NEW
GENERATION
DIGITAL SIGNAGE
SOFTWARE OF
TDM

MANUAL PLAYER-PC
v1.5

TDM
DIGITAL SIGNAGE

Welcome to TDM digital signage

Thank you for your interest in TDM digital signage software. TDM is a cloud-based digital signage solution that can be fully managed and configured using your web browser. This manual is designed to assist users in a user-friendly way to install TDM on your computer or screen, and to publish content.

- Minimum system requirements
- Functions
- Installing TDM player on your computer or screen
- Creating presentations

Before we begin, we would like to let you know that we will be available to assist you at any time if you encounter any difficulties. We are here for you, regardless of whether you are a new or existing TDM user.

Minimum system requirements

PC version [player version]

Minimum system requirements:
- Operating system – Windows 7 (including embedded versions)
- Processor – 1.6 Ghz single-core or higher
- Memory – 2GB
- Video memory – 512MB
- Wi-fi or cable internet connection*
- Administrator rights (for installation)

Preferred specifications:
- Operating system – Windows 7 (including embedded versions)
- Processor – core i3 or higher
- Memory – 4GB
- Video memory – 1024MB
- Wi-fi or cable internet connection*
- Administrator rights (for installation)

* A cable connection is recommended for displaying Full HD content.

Functions

Functionaliteiten	Player-versie [PC]	Non-player versie [HTML5]
Video upload	V	X
Youtube	V	V
PDF integration	V	V
Powerpoint integration	V	V
Twitter integration	V	V
Instagram integration	V	V
Facebook integration	V	V
Websites	V	V
Flash	V	X
Silverlight	V	X
Streaming Video	V	V
Streaming Audio	V	V
Weather feed	V	V
Dynamic text	V	V
External data [RSS/XML]	V	V
Media RSS	V	V
TV-channels (only with Sony)	X	V
Local caching*	V	X
Ticker tape	V	V
Plan module (scheduling)	V	V
Bandwith-efficiënt**	V	X
Monitoring	V	V
RS232 Commandos	V	X
Touch functionality	V	V
Interactivity	V	V
Spectator Statistics ***	V	X
Offline mode	V	X

*) Local caching is used to retrieve data from the server and save it to the local PC, so as to ensure that presentations can still be displayed even when your internet connection is down. Note: this does not apply to services such as audio and video streaming.
**) The player is bandwidth-efficient because the data is retrieved from the TDM servers only once. The player version does not need to retrieve the content from the internet on each separate occasion, making it bandwidth-efficient.
***) For the use of Spectator Statistics you need a full-hd camera, connected to your screen and player. Furthermore you need to download additional software from the download section in the TDM designer. TDM Spectator Statistics licenses can be purchased through your reseller of distributor.

Now that you are aware of the system requirements and know what version you will be using, you are ready to proceed to the next step – installing TDM.

Installing TDM player on your computer or screen

In this section, we explain how to install TDM on your computer or screen. If you are using the player version, you will require an installation file, which you can download by logging on to your TDM Designer environment and clicking on *Administratie > downloads* **[Administration > downloads].**
You do not require an installation file for installation on an HTML5-compatible screen or device, and you can proceed to *Installatie HTML versie [non-player versie]* [Installation of HTML version [non-player version]].

Installing PC version [player version]

A number of software applications are available for the correct operation of the TDM player software – these applications (listed below) are automatically installed on your system along with the player.

- Flash Player 11
- DirectX
- K-Lite Codec Pack
- Fliesync Service

In order for the software to operate correctly, you must also install Microsoft .Net framework 4.5 **in advance** – you can find this on the Microsoft download site, or by clicking here.

You also have the option to install Silverlight (not required) – which is also available on Microsoft's download site – or by clicking here.
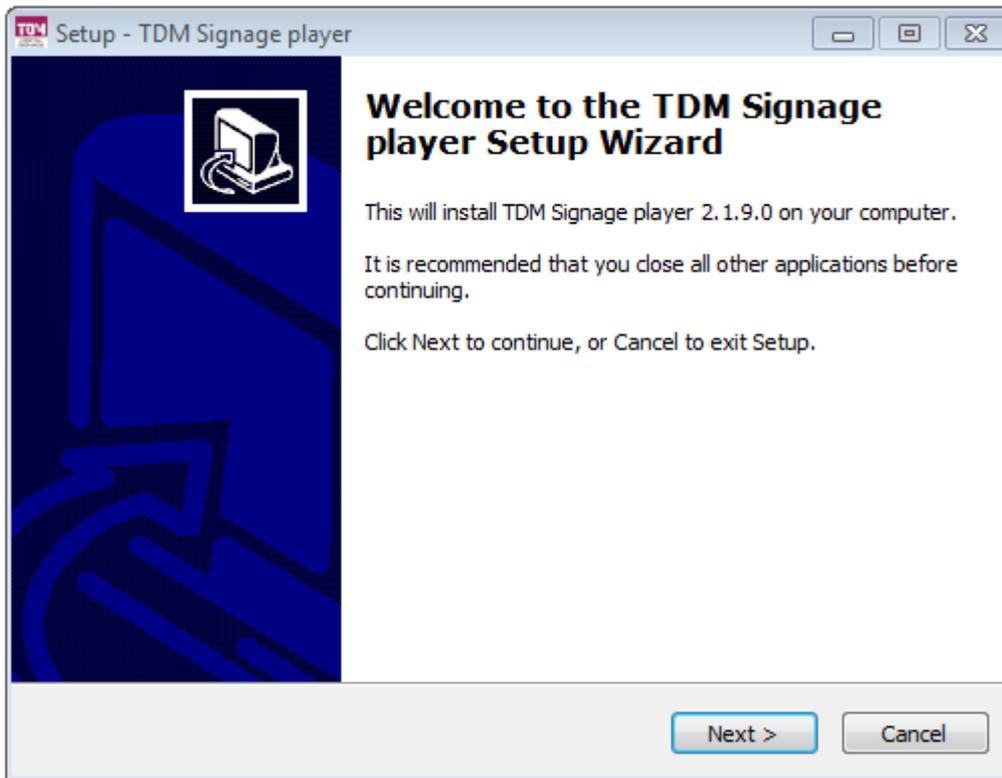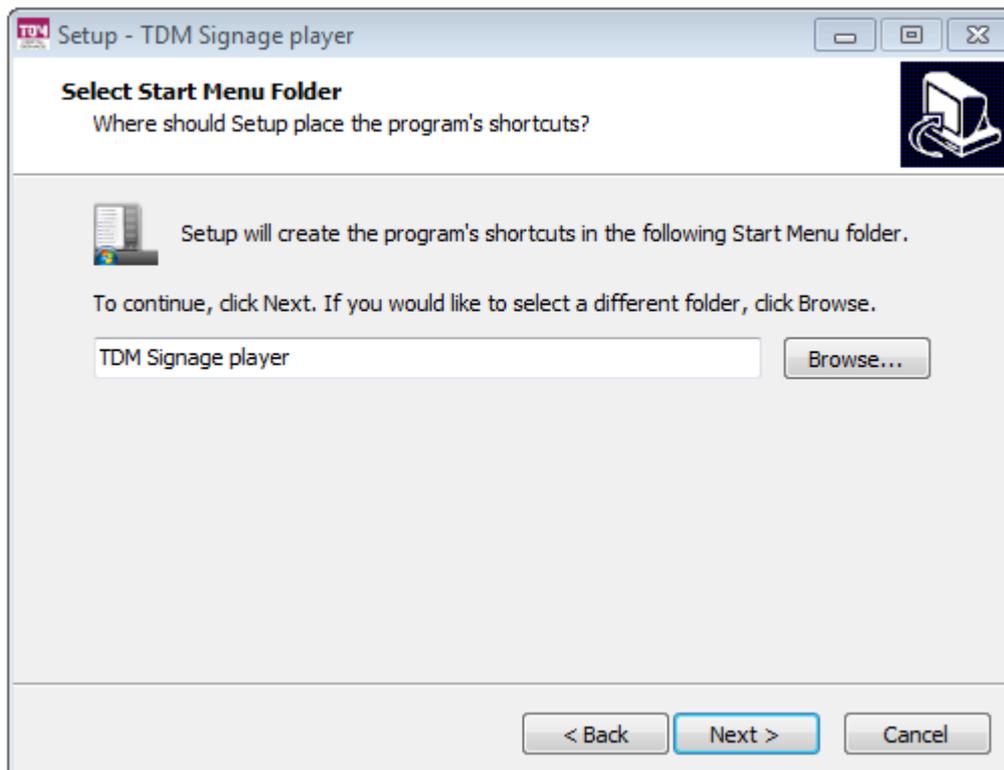
TDM player setup

