USER GUIDE

iCURATOR

iCurator Version 3.2

June 2016

ON smart media

An OUTFRONT Media company

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The product designations for “The 5,” “The 4” and “The 3,” are interchangeable with “ON.5,” “ON.4” and “ON.3” in the following document.

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iCurator version 3.2
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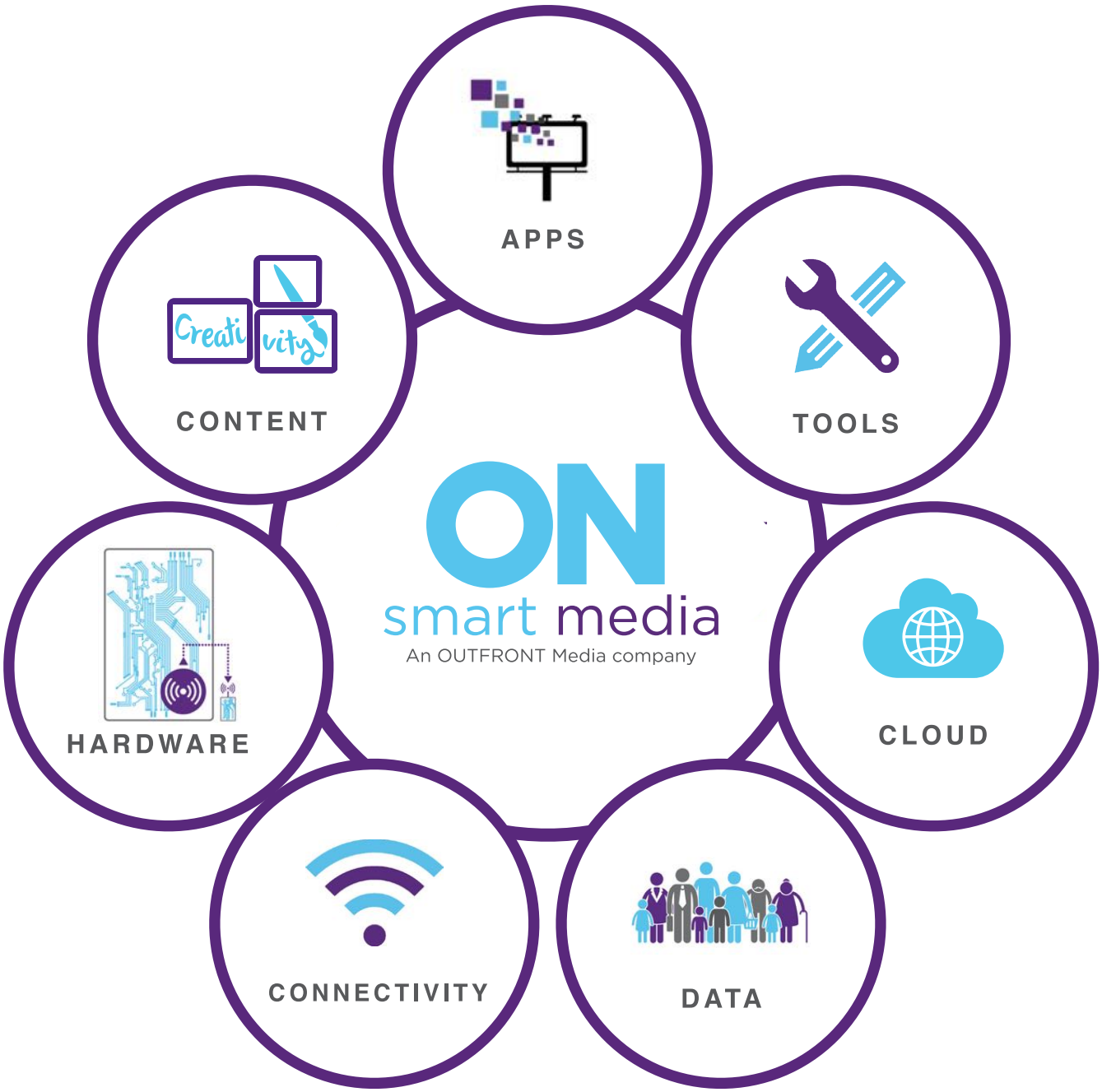
OUR VISION WAS BORN FROM BELIEF THAT IMAGES HAVE THE POWER TO MAKE US FEEL, THINK, REFLECT, AND CONNECT

We are on a mission to reimagine the surfaces that surround you. Our elegant, intelligent displays will bring the walls of your business environment to life with motion, connectivity and functionality. Imagine multiple displays creating dramatic, synchronized content. Imagine customer specific experiences triggered by their presence. Your walls can now display a dynamic mix of images and videos showcasing your products and messaging, curated Facebook or Instagram feeds featuring your brand and even automated infographics showing your top-selling items. All of this power is under your control, making this solution easy, engaging and impactful.



ECOSYSTEM

The On Smart Media platform is comprised of seven essential elements; data, hardware, connectivity, the Cloud, a tool set, content, and apps. Each element enables the platform to effectively and efficiently deliver brand communications and advertising where appropriate to audiences in a simple, seamless and impactful manner.

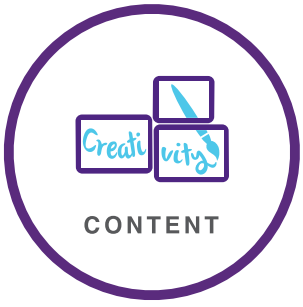
OUR UNIQUE BENEFITS

HARDWARE

- The ON Liveboard is an elegant, thin, lightweight, low-power marketing and communications powerhouse that is available in a range of sizes and enclosures for varying environmental conditions
- ON Liveboards provide high-visual fidelity for the delivery of high-definition images, video and graphics which mirror the quality we're used to seeing in our homes and on tablets and smart phones
- ON Liveboards and ON.Module-equipped displays are smart devices connected to the Cloud, always listening to and aware of their environment and audience

CLOUD

- Our Cloud services reside on the robust and reliable Amazon Web Services infrastructure, simplifying device management and utilizing an SSL connection for each display to ensure security
- Combining connected Liveboards with our cloud infrastructure eliminates a complex constellation of expensive equipment and connectivity
- This approach enables you to scale your ON Liveboard network from 1 to 1 million devices
- The Cloud stores the dimensions of each ON Liveboard in the network and automatically resizes and renders content for the destination Liveboard before distribution
- All content is managed in the cloud, making global distribution as easy as local



CONTENT

- The ON Smart Media platform offers a new form of responsive content delivery for ON Liveboards in public spaces
- ON Liveboards are transformed into a creative canvas to deliver dynamic and engaging one-to-many user experiences through applications
- Content is limitless as your imagination, from static images to video and animations, to interactive applications that increase engagement with your audience

DATA

- ON Smart Media has created a data management platform (DMP) that synthesizes data from a wide array of sources and fuses them into understandable audience segments, enabling brands to more efficiently utilize available data
- Data is collected through WiFi or beacon technology embedded in the ON Liveboards
- This data can be used to build an understanding of the people in your spaces, personalize messaging, and deliver targeted promotional or advertising messages

TOOLS

- Our set of content creation and management tools empower anyone to build and distribute dynamic and impactful creative content
- The Technical Operations Portal provides a single management pane for adding, removing and modifying users, organizations, and customer accounts
- The Technical Operations Portal also allows you to configure and schedule content distribution by display, location, tags or any other configuration that best fits your business needs
- The SmartStudio tool is a WYSIWYG editor that can ingest and manipulate your existing creative assets, add social and data feeds, and automatically format all content for output to your ON Liveboard network

AD.APPS

- AD.Apps are intelligent and autonomous programs which can control the messages and information on your ON Liveboards, using data from a range of sources and customizable conditions.
- AD.Apps can be simple or complex. An AD.app can be as basic as a container for a scheduled image or video, or a brand's social media feed. But things get interesting when you program rich-data connections to dynamically change content based on data triggers, like ads for sweaters when temperatures dip, or offers at restaurants based on current sports scores.
- AD.apps can even tie into third-party data sets, such as a point of sale system. Imagine a Liveboard in a retail store pushing ads depending on sales stock, or combining weather data with inventory information to feature ads for that location's best-selling summer dress when the temperature hits 80 degrees.

