



QUICK START USER GUIDE

DIGITAL SIGNAGE MADE EASY

Your total tool-kit for cloud-based
digital signage

Version 5.2

✉ Support@NoviSign.com

QUICK START USER GUIDE

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Introduction

Welcome! Thank you for choosing NoviSign. You have just joined over 20,000 organizations similar to your own, that are using NoviSign to design, edit and manage their digital signage content. This manual will walk you through the steps needed for you to create and manage your digital signage, by using the NoviSign Online Studio.

NoviSign Online Studio

The NoviSign online Studio is a web-based full design studio that can be accessed from any computer, at any time. No technical or design skill are required to use the Studio.

With the NoviSign online Studio, you will be able to create media-rich digital signage content. By using the built-in drag-and-drop widgets; images, videos, vibrant slideshows, RSS feeds, scrolling text tickers, web pages, Facebook and Twitter feeds, YouTube streams, and much more, you will be able to create beautiful and dynamic digital signage content!

Customizable Templates

Included with your NoviSign Studio are fully customizable digital signage templates. Text, images, videos and other widgets in the template that can be edited, deleted, resized or moved. You can also add new drag & drop widgets to the layout. Templates for education, menus, live social walls, hotels, clinics & healthcare, corporate, retail, hospitality, spa & salons, internal communication are all included.

Advanced Scheduling, Admin Control, and Reporting

From one PC, you can broadcast your content, in minutes, to any number of screens and locations. Using the NoviSign online Studio, you will have the ability create your playlist content and then schedule it to play, by day, time, recurring times and set up a specific time for the content expire. You can also create sub-user accounts for location managers that grant limited or full access to editing or managing content.

Also, complete reports can be generated, that provide real-time data. The monitor feature: allows you to control the status of all media players (ON/OFF) and the last time new content was sent to display. Device performance report: this feature generates a list of how many times the content played, the user that manages the account, media player name, and the exposure time. Proof-of-play (media performance report): gives you a detailed list of all media assets that played, exposures, exposure time and player count.

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Step 1: Getting Started

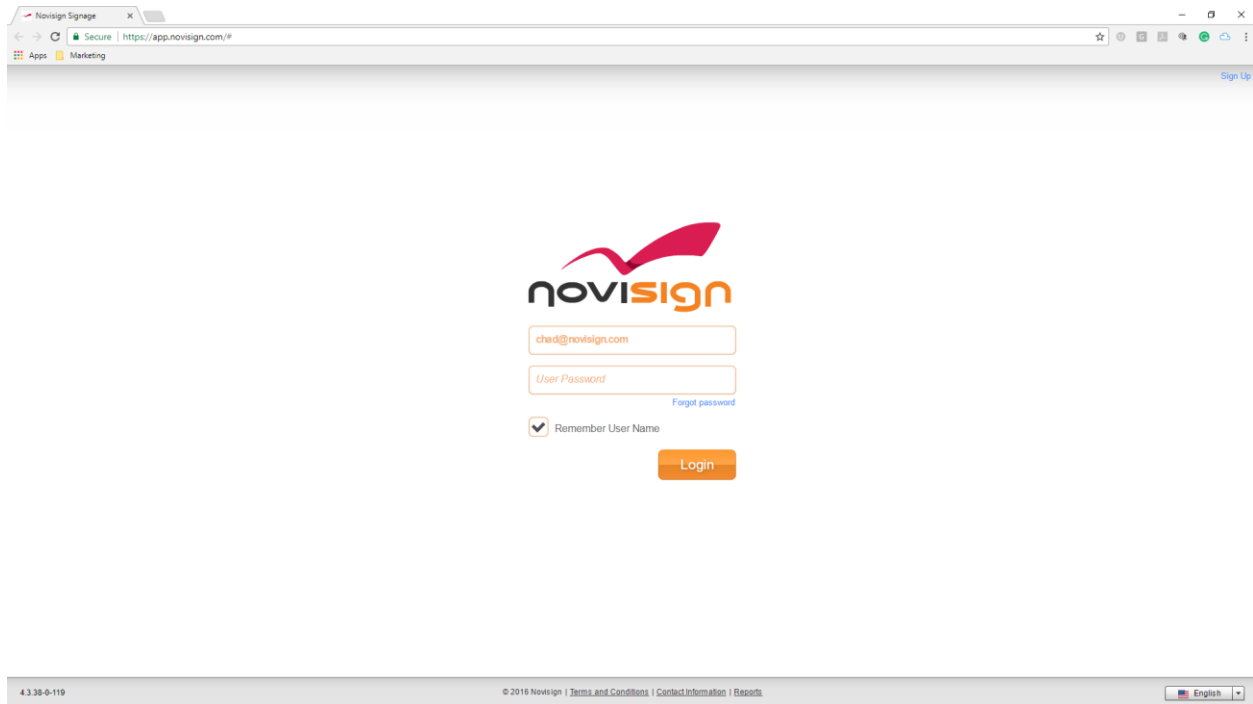


Image 1.0

Required action:

- Log-in to your NoviSign account: <https://app.novisign.com/>

Description:

This is the website that you will go-to to log-in to your NoviSign Digital Signage account. Once logged in, you will have full access to edit, update, and manage content. See "Image 1.0" for visual representation. After logging in, the page will appear featuring a gray top bar that contains the NoviSign logo in the upper left side with the following tabs "Creative," "Playlists," and "Screens."

