# Audio Everywhere

## from Listen Technologies



Audio Everywhere Cloud Services User Manual





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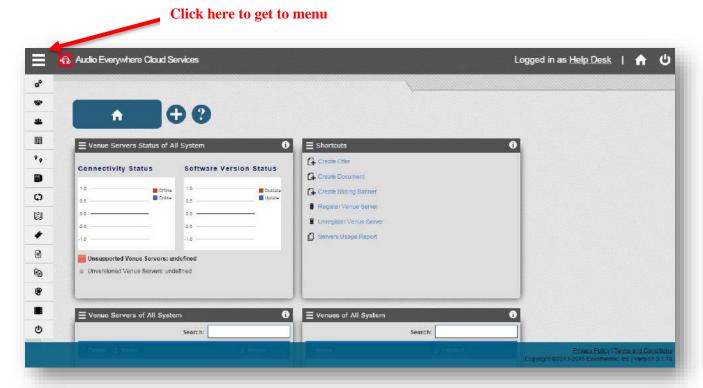
### **Introduction**

- If you are a customer and need a login account, send an email with your name, company, and the 16-digit serial number of your Audio Everywhere server to <a href="mailto:support@audioeverywhere.com">support@audioeverywhere.com</a>
- All dimensions are in pixels Width x Height.
- All images should be either jpg or png.
- Venues and Locations are the same concept; physical place where the network of servers are running.

### **General Options**

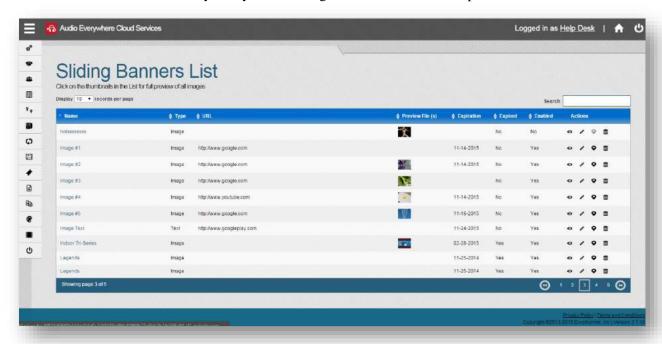
This section describes some general options that you can find or use all over the Audio Everywhere Cloud.

### Getting to the menu



### How tables works?

Almost for all the tables on the Cloud System you can find general functionalities explain it below:



**Order**: If the option is enable for the column; you can click the title on the header if you want to order the records on the table with the data in the column as the reference, you can click the same title again to change the direction of the order. You can check if the column has the order option if the title has the icon on the left; the icon will show you also the column and the direction that is been use at the moment.

**Records per Page**: On the left on the top of the table you can find a selector with multiple options; you can change the selector if you want to see more or less records in a single page. The default value is 10.

**Search**: Many of the tables has the search option on the right corner on the top; you can enter a text in the input and the system will filter all the records on the table that contains the text that you entered.

**Pagination**: On the bottom of the table you can see the pagination options; on the left you will see the information of the current and the total page and the filter information; on the right you will see the pagination buttons; you can click the page number to go to that page or the next and before buttons to move between pages.

**Action Icons**: For most of the tables the last column is the actions column; in there you can find some icons that enables multiple actions; mouse over the icons to see a message of what the action will be; click the icon and you will be redirect to a page or the icon will be executed in the same page.

**Configuration**: In general for all the tables you can change the configuration including the records per page, the search text and the current page and the system will save your configuration for that table during your session.

### **Errors display**

For all the forms in the system you can find the same kind of display of the errors.

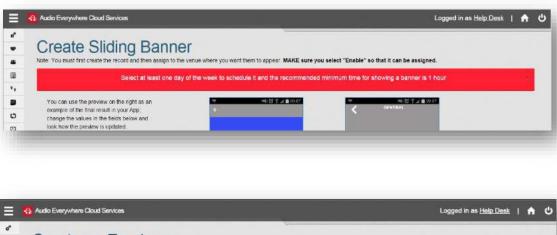
#### **Browser validations**

If you try to submit a form but the browser find an error on any of the fields, will display a message with the requirement and focus on the text; this kind of errors appears one at the time, if you have multiple errors only 1 will be display. The field could have some extra information to indicate the format or parameters required by the field.



#### Server validations

Some validations are only executed when the information arrive to the server; all those errors will be display in red at the top of the page; the error should include some information that will help you to resolve the error.





### **How to access to Cloud Server**

### Log in

If you already have an account then you need to enter your email and your password into the log in form; and click the "Sign In" button. If you fail with your authentication data you will see the message "Sorry, we were not able to find a user with that username and password". If your authentication is correct then you will be redirect to the home page.





### **Forgot Password?**

If you have an account but you forgot your password you can click the "Forgot Password?" option; on the new form you need to enter your email address and click the "Reset" button. If your email is registered on the system, an email will be sent with a link that you will need to click to allow the reset of your account password. The link will be valid for 24 hours only.



Hi User,

There was recently a request to change the password of your account. If you requested this change, please confirm the request by following the link below:

<a href="http://staging.exxothermic.com/mycentralserver/login/resetMyPassword?token=d5vMiDqaTj9phe7">http://staging.exxothermic.com/mycentralserver/login/resetMyPassword?token=d5vMiDqaTj9phe7</a>

Please note that this link is valid only for 24 hours.

If you don't want to change your password, just ignore this message.

Thanks,

Audio Everywhere

When you click the received link you will be redirect to the log in page and a message with the text "A new password has been sent to your email". In the email you will find a temporal password that you can use for a 1 time access; after this log in you need to change your password to your new and desire password.



Hi User,

As you request we assigned to you a new password, the password is: FxWrLd-!2g40\_

After you have logged in using the new password, you may change it.

Go to your account using following link:

<a href="http://staging.exxothermic.com/mycentralserver/">http://staging.exxothermic.com/mycentralserver/</a>

Thanks,

Audio Everywhere

After the log in with your temporal password a new form will be presented to you for the change of your password; you need to enter your email, the temporal password, your new password and the confirmation of the new password; and click the "Change" button. If everything is correct then you will be redirect to the log in form with the message "Password has been updated successfully". After that you are enable to access to the system with your email and the new password.

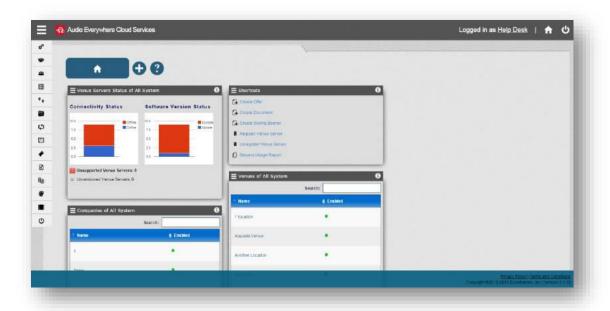




### **Dashboards**

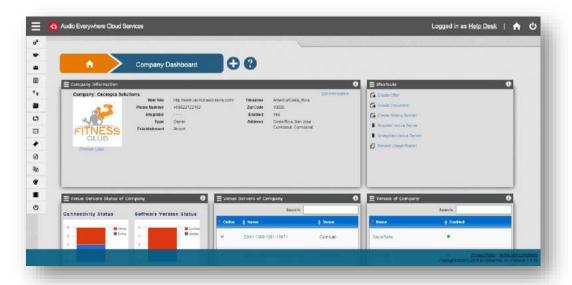
### Main Dashboard / Home Page

When you access to the Cloud System after the log in; you will see the home page that includes the main dashboard; at this dashboard you can see information related to all the objects depending of your user and role. You can add or remove the widgets that you like to see according to your functions and use of the system. The dashboard contains 3 columns and you can change the position (but not the size) of any of the widgets.