CONNECTIVITY

- ON Liveboards are designed and built to connect via Wi-Fi to the Internet and the Cloud
- Additionally, all ON Liveboards are can share a single Internet connection, and can connect with each other
- Speakers or other appliances can connect via Bluetooth

iCURATOR GUIDE

Before Using iCurator

Before attempting to use iCurator, ensure that:

— the ON Liveboard you intend to use has been properly provisioned, and

— content has been loaded into the Cloud using the Technical Operations Portal.

Logging into iCurator

1. Tap the icon to launch iCurator.

2. The iCurator login screen appears if you're not logged in. Enter your username and password.

3. Tap **Login**.
4. The iCurator application launches.

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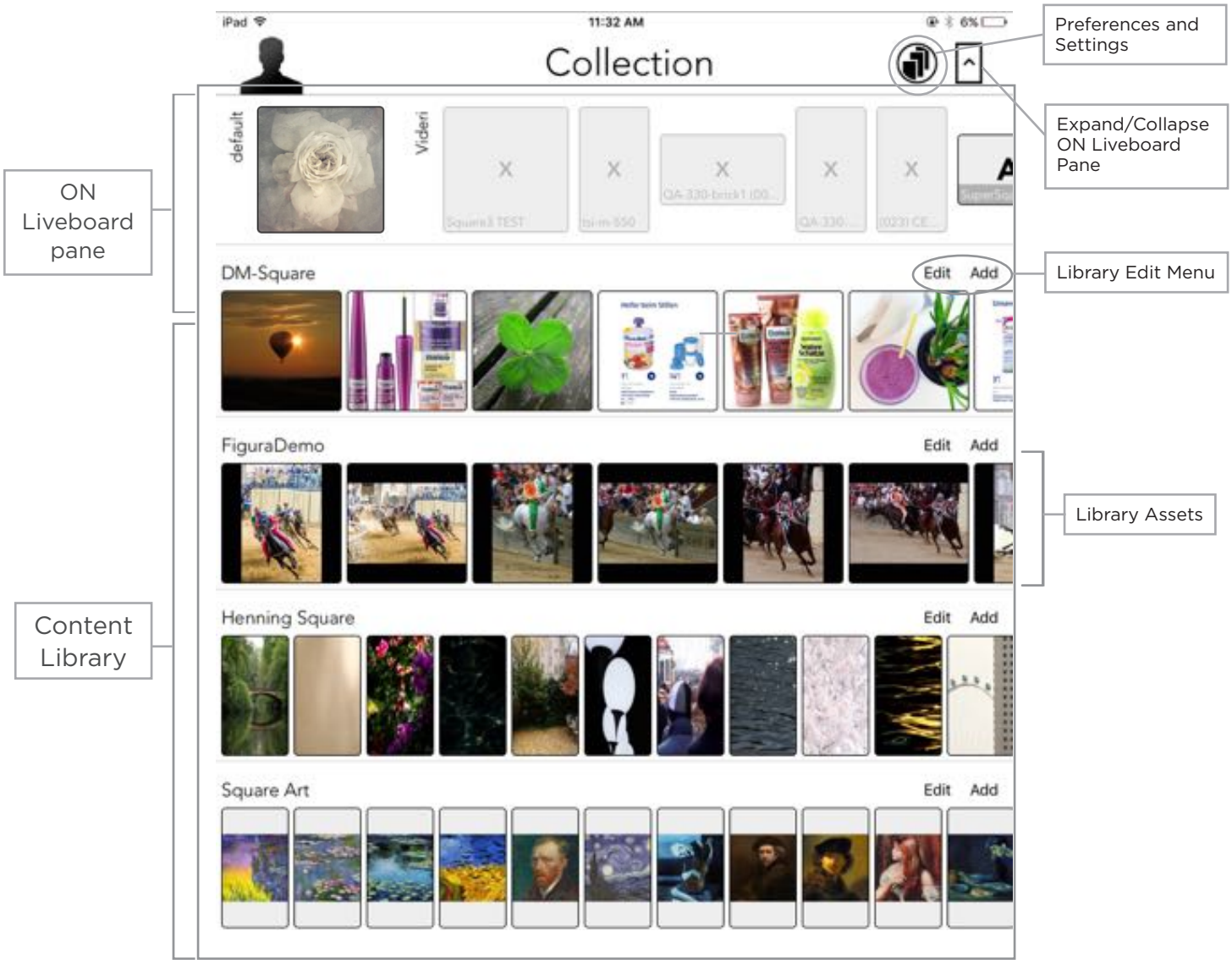
iCurator Interface

The iCurator interface is composed of the ON Liveboard pane, and the Content Library pane.



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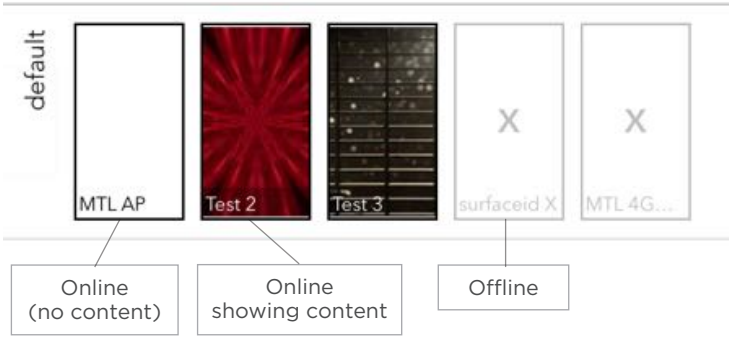
Viewing ON Liveboards and Content in iCurator

Viewing ON Liveboard Icons

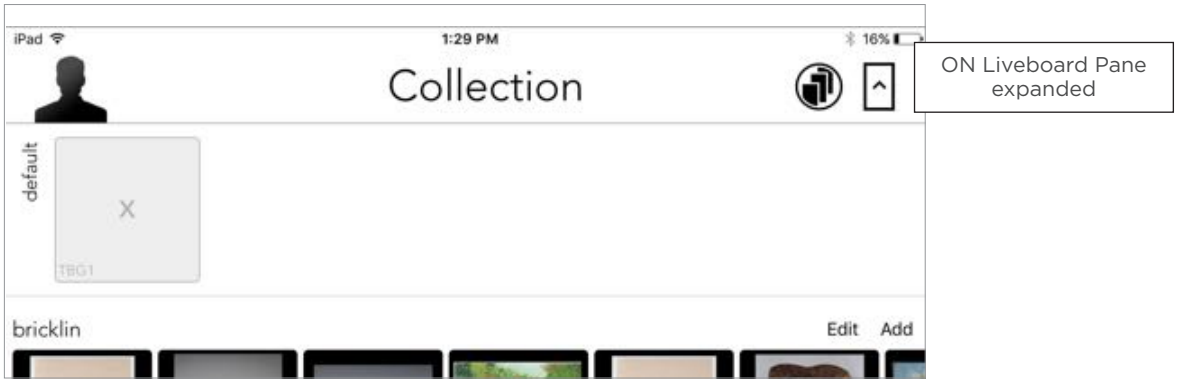
The icons shown in the ON Liveboard Pane represent the displays in your network.