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Step 2: The Creative Screen

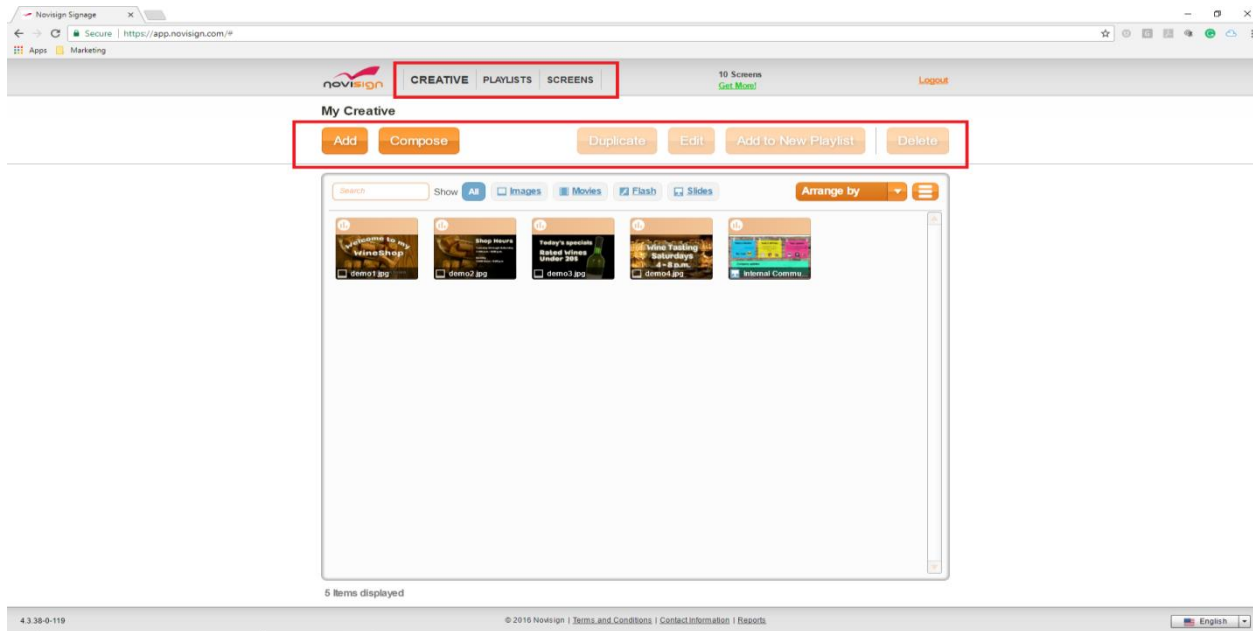


Image 2.0

Required Action:

- Select the button titled "Compose."

Description:

Your screen should look like "Image 2.0". This page is called "CREATIVE." At the top of the screen is a gray bar with three tabs (just right of NoviSign logo) titled:

- CREATIVE: these are your creatives (the building blocks for any playlist)
- PLAYLISTS: this is the content (a playlist can be made of one or more creatives) to be assigned to your media players. Schedule by week, day, hour and expire or by recurring times
- SCREENS: send your playlists to a single display or a group of displays

Under the grey bar are a series of orange buttons titled:

- "Add": upload your media files to your Media Library (or just access it), where you have all your videos and images stored at
- "Compose": takes you to Creative Composer, to create new composed creatives (those with the cool widgets within)
- "Duplicate": this makes a copy of an existing creative that you have made (useful for backup or for creating similar creatives)

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- "Edit": select a creative then click "Edit." This opens the creative in edit mode so that you can edit it
- "Add to New Playlist": add a selected creative to a new playlist
- "Delete": this deletes a selected creative

Step 3: Select template

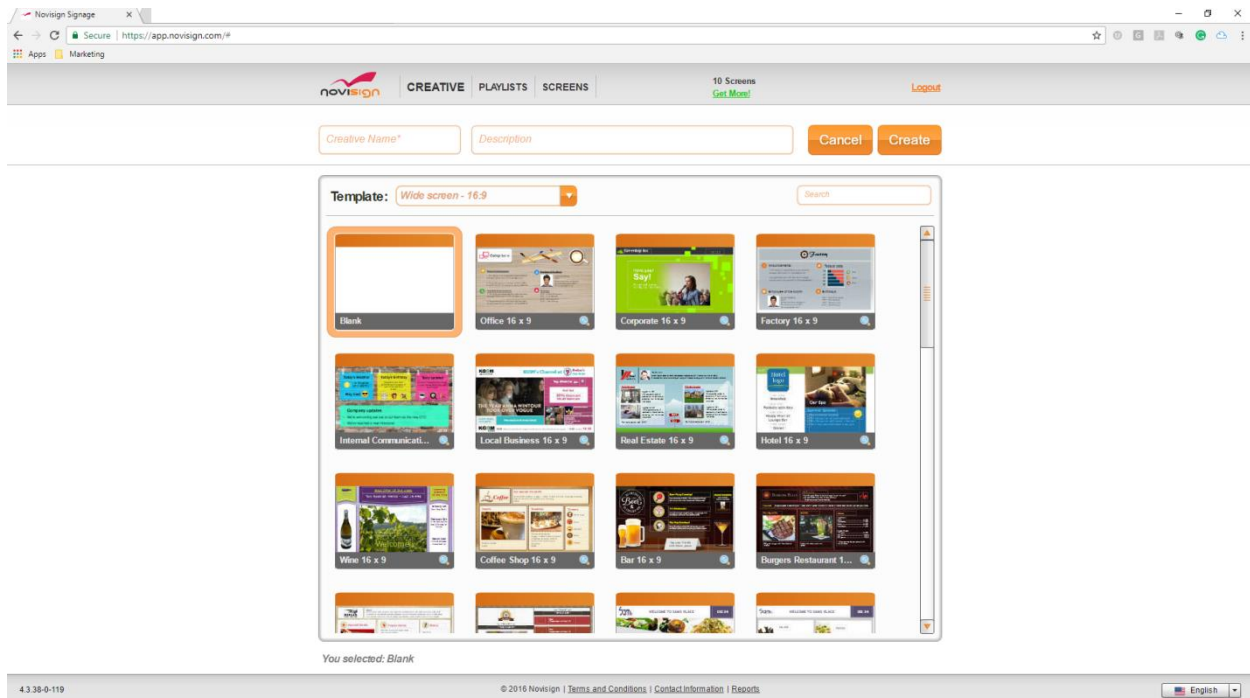


Image 3.1

Required Action:

- A) Type a name in the "Creative name" text box and add a "Description."
 - This will be the name of the creative that you create
- B) Choose a template to customize or create a creative from scratch, using the blank template
- C) Once you select a template, an orange box will encompass the template
- D) After selecting the template, click the button titled "Create" (upper right box screen)
- E) The Creative Composer will then load

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Additional Details:

To change the orientation of the content, in step B above, select drop-down titled "Template" and change the default option named "Wide screen – 16: 9" to another available ratio.

