

The Dashboard is the main overview of Media Editor Cloud, i.e. ME Cloud. ME Cloud can be used to manage one of multiple signs with ease. ME Cloud allows the for multiple users to help manage a sign as well. In the Dashboard we have easy access to view a signs online status, temperature, brightness level and content schedule.

The screenshot displays the Optec ME Cloud interface, which is used for managing digital signage content. The interface includes a top navigation bar with links for Schedule, Content, Location, Reports, and Settings. A sidebar on the left contains a search bar and a list of locations. The main content area is divided into several sections: a 'Locations' table, a 'Map' view, a 'Status' section, a 'Content' table, and a 'Schedule' table.

Location: The Location table will allow you to choose any particular site you wish to manage in your Account.

Menus: Menus are the main method you will use to navigate to different controls using ME Cloud.

Map: This generated an accurate depiction on the location of the sites location using Google Maps.

Status: The status section provides information such as the signs online status, temperature and brightness level.

Content: The Content Table will generate a list or content request that ME Cloud Administrators must review before it can be used.

Schedule: The scheduling table shows the current ad camping for your site in a 24 hour period.

How-To's

Use the list below to do some common commands found using the Media Editor Cloud Menus.



Schedule

Content

Location

Reports

Settings

How to ...	Click on...	Then click on...	And then click on...
Create content	the Content Menu		the Create Content button.
Upload content	the Content Menu		the Upload Content button.
Create a quick message	the Schedule Menu		the Quick Message button.
Create a user	the Settings Menu	User	the Add User button.
Create a user role	the Settings Menu	Users Roles	the Add Role button.

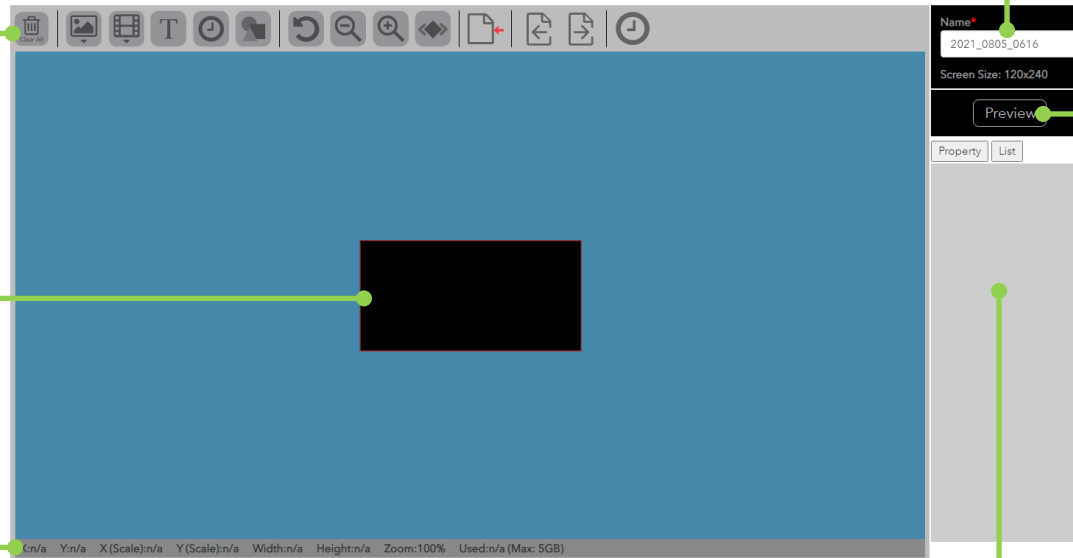
Content Creation Page Overview

The Content Creation page is the main location users will be using when creating content in Media Editor Cloud. The image below illustrates a standard view of the Content Creation Page.

Toolbar: A strip of icons i.e. buttons that allows users to create Objects, Undo/Redo edits, Zoom In/Out the Display Window, add Frame Effects and back up and restore messages. Objects are the primary method create content in ME Cloud.

Display Window: A representation of your sign and is your primary workspace, i.e. canvas. Objects will appear in the Display Window once selected from the Toolbar above.

