

# NEW GENERATION DIGITAL SIGNAGE SOFTWARE OF TDM

MANUAL HTML5

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.

### HTML version [non-player]

Minimum system requirements:

- HTML5-compatible device
- Automatic HTML5 start-up function
- Wi-fi or cable internet connection\*

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

### Measured bandwidth usage TDM HTML5 player

Category	Quality	Average Speed used
HTML basic template, tekst images, rss	420p	263 B/s
HTML basic template, tekst images, rss	720p	384 B/s
HTML basic template, tekst images, rss	1080p	560 B/s
HTML template YouTube (SD)	420p	448 Kb/s
HTML template YouTube (HD)	720p	1421 Kb/s
HTML template YouTube (HD)	1080p	2252 Kb/s
HTML template video RTSP (SD)	420p	398 Kb/s
HTML template video RTSP (HD)	720p	1343 Kb/s
HTML template video RTSP (HD)	1080p	2143 Kb/s

### 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 or 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.

## **Installation of HTML5 version [non-player version]**

Depending on the make and model of your screen, you may need to set the start-up URL using the screen menu. If you experience any problems doing this, please contact our support team.

Then look up the available license(s) in the designer by going to Dashboard>Player Overview, clicking “Show Player Overview” and then “Show Player URL”.

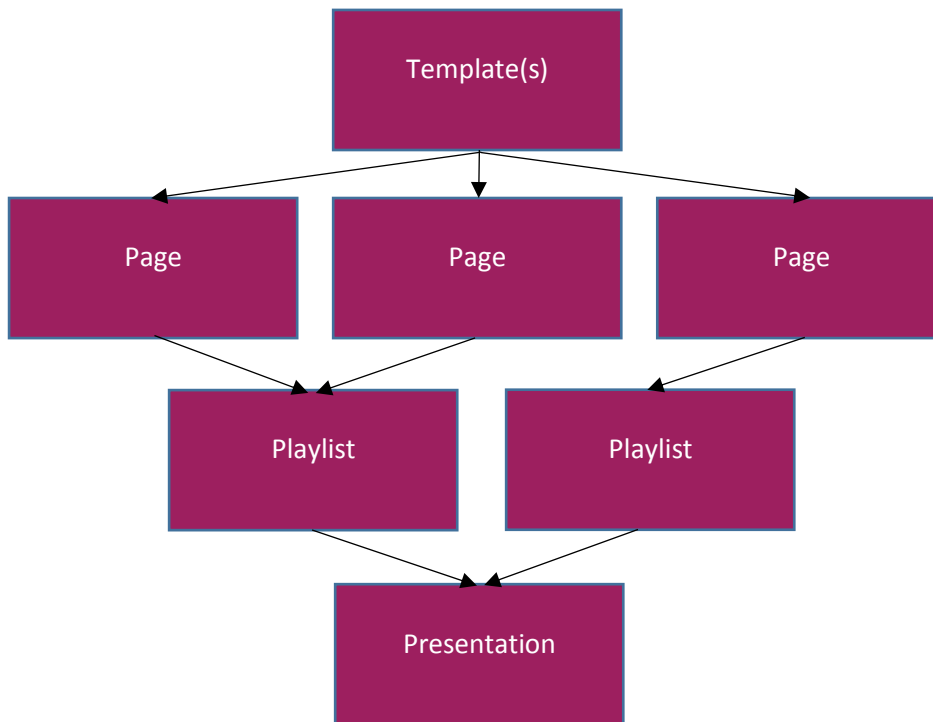
The screenshot shows a web interface titled "PLAYER OVERVIEW". Below the title is a section labeled "OVERVIEW PLAYERS" containing a table with the following data:

Name	License	Status
HTML player 1 http://html.tdmsignage.com/g92onupu	HTML5	 <a href="#">Show player URL</a>

When this URL has been entered via the screen menu, the status icon will display as green. Like a PC player license, an HTML5 license can only be used on one device.