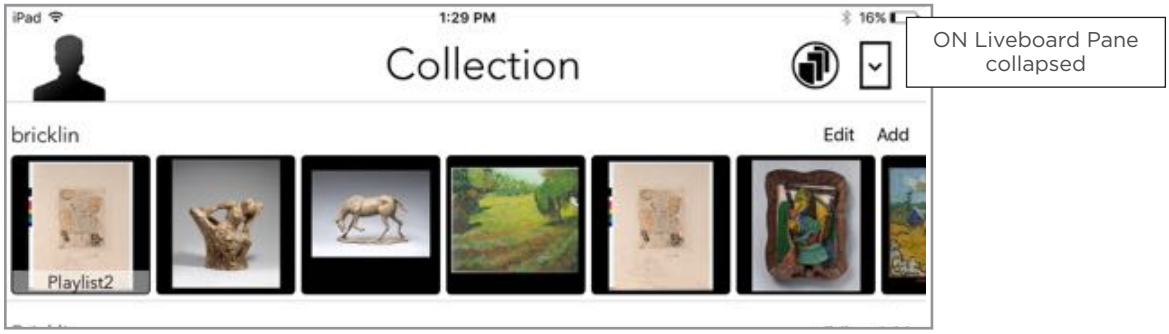
— The icons show current orientation (portrait, landscape or square)
— Their states show whether they are online showing content, online with no content, or offline.



Expanding and Collapsing the ON Liveboard Pane

Tap the Expand/Collapse icon in the upper right corner to collapse and expand the ON Liveboard View Pane. When the pane is collapsed the ON Liveboard icons are hidden.





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Viewing Content Libraries

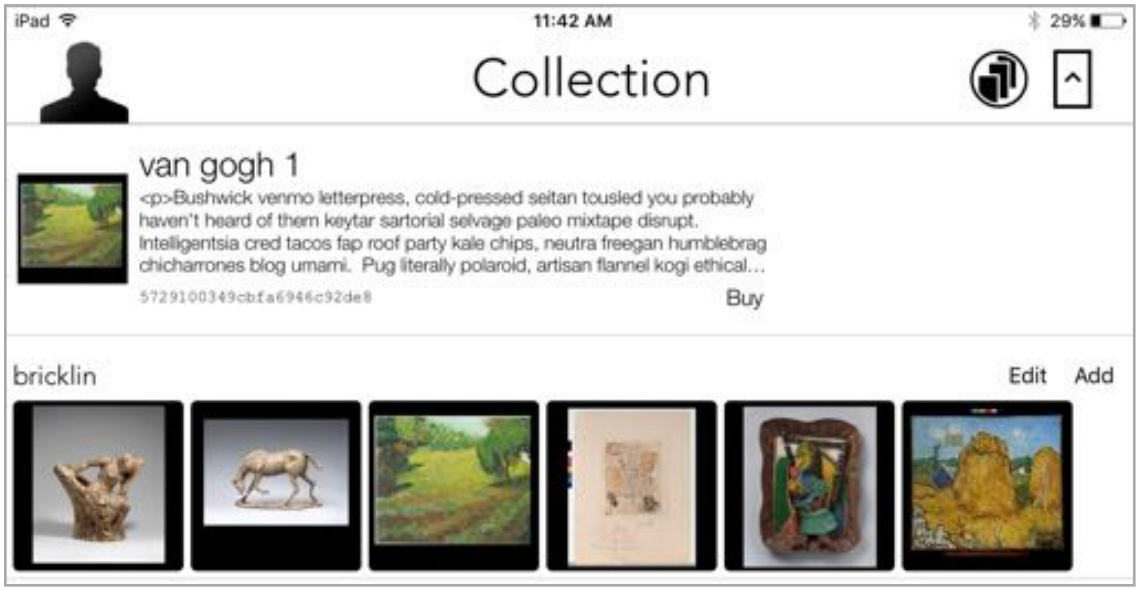
The content strips shown below the ON Liveboard Pane represent content libraries. Content libraries in the iCurator correlate to Projects in the Technical Operations Portal. Assets in libraries can be still images, videos or playlists.

— Scroll left and right within a library to see all content.

Viewing Asset Details

— In a Content Library strip, tap once on an asset. Its details will display at the top of the screen.

— To close Asset Details, tap Expand/Collapse arrow twice.



Working with Library Content

Pushing Content to an ON Liveboard

Content can be pushed to any ON Liveboard that is online (doesn't have an X on it).

— From any available library, tap and hold on an asset until it appears to "float," then drag and

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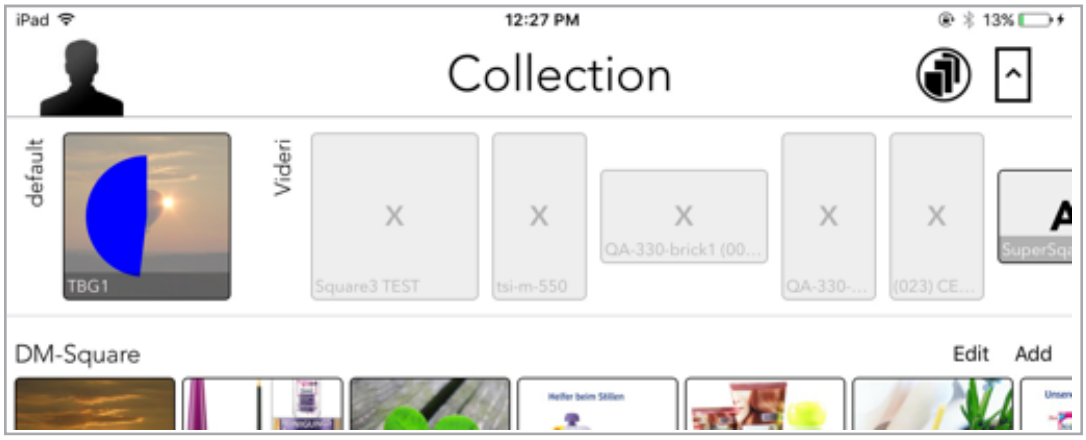
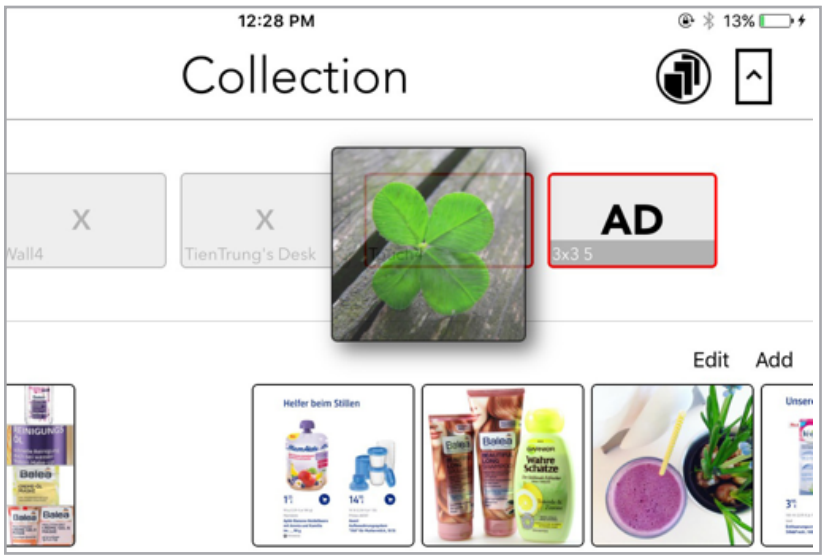
drop it onto the destination ON Liveboard.

