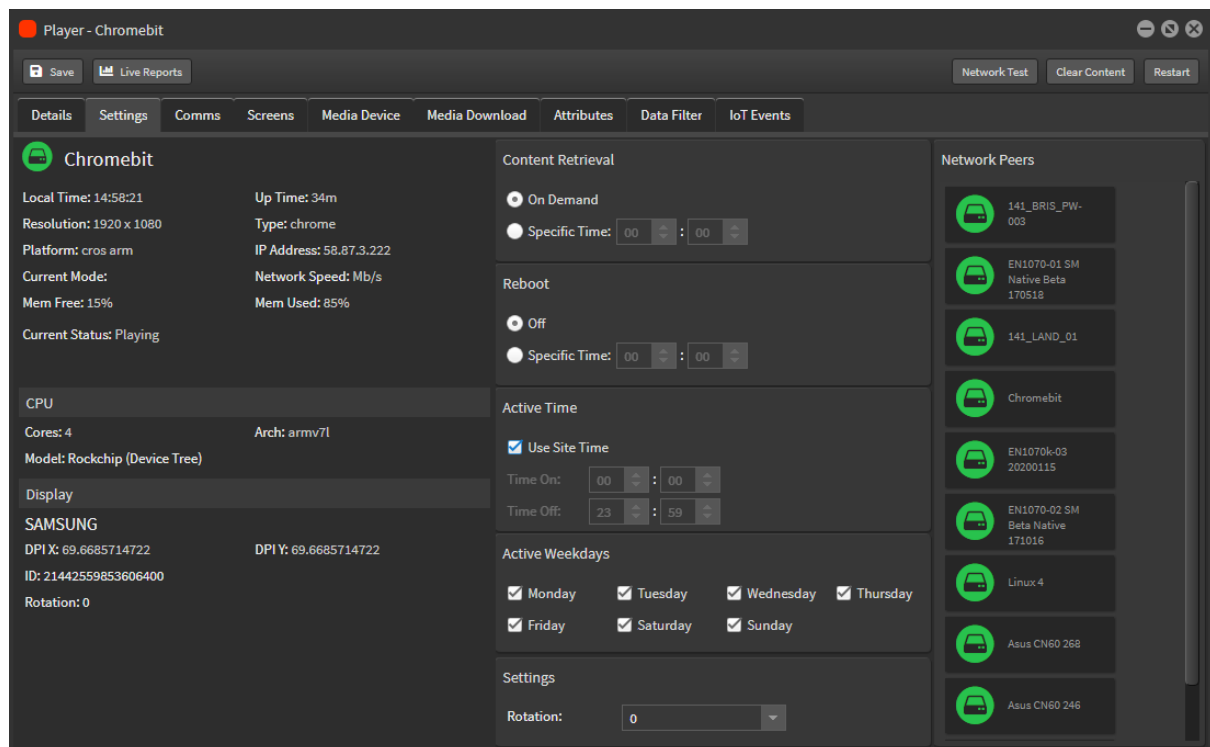
Clear Content button

Deletes the local copy of the content stored on the player.

When you restart the player, it will automatically re-download the same content it was last sent.

Restart Button

Gives you the ability to restart the player application remotely from the player manager.

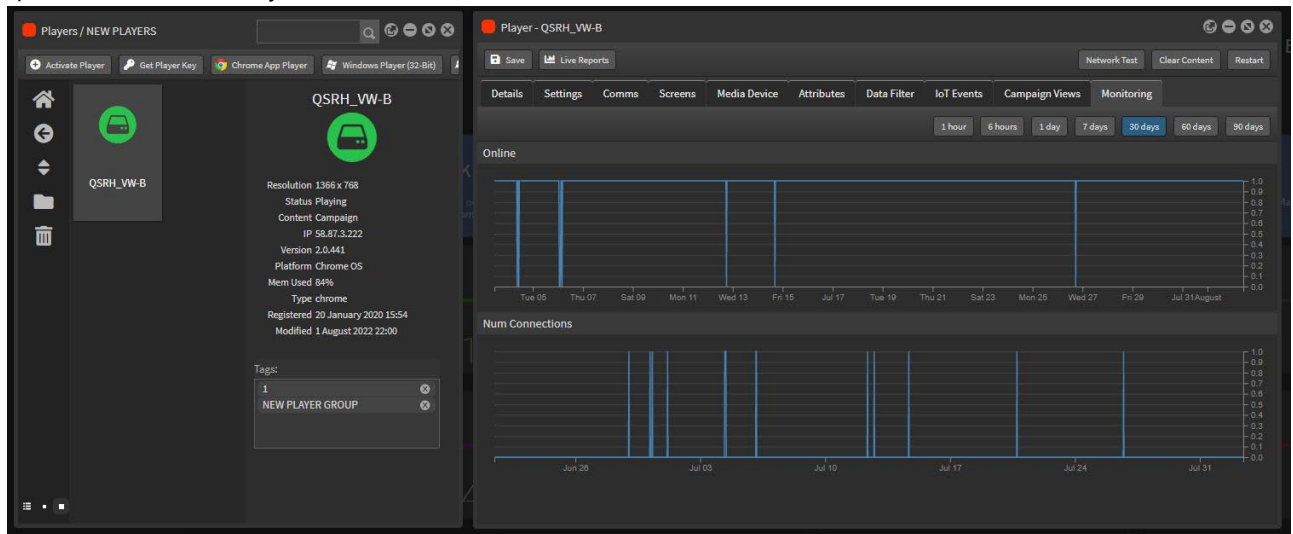


Note: Player needs to be running first before you can do this.

Monitoring Tab

This tab shows the historic online/offline status of each player. Num Connections shows when the player establishes a connection to the server. A player will establish a connection after a Player restart, system

reboot or a WiFi/network dropout. Generally, it should never exceed 1 but if the player is restarted twice in quick succession it may show 2 or more connections.



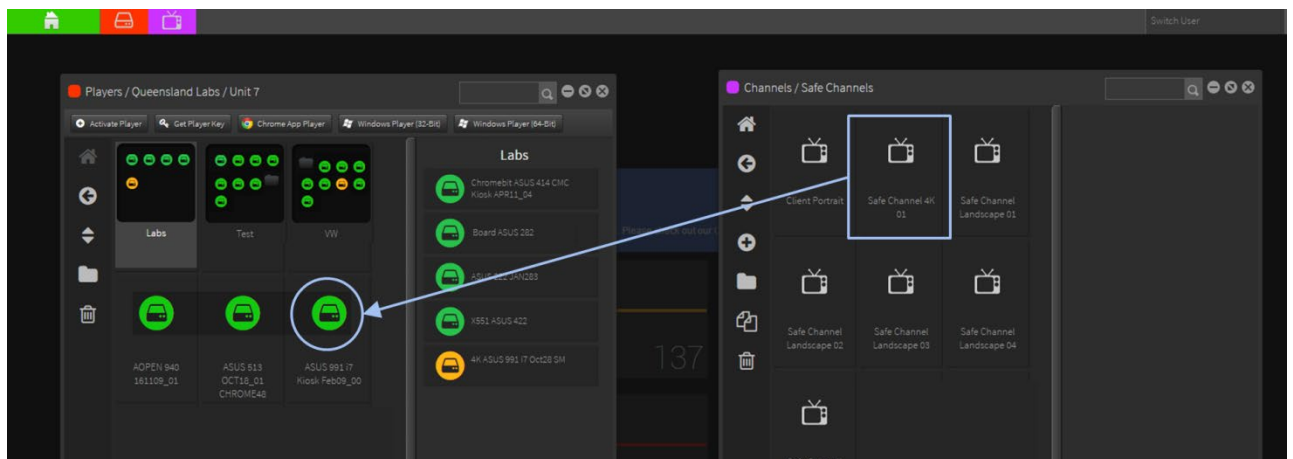
5.4 Sending content to a Player

Sending a Channel to your Player

Select 'Players' from the 'Apps' drop down menu. Leave this window open as you will need to drag and drop content onto that player.

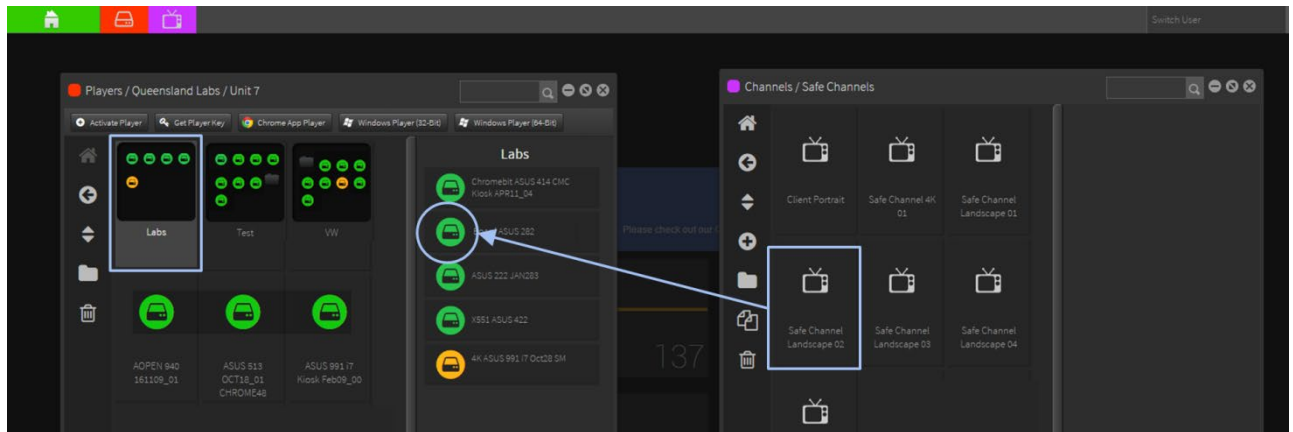
Select 'Channel' from the 'Apps' drop down menu. You will also need to leave this window open.

To add a Channel, highlight which one you would like to be displayed and drag and drop it directly onto the selected Player. Your channel of content will begin to download. Once fully downloaded, content will be displayed on your Player.



When selecting a Folder which contains Players, the Players in that folder will appear in the panel on the right of the Player window.

A Channel can be dropped onto the Player icon in this panel without opening the Folder.



5.5 Player Groups

Player groups allow the same content to be distributed to all the players within the group at the same time.

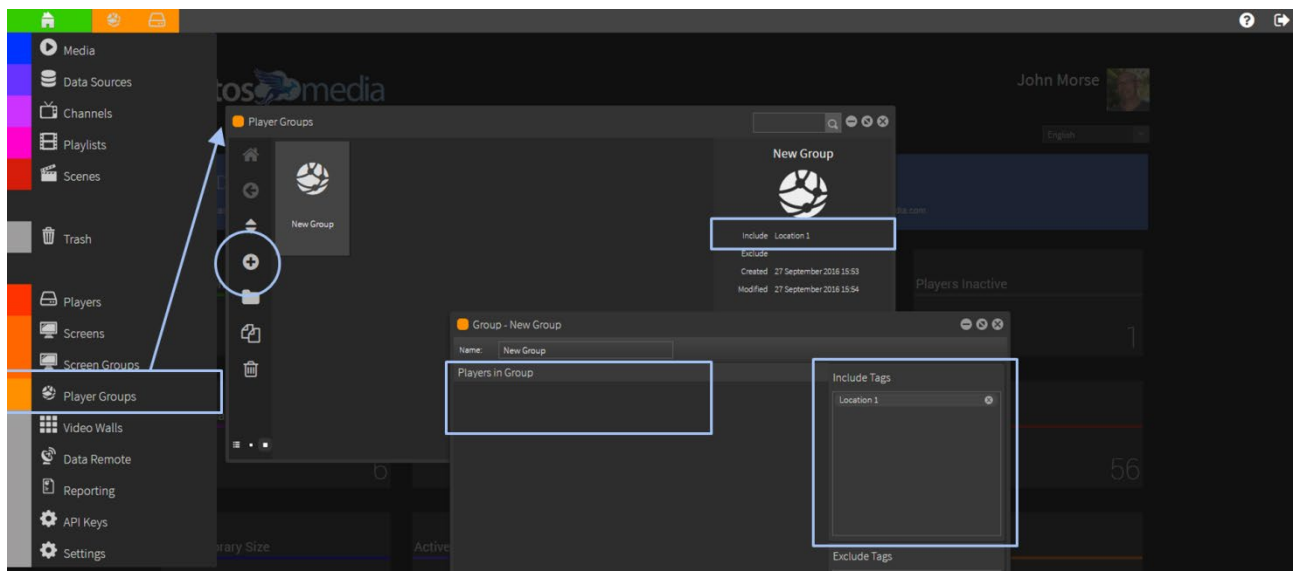
Players can be combined into two separate categories depending on how you wish the content to be distributed. The first category "Group", allows the same content to be distributed to all players within this group. The second category "Sync Group", allows all distributed content to be synced across all players.

Please note: Under "Group" players will play all the same content; however the content will not be synced.

Creating a new Player group

To create a new group, go to the Apps home button and select 'Player Groups'.

A new 'Player Groups' window will now open. On the left hand side of the window you will find a series of icons. Create a new player group by selecting the '+' icon. Create a new folder by selecting the 'Folder' icon to store multiple player groups. A player group can be deleted by selecting the 'Trash' icon.



Right clicking on a 'Player Group' gives you several options, from renaming through to moving to trash.

To add players to your 'Player Group', double click and a new window will open.

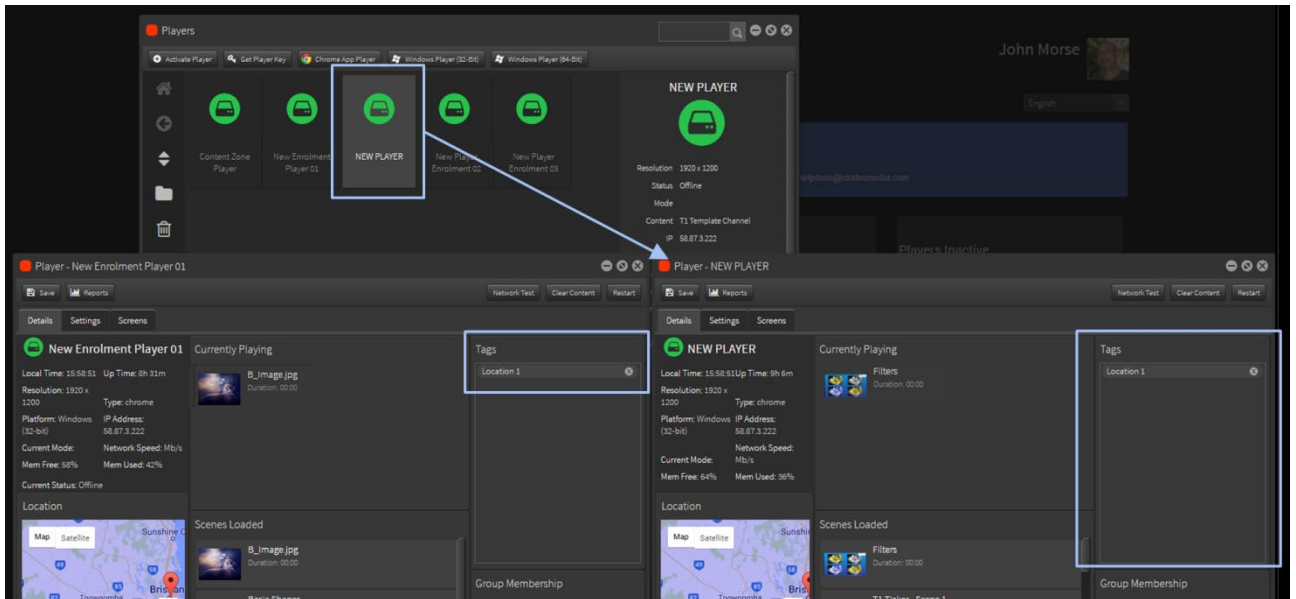
Create a 'Tag' that will identify all of the Players to include in your Player Group. Multiple tags can be added if required. In the 'Exclude Tags' field, add player tags that you wish not be part of this group or that have common tags with other players that you wish to exclude.

For example 'Location 1'

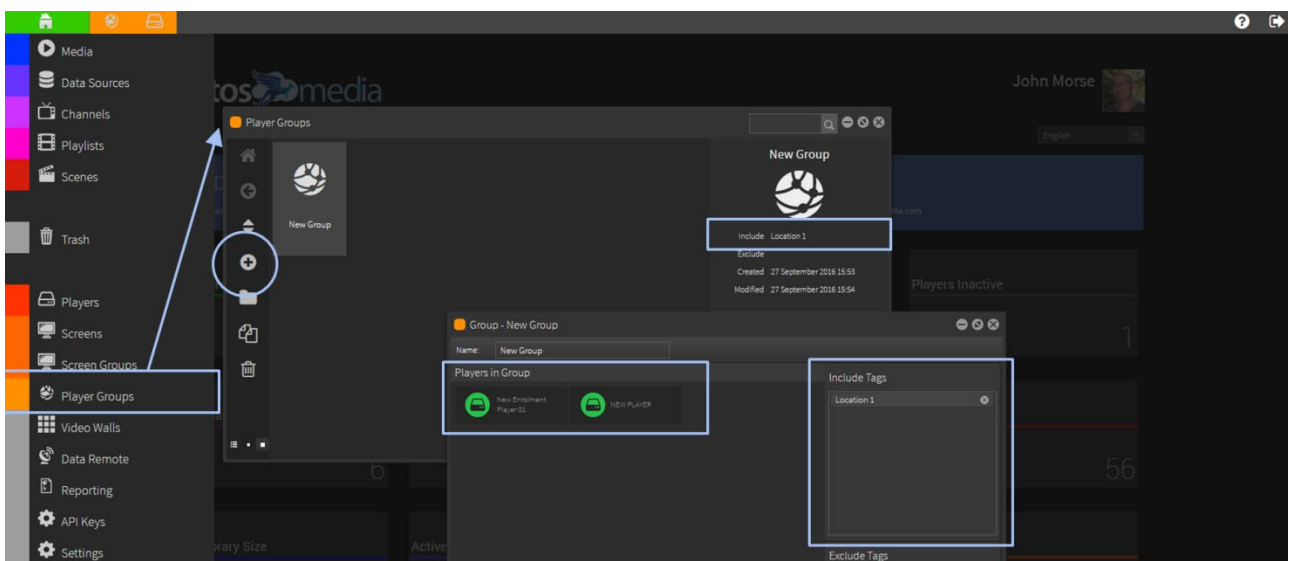
Note: Player groups can also be created in the 'Player group' by right clicking and selecting 'New Group'.

Now you need to 'Tag' all of the Players to be included in this Player Group.

Open up the Players window and add the tag 'Location 1'.



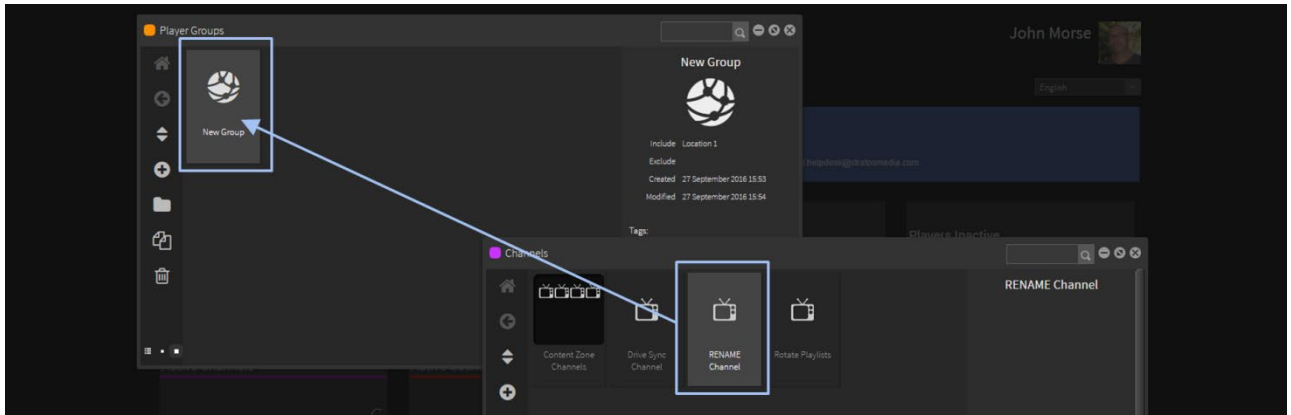
These tagged Players will now automatically appear in your Player Group section.



Once a player has been added to a group you will notice a little lock appear on the top right of the player. To remove a player by right clicking on a highlighted player there is an option of unlocking a player group a particular group or tag.

Adding content to a Player Group

To add content to your players, Open the 'Channel App' and select the channel you wish to add. Drag the channel onto the newly created Player Group. Content will then begin to download and be distributed to all the players in that group.



5.6 Synced Player Groups

Synced Player Groups allow the same content to be distributed to all the players within the group at the same time and also the content playback will be synchronised across all Players in the Sync Group.

Players will play the *same* content at the *same* time.

Creating a new Sync Player Group

To create a new group, go to the Apps home button and select 'Player Groups'.

- Select the "Sync Group" tab on the right and a "New Sync Group" will appear in the drop down.
- By right clicking on the newly created group you can rename or delete.
- Once you have renamed your sync group, open the "Players App" and from the list select the player you wish to add. By using "Ctrl" and clicking with your left mouse button you are able to select multiple players to add to your group.
- Once players have been selected, drag the players into the right hand column.
- To add content to your players, Open the "Channel App" and select the channel you wish to add.
- Drag the channel onto the newly created player group and content will be distributed to those players within the sync group.

Please Note: When setting up a "Sync Group", all players in this group will need to be on the same LAN.

Speed and quality of the switch and network will impact on the syncing process. It is best practice to have your high speed switch located close to your screens.

5.7 Facial Analysis Component

Overview

The Facial Analysis component captures gender, age range and dwell time data. Most player devices with access to a camera will be compatible with our facial analysis module.

Hardware compliance

If, after installation, the Current Status of device shows message "Device Not ML Capable" this indicates that your device GPU will not support gender recognition.

The facial analytics component will still detect and report on the number of faces and dwell time. As most SFF devices don't have a discrete GPU there is no ability to upgrade the unit and a replacement device with increased GPU is required. Incompatible units include 4th gen intel.

Most hardware released in 2018 will be capable of running the gender recognition ML module.

Tested hardware includes the ARM in the chromebit/mini, the ARM in my Chromebook plus, the new (8th gen) i3 Chromebox 3 and the HP x2.

Playback performance

Concurrent playback of StratosMedia content [scenes, videos, etc] in conjunction with the facial analytics camera component may impact playback performance.

We recommend that testing on your devices is done prior to public deployment to determine that the devices can perform both video and data analysis tasks adequately.

Video optimization to 720P will improve playback performance with little or no quality degradation.

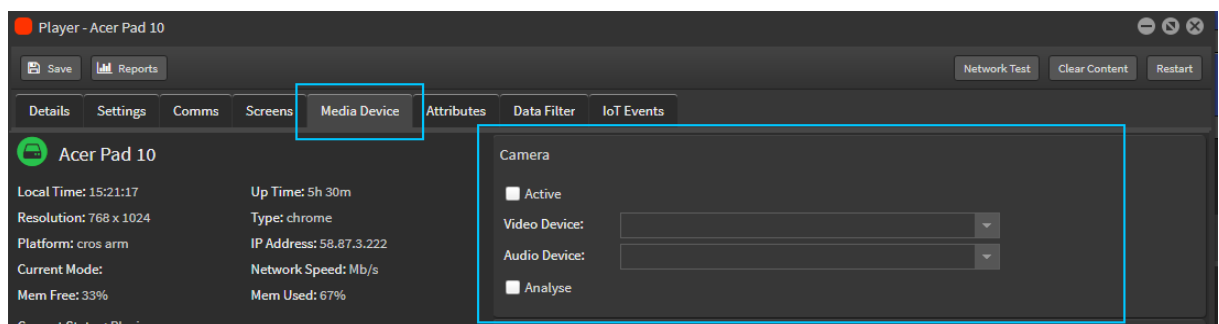
5.7.1 Activating the Facial Analysis component

Set up a player

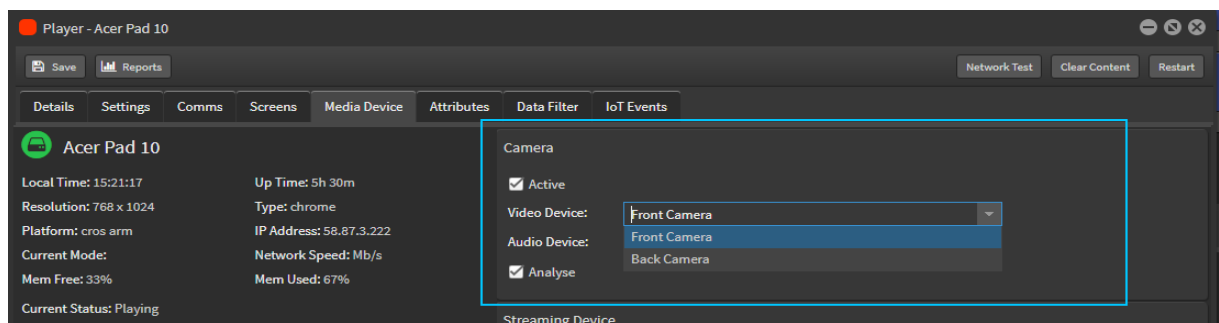
This can be a newly created player or activated on an existing player in your account.

Ensure that the chromebox or desktop device is able to connect to a camera.

1. Open the player settings and move to the Media Device tab where you can see the Camera options.



2. Check the Active box so that the camera is active. Select the camera to be used from the drop down on the Video Device. Audio Device will also need to be selected.



3. Check the Analyse box so that the camera will be able to analyse and report facial data. Click save.
4. Restart the player.
5. On restart the Current Status of player will indicate 'Downloading Model x/38'.

Current Status: Downloading Model
23/38

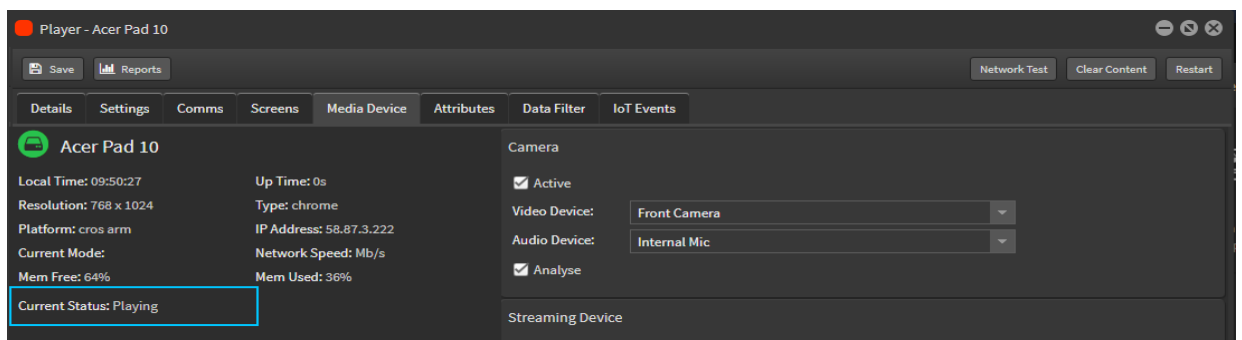
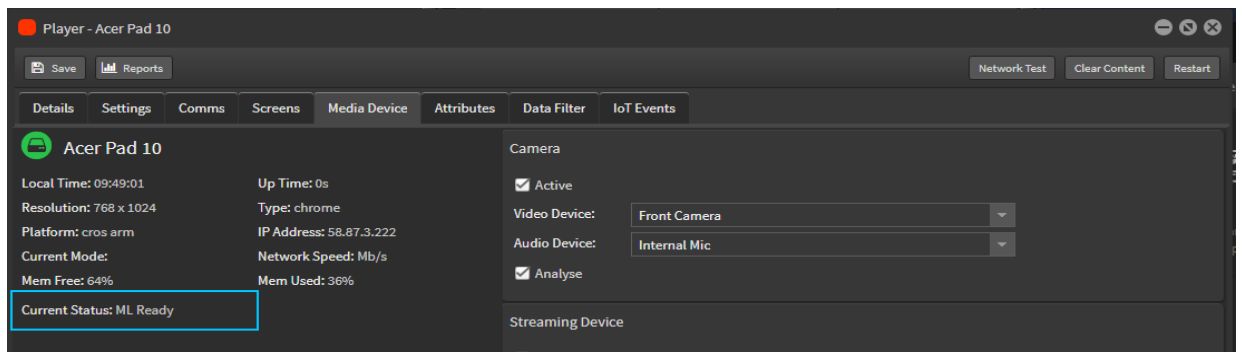
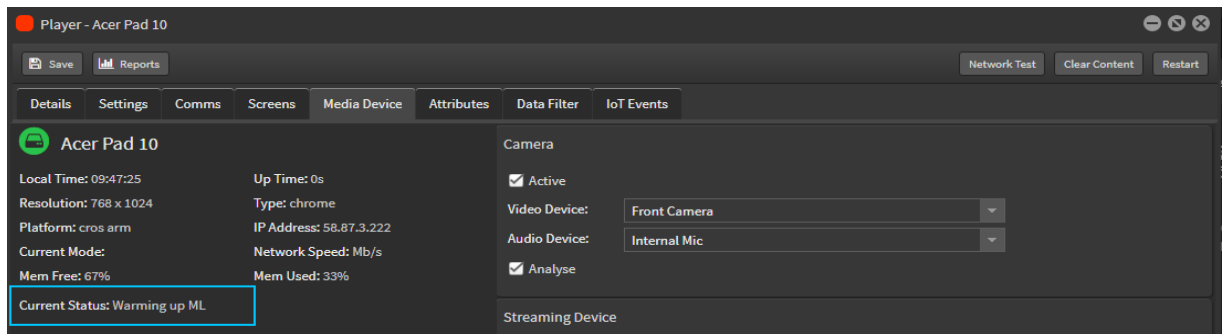
Current Status: Playing

Streaming Device

Once all models have been downloaded status will indicate 'Playing'.
NOTE: Model download time will vary dependent on network speed.

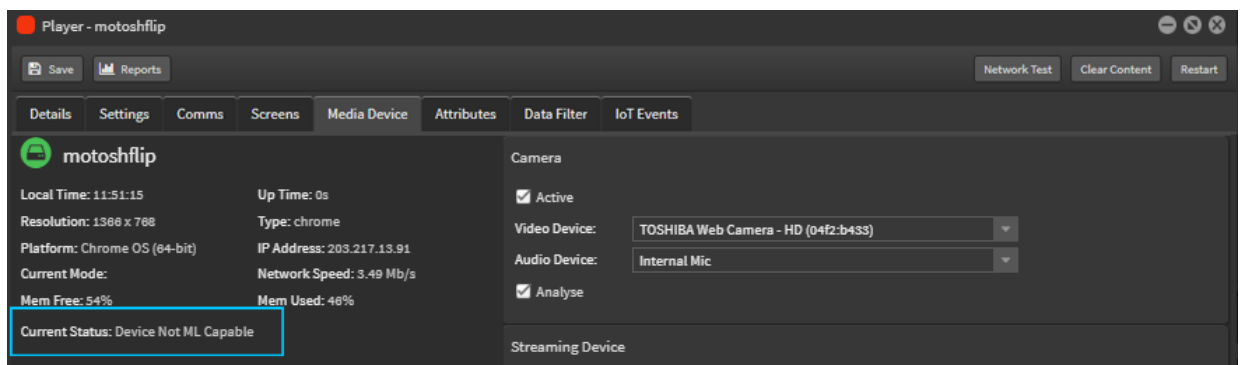
Facial Analytics will not begin until all downloads have completed and all restarts performed.

- Current Status will display “ML Warming Up/ML Ready/Playing”.



The player is now ready to use with facial analysis active.

- NOTE: If Current Status of device shows message “Device Not ML Capable” this indicates that your device GPU will not support gender recognition. The facial analytics component will still detect and report on the number of faces and dwell time.



Live Reports

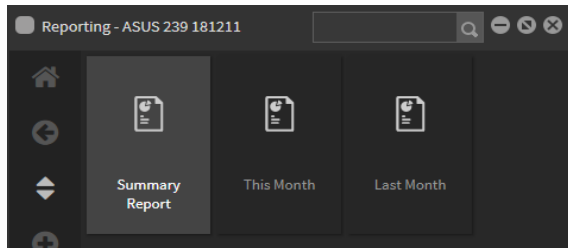
Open the Player details window. Select Reports tab at the top left to open the Reports Window.

Report options include:

Summary - Player reports from the beginning of time.

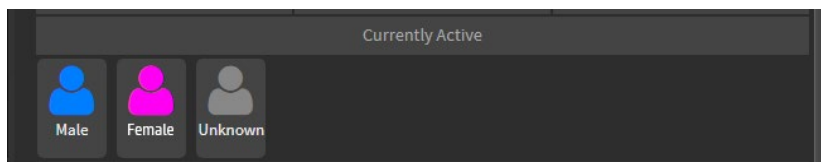
This Month - Current month reports. You can also select specific months when data is available.

Last Month - Will not apply until the camera has been in use for more than a month.



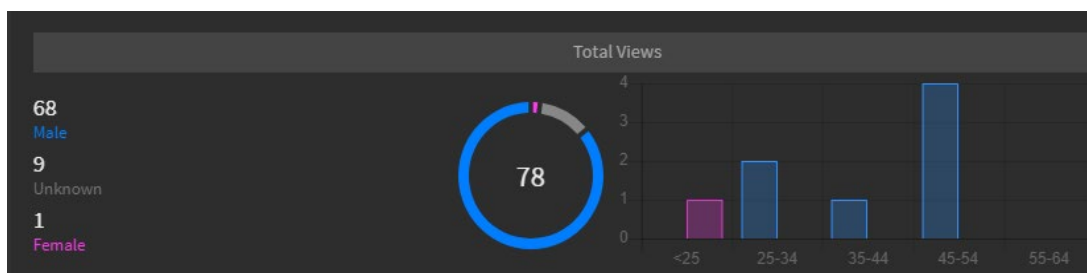
Summary Report

Subjects will appear in the Currently Active panel in the Summary Report as Male, Female or Unknown type.

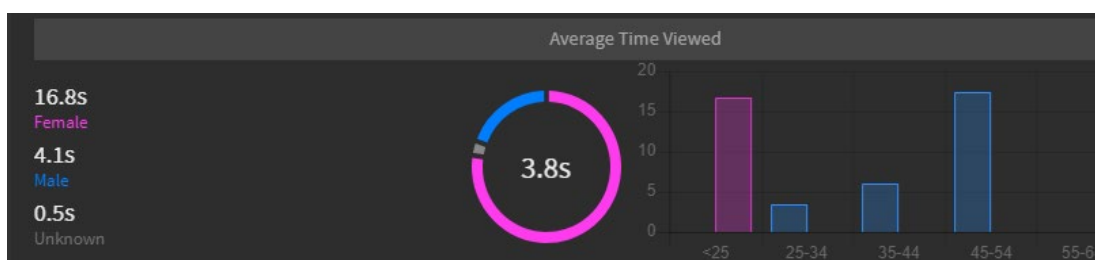


Unknown type will be reported when the ML cannot determine gender of subject. Some causes for this are insufficient dwell time, poor lighting, misdirected camera angle, excessive head coverings, etc.

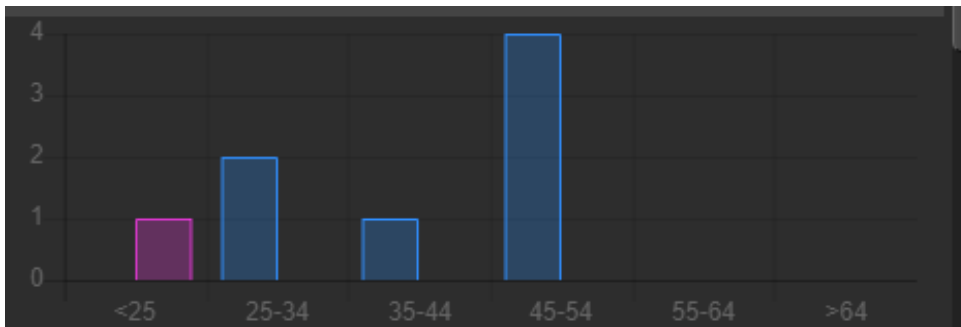
Total Views are displayed in the Male-Female-Unknown data ranges and updates in real time.



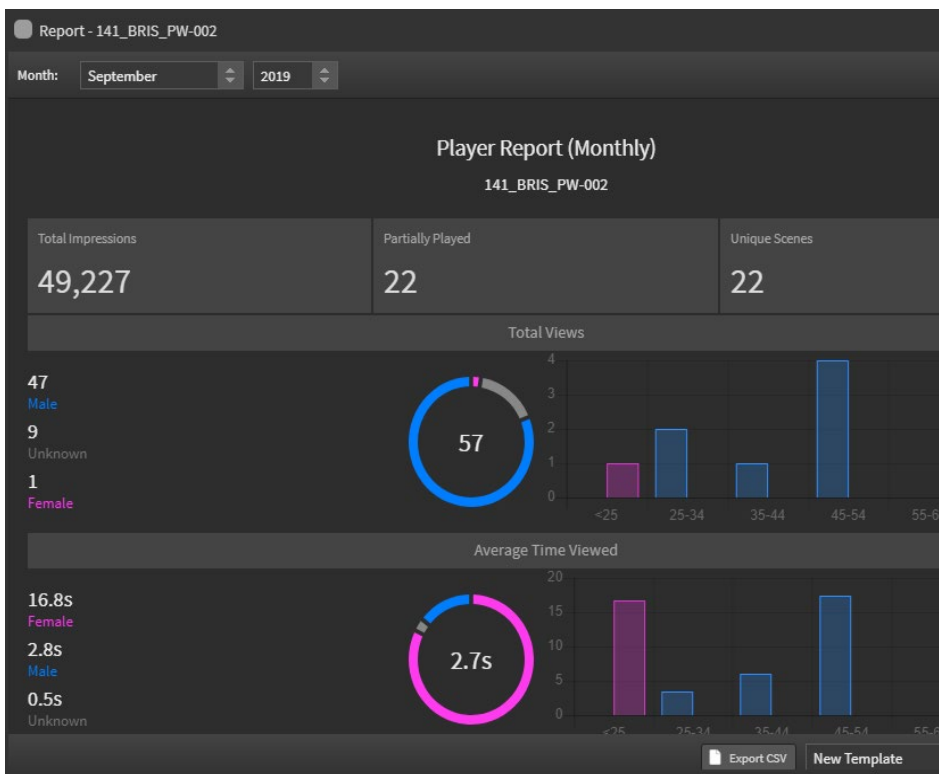
Average Time Viewed is displayed in the Male-Female-Unknown data ranges and updates in real time.



Age Range is displayed in 10 year blocks and updates in real time.



Monthly Report shows Total Views and Average Time Viewed and Age ranges.



For more detailed reporting see Section 8.0 Reporting or 12.0 Biometric Analytics

6.0 Screens, Screen Groups and MultiScreen

6.1 Configuring a Chrome OS device to run multiple screens

Multi-screen gives you the capability of being able to display multiple channels of content off one device. This is done by assigning a channel of independent content to each graphic output. These screens can then in turn be managed as if they were controlled by individual pcs' and importantly will maintain the playback content position in the event of a monitor being switched off or failing.

Setting up MultiScreen on your Chrome OS device

Before turning on your Chrome device, plug in each display cable into their respective graphic output.

Once this is done, power the Chromebox on.

If you are using a currently registered player go to Section 13.3

[How to generate a new Player key licence and add a new chrome player to your device:](#)

From the 'Green Home button' click on 'Players' in the Applications menu.

Select 'Get Player Key'.

A licence will then be generated for you. Copy the player key as you will need to add it in later.

[Follow these steps to install the player application onto the destination device:](#)

- Click on 'Download Chrome App Player' in the Player window.
- Doing so will direct you straight to the Chrome Web Store where you will be able to download the StratosMedia Player App.
- It will ask you for a confirmation before downloading the App. Select 'Add' and your player will begin downloading and can be found in your 'Chrome Apps Menu'
- To add this icon to your desktop, right click on the icon in your Chrome Apps Menu and select 'Add to desktop'. If you want it also give you the option of 'pin to the task bar'.
- The player will now need to be registered to your account. To do so click on the 'StratosMedia Player App' and it will ask you for a Player name.
- Create a Player name relative to your destination and add your 'Player Licence key' you generated earlier and click on the 'Register' button.
NOTE: Player names can be a mixture of Letter/Numbers/Upper case/Lower case. Player names cannot contain symbols, underscores, #, \$, hyphens and other symbols.
- Your Player will now become visible in the StratosMedia Administration Console.

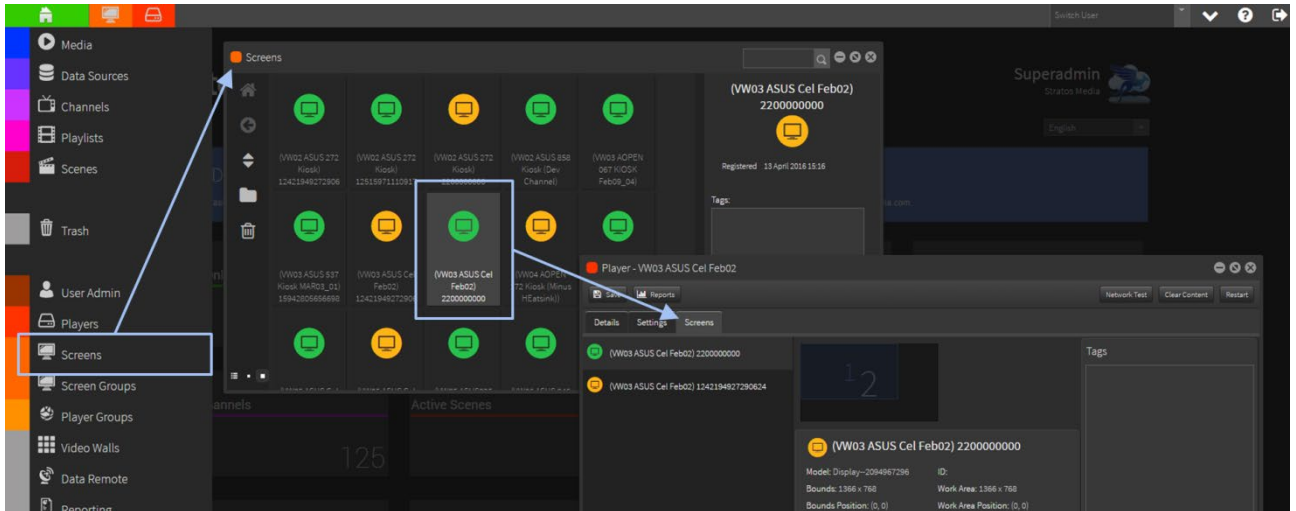
NOTE: Multi screen functionality is currently only available on Chrome OS. The intensity of the content when using multi-screen should also be taken into consideration. Effectively you are doubling the output of the device without changing any hardware. We strongly recommend that you check the quality of your output content with the device that you are using. Eg. RAM and Dual vs. Quad core are some factors that will affect performance.

6.2 Accessing Multi Screen through the Screens Application

From the 'Green Home Button' select the 'Screens' application.

In this window you will notice there is a screen listed for each display connected to your device.

By double clicking on a screen, this will show which player it is a part of.



Within this player window, additional screens on this player can be enabled. To do so, open the player details window, navigate to the screens tab and check the 'active' box for the additional screens then click save.

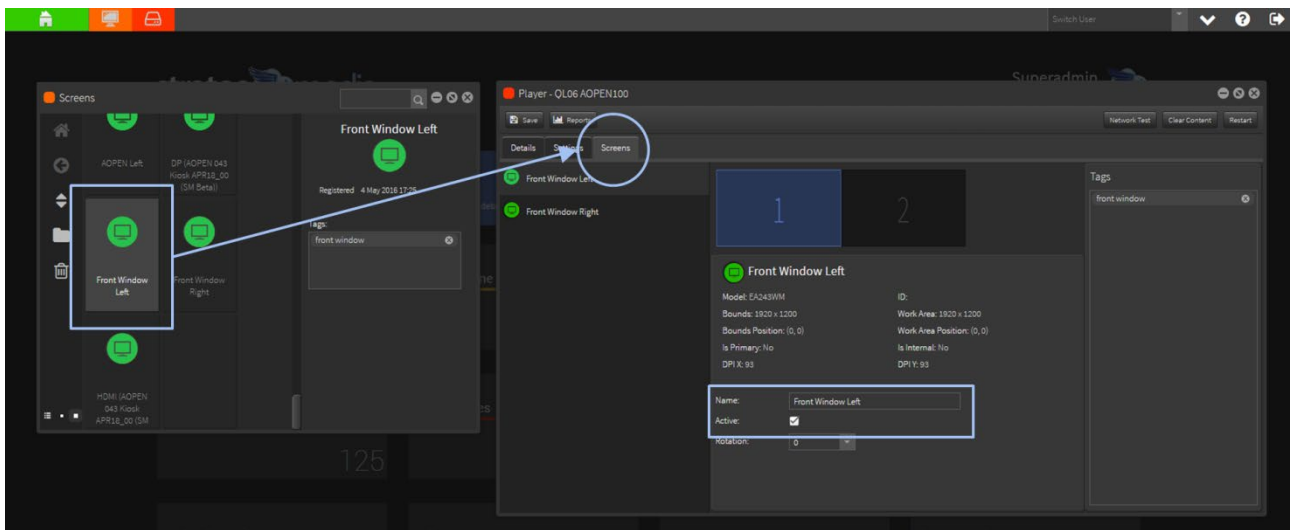
NOTE: By default only the first screen is enabled.

The additional screens are now enabled and ready to play content.

Under the 'Rotation' field screens can be rotated independently of one another in this tab.

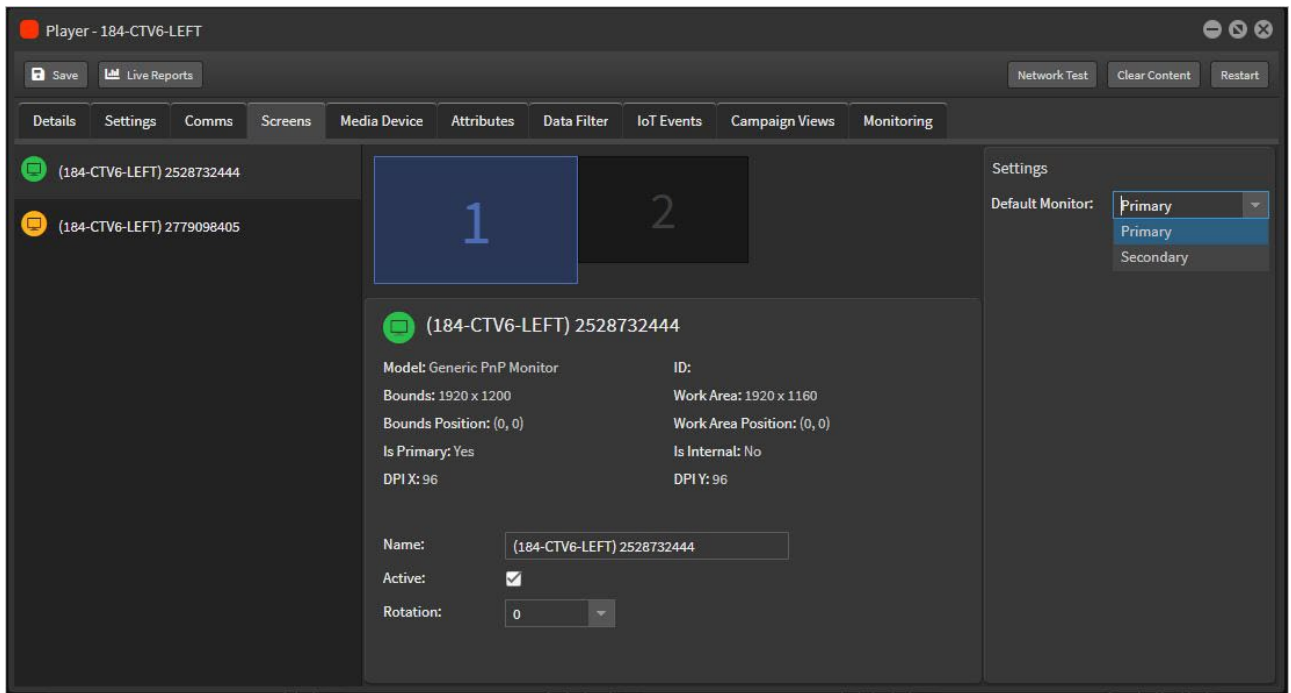
NOTE: If the Chromebox has previously been connected to other displays they may also show up here, you can delete these by right clicking and selecting remove.

Screens can be renamed under the 'Name' field to help identify screens easily.



Selecting Primary or Secondary screen displays.

When you are running StratosMedia on a player which is connected to multiple displays and you wish the StratosMedia app to load and play only on one of them you can use the drop down to select the Primary option.



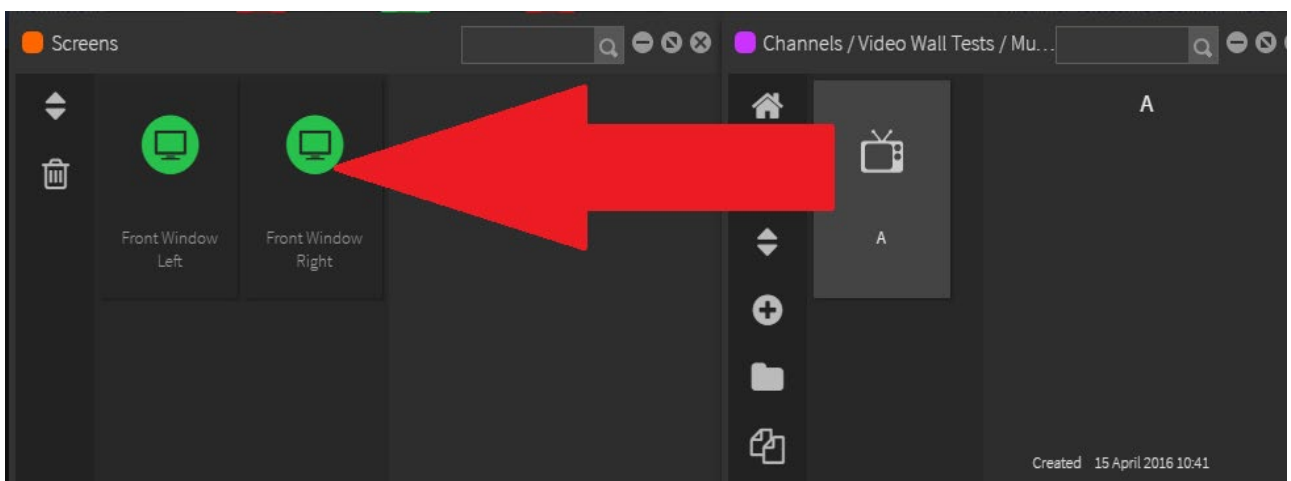
6.3 Distributing content to your screens

Content can be sent to screens much the same way as content is sent to players. This can be done by dragging and dropping the individual channel directly onto the screen.

From the 'Green Home button' select 'Screens' from the 'Apps' drop down menu.

Leave this window open as you will need to drag and drop what content you wish to play onto that screen.

Select 'Channels' from the 'Apps' drop down menu. You will also need to leave this window open.



To add a channel, highlight which one you would like to be displayed and drag and drop it directly onto the selected screen. Your channel of content will begin to download.

Once fully downloaded, content will be displayed on your newly created screen.

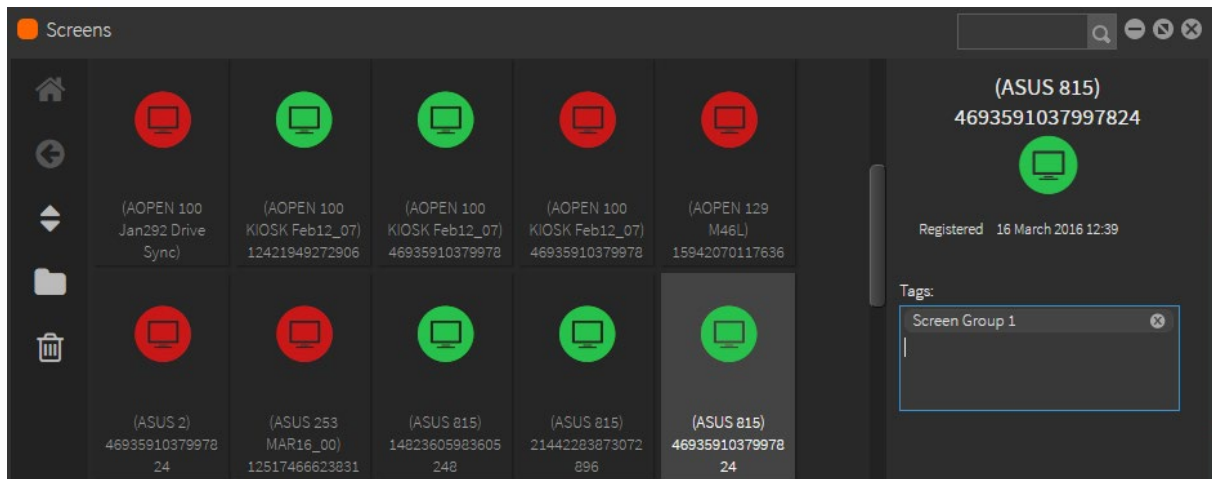
6.4 Creating Screen Groups

Screen groups can be created to distribute the same content to 1000's of screens. Screens can be tagged individually and placed into groups based on their tags. Content can then be sent to these screen groups.

Tagging a screen can be done in two ways - via 'Screens' application or via 'Players' application.

Tagging a player via Screens

From the 'Green home button' select 'Screens'.



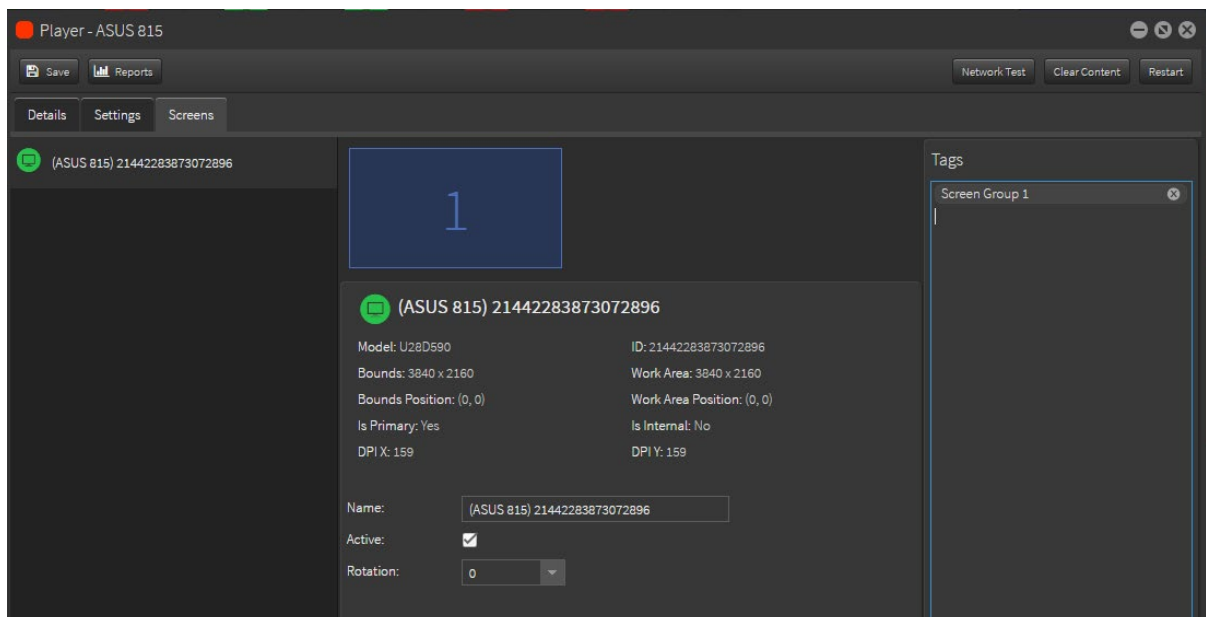
Highlight the screen you wish to tag. On the right side in the 'Tag' field type the screen tag identifier and press 'Enter'.

Tagging a Screen via Players

From the 'Green home button' select 'Players'.

Double click on the player you wish to access and select the 'Screens' tab.

On the right hand side in the 'Tag' field type the screen tag identifier and press 'Enter'.



Creating a Screen Group

Screens can be added to Screen groups, to easily distribute the same content to all screens in the group.

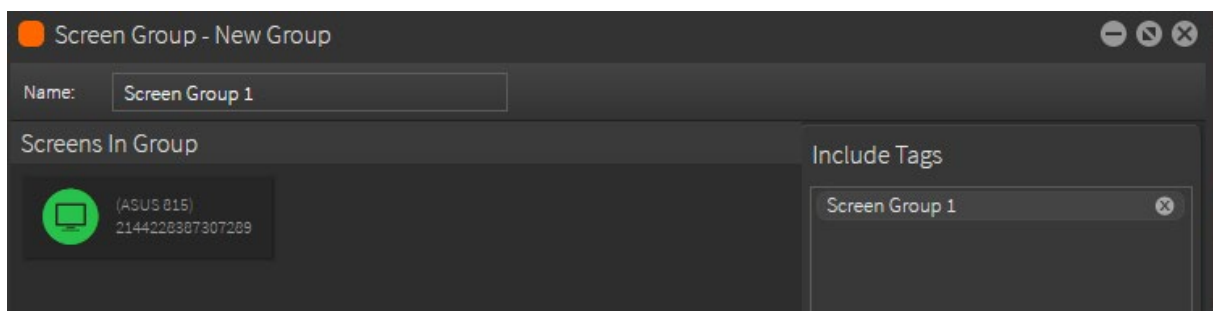
To create a new group, go to the Apps home button and select 'Screen Groups'.

A new 'Screen Groups' window will now open. On the left hand side of the window you will find a series of icons. By selecting the '+' icon a new player group can be created. By selecting the 'Folder' icon, a new folder is created in which you can store multiple screen groups. By selecting the 'Trash' icon a player group can easily be deleted.

Right click on a highlight 'Screen Group' gives you options, from renaming through to moving to trash.

NOTE: Player groups can also be created by right clicking in the 'Player group' Window and selecting 'New Group'. Alternatively new Screen Group folders can also be set up this way.

To create a 'New Screen Group', select the '+' icon on the left. A new screen group will now appear. By right clicking on the newly created group it provides a variety of different options.



To add screens to your newly created 'Screen Group', double click and a new window will open.

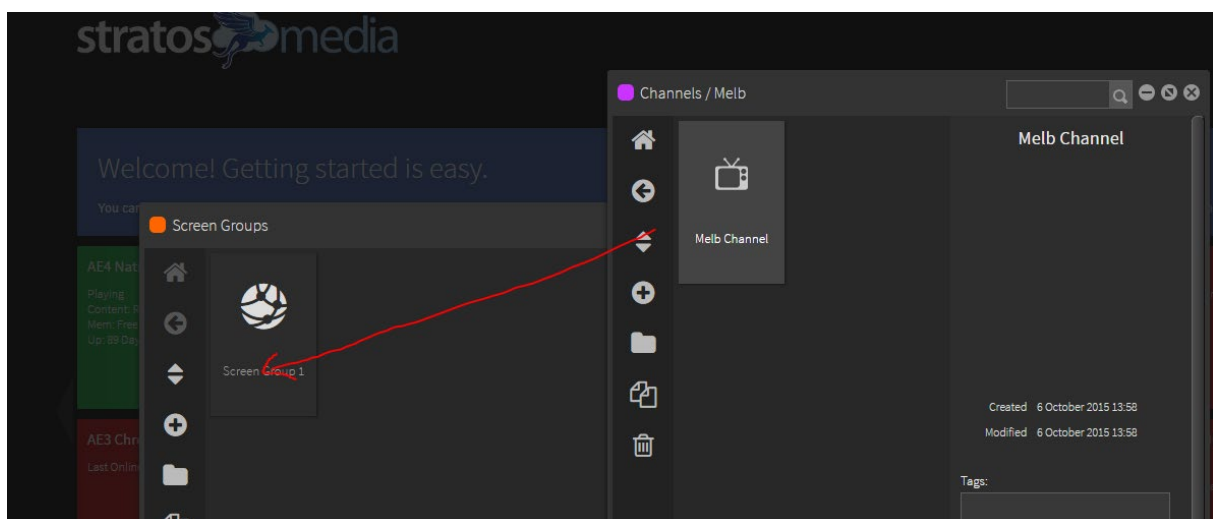
In the 'Include Tags' field, if screens have been previously tagged, tag names can be added here and will appear in your newly created group. Multiple tags can be added if required.

In the 'Exclude Tags' field, add player tags that you wish not be part of this group. Or that have common tags with other players that you wish content not to be sent to.

Adding content to a Screen Group

To add content to your screens, Open the 'Channel App' and select the channel you wish to add.

Drag the channel onto the newly created Screen Group. Content will then begin to download and be distributed to all the screens in that group.



6.5 Removing Screen instances from a Player

Sometimes you will see multiple Screens which are residual instances of screens or monitors that have been previously connected to the Player device.

Follow these steps to remove the non-existent screens:

From the Admin Console OPEN the Player - you will see if there are multiple scenes Currently Playing.

- SELECT the Screens Tab - you will see a number of screens detected.
- RIGHT CLICK on one of the screens and CLICK Remove.
- RIGHT CLICK on the next screen and CLICK Remove.
- Do this for ALL Screens until they are all removed.
- Then CLICK Restart button to restart the Player.
- NOW you will see the only Screen attached to the Player.
- Select the Screen and TICK the Active box.
- CLICK the Save Button and now the Screen is Active.

When you look at the Player Details now you will see just one Currently Playing scene.

7.0 Video Walls

Video walls can be created with ease by simply dragging your players [screens] onto the videowall template array.

Screen size can be set up to a custom resolution and layouts including bezel compensation [gutters].

Note 1: The Video Wall template is for multiple playback devices on a singular video wall – a media player per screen synchronised together. It can also be used as a guide in scene building.

Note 2: Angled template displays are currently not available

Note 3: Players in videowall groups use multicast to send and receive sync signals. Multicast must be enabled for all players in the videowall group in that network segment.

7.1 Video Wall configuration

There are multiple ways that you can use StratosMedia to drive your content for a Video Wall. As with all graphics, the hardware that you use will have a major impact on the quality that will be displayed.

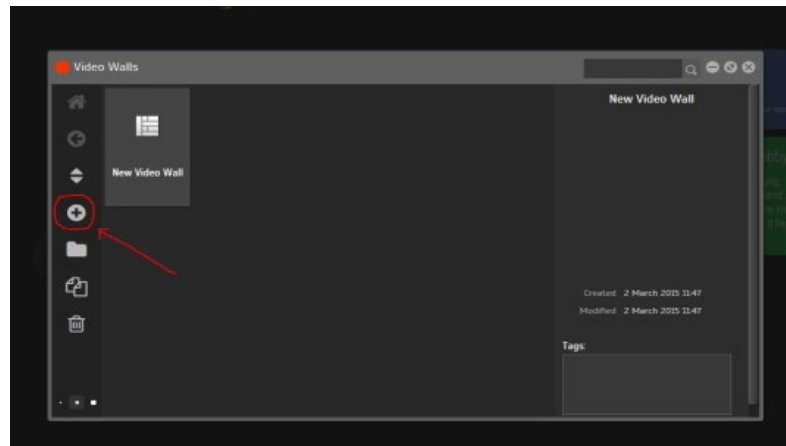
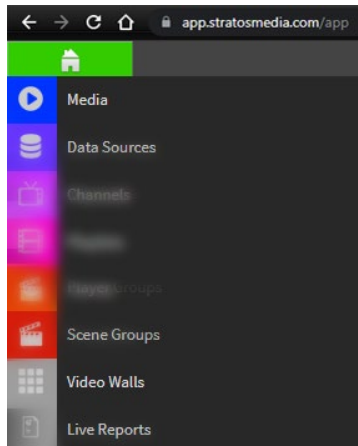
Here are three examples of how you can create and play 2 x 2 Video Wall content.

Configuration	Description	Content Creation
2 x 2 Screens 1 x Device 1 x Cable	1 x Single Player device feeding an array of screens that have been daisy chained EG: Device output: 1920 x 1080	Create Content in the Same resolution that the Playback device is registering the Screens eg: 1920 x 1080
2 x 2 Screens 1 x Device 1 x Cable	1 x Single Player device feeding an array of screens with individual cables from a multi-head graphics card EG: Device output: 3840 x 2160	Create Content in the Same resolution that the Playback device is registering the Screens eg: 3840 x 2160
2 x 2 Screens 4 x Devices 4 x Cables	4 x Single Player devices that are synced feeding an array of screens. Each device is rendering their individual part of the content and is frame synced at the start of every new scene. Use the Video Wall Toolkit to create the correct aspect ratio. EG: Device output: 7680 x 1080	Create Content in the Same resolution as the screens using the Video Wall tool eg: 3840 x 2160 Important: This is a Synced Device Video Wall. It is important the attention is made to all facets. All Devices to be exactly the same in all components. SSD / CPU / Ram / Display Cables etc. Install a network hub of at least 1Gb speed or better directly behind the VW and connect all devices to the Hub. This is very important as any latency when the devices are syncing will cause issues. Ensure the multicast option is enabled. NB: All syncing is in Milliseconds, if there are issues within the network it will affect the quality of the playback. Must be hard wired to the Hub - if you use a wireless network, synchronisation cannot be guaranteed.