## Creating presentations

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

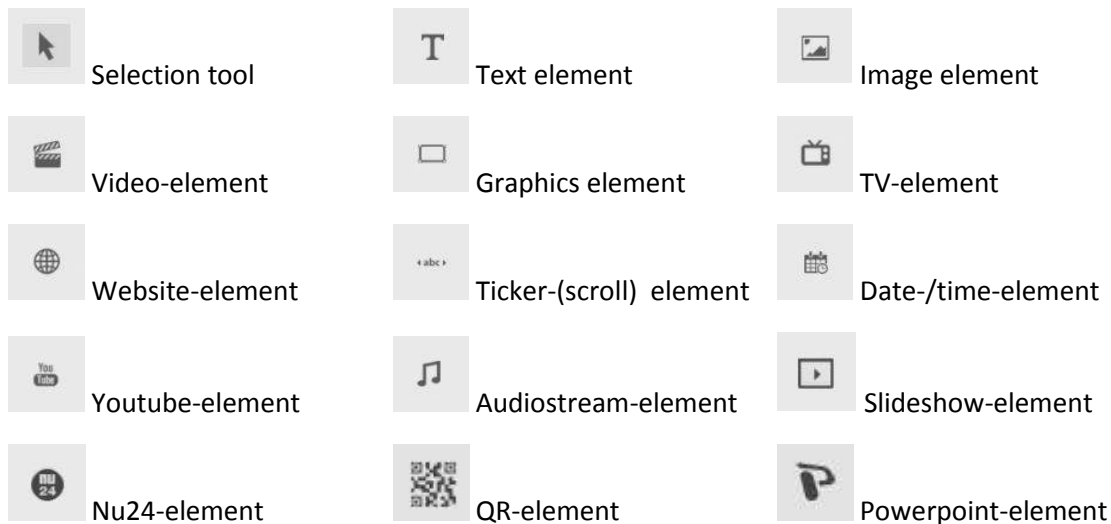


After studying the image above, we understand that the presentation is created from a template. Presentations may contain multiple playlists. These playlists contain pages, and pages are based on a template.

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

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](http://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.

NEW MASTERPAGE



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

NEW MASTERPAGE

Name  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.

