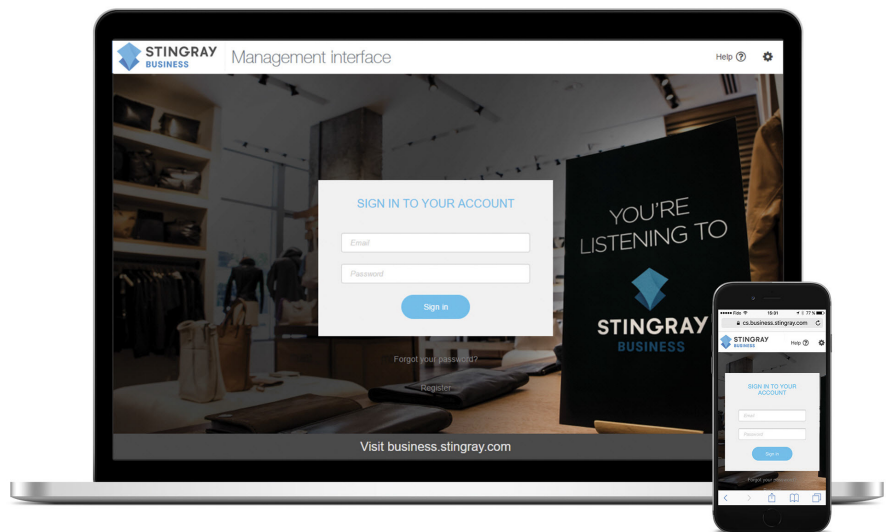


Management Interface User's Guide

for Audio/Video Brand Managers



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Preface

The SB Player User's Guide for Audio/Video Brand Managers provides guidelines on how to use the Management Interface to manage and troubleshoot your in-store SB Player, manage your audio/video content, and to create channels and message calendars.

Audience

This document is intended for audio/video brand managers.

Related Documents

For more information on the SB Player, refer to the following documents:

- *SB Player Installation Guide*

1

Introduction

The Management Interface, a powerful and intuitive control site, gives you full control over the SB Player and the content you decide to share with your clientele. Our dedicated team continuously works on updating the control site to reflect your changing business needs and to provide you with the best possible service. From the Management Interface, you can curate your SB Player's content, build a station calendar, upload your own promo messages, and so much more.

SB Player

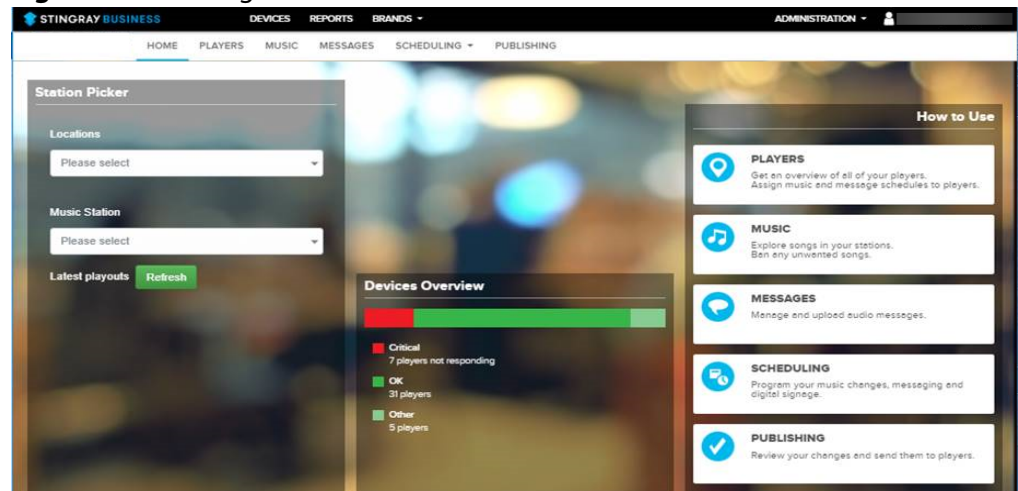
The Stingray Box (SB) Player is a powerful multimedia system that helps you create an engaging in-store experience ranging from curated music/video stations, targeted promotional messages, captivating digital signage, and much more.

The SB Player is preloaded with the audio/video content you signed up for. From the SB Player's online control site (AKA Management Interface) you have the full access to configure it's content, schedules, and messages. For more information on the SB player, refer to the *SB Player Installation Guide*.

Management Interface

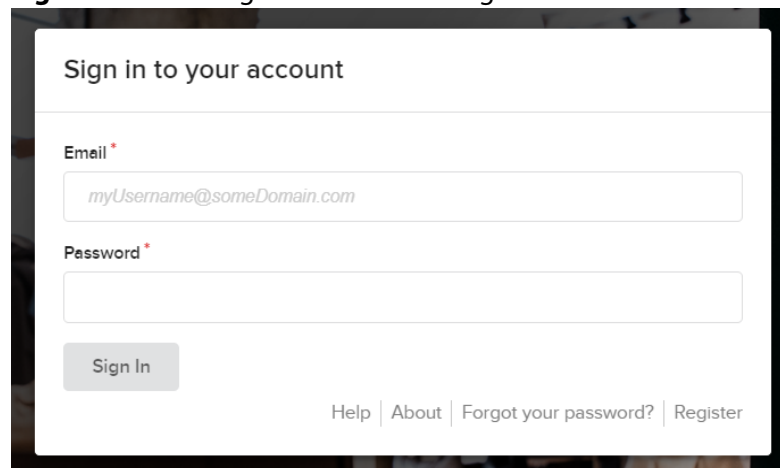
The Management Interface is the command center for setting up your SB Player. Depending on your access level, you can manage your in-store digital media, build your media scheduling calendar, and manage your personalized messages.

Figure 1-1: Management Interface



To access the Management Interface, from a web browser¹, go to cs.business.stingray.com, enter your registered email and password, and then click **Sign In**.

Figure 1-2: Management Interface log-in



The Dashboard page, as shown in Figure 1-1, appears. From this page, you can navigate to each section of the Management Interface. For more information, refer to “Dashboard” on page 8.

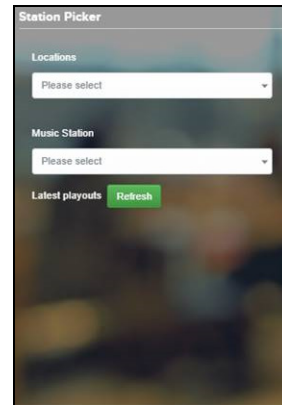
¹The Management Interface is supported on the Google Chrome web browser.

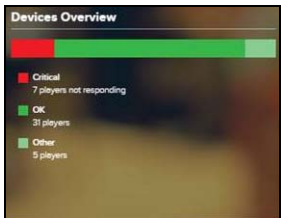
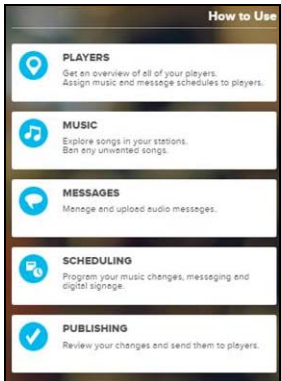
NOTE: To create a new account, from the Management Interface login page, click **Register** or contact Stingray Business Support at 1-888-685-2486 or at businesssupport@stingray.com. If you have forgotten your password, or if you are a new user and need to change your temporary password, enter your email address in the **Email** field and click **Forgot your password**. An email with instructions on how to reset your password is sent.

Dashboard

The Dashboard is the first page that appears when you log into the Management Interface. It provides a visual overview of your devices' status as well as access to the Station Picker and menu shortcuts.

As can be seen in Figure 1-1, there are three panels to the Management Interface Dashboard: Station Picker, Devices Overview, and How to Use.

Panel	Description
Station Picker	Station Picker allows you to quickly select a station for a brand store location. For more information, refer to "Selecting a Station" on page 41. 

Panel	Description
Devices Overview	Devices Overview provides a summary of the statuses for a brand's devices. This view allows you to determine whether any devices require immediate attention. Clicking a status directs you to a page displaying the associated devices. The possible device statuses are Critical, OK, Other, and New. For example, to view the devices with a <i>Critical</i> status in Figure 1-1, click Critical. The Players page displays the brand's devices where you can then filter for the <i>Critical</i> status. 
How to Use	How to Use provides menu shortcuts to the same options available from the menu toolbar. The available shortcuts depend on the type of brand and access rights. 

2

Managing Your SB Players

You can monitor and manage your SB Players from the Management Interface’s Media Players page.

The Players page displays key information on all activated SB Players you have out in the field. You can quickly view the status of your players, your store locations, stations, and much more. To open the Players page, from the Management Interface menu, click **Players**.

Figure 2-1: Accessing the Media Players page

Status	Store Number	Zone	Player Name	Platform	Address	City	Province	Country	Zip Code	Device Status	Calendar	Messaging Tag
⚡	SB3_QA_AUDIO slim	General	T001048	730 rue Wellington	Montreal	QC	CA	H3C 1T4	Active	Testplan Check		
⚡	SB3_QA_AUDIO slim	General	T001105	730 rue Wellington	Montreal	QC	CA	H3C 1T4	Active	Ontario September 2017	test, montreal	99999
⚡	AUDIO slim	General	T001051	123 Music	Montreal	QC	CA	H3G 1T4	Active	Ontario September 2017	test, montreal	99999
⚡	AUDIO slim	General	T001341	123 Music	Montreal	QC	CA	H3G 1T4	Active	Ontario September 2017	test, montreal	99999
⚡	AUDIO slim	General	T001342	123 Music	Montreal	QC	CA	H3G 1T4	Active	Ontario September 2017	test, montreal	99999
⚡	QA_ELIM2	General	T001102	2345 test	Montreal	QC	CA	H3G 1T4	Active	EDITED		
⚡	aaaaa	General	T001055	123 All street	Toronto	Ontario	CA	M2H 2H2	Active	Testplan Check	hhhhh	
⚡	2.0.3 QA BOX	General	T001057	730 Wellington	Montreal	QC	CA	H3C 1T4	Active			
⚡	2.0.3 QA BOX	General	T001225	730 Wellington	Montreal	QC	CA	H3C 1T4	Active			
⚡	DevicePool	General	T001062	N/A	asdfsdf	N/A	N/A	N/A	Active			
⚡	DevicePool	General	T001063	N/A	asdfsdf	N/A	N/A	N/A	Active			
⚡	DevicePool	General	T001064	N/A	asdfsdf	N/A	N/A	N/A	Active			
⚡	DevicePool	General	T001104	N/A	asdfsdf	N/A	N/A	N/A	Active			
⚡	DevicePool	General	T001136	N/A	asdfsdf	N/A	N/A	N/A	Active			
⚡	DevicePool	General	T001137	N/A	asdfsdf	N/A	N/A	N/A	Active			
⚡	DevicePool	General	T001226	N/A	asdfsdf	N/A	N/A	N/A	Active			
⚡	DevicePool	General	T001227	N/A	asdfsdf	N/A	N/A	N/A	Active			
⚡	DevicePool	General	T001228	N/A	asdfsdf	N/A	N/A	N/A	Active			
⚡	DevicePool	General	T001229	N/A	asdfsdf	N/A	N/A	N/A	Active			
⚡	DevicePool	General	T001230	N/A	asdfsdf	N/A	N/A	N/A	Active			
⚡	DevicePool	General	T001364	N/A	asdfsdf	N/A	N/A	N/A	Active			
⚡	gugufalqpreparatent	General	T001065	N/A	asdfsdf	N/A	N/A	N/A	Active			

NOTE: As shown in Figure 2-1, the Players page’s **Minimal**, **Details**, and **All** buttons change the level of information displayed. For example, clicking **Minimal** hides the Player Name and Activation Code columns; the SB Player’s most basic information displays.