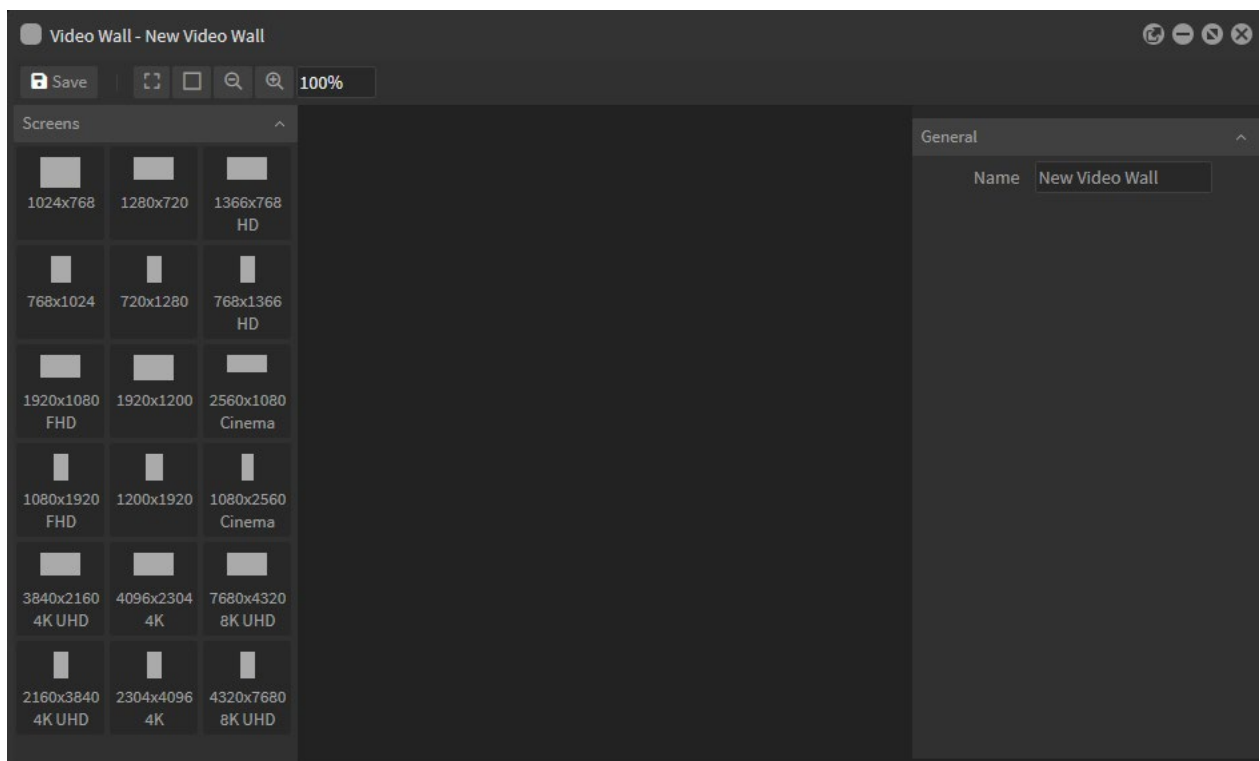
7.2 Setting up the videowall template configuration

From the 'Green home button' select 'Video Walls'.

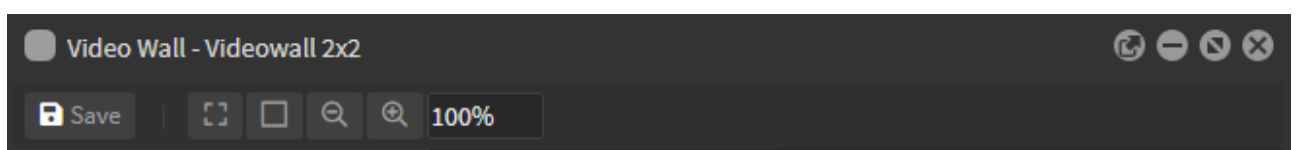
Click on the '+' icon to create a new videowall template.



Double click on the thumbnail to open the editor.



There are a number of pre-set screen resolutions available in the left-hand panel, or you can create your own resolution if it doesn't appear in the list.



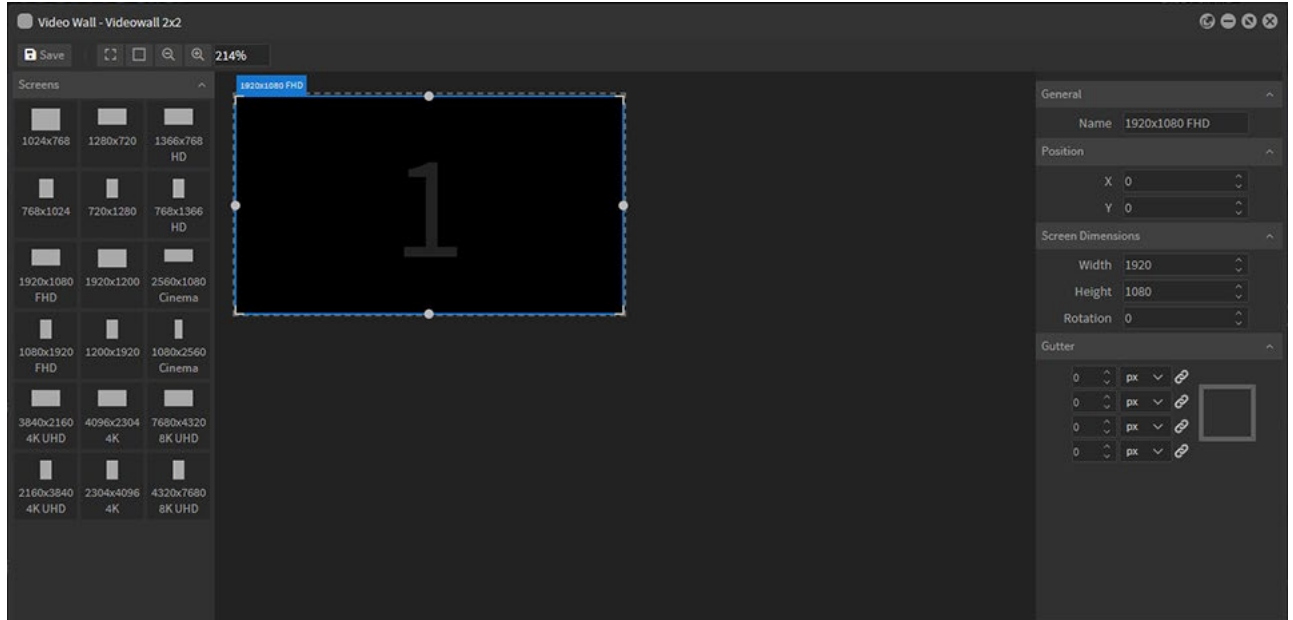
Viewing options in the toolbar set include Fit to Window/Reset to 100%/Zoom In/Zoom Out.

Build your videowall array based on screen resolution and drag and drop the screens into your layout.

Example 1: 2 x 2 landscape FHD videowall template

Drag a 1920x1080 FHD screen across into the edit area

The position and size of the selected screen is shown in the right-hand panel.



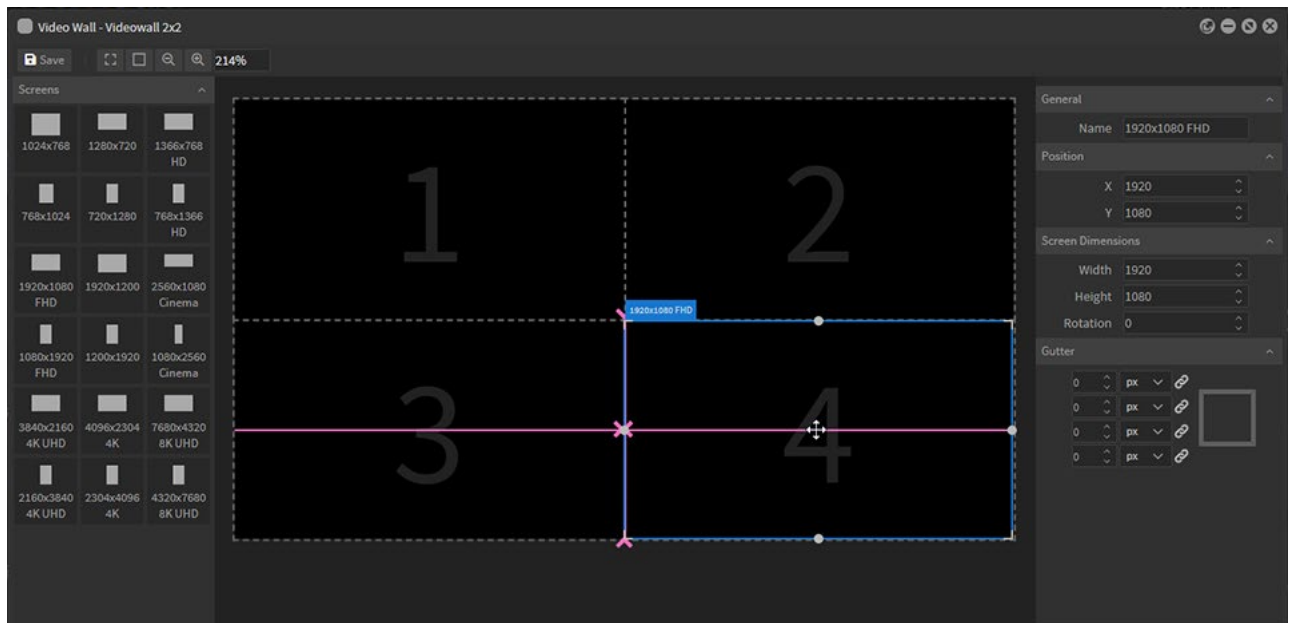
Continue adding screens as needed.

'Gutter' refers to the gap between screen placements.

Adjustments can be made here to allow for bezel depth.

'Rotation' refers to the angle of the screen.

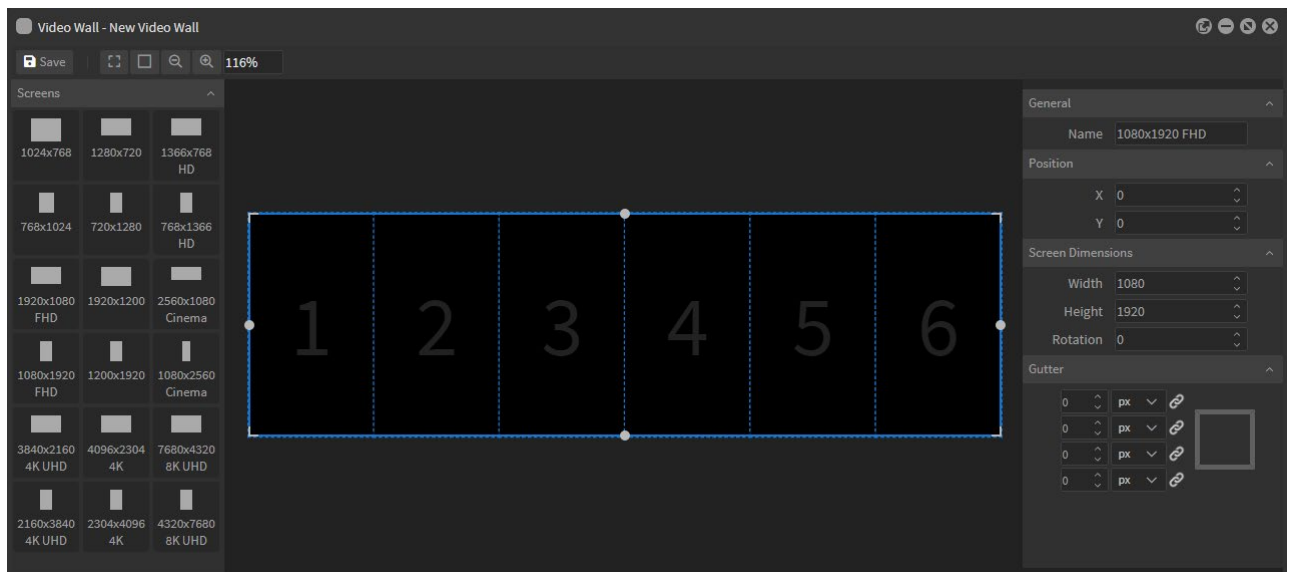
Guidelines will appear to assist with alignment of screens.



Screen resolution and position can be manually added if required.

Once video wall array has been set up with all adjustments made, press 'save'

Example 2: 1 x 6 portrait FHD videowall template



These videowall templates will now appear in your resolution drop down in the scene editor to allow you to create content across all panels.

7.3 Using a videowall template to create a scene

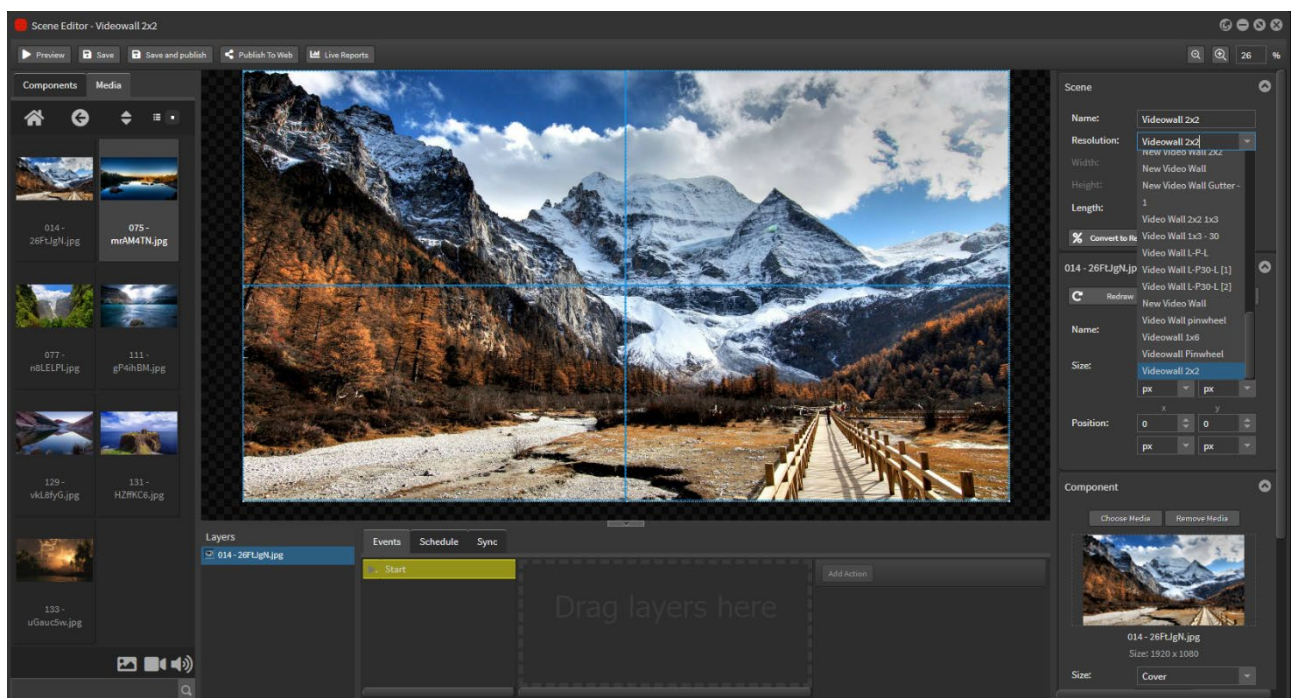
Once the videowall array has been created it will appear in your resolution drop down in the scene editor.

Select 'Scenes' from the green home dropdown menu and create a new scene.

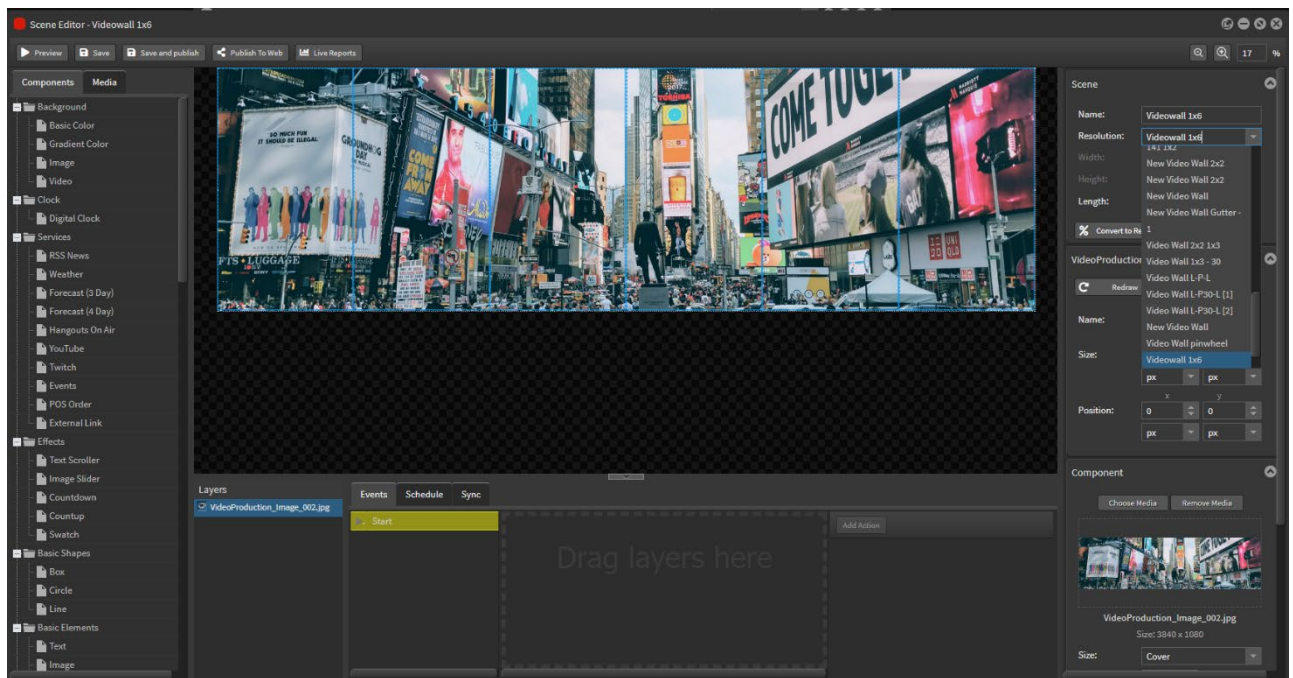
From the resolution drop down scroll down and select your videowall template resolution.

Begin adding content to your working area.

1. Videowall 2x2



2. Videowall 1x6



Once content has been created save your scene.

7.4 Create a Video Wall Group

To distribute the content you have created to your video you will first need to create a video wall group. Here you will be able to assign players to a particular screen so that you can get full HD to each screen.

To create a video wall group from the 'green home button' select 'Players'

Highlight a player you wish to add to the video wall group. Right click on this player and select 'Create Videowall Group'. By selecting 'Create Videowall Group' it will automatically create a video wall group for you under that player name in 'Player Groups'

From the 'Green home button' select 'Player Groups'. In this window you should now see your newly created 'Videowall Group'.

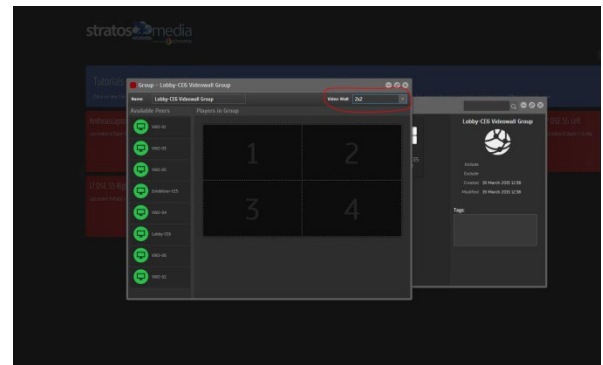
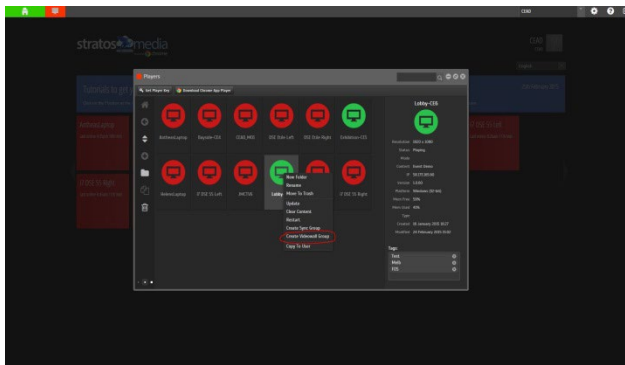
Double click on your newly created 'Videowall Group' to open.

Your video wall resolution you had previously created will now have to be linked to this group.

From Video Wall field found on the top right hand side click on the drop down and select your video resolution you had previously created.

Once your resolution has been selected a visual representation of your screen layout will appear.

On the left hand side you will find a list of all your players. Here you can drag and drop a player and assign it to what part of the video wall layout you wish. Assigning a player to each screen will give us the ability to have full HD at each screen.

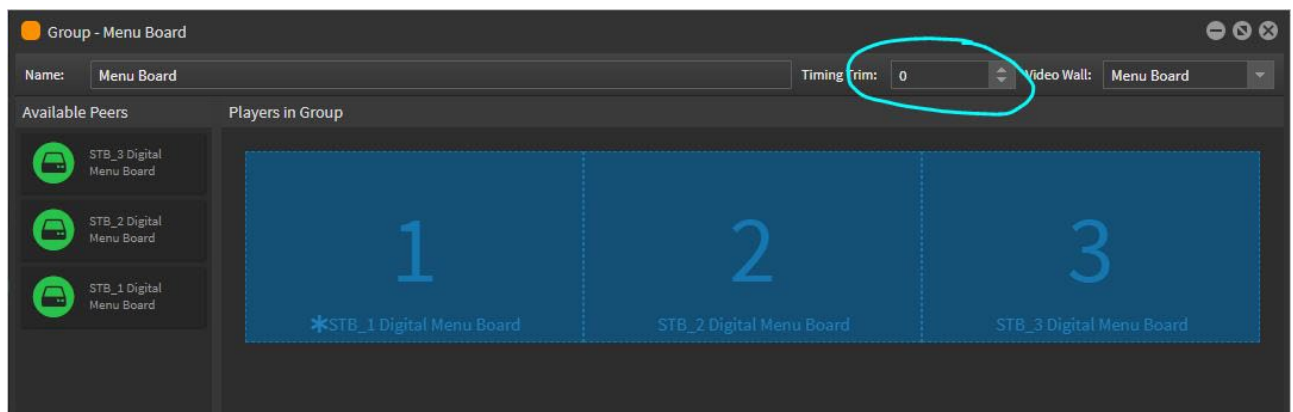


To assign a player, select the player you wish to add. Hold down the left mouse button and drag it on to your desired location.

Once players have been assigned to each screen you will need to set one as the master. To do this right click a screen and from the menu select "Set as Master"

You also have the option to 'help' synchronise playback across the videowall if some players are loading slightly out of sync.

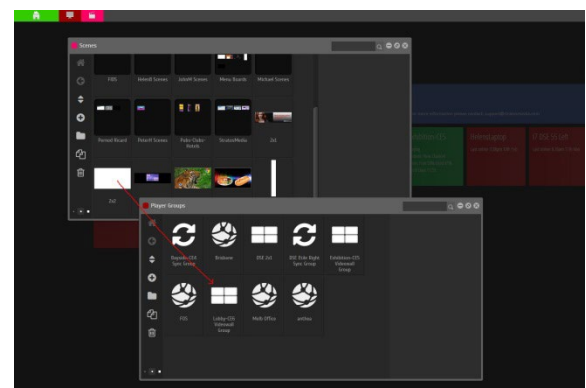
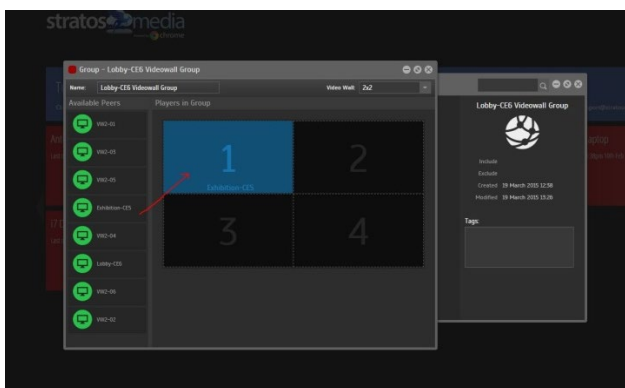
Use the Timing Trim to delay or speed up the load of content on the secondary players by milliseconds:



Eg. If the fastest player in the group takes 100ms to load the scene and the slowest player in the group takes 500ms, you would set the Timing trim to at least 500ms so that all players start at the same time.

You are now ready to add your content to the videowall group.

Open your scene or channel, hold down the left mouse button and drag it onto the Videowall Group. Content will then be downloaded to your video wall and begin synchronized playback.



8.0 Reporting

Our Reporting capabilities extend to almost all components of the StratosMedia Platform.

You have full flexibility to build custom reports incorporating:

Players | Channels | Scenes | Media | Groups | Sites | Timestamps | Date periods
Biometrics | Demographics | Gender | Age | Dwell Time | Session Time

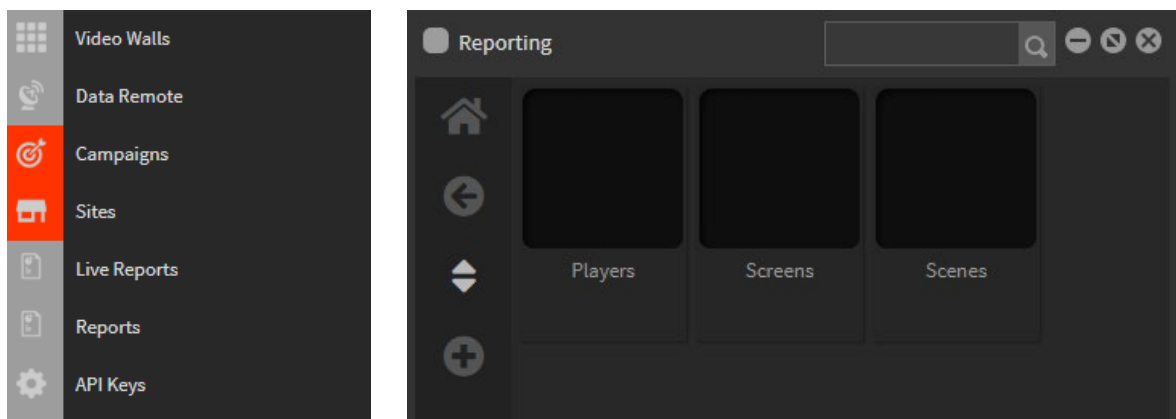
All this detailed historical data can be based on different fields and multi layered as required.

There are 2 types of reports available:

1. Live Reports – Broad casual overview on Players and Scenes updated live
2. Historical Reporting – Customizable detailed historical data sets

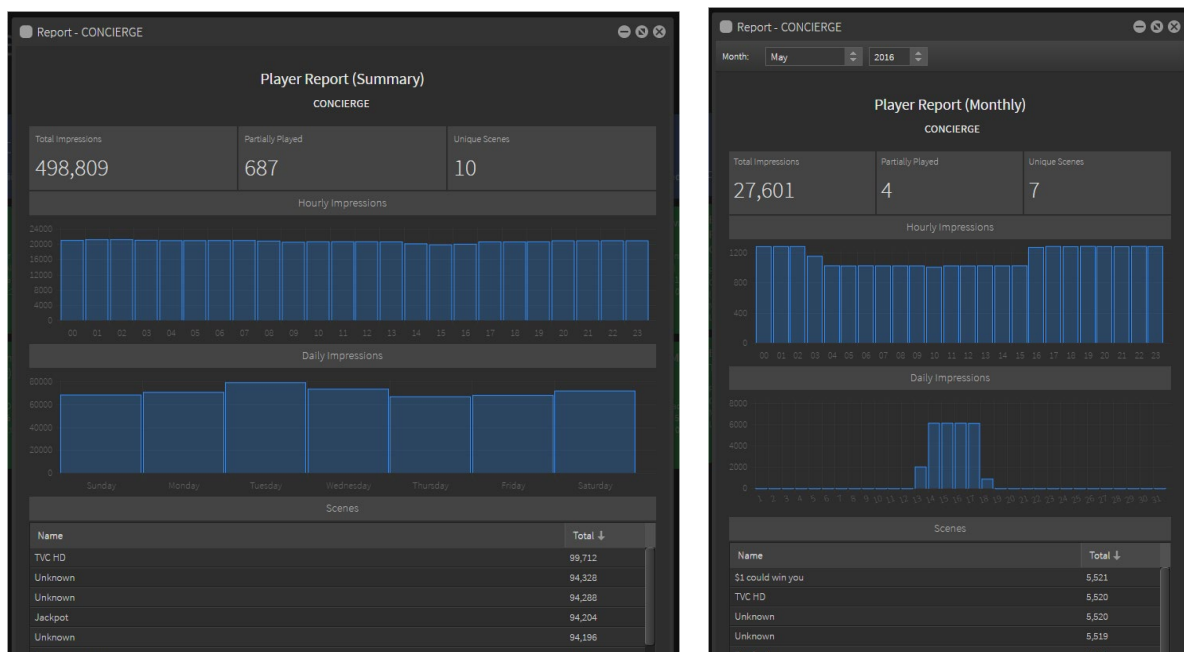
8.1 Live Reports

Select 'Live Reports' from the green home dropdown menu



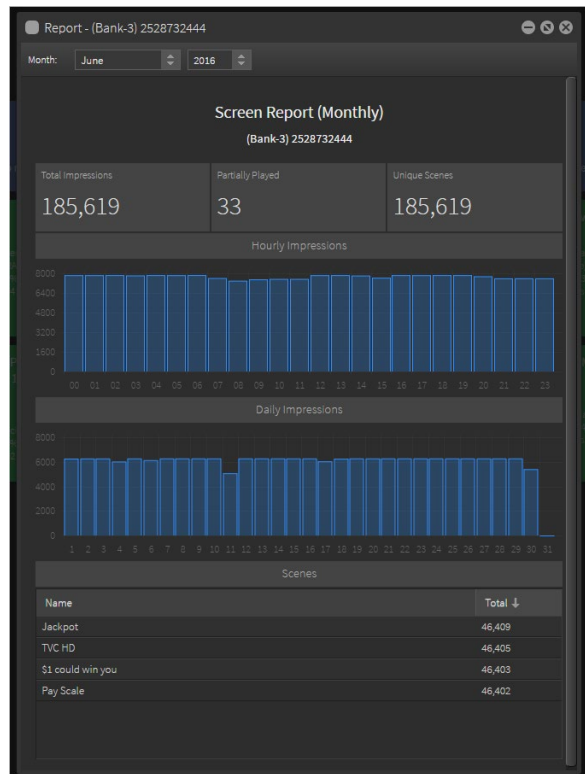
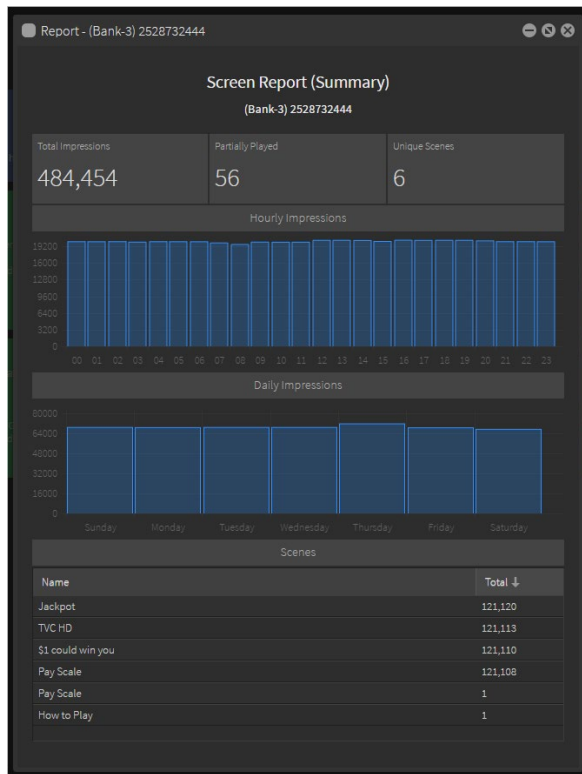
8.1.1 Players

Select reporting from Summary Report, Current Month or Last Month



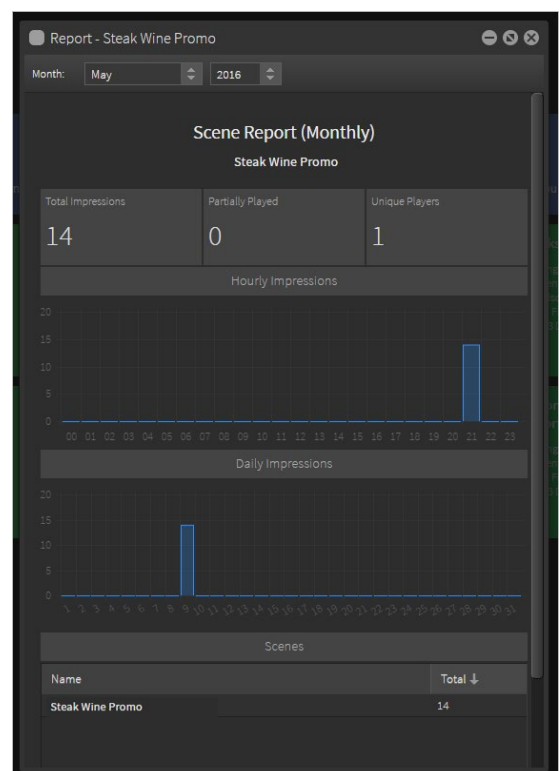
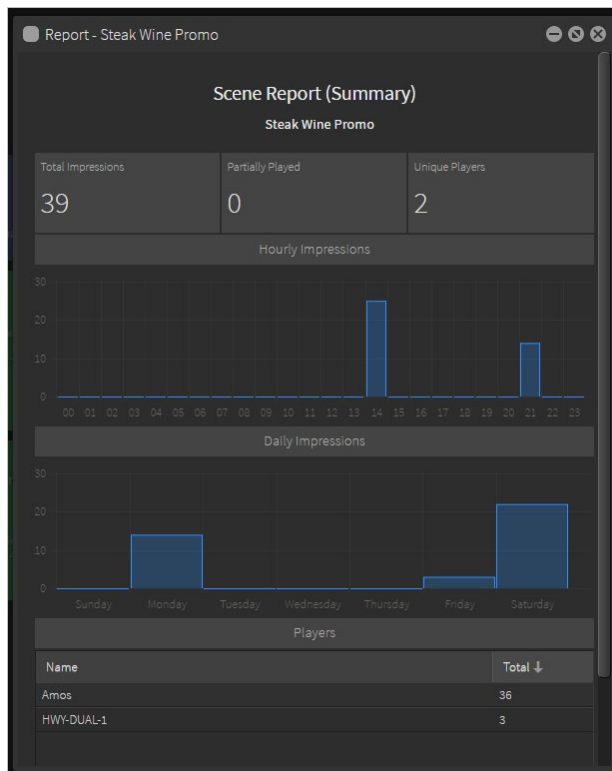
8.1.2 Screens

Select reporting from Summary Report, Current Month or Last Month



8.1.3 Scenes

Select reporting from Summary Report, Current Month or Last Month

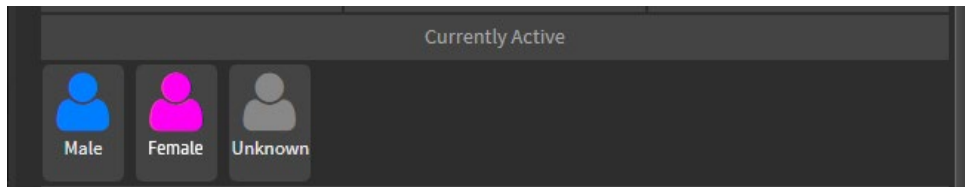


8.1.4 Biometrics

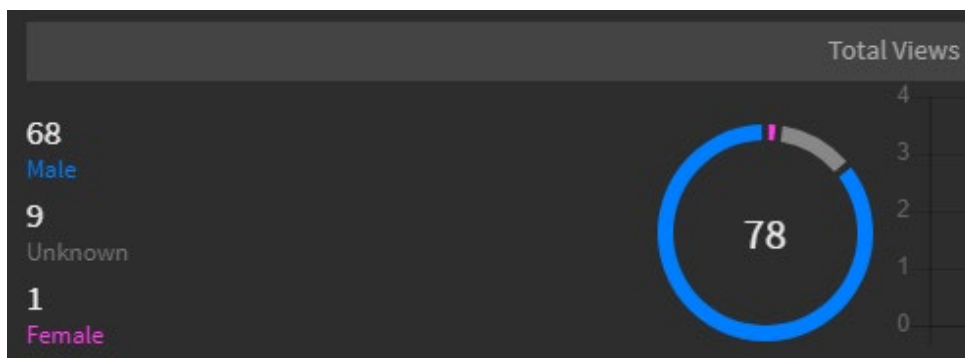
[NOTE: Bio Analytics must be enabled on the Player and a camera activated on the media device – See Section 12.0 Biometric Analytics for the setup]

Select reporting from Summary Report

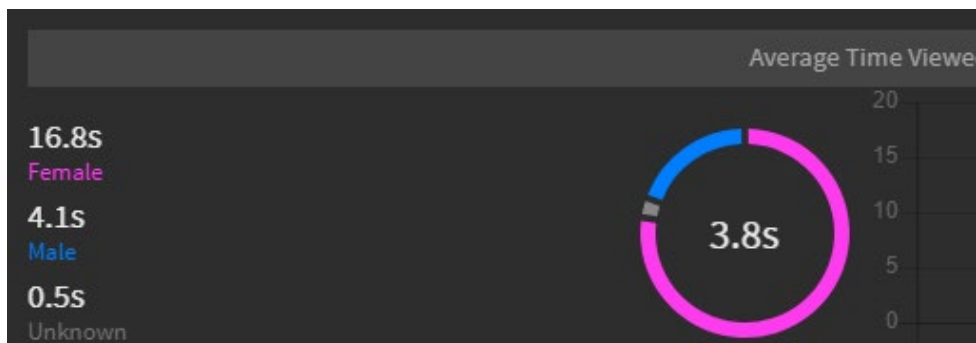
Subjects will appear in the Currently Active panel in the Summary Report as Male, Female or Unknown type.



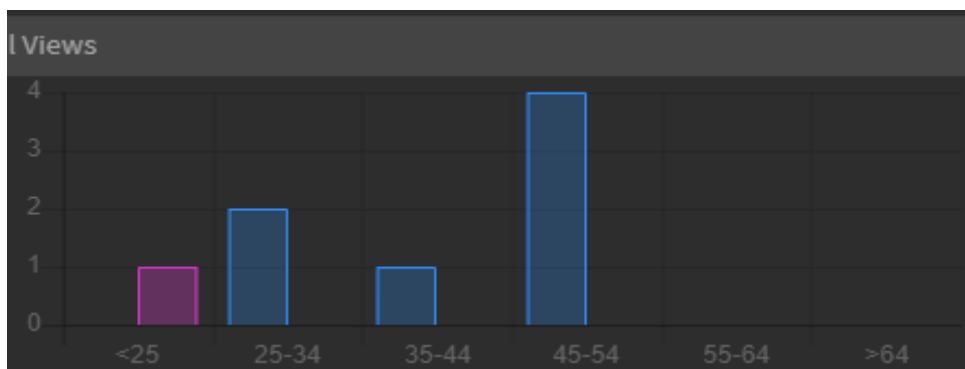
Unknown type will be reported when the ML cannot determine the gender of a subject. Some causes for this are insufficient dwell time, poor lighting, misdirected camera angle, excessive head coverings, etc. Total Views are displayed in the Male-Female-Unknown data ranges and updates in real time.



Average Time Viewed is displayed in the Male-Female-Unknown data ranges and updates in real time.



Age Range is displayed and updates in real time.



8.2 Historical Reports

NOTE: This reporting component was released with Player version 2.0.337 on 1 October 2019.

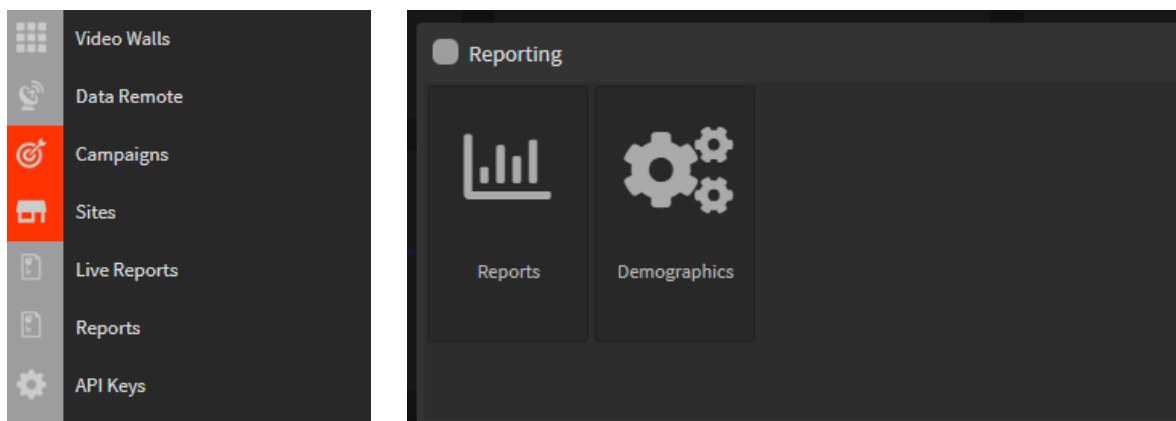
Media devices with pinned player versions running versions prior to this will not display the in-depth data sets until the time they are updated to version 2.0.337 or higher. Historical data prior to 1 October 2019 is only available through the Live Report data option.

All report data is available for download as a csv file format.

Select 'Reports' from the green home dropdown menu.

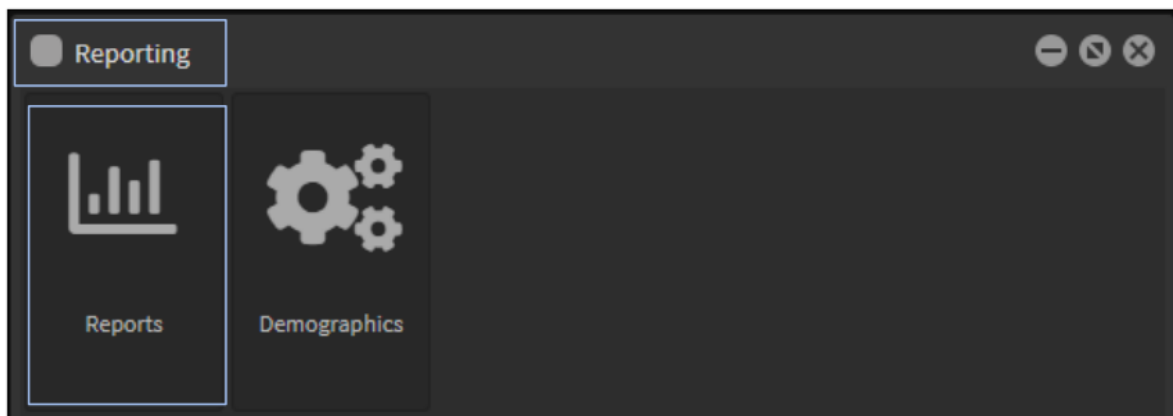
There are 2 modules to the Reporting component:

1. Reports – shows all Historical data
2. Demographics – used in conjunction with the Bio Analytics component in the Player

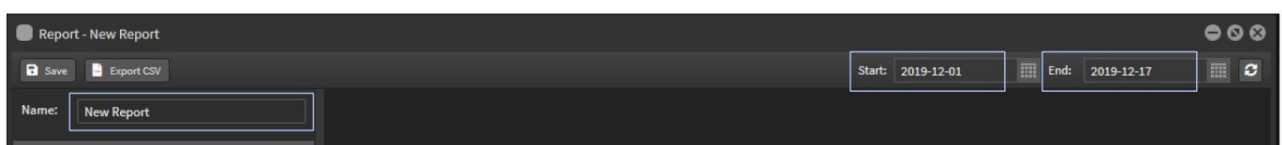


8.2.1 Reports

Click on the Reports icon and select 'Add New' [+ tab]



1. Name the New Report
2. Set the date parameters [Important to set correct time periods here to generate the relevant data fields – longer timeframes will take longer to populate the data sets]



Report options and building custom reports:

8.2.1.1 Players

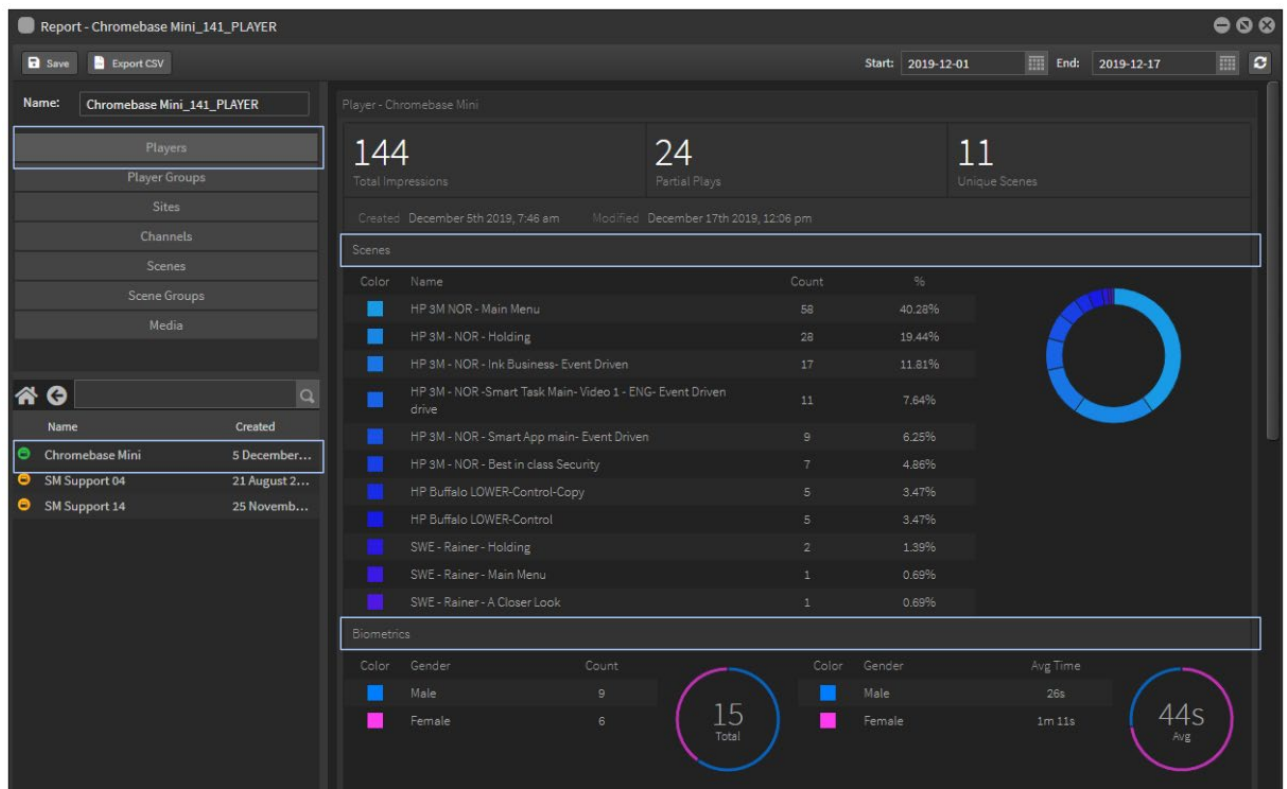
Select Players tab and all the players in your account will be displayed in the window panel below.

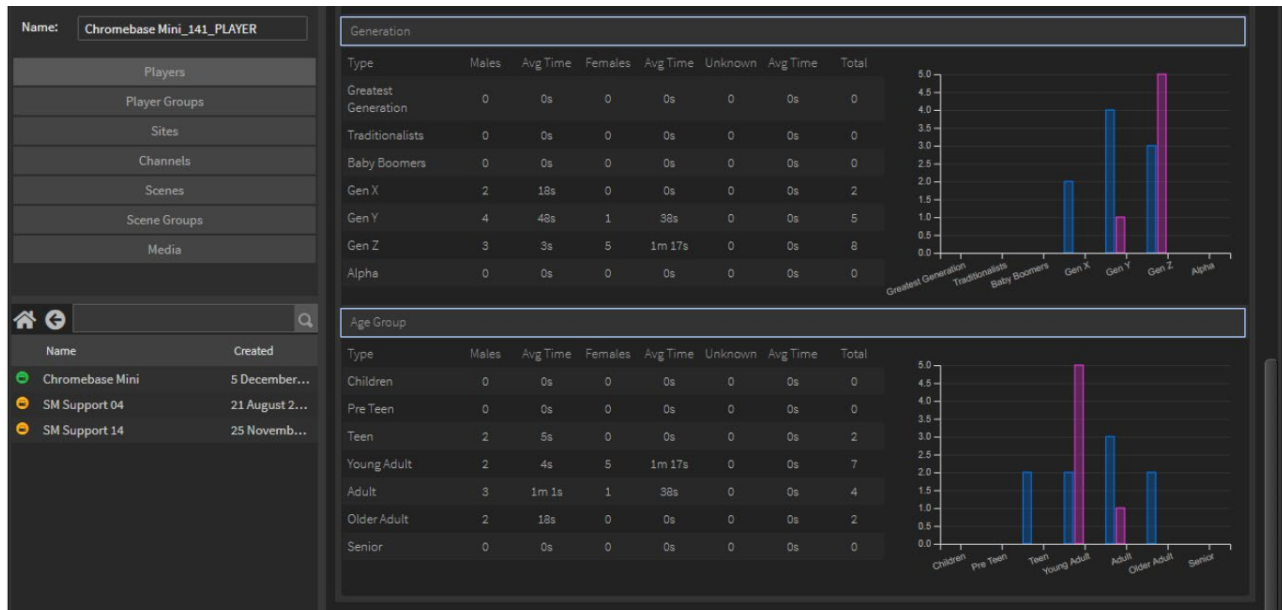
This will reflect your folder structure with Folders, nested Folders and individual players.

Select a player from the list and drag it across into the main panel area.

Data sets available for the Player are:

- Scenes
Name: Names of all scenes that have played on that player during the selected time period
Count: Number of times the scenes have played on that player during the selected time period
%: Percentage of time played compared to all other scenes
- Biometrics [if activated on player - See section 12.0 Biometrics for more information on setup]
Gender: Male or Female
Count: Number of recognised subjects
Avg Time: Dwell time spent in front of camera
- Demographic categories: Generation/Age Group [if Biometrics is activated on player - See section 8.2.2 Demographics for more information on setting up categories]





This data is available for export as a csv file.

There are two levels of this data depending on the detail you wish to use.

1. Summary Data: As described above
2. Raw Data: This is broken down to IDs and Start and End Timestamps for all of the above data sets

To access the Raw data, right click in the main data window panel select Type and Raw Data

Report - Chromebase Mini_141_PLAYER

Save Export CSV Start: 2019-12-01 End: 2019-12-17

Name: Chromebase Mini_141_PLAYER

Player - Chromebase Mini

Player ID	Session ID	Type	Summary	End	Gender	Age
5de8294777ef23178b14d949	05a5351a-8d4f-40c0-89e8-5236a3148eac	Remove	Raw Bio Data	2019-12-17T18:52:16+10:00	Male	54
5de8294777ef23178b14d949	b661dac6-a501-4add-8553-1adec4b1c23f			2019-12-12T20:54:49+10:00	Male	18
5de8294777ef23178b14d949	c3f63e88-107e-4ebe-bb52-fc4b02f09763			2019-12-12T22:40:28+10:00	Female	19
5de8294777ef23178b14d949	70e44e57-b9e6-45e3-90e1-7fb825e0a3ac			2019-12-12T22:40:56+10:00	Female	23
5de8294777ef23178b14d949	70e44e57-b9e6-45e3-90e1-7fb825e0a3ac			2019-12-12T22:42:10+10:00	Female	23
5de8294777ef23178b14d949	fa06c033-a2bd-45ab-abd1-2cfca9d6e5ad			2019-12-12T00:01:03+10:00	Male	18
5de8294777ef23178b14d949	0bed6fa1-5cdc-45b2-a90f-78838125e433			2019-12-12T00:44:03+10:00	Male	25
5de8294777ef23178b14d949	3085abd1-c562-41f1-95c5-be6a9d798deb			2019-12-12T01:30:42+10:00	Male	35
5de8294777ef23178b14d949	4f696d28-a76b-4d56-9478-1240d29293bb			2019-12-05T17:50:43+10:00	Male	33
5de8294777ef23178b14d949	4f696d28-a76b-4d56-9478-1240d29293bb			2019-12-05T17:52:02+10:00	Male	33
5de8294777ef23178b14d949	4f696d28-a76b-4d56-9478-1240d29293bb			2019-12-05T17:52:57+10:00	Male	33
5de8294777ef23178b14d949	270d5c19-e698-42a2-a2af-54eb50722a61			2019-12-05T17:53:19+10:00	Female	26
5de8294777ef23178b14d949	499c7983-bf37-4315-9565-ed4d0f287e04			2019-12-05T17:53:57+10:00	Male	50
5de8294777ef23178b14d949	499c7983-bf37-4315-9565-ed4d0f287e04			2019-12-05T17:54:59+10:00	Male	50
5de8294777ef23178b14d949	499c7983-bf37-4315-9565-ed4d0f287e04			2019-12-05T17:55:25+10:00	Male	50
5de8294777ef23178b14d949	499c7983-bf37-4315-9565-ed4d0f287e04			2019-12-05T17:56:18+10:00	Male	50
5de8294777ef23178b14d949	ba9e4f0f-7555-4f84-a928-e594e20bc45d			2019-12-05T17:57:32+10:00	Female	22
5de8294777ef23178b14d949	270d5c19-e698-42a2-a2af-54eb50722a61			2019-12-05T18:22:39+10:00	Female	26
5de8294777ef23178b14d949	270d5c19-e698-42a2-a2af-54eb50722a61			2019-12-05T18:25:15+10:00	Female	26
5de8294777ef23178b14d949	ba9e4f0f-7555-4f84-a928-e594e20bc45d			2019-12-05T18:29:09+10:00	Female	22

Filtering Player reports by Channel

You can filter a Player report to display channel results.

Create a new report.

Select your Player and drag it into the report area.

Select the Channel and drag it ONTO the player report area.

Now you have a report that shows all the channel results for that player only.

8.2.1.2 Channels

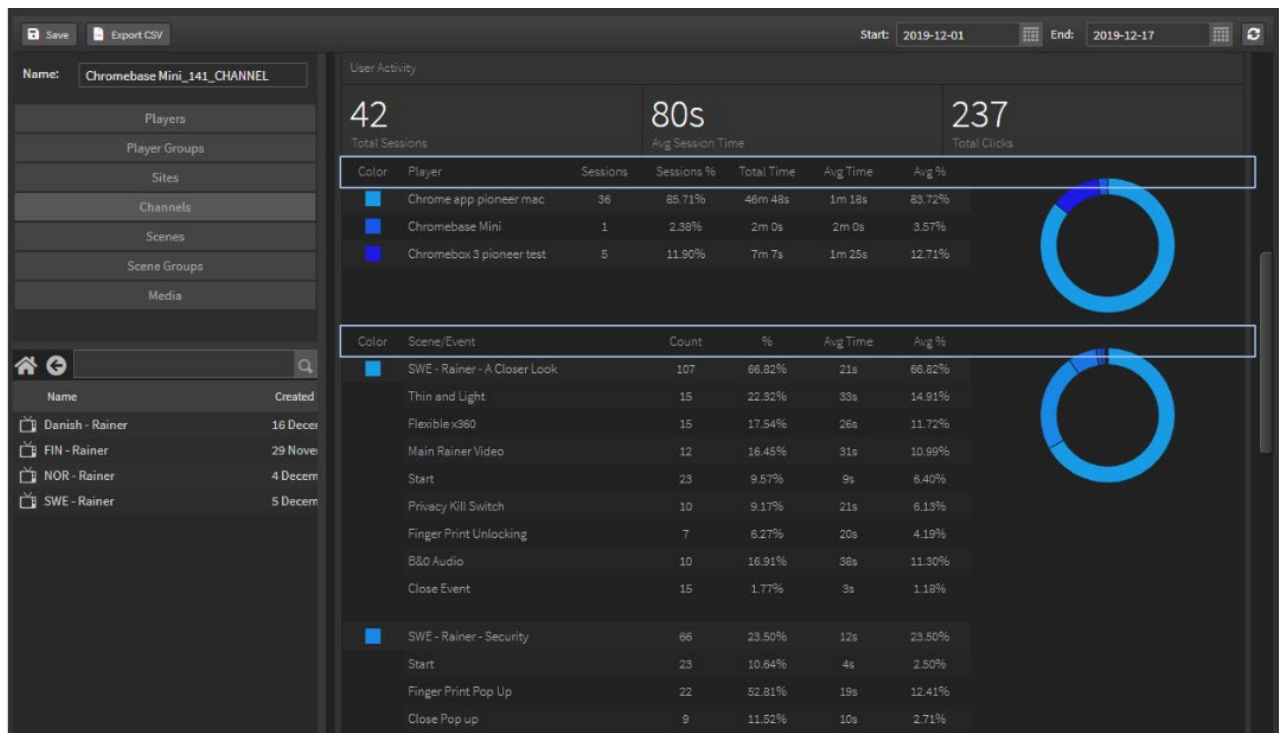
Select Channels tab and all the channels in your account will be displayed in the window panel below.

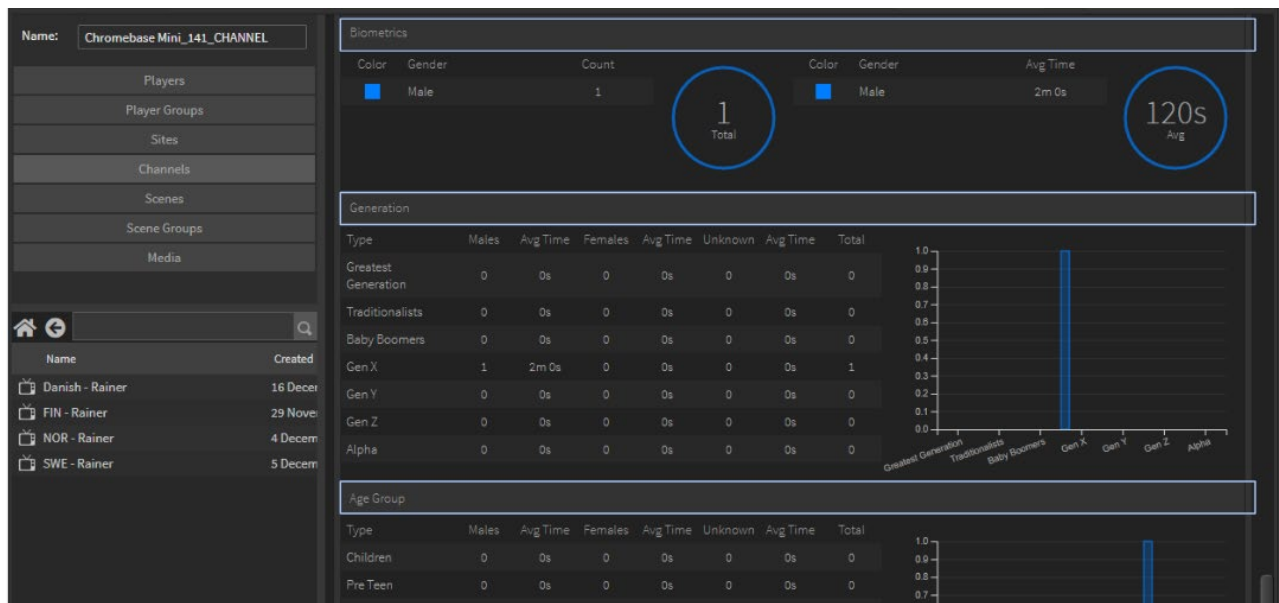
This will reflect your folder structure with Folders, nested Folders and individual channels.

Select a channel from the list and drag it across into the main panel area.

Data sets available for the Channel are:

- Scenes
 - Name: Names of all scenes that have played in that channel during the selected time period
 - Impressions: Number of times the scenes have played in that channel during the selected period
 - %: Percentage of time played compared to all other scenes
- Players
 - Name: Name of all players using that channel
 - Impressions: Total number of scenes in that channel played on that player
 - %: Percentage of time played on each player compared to each other player
- Session Data [If a Player is connected to a touch screen and used as a kiosk]
 - Player:
 - Sessions: How many sessions per player
 - Avg Time: Average length of sessions
 - Scene/Event:
 - Scene Count: Number of times that scene has played
 - Event Count: Number of times that an event has been clicked
 - Avg Time: Average time played on screen
 - Avg %: Percentage of time played in comparison to other scenes/events
- Biometric and Demographic [As above]





To access the Raw data, right click in the main data window panel select Type and Raw Data

Time	Player ID	Player Name	Session ID	Duration	Events	# People	Males	Females	Min Age	Avg Age	Max Age
2019-12-16T22:58:02+10:00	5des330e77ef23177314db47	Chrome app pioneer mac	1576501004221	1m 18s	2	0	0	0	-	-	-
2019-12-16T22:52:02+10:00	5des330e77ef23177314db47	Chrome app pioneer mac	1576500547627	2m 55s	13	0	0	0	-	-	-
2019-12-16T22:34:45+10:00	5de4cbe877ef23177614d6b8	Chromebox 3 pioneer test	1576499545197	2m 19s	13	0	0	0	-	-	-
2019-12-17T18:53:07+10:00	5de8294777ef231776b14d949	Chromebase Mini	1576572667533	1m 59s	6	1	1	0	54	54	54
2019-12-06T22:49:33+10:00	5des330e77ef23177314db47	Chrome app pioneer mac	1575636422442	2m 31s	4	0	0	0	-	-	-
2019-12-06T21:00:07+10:00	5des330e77ef23177314db47	Chrome app pioneer mac	1575629975896	31s	4	0	0	0	-	-	-
2019-12-07T00:10:03+10:00	5des330e77ef23177314db47	Chrome app pioneer mac	1575641244977	2m 38s	10	0	0	0	-	-	-

Filtering Channel reports by Player

You can filter a Channel report to only display single player results.

Create a new report.

Select your Channel and drag it into the report area.

Select the Player and drag it ONTO the Channel report area.

Now you have a report that shows all the channel results for that player only.

8.2.1.3 Scenes

Select Scenes tab and all the scenes in your account will be displayed in the window panel below.

This will reflect your folder structure with Folders, nested Folders and individual scenes.

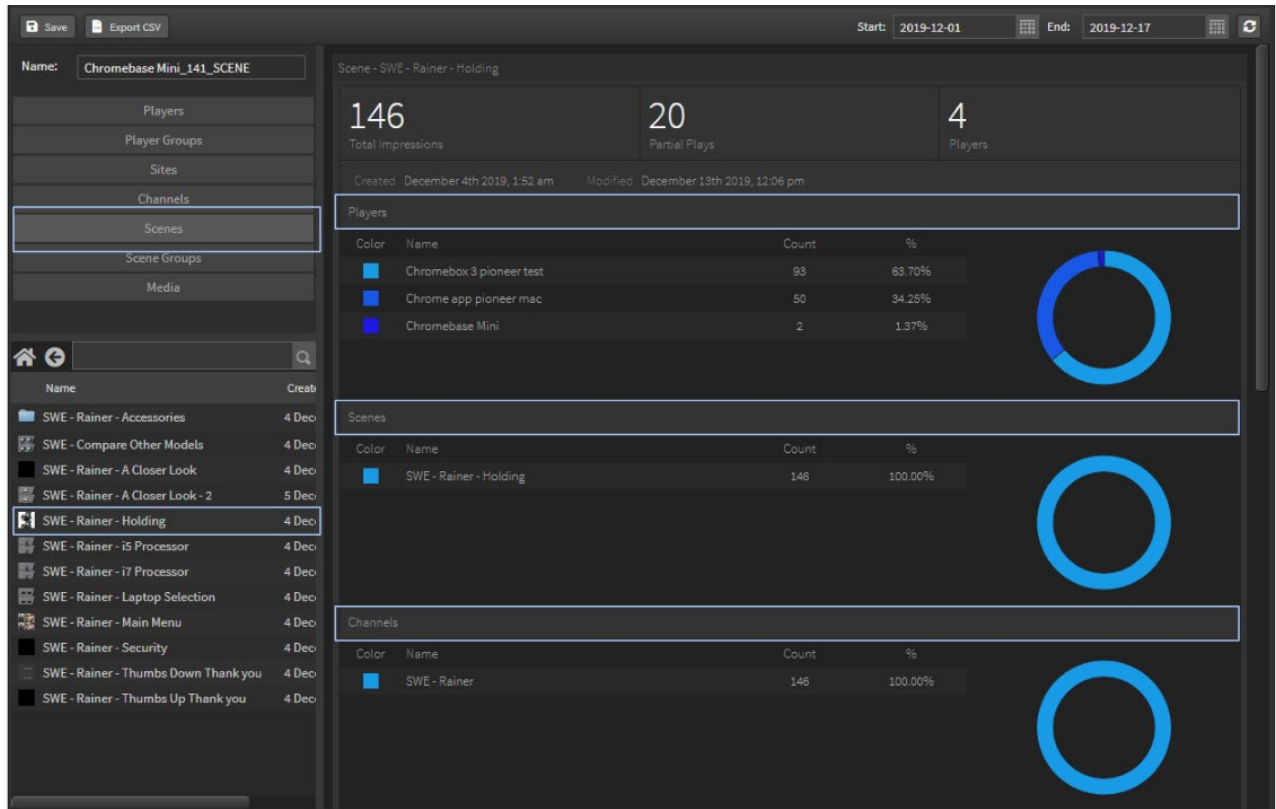
Select a scene from the list and drag it across into the main panel area.