NEW TEMPLATE

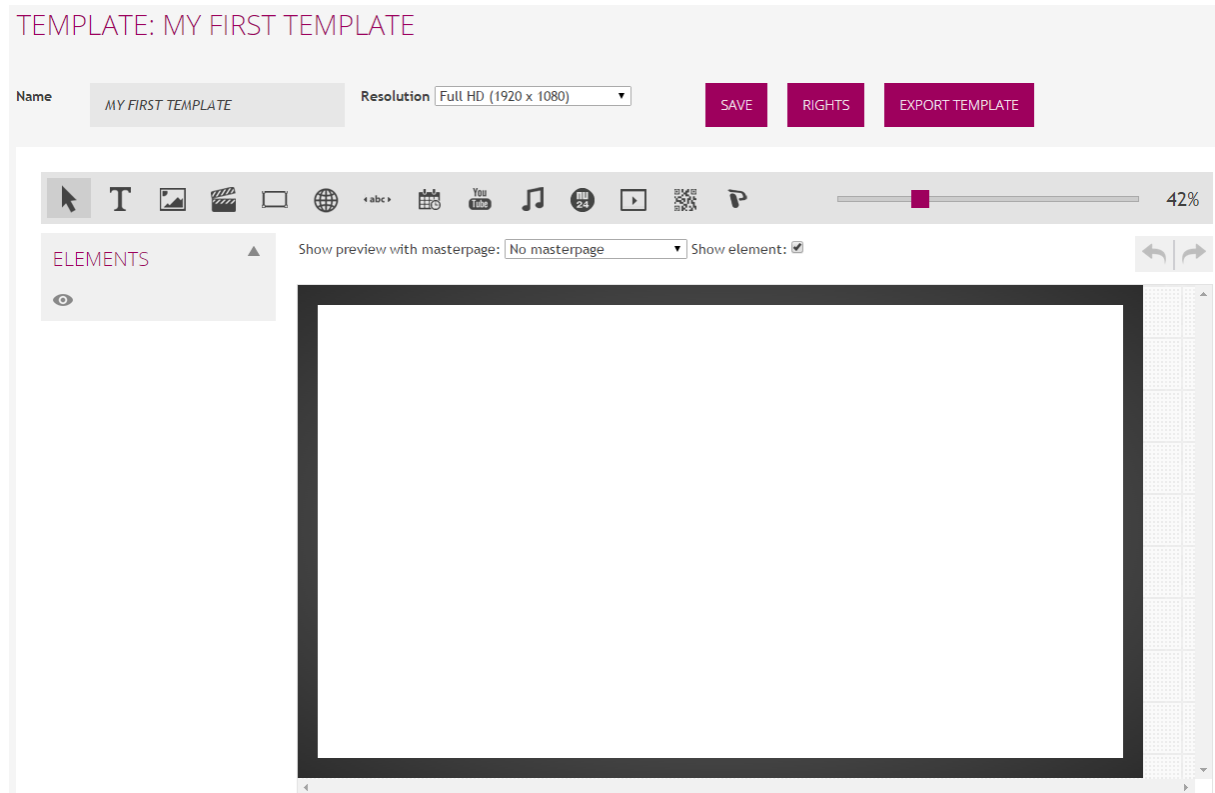


Enter the name of the template you would like to create, select the required resolution and click Save.

NEW TEMPLATE

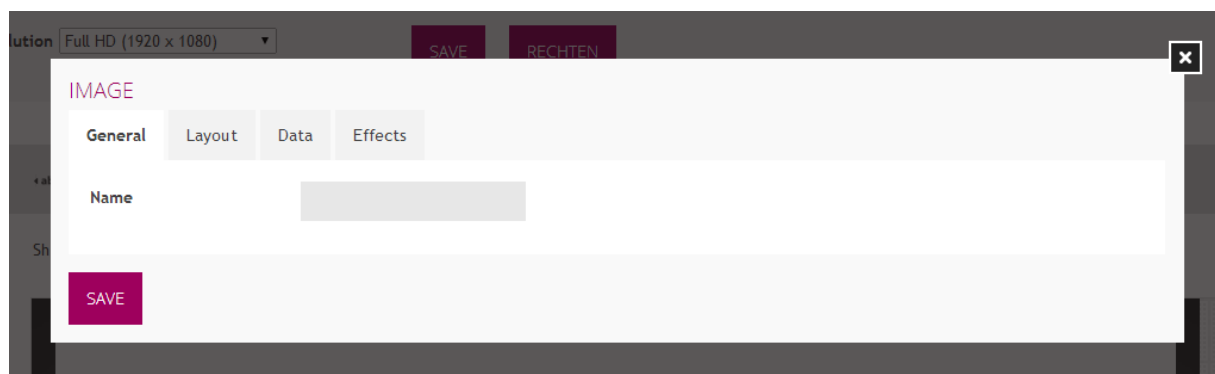
Name  Resolution

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:

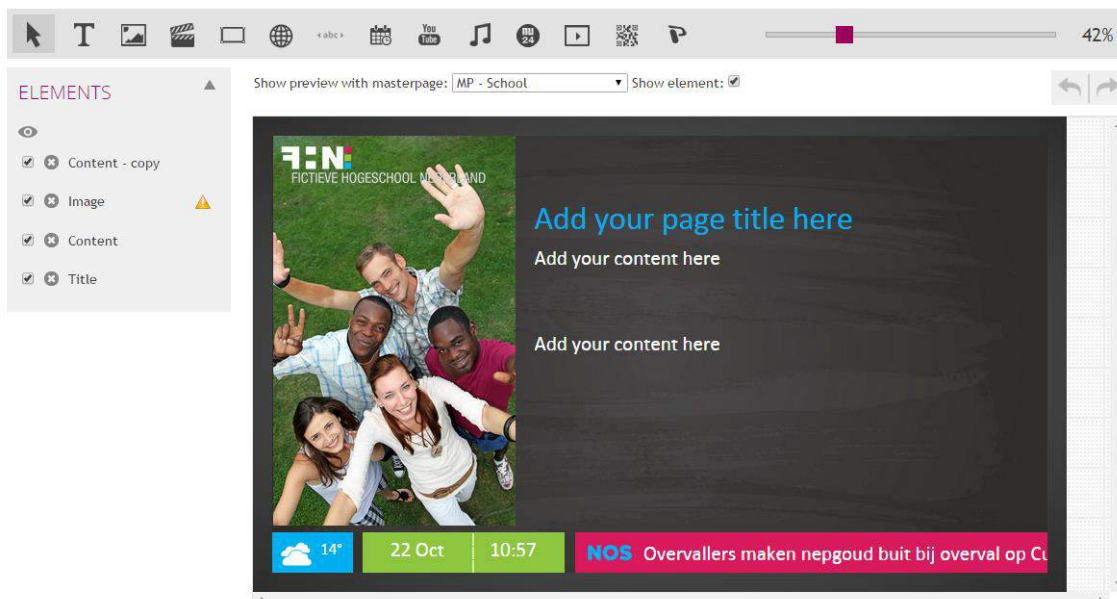
- *Stretch; Fill*: [Ratio is not maintained]
- *Stretch; Uniform* [Ratio is maintained]

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.

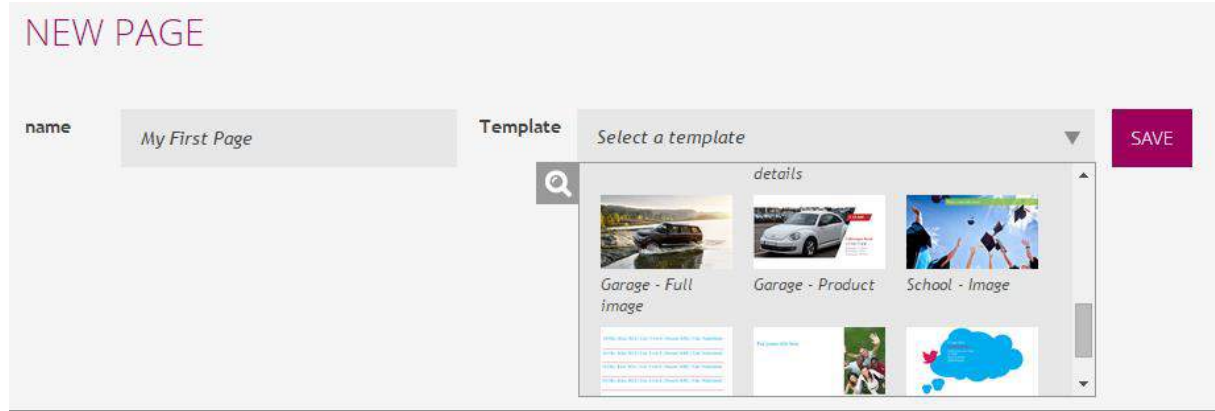
## Pages

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*.

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:

name *My First Page* Template *School - Text - rechts* SAVE RIGHTS

ELEMENTS ▲

- Content - copy
- Image
- Content
- Title

Show preview with masterpage: *MP - School* Show element:

9:11 FICTIEVE HOGESCHOOL NEDERLAND

Add your page title here

Add your content here

Add your content here

14° 22 Oct 11:04 NOS Overvallers maken nepgoud buit bij overval op Cl

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.