The following table describes each column of the Players page.

Column	Description
Status	Provides a quick visual overview of the current status of the SB Player. For more information, refer to “Viewing Connectivity Status” on page 1.

Column	Description
Store Number	The store number where the SB Player is currently installed.
Zone	Which zone is currently being played from the SB Player.
Player Name	The name and identifier of the SB Player. If you ever need to contact Customer Support, you should have the player name on hand.
Activation Code	The activation code as listed in the <i>SB Player Installation Guide</i> .
Address/City/Province/Country/Zip	The physical address of the store where the SB Player is currently installed.
Calendar	The selected Message calendar deployed on the SB Player.
Channel	The current channel playing on the SB Player at the location.

NOTE: To export the Players page content, from the bottom left corner of the web browser, click **Export**. The Grid Data Export dialog appears. From the dialog, select a file type and then click **Export**. The file downloads to your computer.

Viewing Connectivity Status

From the Players page, you can view the factors affecting the performance of an SB Player by consulting the notification icons in the Status column.

Table 2-1: SB Player status

Status	Description
OK 	The SB Player is connected to the Internet and running properly.
Critical 	The SB Player was connected but has since lost its connection. You must verify that the SB Player is connected to the network.

Table 2-1: SB Player status

Status	Description
Printed 	The SB Player was deployed but never connected. If the SB Player is supposed to be connected, you must verify the network connection.
Offline & Activated 	The SB Player has been activated but is not connected to a network.

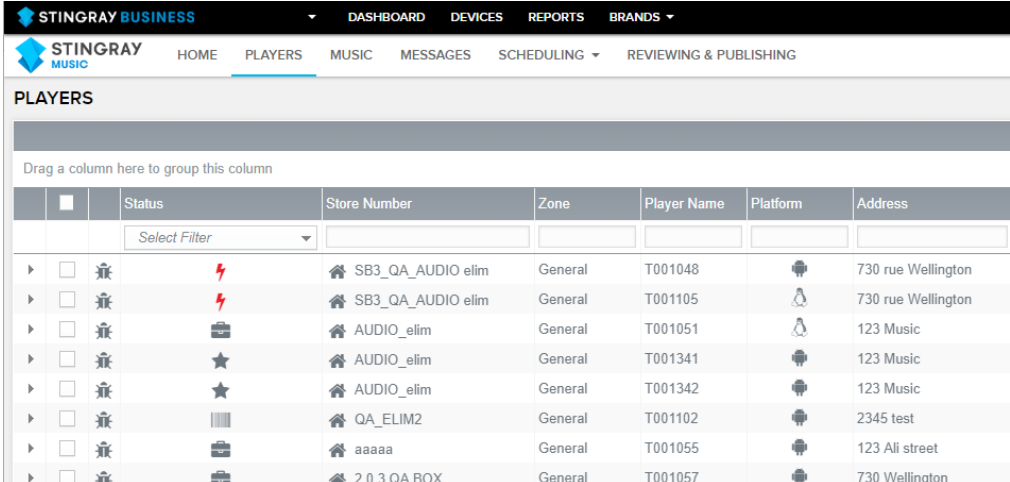
Configuring Your SB Players

From the Players page, you can specify the channel, calendar, playback state, and messaging tags for SB Players at one or more store locations.

TASK

- From the Players page, select the checkboxes associated to the SB Player/locations to be configured.

Figure 2-2: Selecting SB Players/locations



		Status	Store Number	Zone	Player Name	Platform	Address
		Select Filter					
▶	☐		SB3_QA_AUDIO elim	General	T001048		730 rue Wellington
▶	☐		SB3_QA_AUDIO elim	General	T001105		730 rue Wellington
▶	☐		AUDIO_elim	General	T001051		123 Music
▶	☐		AUDIO_elim	General	T001341		123 Music
▶	☐		AUDIO_elim	General	T001342		123 Music
▶	☐		QA_ELIM2	General	T001102		2345 test
▶	☐		aaaaa	General	T001055		123 Ali street
▶	☐		2.0.3 QA BOX	General	T001057		730 Wellington

- From the bottom left corner of the Management Interface, click **Edit**.

STEP RESULT: The Edit Media Player Configuration dialog appears.

Figure 2-3: Edit Media Player Configuration dialog

Edit Media Player Configuration

Media player configuration will be updated for 1 item(s).

Channel

Please choose an option

Calendar

Please choose an option

Playback State Channel

Please choose an option

Messaging Tags

Tags will be modified at the device level.

gma-en

quebec

gma-fr

Save

Cancel

- From the dialog, specify the selected SB Players' channels, message calendars, playback states, and messaging tags.

Options	Description
Channel	Channel is a customized station schedule created via the <i>Station Scheduler Tool</i> (refer to "Station Scheduler Tool" on page 44). SB Players come preloaded with a default channel. From the Channel drop-down list, select the channel you would like to play at the selected locations. For more information on creating a channel, refer to "Creating a Station Schedule" on page 23.
Calendar	Calendar is a customized promotional messaging schedule created via the Message Calendars feature. From the Calendar drop-down list, you can specify a message calendar for the selected SB Players. For more information on creating a Calendar, refer to "Creating a Message Calendar" on page 29.
Playback State Channel	From the Playback State Channel drop-down list, you can select the on/off playback schedule for the selected SB Players. If your account manager has provided you with the appropriate permissions, you can define this schedule from the Scheduling > Player Playback menu.

Options	Description
Messaging Tags	By default, all messages play in the defined message calendar. However, if you want to be selective on which messages to play in specific locations, you can specify a messaging tag. For more information on messaging tags, refer to “Adding Messaging Tags” on page 39.

- When you are done configuring your SB Players, click **Save**.
STEP RESULT: The Edit Media Player Configuration dialog closes.
- Click **Reviewing & Publishing** to push the update to your SB Player. For more information, refer to “Publishing Changes” on page 42.
ADDITIONAL INFORMATION: Note that the updates will only be implement after you publish the changes.

Grouping and Filtering Your Locations

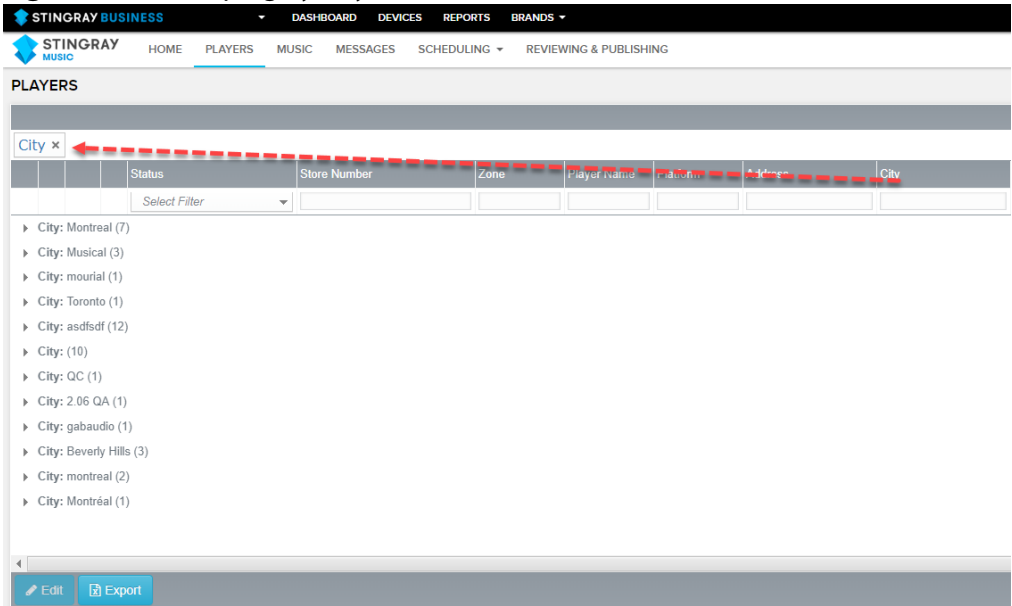
Grouping locations with identical audio/video requirements provides the ability to streamline updates to all your SB Players at once. As a result, it reduces the time and administrative burden involved with managing each store’s content individually.

To group columns, drag-and-drop a column header to the **Drag a column here to group** field.

For example, as a brand manager, you may want to implement the same channel across all Montreal locations. Rather than going through the Players page line

by line, you can simply drag-and-drop the City column header into the group field.

Figure 2-4: Grouping by City



As shown in Figure 2-5, the brand manager can then expand the **City: Montreal** list, select the locations where the changes are to be made, and then click **Edit** to change the selected channels.

Figure 2-5: Selecting locations

	Status	Store Number	Zone	Player Name	Address	City	Province	Country	Zip Code
	Select Filter								
☒	☒	1	General	P011571	730, Wellington Street	Montreal	QC	CA	H3C 1T4
☒	☒	2	General	P011572	730, Wellington Street	Montreal	QC	CA	H3C 1T4
☒	☒	3	General	P011573	730, Wellington Street,	Montreal	QC	CA	H3C 1T4
☒	☒	4	General	P011574	730, Wellington Street,	Montreal	QC	CA	H3C 1T4

To commit the changes to the SB Players, from the Management Interface menu, click **Reviewing & Publishing**. For more information, refer to “Publishing Changes” on page 42.

Filtering Your Locations

Any Players page column can be filtered by entering information within the empty text fields.

Data can also be sorted by clicking the header of the column you want to view alphabetically or chronologically.

