

Platform Guidelines

Video

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Monitoring

Master your fleet

More than just streaming content to your devices, PLAY by Deepidoo lets you know the status of your fleet, the connection status of all your devices, and the media played by each of them-right from the home page.

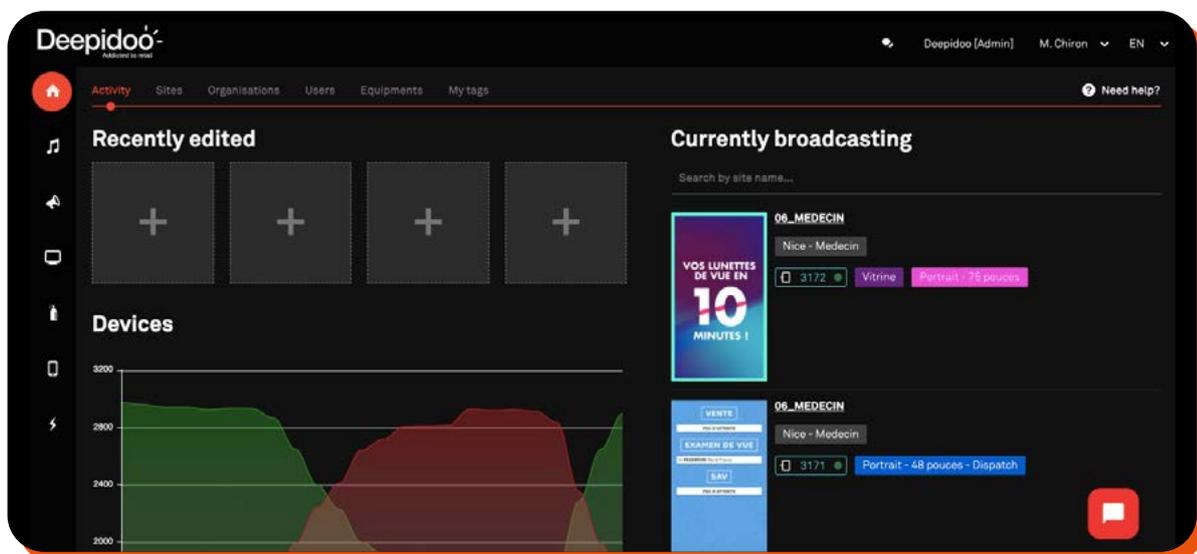
In this guide, you'll learn how to navigate your platform, create and use the tagging system, and learn tips for managing your devices.

1. Homepage
2. Homepage bottom
3. Navigation bar
4. Sites

5. Organisations
6. User
7. Equipments
8. Tags

1. Homepage

Welcome area of the platform



- The home page gives you a direct overview of your fleet.
- The recently modified items are all the video loops, campaigns or playlists that have been modified by a member of your company with a Deepidoo account.
- The current broadcast column shows you, for each equipment, the media being played in the corresponding location.

Each device can be of 4 different colors

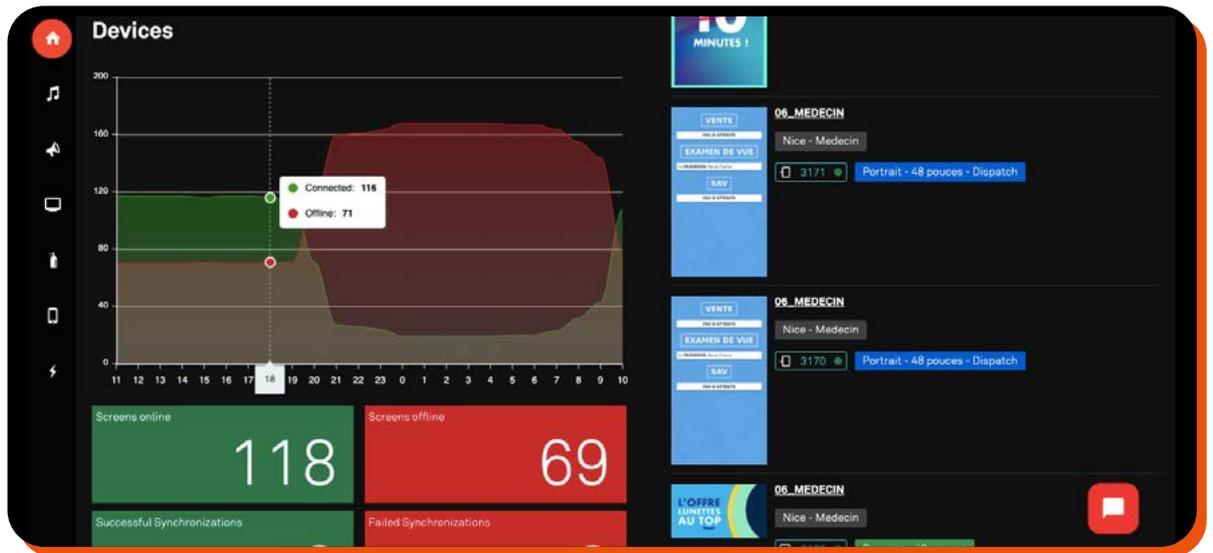
Green : the equipment is correctly connected to the internet and our platform

Red : the equipment is not/no longer connected to the internet. Content can still be played on your screens or red Deepiboxes, but the connection is no longer established: no updates will be taken into account, until it is reconnected (green status)

Orange : the equipment has been disconnected from the internet less than 24 hours ago

White : the equipment has been shipped, and has not yet been connected to the internet

2. Homepage bottom



- The graph gives you an overview of the evolution of the connection status of your devices. On the ordinates ↑, the number of devices, on the abscissa →, the hours of the day.
- You will find a global overview of these figures below, in the green and red boxes.

3. Navigation bar

ICI le menu de la page d'accueil



- **Sites**
To edit the address, time zone, transfer rate allowed in your different stores, restaurants, buildings, etc...
- Organisations**
To create and modify the way your organizations, stores, signs, etc. are managed and structured.
- Utilisateurs**
To remove or add a user, in order to give others logins to connect
- Équipements**
To monitor and control a single or a set of equipment, among those under your responsibility.

4. Sites

the «Sites» section

Reference	Last name	Organisation	Devices
0002	Avallon Cussy	Courte Paille (Admin)	1
0003	Dijon Fixin	Courte Paille (Admin)	1
0004	Nevers	Courte Paille (Admin)	1
0005	Chamonix	Courte Paille (Admin)	1
0006	Noyelles Godault	Nociba (Admin)	1
0006	Pouilly en Auxois	Courte Paille (Admin)	1
0007	Bourg en Bresse	Courte Paille (Admin)	1
0007	DUNKERQUE	Nociba (Admin)	1

4. Sites

- Presents the list of sites (stores, restaurants, offices...) under your responsibility, the organization to which it belongs, the number of equipments that populate it, and a box to put a tag on it
- Clicking on a site allows you to modify its parameters (name, internal reference, authorized transfer rate)
- The Import to CSV button allows you to create a large number of sites in one go, from a csv file.

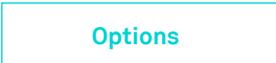
5. Organisations

PLAY by Deepidoo allows you to create your own hierarchical structure. This system allows you to adapt to all possible situations, to remain both flexible and faithful to your operation.

the «Organisations» section

his part allows you to create Organizations. An organization is a box, which contains one or more sites, one or more users, and one, more or no other organization.

The



button allows you to rename an organization once created.

This system works on two key ideas: **separation and community**. This, content added by the Marketing Director at his HQ level (i.e. the highest) will be common, and available to all his children (n-1, n-2).

Concrete examples of hierarchies

Headquarters

- ↳ Franchised
- ↳ Institutional

Headquarters

- ↳ Northern Region
 - ↳ Lille
 - ↳ Roubaix
- ↳ Southern Region
 - ↳ Lyon
 - ↳ Marseille

International

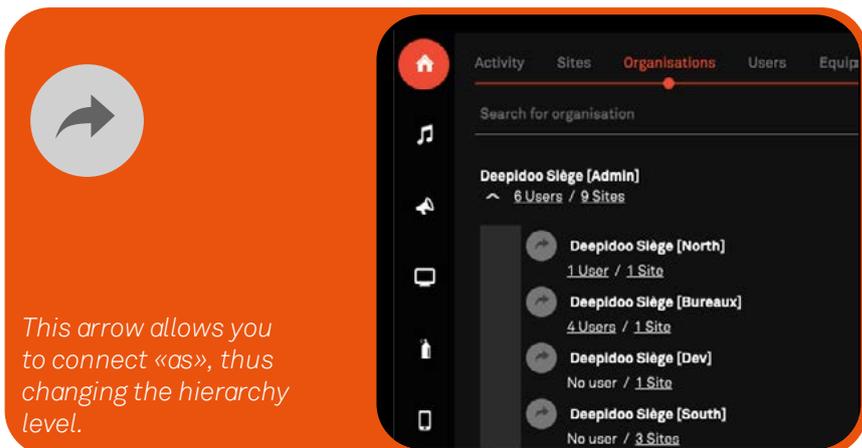
- ↳ Europe
- ↳ Asia

Etc. etc.