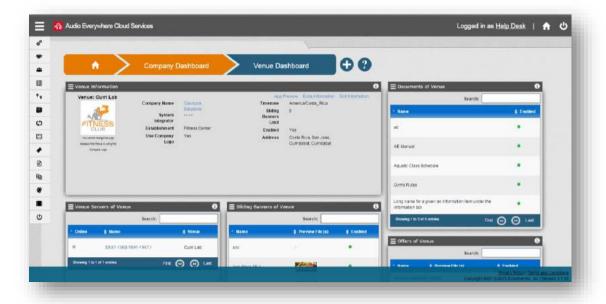
### **Company Dashboard**

From the main dashboard, when you click the name of a Company, you will be redirect to the Company Dashboard; this dashboard will include at the widgets only information or objects associated to the selected Company. You can change the configuration of the dashboard in the same way that you can do it for the main dashboard; all dashboards configurations are save it individually. At the top of the page you can see a path so you can see what dashboard you are seeing.



### **Venue Dashboard**

From the main dashboard or the company dashboard, when you click the name of a Venue, you will be redirect to the Venue Dashboard; this dashboard will include at the widgets only information or objects associated to the selected Venue. You can change the configuration of the dashboard in the same way that you can do it for the main dashboard; all dashboards configurations are save it individually. At the top of the page you can see a path so you can see what dashboard you are seeing.



### **Widgets Management**

### **Widget List**

Depending of the dashboard that you are seeing and the role of your user you can add several widgets to the dashboard; following there is the list of widgets:

*Companies*: Shows a table with the list of companies with just the name and status; you can search and move to the company that you want to see.

*Venues*: Shows a table with the list of venues related to the dashboard with just the name and status; you can search and move to the venue that you want to see.

*Venue Servers*: Shows a table with the list of venue servers related to the dashboard with just the serial and status; you can search and move to the venue server that you want to see.

*Sliding Banners*: Shows a table with the list of sliding banners related to the dashboard; you can search and move to the object that you want to see.

Offers: Shows a table with the list of offers related to the dashboard; you can search and move to the object that you want to see.

*Documents*: Shows a table with the list of documents related to the dashboard; you can search and move to the object that you want to see.

App Theme Settings: Shows a table with the list of app theme settings related to the dashboard; you can search and move to the object that you want to see.

Welcome Ads: Shows a table with the list of welcome ads related to the dashboard; you can search and move to the object that you want to see.

Venue Serves Stats: Stats about the status of the Venue Servers related to the dashboard.

Shortcuts: Shortcuts to some of the most use actions for the dashboard.

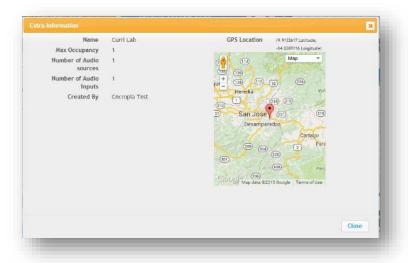
*Company Information*: Only available for the Company Dashboard and will include many of the company information, including the logo and other properties.

*Employees*: Only available for the Company Dashboard, shows a table with the list of Employees of the Company, you can search and move to the object that you want to see.

*Venue Information*: Only available for the Venue Dashboard and will include many of the venue information, including the logo and other properties; also, you can see a full demo as example of the App with all the current associated components.



If you click the "Extra Information" click on the widget a new window will be open it with all the extra information of the venue including the geo location data.



Also from the widget; you can change the logo of the venue (if it's not using the Company Logo) using the "Change Logo" link under the logo image. When you click the link a new window will be open it where you can select an image from your computer and crop it according to your requirement and click the "Upload" button. The system will upload the logo and refresh the widget.



Besides of that; the widget provide an option where you can see a full example of the App with the current associated objects at the time. The demo includes the App Theme Settings to be use with the main and secondary colors; the associated Offers, Sliding Banners and Documents.



App Theme Settings / Welcome Ad: Only available for the Venue Dashboard, shows you the current App Theme Settings and the Welcome Ad information associated to the venue.

### **Add Widget**

If you want to add a widget to any of the dashboards; you have to click the + icon on the top of the page:



A new window will be open with the list of widgets that you can add to the dashboard; in there you can find the desire widget and click the "Add" button on the right; the system will add the widget to the first position available and save your configuration; after that you can change the position of the widgets.



### **Remove Widget**

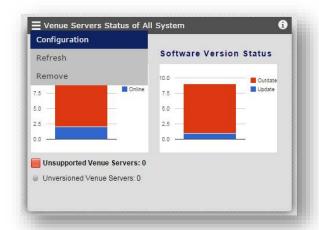
Almost for all the widgets (Company and Venue information widgets can't be remove from their dashboards) you can use the remove option in order to remove the widget from the dashboard in order to simplify your dashboard according to your use of the system.

Mouse over the menu icon on the left of the widget title and the options will be displayed; go to the "*Remove*" option and click in there; the system will remove the widget, reposition the other widgets if there are space and save your configuration. If you want to see the widget again you can add it using the add option.



### **Widget Configuration**

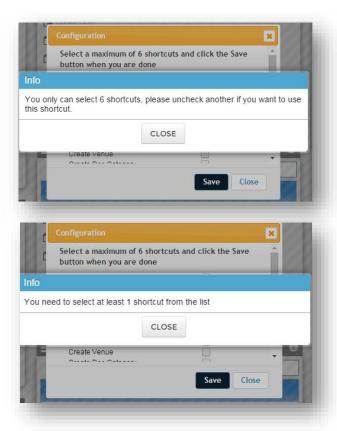
Some of the widgets allows a configuration; mouse over the menu icon on the left of the widget title and the options will be displayed for the widget; look up for the "Configuration" option, if it's available you can click it and a new window will be opened with the configuration options for the current widget. Change the configuration values and click the "Save" button.





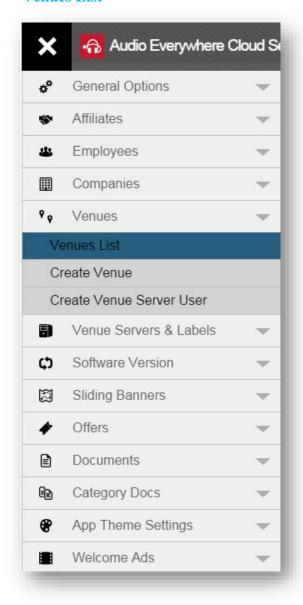
For the Shortcuts Widget; you will find a special configuration; in there you will see the list of shortcuts available for the dashboard, select at least one or a maximum of six shortcuts and click the "Save" button.





