Laqorr Digital Signage User Guide

DAT Media

Oct 28, 2021

CONTENTS:

Laqorr is a fully integrated content management system for digital signage.

Cloud-based, Laqorr provides all the functionality required to manage a diverse and complex network of digital screens via a secure web-portal.

Laqorr gives you the tools to control, manage and report on your hardware in the field.

But above all, Laqorr is easy to use. We've designed it to be as intuitive as possible, yet there are some exciting and helpful features we think we should point out, just the same.

We'll start at the start. If you're ready to fire up your digital signage network, *let's go!*

QUICK GUIDE

The following steps will enable anyone to quickly load and run content in Laqorr. More comprehensive details about the process can be found in the following pages of this user manual.

There are three essential actions - load content, assign it to a playlist and match that to players in a group.

Let's get started

1.1 Load Content

Navigate to CONTENT / VIDEOS AND IMAGES. Click NEW / SELECT FILES and find the image or video you want to load. Once they have uploaded, click ADD DETAILS and give the files a start and end date.
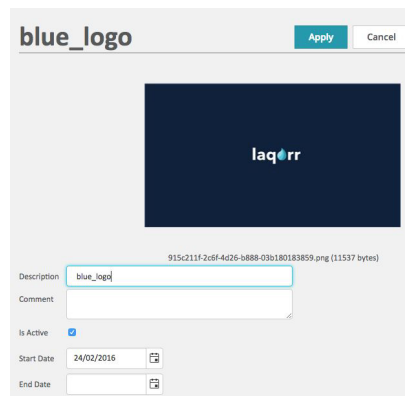
Complete information about managing media files can be found *here*.

1.2 Assign it to a Playlist

Next, navigate to CONTENT / PLAYLISTS. Click NEW and give the Playlist a name. All available files will appear in a window on the left. Drag those you want to play into the window on the right.
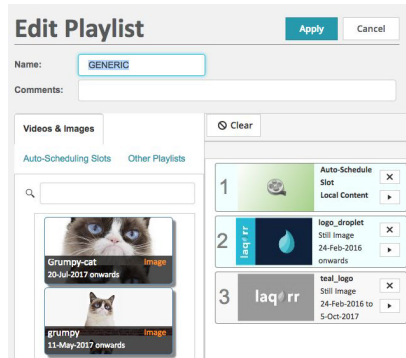
1.3 Match this to Players in a Group

Finally, navigate to NETWORK / GROUPS, click NEW and give the Group a name. Think of it it in a conceptual, rather than geographic, sense as all the players in this group will show the same content from the same playlist(s).

Halfway down the page, click PLAYLISTS under the Feeds tab. Choose a playlist to add to the Group.

You can also have the playlist run on certain days, at certain times or for certain periods. (*Read more*)

Now scroll down to the Players feed at the bottom and assign players by moving them into the left hand, Member Players window. All players in this space will run the same Playlist(s) you have assigned to this Group.
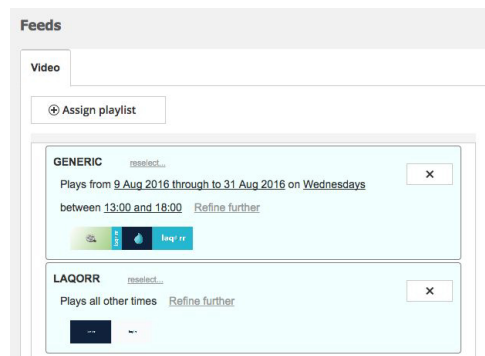
Generally speaking, once a Group has been established only steps 1 and 2 will need to be done for regular scheduling updates: load a file, adjust a playlist. Laqorr takes care of the rest.

For a greater understanding of how Laqorr can work for you, *read on*.

TWO

USING LAQORR

Depending on your level of access, as a user of Laqorr you can load files, create playlists and groups, and define how media files are displayed on screens in your network. You can also troubleshoot your network and affect other changes to enhance the experience of those watching your content.

Let's start with logging in, and how you can give other people access to your network through Laqorr.

2.1 Login

When you have received you invitation to use Laqorr, you will be given a choice as to how you wish to log on:

- Using you email address and a password
- Using your Google Identity

Should you use a password, this password will be stored in hash format and will not be recoverable. If a password is forgotten, click *Forgotten Password ?* on the login page, and follow the prompts, which will allow you to enter a new password once you have validated your email address.

2.2 Users

Navigate to SUPPORT / CMS USERS and in TILE view, you can see all users in Laqorr, along with their roles.

GRID view provides more information, along with filter functions. Simply click on the funnel icon at the top of each column that you want to filter.

You can also see any User that has been locked out of Laqorr.

2.3 User Data

Click on a User's profile name and you can view data about their activity.

The WEB ACTIVITY tab shows a colour-coded calendar of the kind of activity they have engaged in - content management, site administration etc. You can also select and view specific time periods.

Click on the ACCOUNT HISTORY tab to see a date-stamped log of that activity.