Data sets available for the Scene are:

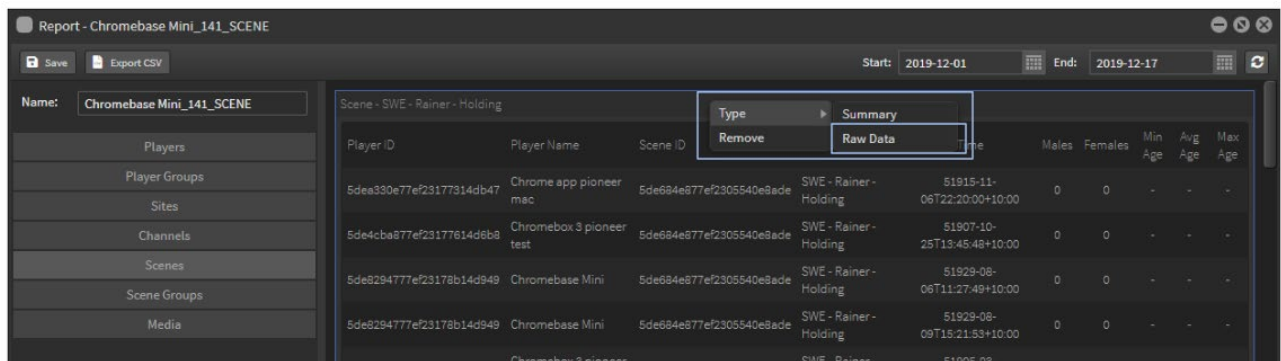
- Players
 - Name: Name of all players using that scene
 - %: Percentage of time played on each player compared to each other player
- Scenes - Count: Number of times that scene has played over that time period
- Channels

Name: Number of Channels using that scene

Count: Number of times that scene has played over that time period in that channel



To access the Raw data, right click in the main data window panel select Type and Raw Data



8.2.1.4 Player Groups

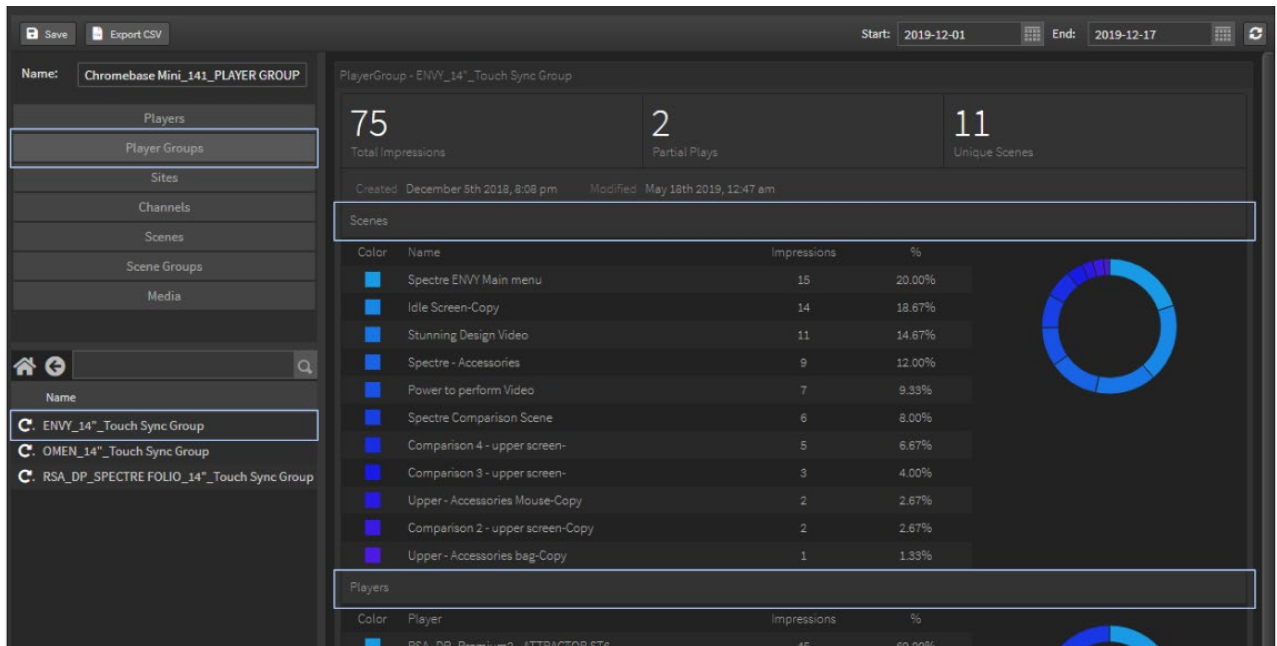
Select Player Groups tab and all the player groups in your account will be displayed in the window panel.

This will reflect your folder structure with Folders, nested Folders, etc.

Select a player group from the list and drag it across into the main panel area.

Data sets available for the player groups are:

- Scenes
 - Impressions: Number of times that scene has played on players in that group over that time period
- Players
 - Name: Name of all players in that group
 - %: Percentage of impressions played on each player compared to each other player in the group.



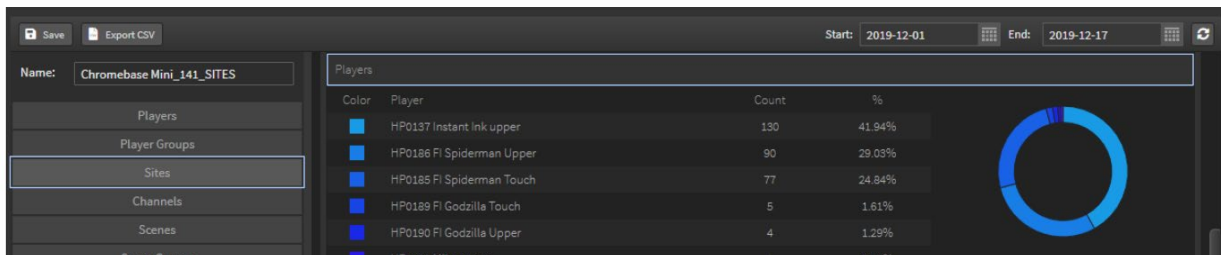
To access the Raw data, right click in the main data window panel select Type and Raw Data

8.2.1.5 Sites

Select Sites tab and all the sites in your account will be displayed in the window panel.

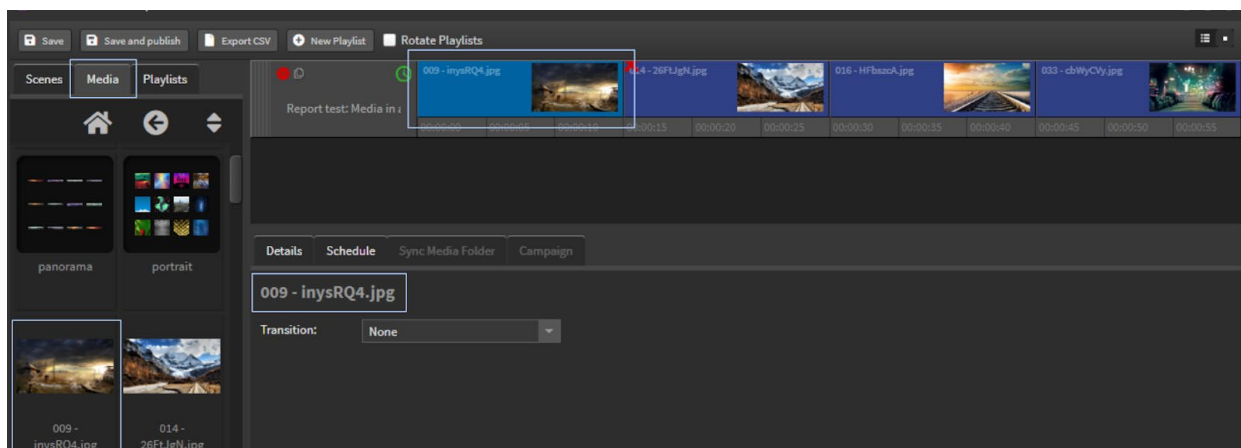
This will reflect your folder structure with Folders, nested Folders, etc.

Select a site from the list and drag it across into the main panel area and all player details will appear.



8.2.1.6 Playlist Media

This tab will display reports for media [image or video files] that have been dropped directly into a playlist in a channel. This is NOT a report of media items that have been used in the creation of a scene.



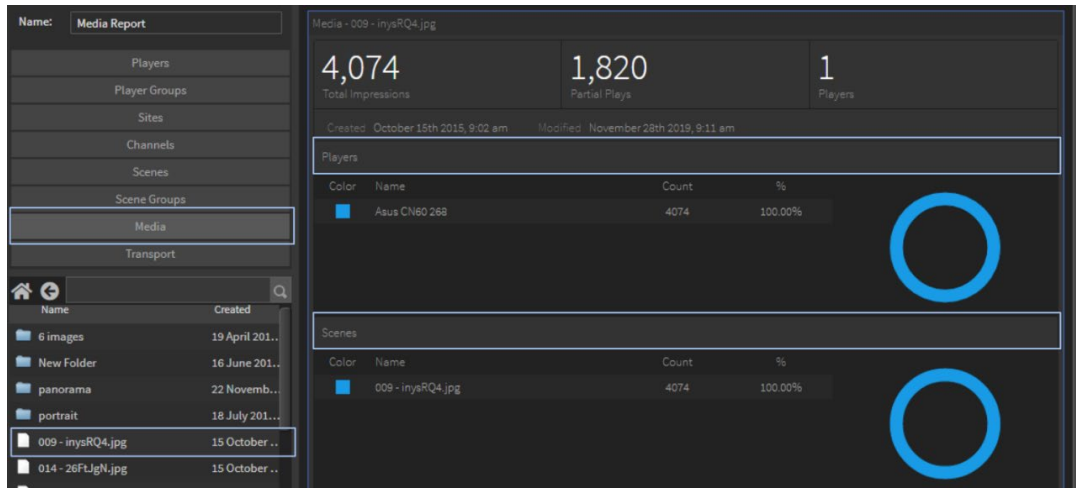
Select the Media tab and all the media in your Media Library will be displayed in the window panel.

This will reflect your folder structure with Folders, nested Folders, etc.

Select a media item from the list that has been dropped directly into a playlist or linked to a playlist from a folder and drag it across into the main panel area and all media details will appear.

Details such as:

1. Which players the asset has played on
2. Name of the media
3. Channels that contain the media asset in a playlist



To access the Raw data, right click in the main data window panel select Type and Raw Data

8.2.1.7 Survey Reports

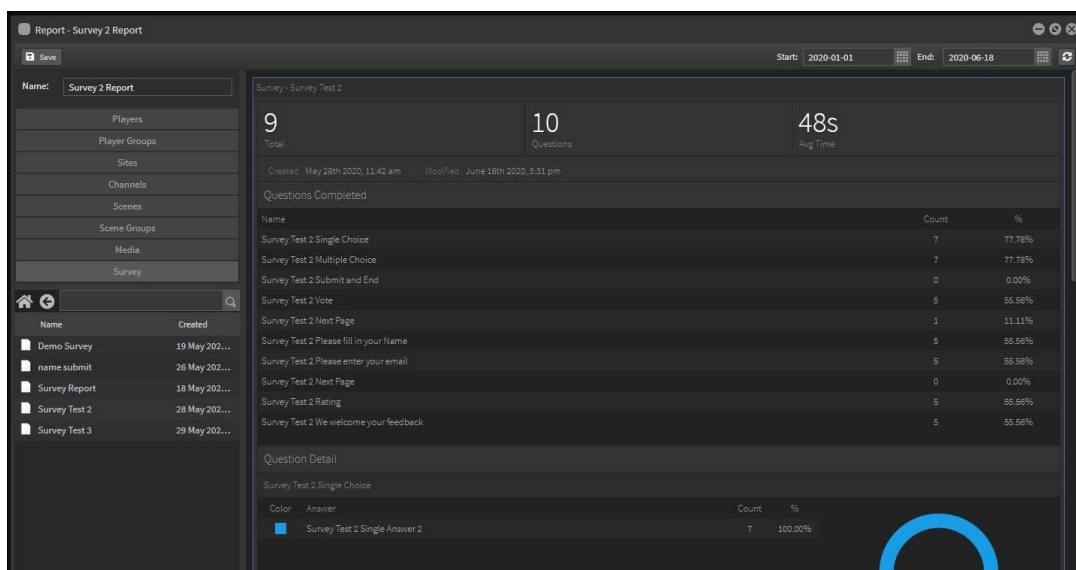
Select the Survey tab and all the StratosMedia Surveys in your account will be displayed in the window panel below. This will reflect your folder structure with Folders, nested Folders and individual surveys.

Select a survey from the list and drag it across into the main panel area.

This tab will display reports for a StratosMedia Survey that has been included in a scene on a kiosk on a player or accessed by a Publish to Web scene.

Survey Report will document clicked or submitted results from a StratosMedia Survey. Data is displayed as a visual Summary or as detailed Raw Data.

Summary Report

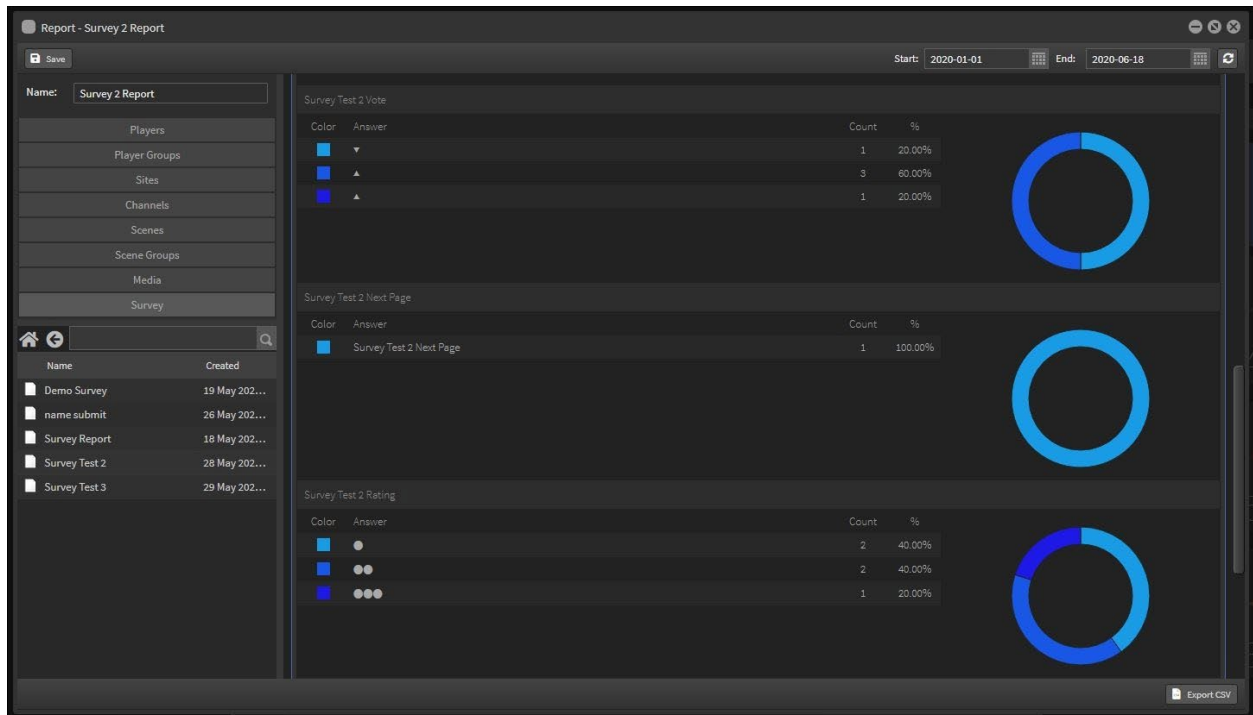


Survey options include:

1. Single Choice question and answers
2. Multiple Choice questions and answers
3. Text area for written responses
4. Rating the experience - eg 4 out of 5 stars
5. Vote - eg. Yes or No, Like or Dislike

Survey Report will collect and display data for:

1. Questions Completed
2. Answer Details



Raw Data

To access the Raw data, right click in the main data window panel select Type and Raw Data

The screenshot displays the 'Report - Survey 2 Report' window with the 'Raw Data' view selected. The table shows the following columns: Site ID, Site Name, Player ID, Player Name, Session ID, Survey ID, Survey Name, Time, Males, Females, Avg Age, Question, and Answer.

Site ID	Site Name	Player ID	Player Name	Session ID	Survey ID	Survey Name	Time	Males	Females	Avg Age	Question	Answer
-	-	5ebb91c577e2340456da97f	BRIS184_CTb_chrome	7952ce9-bb6a-4a6c-a25a-3aee1d056789	5ecf171a77e2394ca94b99	Survey Test 2	2020-06-02 14:10:42	0	0	-	Survey Test 2 Vote	0
-	-	5ebb91c577e2340456da97f	BRIS184_CTb_chrome	7952ce9-bb6a-4a6c-a25a-3aee1d056789	5ecf171a77e2394ca94b99	Survey Test 2	2020-06-02 14:10:39	0	0	-	Please enter your email	help@me
-	-	5ebb91c577e2340456da97f	BRIS184_CTb_chrome	7952ce9-bb6a-4a6c-a25a-3aee1d056789	5ecf171a77e2394ca94b99	Survey Test 2	2020-06-02 14:10:39	0	0	-	Please fill in your Name	help me
-	-	5ebb91c577e2340456da97f	BRIS184_CTb_chrome	7952ce9-bb6a-4a6c-a25a-3aee1d056789	5ecf171a77e2394ca94b99	Survey Test 2	2020-06-02 14:10:42	0	0	-	Survey Test 2 Rating	2
-	-	5ebb91c577e2340456da97f	BRIS184_CTb_chrome	7952ce9-bb6a-4a6c-a25a-3aee1d056789	5ecf171a77e2394ca94b99	Survey Test 2	2020-06-02 14:10:39	0	0	-	We welcome your feedback	
-	-	5ed730a77e233ecce8743c	184_CTb_chrome	0dc53a3e-c97b-403f-8ca9-2b78a2838504	5ecf171a77e2394ca94b99	Survey Test 2	2020-06-03 16:02:48	0	0	-	Survey Test 2 Multi Answer	3
-	-	5ed730a77e233ecce8743c	184_CTb_chrome	0dc53a3e-c97b-403f-8ca9-2b78a2838504	5ecf171a77e2394ca94b99	Survey Test 2	2020-06-03 16:02:48	0	0	-	Survey Test 2 Single Choice	Survey Test 2 Single Answer
-	-	5ed730a77e233ecce8743c	184_CTb_chrome	0dc53a3e-c97b-403f-8ca9-2b78a2838504	5ecf171a77e2394ca94b99	Survey Test 2	2020-06-03 16:02:48	0	0	-	Survey Test 2 Please enter your email	2 email 1
-	-	5ed730a77e233ecce8743c	184_CTb_chrome	0dc53a3e-c97b-403f-8ca9-2b78a2838504	5ecf171a77e2394ca94b99	Survey Test 2	2020-06-03 16:02:22	0	0	-	Survey Test 2 Please fill in your Name	2 name 1
-	-	5ed730a77e233ecce8743c	184_CTb_chrome	0dc53a3e-c97b-403f-8ca9-2b78a2838504	5ecf171a77e2394ca94b99	Survey Test 2	2020-06-03 16:02:22	0	0	-	Survey Test 2 We welcome your feedback	
-	-	5ed730a77e233ecce8743c	184_CTb_chrome	3b09f6ce-9f8b-4e03-9379-6cc2b313d0c1	5ecf171a77e2394ca94b99	Survey Test 2	2020-06-03 16:04:27	0	0	-	Survey Test 2 Multi Answer	3
-	-	5ed730a77e233ecce8743c	184_CTb_chrome	3b09f6ce-9f8b-4e03-9379-6cc2b313d0c1	5ecf171a77e2394ca94b99	Survey Test 2	2020-06-03 16:04:27	0	0	-	Survey Test 2 Single Choice	Survey Test 2 Single Answer

This shows Player Name, Session ID, Survey Name, Timestamp, Gender and Age [if activated], Questions and Answers.

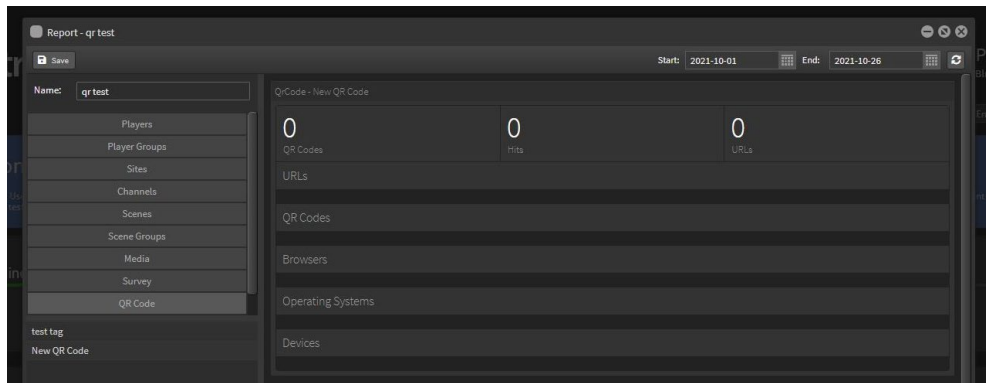
The Raw data can be downloaded as a csv file and then filtered as required.

8.2.1.8 QR Code Reports

Select the QR Code tab and all the QR Codes created in your account will be displayed in the window panel below. This will reflect your folder structure with Folders, nested Folders and individual QR Codes.

Data is displayed as a visual Summary or as detailed Raw Data.

Select a QR Code from the list and drag it across into the main panel area.



Summary Report

Select the desired date range and this tab will display results for:

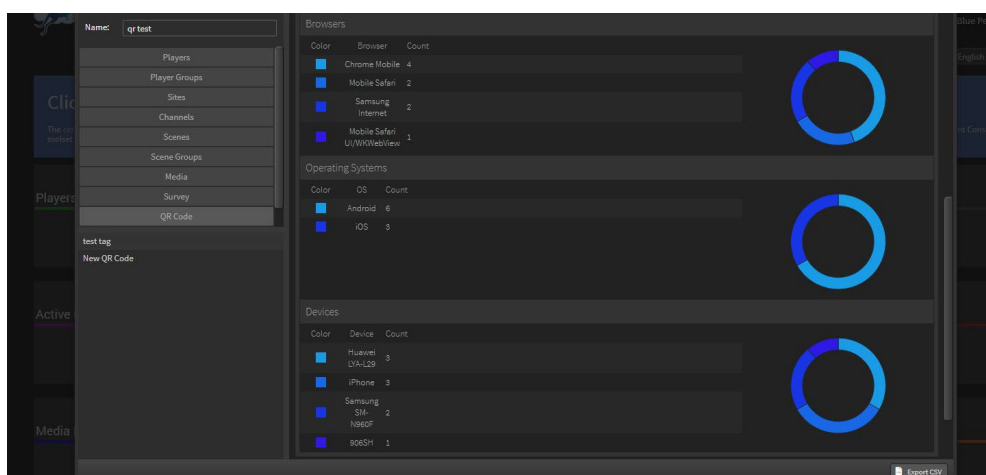
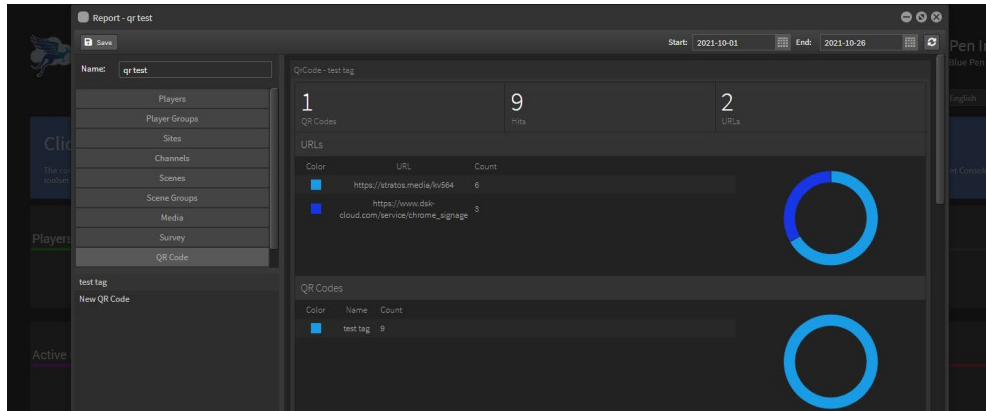
URLs: Both the destination and redirect addresses

QR Codes: Shows the tagged data associated with the QR Code

Browsers: Shows what browsers were used to view the sites

Operating Systems: shows the OS on the device that was used to scan the QR Code

Devices: Shows the make and model of the devices used



Raw Data Report

This tab will display more details such as a timestamp and can be exported as a csv file.

Report - qr test

Name: qr test

Start: 2021-10-01 End: 2021-10-26

QR Code - test tag

Time	Hash	URL	Browser	Version	OS	Device
2021-10-19T00:31:47Z	eqsqc	https://stratos.media/vi564	Chrome Mobile	94.0.4608	Android	Huawei LYA-L29
2021-10-19T02:25:37Z	eqsqc	https://www.dak-cloud.com/service/chrome_signage	Chrome Mobile	94.0.4608	Android	Huawei LYA-L29
2021-10-19T02:20:29Z	eqsqc	https://stratos.media/vi564	Mobile Safari	14.1.2	iOS	iPhone
2021-10-19T02:25:46Z	eqsqc	https://www.dak-cloud.com/service/chrome_signage	Mobile Safari	14.1.1	iOS	iPhone
2021-10-19T02:25:34Z	eqsqc	https://stratos.media/vi564	Chrome Mobile	94.0.4608	Android	Huawei LYA-L29
2021-10-19T02:25:35Z	eqsqc	https://www.dak-cloud.com/service/chrome_signage	Samsung Internet	15.0	Android	Samsung SM-N980F
2021-10-19T02:20:29Z	eqsqc	https://stratos.media/vi564	Chrome Mobile	94.0.4608	Android	806SH
2021-10-19T02:20:31Z	eqsqc	https://stratos.media/vi564	Samsung Internet	15.0	Android	Samsung SM-N980F
2021-10-19T02:20:31Z	eqsqc	https://stratos.media/vi564	Mobile Safari UIWebView		iOS	iPhone

test tag
New QR Code

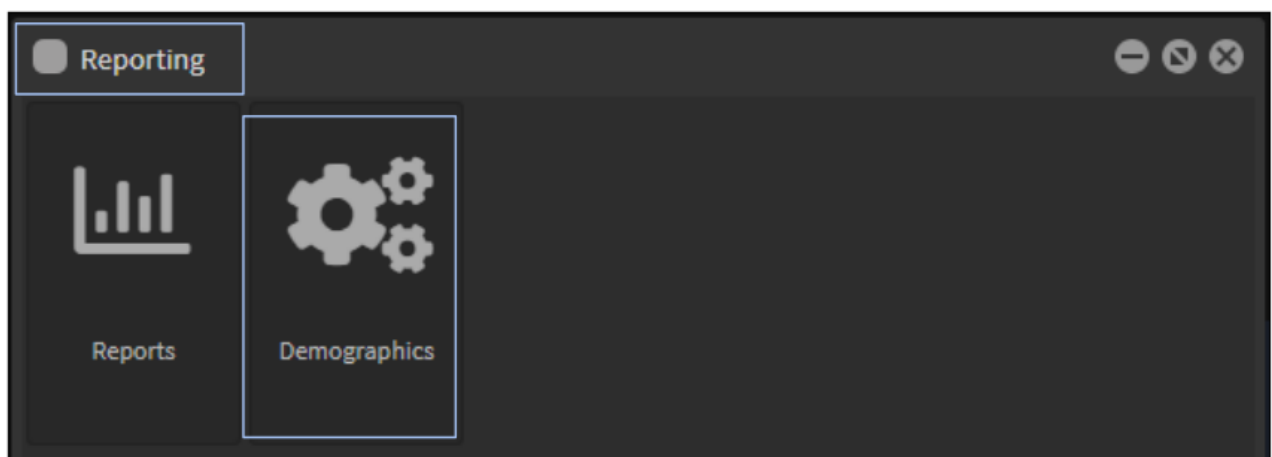
Export CSV

8.2.2 Demographics

Demographics component allows you to set up parameters for the Bio Analytics into relevant categories for marketing campaigns based on variables such as Gender, Age ranges and Generational ranges.

[Also used in scene triggering - See Section 12.0 Biometric Analytics for the setup in Scene Editor]

Click on the Demographics icon and this will open the window.



This has been pre-populated with standardized ranges.

Demographics

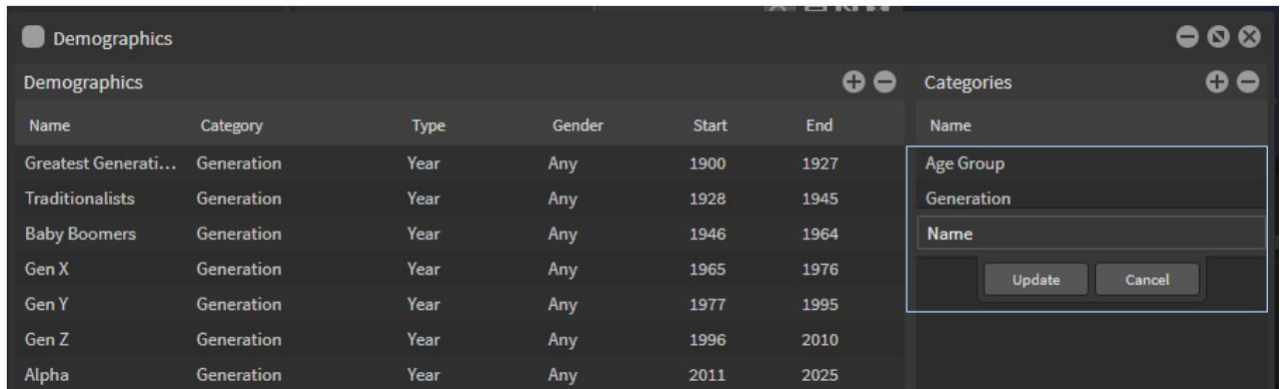
Name	Category	Type	Gender	Start	End
Greatest Generati...	Generation	Year	Any	1900	1927
Traditionalists	Generation	Year	Any	1928	1945
Baby Boomers	Generation	Year	Any	1946	1964
Gen X	Generation	Year	Any	1965	1976
Gen Y	Generation	Year	Any	1977	1995
Gen Z	Generation	Year	Any	1996	2010
Alpha	Generation	Year	Any	2011	2025
Children	Age Group	Age	Any	0	9
Pre Teen	Age Group	Age	Any	10	12

Categories

- Age Group
- Generation

You can add or delete existing parameters or create Categories of your own.

1. Click the + button top right in categories and Name the new item. Click Update button to add item.



- Click the + button in the Demographics area and a new item will appear in the list.

Name the new demographic item.

Select the Category from the dropdown menu

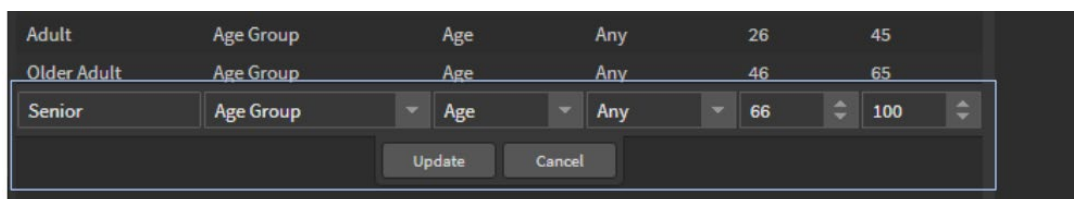
Select the Type: Age or Year

Select the Gender: Any, Male or Female

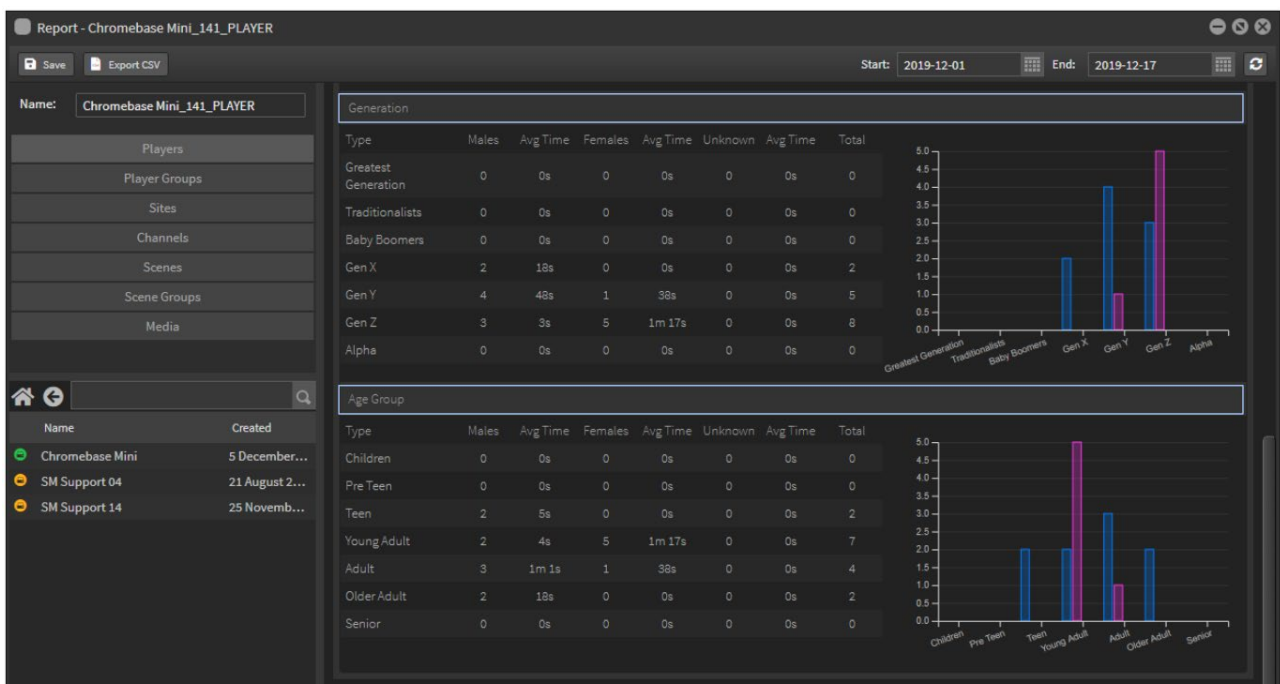
Add the Start range: Age or Year depending on the type you selected

Add the End range: Age or Year depending on the type you selected

Click Update button to add.



Now these categories and data will populate your Reports with demographic charts and data.



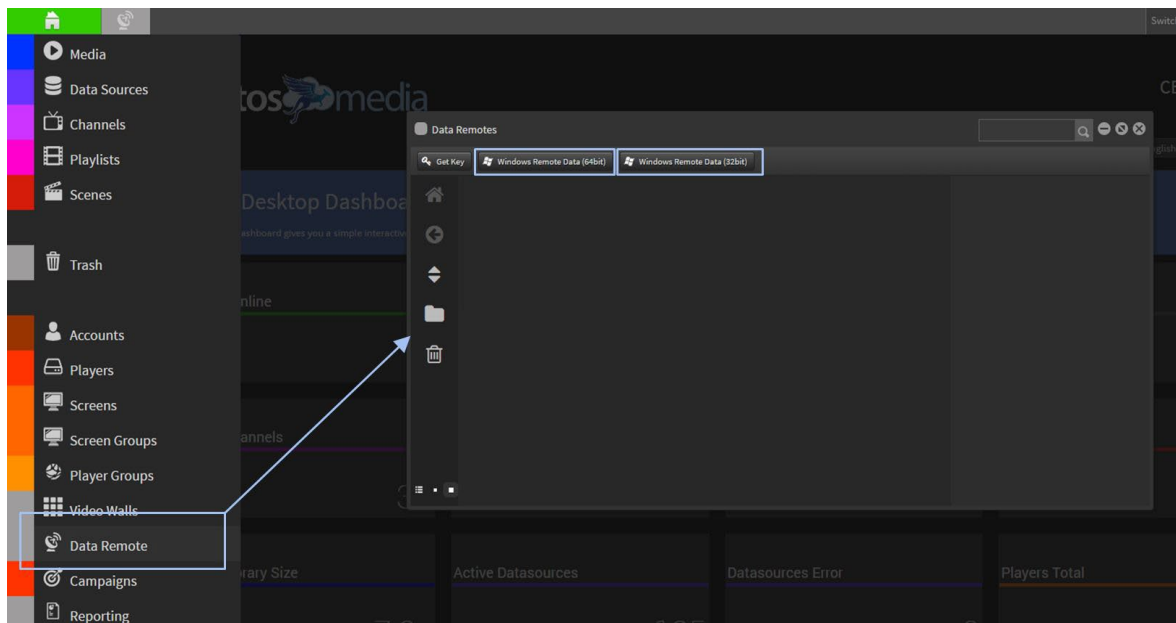
[NOTE: Bio Analytics must be enabled on the Player and a camera activated on the media device – See Section 12.0 Biometric Analytics for the setup]

9.0 Data Remote Tool

9.1 Setting up the Data Remote Application

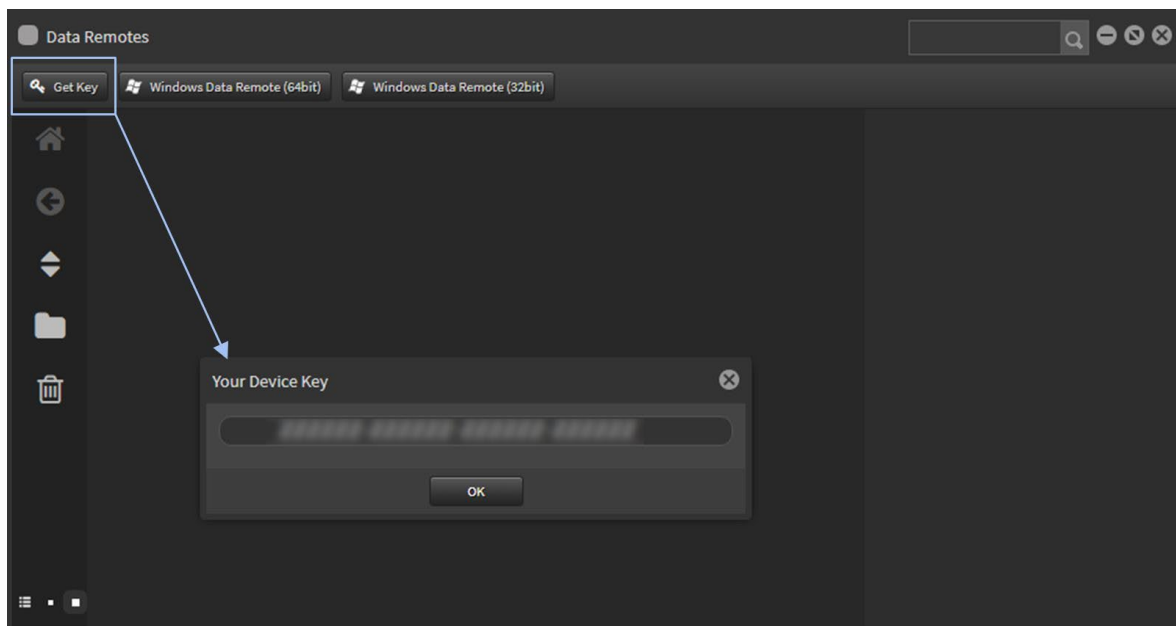
StratosMedia can integrate dynamically with an outside datasource [csv, sql, mysql. Etc] using the Data Remote Tool to ingest the data. This can be hosted locally or in the cloud.

In the StratosMedia head end open the menu and select "Data Remote"



Select the correct version for your operating system. This will download the Data Remote Application.

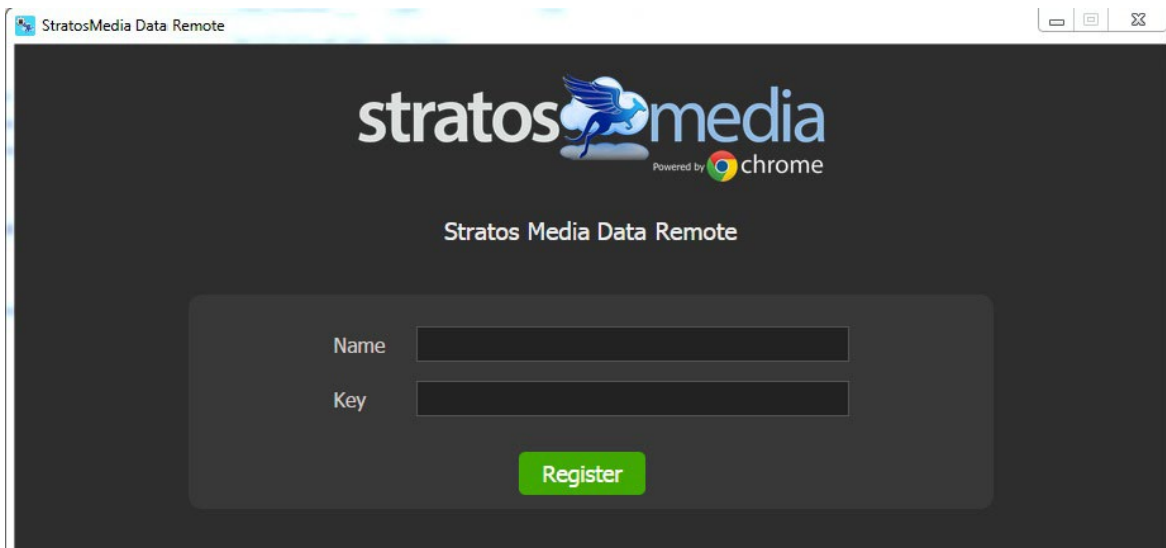
In the StratosMedia head end select "Get Key" and copy the key.



Once the download is completed extract the archive to a folder on C Drive - eg. C:\StratosRemoteData.

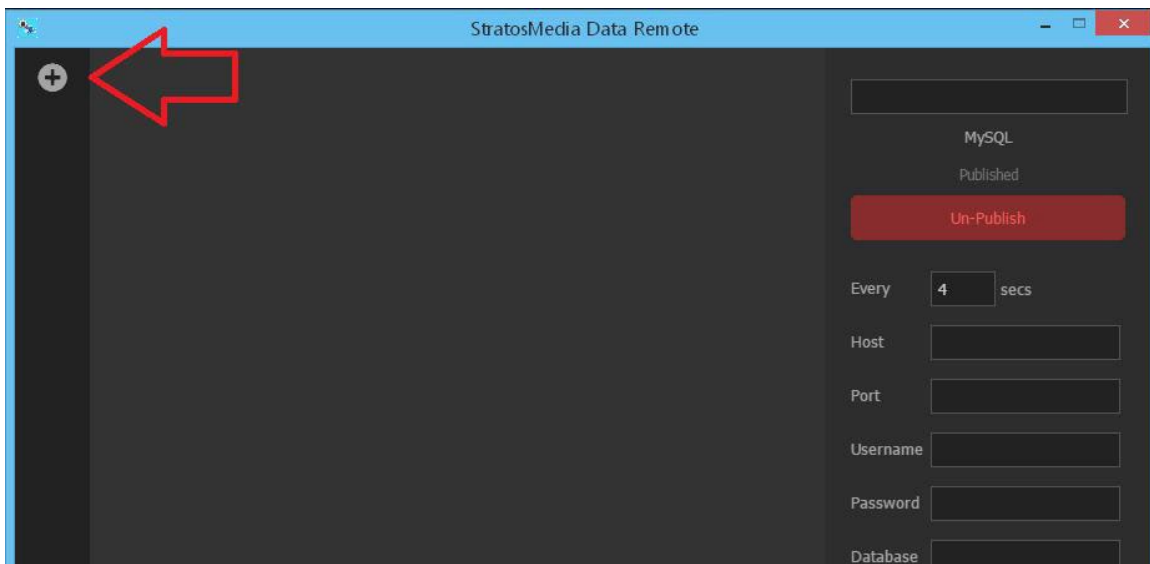
Open the folder you extracted the archive to on C:\ right click "remotedata.exe" and "Send to" > "Desktop (Create Shortcut)". Double click on the shortcut to run the data remote.

Enter the player key you copied and give the Data Remote source a name.



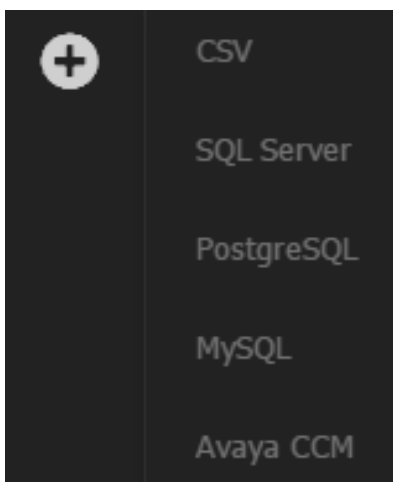
The screenshot shows a web browser window titled "StratosMedia Data Remote". The page has a dark background with the "stratosmedia" logo at the top, which includes a blue winged figure and the text "Powered by chrome". Below the logo, the text "Stratos Media Data Remote" is centered. A registration form is displayed with two input fields: "Name" and "Key". Below these fields is a green button labeled "Register".

After the Data Remote application has been registered press the + button to add a data source.



The screenshot shows the "StratosMedia Data Remote" interface. On the left side, there is a vertical sidebar with a "+" button. A red arrow points to this button. The main area on the right contains a form for adding a data source. The form has a title "MySQL" and a status "Published". Below this is a red button labeled "Un-Publish". There are several input fields: "Every" with a value of "4" and "secs", "Host", "Port", "Username", "Password", and "Database".

Select the type of data source you wish to use



The screenshot shows a vertical menu for selecting a data source. On the left, there is a "+" button. To its right, the following options are listed: "CSV", "SQL Server", "PostgreSQL", "MySQL", and "Avaya CCM".

SQL Data Source or other database

If using a Database, enter the IP address, login credentials, database name and the query you wish to run. Adjust the retrieval time based on your requirements.

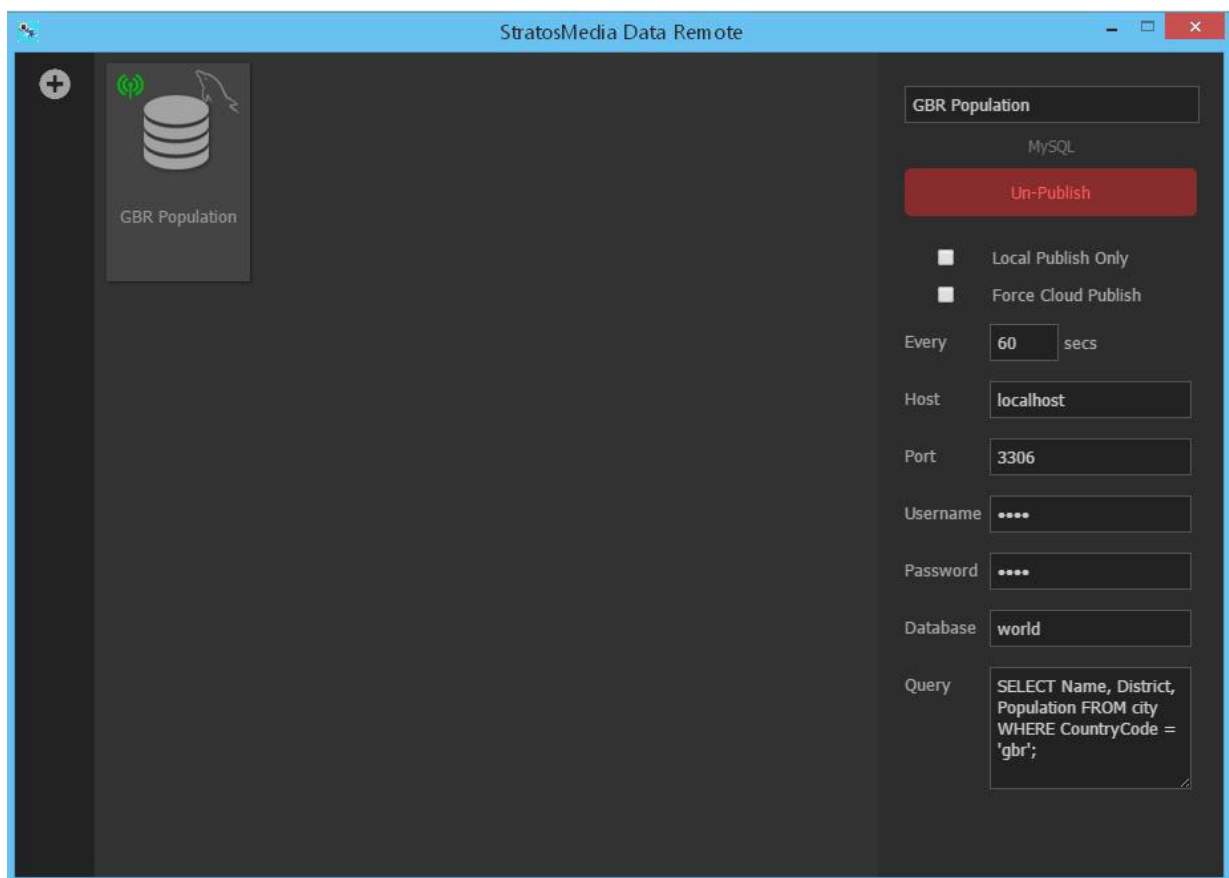
The application will automatically fill the port number with the default port for your chosen type of database. Be sure to change this if your database is not using the default port.

"Local Publish Only" will force the Data Remote application to only send the data within the local network. No data will be sent to the StratosMedia servers.

Do not enable "Local Publish Only" when first publishing the data source. When first publishing the data source it needs to be sent to the cloud. If the data source contains sensitive information you can replace it with placeholder data for this initial publish. After the data has been published to the cloud one time you can set it to "Local Publish Only" then change the placeholder data back to the real data. This will also give you placeholder data to use in the scene editor.

"Force Cloud Publish" will force the Data Remote application to send all data through the StratosMedia servers 'in the cloud'.

If neither of these are ticked the Data Remote application will attempt to use the local network, if it's not possible on the local network the data will be sent through the StratosMedia servers.



This data source will now automatically appear under data sources in the StratosMedia head end and is ready to be used in scenes.

CSV Data Source

If using a CSV file, navigate to it and select it. The Data Remote application will monitor this file for changes.

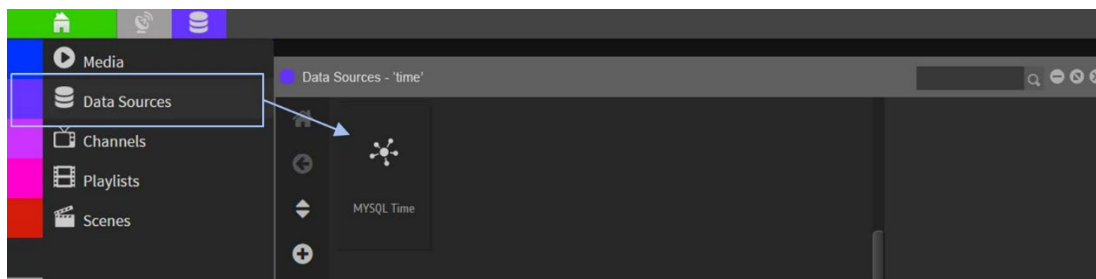
There are two additional options for these file types:

"Use Polling" – This can be used if you are having problems with data not updating. This will cause the Data Remote application to poll the CSV file for changes each second.

"First row is header" – Tick this if the first row of your CSV file contains headers.



This data source will now automatically appear under data sources in the StratosMedia head end and is ready to be used in scenes.



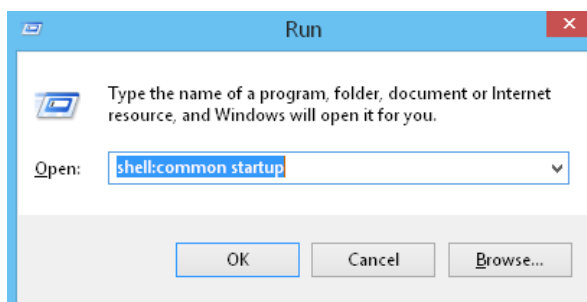
Setting Windows to automatically launch Data Remote when starting up:

Windows 7

1. Open the start menu, scroll down to a folder called startup, right click and select open.
2. Copy the desktop shortcut into this folder.
3. Reboot to confirm this is working.

Windows 8/8.1/10

1. Press Windows-r to open the run window, run shell:common startup, which will open the folder C:\ProgramData\Microsoft\Windows\Start Menu\Programs\StartUp.



2. Copy the shortcut from your desktop and paste it in this folder.
3. Reboot to confirm this is working.

10.0 Settings

Google Drive/Dropbox connection should not be established via a reseller account.

All connectivity to Google Drive/Dropbox sync must be established via a logged in, registered user of the account the Google Drive/Dropbox sync is intended to be utilised by.

These are restrictions imposed by the third party providers.

10.1 Google Drive

StratosMedia can integrate with a folder of images within your Google Drive account. Images are synced between your Google Drive folder and StratosMedia. This folder will replicate in your Media Library and can be linked within a scene using the 'Image Slider' component.

Syncing Google Drive with StratosMedia

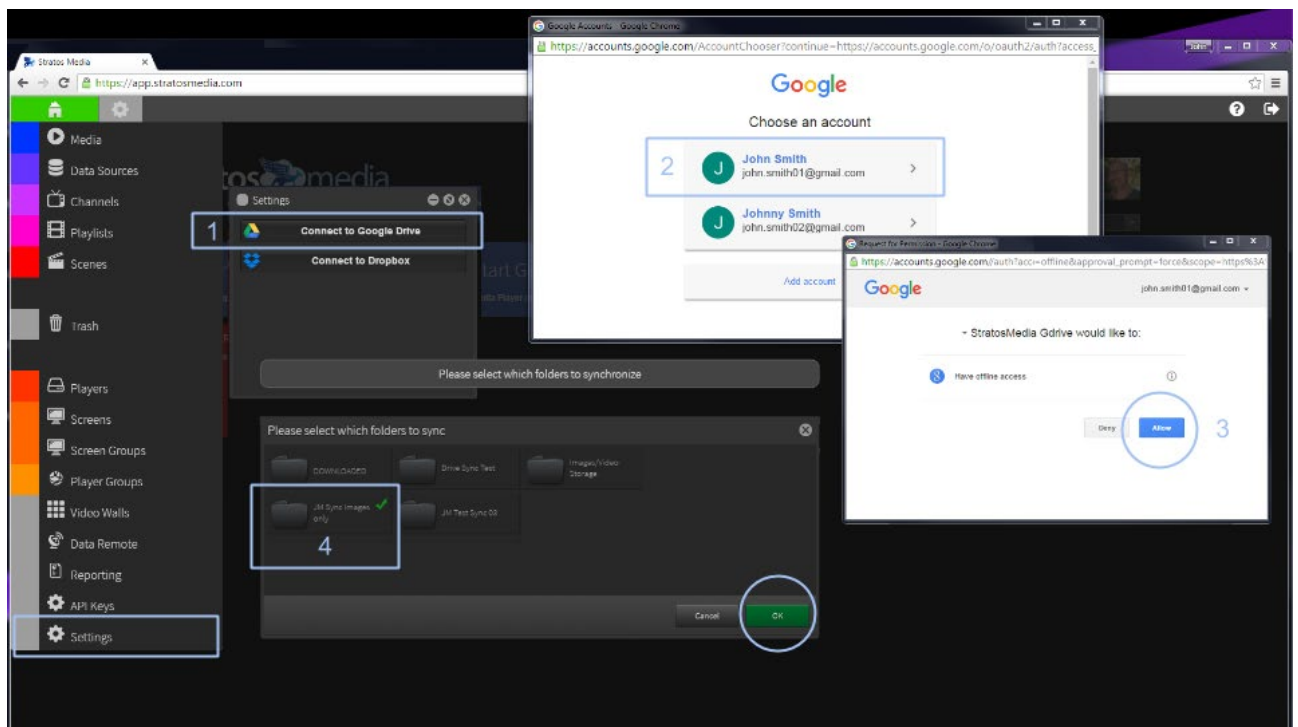
Select 'Settings' from the green home button and then click on 'Connect to Google Drive'

NOTE: A folder in Google Drive will need to be set up with images added prior to syncing to this folder through StratosMedia.

Select your Google Drive Account and ALLOW StratosMedia to access G Drive.

Highlight the folder to be synced and select 'OK'.

The synced folder along with the assets will now appear in your StratosMedia Media Library.

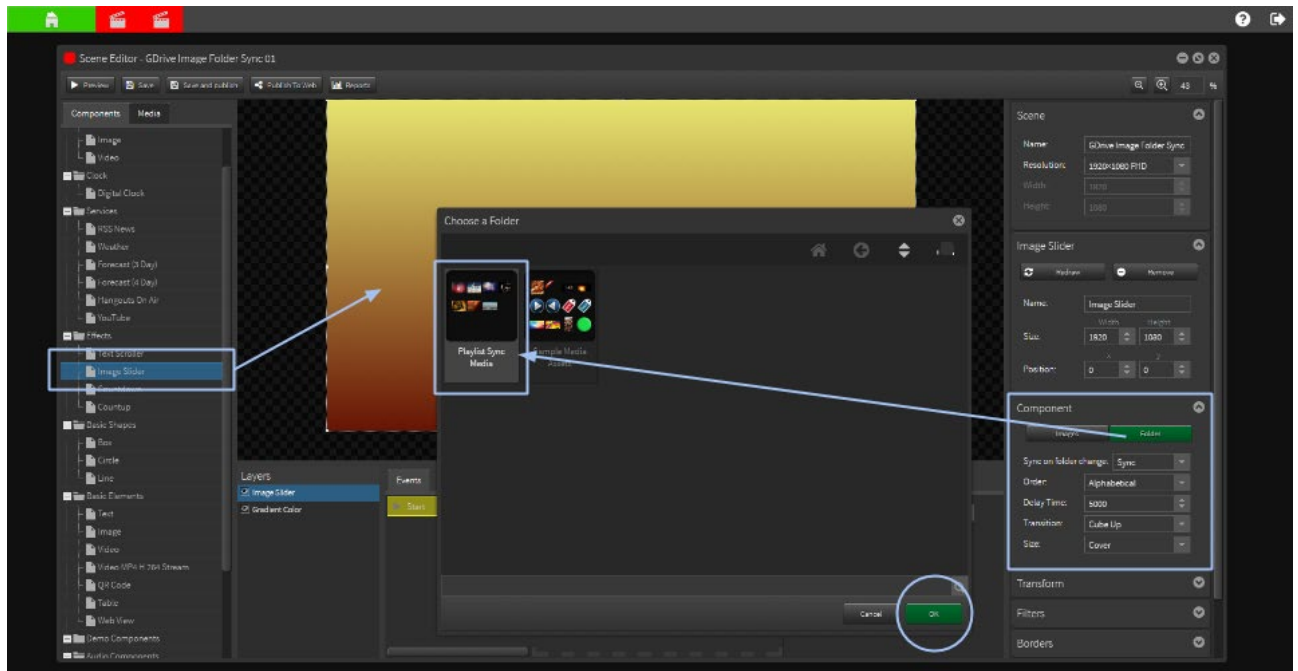


Linking your Google Drive folder into your scene

Select 'Scenes' from the Green home button and create a new scene.

Drag the Image Slider component into the edit area and resize to fit.

Choose the 'Folder' option on the right side and select the Google Drive folder. Press 'OK'.



Adjustments to display time, display order and transitions between the media can be made here.

Note: if you are using images with different aspect ratios please select 'Contain' this function will resize the image within the confines of the bounding box.

Linking your Google Drive folder into your Playlist in a channel

Open a Channel and create a new playlist.

Browse to the synced Google Drive Folder in the media library and drag onto the playlist.

Upload options

One or more items already exist in this location. Do you want to replace the existing items with a new version or keep both items? Replacing the items won't change sharing settings.

- ☒ Replace existing items
- ☐ Keep all items

Cancel

Upload

NOTE: If you upload files with duplicate names [but different content] into the synced Google Folder you **must** delete the original files **before** the new files are uploaded. If they are not deleted first, the user will see the below prompt.

If you choose "Replace existing items", the images will be updated in Google Drive, but not in the StratosMedia Media Library synced folder and they **will not update or sync**.

10.2 Google Sheets

Publish the data in your Google Sheets to StratosMedia with just a few clicks.

This add-on for Google Sheets allows you to publish data to your StratosMedia scenes and players with just a few clicks. Just change any of the data in your Google Sheet, click the 'Publish' button and watch it update instantly in real-time across the entire StratosMedia ecosystem.

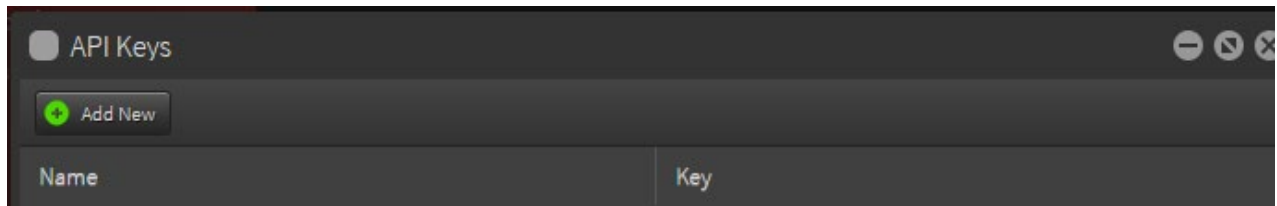
This data link can then be found in your Data Sources folder and linked within a scene using the Table component or Text Box to a cell.

Generate an API Key in StratosMedia GUI

Select the API Keys tab from the dropdown green HOME MENU

Click on Add New and name your API Key.

This will be used in the StratosMedia Export Tool in Google Sheets to define your Data link.



StratosMedia Export Tool from Google Sheets

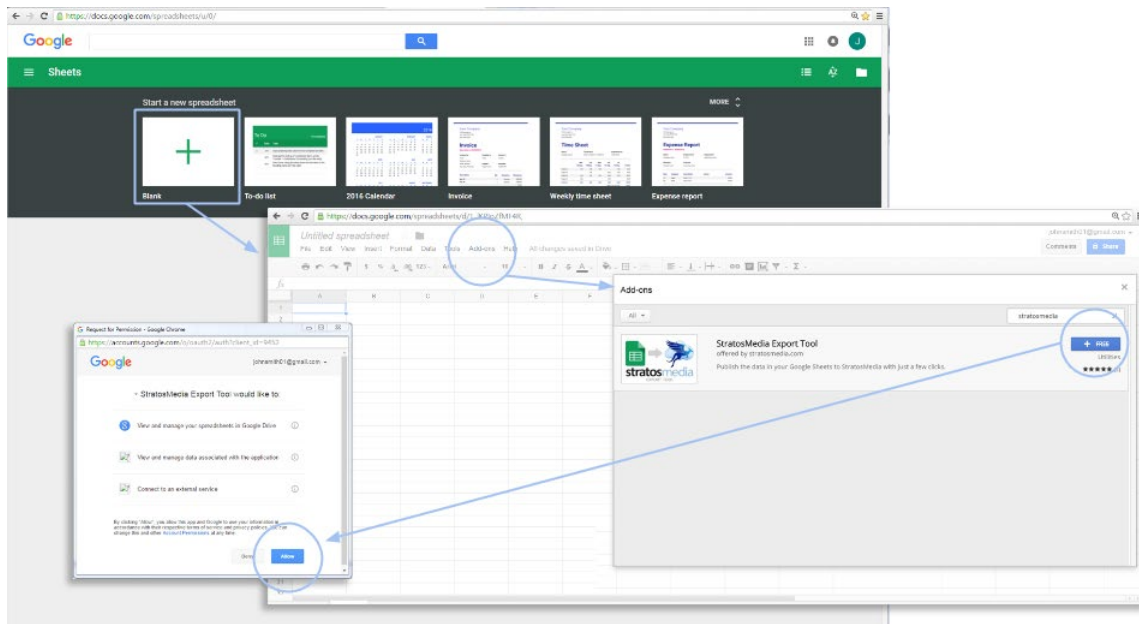
Login to your Google Account and open Google Sheets

NOTE: When adding the Export Tool for the FIRST time in your Google Account you MUST use a NEW BLANK spreadsheet. Adding the Tool for the first time into your Google account to an existing SHARED live sheet containing datasource links will remove these existing selections. If this occurs all selections will need to be recreated and any scenes with links to these sources relinked to the new selections.