Step 1
Select the required setup language and click 'OK'
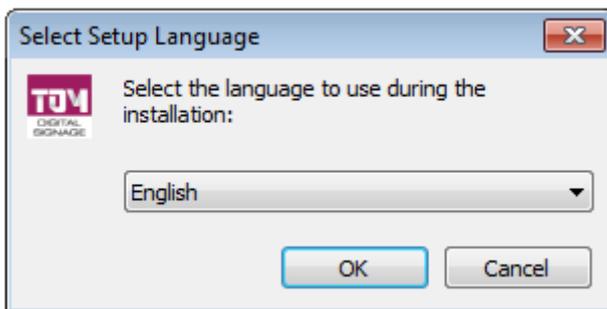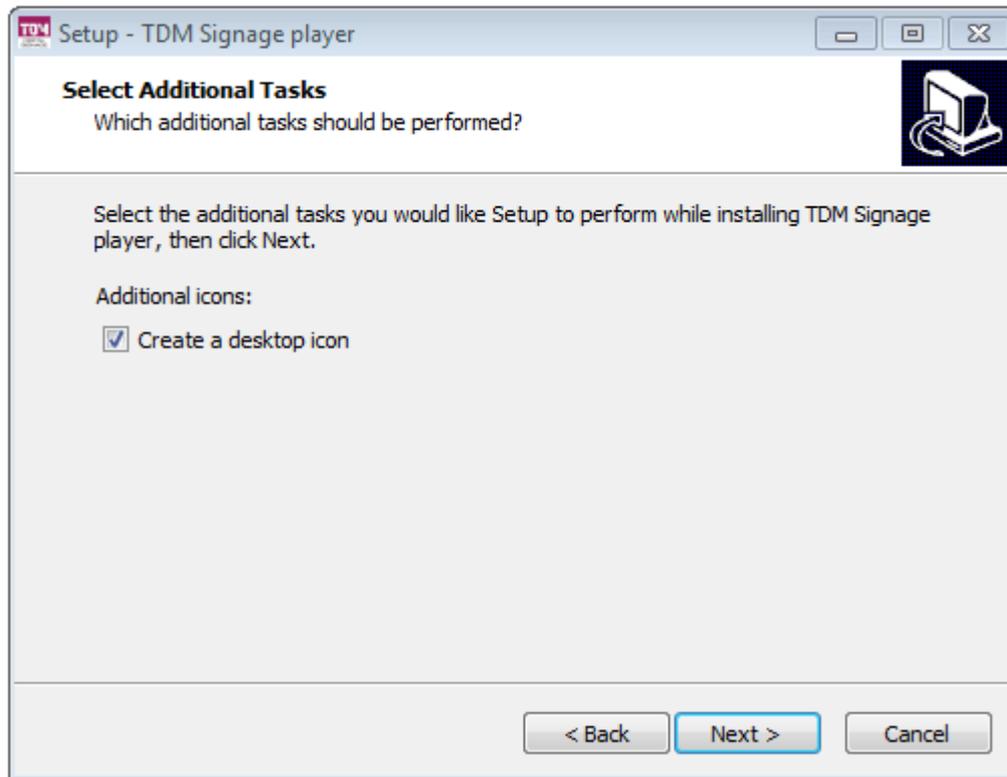
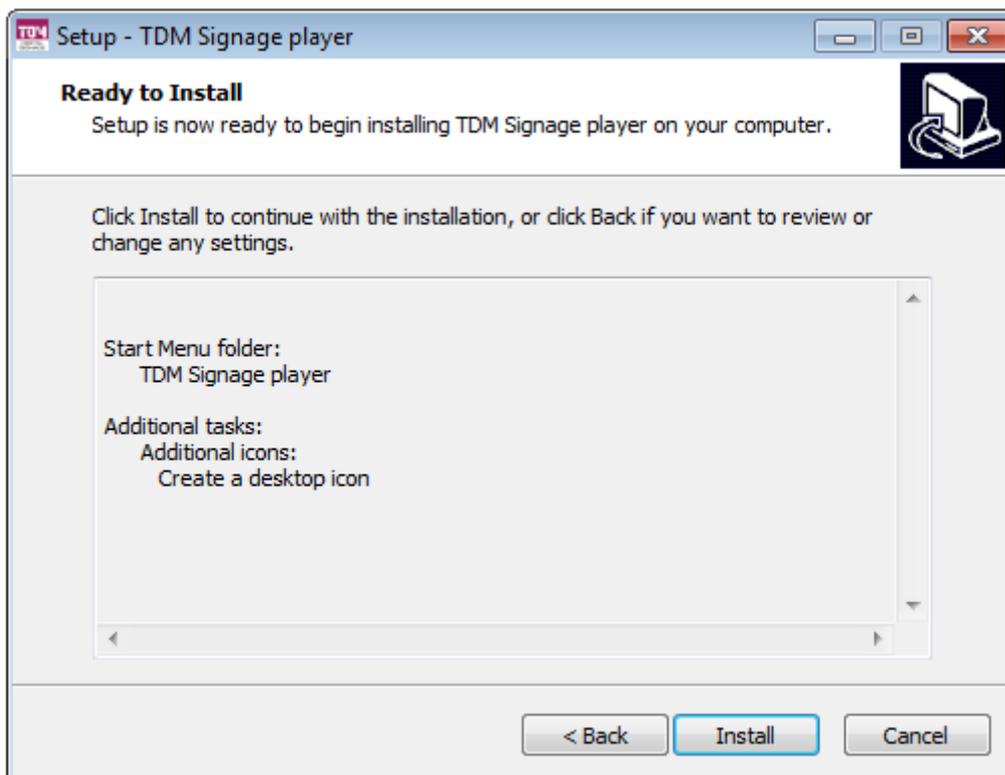**Step 3** Read the instructions and click 'Next'

Step 4 Select a different folder, or click 'Next '

Step 5 If you would like to add a shortcut to your desktop, select this and click 'Next'

Step 6 Click on 'Install'

Depending on your computer speed, the setup file may take up to 15 minutes to install.