2.4 Setting up New Users

A NETWORK ADMINISTRATOR can assign as many new users as she or he likes.

- Navigate to *Support / Cms Users* and click *New*

- Enter details such as a User Name, Full Name and email

- Choose a ROLE for the New User

Role	Description
Network Administrator	Has full access and can load and delete files, playlists, groups and players
Network Content Manager	Can only load content, create and adjust playlists
Regional Content Manager	Can load content that will appear in their specific region only

When satisfied, click APPLY and an email will be sent to the New User requesting they create a password. They will then have access to Laqorr and can add an avatar to their profile.

The NETWORK ADMINISTRATOR can adjust the ROLE of any user, and can prevent access to the system by ticking the IS LOCKED box.

If a user incorrectly enters their password too many times and is locked out of Laqorr, the NETWORK ADMINIS-TRATOR can give them access again by un-ticking the IS LOCKED box.

LOAD A MEDIA FILE

3.1 Load a Video or Image File

Navigate to CONTENT / VIDEOS AND IMAGES and click NEW, then select a file, or drag one onto the Select Files window.

Once it has uploaded, click Add Details. You can change the file name by typing in the Description Window.

Select a START and END date from the calendar. This determines when a file starts playing, and when it will stop. The file will play from 12.00am until 11.59pm. If you're ready to add your file to a Playlist, click APPLY then turn to PLAYLISTS on Page 14.

If you want Laqorr to control scheduling instead, click ENABLE AUTO SCHEDULING and *assign options*

3.1.1 Recommended Formats

Laqorr will play a variety of files. For best performance:

Type	Recommendation
IMAGE	JPG or PNG at 150ppi
VIDEO	MP4 with H264 codec, up to 5MB bit rate at 25 frames per second *Supports MP3 sound (if required)*

For conventional widescreen environments, video and image files are best sized at:

Layout	Recommended Size
Landscape	1920 pixel wide x 1080 pixels high
Portrait	1080 pixels wide x 1920 pixels high

3.2 Auto-Scheduling

With auto-scheduling enabled, Laqorr will automatically play a media file where you want it to play.

There are five options available:

Company Wide	media file plays across the entire network
State Wide	media file plays in a State or States of your choice
Region Wide	plays in a Region or Regions of your choice. See *Playlists* for more about creating a Region.
Location Specific	plays on all players at a specific location or locations
Player Specific	plays on a specific player or number of specific player only

For added control, three Screen Type options are available. These ensure that media created for a particular layout plays on a matching screen format.

Screens of any orientation	media will play on both portrait and landscape screens
Portrait Screens Only	media will only play on portrait screens
Landscape screens only	media will only play on landscape screens

There's another step to Auto-Scheduling

These autoscheduling options only apply if a playlist has an autoscheduling slot. See *playlists* for more detail.

3.3 Features of the Media Library

The Media Library is available in two views: tile and grid.

3.3.1 Tile View

Tile View shows a thumbnail of all media in the library. There is a search bar at the top so you can easily locate a file, or series of files. Under the thumbnail you will see

- the file's title

- Its start and end date

- Its duration if applicable.

- The number of playlists it has been assigned to

Click on the icon at the top right of the thumbnail to preview the file.

Click on the thumbnail and you will see more data about the file. More about this on Page 10.

3.3.2 Grid View

Grid View shows the same content but displays more information about each file:

- **Description** (the assigned title)

- **Name** (Laqorr's unique identifier)

- **File size** File duration (for video files)

- **Start and End date**

- **Active status**

- **Shared status**
- **Auto-schedule status**
- **Upload date**

Filter options are available. Click on the filter icon at the top of each column and set search parameters.

Click on the description and you will see more data about the specific file. More about this on Page 10.

Click on the thumbnail to preview the file.

All data on the media library can be exported to a CSV file by clicking the *Export to CSV* button at the bottom right. If you have a filtered view of the library, only the filtered content will be exported.

3.4 Anatomy of a Media File

Here you will see more detail about a specific file. This is the same page you arrive at when first uploading a file. You can also get here by navigating to CONTENT / VIDEOS AND IMAGES, and clicking on the file's description (or name).

On this page, you can:

- **Download** the file to your local drive (click the download button)
- **Edit** the file (click edit to update the start / end date or auto-scheduling features)
- **Share** the file (see below)
- **Delete** the file (click delete to remove it from Laqorr)
- Generate a **Proof Of Play** report (for more on reports, see Page 31)
- Check on the **transfer status** of the file (see below)
- See which **groups and players** the file has been assigned to on the Players tab
- See the file's **dimensions** (this is the physical resolution of the file)
- **Preview** the file (click the thumbnail or icon to preview the file)

If you want to **share** the file, click the Sharing tab, click SHARE, enter an email address and send

The **Queued Transfers** tab will show you players that have yet to receive the file, while the **Transfer History** tab has data on when and where the file has gone, and how long it took to get there.

Finally, the **Edit History** tab has detailed information on the history of this file - who loaded it, moved it or affected some change to it (they added it to a playlist, for instance).