Status Bar: The Status Bar will provide information in regards to the content that is being created such as the Screen Size (Matrix), Display Window Zoom Level and Content File Size



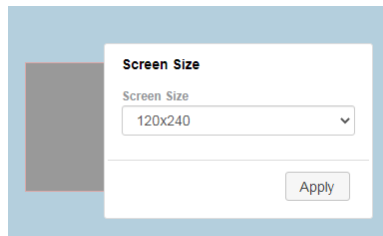
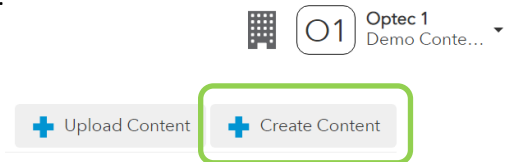
Name: The title of the content that is being created. All content must have a name assigned before the content can be use.

Preview Button: The Preview Button is used to display the content that is being created in real time. Use the Preview Button to see how the content will look like before it is sent to the sign.

Object Edit Panel: The Object Edit Panel populates when a Object in the Display Window has been selected. Each Object will populate their own Edit Panel in which the users can modify as needed.

How to Create Content

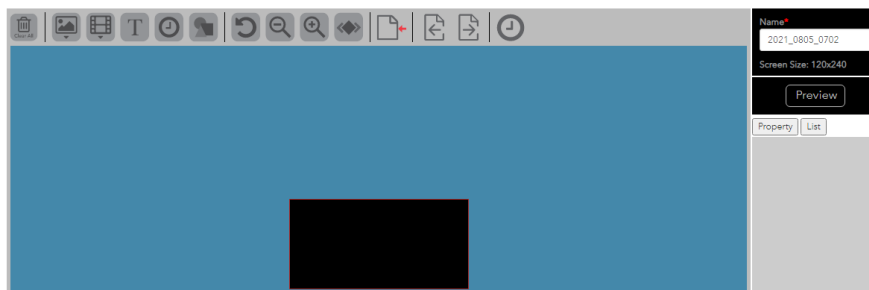
Content i.e. advertisements, messages, slides can all be created in the Media Editor Cloud Content Menu by clicking on the Create Content button located at the top right corner of the Content page.



Once clicked on you will be taken to the Content: Create Content Page. In this page you will be greeted Screen Size window that will list the Screen Size (matrix) of your sign. Once selected click on **Apply**.

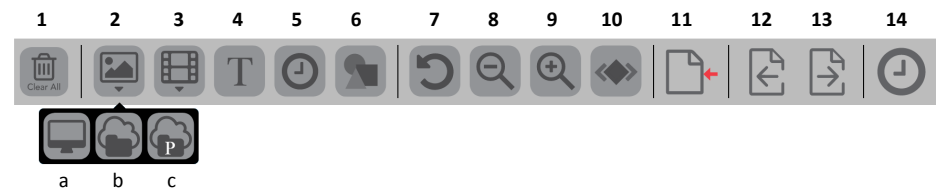
Note: If you manage multiple signs in your ME Cloud Account, you will be able to change the Screen Size as needed to adjust the frame.

When a Screen Size is selected a frame will populate and you will have full access to the Toolbar to begin creating content. Please refer to Content Creation Page Overview to understand the layout of this page.



Getting to know the Toolbar

The Toolbar allows users to add objects to a frame. Objects will be the main method to interact with the frame below to structure messages.