Step 4: Edit and Create

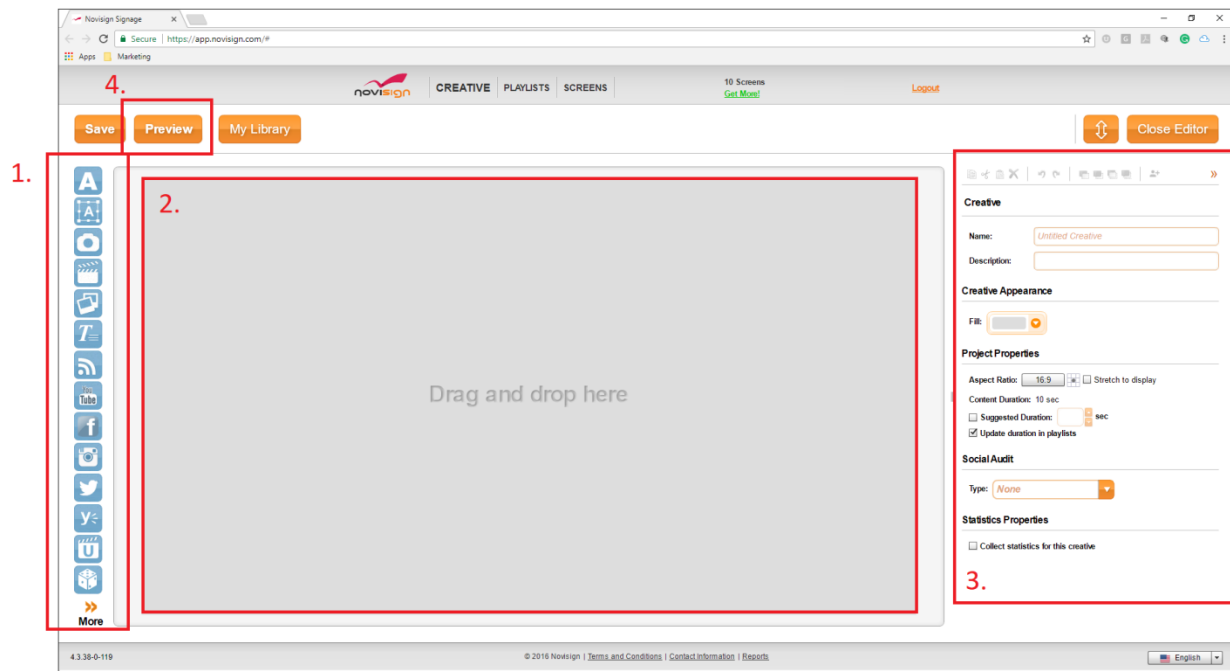


Image 3.1

Description:

The NoviSign Creative Composer: here you will be able to create the content for your digital sign. It consists of four primary features:

- (1) Drag & drop widgets: 24 feature icons located on the left-hand page of the screen. To view all widgets, click the button titled "More."
- (2) Canvas: this is where you add your widgets to create the content for the sign
- (3) Properties box: right panel, where you can adjust the settings for each widget
- (4) Preview: few seconds preview of the content that you made

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Required Action:

- A) Select drop-down list titled "Fill" (inside of "Properties" box), select your background color
- B) Click and drag a widget to the canvas
- C) Once dropped onto the screen, you can resize/adjust the widget to your requirements
- D) Widget settings can be found in the properties box located on the right pane
- E) To preview what you have made click the orange button titled "Preview."
- F) Once you have your template created, click the "Save" button" and then click "Close Editor."

Additional Widget Details:

Drag & drop widgets include:



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Widget User Guides:

How to add a Yammer feed	Learn more	How to display a Google slideshow	Learn more
How to set up a game widget	Learn more	How to add a Web Image widget	Learn more
How to display an Excel in digital signage	Learn more	How to add FTP, shuffle, and custom clock	Learn more
How to add a poll	Learn more	How to add a simple queue	Learn more
How to add a Facebook page album	Learn more	How to add touchscreen capability	Learn more
How to add a Twitter feed	Learn more	How to configure for a video wall	Learn more
How to add an Instagram feed	Learn more	How to add advanced weather forecast	Learn more
How to add a Barcode reader."	Learn more	How to add an RFID reader	Learn more
How to add countdown widget	Learn more	How to add synchronized slideshows & Ustream	Learn more
How to set up social widgets	View video	How to add the smart queue widget	Learn more

Media Best Practices:

How to convert from one video type to another, using Any Video Converter	View video
How to convert from one video type to another, using Converter Lite	View video
How to convert a video to MP4, using AnyMP4	View video
MP4 video for Android	View video
This is NoviSign (Selection of YouTube video featuring abilities & features)	View video
Best practices for using media	Learn more

