DIRECTV RESIDENTIAL EXPERIENCE

Guest Welcome Screen PRO User Guide

DIRECTV FOR BUSINESS

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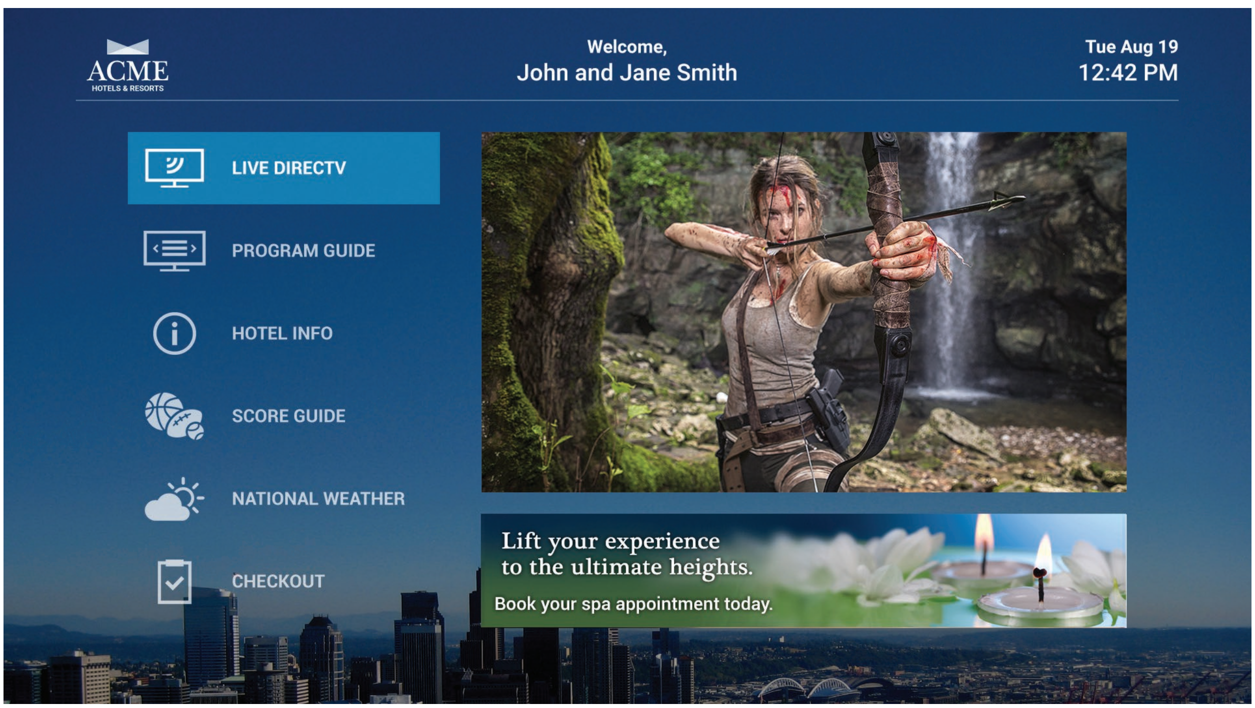
Introduction

The DRE Guest Welcome Screen PRO was designed to allow properties to manage a customizable in-room guest experience. ExperienceManager (EXM) is the web-based management tool that you will use to set up the Guest Welcome Screen PRO for DRE Plus.

With this tool, properties are able to set up a unique guest experience that can be customized to the property. Items such as channel guides, property information, weather, sports and PMS interface are seamlessly integrated to provide a unique guest experience that will elevate the property to world-class status. Along with this new interface, property management will now be able to see what ads are attracting the most attention and which pages are driving guest interest by viewing analytics reports built into the web-based management software.

The tool manages Content, Endpoints, Users and Business Intelligence. Content is pushed to Endpoints. An Endpoint is typically a DRE receiver connected to a TV in a guest room. Endpoints can be grouped under other Endpoints, so an Endpoint could also represent a brand, or an individual property under that brand, with guest room and other display Endpoints grouped below it.



Guest Welcome Screen PRO

A typical guest welcome screen like the one shown above consists of five major components: layout, theme, navigation options, promotional videos and advertising. Guest Welcome Screen PRO also provides the ability to present more information about property features and services using compendium pages with full-screen layouts accessed from the welcome screen.

Layouts determine which elements are included and where they are located. For example, one welcome screen layout provides a carousel of unlimited navigation options to the left of the promotional video while another layout provides six navigation options, with three on each side of the promotional video.

Themes determine the background, logo and branding colors used on the guest welcome screen. Themes are applied separately from layouts, so common branding can be used across multiple layouts, and multiple brandings can be used on the same layout.

Navigation options provide the guest with easy access to DRE services such as LIVE DIRECTV, as well as property features and services like Hotel Info. DRE services are referred to in the management tool as DRE Destinations. Additional information about property features and services can be presented using compendium pages. These pages can be organized within a compendium collection, like Hotel Info, but they can also be promoted directly on the welcome screen as a navigation option. For example, a Compendium Page describing spa services at a property could be accessible to guests by selecting Hotel Info and then selecting Spa Services, or by selecting Spa Services directly from the welcome screen using a navigation button linked directly to the Spa Services compendium page.

Promotional videos are locally inserted video content on LCI channels that can be set as default channels. LCI channels are managed through the property's MCS.

Advertising is presented via one or more ad banners on the welcome screen. Ad banners are single-layer image files that can be used to promote hotel features and services, as well as third–party offers. As such, ad banners can be used to draw attention to valuable free-to-guest amenities such as a gym, revenue centers such as a spa or direct offers such as happy hours. Ad banners can be grouped into Playlists so that they revolve on the welcome screen. Ad Banner Playlists can be scheduled by day, date and time to provide relevant information.

Throughout this guide, you will learn how to manage each of these elements. You will also learn how to manage User Accounts to control access to these elements and how to manage Endpoints to determine the presentation of these elements in various parts of the property.

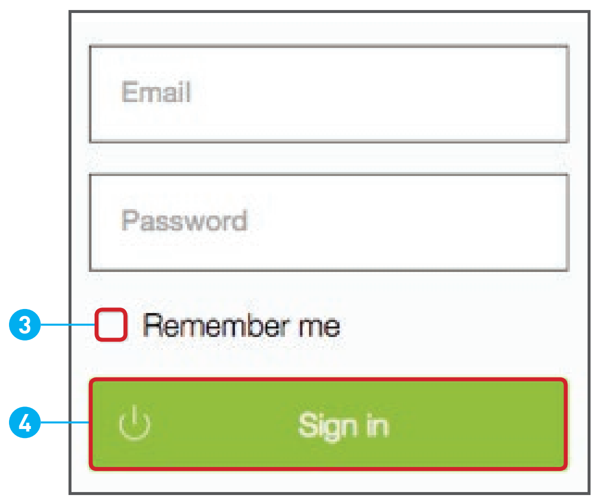
Key Terminology

EXM	ExperienceManager™
Endpoint	An Endpoint is typically a DRE receiver connected to a TV in a guest room, but Endpoints are also used to represent individual properties within the EXM account hierarchy.
Session	A viewing period
User	Dealer, Brand Management, Property Management and Staff
User Role	User Roles define what aspects of the DRE Guest Welcome Screen PRO a User can manage. User Roles include read, write, and approve permissions for individual elements of the User experience.
User Group	User Groups define which rooms or Endpoints a User can manage given his or her role. User Groups can have many Users assigned to them. An edit made to the User Group will affect all Users assigned to that User Group.
Data or Metadata	Information entered into EXM, including text that is visible to guests, such as compendium page titles, and information that is only visible to staff when using EXM, such as tags.
Modal / Pop-Over	An overlay window that floats on top of the screen not attached to any borders of the screen. Modals are often used to display alerts or to collect additional information needed to complete a task.

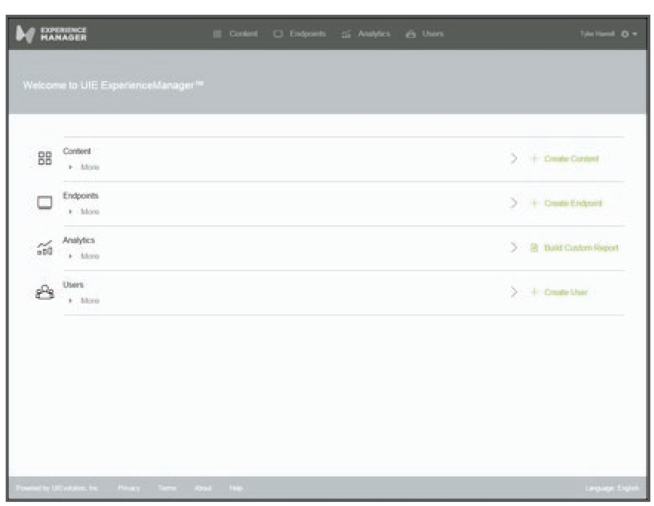
Login

ExperienceManager is accessible from most PC or tablet browsers. (Chrome recommended)

1. To log in to the system, start by going to the Web URL for the EXM environment: **GWSPRO.directvmonitoring.com**
2. Enter the Email and Password for the User Account.
   Note: Admin user accounts are created during the staging and installation processes with the distributor. Admin users can create additional user accounts as needed. ExperienceManager will send an email to new Users with the Password and Account Information.
3. Select **<Remember me>** to automatically fill in the Email and Password fields for the next time you access the URL.
4. Click the **<Sign In>** button to log in and be taken to the home screen.



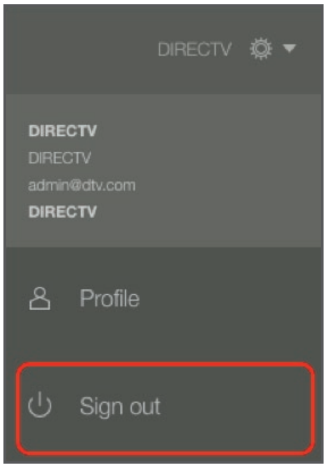
Steps 3 and 4 of Login



Home Screen after Login

Sign Out

1. Select your User Name from the main navigation bar.
2. Select **<Sign Out>.**



Session Expiration

If a User is inactive for 30 minutes, they will automatically be signed out.

Users

User accounts consist of three elements: User Information, User Roles and User Groups.

User Information includes User name, preferred language, contact methods and preferences.

User Roles define what aspects of the DRE Guest Welcome Screen PRO a User can manage. User Roles include read, write and approve permissions for individual elements of the User experience.

User Groups define which rooms or Endpoints a user can manage given his or her role. User Groups can have many Users assigned to them. An edit made to the User Group will affect all Users assigned to that User Group.

Users Tab on the Main Navigation Bar

Key Fields when working with Users:

User Information (Users > Show All Users > User Name)

User Email—This email is used to log in. This cannot be changed after the User is created.

Name—This name is used as the Name displayed in EXM. This can be edited after a User is created.

Time Zone—Selecting a Time Zone alters how time is represented to the User throughout EXM.

Language—Language changes all text within EXM to the language selected.

Contact Information Email—Email used as Contact Information for the User.

Contact Information Phone Number—Phone number used as Contact Information for the User.

Notification Settings Email—Email used for notifications.

Notification Settings SMS—Phone number used for notifications.

Opt-In Notifications—Endpoint Error(s), Content Status Update(s) or Daily Reports are generated when this option is selected.

Tags—Meta information associated to User for additional tracking and functionality.

User Role

The User Role determines what actions a User can perform on each type of content.

Read—Gives User access to view and comment on all content of the Content Type (Banner, Programming, Pictures, etc.) within the level of system access given to the User.

Write—Gives User access to view, comment and edit all content of the Content Type (Banner, Programming, Pictures, etc.) within the level of system access given to the User.

Approve—Gives User access to view, comment, edit and approve all content of the Content Type within the level of system access given to the User. Content must be approved before it will show up on screen.

Content access depends on whether or not a User has Modify Content Endpoint Access. A User can only have one User Role. The User Role applies to any and all Endpoint Groups or Endpoints that are granted access. User Roles can have many Users assigned to them, and any edit made to the User Role will propagate to all Users assigned to that User Role.

Recommended User Roles and access for initial setup:

Administrators—read, write and approve access

Dealer—read and write access

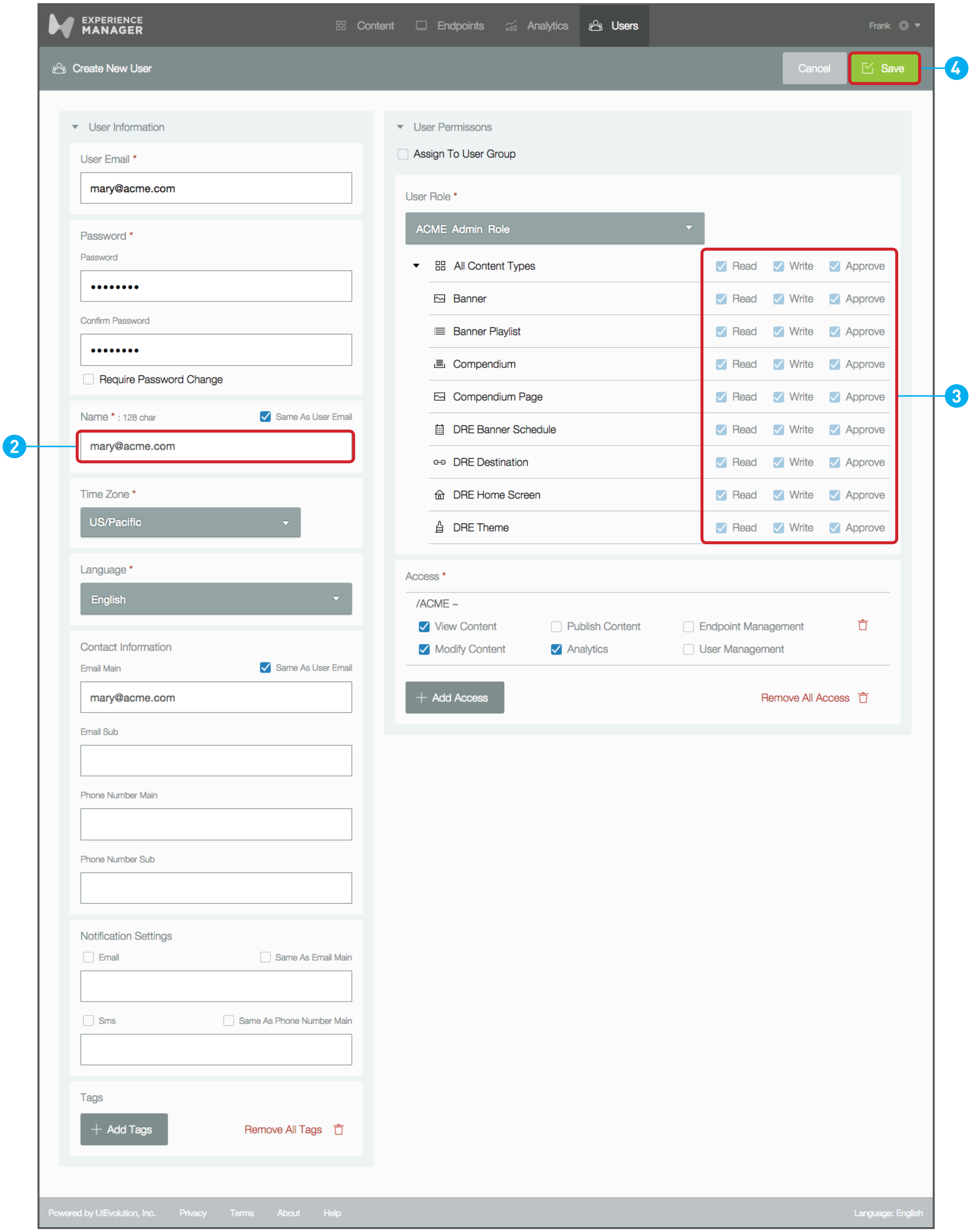
Marketing Creator—read and write access

Revenue Approver—read and approve access

Creating User Roles

1. Create a User Role by selecting the **<Create User Role>** button from the Usage Top page.

2. Enter a Name that is applicable to the User Role's operational use, for example: Dealer.
3. Choose levels of access for each Content Type available within the list. The list will have Read, Write and Approve levels of access available for you to select. Selecting no levels of access will hide the Content Type from any User assigned to the User Role.
4. When finished select the **<Save>** button.



Step 2–4 of Creating User Roles

NOTE: *The User Role will be available under the User Roles section. (Users > Roles)*

Editing User Roles

To be able to edit existing User Roles, the User must have User Management access to the property.

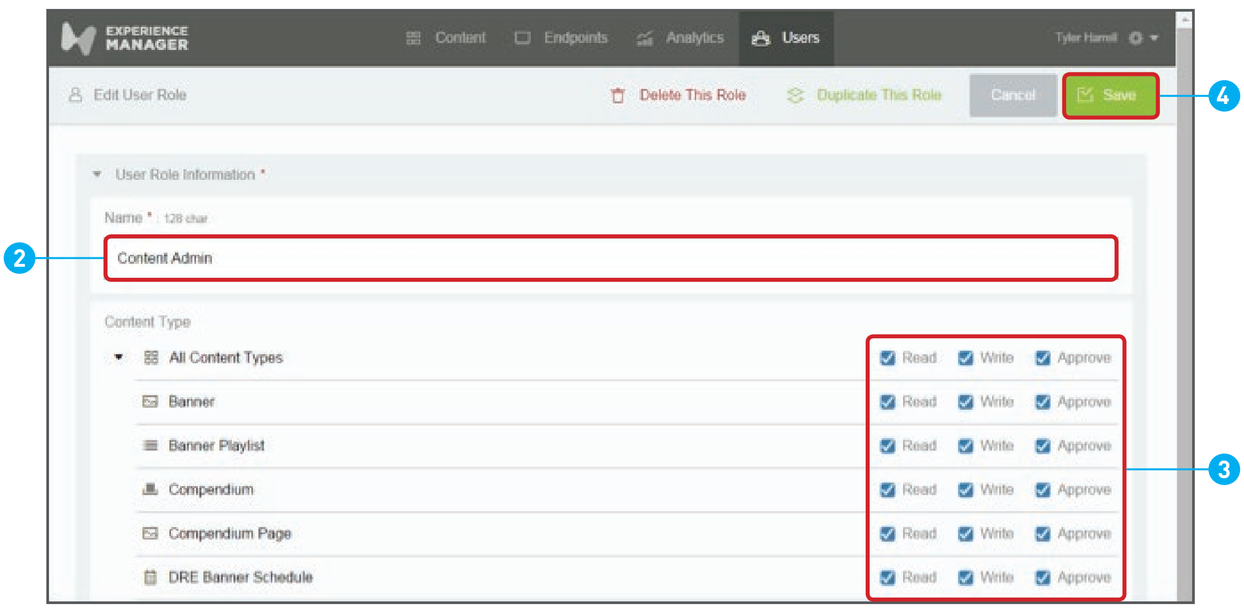
1. From the User Top page select the **<Edit>** icon next to the User Role you would like to edit.

Note: You can also access the edit page for a User Role by first selecting the Name of the User Role displayed on the User Top page and then selecting the edit icon off of the User Role's detail page.

2. Enter a Name that is applicable to the User Role's operational use.

3. Choose the levels of access for each Content Type available within the list. All Content Types listed have Read, Write and Approve levels of access. Selecting no levels of access will hide the Content Type from any User assigned to the User Role.