3.5 Add More than One File

You can add more than one file at a time. Either select a number of files from a directory at the same time, or drag and drop a number of files at once. Once they've finished uploading, click the BULK ADD button and apply attributes such as start / end dates, or Auto-Schedule options. Note that all files will be given the same attributes. If you want different features on different files, you'll need to apply them to each file one by one.

3.6 File Duration

A video file will play its entire duration.

You can decide how long a still image will appear on screen. You can also decide whether there is a soft or hard dissolve between each still image, and how long that transition lasts.

This is managed at the player level - and each player can be different.

Click on NETWORK / PLAYERS and choose the player by clicking on its name.

Choose the LOCAL SETTINGS tab (about halfway down) and look for the MEDIA SETTINGS group at the bottom of the page.

DEFAULT SLIDE DURATION sets how long a still image will appear on screen (in seconds).

CROSSFADE DURATION sets how long it takes to perform a transition between one still image and the next.

1000 milliseconds = 1 second.

You can also set the audio volume of the player (for video) in this space, or mute the player if you prefer.

Other options, such as Screen Activation and Display Settings are covered in Players on Page 26.

3.7 Expired Files

When a file expires (today's date is after the nominated end date on the file), it will not be deleted. It remains in the media library to be used again. It also remains in any playlist it has been assigned to. However Laqorr skips over it, and will not play the file. In playlist views it will either appear greyed out, or marked 'expired'.

3.8 Deleting or Deactivating a File

There are several ways to stop a file from playing.

- You can remove it from a playlist.
- You can change its end date. Navigate to the file, click on the Name, click EDIT, change the end date to yesterday and it will stop immediately.
- Alternatively, click on the IS ACTIVE button and remove the tick.

In all cases, the file will remain in the media library ready to be used at a later date.

Alternatively you can delete the file altogether. Navigate to the file in the media library, click on the name and click DELETE in the top right.

> **Warning:** Deleting is Permanent
>
> If you delete a file you cannot retrieve it for later use. Be sure you want to delete it.

3.9 Bulk Delete

If you have a large number of files you want to delete, navigate to NETWORK / COMPANY, click on your company icon, then the button labelled Choose Items To Delete.

This will show all files that are either Unassigned (not in a playlist) or that have expired (are past their End Date).

You can choose files individually, or select them all by ticking the top check box. Next click on the red button, **Delete Marked Items**.

This will delete files from Laqorr, but they may still reside on your media players (not being played). If you want to ensure a file is removed from you media players as well, you will need to perform a File Check (see Page 27).

3.10 Proof of Play Report

There are a number of reports you can perform in Laqorr, one of which is the media Proof Of Play report. This will tell you how many times a media file has played over a certain period.

This report can be accessed by navigating to REPORTS / PROOF OF PLAY or directly from the media file itself. Navigate to CONTENT / VIDEOS AND IMAGES then select a file by clicking on its name. Click Proof Of Play Report, adjust the dates you wish to examine and click Generate Report.

The report shows how many times the file has played, how many Players it played on, and the Group(s) those players were attached to at the time.

This report is especially useful when there is a need to monitor file behaviour, or to report to invested stakeholders and third party users of your network. We revisit the Proof Of Play report in *the reports section*.

CREATE A PLAYLIST

This is where you tell Laqorr the order in which you want your media files to play. You can manually playlist them yourself, you can have Laqorr do everything instead, or you can mix and match. You can even have a playlist within a playlist for added complexity. It's entirely up to you.

4.1 Create a Playlist

Navigate to CONTENT / PLAYLISTS and click NEW.

Give the playlist a name.

On the left you'll see your media library. Drag items to the right, into your playlist. You can move them up or down, and double them up if you want to. When done, click APPLY.

You can create as many playlists as you like. Navigate back to CONTENT / PLAYLISTS and you'll see your library of playlists in either Tile or Grid view. You can also see how many groups it has been assigned to (if any).

4.2 Edit a Playlist

Click on a name to EDIT an existing playlist (by then clicking EDIT and making adjustments to the playlist).

You can also COPY an existing playlist (click COPY), make adjustments and rename it. Click APPLY to add this new playlist to your playlist library.

Click on a playlist from the library and you can see all the files that make up the playlist. You can click on a file's name to open it, or on the thumbnail to preview the file.

You can also see which Groups this playlist has been assigned to (click on the Group name to open it). Click the arrow to see which players are in the group, and have been scheduled this playlist.

4.3 Auto-Schedule (as) playlists

You can also let Laqorr do the work for you.

A playlist that has Auto-Scheduling slots match up with files that have *Auto-Scheduling attributes*.

Click NETWORK / PLAYLISTS and choose NEW or EDIT an existing playlist. Click on the Auto-Scheduling slots tab.

You'll see four types to choose from:

- Any Content

- Company Wide

- State Wide

- Local Content

Simply drag as many placeholders into your playlist as you want. You can have them in any position, in any combination. You can also have them alongside 'manually' placed content.

