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Screen Customization and Deployment Guide

(Retail Post-Pandemic Solution Edition)

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Screen Customization and Deployment.

Business can get people back to normal by ensuring its location are consistently communicating to the customers and staff in a safe, accessible, and transparent way. By deploying signage throughout multiple facilities, on big screens, counter displays, or door and hallway signs. This customization guide will help you to create screen contents on your IAdea Digital Signage devices. These following applications will be used as example:

Example 1: Promotion Ad + Schedule / Agenda:

Consistent communication means promoting accessible and useful information at the door like upcoming events, touchless on-site registration, and event cancellation or delays can help save customers headaches and encourage last-minute participation.



IAdea Smart Signboards (10" & 15")

Example 2: Room Wayfinding + General Info (Widget)

Hallways, entryways, lobbies, and waiting areas are busy places perfect for on-the-go kind of information. Wayfinding signage can help customers navigate to their destinations faster and avoid overcrowding spaces.



IAdea Smart Signboards (22")

Example 3: Facility Policies + Rotating Workouts + General Info (Ticker)

People like to stare at large screens, which makes it a great place to stare vital information like customer etiquettes to follow, expert advice to try out, or basic knowledge such as time, weather, and contact info.

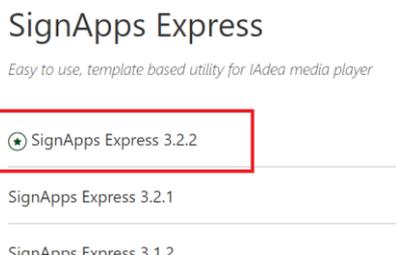


IAdea Media Player Series

To create appealing visual presentations, the use of multimedia contents like text, images and videos will be essential. SignApps Express enables remote offices to create unique signage templates and deploy playlists to various in-field devices at once on any IAdea Signage devices.

Install SignApps Express:

1. Get the latest version of SignApps Express
 - a. Go to SignApps Express download page:
<https://support.iadea.com/hc/en-us/sections/202828806-SignApps-Express>
 - b. Click on the latest version (**3.2.2** or later):



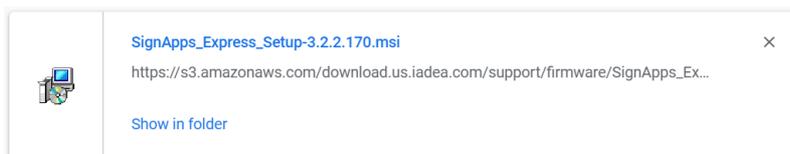
The download page will appear.

- c. Click **Download**:



The installer file will be downloaded to your PC.

2. Install SignApps Express
 - a. Open the downloaded file.



- b. Follow the on-screen instruction to install SignApps Express:



- c. Click **Finish** and launch SignApps Express.

Download the predefined template:

These predefined templates will be used in the examples of this guide. Download the files at <https://support.iadea.com/hc/en-us/articles/900002172503-Back-To-Business-Templates>

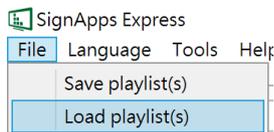
Example 1 – Promotion Ad + Schedule / Agenda:

In this example, we will learn about:

- How to import a template.
- How to change images in the template.
- How to deploy content to your signage devices.

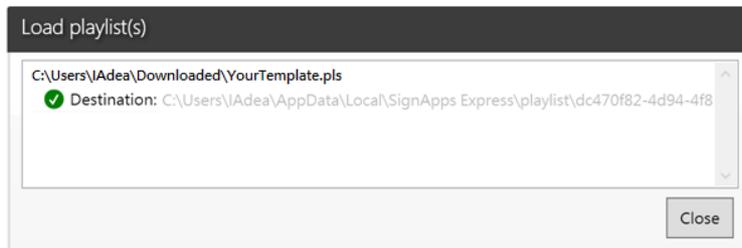
1. Import Template:

- I. Go to the top left corner, click **File**, then click **Load playlist(s)**:

