DIRECTV RESIDENTIAL EXPERIENCE

Guest Welcome Screen PRO | **Quick Start Guide**

DIRECTV FOR BUSINESS

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DRE Guest Welcome Screen PRO Quick Start Guide

Overview

The DRE Guest Welcome Screen PRO lets properties customize the guest welcome screen and add additional Compendium Page screens to describe property amenities and services. Properties can also manage and schedule Banners on the guest welcome screen to promote amenities and services, or to present third party advertisements. Themes and content can be customized for different Endpoints. An Endpoint is typically a DRE receiver connected to a TV in a guest room.
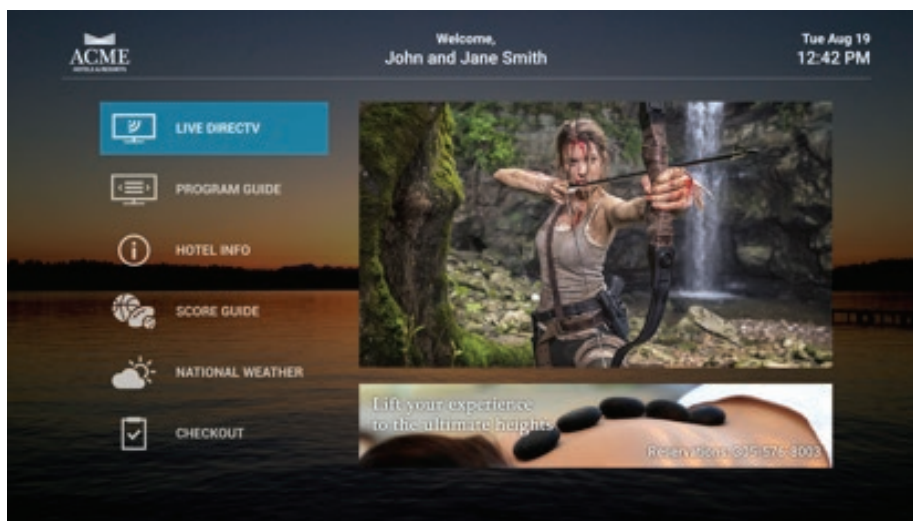
*Example of DRE Welcome Screen*
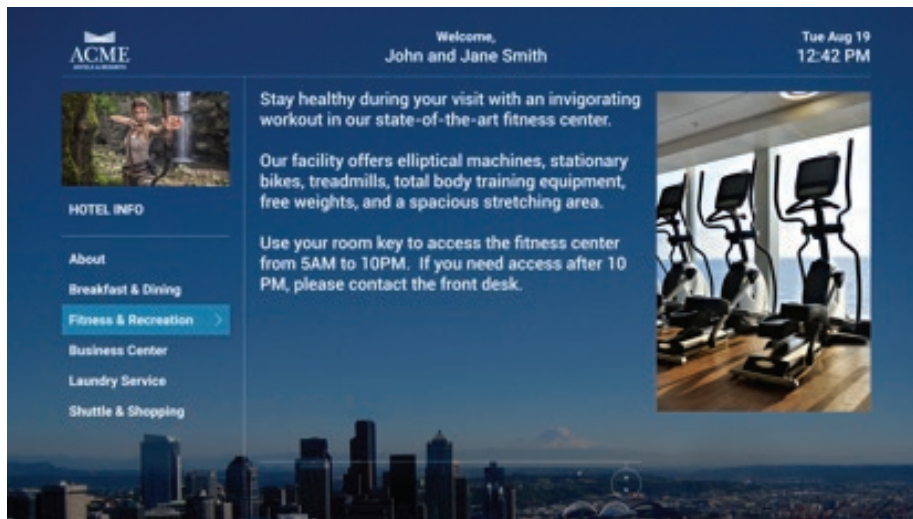
Example of Compendium Page

This Quick Start guide is designed to help brand and property staff members quickly complete common management tasks. The following pages cover the steps needed to complete each task.
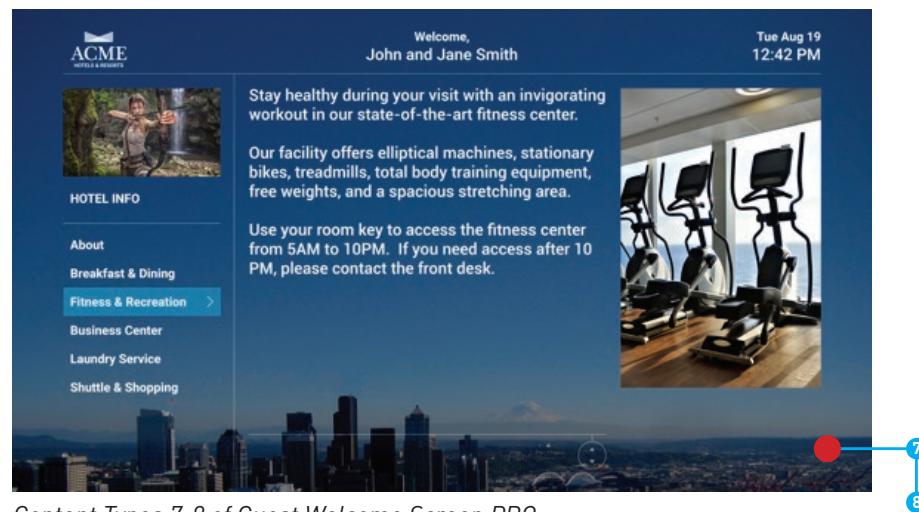
Content Types