Step 7 Once installation is complete, click ´Complete´ – the TDM player will now launch and ask you to enter the following details:
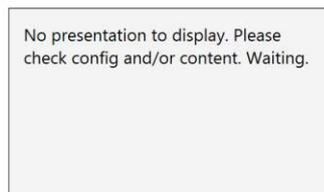

You will find these details in TDM Designer under *Administration >* Registration details.

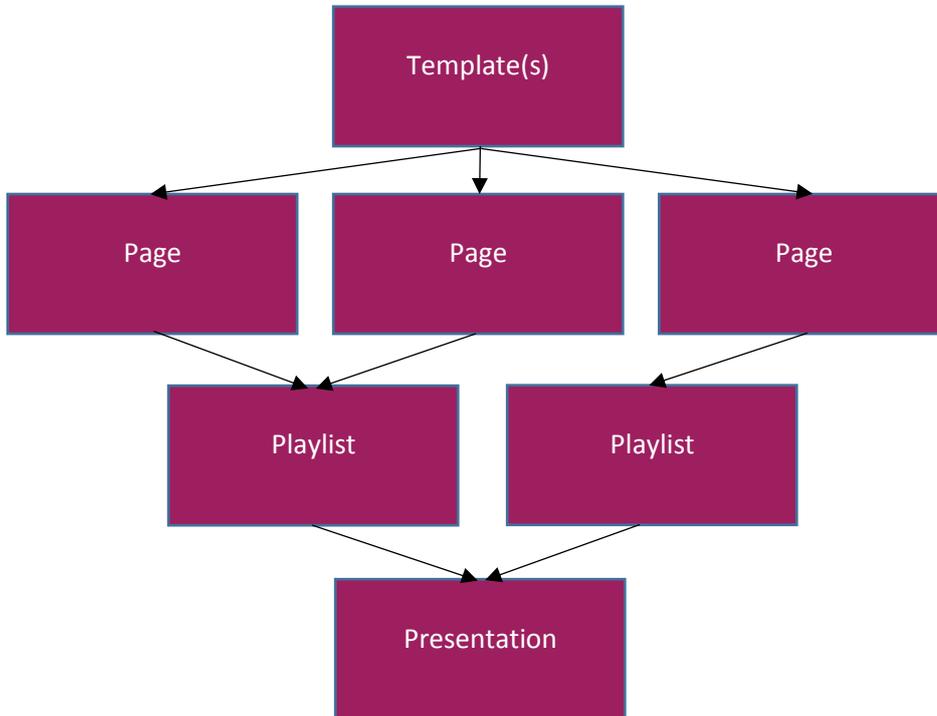Once you have entered your details, the TDM Player will inform you that no presentation has been linked to this player. Login on http://designer.tdmsignage.nl to create a presentation or view the next page for instructions on how to go about this.

After you have completed the various steps, your device has been registered and you can assign a license from TDM Designer by going to the *Dashboard > Player overview* and clicking on the player you have just added. A list will appear displaying the available licenses, from which you must select one. Add an available license and click ´Save´. Your setup is now complete.

Creating presentations

Before you start creating a presentation, you must inspect the following image and understand the hierarchy:

```
                    ┌─────────────┐
                    │ Template(s) │
                    └─────────────┘
            ┌──────────┼──────────┐
        ┌──────┐   ┌──────┐   ┌──────┐
        │ Page │   │ Page │   │ Page │
        └──────┘   └──────┘   └──────┘
            ┌──────────┐   ┌──────────┐
            │ Playlist │   │ Playlist │
            └──────────┘   └──────────┘
                 ┌──────────────┐
                 │ Presentation │
                 └──────────────┘
```
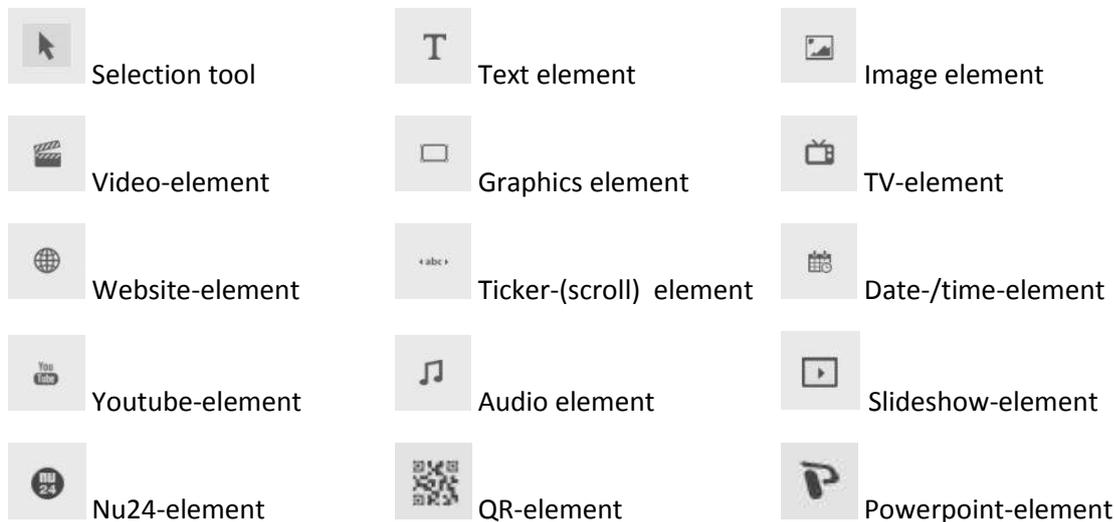
After studying the image above, we understand that the presentation is created from a template. Presentations may contain multiple playlists. These playlists contain pages, and pages are based on a template.

The presentation represents the final content you would like to display on a screen or multiple screens. Presentations are created from either a standard or customised template.
Below we explain what steps you must take to create a presentation.

Available elements

Below is a list of the elements available in TDM Designer – these are used to create templates and master pages.

Selection tool	Text element	Image element
Video-element	Graphics element	TV-element
Website-element	Ticker-(scroll) element	Date-/time-element
Youtube-element	Audio element	Slideshow-element
Nu24-element	QR-element	Powerpoint-element

Selection tool
Use the selection tool to select an element from your presentation.