4. When done click the **<Save>** button.



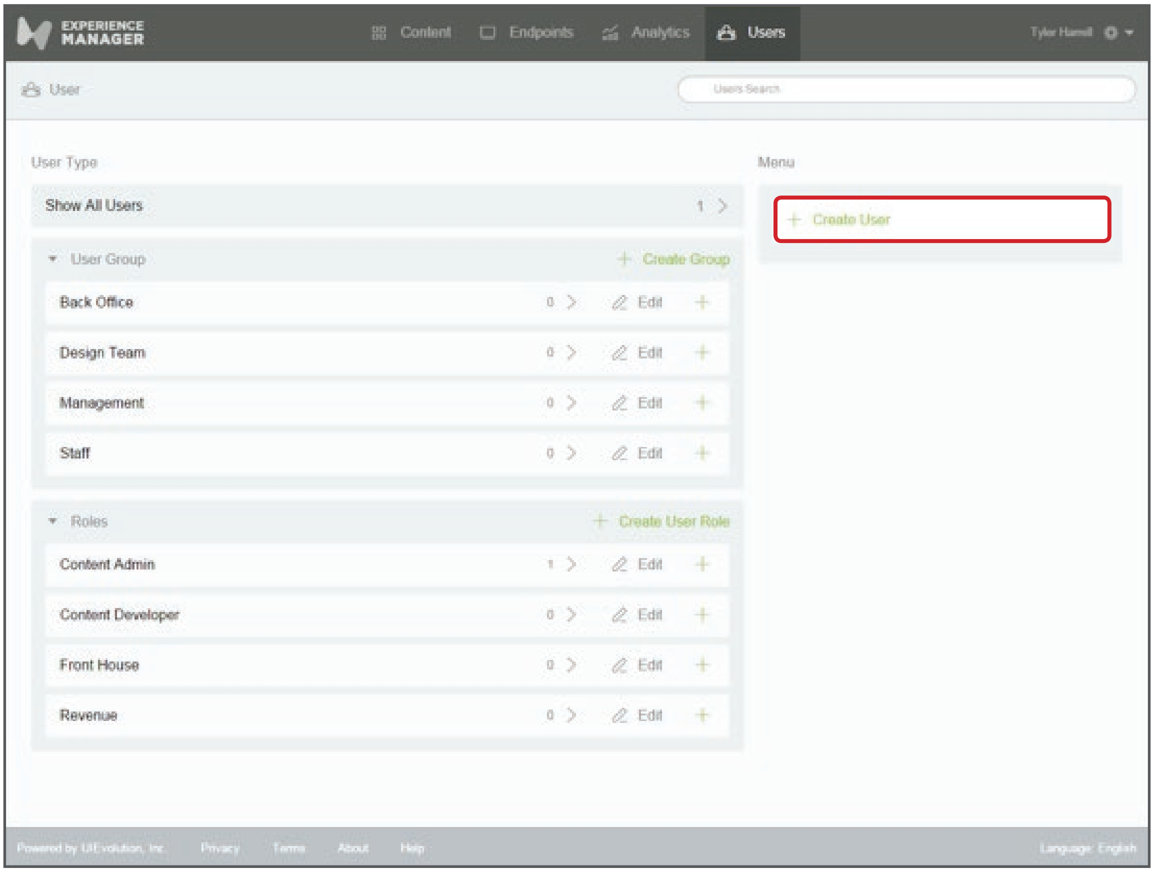
Step 2–4 of Editing User Roles

The User Group will appear under the User Group section on the User Top page.

Creating Users

Users consist of User Information and Permissions. Permissions are provided through an assigned User Group or User Role and Endpoint Access.

1. To create a new User click the **<Create User>** button from the top of the User page.



__NOTE:__ To save a User, there must be a User Email and Password. A User does not need all other User Information to be saved. A User cannot be saved unless there is a User Role or User Group that can be assigned to the User. If there is an already existing User Role, then the User will be defaulted to the existing User Role. There is no option that allows a User to be created without a User Role unless there have been no User Roles created.

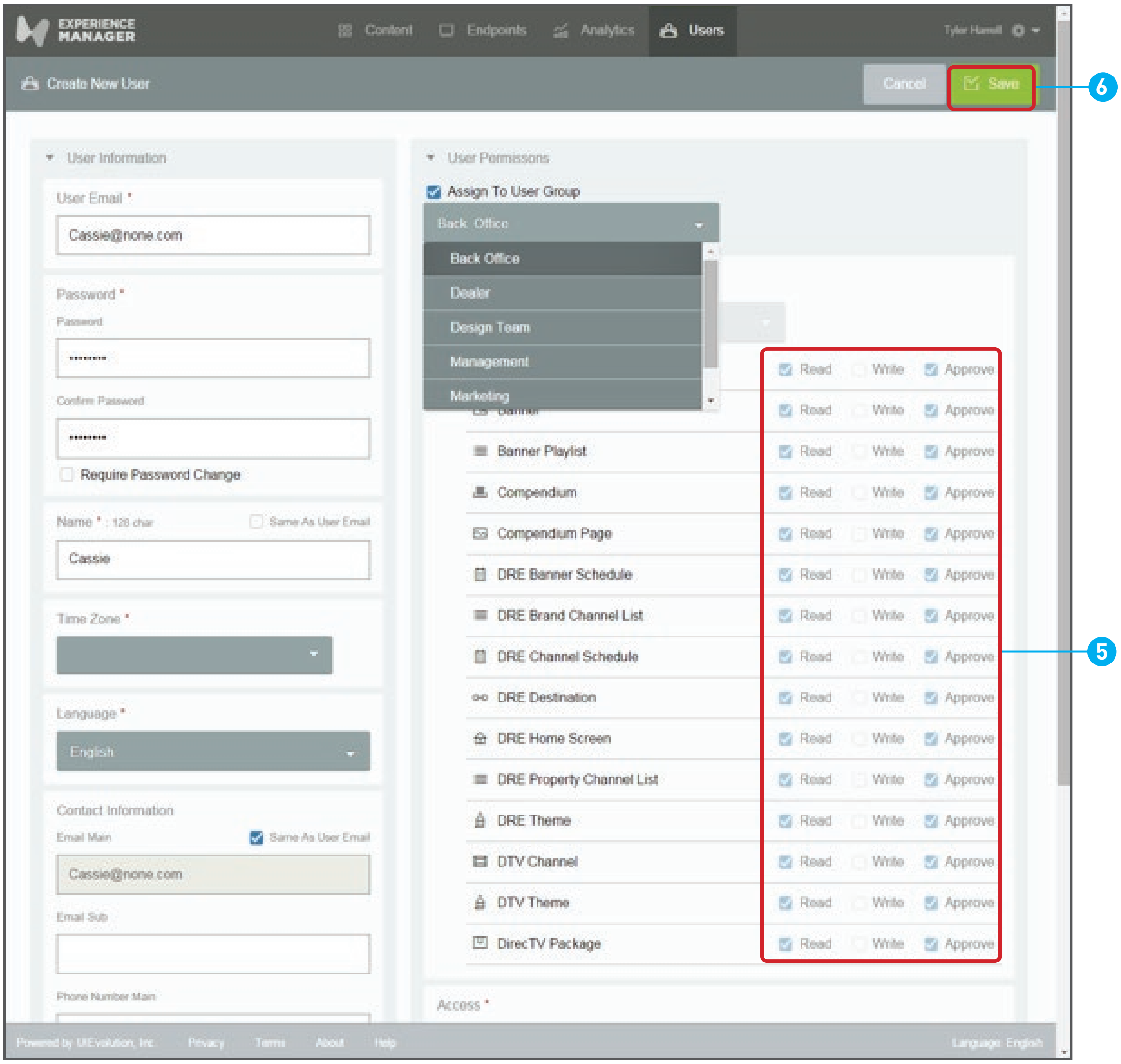
2. A User is always defaulted to have access to all Endpoints with only View access. Multiple levels of access can be provided to a User by clicking the **<Add Access>** button.

3. From the list of Endpoint Groups and Endpoints provided, add Endpoints as necessary; the access for the individual Endpoint Groups and Endpoints may vary.

4. Once given access to any Endpoint Group or Endpoint, the User is always defaulted to a minimum of View access.

5. Once an Endpoint Group or Endpoint is added, the level of access can be adjusted by selecting the corresponding permissions.

6. When finished click **<Save>.**



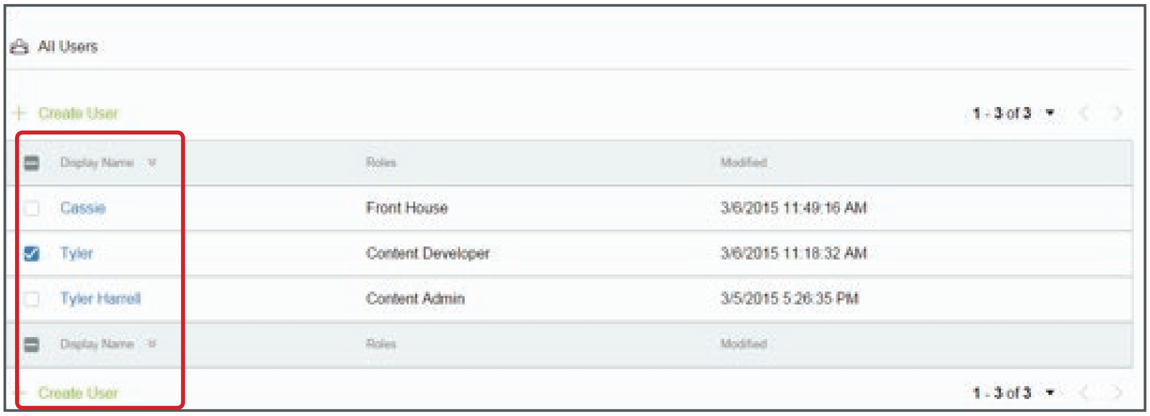
Steps 5, 6 of Creating Users

When creating/editing a User, the User can be assigned to an existing User Group. If assigned to a User Group, then the User Role and Endpoint Access will be generated automatically from the User Group. If no User Group is selected, then the User Role(s) and Endpoint Access will need to be assigned individually.

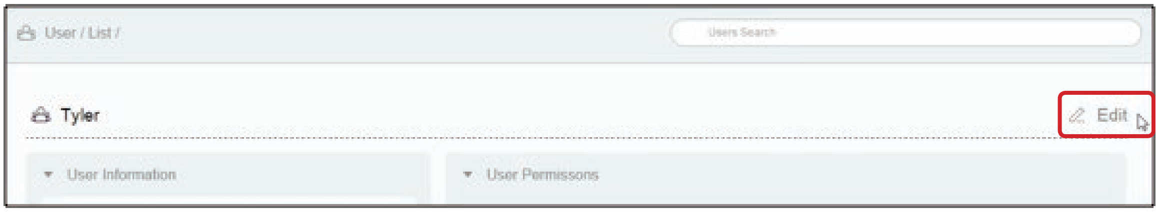
Editing Users

1. From the User Top page, click the **<Show All Users>** button.

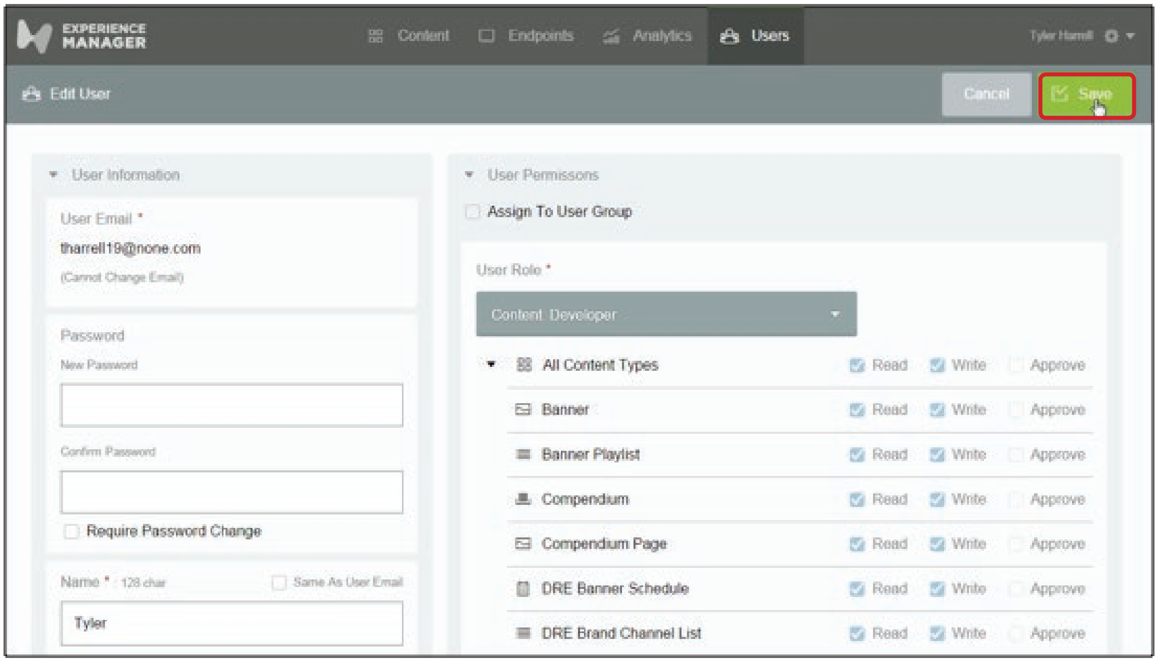
2. Select the User from the list that needs to be edited.



3. Click **<Edit>** button to edit on the User Detail Page.



4. Make the necessary changes to User and click **<Save>** when finished.



Endpoint Access

Endpoints are typically DRE receivers in guest rooms, but Endpoints could include a variety of display devices managed by ExperienceManager. Endpoint Access is provided to Users on the User Detail Page. Users can be given varying levels of access to Endpoint Groups and Endpoints. Each Endpoint Group or Endpoint can be given View Content, Modify Content, Publish Content, Endpoint Management, Analytics and User Management access.

A User can have a varying level of access to multiple Endpoint Groups and Endpoints. Access defined at the Endpoint Group level defines a User's level of access to the entire Group's Endpoints, for example, all of the DRE receivers at a specific property, or one group of DRE receivers in a specific area of the property, such as an executive floor.

A User can have an overarching level of access to an entire Endpoint Group, but can be given a different level of access to an Endpoint within the Endpoint Group.

View Content—User can only view content permissioned to the Endpoint Group or Endpoint.

Modify Content—User can edit content based on their User Role for the Endpoint Group or Endpoint.

Publish Content—User can publish content to the Endpoint Group or Endpoint.

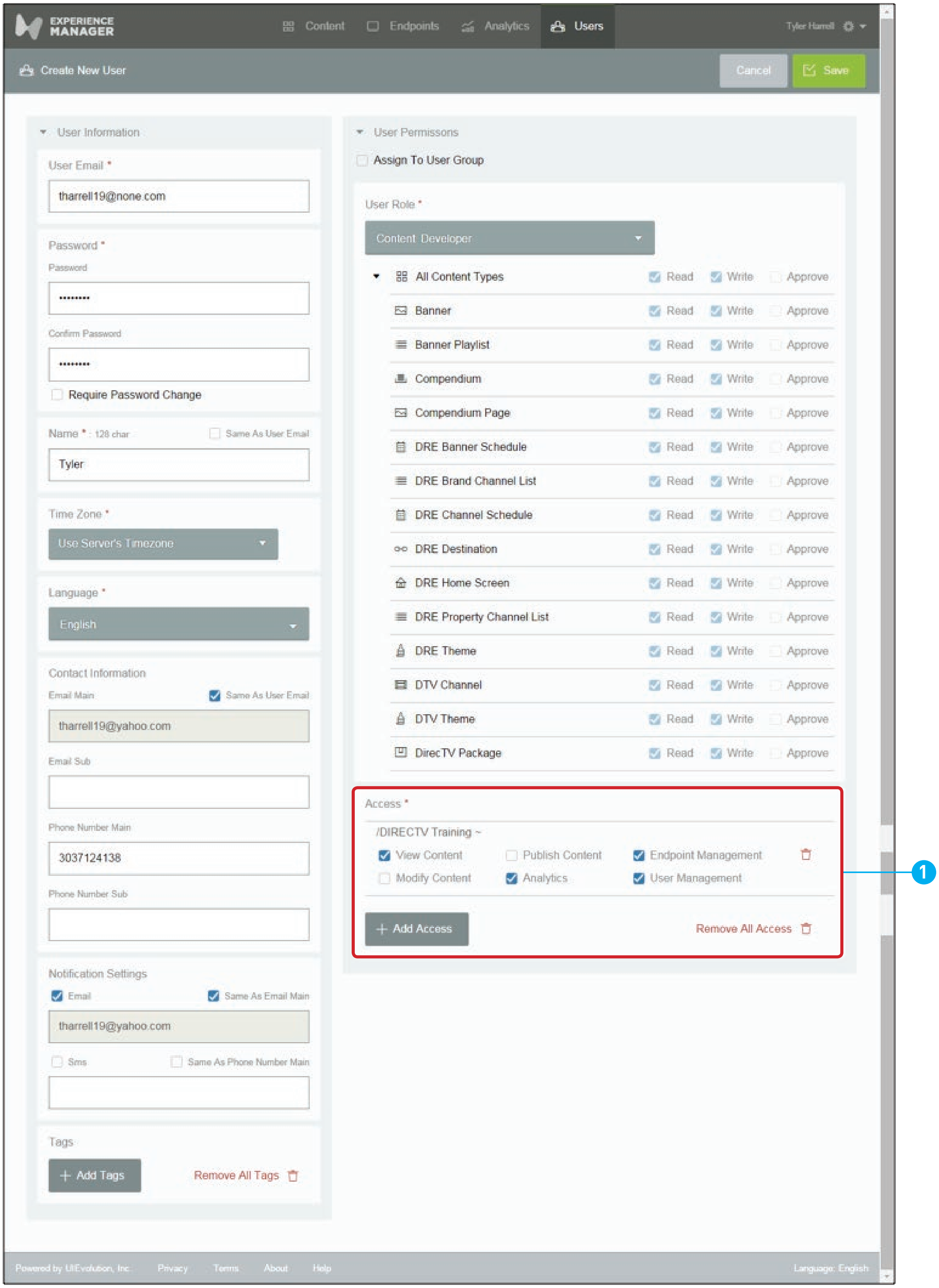
Endpoint Management—User can create and edit the Endpoint Group or Endpoint. This does not include being able to publish content to the node.

Analytics—User has access to all functionality within Analytics.

Add Endpoint Access

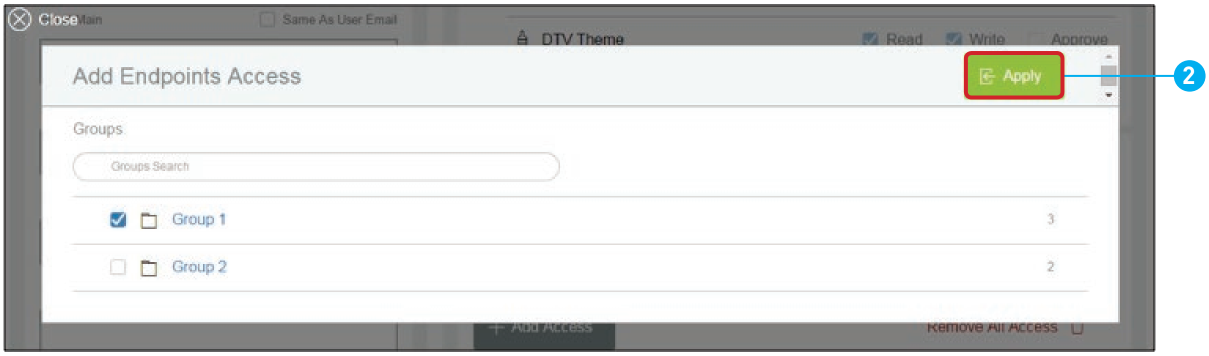
Users with User Management access to Endpoints can provide Endpoint Access to Users. Endpoint Access is provided to a User via the User's Edit Page.

1. Add access to the User by clicking the **<Add Access>** button. Select the Endpoint Groups or Endpoints you would like to add to the User Group.

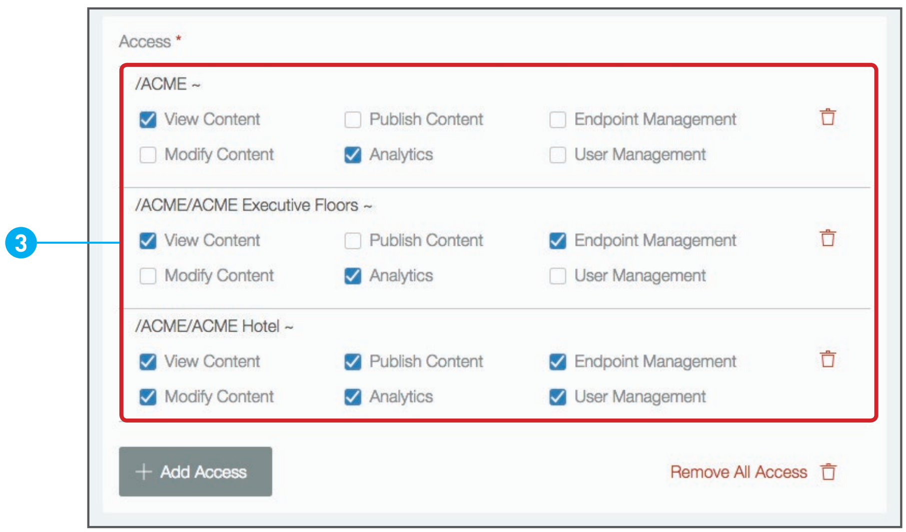


Step 1 of adding Endpoint Access

2. Select the Endpoint the User needs access to and click **<Apply>.**



3. After adding the Endpoint Groups or Endpoints, specify the level of Access for each added Endpoint Group or Endpoint by selecting the Access permissions available.