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

1. **DRE Theme –** Controls background image, logo, font and highlight colors
2. **DRE Home –** Controls welcome screen layout, navigation options, and banners
3. **DRE Destinations –** Controls labels on standard DRE navigation items like LIVE TV
4. **Banner –** A single promotional message or third party advertisement
5. **Banner Playlist –** A list of banners to be played in a rotation
6. **Banner Schedule –** A schedule of banners and banner playlists by date and time
7. **Compendium Page –** An individual screen describing a property amenity or service
8. **Compendium –** A collection of compendium page screens
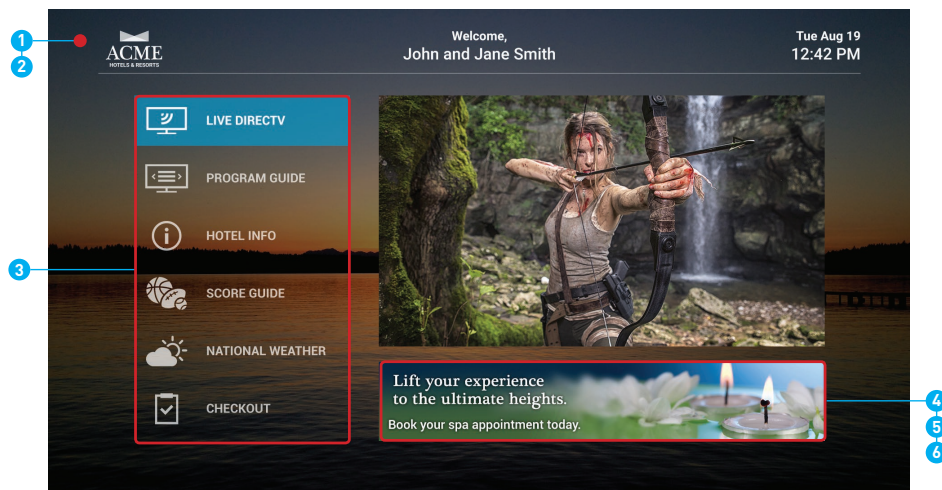
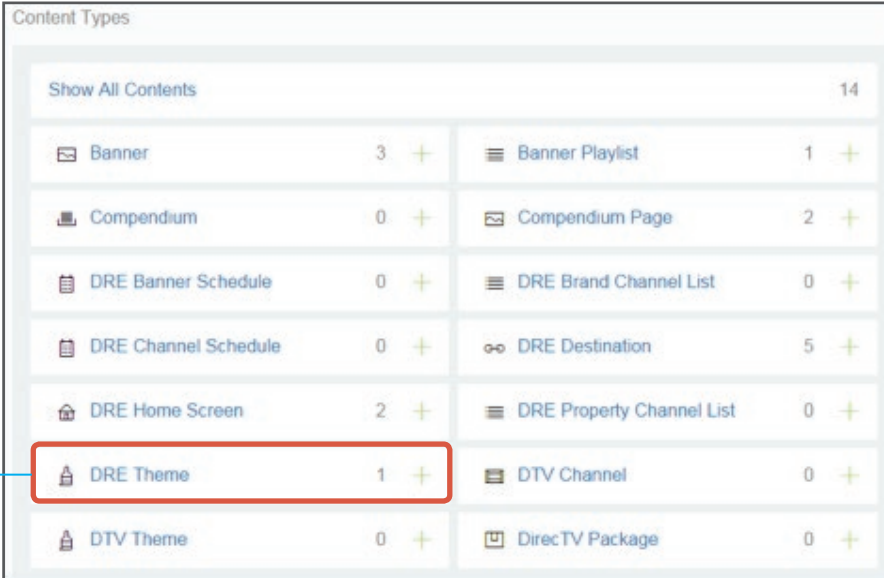*Content Types 1-6 of the Guest Welcome Screen PRO*

Content Types 7-8 of Guest Welcome Screen PRO

DRE Theme

DRE Themes are used to control the logo, background image, branding, and text colors on the guest welcome screen and on Compendium Page screens. Themes are assigned to specific Endpoint Groups or Endpoints. Endpoints can be grouped based on service class, room type, or other attributes. Themes only change the branding shown on screen, not the content.
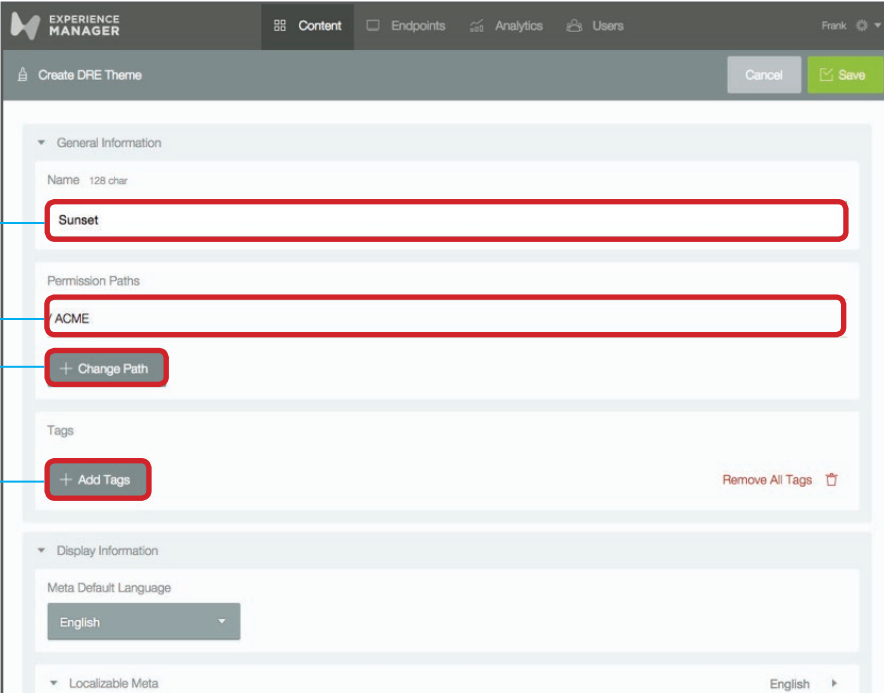
Create a Theme