If we take this example and this hierarchy :

Headquarters

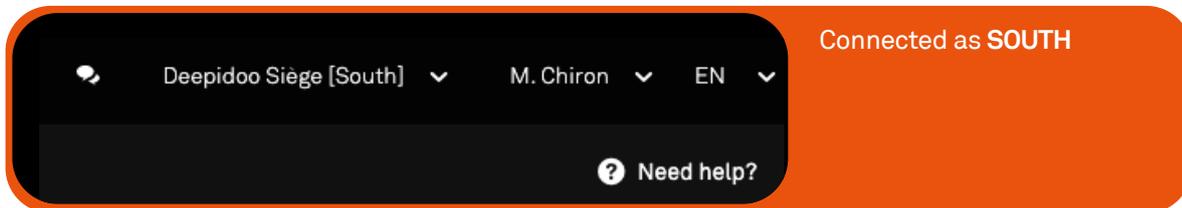
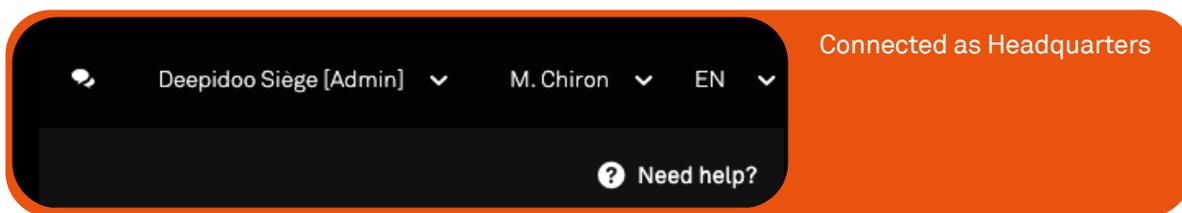
- ↳ Northern Region
 - ↳ Lille
 - ↳ Roubaix
- ↳ Southern Region
 - ↳ Lyon
 - ↳ Marseille



This arrow allows you to connect «as», thus changing the hierarchy level.

5. Organisations

When adding content, ask yourself who can/should benefit from it, and add your media at the corresponding hierarchical level.

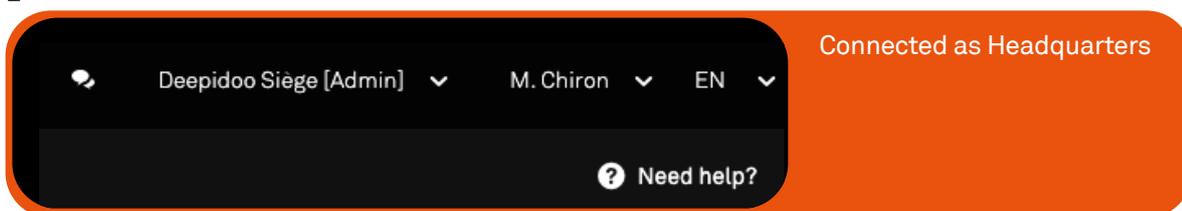


Content added by the Director of the NORTH Region, will be **common** to the Lille and Roubaix stores, but will **not be available** for the SOUTH Region. Similarly, no changes made by the Director of the North Region will impact the South Region. The organizations of the same level are separate and independant between them.

Case study 1 :

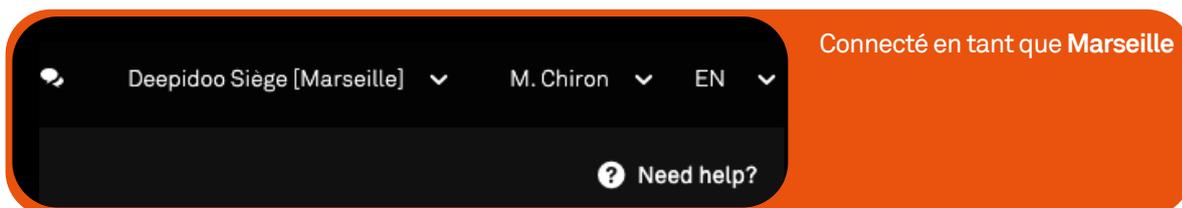
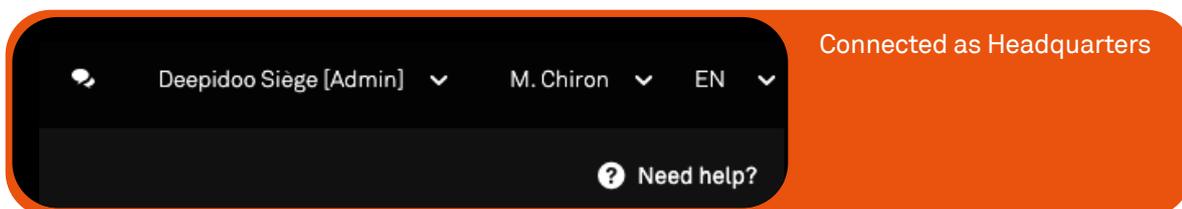
You are the Marketing Director of the South region, and have 1 common content for all cities in your region.

→ You add it by being connected as the **Marketing Director of the South region**



Case study 2 :

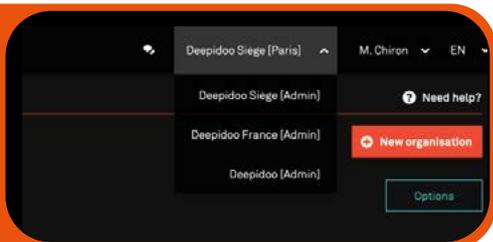
You are Marketing Director for the South region, and have 1 content made only for the city of Marseille



You add it connected as **Marseille**. This content will NOT be visible in your Lyon store, but only in the outlet(s), restaurants belonging to the **Marseille** organization.

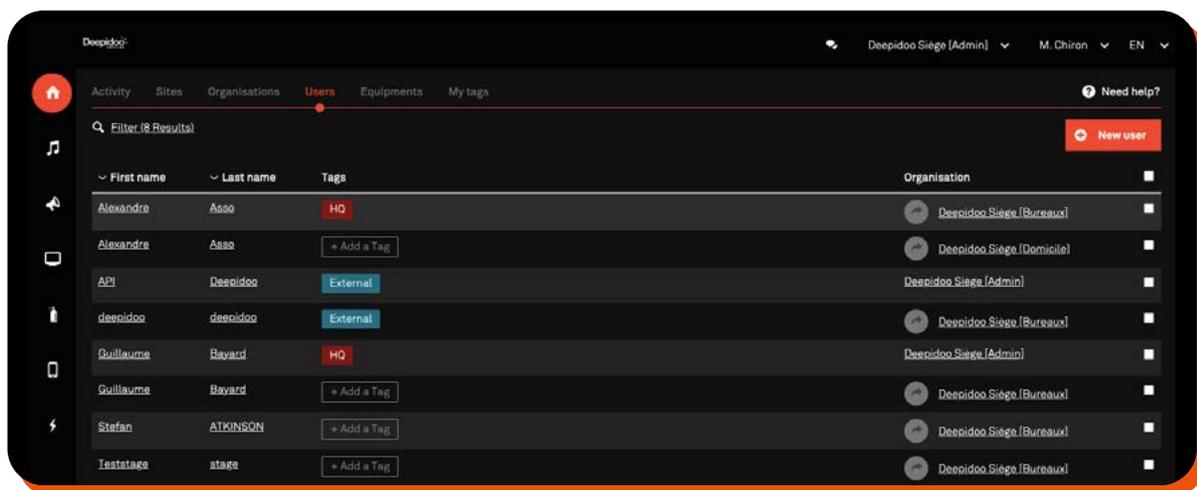
5. Organisations

To go back to a higher hierarchical level



To delete an organization, it must no longer contain any user, any site, or any organization (to do this, you must first delete all the resources that populate it).

6. User



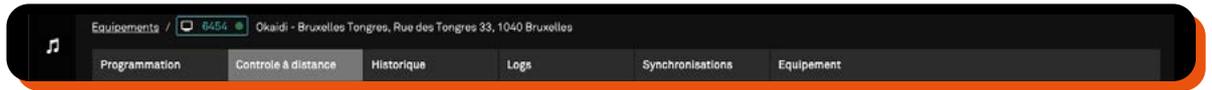
Presents the list of users (of the same hierarchical level or lower) within your organization or those of the lower level. You can tag each one, modify its data, its hierarchical level or delete it.

7. Équipements

Reference	Last response at	Synchronisation	Schedule	Tags	Site
6112	28/01/2021 13:19	28/01/2021 16:03	Italie AC Okaidi	AC Okaidi Italie	OKA0928 - Biella CC Gii Orsi
5358	28/01/2021 16:31	28/01/2021 16:31	Planning Global B...	Musique	OKA0928 - Biella CC Gii Orsi
5092	28/01/2021 16:53	28/01/2021 16:33	Planning Global B...	Musique	OKA0521 - Montesson
6454	Just now	22/03/2021 23:16	Belgique FR/NL AG...	AC Okaidi Belgique Fr + NL	OKA1225 - Bruxelles Tongres
6453	Just now	12/03/2021 22:50	Planning Global B...	Musique	OKA1225 - Bruxelles Tongres
6448	Just now	28/03/2021 16:24	Italie AC Okaidi	AC Okaidi Italie	OKA0961 - S. Giovanni Lupatoto VR
6445	Just now	28/03/2021 16:25	Planning Global B...	Musique	OKA0961 - S. Giovanni Lupatoto VR
6444	17/03/2021 13:18	11/03/2021 09:01	Italie AC Okaidi	AC Okaidi Italie	OKA1177 - Monza CC Auchan
6443	Just now	12/03/2021 22:54	Planning Global B...	Musique	OKA1177 - Monza CC Auchan
6433	13/01/2021 10:59	13/01/2021 10:01	Italie Vertical O...	Vertical Okaidi Italie	OKA1638 - Torino Via Lagrange

- Référence** → Deepidoo's internal reference number. You will find this number on the side of your Deepibox.
- Last response** → The last time your equipment was connected to our platform / internet. If no date is visible, it means that this equipment has never been connected to PLAY by Deepidoo.
- Synchronisation** → In **green**, the last time a synchronization was performed successfully. In **red**, the date when the last synchronization failed. If no date is visible, it means that this device has never had to synchronize (that its content has never been modified).
- Schedule** → The schedule linked to this equipment.
- Site** → The site to which this equipment belongs. You can check one or more boxes to add the tag of your choice.

7. Équipements



Programmation

The different media (audio spots, music tracks, videos, images, templates).