Level of Access Specified by Marked Check Box

4. Click **<Save>** when finished.

User Group

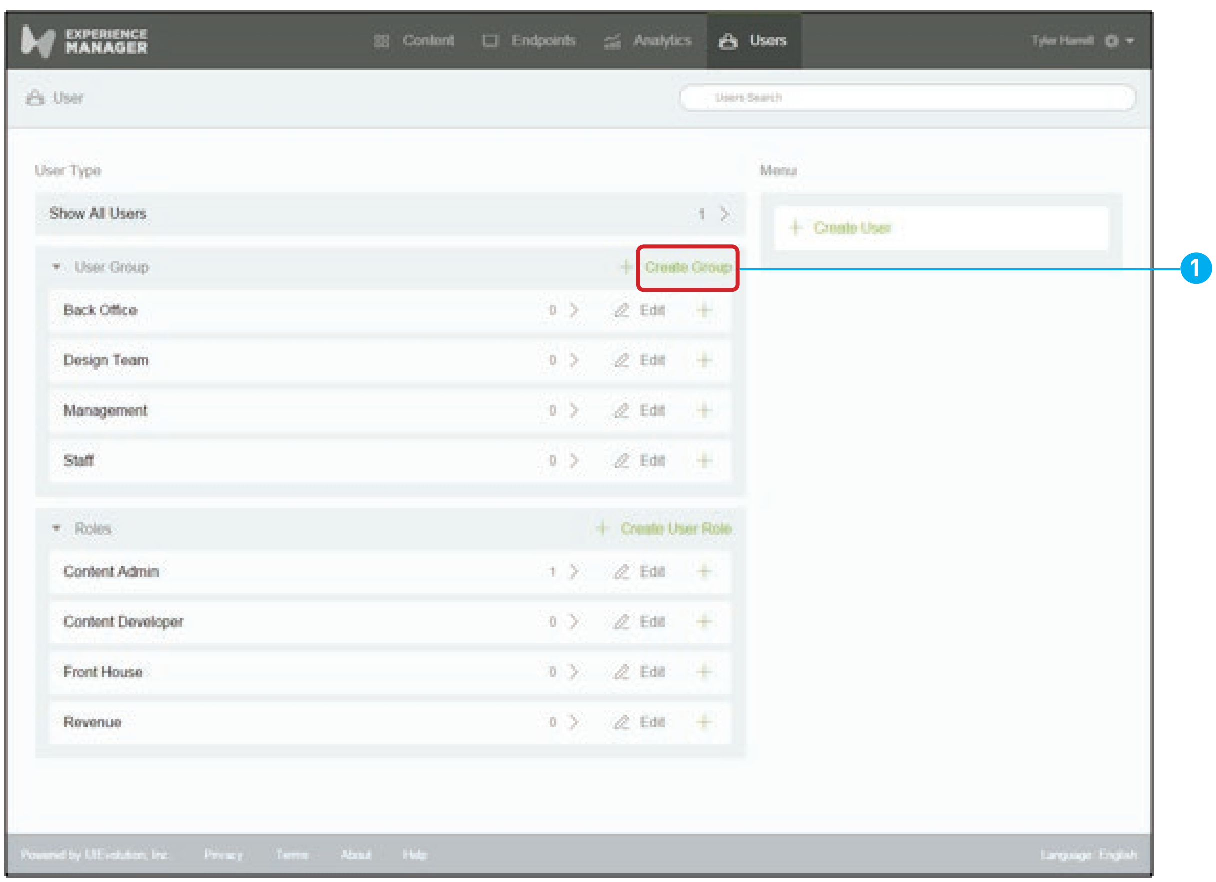
User Groups define which rooms or Endpoints a User can manage given his or her role. User Groups can have many Users assigned to them. An edit made to the User Group will propagate to all Users assigned to the User Group.

User Groups could have multiple duties within the property. Marketing could be in charge of the Banners due to their role of going out and selling digital signage space. The manager could be in charge of the icons on the list to improve the guest experience. In any case, the property will determine how many groups it needs to fully utilize the system. The steps below outline how to create these groups once the property identifies what groups it will need.

Creating User Group

To be able to create User Groups, the User must have User Management access to Endpoints.

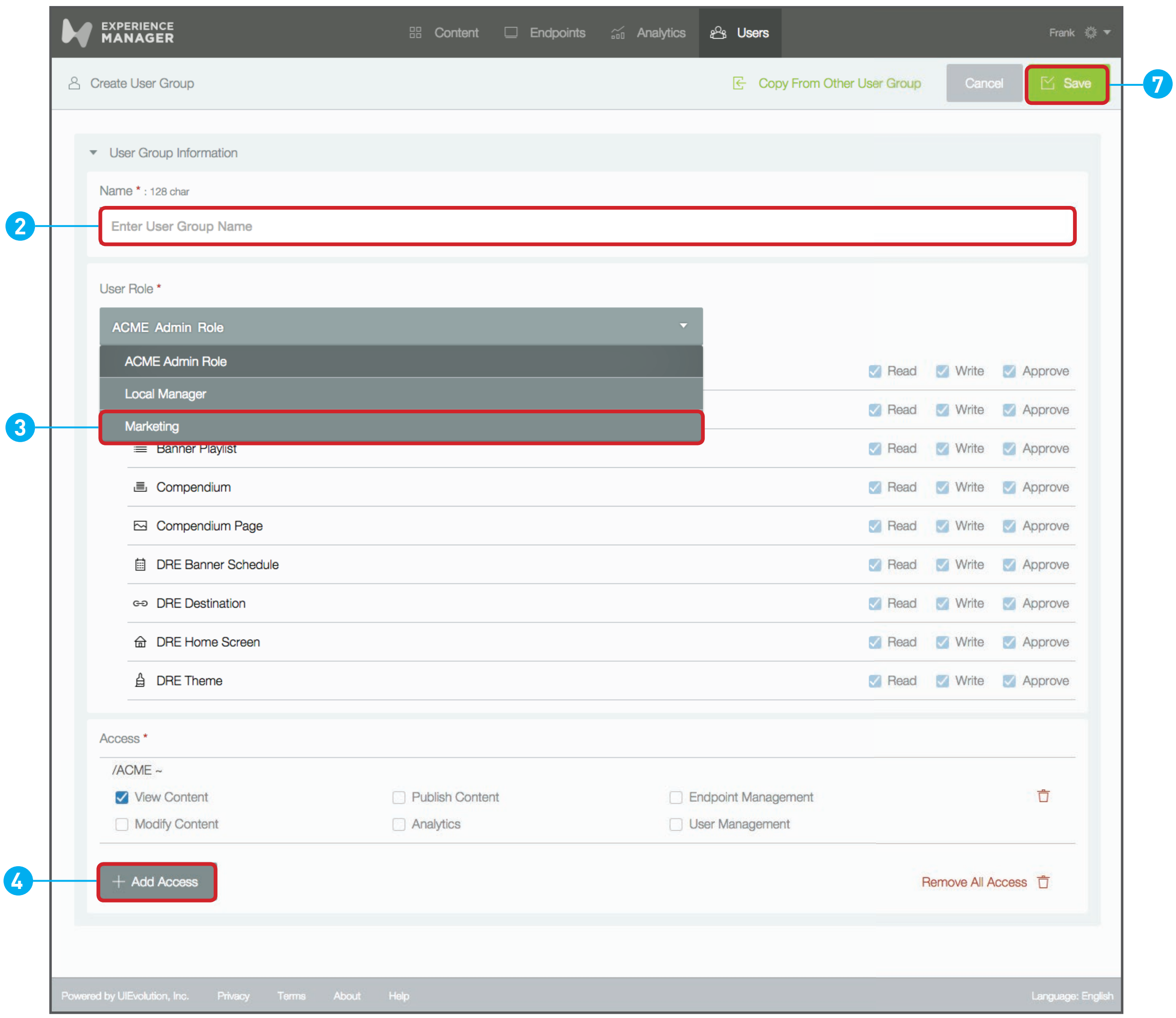
1. From the User Group section, click the **<Create Group>** button.



2. Enter a Name that is applicable to the User Group's operational use, for example: Marketing.

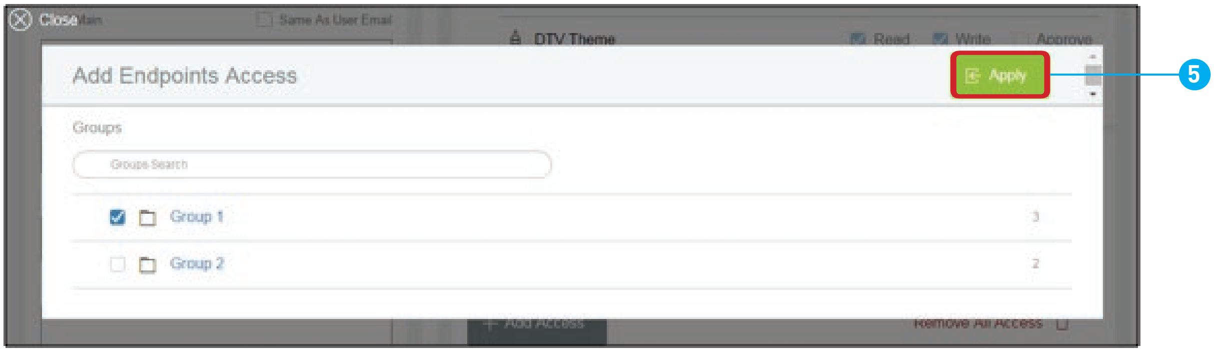
3. Select the User Role for the User Group. In this case, you would add the User Role Marketing to this group.

4. Add Access to the User Group by selecting **<Add Access>.**

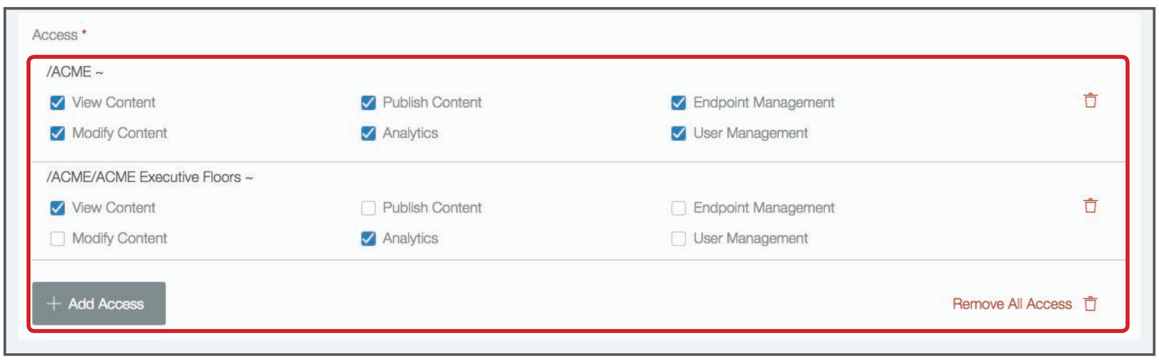


Steps 2, 3, 4, 7 of Creating User Group

5. Select the Endpoint Groups (hotels or receivers) or Endpoints (hotel or block of receivers at the hotel) you would like to add to the User Group from the pop-up menu and click on the **<Apply>** button.



6. After adding the Endpoint Groups or Endpoints, specify the level of access for each added Endpoint Group or Endpoint by selecting the access permissions from the available list (View, Modify or Publish).



Level of Access Indicated by Check Boxes

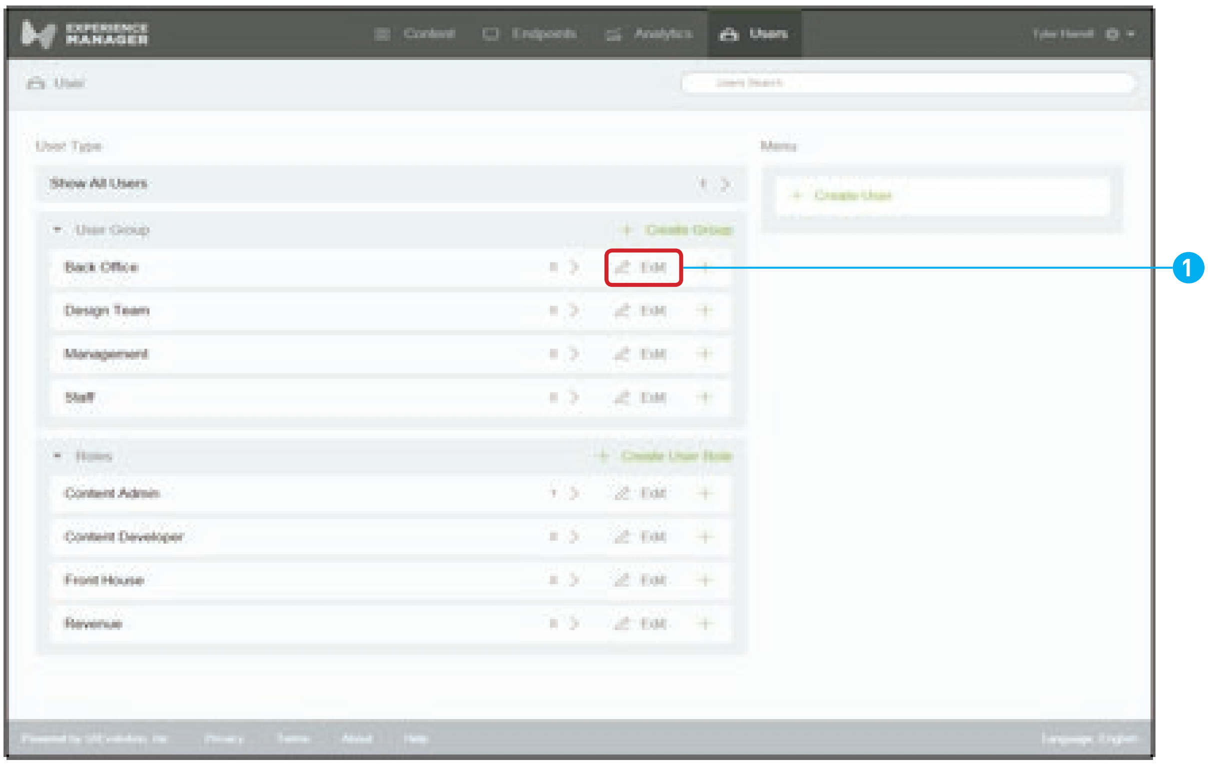
7. When done, click the **<Save>** button.

The User Group will appear under the User Group section.

Editing User Groups

To be able to edit the existing User Groups, the User must have User Management access to Endpoints.

1. From the User tab on the top of the page, click on the **<Edit>** icon next to the User Group you would like to edit.



NOTE: *You can also access the edit page for a User Group by first selecting the Name of the User Group displayed on the User Top page and then clicking the* ***<Edit>*** *icon from the User Group's detail page.*

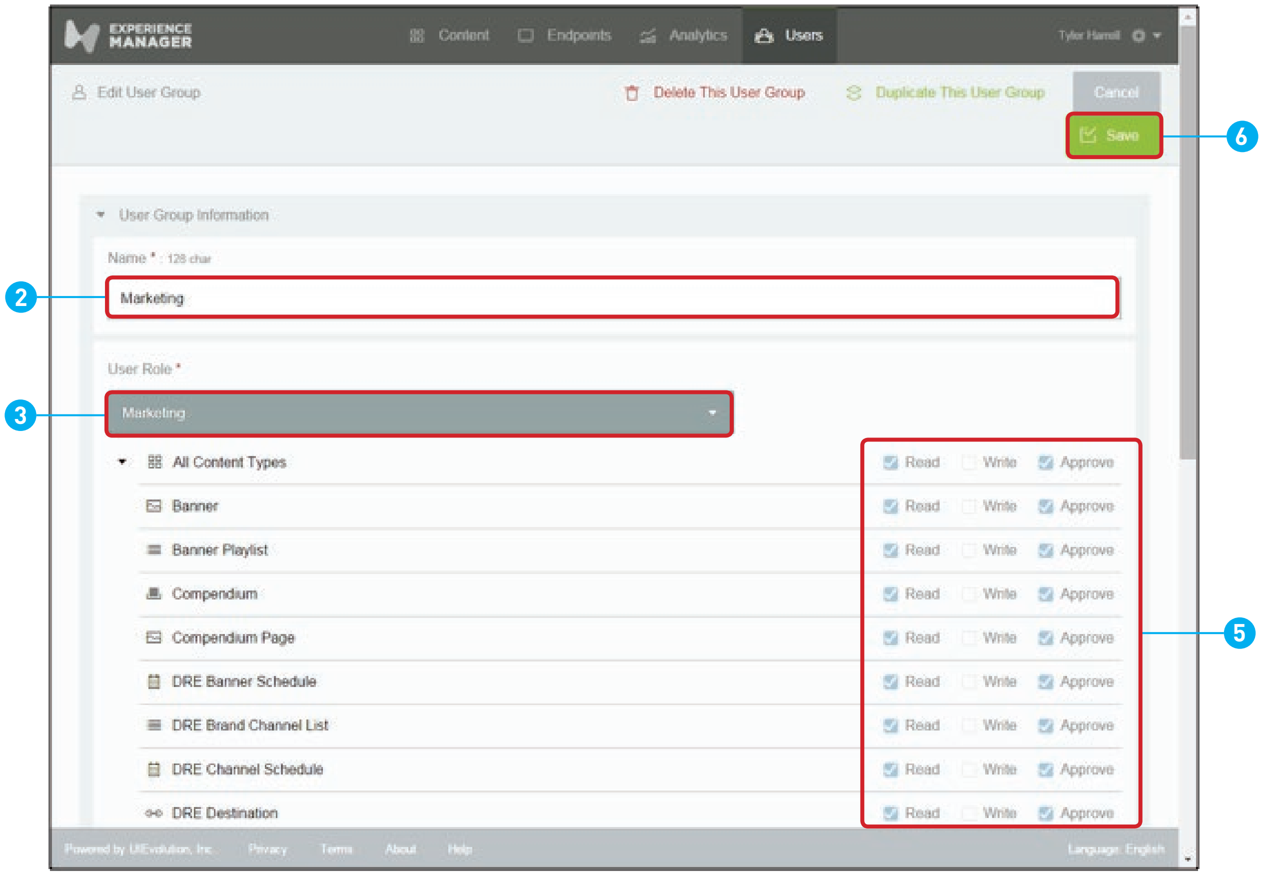
2. Enter a Name that is applicable to the User Group's operational use.

3. Select the User Role for the User Group.

4. Add Access to the User Group by clicking the **<Add Access>** button. Select the Endpoint Groups or Endpoints you would like to add to the User Group.

5. After adding the Endpoint Groups or Endpoints, specify the level of access for each added Endpoint Group or Endpoint.

6. When finished, click the **<Save>** button. The User Group will appear under the User Group section.



Step 2, 3, 5, 6 of Editing User Groups

Notifications

Notifications can be sent to the User for content that has been modified, Endpoints that have been modified or Analytic Reports that have been created. Notifications are only sent for system information for which the User has access or permission.

Email Notifications—The User will be notified via email what actions have been made by Users as it relates to them.

SMS—The User will be notified via text message what actions have been made by Users as it relates to them.

Content Notifications

Based on the User Role and Endpoint Access given to the User, a User will be notified when changes are made to content. Users will not be notified when changes are made to content for Endpoints to which they have only View Content access.

Users will be notified when changes are made to content for Endpoints to which they have Modify Content access. Changes to content include creation of new content, editing of existing content and changing of content status.

