# SM Infinity ™ Help Guide
## welcome, grasshopper

Thanks for using SM Infinity™. Our goal is to provide a simple and easy interface that gives you the power to manage your display online anytime, anywhere 24/7.

We are constantly working to improve the system and add new features on consistent basis. Information in this guide may differ slightly from the current site due to continual improvement.

We value your feedback and suggestions for features that would be useful to you. Please feel free to use the feedback link in the "Spectacular Account" section of the website.

If you need any assistance or questions about SM Infinity, please don't hesitate to contact us.

Sincerely,

- The SM Infinity™ Team
support@spectacularmedia.com

## SM Infinity™     1

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Access SM Infinity™ any time, anywhere, 24/7 on the internet. Just go to **www.sminfinity.com/main.htm,** enter your E-Mail address and password, then press the "Login" button.

If you have any trouble logging in please check the following:

- Make sure you are using the correct e-mail address and password. *Note: Passwords are case sensitive.*

- SM Infinity supports the latest versions of the following browsers. Make sure your browser is up-to-date.

    - Google Chrome

    - Firefox

    - Microsoft Edge

    - Safari

- Clear your Browser's Cache. Instructions for specific browsers can be found on their respective company websites.
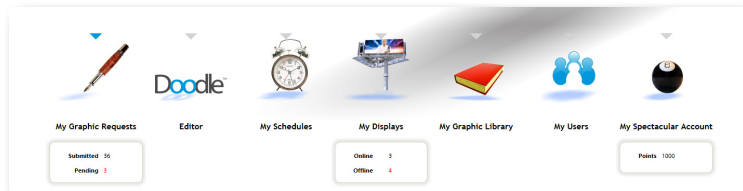
After logging in you are taken to your main dashboard. This provides easy access to all the features of SM Infinity.

- **My Graphic Requests:**  This is your main portal to request custom content from SM Infinity designers. Your Submitted and Pending graphic requests are provided on the dashboard for quick reference.

- **Doodle:** Our simple built in editor, that allows you to create custom content for your display inside SM Infinity.

- **My Schedules:** You manage and control your display's schedule here. This includes adding content, modifying existing schedules and creating new schedules.

- **My Displays:** Manage your display settings here, including brightness levels, site address and group management. Your display's online status is shown here for your reference. If you have any displays offline, please check your communication hardware, internet connection at the display, and power to the display. Please contact your display provider directly for hardware support.

- **My Graphic Library:** All of your content is stored here. Use this section to add existing content you've created, access our stock library, and access all of your custom content designed by SM Infinity designers.

- **My Users:** Manage the users under your SM Infinity account.

- **My Spectacular Account:** Manage your account settings, SM points, preferences and user information here.

## sm  My Graphic Requests



Graphics Requests allow you to get custom, professional content from SM Infinity designers in a simple linear process. Just click on each option, enter the required information, and press the "Done" button to close the option. Press the green "Send" button to review then submit your request.

**What do you want to say in your message?**  Enter the exact message you want on your display. Remember to keep it simple, and to the point. Then select the type of message you want (Image or Video Animation).



*Note: Content for higher resolution HD (LCD Screens) will use more points than lower resolution LED signs.*

**What Display?** Select the display you want your request to be assigned to. Points will be automatically totaled at the end of the request according to the number of displays you select, and the type of display HD (LCD Screens) or LED.

| I choose this **Display:** | | | | |
|---|---|---|---|---|
| | Alias | Height | Width | Type |
| ☑ | Austin Demo | 64 | 144 | LED |

Done
Cancel

**Schedule the Message?** This is optional. If you add a schedule to your request, it will be automatically added to your sign as scheduled when you approve the request.

This is the **Schedule** I would like:

☐ Use Advanced
Advanced

| Start Date: | End Date: | Start Time: | End Time: |
|---|---|---|---|
| 8/12/2013 | 8/12/2014 | 12:00 AM | 11:59 PM |

Reset
Done
Cancel

**Start Date and End Date:** When do you want the message to start and stop? Default is 1 year from the creation date.

**Start Time, End Time:** What times of the day do you want the message to play between your chosen dates? Default is all day.