As Laqorr goes down the playlist, it will look for files that are appropriate to play in this slot. If it doesn't find one, it will jump to the next item in the playlist.

- Any Content - any file that has a valid AS attribute will play.

- Company Wide - files loaded with a Company AS attribute will play in this space.

- State Wide - a file marked AS by state that matches with the player's location, will play in this space

- Local Content - a file marked AS by Region, Site or Player specific, matching the player's location, will play in this space.

As the playlist cycles through, Laqorr will play the oldest, valid media file first. If there two slots of the same kind (two State slots for instance), it will then play the second oldest, valid media file in the second slot, and so on.

If you have only one slot in a playlist, then it will play the first valid file in the first cycle, then second valid file in the second cycle of that playlist.

For added control, you can also change the nature of the Auto Schedule slot by clicking on the slot in the playlist.

A pop-up box will appear, allowing you to expand, or restrict , the kind of media file that will play in this space.

For instance, you can change the slot to play files that are only Specific To Players. Alternatively, you could choose it to play State Wide as well as Region Wide files in this space.

Files will still play according to the same principles as above.

4.3.1 Regions

Think of Regions in geographic terms like State, but where you get to choose what sites make up a Region. Perhaps it's Sydney Metro, or Gold Coast.

First, navigate to NETWORK / REGIONS, click Edit and give your new Region a name.

Next navigate to NETWORK / PLAYER SITES and choose the site or sites you want to add to this Region. Click Edit and using the drop down menu, select the Region of choice. Click Apply.

Now, when a Playlist encounters a LOCAL placeholder, it will also look for media content that's been tagged by Region to use in this space.

Should Laqorr not find any appropriate content, it will simply skip on to the next item.

4.3.2 Local to Player Site / Specific to Player

As we learned in *Media File Management*, if you auto-schedule content and tag it as either Location Specific or Player Specific, it will run when a LOCAL placeholder is encountered in a playlist.

Laqorr matches the media file with the location of players. If tagged Location Specific, it will run on every player at the site(s) it has been assigned to.

If tagged Player Specific, it will only run on the player(s) it has been assigned to.

Remember, as we saw on the previous page, you can force Laqorr to play either Region, Site or Player Specific content simply by clicking on the Local placeholder in the Playlist, then selecting your choice from the pop-up window.

4.4 Insert a Playlist into a Playlist

You have the option to insert an existing playlist into the one you're editing. Simply click the Other Playlist tab and drag your choice across.

By default, it will add the playlist in BLOCK MERGE mode. However you can change this.

Click on the embedded playlist, and you'll get two choices - BLOCK or CYCLE.

4.4.1 Block Merge

As Laqorr runs down the primary playlist, it will then play the secondary playlist in its entirety (including any Auto-Schedule items) before returning to the primary playlist.

4.4.2 Cycle Merge

However in Cycle Merge, when Laqorr reaches the secondary playlist, it will play the first item only, then continue with the primary playlist.

When it reaches the secondary playlist in the second cycle, it will play the second item. Next time it will play the third, and so forth until it reaches the end of the secondary playlist, at which time, it starts again.

You can even have playlists within playlists within playlists should you require; as many as you want.

This feature allows you to manage extremely dynamic and flexible playlisting of content without having to build long and complicated playlists.

4.5 Preview a Playlist

You can see how a playlist will appear on a particular screen, simply by clicking a thumbnail. Navigate to NETWORK / PLAYERS and click on the thumbnail image above a player's name. A preview pane will show the full playlist of content as it would appear on screen. We explore this in more detail on Page 25.

4.6 Failsafe Playlists

For more on building back-up 'fail safe' playlists, see page 35.

FIVE

SET UP A GROUP

GROUPS are the space where playlists and players come together.

Think of them in conceptual, rather than geographic, terms. All the screens in your network that are behind the counter might be in one group. All those in a window might be another group.

All the players in a group will get the same playlist(s), show the same content and behave the same way.

In a Group, you can

- Assign a player or a number of players to as many playlists as you want

- Day-part playlists to run different content on different days or times of the day

- Confirm your weekly schedule from the calendar view

- Change the screen layout to create split screens, add ticker feeds or display web pages

First, navigate to NETWORK / GROUPS and create a NEW group, or EDIT an existing group. As with Playlists, you can modify an existing group by first copying it - click COPY and then make changes.

5.1 Choose a Layout

A Layout determines how content will be displayed on a screen. Straight Video is most often used, and simply shows full screen content as it appears in the playlist.

Click CHANGE next to the thumbnail under Layout to choose a new one. A pop-up window shows available layouts including split-screen options and tickers.

If you select a split screen option, you will need to apply a playlist for each section of the screen. More about this on Page 21. If you select a screen option with ticker, you will also need to apply details for the ticker feed. More about this on Page 20. In some cases you will need to do both. The same applies if you choose an option with a web feed - you will need to enter details about the type of feed, and where it is sourced from (see Page 22).