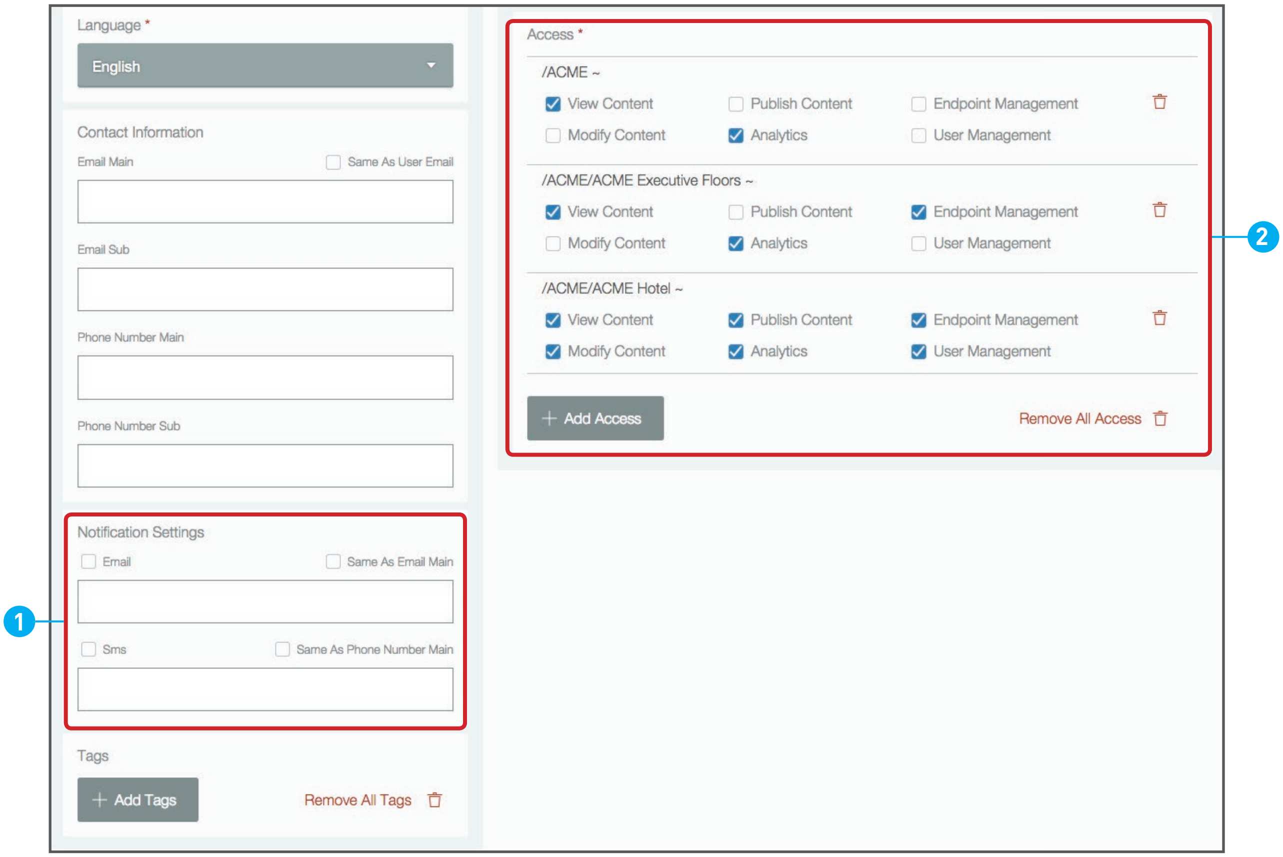
Endpoint Notifications

Based on the Endpoint Access given to the User, a User will be notified when changes are made to Endpoints. If a User has Publish Content access to Endpoints, they will be notified when content has been published to the Endpoints.

If a User has Endpoint Management access to Endpoints, they will be notified when the Endpoints have been modified. If new Endpoints are created within an Endpoint Group, the User will be notified.

Analytic Notifications

Based on the Endpoint Access given to the User, a User will be notified when changes are made to reports. If a User has Analytics access to Endpoints, they will be notified when new reports are created or edits are made to existing reports.



1. Input User Information to set up Analytics Notifications
2. Analytics Access assigned to a User indicated by Marked Check Box

Endpoints

An Endpoint is typically a DRE receiver connected to a TV in a guest room. Endpoints can be managed through Endpoint Groups or individually. Endpoints can be grouped in whatever way makes sense to the property, such as service class, physical location, room types or floors. All Endpoints at a specific property are grouped under that property, which in turn is grouped under a brand and sub-brand to support the distribution of brand standard materials from the brand or sub-brand to the property.

Endpoints Tab on Main Navigation Bar

Endpoint Groups

Endpoint Groups are folders that contain other Endpoint Groups and/or Endpoints. Each Endpoint Group also has settings that can affect all of the Endpoints or Endpoint Groups within it. Settings specific to an endpoint group override settings applied to any group within which it is contained. For example, the branding theme applied to a brand level endpoint group would automatically be applied to any sub-brand or property level Endpoint Group under that brand. If a property applied a different branding theme to the property level Endpoint Group, that theme would override the brand theme and be applied to all Endpoints at that specific property. If a brand does not want local properties to be able to override the brand standard theme, the brand administrator restricts property level access to Create, Edit, or Approve themes, thus preventing local property users from overriding the brand theme without brand oversight.

Endpoint Group properties include:

Name—Used to uniquely identify the Endpoint Group or hotel chain.

Tags—Meta information associated to User for additional tracking and functionality.

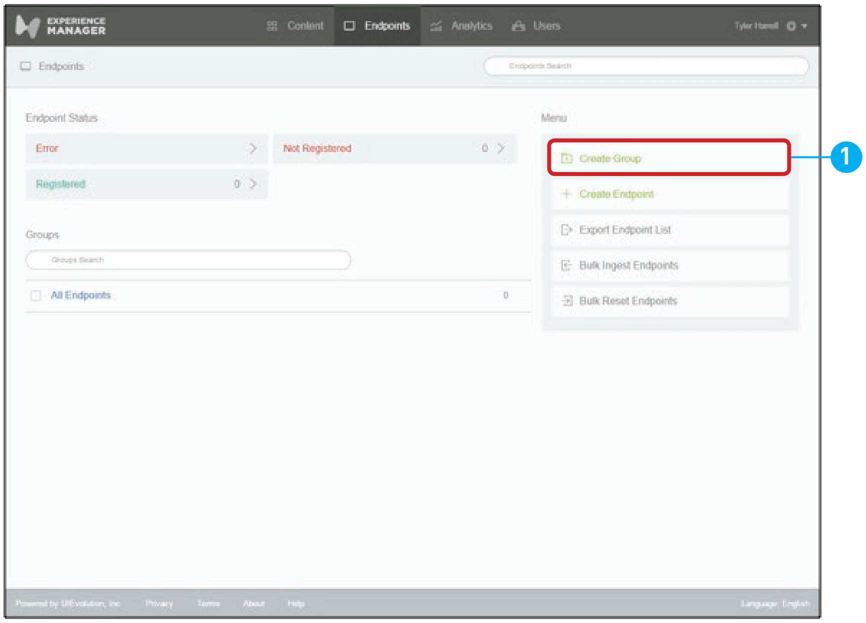
Endpoint Group—The Endpoint Group could be the brand, the sub-brand, the property or groups of DRE receivers or Endpoints within the property, as described above.

Language—Languages are made available to an Endpoint Group based on what was made available to the organization. The languages chosen are made available to hotels. The language is inherited by child Endpoint Groups (hotel chains) and Endpoints (receivers). It can be overwritten locally within the individual location's EXM.

Time Zone—Time Zone indicates the Time Zone within which the Endpoint Group is located. The Time Zone is inherited by individual properties in a brand and by receivers in that property.

Creating Endpoint Group

1. From the Endpoints tab, click the **<Create Group>** button from the Endpoint Top page.



2. Enter a Name that is applicable to the User Group's operational use.

3. Add Tags to the Group by clicking the **<Add Tags>** button.

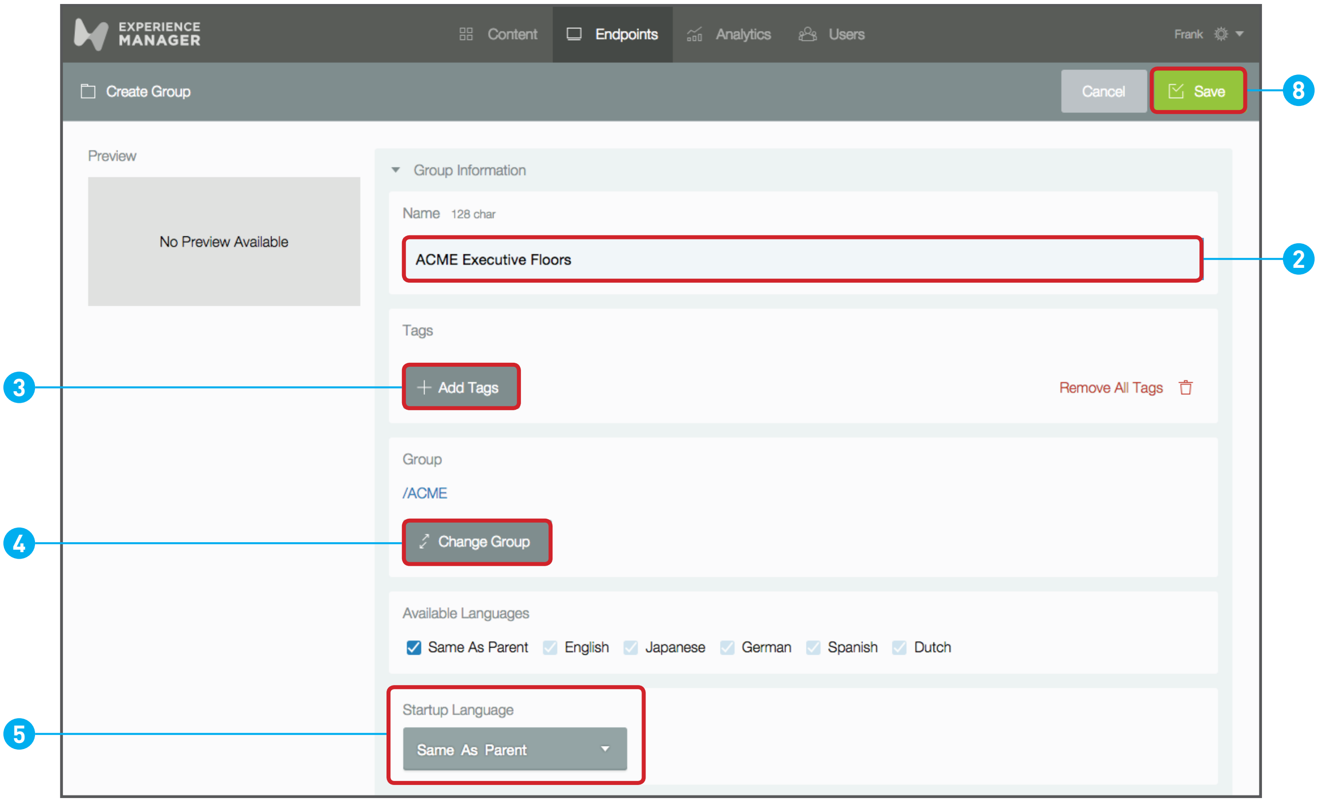
4. Nest the Endpoint Group within already existing Endpoint Groups by clicking the **<Change Group>** button. From the list of available Endpoint Groups, select the Endpoint Group to nest the Group in.

5. Add available languages to the Endpoint Group by selecting from the list of available languages. The default language the Endpoint Group uses is set to "Same As Parent" setting, which uses the parent Endpoint Groups available languages.

6. Select an applicable Time Zone for the Endpoint Group. Time Zone indicates the Time Zone within which the Endpoint is located. The default Time Zone uses the same Time Zone as the parent.

7. Select the Screen Orientation that specifies how content is rotated for the Endpoint Group.

8. When finished, click the **<Save>** button.



Steps 2, 3, 4, 5, 8 of Creating Endpoint Group

The Endpoint Group will appear within the list of Endpoint Groups on the Endpoint Top page.

Editing Endpoint Group

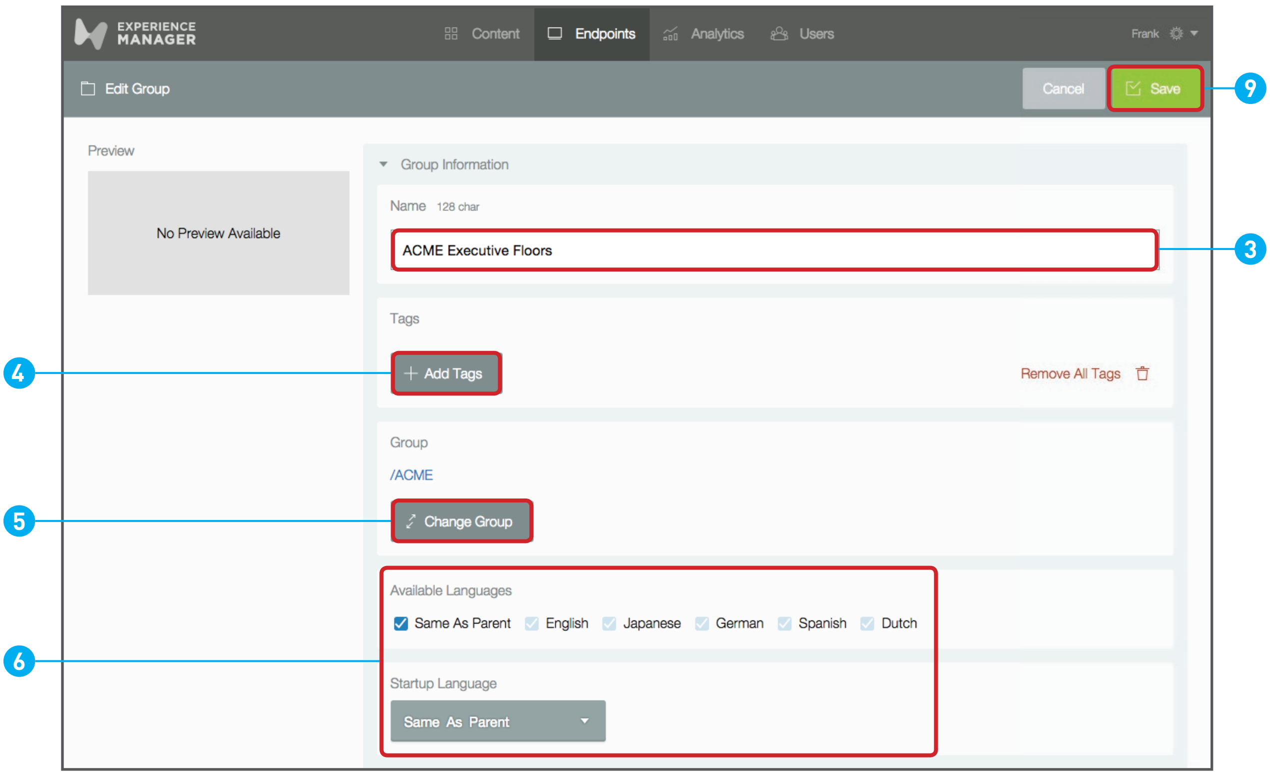
1. Select the Endpoint Group from the Endpoint List in the center of the screen.
2. Click the **<Edit>** button on the Endpoint Group's detail page.

3. Enter a Name that is applicable to the User Group's operational use.
4. Add Tags to the Group by clicking the **<Add Tags>** button.
5. Nest the Endpoint Group within already existing Endpoint Groups by clicking the **<Change Group>** button. Select the Endpoint Group in which to nest from the list of available Endpoint Groups.
6. Add available languages to the Endpoint Group by selecting from the list of available languages. By default the Endpoint Group uses the "Same As Parent" setting, which uses the parent Endpoint Groups available languages.

7. Select an applicable Time Zone for the Endpoint Group. Time Zone indicates the time zone within which the endpoint is located. By default the Time Zone uses "Same As Parent."

8. Select the Screen Orientation that specifies how content is rotated for the Endpoint Group.

9. When finished, click the **<Save>** button.



Steps 3, 4, 5, 6, 9 of Editing Endpoint Group

The Endpoint Group will appear within the list of Endpoint Groups on the Endpoint Top page.

Endpoint

An Endpoint is typically a DRE receiver connected to a TV in a guest room, but Endpoints are also used to represent individual properties within the EXM account hierarchy.

Status—Used to specify whether or not the device has been registered.

Device ID—The Device ID is the ID within EXM to which the Endpoint is bonded. The ID is created if the device is successfully registered.

Client Type—The type of application installed on the Endpoint. This defines the type of content the Endpoint can accept.

Name—Used to uniquely identify the Endpoint.

Tags—Meta information associated to User for additional tracking and functionality.

Endpoint Group—The Endpoint Group is a group of Endpoints nested together within EXM.

Start-up Language—The Language the Endpoint uses within the User Experience on start-up.

Available Languages—Languages are made available to a group based on what was made available to the organization. Languages chosen are then made available to Endpoints within the Endpoint Group.

Screen Orientation—The orientation used for the Endpoint.

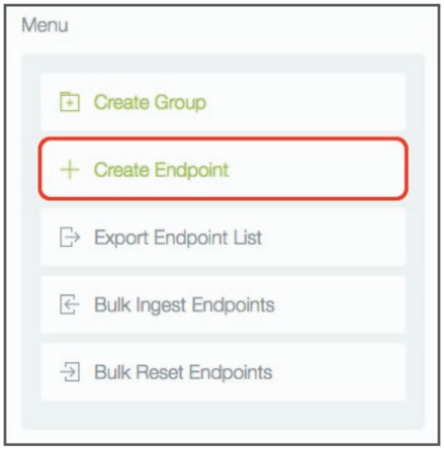
Time Zone—Time Zone indicates the time zone within which the Endpoint is located.

Theme—Branding elements used to populate the Layout. A Theme consists of logo, background image, branding colors 1-3 and font colors 1-3.

Endpoint Content—Depending on the Client Type available to the organization, different content forms will be available for the Endpoints. The Content Forms can accept different Content Types and different amounts of content.

Create an Endpoint

1. Click on the **<Create Endpoint>** button on the Endpoint Top page.



2. Enter a name that is applicable to the User Group's operational use.

3. Add Tags to the Group by selecting the **<Add Tags>** button.

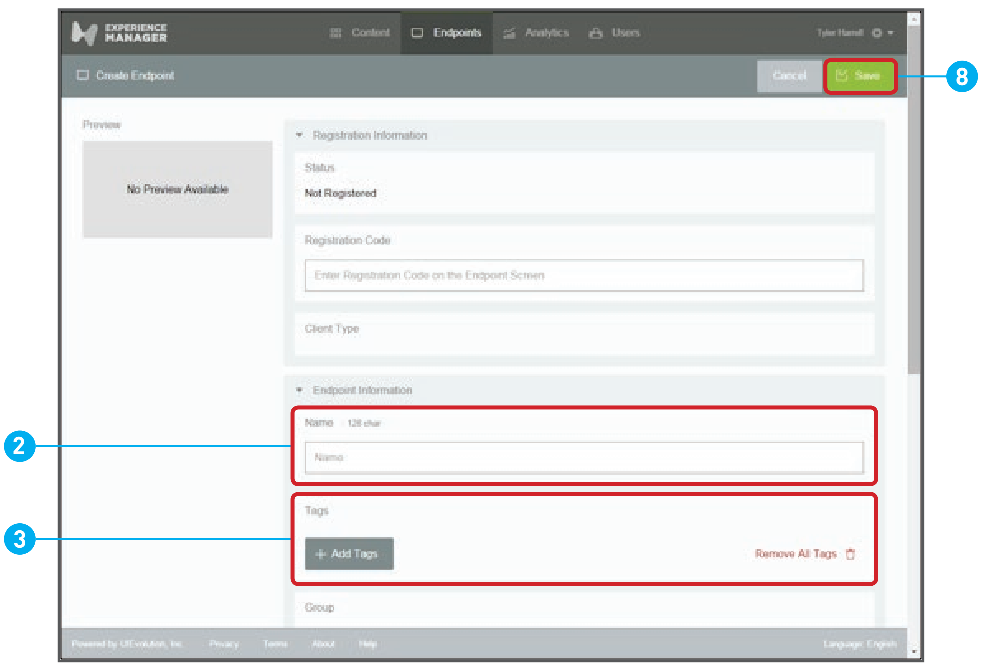
4. Assign the Endpoint within an already existing Endpoint Group by clicking the **<Change Group>** button. From the list of available Endpoint Groups, select the Endpoint Group to assign the Endpoint.