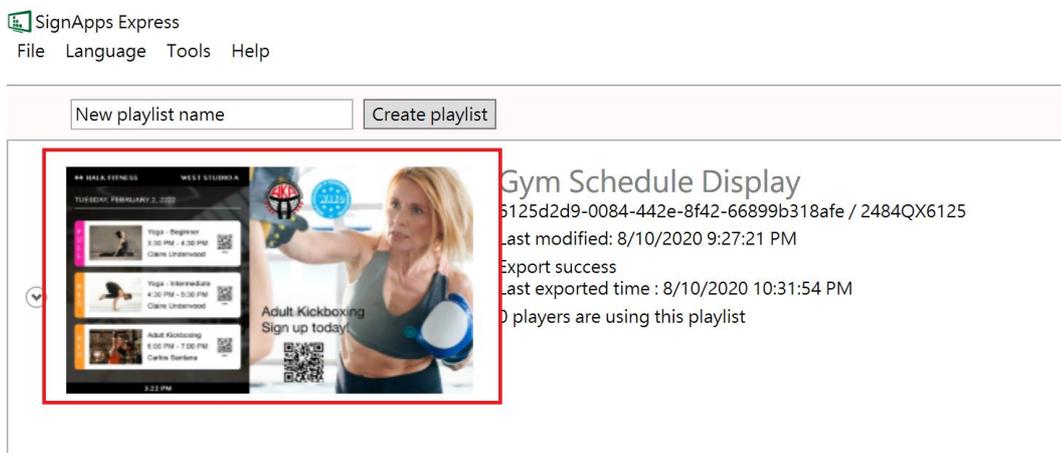


- II. A file dialog will pop up, select the downloaded file (PromotionAd-Schedule-Agenda.pls) and click **Open**.

- III. A green tick  will be displayed if the file is import successfully. Click **Close** for the next step.



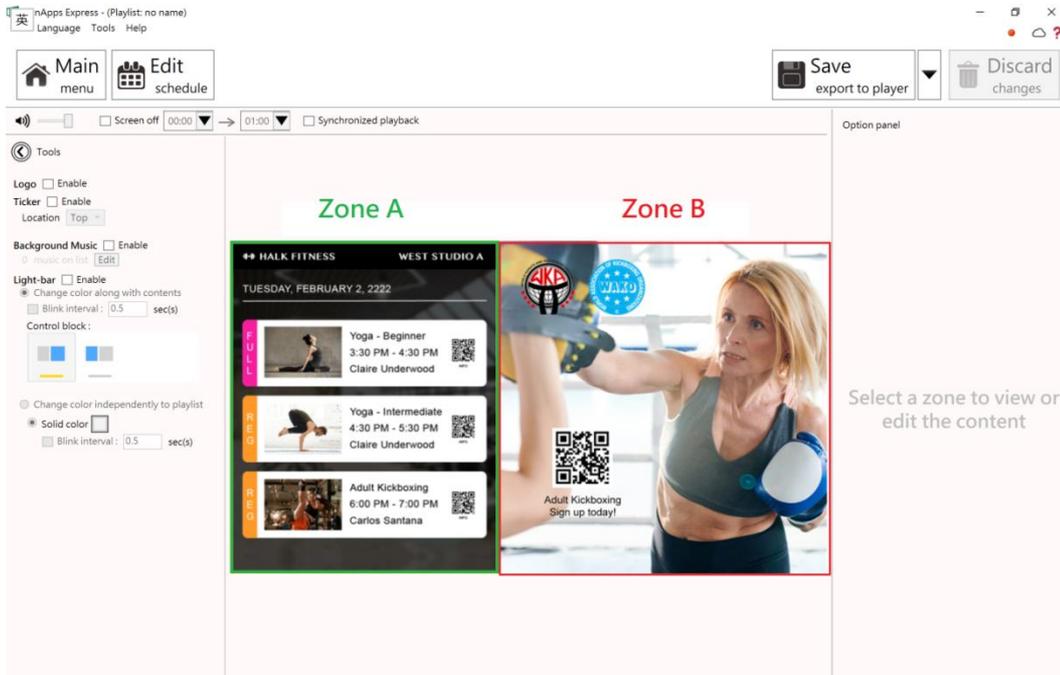
2. The imported playlist will be shown on the **Home** screen, double click the playlist thumbnail on the left to start editing:



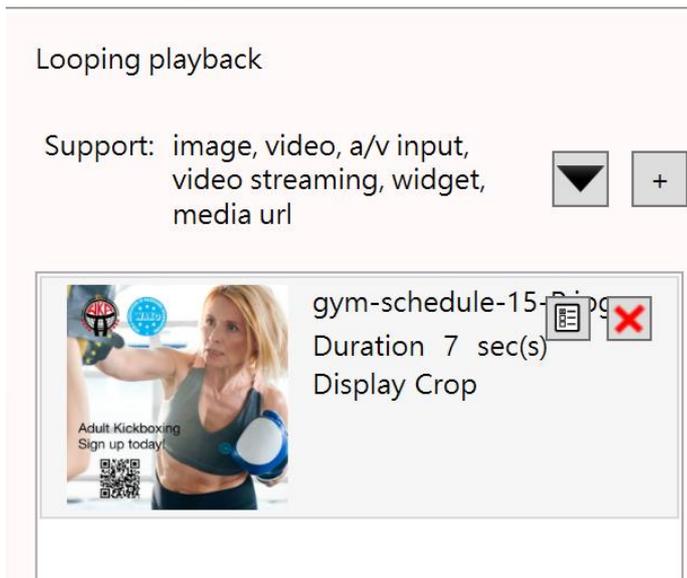
The screenshot shows the SignApps Express interface. At the top, there is a menu with 'File', 'Language', 'Tools', and 'Help'. Below the menu is a 'New playlist name' input field and a 'Create playlist' button. The main area displays a playlist thumbnail for 'Gym Schedule Display' with a red border. The thumbnail shows a gym schedule for Tuesday, February 2, 2020, with classes like Yoga - Beginner, Yoga - Intermediate, and Adult Kickboxing. To the right of the thumbnail, the following information is displayed:

- Gym Schedule Display**
- 6125d2d9-0084-442e-8f42-66899b318afe / 2484QX6125
- Last modified: 8/10/2020 9:27:21 PM
- Export success
- Last exported time : 8/10/2020 10:31:54 PM
- 0 players are using this playlist

- On the **Editing** screen, you will see the editable playlist. This is a 2-Zone layout design (Zone A & Zone B as indicated).



- Use **Zone B** as an example, Click on the image inside Zone B, then the editing options will appear at the right:



5. Replace image:

- I. Click **x** to delete the default image.
- II. Click **+** to add another image.
- III. A dialoge will be opened. Select the image you want and click **Open**.
- IV. To make adjustment, use the tools located at the top right corner of the image:



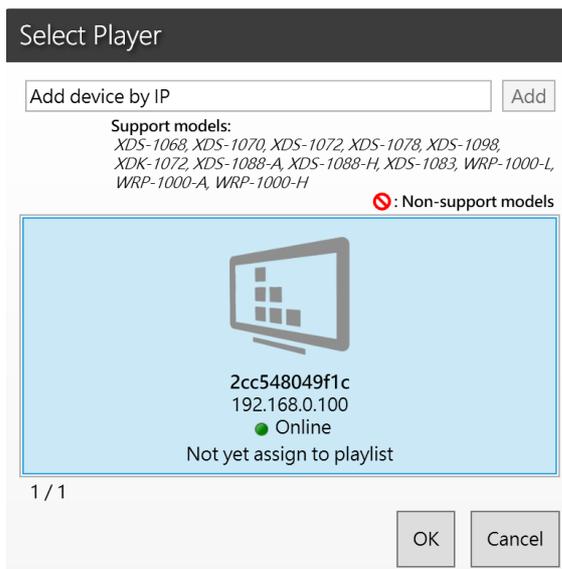
6. Repeat Step 4-6 for the other Zone.