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Step 5: Create Playlist

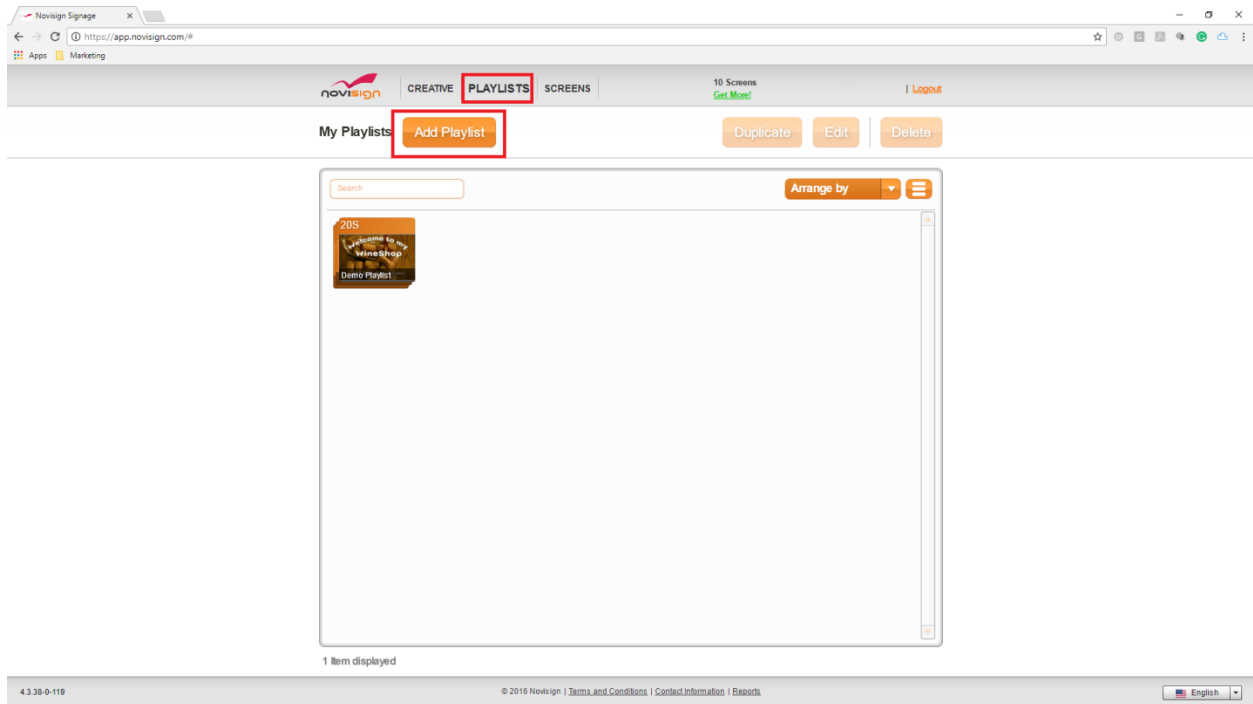


Image 3.2

Description:

Playlist: where you can set the play order of creatives and schedule them to play on specific days, times, and set expiration dates. The "PLAYLIST" page consists of four primary features:

- Add Playlist: Click this option for creating a new playlist
- Duplicate: this makes a copy of an existing playlist
- Edit: select a playlist, then click "Edit." This opens the playlist in edit mode
- Delete: select and delete a playlist

Required Action:

- 1) Click the "Add Playlist" button
- 2) Add a new playlist name and type the description of the playlist use
- 3) Click button "Add Creative."

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- 4) Drag the creatives that you want in the playlist onto the white box
 - a. To change the order of the creatives, click and drag any of them to rearrange
 - b. To schedule a specific creative to play, click the calendar icon
 - i. Additional details on scheduling: [read more](#)
 - c. To schedule how long you want each creative to play, click the 10S text. This controls the duration (in seconds) of each creative in the playlist

Related Information

10 Common mistakes that prevent playlists from running well	Read more
Detailed how to schedule a creative or a playlist	Read more

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Step 6: Send Playlist to Display

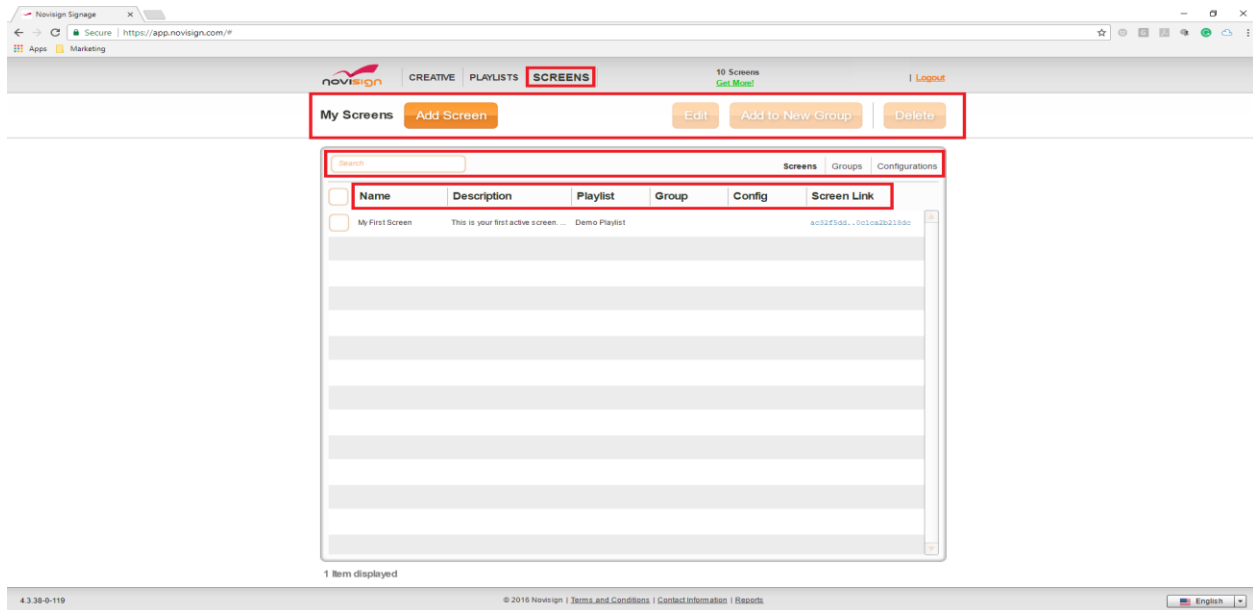


Image 3.3

Description:

This is where you send your playlist's of content to a media player. Screens in the "SCREENS" page are supposed to represent screens in the real world. The page consists of four primary features (orange buttons located under the gray top bar):

- Add Screen: add a new screen that you want to send content to
- Edit: edit an existing screen
- Add to New Group: send same content to multiple screens
- Delete: delete the screen from the system (this does not affect its chosen content)

Under the set of orange buttons is a table. In the upper right side of the table are one textbox (for searching) and three sub-tabs:

- "Search": search for a screen name
- "Screens": manage the content of the screens
- "Groups": send the same content to multiple screens all at once
- "Configurations": send a set of configured app settings to any screen

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The table is broken down into categories:

- "Name": name of the screen
- "Description": description of the screen – this could be location (better name your screens according to their location, so you'll be able to know who is what and where, i.e., if you have a couple of screen in the University of Texas and one of them is in the cafeteria of the faculty of humanities, you can name it "Texas uni. - humanities cafe front")
- "Group": indicates if the screen belongs to a group of screens
- "Config": shows if there is a selected configuration which was applied on that screen
- Screen Link": ability to live preview (in your browser) the content playing on the screen

How to Send Content to One Screen:

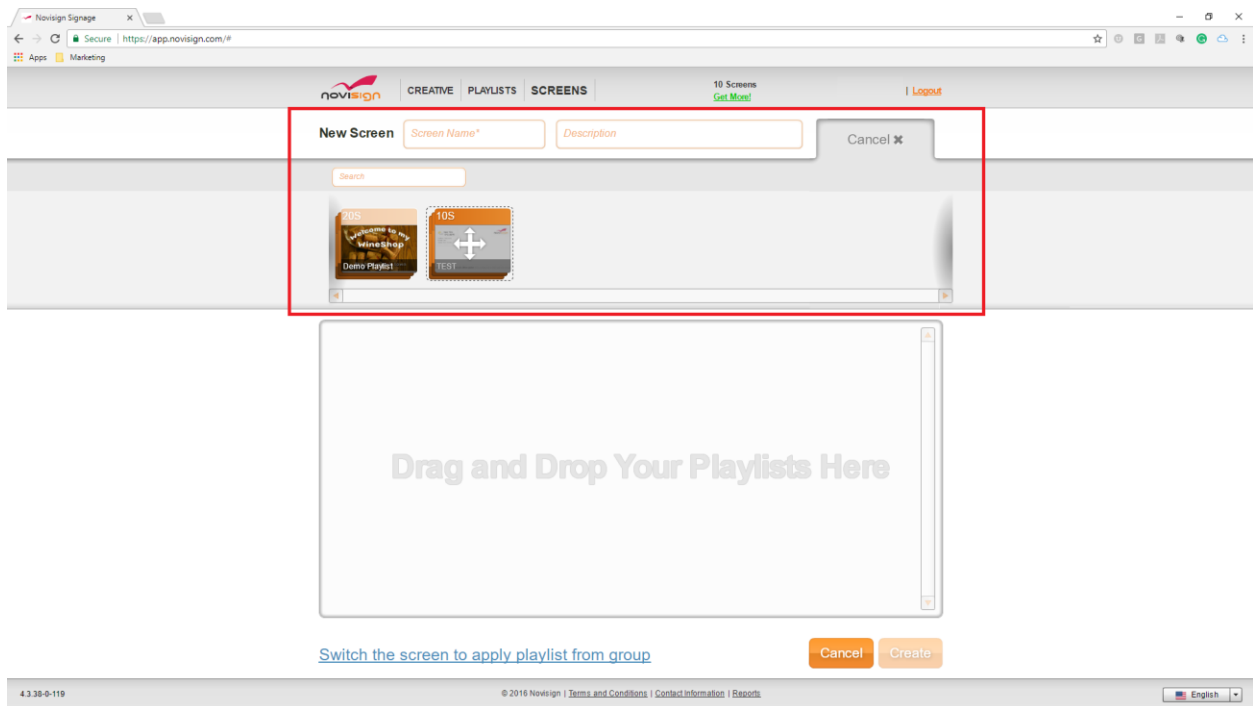


Image 3.4

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Required Action:

- 1) Select the "Add Screen" orange button. Once selected, your screen should like "Image 3.4."
- 2) Add a new screen and fill the description of the display use
- 3) Drag and drop the playlist to the box below;
 - a. To change the order of the playlists (a screen can have multiple playlists if you like), click and drag it to rearrange
 - b. To schedule a specific playlist to play, click the calendar icon
- 4) Press the "Create" button