5. Type in a Zone. Zones are user-generated names or numbers to organize Endpoints.

6. Select an applicable Time Zone for the Endpoint Group. Time Zone indicates the time zone within which the Endpoint Group is located. By default, the Time Zone uses "Same As Parent."

7. Select the Screen orientation that specifies how content is rotated for the Endpoint Group.

8. When finished click the **<Save>** button.



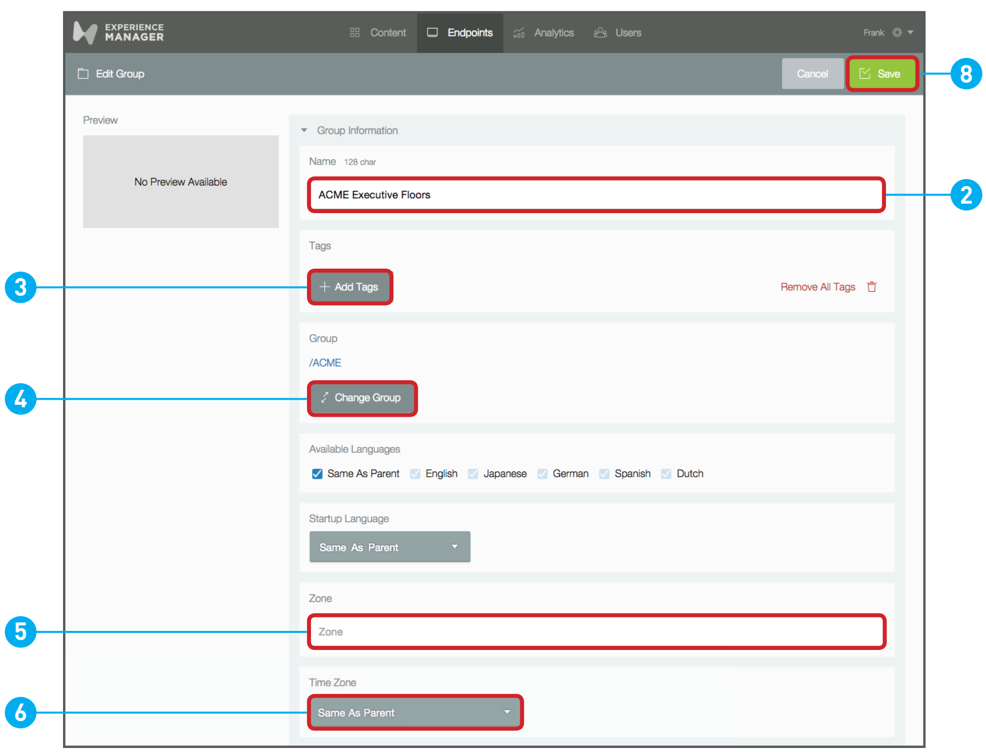
Steps 2, 3, & 8 of Create an Endpoint

The Endpoint will be available within the list of Endpoint Groups on the Endpoint Top page.

Edit an Endpoint

To edit an Endpoint, find the Endpoint intended on being edited from the Endpoint list in the center of the page.

1. Click the **<Edit>** button on the Endpoint's Detail Page.
2. Enter a Name that is applicable to the User Group's operational use.
3. Add Tags to the Group by clicking the **<Add Tags>** button.
4. Assign the Endpoint Group within an already existing Endpoint Group by selecting the **<Change Group>** button. From the list of available Endpoint Groups, select the Endpoint Group to assign the Endpoint.
5. Type in a Zone. Zones are user-generated names or numbers to organize Endpoints.
6. Select an applicable Time Zone for the Endpoint Group. Time Zone indicates the time zone within which the Endpoint Group is located. By default, the Time Zone uses "Same As Parent."
7. Select the Screen orientation that specifies how content is rotated for the Endpoint Group.
8. When finished, click the **<Save>** button.



Steps 2, 3, 4, 5, 6, 8 to Editing an Endpoint

Content Types

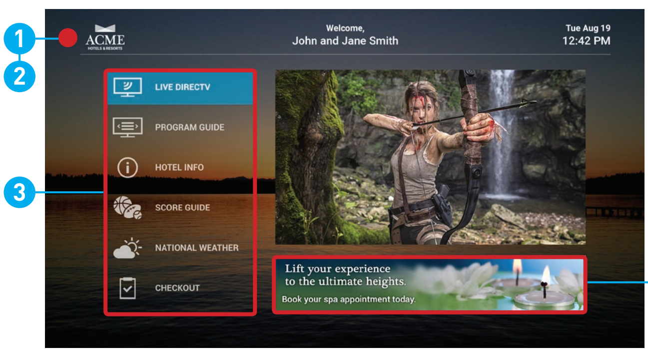
Content Types include Themes, Home Screens, Navigation Items and Banners. Content Types all have the same General Information, such as a name, permissions path and search tags, but differ in their display information, such as display text and images. Some display information is the same no matter what language is selected while other information is language specific.

DRE Home determines the layout, navigation, ad banners and video schedule for the Guest Welcome Screen PRO. The DRE Theme is then assigned to receivers to determine the branding, background and colors of the Guest Welcome Screen PRO. The rest of the Content Types help build items that are displayed on the Guest Welcome Screen PRO or on other screens, like digital compendium pages.

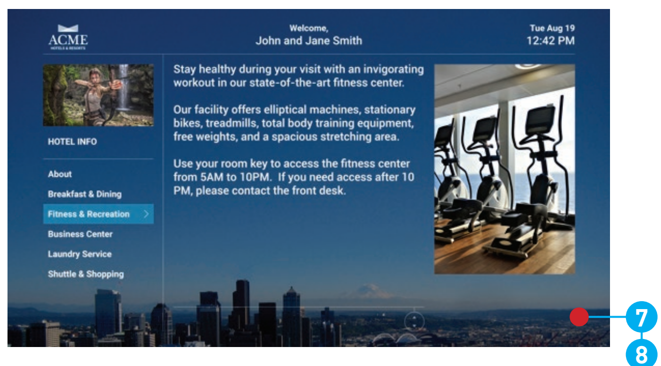
For example, to create an Executive Floor variation of the home screen with a new background image and color scheme, create a new DRE Theme. The new DRE Theme can be assigned to the Endpoint Group containing DRE receivers on the executive floor. It will not affect rooms outside of that group and it will not require creating new home pages.

The following is a list of Content Types used to manage DRE Guest Welcome Screen PRO:

1. **DRE Theme—**A profile assigned to Endpoints that controls branding, background and colors
2. **DRE Home—**A page assigned to Endpoints that controls welcome-screen navigation and banners
3. **DRE Destinations—**Navigation items linked to DRE services like LIVE DIRECTV and Program Guide
4. **Banner—**A promotional or third-party advertisement image shown on the welcome screen
5. **Banner Playlist—**A list of banners used to schedule a series of rotating banners
6. **Banner Schedule—**A schedule of which banners or banner playlists to show on the welcome screen
7. **Compendium Page—**A page describing a property feature or service
8. **Compendium—**A collection of compendium pages



Content Types 1-6 of Guest Welcome Screen PRO



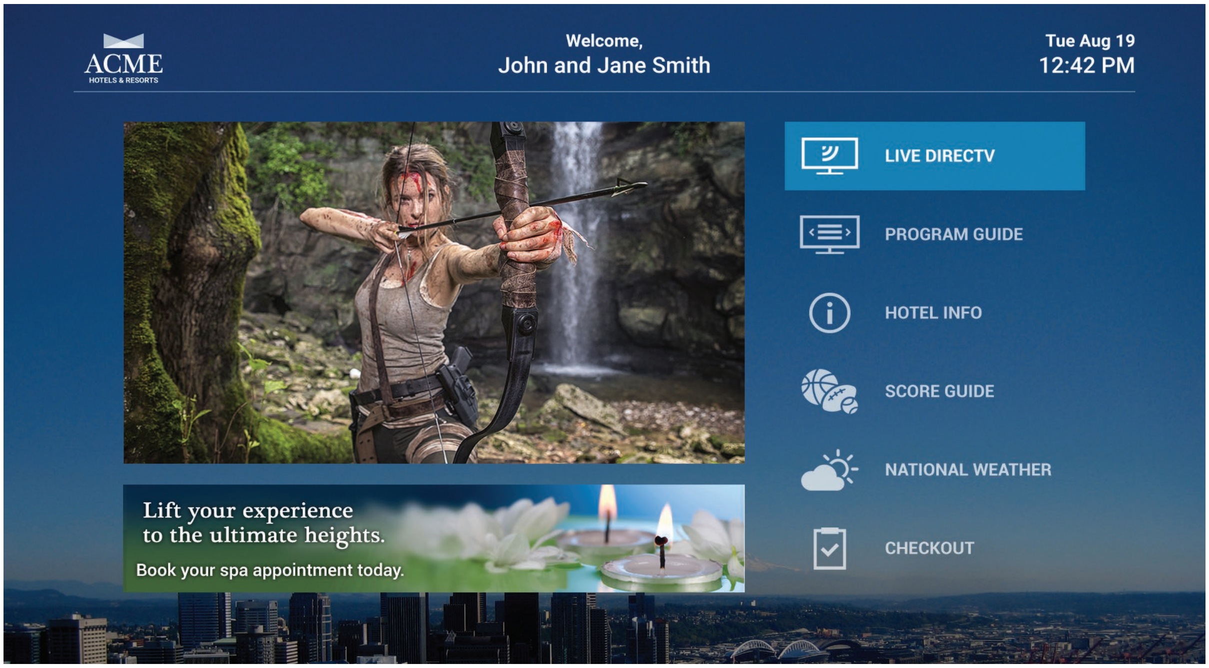
Content Types 7-8 of Guest Welcome Screen PRO

When creating DRE Guest Welcome Screen PRO home screens and compendium pages, it is advisable to work through this list from top to bottom.

- Create banners first, then group and order those banners into a playlist before assigning those playlists as default or scheduled content in a banner schedule.
- Create compendium pages first, then group and order those pages into a compendium.
- Upload video files before creating channels and then schedule those channels.
- Create or edit DRE destinations before adding them to a home screen, along with ad banner schedules and navigation items.

DRE Theme

DRE Themes are used to control the logo, background image, branding and text colors on the welcome screen and on digital compendium pages. DRE Themes are assigned to specific Endpoints rather than individual screens or pages. Some screen and page types support the use of custom backgrounds to align with property branding, such as using a different background on a digital compendium page for a restaurant.



Example of a DRE Theme

The following is a list of fields and controls that are part of a DRE Theme creation and editing:

Name—Display Name of the theme shown in EXM when creating themes and assigning themes to Endpoints.

Permission Paths—Path based on Endpoint hierarchy that is used to determine which users have access to this content.

Tags—Internal tags used to make it easy to find content within EXM.

Meta Default Language—Default language pull-down menu to select which language will be used to display language-specific content unless another supported language has been chosen by the user.

Localizable Meta—Language-specific display text and artwork.

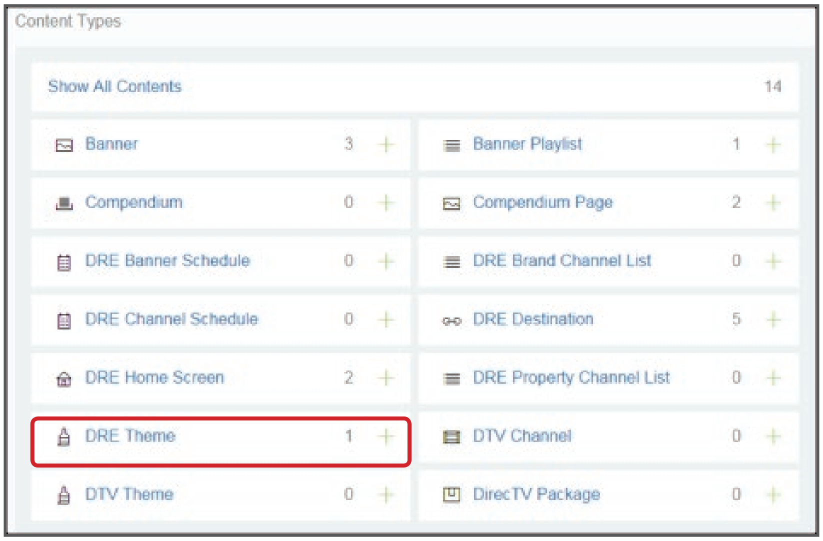
Background—Default background image displayed on welcome screen and digital compendium pages.

Logo—Logo displayed on welcome screen and digital compendium pages.

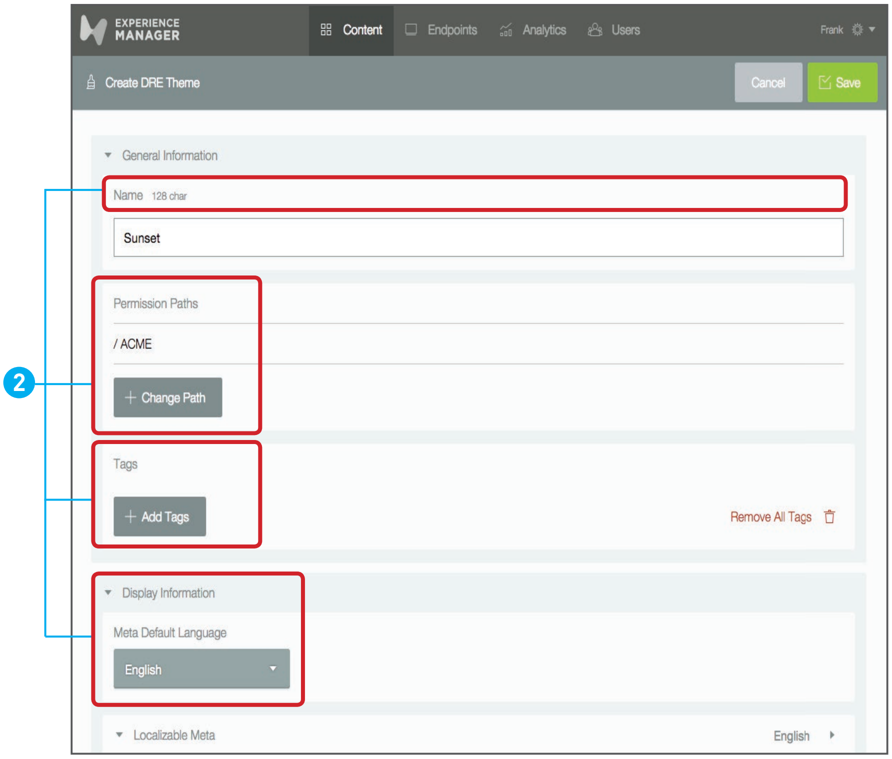
Branding Colors—Default branding colors used on welcome screen and digital compendium pages. Branding colors may include button frames and icons, as well as the focus state of the currently selected button.

Font Colors—Default font colors used on welcome screen and digital compendium pages. Font colors may include button or navigation labels, as well as other text that is included in the current layout.

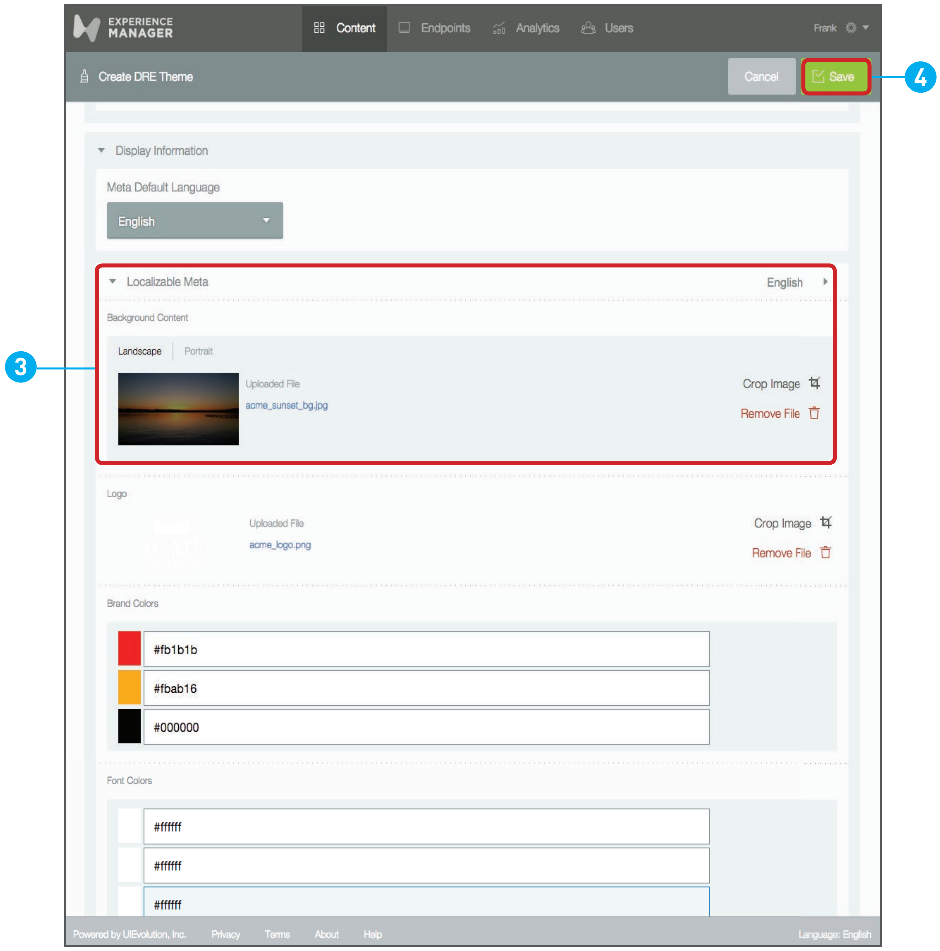
1. Start by clicking on **<DRE Theme>** from the Content Types list.



2. Fill in the Name, Permission Paths, Tags and Display Information.



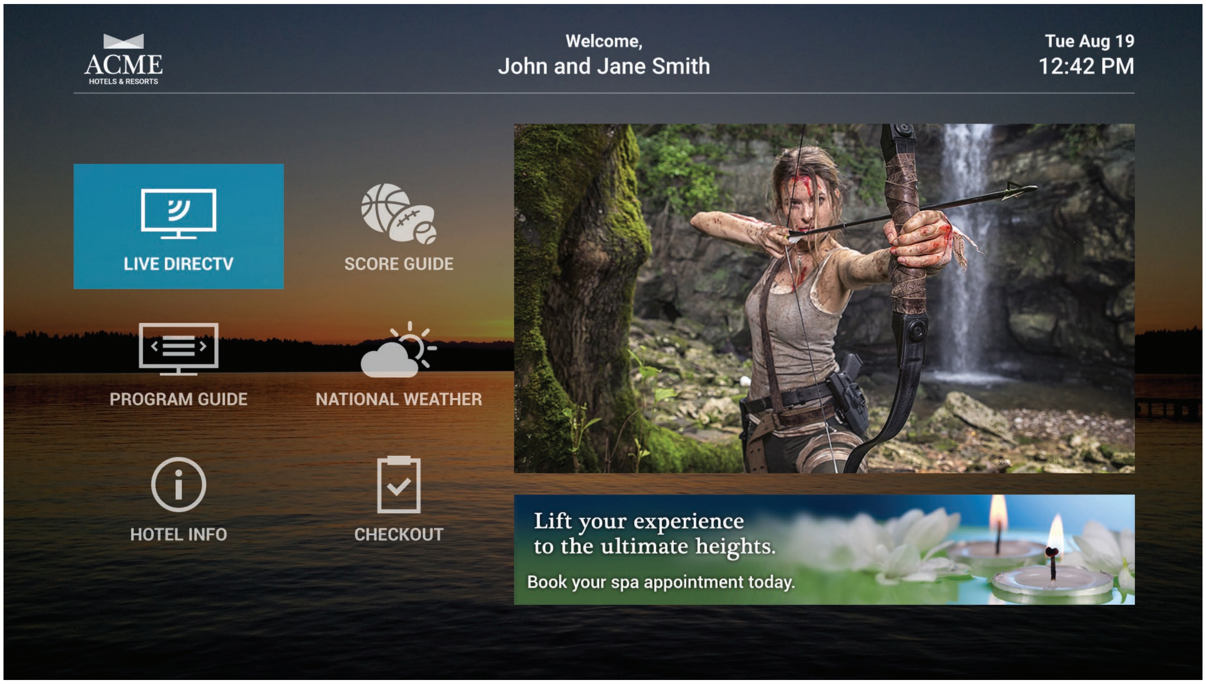
3. Be sure to include the localized Meta to fill in the logo, name, displayed information.
4. Click **<Save>** to lock in the changes.