You can also create your own screen layouts. (See *Content Screen Layouts*)

5.1.1 Straight Video Layout

This is the most common layout that takes content from a playlist and delivers it directly to the screen.

You need to assign a playlist (or playlists) to the Group. Click on Assign Playlist and make a choice. By default, it will appear at the bottom of the section.

You can move it up or down the list of playlists.

If you assign more than one playlist, you can daypart them by Date, Day or Time to depending on when you want the playlist and its content to play.

Laqorr will always play from the top of the list. Be sure to check that all your choices will in fact play, and that one higher up the playlist isn't blocking one further down.

Make use of the Calendar which will show you when each playlist will actually play.

5.1.2 Day-Part your Playlist

To have a playlist run at a specific time (daypart), click on Refine Further and make your adjustments. You can choose from all three options for added granularity.

- **Dates**: select a date range for this playlist
- **Day(s) of Week**: select days for this playlist to run
- **Time of Day**: select a time range for this playlist

> **Warning:** One playlist can block another
>
> You can combine all three - be careful that your choice doesn't block a playlist further down.
>
> Likewise, be careful not to have a playlist marked "Plays At All Times' sitting above other playlists, as this will block every playlist below it.

The final playlist should always say 'Plays All Other Times" The calendar view will confirm which playlists will run when.

5.1.3 Calendar View

Below your Playlists on the Video tab, you'll see a calendar in thumbnail. This shows how they'll play out on any given week. Click on the thumbnail (or the Expand button) for a clearer view. You can also use the left and right arrows to view other weeks.

5.2 Other Layouts

Laqorr offers several layout options with a number of built-in templates. If you need a different layout, please contact us. Click EDIT / CHANGE in a Group to see the most popular options:

5.2.1 Video with Ticker Layout

This creates a ticker to run along the bottom of the screen. In the Group, click EDIT / CHANGE and select Video With Ticker. You'll notice a new Feed tab - Ticker. First you still need to apply playlists to the Video tab. Now click on TICKER. You have two choices: Static Text or RSS Feed.

STATIC TEXT

Whatever you write in the TEXT box will appear in your ticker on screen. Choose the text colour from the drop down menu. You can utilise the same background colour as the screen layout, or change it by selecting a new colour from the drop down menu.

You can choose an Icon or logo to appear in-between items of text in the ticker feed. Choose one from the drop down menu. To load an icon, first navigate to COMPANY, click on the Add button beside Icon. You can also add extra fonts for your ticker feed in this space: see Page 34. There is a specific format to activate an Icon in-between items of text. The Icon appears instead of - [*] - when using the following layout:

```
[These are the words in my ticker][*][These are more words in my ticker][*][And here are
→more words][*]
```

Choose a Speed for the ticker (0 is the slowest). You can also change the Font by choosing something from the drop down menu, and you can change its size and make the text bold or italic in this space as well.

RSS FEED

If you want to run an RSS feed from a known and trusted source as your ticker, past the URL in the RSS URL window. The same functionality to change background, font, speed, size and so forth is available.

5.2.2 Split Screen (or Four Videos) Layout

Choose this layout if you want to run four different streams of content in each corner of the screen. You'll need to apply one or more playlists to each Video Feed (Top Left, Top Right, Bottom Left, Bottom Right). The same principles apply to other multi-screen layouts such as Side By Side or Two Ticker Three Split Screen.

5.2.3 Screen Dimension

Once you hit APPLY and the screen format is accepted, you'll see a link for Screen Dimension appear next to the thumbnail. Click, and a pop-up window shows the resolution for content in each space within the chosen layout. It is best practice to design content specifically to these resolutions. While Laqorr will resize incorrect content to fit, black bars could appear in any 'empty' space.

5.2.4 Web Page Layout

Laqorr can also utilise web content as a source to show content on screen. Choose WEB LAYOUT from the Layout options, and enter a URL in the field. You can select how often Laqorr revisits the page to update content.

Please note, this function displays a web browser, and is not interactive - viewers can not click or engage with the web page content.

5.2.5 Google Slides

You can also use content generators like Google Slides that export a URL in this space. For instance, a series of images that you have created in Slides can be 'published to the web' as content. Copy the URL link in Slides and paste it into the URL field in Laqorr.

See Google for more details about Google Slides and publishing to the web

5.2.6 Backgrounds

In this Layout window, as with all other Layout choices, there is an option to choose a background colour.

This determines what colour your screen will display in areas that your content doesn't reach.

In a situation where the content resolution is smaller than the screen layout, 'black bars' will appear. This may be by design, and you can change what background colour you want to fill that 'empty' space. By default, the colour is black.

To change the colour, click on the Background thumbnail in Layout and either:

- Click within the colour chart
- Move the slider
- Or enter a # number to choose your colour

Then click APPLY

5.3 Assign Players

At the bottom of the Group page, you'll see all the players in that Group, the site they belong to, and the State they reside in.

The Edit tab shows all activity in that Group (changes to playlists or player configuration etc).