1. Click **<Content>**.

2. Click the **<+>** to the right of DRE Theme.

3. Fill in the Name, select the Permission Paths, and add Tags, if desired.

4. Click **<Upload>** under Localizable Meta to upload the background image.

5. Click **<Upload>** under Logo to upload the logo.

6. Select Brand Colors and Font Colors.

7. Scroll to the top of the screen and click **<Save>**.
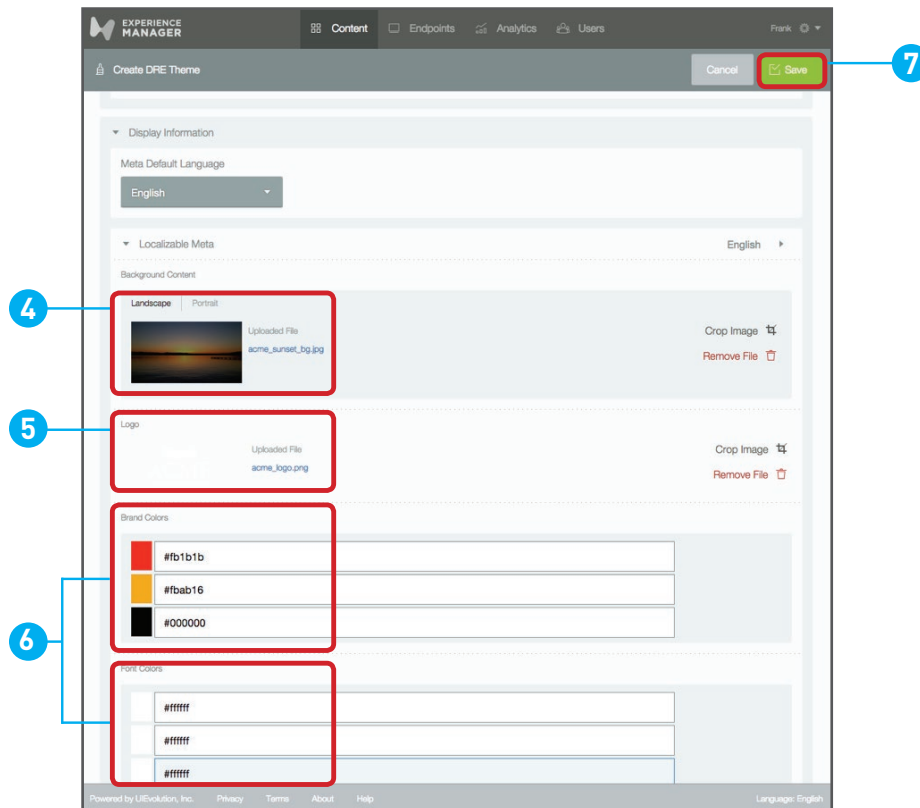
Steps 4-7 of creating a DRE Theme

8. 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 theme.

Once the theme is approved, it can be assigned to Endpoints.

## Assign a Theme

1. Click **<Endpoints>**.

2. Select an Endpoint Group or an individual Endpoint.

3. Click **<Edit>** to edit the properties for the selected Endpoint or Endpoint Group.

4. Scroll down to the Group Content section.

5. Then, there are two options:

    a. Select **<Choose Content>** under Theme to choose the desired theme.

    b. Select **<Same As Parent>** to use the theme assigned to the parent Endpoint Group that contains this Endpoint Group or Endpoint.

6. Scroll to the top of the screen and click **<Save>**.

Note: *Approval is not required.*

DRE Home Screen

DRE Home Screens are used to control the layout, navigation options, and banners on the guest welcome screen that is displayed when a guest first turns on the TV. The Home Screen also appears when the guest presses the **MENU** button on the DRE remote control. The Home Screen branding is controlled by the theme assigned to the Endpoint, or DRE receiver.

Create a DRE Home Screen
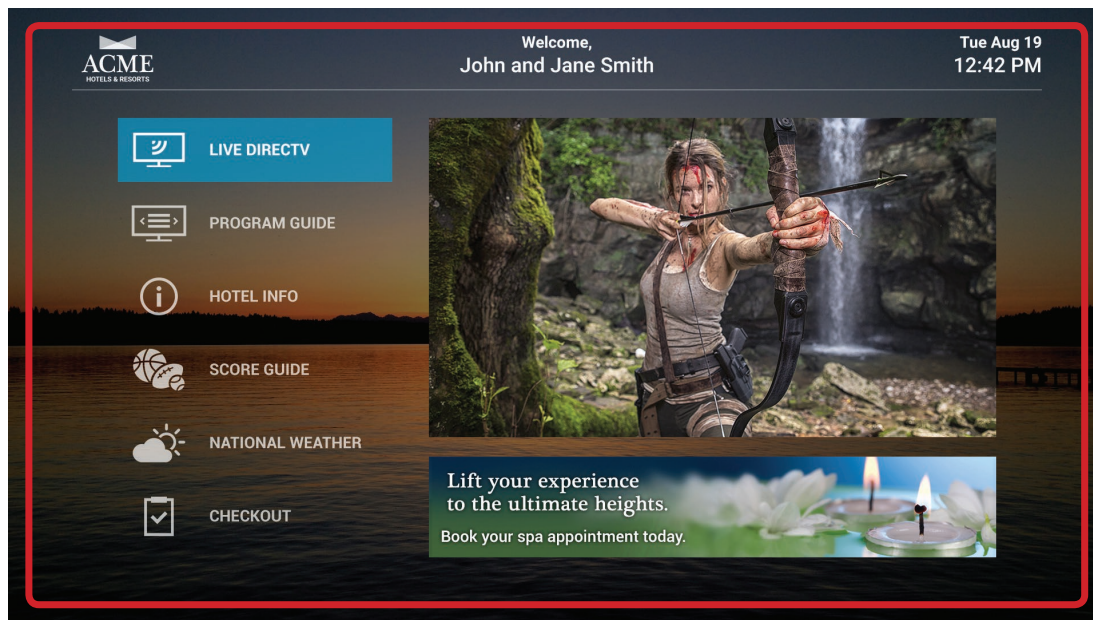
Example of DRE Home Screen

1. Click **<Content>**.
2. Click the **<+>** to the right of DRE Home Screen.

3. Fill in the Name, select the Permission Paths, and add Tags, if desired.

4. Scroll down to Meta For All Languages.
5. Select Home Screen layout from the pull down menu under Layout.
6. Click **<Add Content>** under Navigation Content to add navigation options for DRE Destinations like LIVE TV and for other screens like digital Compendiums or pages.
7. Click **<Add Content>** under Banner Content to add a Banner, Banner Playlist, or a Banner Schedule.