Text element
Use the text element to add text. The dialogue box will ask you to enter a name (your own description) and text. The *Opmaak* [Formatting] tab allows you to enter the font, size, colour, style and transparency. You can also retrieve the text from an external data source, for example NOS [Netherlands Broadcasting Foundation]. To do so, click on the 'Data' tab, and under *Externe data* [External data], select the data source you would like to use. The 'External data' section in this manual explains how to create data sources.

Image element
The image element allows you to add images. The dialogue box will ask you to enter a name (your own description). On the *Opmaak*/Formatting tab, you can select measurements and transparency; choose whether to keep or to change the current ratios; and select the appropriate alignment. You can upload one from your computer on the 'Data' tab by clicking *Bestand(en) toevoegen* [Add file(s)]. Once you have added files, you must click the *Start Uploaden* [Start upload] button. The image will then appear in your media library. You can also retrieve images from an external data source, for example Yahoo Weather. To do so, click on the Data tab, and under *Externe data* [External data], select the data source you would like to use. For instructions on how to create data sources, check the 'External data' section in this manual.

Video-element
The video element allows you to add a video that has been uploaded from your local file, or, alternatively, you can insert a Streaming URL in order to display live images of a camera (for example).
You can do this by selecting a video on the 'Streaming' tab. The 'Data' tab allows you to select or upload videos. You can upload videos from your computer on the 'Data' tab by clicking on *Add file(s)*. Once you have added files, you must click the *Start Upload* button. The video will then appear in your media library.

Graphics element
Use the graphics element to draw items in your template or master page; it is used, for example, to draw a background behind a ticker tape. You can select a colour from the Layout tab.

TV Element (only for Sony w800 series)
The TV element allows you to feature television channels from your analogue TV tuner in your presentation. You can select a channel from the 'Data' tab.

Website element
The website element allows you to display a website. You must enter the complete URL on the 'Data' tab. You can select 'Reload' as an additional option; the page will then be refreshed each time.

Ticker tape element
The ticker tape element allows you to add a scrolling text overlay (crawler). The dialogue box will ask you to enter a name (your own description). The *Layout* tab allows you to enter the font, size, colour, style and transparency. In addition, you also have the option to retrieve the text from an external data source, for example NOS [Netherlands Broadcasting Foundation]. To do so, you must click on the 'Data' tab and, under *External data*, select the data source you would like to use. To create data sources, you must read the instructions contained in the 'External data' section of this manual. Additionally, you can enter your own text in the 'Data' tab.

Date/time element
The date/time element allows you to add a date and/or time. On the *Layout* tab, enter the font, size, colour, style and transparency. The Data tab allows you to select the format, HH:MM:SS or DD-MM-YY.

YouTube element
The YouTube element allows you to add YouTube videos – for this you require the URL or code for your video. For example, you can copy the URL from your browser. You must then paste the YouTube code/URL onto the 'Data' tab and decide whether you would like to play all or part of the video.

Audio element
Use the audio element to add single sound files or add an audio stream.

Slideshow element

It's very easy to create an image slideshow using the Slideshow element. By linking to images from the image database, you can compile your own image sequence. You can also set the interval between slides and choose to make the images semi-transparent.

NU24 element

The NU24 element makes it easy to embed video content provided by NU.nl. This content is available in several different categories (General, Sport, Business, Tech, Entertainment and Weather). Specify the frame format in the editor and select the desired category using the drop-down menu. The data is externally updated at regular intervals, so that you do not have to do anything yourself after that.

QR-element

TDM Signage allows you to create QR codes within your templates and pages. Simply select the QR element tool and draw the size of your QR element which you prefer. Keep in mind that a QR element will always be square; which means you aren't allowed to change its measurements . Once you have placed the element on your template, you now only need to fill in the URL which you want to trigger when the QR code is being scanned.

Powerpoint-element

From within a Masterpage or template you can easily upload your Powerpoint files. TDM will automatically detect the amount of pages and will ask you if you want to use them as single images (by using the slideshow element) or as a video file

Masterpages

Master pages are pages containing specific elements, for example a news ticker tape that must appear on every page of the presentation. You might describe it as a layer that is applied across all the pages of the presentation. An example of the application might include: you would like to use the same background using an NOS news ticker tape throughout your presentation. You can then create a master page by navigating to *Content > Masterpages* [Content > Master pages] in TDM Designer and clicking the New masterpage button.

A new screen will now appear, where you can enter the name of your master page and select the required resolution.

Next, a screen will open on which you can select elements, for example a background image and a ticker tape.

Templates

If you are using a pre-defined template, start with step 2; if you would like to create your own (customised) template, start with step 1.

Step 1: Creating a template
In TDM Designer, click 'Content' and then 'Templates'. In the template screen, click on New template.

Enter the name of the template you would like to create, select the required resolution and click Save.

The following screen will appear:
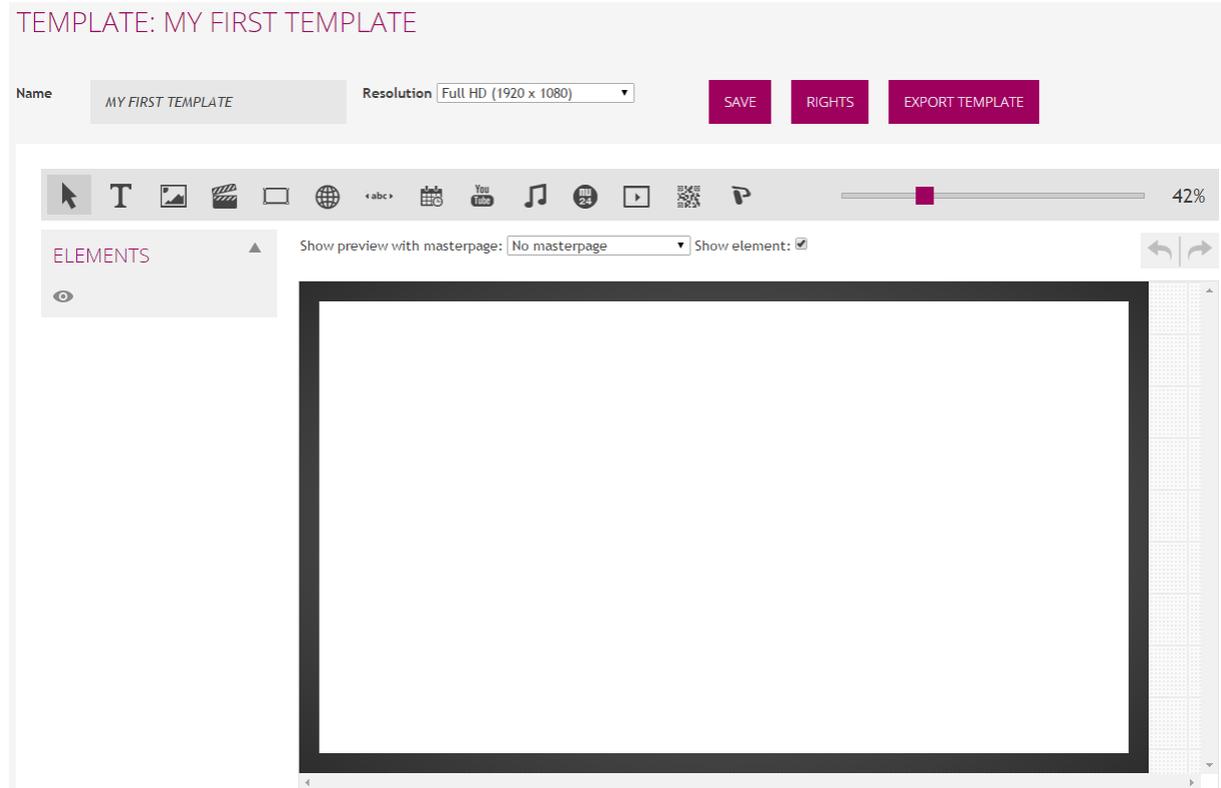
In the template designer, you can select one of the elements that appear in the menu bar:

If you click on the element you would like to place in the template, use your mouse to start drawing in the white window by right-clicking on your mouse and drawing the required dimensions. Once you have completed this, a window will open: (we have drawn an image in this example).