Every player in the same Group will run the same content because it is using the same playlist configuration.

If you want some players to run a different playlist of content, create a new group with a new set of playlists for those players.

To assign players to a Group, click EDIT and scroll to the bottom of the page where you'll see two windows: Member Players and Non-Member Players.

Every player in your network will appear in one these windows. Simply move the players you want in this group into the Member Players window.

Scroll to the top and click Apply.

5.4 Preview Playlist Files

Navigate back to NETWORK / GROUPS and you'll see all the Groups in your network, along with a player count for each Group.

Here you can click on the Name to view or edit the Group.

In the Group window, you can also click on the thumbnail of media within a playlist.

A preview window will appear in which you can view that file. If it's a video, it will start playing automatically.

SCREEN LAYOUTS

Screen Layouts allow you to customize the overall structure of the video screen.

You can choose to have several video playlists playing simultaneously on different parts of the screen, or have any combination of videos, scrolling text (tickers), clocks and web feeds.

Once you have created and configured a Screen Layout, it will be selectable on the *player groups* editor page.

PLAYERS AND PLAYER SITES

On a player page, you can:

- See which group the player belongs to, and view the playlist it has been assigned.

- Check a player's connectivity and refresh or reboot it

- See the playlist it has been assigned, the files it has played and view the playlist in preview mode

- Adjust automatic reboot time, screen settings and the duration of still images

- Check download queues, user logs and other diagnostic tools

First, navigate to NETWORK / PLAYERS where you will see all the players in your Network. As with similar pages, you can choose between Tile or Grid view.

In Tile view, you can quickly see the status of your players and you can view the playlist assigned to the player by clicking on the thumbnail.

Grid view provides immediate visibility about the status and associations with the player including:

- The Operating Platform

- The Player Site (location) and State

- Whether it plays Video or Audio, and which group it has been assigned to

- It's current reporting Status

- When it last reported to Laqorr

- Which software version it's running

- When it went Live and whether it has Active Monitoring by DAT Media

You can also search or sort further in this view simply by clicking on the funnel icon at the top of each column. Now click on a player's name to view details

7.1 Player Page

You can see the status of a specific player and whether it is reporting correctly.

You can see the last time it had communicated with Laqorr.

You can refresh the player (green, Request An Update button), or Restart the player (red button).

There are several tabs to choose from, each with particular data.

7.1.1 Content Tab

Under the Content tab, you can see the Expected Playlist that has been assigned to run. This is particularly useful when a playlist has Auto Schedule slots because in this view you can see which specific AS files have been assigned to the playlist.

You can watch the playlist that has been assigned to the player at a specific time by clicking on the thumbnail and adjusting the calendar. This will also show all Auto-Scheduled files.

You can also see a Play History of what it has actually run on the player. Use the calendar to display a particular period.

You can see which Group the player is assigned to, and turn the player off by clicking the red Deactivate button.

7.1.2 Status History Tab

This tab shows you the state, and status, of the Player over a certain period, as defined by the calendar.

7.1.3 Journal Tab

The Journal tab is a facility that allows you to make notes about the player for yourself or other users to read.

7.1.4 Local Settings Tab

Under the Local Settings tab you can set the player to perform certain functions. These are unique to this player and won't apply to others in your network.

Screen Activation

If you have a screen that is capable of receiving instructions from the player (governed by the Screen Protocol drop down menu and using an RS232 cable), it will then activate and deactivate your screen at set times. If your player is running on Windows, you'll also need to select a Port for the RS232 cable.

Display Settings

In this window you can enforce a specific Screen Resolution as well as how often a screen refreshes itself. This only applies to players running on Windows.

You can also set the Screen Rotation angle (normally for screens mounted in portrait). This function is available to players running on any operating system. An RS232 cable is not required.

Media Settings

Here you can determine how long a still image is displayed on screen. You can also set the duration of the transition between images where 0 equals a hard cut, while 1000 equals 1 second of cross-fade.

You can control the volume from videos by adjusting the Audio Volume, where 0 is silent and 100 is full. Windows players also have an option to Mute Audio On Video Feeds by ticking a box. Tick the Enable Scheduled Audio box only when a player is being used to play both video and music schedules. This will enable music to play instead of the audio on video files.

General Settings

Tick this box to force players on the Android operating system to commence automatically after a power cycle.

Advanced Settings

Tick this box to make a player on any operating system to reboot at a specific time as set by the calendar. It is advisable to set a time that is outside normal trading or when the fewest number of viewers are watching.

7.1.5 Local Files Tab

This tab will show you all the files that reside on the player, organised by folder.

Note that the video folder also houses still images. You can sort them by name or size, and also delete them from the player by clicking the red X.