**Advanced Scheduling:** You can set more specific times to play between these dates by selecting "Use Advanced", then press the "Advanced" button. Here you can select specific days and times to play your message Between the dates selected.

**Advanced Schedule** ✕

◉ Daily ○ Sat & Sun ○ Weekdays

☑ Monday
Start: 12:00 AM
End: 11:59 PM

☑ Friday
Start: 12:00 AM
End: 11:59 PM

☑ Tuesday
Start: 12:00 AM
End: 11:59 PM

☑ Saturday
Start: 12:00 AM
End: 11:59 PM

☑ Wednesday
Start: 12:00 AM
End: 11:59 PM

☑ Sunday
Start: 12:00 AM
End: 11:59 PM

☑ Thursday
Start: 12:00 AM
End: 11:59 PM

Reset   Done

**Comments, Reference and Websites?** This section allows you to provide the designer direction on the request, and any styles, colors, or specific items you would like to see on the content file.

Here are some **Comments** about this request:

I would like to upload these images for **Reference**:

*Supported file extensions are: .jpeg,.jpg,.png,.bmp,.gif,.tif,.tiff
# of Files:  0      Browse
** maximum 4 files

Here are some **Websites** I want you to see:
http://www. _____ ⊕ ⊖

Done
Cancel

- **Comments:** Give the designer some direction, style notes, or other information they may need.

- **Reference Images:** You can attach image files for the designer to reference, or use on the content directly. Be sure to mention what to do with them in the comments section.

- **Websites:** Add some websites for the designer to see. They may include your company colors, or existing marketing styles the designer may find useful.
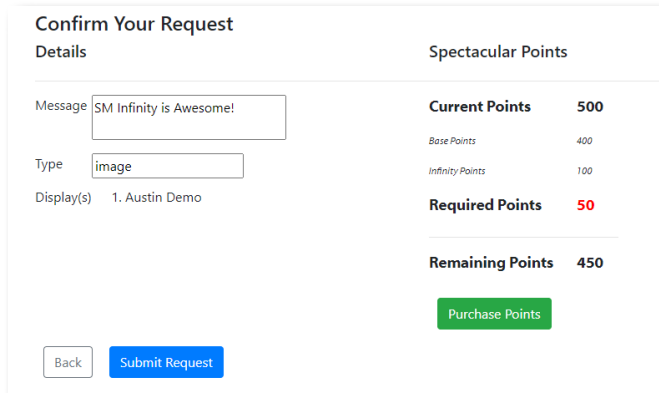
**Ready to Send?** Press the "Send" button to confirm your request.

(The "Reset" button will clear the form. )

Reset

Send

**Confirmation:** This window confirms your graphic request, and the point cost associated.



- If you requested content for multiple displays, points are totaled automatically according to the display type, HD(LCD Screens) or LED
- If you need additional points, you can purchase Infinity Points by pressing the "Purchase Points" button.

  *Note: A credit card is required to purchase Infinity Points. You may use your existing card, or add a new one.*

- After submitting the request, you can delete it as long as it is not in production status (typically at least 1 hour after submission) and your points will be refunded.

**Submit:**  Press the "Submit" button. You will be provided a confirmation that your request has been sent to our designers.
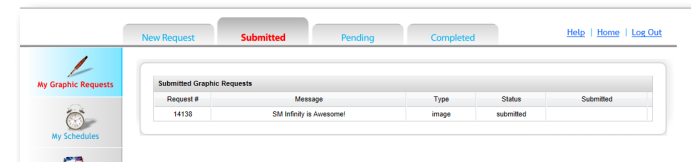
After your request is submitted, it goes into the SM Infinity system where it will be assigned to a designer. You can view current and completed requests throughout this process.