— If you have not placed this content on an ON Liveboard before, it may take a some to cache (you will see a blue pie shape as it uploads)



WRONG ORIENTATION NOTE: If the content cannot be properly shown in the orientation of the ON Liveboard you're trying to drop the content onto, the ON Liveboard will show a red border. Choose another destination ON Liveboard.



Removing Content From an ON Liveboard

— Tap and hold on the current ON Liveboard content, and drag it off.

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Replacing Content on an ON Liveboard

— Drag new content onto an ON Liveboard that already has content; the new content will replace the previous content.

Sorting Content Within a Library

1. In the Content Library pane, scroll down to the desired Content Library.
2. On the right side of the pane, tap **Edit**.
3. Tap and hold on an asset, and drag it to a new position.
4. Tap **Done** to close the Edit menu.

Deleting Content from a Library

WARNING: Deleting content from a library also deletes it from the Technical Operations Portal/ Cloud, so use this command carefully.

To delete content from a Library:

1. In the Content Library pane, scroll down to the desired Content Library.
2. On the right side of the pane, tap **Edit**.

3. Tap the asset(s) to delete (selected items will show a checkmark in upper right corner).

4. Tap **Delete**.

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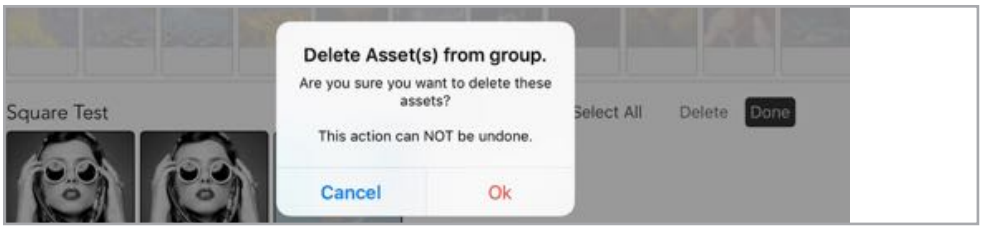


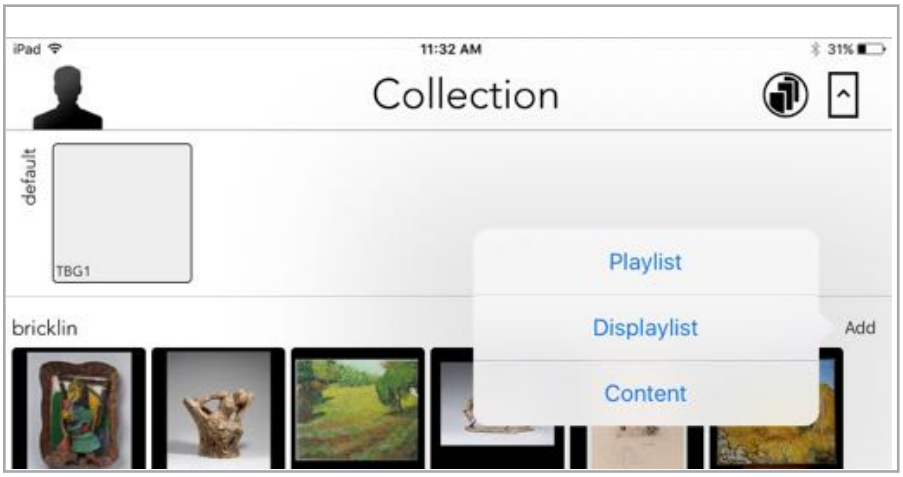
5. Tap **OK**.
6. Tap **Done** to close Edit menu.

Uploading Content in the iCurator

Uploading content is done most efficiently through the Technical Operations Portal. However, if you need to upload just a few items of content, you can upload them through the iCurator.

To upload content that's already on your iPad:

1. Scroll to the library you'd like to add a content to.
2. Tap **Add**, then tap **Content**.



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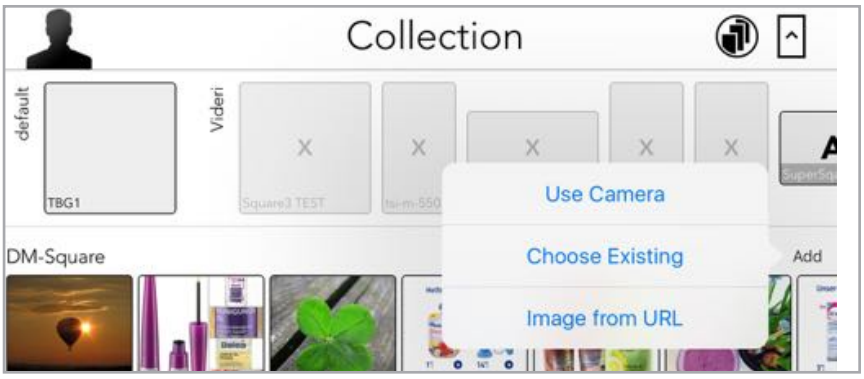
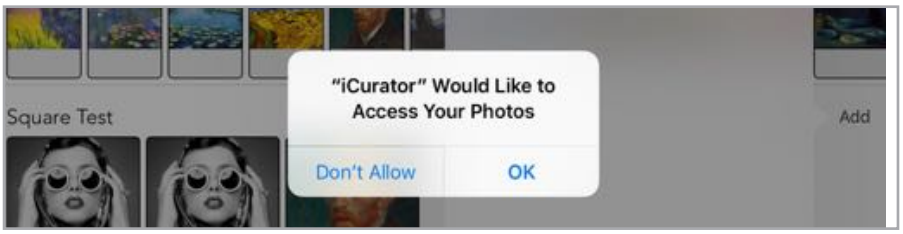
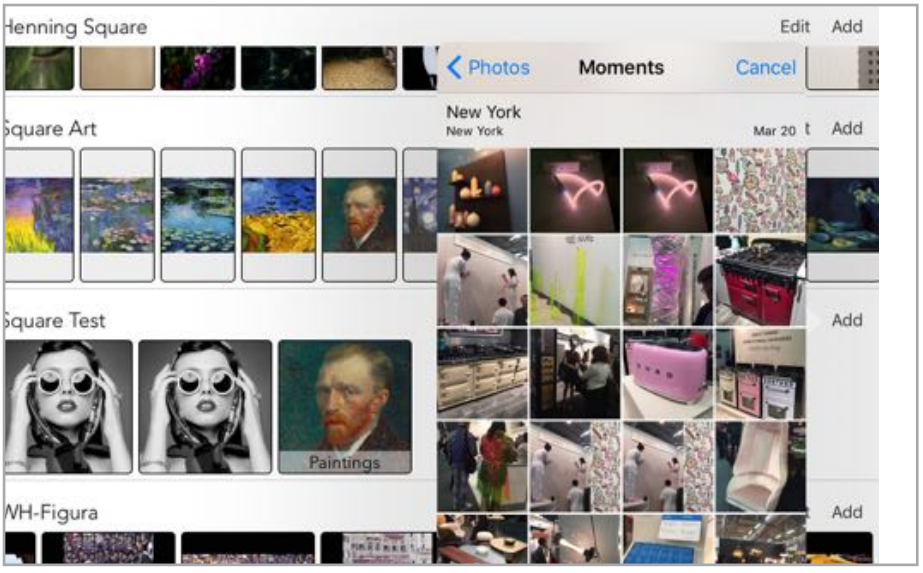