7.1.6 Diagnostic Tools Tab

There are a number of functions you can perform on the player in this tab:

Force Playlist	This forces a player to stop, and resume playing at the top of your playlist(s).
Force Player File Check	Asks the player to check if it has all the required files for its playlist(s), and if not, to download them
Clear Music Download	Forces the player to clear the Music Download Queue of all files that have been queued.
Drop Connection	Forces Chrome and Android players to disconnect and reconnect to the server. This is useful for testing an trouble-shooting
List Folder	This performs the same function as the Local Files tab, enabling you to see what files the player has in each folder (use the drop down menu to select various folders).
Clear In-Progress Folder	Forces Windows players to clear the In-Progress folder of any problem files it may have.
Configuration Setting	This is a Windows legacy control function.
Remote Control	This button turns off Windows player. It is different to the Deactivate button on the Content tab, which leaves the player in 'sleep' mode. Here it turns off completely.

7.1.7 Download Queue Tab

Shows all files that are downloading to the player, and their progression through the queue.

7.1.8 Completed Downloads Tab

This window shows all the files that have been downloaded to the player, along with some statistical data.

7.1.9 Latest Logs Tab

This is a log of all communications Between the player and the server, and the nature of those activities.

7.1.10 Action History Tab

Here you can see all the actions and activities that has occurred on the player, in time order with User name and their activity.

7.2 Player Sites

All players belong to a Player Site. This is the physical location where a number of players reside. In retail, that might be a store or a branch. In a corporate situation, that could be the head or regional office address.

Navigate to NETWORK / PLAYER SITES and You'll find all the Sites in your network. It will Show their address, and how many players are At each site.

Click on the thumbnail to see a more detailed view of the Players at each Site. It will show their current reporting status (connected or otherwise), plus you can click on the thumbnail to see a preview of the Playlist it has been scheduled to play.

You can put the player in stand-by by clicking the red Deactivate button. You can also deactivate all players at the site by clicking on the red Deactivate All button, or activate them all by clicking on the green button.

Navigate to the player by clicking on its name. You can edit the Player Site by clicking the EDIT button at the top.

Here you can add details to the Site based on its locality.

These settings filter down to all players at the Site:

- Give the Site a Name
- Apply a Store Number if required
- Give the Site a *Region* if required
- Note the Site's suburb
- Apply the State or County of the Site
- Apply the Site's postcode and phone number
- Apply a time zone
- Add further details in the Comment field
- Note the store or branch size in Floor Space
- Set Transfer Times when data should be sent to the player(s). Useful if you want to avoid critical trading hours for sending files and updates to the player(s).

REPORTS

There are three report functions which provide insight into what Laqorr is doing for you.

These are useful to give oversight in regard to Players, Media and the valuable Proof of Play.

Let's take a closer look.

First, navigate to REPORTS where you will see three options:

- ALL PLAYERS
- MEDIA EXECUTION HISTORY
- PROOF OF PLAY REPORT

8.1 All Players Report

Also known as the Media Players Report. Click Generate Report to get a snapshot of the status of every player in your network. The report will tell you:

- The Group Type (Audio or Video)
- The Group Name (which Group it has been assigned to)
- The player's Location (which Player Site it has been assigned to)
- The Player Name
- The Player Status (whether it's live, in transit or pending deployment to site)
- The Comment field shows any notes that have been made against the player)
- The Go-Live field shows the date the player went live on your network

8.2 Media Execution History Report

Enter a date and click Generate report. Also known as Media File Executions, this report shows each Media File that that has been assigned to run in your network on that day, the Groups in which it will play in, and how many Players are in that Group. This report allows you to quickly determine on how many Players, and in which Groups, a file will play.

8.3 Proof of Play Report

This report tells you how often a media file has played over a particular period.

- Navigate to REPORTS / PROOF OF PLAY REPORT and enter the name of the media file.

- Adjust the date fields to the period you want to report on, and click Generate Report.

The Proof Of Play report will tell you which

Groups the file played in, how many players were active in each Group, and how many times it played on each of the those Players.

The tally at the bottom of each day totals the number of players, and averages how many times the file played on each player each day.

The total number of plays per week appears above each table.

The total number of plays for the selected period appears in the uppermost table.

Several buttons allow you to navigate around the report. You can find these in the icon bar at the top of the page.

You can see the report in Page View by clicking the Page button in the icon bar at the top of the page.

You can export this report in a variety of formats (PDF, CSV etc) by clicking the download button.

Print the results by clicking the print button.

Note that you can also access this page directly from the media file itself. Navigate to CONTENT / VIDEOS AND IMAGES, locate the file you wish to report on, and click the PoP button at the top of the page.

SUPPORT

Laqorr provides you with an easy way to see how your network of players is performing.

The Dashboard view enables you to quickly assess any troublesome players, and what steps you can take to resolve any issues.

You can also set up new Users, and monitor existing users in this space.

9.1 Dashboard

Navigate to SUPPORT / DASHBOARD where, ideally, you will see a Dashboard where all players are reporting correctly. Sometimes you will see a more complex view like the one below.

Navigate to SUPPORT / DASHBOARD and you'll be able to see any player in your network that needs attention. Note: players that are performing correctly will not appear in this view.

A red cross advises an issue exists in that field.