Open a NEW spreadsheet and click on the Add-ons Tab and then Get Add-ons.

Search for 'StratosMedia' and this will direct you to the StratosMedia Export Tool

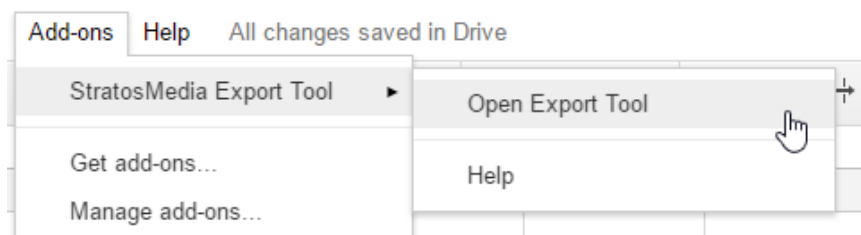
Select +FREE Allow permissions to run when requested to install the application



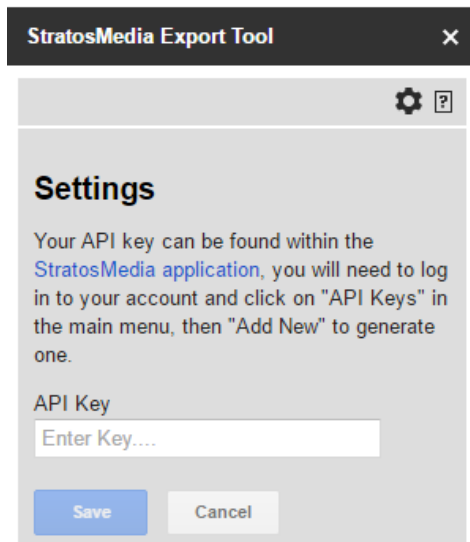
Loading a Google Sheet into the StratosMedia Export Tool

Open the Google Sheet you wish to integrate with StratosMedia.

If the add-on is not visible on the right side of the screen open it up from the 'add-ons' menu.



Open the add-on Settings by clicking on the cog, enter the API key you created and save.



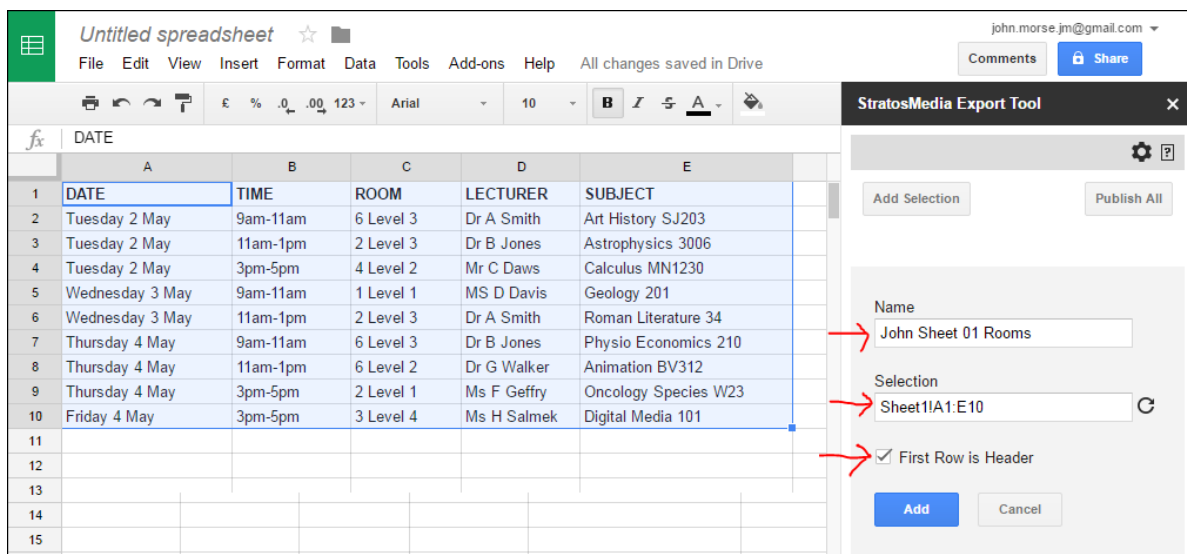
Select the range of data fields you wish to publish to Stratos.

Click 'add selection'

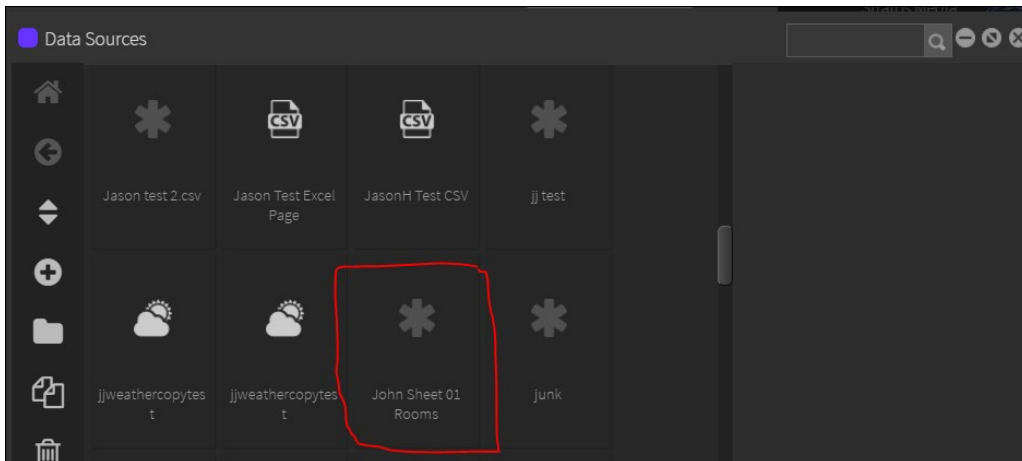
Enter a name for this data source

If "First Row is Header" is ticked, please ensure that each header is unique. If any header is the same as any other header, the data in those columns will not display correctly in the scene editor.

Click 'Add'



Click on 'publish' to publish this selection to Stratos, it will automatically appear in your data sources with the name you entered – in this case John Sheet 01 Rooms.

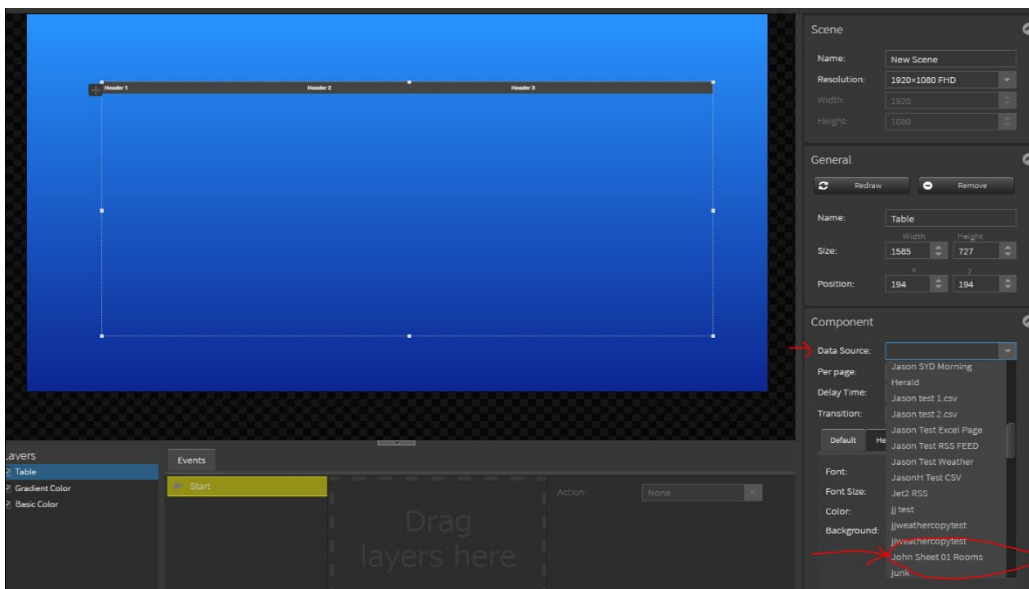


The screenshot shows the 'Data - John Sheet 01 Rooms' panel with a table of data. The table has columns: DATE, TIME, ROOM, LECTURER, and SUBJECT. The data is as follows:

DATE	TIME	ROOM	LECTURER	SUBJECT
Tuesday 2 May	9am-11am	6 Level 3	Dr A Smith	Art History SJ203
Tuesday 2 May	11am-1pm	2 Level 3	Dr B Jones	Astrophysics 3006
Tuesday 2 May	3pm-5pm	4 Level 2	Mr C Daws	Calculus MN1230
Wednesday 3 May	9am-11am	1 Level 1	MS D Davis	Geology 201
Wednesday 3 May	11am-1pm	2 Level 3	Dr A Smith	Roman Literature 34
Thursday 4 May	9am-11am	6 Level 3	Dr B Jones	Physio Economics 210
Thursday 4 May	11am-1pm	6 Level 2	Dr G Walker	Animation BV312
Thursday 4 May	3pm-5pm	2 Level 1	Ms F Geffry	Oncology Species W23
Friday 4 May	3pm-5pm	3 Level 4	Ms H Salmek	Digital Media 101

Data Source and Google Sheets

Open a New Scene and add the Table Object onto the edit area.



Select your Data Source (John Sheet 01 Rooms) and then format your table as needed.

The screenshot shows the StratosMedia interface. On the left, a table displays lecture data. On the right, a settings panel is visible with various configuration options.

DATE	TIME	ROOM	LECTURER	SUBJECT
Tuesday 2 May	9am-11am	6 Level 3	Dr A Smith	Art History SJ203
Tuesday 2 May	11am-1pm	2 Level 3	Dr B Jones	Astrophysics 3006
Tuesday 2 May	3pm-5pm	4 Level 2	Mr C Daws	Calculus MN1230
Wednesday 3 May	9am-11am	1 Level 1	MS D Davis	Geology 201
Wednesday 3 May	11am-1pm	2 Level 3	Dr A Smith	Roman Literature 34
Thursday 4 May	9am-11am	6 Level 3	Dr B Jones	Physio Economics 210
Thursday 4 May	11am-1pm	6 Level 2	Dr G Walker	Animation BV312
Thursday 4 May	3pm-5pm	2 Level 1	Ms F Geffry	Oncology Species W23
Friday 4 May	3pm-5pm	3 Level 4	Ms H Salmek	Digital Media 101

The settings panel on the right includes options for Resolution (1920x1080 FHD), Width (1920), Height (1080), General settings (Name: Table, Size: 1533x579, Position: 206x271), Component settings (Data Source: John Sheet 01 Rooms, Per page: 0, Delay Time: 5000, Transition: None), and Font settings (Font: Roboto, Font Size: 30, Color: 000000, Background: fbfbad).

The data source in the StratosMedia head end will now be automatically updated when values in the Google sheet are changed.

The screenshot shows a Google Sheet titled 'Untitled spreadsheet'. The table contains lecture data. The 'StratosMedia Export Tool' sidebar is open on the right, showing options to 'Add Selection' and 'Publish All'. The 'Published to the StratosMedia App' section is visible.

	A	B	C	D	E
1	DATE	TIME	ROOM	LECTURER	SUBJECT
2	Tuesday 2 May	9am-11am	6 Level 3	Dr A Smith	Art History SJ203
3	Tuesday 2 May	11am-1pm	2 Level 3	Dr B Jones	Astrophysics 3006
4	CANCELLED	3pm-5pm	4 Level 2	Mr C Daws	Calculus MN1230
5	Wednesday 3 May	9am-11am	1 Level 1	MS D Davis	Geology 201
6	Wednesday 3 May	11am-1pm	2 Level 3	Dr A Smith	Roman Literature 34
7	Thursday 4 May	9am-11am	6 Level 3	Dr B Jones	Physio Economics 210
8	Thursday 4 May	11am-1pm	6 Level 2	Dr G Walker	Animation BV312
9	CANCELLED	3pm-5pm	2 Level 1	Ms F Geffry	Oncology Species W23
10	Friday 4 May	3pm-5pm	3 Level 4	Ms H Salmek	Digital Media 101
11					
12					

After updating values in the Google Sheet you need to publish from the sheet again, this updates the values in the data source. You can use the 'Publish All' button to update all data sources on this Google sheet.

The screenshot shows the StratosMedia interface with the updated table of lecture data. The 'CANCELLED' entries are highlighted with red circles.

DATE	TIME	ROOM	LECTURER	SUBJECT
Tuesday 2 May	9am-11am	6 Level 3	Dr A Smith	Art History SJ203
Tuesday 2 May	11am-1pm	2 Level 3	Dr B Jones	Astrophysics 3006
CANCELLED	3pm-5pm	4 Level 2	Mr C Daws	Calculus MN1230
Wednesday 3 May	9am-11am	1 Level 1	MS D Davis	Geology 201
Wednesday 3 May	11am-1pm	2 Level 3	Dr A Smith	Roman Literature 34
Thursday 4 May	9am-11am	6 Level 3	Dr B Jones	Physio Economics 210
Thursday 4 May	11am-1pm	6 Level 2	Dr G Walker	Animation BV312
CANCELLED	3pm-5pm	2 Level 1	Ms F Geffry	Oncology Species W23
Friday 4 May	3pm-5pm	3 Level 4	Ms H Salmek	Digital Media 101

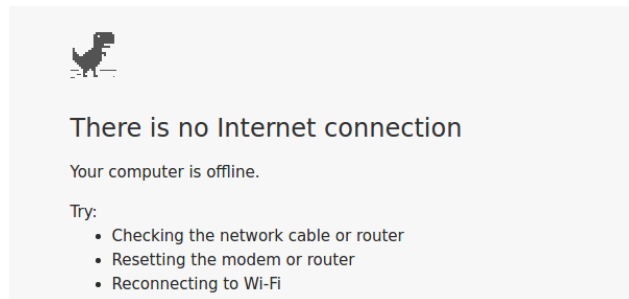
NOTE: The 'semi-colon' (;) character is not accepted in a Google Sheet at this stage – do not include it in the data set cells:

10.3 Google Slides integration

We have recognized that some users are more familiar with Microsoft Powerpoint and Google Slides when creating and presenting their communication needs and may be hesitant to review workflow practices if it requires added burden on already time poor resources and results in a drop in productivity.

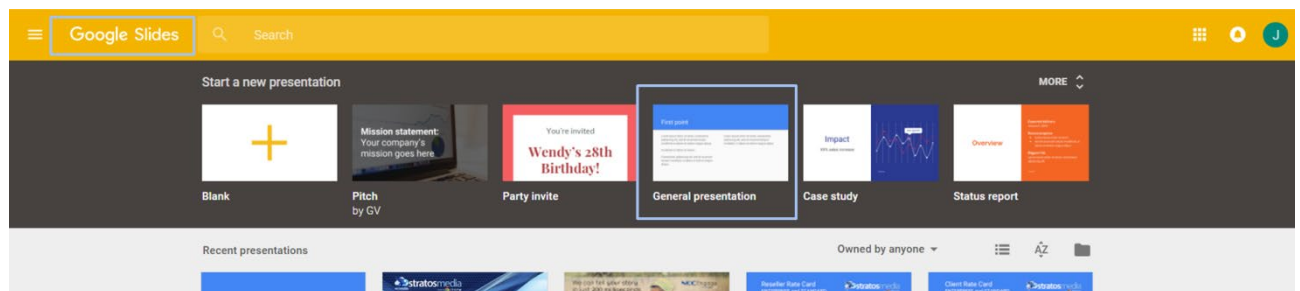
These simple steps show how your current Google Slides can be linked directly to a scene in StratosMedia using the 'Web View' component to display and update your content automatically and seamlessly.

The only caveat on this method is that the media device must always have an active internet connection to display this linked content as the URL link is live and not a cached feed or this message will be displayed.

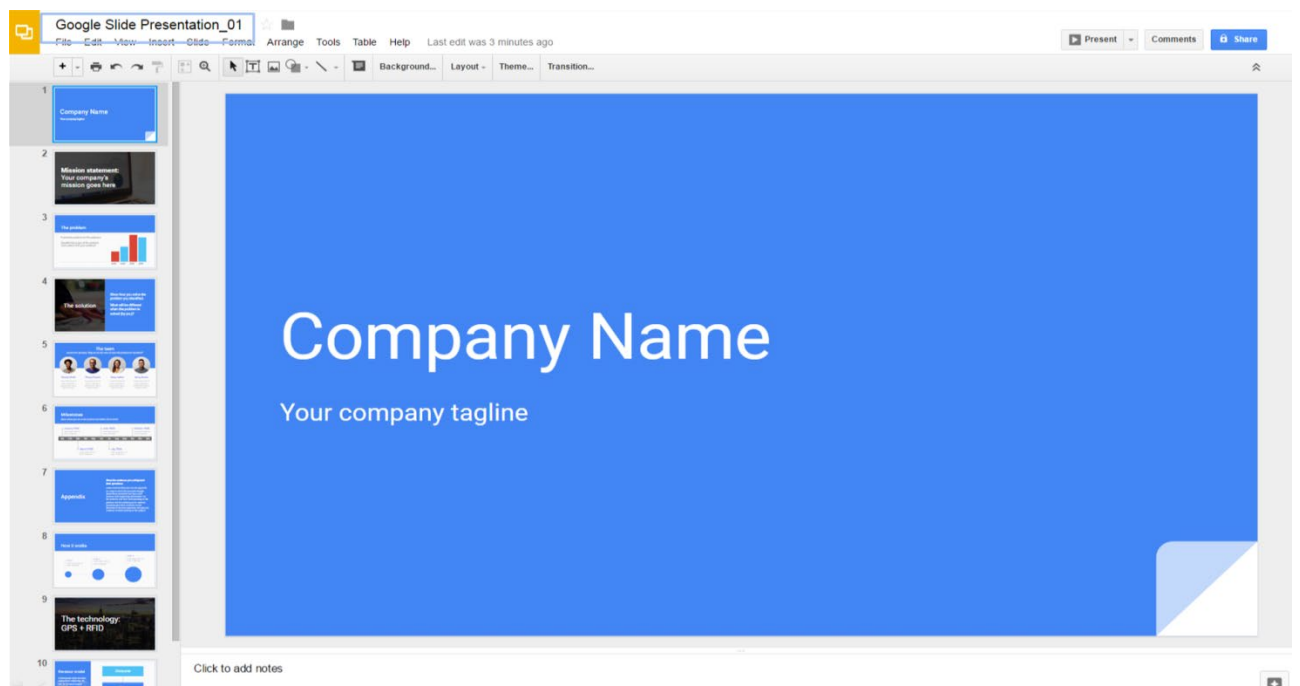


Create a Google Slide Presentation and Publish to the web

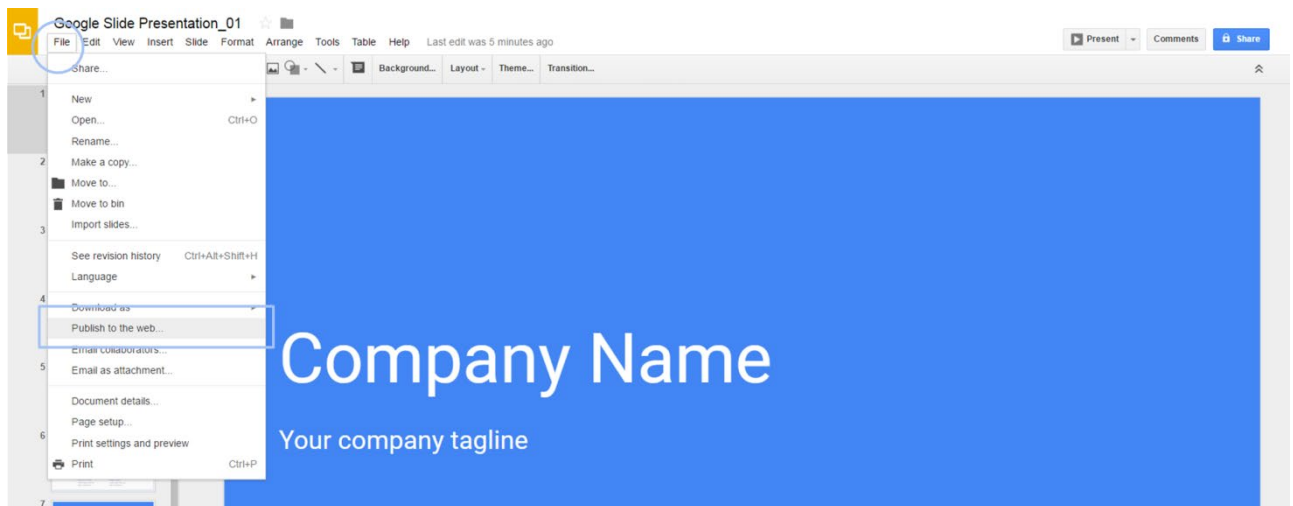
Open Google Chrome and Google Slides to start a presentation.



Build your presentation in Google Slides.

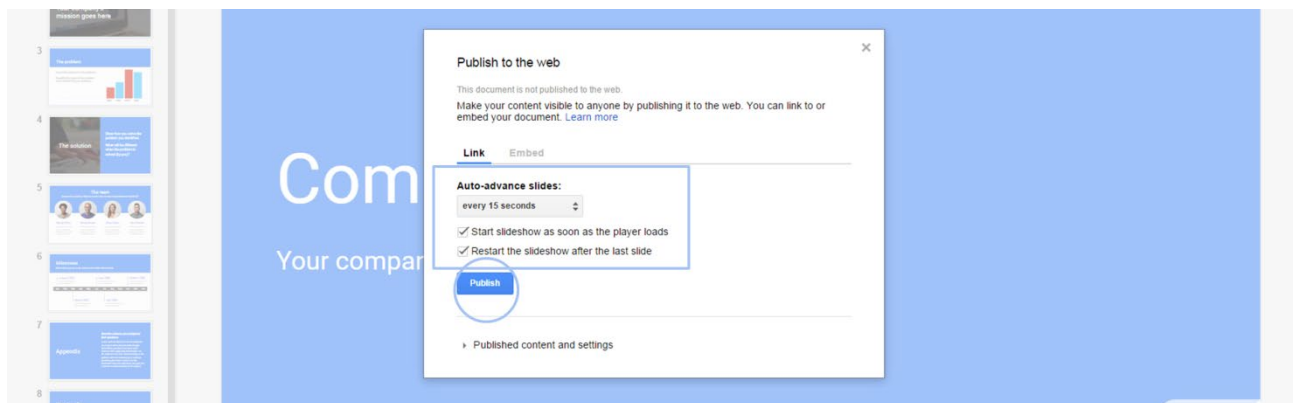


Go to File Tab and select Publish to the web...



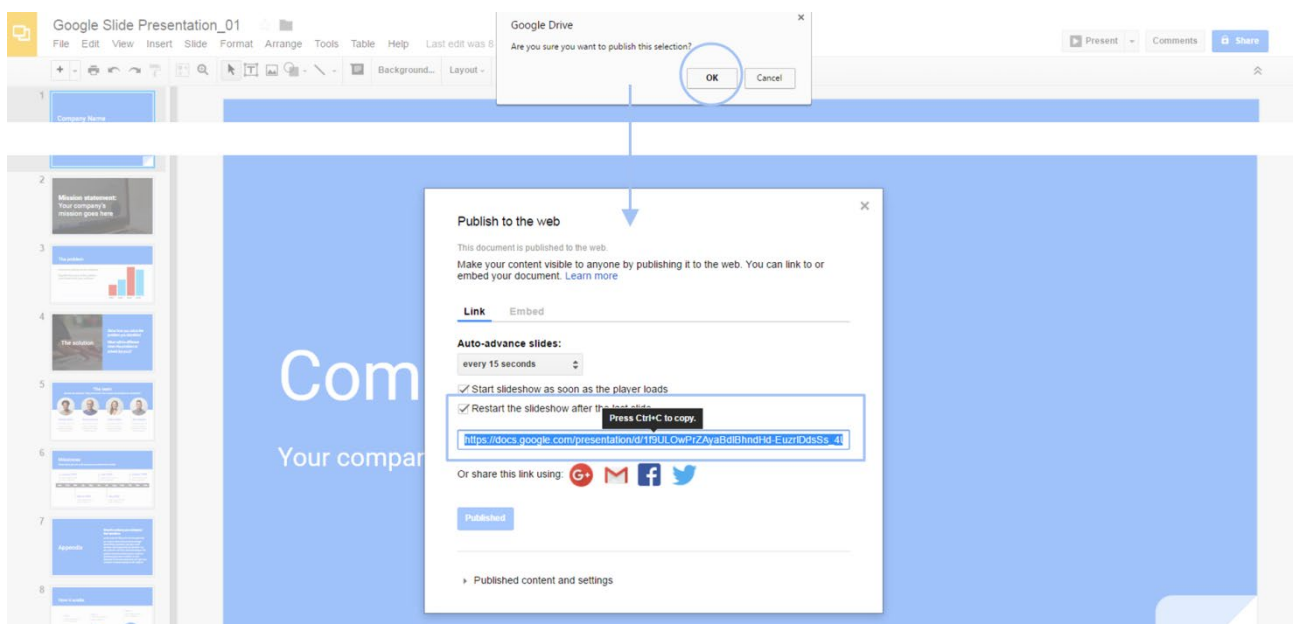
Now determine the playback options for the Slideshow.

Click Publish Tab.



Follow the prompt and select OK to publish your presentation.

Copy the URL link to use later in the StratosMedia scene.



Google Slides is an interactive Presentation format and will display a slideshow presentation control panel onscreen on Slide 1 for a few seconds. Since the Web View component is an interactive element the Google Slide scene will also be interactive if the media player screen is a touch enabled device. You will be able to use these controls to navigate through the slides for the duration of the scene.

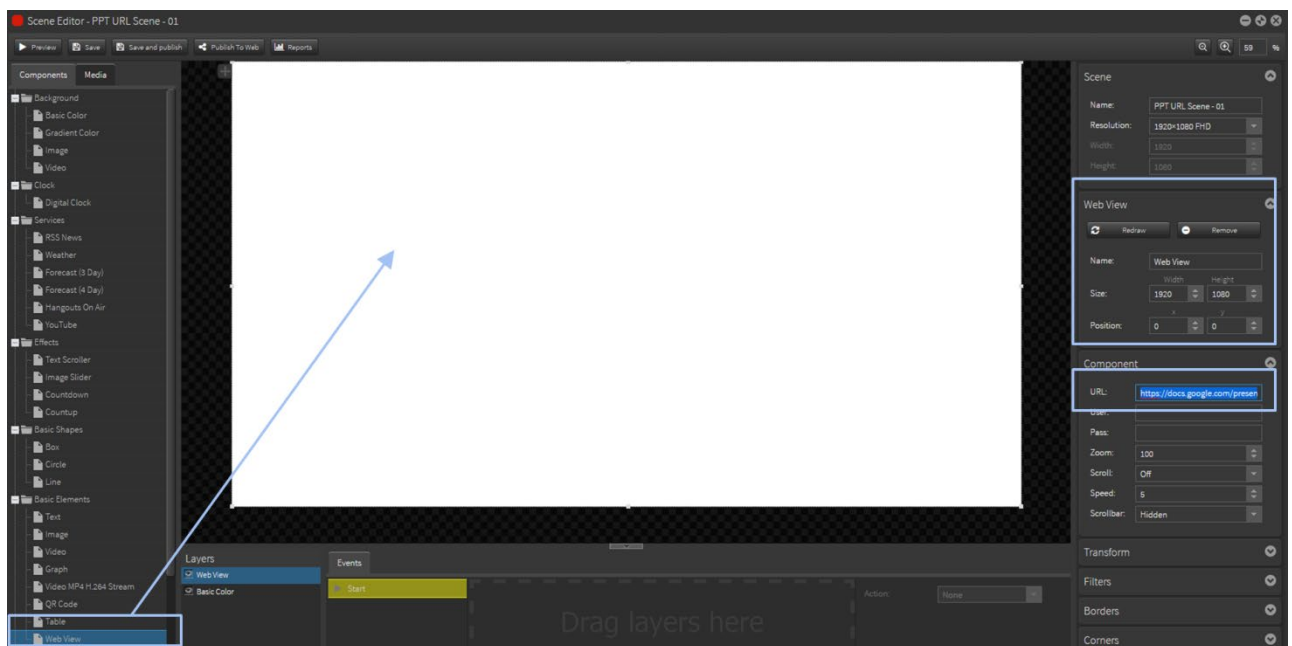
If you wish to 'hide' the control panel add this code to the end of the url string: &rm=minimal

Create a Scene with Google Slide link and distribute to StratosMedia Player

Open StratosMedia Scene Editor and create a new scene.

Drag the Web View Component at left onto the edit area and resize to full screen to fill the entire area.

Paste the URL from Google Slides into the Component URL field at right.



NOTE: No preview will display at this point in Scene editor or Preview pane.

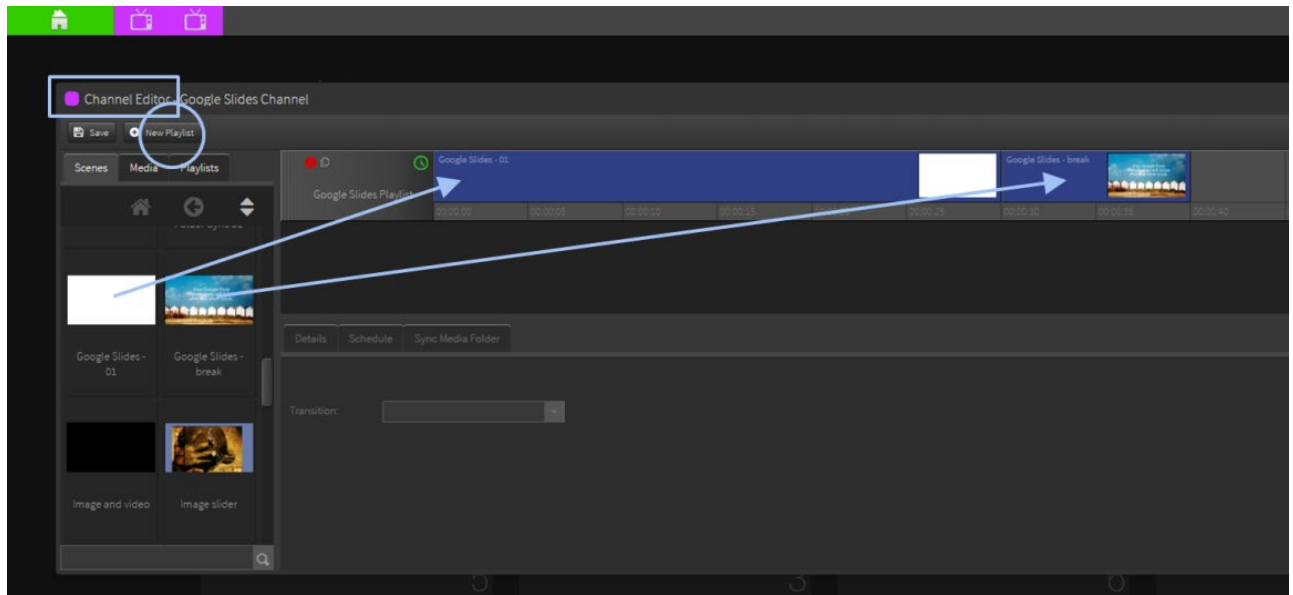
Add to a Playlist/Channel and send to Player

Create a new playlist or add the Google Slides scene to an existing playlist of content.

The length of the scene in the timeline must be calculated based on the number of slides in your presentation and the auto-advance time selected when published to web.

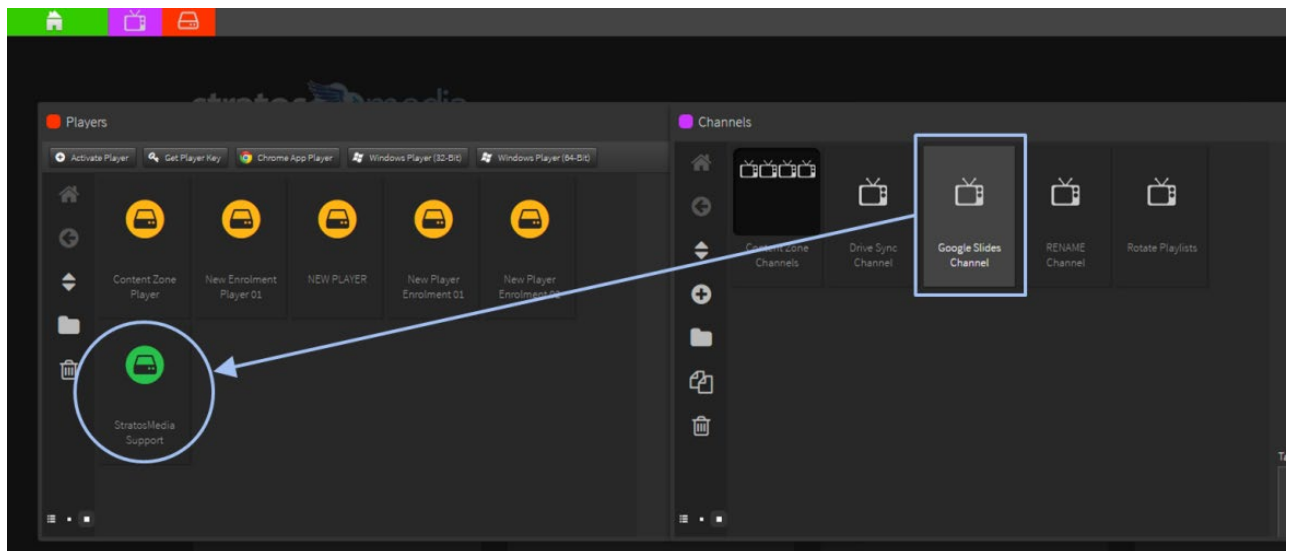
For example: 8 slides x 15 seconds auto-advance = 120 secs

NOTE: This time length is very important to determine so all slides have time to display in the scene.



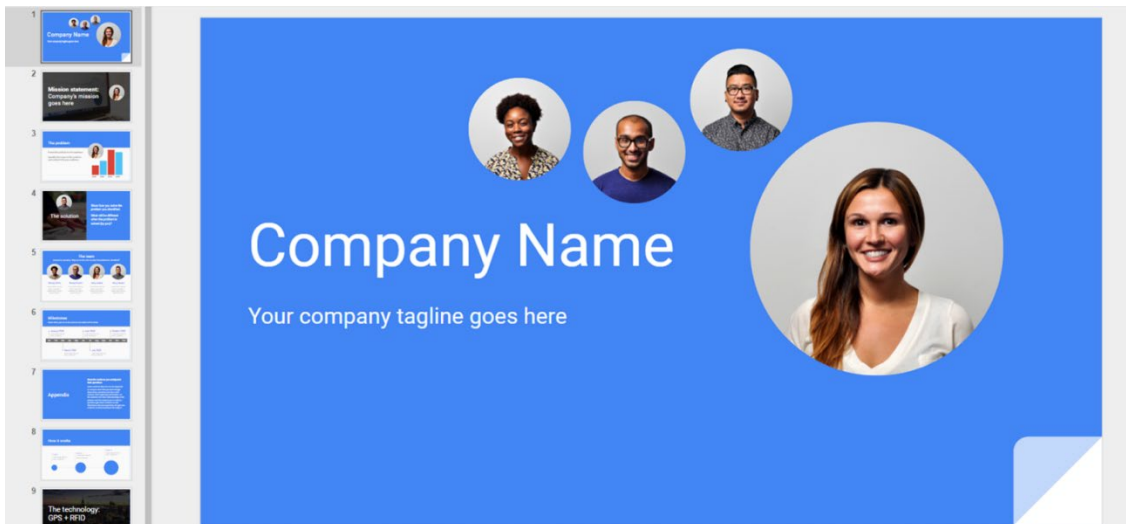
NOTE: At least two scenes must populate the playlist which includes the Google Slide scene. When the Google Slide scene restarts the URL will refresh and pick up any changes made to the Google Slide presentation automatically.

Now drop the Channel containing the Playlist onto the StratosMedia Player.



Updating the Google Slides Presentation

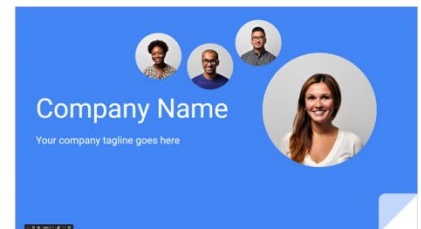
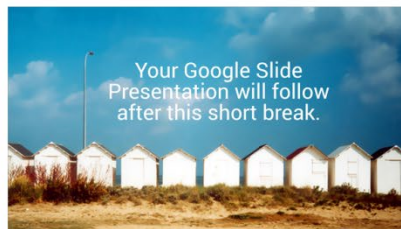
Open Google Slides presentation in Chrome browser and make changes to the presentation.



The next time the scene plays in the playlist on the media device the changes will appear.



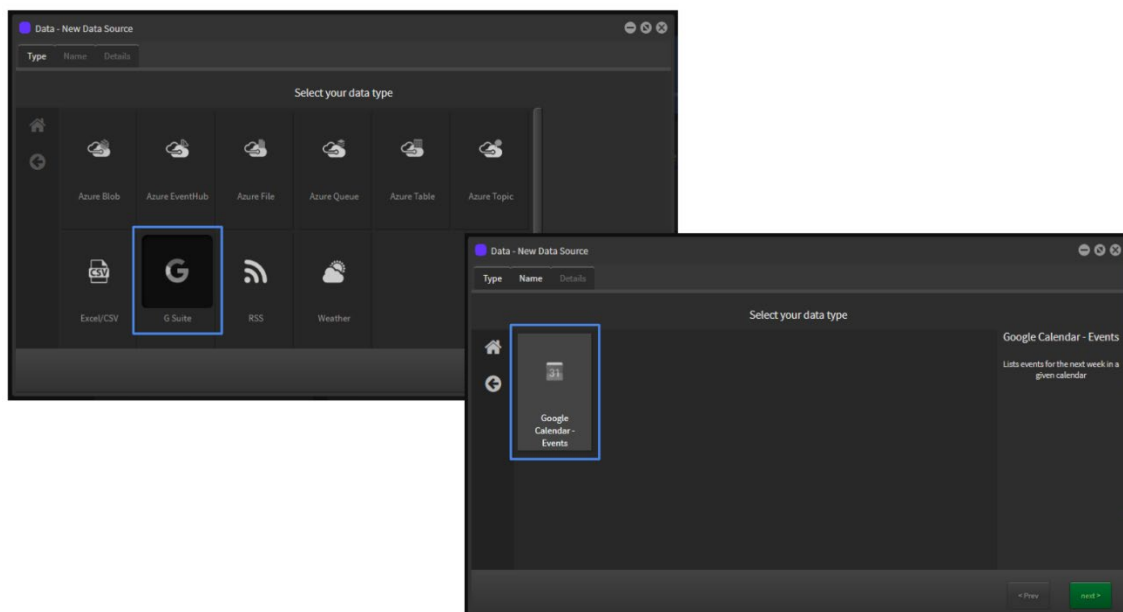
Before changes.



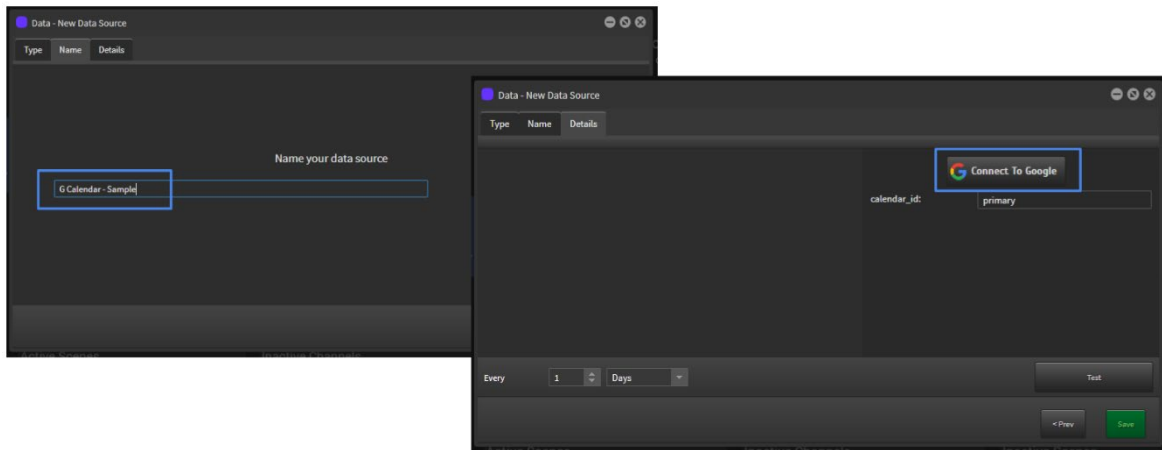
After changes.

10.4 Google Calendar integration

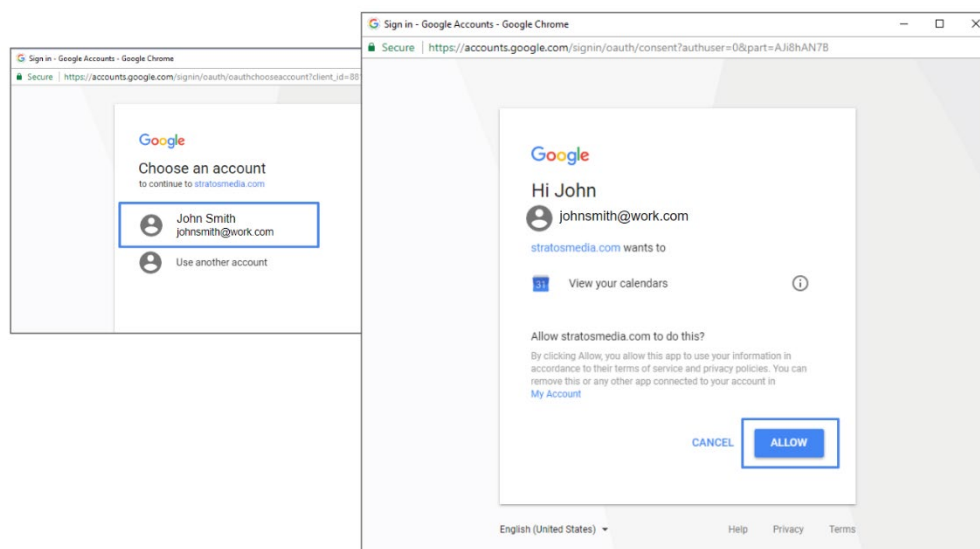
Open data source dropdown | Double click G Suite folder icon | Select Google Calendar-Events and click next



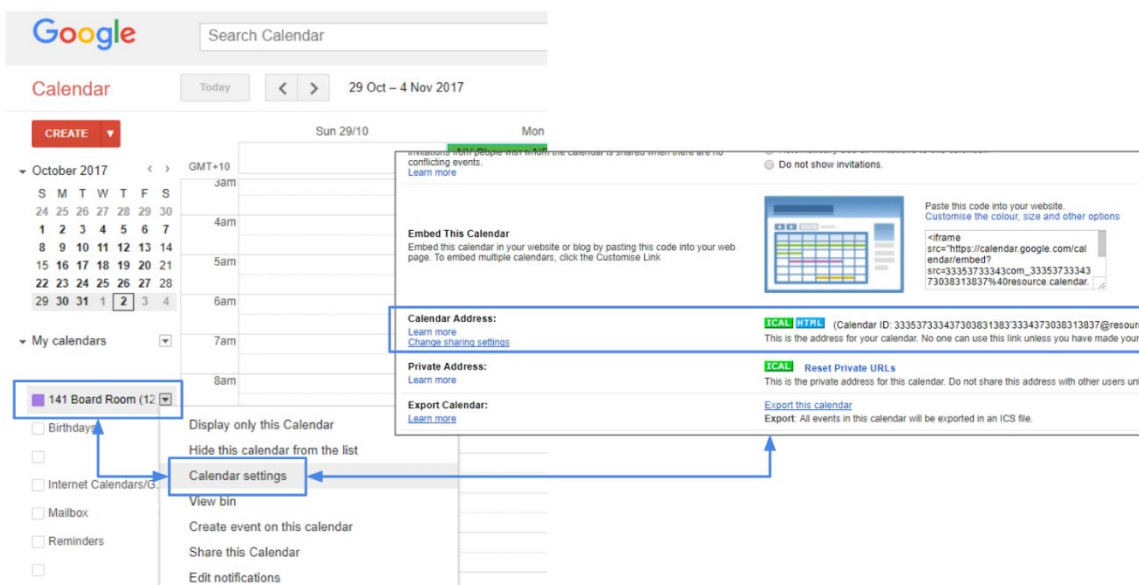
Name your Data source | Click "Connect to Google"



Choose your Google account | Allow StratosMedia to access your account

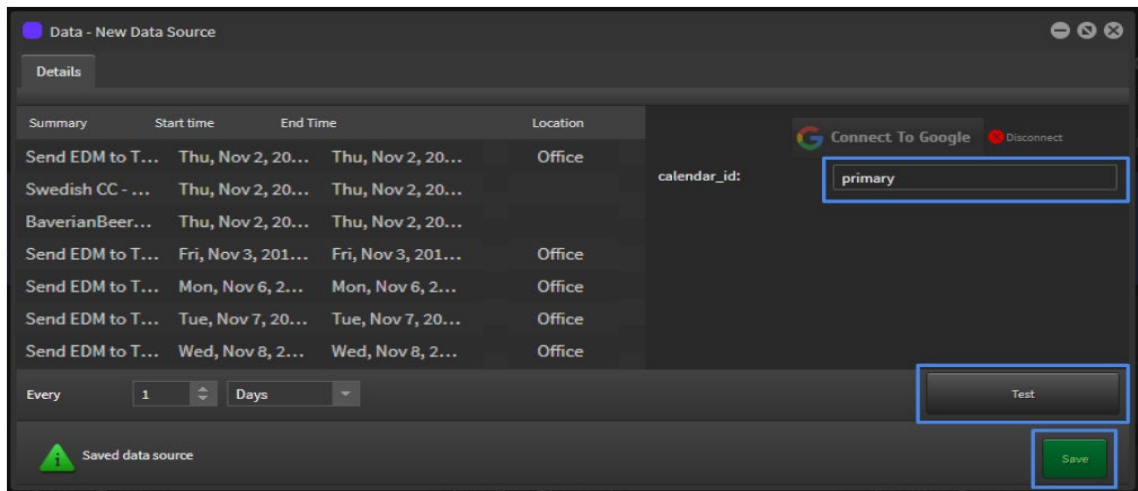


The calendar id can be found by going to the Calendar settings and looking under "Calendar Address"



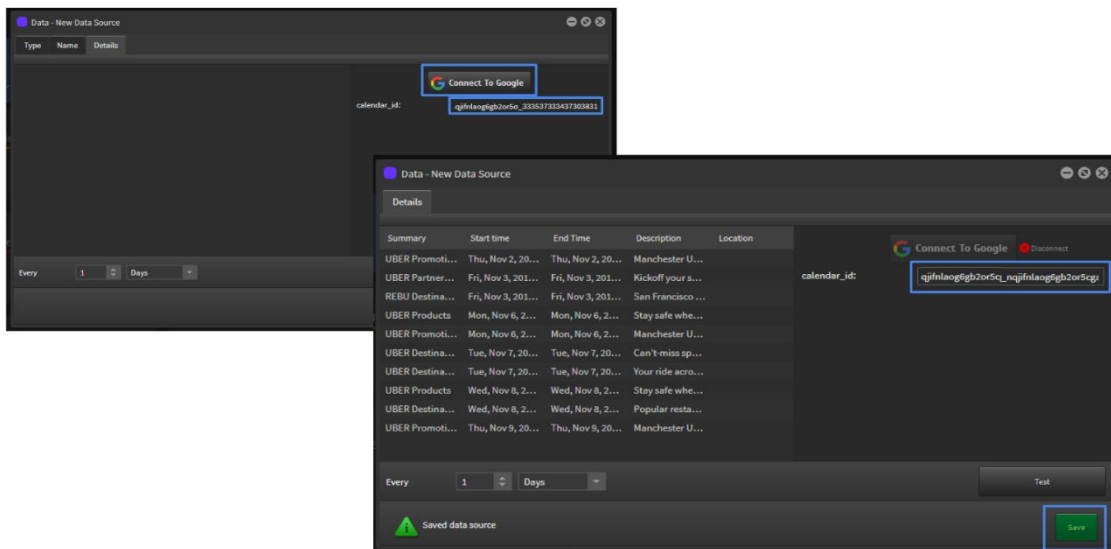
"Primary" will use the primary calendar from the linked Google account.

Enter the ID of the calendar you wish to integrate.

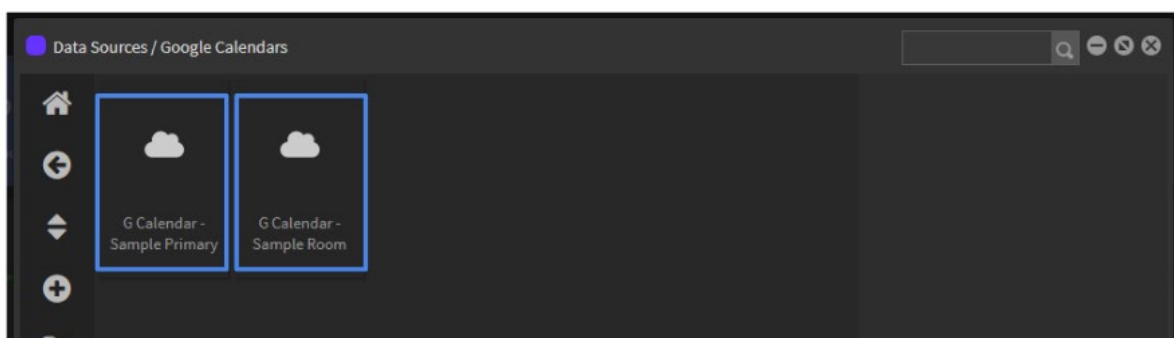


Click test to check that the connection has been made successfully | Set the frequency | Save your data source

You can use another calendar id.



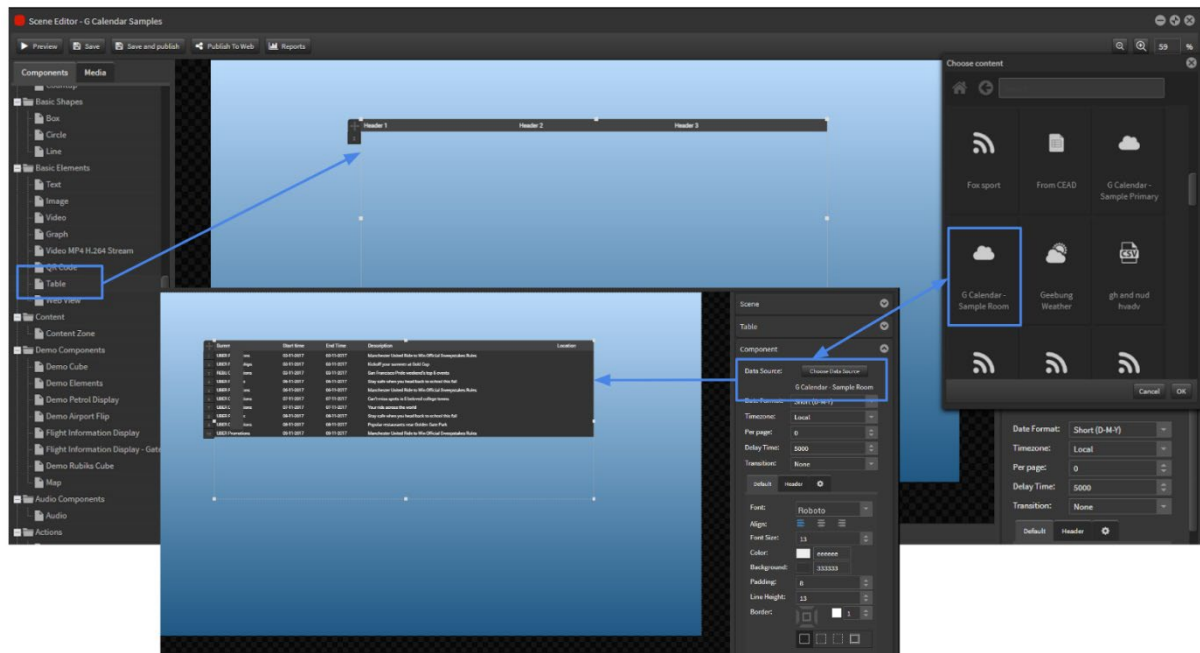
The data sources can now be used for components in scene editor.



Open Scene Editor

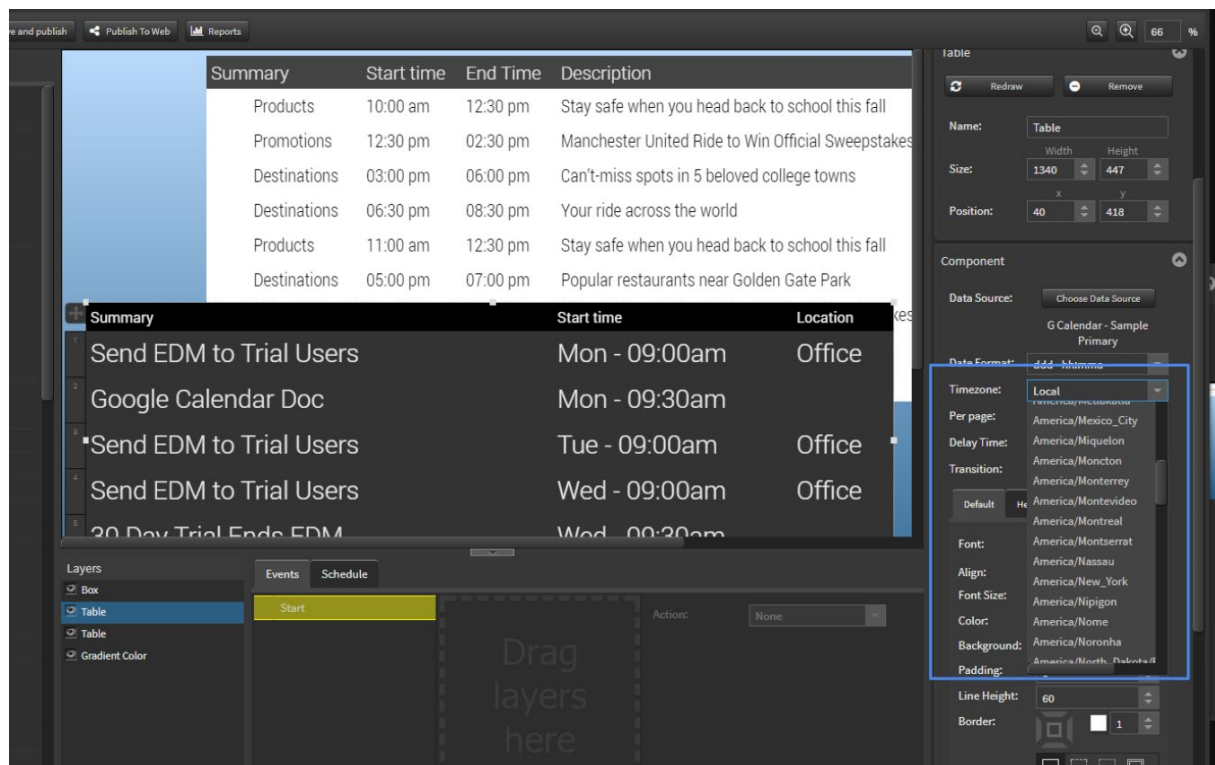
Drag the Table object onto the edit area

Select the Google Calendar data source

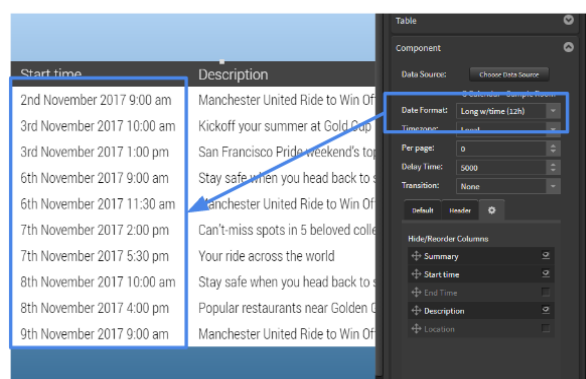
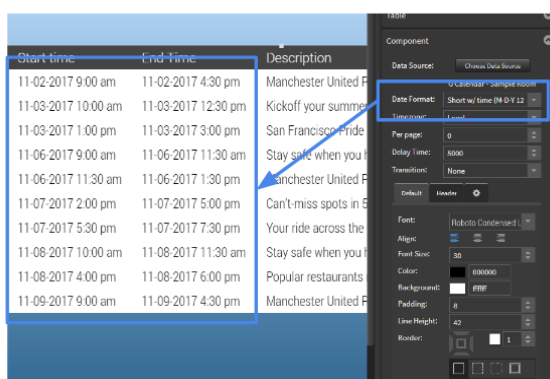
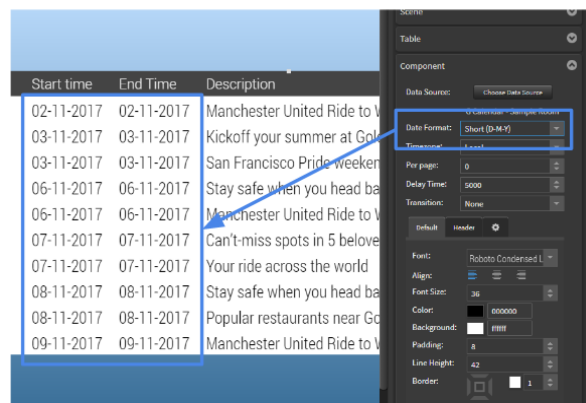
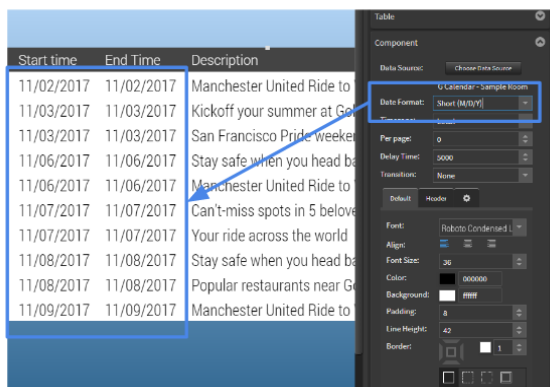
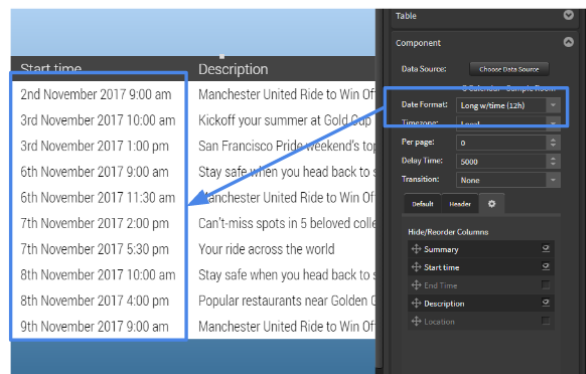
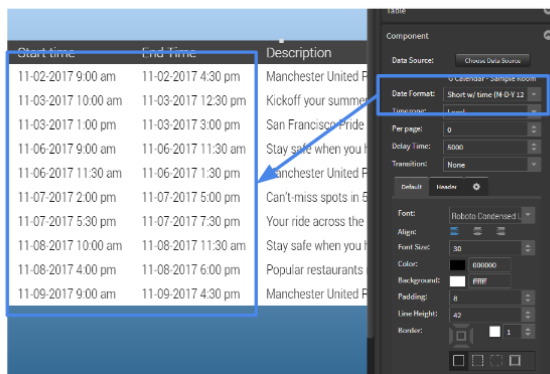
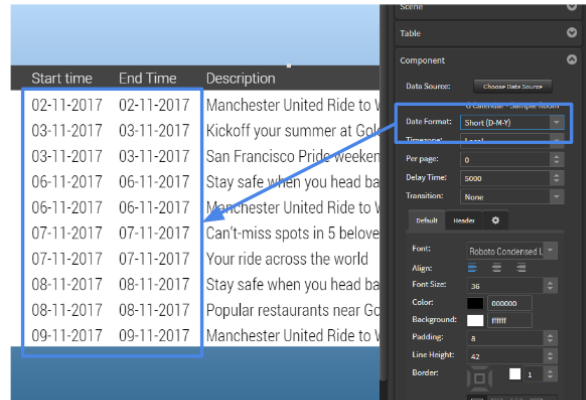
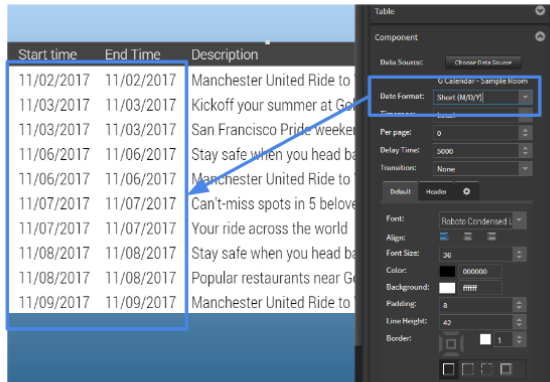


Local time zone is determined as Player PC device.

Other time zones can be selected from the Timezone dropdown menu.



The Date display format can be customised in the component settings using "Date Format:"



If the format you want to use is not available in the dropdown, you can enter your own format into this box.

See the table below for supported characters and display format.

ITEM	CODE	DISPLAY format
Year	YY	18
	YYYY	2018
Month	MM	01
	MMM	Jan
	MMMM	January
Date	D	7
	DD	07
Weekday	dd	Su
	ddd	Sun
	dddd	Sunday
Hour (12h)	hh	10
Hour (24h)	HH	22
Minute	mm	15
Second	ss	00
AM/PM	A	PM
	a	pm

Example for 10:15pm on January 7th 2018

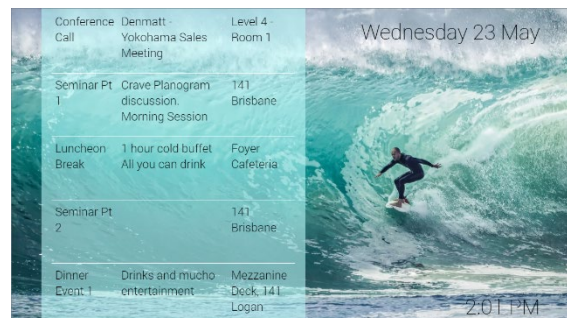
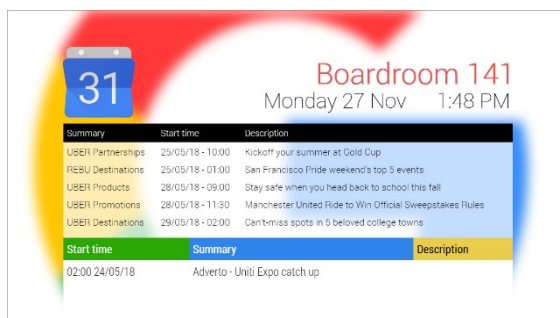
Date Format	Displayed as
DD/MM/YY	07/01/18
dddd hh:mm a	Sunday 10:15pm

YYYY-MM-DD HHmm	2018-01-07 2215
MMMM D YYYY	January 7 2018
hh:mm ddd	10:20pm Sun

The table below shows the date and time format as Short Day - 12hr [ddd - hh:mm]

The table also shows how to hide columns in the table settings.

Sample layouts using the Table and Google calendar.



For more information on Table settings and formatting see the Complete User Guide Section 2.07 p92.