   Note: Banner Playlists are groups of Banners that rotate. Banner Schedules are used to schedule Banners and Banner Playlists by date and time.

8. Enter a Welcome Message. This message will appear on the guest welcome screen.
9. Enter a default Guest Name. This Guest Name will appear when a Welcome Message is not available, either because there is no guest checked in or because there is no PMS integration.
10. Click the language selector to the right of Localizable Meta to select another language.

    Note: Repeat Steps 8 and 9 to add a Welcome Message and a default Guest Name in that language, if desired.

11. Scroll to the top of the screen and click **<Save>**.

    Note: Approval is not required.

Assign a Home Screen
1. Click **<Endpoints>**.
2. Select an Endpoint Group or an individual Endpoint.
3. Click **<Edit>** to edit the properties for the selected Endpoint or Endpoint Group.
4. Scroll down to the Group Content section.

5. There are two options for selecting a Home Screen:
   a. Select **<Choose Content>** under Package to choose the desired Home Screen.
   b. Select **<Same As Parent>** to use the Home Screen assigned to the parent Endpoint Group that contains this Endpoint Group or Endpoint..
6. Scroll to the top of the screen and click **<Save>**. *Note: Approval is not required.*

DRE Destinations

DRE Destinations are navigation items linked to DRE services like 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.
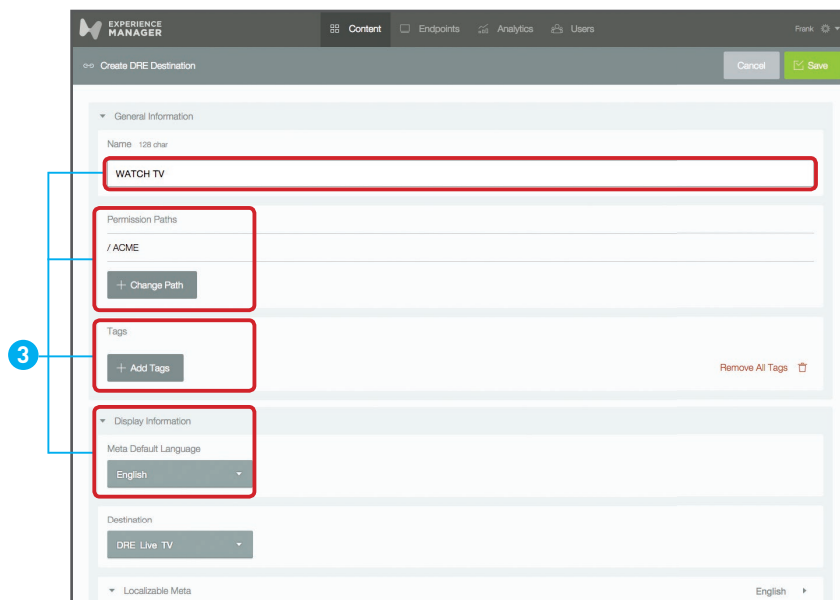
Create a DRE Destination
1. Click **<Content>**.
2. Click the **<+>** to the right of DRE Destination.
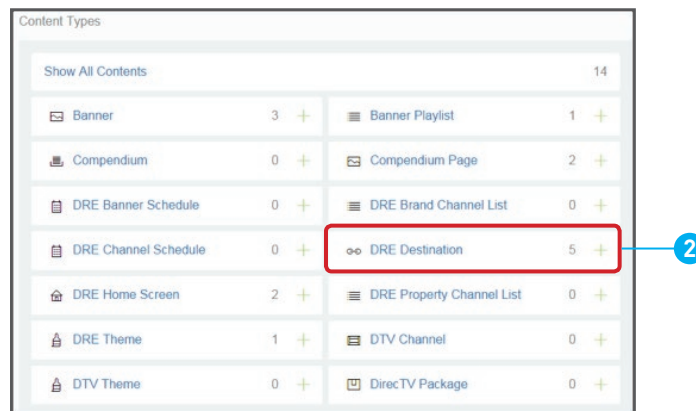
3. Fill in the Name, select the Permission Paths, and add Tags, if desired.
4. Select the desired destination, such as Live TV, from the Destination pull down menu.

   NOTE: *DRE Folio Review/Checkout requires PMS integration to function properly.*

5. Enter a Title. This title will appear on supported home screen navigation buttons.

6. Enter a Short Title. This title will appear on supported Home Screen navigation buttons.

7. Click the language selector to the right of Localizable Meta to select another language. Repeat steps 5 and 6 to enter a title and short title in that language, if desired.

8. Scroll to the top of the screen and click **<Save>**.

9. 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 DRE destination.

Once the destination is approved, it can be added to Home Screens.

Add a DRE Destination to a Home Screen
1. Click **<Content>**.
2. Click **<DRE Home Screen>**.
3. Click on a **<DRE Home Screen>**.
4. Click **<Add Content>** under Navigation Content to add navigation options for DRE Destinations like LIVE TV and for other screens like digital Compendiums or pages.
5. Scroll to the top of the screen and click **<Save>**.