You will receive an e-mail when the media has been completed, and ready for your review (typically 1-2 business days). After logging back into the SM Infinity website, you can review, revise, delete or approve the media in your request. Once approved, the media will be added to your Graphic Library for future use. If you included a schedule in the request it will be automatically scheduled on your display.
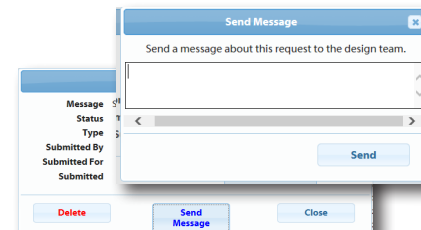
***Please Note:*** *Graphic Requests not approved after 90 days will be deleted.*

To see the status of submitted requests, click on the "Submitted" tab. This will show you any current requests that are not currently ready for review. The status for each request is indicated on the list.
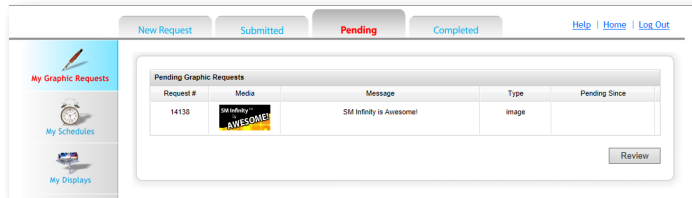


Click on the request for more details. You can also send a message to the design team regarding the request by clicking the "Send Message" button.

To review, revise, delete or approve requests that are ready for your review, click on the "Pending" tab.



Select the request in the list, and press the "Review" button. This will bring up the review window that shows your new media , and the last comments from the design team.



You can Approve, Delete or Reject (Revise) this request.

To Revise press the "Reject" button. A dialog will appear to provide feedback on the request for revision. You can also request a new designer. The process will begin again, and you will receive another e-mail to review the revision.
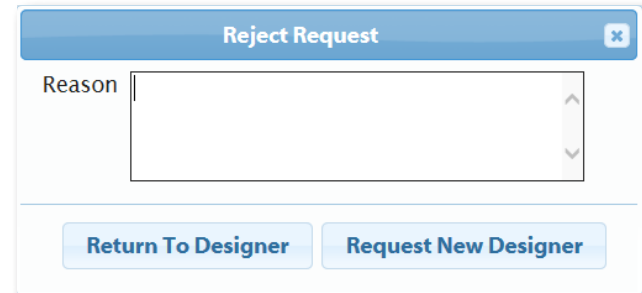


When you are satisfied with the media, you can press the "Approve" button to send the file to your library. If a schedule was attached it will also be automatically placed on the display.
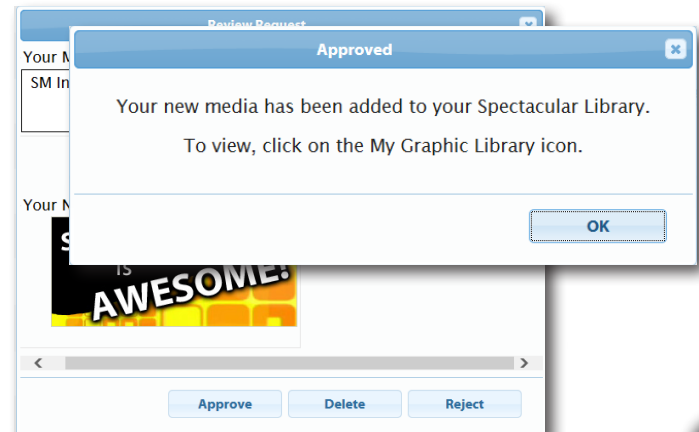
## sm My Graphic Library

My Graphic Library contains all the available media content for your display including Graphic Requests, Doodle projects, general stock content, and content you've uploaded.
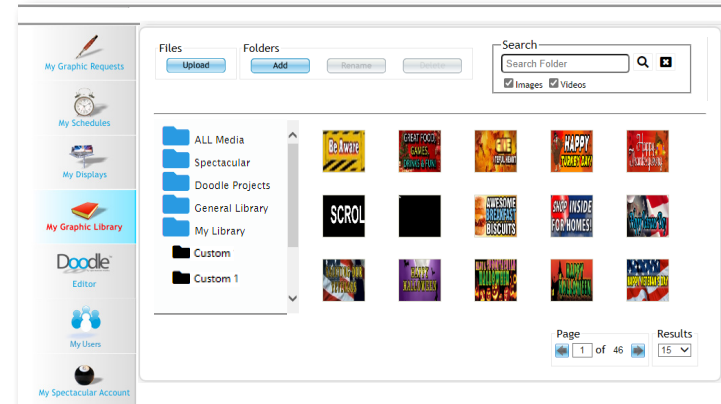


**File, Folder, and Search:** Add your own files using the "Upload" button. Add & manage custom folders with the Folders buttons. Search your library with the search tool.