### **Venues / Locations**

#### **Venues List**



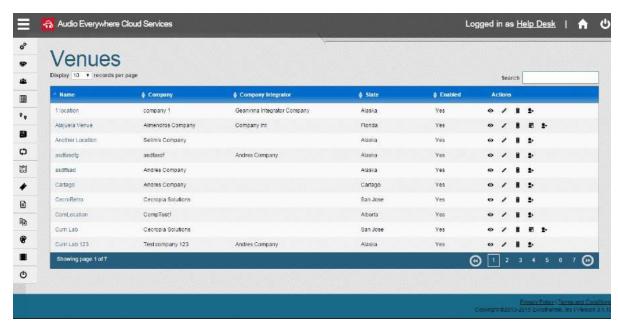
**For all users**, with this option you can see the list of the Venues that you are allow to access depending of your user Roles.

Click the option on the menu a new page will be loaded with a table with the list of the Venues.

The table works as is indicated at the "How Tables Works?" section.

### Table Columns Detail:

- Name: Name of the Venue for reference
- **Company**: Name of the related company.
- **Company Integrator**: If the Company has an Integrator will appears at this column.
- **State**: State of the Venue.
- **Enabled**: Enable or not, Venues that are not enable won't allow connection of Servers and some other functions inside the Cloud System.
- Actions: / 8 5 2+
  - Show: Open a new page with all the information of the venue, including all the associated components; check the Show Venue section for details.
  - o **Edit**: For Integrator and Help Desk Users; open the page where you can change the information of the Venue, including the time zone and the logo.
  - Register a Venue Server: For Integrator and Help Desk Users; click to open the page where you can register a new venue server to this venue.
  - **Venue Servers**: When the venue has associated servers will show this icon, click to go to the list of those server.



O Create
Venue Server
User: For Admin,
Help Desk and
Integrators users;
click to open the
page when you
can create a new
server user for the
selected venue.

Show Venue

From the <u>Venues List</u>; you can click the "*Show*" action icon and open the show page; this page includes all the information related and associated of the Venue. At this page you can see several tabs with all the information:

Info Tab: Include all the Venue information; this information can be updated from the edit page of the Venue.

**Venue Servers**: Include the list of servers registered to the venue; you can check the status and from there go to all the actions of the servers.

**App Theme Settings**: Include the information of the App Theme Setting associated to the Venue if there is one.

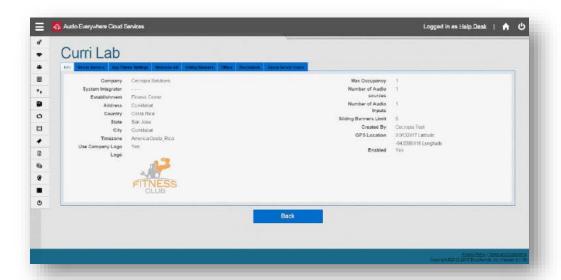
Welcome Ad: Include the information of the Welcome Ad associated to the Venue if there is one.

**Sliding Banners**: Include a table with all the assigned sliding banners including the offers that works as banner; in that table you can set the order of the banners so you can choose which of them are sent to the servers considering the maximum of 6.

**Offers**: Include a table with all the offers assigned to the venue.

**Documents**: Include a table with all the documents assigned to the venue.

**Venue Server Users**: Include a table with all the server users created for the venue; from there you can edit or remove those users. The users are only local and have no relationship with the system users.

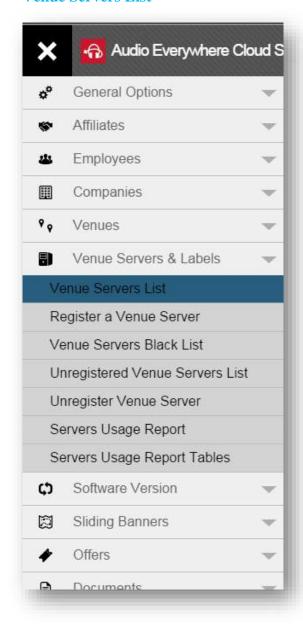




If you want to change the order of the sliding banners, go to the tab and mouse over the "Order" column on the left; 2 icons should appears; click on them to move the banner up or down, when you are done, click the "Save Order" button to store your configuration and send an update to the servers with the new order.

### Venue Servers & Labels

#### **Venue Servers List**



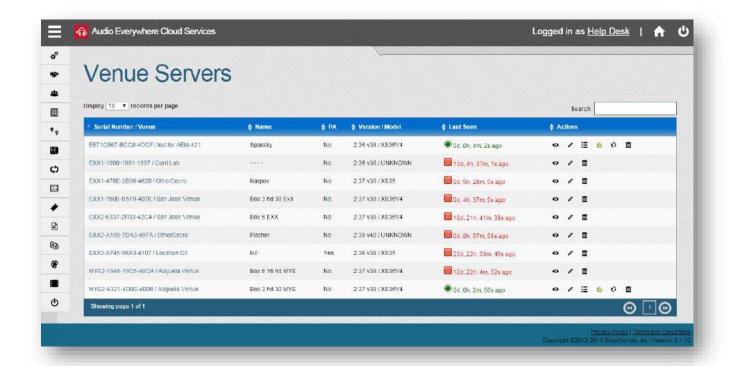
**For all users**, with this option you can see the list of the Venue Servers that you are allow to access depending of your user Roles.

Click the option on the menu a new page will be loaded with a table with the list of the Venue Servers.

The table works as is indicated at the "How Tables Works?" section.

Table Columns Detail:

- **Serial Number / Venue**: Displays the serial number of the server and the venue name that belongs.
- Name: Name of the server if exists.
- **PA**: Displays if the server is defined as the PA of the venue; only 1 PA per venue is allow.
- **Version/Model**: Information of the server version that is running and the model if it's at the Cloud System; some older versions do not send the information of the model.
- Last Seen: Time ago when the server connects to the server or send a HB request. If the value is in green then the server is connected.
- Actions: / 🗏 🐧 0 🟗
  - Show: Open a new page with all the information of the venue server.
  - Edit: For all users with the exception of the Admin users; open the page where you can change the information of the server, if it's connected you can also change the channels information.
  - List Log Files: Only when the server is connected; will show you a page where you can <u>download the log files</u> from the server.
  - Update Software Version: Only when the server is connected; will let you do an upgrade if the <u>software</u> <u>version</u> of the server if exists a new one.
  - Reset Venue Server: Only when the server is connected; if you click the icon you will send a request to the server of a complete restart.
  - Retire Server: For Admin and Help Desk users only; will unregister the server from the venue; a new registration process will be required.



### **List Log Files**



If the server is connected; from the list of servers you can click the "List Log Files" icon; a new page will be loaded with the list of available log files from the server; you can click the download icon on the icons column to retrieve a tar.gz file with the log; or you can delete the log in order to clean the log specific log file.