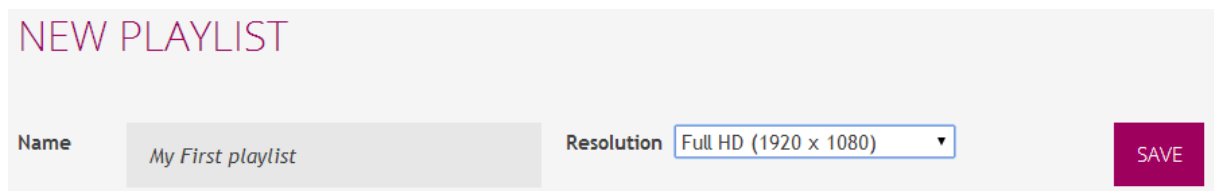
We would now like to add our page to a playlist; to do this, we need to go to the 'Playlists' section.

### Playlists

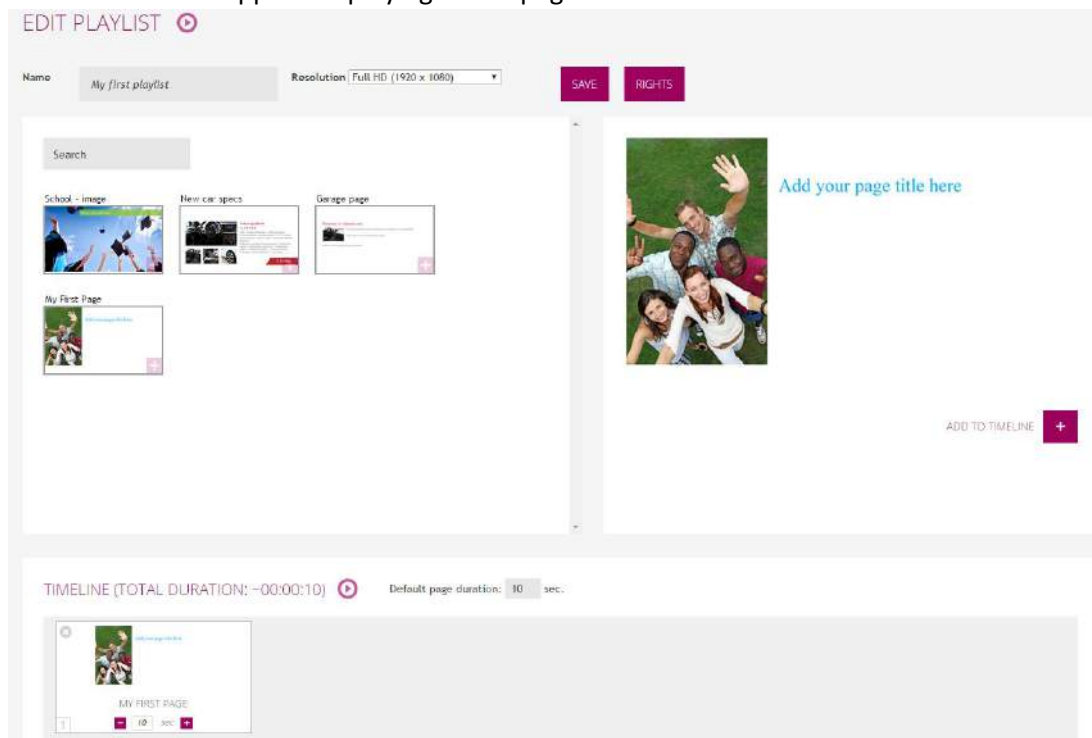
Playlists contain pages including information you would like to display on screens. A final presentation may contain multiple playlists, for example if you have installed a screen in the cafeteria and would like to display the menu along with general information. In that case, you can select a playlist 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.