10.5 Dropbox

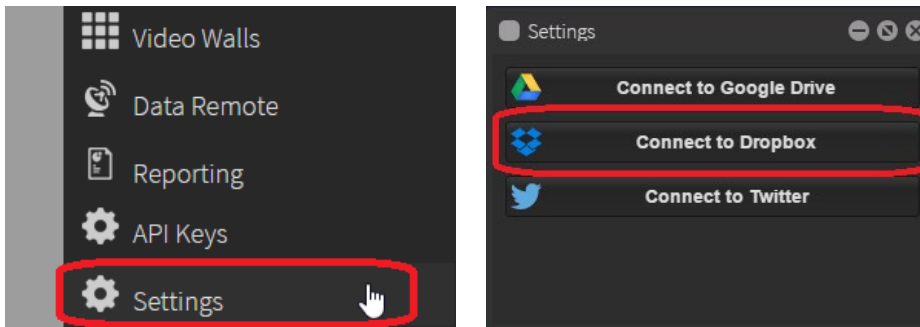
DropBox Folder Sync with StratosMedia

StratosMedia can integrate with a folder of images within your DropBox account. Images are synced between your DropBox folder and StratosMedia Media. This folder can then be found in your Media Library and linked within a scene using the 'Image Slider' component.

Select 'Settings' from the green home button.

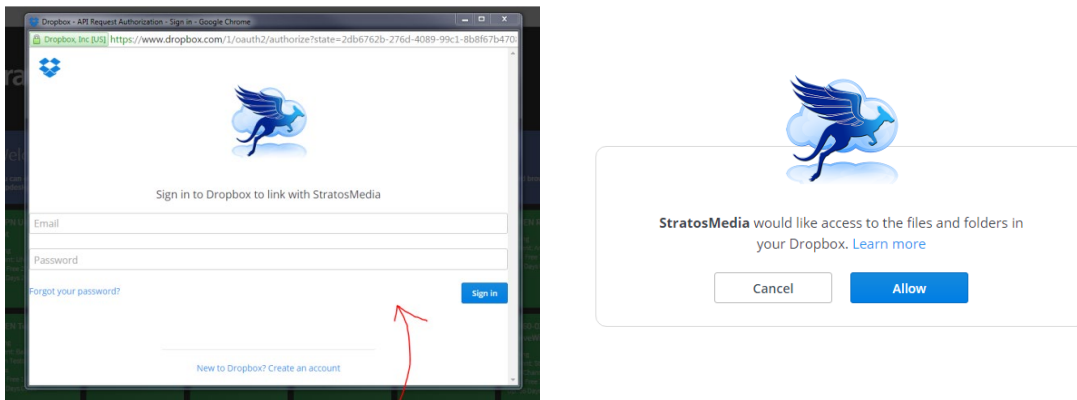
Once 'Settings' has been selected click on 'Connect to DropBox'.

(Note: A folder in your DropBox account will need to be set up with images added prior to syncing to this folder through StratosMedia)

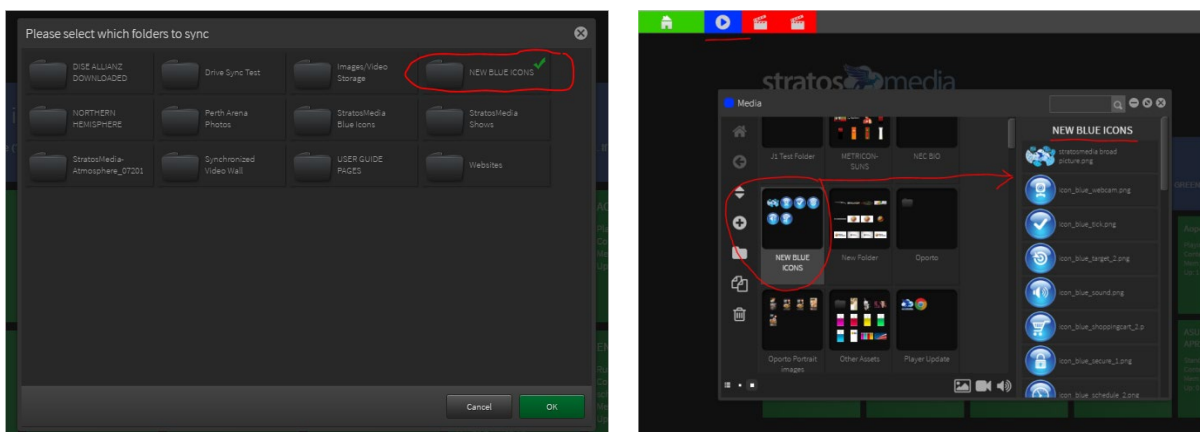


You will then be asked to allow access to your DropBox account.

Once 'Allow' has been selected it will ask you which folder you wish to sync. Highlight the folder you wish to sync and select 'OK'



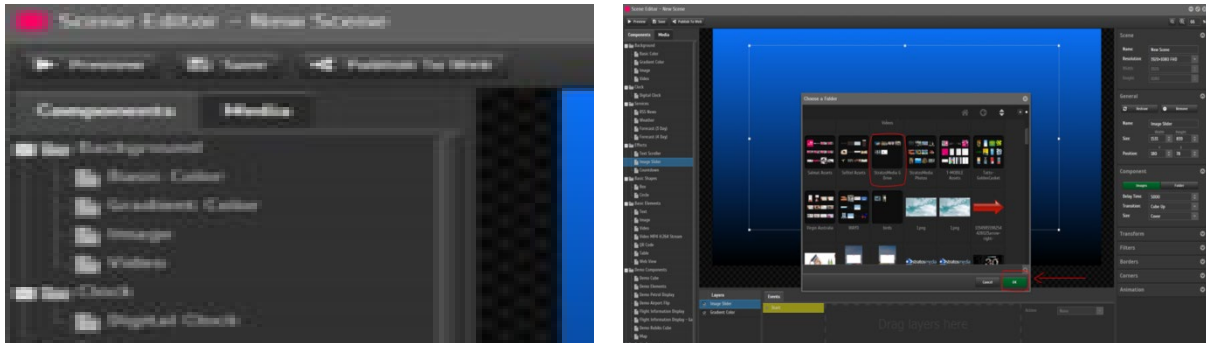
Once this folder has been synced, open your media Library and you will find the newly synced folder along with the assets associated with this.



Linking your DropBox Media folder to your scene

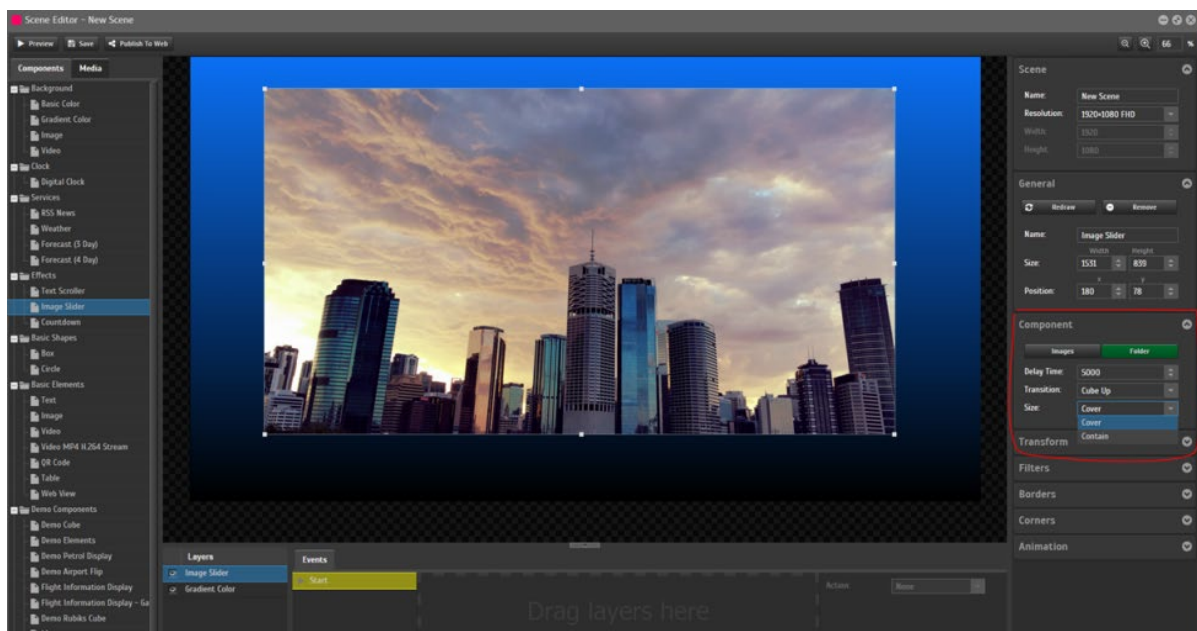
To link this this folder....From the Green home button select 'Scenes' and create a new scene.

From the scene editor, select the image slider and drag it into the edit area and resize. On the right hand side select the 'Folder' option.



Select the DropBox folder you wish to link to, press 'Ok'. Adjustments to delay time, transitions can be made.

Note: if you are using images with different aspect ratios please select 'Contain' this function will resize the image within the confines of the bounding box.



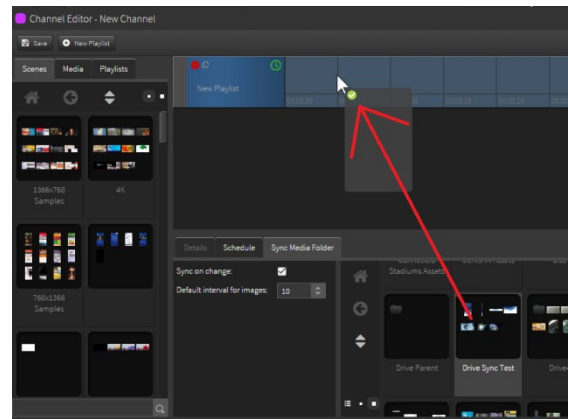
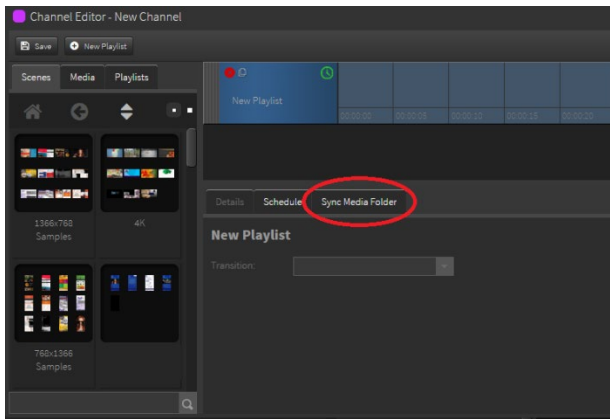
Creating a playlist with media updating live

From the home menu select 'Channels' and create a new channel.

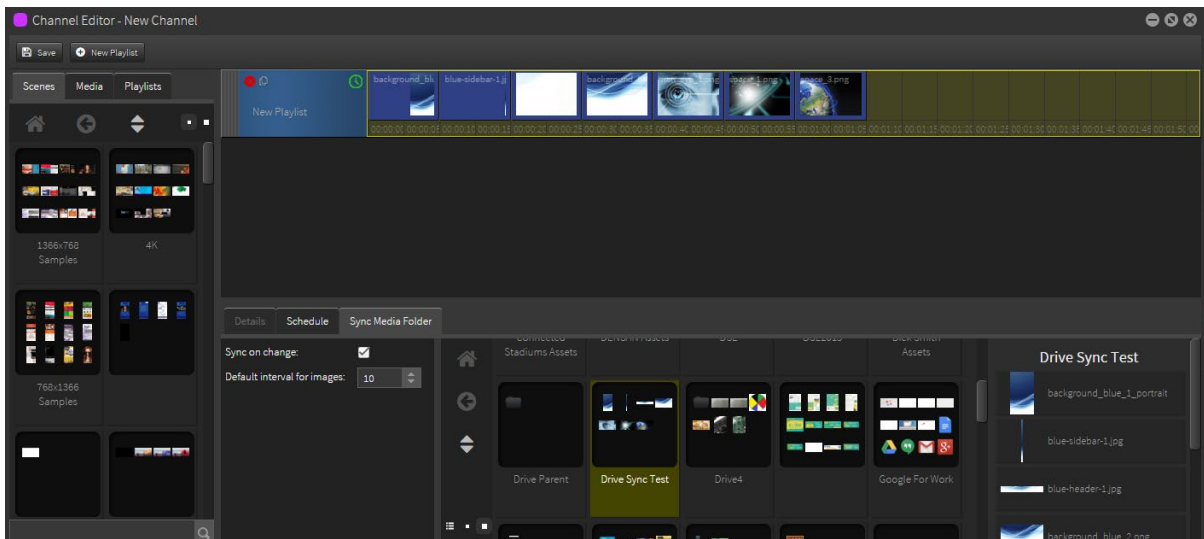
Add a new playlist to the channel.

Select this playlist and then navigate to the 'Sync Media Folder' tab in the lower half of the channel editor.

Set the duration you would like these files to appear on screen for.



Select a folder that contains the media that will be updated frequently and drag it into the playlist. The media files in this folder will now appear in the playlist with a yellow background.



Save the channel and send it to a player.

Any time changes are made in the media folder you selected those changes will automatically be pushed to the player.

11.0 Sites Component

By using Sites, a single channel containing all your content can be distributed to all players and only specific attributed content will be displayed on players with those site attributes.

Method:

- Attributes are assigned to Sites
- Players are added to Sites
- Attributes are assigned to Scenes
- Scenes are added into a Channel [via Playlists]
- Channel is distributed to all players

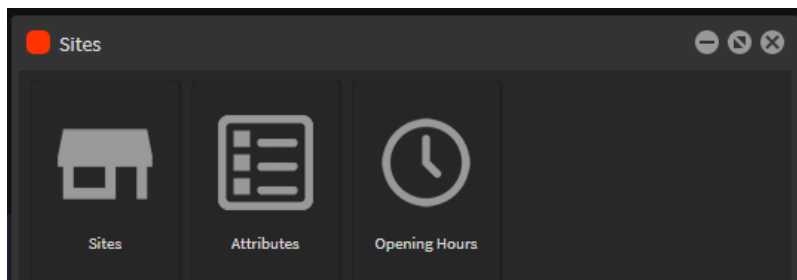
Outcome:

- Scenes with NO site attributes will play on ALL players.
- Scenes with attributes will only play on players in a site with those particular attributes assigned.

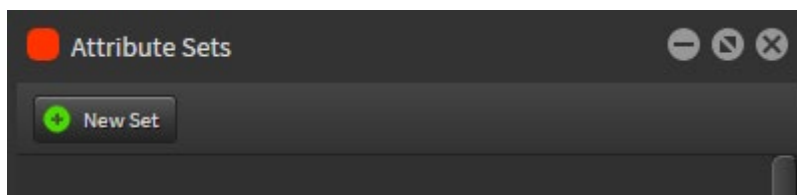
This can be found in the green dropdown menu in the StratosMedia UI. If this option is not visible in your account, please contact helpdesk@stratosmedia.com

11.1.1 Site Attributes

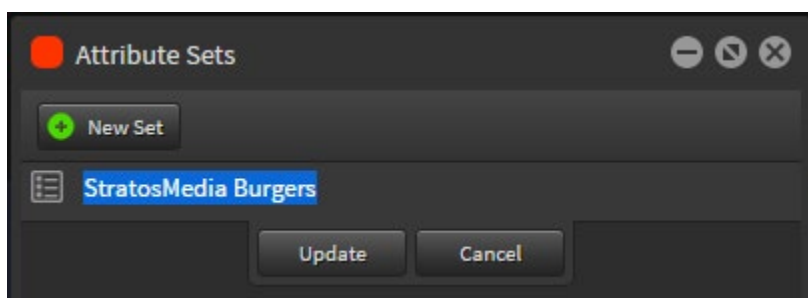
From the home menu open the sites window.



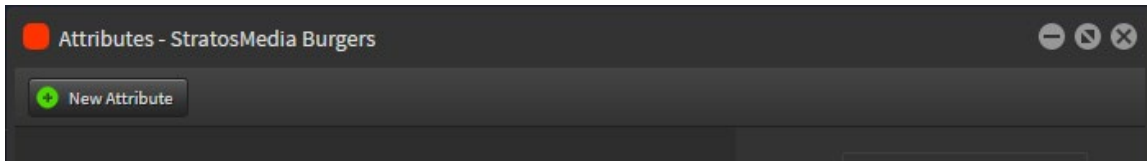
Select "Attributes". Click "New Set".



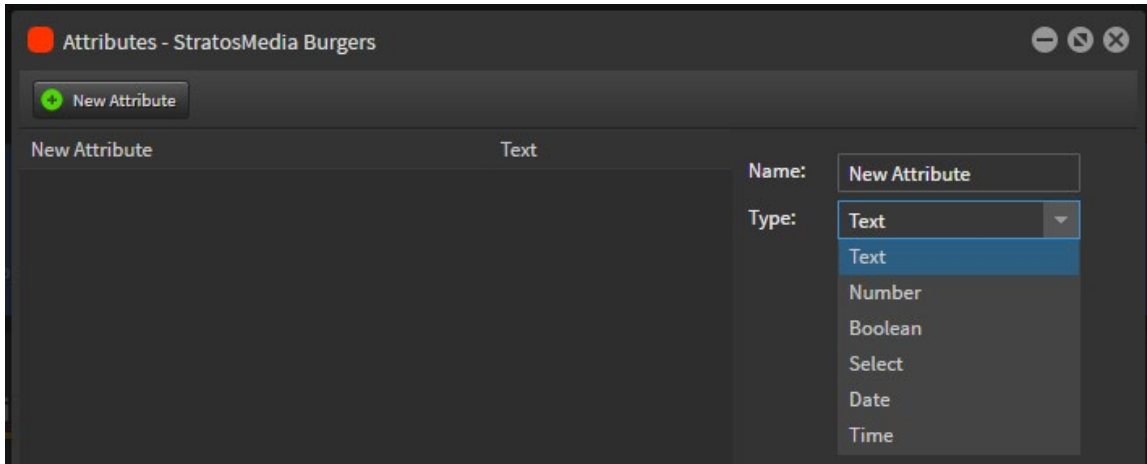
Name this attribute set and then click "update".



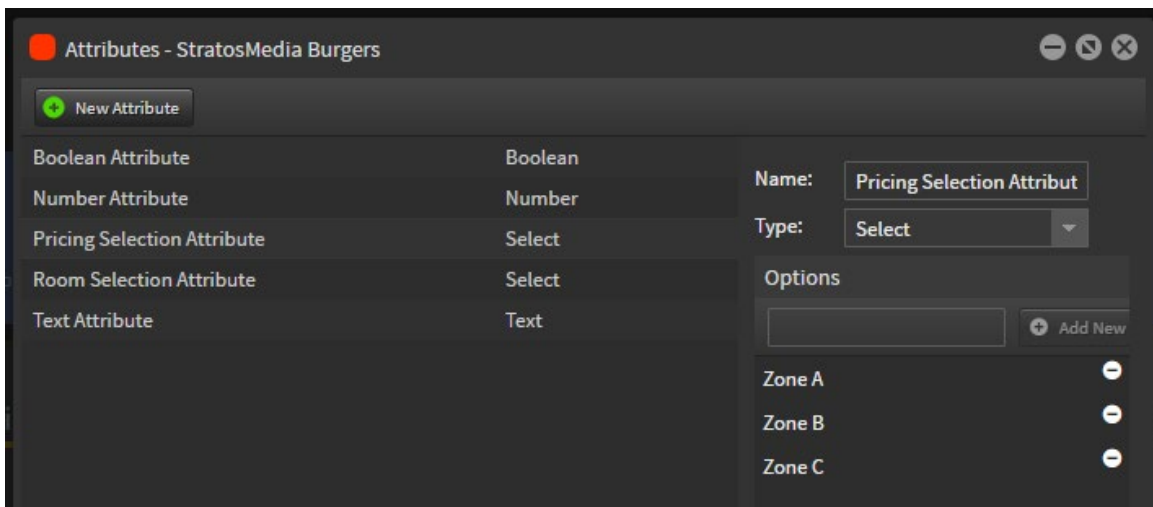
In the attribute set window click "New Attribute".



Name this attribute and select the type.



EG. Boolean: ON/OFF Number: Numeric values Select: Dropdown options. For example, set the type to "select" and add the options for different pricing zones.



These Attributes will now be available when setting up the Stores Module.

11.1.2 Opening Hours

Opening Hours sets will allow you to schedule Active Player status on a daily basis.

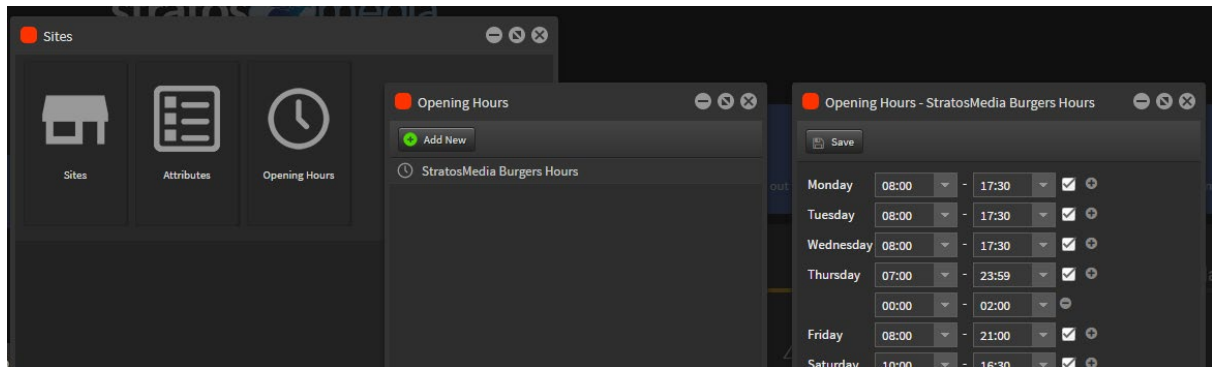
This will over-rule any Channel or playlist schedules.

From the Sites window select "Opening Hours". In the opening hours click "Add New".

Name the set of opening hours and click "update".

Set the desired opening hours. The add button will allow for multiple hour brackets for each day if required - eg if a site is required to display after midnight to 2am. Click SAVE. NOTE: When using Opening Hours in a

Videowall Player Group the master player will still control content on the other secondary players. You may experience a delay in secondary players turning on or off based on the length of scenes on the master player.



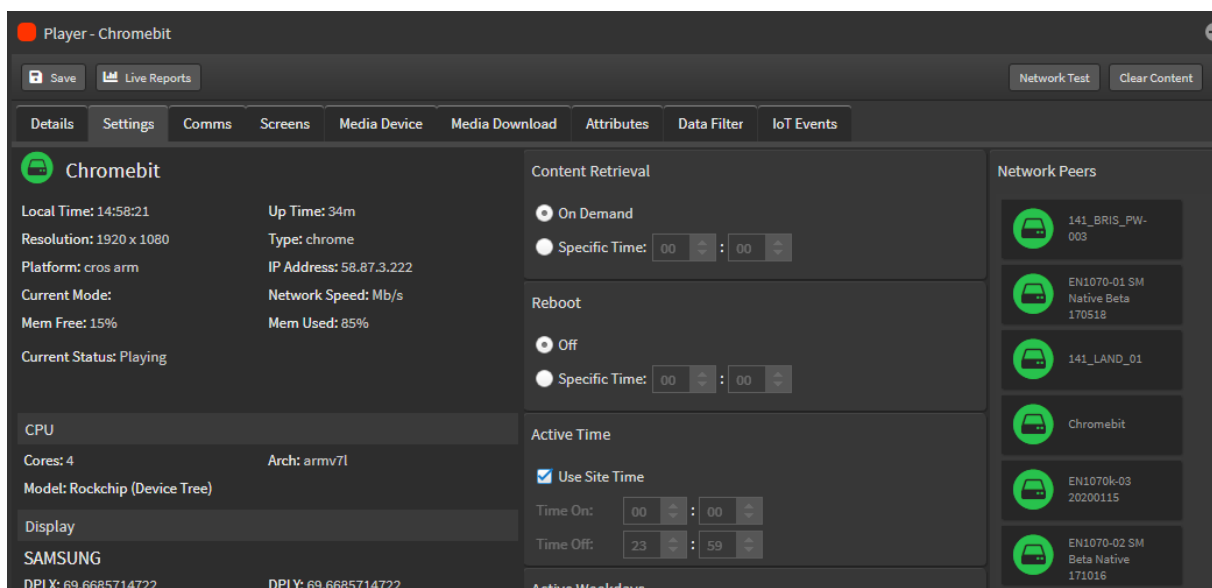
Set Opening Hours option on the Player

To allow the sites opening hours to control your player application open the player window.

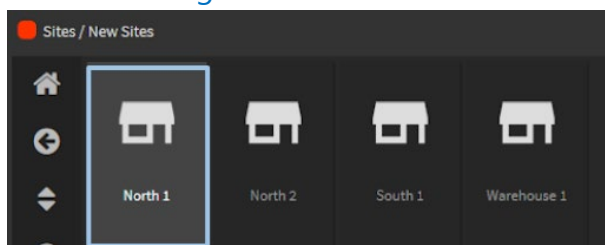
Go to the settings tab

Check Use Sites box.

Now your player application will be active base off the Opening Hours set in the Site.



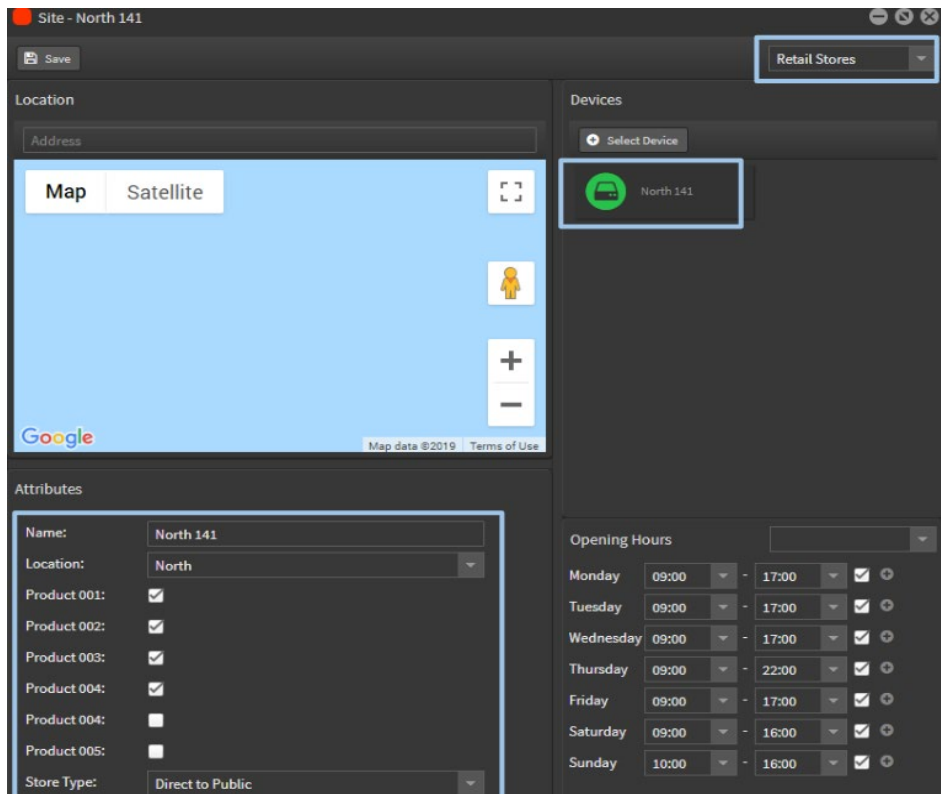
11.2.1 Building Sites



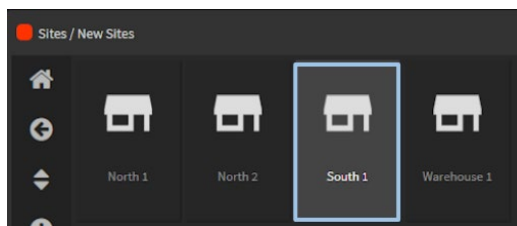
Select Sites from the Sites panel and Add New Site.

Select the Attribute Set to use for that Site from the dropdown menu at top right.

Name your site. Add a Player or Players to the Site in the Devices panel - drag directly into area or browse to player location. Choose the attributes that will relate to those site players. Save.



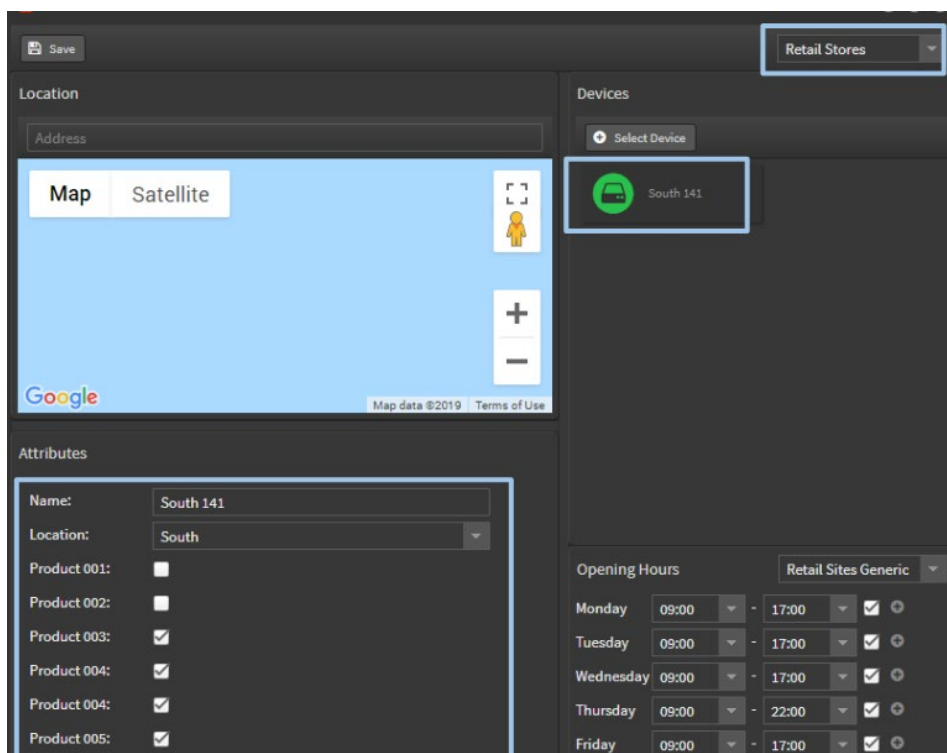
Select Sites from the Sites panel and add another New Site.



Select the Attribute Set to use for that Site from the dropdown menu at top right.

Name your site.

Add a Player or Players to the Site in the Devices panel - drag directly into area or browse to player location.



Adding Attributes to Scenes

Select the Attribute component from the Sites menu and drag onto the scene edit area.

Name the attribute in layers.

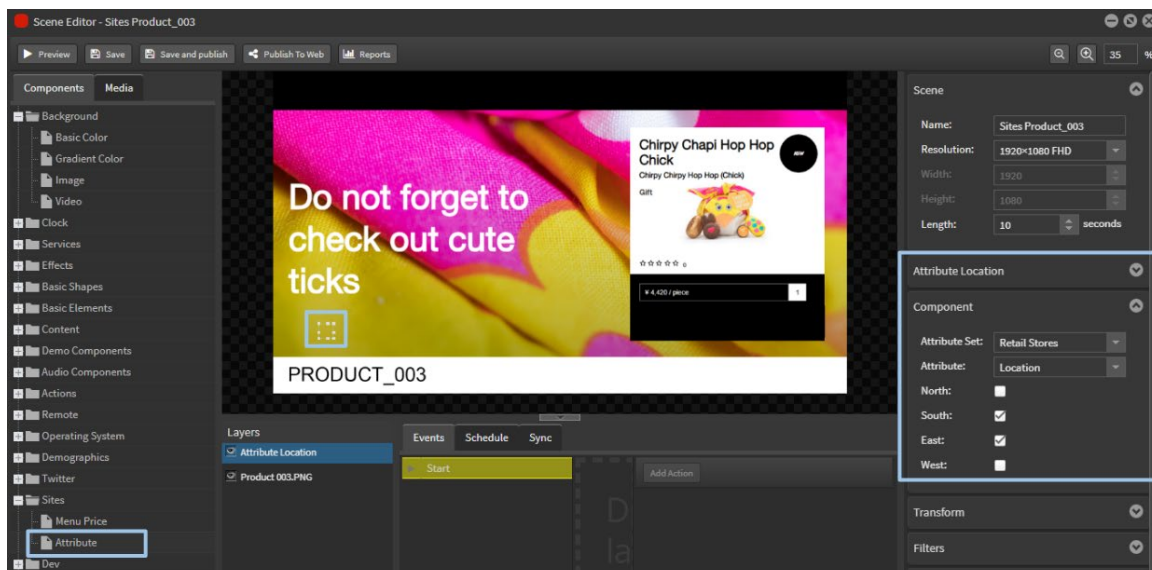
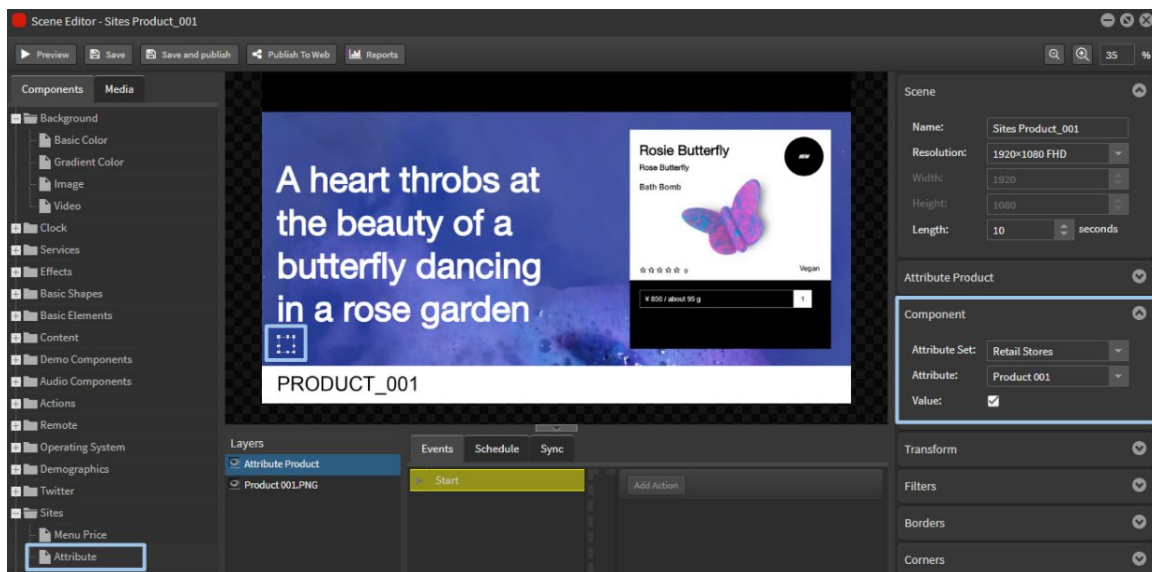
Select the Attribute Set.

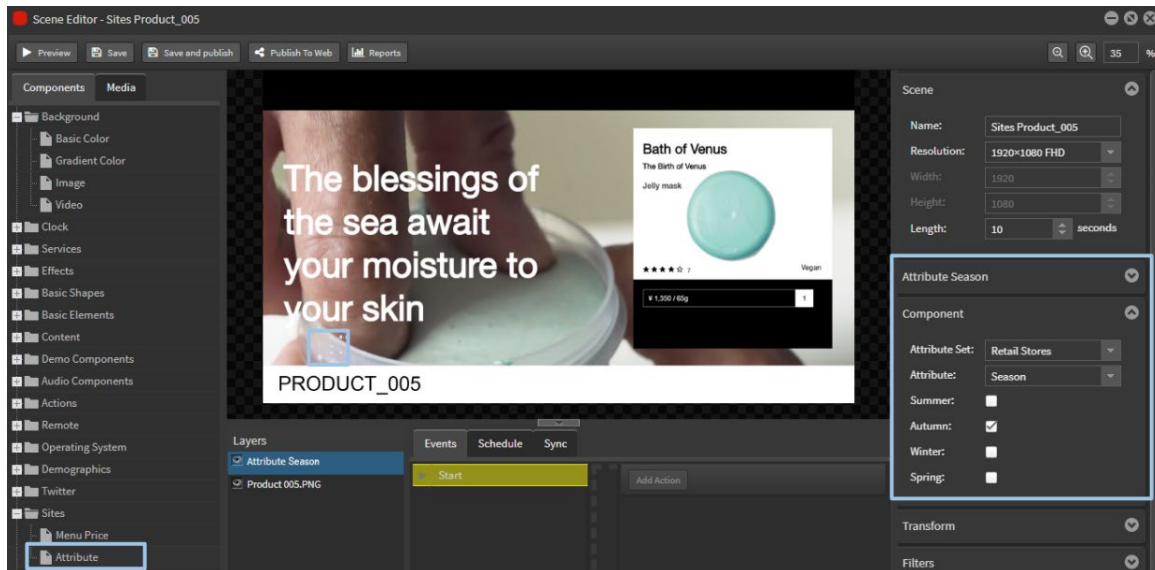
Select the Attribute from the dropdown list of the Set.

Assign the attribute to the scene.

NOTE: Each scene can only support ONE attribute component.

Repeat for other scenes.

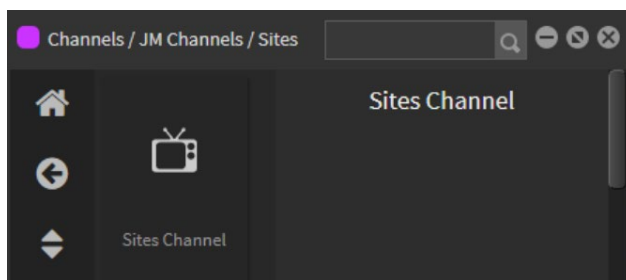




Distributing Content

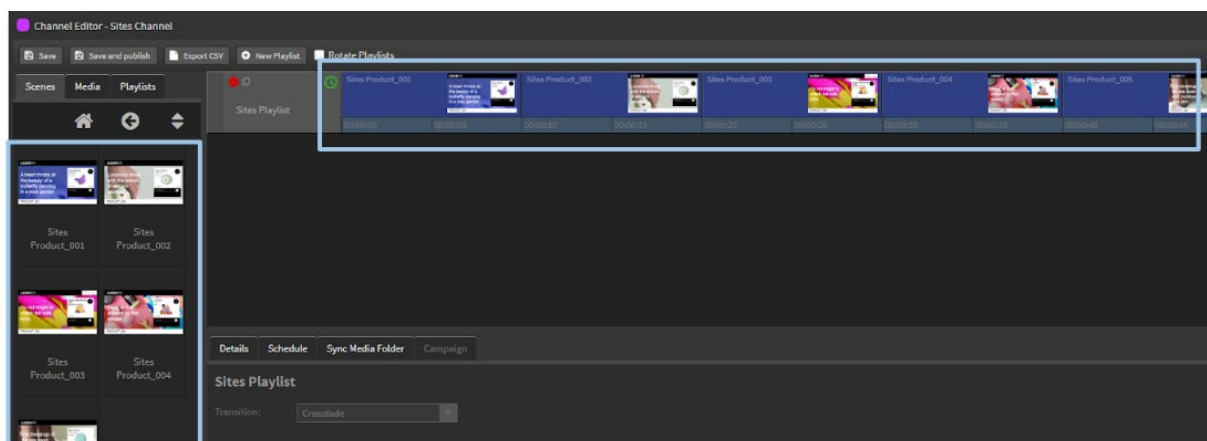
Channel and Playlist

Open a new Channel from the green home dropdown menu.



Add a new Playlist into the channel.
Drag all of the scenes into the playlist.

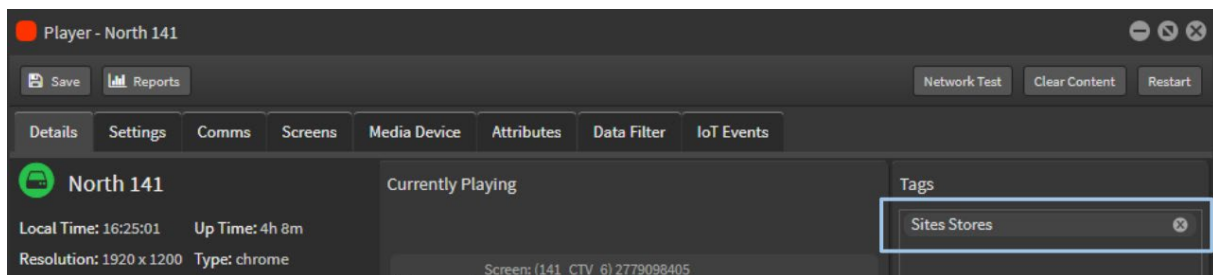
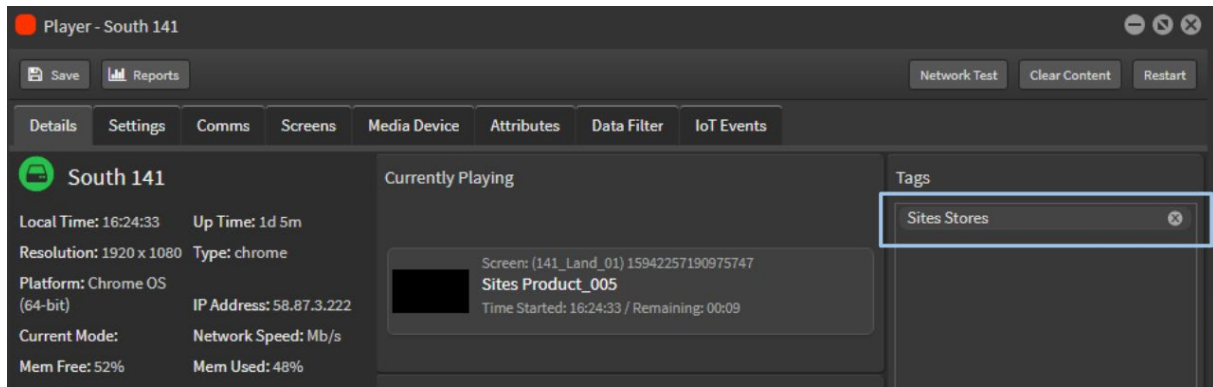
Scenes with no site attributes will play on all players.
Scenes with attributes will only play on players in a site with those particular attributes assigned.



Players

Group Players for bulk distribution of content.

Open the Player Details panel and add a Player Tag.

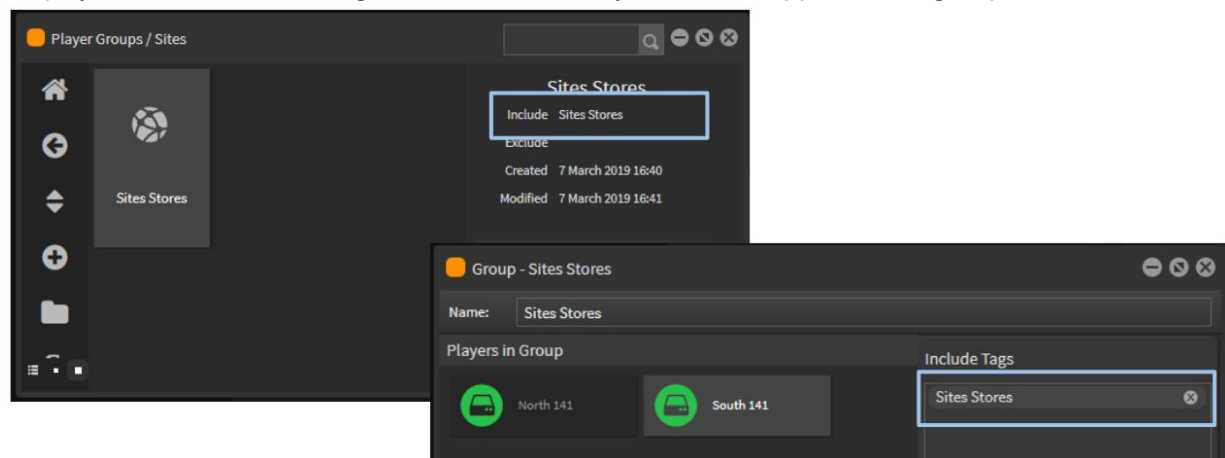


Open the Player Group tab from the green home dropdown menu.

Click on the '+' to create a new player group.

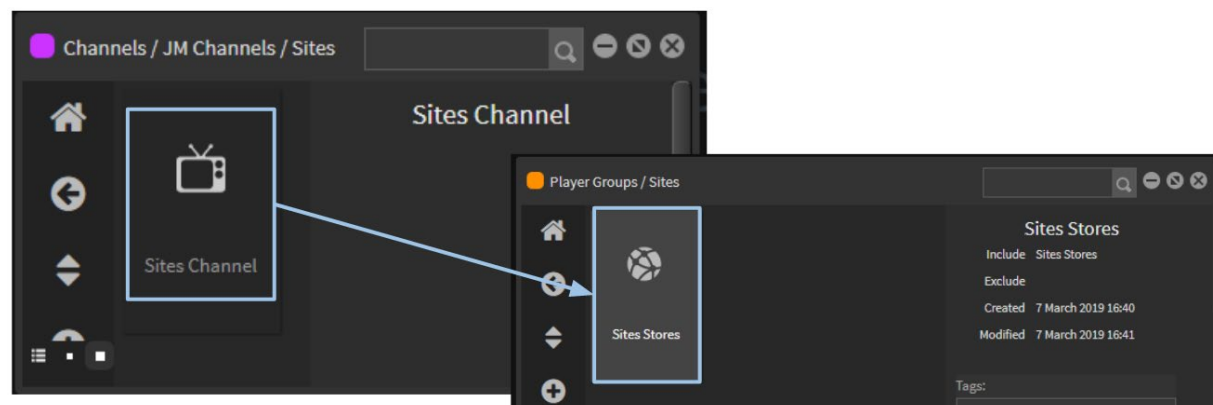
Name the new group. Add player tags.

All players with these same tags will be automatically added and appear in the group.



Distribution

Open a Channel. Open the Player Group. Drag the Channel onto the Player Group.



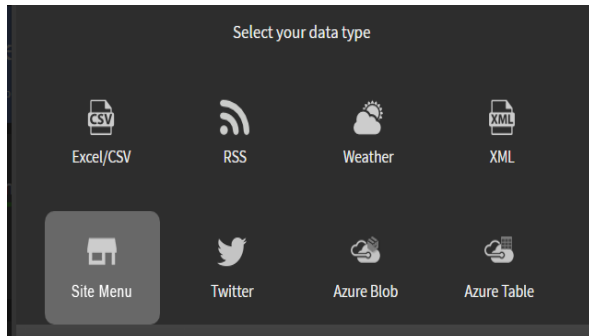
Scenes with no site attributes will play on all players.

Scenes with attributes will only play on players in a site with those particular attributes assigned.

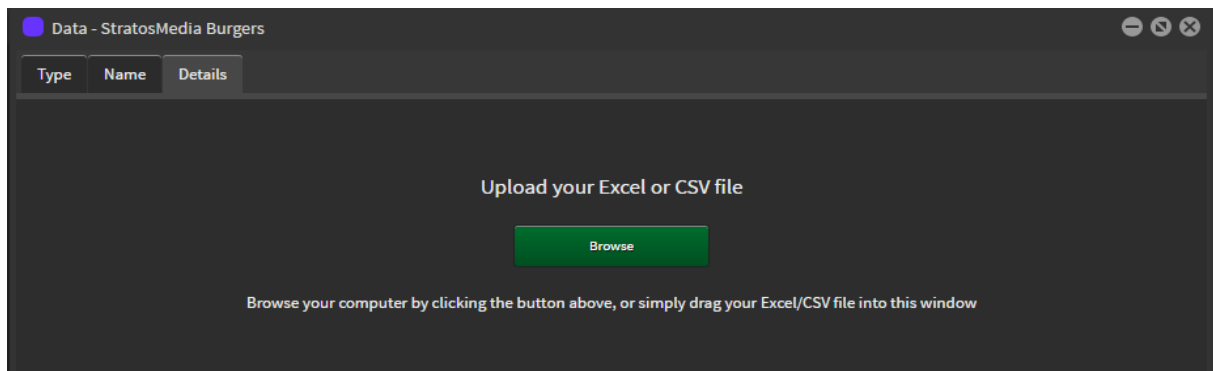
Adding a data source for Pricing Zones

Open "Data Sources" from the home menu and click "+" to add a new data source.

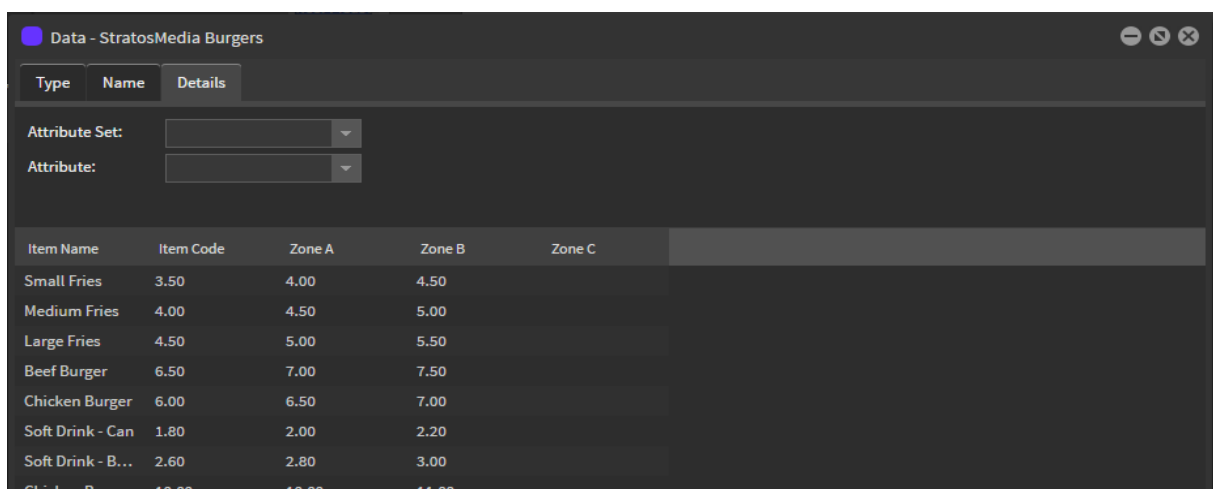
Select "Site Menu" as the data type.



Name the data source and upload your CSV pricing file.

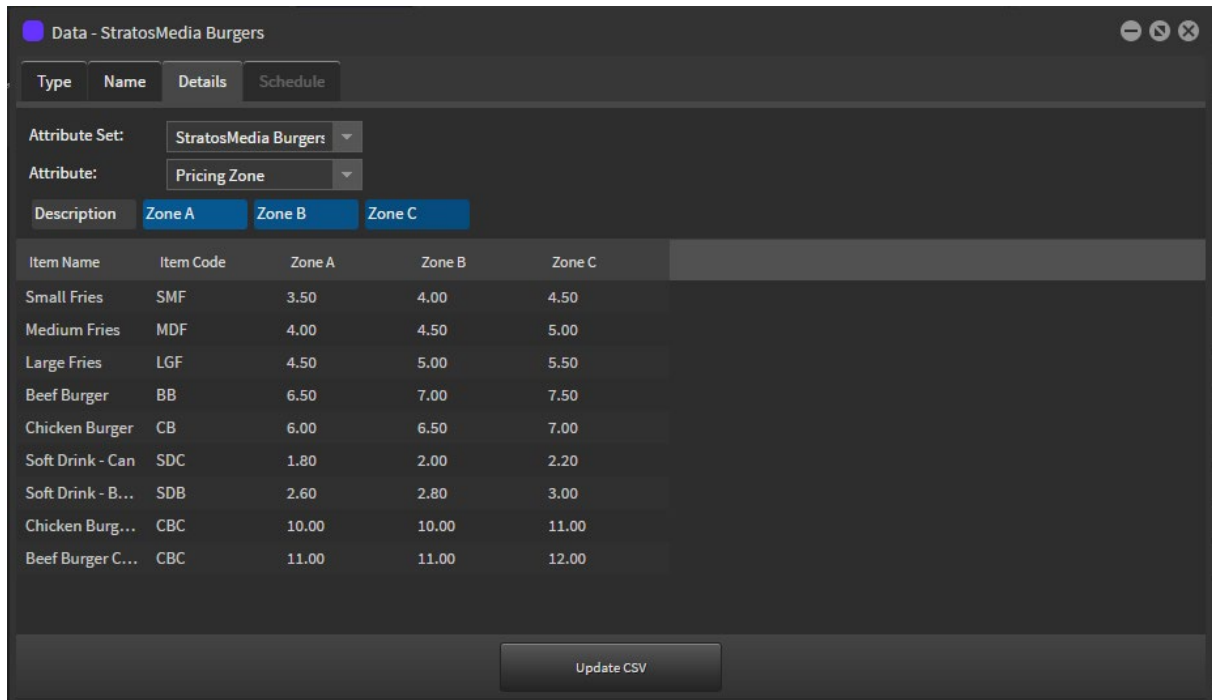


Your CSV file will now be loaded into StratosMedia as a Sites Datasource.



Select the Attribute set and then the Attribute from this set that you would like to use to determine the column to be used in the menu price.

These will then be linked into the Table component in your scene later.



Data - StratosMedia Burgers

Attribute Set: StratosMedia Burgers

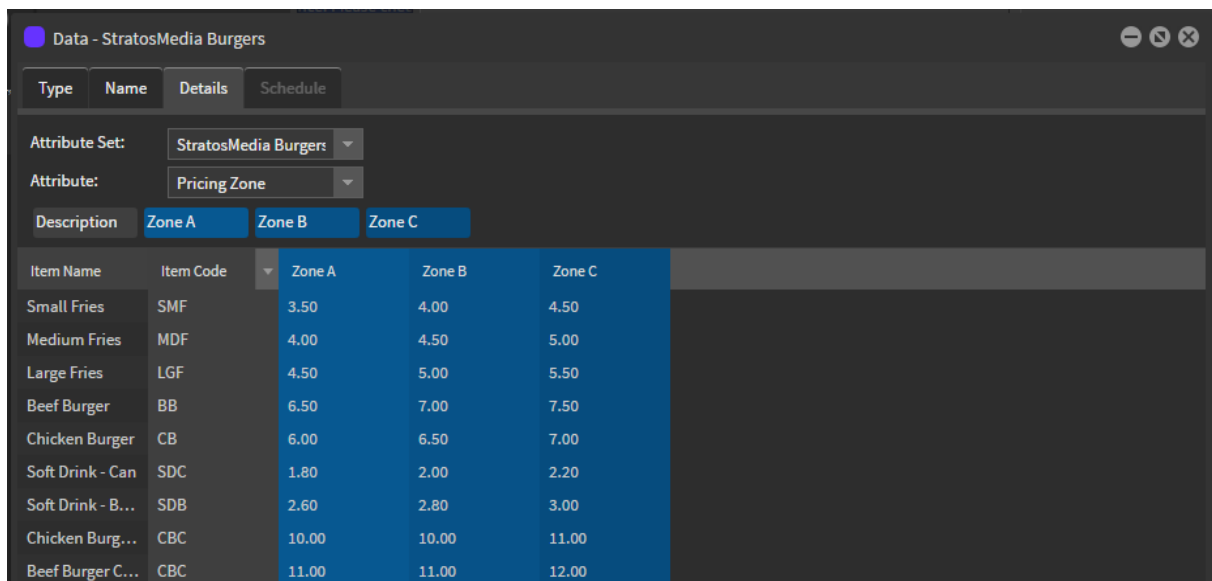
Attribute: Pricing Zone

Description Zone A Zone B Zone C

Item Name	Item Code	Zone A	Zone B	Zone C
Small Fries	SMF	3.50	4.00	4.50
Medium Fries	MDF	4.00	4.50	5.00
Large Fries	LGF	4.50	5.00	5.50
Beef Burger	BB	6.50	7.00	7.50
Chicken Burger	CB	6.00	6.50	7.00
Soft Drink - Can	SDC	1.80	2.00	2.20
Soft Drink - B...	SDB	2.60	2.80	3.00
Chicken Burg...	CBC	10.00	10.00	11.00
Beef Burger C...	CBC	11.00	11.00	12.00

Update CSV

Drag the attributes onto the columns you want associated with these attributes.



Data - StratosMedia Burgers

Attribute Set: StratosMedia Burgers

Attribute: Pricing Zone

Description Zone A Zone B Zone C

Item Name	Item Code	Zone A	Zone B	Zone C
Small Fries	SMF	3.50	4.00	4.50
Medium Fries	MDF	4.00	4.50	5.00
Large Fries	LGF	4.50	5.00	5.50
Beef Burger	BB	6.50	7.00	7.50
Chicken Burger	CB	6.00	6.50	7.00
Soft Drink - Can	SDC	1.80	2.00	2.20
Soft Drink - B...	SDB	2.60	2.80	3.00
Chicken Burg...	CBC	10.00	10.00	11.00
Beef Burger C...	CBC	11.00	11.00	12.00

Description is what will be entered into the 'menu price' component.

Changing Prices

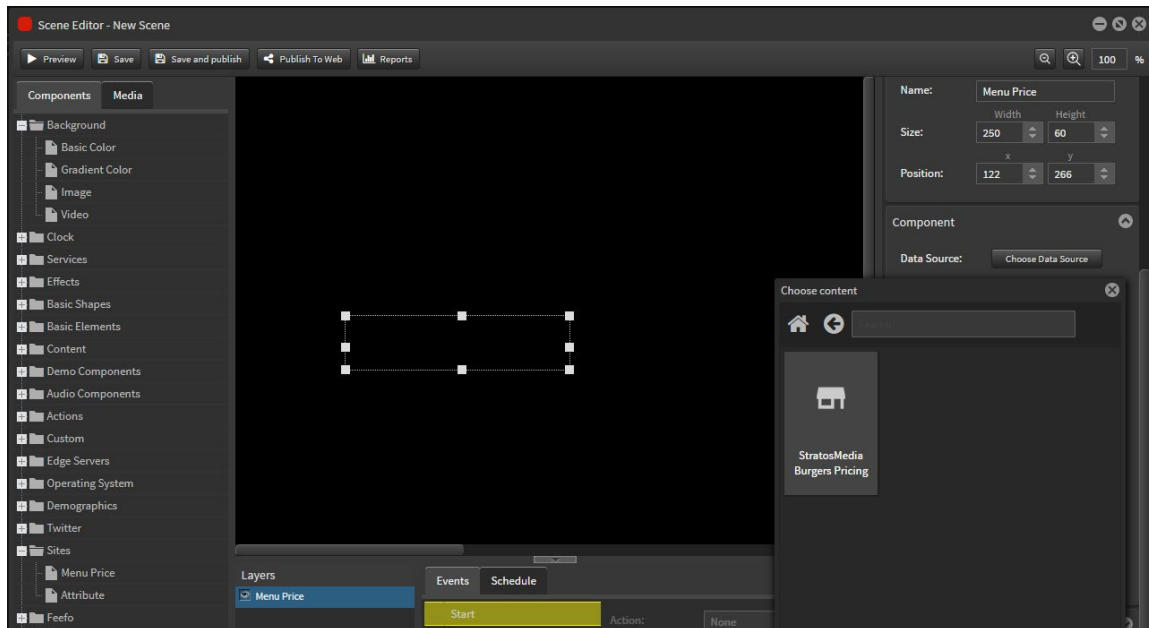
If this pricing list needs to be updated at a later date open the data source and click "update CSV" - you will then be prompted to upload a new version of the CSV file.

It is simple to change the Site attributes Pricing Zone and all Players in that Store will display the different zone prices.

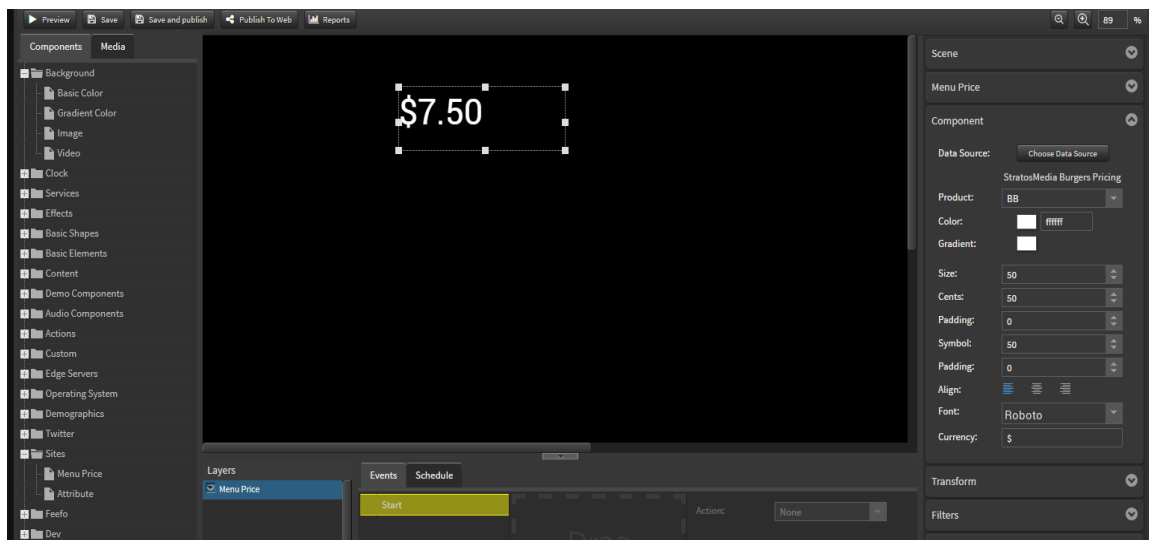
Adding Menu Price to a Scene

Add the "Menu Price" component to your Scene

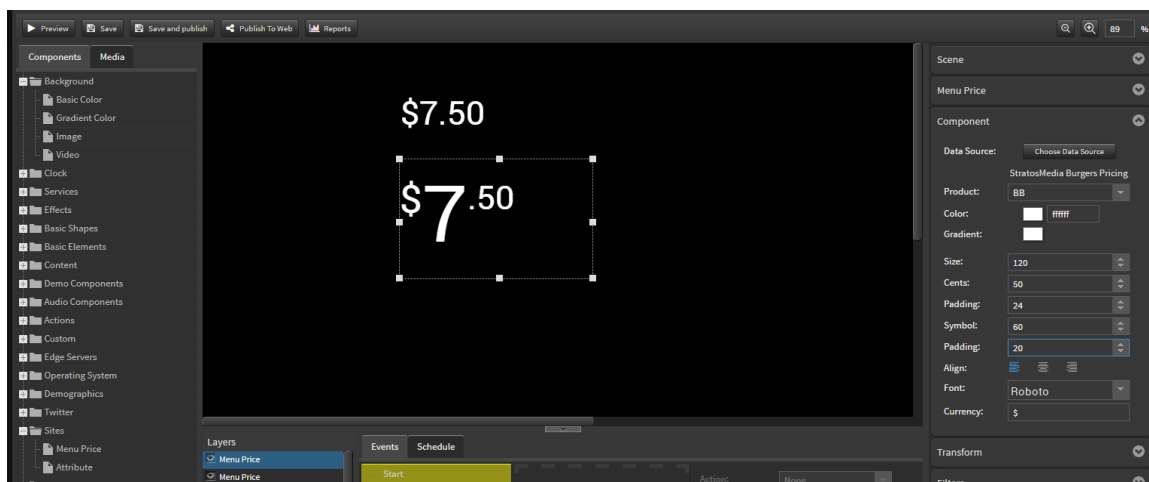
In the component settings Choose your data source



In the product field either enter the description or select it from the dropdown.



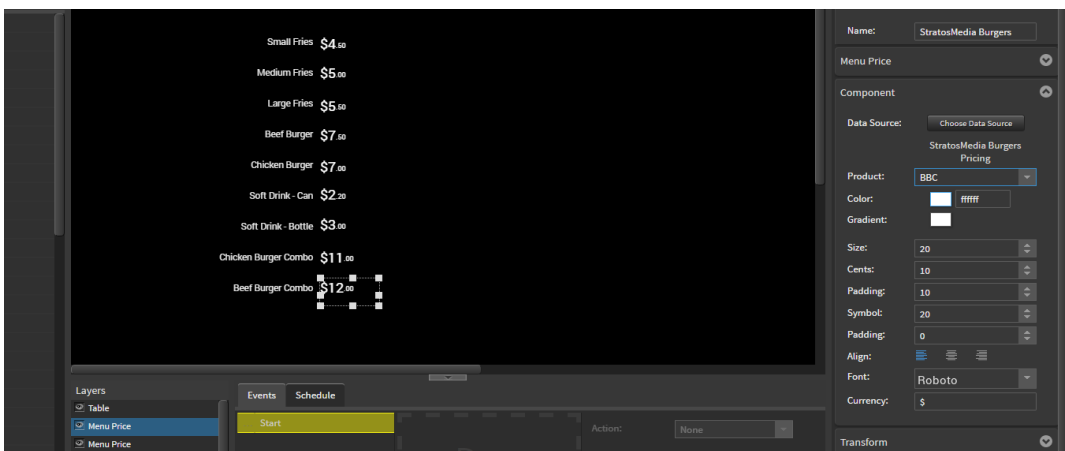
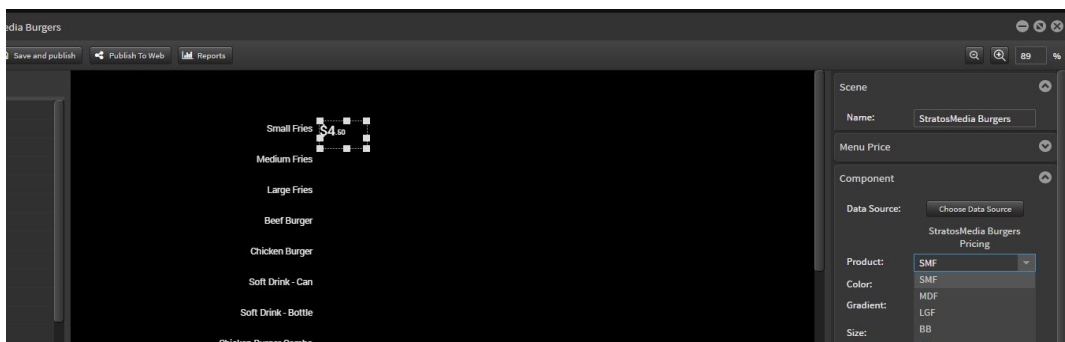
The price displayed in the scene editor will be from the last column of your data source. The font can be customised with sizing and positioning available for the Currency symbol, Dollar value and cent value.