Figure 2-6: Filtering by locations

Address	City
	Mon
730 Rue Wellington	Montréal
730 Rue Wellington	Montréal
730 Rue Wellington	Montréal

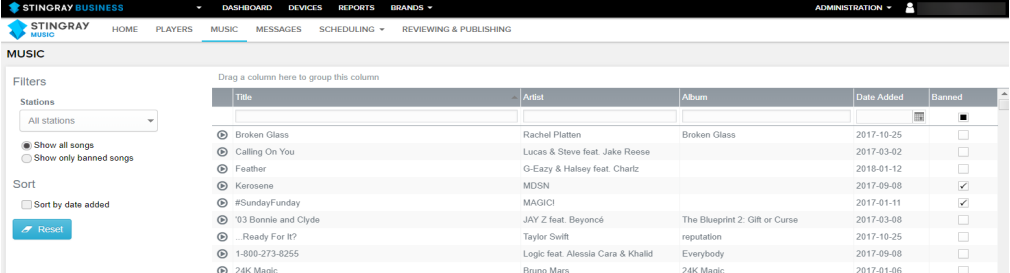


3

Managing Your Audio/Video Content

Whether you have chosen from our preprogrammed collection of audio/video content, or crafted a totally unique solution, it is likely that you will still want to have your say on what is playing in your stores. To do so, from the Management Interface menu, select **Music** (or **Video**).

Figure 3-1: Music page



The screenshot displays the 'MUSIC' page in the Stingray Business interface. The page features a sidebar with filters and a main table of music tracks.

Filters:

- Stations:** All stations (selected)
- Show all songs** (selected) / **Show only banned songs**
- Sort:** Sort by date added (selected)

Table:

Title	Artist	Album	Date Added	Banned
Broken Glass	Rachel Platten	Broken Glass	2017-10-25	☐
Calling On You	Lucas & Steve feat. Jake Reese		2017-03-02	☐
Feather	G-Eazy & Halsey feat. Charli		2018-01-12	☐
Kerosene	MDSN		2017-09-08	☒
#SundayFunday	MAGICI		2017-01-11	☒
'93 Bonnie and Clyde	JAY Z feat. Beyoncé	The Blueprint 2: Gift or Curse	2017-03-08	☐
Ready For It?	Taylor Swift	reputation	2017-10-25	☐
1-800-273-8255	Logic feat. Alessia Cara & Khalid	Everybody	2017-09-08	☐
24K Magic	Bruno Mars	24K Magic	2017-01-06	☐

From the Music (or Video) page, you can preview songs/videos, ban undesired tracks, filter your content, and explore the track listing.

Listening to Songs from Specific Channels

From the Music (or Video) page, you can preview a channel's song list.

Figure 3-2: Previewing channels from the Music page

The screenshot shows the Stingray Music interface. On the left, there's a 'Filters' section with a 'Stations' dropdown menu set to 'All stations'. Below it are radio buttons for 'Show all songs' (selected) and 'Show only banned songs'. There's also a 'Sort' section with a 'Sort by date added' checkbox and a 'Reset' button. The main area is a table of songs with columns: Title, Artist, Album, Date Added, and Banned. The table contains 20 rows of song data.

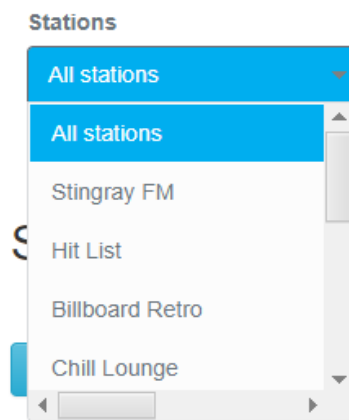
Title	Artist	Album	Date Added	Banned
Broken Glass	Rachel Platten	Broken Glass	2017-10-25	☐
Calling On You	Lucas & Steve feat. Jake Reese		2017-03-02	☐
Feather	G-Eazy & Halsey feat. Charli		2018-01-12	☐
Kerosene	MDSN		2017-09-08	☒
#SundayFunday	MAGICI		2017-01-11	☒
'03 Bonnie and Clyde	JAY Z feat. Beyoncé	The Blueprint 2: Gift or Curse	2017-03-08	☐
...Ready For It?	Taylor Swift	reputation	2017-10-25	☐
1-800-273-8255	Logic feat. Alessia Cara & Khalid	Everybody	2017-09-08	☐
24K Magic	Bruno Mars	24K Magic	2017-01-06	☐
2Am	Booyah Riot		2017-11-15	☐
2U	David Guetta feat. Justin Bieber		2017-07-24	☐
3 AM	Elijah Will	3 Am	2018-03-02	☐
99 Red Balloons	Oliver Nelson & Tobtok feat. River		2018-03-02	☐
A Different Way	DJ Snake feat. Lauv		2017-10-31	☐
A Lonely Night	The Weeknd	Starboy	2017-03-08	☐
Addicted	Shaun Frank feat. Violet Days		2018-01-12	☐
Again	Noah Cyrus feat. XXXTentacion		2018-01-22	☐
Ain't a Thing	Oliver Nelson feat. Kaleem Taylor		2017-03-01	☐
Ain't Been Done	Jessie J	Sweet Talker	2015-03-09	☐

TASK

- Under the Filters section, select a channel from the **Stations** drop-down list.

Figure 3-3: Selecting a channel from Station list

Filters



STEP RESULT: The song list section updates with the content of the selected channel.

2. Click a song's **Play** button.

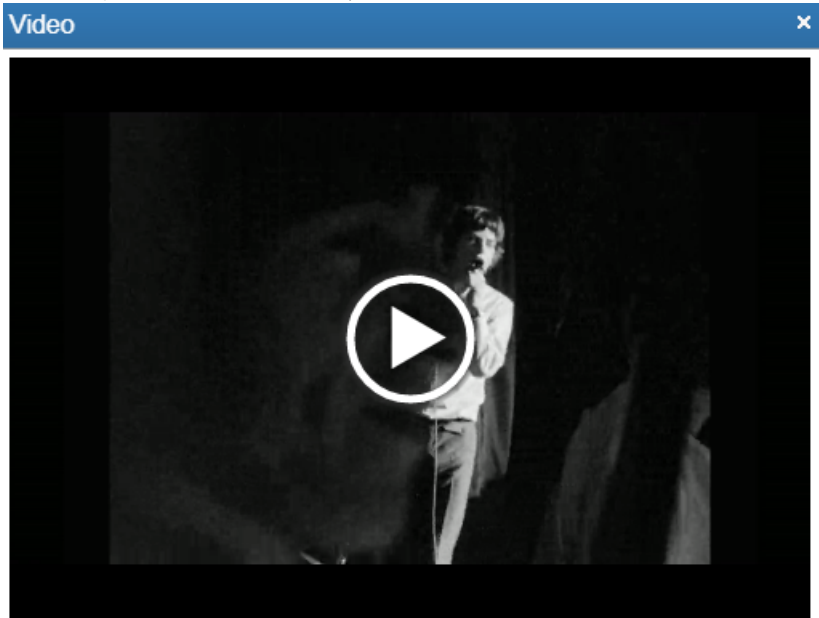
STEP RESULT: If it is an audio track, the audio player appears at the bottom of the browser window.

Figure 3-4: Audio player



If it is a music video, the video plays in a pop-up window.

Figure 3-5: Video player



Banning Songs/Videos

You can choose to ban any song/video from your channels.

Figure 3-6: Banning songs/videos

The screenshot shows the Stingray Business interface. The top navigation bar includes links for Dashboard, Devices, Reports, Brands, and Administration. The main content area is titled "MUSIC" and contains a table of songs and videos. The table has columns for Title, Artist, Album, Date Added, and Banned. The Banned column has checkboxes for each row. The table is filtered to show all stations and all songs. The table is sorted by date added.

Title	Artist	Album	Date Added	Banned
Broken Glass	Rachel Platten	Broken Glass	2017-10-25	☐
Calling On You	Lucas & Steve feat. Jake Reese		2017-03-02	☐
Feather	G-Eazy & Halsey feat. Charli		2018-01-12	☐
Kerosene	MOSN		2017-09-08	☒
#SundayFunday	MAGICI		2017-01-11	☒
'93 Bonnie and Clyde	JAY Z feat. Beyoncé	The Blueprint 2: Gift or Curse	2017-03-08	☐
...Ready For 1?	Taylor Swift	reputation	2017-10-25	☐
1-800-273-8255	Logic feat. Alessia Cara & Khalid	Everybody	2017-09-08	☐
24K Magic	Bruno Mars	24K Magic	2017-01-06	☐

TASK

1. From the Banned column of the Music (or Video) page, select the checkboxes associated to the specific songs you want to ban.

ADDITIONAL INFORMATION: To un-ban a song, deselect a song's checkbox.

2. When you are done selecting the songs, from the Management Interface menu, select **Reviewing & Publishing** to implement your updates. For more information, refer to "Publishing Changes" on page 42.

RESULT:

The selected songs/videos are banned.

Viewing Banned Songs/Videos

From the Filters section, select an option from the Stations drop-down list and then select **Show only blocked songs**. The song/video list preview updates to display the banned songs.

Figure 3-7: Banned songs/videos

DASHBOARD

DEVICES

REPORTS

BRANDS

ADMINISTRATION

HOME

PLAYERS

MUSIC

MESSAGES

SCHEDULING

REVIEWING & PUBLISHING

MUSIC

Filters

Stations

All stations

Show all songs

Show only banned songs

Drag a column here to group this column

Title	Artist	Album	Date Added	Banned
Kerosene	MDSN		2017-09-08	☒
#SundayFunday	MAGICI		2017-01-11	☒
How You Get The Girl	Taylor Swift	1989	2014-11-11	☒

To return to the full song/video list, select **Show all songs**.