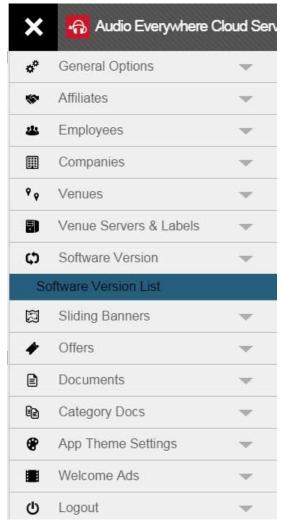
### **Update Software Version**



If the server is connected; from the list of servers you can click the upgrade software icon; the system will display the current software version information and if exists a new version available. If exists you can click the "Apply" button; the system will send a message to the server and the upgrade process will be execute.

### **Software Version**

#### **Software Version List**



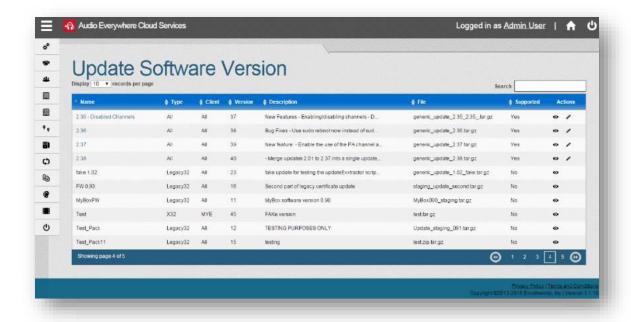
**For all users**, with this option you can see the list of the software versions registered to the Cloud System.

Click the option on the menu a new page will be loaded with a table with the list of software versions.

The table works as is indicated at the "How Tables Works?" section.

Table Columns Detail:

- •Name: Name of the software version as a reference.
- •**Type**: It's the target type of venue servers for the software version. Can be All, Legacy32, X32 or X64 depending of the server architecture.
- •Client: Client or Affiliate; only the servers associated to the indicated client will receive the update of this software version.
- **Version**: Number of the version, generally any new version increase this version by one.
- •Description: Short description of the software version.
- •File: Name of the file of the software version
- •Supported: Indicate if the software version is still supported; only supported software versions are use as an upgrade to the servers.
- •Actions: /
  - Show: Open a new page with all the information of the software version.
  - Edit: For supported versions and for Admin users only; you can click the icon and open a new page with a form where you can change the information of the software version.

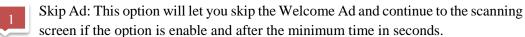


### **Mobile App Components**

### Welcome Ad or Splash page



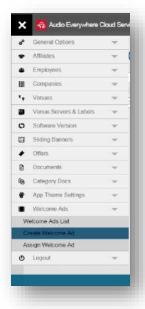
When the User starts the application if you associate a Welcome Ad to the Venue it will be the first component to appear; for the Welcome Ad you can enable the option to skip the video and the minimum time in seconds that the User should see it.

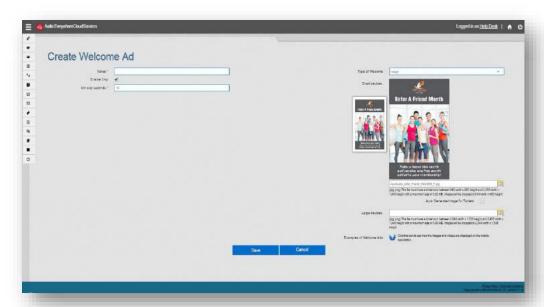


The Video or the Image will appears at the center of the screen.

### How it works on the Audio Everywhere Cloud?

You can create a new Welcome Ad using the main menu on the left, go to the "Welcome Ads" section and click the "Create Welcome Ad" option. The creation page will be opened and in there you can enter and configure all the information with following detail:









**Name**: This is the name of the Welcome Ad just as a reference for the administration and will not be use by the App.

**Enable Skip**: If you check this box the "*Skip Ad*" option will appears at the app after the seconds configurated, like the pre-roll ads in Youtube.

**Min skip seconds**: This is the minimum number of seconds that the User should see the Welcome Ad.

**Type of Welcome**: Can be *Image* of *Video*.

### **Image Type**

If the selected type is Image, you must select at least the image for small devices.

You can select an image larger than the required but never shorter, and them crop the image according to the required size  $(640W \times 960h)$ .

As an additional option and if you don't want to create an image for a large devices (2048Wx1536h) you can check the box "Auto Generate Image for Tablets", with that option the system will generate an image with the required size, with the image for small devices at the center and with a background on black that will be use for those devices.

### Video Type

If the selected type is Video, you must select a video with the recommended requirements that will be displayed and a tool that can be use to validate those requirements is included.

Any error on the selected files (images or video) should be show it to you before submit the form depending if the browser allows the validations or after as general errors on the top of the page.

When everything is configured you should click the "Save" button; if the configuration it's ok then you must be redirected to the page when you can associate the Welcome Ad to any of the Venues that you manage.

### Summing up, required assets

### For Image Type

- For phones you will need: 640x960 (WxH)
- For tablets you will need an image with 2048x1536 (WxH)

### For Video Type

The video must satisfies following requirements (it's possible that with other format works also but this is the validated and recommended configuration):

• File Format: mp4

• Video Bibrate: 500 kbps

• Frame Rate: 30fps

Audio Codec: AAC-LC

Sound: Mono or StereoAudio Bit Rate: 128kbps

### **Assets examples**

Small and large welcome images





### **App Theme Settings**



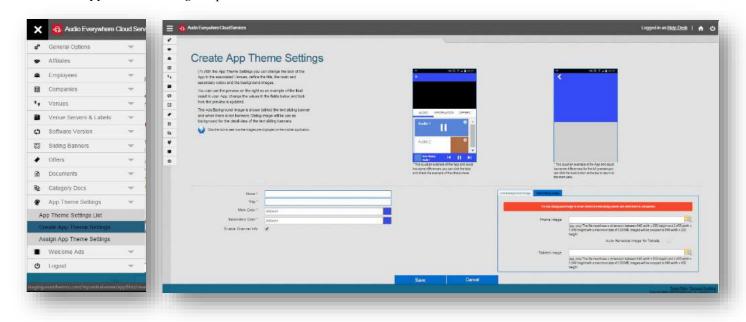
The App Theme Settings is the main way to configure how the App will look; in there you can select the colors to be use, the title and the background images for the text banners between others.

This need to be created and associated to the desire Venues; if you don't associate one App Theme Settings then the Venue will use the default depending of the related Affiliate.

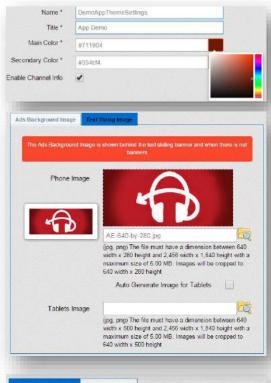
### How it works on the Audio Everywhere Cloud?

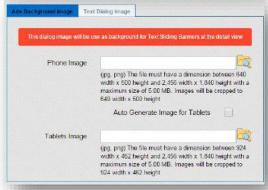
K II

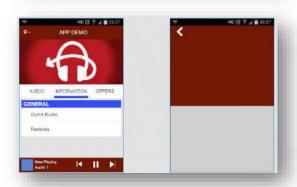
You can create a new App Theme Setting using the main menu on the left, go to the "App Theme Settings" section and click the "Create App Theme Settings" option



At the create or edit page of an App Theme Settings you will find a live preview example of the configuration and how it will looks on the App; the example could has some differences but you can se how the colors, title and images should appear.