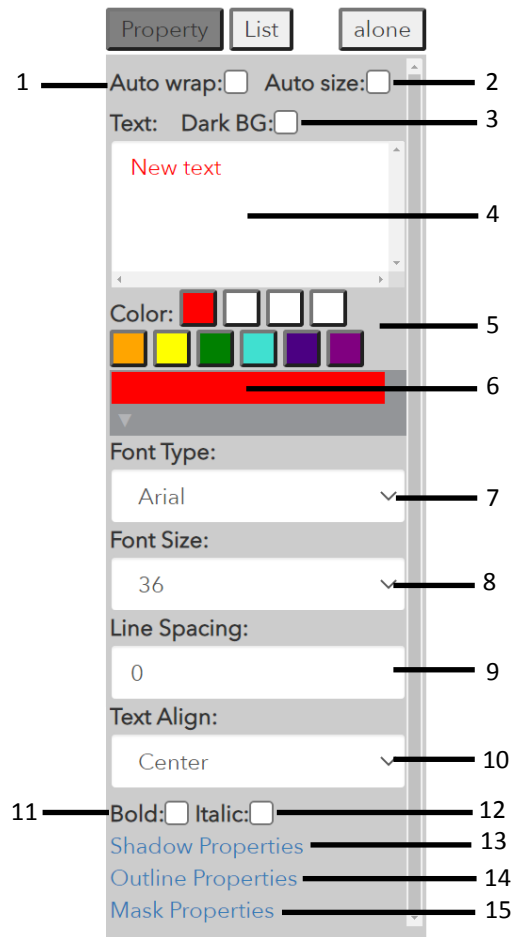
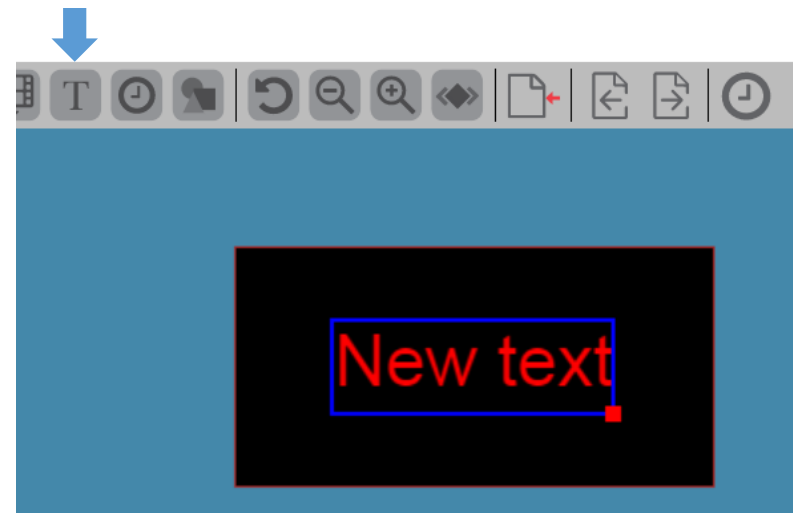
- 1. Clear All** will remove all Objects that have been added in the Create Content Page.
- 2. Add Picture** button is a dropdown menu that will allow users to **(a)** upload pictures from their device, **(b)** re-select any pictures uploaded and **(c)** select pictures from the Cloud Library. Once a picture has been uploaded and/or selected, it will be added to the frame below as an object.
- 3. Add Video** button is a dropdown menu that will allow users to **(a)** upload videos from their device, **(b)** re-select any videos uploaded and **(c)** select videos from the Cloud Library. Once a video has been uploaded and/or selected, it will be added to the frame below as an object.
- 4. Text** button will create a Text Object that will allow users to create text messages.
- 5. Token** button will create a Token Object that is an automated messages that the sign controls. Tokens will allow the creation of Time, Date, Temperature, Weather Icon and RSS messages.
- 6. Shape** button will create a Shape Object that will allow users to add different shapes and border frame designs to a message.
- 7. Undo** button allows users to undo any edits done to a message.
- 8. Zoom Out** button will zoom out the frame.
- 9. Zoom In** button will zoom in the frame.
- 10. Frame Effects** button will add a transition effect to the frame.
- 11. Restore Backup Message** button will allow users to load a previous save state of your frame. Media Editor Cloud will periodically creates backups (save states) of the frame you are working on .
- 12. Import Message** button allows users to imports frames exported. This can be used in combination with **Export Messages** to create templates/ copy and paste a completed frame.
- 13. Export Message** button allows users to export frames. This can be used in combination with **Import Messages** to create templates/ copy and paste a completed a completed frame.
- 14. Time Line** button allows users adjust a objects time with in the frame.

Creating a Text Message

Click on the **Text** button to create a Text Object. Once a Text Object is selected the object will appear in the frame with the wording **New Text**.

Once the text object is selected (click on), the edit panel will populate. The edit panel for a text object populates a Text Box, font Color selector, font selector, font size adjustment, Line Spacing, text alignment among other effects.

Note: Each Object will populate their own Object Edit Panel in which the users can modify as needed



1. Auto wrap: When enabled, Auto wrap will auto fit the text information entered in a text object.

2. Auto Size: When enabled, Auto wrap will auto fit the text information entered in a text object.

3. Dark BG: When enabled, Dark GB will change the background color of the text edit box from white to a dark gray.

4. Text Box: The Text Box is a field that allows to input text information to a text object.

5. Color Pallets: Color pallets will list the previous colors selected for a single text object.

6. Color Box: The Color Box dropdown menu allows the changing of text color using a Color Box, RGB Values or via RGB Sliders.