### System Library Folders (Blue) 📁

- **All Media:** View your entire content media library.

- **Spectacular Library:** All content created by the SM Infinity designers through "My Graphic Requests".

- **Doodle Library:** Content created using SM Doodle™

- **General Library:** General stock content for all SM Infinity users, organized into category folders (not editable)



- **My Library:** Content that you uploaded from your own computer. Press the "Upload" button to add files, and the "Add" button to add custom folders 📁 (editable). *Note: Adding media does not use points.*

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## Upload Your Own Files

Click on the "Upload" button. Browse for your file, name it, choose a folder, then press "Submit".
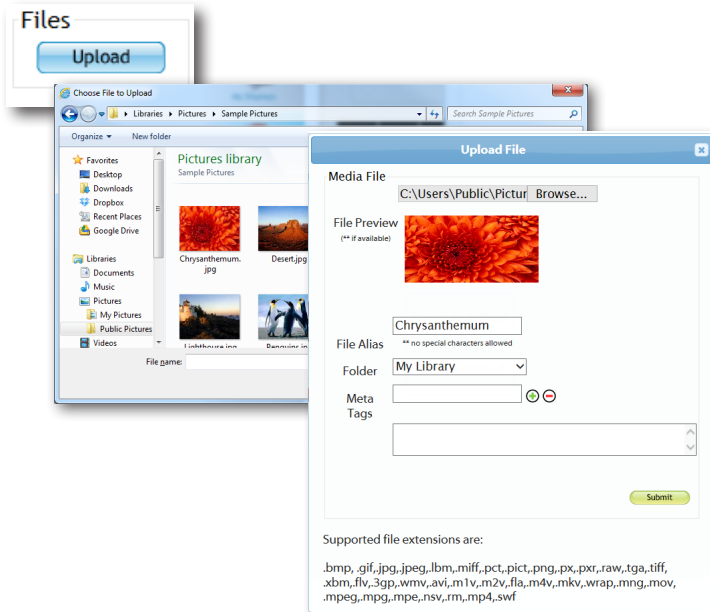


SM Infinity accepts standard media files including:

- Images: JPG, PNG, and GIF (static only)
- Movie-Animations: AVI, MP4, and MOV. Uncompressed or standard compression codecs.

*Note: Animated GIF files are not supported. We recommend converting them to a higher quality MP4 format.*

## Using Folders and Media Files

Simply select a folder to view its contents in the right pane.
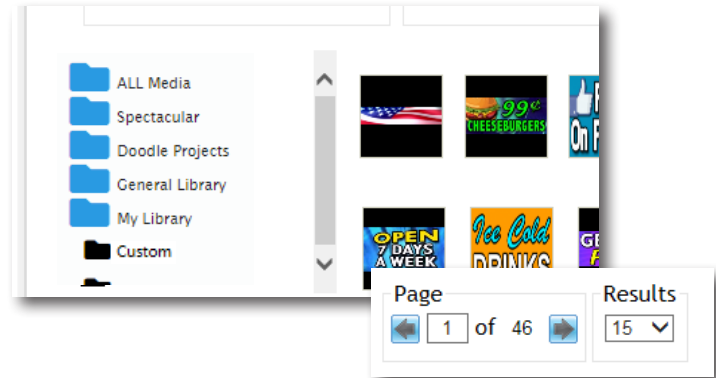


Press the arrow buttons to page through the folder. You can also select the number of files the pane will show from the "Results" drop down box.

Specific media can be previewed by clicking on the media itself. Media information like alias and meta tags can be modified here.

System Folders are blue and cannot be edited or deleted. These are the same Libraries available in previous versions.