**Name**: This is only for reference on Central Server, define a significative name so you can find it later.

**Title**: This is the title of the App, can't be longer than 20 characters and will apear on uppercase.

**Main Color**: One of the two configurable colors of the App, you can check how the App will change on the live preview. You can enter a css hexadecimal color or click the color box on the righ and select the color.

**Secondary Color**: The other configurable color of the App, you can check how the App will change on the live preview. You can select the color also with the color box.

**Enable Channel Info**: If you check this box then the configurable description of the channel can be read it by the users using the icon for each of the channels.

Ads Background Image: This image is shown behind the text sliding banners or when there is not banners associated to the Venue. You can select an image (640Wx280H) and then crop it for the desire final image according to the standar functionalities. As an aditional option you can check the "Auto Generate Image for Tablets" and the system will generate an image with the background of the main color and the required size (640Wx500h) for the tablets with the phone image at the center.

**Text Dialog Image**: This image will be use as background for the text slidding banners at the detail screen, you can select an image and use the autogenerate option as for the Ads Background Image.

Setting the images is not something that you need to do at the beginning and much less important than the title and colors.

With the selected configuration you can see at the live preview how the title is applied, the main color is use in 3 sections and the secondary color for the tabs and the headers at the Information tab, besides of the ads background image; make any change at the configuration and check the example for a better reference.

### Summing up, required assets

### For the Ads Background Image

- For phones you will need an image with: 640x280 (WxH)
- For tablets you will need an image with 640x500 (WxH)

### For the Text Dialog Image

- For phones you will need an image with: 640x500 (WxH)
- For tablets you will need an image with 924x462 (WxH)
- Remember that you can always check the option for the auto-generation of the images for the tablets.

### **Assets examples**

Small and large Ads Background image





### **Sliding Banners**



The sliding banners appears at the top of the App for the main screen and let you display important information to all the users, the banners can be schedule it per day of the week and hours, and only a **maximum of 6** banners including the text and image banners, and offers that works as banners will be shown to the users at a time.

You can create 2 types: Image or Text; the image type will let you upload your images for both the banner and the dialog images, and for the text type you won't need to id and the images configured by the related App Theme Setting will be use, besides of the Company or Venue logo.

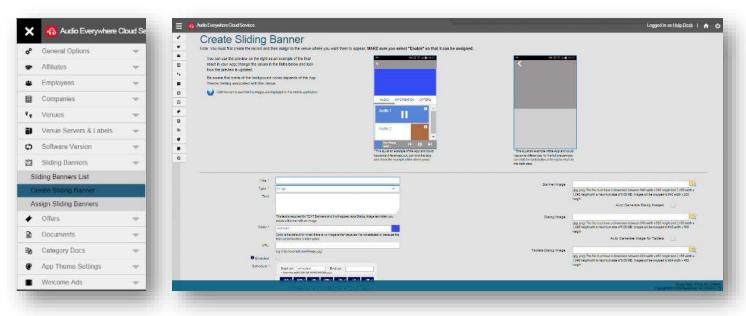
If you have more than 6 enabled and scheduled banners you can change the order and with this select the banners that you want to see at the App; always considering that the maximum is 6 even when more than that are enabled.

Two screens are related with a banner; first is the basic banner area at the main screen of the App, the second is called "the dialog screen", which you get to by clicking on the first area.

On the second screen is a "MORE INFO" button which if clicked brings you to a Website that will open inside a window on the App on iOS and on a separate browser app on Android. Be aware that the sliding banner on the first page, unlike the dialog pages, do not have text overlays, if you want to include text should be right in the image.

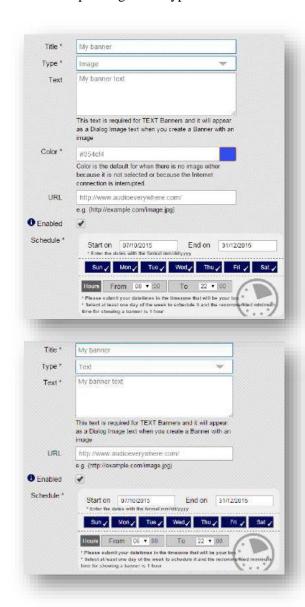
### How it works on the Audio Everywhere Cloud?

You can create a new Sliding banner using the main menu on the left, go to the "Sliding Banners" section and click the "Create Sliding Banner" option



At the create or edit page of a Sliding Banner you will find a live preview example of the configuration and how it will looks on the App; the example could has some differences but you can se how the colors, text and images should appear.

Some properties works in a different way for Text or Image banners, we will describe each of the property and how they are use it depending of the type.



**Title**: The name of the banner. Also shows up as text overlaying the dialog image. Remember this when picking a dialog image.

**Type**: Text or Image, both cases are shown at the side and for the general properties only the Color is not use for the Text banners, al others are included and could works depending of the type.

**Text**: This text appears below the dialog image for both types, and as the main message for the Text type, bacause of that is required and can't be empty when the selected type is *Text*.

**Color**: It's only use for the Image type and will be background color when there are not images defined for the banner area or when exists some internet issue that will not let the Venue Server download the image.

**URL**: The website that will be visited when clicking "MORE INFO" button on the dialog page, the button will appears only when a URL was entered. The website will open inside a window on the App on iOS and on a separate browser app on Android.

**Enabled**: Make sure to click this to enable the banner. Only the enabled banners are send it to the Venue Servers by the system.

**Schedule**: Define when the banner will appear, local time. The time zome is selected from a pull down menu in the VENUE/LOCATION setup, you can select a range of dates when the banner will be enable, the days of the week, and even the hours. It's highly recommended to keep each banner for at least one hour.

### **Text Banners**



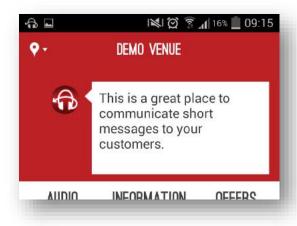
The components of the text banner are spread acress several pages:

The logo (150Wx150h) on the VENUE/LOCATION or COMPANY setup pages, in the Venue/Location page, one can either pick a new logo or inherit the Company logo. This logo shows up in the text banner circle, if it's provided. At the live preview you will only see a circle since the system does not know the Venue that will be using the banner.



The background and dialog images in the <u>App Theme Settings</u>. The first of these provides the background image for the text banner and the second shows up at the top of the TEXT dialog page. These are optional and if it's not define them the main color will be use as the background.

Text Banner example without images as background from the **App Theme Settings**.





### **Image Banners**



For the Image type you need to select 3 (2 optional) images:

- Banner Image: This will be the image at the main screen for the phones and all other images can be auto-generated from this one.
- Dialog Image: This will be the image for the dialog page of the phones and can be auto-generated from the banner image.
- Tablets Dialog Image: This will be the image for the dialog of the tablets and can be auto-generated from the banner image if the dialog image is been auto-generated also; or from the dialog image if you select a specific image for that property.

The live preview will show you how both, the banner and dialog images looks, and for the dialog page you can see the banner TITLE as an overlay and the TEXT under the dialog image; the "MORE INFO" button will appears only if you set a URL.