You can select the Table Object and link it to the first column in the Data Source to display the item names.



Then add a Sites Menu component for each product and link that item code for individual pricing.



The price displayed will depend on the price zone attribute of the player associated with the site type.



12.0 Anonymous Gender & Age Analysis

12.1 Overview

StratosMedia's Anonymous Gender & Age Analysis uses computer vision and machine learning to capture, process, learn and report data in absolute real-time.

As with all StratosMedia components, the highest level of security and privacy standards are maintained for compliance with GDPR and other privacy standards. StratosMedia does not capture or store any imagery or personal identifying information.

Anonymous Gender & Age Analysis is optimized for kiosk applications where camera viewing distances range from 0 to 1.5metres and typically using small pinhole tablets or small USB cameras.

The same device, that is displaying digital signage information, can ingest and provide accurate and reliable analysis of kiosk users. Compatible with Win10, ChromeOS and StratosOS devices, the ability to use one device for multiple functions, dramatically reduces the cost of deployment, in most cases.

OS, Camera & Hardware compliance

Cameras

The majority of Standard USB Cameras or Embedded Cameras in tablets will be compliant.

Multiple cameras, from Logitech to non-descript brands have been tested. A very small percentage of the no-name brands are non-compliant. Please test to ensure that the camera that you are using is fit for purpose.

Devices

Compatible with Win10 and ChromeOS devices.

ChromeBox needs to be registered in the Chrome Enterprise Console and set in Kiosk Mode for Camera to be activated.

Win10 and Stratos OS do not require any chrome settings.

Please note: Our AI & ML engine will utilize the GPU/RAM resources of your devices... so the laws of compute power apply.

We have optimized the platform so that it runs on the same PC/device that you may be playing your StratosMedia content on. Small devices with low powered GPU/CPU/ram will have a different performance to a device with greater specs.

Most hardware released in 2018+ will be capable of running the AI / ML module.

Tested device hardware includes:

ChromeOS: ASUS i3 Chromebox 3(8th gen) |HP x2 Tablet.

Win10: Intel-Based Celeron /i3 and above

For older devices, If after activation, the "Current Status" of the device shows a message "Device not ML capable" this indicates that your device GPU will not support gender and you will need to upgrade the device. A basic rule of thumb to follow is: The better the CPU and GPU and RAM of the device the faster the analytics and less impact on content playback. The device you choose should reflect the required functionality you seek.

Playback performance

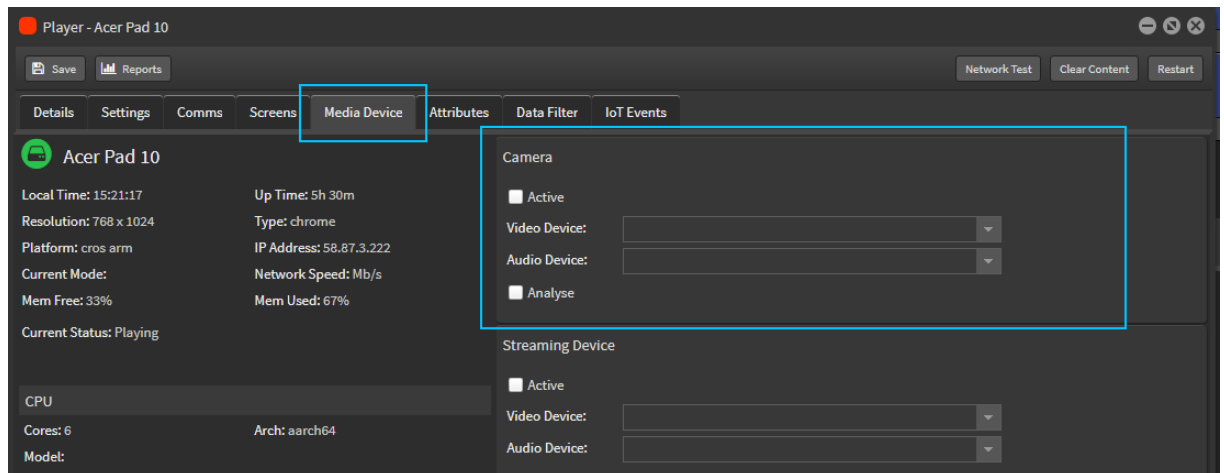
Concurrent running of StratosMedia content [scenes, videos, etc] in conjunction with the anonymous gender & age analysis may impact playback performance. We recommend that testing on your devices prior to public deployment to determine that the devices can perform both video, and data analysis tasks adequately. On basic devices, video optimization to 720P will improve playback performance with little or no quality degradation.

12.2 Activating the anonymous gender & age analysis

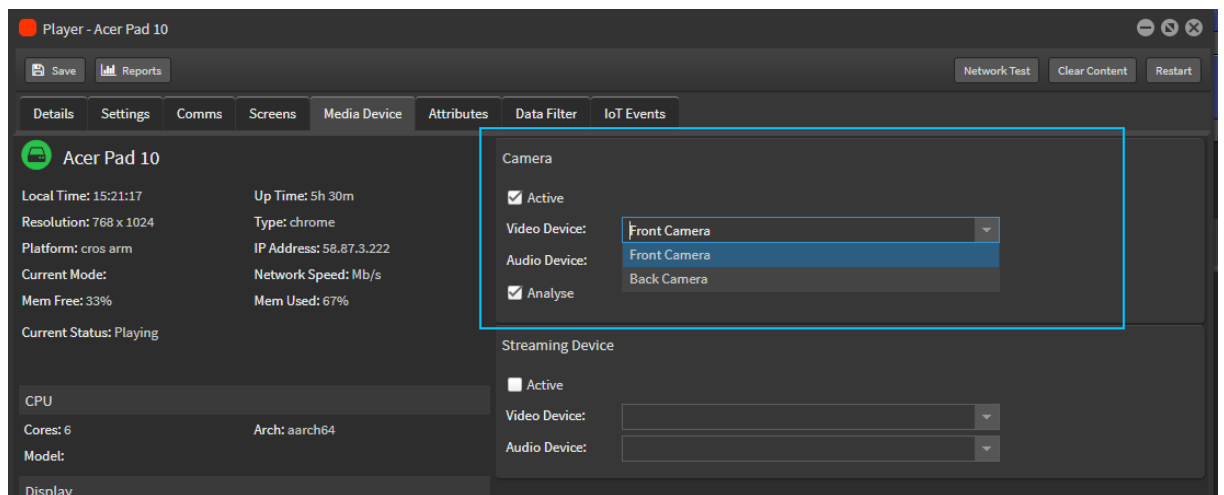
Set up a player

Analysis can be enabled on a newly created player or an existing player within your account. You must first ensure that the chromebox or desktop device is connected to a camera. The follow these steps;

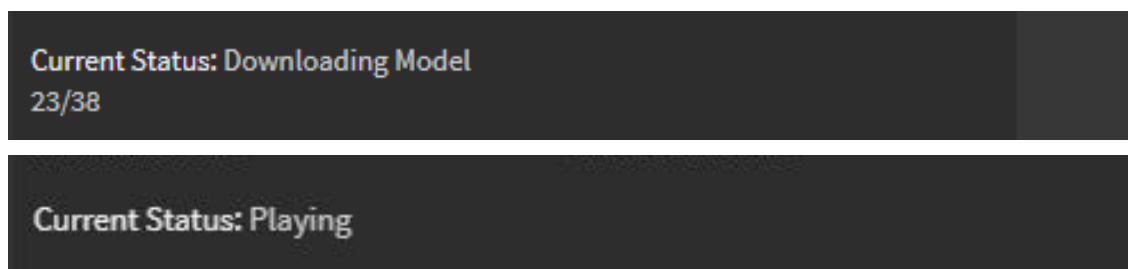
1. Open the player settings and move to the media device tab where you can see the camera options.



2. Check the active box on both the camera and audio so that they are both active. This is very important. Select the CAMERA and AUDIO to be used from the drop-down box.



3. Check the ANALYZE box so that the camera will be able to analyze and report data. Click save.
4. RESTART THE PLAYER.
5. On restart the current status of player will indicate 'downloading model x/38'.

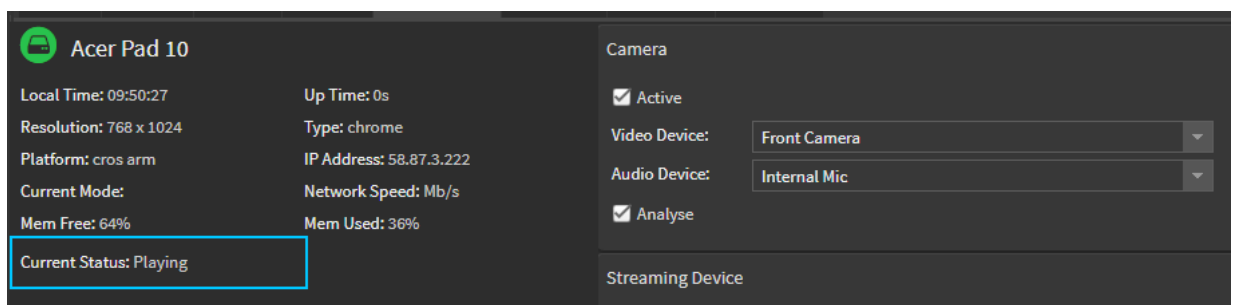
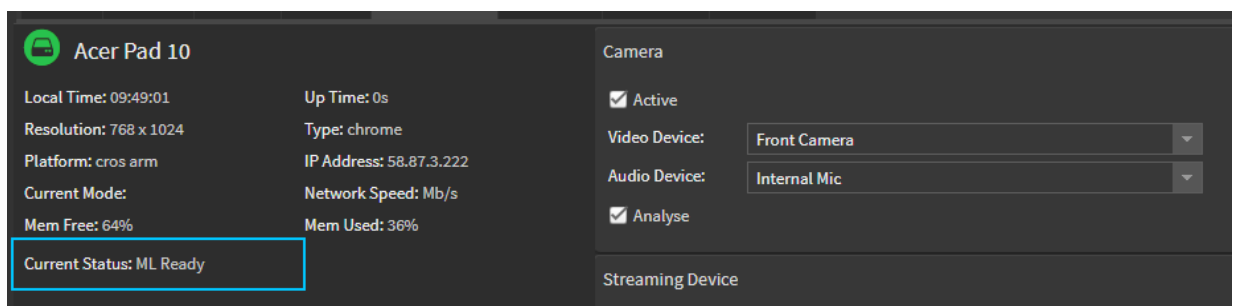
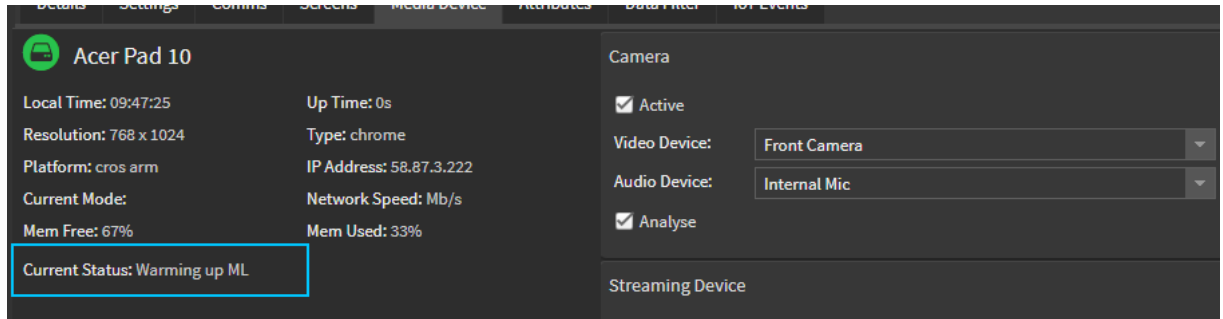


Once all models have been downloaded status will indicate 'playing'.

NOTE: Model download time will vary depending on network speed.

Analytics will not begin until all downloads have completed and all restarts performed.

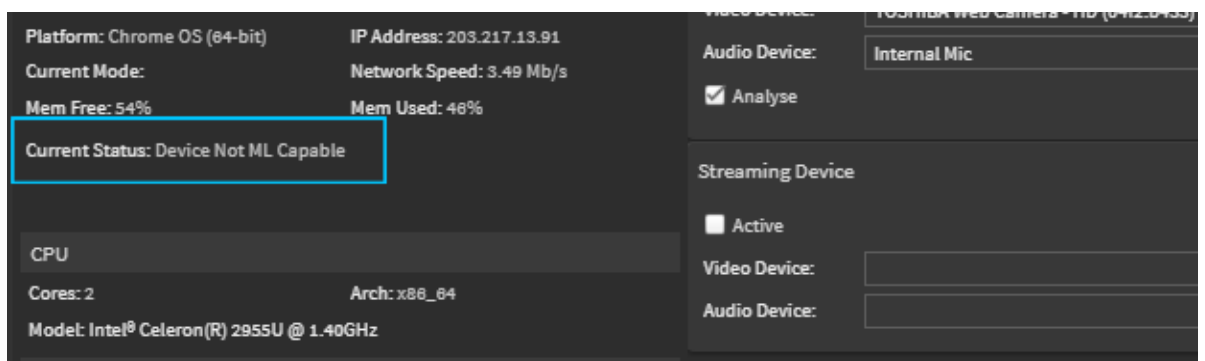
- Current Status will display "ML Warming Up/ML Ready/Playing".



The player is now ready to use with analysis active.

IMPORTANT: RESTART THE PLAYER application.

NOTE: If the current status of the device shows message "Device Not ML Capable" this indicates that your device GPU will not support gender or age analysis.

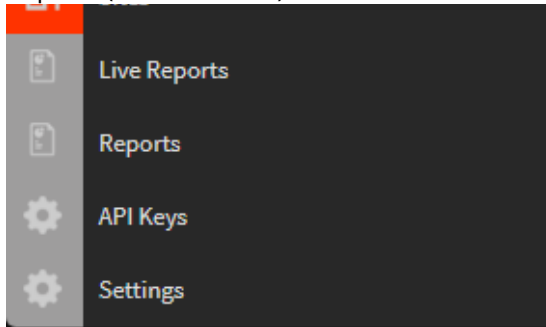


Analysis results

All report data is available in the Dashboard and/or can be downloaded as a CSV file format. There are 2 modules to the reporting component:

There are 2 modules to the Reporting component:

1. Live reports (real-time data)
2. Reports (historical data)



12.3.1 Live Reports

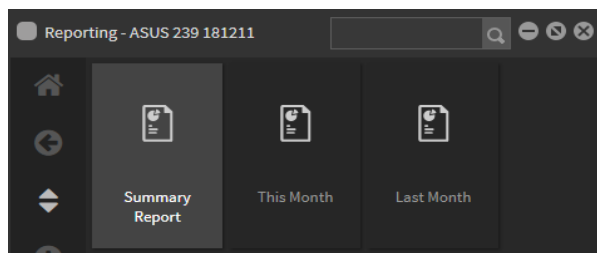
Open the Player details window. Select Reports tab at the top left to open the Reports Window.

Report options include:

Summary - Player reports from the beginning of time.

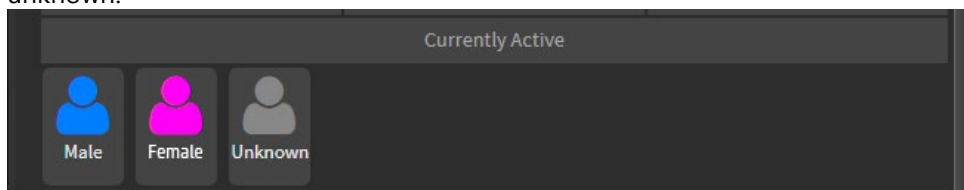
This Month - Current month reports. You can also select specific months when data is available.

Last Month - Will not apply until the camera has been in use for more than a month.



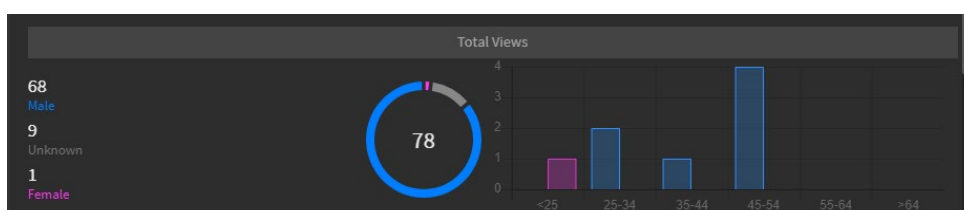
Summary Report

1. Subjects will appear in the 'currently active' panel in the summary report as male, female or unknown.

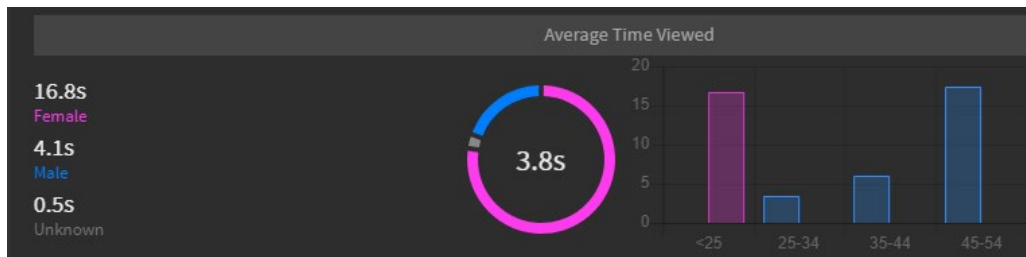


'Unknown' will be reported when the ML cannot determine gender. Some causes for this are insufficient dwell time, poor lighting, misdirected camera angle, excessive head coverings, etc.

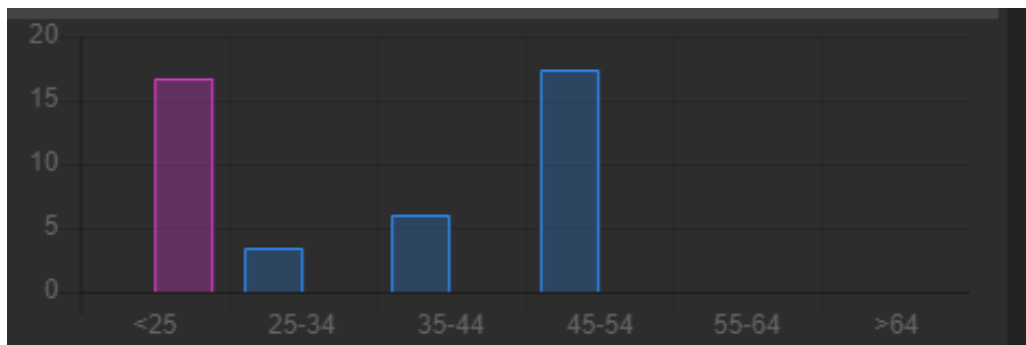
2. 'Total views' are displayed in the male-female data ranges and update in real-time.



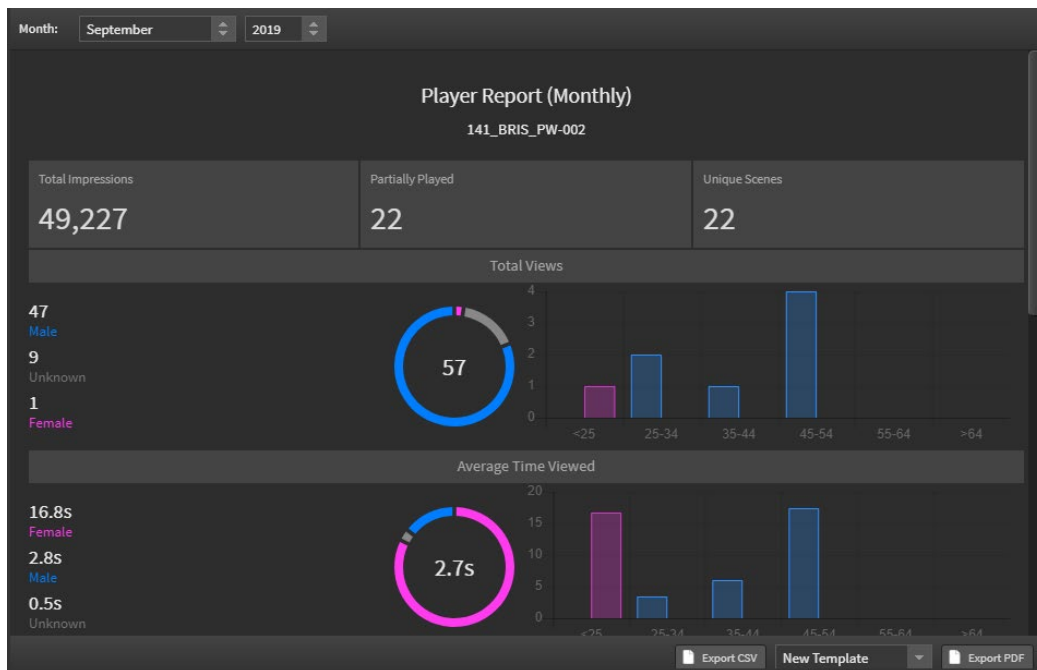
3. 'Average time viewed' is displayed in the male-female data ranges and updates in real-time.



4. 'Age range' is displayed and updates in real-time.



5. 'Monthly report' shows total views and average time viewed and age ranges.



12.3.2 Reports [Historical]

NOTE: This reporting component was released with Player version 2.0.337 on 1 October 2019. Media devices with pinned player versions running versions prior to this will not display the in-depth data sets until the time they are updated to version 2.0.337 or higher. Data prior to 1 October 2019 is only available through the Live Report data option. All report data is available for download as a CSV file format.

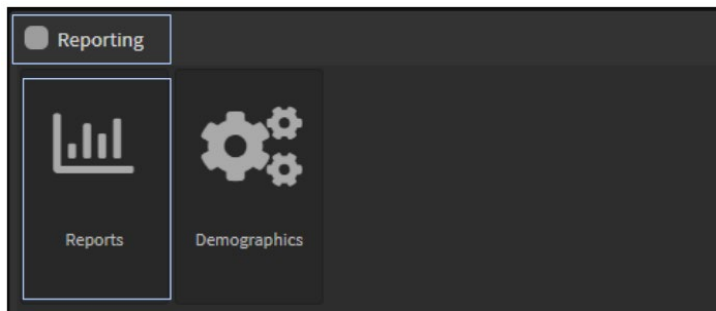
Select 'reports' from the green home dropdown menu.

There are 2 modules to the reporting component:

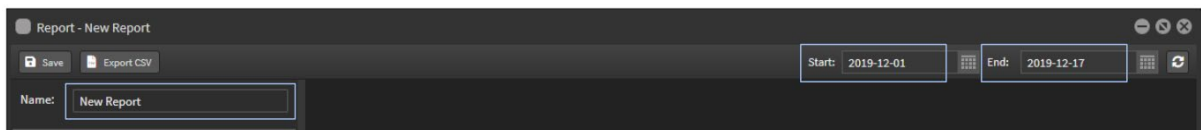
1. Reports – shows all historical data
2. Demographics – used in conjunction with the analytics component in the player

12.3.2.1 Reports

Click on the Reports icon and select 'Add New' [+ tab]



1. Name the New Report
2. Set the date parameters [Important to set correct time periods here to generate the relevant data fields – longer timeframes will take longer to populate the data sets]



Report options and building custom reports:

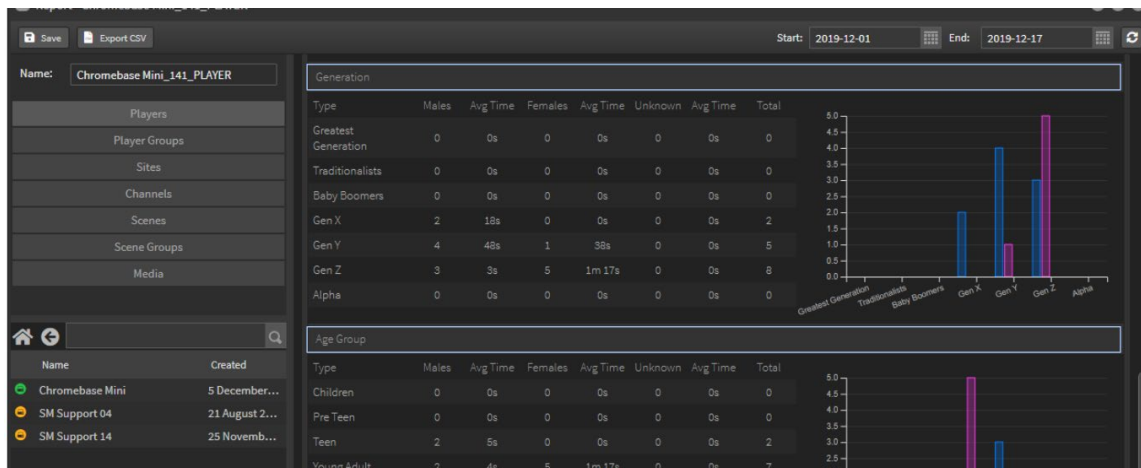
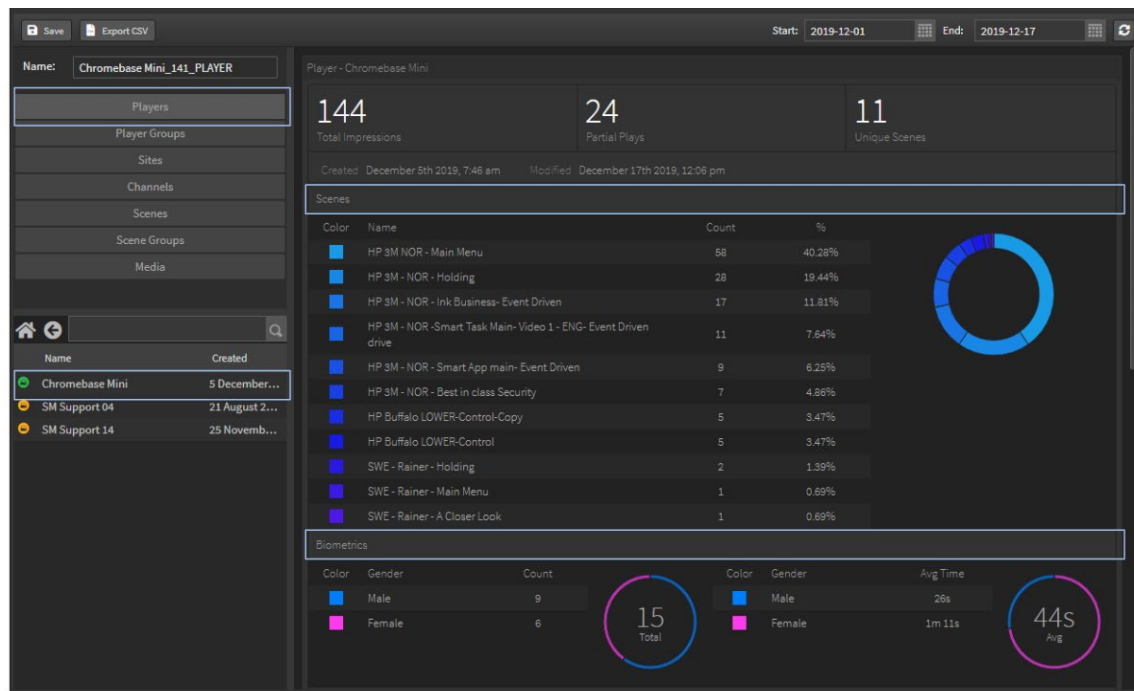
Example - Players

Select Players tab and all the players in your account will be displayed in the window panel below. This will reflect your folder structure with Folders, nested Folders and individual players.

Select a player from the list and drag it across into the main panel area.

Data sets available for the Player are:

- Scenes
 - Name: Names of all scenes that have played on that player during the selected time period
 - Count: Number of times the scenes have played on that player during the selected time period
 - %: Percentage of time played compared to all other scenes
- Biometrics [if activated on player - See section 12.0 Biometrics for more information on setup]
 - Gender: Male or Female
 - Count: Number of recognised subjects
 - Avg Time: Dwell time spent in front of camera
- Demographic categories: Generation/Age Group [if Biometrics is activated on player. See section **2. Demographics** below for more information on setting up categories]



This data is available for export as a csv file.

There are two levels of this data depending on the detail you wish to use.

1. Summary Data: As described above
2. Raw Data: This is broken down to IDs and Start and End Timestamps for all the above data sets

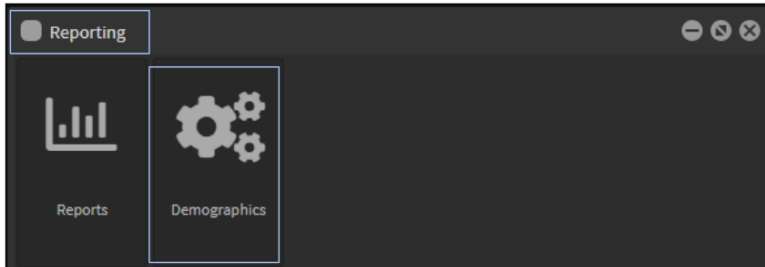
To access the Raw data, right click in the main data window panel select Type and Raw Data

Player - Chromebase Mini

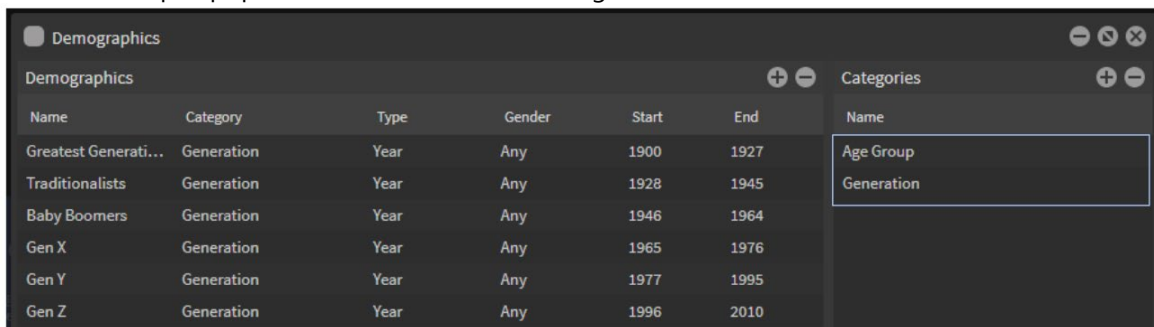
Player ID	Session ID	Type	End	Gender	Age
5de9294777e23178b14d949	05e5351a-8d4f-40c0-89e8-823b3148eac	Summary	2019-12-17T18:52:16+10:00	Male	54
5de9294777e23178b14d949	b661dac6-a501-4ed3-8553-1adec4b1c23f	Summary	2019-12-12T20:54:49+10:00	Male	18
5de9294777e23178b14d949	c3f63e98-107e-4e6e-bb52-f04b02f09763	Summary	2019-12-12T22:40:28+10:00	Female	19
5de9294777e23178b14d949	70e44e57-b9e6-45e3-90e1-7fb825e0e3ac	Summary	2019-12-12T22:40:56+10:00	Female	23
5de9294777e23178b14d949	70e44e57-b9e6-45e3-90e1-7fb825e0e3ac	Summary	2019-12-12T22:42:10+10:00	Female	23
5de9294777e23178b14d949	fa06c033-a2bd-45ab-abd1-2cfa9d6e5ad	Summary	2019-12-12T00:01:03+10:00	Male	18
5de9294777e23178b14d949	0bed8fe1-5cdc-45b2-e90f-78838125e433	Summary	2019-12-12T00:44:03+10:00	Male	25
5de9294777e23178b14d949	3085ebd1-c562-41f1-95c5-be6a9d798deb	Summary	2019-12-12T01:30:42+10:00	Male	35
5de9294777e23178b14d949	4f696d28-a76b-4d56-9478-1240d29293bb	Summary	2019-12-05T17:50:43+10:00	Male	33
5de9294777e23178b14d949	4f696d28-a76b-4d56-9478-1240d29293bb	Summary	2019-12-05T17:52:02+10:00	Male	33

12.3.2.2 Demographics

The Demographics component allows you to set up parameters for the Bio Analytics into relevant categories for marketing campaigns based on variables such as gender, age ranges and generational ranges. Click on the demographics icon and this will open the window.

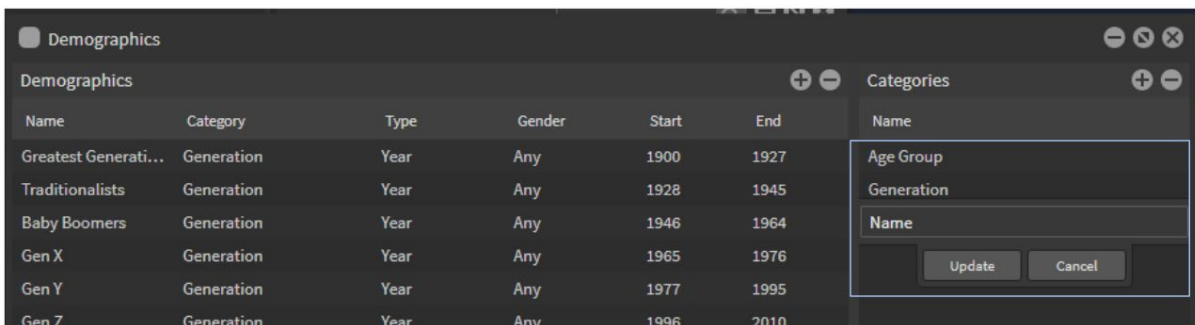


This has been pre-populated with standardized ranges.

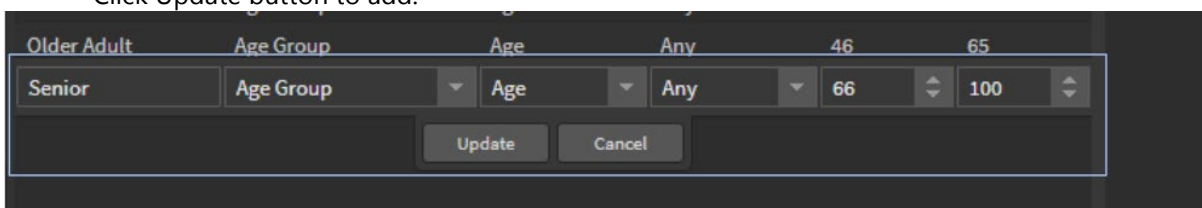


You can add or delete existing parameters or create categories of your own.

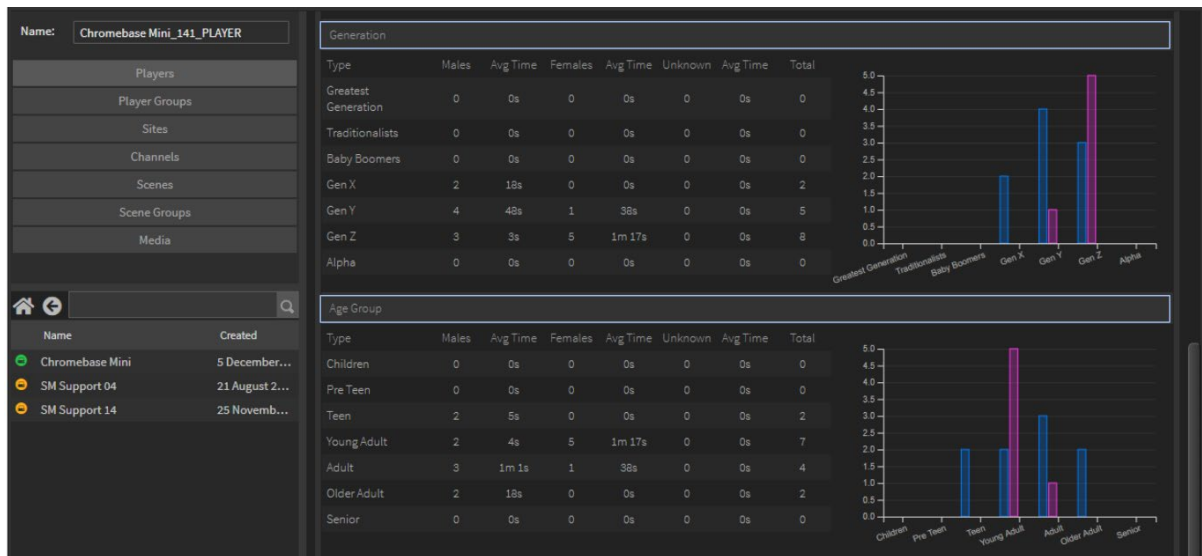
1. Click the + button top right in categories and name the new item. Click 'update' to add item.



2. Click the + button in the Demographics area and a new item will appear in the list.
 Name the new demographic item.
 Select the Category from the dropdown menu
 Select the Type: Age or Year
 Select the Gender: Any, Male or Female
 Add the Start range: Age or Year depending on the type you selected
 Add the End range: Age or Year depending on the type you selected
 Click Update button to add.



Now these categories and data will populate your Reports with demographic charts and data.



12.4 Triggering Content based on Gender and Age

The Gender and Age analytics component can also be used to trigger content to display on a player based on the target demographic.

This example shows two demographic targets: Female 20-29 and Male 20-29
Create these in the Demographic Table:

Demographics						Categories	
Name	Category	Type	Gender	Start	End	Name	
Greatest Generation	Generation	Year	Any	1900	1927	Gender	
Traditionalists	Generation	Year	Any	1928	1945	Generation	
Baby Boomers	Generation	Year	Any	1946	1964	Age Group	
Gen X	Generation	Year	Any	1965	1976		
Gen Y	Generation	Year	Any	1977	1995		
Gen Z	Generation	Year	Any	1996	2010		
Alpha	Generation	Year	Any	2011	2025		
Children	Age Group	Age	Any	0	9		
Pre Teen	Age Group	Age	Any	10	12		
Teen	Age Group	Age	Any	13	18		
Young Adult	Age Group	Age	Any	19	25		
Adult	Age Group	Age	Any	26	45		
Older Adult	Age Group	Age	Any	46	65		
Senior	Age Group	Age	Any	66	100		
Female 20-29	Gender	Age	Female	20	29		
Male 20-29	Gender	Age	Male	20	29		

12.4.1 Create a scene with Target Component

Open a new scene

Drag the Demographics Targeting component onto the edit area [This is an invisible component]

Select the demographic target from the dropdown at right of editor

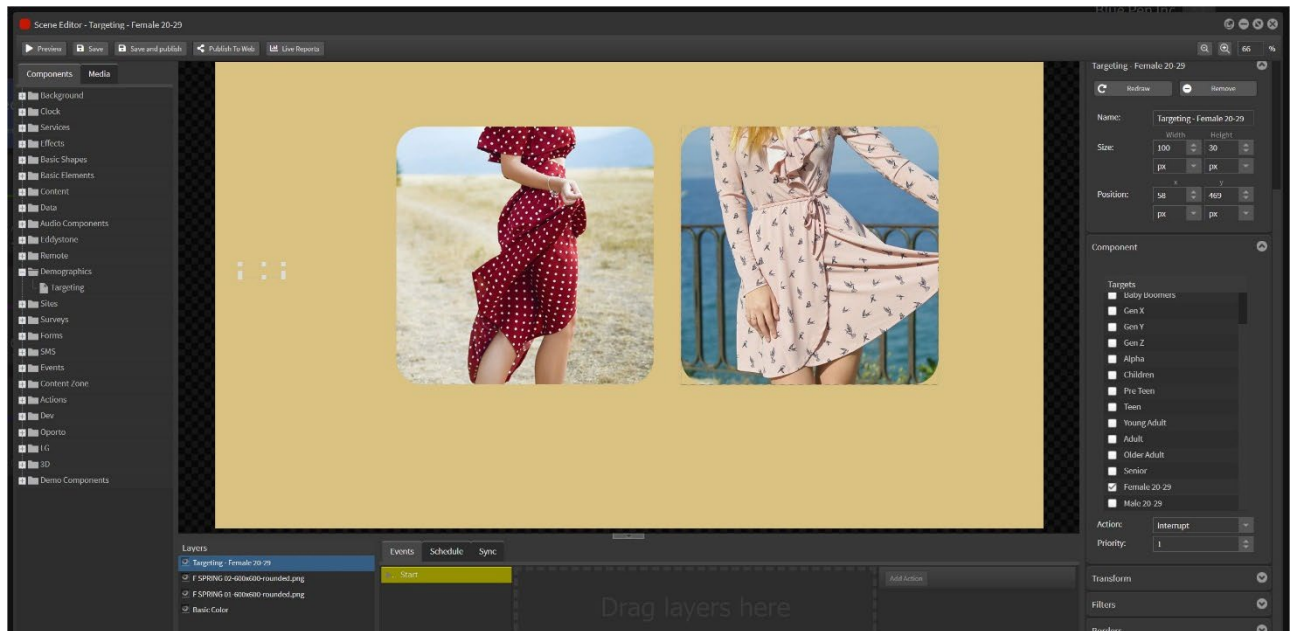
Select the Action [when the triggered scene displays]:

Interrupt: Once the target is identified this will immediately play the scene and interrupt any playing content

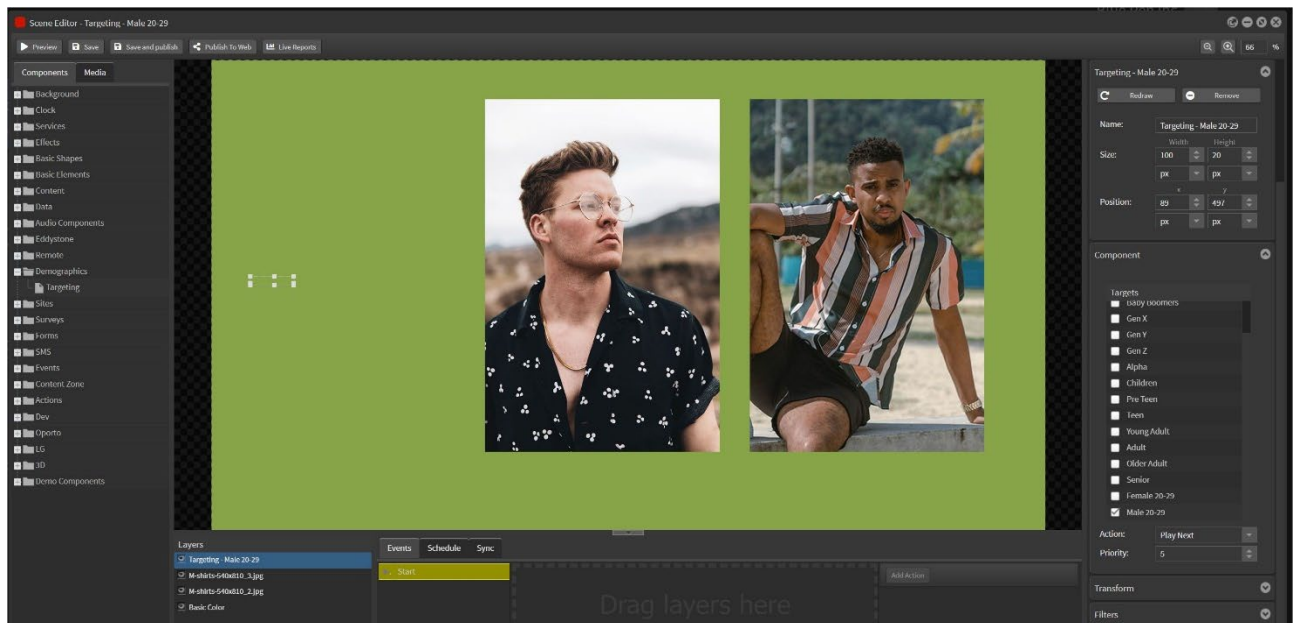
Play next: Once the target is identified the current scene will play out and then target content will display

Select the **Priority** setting: This rates any targeted scenes 1-10, with 1 being the highest and 10 lowest

Example 1: Targets: Female 20-29 Action: Interrupt Priority: 1



Example 2: Targets: Male 20-29 Action: Play Next Priority: 5



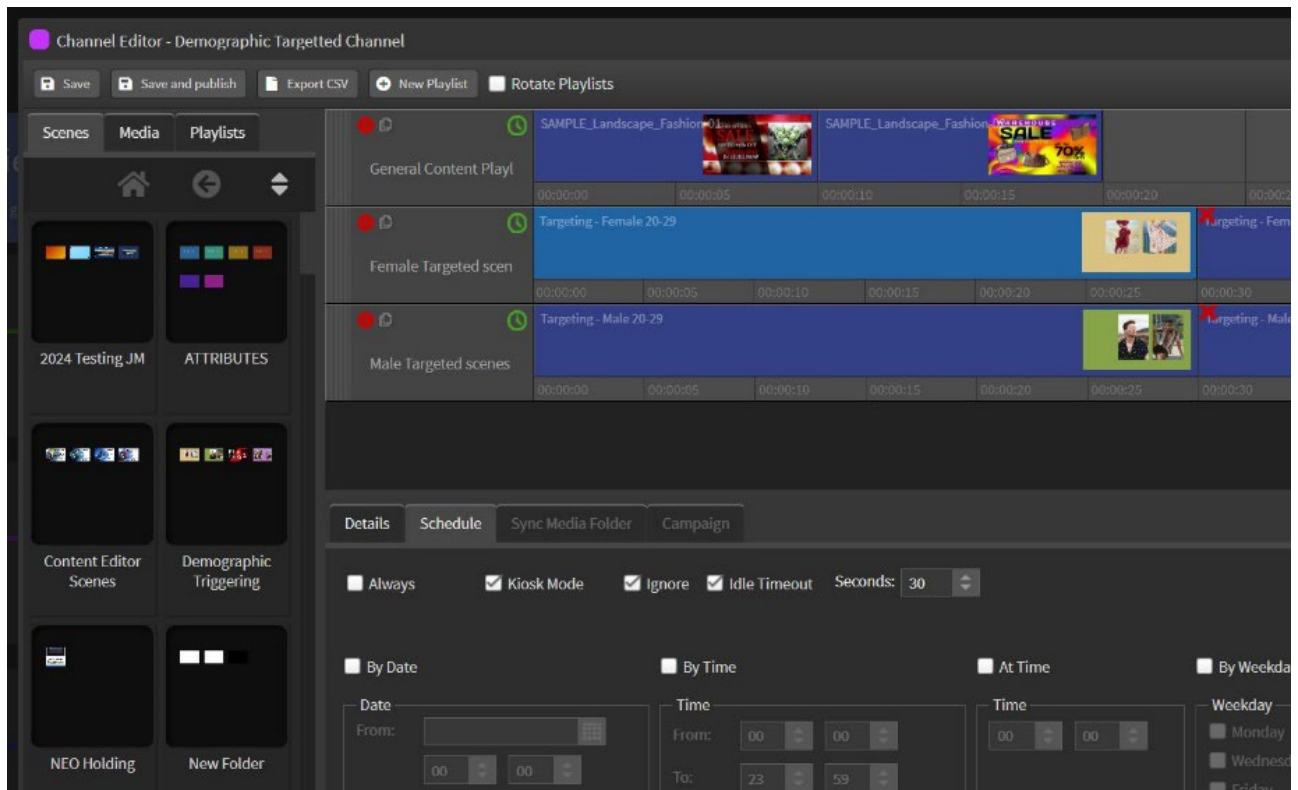
12.4.2 Set up the Channel

Open a new channel

Create a playlist with Always content – an attractor reel or general content

Create another playlist for the triggered target scenes

Schedule these scenes for kiosk triggering:
Kiosk Mode Ignore Idle Timeout Seconds



When a subject is recognised to fit the demographic criteria the target scene will display for the timeout period set in the schedule and then revert to the Always content playlist.

[StratosMedia Privacy Statement](#)

StratosMedia's anonymous gender & age analysis is General Data Protection Regulation (GDPR) compliant and complies with all standard privacy terms

Observational metrics are recorded, with no personal identifiers and/or imagery retained by StratosMedia and/or any other third parties without exception.

Should you have any further concerns in relation to StratosMedia's BioMetrics Platform and privacy, please do not hesitate in contacting your StratosMedia representative.

13.0 Surveys

Overview

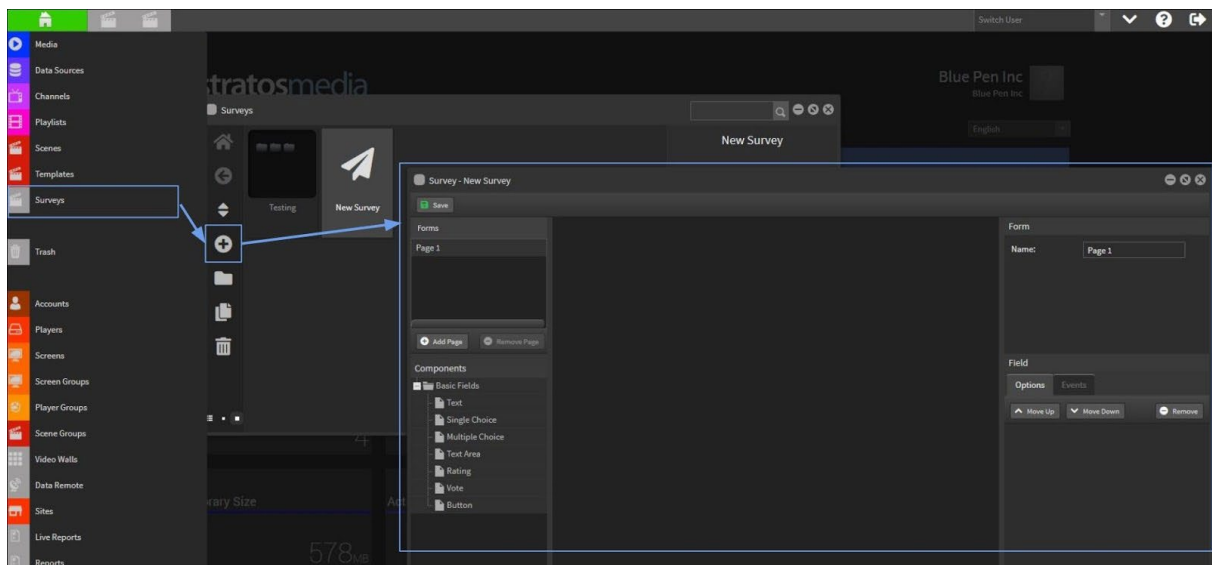
StratosMedia Survey Tool allows you to custom build a set of question and answer options into an interactive survey feedback form for use on kiosks.

This can then be added into a scene[s] for inclusion into a fully immersive kiosk experience.

And more importantly these results are then included in our reporting module for deep level marketing analysis.

Building a Survey

Access the Survey Tool via the Green Home dropdown Menu.



Click the '+' button to add a New Survey.

The Survey window shows the options available. These include:

- Individual Pages to manage your survey questions
- Text Field - allows for a title and single line of editable text entry area
- Single Choice - add a question title and answers where only a single selection choice is available
- Multiple Choice - add a question title and answers where multiple selection choices are available
- Text Area - allows for a title and larger text entry area for more feedback
- Rating - this is a Star rating option showing a score out of x number of Stars - your choice
- Vote - offers a Like or Dislike selection in the survey - image icons can be customised

All Survey question and answer selections are collected into our Reporting database

Advanced kiosk options are created using the Event tab. Here you can:

- Submit selection on click
- Go To another Scene when a particular answer is clicked
- Trigger an Event when a selection is clicked

Questions and Answers

Name the first page of the survey.

Single Choice

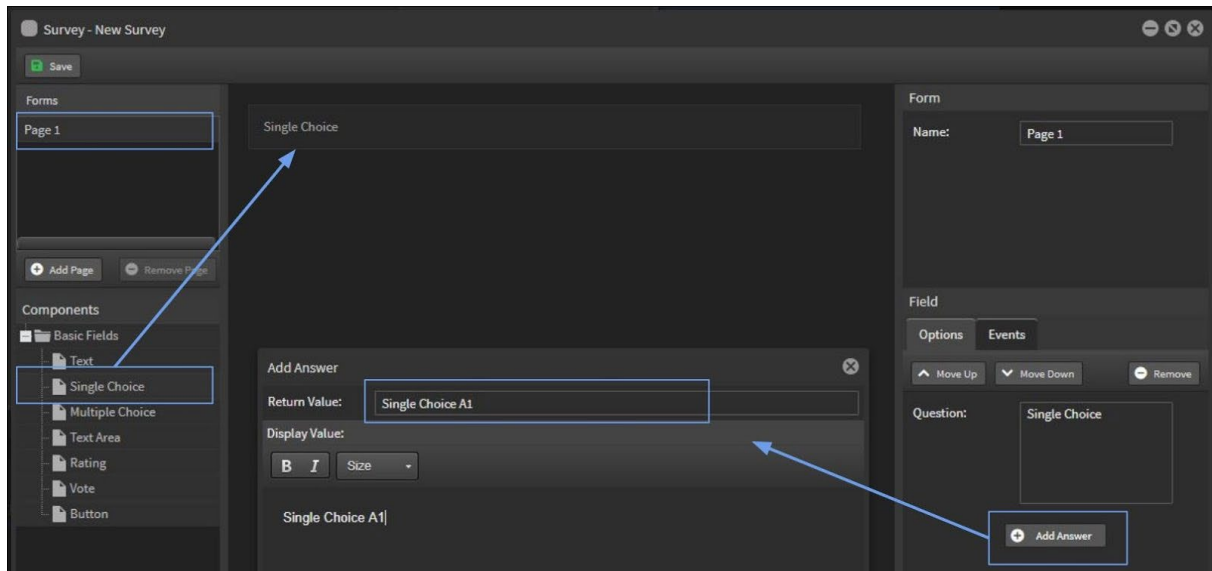
Drag the Single Choice component over onto the build area

Type the Question in the Question Field area

Click the 'Add Answer' button and type the answer into the 'Return Value' field - this is the result that will appear in the Report data for this survey.

Click in the 'Display Value' field - this answer text will appear in the survey when you add it into the scene.

Add as many answers as required.



Multiple Choice

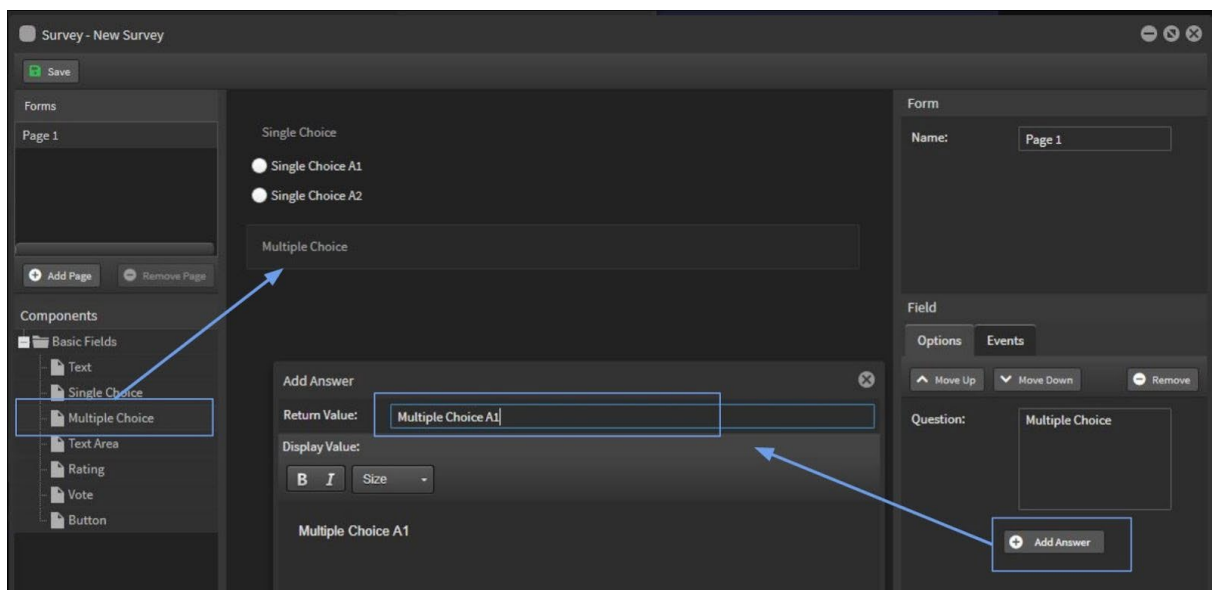
Drag the Multiple Choice component over onto the build area

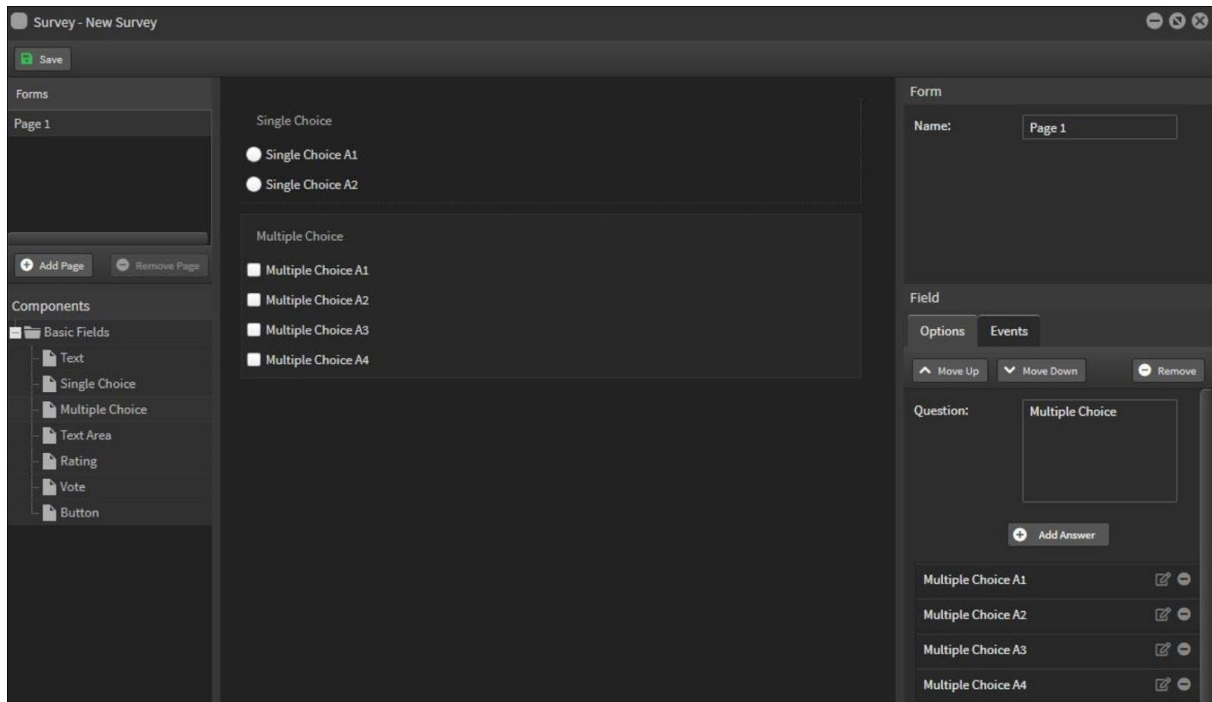
Type the Question in the Question Field area

Click the 'Add Answer' button and type the answer into the 'Return Value' field - this is the result that will appear in the Report data for this survey.

Click in the 'Display Value' field - this answer text will appear in the survey when you add it into the scene.

Add as many answers as required.





Text Fields

Name the second page of the survey.

Text

Drag the Text component over onto the build area

Fill in the title in the 'Text' field

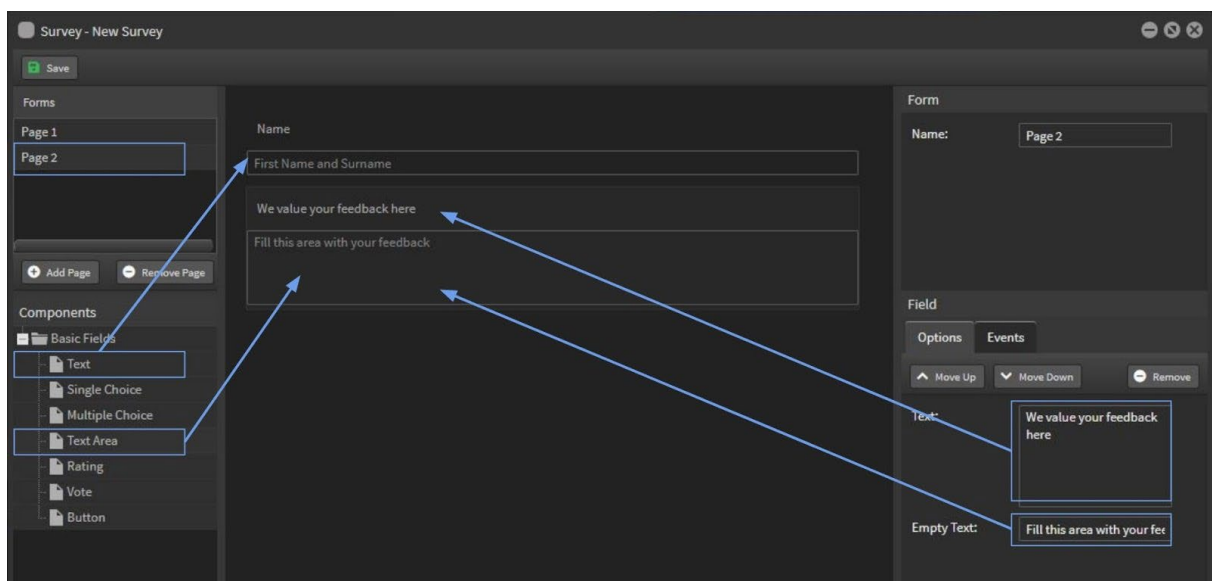
Fill in the description into the 'Empty Text' field - this is replaced when the user types their response

Text Area

Drag the Text Area component over onto the build area

Fill in the title in the 'Text' field

Fill in the description into the 'Empty Text' field - this is replaced when the user types their response

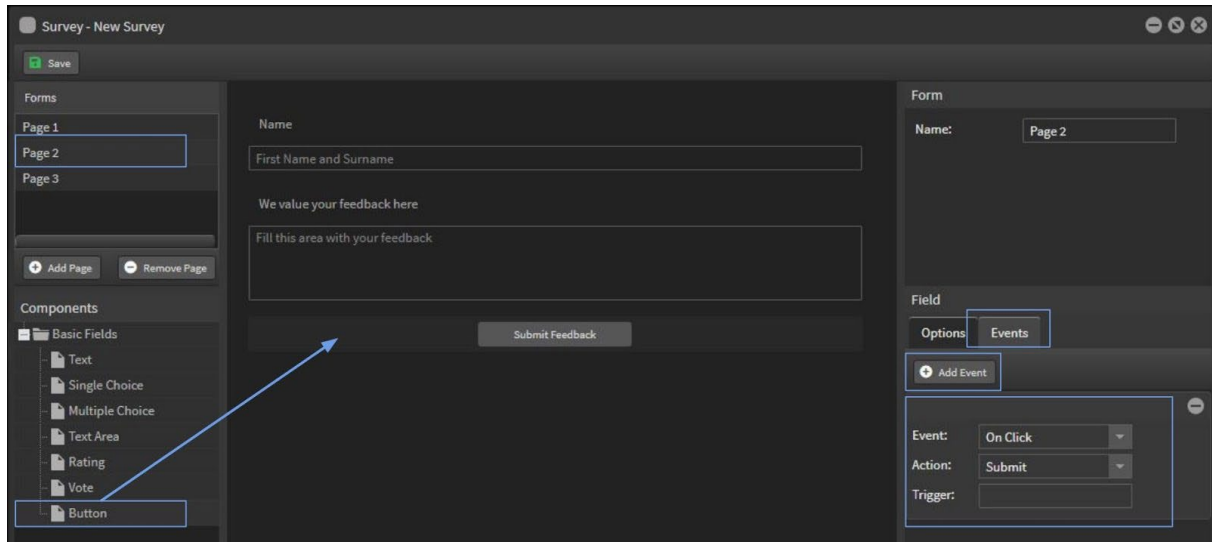


Button

Drag the Button component over onto the build area

Add a title for the button in the Options area at right

Click the Event tab and select 'On Click' - then select the Action: Submit or Trigger [required]



Rating and Voting responses

Name the third page of the survey.