7. After the editing is done, deploy the new content to your signage devices.

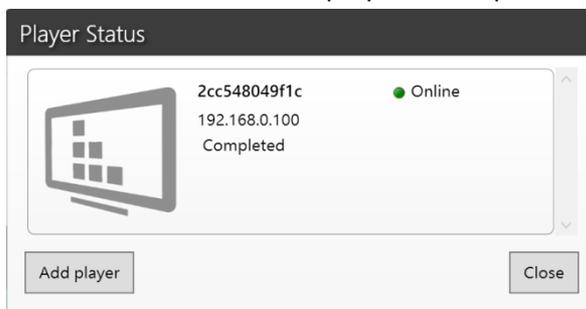
- a. Press **Save export to player**.



- b. The information of the online devices will be shown, select your device(s) and press **OK**.



- c. The new content is now deployed to the panel. Click **Close** to finish.

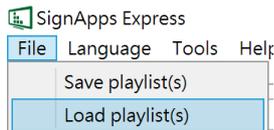


Example 2 – Room Wayfinding + General Info (Date and Time):

In example 1, We’ve learned about how to change images. In this example, we will see how to use **Overlay Zone** for **displaying information**.

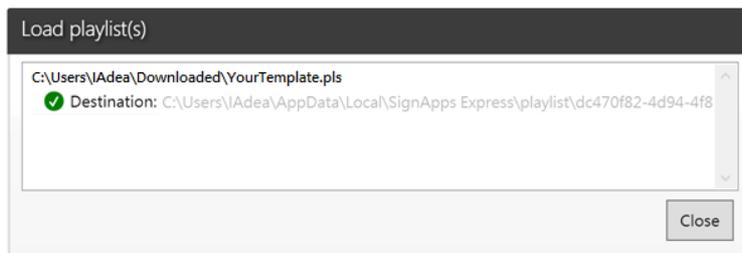
1. Import Template:

- IV. Go to the top left corner, click **File**, then click **Load playlist(s)**:

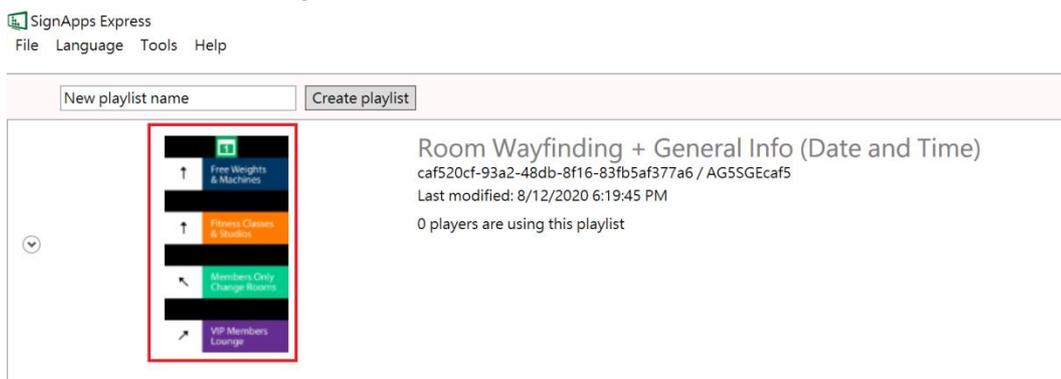


- V. A file dialog will pop up, select the downloaded file (RoomWayfinding-GeneralInfo.pls) and click **Open**.