### Summing up, required assets

### For Text Banners

- Logo: 150x150 (WxH) on Venues/Locations page.
- Text dialog background
  - o Phones: 640x500 (WxH) on <u>App Theme</u> Settings
  - o Tablets: 924x462 (WxH) on <u>App Theme</u> Settings
- Text banner background
  - o Phones: 640x280 on <u>App Theme Settings</u>
  - o Tablets: 540x500 (WxH) on <u>App Theme</u> <u>Settings</u>

### For Image Banners

- Banner Image (First page)
  - o Phones: 640x280 (WxH)
  - o Tablets: 640x500 (WxH)
- Dialog Image (Second Page)
  - Phones: 640x500 (WxH): Can be autogenerated from the banner image and is also used on the Cloud website to represent the banner image in tables.
  - o Tablets: 924x462 (WxH)
- Remember that you can always check the option for the auto-generation of the images for the tablets.
- Clip art is available on the AudioEverywhere.com website:
  - o <u>www.audioeverywhere.com/clipart/?target=banners</u>

These can be use directly and then one can add simple TEXT to expand on the meaning. This should greatly simplify the creation of scanning banner ads.

- You can show no more than 6 (Banners + Banners-Offers) at a time.

### **Assets examples**

Sliding banner and dialog image for Image type



### How to show more than 6 banners

- In the Cloud Server, create as many banners as you want.
- In the schedule section of the Cloud Server schedule no more than six to show at one time (including banner offers)
- They will then change over time as you have them scheduled.
- It is highly recommended to keep each banner scheduled for at least one hour.



#### **Offers**



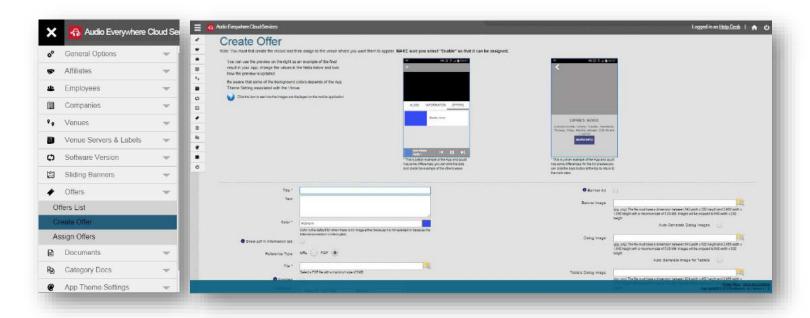
The offers appears on the "OFFERS" tab of the main screen, the amount of offers can be define by the Cloud Server and will only include the enabled and scheduled offers considering the expiration date that you set to the offer.

If you set that the offer will also works as a sliding banner, then will appears at the top as a regular banner and will be count for the **maximum of 6** including the text and image banners at a time.

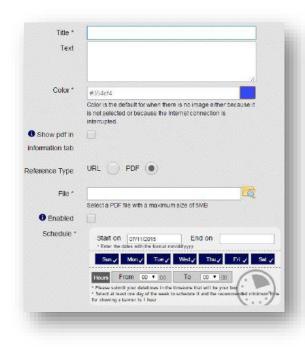
The offer can also be configured to appears at the "INFORMATION" tab; will appears under a category with the name "OFFERS" and can only refers to a pdf file.

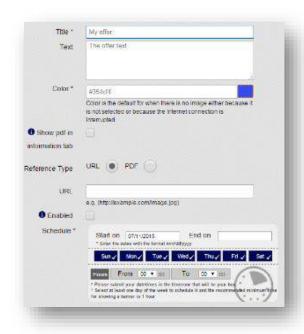
### How it works on the Audio Everywhere Cloud?

You can create a new Offer using the main menu on the left, go to the "Offers" section and click the "Create Offers" option



At the create or edit page of a Offer you will find a live preview example of the configuration and how it will looks on the App; the example could has some differences but you can se how the colors, text and images should appear.





**Title**: The name of the offer at the App for the OFFERS tab and the INFORMATION tab if it's configured to appears in there. Also shows up as text overlaying the dialog image. Remember this when picking a dialog image.

**Text**: This is a optional property and is the text appears below the dialog image.

**Color**: It's the background color when there are not images defined for the banner area or when exists some internet issue that will not let the Venue Server download the image.

Show pdf in information tab: When you check this box, the offer will appears at the INFORMATION tab also under a category with the name "OFFERS", the "Reference Type" will change to allow only a PDF file instead of a URL or PDF and the selection of a file becomes required. If you don't check the box, then the "Reference Type" can be either URL or PDF, for PDF you have to select a file, but if you select URL then you can or not enter a URL.

**Reference Type**: If the box before is uncheck then you can select PDF or URL; if select PDF then you have to select a pdf file; if select URL then you can enter or not a URL and the "More INFO" button at the dialog page should not appears.

**File**: Will appears only when the "Reference Type" selected type is "PDF" and it's a required property, when you click the "MORE INFO" button on the dialog page the pdf file will be opened.

**URL**: Will appears only when the "Reference Type" selected type is "URL" ant it's the website that will be visited when clicking "MORE INFO" button on the dialog page, the button will appears only when a URL was entered. The website will open inside a window on the App on iOS and on a separate browser app on Android.

**Enabled**: Make sure to click this to enable the offer. Only the enabled offers are send it to the Venue Servers by the system.

**Schedule**: Define when the banner will appear, local time. The time zome is selected from a pull down menu in the VENUE/LOCATION setup, you can select a range of dates when the offer will be enable, the days of the week, and even the hours. This schedule will appears on the dialog page depending of your definition.





**Banner Ad**: If you check this box then the offer will be use as a sliding banner also, and sent it into the **maximum of 6 banners**.

You can select 3 (2 optional) images:

- Banner Image: This will be the image at the main screen for the phones on the banner area, and all other images can be autogenerated from this one.
- Dialog Image: This will be the image for the dialog page of the phones and the thumbnail for the list under the "OFFERS" tab; can be auto-generated from the banner image.
- Tablets Dialog Image: This will be the image for the dialog of the tablets and can be auto-generated from the banner image if the dialog image is been auto-generated also; or from the dialog image if you select a specific image for that property.

The live preview will show you how both, the banner and dialog images looks, and for the dialog page you can see the banner TITLE as an overlay and the TEXT under the dialog image; the "MORE INFO" button will appears only if you set a URL or if the reference type is PDF. In the preview you can see the offer as a sliding banner also because the "Banner Ad" is checked.

#### Summing up, required assets

• Banner Image (First page)

Phones: 640x280 (WxH)Tablets: 640x500 (WxH)

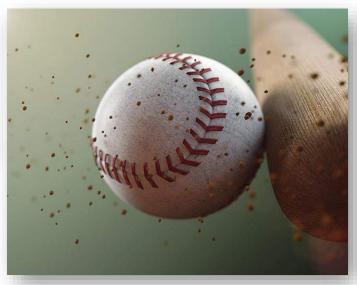
- Dialog Image (Second Page)
  - Phones: 640x500 (WxH): Can be autogenerated from the banner image and is also used on the Cloud website to represent the banner image in tables.
  - o Tablets: 924x462 (WxH)
- Remember that you can always check the option for the auto-generation of the images for the tablets.
- Clip art is available on the AudioEverywhere.com website:
  - o <u>www.audioeverywhere.com/clipart/?target=banners</u>

These can be use directly and then one can add simple TEXT to expand on the meaning. This should greatly simplify the creation of scanning banner ads.