NEW PRESENTATION



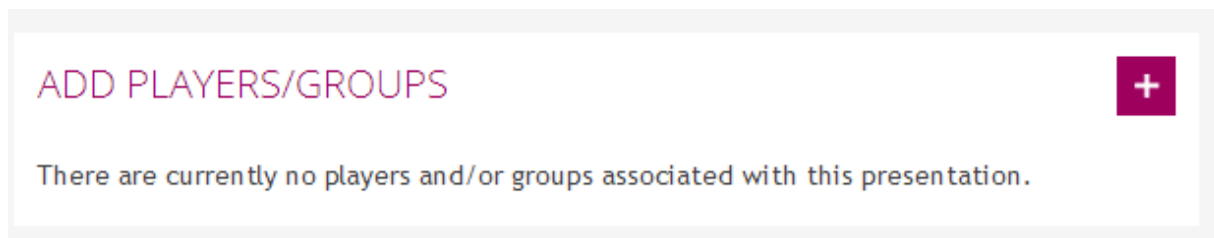
Enter a name for your presentation and select a resolution. If you have created a master page, select the appropriate master page from the menu.

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.



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.

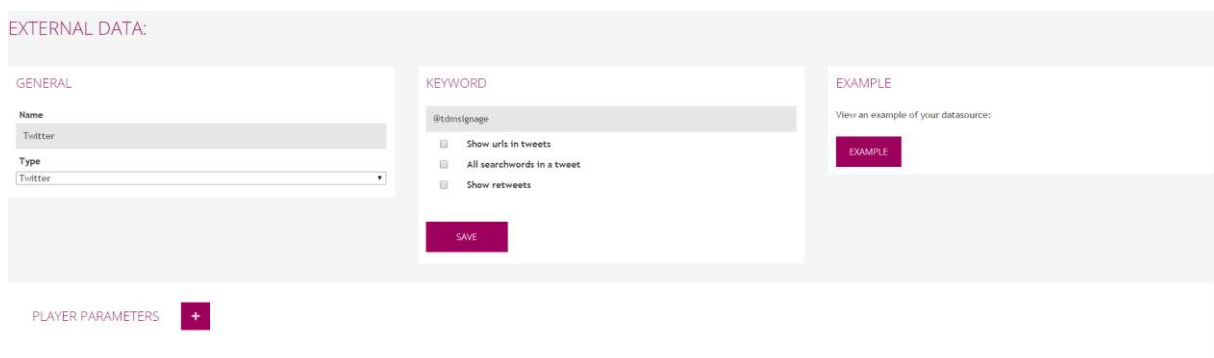
To add a feed, click on *Content > Externe data* [Content > External data], then click *New datasource* in TDM Designer.



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.



## 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.

The screenshot shows the 'EXTERNAL DATA' configuration interface. It is divided into three main sections: 'GENERAL', 'URL', and 'EXAMPLE'.  
- In the 'GENERAL' section, there is a 'Name' field with the text 'Mijn eerste RSS bron' and a 'Type' dropdown menu set to 'RSS/XML'.  
- In the 'URL' section, there is a 'URL' field containing 'http://www.nu.nl/feeds/rss/algemeen' and a 'SAVE' button below it.  
- In the 'EXAMPLE' section, there is a link 'View an example of your datasource:' and an 'EXAMPLE' button.  
At the bottom of the form, there is a 'PLAYER PARAMETERS' section with a plus sign icon.

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.

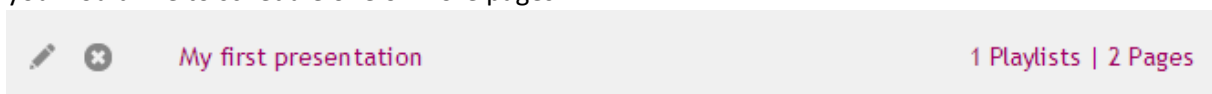
This screenshot shows the 'PLAYER PARAMETERS' dialog box with the 'Players' tab selected. It features a 'Select all players' checkbox and two checkboxes: 'Demo Laptop' and 'HTML player 1'. A 'SAVE' button is located at the bottom left.

This screenshot shows the 'PLAYER PARAMETERS' dialog box with the 'Parameters' tab selected. It features a text input field containing the word 'London'. A 'SAVE' button is located at the bottom left.