Steps 3, 4 of creating a DRE Theme

DRE Home Screen

DRE Home Screens are used to build the Guest Welcome Screen that is displayed when a guest first turns on their TV. The home screen also appears when the guest presses the **MENU** button on the DRE remote control. The home screen consists of branding, navigation, video and ad banners. Branding is controlled by which DRE Theme is assigned to the Endpoint, or DRE receiver. Navigation, video and ad banners are controlled by the home screen assigned to that Endpoint.



Example of a DRE Home Screen

The following is a list of fields and controls that are part of a DRE Home Screen creation and editing:

Name—Display Name of the home screen shown in EXM when editing home screens and assigning them to Endpoints.

Permission Paths—Path based on Endpoint hierarchy that is used to determine which users have access to this content.

Tags—Internal tags used to make it easy to find content within EXM.

Meta For All Languages—Content/Video to be shown regardless of which language is selected.

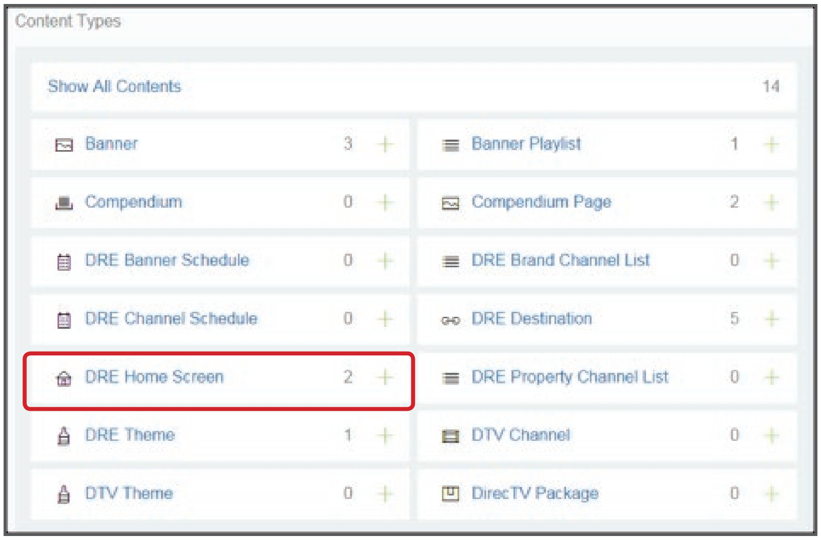
Layout—The selected layout for branding, navigation controls, video and ad banners on the home screen. Layouts can contain a fixed number of navigation buttons or a carousel that supports a virtually unlimited number of navigation buttons.

Navigation—Navigation is the list of navigation items displayed on the home screen. Navigation items can include DRE destinations such as LIVE DIRECTV and PROGRAM GUIDE, as well as the digital compendium or specific compendium pages.

Main—Main is the promotion or advertisement video displayed on the home screen when the guest turns on the TV.

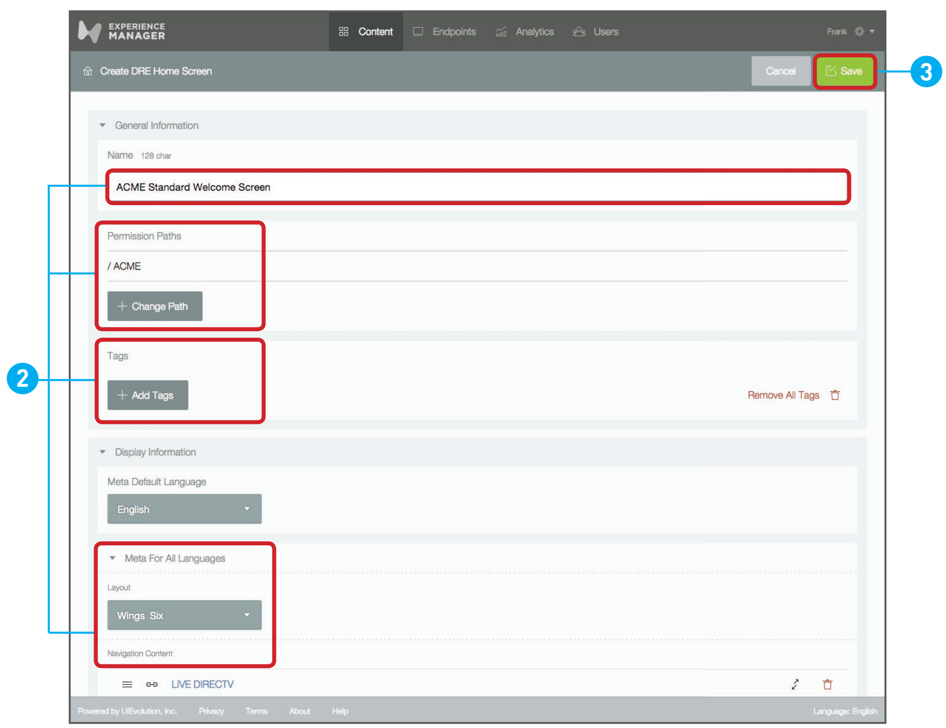
Banner—Banner is the single banner, banner playlist or banner schedule to be shown on the home screen.

1. Start by clicking on **<DRE Home Screen>** from the Content Types list.



2. Fill in the Name, Permission Paths, Tags and Layout Information. Be sure to include the layout and source files.

3. Click **<Save>** to lock in the changes.



Steps 2 & 3 for creating a DRE Home Screen

DRE Destinations

DRE Destinations are navigation items linked to DRE services such as LIVE DIRECTV and PROGRAM GUIDE. Destination paths can be chosen from a pull-down menu of DRE services. Icons for these services are defined by DRE standards, but display labels can be edited for each supported language.

The following is a list of fields and controls that are part of a DRE Destination creation and editing:

Name—Display Name of the DRE Destination shown in EXM when editing DRE destinations or assigning them to home screens.

Permission Paths—Path based on Endpoint hierarchy that is used to determine which users have access to this content.

Display Information—Internal tags used to make it easy to find content within EXM.

Destination—Pull-down menu used to select DRE service to be associated with this navigation item.

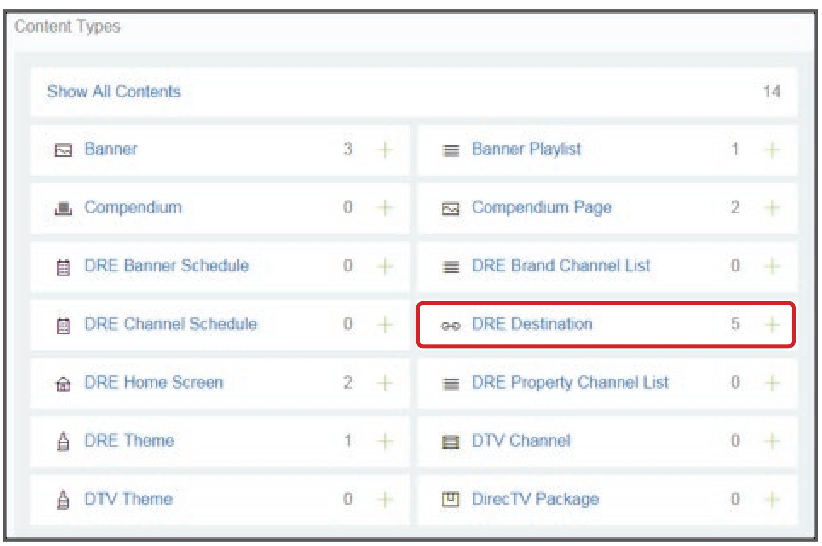
Meta Default Language—Default language pull-down menu to select which language will be used to display language-specific content unless another supported language has been chosen by the user.

Localizable Meta—Language-specific display text.

Title—Language-specific title to be displayed on navigation lists.

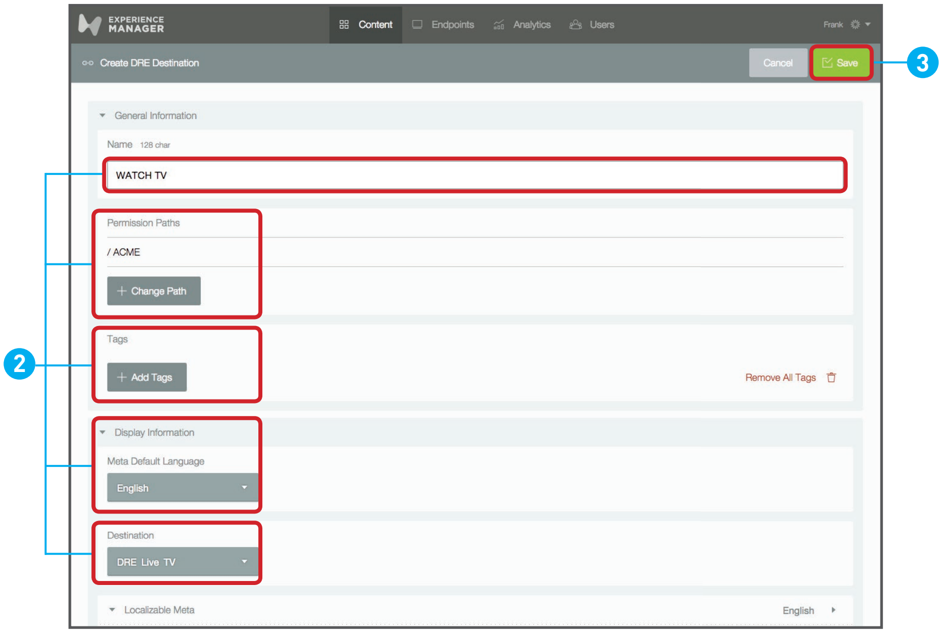
Short Title—Language-specific title to be displayed on navigation buttons.

1. Start by clicking on **<DRE Destination>** from the Content Types list.



2. Fill in the Name, Permission Paths, Tags and Display Information. In the display information, make sure to include Destination, Meta Default Language and Meta Localization.

3. Click **<Save>** to lock in the changes.

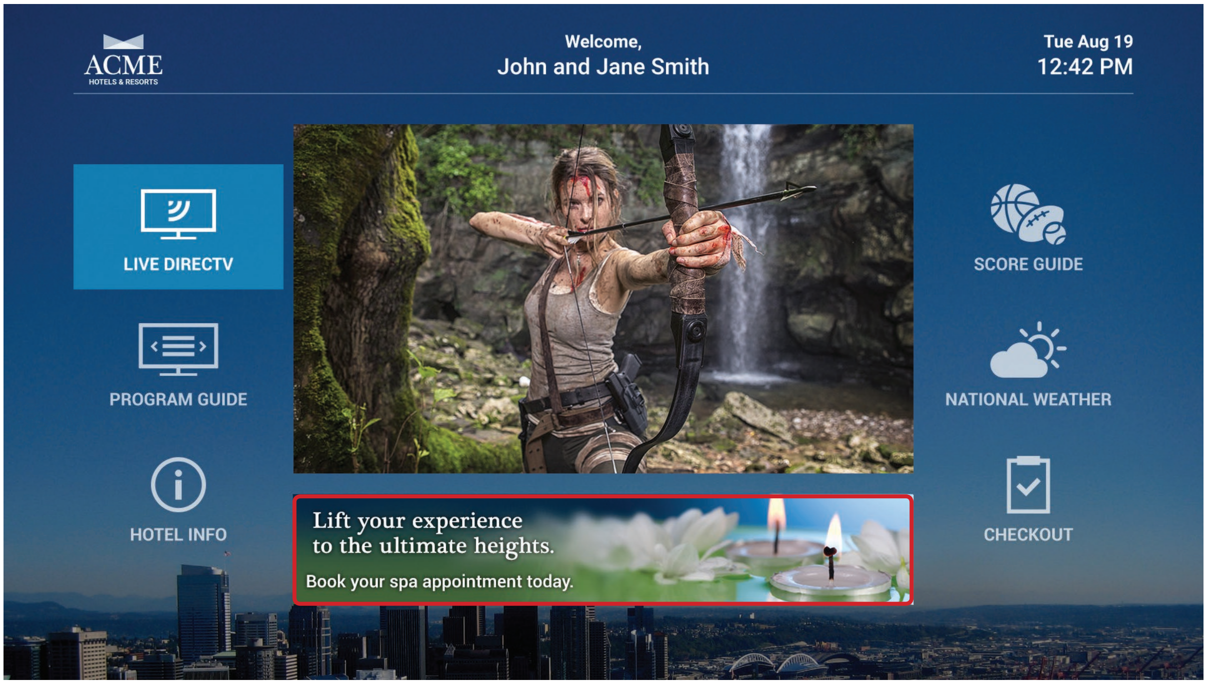


Steps 2 & 3 for creating a DRE Destination

Banner

Banners are used to display advertisements or promotional information about places, products, services and features of the hotel. Banners consist of a single image file, so any text must be part of that image.

Several images can be uploaded to display multiple languages for a single Banner. Banners containing third-party advertising or promotion cannot be shown while commercial television is being shown on the same screen. A checkbox identifies third-party advertising so that the system can avoid showing it under those conditions.



Example of a Banner on the DRE Home Screen

The following is a list of fields and controls that are part of banner creation and editing:

Name—Displays the Name of the Banner shown in EXM when assigning Banners to screens, creating Banner Playlists and viewing analytics.

Permission Paths—Path based on Endpoint hierarchy that is used to determine which users have access to this content.

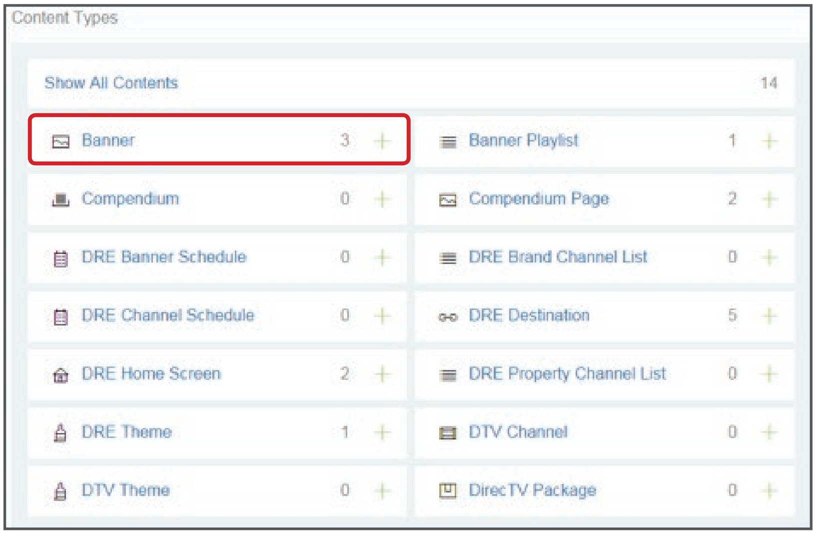
Tags—Internal tags used to make it easy to find content within EXM.

Meta Default Language—Default language pull-down menu to select which language will be used to display language-specific content unless another supported language has been chosen by the user.

Third-Party Advertising—Check box used to prevent this banner from being shown while a commercial broadcast channel is being shown on screen, even in a small preview window.

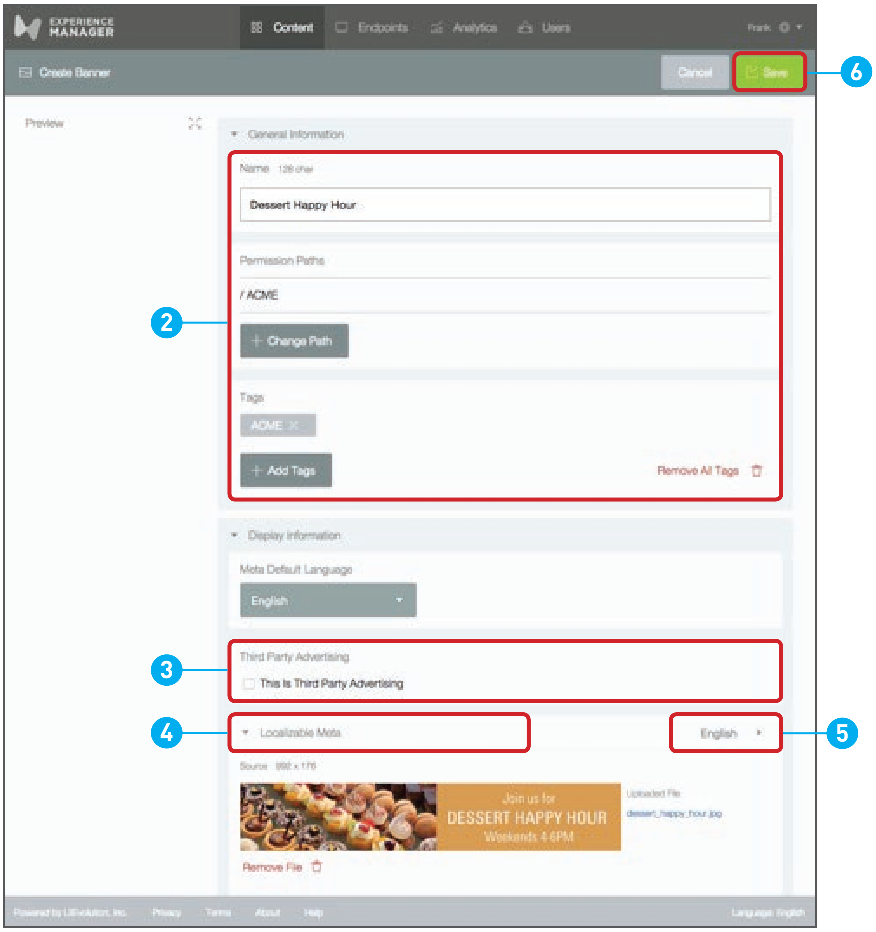
Localizable Meta—Banner image to be shown in the currently selected language.

1. Start by clicking on **<Banner>** from the Content Types list.



2. Fill in the Name, select the Permission Paths, and add Tags, if desired.
3. Check This Is Third Party Advertising if this banner contains third party advertising.
   NOTE: *Banners containing third party advertising or promotion cannot be shown while commercial television is being shown on the same screen. Promotional information related to the property can be shown at any time.*
4. Click Upload under Localizable Meta to upload a banner image.
5. Click the language selector to the right of Localizable Meta to select another language and repeat step 4 to upload a banner in that language, if desired.
6. Scroll to the top of the screen and click **<Save>**.
7. There are two options for Approval:

   A. Click **<Approve>** to self-approve.
   B. Click **<Submit for Approval>** and wait until a user with approval permission has approved the banner.
   Once the banner is approved, it can be added to banner playlists and banner schedules or assigned directly to home screens.



Steps 2–6 for creating a Banner

Banner Playlist

A Banner Playlist is a list of multiple banners used to assign multiple rotating banners to home screens, either directly or as part of a Banner Schedule. Banners containing third-party advertising or promotion cannot be shown while commercial television is being shown on the same screen and will be skipped in the Banner Playlist under those circumstances. For this reason, it is advisable to always include one or more property self-promotion banners in each Banner Playlist so that there are always some banners that can be displayed.

The following is a list of fields and controls that are part of Banner Playlist creation and editing:

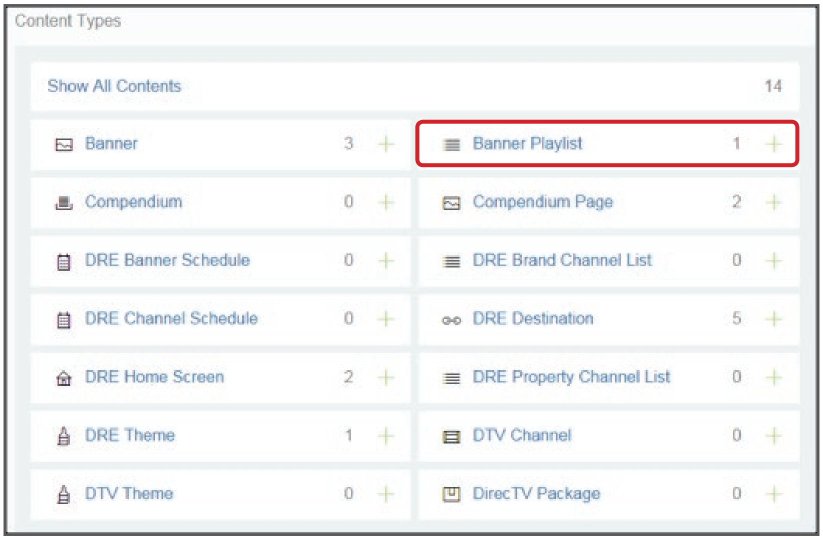
Name—Display the name of the Banner Playlist shown in EXM when creating Banner Playlists and assigning Banner Playlists to Banner Schedules.