3. Tap **Choose Existing.**



4. Tap **OK** from the next dialog.



5. Navigate to the album that contains the image to upload, and tap on it to select it.

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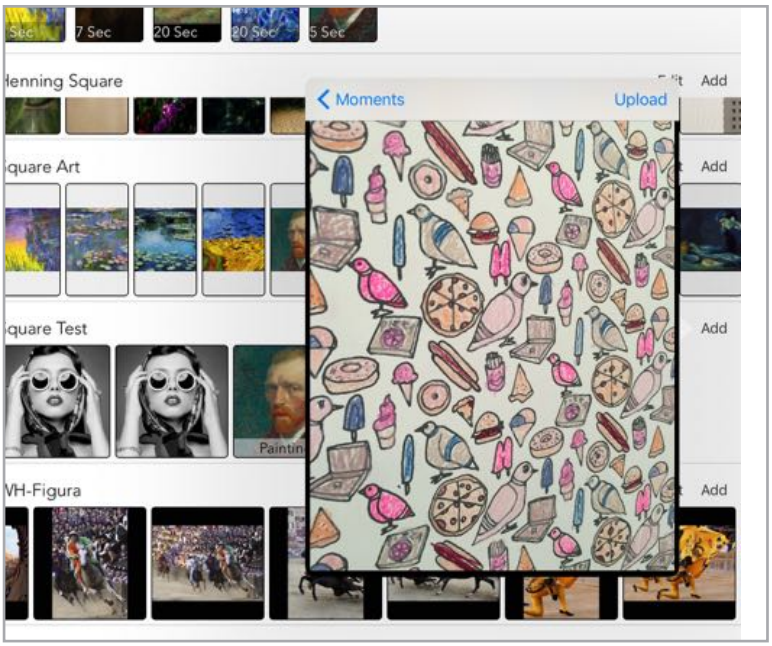

6. Tap **Upload**. The item is added to the library.

Playlists

A playlist is a group of assets that play in succession.

— A playlist itself is an asset that can be pushed to an ON Liveboard to be shown.

— A playlist belongs to a library.

— Each item in a playlist has a duration (that can be customized).

Creating a Playlist

1. Scroll to the library you'd like to add a playlist to.
2. Tap **Add**, then tap **Playlist**.

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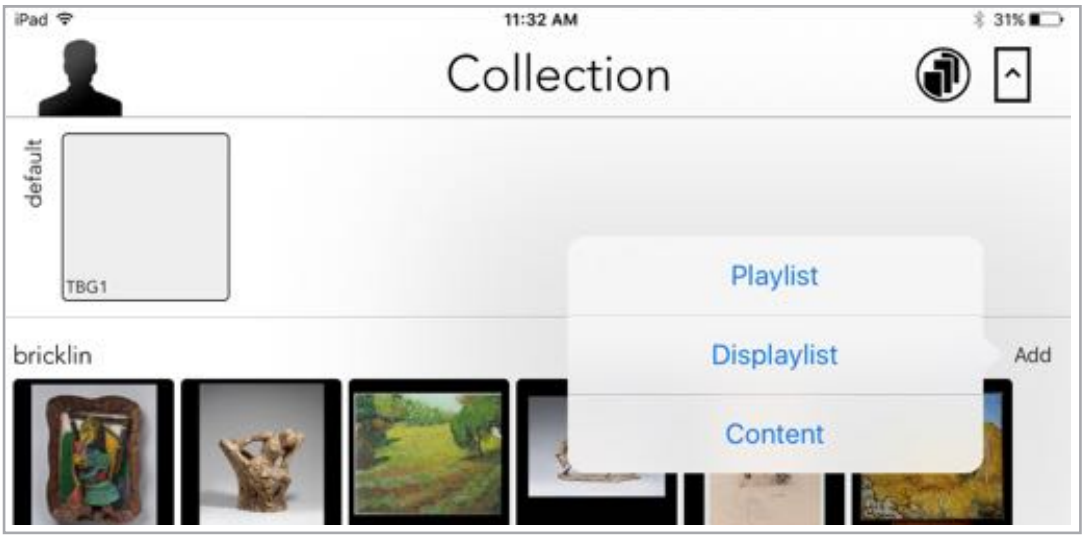
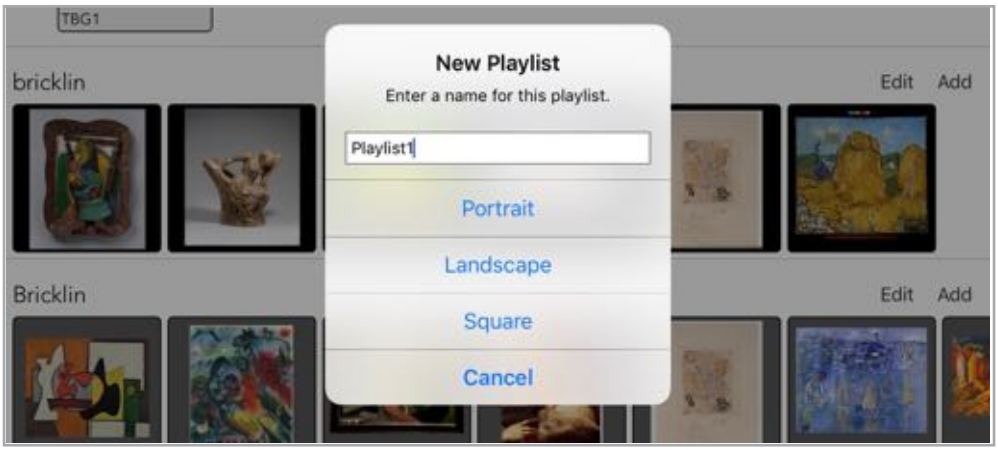


3. Enter name for the playlist.



4. Tap the orientation desired (Portrait, Landscape, Square). The Playlist is created, and the empty Playlist content pane opens at the top of the screen.