Remote control

allows you to act in real time on the chosen equipment

Reload : restart the player of your equipment

Restart : restarts your Deepibox or your screen

Next : go to the next media

Watch : only on the screens : allows you to see live the rendering of your video as if you were in your store

Configuration : displays the network configuration, the information of your equipment

List : Shows the different files on the current device

Delete

Synchroniser : synchronizes your devices : check and fetches new media



Historique

Shows the time of each media played on your equipment.

Logs

Shows the different connections/ disconnections of your device. If there are too many connections/ disconnections per hour/day, this may explain the synchronization problems.

Date	Genre	Status	Description
31/03/2021 15:06	Network	OK	Connection established
31/03/2021 15:05	Network	Erreur	Connection lost
31/03/2021 12:03	Network	OK	Connection established
31/03/2021 12:03	Network	Erreur	Connection lost
30/03/2021 08:45	Network	OK	Connection established
30/03/2021 08:03	Network	Erreur	Connection lost
30/03/2021 08:00	Network	OK	Connection established

Synchronisations

Shows the different requested, performed or failed synchronizations of your device

Status	Date
Échoué	30/03/2021 23:57
Erreur	20/01/2021 22:50
Reussie	24/08/2020 12:56

Devices

Presents the hardware information of your device : bone, disk space, network information, etc...

8. Tags

Tags are labels that you can put on all the resources made available by your platform (equipment, sites, music, playlists, sound messages, videos, users, loops, campaigns).

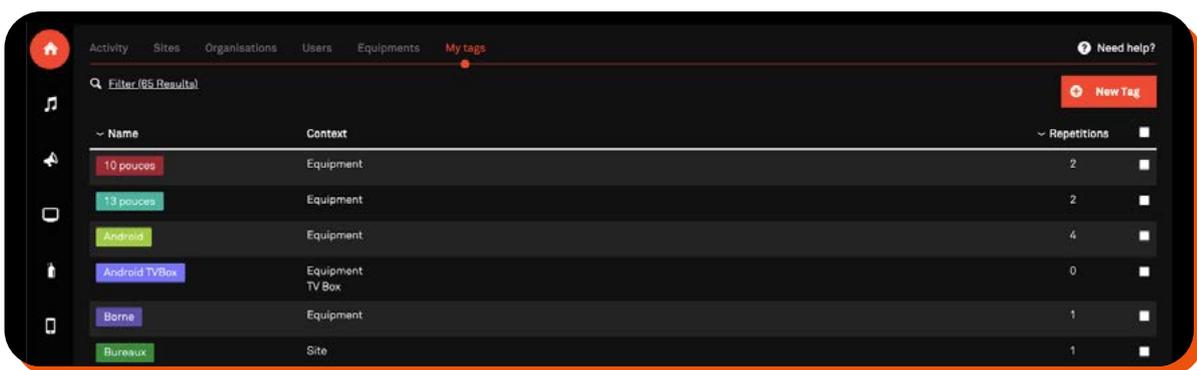
These tags can then be used in several ways, to make using your platform even easier.

For example:

You can filter the videos in your catalog, by filtering them by the «**vertical**» tag

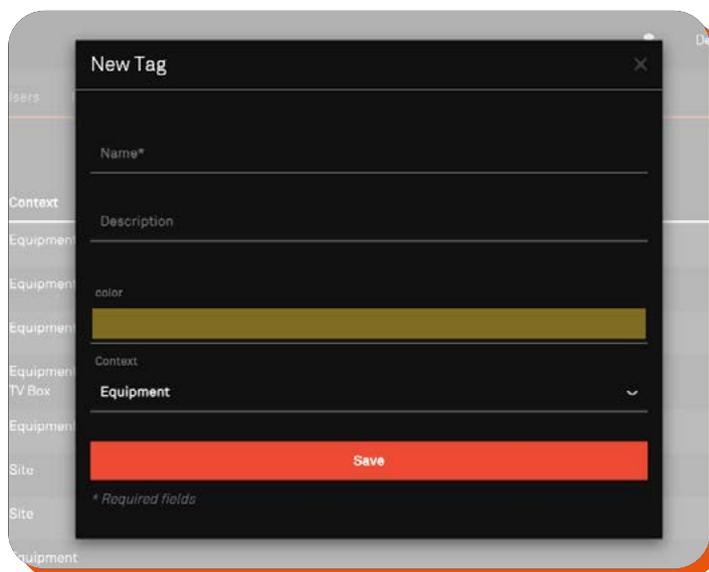
You can broadcast a schedule in all the points of sales with the «**Franchisees**» tag

You can add in a video loop all the images with the tag «**Summer 2021 promotion**».



You have here the list of tags you have created, or at your disposal, with the context of each, the occurrence of their use, and the checkbox to act (delete)

To create a new tag, click on + New Tag



In this form, you will be able to indicate the name of the tag, an optional description (to help you remember the need for this tag), a color, and a context (in order to assign the desired resource to the tag being created)

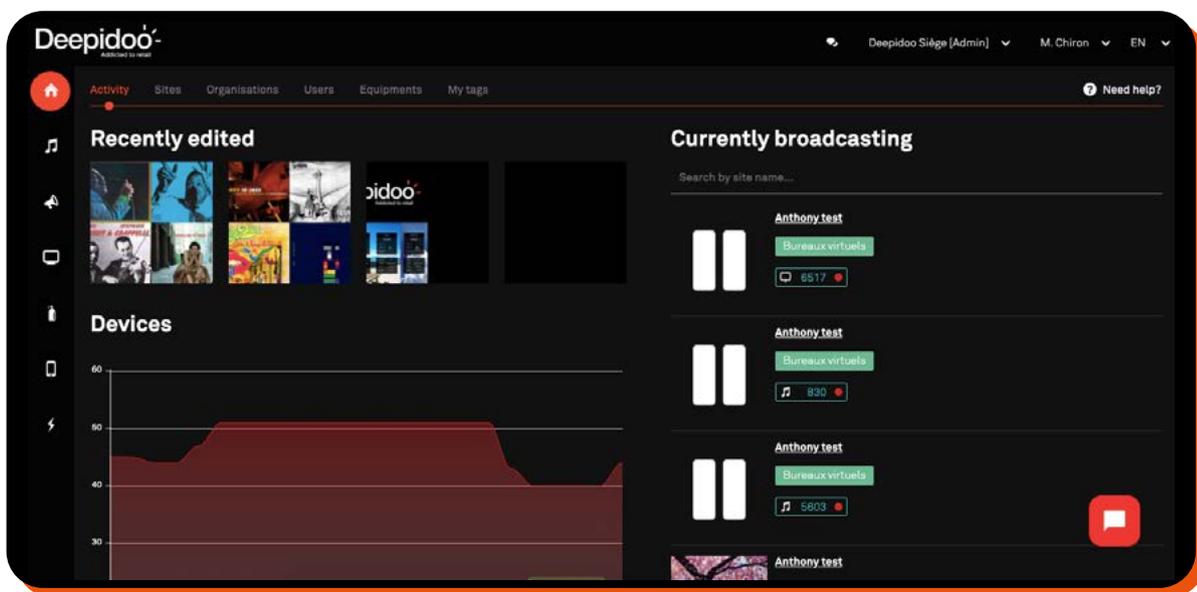
Video

Create and add a video loop

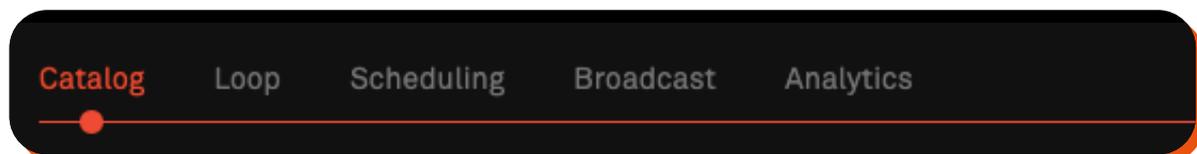
With this guide, you will to create a video loop and add it to your devices.

Homepage

Welcome area of the platform



Click on the video button



The DYNAMIC DISPLAY part has 4 steps :

- **Catalog**

Add/consult media (images, videos or templates)
- Loop**

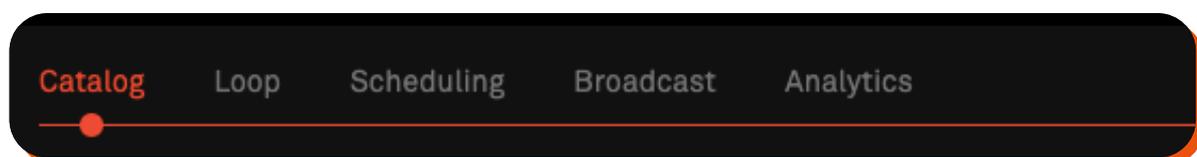
Grouping of media in a video loop
- Scheduling**

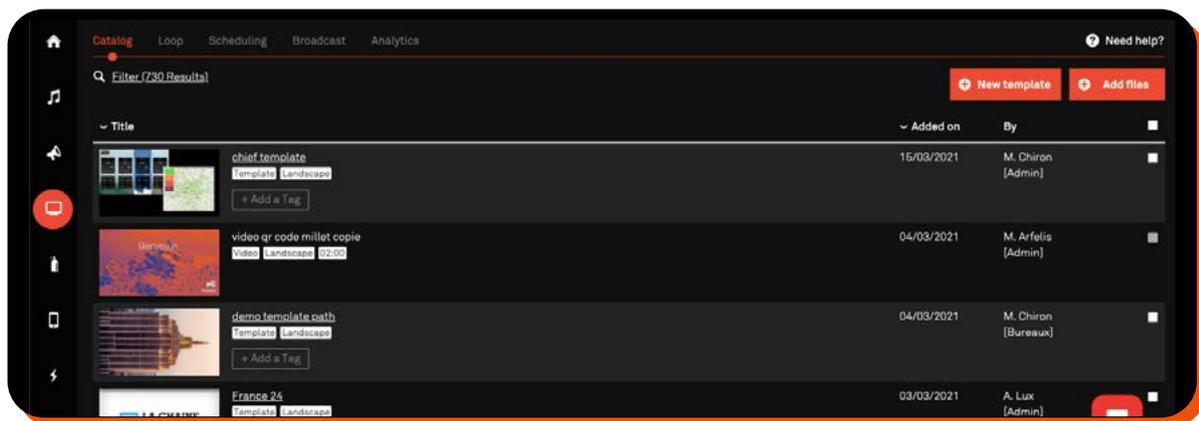
Adding loops in a program
- Broadcast**

Broadcasting this programming on a set of equipments

Navigation bar

All available media are here





All available media are here. To refine your choice, click on **Filter** and use the filters available.