7. Font Type: The Font Type dropdown menu allows the changing the font.

8. Font Size: The Font Size dropdown menu will allows the changing the font size.

9. Line Spacing: Line Spacing dropdown menu allows one to increase or decrease spacing vales between lines of a text object.

10. Text Align: Text Alignment allows the text to align to the Left, Center and Right.

11. Bold Checkbox: When enabled, the text in the Text Object will become bold.

12. Italic Checkbox: When enabled, the text in the Text Object will become italic.

13. Shadow Properties: When selected the Shadow Properties Menu will appear allowing users to add a shadow effect to the text of the Text Object.

14. Outline Properties: When selected the Outline Properties Menu will appear allowing users to add a outline effect to the text of the Text Object.

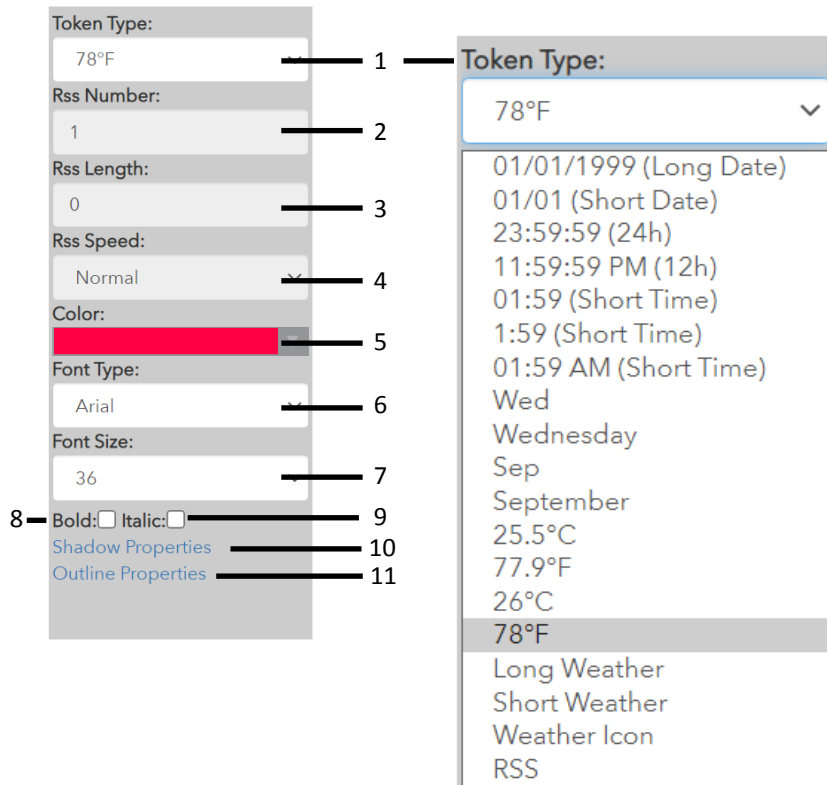
15. Mask Properties: When selected the Mask Properties Menu will appear allowing users to add a background color to the text of the Text Object. The Mask Properties does not effect or change the color of the Display Window.

Creating a Token Message

Click on the **Token** button to create a Token Object. Tokens are automated messages that the sign controls. Tokens will allow the creation of Time, Date, Temperature messages., Weather Icons and RSS Feeds.

Once the token object is selected (click on), the edit panel will populate. The edit panel for a token populates a Text Box, font Color selector, font selector, font size adjustment, Line Spacing, text alignment among other effects.

Note: Each Object will populate their own Object Edit Panel in which the users can modify as needed



Token Type: 78°F

Rss Number: 1

Rss Length: 0

Rss Speed: Normal

Color: [Red Color Box]