You must enter a number of data in the window, including the image name. This name must be understandable to you and will not be displayed in the final presentation.

The *Layout* tab allows you to select a number of options relating to how the element is formatted. For images, you have the following options:

- *Stretch; Fill:*[Ratio is not maintained]
- *Stretch; Uniform* [Ratio is maintained]

The option *Stretch; Fill* is selected by default.

From the 'Data' tab, you can select a previously posted image, or, alternatively, you can upload one from your computer by clicking *New upload*. Next, click on the image to select it and then click on Save to insert the image. We have added a second image to the example (on the left-hand side), called 'Image'.

Next, in the template we can we can select, for example, a text element and add this:
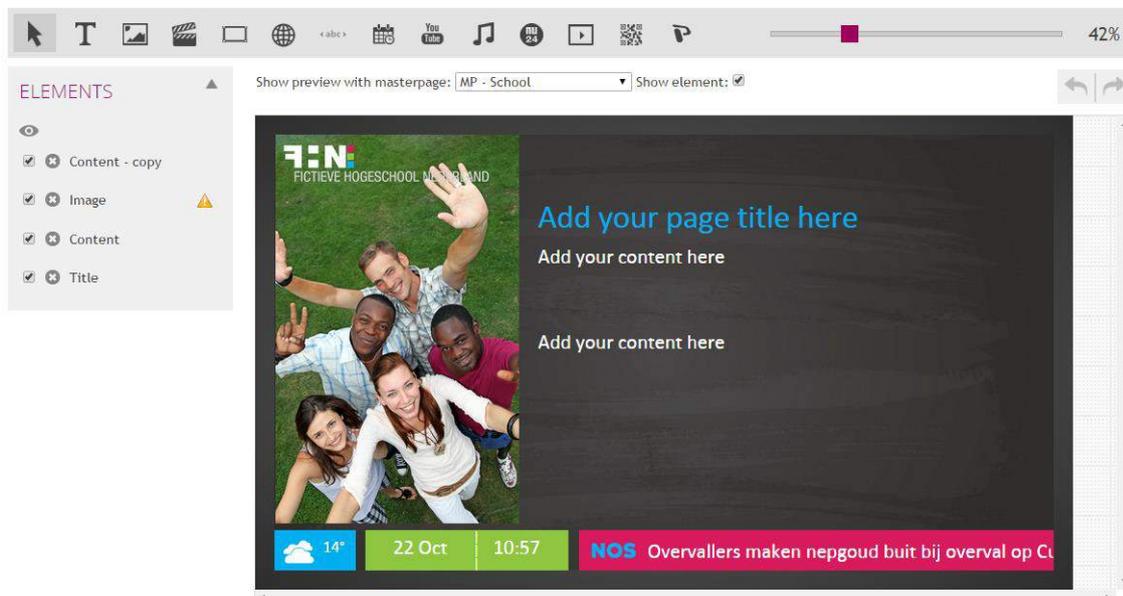
The template is almost ready for use; we might still choose to add a ticker tape showing NOS news items. As explained above, we can use a ticker tape to be used on the master page or we can insert it into this template. For now, we are going with the second option.

Click on the ticker tape element and draw a ticker tape in the black bar at the bottom. Next, give the element a name, for example 'NOS ticker tape.' On the Formatting tab, select font size 60 (this is standard) and the colour white. On the 'Data' tab, select NOS and 'title' as the column, then click Save. The title column from the NOS RSS feed is now displayed, in white and with a font size of 60. Click on Save at the top of the page – your template is now ready for use.

Pages

Pages are based on templates. You can use one of the predefined templates for this purpose, or, alternatively, you can use a customised template. In this example, we use the "*manual*" template. To create a page, click on *Content > Pages* in TDM Designer and then on *New page*.