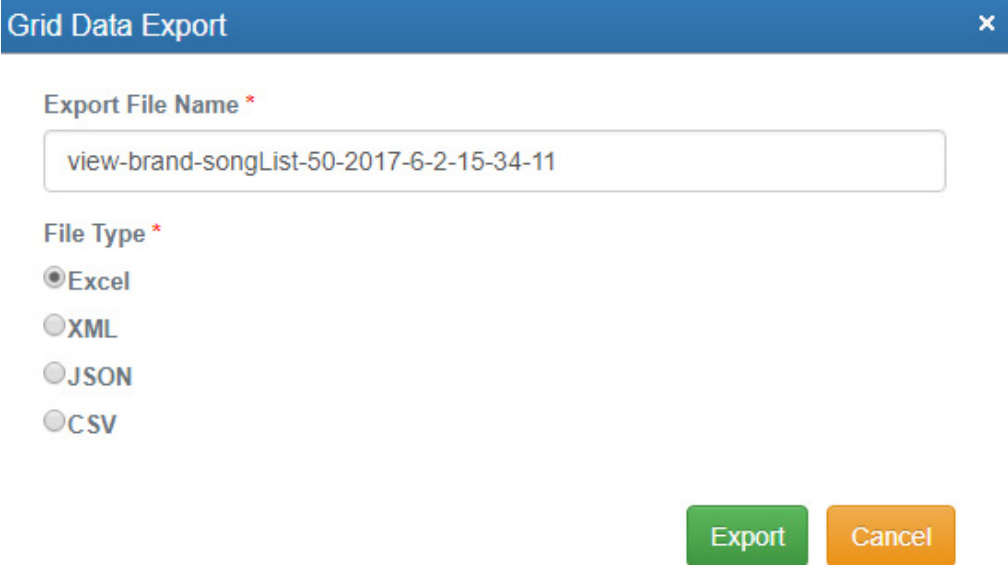
Exporting Song/Video List

TASK

1. From the Stations drop-down list, select the station from which you want to export the song/video list.
2. From the bottom of the browser window, click **Export**.

STEP RESULT: The Grid Data Export dialog appears.

Figure 3-8: Grid Data Export dialog



Grid Data Export

Export File Name *

view-brand-songList-50-2017-6-2-15-34-11

File Type *

☒ Excel

☐ XML

☐ JSON

☐ CSV

Export Cancel

3. From the dialog, enter a more meaningful file name (if required), select the export file type, and then click **Export**.

STEP RESULT: The exported song/video list file downloads.

Grouping and Filtering Your Content

Any of the visible columns in the Music (or Video) page can be filtered by entering information in the fields below the column headers and then pressing the **Enter** key.

Figure 3-9: Filtering by artist

	Title	Artist	Album	Date Added	Banned
		Michael Jackson			☒
☒	Billie Jean	Michael Jackson		2017-07-25	☐
☒	Beat It	Michael Jackson		2017-07-25	☐
☒	Love Never Felt So Good	Michael Jackson & Justin Timberlake		2017-06-22	☐
☒	Who Is It	Michael Jackson		2016-11-09	☐
☒	Give In To Me	Michael Jackson		2016-11-07	☐
☒	Black Or White	Michael Jackson		2016-10-06	☐
☒	Rock With You	Michael Jackson		2016-08-24	☐
☒	The Way You Make Me Feel	Michael Jackson		2016-08-24	☐
☒	Leave Me Alone	Michael Jackson		2016-08-24	☐
☒	Remember The Time	Michael Jackson		2016-08-24	☐

Data can also be sorted alphabetically/chronologically by clicking the column header. To remove all filters, under the Sort section, click **Reset**.

To group columns, drag-and-drop a column header to the **Drag a column here to group** field.

For example, as shown in Figure 3-10, dragging the Artist header into the field groups the list by artist.

Figure 3-10: Grouping by artist

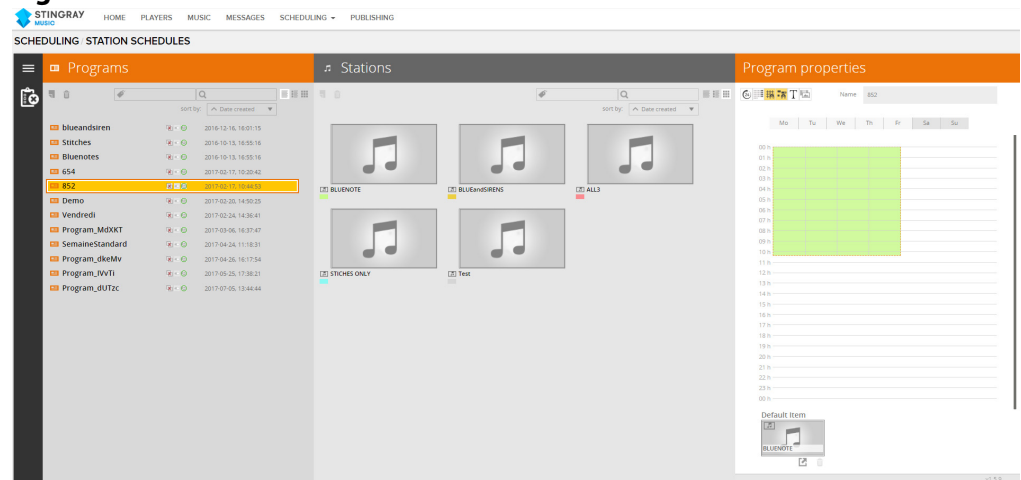
Artist x					
	Title	Artist	Album	Date Added	Banned
					☒
▶	Artist: New Order (3)				
▶	Artist: Pet Shop Boys (5)				
▶	Artist: Pat Benatar (1)				
▶	Artist: Culture Club (3)				
▶	Artist: Depeche Mode (4)				
▶	Artist: Neneh Cherry (1)				
▶	Artist: UB40 (2)				
▶	Artist: Madonna (17)				
▶	Artist: Soul II Soul (1)				
▶	Artist: Simple Minds (2)				

4

Creating a Station Schedule

From the Station Scheduler Tool, you can build your audio (or video) schedule around your understanding of your customers and their purchasing habits. To get started, from the Management Interface menu, select **Scheduling** and then **Station Schedules**.

Figure 4-1: Station Scheduler Tool



The following sections detail the process for creating a custom station schedule. For an in-depth look at the Station Scheduler Tool, refer to “Station Scheduler Tool” on page 44.

Creating a New Program

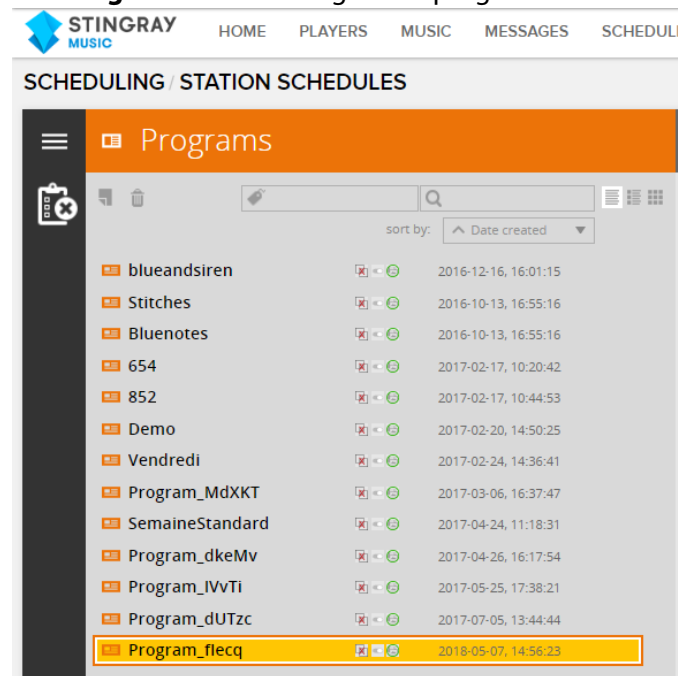
The first step in creating a station schedule is to create a new program with a default station. Including a default station avoids silent gaps in your scheduling. During program creation, the first item in the Station Panel is typically selected as the default station for every program that you create. This default station can then be changed manually.

TASK

1. From the top left corner of the Programs panel, click **New Program** .

STEP RESULT: A new program is created with a default name.

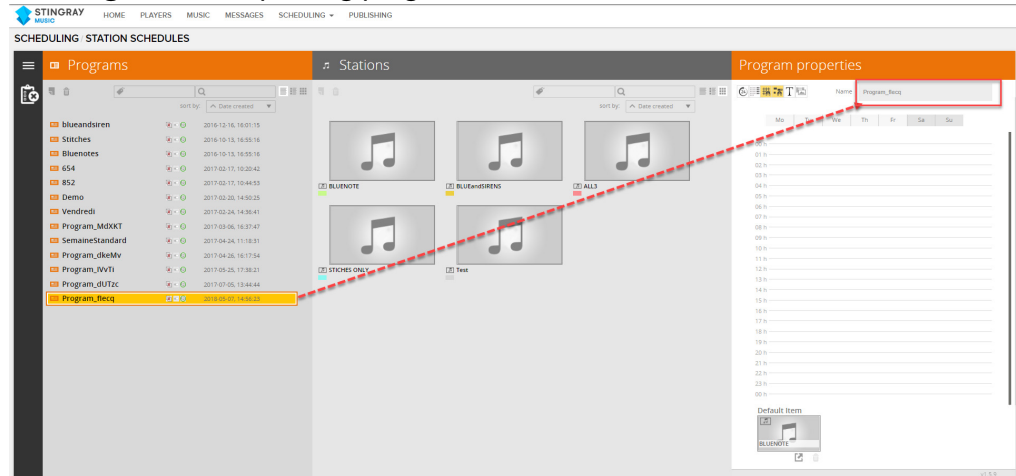
Figure 4-2: Creating a new program



- With the new program selected, from the Program properties panel, enter a meaningful name in the **Name** field.

STEP RESULT: The program's name is updated in the Programs panel.

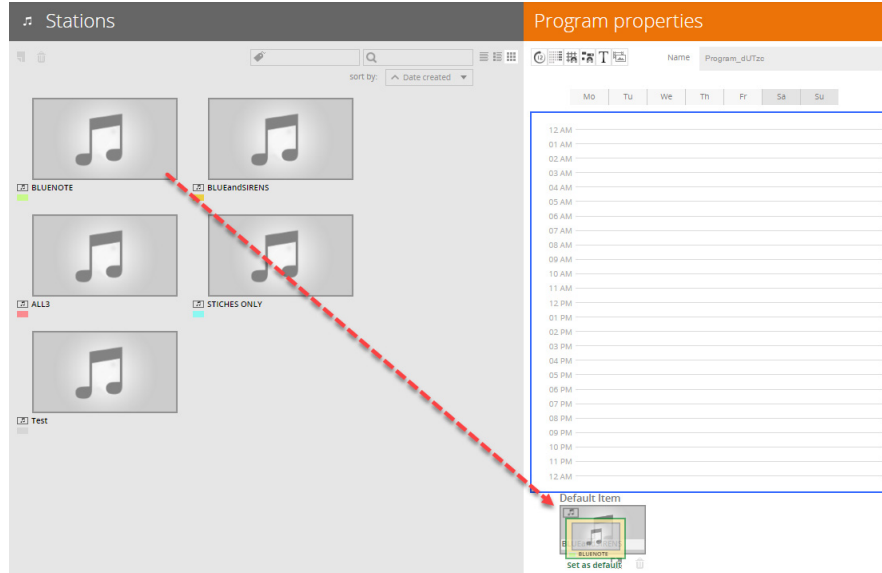
Figure 4-3: Updating program name



- You must now set a default station for your newly created program. To do so, drag-and-drop a station from the Station panel to the Default Item box in the Program Properties panel.