Font Type: Arial

Font Size: 36

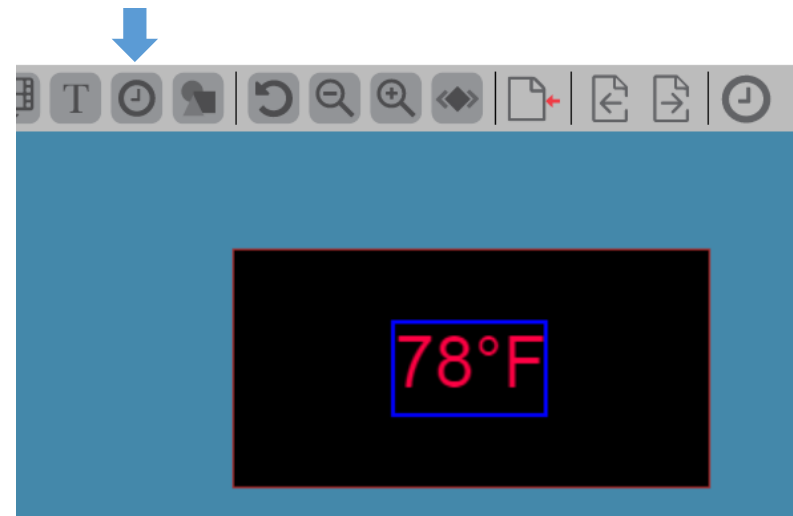
Bold: ☐ **Italic:** ☐

Shadow Properties: [Shadow Properties Menu]

Outline Properties: [Outline Properties Menu]

Token Type: 78°F

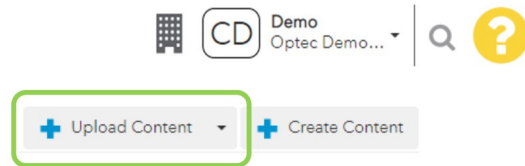
- 01/01/1999 (Long Date)
- 01/01 (Short Date)
- 23:59:59 (24h)
- 11:59:59 PM (12h)
- 01:59 (Short Time)
- 1:59 (Short Time)
- 01:59 AM (Short Time)
- Wed
- Wednesday
- Sep
- September
- 25.5°C
- 77.9°F
- 26°C
- 78°F
- Long Weather
- Short Weather
- Weather Icon
- RSS



- 1. Token Type:** The Token Type dropdown menu will allow users to change the format of the Token to display types of Time, Date's and Temperature. Use the pick list to change the Tokens format.
- 2. Rss Number:** When a RSS type is selected, you will be able to the RSS number.
- 3. Rss Length:** When a RSS type is selected, you will be able to control the length.
- 4. Rss Speed:** When a RSS type is selected, you will be able to controller the speed.
- 5. Color Box:** The Color Box dropdown menu allows the changing of text color using a Color Box, RGB Values or via RGB Sliders.
- 6. Font Type:** The Font Type dropdown menu allows the changing the font.
- 7. Font Size:** The Font Size dropdown menu will allows the changing the font size.
- 8. Bold Checkbox:** When enabled, the text in the Text Object will become bold.
- 9. Italic Checkbox:** When enabled, the text in the Text Object will become italic.
- 10. Shadow Properties:** When selected the Shadow Properties Menu will appear allowing users to add a shadow effect to the text of the Text Object.
- 11. Outline Properties:** When selected the Outline Properties Menu will appear allowing users to add a outline effect to the text of the Text Object.

Uploading Content

Content from any 3rd Party Program can be uploaded in the ME Cloud Content Menu by clicking on the Create Content button located at the top right corner of the web page.



When uploading content to ME Cloud certain fields will be required to be filled before the content can be uploaded. Such field that will be required is the **Content Name** and the content **Creator**. Active sliders allow some additional features such as activating/deactivating content, making content be required to be reviewed by the ME Cloud administrator before it can be used, adding content as a favorite or template for future use.

Upload Content

Content Name*

Creator

Promo ID

☐ Inactive









☐ Approval Required

☐ Favorite

☐ Template

Grouping Content

Once you have named your content, you will be greeted with the upload tool. The upload tool will allow you to upload any videos (Animation) and/ or picture (Static) to a single content name. This method will help in less repetition especially your are able to use the same name content across multiple zones.

Content Name: OPTEC DEMO Creator: Optec 1 Promo ID:					
96x192	Animation		Select File	<input type="text"/>	
96x192	Static		Select File	<input type="text"/>	
120x240	Animation		Select File	<input type="text"/>	
120x240	Static		Select File	<input type="text"/>	

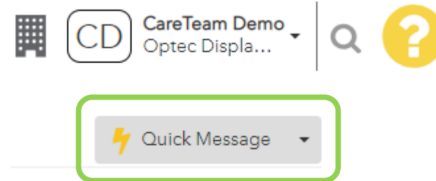
When uploading content, MeCloud will display every display size based on your sign location(s). Upload files for one or all display sizes and for both static and animated file types to meet zoning requirements. When scheduling, MeCloud will automatically choose the correct file to play or will display an error if the file is not found.