## **Assets examples**

Sliding banner and dialog image.





# **Documents (Information tab)**



The documents appears on the "INFORMATION" tab of the main screen, the amount of documents can be define by the Cloud Server and will only include the documents that has not reach the expiration date.

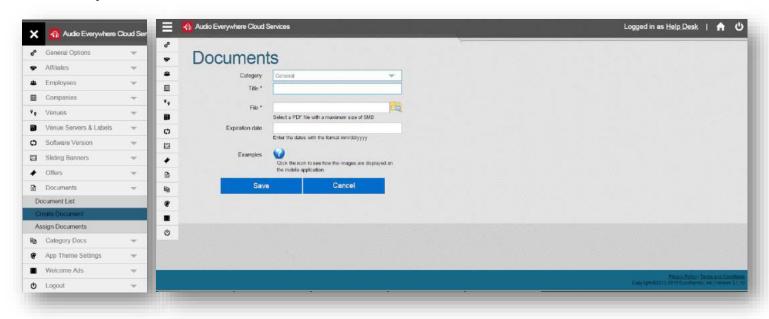
Multiple categories can appear if you set the documents to different categories; those categories are only define by the administrators, if you need a new one please contact to your administrator of the Cloud with you requirement.

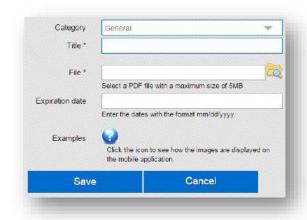
If you set at least one offer to appears at this tab then a new category with the name "OFFERS" appears on the App

For now all the documents are a PDF file that will be opened when you click the row of the title of the document.

#### How it works on the Audio Everywhere Cloud?

You can create a new Document using the main menu on the left, go to the "Documents" section and click the "Create Document" option





**Category**: This is the category under which the document will appears at the "INFORMATION" tab on the App. The list of categories is managed by the Administrators of the Cloud System, if you need a new category please contact to the administrator and ask for your requirement.

**Title**: Title of the document on the App and also the reference name on the list on the Cloud System; if the title is to long will be crop at the App for your consideration.

**File**: PDF file that will be opened when you click the title on the App. This property is required since it's the reference of the objects.

**Expiration Date**: This is the date when the documents become unavailable on the App, need to be in format mm/dd/yyyy and can be empty if you want to keep the document available for ever.

#### **Audio Channels**

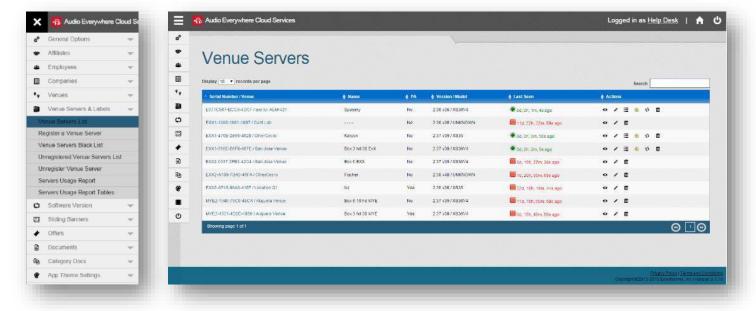


This sections intends to explain how to customize the channels details, including the name, images and information between others.

The information icon and the option to see the additional information of a channel is a general configuration for the Venue/Location from the <a href="App Theme Settings">App Theme Settings</a> associated.

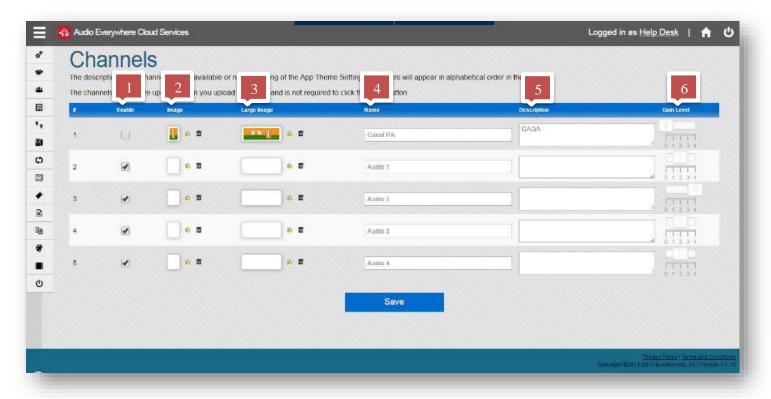
#### How it works on the Audio Everywhere Cloud?

You can manage the channels information of a Venue Server **only when it's connected**. using the main menu on the left, go to the "Venue Servers & Labels" section and click the "Venue Servers List" option. The page with the list of all the servers that you are allow to see will appears:



For all the Venue Servers (The green on the list) you can click on the serial number-venue or on the edit icon ( ′) to go to the edit page where you can manage the channels information.

If and only if the server is connected at the bottom of the page you will the the list of the channels and all the options of administration.



- **Enable**: With this option you can include or not the channel on the list of channels on the App; when the box is checked then the channel will appears available on the App; by default all channels are enabled; if you want to change disable/enable a channel you can change the value for all in the list and then you need to click the "Save" button.
- Image: This is the thumbnail image and will appears on the App on the list when the channel is not selected and on the bottom of the App when the channel is been played. Required a 200Wx200H image; if you want to change the image you have to click the "upload" icon, a new window will be opened where you can select an image and crop it according to your requirement if it's neccesary, when you are ready click the "Save" button; the upload of the image will starts and the update to the server will be send at that moment and do not required to click the "Save" button. If you want to clean the image and leave it empty you have to click the "Trash" icon next to the "Upload" icon, click the icon and confirm to remove the image.







Large Image: This is the image that will appears on the App on the list when the channel is been played. Required a 600Wx200H image; if you want to change the image you have to click the "upload" icon, a new window will be opened where you can select an image and crop it according to your requirement if it's neccesary, when you are ready click the "Save" button; the upload of the image will starts and the update to the server will be send at that moment and do not required to click the "Save" button again. If you want to clean the image and leave it empty you have to click the "Trash" icon next to the "Upload" icon, click the icon and confirm to







remove the image.

Name: Will be the name of the channel on the list on the App; the channels will be ordered alphabetically at the App; this name can't have more than 13 characteres and you can include special characters in there and must appears in the same way at the App.

**Description**: Aditional description of the channel, can contains special characters with a **maximum of 100 characters**. This description will be displayed when you click the information icon of a channel on the App and will be available depending of the App Theme Settings associated to the Venue.





**Gain Level**: When the volume of the channel is a little low; you can try to increase it by changing the gain level to a higher value, when you change this value you have to click the "Save" button at the bottom.