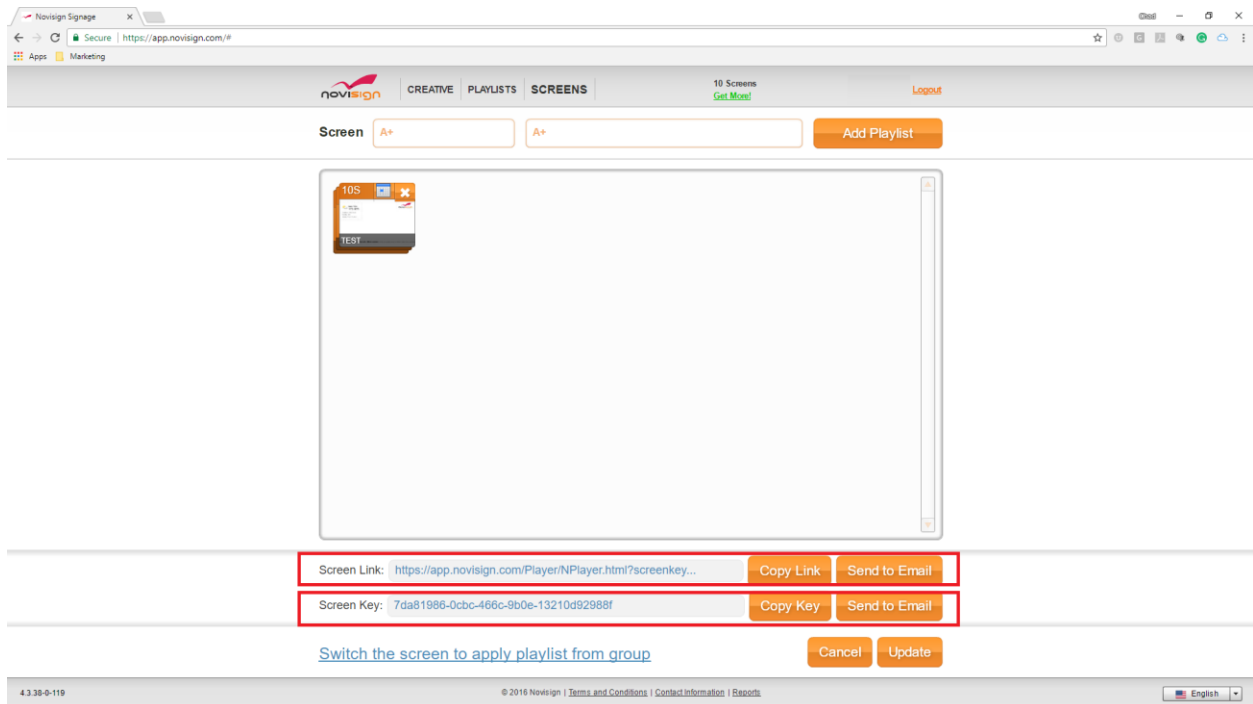


Image 3.5

- 1) Your screen will then take you back to the primary "SCREENS" tab
- 2) The Studio will update to look like "Image 3.6."
- 3) You can live to preview the content by clicking the screen link
- 4) You can email the live preview content to someone else to view the screen key: Click the "Send to Email" button

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How to Send the Content to Multiple Screens:

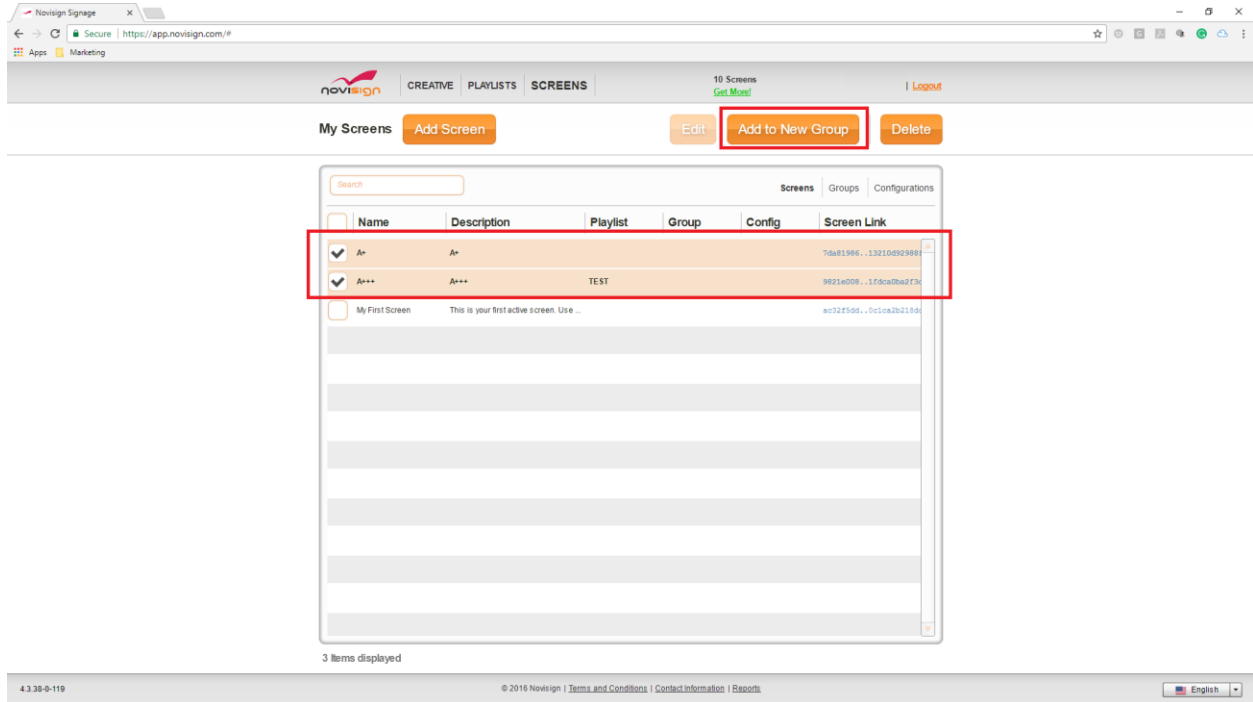


Image 3.6

Required Action:

- 1) Select the screens that you would like to send the same content to all at once
- 2) Select the "Add to New Group" button