To add a file, click on **+ Add files**, drag and drop.

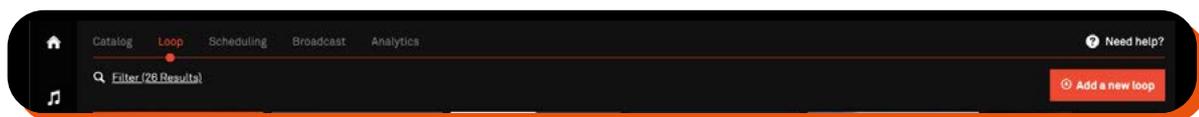
In this part of the catalog you can only add a media, preview it (by clicking on it) or create a template (see *template guide*)

Loops

A video loop is a grouping of several media. It is a «loop» because all the media that make up the loop are played once, before returning to the first one, with which it starts. To be played on a screen, a loop must first be added to a schedule (see later). Creating a loop is mandatory, even if you only want to play one media.

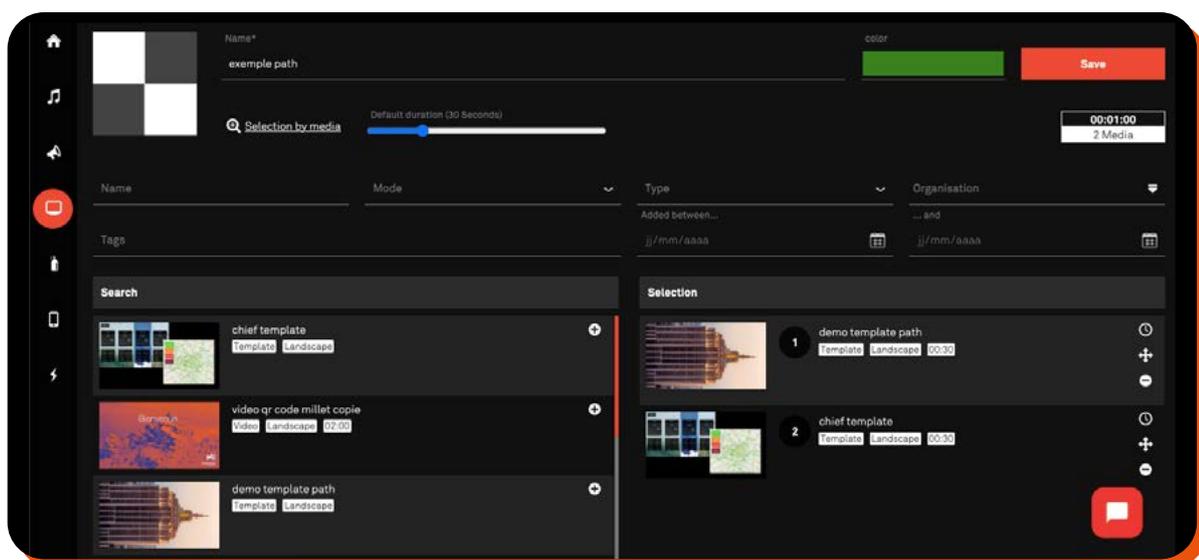
The digital signage part offers 3 types of media: **videos, images, templates.**

When you add a video on a screen, it will be played in its entirety. An image and a template do not have a predetermined time, and you can set their broadcasting time yourself.



Click on **+ Add a new loop** and enter a title.

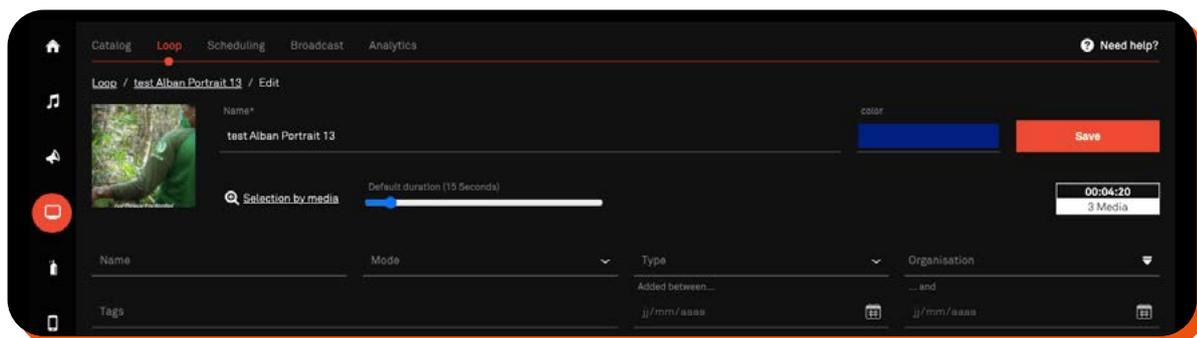
To start adding content to your loop, click on **+ Add media** to find your titles faster, you many filters are available



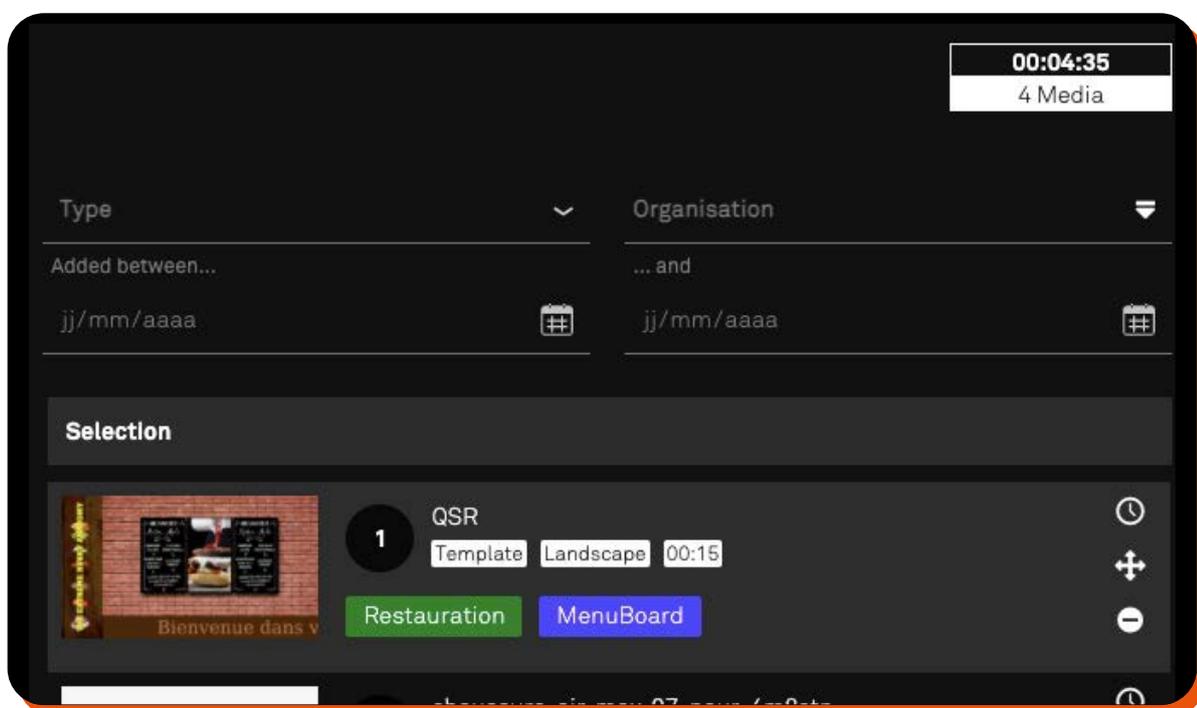
To add a title from the left (your catalog) to the right (your video loop), click on the **+** button next to the contents, on the catalog side.

To remove a content from your loop, click on the **-** button next to the titles, on the loop side.

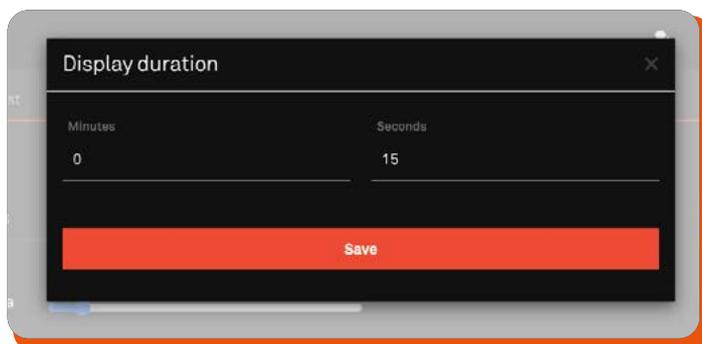
The default playback time is indicated here :



Changing it there will set the default time for ALL media used. For a case by case modification, click on the ⌚ button of a specific media, in the right column, and set its playback time.