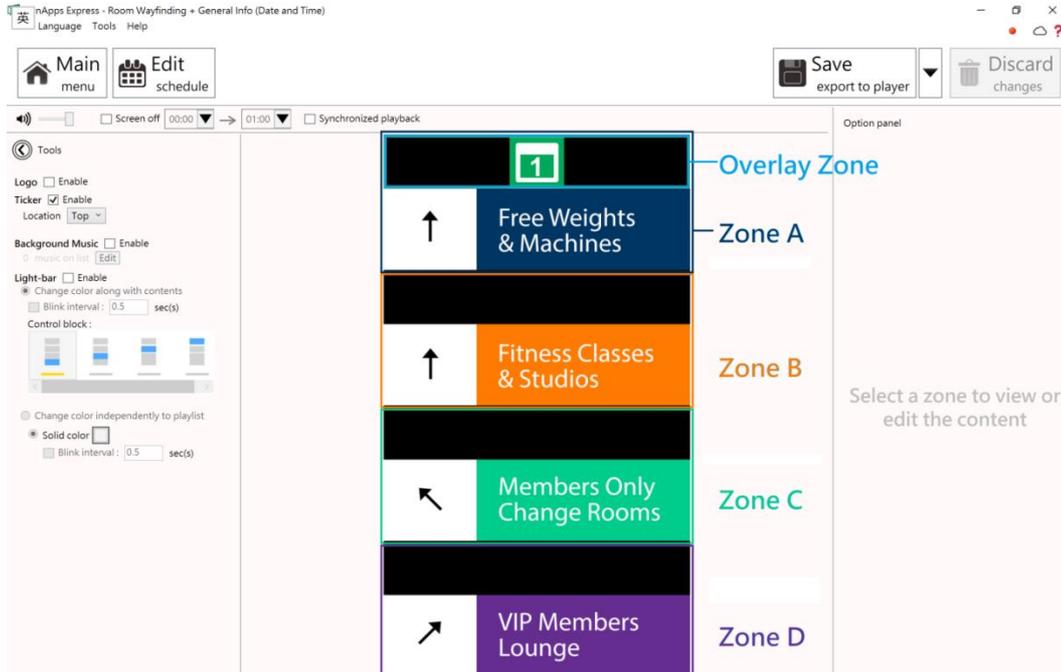
- VI. A green tick  will be displayed if the file is import successfully. Click **Close** for the next step.



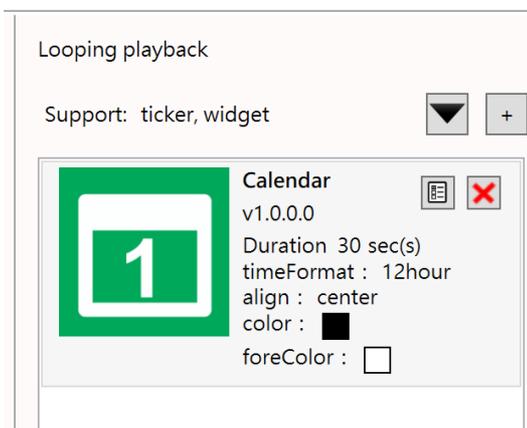
2. The imported playlist will be shown on the **Home** screen, double click the playlist thumbnail on the left to start editing:



- On the **Editing** screen, you will see the editable playlist. This is a 4-Zone layout with 1 overlay Zone design.

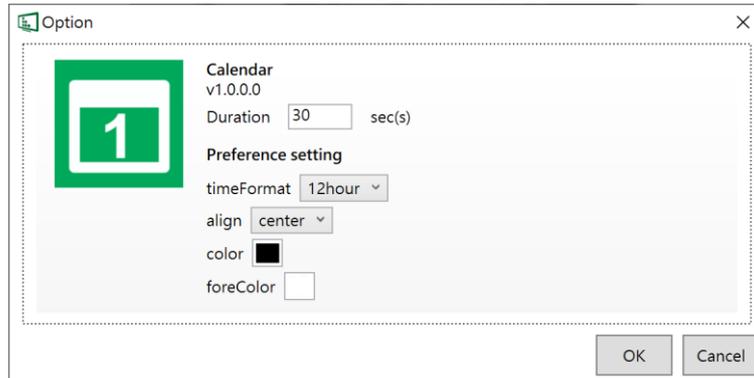


- Click on the **Overlay** zone, then the editing options will appear at the right:



5. Change the Calendar Setting:

- I. Click  to open **Settings**.
- II. Change the setting:



- III. Click **OK** to save the settings.

6. There are more options for the Overlay Zone, check the **Tools** area at the top right area:



Ticker-Enable: Add / Remove the Overlay Zone.

Location: Move the Overlay to the top / to the bottom of the screen.

7. Replace images for Zone A – Zone D.
8. After the editing is done, deploy the new content to your signage devices.
 - a. Press **Save export to player**.



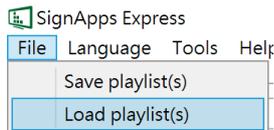
- b. The information of the online devices will be shown, select your device(s) and press **OK**.
 - c. The new content is now deployed on the panel. Click **Close** to finish.