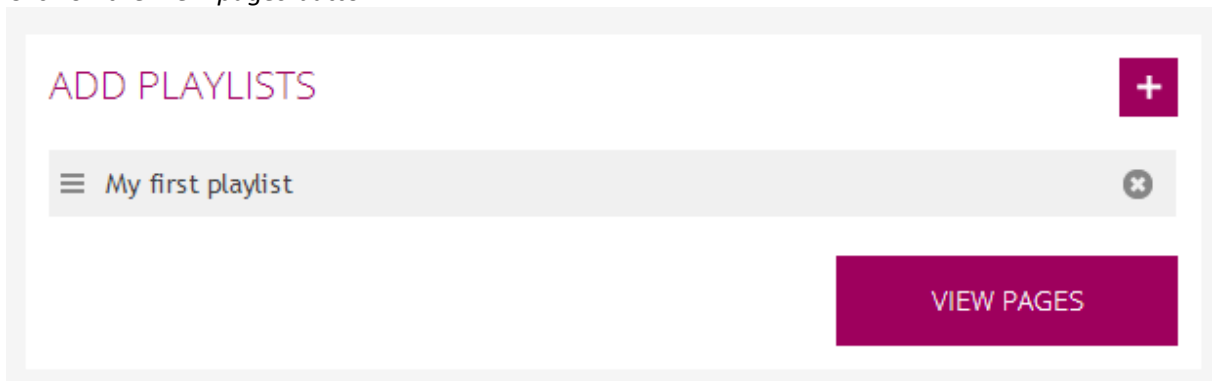
### Scheduling pages

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.

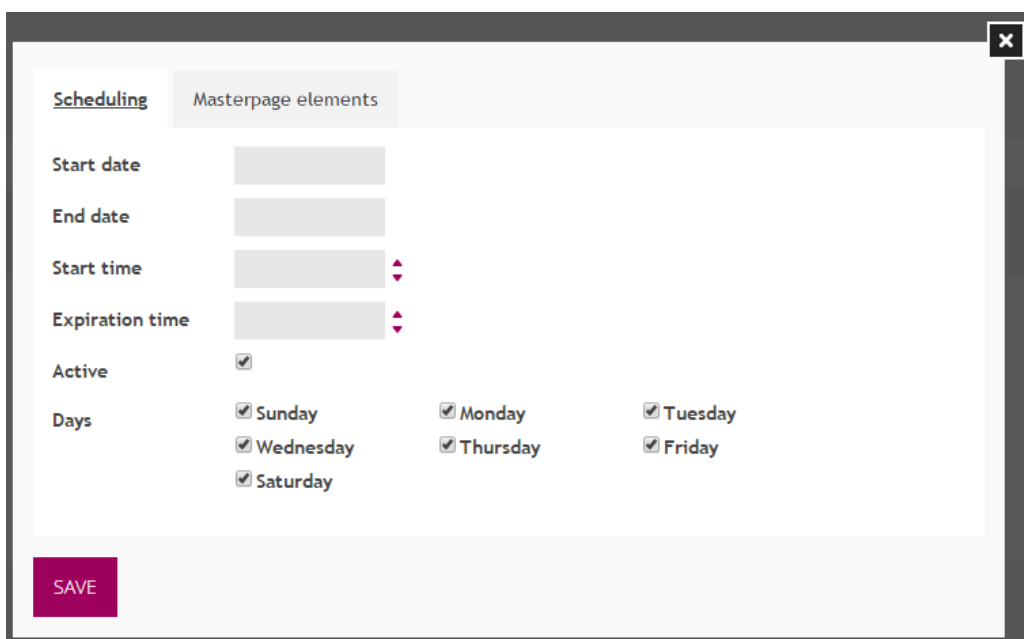
Go to the presentation for which you would like to schedule a page in TDM Designer by clicking *Content > Presentations* and click on the ‘pencil’ icon for the presentation for which you would like to schedule one or more pages:



Click on the *View pages* button.