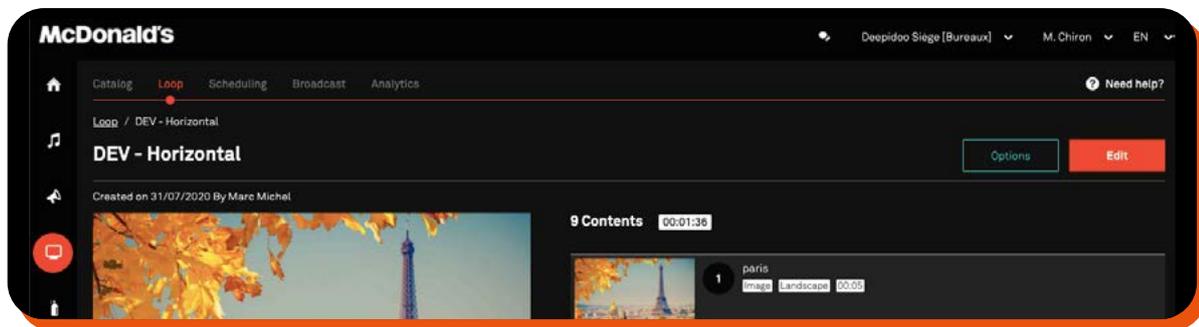
You can then modify the duration precisely, via this modal box :



then go to the programming part.

Modify a loop

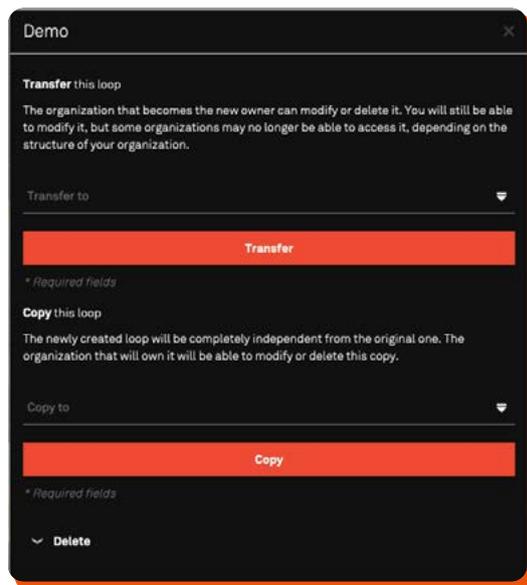
Click on the loop of your choice



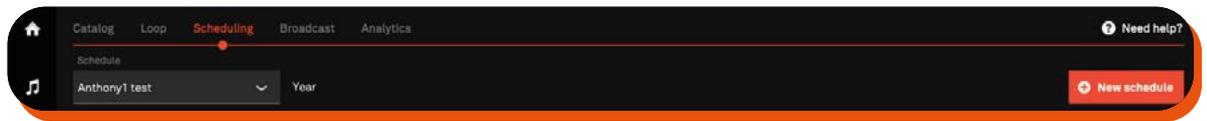
If your headquarters have created a video loop and made it available to you, you have the right to use it but not to modify it.

The **Edit** button will be grayed out if this is the case.

If necessary, you can also transfer or copy a playlist to another organization.



Program a loop



The programming part is used to create a schedule that corresponds to your needs. It will allow you, for example, to shape your marketing campaigns, by determining which loops you wish to project and at which time(s).

The scheduling section includes one or more schedules, each of which includes the 52 weeks of the year.

Starting from an empty schedule, or to modify an existing one, you can click on any week.

Program the model week

(a model week is a week that will play all year long by default)

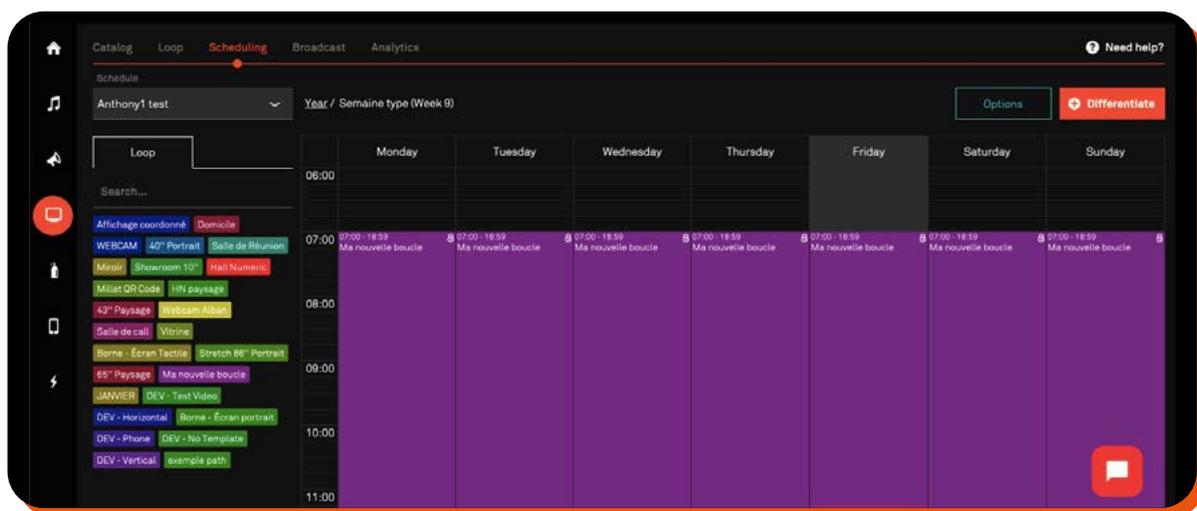
In addition to a typical operation, repeating throughout the year, you can also schedule special weeks, corresponding to special promotions or announcements, such as Christmas week.

When creating or modifying a schedule, modifying one of the 52 weeks will modify all the others, allowing you to be very quick in creating and assigning your video choices.

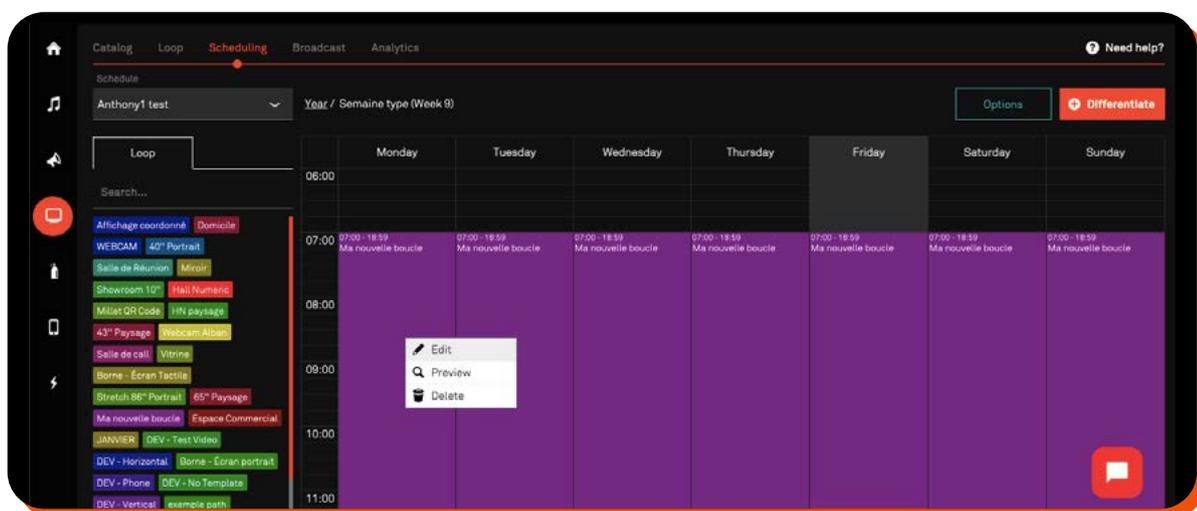
Thus, click on a week in November OR in April and modifying it will impact and modify the others 51 weeks.

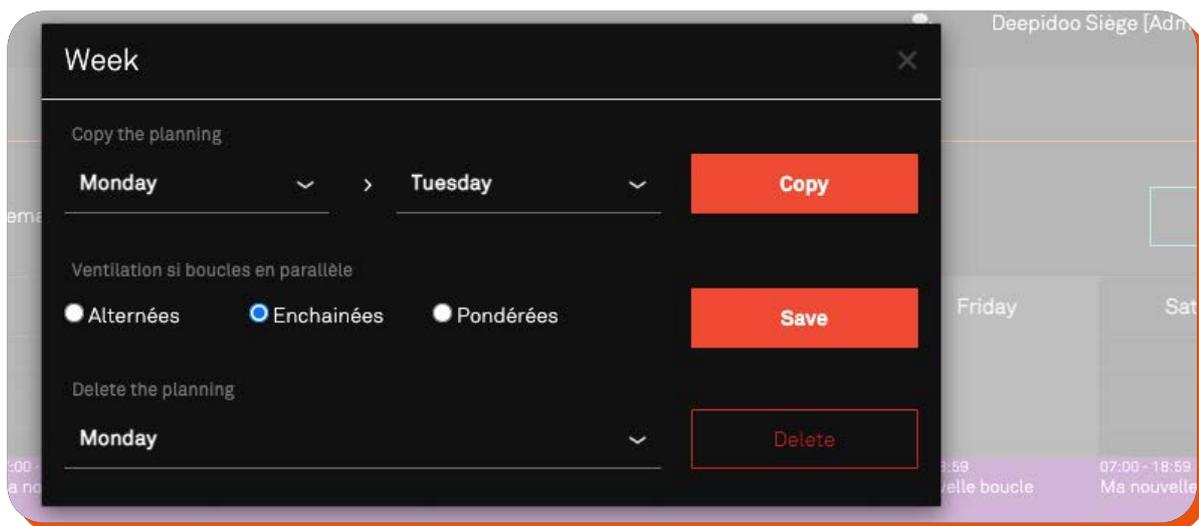
A padlock is present on a video loop, when your superior hierarchical level decides to impose it on you. You will not be able to delete or modify it.