Rating

Drag the Rating component over onto the build area

Type the title into the 'Question' field

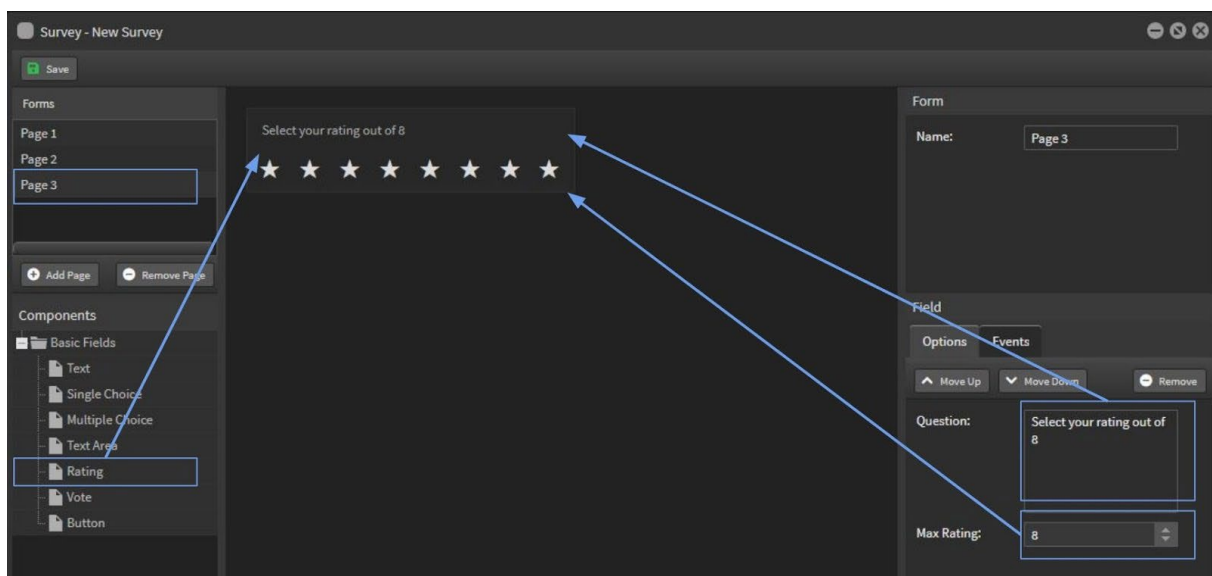
Select the number of stars for the rating

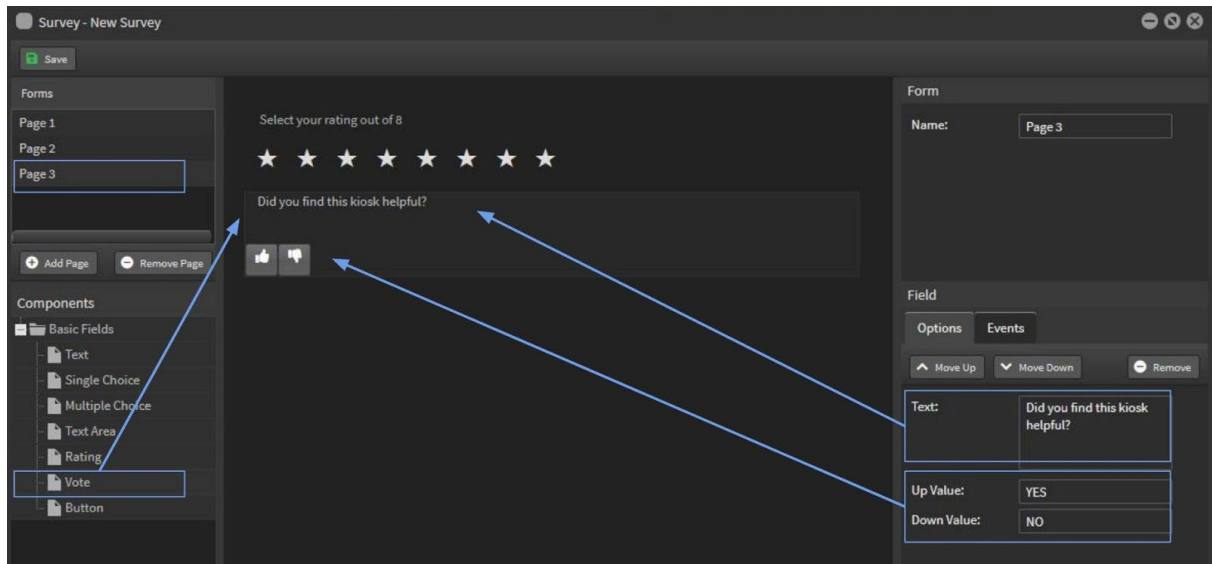
Vote

Drag the Vote component over onto the build area

Type the title into the 'Text' field

Type the Up and Down Values into their fields - this is the data that will appear in the survey report





Events

These can be applied to answers but are optional.

[Go to another scene on click](#)

Event: Select 'On Answer'

Action: Select 'Go To Scene'

Answer: Choose the answer from the dropdown list

Transition: Select a transition animation if needed

Scene: Click the Choose Content button and select a scene

Now the kiosk will move to that scene when the user clicks on that answer - useful to direct the user down a path of question and answers to a desired end point.

[Trigger an Event on click](#)

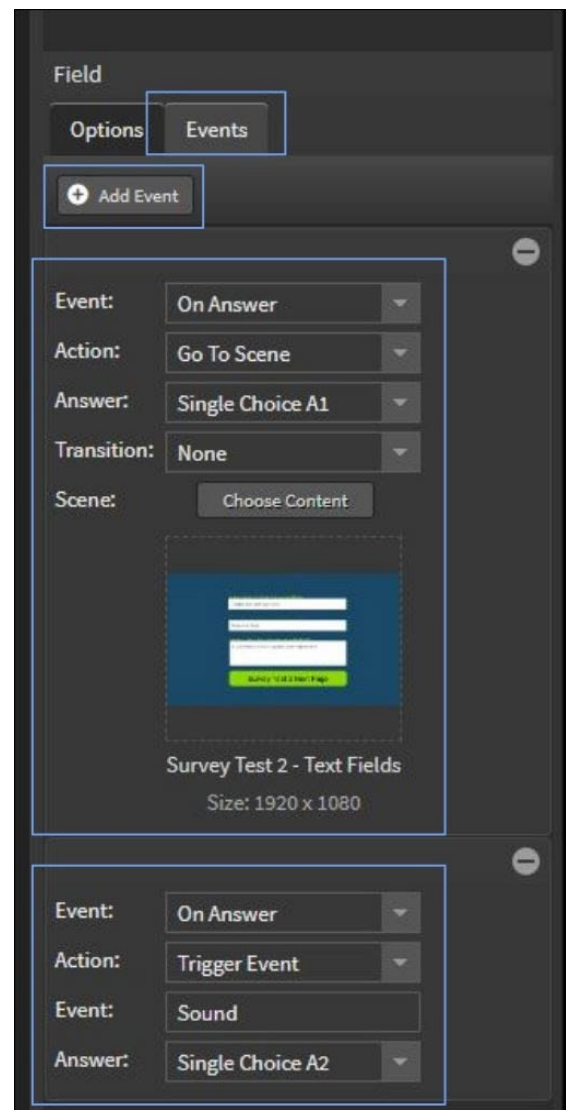
Event: Select 'On Answer'

Action: Select 'Trigger Event'

Event: This name is the same as the Event Name in your scene.

Answer: Choose the answer from the dropdown list

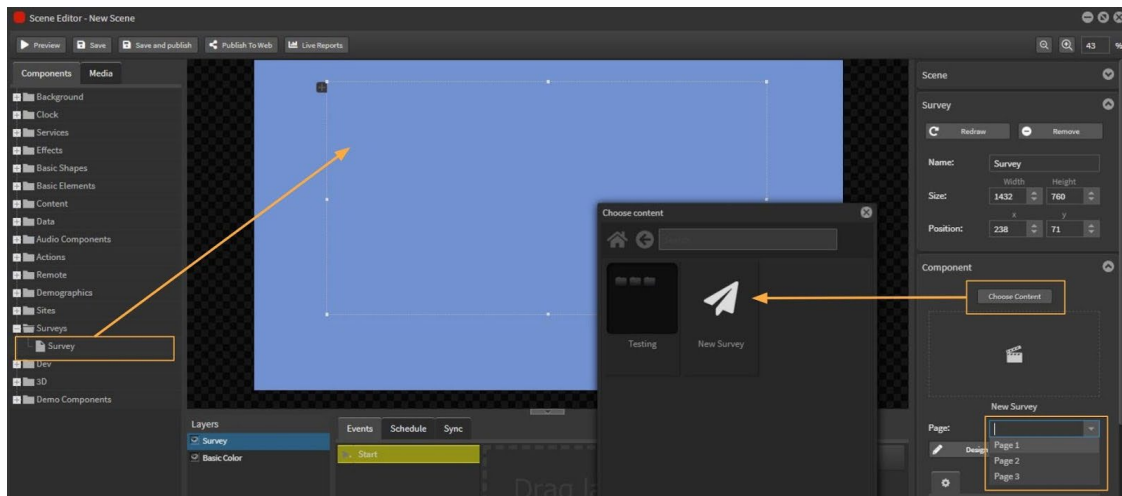
Now an Event will occur when the user clicks on that answer - useful to display a popup in the scene or trigger another scene on another player screen.



Designing a Survey in a scene

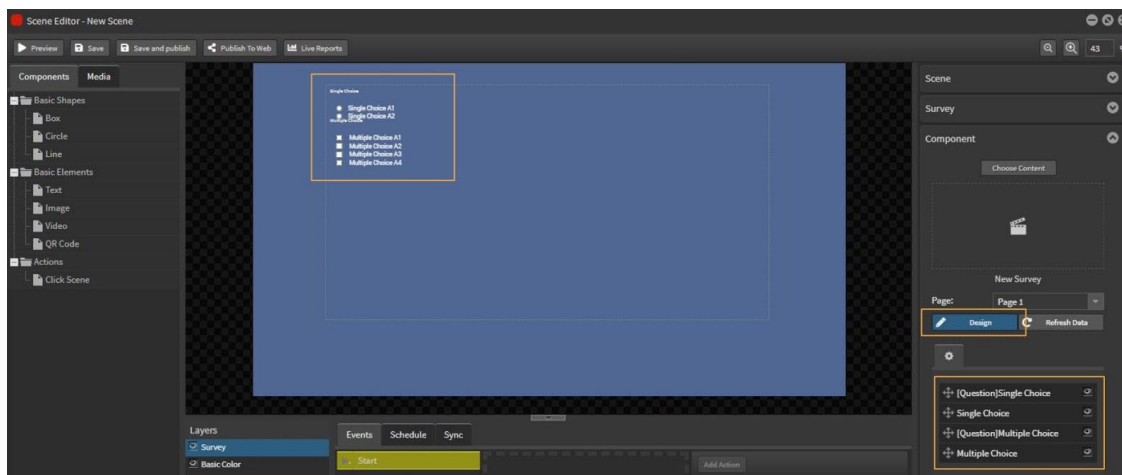
Open a new scene in the scene editor and drag the Survey component onto the edit area.

Click the 'Choose Content' button and select the Survey datasource and the Page from that Survey source.

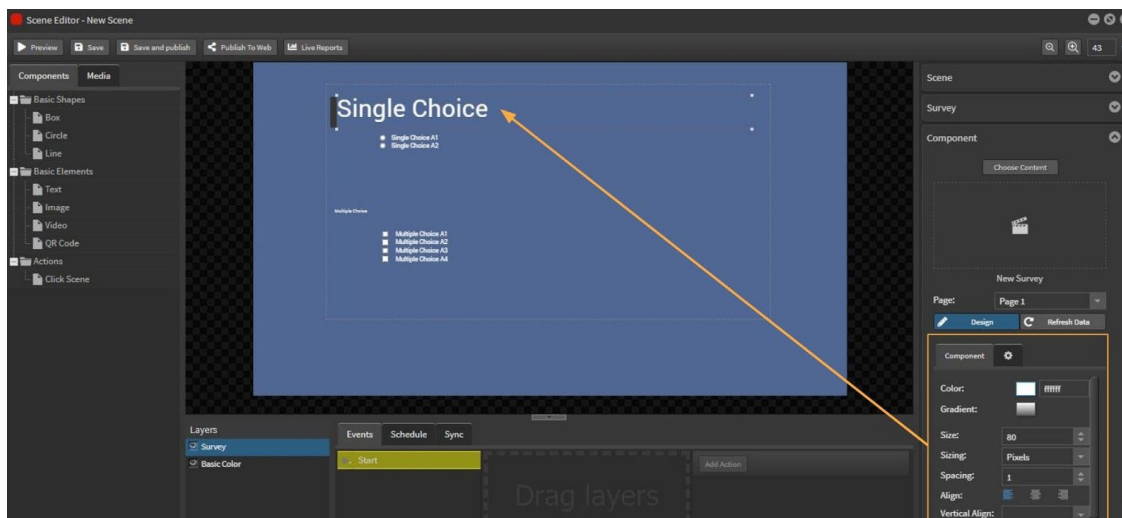


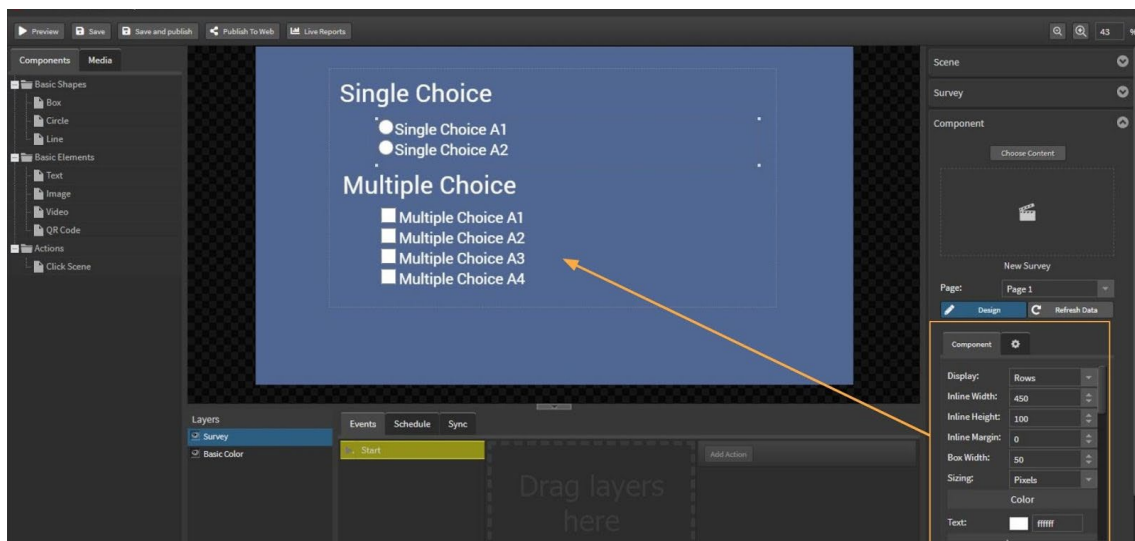
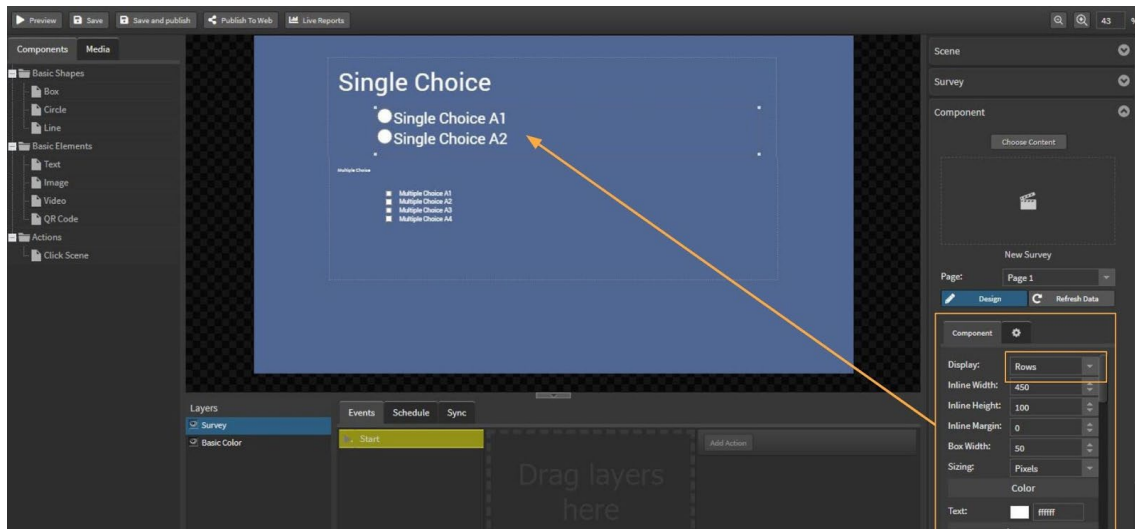
Questions and Answers

You can hide any questions and answers that are not required for this scene.



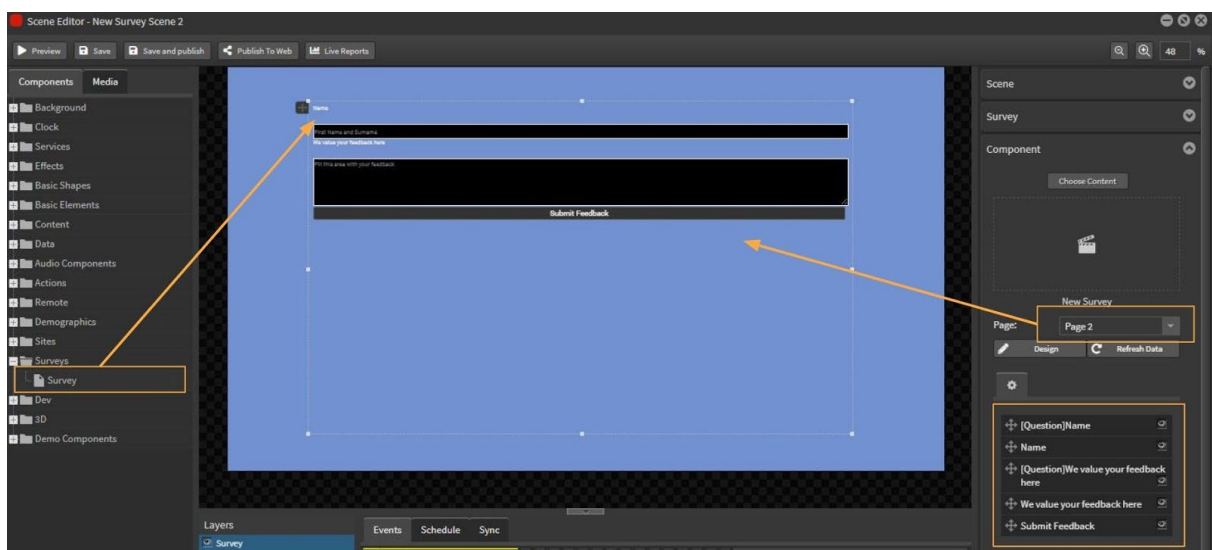
Select 'Design' mode to format each element of the survey by font, size, color and alignment.



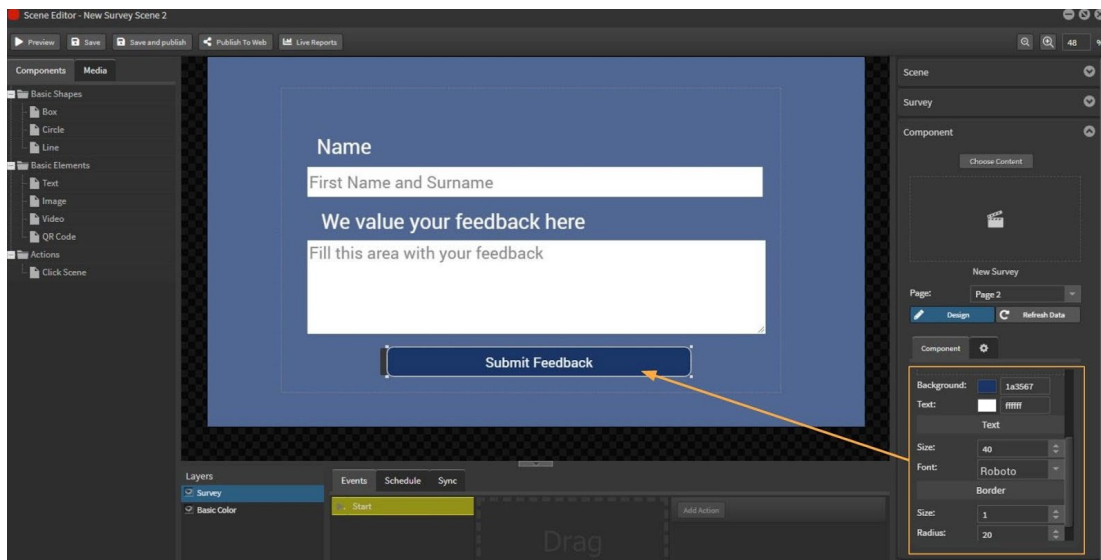
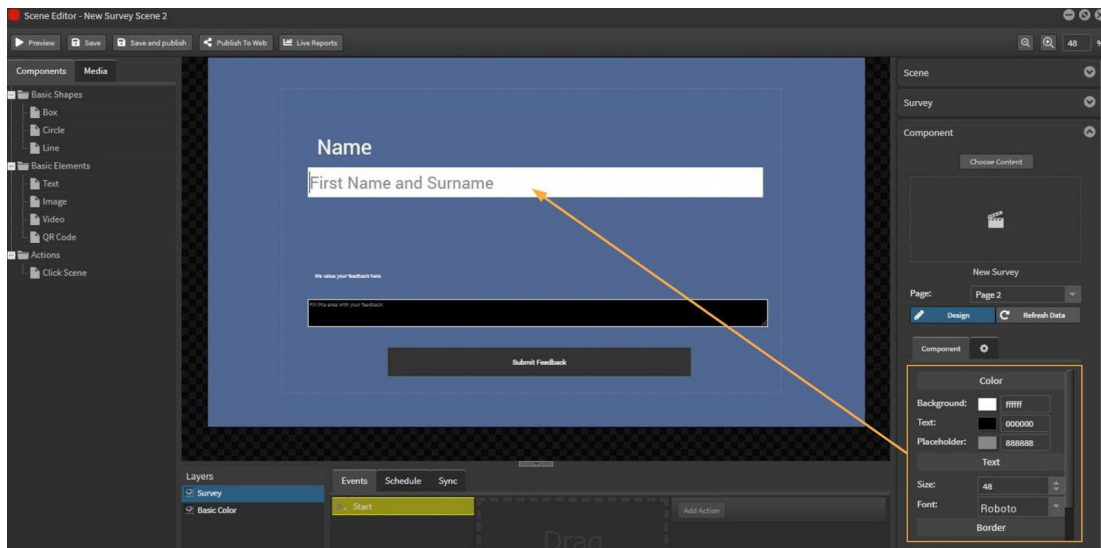


Text fields and Submit Button

Open a new scene in the scene editor and drag the Survey component onto the edit area. Click the 'Choose Content' button and select the Survey datasource and the Page from that Survey source. You can hide any Text Fields that are not required for this scene.

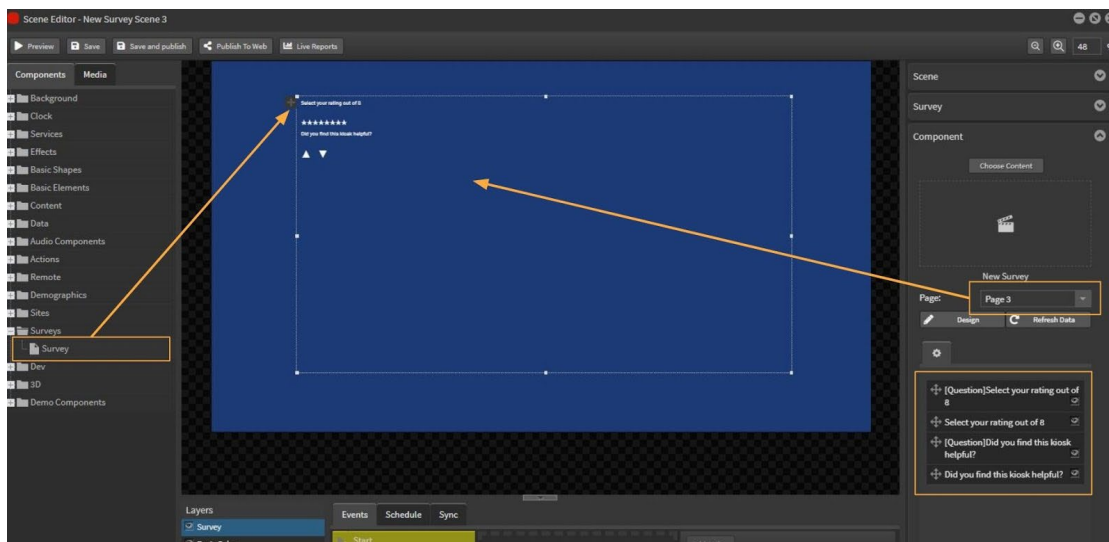


Select 'Design' mode to format each element by font, size, text and background color and alignment.

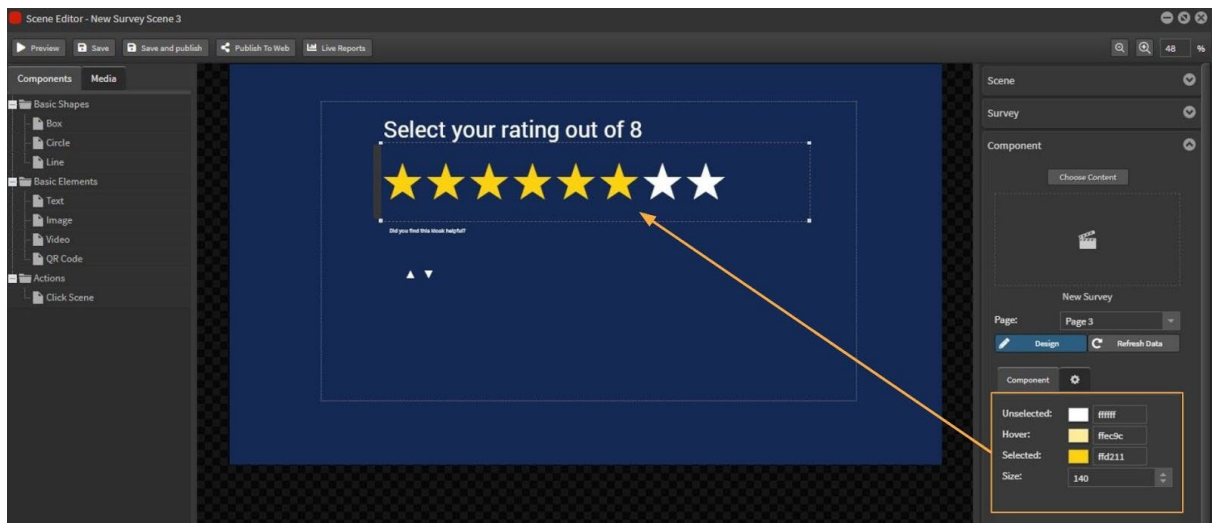


Rating and Vote components

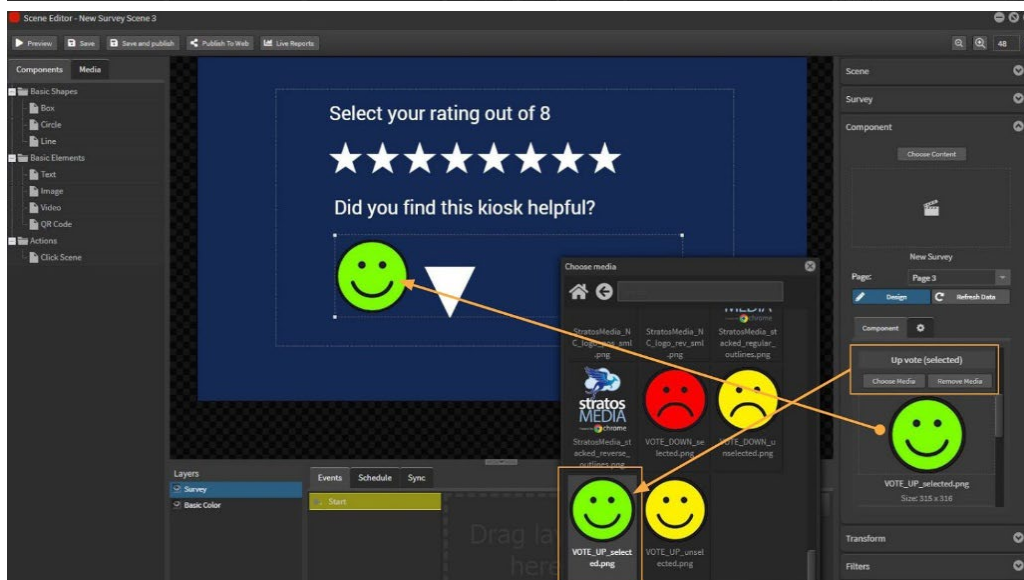
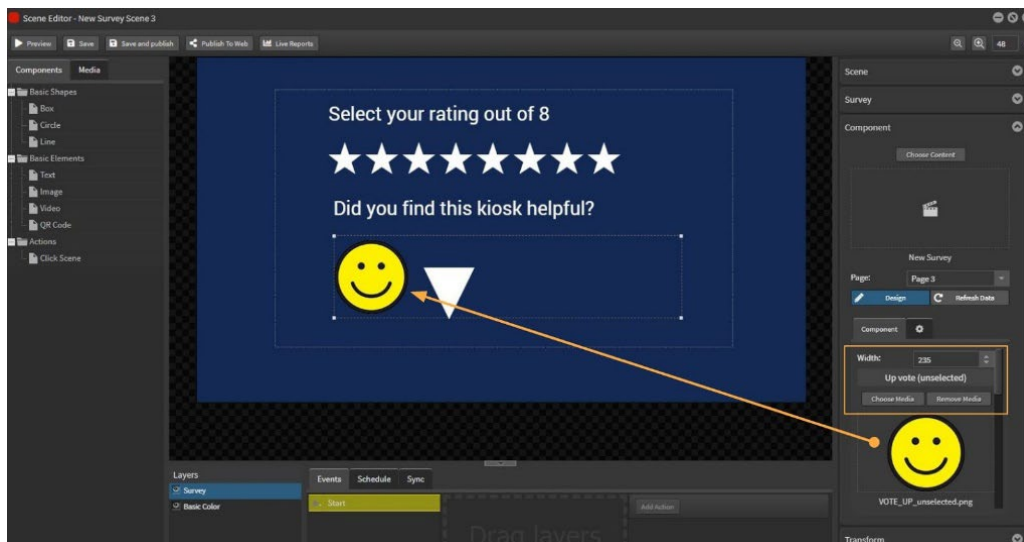
Open a new scene in the scene editor and drag the Survey component onto the edit area. Click the 'Choose Content' button and select the Survey datasource and the Page from that Survey source.

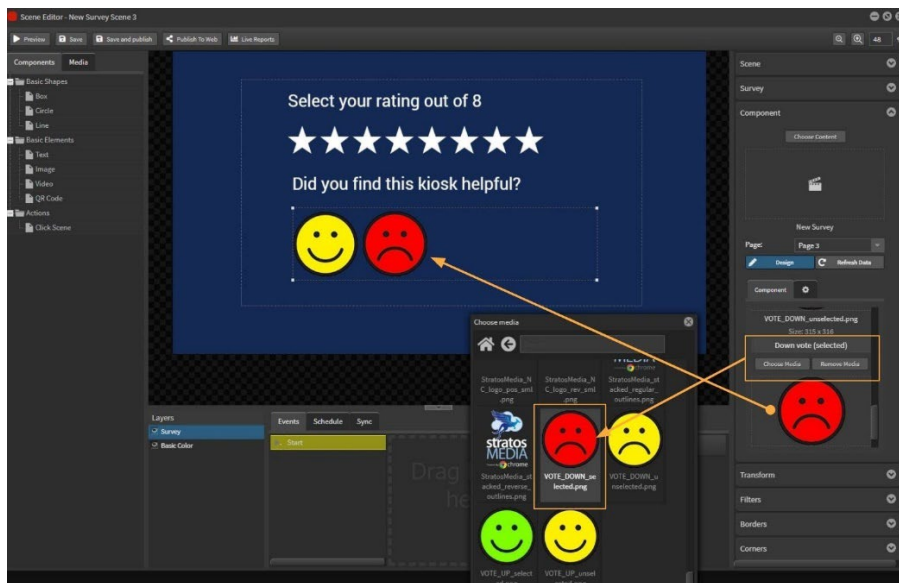
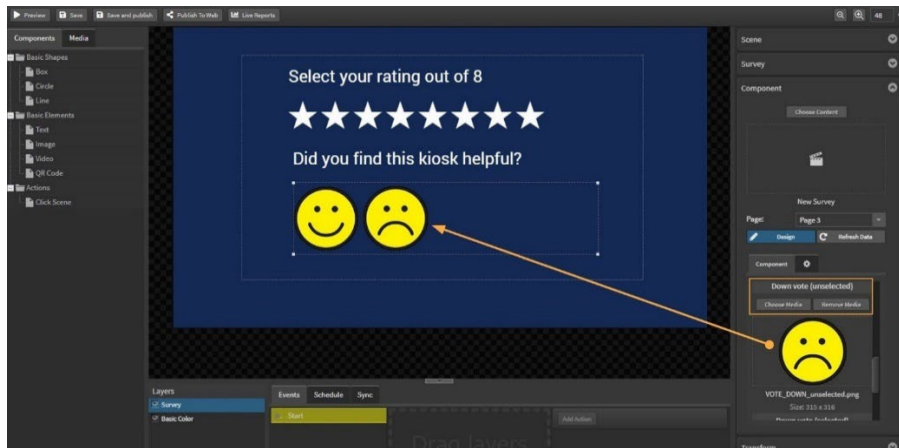


Select 'Design' mode to format each element of the Rating by font, size, star color and alignment.



Add your own custom images for the Vote icons to show unselected and selected status: for example, Thumbs Up and Down, Happy or Sad Faces.

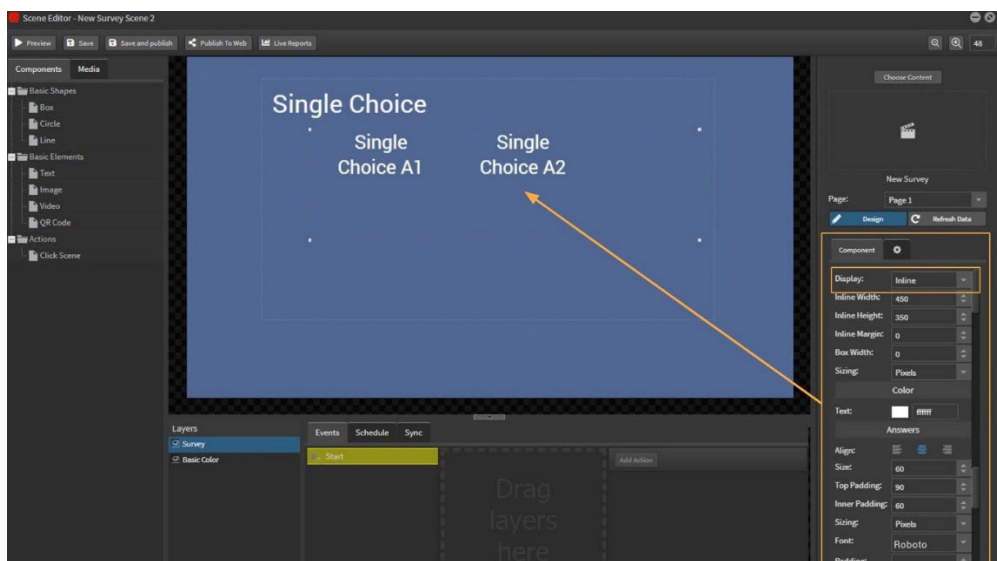




Once all scenes have been built then you add them to the Kiosk Mode Channel and drop onto the Player. See Section 3.0 Kiosk [Touch Interactive] for more information on how to build kiosks.

Using the survey as an interactive Question and Answer tool

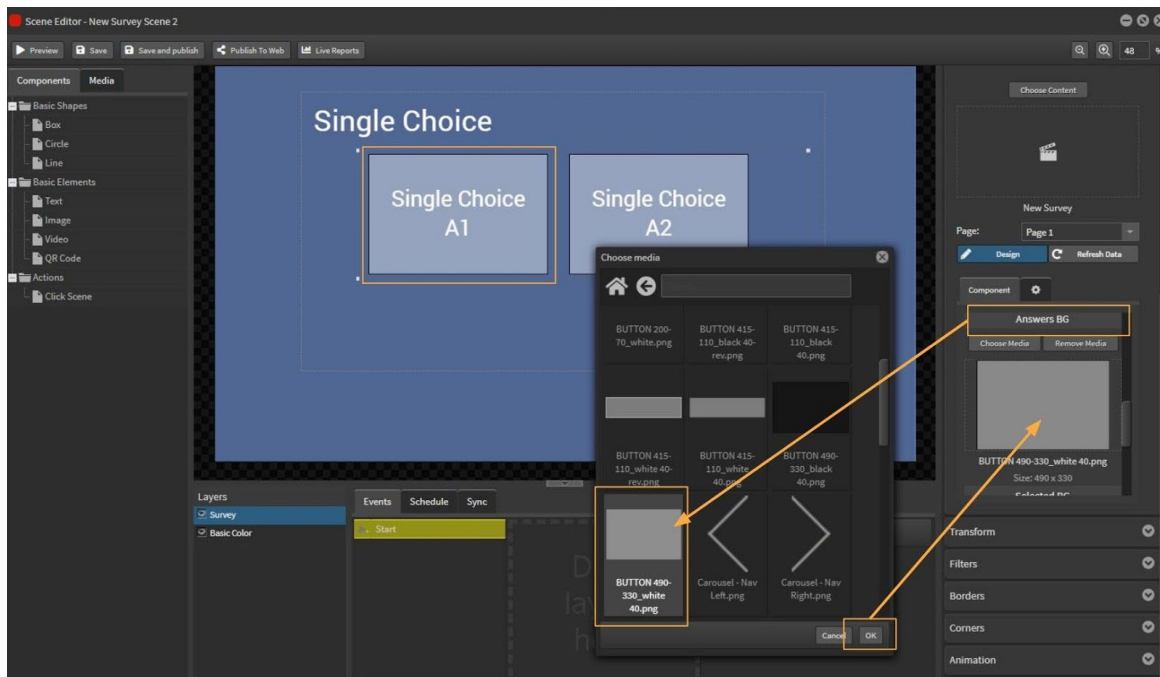
Interactive buttons can be built using images to indicate a selected answer to take the user to another scene. Select the 'Inline' option for Single Choice answers.



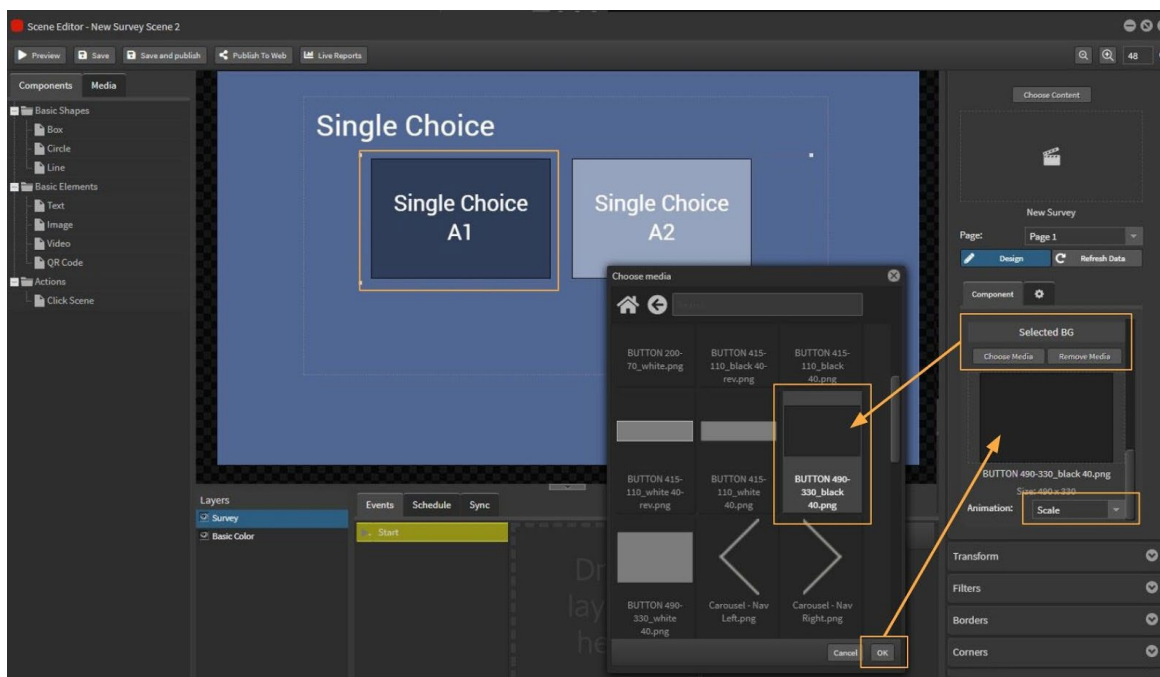
Height, width, margins and padding options allow you to position the text and buttons in the component.

There are two status options available - unselected answers and then the selected answer.

Choose a suitable graphic image from the Media Library for each.



The Selected option includes an animation effect to indicate that the button has been touched.



Now the answers will change color and pulse before moving to the next question or scene.

Survey Reports

Select the Survey tab and the StratosMedia Surveys in your account will be displayed in the window panel.

This will reflect your folder structure with Folders, nested Folders and individual surveys.

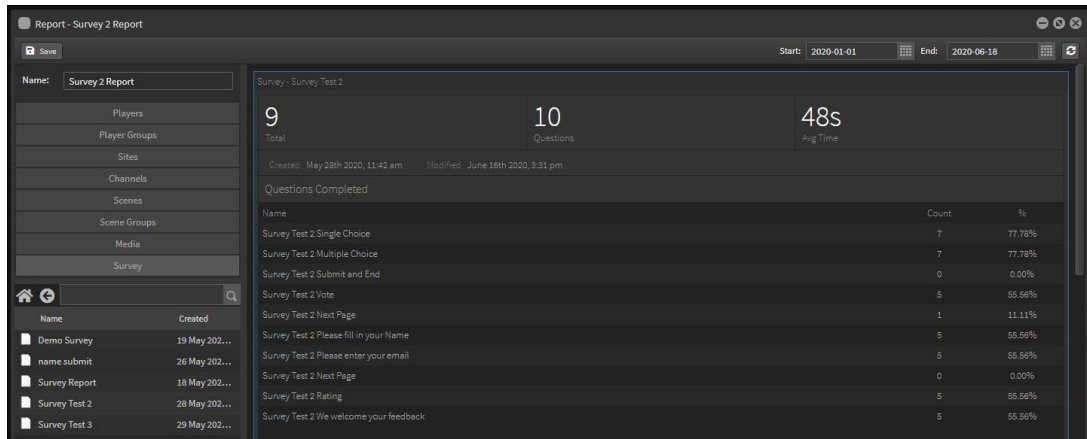
Select a survey from the list and drag it across into the main panel area.

This will display reports for a StratosMedia Survey that has been included in a scene on a kiosk on a player.

Survey Report will document clicked or submitted results from a StratosMedia Survey.

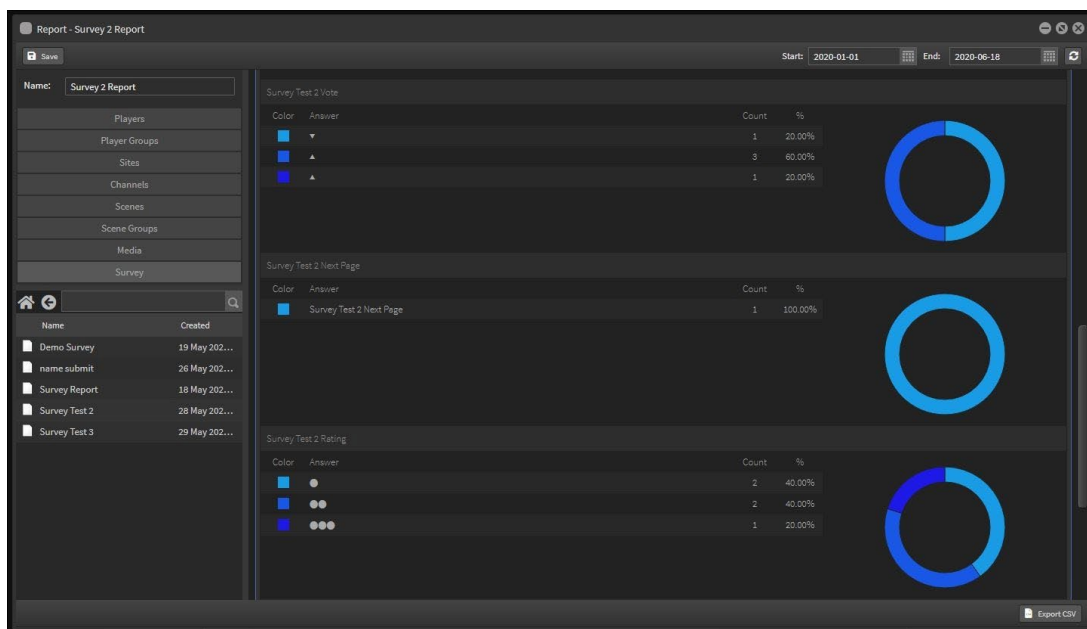
Data is displayed as a visual Summary or as detailed Raw Data.

Summary Report



Survey options include:

- Single Choice question and answers
- Multiple Choice questions and answers
- Text area for written responses
- Rating the experience - eg 4 out of 5 stars
- Vote - eg. Yes or No, Like or Dislike



Survey Report will collect and display data for:

Questions Completed and Answer Details

Raw Data

To access the Raw data, right click in the main data window panel select Type and Raw Data

Report - Survey 2 Report

Save Start: 2020-01-01 End: 2020-06-18

Name: Survey 2 Report

Survey - Survey Test 2

Site ID	Site Name	Player ID	Player Name	Session ID	Survey ID	Survey Name	Time	Males	Females	Avg Age	Question	Answer
-	-	5eb091c577e2340456da97f	BRIS184_CTVE_chrome	79f52ce9-bb5a-44dc-a25a-3aaa1d568789	Secd171a77e2384cad4b89	Survey Test 2	2020-06-02 14:10:42	0	0	-	Survey Test 2 Vote	0
-	-	5eb091c577e2340456da97f	BRIS184_CTVE_chrome	79f52ce9-bb5a-44dc-a25a-3aaa1d568789	Secd171a77e2384cad4b89	Survey Test 2	2020-06-02 14:10:39	0	0	-	Please enter your email	help@me
-	-	5eb091c577e2340456da97f	BRIS184_CTVE_chrome	79f52ce9-bb5a-44dc-a25a-3aaa1d568789	Secd171a77e2384cad4b89	Survey Test 2	2020-06-02 14:10:39	0	0	-	Please fill in your Name	help me
-	-	5eb091c577e2340456da97f	BRIS184_CTVE_chrome	79f52ce9-bb5a-44dc-a25a-3aaa1d568789	Secd171a77e2384cad4b89	Survey Test 2	2020-06-02 14:10:42	0	0	-	Survey Test 2 Rating	2
-	-	5eb091c577e2340456da97f	BRIS184_CTVE_chrome	79f52ce9-bb5a-44dc-a25a-3aaa1d568789	Secd171a77e2384cad4b89	Survey Test 2	2020-06-02 14:10:39	0	0	-	We welcome your feedback	
-	-	5ed73cd877e235ecce8743c	184_CTVE_chrome	0dc55a3e-c97b-403f-8ca9-2b78a2393904	Secd171a77e2384cad4b89	Survey Test 2	2020-06-03 16:02:45	0	0	-	Survey Test 2 Multi Answer	3
-	-	5ed73cd877e235ecce8743c	184_CTVE_chrome	0dc55a3e-c97b-403f-8ca9-2b78a2393904	Secd171a77e2384cad4b89	Survey Test 2	2020-06-03 16:02:45	0	0	-	Survey Test 2 Single Choice	Survey Test 2 Single Answer 2
-	-	5ed73cd877e235ecce8743c	184_CTVE_chrome	0dc55a3e-c97b-403f-8ca9-2b78a2393904	Secd171a77e2384cad4b89	Survey Test 2	2020-06-03 16:03:22	0	0	-	Survey Test 2 Please enter your email	2 email 1
-	-	5ed73cd877e235ecce8743c	184_CTVE_chrome	0dc55a3e-c97b-403f-8ca9-2b78a2393904	Secd171a77e2384cad4b89	Survey Test 2	2020-06-03 16:03:22	0	0	-	Survey Test 2 Please fill in your Name	2 name 1
-	-	5ed73cd877e235ecce8743c	184_CTVE_chrome	0dc55a3e-c97b-403f-8ca9-2b78a2393904	Secd171a77e2384cad4b89	Survey Test 2	2020-06-03 16:03:22	0	0	-	Survey Test 2 We welcome your feedback	
-	-	5ed73cd877e235ecce8743c	184_CTVE_chrome	3009f6ce-8fb-4e03-9379-6cc2b313d0c1	Secd171a77e2384cad4b89	Survey Test 2	2020-06-03 16:04:27	0	0	-	Survey Test 2 Multi Answer	3
-	-	5ed73cd877e235ecce8743c	184_CTVE_chrome	3009f6ce-8fb-4e03-9379-6cc2b313d0c1	Secd171a77e2384cad4b89	Survey Test 2	2020-06-03 16:04:27	0	0	-	Survey Test 2 Single Choice	Survey Test 2 Single Answer 2
-	-	5ed73cd877e235ecce8743c	184_CTVE_chrome	3009f6ce-8fb-4e03-9379-6cc2b313d0c1	Secd171a77e2384cad4b89	Survey Test 2	2020-06-03 16:05:06	0	0	-	Survey Test 2 Vote	Survey Test 2 - HQ

Report CSV

This shows Player ID and Name, Session ID, Survey ID and Name, Timestamp, Gender and Age [if activated], Questions and Answers.

The Raw data can be downloaded as a csv file and then filtered as required.

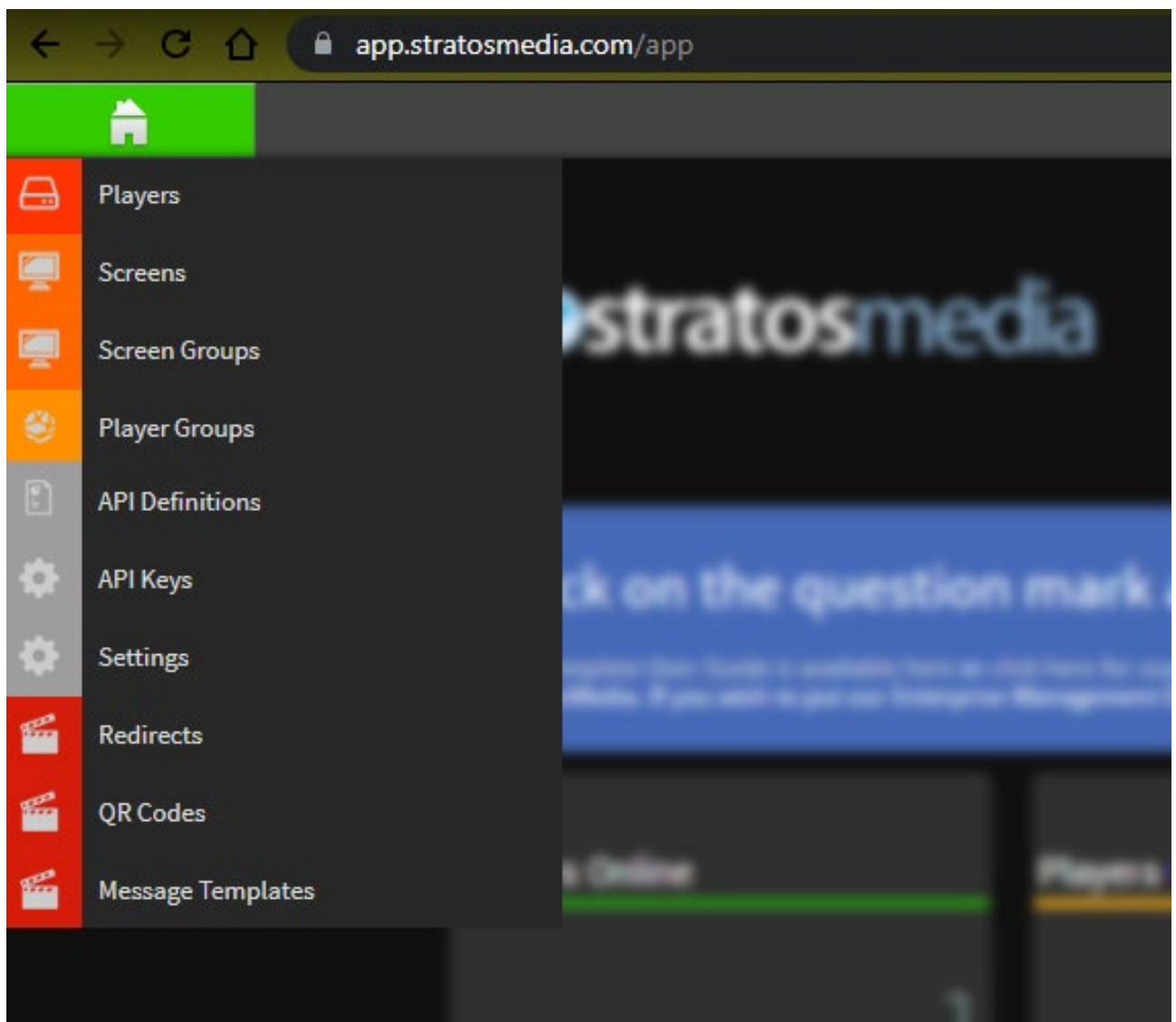
14.0 API Definitions

API Definitions are used to create templates for new types of data sources alongside the existing types such as Custom, Azure, Excel/CSV, RSS, and Weather.

This template will then be available as a datasource type for creating new data sources. Input parameters can be specified in the data source once it's been created.

Once you have populated your datasource this can be linked into a scene for display on your panels. This is a dynamic datasource and will show current information and real-time updates depending on your customised parameters.

Open the API Definition tool from the green home dropdown menu. Scroll down to locate in list.



The API definition editor can be roughly broken up into 6 different areas.

API Editor - Exchange Rates

Save

Type: HTTP Returns: CSV Auth: None Data: Replace

Name: Exchange Rates

Description: Exchange rate 60 mins

URL: https://www.alphavantage.co/query

Operation: GET

Content-Type: Form (URL Encoded)

Valid For (secs): 0

☒ First row is header

Parameters

Name	Type	Send As	Display	Default
function	Text	Default	Hide	FX_INTRADAY
from_symbol	Text	Default	Show	GBP
to_symbol	Text	Default	Show	EUR
interval	Text	Default	Hide	60min
datatype	Text	Default	Hide	csv
apikey	Text	Default	Hide	AAAAAAAAAAAA...

Field Mapping

From	To	Type	Default
high	high	Text	
timestamp	timestamp	Text	
open	open	Text	
low	low	Text	
close	close	Text	

from_symbol: EUR

to_symbol: USD

Save & Test

Decoded Mapped Raw Headers

Key	Value
[99]	
[98]	
[97]	
[96]	
[95]	
[94]	
[93]	
[92]	
[91]	
[90]	
[89]	
[88]	
[87]	
[86]	
[85]	
[84]	
[83]	
[82]	
[81]	
[80]	
[79]	
[78]	
[77]	
[76]	

API settings

Save

Type: HTTP Returns: CSV Auth: None Data: Replace

Type

The available options are REST, XML, HTTP or Webhook

REST

Allows GET, POST, PUT, PATCH, DELETE methods. Parameters set to Send As default will be key value pairs in a JSON object

XML

Formats the parameters as XML in the request body. Allows GET, POST, PUT, PATCH, DELETE

HTTP

Allows GET and POST methods. Parameters set to Send As default will be in the form key1=value1&key2=value2

Webhook

Creates a URL in StratosMedia that data can be POSTed to

Returns

The format data is returned in. It can be JSON, XML, CSV or CSV Stream.

This format needs to be selected for the returned data to be processed

Auth

Authorisation method to be used for this request. If this requires user input this will be available to the user when creating a data source.

Available options are None, HTTP basic, OAuth2, AWS and API Key (only if type is webhook)

Any inputs required for these methods will be displayed in the preview section in the top right. Values entered here will not carry through to any data sources created from this API definition, they are only used for testing the API definition.

None

No authentication needed

AWS

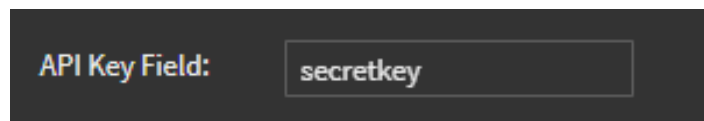
Credentials to access AWS. Selecting this adds fields for your access key, secret key, host, region and service. For further details see: <https://docs.aws.amazon.com/general/latest/gr/aws-sec-cred-types.html#access-keys-and-secret-access-keys>

HTTP Basic

Username and password for services that use HTTP basic authentication

API Key (webhook only)

Selecting this will add a new field on the left "API Key Field". Enter a name for the field you will be using here.

A dark-themed UI element showing a label "API Key Field:" followed by a text input box containing the text "secretkey".

Data posted to the webhook must include a field at the top level with the value of this field as the key. The value must be an API key for your StratosMedia account.

Data sources created from this API definition must have this field or else the data won't be updated. If this field is missing or incorrect the response will be {"ok":false,"err":"Invalid security credentials"}

This is only verified for data sources, not when testing the API definition itself.

Data

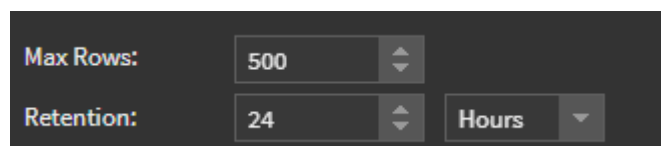
This setting is used to control what happens to old data when there is new data

Append - add new data to the end of existing data

Insert - add new data at the top of existing data

Replace - drop old data, only using new data

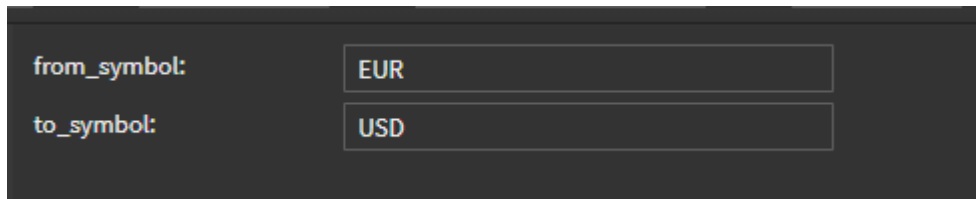
When using insert or replace there will be additional options added on the left.

A dark-themed UI element showing two settings: "Max Rows:" with a value of "500" and "Retention:" with a value of "24" and a unit selector set to "Hours".

Max Rows is the threshold at which oldest rows will be dropped as new rows are added.

Retention allows you to set a time period for retention of rows, once a row reaches this age it will be removed.

Preview

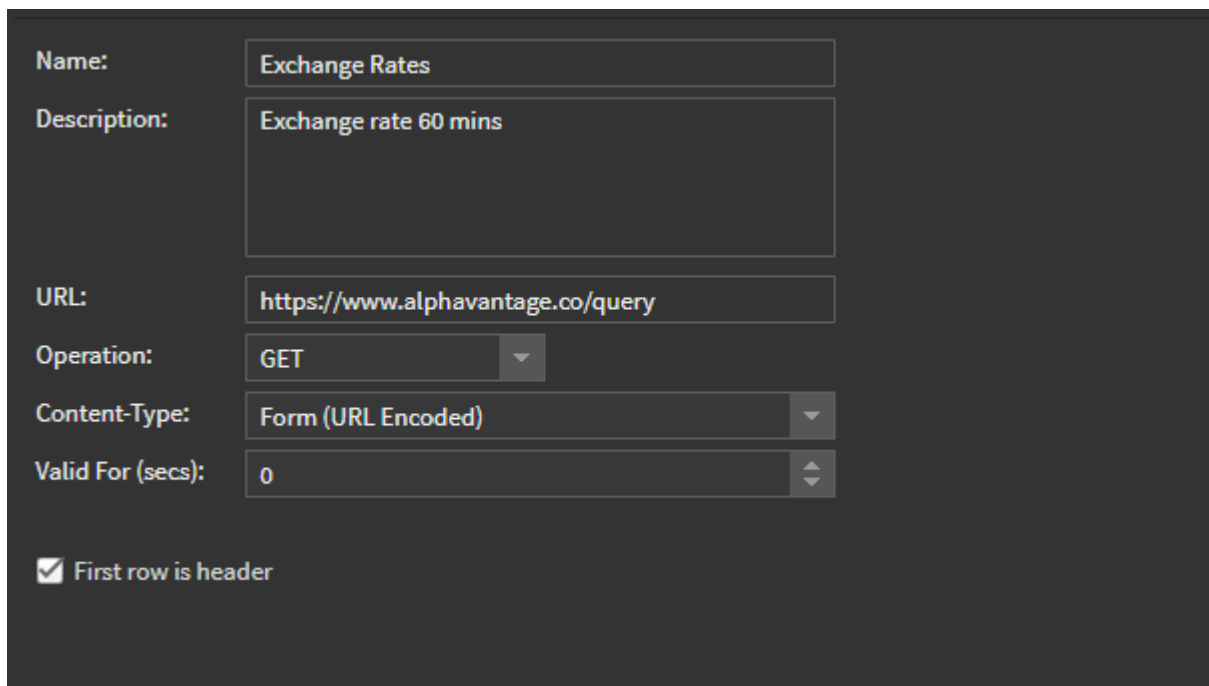


from_symbol: EUR

to_symbol: USD

The area in the top right is a preview of what the data source creation will look like, showing what input fields are available. This will include any input parameters as well as any authentication fields.

API Details



Name: Exchange Rates

Description: Exchange rate 60 mins

URL: https://www.alphavantage.co/query

Operation: GET

Content-Type: Form (URL Encoded)

Valid For (secs): 0

☒ First row is header

Name

Name of data source type as it will appear in data source creator

Description

Description that appears on the right in data source creator tool

URL

URL that the request is sent to (for HTTP, REST, XML)

For a webhook this will be the URL generated when the API is saved for the first time.

Operation

The HTTP Request method to use for this request. The options will vary depending on what type is selected

HTTP - GET, POST

XML, REST - GET, POST, PUT, PATCH, DELETE

Webhook - N/A

Content-Type

A dropdown of common content types, this can be overridden with a custom value by typing in the box. This will set the content-type header sent in the request

Valid For

Set a validity period for the data in seconds. Use this if you need to ensure that expired data is not displayed, e.g. if you are using a webhook and the source stops sending data or if you have a player that may be offline for periods of time. Any scenes that contain expired data won't be displayed on a player - they will be skipped over.

Leave this at 0 if you don't want the data to expire.

Data Property

This is only available if the Returns value has been set to JSON or XML

Path to the array of items to be returned in the data source, levels are separated by a .

CSV Settings

If the Returns value has been set to CSV there will be some additional options available

First Row is Header: a checkbox to indicate if the first row of the data is the header

Column Names: What to use as the column names, only available if "first row is header" is not checked

Parameters

A list of parameters, new parameters are added by clicking + and removed with -

Parameters can be re-ordered by dragging them up or down

Parameters + -				
Name	Type	Send As	Display	Default
function	Text	Default	Hide	FX_INTRADAY
from_symbol	Text	Default	Show	GBP
to_symbol	Text	Default	Show	EUR
interval	Text	Default	Hide	60min
datatype	Text	Default	Hide	csv
apikey	Text	Default	Hide	AAAAAAAAAAAAA...

Each parameter has a number of properties

Name

Name of parameter, this is the name that is sent and that is displayed when creating a data source

Type

Set the type of the parameter being used, generally this will be the default Text. Some APIs may need bool or number values. Available options are Text, Number, Now, Boolean, Integer

Now

Accepts a string with two parts separated by a comma. The first part specifies the format the date needs to be sent in and the second part specifies any offset. Offset only applies to dynamic % fields

The offsets can be + or -

Supported units are d (days), w (weeks), m (minutes) and h (hours)

e.g. to send a timestamp 1 week in the future you could use the parameter:

```
%Y-%m-%dT%H:%M:%S+00:00,+1w
```

Send As

Specifies how this parameter is used

Default - based on the content type

Header - Included in HTTP Header

None - use this if the parameter is included in the URL using {}

e.g. if an API endpoint was `api.example.com/1000/results.json`, where 1000 is the customer ID

To make the customer ID configurable you could use a parameter named `customerID` set to Send As: None

With the URL set to `api.exmaple.com/{customerID}/results.json`

Display

Can be set to Show or Hide

Show: the field will be shown to users when creating data sources

Hide: the user cannot see or modify this field when creating data sources. When set to Hide, a default value should be specified.