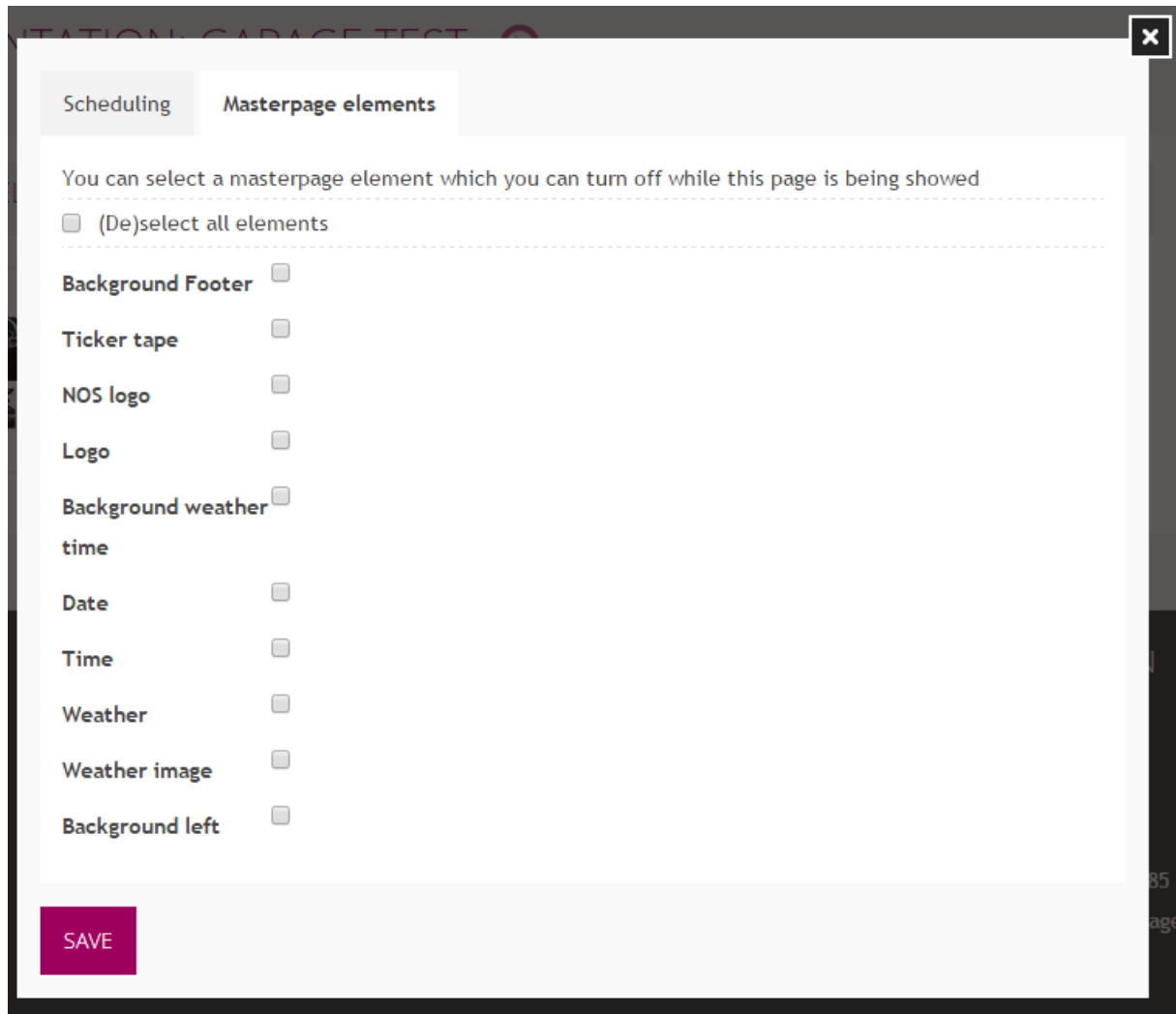


Select the page you would like to schedule. A new screen will appear in which you can select the time (from/to) date (from/to), and days. In our example, we display this page every Wednesday from 12:00 p.m. to 1:00 p.m. for the duration of one year.



## 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](mailto:support@tdmsignage.nl).