Clicking on a week will take you to a weekly calendar from Monday to Sunday.



To add a video loop, drag it from left to right, on the day of your choice. Then right click to delete your action or specify the time slots.





You can put several video loops at the same time. The behavior you want to adopt is set with the option menu [Options](#)

Imagine a loop A played at the same time as a loop B :

Alternated : The video player will play a content from loop A and then a content from loop B

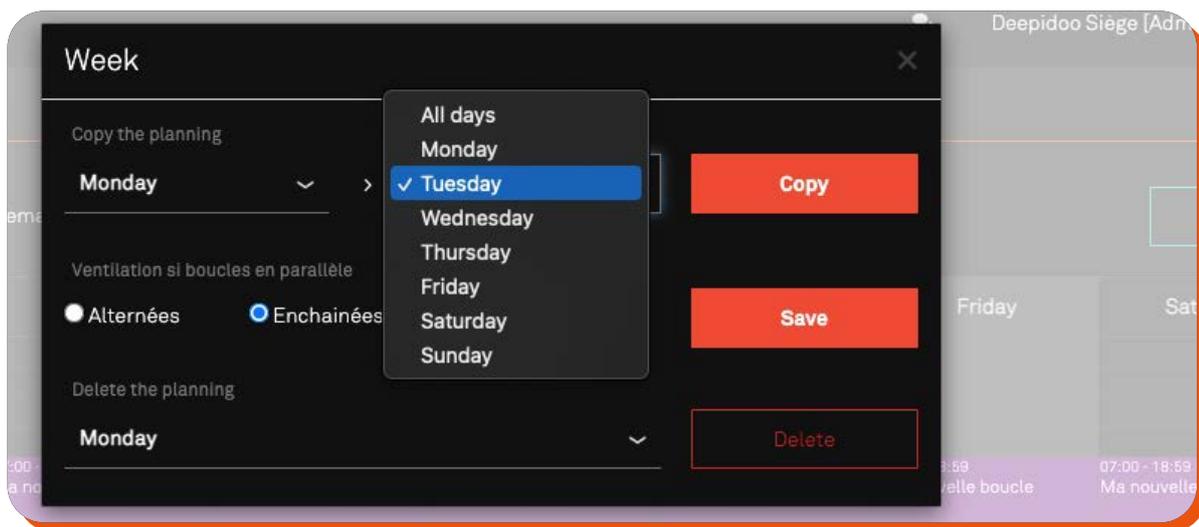
Chained : The player will play all the media from loop A and then all the media from loop B

Weighted : If loop A has 6 contents, and loop B 2 → The player will play 3 contents A, then 1 content B

No need to repeat this operation for every day! Use the Options menu instead [Options](#)

Once your schedule is done, you don't need to save it, it is already active.

As a reminder, modifying ONE week modifies all the weeks of the year. However it is possible to create special weeks corresponding to your needs (evenings, promotions, events ...)!



Example: If you want to have the same program all week, make your program on Monday,

then [Options](#)

→ copy the program : Monday

→ Every day, then

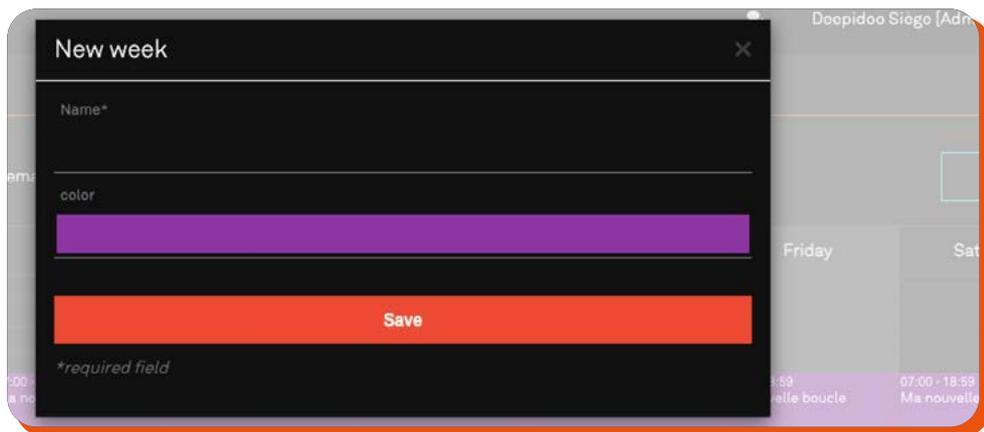
[Copy](#)

Create a special week

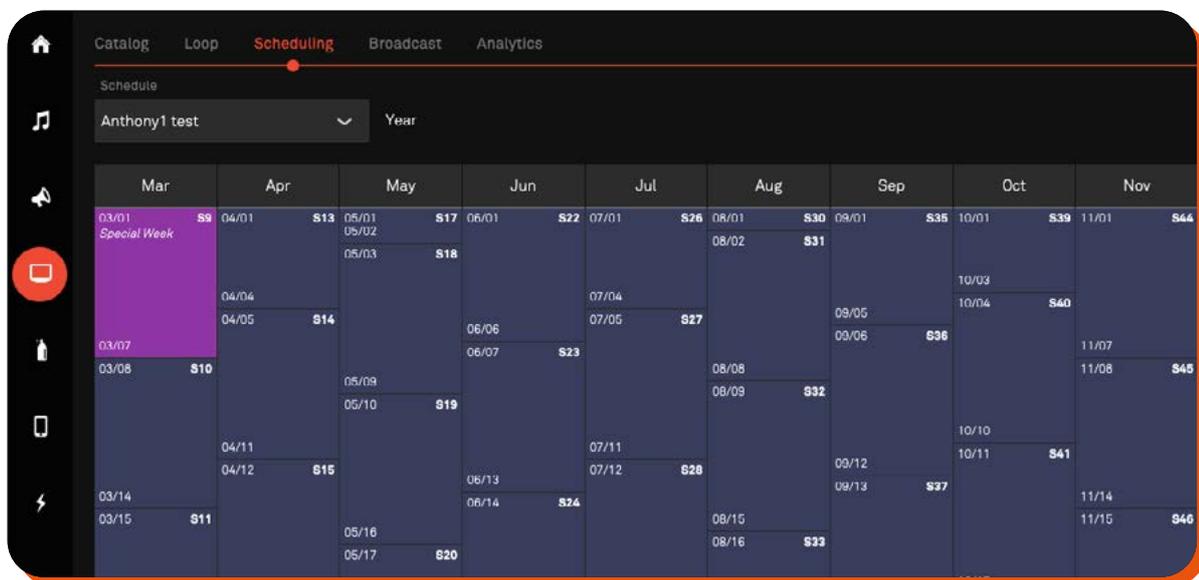
To do this, we will create a different week than the others. Go to the schedule menu, select the schedule you want to impact, then the EXACT week you want to create.

Click on **+ Differentiate this week**, give it a name and a color.

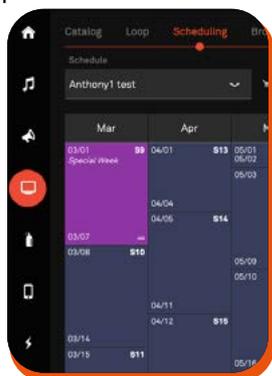
By doing this step, modifying this week will only modify this one!



If you go back to the schedule, you will see that a special week has been created!



If your promotion lasts more than a week, you can make it longer by searching the right corner of your week then click/drag to the desired week.



Each week is then a copy of the original week, which means you can make changes to each copied week without affecting the others.

Broadcast a loop

If you have already created a schedule and broadcast it on a set of devices, the schedule modification itself will be taken into account and will be broadcast on your devices.

We have made our video programming, by adding video loops in a program, but at this moment, this program is not yet played on our devices! To do so, we need to broadcast it

Select the schedule you wish to broadcast on your equipment

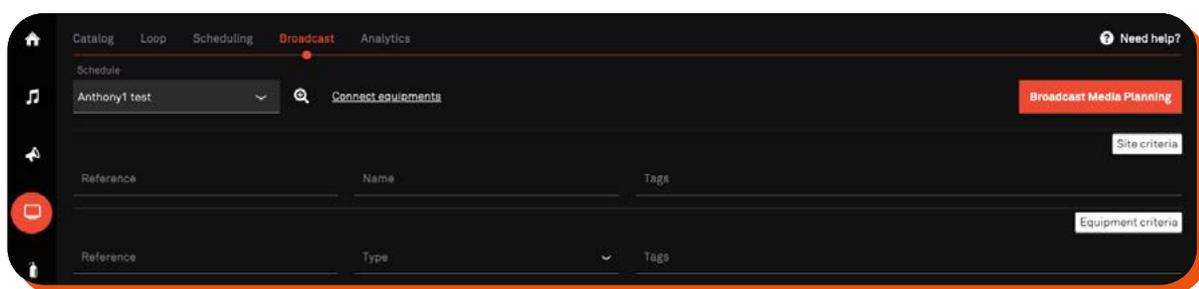
Then **+** Associate equipments

As for creating/modifying a playlist, use the **+** button to move an equipment from the left (your equipment pool) to the right (the equipment associated to your schedule)

If you are in charge of many equipments, you can filter the devices that will appear on the left side via filters :