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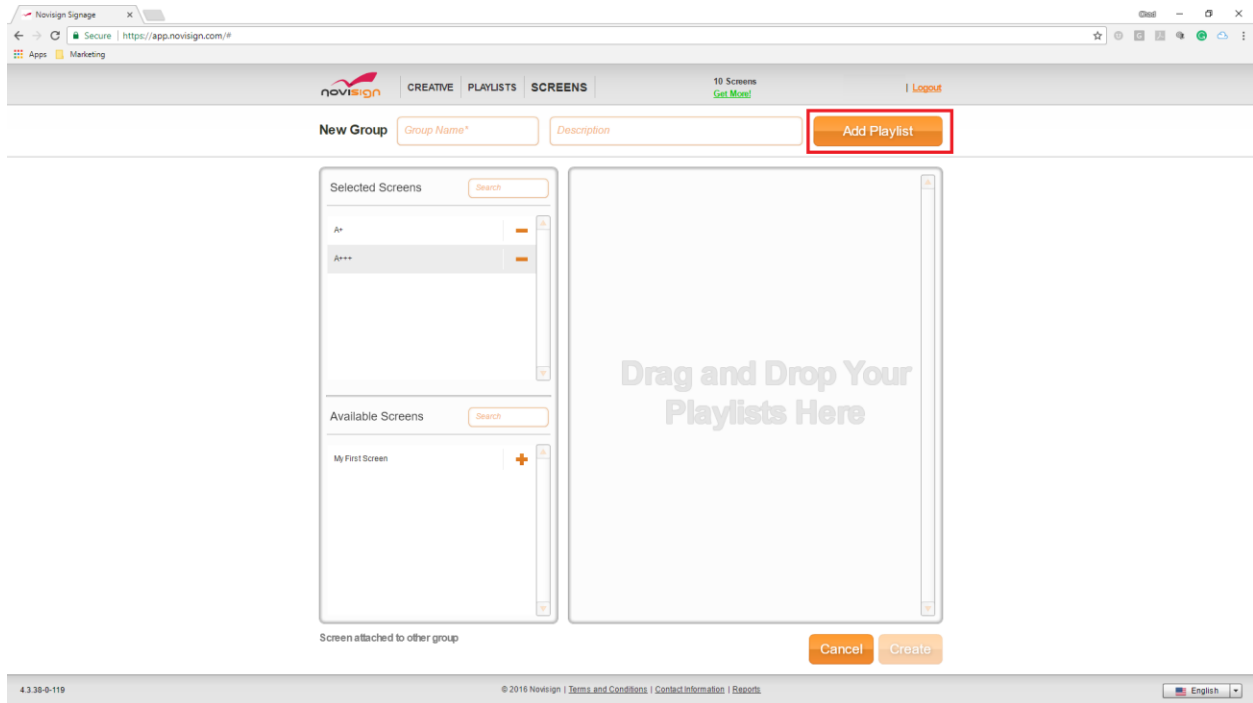


Image 3.7

- 3) Type in "Group Name" and add "Description."
- 4) Press the "Add Playlist" button
- 5) Drag and drop the playlists (one or more) that you want that group of screens to play
- 6) Press the "Create" button
- 7) You are done! The content will update and begin playing on the screens in your group

Note:

Make sure that you have added the Screen Key to each NoviSign app that is installed onto the media players or displays. The screen key is the ID of the app – this way the app knows who it is, and the Studio knows to send that signage device with that app, which has that unique ID, the content which you have assigned it, in your Studio.

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Step 7: Setup Media Player

Required Action:

- A) Purchase a media player of your choice:
 - a. [Android](#)
 - b. [Chrome OS](#)
 - c. Windows
- B) Connect your media player to a TV using an HDMI cable
- C) Download the NoviSign media player app on to your media player
 - a. [Android](#)
 - b. [ChromeOS Player](#)
 - c. [Windows](#)
- D) Log-in to your NoviSign account and select "Screens."
- E) Select the name of the playlist that you would like to send to a screen
- F) Select the button in orange titled "Add Screen."
- G) Type in the screen name and add a description
- H) Click the orange button titled "Add Playlist."
- I) Drag and drop the playlists that you would like sent to that specific screen/media player
- J) Click the orange button titled "Create."
- K) The screen will close and change to a list: "Name," "Description," "Playlist," "Group," "Config" and "Screen Link."
- L) Double click the playlist name that you want to send to a display

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- M) The screen will change. On the bottom of the page you will see:
- "Screen Link": this is a web-link that shows the content playing
 - "Screen Key": this is what activates the software on the media player

N) Write down or email yourself the "Screen Key."

O) Goto your media player and open the NoviSign app

P) Add the "Screen Key" (you can manually type it or paste it from an email sent to that unit or just by logging in to your account from the app itself – using the login/password text boxes in the top right corner of that screen – and then choosing the screen key by clicking the magnifying glass icon, which is right to the screen key textbox)

Q) You are done! The content will be pulled from the cloud and will begin playing!

Related information:

Android	
Most recommended Android media player	Learn more
List of approved Android media players	Learn more
Installing the NoviSign app onto an Android media player	Learn more
Quick reference for Android media player settings	Learn more
How to configure the Android media downloading best	Learn more
How to rotate your Android screen without flashing firmware	Learn more
How to upgrade your NoviSign Android app from remote	Learn more
MP4 video for Android	Learn more
How to remotely access an Android media player	Learn more
Video about setting up an Android media player	View video
How to put Android devices in showcase mode for visitors in your store	View video
Minix Android Media Players	
Updating the Minix Neo X7 (16GB) firmware for supporting screen rotation	Learn more
Updating the Minix Neo X7 mini (8GB) firmware for supporting screen rotation	Learn more
Updating the Minix Neo X7 firmware for supporting portrait orientation	View video
Chrome	
Installing the NoviSign app onto a Chrome device	Learn more
Recommended Chromeboxes	Learn more
Chromebox Device Management Console and Kiosk mode	Learn more
How to put your non-managed Chromebox in Kiosk mode	Learn more
Recommended Chromebits	Learn more