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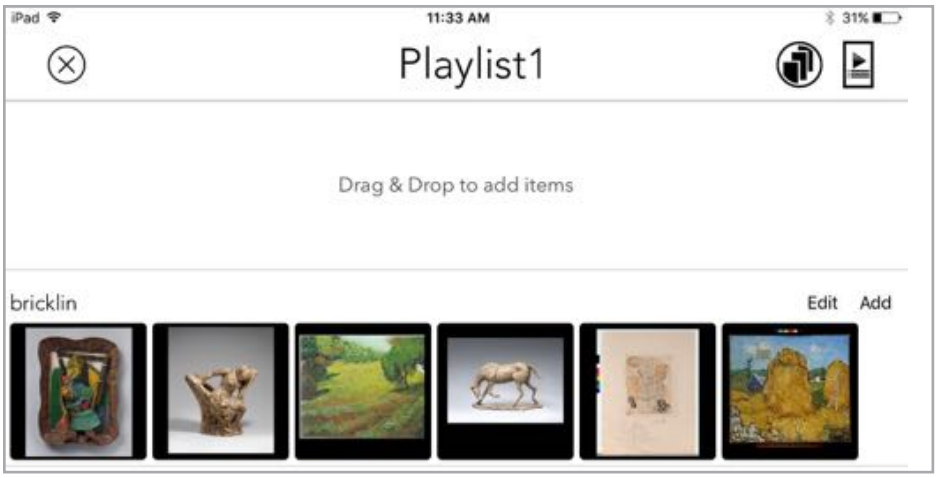
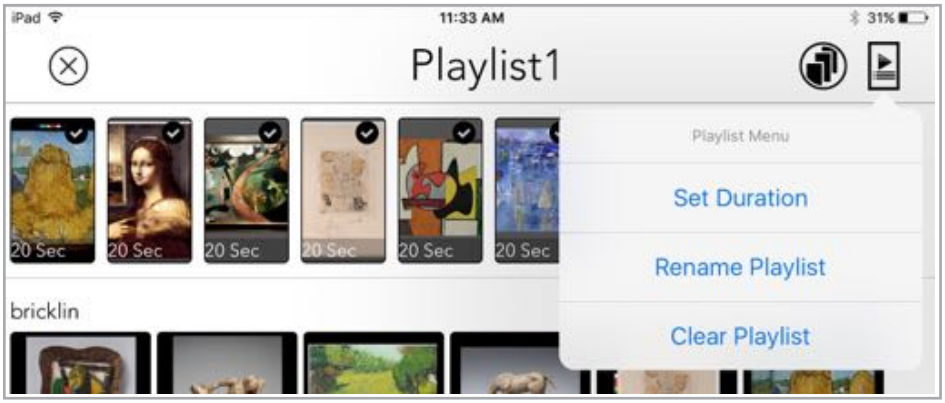


5. Drag and drop items from any Library to the playlist content pane.

   NOTE: if you try to drag an image with an orientation that doesn't match the playlist, the playlist background will turn red.

6. **DURATION:** By default, each asset in a playlist will play for 20 seconds (duration time shown in text at bottom of each asset's icon). To set a different duration, tap each asset(s) to change the duration for. A checkmark will appear on the selected assets.



7. Tap the playlist edit icon , then tap **Set Duration**.

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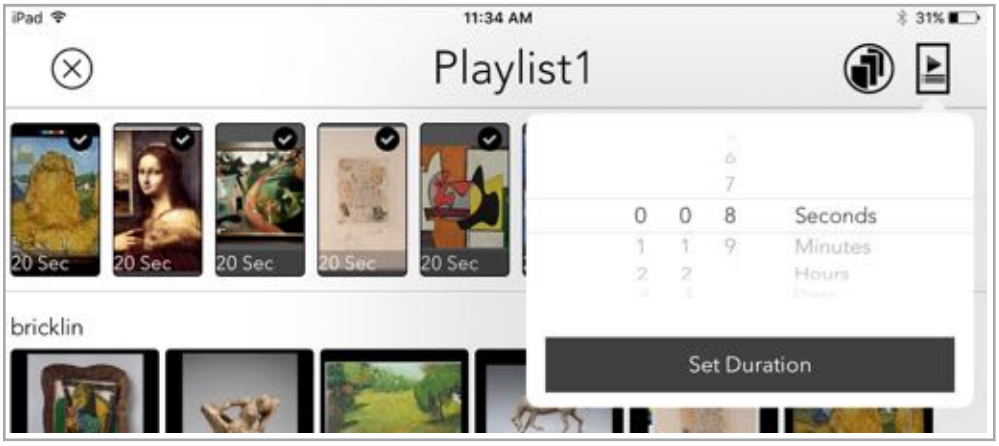
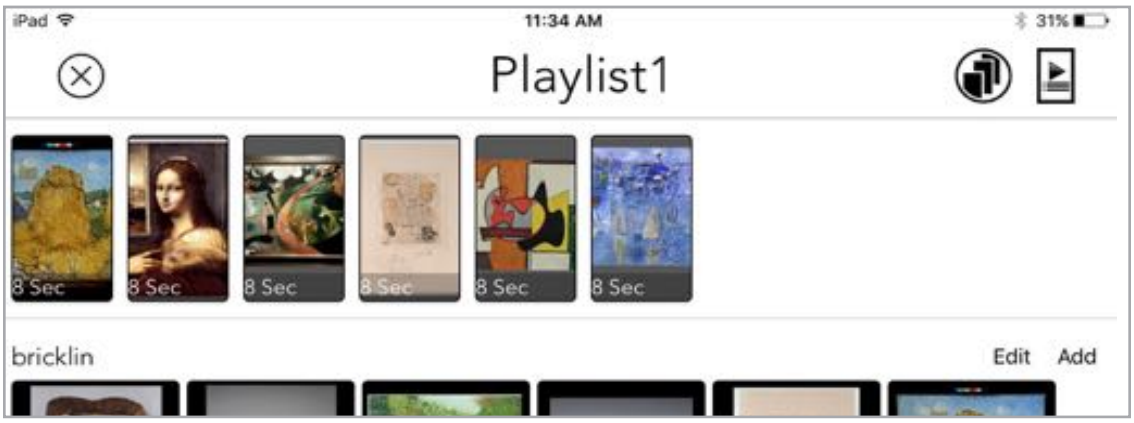
8. Turn the spinners to set duration the asset will play in seconds, minutes, hours.



9. Tap **Set Duration**. The assets now show the new duration.
10. When you are satisfied with your playlist, tap the **X** button to close it. The playlist appears in the library, and can be pushed to the ON Liveboard like any other asset.

Editing a Playlist

To edit a playlist, tap on it in the content library. The playlist's assets are shown.



— **To change the order of the assets in the playlist:** tap and hold on an asset until it "floats," then move it to the desired location in the order.

— **To rename playlist**: Tap Playlist Edit icon > **Rename Playlist** > type name > Rename.