Site

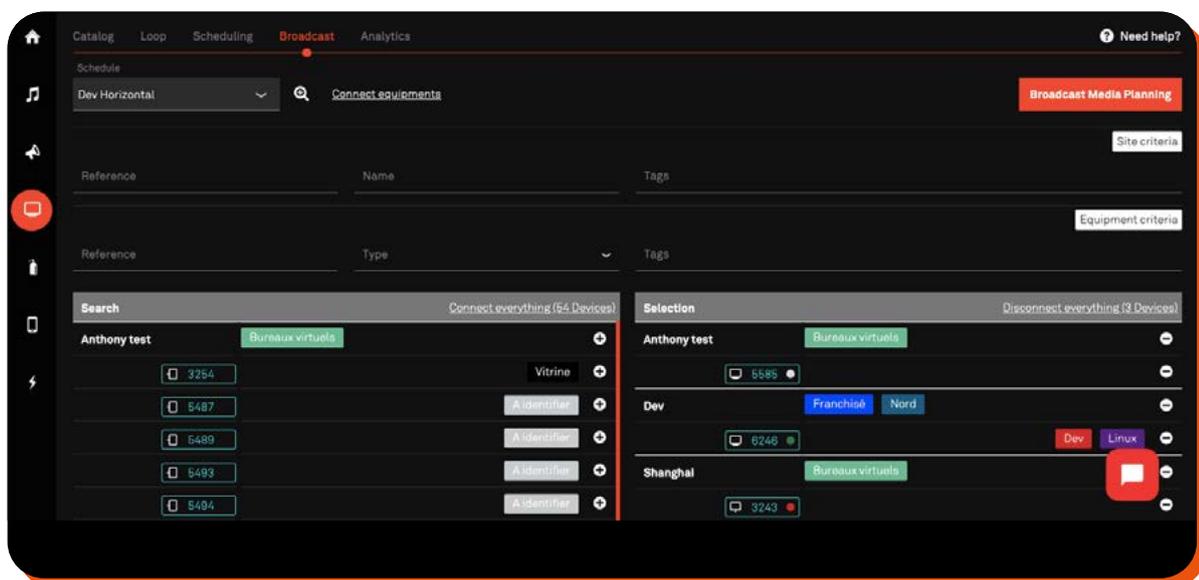
→ allows you to filter via criteria related to the sites (store name, labels, etc...)



Once you have made your selection, click on **Broadcast a media planning**

Equipments

→ allows you to filter via criteria related to the sites (internal reference, labels, etc...)



To make the modification effective immediately, click on **Force**

At the end of the next running media, your Deepiboxes or screens will start an update operation, in order to know if modifications have taken place (e.g.: a new video loop to play, with newly uploaded media), and if this requires the download of new files. If so, your equipment will download the necessary media.

If you want the modification to be done overnight (so as not to use the store network during the daytime activity), click on **Plan**

The operation explained above will be performed at night if you have left your Deepibox or your screen on.

Templates

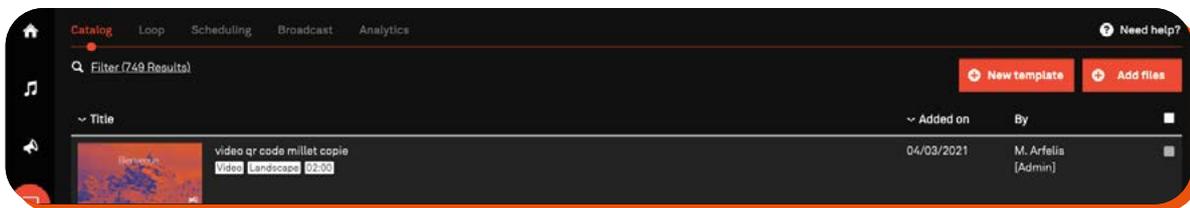
Mastering widgets and creating your own templates

A template is an interactive element that you can create yourself, based on the different widgets we offer.

Let's take a concrete example : with PLAY, you can create a welcome template for your customers, including a TEXT widget that will display the text «Welcome», a WEATHER widget with the weather forecast for your store's city, and a TIME widget, to display a clock.

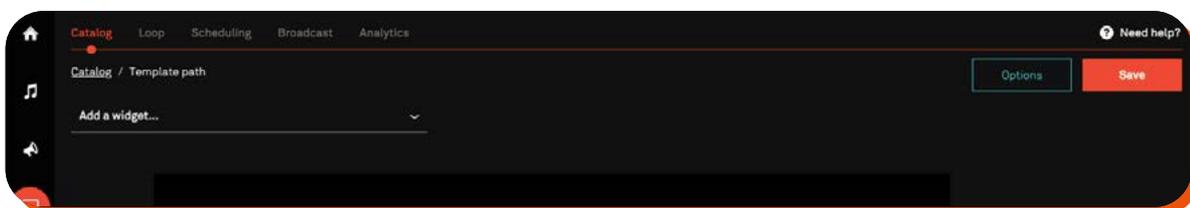
Creation

A template is created in the Catalog



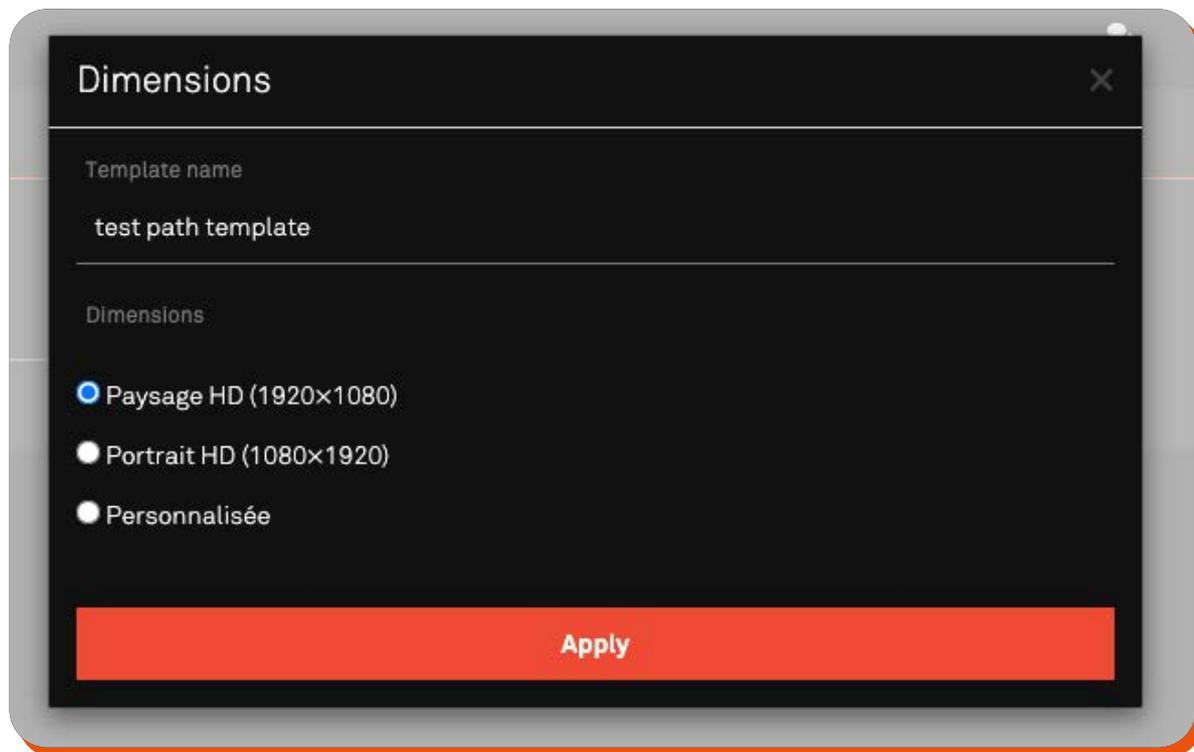
of the dynamic display part, with + New Template

Give a name to the template, to access the creation menu.



The Options button allows you to choose the size of your template.

By default, this one is in full HD landscape (classic 16/9 landscape screen), but you can put it in portrait, or with custom dimensions.



The menu allows you to choose the type of widget you want to add in your template. A template can receive as many widgets as you want. However, if you add more than 3, the aesthetic aspect will be impacted.

The different types of widgets are the following :

Full screen news

Display in full screen (1 photo and 1 text) the latest news from the RSS feed of major newspapers.

Topics : generic news or sport.

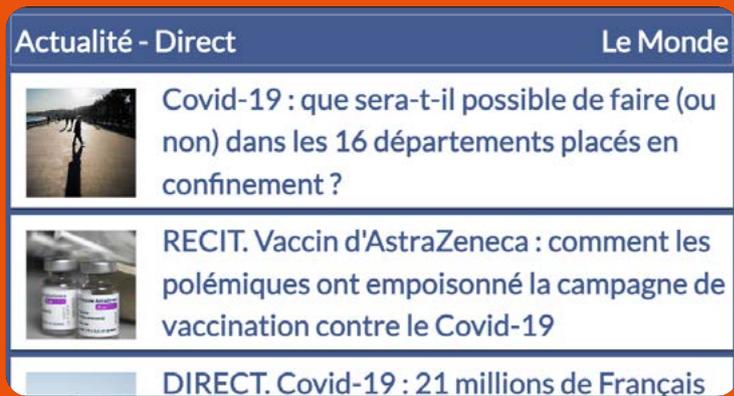
Banner: scrolls the text of your choice (font color, background color, transparency, and adjustable scrolling speed)



News feed

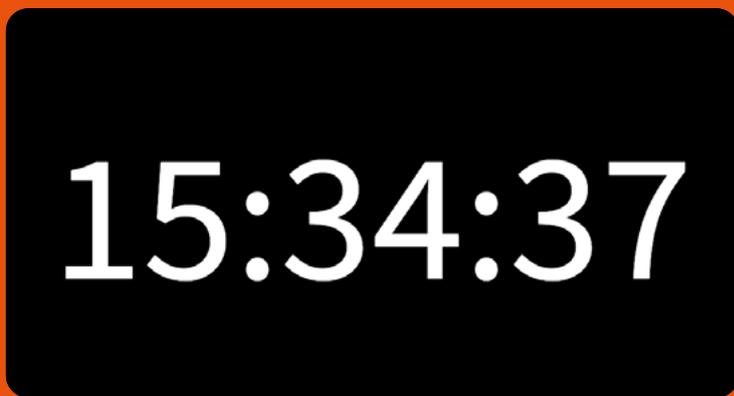
Scrolls on several lines the latest news from the RSS feed of major newspapers.