A screen will appear in which you must enter the name of the new page. In this page we will use the name *My first page*. Select a template and click *Save*.
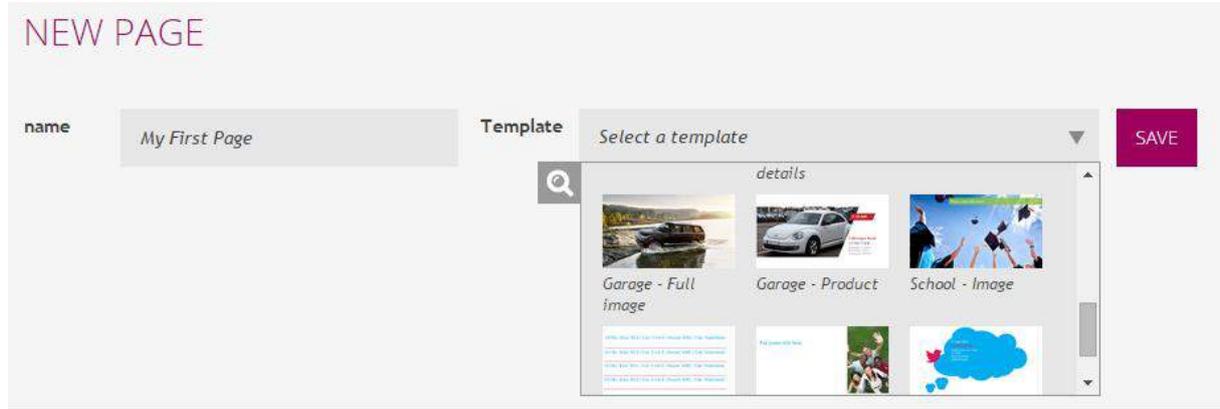
The next page will open:
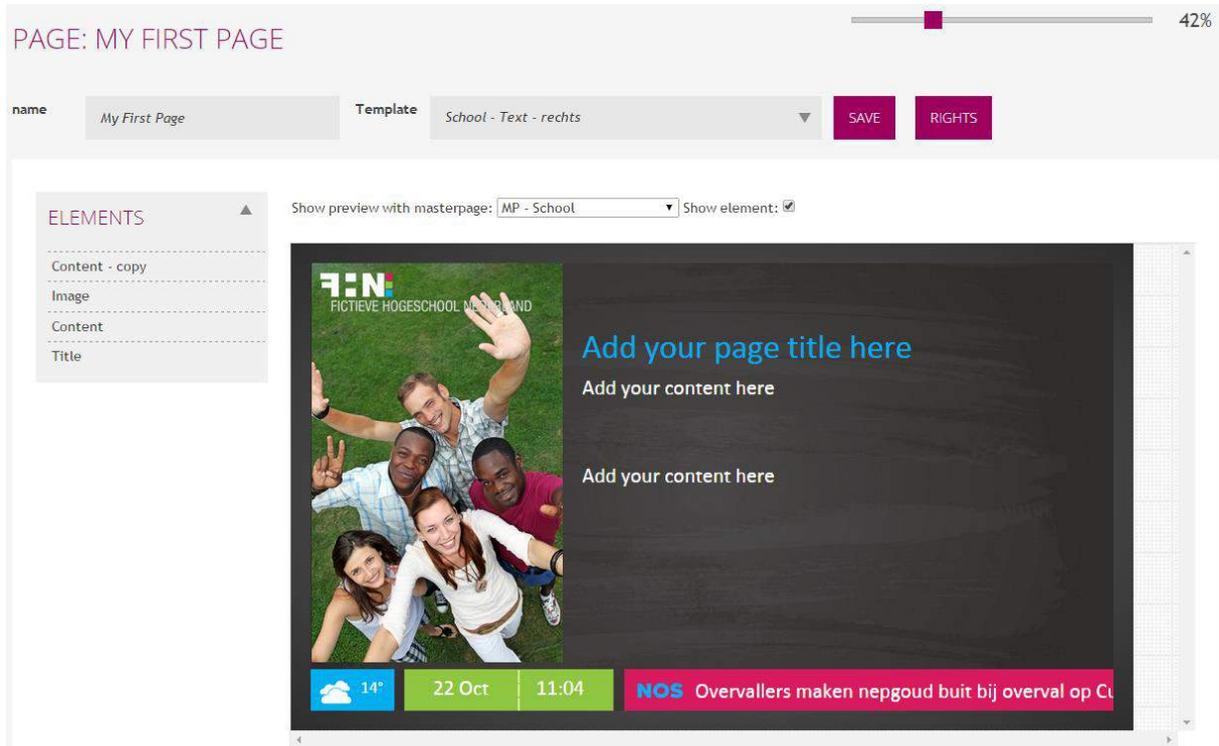
By clicking on an element on the right-hand side, under Elements, you can make changes to your text or images. However, you can no longer change the positions of the elements – this is possible only in the template. Once you are done editing a page, click on Save.

We would now like to add our page to a playlist; to do this, we need to go to the 'Playlists' section.

Playlists

Playlists contain pages including information you would like to display on screens. A final presentation may contain multiple playlists, for example if you have installed a screen in the cafeteria and would like to display the menu along with general information. In that case, you can select a playlist containing both general information and menu information, in order to prevent menu information from being displayed on screens where it does not belong. To create a playlist and add pages, you must click on *Content > Playlists* in TDM Designer and then on *New playlist*.

You enter the name of the playlist, select the required resolution and click on Save.
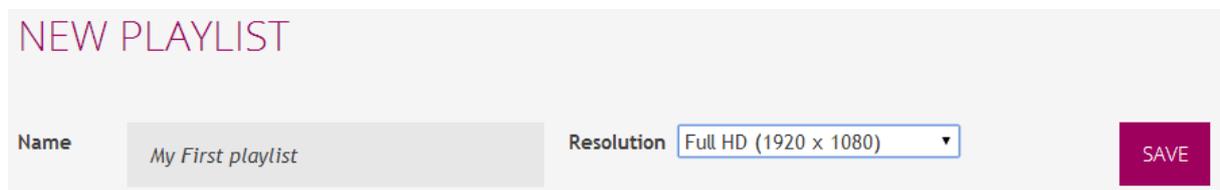
A new screen will appear displaying all the pages that are available in the same resolution.
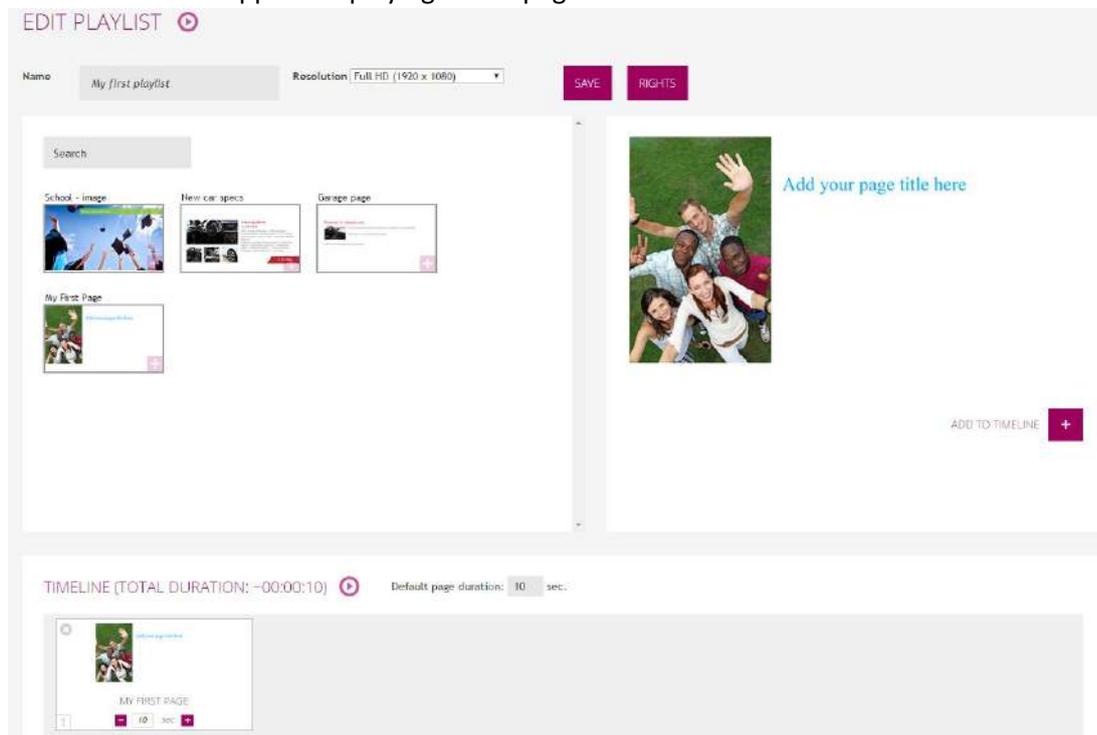
Next, click on the page you would like to add, then click on Add to timeline.
The page will now appear below at the bottom of the timeline. You can select the duration by dragging the page on the right-hand side to the right. For example, if you would like to display the page on the screen for 20 seconds, you should drag the page (enlarged) to 20 seconds, or, alternatively use the '-' and '+' buttons. Once you have added the page(s) required, click Save and continue to the 'Creating presentations' section.