— **To clear playlist:** Tap Playlist Edit icon > **Clear Playlist** (all items will be cleared from playlist)

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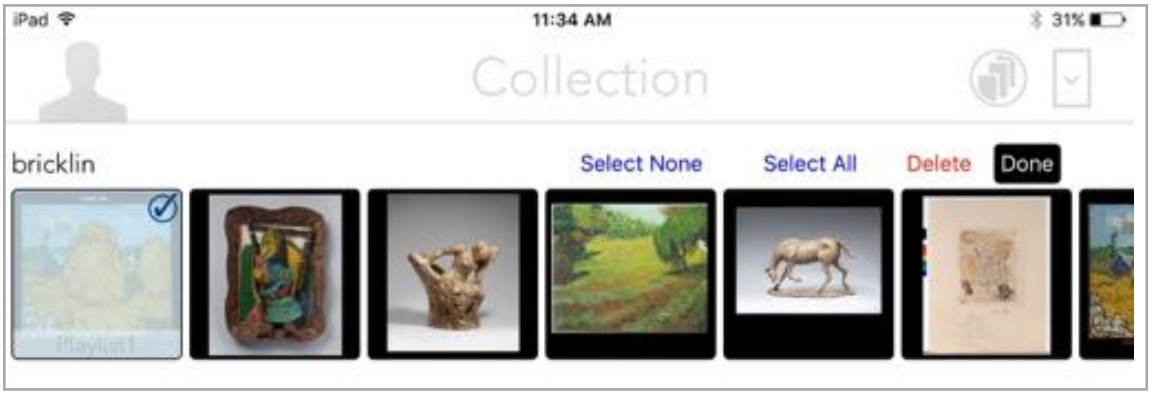
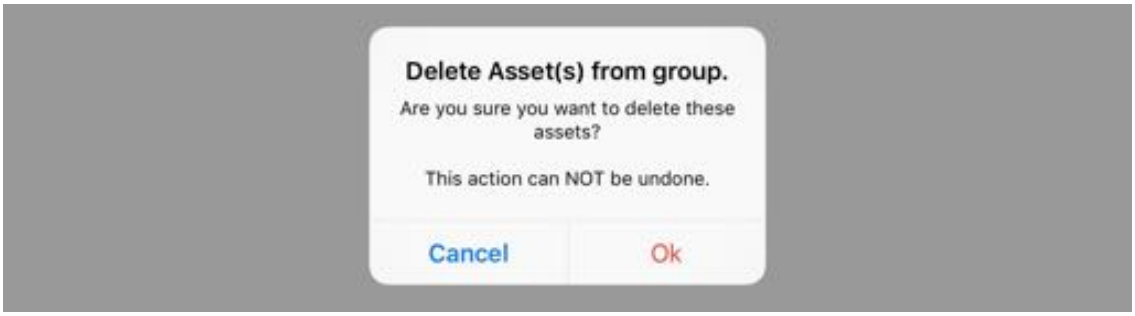
Deleting a Playlist

To delete a playlist:

1. Tap **Edit** on top of the content library that contains the playlist.
2. Tap on the playlist to delete. A check mark selects it.



3. Tap **Delete**, then **OK**.



4. Tap **Done** to close the Edit mode.

Viewing ON Liveboard Information

You can view status, settings and color information for any online ON Liveboard.

— In the ON Liveboard pane, tap and hold on the icon for a display. The status window appears.

— Tap anywhere outside of the window to hide status information

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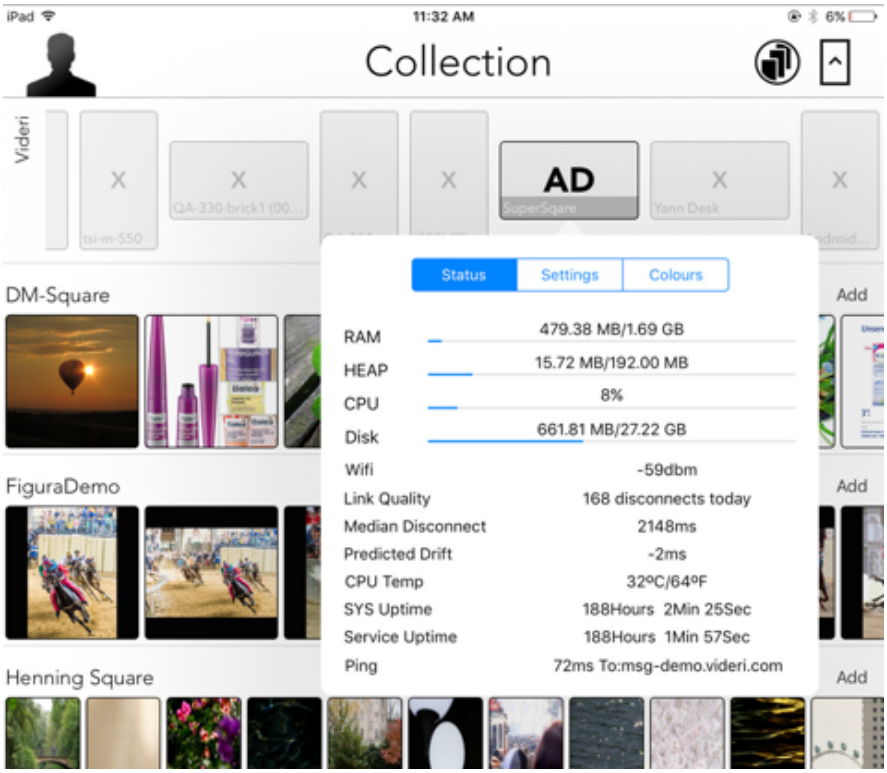

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Troubleshooting

Update Pop-ups

You will occasionally see a pop-up asking you to update the iCurator application.
DO NOT UPDATE THE APPLICATION unless instructed by ON Smart Media tech support or your ON Liveboard might not function properly.

iCurator Troubleshooting

— **If you can't log in to the iCurator,** verify that you are connected to the Internet

— **If library doesn't load:** verify that you are connected to the Internet

ON Liveboard Troubleshooting

If the ON Liveboard loses Wi-Fi connection, is unplugged (and replugged), or experiences some other OS or application crash, most times it will reboot itself, and it will show the same content it was showing before. However, if your ON Liveboard isn't showing content, knowing its state can help you troubleshoot connection issues. The ON Liveboard will show an icon on the screen to indicate its state.

On the screen	What it means	What to do
	ON Liveboard is connected to Wi-Fi, but needs to be set up.	Contact ON Smart Media support.
	Not connected to access point	— Check Wi-Fi settings (SSID and password). — If these are correct, then contact ON Smart Media support.
	Not connected to ON Smart Media Cloud	Contact ON Smart Media support.

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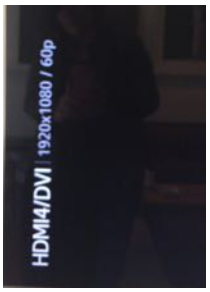
LOGO, no icon	ON Liveboard is connected to Internet and Portal, but no content is loaded in the library	Contact ON Smart Media support to load content into the library.
	Rebooting	Waiting for reboot to complete
Completely blank screen, no icon or logo	No power, or dead screen	— Make sure A/C power cord is securely connected to the ON Liveboard. — Check that outlet is live by plugging another electrical device into it — Turn out all the lights in the room. Stand in front of the ON Liveboard, look down at where the bezel meets the display, and look for a slight glow. If you see the glow, then you have power. Check the Tech Ops Portal to ensure there is content to be pushed to this ON Liveboard.

