

Enterprise Digital Signage – Create a New Sign

Intended Audience: *Content administrators* of Enterprise Digital Signage—including staff with remote access to sign.pitt.edu and the Content Manager software application for their location and player(s).

Local (On-Campus) Navigation:



1. Enable a remote connection to **sign.pitt.edu**
2. Log in using your **University Computing Account**
3. Launch **Content Manager**

Tasks:

4. Import content to your Folder
5. Add a Content Player
6. Choose a Template layout
7. Drag content onto layout
8. Preview your sign
9. Adjust properties and deploy
10. Save and exit Content Manager

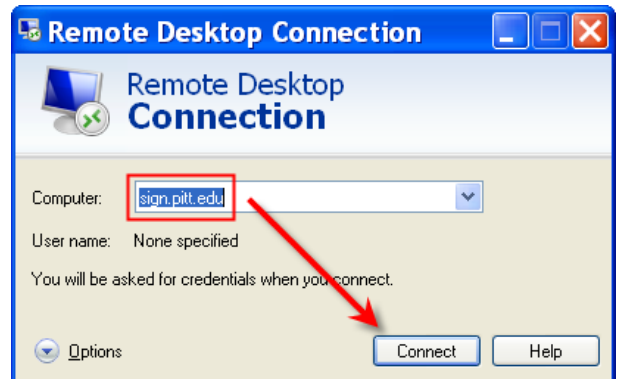
Content for digital signs can include images, PowerPoint slideshows, Word documents, Flash animations, RSS feeds, live data, videos, and many more formats stored in your *content Folder*.

Content administrators are responsible for maintaining sign content for their departments and academic centers, called *locations* in Content Manager. Content administrators will also use this content to create new digital signs and deploy them to *players* (i.e. flat screen TVs) in their locations.

1. Enable Remote Desktop Connection

Establish a remote connection to the server:


- a. Click **Start** and then **All Programs**
- b. Under *Accessories*, select **Remote Desktop Connection**
- c. Enter **sign.pitt.edu** in the Computer field
- d. Click **Connect**



***Contact the Technology Help Desk at 412-624-HELP [4357] if unable to establish a connection.**

2. Server Login

Once your remote connection to sign.pitt.edu is enabled, log in using your University Computing Account username and password:

- a. Enter your username as **Pitt\username**
- b. Enter your **password**
- c. Click  to log in



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3. Launch Content Manager

Use the Content Manager desktop client to create and publish digital signage content.

To launch Content Manager, double-click Content Manager on the remote desktop →



4. Import Content to Your Folder

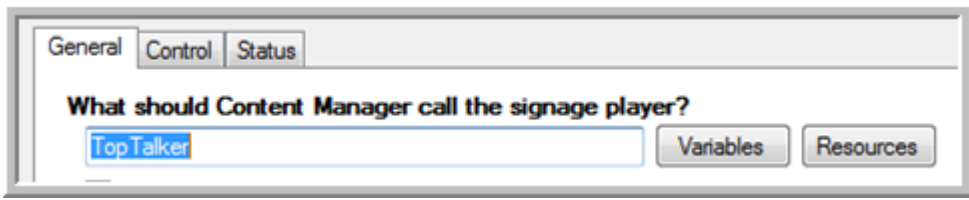
Content must be added to your Content Manager Folder before you can deploy it to a signage player.

Step	Action
a	Copy the file to <code>\\digitalsign01\content\xxxx</code> , where xxxx is the name of your location. It may be helpful to map a drive to the location \\digitalsign01.cssd.pitt.edu\content for quick access.
b	Right-click your Content folder and choose the New Content in this Category and then specify the type of content that you wish to add.
c	Complete the fields in red , using <input type="text" value="..."/> to specify the file location or URL
d	Click OK
e	Click File and then Save

Note: All content is added this way, though the content properties vary based on content type.

5. Add a Player to Your Location

Once your new television is mounted and wired to the computer you will use to manage content for it (called the *Content Player*), add it to your location in Content Manager:

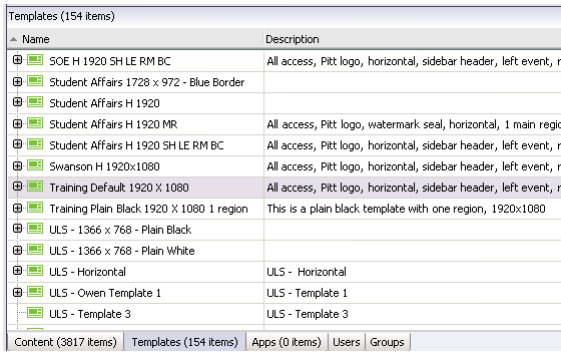
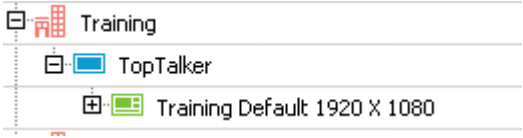
Step	Action
a	Right-click your location (usually department) and select New Content Player
b	Name the player  A screenshot of a dialog box titled 'What should Content Manager call the signage player?'. The dialog has three tabs: 'General', 'Control', and 'Status'. The 'General' tab is selected. Below the title, there is a text input field containing 'TopTalker'. To the right of the input field are two buttons: 'Variables' and 'Resources'.