A green tick advises that, at last communication, the field was correct.

Disregard a blue line, the field is not relevant to the problem.

Above, Yoda's Player has lost contact with Laqorr, and the at the time of last contact, the Video Playlist was incorrect.

Matt's Chromebook has stopped reporting, however the last time it did, the Video Playlist was correct. The Laqorr Chrome player is reporting the same condition.

The REFRESH button updates the Dashboard, while REQUEST UPDATES will force a query to each of the players on the list. Click on the player's name for more diagnostic information.

9.2 Cms Users

To add new users to Laqorr, or adjust the role of any users who already have access to your network, navigate to SUPPORT / CMS USERS. For further information, please to turn

9.3 User Activity Logs

Navigate to SUPPORT / USER ACTIVITY LOGS to monitor how other users in your network have been engaging with Laqorr.

Choose a date, and in the first panel you will find the types of activity that have taken place:

- Content Management
- Player Maintenance
- Web Usage
- Infrastructure Management
- Site Administration

In the second panel, you will find a bar For each user who has engaged with Laqorr on that day. Click on the bar for More information.

Here you will see:

- The time of activity
- The type of activity
- A hyperlink to the page the User was active on

You can see more details about a User's activity on their profile.

Navigate to SUPPORT / CMS USERS, click on a User's name where you will find tabs for Web Activity and Account History for that account.

COMPANY

On the Company page you can add a company logo, and also set branding assets like icons and non-system fonts, for use in feeds like the Ticker Feed or the Clock Feed.

This is also where you can set up Failsafe playlists for use when your other media expires, thus preventing a black screen. You can also perform a Bulk Delete of unwanted files.

10.1 Company Logo

Navigate to NETWORK / COMPANIES. This will show your company logo (click Select Files to change it) as well as the number of media files that have been loaded.

10.2 Bulk Delete

You can delete files in bulk by clicking Choose Items To Delete. This page will show all files that are inactive, expired or unassigned to any playlist. Simply select those you want to delete and click the red Delete Marked Items button.

10.3 Branding assets

There are two types of branding assets you can load to your company - Icons and Fonts.

10.3.1 Icons

Icons are used in between lines of ticker text. Click the Add button to navigate to a new image that you'd like to load. PNG files with transparent (alpha) backgrounds are best. To use an Icon, see more about Tickers on Page 20.

10.3.2 Fonts

You can add extra fonts to your player for use in a ticker. By default, a ticker will use the system default font. Click the Add button and navigate to a new font that you'd like to use. See more about using this font in the ticker section under *Player Groups*.

10.4 Failsafe Playlists

All content is cached to your media player along with playlist instructions. In the event it should lose internet connection, it will continue to work and perform those instructions until it runs out of content. It may be that you have content with no end date, in which case the player will always have something to do. More often than not, you will have given your files an end date, and there could come a time when the player has nothing to play.

This is where the Failsafe Playlist kicks in.

It should always be a list of content that can play under any circumstances. You should also revisit this content on a regular basis to ensure the content is still 'safe'.

To build a Failsafe Playlist, navigate to NETWORK / COMPANIES and scroll down to Feed Configurations. Click edit for the format that fits your screens (Portrait, Landscape or both) and create a playlist. Drag content from the left and drop it in the right. Click APPLY CHANGES when done.

TROUBLESHOOTING

WHY DO I SEE A GIRAFFE WHEN I WANT TO SEE A LION?

Or why is my media not doing what I want it to do? That and all your Laqorr queries answered here, But if you can't find the answer you're looking for, don't hesitate to call us. We're here to help. Phone 617 5575 7798 or email support@laqorr.com

I Can't See the Navigation Bar

If your navigation bar is hidden, click the 'hamburger' on the top left corner, next to the Laqorr logo.

My Media File doesn't Appear on the Player

There could be a number of reasons, so let's start at the start.

- Are the Start and End dates correct?

- Has the file been added to a Playlist?

- If you chose an Auto-Schedule option, has that been enabled in the Playlist with an autoschedule placeholder?

- Has the Playlist been added to a Group?

- Has the Playlist been day-parted correctly?

- Has the Player been added to a Group?

- Is it in the correct Group?

What if my player is offline?

The good news is that it keeps on playing the last set of instructions you sent it. What's even better is that the player is smart enough to drop any media files that are past their end date, even while it is offline. If it should then run out of valid content, it will start playing the Fail Safe Playlist so that you should never, ever see a blank screen.

My screen is blank

Have you enabled Screen Activation? If so, are the times correct? Does the media player have any media, or playlists? Have you built a Fail Safe playlist?

Does Laqorr player music?

Yes it does. Laqorr ha a dynamic music scheduling system that can also integrate advertisements and service announcements. For more details, please give us a call.

Do you want to know what I think about Laqorr?

Yes we do. Your experience is invaluable and we want to hear how you find working with Laqorr. Perhaps you have ideas about how to make it better - then let us know. All suggestions welcome, particularly when you see a giraffe and want to see a lion.

INDEX