Creating presentations

You should now have all the ingredients to create a presentation, namely:

- A template
- A page
- A playlist

This means we can start creating our presentation. In TDM Designer, click *Content > Presentations* [Content > Presentations] and then on the *New presentation* button.
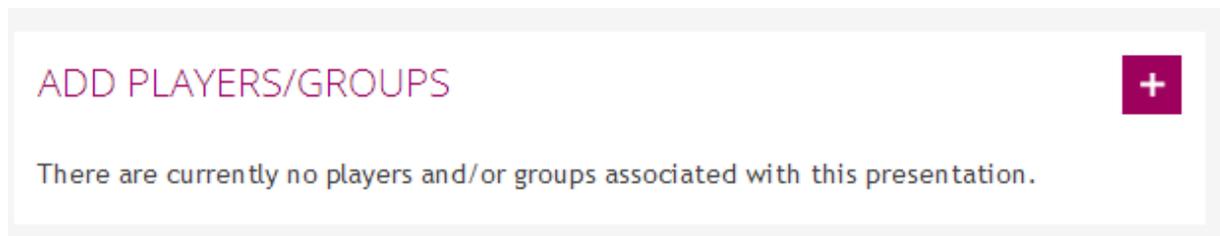

Enter a name for your presentation and select a resolution. If you have created a master page, select the appropriate master page from the menu.

Next, select a playlist – in our case, this is *My first playlist*.

Click the symbol and select a playlist:

If you click *View pages*, you can also set a time schedule – check the 'Scheduling pages' section for more details. Your content is almost ready for use; all you need to do is link a player or player group.

ADD PLAYERS/GROUPS +

There are currently no players and/or groups associated with this presentation.

To do so, click on the + button above *Link player* and select the appropriate player or group.

Congratulations, your presentation will now be displayed on your screen!

External data

For external data, you can provide feeds of external sources, including RSS feeds, XML feeds or Twitter feeds. RSS feeds are often used to provide content for third-party programs without formatting. TDM Digital Signage is one of those providers. You might also have an HR package that lists your employees' birthdays in in XML, allowing you to easily display data on your screen.

To add a feed, click on *Content > Externe data* [Content > External data], then click *New datasource* in TDM Designer.

NEW DATASOURCE +

In our example, we will add a Twitter feed and an RSS source element.

Twitter-feed

Under 'name', we enter the name of our choosing for the feed; for type, we select 'Twitter'; and under search term we enter the Twitter handle – for example, '@Nunl' – or a search term (for example, '#news') and click on Save. You have now added an external data source.

EXTERNAL DATA:

GENERAL

Name
Twitter

Type
Twitter

KEYWORD

@tdmsignage

☐ Show urls in tweets
☐ All searchwords in a tweet
☐ Show retweets

SAVE

EXAMPLE

View an example of your datasource:

EXAMPLE

PLAYER PARAMETERS +
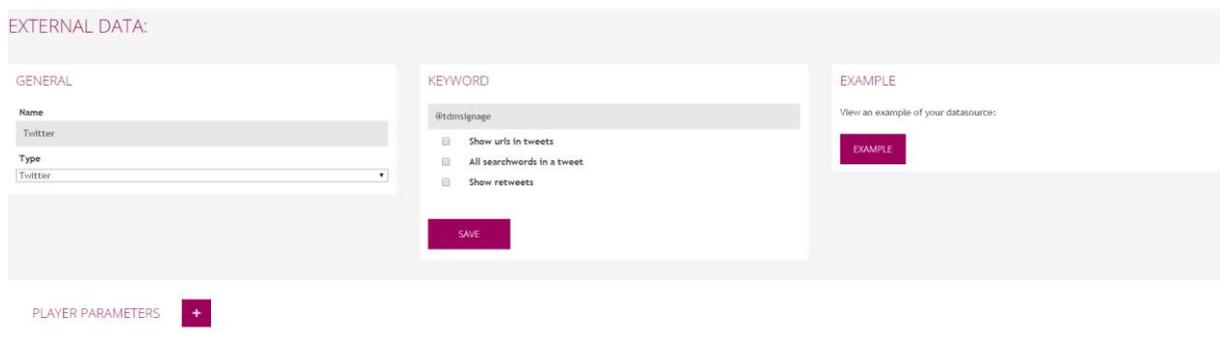
RSS-/XML-feed

For name, we enter the name required for the feed; for type, we select 'RSS/XML'; and for 'URL' we enter the RSS URL, for example: http://www.nu.nl/feeds/rss/algemeen.rss, and then click Save.

You have now added your first external data sources. To use the data source in your presentation, you must first add it to a master page or template. For instructions on how to add the data source, check the 'Masterpages' or 'Templates' section.

Player parameters

Wanneer u gebruik maakt van een RSS of XML feed met aanvullende parameters (bijvoorbeeld locatie), kunt u deze koppelen aan één player of meerdere players.

Scheduling pages

TDM Digital Signage software also allows you to schedule pages – including colleagues' birthdays, special offers, or opening hours. For example: you run a cafeteria and offer a special Wednesday afternoon children's menu. You can then choose to create a page once and have it displayed on your screen every Wednesday afternoon. This process is explained below.