# Summing up, required assets

• Thumbnail Image: 200x200 (WxH)

• Large Image: 600x200 (WxH)

# **Assets examples**

Small and large images





If you need you can find some templates for this at <a href="http://www.audioeverywhere.com/clipart">http://www.audioeverywhere.com/clipart</a>

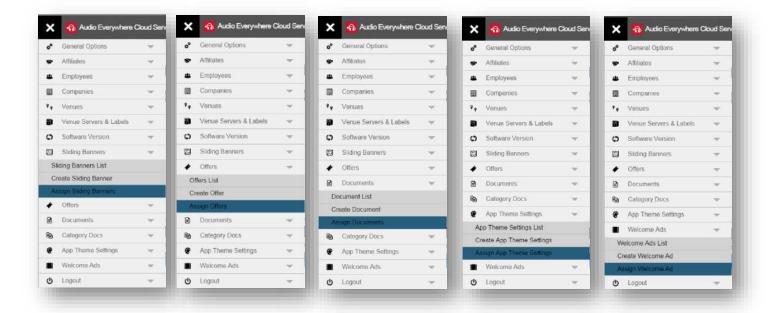
## **Components Association**

All components are associated to the Venues/Locations and all the servers in there will use the same configuration of associated <u>Welcome Ad</u>, <u>App Theme Setting</u>, <u>Documents</u>, <u>Offers</u>, and <u>Sliding Banners</u>.

You can associate a component to multiple Venues and the Cloud server will try to send the information at that moment to all the connected servers and for the disconnected servers when they get a connection with the server all the information will be sync.

#### How it works on the Audio Everywhere Cloud?

For all components the association works in the same way; using the main menu on the left, go to any of the components section and click the option of "Assign"





For all the cases a new page will be openened when you can find a selector with the list of all the objects of the type that are enable and that you can associate; you have to select the object that you want to associated to the Venues, the list of Companies and their Venues/Locations will be load and if the boxes on the left will be checked depending if the Venue is or not associated.

When you check/uncheck the boxes depending of your requirements you have to click the "Save" button; the Cloud server will add or remove the associations of the Venues depending of your selection and will try to send the update to all the related Venue Servers with the new configuration.



If you don't change any of the associations and click the "Save" button then a message will be display including the text "Nothing to sync" because the syncronization with the Servers is not required.

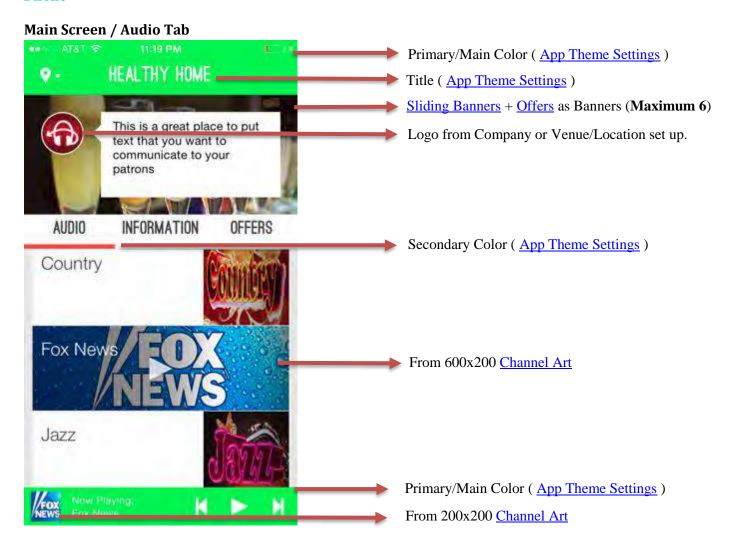
If there are changes the Cloud Server will try to update all the related servers; you will see a message indicating that the new configuration was saved and if there was any error sending the information to a Server another message will be displayed.

The result of the syncronization will be display on a table at the bottom of the page with the detail per Server of the status (Success / Failed), the list of objects per component type sent and if the sync failed a descriptive message of the reason.

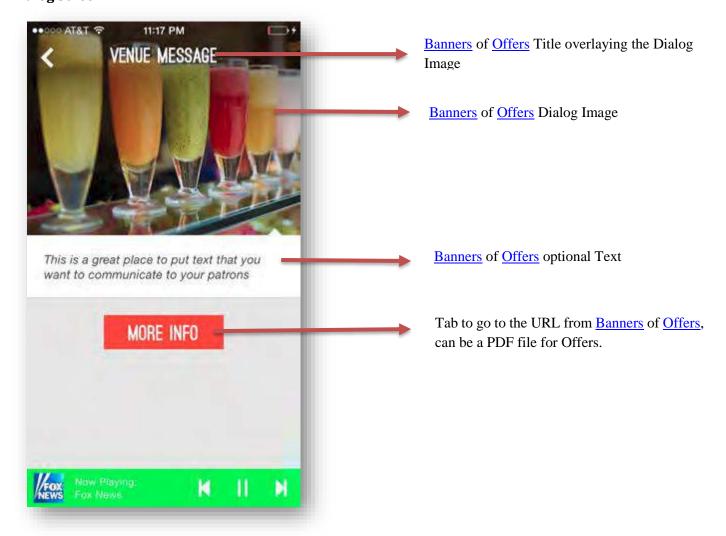


# **Final Result**

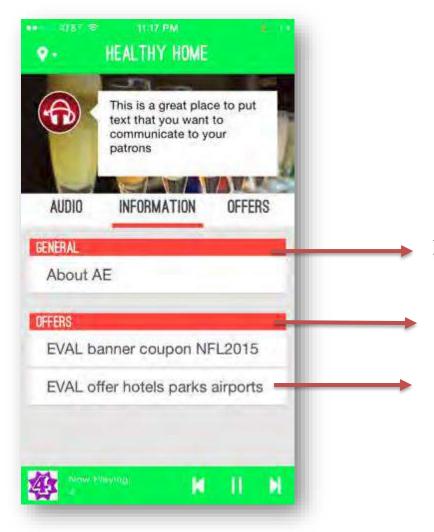
## **Phone**



# **Dialog Screen**



# Main Screen / Information Tab

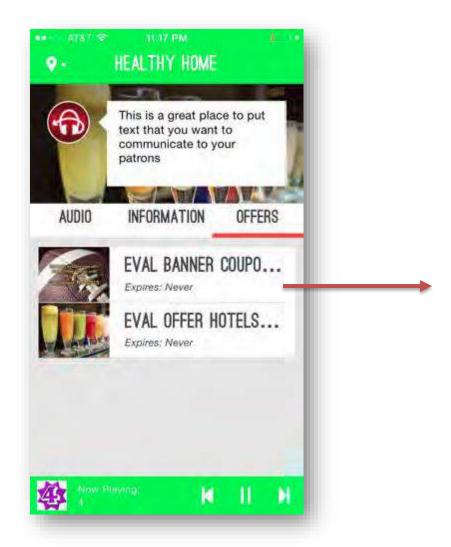


All the <u>Documents</u> with the Categories when there's at least 1 related Document.

The Category title background comes from the <u>App Theme Settings</u> secondary color.

The Documents under the <u>Offers</u> category are the offers set to be displayed at this tab.

# Main Screen / Offers Tab



All available <u>Offers</u> with the title cropped when they are too long and the detail of the expiration.



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