STEP RESULT: A default station is defined for the new program. The default station will play 24/7 for the selected program.

Figure 4-4: Setting a default station



RESULT:

A new program with a default station has been created. Note that wherever there is a white space on the schedule grid, the default station will play for that program.

Adding Stations to a Program

Once a program has been created, you can customize your schedule by adding additional stations.

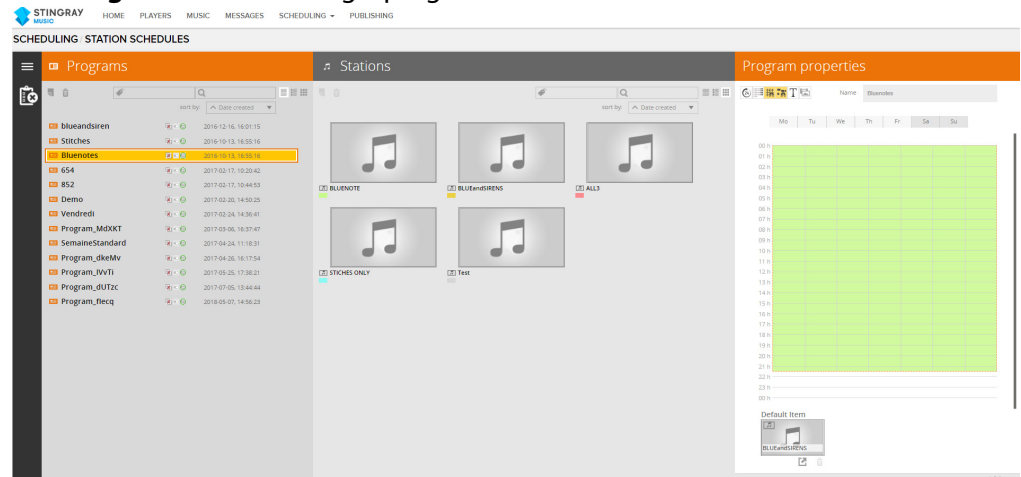
For more information on the Station Scheduler Tool, refer to “Station Scheduler Tool” on page 44.

TASK

1. From the Program panel, select the program you are adding stations to.

STEP RESULT: The program is highlighted and the Program Properties panel displays the default station schedule.

Figure 4-5: Selecting a program with a default station



2. Drag-and-drop a station from the Stations panel to the Program Properties panel grid. You can drag-and-drop as many stations as desired to the grid.

ADDITIONAL INFORMATION: To duplicate a station on the grid, select a station and press **Alt-C**. The duplicated station is added to the grid.

STEP RESULT: The new station is added to the grid as shown in Figure 4-6. As shown in Figure 4-7, the grid, now renamed Station Properties, displays a conflict between the newly added station and default station as they both are

set to play for 24 hours a day, 7 days a week. The next step describes how to organize the stations in the grid.

Figure 4-6: Dragging a station onto the grid

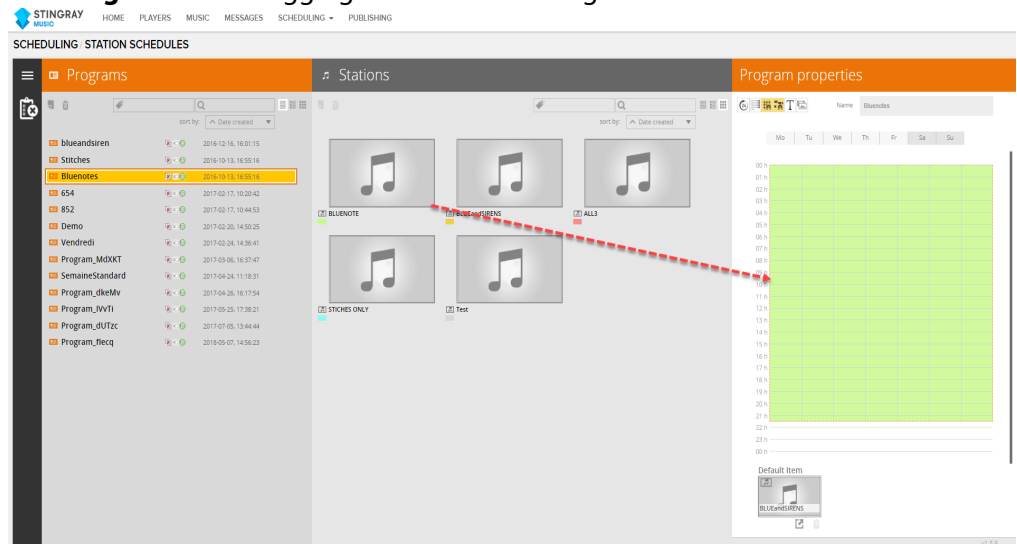
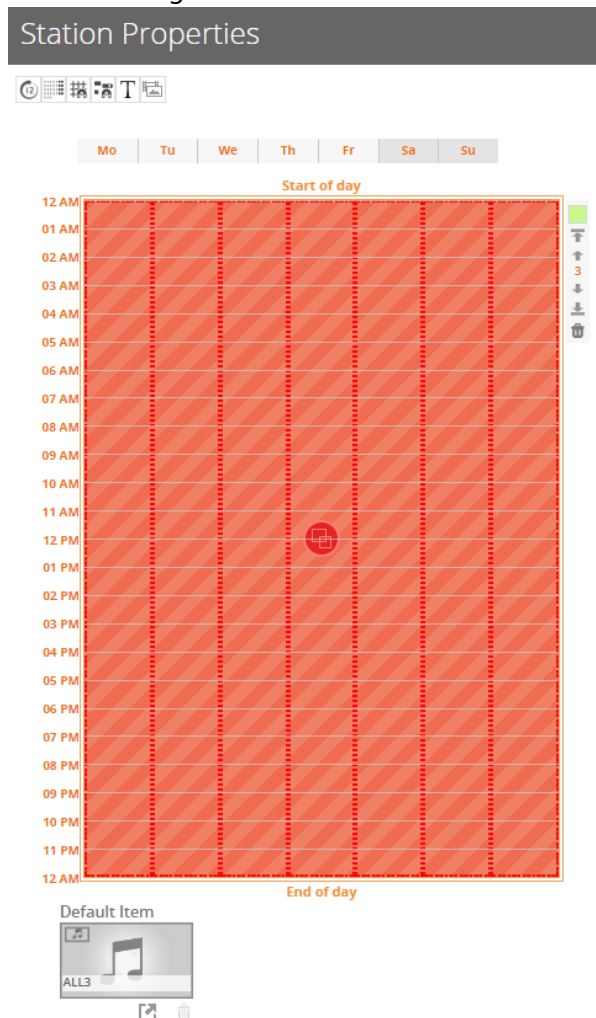


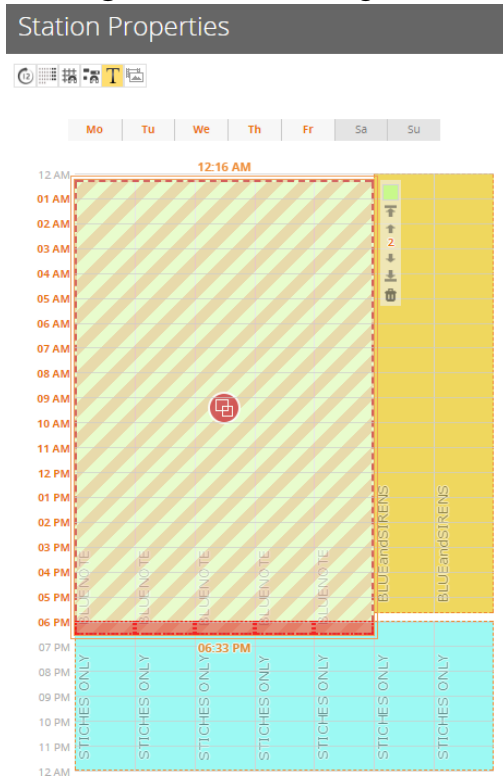
Figure 4-7: The grid displaying a schedule conflict with a new station showing and the default station



- To modify the station schedule, from the grid, grab the corners or edges of the station blocks to shape them to your liking. Grab the middle of a station to move it on the grid.

STEP RESULT: The station schedule updates. If any schedule conflicts exists, then the grid displays an overlapping icon  and red hatch lines.

Figure 4-8: Scheduling stations



NOTE: If overlapping stations are not resolved, then the conflicting stations are ignored during playback.

RESULT:

The customized station schedule has been created. Note that all white space on the grid plays the default station as defined in “Creating a New Program” on page 24.

If overlapping stations are not resolved, then the conflicting stations are ignored during playback. To prevent conflicts, take note of the following:

- Make sure stations do not overlap on the grid.
- A single station block should not be shorter than 15 minutes.
- Ensure that gaps between vertically stacked stations are not too short (do not make less than 15 minutes).

5

Creating a Message Calendar

Including periodic promotional messages during your audio/video playback is a great way to keep your customers informed of relevant brand information. You can easily upload your promotional messages via the Management Interface and design a custom message schedule around understanding of your customers and their buying habits.

Uploading Your Messages

The supported message formats are as follows:

- **Audio:** MP3, MP4, AAC, WAV, OGG, WMA, FLAC
- **Video:** MPG, MPEG, MP4, AVI, DIVX, WMV

***NOTE:** It is recommended to upload your messages at least 2 days before the desired playback start date, since most SB Players are configured to perform updates/downloads during store off hours (e.g. night time).*

TASK

1. For an audio brand, from the Management Interface menu, select **Messages** (or **Promos** for a video brand).

STEP RESULT: The Messages (or Promos) page appears.

2. From the bottom left corner of the Web browser, click **Add**.

STEP RESULT: The Create Message dialog appears.

Figure 5-1: Audio brand Create Message dialog

Create Message ×

Name *

Name

Messaging Tags

Messaging Tags

Logic Gate For Tags

☒ AND

☐ OR

Available Languages

Message (fr)

Choose file to upload...

Message (en)

Choose file to upload...

Save

Cancel

- From the Create Message dialog, enter the required fields and select your promotional message files to upload.