   Note: *Approval is not required.*

## Banners, Playlists, and Schedules

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 banners in multiple languages.
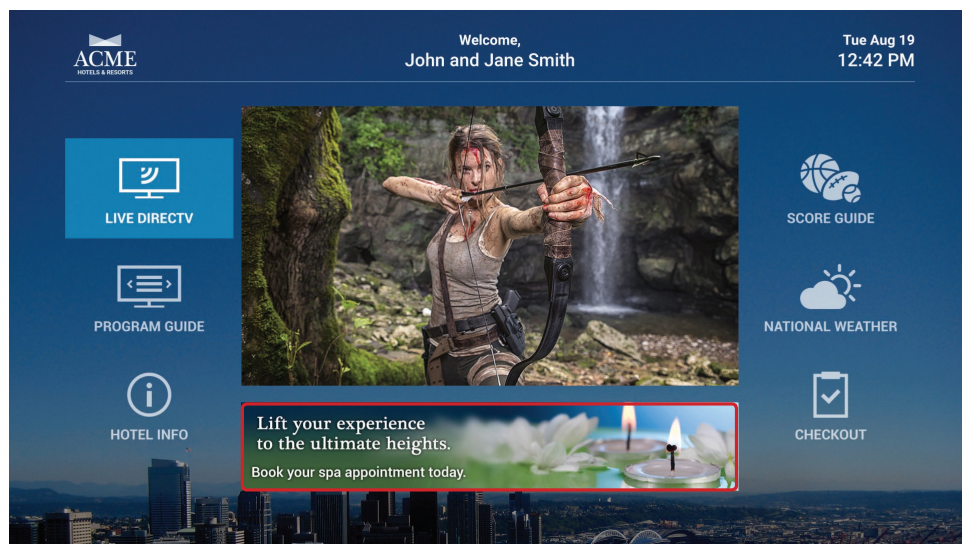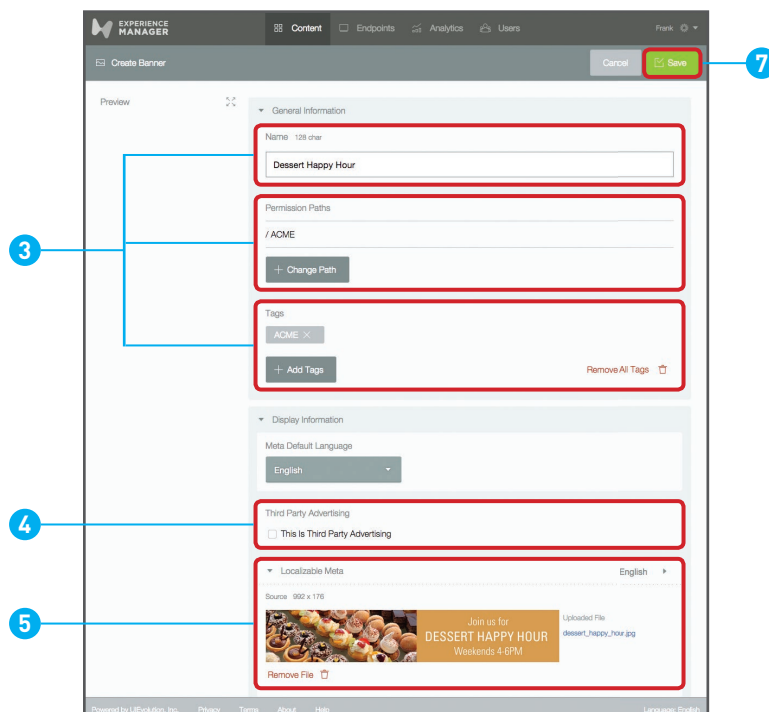

Example of a Banner on the DRE Home Screen

Create a Banner

1. Click **<Content>**.
2. Click the **<+>** to the right of Banner.
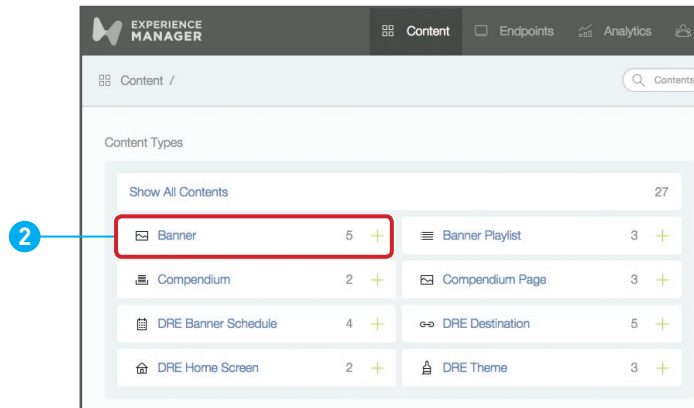
3. Fill in the Name, select the Permission Paths, and add Tags, if desired.
4. Check This Is Third Party Advertising if this Banner contains third party advertising.

   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.

5. Click **<Upload>** under Localizable Meta to upload a Banner image.
6. Click the language selector to the right of Localizable Meta to select another language. Repeat Step 5 to upload a Banner in that language, if desired.
7. Scroll to the top of the screen and click **<Save>**.