Permission Paths—Path based on Endpoint hierarchy that is used to determine which users have access to this content.

Tags—Internal tags used to make it easy to find content within EXM.

Meta For All Languages—List of one or more Banners to be included in this playlist. Playlists cannot be localized by language because localization occurs at the Banner level.

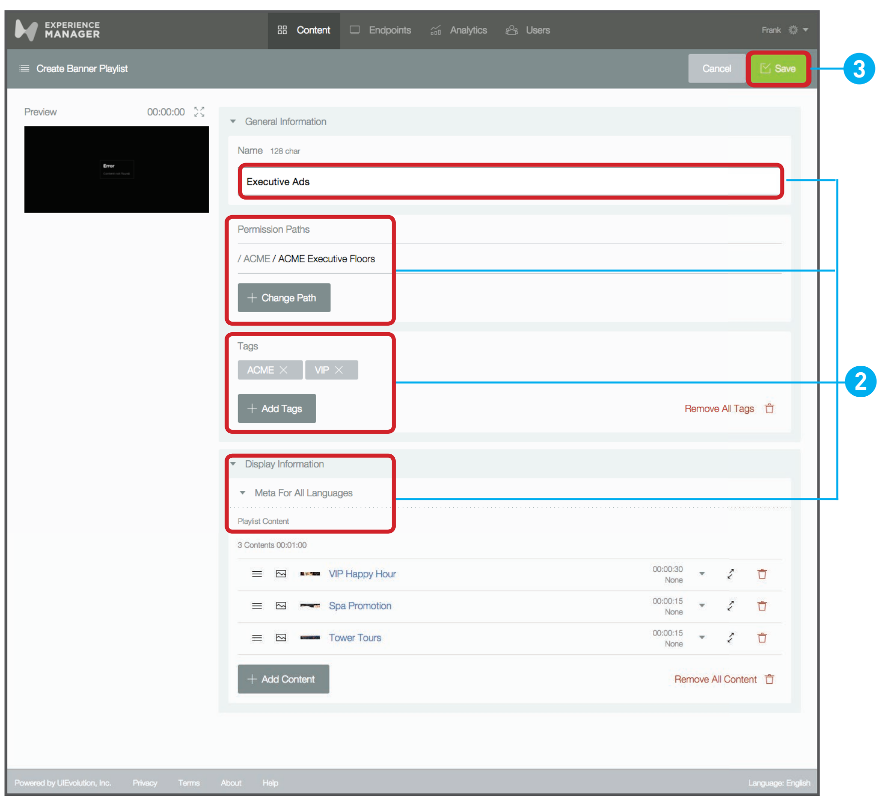
1. To create a Banner Playlist, select the **<Banner Playlist>** from the Content Types list.



2. Fill in the Name, Permission Paths, Tags and Display Information.

   NOTE: *Include all Banners to be included in the playlist in the Meta display section.*

3. Click **<Save>.**



Steps 2 & 3 of creating a Banner Playlist

Banner Schedule

Banner Schedules are used to schedule one or more Banners or Banner Playlists by date and time blocks. Banner Schedules allow the use of default content and default day schedules to make scheduling easier.

Banner Schedules can be customized for each individual day. A Banner Playlist will start playing at the beginning of a time block and continue to loop until that time block ends.

The following is a list of fields and controls that are part of Banner Playlist creation and editing:

Name—Display Name of the Banner Schedule shown in EXM when editing Banner schedules or assigning Banners Schedules to home screens.

Permission Paths—Path based on Endpoint hierarchy that is used to determine which users have access to this content.

Tags—Internal tags used to make it easy to find content within EXM.

Meta For All Languages—Schedule of default and scheduled Banners or Banner Playlists to be shown.

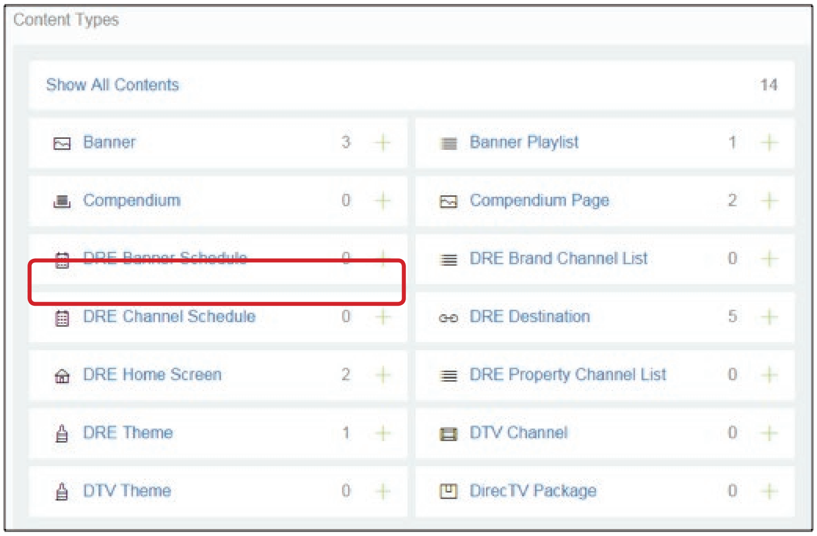
Default Day Schedule—Schedule of default and scheduled or Banner Playlists to be shown.

Content—Default Banners or Banner Playlists to be shown when nothing else is scheduled.

Timed Content—Schedule of Banners or Banner Playlists to be shown in specific time blocks.

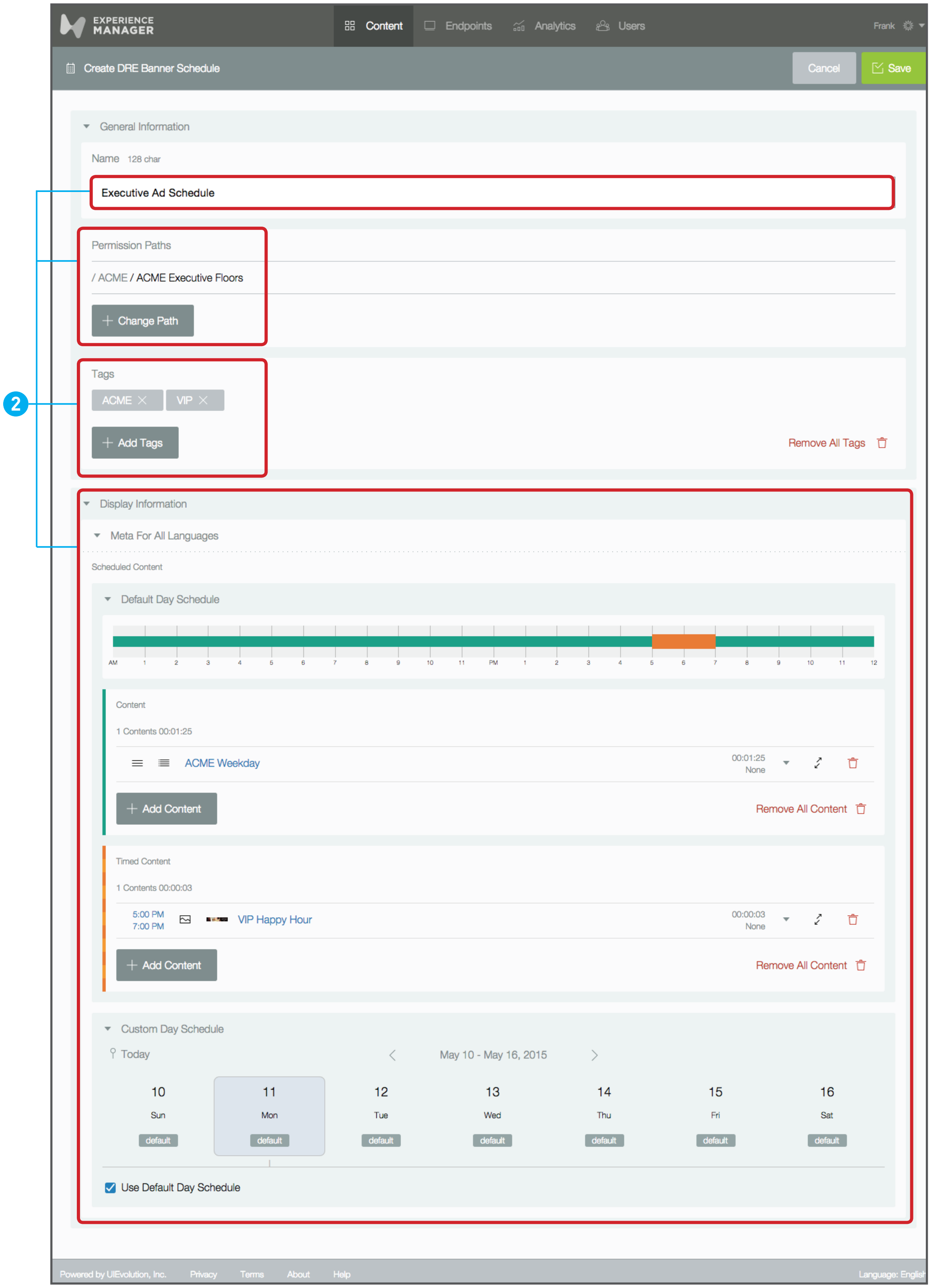
Custom Day Schedule—Schedule of default and scheduled Banners or Banner Playlists to be shown. Deselect Use Default Day Schedule to display the tools for creating a custom day schedule.

1. To create a Banner Schedule, select the **<DRE Banner Schedule>** section from the Content Types list.

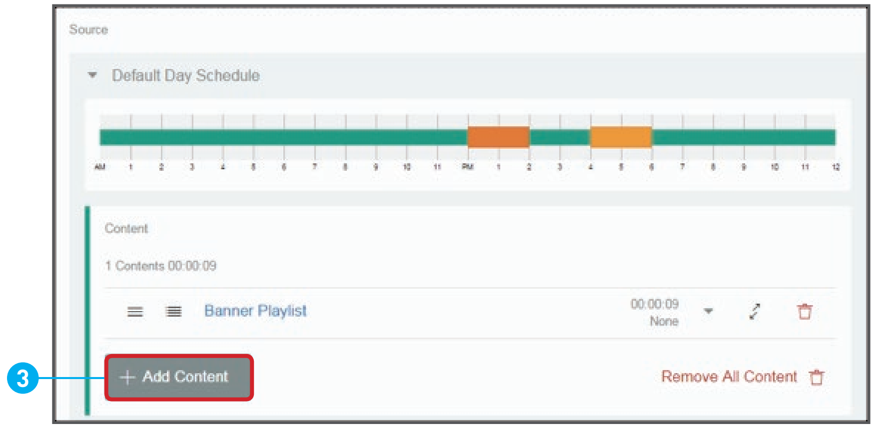


2. Fill in the Name, Permission Paths, Tags and Display Information.

NOTE: *In this section, you can set up a timed schedule for Banners. The schedule can be set by day, time, and week, or not set at all and left in a loop.*



3. To set up a timed schedule click on **<Add Content>.** Add a Playlist in the Content section.



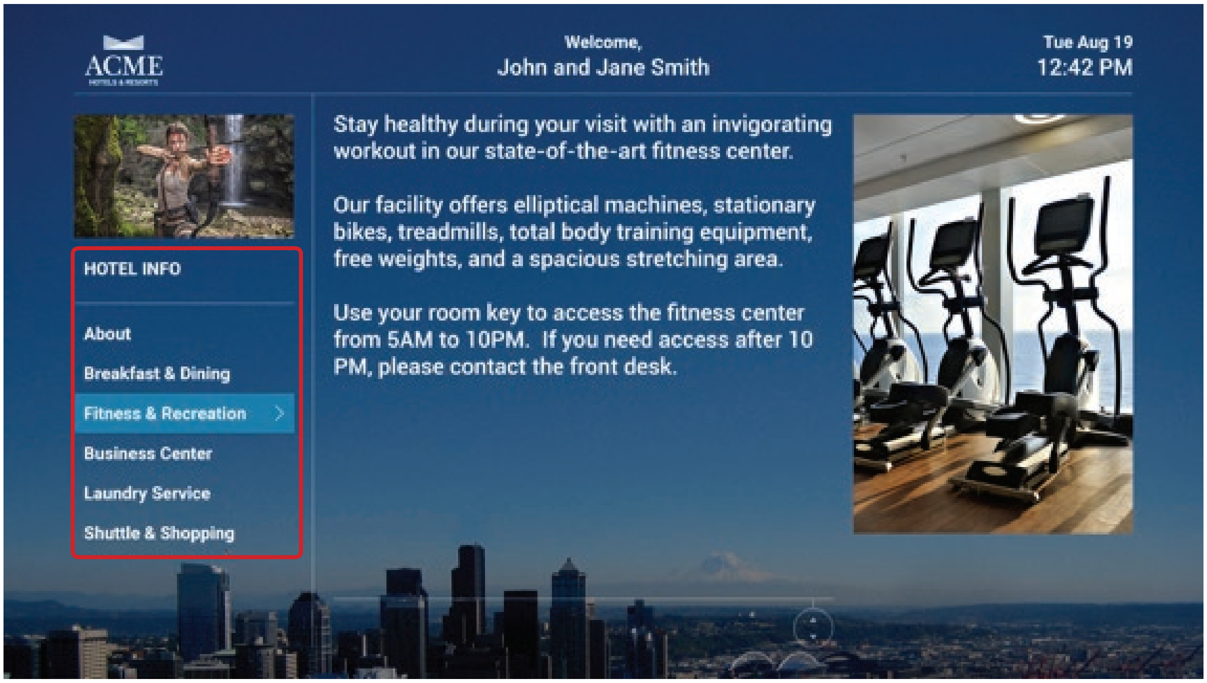
4. To have a Banner show during a specific time frame, click on the **<Add Content>** button in the timed-content section. Enter the Banner and time range for the Banner to show in hours and minutes.

5. When finished, click **<Save>** to lock in the Banner Schedule.

Compendium

Compendiums are collections of one or more compendium pages. Compendiums are accessed through navigation buttons on the home screen. Compendiums can include information about the property, including amenities and services. Home screens can include more than one compendium, so separate Compendiums can be created to highlight anything about which the hotel wishes to give more information.

A Compendium could include general information about the property, history and information about the property's amenities.



Example of a Compendium on the DRE Home Screen

Below is a list of fields you will use in the Compendium:

Name—Display Name of the Compendium shown in EXM when editing Compendiums and assigning Compendiums to home screens.

Permission Paths—Path based on Endpoint hierarchy that is used to determine which users have access to this content.

Tags—Internal tags used to make it easy to find content within EXM.

Meta Default Language—Default language pull-down menu to select which language will be used to display language-specific content unless another supported language has been chosen by the user.

Meta For All Languages—Content to be shown regardless of which language is selected.

Source—List of Compendium pages to be shown in Compendium navigation.

Localizable Meta—Language-specific display text and artwork.

Title—Language-specific title to be displayed on navigation lists.

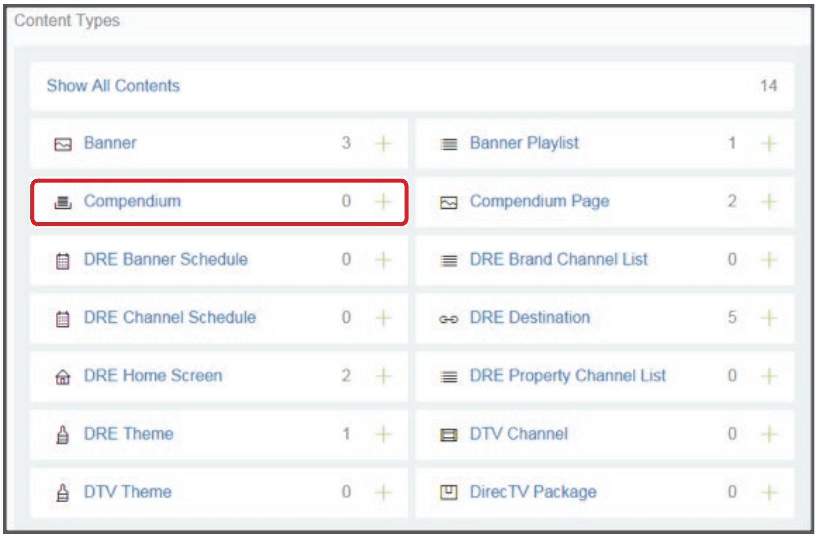
Short Title—Language-specific title to be displayed on navigation buttons.

Artwork—Language-specific foreground image to be shown on the Compendium landing page.

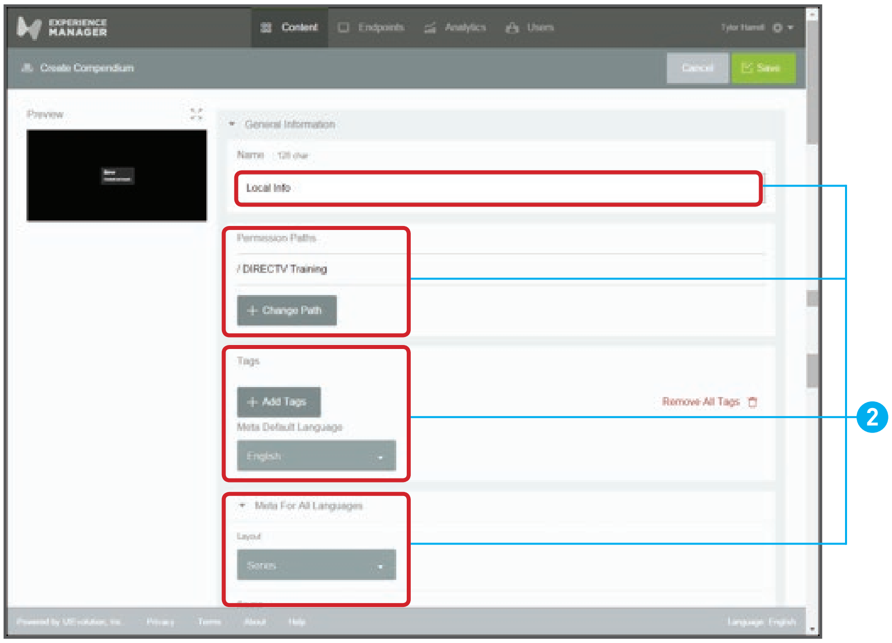
Description—Language-specific text to be shown on the Compendium landing page.

Use Custom Background—Language-specific background image to be shown on the Compendium landing page.

1. Start by clicking on **<Compendium>** from the Content Types list.



2. Fill in the Name, Permission Paths, Tags and Display Information including Meta for all Languages and Localizable Meta.



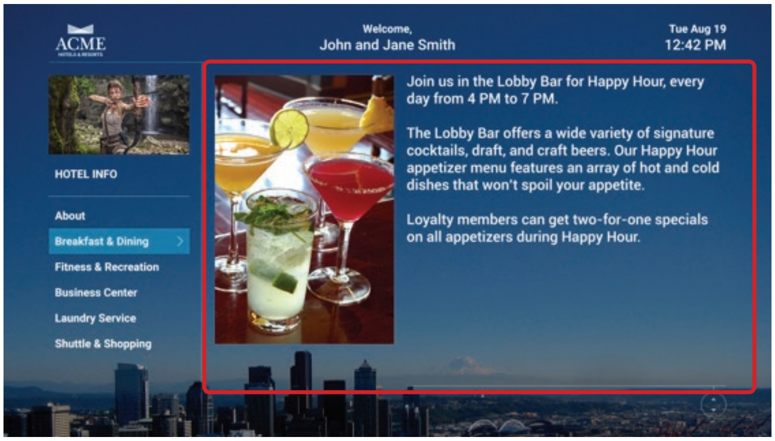
3. For Meta for all Language, select the display format and click **<Add Content>.** Select the Compendium pages to display and click **<Apply>.**

4. For Localizable Meta, fill in the title, short title, and click **<Add Content>** to load artwork to the Compendium.

5. Click **<Save>.**

Compendium Page

Compendium Pages are screens that describe an individual property feature or service. Compendium Pages can be accessed using the navigation menu in the Compendium or directly from navigation items on the home screen when a Compendium Page has been assigned to a navigation item.