Go to the presentation for which you would like to schedule a page in TDM Designer by clicking *Content > Presentations* and click on the 'pencil' icon for the presentation for which you would like to schedule one or more pages:
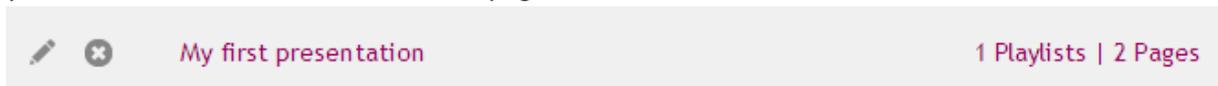
Click on the *View pages* button.
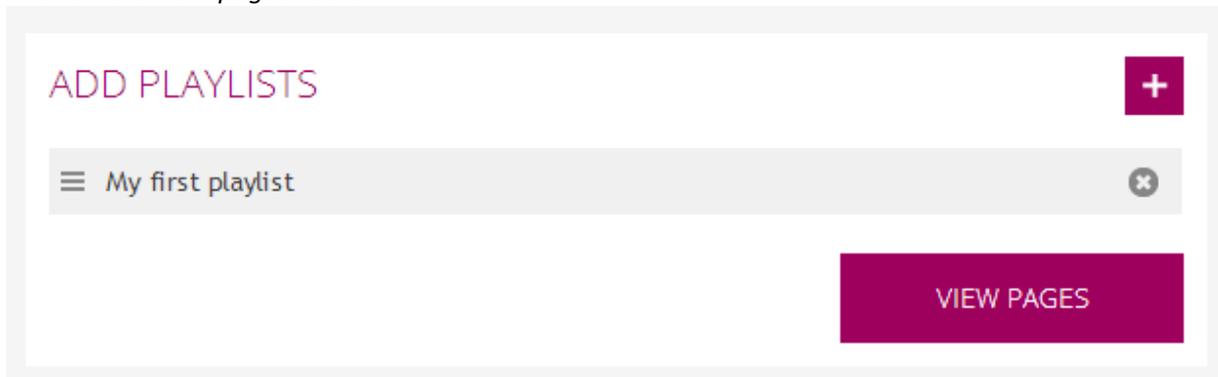
Select the page you would like to schedule. A new screen will appear in which you can select the time (from/to) date (from/to), and days. In our example, we display this page every Wednesday from 12:00 p.m. to 1:00 p.m. for the duration of one year.
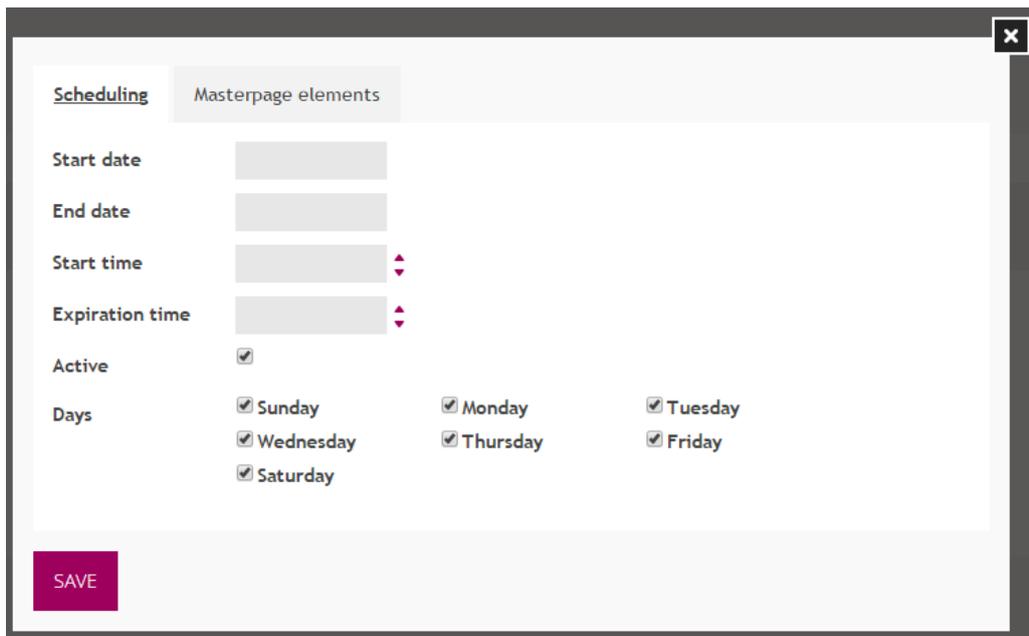
Deselect Masterpage elements

When you have certain content which should be shown fullscreen, but you have a Masterpage which has overlapping elements, you can deselect these Masterpage elements in the second tab next to your scheduling option.
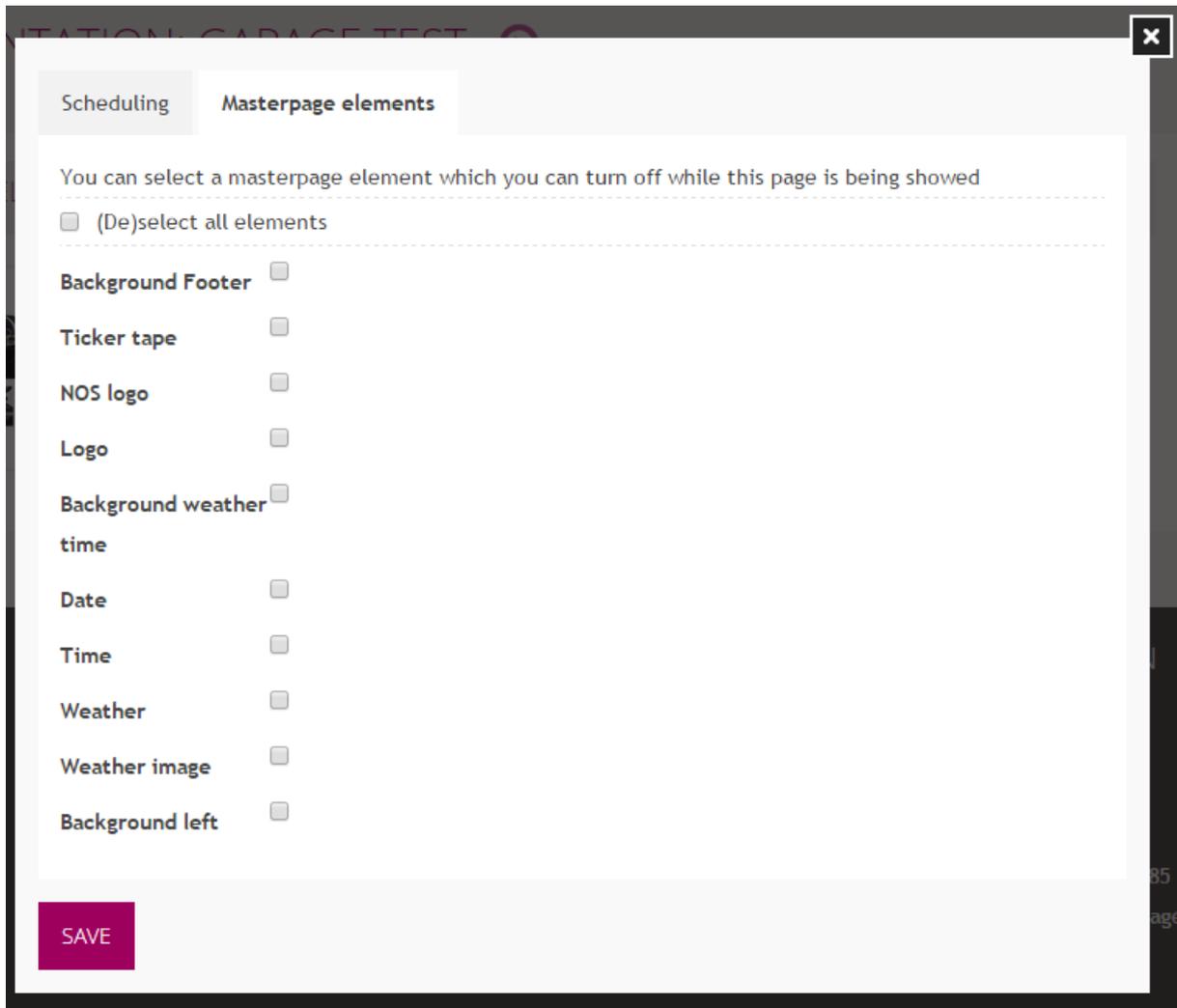
Support

After reading this manual, you should be able to create a complete presentation and broadcast this on your screens. Our website also contains answers to Frequently Asked Questions (FAQ).

If you require additional support, we will be pleased to assist you from Monday to Friday from 9:00 a.m. to 5:00 p.m. at telephone number +31 20 2610985 or by e-mail at support@tdmsignage.nl.