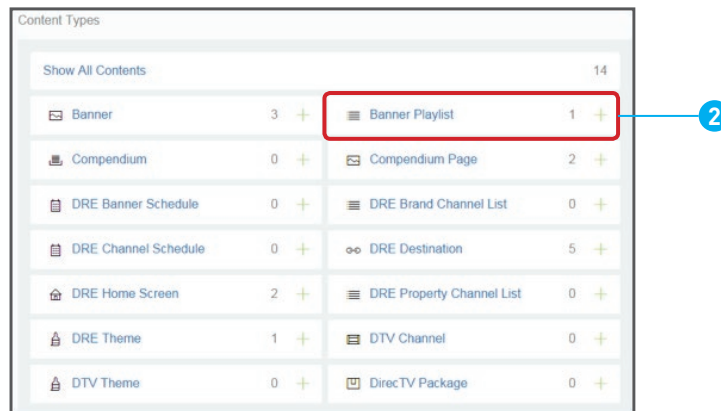*Steps 3, 4, 5, 7 of creating a Banner*

8. There are two options for Approval:
   a. Click **<Approve>** to self-approve.
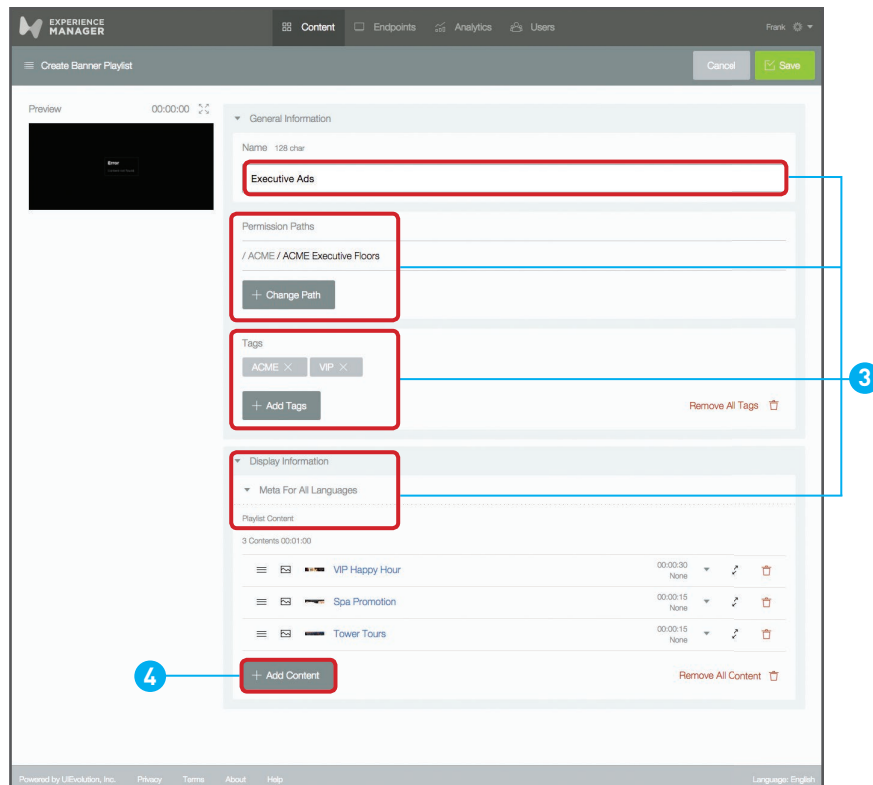   b. Click **<Submit for Approval>** and wait until a user with approval permission has approved the banner.

Once the Banner is approved, it can be added to Banner Playlists and Banner Schedules or assigned directly to Home Screens.

Create a Banner Playlist

1. Click **<Content>**.
2. Click the **<+>** to the right of Banner Playlist.

3. Fill in the Name, select the Permission Paths, and add Tags, if desired.
4. Click **<Add Content>** under Playlist Content to add Banners.

Steps 3, 4 of creating a Banner Playlist

5. Mark the Checkboxes to select the desired Banners to add.
6. Click **<Apply>**.
7. Drag and drop Banners to reorder them in the Banner Playlist.
8. Click the Down Arrow next to the Banner duration to edit the duration of that Banner.
9. Click **<Save>** to update the duration of the Banner.
10. Repeat Steps 8 and 9 for each Banner in the playlist, if desired.
11. Scroll to the top of the screen and click **<Save>**.
12. 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 playlist.

Once the Banner Playlist is approved, it can be added to Banner Schedules or assigned directly to Home Screens.

Create a Banner Schedule
1. Click **<Content>**.
2. Click the **<+>** to the right of Banner Schedule.
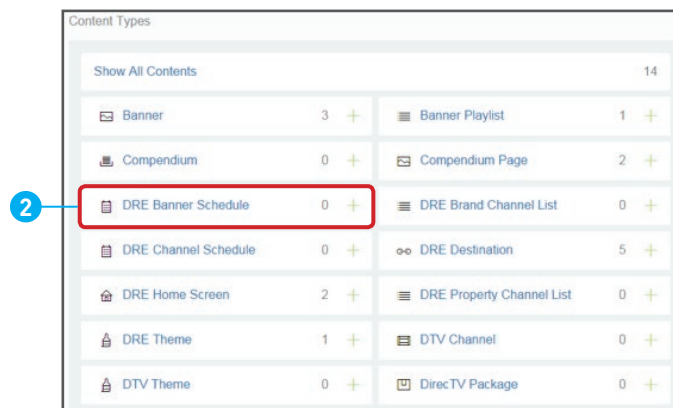
3. Fill in the Name, select the Permission Paths, and add Tags, if desired.
4. Scroll down to Default Day Schedule.
5. Click **<Add Content>** under Content to add a Banner or a Banner Playlist as default content for a default day schedule. The default content plays when no other content is scheduled.
    Note: Default content should always be set to ensure that a Banner will always be displayed.
6. Click **<Add Content>** under Timed Content to schedule a Banner or a Banner Playlist during a specific time block in the default day schedule, if desired.
    Note: The default day schedule is used when no custom day schedule is scheduled on that date.
7. Scroll down to Custom Day Schedule. *Note: A custom day schedule overrides the default day schedule.*
8. Click on a date in the future. Use the arrow buttons to change weeks.
9. Deselect Use Default Day Schedule to access the Custom Day Schedule for that date.
10. Click **<Add Content>** under Content to add a Banner or a Banner Playlist as default content for the custom day schedule. *Note: Default content plays when no other content is scheduled. Default content should always be set to ensure that a banner will always be displayed.*

11. Click **<Add Content>** under Timed Content to schedule a Banner or a Banner Playlist during a specific time block in the custom day schedule, if desired.

12. Scroll to the top of the screen and click **<Save>**.

Steps 3, 4, 5, 6, 7, 8, 9, 12 of creating a Banner Schedule

13. 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 schedule.

*Once the Banner Schedule is approved, it can be assigned directly to Home Screens.*

Assign a Banner, Banner Playlist, or Banner Schedule to a Home Screen

1. Click **<Content>**.
2. Click **<DRE Home Screen>**.
3. Click a DRE Home Screen.
4. Click **<Add Content>** under Banner Content to assign a Banner, Banner Playlist, or Banner Schedule to the desired Home Screen. If Banner Content has already been assigned, then click the Double Arrow button to change Banner Content.
5. Click Banner, Banner Playlist, or DRE Banner Schedule to select the type of Banner Content to assign.
6. Click the Name of the Banner Content to assign and click **<Apply>**.
7. Scroll to the top of the screen and click **<Save>**.