Example 3 – Facility Policies + Rotating Workouts + General Info:

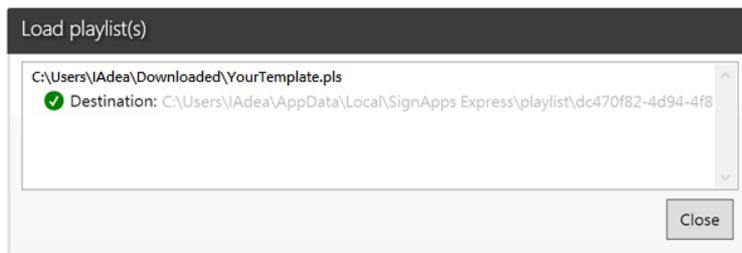
In the previous examples, we know how to change images and add an Overlay Zone for displaying information. Now, we will see how to use the **Overlay Zone** for **Displaying Image**.

1. Import Template:

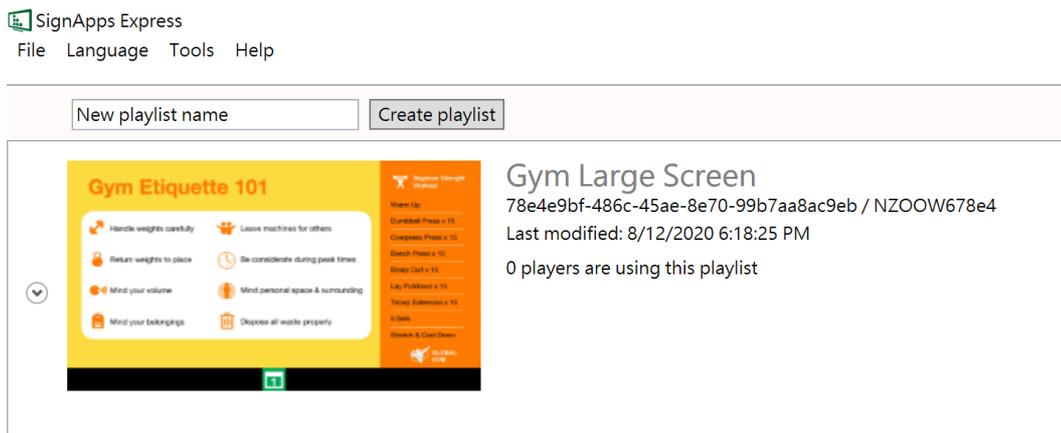
- I. Go to the top left corner, click **File**, then click **Load playlist(s)**:



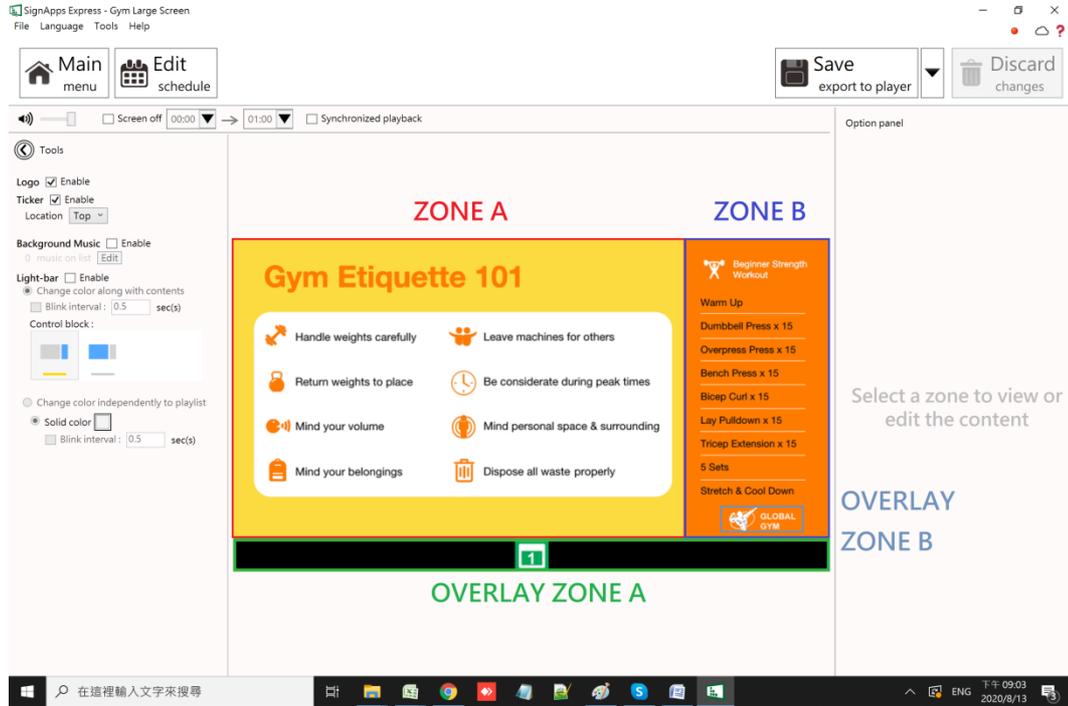
- II. A file dialog will pop up, select the downloaded file (FacilityPolicies-RotatingWorkouts-General Info.pls) and click **Open**.
- III. A green tick  will be displayed if the file is import successfully. Click **Close** for the next step.