No Sound

If you don't hear sound from the Bluetooth audio device the display is paired with:

— Check that audio device is powered up.

— Check that the audio device is properly paired with the display

— Contact ON Smart Media support for assistance

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iCurator Settings

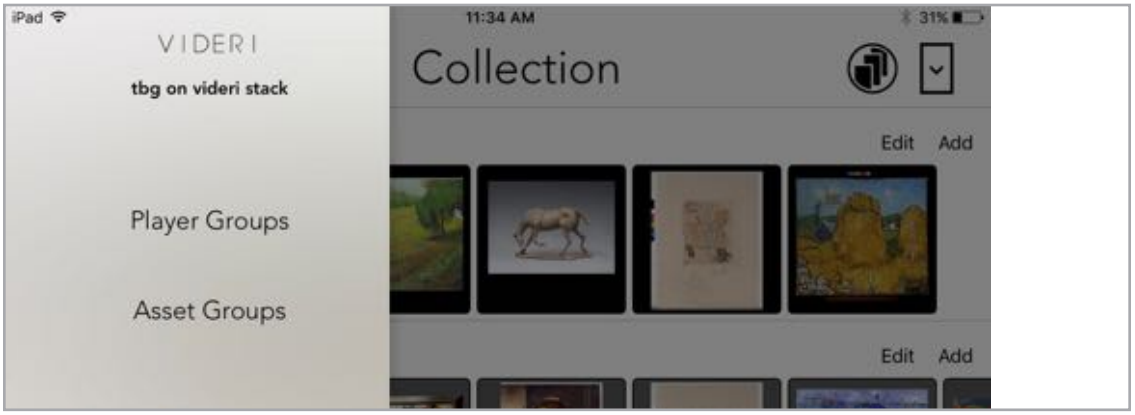
NOTE: Do not alter any iCurator Settings unless instructed by ON Smart Media support, or your ON Liveboards may not function properly.

iCurator Setting	What it Does
Clear All Online Canvases	Clears the content off all online ON Liveboards that appear in your ON Liveboard Pane
Reboot all Online Canvases	Reboots any online ON Liveboard that appears in your ON Liveboard Pane
Configure iCanvas	Command to provision any new iCanvases to be added.
Create Displaylist Story	N/A
User Preferences	Commands to create and edit Player Groups and Asset Groups, and to join an Organization

Working with Asset Groups

You can change which asset groups (content libraries) will be displayed, and the order they appear in the content pane.

1. Tap the **Settings** icon.



2. Tap **Asset Groups.**

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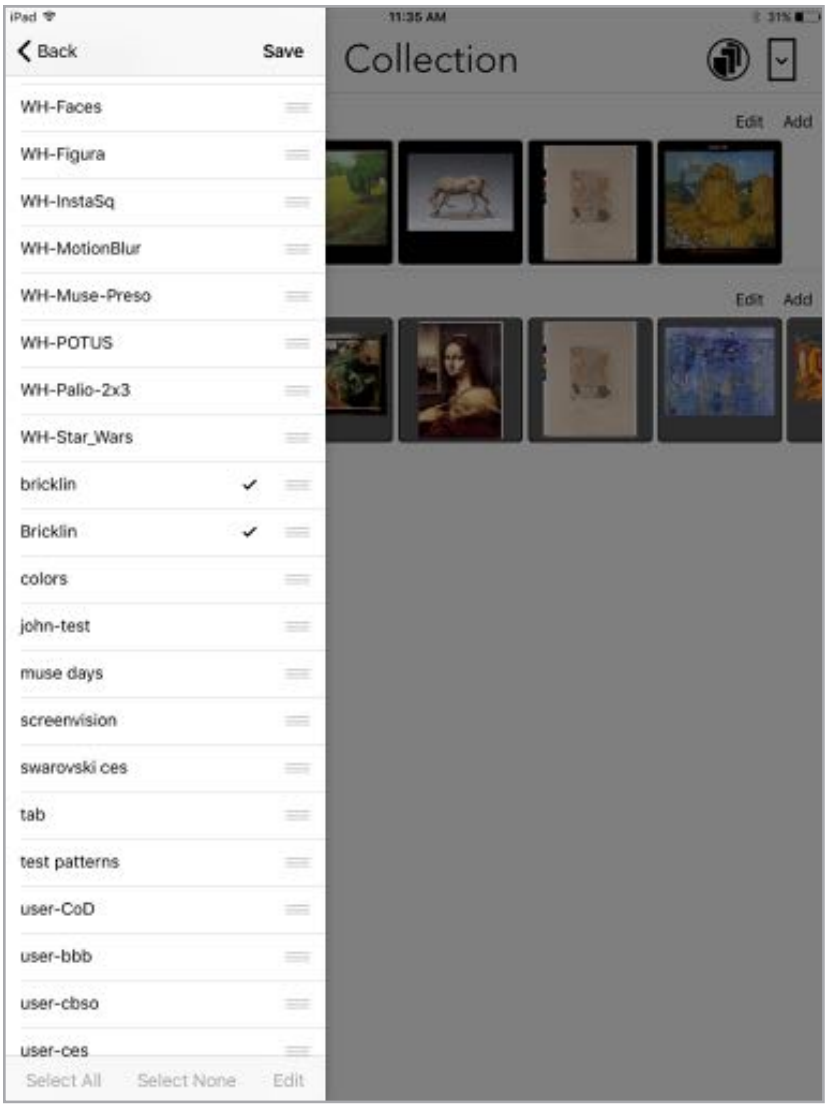

This list shows all available asset groups. The checked asset groups are the ones that will be shown in the content pane.

3. Tap **Edit**.
4. To mark an asset group to be displayed in the content pane, tap on an asset group to select it (check mark appears).
5. To change asset group order, tap the move icon for the asset group, and drag up or down.
6. Tap **Save**.

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ON smart media
An OUTFRONT Media company

Cleaning the ON Liveboard Display

Like any display screen, the ON Liveboard is susceptible to fingerprints. To clean the ON Liveboard:

- Wipe the screen with a clean, soft, lint-free cloth. This removes dust and other particles.
- If the screen still not clean, apply a small amount of screen cleaner onto a clean, soft, lint-free cloth, and wipe the screen.
  NOTE: Do not spray or pour any liquid directly onto the screen or case.
- Wipe the case with a clean, soft, lint-free cloth. This removes dust and other particles.
- If the case still not clean, apply a small amount of a non-ammonia, non-alcohol based, mild non-abrasive detergent onto a clean, soft, lint-free cloth, then wipe the surface.

Disclaimer

ON Smart Media does not recommend the use of any ammonia or alcohol-based cleaners on the ON Liveboard screen or case. Some chemical cleaners have been reported to damage the screen and/or case of the ON Liveboard. ON Smart Media will not be liable for damage resulting from use of any ammonia or alcohol-based cleaners.

Customer Support

For technical support or product service, contact ON Smart Media at: support@onsmart.media.

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