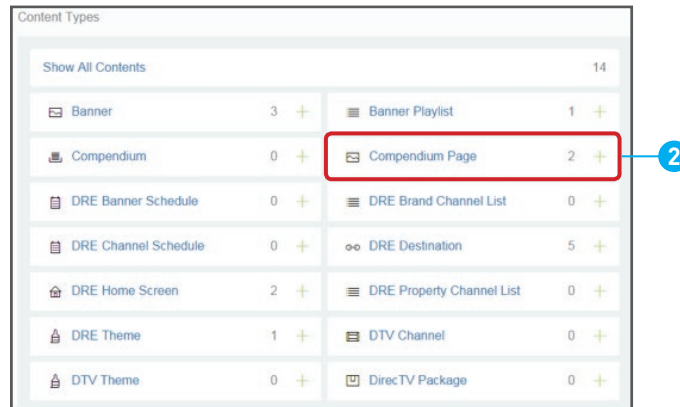**Note:** *Approval is not required.*

Compendium Page and Compendium

Compendiums are collections of one or more Compendium Pages. Compendium Pages can include information about property amenities and services, activities, or even special offers. Compendiums are accessed through navigation buttons on the Home Screen. Home Screens can include more than one Compendium, so separate Compendiums can be created for the property, business units within the property, activities, or special offers.
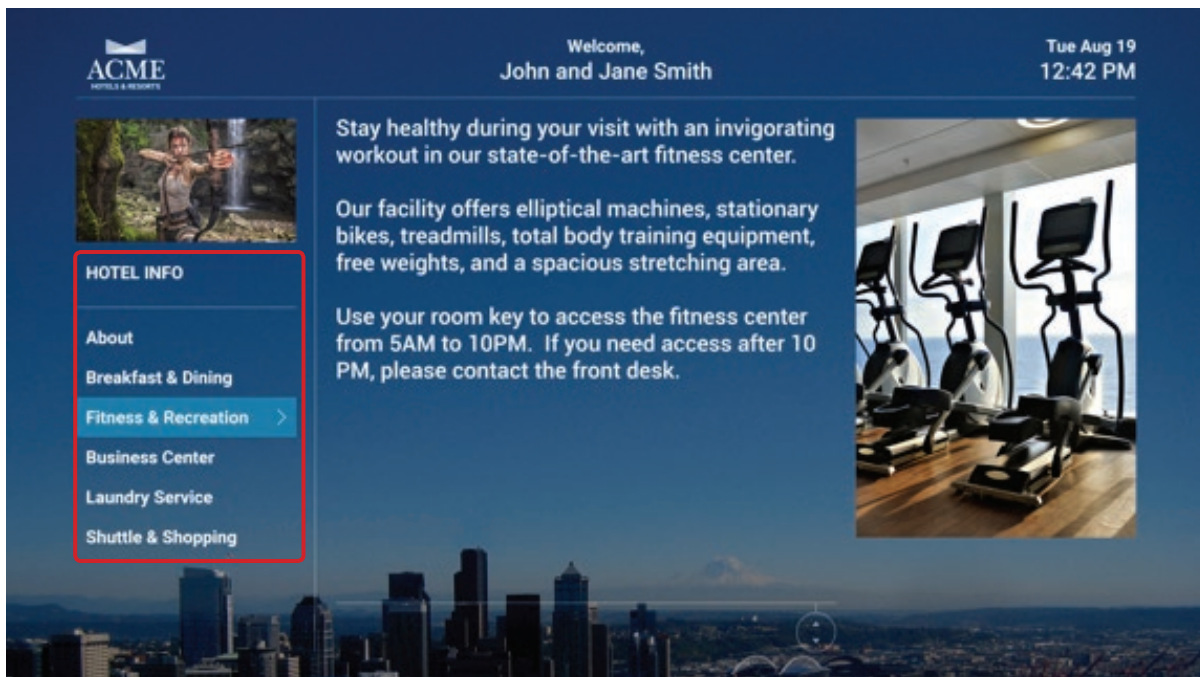
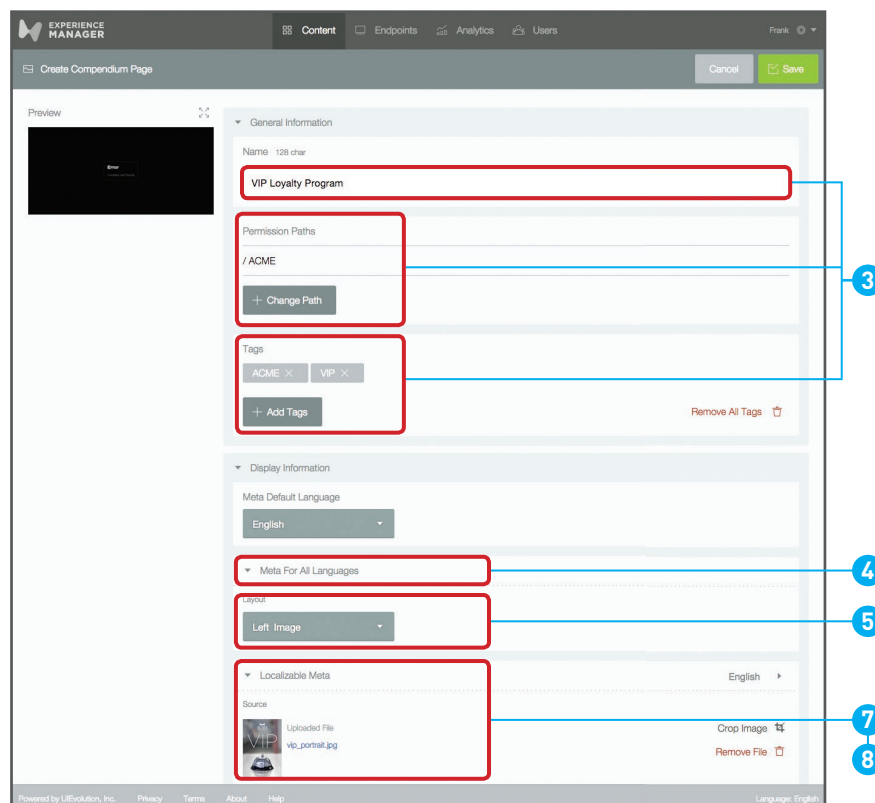*Example of a Compendium page on a Guest Welcome Screen*