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Step	Action
c	Click OK
d	Click File and then Save

6. Choose a Display Layout

Within Content Manager, use the provided templates to facilitate creating new digital signs. Select from horizontal or vertical orientations.

Step	Action
a	Click Templates at the bottom left of the Content Manager screen
b	Locate a template that closely matches the design layout you wish to display 
c	Click and drag a template to the new player 

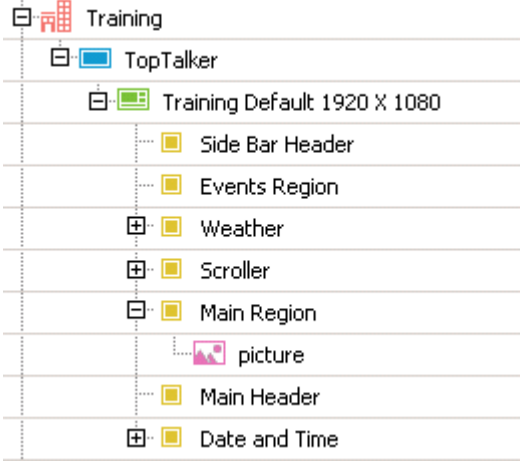
Note: More than one template can be added to a player. They will be displayed in the order they are added, unless an interruption is scheduled. *Refer to Scheduling later in this guide for details.*

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7. Add Content to Your Template


Within the Network Overview window, expand the template so each content area displays. In your content folder below locate the content you wish to add to the template.

Once added to a template region, content plays all day, every day. Where multiple content exists in a region, players display them in the order they are added, unless an interruption is scheduled. *Refer to Scheduling later in this guide for details.*

Step	Action
a	Click the Content tab at the bottom left of the Content window
b	Click + next to your content folder to display the content items
c	Select the content item that you wish to schedule
d	Drag and drop the content onto the appropriate region of the template for that player 
e	Click File and then Save

8. Preview Your Sign

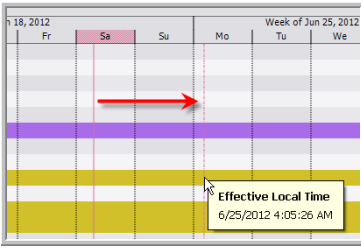



Once you are satisfied with the content, click  at the top right of the Network Overview window to **preview** how the sign will play.



To **stop** the preview, click .

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To **preview a later time**, click and drag the red vertical (*Effective Local Time*) line to when you wish to preview. Then click  again.

9. Content Adjustments

To adjust when and how often content plays on your sign, edit the recurrences or schedule an interruption. To edit all other properties, edit the source content file in Content Manager.

Content Scheduling

By default, your content displays as soon as you deploy it to the sign, then all day, every day in rotation with the other content moving forward. To display this content item only on certain days or times:

<u>Step</u>	<u>Action</u>
a	Right-click the content item and select Existing Recurrences
b	Adjust the display date and time, then click OK
c	Click File and then Save

Content Properties

Each content item has a specific set of properties that can be adjusted so that it plays optimally on your new player. Content property adjustments are global, meaning they will change every instance of how the content is deployed to all of your players.

<u>Step</u>	<u>Action</u>
a	Right-click the content item and select Edit Source Content
b	Click each tab for General, Advanced, and Resources and Input properties , then click OK
c	Click File , and then Save

Deploy

When you are satisfied that your content is optimized, deploy it to the sign player. If you're not ready to display the content on your sign you can simply click the File drop-down menu and choose Save. Your changes will be saved, but not reflected on the sign.

<u>Step</u>	<u>Action</u>
a	Right-click the player and select Deploy

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10. Exit Content Manager

Once you are satisfied with your sign preview and the adjustments made, save your changes and close out of Content manager. End your remote connection using the standard Windows Log Off procedure from the sign.pitt.edu server.

Step	Action
a	Click File and then Save
b	Click File and Exit
c	Click Start and then Log off

Where to Find Help

The vendor, Four Winds Interactive, has provided an online Interactive Community. Sign up here:

<https://fourwindsinteractive.force.com>

Please note that this material is not custom to the University of Pittsburgh.

Computing Services and Systems Development (CSSD) offers training and support for scheduling and publishing content on your digital sign. CSSD does not provide support for creating images, videos, PowerPoint slides, and other types of content that you wish to display on your signs.

Please contact 412-624-**HELP** [4357] with technical questions or to request access for a new content administrator in your department. All new content administrators will be invited to training.