Creating a Quick Message

The Schedule Menu is where we can create and assign content to the sign. Similar to the Content Menu, the Schedule Menu will list a Schedule & Campaign Approval Table, a Campaign(s) Table and a list of the useable schedules.

Note: Depending on a users User Role, not all users will have the capability to create or modify schedules. In some cases schedules will have to be reviewed and approved on before use by the accounts administrator

Quick Messages can be created by clicking into the Schedule Menu and then clicking on the Quick Message at top right corner of web page.



Note: If there are multiple signs being managed in the ME Cloud account, users will be able to select the sign(s) that will be able to receive the schedule. Multiple signs can received the same message (schedule) if their Screen Size (Matrix) and Zoning Profiles match.

Schedule: Quick Message

Name*

Quick Message

Date*

MM/DD/YYYY Start Date

MM/DD/YYYY End Date

Time*

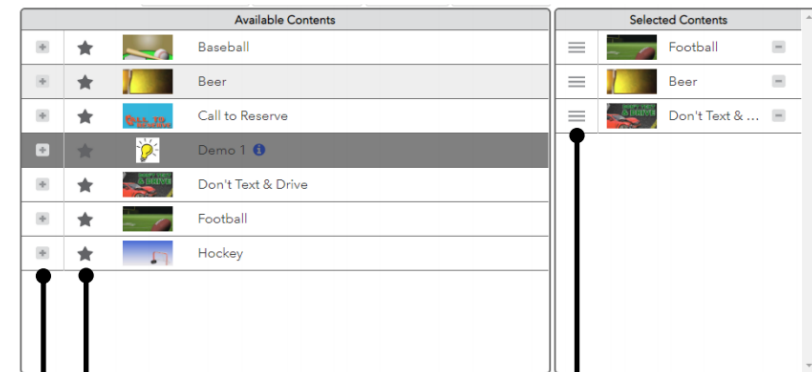
00:00:00 Start Time

23:59:59 Stop Time

In Quick Message we are able to assign the message a Name, Start Date, End Date, Start Time and Stop Time.

Adding Content to Quick Message

Once you are ready to add content in a Quick Message schedule you will be greeted with a list of your available content. By click on the add button, you are able to add the content to be used. The Content generated is pulled from the Content Menu. Content can be organized and changed to your desired order. The remove button will allow you to remove the content from the Quick Message schedule.



Add Button: This will mark the content selected to be used in your Quick Message schedule.

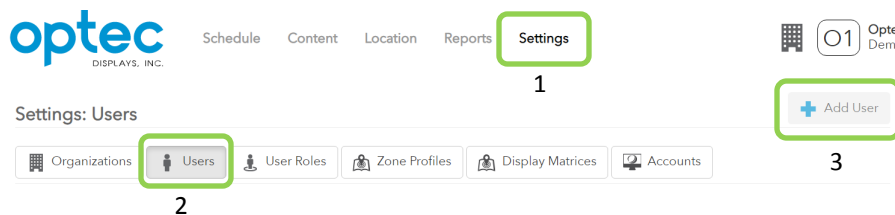
Favorite Content: Content marked as favorite will generate a yellow star.

Remove Button: This will remove the content selected from being used in your Quick Message.

Move: The move slider allows you to change the order that your content will display at. The content on top of the Selected Contents list will show first and the content at the bottom will show last.

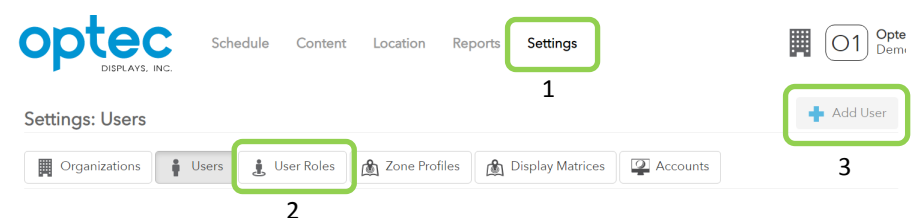
Creating a Quick Message

Users allow administrators to add people into help manage their Media Editor Cloud account. In order to create a user account, an email address must be link, Media Editor Cloud only allows one email address to be link to an account at any time. Users can be added by going to the Settings Menu, clicking on Users then the Add User button located at top right corner of the web page.