Option	Description
Name	The message name should be in the following format: <i><campaign prefix> <message description> <language></i>. For example, XMAS 20%REBATE EN. It is recommended to limit message names to 24 characters. <campaign prefix>: Begin a message name with a short prefix that describes the promotional campaign it is a part of. For example, if a message is part of a Christmas campaign, then a recommended prefix is XMAS. Doing so simplifies adding messages that are part of the same campaign to events as described in “Creating a New Message Calendar” on page 34. <message description>: Provide a brief description of the message. For example, if the message is about a 20% rebate, then include 20%REBATE as the second part of the message name. <language>: List the language of the message. In this case, the language is English (EN).
Messaging Tags (audio brand only)	You can define messages to play on specific SB Players by adding keyword tags. For more information, refer to “Adding Messaging Tags” on page 39.
Logic Gate for Tags (audio brand only)	This defines message tags rules. OR: This option requires that at least one of the message tags defined in the message must also be included in SB Player configuration in order to be played. AND: This option requires that all the message tags defined in the message must also be included in the SB Player configuration in order to be played. For more information on configuring tags on SB Players, refer to “Adding Messaging Tags” on page 39.
Available Languages	You can upload English (en) and French (fr) messages/promos. During the deployment stage of the SB Player, your SB Player can be configured for English, French, or both languages. That is, your SB Player plays the respective language that it is configured for (e.g. English message on an English SB Player, French message on a French SB Player). Note that if your SB Player is configured for both English and French, and if you upload a message/promo in both languages, the playback each version back-to-back.

- Click **Save**.

STEP RESULT: The Success dialog appears. When the process on the server-side is complete, the icon to the left of the message will changed from **Pending** 

to **Play** . Close the dialog to return to the Messages page. By default, the page lists the messages alphabetically.

5. From the Management Interface menu, select **Reviewing & Publishing** to implement your updates. For more information, refer to “Publishing Changes” on page 42.
-

RESULT:

You can now preview the message and include it in a message calendar. For more information, refer to “Creating a New Message Calendar” on page 34.

Previewing and Editing Your Messages

You can preview and edit existing messages from the Messages (or Promo for video brands) page.

TASK

1. From the Management Interface menu, select **Messages** (or **Promo** for video brands).

STEP RESULT: The Messages (or Promo) page appears.

2. Click the **Play**  button for the message to be previewed.

ADDITIONAL INFORMATION: Note that if you uploaded English and French versions of the message, click the appropriate the appropriate version’s **Play**  button.

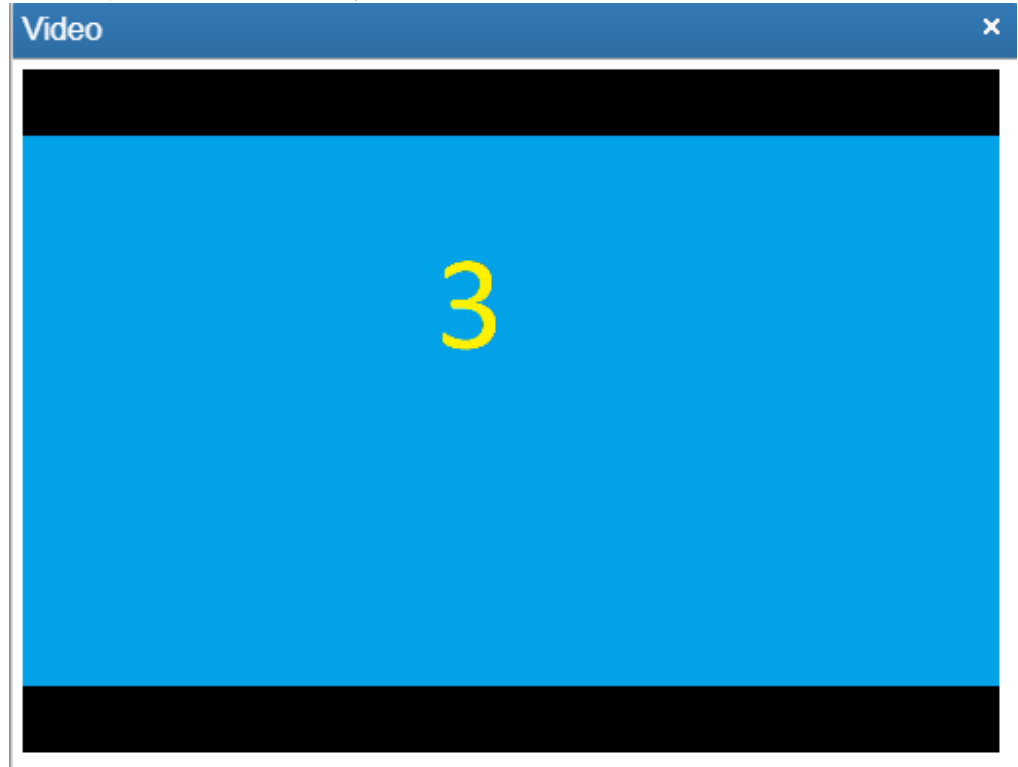
STEP RESULT: If the message is for an audio brand, then the audio player appears at the bottom of the Web browser as shown in Figure 5-2. If the

message is for a video brand, the video players opens as an applet as shown in Figure 5-3.

Figure 5-2: Audio player



Figure 5-3: Video player



3. To modify a message, to the right of the associated message, click **Edit** .
STEP RESULT: The Edit Message dialog appears. From here you can modify the message name, tags and logic rules, and replace the existing messages. Click **Save** when done editing.
4. To delete a message, to the right of the associated message, click **Delete** .
STEP RESULT: A Confirm dialog appears confirming you want to delete the message.
5. From the Management Interface menu, select **Reviewing & Publishing** to implement your updates. For more information, refer to "Publishing Changes" on page 42.

Creating a New Message Calendar

Now that your new messages have been uploaded and verified, you can define a new message calendar.

NOTE: *It is recommended to maintain a minimal number of calendars. If you require different messages to play for different locations, messaging tags is a powerful and simple solution. For more information, refer to “Adding Messaging Tags” on page 39.*

TASK

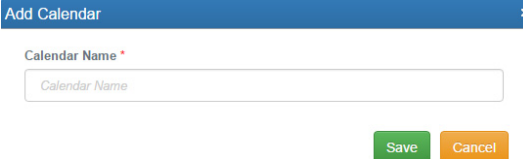
1. From the Management Interface menu, select **Scheduling** and then **Calendars**.

STEP RESULT: The Calendar page loads. From this page, you can create a new message calendar or edit an existing one.

2. From the bottom left corner of the Calendar Name panel, click **Add**.

STEP RESULT: The Add Calendar dialog appears.

Figure 5-4: Add Calendar dialog



3. Enter a name for your calendar and then click **Save**.

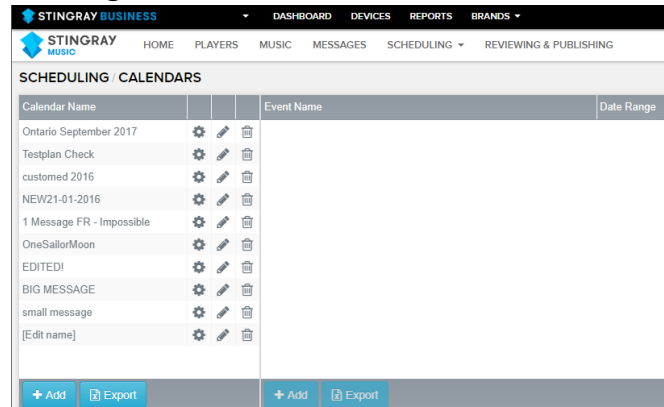
ADDITIONAL INFORMATION: It is good practice to provide a meaningful name for your calendar. The name should describe the group of events contained in the calendar.

STEP RESULT: Your new calendar appears in the Calendar Name list. You can now schedule your messages.

- From the Calendar Name panel, select you newly created calendar.

STEP RESULT: The calendar is highlighted and the (empty) Events list displays.

Figure 5-5: New calendar



- From the Events panel, click **Add**.

STEP RESULT: The Create Event dialog appears.

Figure 5-6: Create Event dialog

Create Event

Event Name *

Christmas 2017

Date Range *

2017/11/27 - 2018/01/06

Frequency *

☒ Only selected years
 ☐ Every year

Occurs on

☐ Sunday
 ☒ Monday
 ☒ Tuesday
 ☒ Wednesday
 ☒ Thursday
 ☒ Friday
 ☒ Saturday

Interval Type *

☒ Regular
 ☐ Custom

Time Interval Between Messages *

15 minutes between each message

Starts on *

09:00

Ends at *

17:00

Available Messages

Only FR

QA test

sb3

SCARY

test

Test1

Test212

TestSam1

TestSam2

TestSam3

TestSam4

Preview

09:00 - BIG MESSAGE

09:15 - Gilbert

09:30 - Only FR

09:45 - BIG MESSAGE

10:00 - Gilbert

10:15 - Only FR

10:30 - BIG MESSAGE

10:45 - Gilbert

11:00 - Only FR

11:15 - BIG MESSAGE

11:30 - Gilbert

11:45 - Only FR

12:00 - BIG MESSAGE

12:15 - Gilbert

12:30 - Only FR

12:45 - BIG MESSAGE

13:00 - Gilbert

13:15 - Only FR

Selected Messages

BIG MESSAGE

Gilbert

Only FR

Save

Cancel

6. From the Create Event dialog, you can select and schedule messages for you new calendar.

Field	Description
Event Name	Provide a meaningful name to describe the event (group of messages to be added). For instance, promotional messages for the Christmas season can be named <i>Christmas 2017</i> .
Date Range	Select the beginning and end date of the calendar event.
Frequency	Select whether it is a one time event or to be repeated each year.
Occurs on	Select which days of the week the event will be played back.
Interval Type	Select whether the playback intervals between the event's messages will be Regular (e.g. every 15 minutes between 09:00 and 17:00) or Custom . For more information on setting custom intervals, refer to "Defining a Custom Interval" on page 37.
Time Interval Between Messages	Set the regular intervals at which an event's message will playback. Note that the intervals must be specified in minutes.
Starts on	Set the start time for when messages should start playback. Note that you must enter the time in a 24 hour clock format (HH:MM).
Ends at	Set the end time for when messages should end. Note that you must enter the time in a 24 hour clock format (HH:MM).
Available Messages/Selected Messages	To add a message to the event, drag-and-drop a message from the Available Messages list to the Selected Messages list. To remove a message from the Selected Messages list, click the message's Delete  button. For more information on uploading messages, refer to "Uploading Your Messages" on page 29.
Preview	As you define the event, a mockup of the message calendar displays in the Preview section.