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Windows	
Installing Windows device manual	Learn more
LG	
Installing NoviSign onto webOS 3.x LG Smart TV manual	Learn More
General	
Tips & tricks	Learn more
How to make Kiosk mode	View video
How to synchronize separate units	Learn more
How to remotely alter player's settings (remote config)? (tech post)	Learn more

Performance Reports

Status	User	Player Name	Last Playlist Name	External Address	Last Update
black	nir.doron@ness.com	Ness player	▶ Ness playlist	109.67.136.219	17/06/2014 17:09:05
black	nir@action-item.co.il	My First Screen	▶ Demo Playlist	85.64.72.195	16/06/2014 02:55:16
green	nir@action-item.co.il	New Player	▶ ActionItem Playlist	84.228.193.235	19/06/2014 13:59:41
green	nir@nironit.co.il	A Player	▶ Nironit Playlist	79.177.120.10	19/06/2014 14:08:13
black	test1@test.com	My First Screen	▶ Demo Playlist	79.177.172.122	03/06/2014 01:31:51

We have 2 performance reports for proof of play. The 2 reports come in addition to the 2 monitors (which show data from the last 24 hours) and the availability report (which shows the history of availability percentage).

The reports are accessible through the regular link, either <https://reports.novisign.com/>.

What is proof of play? Imagine you have advertisers in your ad-network, and you need to show them how many times that ad was broadcasted or for how long was this ad being played, on how many stations and so on. These reports will provide this data.

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Media Performance Report

This report is the heart of “proof of play.” It shows you the media name, type (video or image), number of exposures and total time of exposures in the filtered period (yesterday and beyond). It also shows you in how many different screens was the creative played in that period. A partner can filter by any of his/her users and by time range.

The report’s columns:

- User: the user who owns the media (the media is on his/her account). If you are a partner, you will see more than just your username, but all of your users (you will be able to filter any of them)
- Media name: the name of the media file as it appears in your media library in your web editor account
- Media type: the type of the media. It can be either an image file or a video file
- Exposures: how many times was this media item being played during the filtered period in all the screens
- Exposure time: how long (in hours, minutes and seconds) was this media item being played during the filtered period in all the screens
- Player count: In how many screens was this media item being played during the filtered period

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Novisign		Monitor ▾	Reports ▾	Sign Out	
Media Performance Report /					CSV
Show Players: All Mine Filter					
From 12/06/2014		to 18/06/2014	Generate report		
User	Media Name	Media Type	Exposures	Exposure Time	Player Count
nir.doron@ness.com	2014 Microfighters - Bantha Shakes Ep 1.mp4	video	2,263	75h 12m 18s	3
nir.doron@ness.com	img0497oq.jpg	image	2,267	3h 46m 57s	3
nir.doron@ness.com	Imperial Guard Valkyrie.jpg	image	2,265	3h 41m 4s	3
nir.doron@ness.com	Lego Valkyrie & Drearought 16.jpg	image	2,266	3h 47m 39s	3
nir.doron@ness.com	Starship Trooper retrieval ship.jpg	image	2,266	3h 46m 45s	3
nir@action-item.co.il	2013 Movie Short E8 P1 (Corellian Defender).mp4	video	0	0h 0m 0s	0
nir@action-item.co.il	2013 Movie Short E8 P2 (Corellian Defender).mp4	video	0	0h 0m 0s	0
nir@action-item.co.il	2013 Movie Short Ep5 P1 (A-Wing).mp4	video	0	0h 0m 0s	0
nir@action-item.co.il	2013 Movie Short Ep5 P1 (A-Wing).mp4	video	0	0h 0m 0s	0
nir@action-item.co.il	2013 Movie Short Ep5 P2 (A-Wing).mp4	video	0	0h 0m 0s	0
nir@action-item.co.il	6080.jpg	image	0	0h 0m 0s	0
nir@action-item.co.il	6085.jpg	image	0	0h 0m 0s	0

Devices Performance Report

This report is can used to show all physical devices on the screen (player) name as it is in the online Studio. A total number of media exposures, total play time, media type (video or image) play count in a filtered period.

The report's columns:

- User: the user which his screen key runs directly on the machine (the screen key was created in his/her account). If you are a partner, you will see more than just your username, but all of your users (you will be able to filter any of them)
- Device name: the name of the machine (if you access the application setting of the machine, then the first setting is the machine's name. It is auto-generated, but you can manually set it to any name you like)
- Screen name: the screen (player) name (in the online Studio) related to the running screen key on that machine

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- Exposures: how many times was any media item(s) being played during the filtered period on this machine
- Exposure time: how long (in hours, minutes and seconds) was any media item(s) being played during the filtered period on this machine
- Media count: how many different media items were played on this machine during the filtered period

Novisign Monitor ▾ Reports ▾ Sign Out					
Player Performance Report / CSV					
Show Players: All Mine Filter					
From 12/06/2014 to 18/06/2014 Generate report					
User	Physical Player Name	Editor Player Name	Exposures	Exposure Time	Media Count
nir@nironit.co.il	223at_2.0.0.10_"novi"_mk808_4.2.2_n...	A Player	11,882	110h 52m 10s	14
nir@nironit.co.il	13fk1_17.0.0.10_"novi"_NEO-X7-mini_4...	A Player	18,348	335h 40m 13s	29

Please notice that for adding a creative to appear in the 2 new performance reports, you will have to do the following:

1. Enter your Studio account.
2. In the "Creative" tab, for each creative, which you would like to appear in the statistics, you will have to click the small black statistics icon which appears in the top left corner of the creative thumbnail. Clicking it will change the small icon color from black to colorful.

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Related Information:

Dashboard, filter, and much more in the report	Read more
Creative Status, same screen key in multiple players and player improvement	Read more
Multiple playlists and more fields to the player monitor	Read more
Audit Feature	Read more