Adding Content to Quick Message

User Roles allows administrators to create permissions to their users accounts, these permission can allow users to View, Edit, Create, Approve or Delete certain components. Every user is required to be assigned a User Role in ME Cloud. User Roles can be added/modified to users in the Settings Menu by clicking on Users and then the Add Role button located at top right corner of



User Role Permissions give the ability to limit the View and Edit access of commands within ME Cloud. This gives the administrators control to allow what users can View, Edit, Create, Approve and Delete within their assigned account.

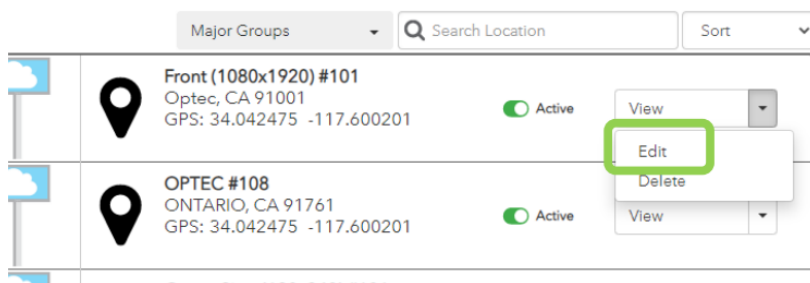
Role Permissions* ☐ All (Administrator)

When a User is assigned a role the user is given permissions (View, Edit, Create, Approve, or Delete) based on the role assigned.

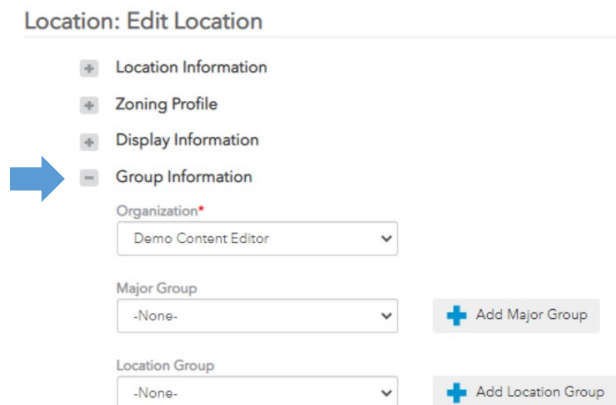
	View	Edit	Create	Approve	Delete
Schedule Mgmt.					
Campaign Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
QuickMessage Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Content Mgmt.					
ContentFolder Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Content Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Location Mgmt.					
MajorGroup Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
LocationGroup Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Location Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reports Mgmt.					
OperationLog Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
BugReport Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
LocationStatus Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Settings Mgmt.					
Account Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ZoneProfile Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Role Mgmt.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
User Mgmt.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organization Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
GeneralSetting Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Profile Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Schedule Mgmt.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Using Location Groups and Major Groups Group Locations

Location Groups and Major Groups are two methods to group multiple locations together. Grouping locations together can help in organization and sending the same schedule to multiple signs with ease. To get started, go to the Locations Menu and click on the Edit button for the location you wish to group.



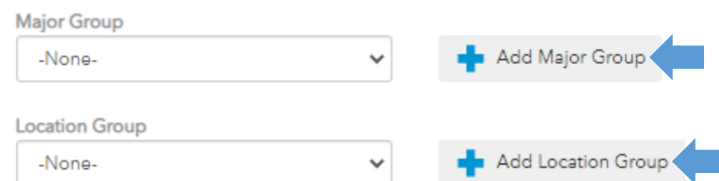
Once in the Location: Edit Location page, look for the Group Information section which will be towards the bottom of the page. Click on the expand button to show options.



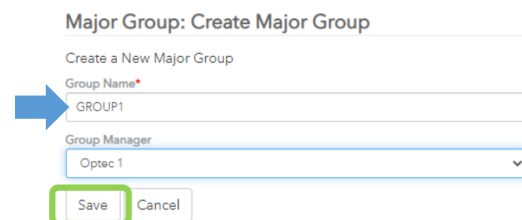
In the Group Information section, users can add a location to a Major Group or a Location Group to any (sign) Location.

Major Groups VS Location Groups Major Groups can be assigned as a geographic region such as "California". It can consist of Location (Minor) Groups such as "Los Angeles", "San Diego", and "San Francisco".

In order to customize your groups click on either Add Major Group or Add Location Group.



Once done create a name for the group you are making and click on Save.



Once done you will be able to locate your groups in the Location Menu and when creating a Quick Message and/or Campaign