7. When you are done defining your event, click **Save**.

STEP RESULT: The new event appears in the Events list. If required, you can now create additional events for the message calendar.

Figure 5-7: New event

Event Name	Date Range	Time Range	S	M	T	W	T	F	S	Time Interval Between Messages		
Christmas 2017	27 November 2017 - 06 January 2018	09:00-17:00	☐	☒	☒	☒	☒	☒	☒	15 minute(s)		

8. To view an event's schedule, from the Events list, hover your mouse cursor over the event's icon.
9. To edit an existing event, click the event's **Edit Event** button.
STEP RESULT: The Edit Event dialog appears. The dialog includes the same features as the Create Event dialog.
10. To delete an event, click the event's **Delete Event** button.
11. From the Management Interface menu, select **Reviewing & Publishing** to push the update to your SB Player. For more information, refer to "Publishing Changes" on page 42.

RESULT:

You can now assign a message calendar to one or more of your SB Players. For more information, refer to "Configuring Your SB Players" on page 12.

Defining a Custom Interval

You can define custom intervals for your message playback.

TASK

1. From the Event list, click an event's **Edit Event** button.
STEP RESULT: The Edit Event dialog appears.
2. As described in "Creating a New Message Calendar" on page 34, drag-and-drop messages from the Available Messages list to the Selected Messages list in order to populate your event.

3. From the Interval Type section, select **Custom**.

STEP RESULT: The right section of the dialog updates to reflect the custom option.

Figure 5-8: Edit Event dialog with custom interval

Edit Event

Event Name *
Christmas 2017

Date Range *
2017/11/26 - 2018/01/05

Frequency *
☒ Only selected years
☐ Every year

Occurs on
☐ Sunday
☒ Monday
☒ Tuesday
☒ Wednesday
☒ Thursday
☒ Friday
☒ Saturday

Interval Type *
☐ Regular
☒ Custom

Selected Messages

Time	Message
00:00	BIG MESSAGE
00:00	Gilbert
00:00	Only FR

Preview

09:00 - BIG MESSAGE
 09:15 - Gilbert
 09:30 - Only FR
 09:45 - BIG MESSAGE
 10:00 - Gilbert
 10:15 - Only FR
 10:30 - BIG MESSAGE
 10:45 - Gilbert
 11:00 - Only FR
 11:15 - BIG MESSAGE
 11:30 - Gilbert
 11:45 - Only FR
 12:00 - BIG MESSAGE
 12:15 - Gilbert
 12:30 - Only FR
 12:45 - BIG MESSAGE
 13:00 - Gilbert
 13:15 - Only FR

Save **Cancel**

- From the Selected Messages section, define the custom times for each message.

ADDITIONAL INFORMATION: Under the Time column, enter the custom time in a 24 hour clock format (HH:MM).

STEP RESULT: The Preview section updates to reflect the custom interval.

Figure 5-9: Defining custom interval

Selected Messages

Time	Message	
09:00	Gilbert	
09:30	BIG MESSAGE	
12:00	Only FR	
+ Add		

Preview

09:00 - Gilbert
09:30 - BIG MESSAGE
12:00 - Only FR

- Click **Save**.
STEP RESULT: The dialog closes and the Time Interval Between Messages column of the Events list displays *Custom* for the event.
- From the Management Interface menu, select **Reviewing & Publishing** to push the update to your SB Player. For more information, refer to “Publishing Changes” on page 42.

Adding Messaging Tags

Messaging tags provide you with a powerful organizational alternative to creating multiple message calendars and events.

The process is as simple as adding a keyword tag to your messages and then adding the same tag to the SB Players/locations that play these messages. For example, a brand may require that a specific message only plays in Ontario. So, rather than creating multiple message calendars, the brand manager simply adds the *ONT* tag to the message and the SB Players located in Ontario. So, during playback, the message only plays on SB Players with the *ONT* tag.

***NOTE:** By default, SB Players and messages do not have tags. So, “tag-less” SB Players play “tag-less” messages.*

PREREQUISITES:

Before uploading your messages, it is recommended to organize your messaging tags, messages, and destination SB Players in a spreadsheet detailing the keyword tags for each message and their associated SB Players. Doing so simplifies the tagging process. Take note of the following rules when creating tags:

- Tags must be between 3 and 25 characters long.
- Tags can only be lower-case and alphanumeric.
- Tags cannot contain include special characters with the exception of a hyphen(-), underscore(_), plus sign(+), and period(.).

TASK

1. From the Messages page, click **Add** to create a new message or **Edit**  to edit an existing one.

STEP RESULT: The Create Message or Edit Message dialog appears.

2. Add the tags you defined in your spreadsheet to the Message Tags field. Click **Save** when done.

STEP RESULT: You can now add the messages to Message Calendar events as described in “Creating a New Message Calendar” on page 34.

3. Add the same tags to your destination SB Players. To do so, from the Management Interface menu, select **Players**.

STEP RESULT: The Media Players page appears and lists all of your SB Players.

4. Select the checkboxes associated to the SB Players you are assigning messaging tags to and then click **Edit**.

STEP RESULT: The Edit Media Player Configuration dialog appears.

5. From the dialog, select a message calendar and add the same tags to the SB Players’ messaging tags. Click **Save** when done.

6. From the Management Interface menu, select **Reviewing & Publishing**. to implement your updates. For more information, refer to “Publishing Changes” on page 42.
-

RESULT:

If an SB Player is assigned messaging tags, it only plays a calendar’s messages that include the same tags. If no messaging tags are included in the SB Player, then the SB Player plays the calendar’s “tag-less” messages.

6

Selecting a Station

Select a station for a specific location from the Station Picker page.

TASK

1. From the Management Interface menu, select **Home**.

STEP RESULT: The Station Picker page appears and displays the latest payouts for the selected location.

Figure 6-1: Station Picker

Locations

Music Station

Latest payouts

Refresh

Ben Harper - "Brown Eyed Blues"
2017-07-14 11:43:25.907 EDT

Band of Horses feat. UGA Redcoat Marching Band - "Georgia"
2017-07-14 11:39:05.362 EDT

Adele - "Right As Rain"
2017-07-14 11:35:50.001 EDT

Ellie Goulding - "Anything Could Happen"
2017-07-14 11:32:03.583 EDT

2. From the Locations list, select the location where you want to change the music station currently playing.
3. From the Music Station list, select the station to play at the selected location.
4. From the Management Interface menu, select **Reviewing & Publishing** to push the update to your SB Player. For more information, refer to "Publishing Changes" on page 42.

RESULT:

The selected location's station is updated.

7

Publishing Changes

After making modifications or updates in the Management Interface, you must publish the changes to your SB Players to receive the updates and to synchronize content.

TASK

1. From the Management Interface menu, select **Reviewing & Publishing**.

STEP RESULT: The Publish Changes page loads and displays recently completed published changes.

2. Click **Start Publish Changes**.

STEP RESULT: The Success dialog appears and states that the publish process has started. Close the dialog to return the Publish Changes page.

- To view the log status of the changes made during the update, click on the item ID that corresponds to the latest timestamp.

STEP RESULT: The Log column displays which SB Players have had changes made to them.

Figure 7-1: Publish Changes details

Id	Timestamp	Status	Initiator	Notes
27946	2017-01-10 13:33:06 433 EST	COMPLETED		Pushed: 5 NoChanges: 0 Ignored (Inactive): 1 Ignored (Unprepared): 0 Failed: 0
35308	2017-02-20 09:48:52 979 EST	COMPLETED		Pushed: 1 NoChanges: 5 Ignored (Inactive): 1 Ignored (Unprepared): 0 Failed: 0
35988	2017-02-24 15:58:17 382 EST	COMPLETED		Pushed: 4 NoChanges: 1 Ignored (Inactive): 2 Ignored (Unprepared): 0 Failed: 0
66759	2017-03-10 08:03:54 605 EST	COMPLETED		Pushed: 5 NoChanges: 0 Ignored (Inactive): 2 Ignored (Unprepared): 0 Failed: 0
67328	2017-03-14 11:25:07 648 EDT	COMPLETED		Pushed: 5 NoChanges: 0 Ignored (Inactive): 2 Ignored (Unprepared): 0 Failed: 0
67440	2017-03-15 11:11:46 891 EDT	COMPLETED		Pushed: 5 NoChanges: 0 Ignored (Inactive): 2 Ignored (Unprepared): 0 Failed: 0
Refresh Start Publish Changes Export				
Id	Timestamp	Log		
	2017-02-24 15:58:18 024 EST	P014395 - Changes Pushed		
	2017-02-24 15:58:17 904 EST	P013696 - Skipped because Inactive		
	2017-02-24 15:58:17 892 EST	P013662 - Changes Pushed		
	2017-02-24 15:58:17 777 EST	P012642 - Skipped because Inactive		
	2017-02-24 15:58:17 753 EST	P012641 - No Changes to Push		
	2017-02-24 15:58:17 664 EST	P012640 - Changes Pushed		
	2017-02-24 15:58:17 552 EST	P010858 - Changes Pushed		

- Click **Refresh** to the latest status and log updates.

RESULT:

The update is finished when the status changes to COMPLETED. Depending on the type of updates implemented, the changes are pushed to the connected SB Players at different time. Table 7-1 provides an overview of when changes are usually pushed to an SB Player.

Table 7-1: When an SB Player is updated

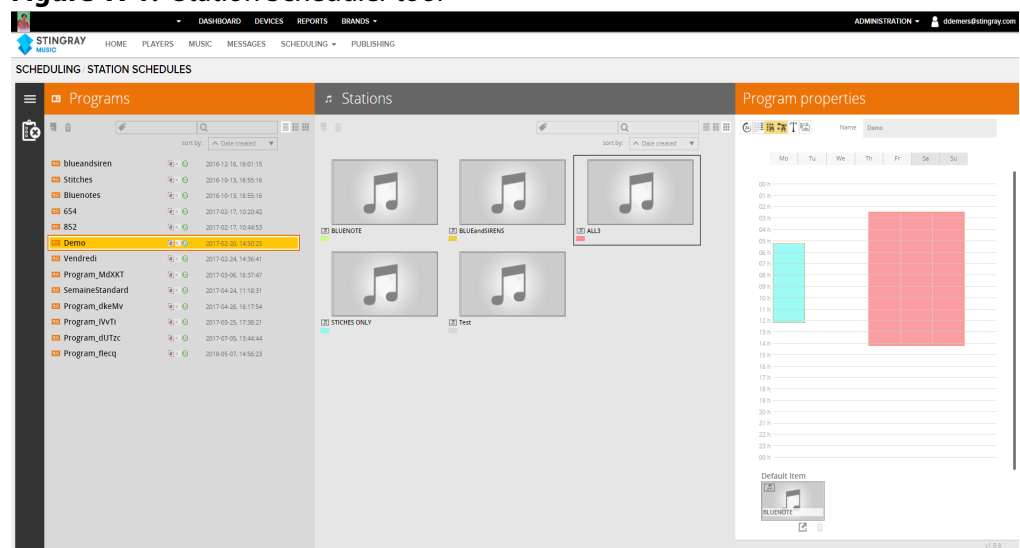
Update	SB Player Updated
Banning Songs	Banning a song updates the SB Player instantaneously.
Changing Stations	Changing stations can take up to 2 minutes to update the SB Player.
Uploading Messages	Messages are uploaded to the SB Player during the defined throttling schedule. Note that the default throttling start and end times are 11pm and 5am, respectively.
Content Updates	Content updates are uploaded to the SB Player during the defined throttling schedule. Note that the default throttling start and end times are 11pm and 5am, respectively. If you want to change the throttling scheme, please contact your SB player support representative.