Default

The default value for the parameter, this value will be pre-filled when the user creates a data source. If Display is set to Hide this value is used.

Field Mapping

A list of Field Mappings, new Field Mappings are added with a + and removed with a -

Field Mappings can be re-ordered by dragging them. The order of this list sets the order of the columns in the data source.

This used to map the data that is returned into the data source, not all data that is returned needs to be included.

When the returned data is CSV, each line in the CSV will be a row in the data source.

When the returned data is JSON, each row in the data source is an element in an array. If the array is not at the top level, the data path to the array can be specified using "Data Property"

Field Mapping + -			
From	To	Type	Default
high	high	Text	
timestamp	timestamp	Text	
open	open	Text	
low	low	Text	
close	close	Text	

From

Key of the field in the data that you want to use. If this field is not at the top level of the array the path can be specified by joining it with .

eg. `topLevel.secondLevel.fieldName`

If an item contains an array, all of these items can be included on separate rows using square brackets

eg. `topLevel[].fieldName`

Or if only a specific element on the array is to be used, that can be specified within the square brackets

eg. `topLevel[1].fieldName`

To

The name of the column as it will appear in the data source

Type

Default will format the returned data as text

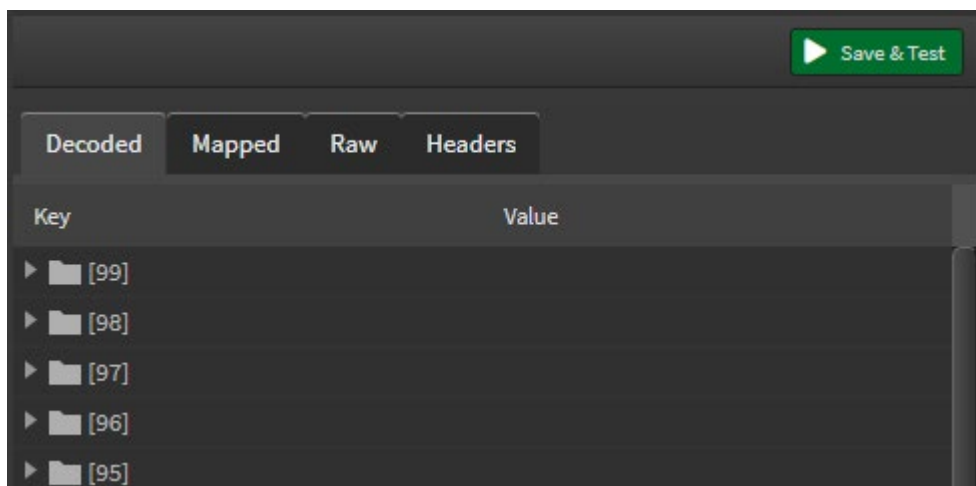
Time will convert the returned value to a Unix time

Timestamp - field value is a Unix timestamp at the time the request was run

Default

The default value, this is what will be used if no data is returned

Response



Data can be pulled (or pushed for a webhook) into the API definition to test it and map the data fields. This data is only available in the API definition, it is not available for use in scene components. To be able to use the data in scenes a data source needs to be created from the API definition. This test data will be available in the bottom right

Save and test

Saves and sends the request, the returned data can be previewed in the tabs:

Decoded: formatted version of returned data, decoded based on the "Returns" setting

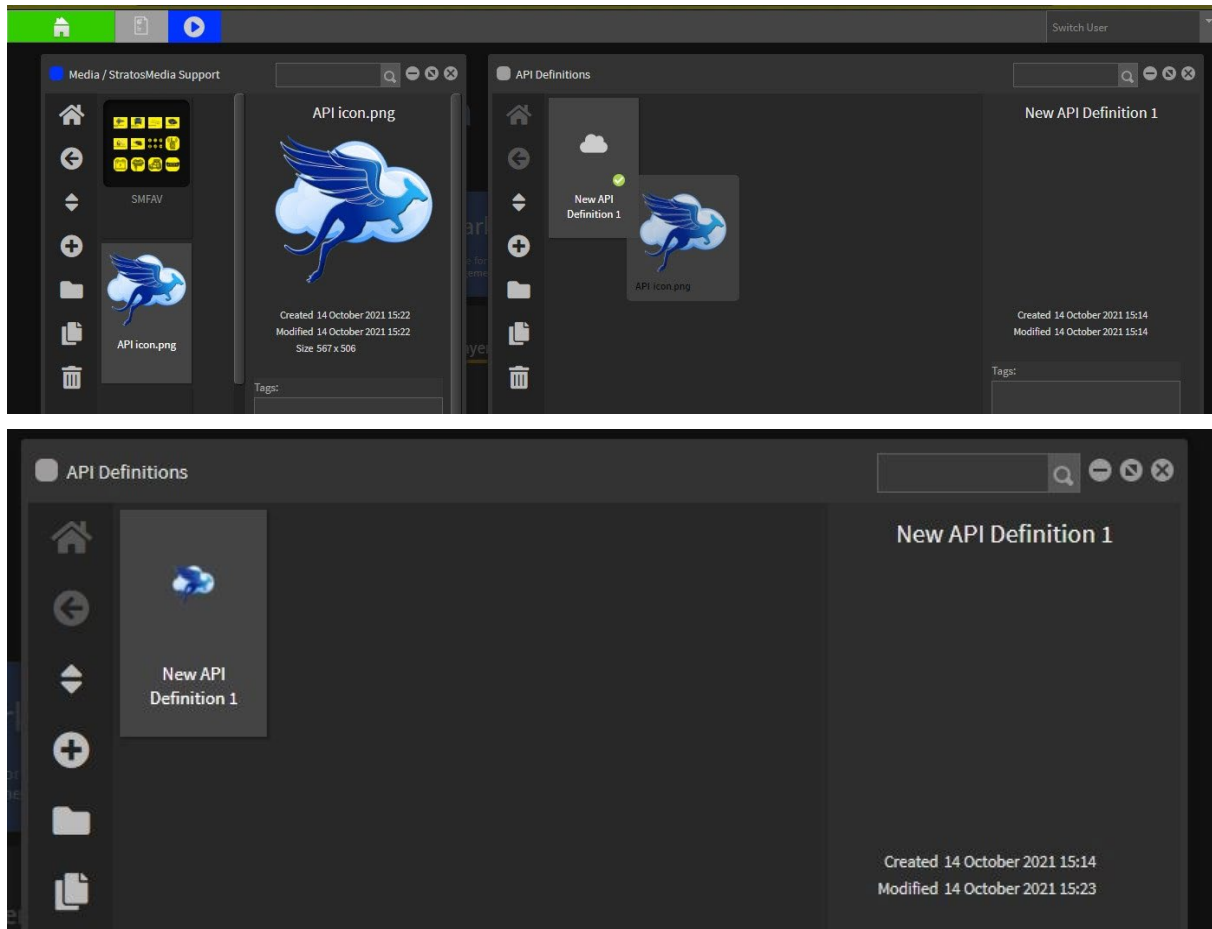
Mapped: Table of the returned data, based on the "Field Mapping" settings

Raw: unformatted version of returned data. Check this tab if nothing is returned in the decoded or mapped tabs, as it may contain error messages if they were included in the response

Headers: Headers for the returned data

AND FINALLY

Once the new API Definition source is created you can customize the icon by dragging media (must be png) from the media library onto the API definition or Datasource button.



You can view our overview video [here](#)

15.0 Comms Ports and IoT Events

15.1 Interaction with Nexmosphere sensors and controls

Transform any digital display into an even more engaging experience by combining StratosMedia platform with the Nexmosphere collection of sensors and controls.

This offers the ability to create unique interactive two-way journeys wherever your Digital Signage is applied.

Nexmosphere offers several interfaces to connect with 3rd party products and sensors.

Please visit the [Nexmosphere website](#) for hardware range, system setup and [controller commands](#).

15.1.1 Player set up

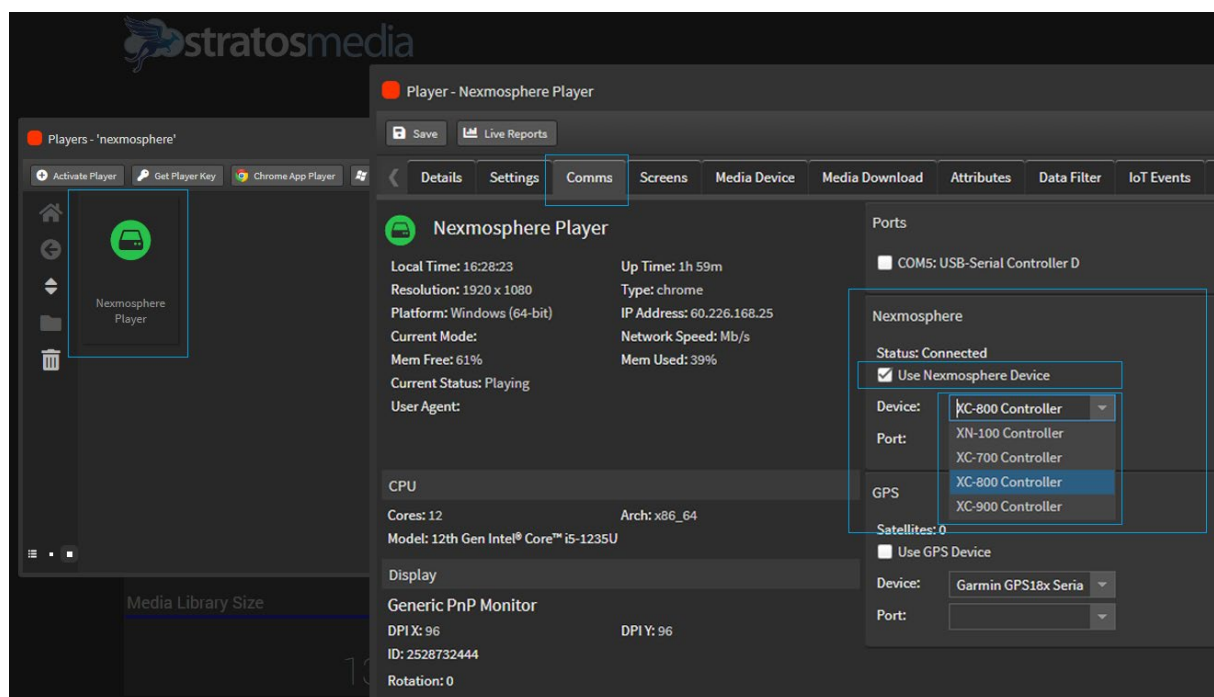
Connect the Nexmosphere device to an enrolled media player in your account.

Open the Player details window.

Select the Comms tab.

Check the Use Nexmosphere Device checkbox.

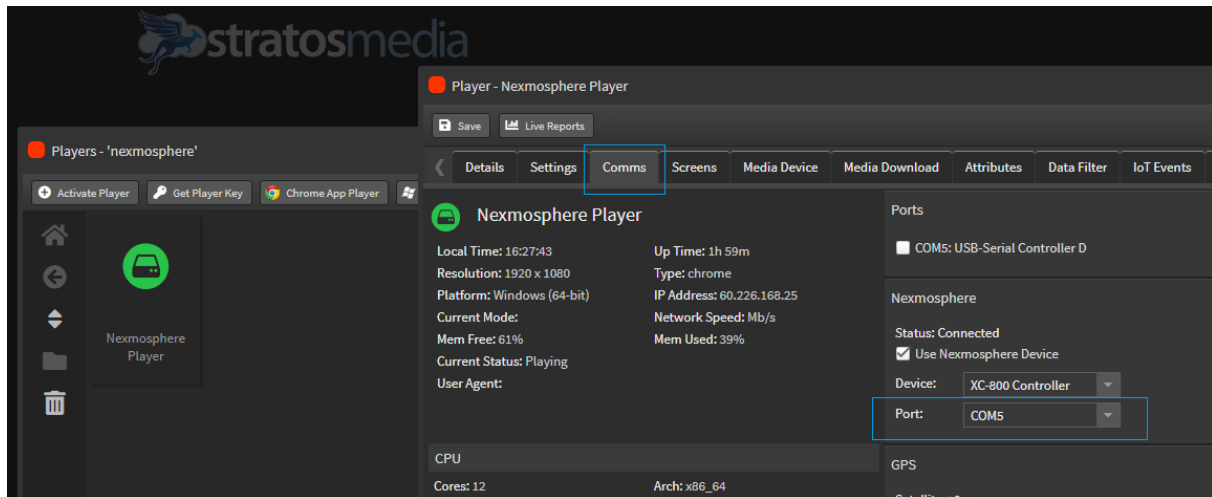
Select your connected device from the Device dropdown options.



Select the port from the dropdown list to connect the Nexmosphere device to the media player.

If there is only one serial device connected, this list will only contain one port (Windows device e.g. COM5)

On a ChromeOS or Linux player, the port will use Linux device name conventions (e.g /dev/ttyUSB0).



15.1.2 Creating Scenes with Nexmosphere components

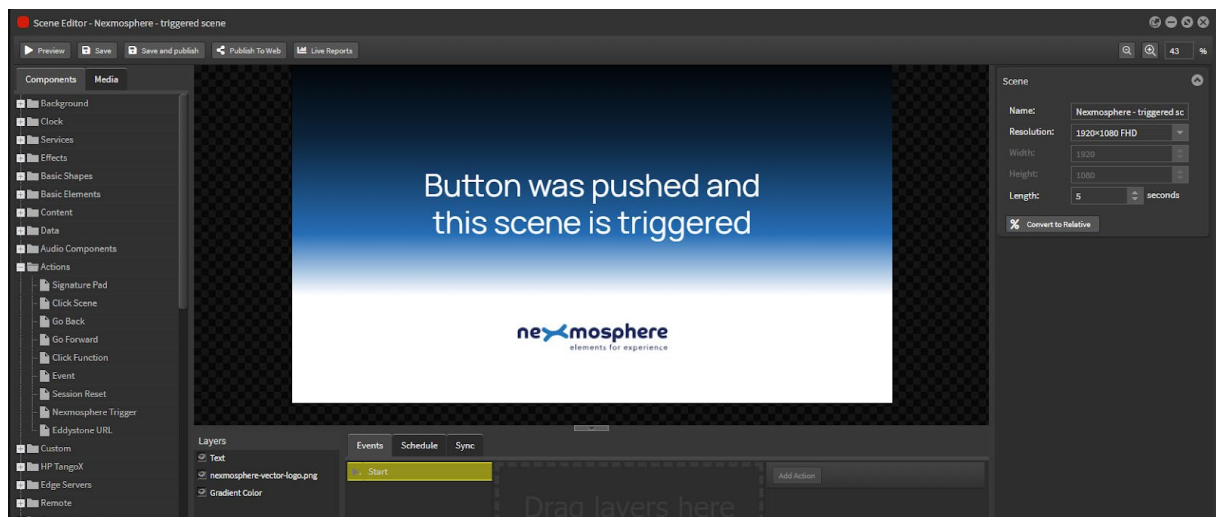
Basic Button

Push buttons are an effective and clear way to provide customers the opportunity for user input.

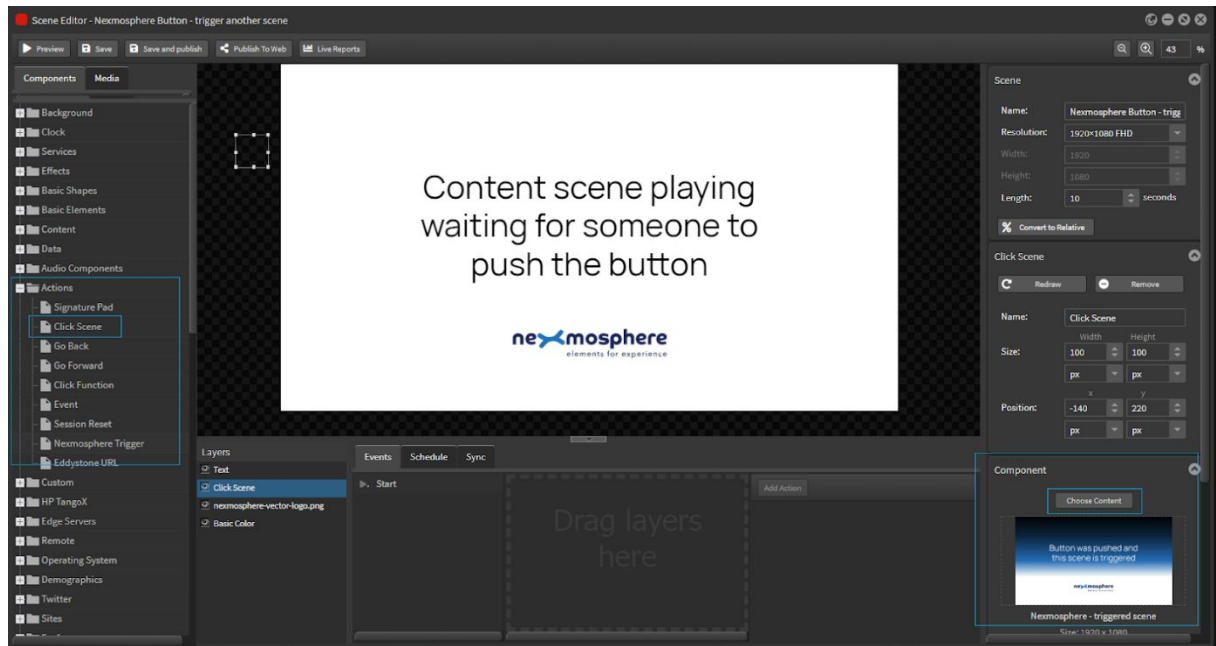
StratosMedia uses the Nexmosphere serial commands to trigger a Click Scene action on a Player.

Method

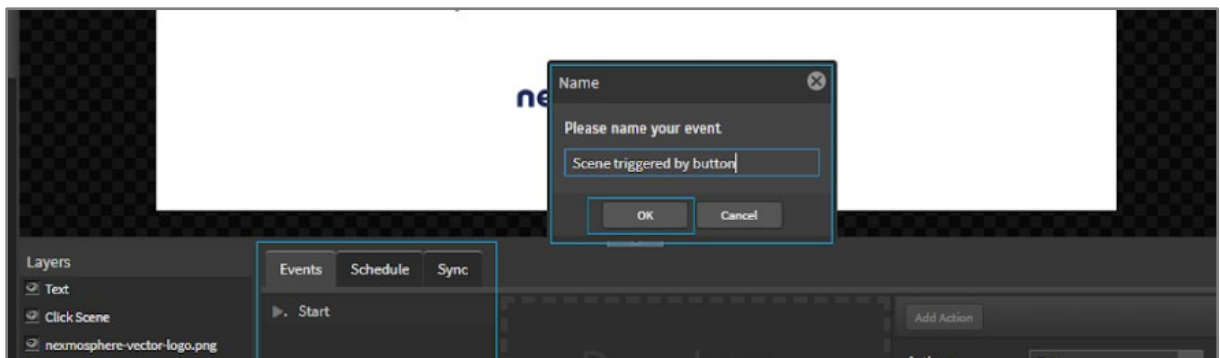
1. Build a scene that will be triggered by the Nexmosphere Button.
 - a. This is a normal scene with images/video/text



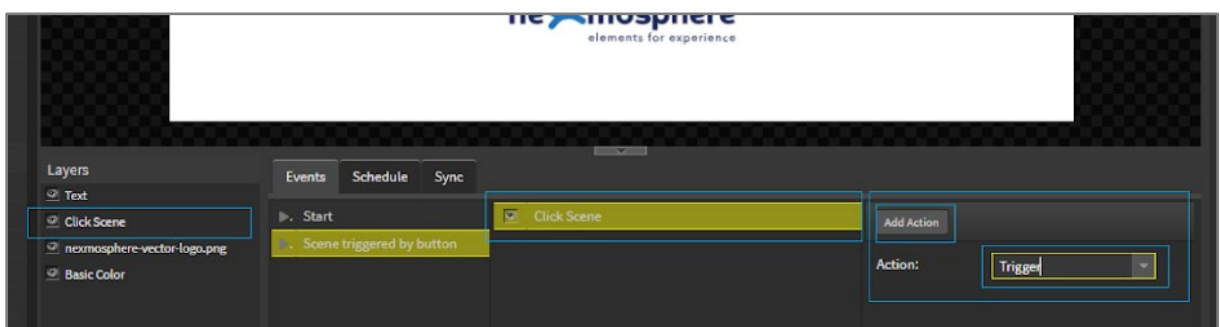
2. Open a new scene.
 1. Drag the Click Scene component into the scene edit area
 2. Choose the scene that is to be triggered by the button



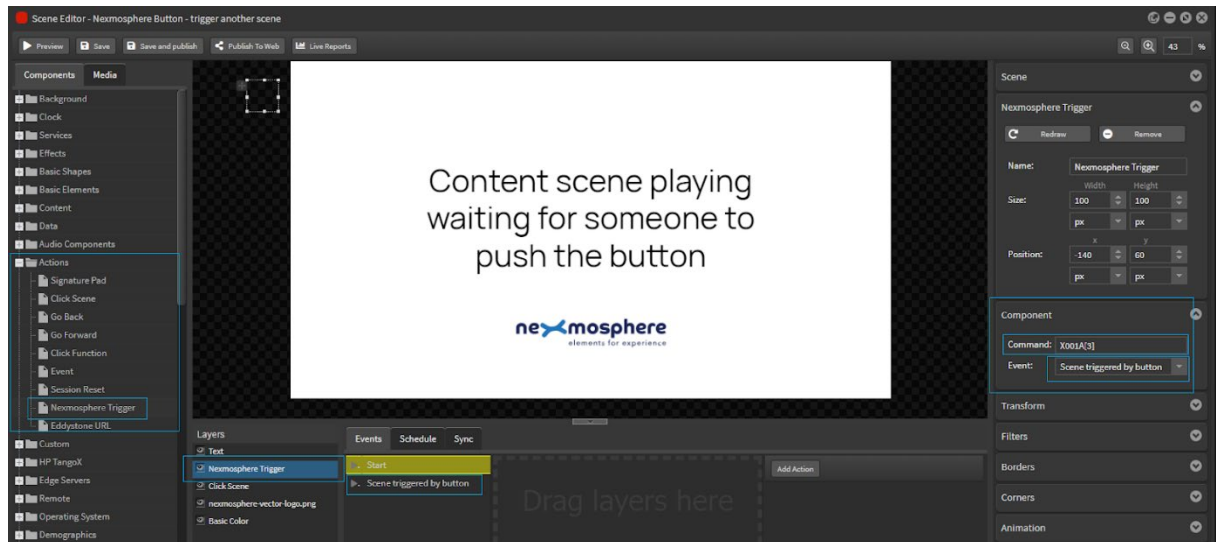
- c. Right click in the Events area and click Add New



- d. Drag the Click Scene layer into the new event panel
- e. Click Add Action and select Trigger from the dropdown option



- f. Drag the Nexmosphere Trigger component into the scene edit area
- g. Type in the command that you require - these commands are found on the Nexmosphere Support Documentation site [here](#)
- h. Select the Event from the Event dropdown options
- i. Save and Close the scene

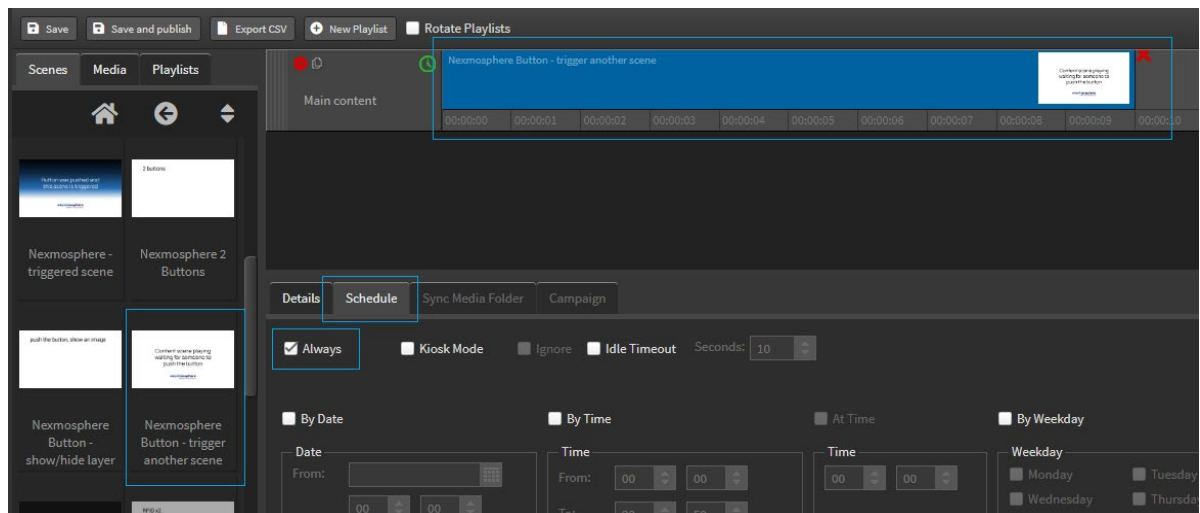


Building the channel

The channel is the same method as any interactive kiosk channel.

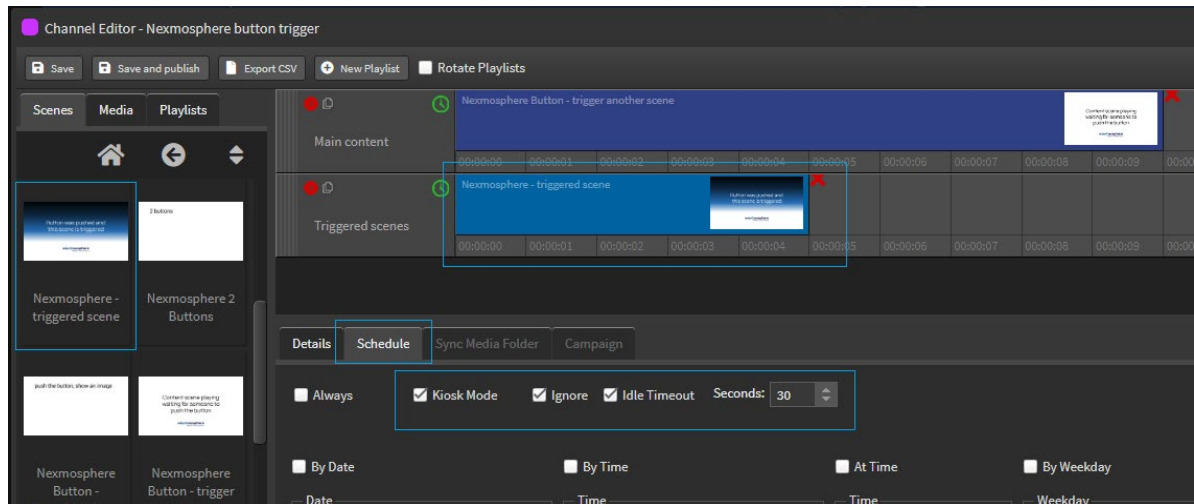
Method

1. Open a new channel and add a main content playlist
 1. Drag the scene with the Nexmosphere Trigger component into the playlist
 2. Set the scene schedule to always



NOTE: This playlist can contain general content which will play on a loop.

- c. Add a new playlist for triggered scenes
- d. Drag the linked scene to be triggered into the playlist
- e. Set the schedule to Kiosk Mode-Ignore-Idle Timeout
- f. Enter a duration for the triggered scene to display

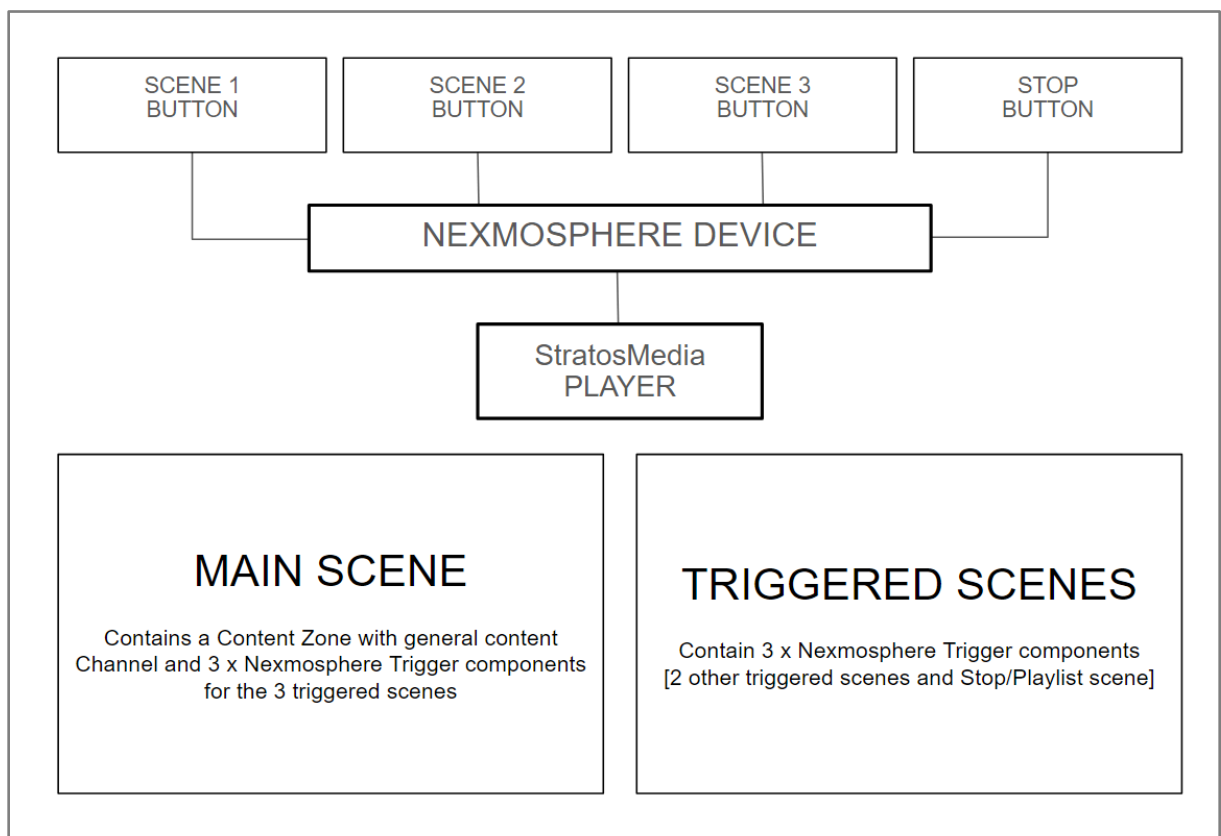


Result

When the scene with the Nexmosphere component is playing and the Nexmosphere button is pressed it will display the linked triggered scene for the idle timeout duration and then revert back to the loop of main content.

Sample setup

4 physical buttons connected to the Nexmosphere device.



1. Main scene
 - a. Build a scene containing a Content Zone to house the General Content Channel
This content can then be independently amended at any time
 - b. Include 3 Nexmosphere Trigger components for the 3 triggered scenes
2. Build the triggered scenes to Include 3 Nexmosphere Trigger components for
 - a. 2 other triggered scenes
 - b. Main playlist scene to stop triggered content

Channel

Build the Channel as above with:

Playlist 1: Contains Main Content Zone Scene set to schedule Always

Playlist 2: Contains Triggered Scenes with schedule set to Kiosk Mode/Ignore/Idle Timeout of X seconds

Result

When each Nexmosphere button is pressed it will display the linked triggered scene.

The Stop/Home Nexmosphere button will revert to a scene in the loop of main content.

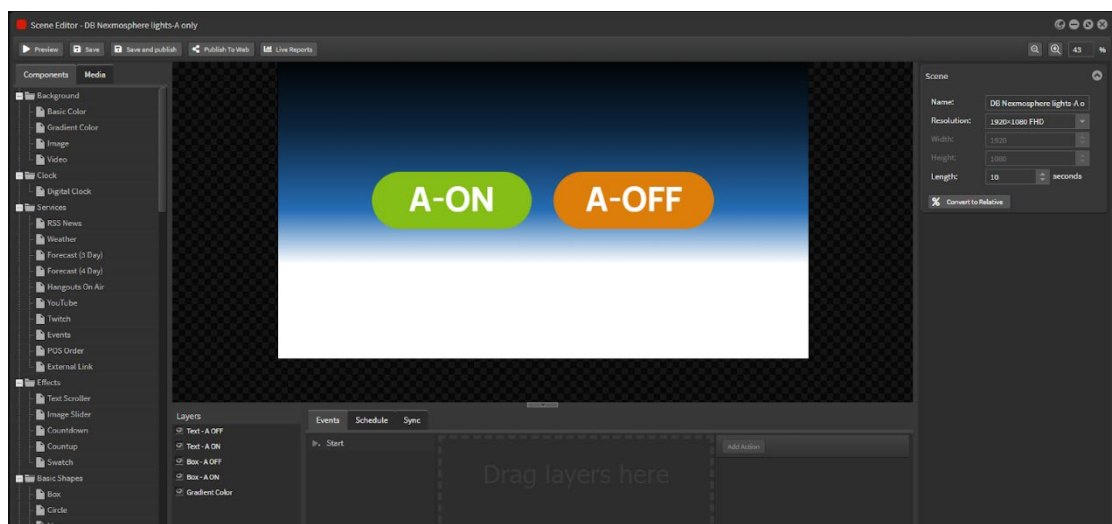
Lighting

LED controllers enhance storytelling and create visual guidance to help a shopper find the right products.

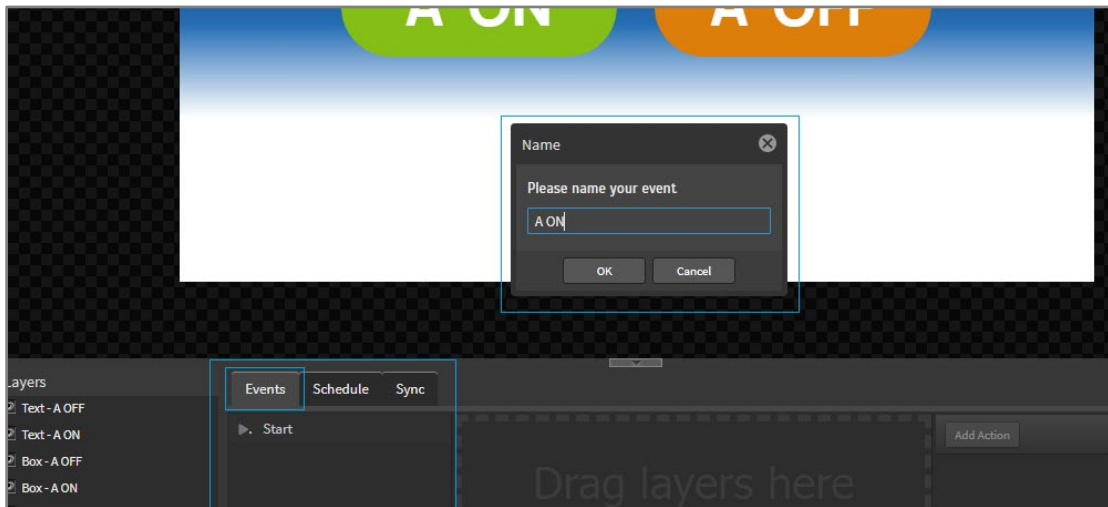
StratosMedia uses a Click Event action in a scene on an interactive kiosk player to trigger a Nexmosphere serial command back to the lighting system.

Method

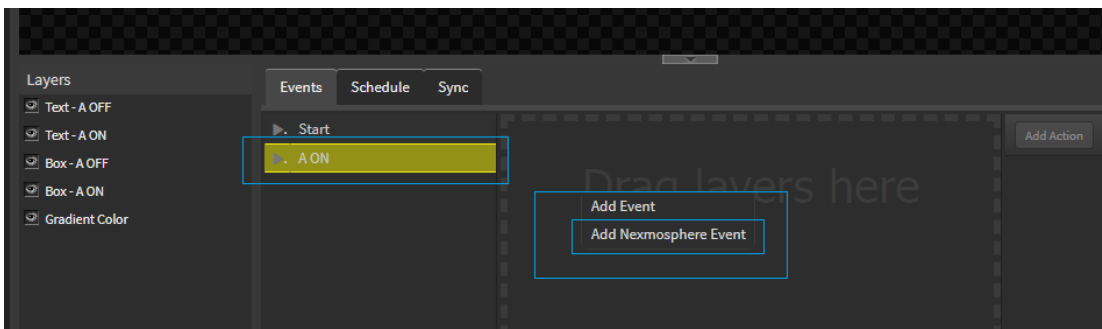
1. Build a scene that contains your button layout eg Light A - ON and Light A – OFF



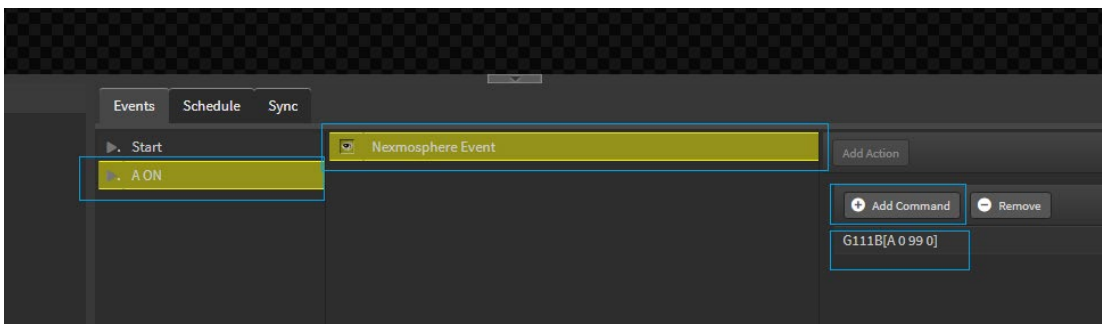
2. Right click in the Event area and Add Event for A-ON



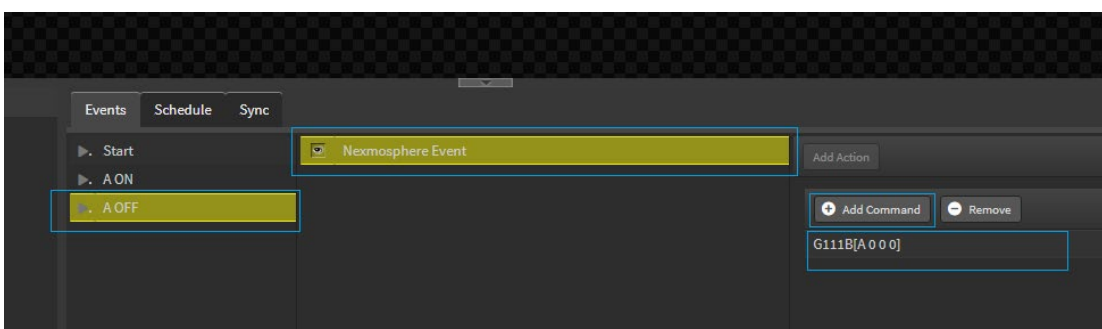
3. Right click on the event and select Add Nexmosphere Event



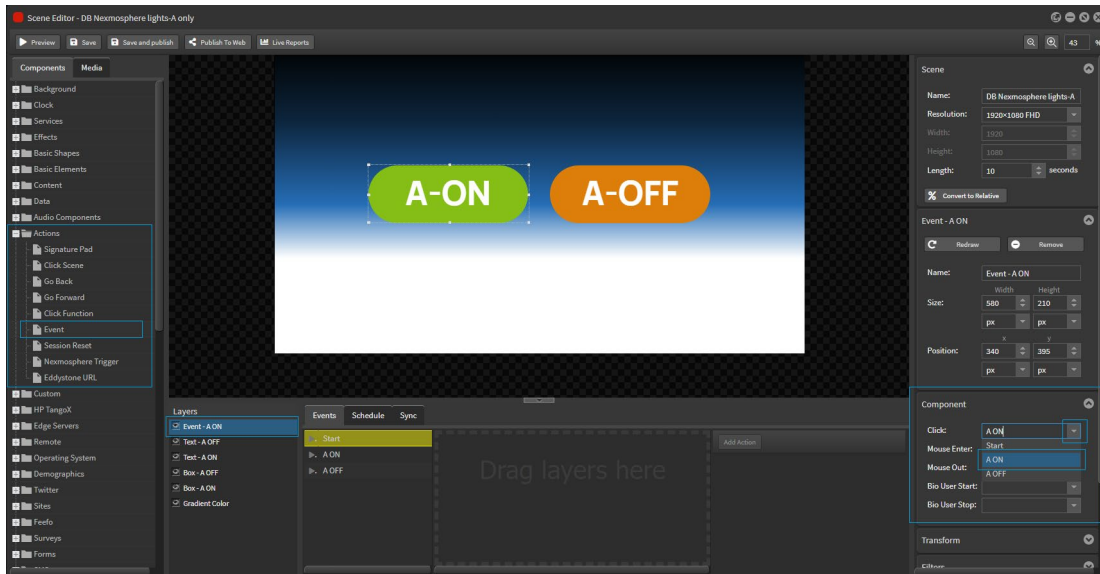
4. Add the command to send to the Nexmosphere device from the documentation [here](#).



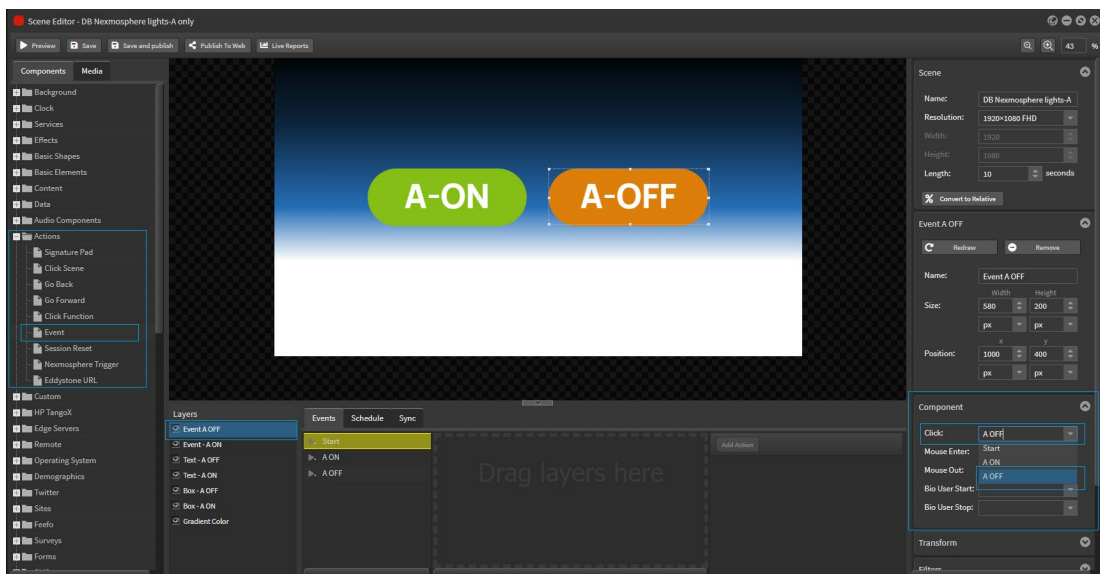
5. Repeat the above steps for the Event A-OFF



- Drag an Event component onto the A-ON layout and select the corresponding event from the dropdown.



- Repeat for the A-OFF Event



Channel

Add this scene to a playlist and channel, drop on the kiosk player.

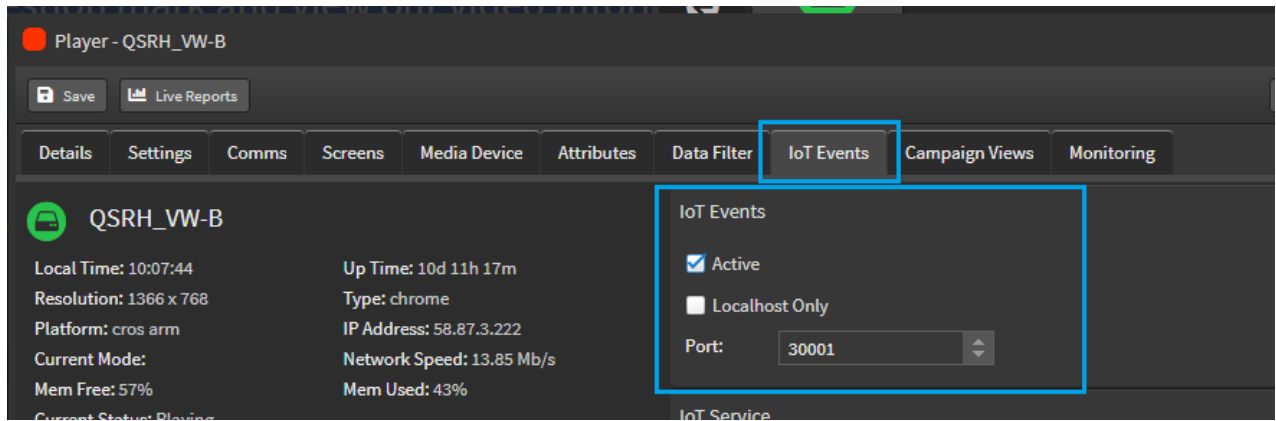
Result

When each touchpoint on the kiosk player is touched the corresponding action will take place on the connected Nexmosphere device.

15.2 Enabling IoT Events on a player

In the "IoT Events" tab of player settings check the "Active" box and choose a port number for this player.

Once activated the player will listen for UDP broadcasts to the multicast address 239.100.100.1 on the specified port.



The UDP broadcast should include json data in one of the formats specified in the next section. Note that it must be encoded using UTF-8

The network will need to be configured in a way that does not interfere with the transmission of these multicast packets from their source to the player.

Enabling the "Localhost Only" checkbox will cause the player to listen on 127.0.0.1 instead of 239.100.100.1. When using this setting any commands will need to be sent from another application on the same device.

Some additional commands are supported when using "Localhost Only" - play scene by ID, play scene by tag, and resume playback.

JSON data structure

Event triggering

Used to trigger an event in the currently playing scene. Event names are case sensitive.

```
{
  "type": "event",
  "data": {
    "id": name_of_event
  }
}
```

Replacing name_of_event with the name of the event to be triggered in the currently playing scene.

Next scene

Used to interrupt the current channel, the specified scene will be played next. The current scene will finish playing and then the specified scene will play. After the specified scene has played, normal playback will resume. The specified scene must already be included in the channel on the player. The specified scene will play for the duration of its 'scene length', not the duration set in the channel editor.

```
{
  "type": "nextscene",
  "player": player_id,
  "data": {
    "scene": scene_id
  }
}
```

Replacing scene_id with the id of the scene to be triggered.

The "player" field is optional, it can be used to limit the trigger to a certain player. If this field is not included, all players listening to the specified port will play the specified scene next if it is loaded on them.

Note: the following commands are only supported when using "Localhost Only", not when using multicast packets over a network.

Play scene by ID

Will immediately play the specified scene. The specified scene must already be included in the channel on the player. The currently playing scene will be interrupted. The specified scene will play in kiosk mode, if no idle timeout has been configured on the scene it will play indefinitely until another scene is triggered to play.

```
{  
  "type": "invoke_scene_by_id",  
  "data": {  
    "scene": scene_id  
  }  
}
```

Replacing scene_id with the id of the scene to be triggered.

Play scene by tag

Will immediately play a scene with the specified tag. The currently playing scene will be interrupted. A scene with the specified tag must already be included in the channel on the player. The new scene will play in kiosk mode, if no idle timeout has been configured on the scene it will play indefinitely until another scene is triggered to play.

If multiple scenes in the content contain the tag, only one will play. Tags used with this command should be unique to one scene within the channel to avoid any ambiguity in which scene will play. Tags are case sensitive.

```
{  
  "type": "invoke_scene_by_tag",  
  "data": {  
    "tag": tag  
  }  
}
```

Replacing tag with the tag you have applied to the scene you want to play

Resume Playback

This will cause regular content playback to resume. This will immediately end whichever scene is currently playing, even if that scene was not kiosk mode.

```
{  
  "type": "restart_playout"  
}
```

15.3 UDP Scene by Tag

Using UDP Scene by Tag allows you to trigger a scene to play on a player by sending the player a UDP message over the local network to the configured port.

UDP triggering is unicast not multicast- you need to know the target player IP.

One [1] message can only trigger one [1] player.

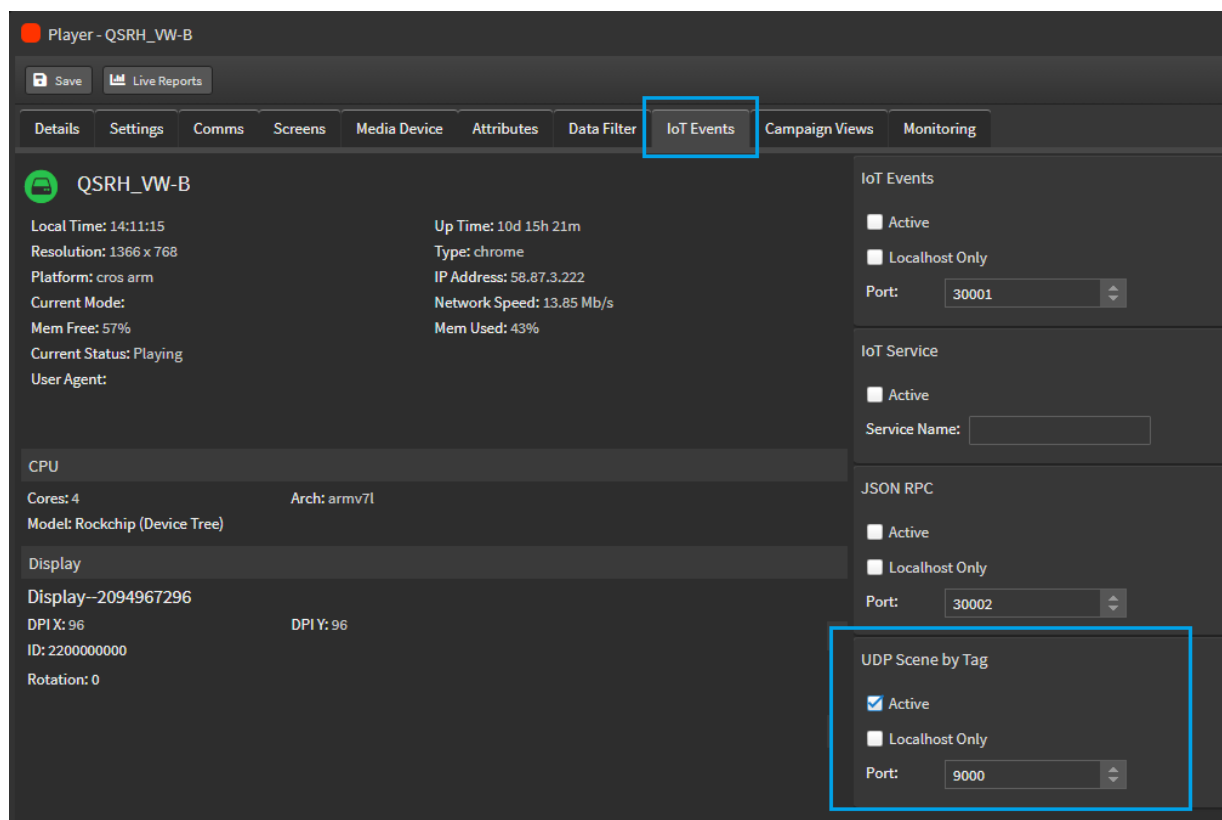
This can be used in combination with IoT events.

15.3.1 Player setup

Open the player to the IoT Events tab

Under "UDP Scene by Tag" check "Active"

In the port field select the Port the packets will be sent on.

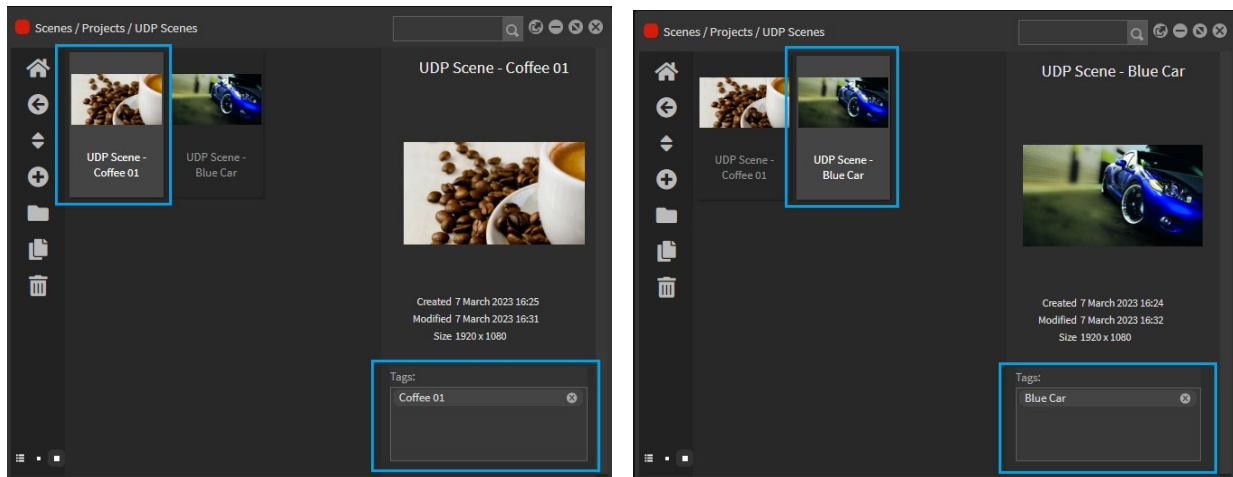


Save the player and then restart it.

15.3.2 Tagging the scene

Select the SCENE and add the Tag in StratosMedia

NOTE: UDP Tagging does not apply to media assets in a playlist



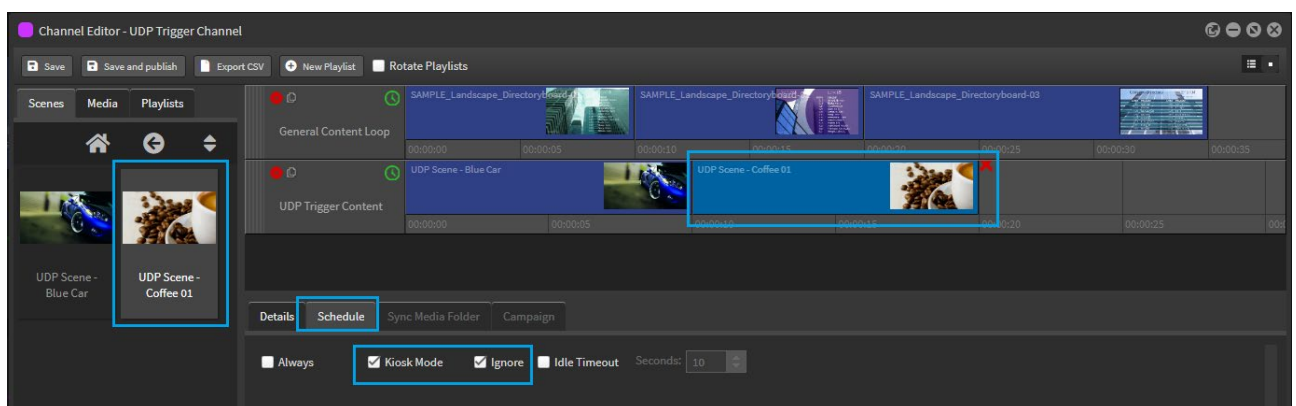
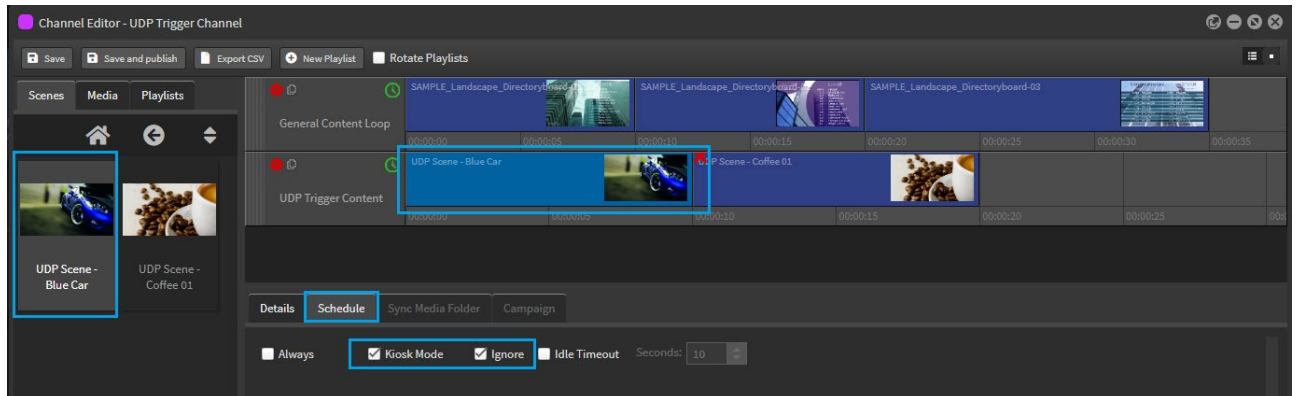
The UDP message should contain the exact Tag that is applied to a scene loaded on the player.

It is just the Tag, no data structure eg. Json

NOTE: The Tag is Case Sensitive.

If the scene/s to be triggered don't form part of regular content, you can add them to the channel and then on the scene/s apply a schedule to set them to "kiosk mode" and "ignore" to prevent them from playing.

Idle timeout and scene length are ignored when using UDP Scene by Tag.



Outcome

When the player receives a UDP message which matches a tag on one of the scenes in the channel, it will play the scene. The triggered scene will play until it is interrupted by a message to change to another scene or a message to reset (or player is restarted or changed by other means - eg. click function set to "playlist mode", click scene pointed to a scene with an idle timeout).

If the message is 'reset' the player will return to regular content. It will resume from where it was up to in the playlist when it was interrupted.

If "Localhost Only" is checked, the message will need to be sent by another app on the same device to 127.0.0.1 using the configured port.

If there are multiple scenes loaded with the same tag, only one will play. AVOID having multiple scenes with the same tag in a channel to prevent any ambiguity around which scene will play.

NOTE: A triggered scene works in a Videowall Group array.

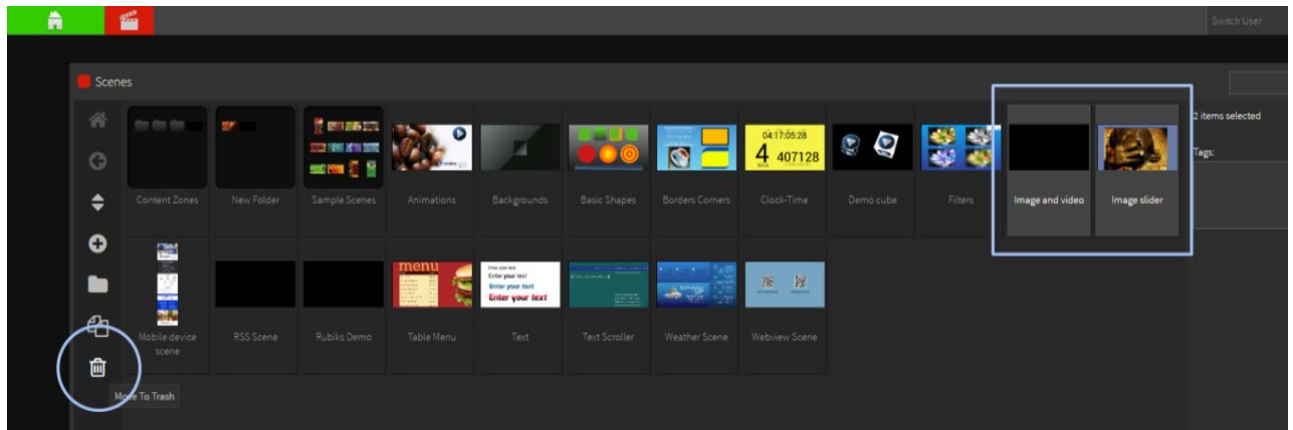
You can get it to work effectively in a Sync Group by adding the triggered scene as its own sync scene.

Learn more about these player group scenarios in the [User Guide](#).

16.0 Trash

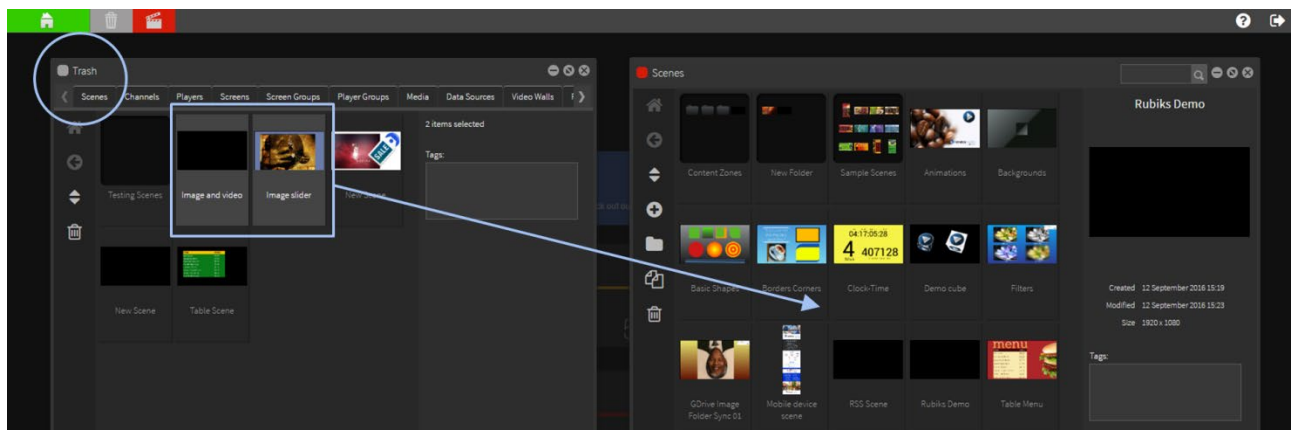
The 'Trash App' acts as a recycle bin for media, scenes, channels, and players, etc.

To send an object to the Trash, highlight that item (or items) and click on the Trash icon. This will then move them to the Trash.



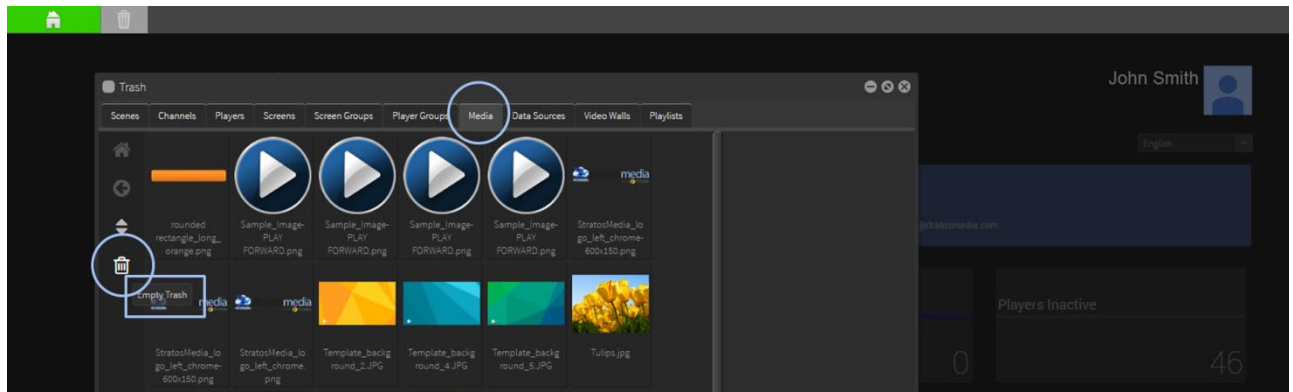
You access the 'Trash App' from the Green Home Applications drop down menu.

Items that have been sent to Trash can be found here. If you need to retrieve items they can be moved from 'Trash' back into the correct destination by dragging and dropping the object back into the new location.



Items in Trash will be stored here indefinitely.

You can completely delete these from your account by selecting each tab and clicking on the trashcan icon – this will remove ALL items in that tab.



User Permissions

Trash is not a separate function that can be assigned to a user, but when a user opens trash, they will only see items they have access to.

For example, if the user does not have the Players function assigned to their account, they will not see a Players tab in the trash.

Also, within each tab, the user will only see items they have access to, according to the permissions for each item. So, in the media tab, if a user does not have access to 001.jpg, it will not appear in their trash. If this user clicks Empty Trash on a tab, it will only delete items they have access to.

Items they don't have access to will remain in the trash.

IMPORTANT NOTE: Items in your Trash are treated as part of your active account until completely deleted from this area. You may incur extra costs with old Players still in Trash. Your Media storage space is also included until these items are removed.