Topics : generic news or sport.



Clock

allows to display the time (font color, background color, transparency adjustable).



Image

Allows you to add the images of your choice. You can add them side by side, overlay them, etc etc.

Click on the  button to add them



Wheather

allows you to display the weather of the sites where this widget will be displayed. If you have a store in Lyon and Paris, the widget will automatically adapt to display information about these stores. It is possible to choose the language in which the weather data will be displayed (adjustable transparency).



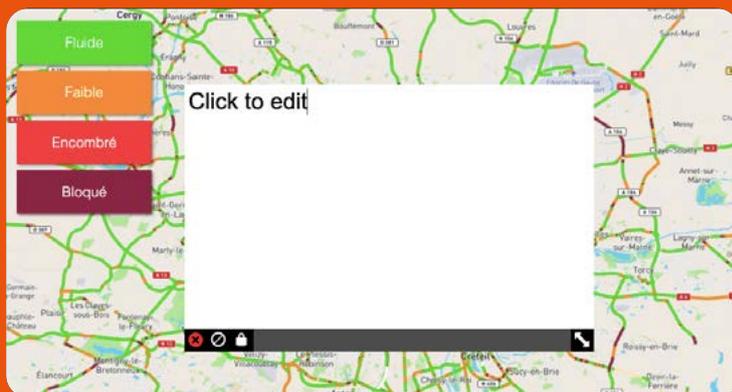
Web Site

Allows to display the url or iframe of your choice.



Text

Displays the text of your choice (font color, background color, transparency and adjustable size).



Video

This widget allows you to add videos from your catalog. The maximum recommended number of videos to add is 1.



Traffic

Allows you to display the traffic around the sites where this widget will be displayed. If you have a store in Lyon and Paris, the widget will automatically adapt to display information about these stores. It is possible to choose the language in which the traffic data will be displayed.



- Once chosen, the widget is automatically added in full screen on your template (which represents your screen).
- After each addition, you can
 - Cancel this addition, by clicking on the Red Cross
 - Adjust the size by holding your mouse on the double arrow at the bottom right

Each time you add a new widget, it will be positioned on top of the others. Once your additions are completed, click on save (it is possible that the first time you save, the waiting time is a few seconds).

You will then find the created template in your catalog.

Template hierarchy (option)

This option allows you to bring a hierarchical element to your templates, and to the widgets that compose it.

Example: With this tool, you can provide a template composed of a time widget and an image widget.

On the selected widget, you can block its position with the  button.

The widget can be modified (put a video instead of the image for example) but its position will be blocked.

On the selected widget, you can impose its use thanks to the  button.

the widget will not be able to be modified or moved.

→ This will only impact the organizations below it, the one on the same level will not change.

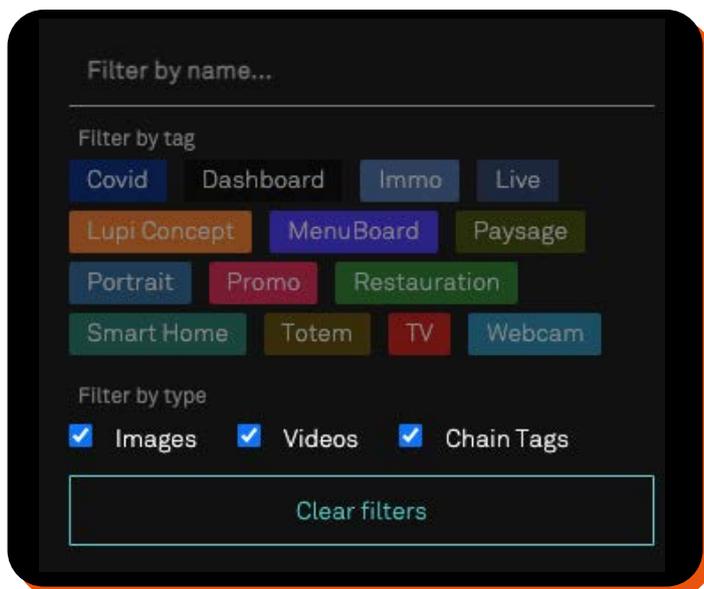
Live

Mastering the real time broadcast.

LIVE by Deepidoo allows you to interrupt the current programming of a screen, and take control of its broadcast, from a smartphone or tablet.

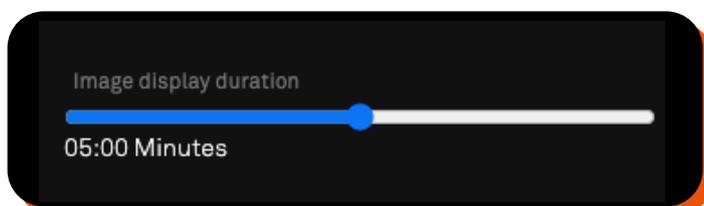
Live

Media filter



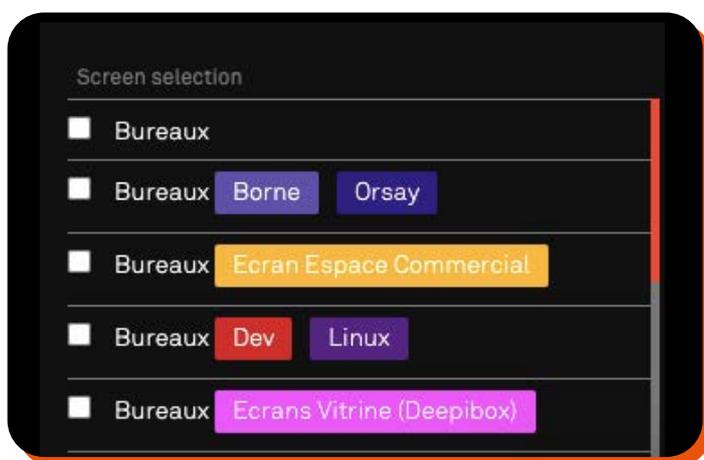
Allows you to filter the available media by the tags affixed to them.

Passage time

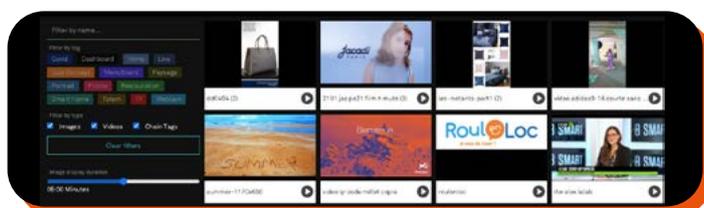


Unlike videos, which will be played entirely, images and templates do not have a preset duration. This button allows you to choose the duration of the display of the images / templates.

Device filters



Allows you to choose the screen(s) on which you will interrupt programming, to skip the media chosen above.



To diffuse the content, click on the PLAY button.

API / Events

Link computer events to your disposal and broadcast.

API / Events

The screenshot shows a mobile interface for adding an event. The form is titled 'Events / Add an event'. It contains several sections: 'Name*' (text input), 'Type' (dropdown menu), 'Threshold uses' (radio buttons for Yes and No), 'Loop mode' (radio buttons for Yes and No), 'Stop playing content' (radio buttons for Yes and No), and 'Active' (radio buttons for Yes and No). On the right side, there are three sections: 'Targeting' (Search by shop...), 'Every sites' (Only to devices tagged with:), and 'Contents to play' (Search...). A red 'Save' button is located at the bottom right, with a small asterisk and 'Required fields' text below it. A navigation sidebar is visible on the left, and a 'Need help?' link is in the top right corner.

This form allows you to link any computer event at your disposal (earning alert, exceeding a stock threshold, number of products sold...) to the broadcasting on your screens and speakers of the media of your choice.

The full Deepidoo API documentation (give it to your developers for instant use) is available here
 → <https://play.deepidoo.dev/docs/index.html#introduction>

This documentation also allows you to skip the form presented here, and interact directly with the Deepidoo API.

- Name** → The name of the event, so you can find it on the index page of all your events.
- Event type (audio/video)** → The type of event you want to trigger with your API.
If you choose the VIDEO type, you will have the possibility to activate the audio/video simultaneity. This allows you to play an audio AND video event at the same time, for a greater impact.
- Thresholds use (yes/no)** → By choosing yes, you can define a minimum and a maximum threshold
The only one is a data that you can use to add quantitative criteria.

Example : You want an event to be triggered when your stock exceeds 9000 units.
 You want an event to be triggered when a customer earns more than €10,000.
 You want an event to be triggered when the chance of rain in a given city exceeds 90%.

-
- Loop mode (yes/no)** → Gives you the possibility to set whether the triggered event (audio/video) should be played once or many times over a given duration. If you want a looped playback, you can define 2 additional parameters
- Duration of the event repetition***
1min 5min 30min 1h, infinite
- Interleaving***
Let's imagine an audio event (like a congratulations message), playing among the musical pieces. You can choose if this event will be repeated 1 time every 2 media, 1 time every 3/4/5/10 media.
- Stop playing content (yes/no)** → Allows you to choose :
if you want to wait for the end of the media being played, before broadcasting your event.
if you want to interrupt the broadcast, to play your event immediately.
- Active (yes/no)** → Parameter must be 'yes' for the event to be active
- Targeting** → Allows you to choose the sites where the event has to take place.
- Only to devices tagged with** → Allows you to choose one or more tags from the available tag cloud.
- Content to play** → Depending on the type of event defined above (audio or video), gives you access to the list of available media.
- TEST BUTTON → allows you to trigger this event once, in order to make it visible in real conditions (broadcast on screen, audio messages, etc etc).

Contacts

www.deepidoo.com

good vibes only