A

Station Scheduler Tool

The Station Scheduler tool allows you to schedule stations through a user-friendly visual interface.

Figure A-1: Station Scheduler tool



As can be seen from the above screenshot, the Station Scheduler tool has three main panels:

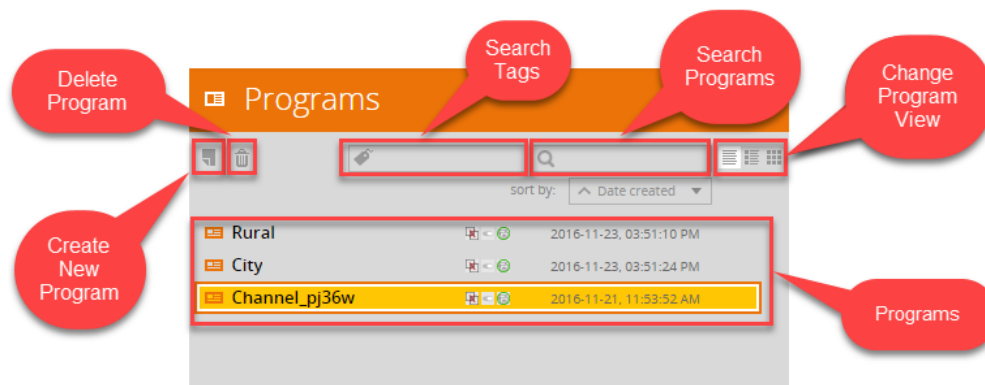
- **Programs:** Programs (aka Channels) are the containers for the station schedule.
- **Stations:** The available stations to be included in a program.
- **Program Properties:** The Program Properties panel visually displays the assets (i.e. stations) and rules (i.e. time and day when a station is to played) of each program. You define the station schedule/Program here.

Programs

Programs are the containers for the station schedule.

The following image displays the major components of the Programs panel.

Figure A-2: Programs panel



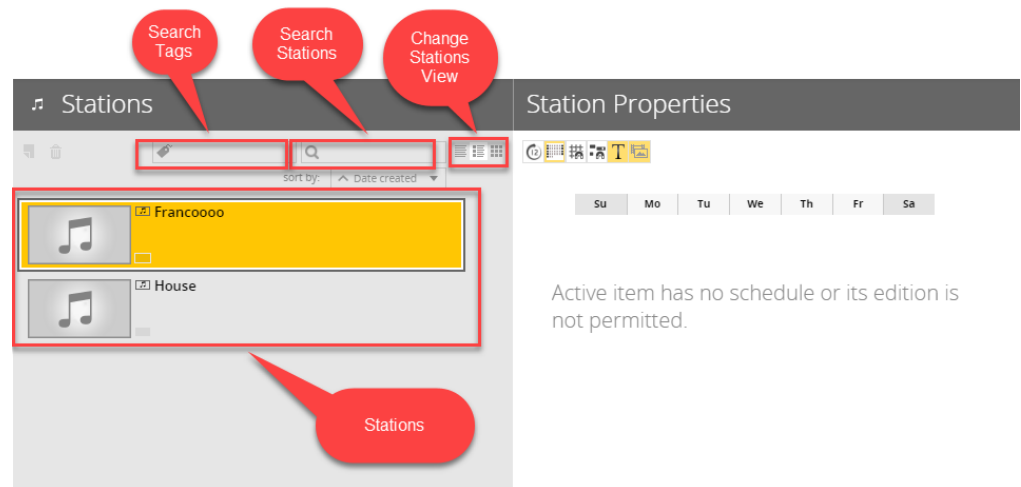
Component	Description
Create New Program	Click this icon to create a new program.
Delete Program	With a program selected, click this icon to delete it.
Search Tags	If included, you can search for programs with specific tags.
Search Programs	Search for a program by entering its name in this field.
Change Program View	Toggle between list view, details view, and tiles view.
Programs	Lists all programs.

Stations

The available stations to be included in a Program.

The following image displays the major components of the Stations panel. Note that when a station is selected, the Station Properties panel appears.

Figure A-3: Stations panel



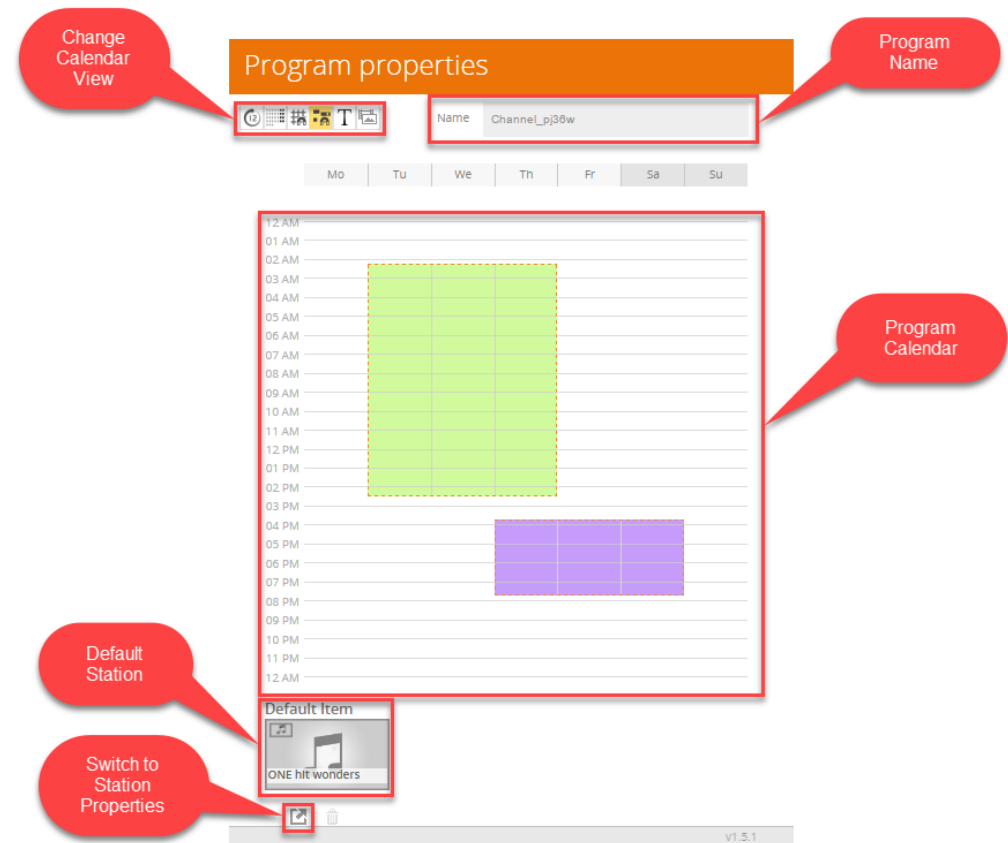
Component	Description
Search Tags	If included, you can search for stations with specific tags.
Search Programs	Search for a station by entering its name in this field.
Change Stations View	Toggle between list view, details view, and tiles view.
Stations	Lists all stations.

Program Properties

The Program Properties panel visually displays the assets (i.e. stations) and rules (i.e. time and day when a station is to be played) of each program.

The following image displays the major components of the Program Properties panel. You define your stations schedule (also known as program) in this section.

Figure A-4: Program Properties panel



Component	Description
Change Calendar View	You can change how the calendar is displayed: : Toggle between a 12 hour and 24 hour clock : Display week starting on a Sunday or Monday. : When placing the station in the calendar, you can either drag its boundaries in minute increments or have it snap to every 15 minutes. : When placing the station in the calendar, you can turn on boundary snapping so that it lines up right next to other stations in the calendar. T : Select to view the station names in the calendar. : Select to view the station image in the calendar.
Program Name	Program name edit field. Enter the Program name here.
Program Calendar	Drag and drop a station from the Stations panel to the Program Calendar to define the stations schedule. You can resize the station boundary to define the days and time intervals when it should play.
Default Station	Drag and drop a station from the Stations panel to this location to define the default station to play.
Switch to Station Properties	Click here to switch to the Station Properties view.

This section lists frequently asked questions regarding the SB Player and Management Interface.

Name field or Default Item box Missing in the Program Properties panel

When manipulating stations within the Program Properties panel, these elements may disappear and the panel is renamed to Station Properties. In this case, from the Programs panel, re-click the program you intend to change to revert back to the Program Properties panel.

How do I know where my music stations are being used?

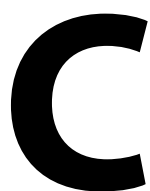
As you schedule your stations, it may be difficult to keep track of which programs include which stations. To view instances of your stations:

- 1) From the Stations panel, hover your mouse cursor over the station you want to look into.
- 2) Click the **More**  icon that appears.
- 3) Select **Show Instances**. A dialog appears displaying which programs are using the selected station.

Items disappear from the Programs/Stations panels

If the Programs or Stations panels suddenly go blank, you may see the following warning: *Items in this panel are currently being filtered by type, tag or filename...*

To resolve this, ensure that the Keyword search field  is empty. Note that even an empty character space can cause result in the panels appearing blank.



Contact Us

If you have any questions, or require support for the SB Player or Management Interface, please contact us.

General Information

Get in touch with us if you have any general questions regarding Stingray Business.

Website:	http://business.stingray.com
Telephone:	1-888-956-4652

Troubleshooting and Support

Get in touch if you require support for your SB player.

Website:	http://business.stingray.com/customer-support
E-mail:	businesssupport@stingray.com
Telephone:	1-888-685-2486