Create a Compendium Page

1. Click **<Content>**.

2. Click the **<+>** to the right of Compendium Page.

3. Fill in the Name, select the Permission Paths, and add Tags, if desired.

4. Scroll down to Meta for All Languages.

5. Select a Compendium Page layout from the Layout pull down menu.

6. Select an icon from the Icon pull down menu.

7. Scroll down to Localizable Meta.

8. Click **<Upload>** under Image to upload an image for this compendium page.

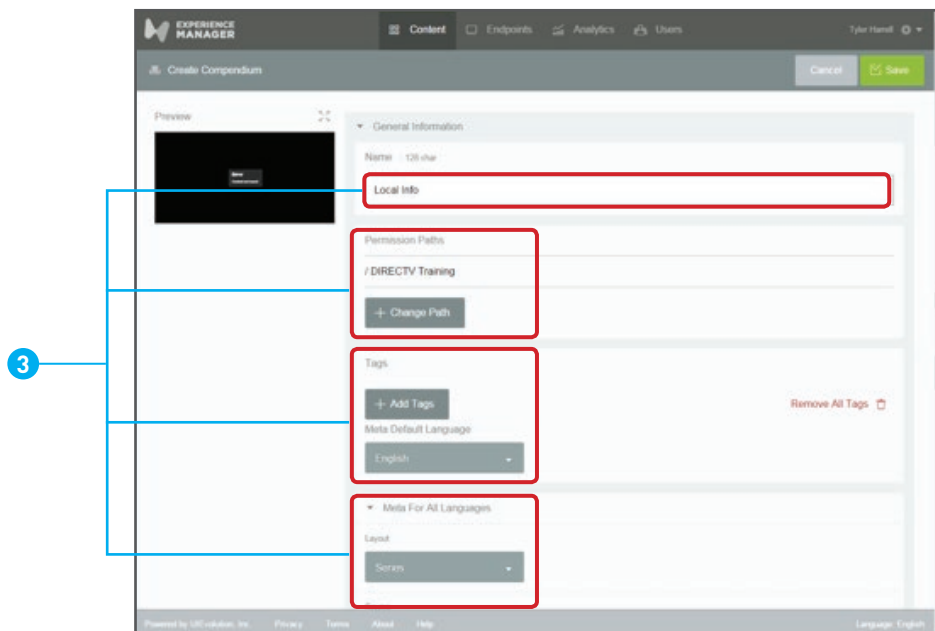9. Enter a Title. This title will appear on supported compendium page layouts.

10. Enter a Short Title. This title will appear on supported home screen navigation buttons.

11. Enter Compendium Page text under Description.

12. Click the language selector to the right of Localizable Meta to select another language. Repeat Steps 8-11 for that language, if desired.

13. Scroll to the top of the screen and click **<Save>**.

14. There are two steps for Approval:

    a. Click **<Approve>** to self-approve.

    b. Click **<Submit for Approval>** and wait until a user with approval permission has approved the Compendium Page. *Once the page is approved, it can be added to Compendiums or assigned directly to Home Screens under Navigation Content.*
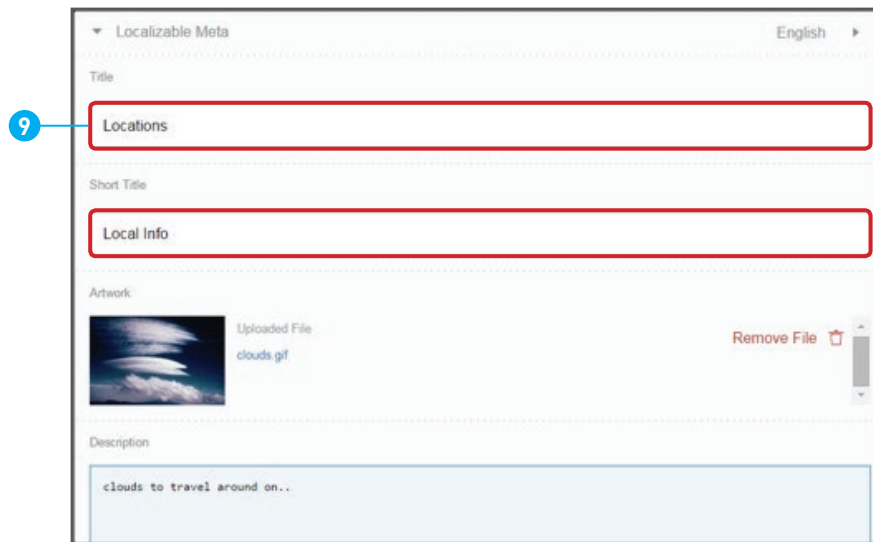
Create a Compendium

1. Click **<Content>**.

2. Click the **<+>** to the right of Compendium.
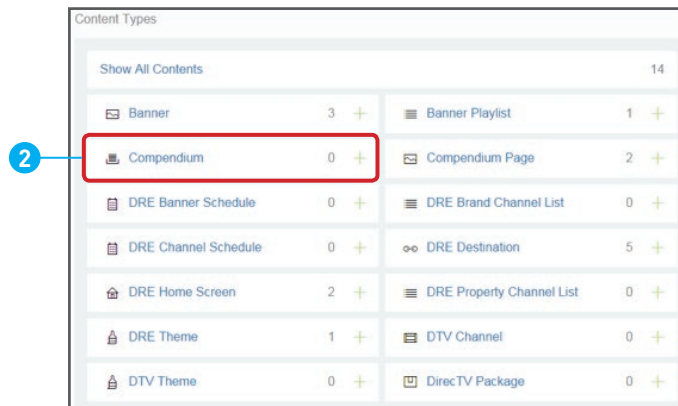
3. Fill in the Name, select the Permission Paths, and add Tags, if desired.

4. Click **<Add Content>** under Collection Content to add Compendium Pages.

5. Click check boxes to select desired Compendium Pages and click **<Apply>**.

6. Drag and drop Compendium Pages to reorder them in the Compendium list.

7. Scroll down to Localizable Meta.

8. Enter a Title. This title will appear on supported compendium layouts.

9. Enter a Short Title. This title will appear on supported home screen navigation buttons.

10. Click the language selector to the right of Localizable Meta to select another language. Repeat steps 8 and 9 to enter titles in that language, if desired.

11. Scroll to the top of the screen and click **<Save>**.

12. 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 Compendium.

Once the Compendium is approved, it can be added to Home Screens under Navigation Content.

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