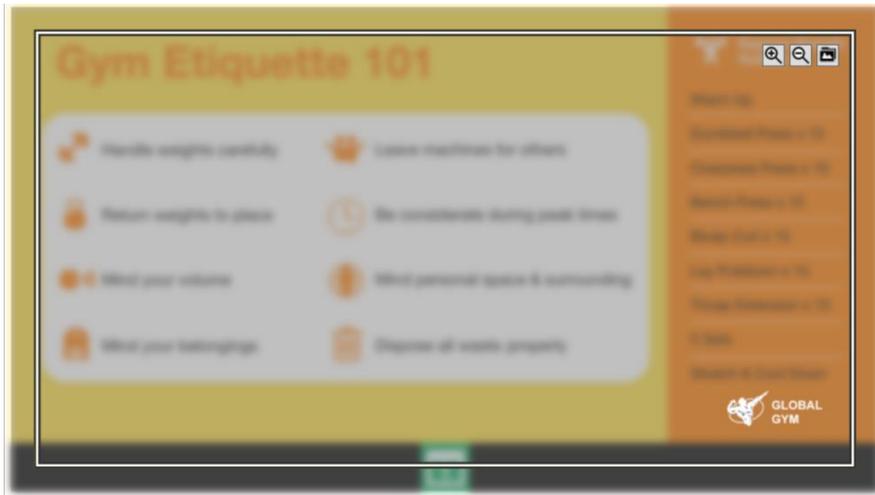
2. The imported playlist will be shown on the **Home** screen, double click the playlist thumbnail on the left to start editing:



- On the **Editing** screen, you will see the editable playlist. This is a 4-Zone layout with 1 overlay Zone design.



- Click on **Overlay Zone B**, then the editing options and the image placement area will appear:



5. Check out the tools at the top right corner:

- I. Click the **Folder**  icon to change the image.
- II. Change the size of the image by using the magnifying tools .
- III. Click and Drag the image  with your mouse to change the placement.



- IV. Release your mouse click to place the image.
 - V. Click  to confirm.
6. There are more options for the Overlay Zone, check the **Tools** area at the top right area:



Logo: Add / Remove the Overlay Zone.

7. Replace images for Zone A – Zone D.
8. After the editing is done, deploy the new content to your signage devices.
 - a. Press **Save export to player**.
 
 - b. The information of the online devices will be shown, select your device(s) and press **OK**.
 - c. The new content is now deployed on the panel. Click **Close** to finish.

IAdea Remote Content Management

Effective branding is all about creating the same user experience, consistently. SignApps Express ensures remote central offices are scheduling and deploying the same high-quality, customized-to-brand content to designated in-field IAdea signage throughout various locations.

For more information, check the user manual of SignApp Express on <https://support.iadea.com/hc/en-us/categories/115000904826-SignApps-Express>