Example of a Compendium Page on the DRE Home Screen

Compendium Page layouts can be selected for each page depending on the type of information being displayed.

Below is a list of fields you will use in the Compendium Page:

Name—Display Name of the Compendium Page shown in EXM when editing Compendium Pages, assigning Compendium Pages to Compendiums and viewing analytics.

Permission Paths—Path based on endpoint hierarchy that is used to determine which users have access to this content.

Tags—Internal tags used to make it easy to find content within EXM.

Meta For All Languages—Content to be shown regardless of which language is selected.

Layout—Layout for Compendium landing page.

Meta Default Language—Default language pull-down menu to select which language will be used to display language-specific content unless another supported language has been chosen by the user.

Localizable Meta—Language-specific display text and artwork.

Title—Language-specific title to be displayed on navigation lists.

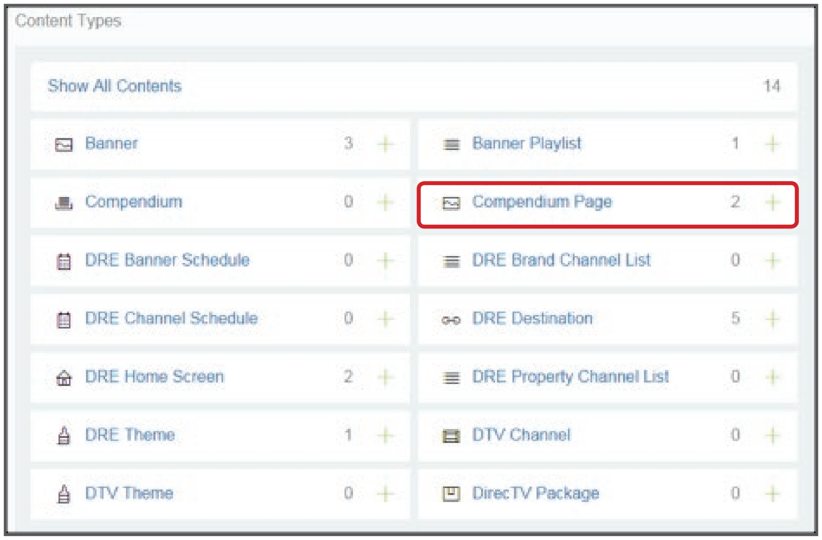
Short Title—Language-specific title to be displayed on navigation buttons.

Artwork—Language-specific foreground image to be shown on the Compendium landing page.

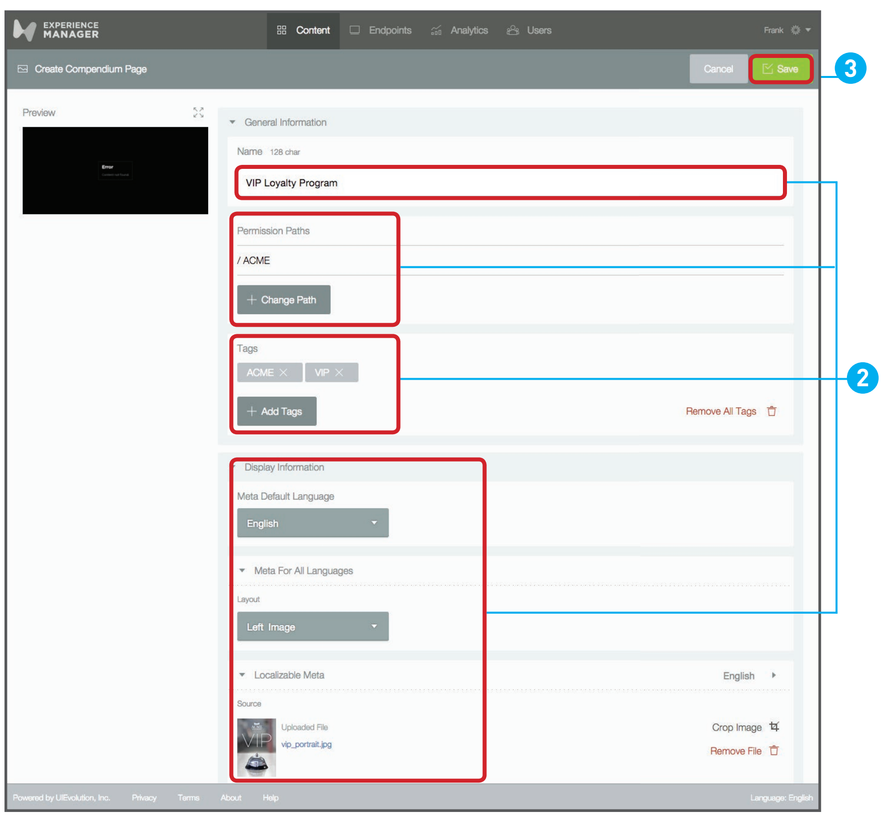
Description—Language-specific text to be shown on the Compendium landing page.

Use Custom Background—Language-specific background image to be shown on the Compendium landing page.

1. Start by selecting the **<Compendium Page>** from the Content Types list.



2. Fill in the Name, Permission Paths, Tags, Display Information and Icon.
3. When finished, click on **<Save>.**



Steps 2 & 3 of creating a Compendium Page

Content Type Lists

Content Type Lists are used to display a list of content that the User wants to view. The Content Type Lists can contain a mixture of Content Types or a single Content Type. The Content Type List view is the same view used for all searches performed within the Content section. The view's list filters itself based on how the page is accessed.

Content Type Lists are generated by the filters or searches performed on the Content Type or Content Type List view. The list shows the name of the content, the status of content and the last date/time it was updated.

List Details

The Content Type List provides a subset of data and information pertaining to the content. The data and information includes a Thumbnail, Name, Tags, Status and last modified date/time.

Thumbnails that are used on the List Views are derived from the artwork source data within content. If there is no artwork for the content to reference, then no image is shown.

The Name given to the content is displayed as a link. Selecting the Name will take the User to the content's detail page. The Name is derived from the Name field saved during the content's creation. The number of characters that appears in the row depends on the size of the browser window.

Tags are applied to the content and displayed in the row. The number of Tags that appear in the row depend on the size of the browser window. Content can have two different statuses at one time. Content can have an Approved version and a Draft version. Only the last status update made to the content is displayed.

The last time the content was modified is displayed in the row as month, day of month, year and time of day.

List Actions

The list contains checkboxes next to each piece of Content. Selecting these checkboxes will provide List Actions.

List Actions include the following:

Delete—Delete all selected content.

Thumbnails

Thumbnails that are used on the List Views are derived from the Artwork source data within content. If there is no Artwork for the content to reference, then no image is shown.

Previewing Content

Preview windows, with controls, are available for all Content Types within the corresponding detail and edit pages. Preview window controls can vary by Content Type. The preview window can be toggled between a Source view and a User Interface view.

Source Preview

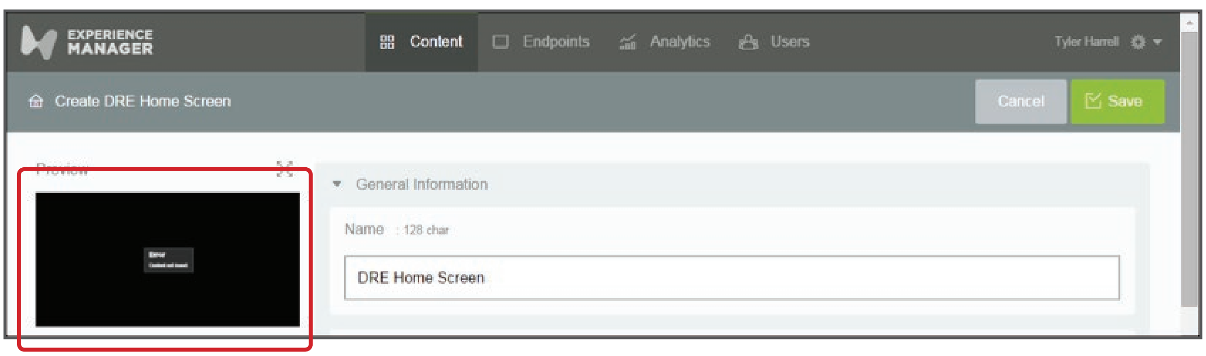
The Source Preview is composed of source information intended for playback. Source View is available for a variety of Content Types.

Preview controls are available when Source View is enabled. The preview controls vary based on Content Type.

User Interface Preview

UI View is available for Content Types that can have a detail page on Endpoints. The UI View displays the User Interface expected for the Endpoint.

The UI displayed in the UI Preview is derived from the Layout within the Content Type. No preview controls are available within the User Interface Preview.



User Interface Preview in Experience Manager

Content Status

Content Status is based on a simple content-approval process. Content cannot be shown on an Endpoint, such as a guest room TV, until it has been approved. When content is created or updated and saved, the status is Draft. This allows users to edit content multiple times prior to submitting it for approval or, if the user has approval permission, self-approval. When content has been submitted for approval, it can either be approved or rejected. Content can be edited and saved at any time, which will create a new draft version. Content can easily be reviewed by status by clicking Content to view the content dashboard.

Draft—Content is being worked on and is not ready for review.

Submit for Approval—Content is now ready for review. A notification is sent to all users with approval permission for the corresponding content types.

Approved—Content is ready to be published to Endpoints. Content that is set as approved replaces the currently approved version of the content if it exists. Editing and saving the approved version will automatically create a new draft version.

Rejected—Content that has been submitted for approval and has been rejected. When content is rejected, a notification is sent to all users with write access to the corresponding content type. Editing and saving rejected content will automatically create a new draft version that must again be submitted for approval once it is ready for review.

Content Versions

Content can have up to two different versions at one time. Content can have an Approved and a Draft state for a single piece of content. Once content is approved, it becomes a non-editable version of content. It is saved into history as a fixed state.

New versions can be created based on the currently approved version, but they will always be new versions. The approved version of content is the version of content that can be published to Endpoints. Working versions of content cannot be published to nodes. Working versions of content include Draft, Rejected and Submit for Approval statuses. All statuses can continue to be edited.

When a working version of content is approved, it will replace the currently approved version.

If content status is changed to Rejected, the content needs to be edited further. When the content is edited and saved, the status automatically changes from Rejected to Draft.

Permission Path

All content requires a Permission Path. This path determines how content is made available to Users within EXM. A Permission Path is based on an Endpoint Group or an Endpoint, but it does not define what content is made available to which Endpoints.

Users are created and given access to Endpoint Groups and Endpoints. The Endpoint Groups and Endpoints that Users are associated with determine what content is available to those users.

A Permission Path only specifies where you have access, but does not determine what level of access you have. Just because a User has access to a node does not imply they have access to all content assigned to that node. User Roles, separately, determine what level of access to Content Types a User has regardless of the nodes to which they are given access.

Content Searching and Filtering

Searching and filtering are available on many pages throughout EXM. Searching and filtering only apply to the data corresponding to the location in EXM where they are being applied.

Search fields can be used to apply Name queries and Attribute queries. Queries filter out data or content that doesn't match the query.

Name Query—Content Types have a name within the General Information section. This name can be searched for within the search field by typing the name. No prefacing syntax is necessary within the search field.

Attribute Query—Attributes of Content Types can be searched to filter out inapplicable content. Attributes are searched by using specific syntax within the search field. There are many different types of Attribute Types that can be searched. This list includes but is not limited to:

- **Content Type—**Searches by type of content.
- **Tags—**Searches by Tags corresponding to content.
- **Status—**Searches for last status action performed on content.

Searches performed for Attributes need to follow a strict syntax structure as defined below.

Syntax: *Attribute Type "attribute 1"*

Example: Tag "Casino"

Multiple Attribute searches can be made by using AND or OR.

Syntax: *Attribute Type = "attribute 1" AND Attribute Type = "attribute 2"*

Example: Tag = "Casino" AND Type = "Video File"

Using AND will search for anything with both Attributes. Using OR will search for anything that has either Attribute.

Select or Add Content Modal

The Content Selection Modal is used throughout EXM. The Content Selection Modal provides Users a sub-flow without needing to navigate away from the current page they are on.

The Content Selection Modal can provide a different range of Content Types depending on where a User is accessing the flow within EXM.

If there is only one Content Type available for selection, then the Content Types selection page is skipped and the content list is displayed.

If there is more than one Content Type available for the selection, then the Content Types selection page will open to select the Content Type.

Selecting a Content Type from the Content Types selection screen takes the User to the content list screen filtered to only show the Content Type selected.

Content Import & Export

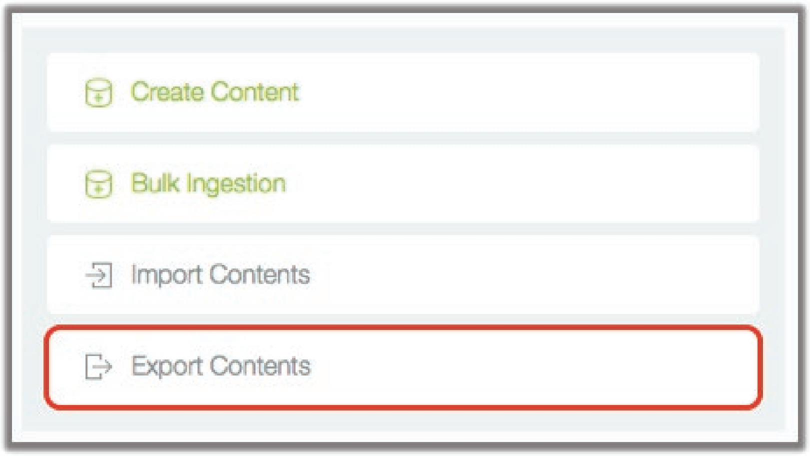
Content within a system deployment of EXM can be imported and exported. When content is imported or exported, it is uploaded or downloaded as a Zip file. The Zip file produced for export is structured exactly the same as it is required for import.

Export Content

Content exported from EXM is specifically formatted within a Zip file. The file generated should not be manipulated or renamed. If the file is manipulated or renamed, then data could be lost during the Import process.

To Export content, perform the following steps:

1. Click the **<Export Contents>** button on the Content Top page.



2. Click **<Content>.**
3. Click the **<Export>** button to export the selected content.
4. A Zip file will be processed and downloaded into the browser.

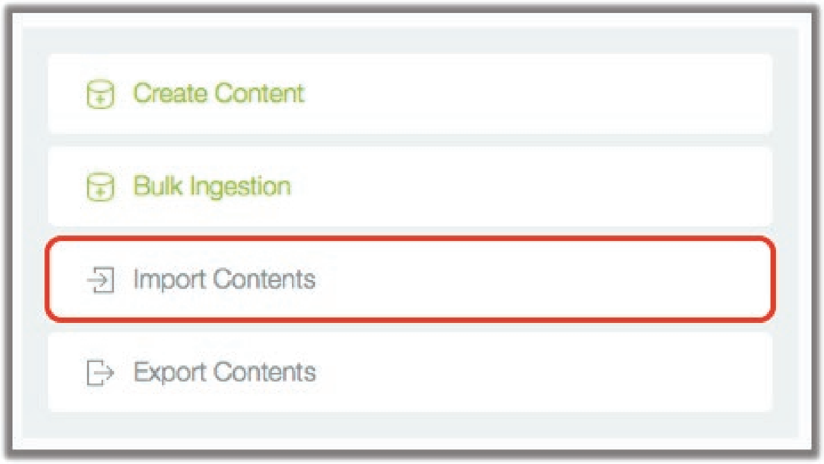
NOTE: *Depending on the amount of content being exported out of EXM, the time it takes to generate the file could vary. The larger the amount of content being exported out of EXM is, the longer it will take to generate the export file.*

Import Content

Content that has been exported out of EXM can be imported into EXM. The file should be formatted exactly as it was exported. If the file is not formatted exactly as it was when it was exported from EXM, errors will occur when the file is reloaded.

To import content, perform the following steps:

1. Click the **<Import Contents>** button on the Content Top page.



2. Type a Name that is used for the Import Name.
3. Click **<Change Endpoint Group>** to select the Endpoint Group the content will be permissioned to.
4. Click **<Select Zip File>** to initiate the browser's file selector, and select the export file intended to be imported.
5. A status bar showing the progress of the upload will be shown.
6. If successfully uploaded, a processing page will be displayed.
7. If Individual Content is being uploaded, a part of the import will be displayed with a process status. The statuses include Processing, Error and/or Complete.

Analytics

Data is being stored for how the system is being used. The data can be pulled out of our system through reports. Click the **<Analytics>** button in the header to get to the Analytics Top page.

Analytics Tab on Main Navigation Bar

Reports

Reports provide users a means to set parameters that filter data out of the system. The Reports can be saved for reuse. The Reports that are saved can also be edited and updated at any point in time.

Creating a Report

From the Analytics Top page, select the Report you want to create. Users can select Reports that have been saved for reuse or create new reports from the list of available Reports.

After a selection is made the user can edit the Report to adjust the data the Report is providing.

Summary View

When a Report produces data, there is a summary view. The summary view shows totals rather than individual events or transactions. Specific events and transactions can be viewed by selecting information within the table that is highlighted as a selectable element.

Transaction View

When a Report produces data, there is a transaction view. The transaction view provides details for specific events or transactions.

Content-Usage Report

Content-Usage Reports provide data from a Content-Usage perspective.

There are three parameters to set when building a Content-Usage Report. The parameters are Time Span, Endpoint(s) and Content.

Time Span—Start date/time, end date/time and recurrence options between start and end times.

Endpoint(s)—Endpoints for which a user wants to view data.

Content—Content for which a user wants to view data.

When Reports are run, the data appears on the page within a table. The data provided for every piece of content includes:

1. Endpoint Name where content was played
2. Every session
3. Session duration
4. Session's completed percentage
5. Session start time
6. Session start date
7. Session end time
8. Session end date

Endpoint Usage Report

Endpoint Usage Reports provide data from an Endpoint usage perspective. There are three parameters to set when building an Endpoint Usage Report.

The parameters are Time Span, Endpoint(s) and Content.

Time Span—Start date/time, end date/time and recurrence options between start and end times.

Endpoint(s)—Endpoints for which a user wants to view data.

Content—Content for which a user wants to view data.

When Reports are run, the data appears on the page within a table. The data provided for every piece of content includes:

1. Endpoint name where content was played
2. Every session
3. Session duration
4. Session's completed percentage
5. Session start time
6. Session start date
7. Session end time
8. Session end date

System Incident Report

System Incident Reports provide data for errors that have occurred on Endpoints. There are two parameters to set when building a System Incident Report.

The parameters are Time Span and Endpoint(s).

Time Span—Start date/time, end date/time, and recurrence options between start and end times.

Endpoint(s)—Endpoints for which a User wants to view data.

When Reports are run, the data appears on the page within a table. The data provided for each Endpoint includes:

1. Endpoint name error occurred
2. Type of error
3. Log of error
4. Time of error
5. Date of error
6. Total downtime

Page View Reports

Page View Reports provide data for content detail pages that have been viewed on Endpoints. There are three parameters to set when building a Page View Report.

The parameters are Time Span, Endpoint(s) and Content.

Time Span—Start date/time, end date/time and recurrence options between start and end times.

Endpoint(s)—Endpoints for which a User wants to view data.

Content—Content for which a User wants to view data.

When Reports are run, the data appears on the page within a table. The data provided for every Page View includes:

1. Endpoint Name where content was viewed
2. Name of content viewed
3. Time content was viewed
4. Date content was viewed
5. Duration content was viewed
6. Yes or No—Did User click through?
7. Yes or No—Did User back out?

Saving Reports

Reports can be saved for reuse. While creating a Report, edit the Name of the Report by clicking the **<Edit>** icon button next to the Name field.

Save the Report for reuse by selecting the **<Save These Settings>** button.

The Report will appear on the Analytics Top page. All Reports can have their data exported.

Export Report Data

On the Report's edit page click the **<Export>** button.

An XLSX (Microsoft Excel) file is downloaded into the browser. The file contains all the data provided within the Report.

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