Custom folders are black, and can be created or modified using the "Add",
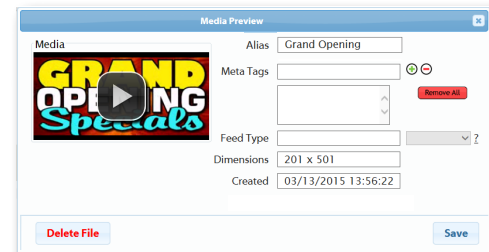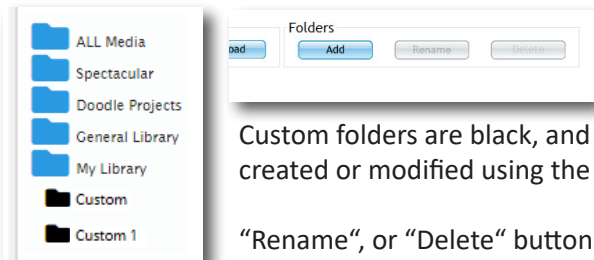
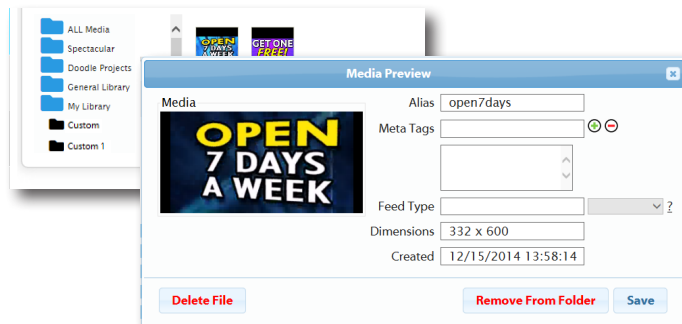"Rename", or "Delete" buttons.

You can drag and drop files from any folder (except the



General folder), into your own custom folder.

To **remove** files from a folder, simply click on the custom folder, then click on the file inside and press the "Remove



from Folder" button.

To **delete** the media file press the "Delete File" button. *Warning: This will delete the file from your graphic library, folders, and any schedules it is currently playing on.*

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All of your display schedules are created, managed and modified here. Any changes you make are immediately synced with the sign, in real time over the internet.

**Display Selection:** Choose your display
(available only with multiple displays on a single account)
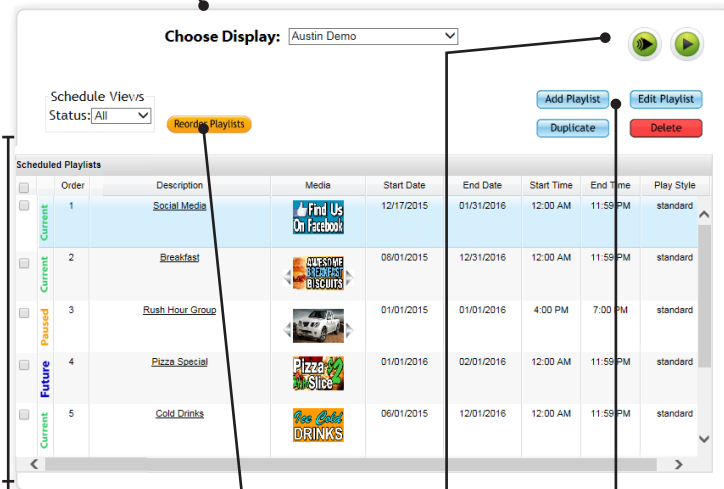


**Scheduled Playlists:**

Lists all scheduled Playlists and their status. Includes important items like the media files in the Playlist, play dates and times, and the play style.

**Display Simulation:** Live Stream your current display schedule (select members only) or simulate the Scheduled Playlists.

**Add, Edit, Duplicate, Delete:** Create or modify existing schedules here.

**Reorder Playlists:** Adjust the order of your scheduled items.

## Adding /Editing a Schedule Item

Click the "Add Playlist" button or select an existing item and press the "Edit" button. Simply choose a library folder, then drag and drop your desired media into the "Media List".



Select the desired library or custom folder. You can also search the library.

Adjust the play length, remove items, or reorder the list here.

**Note:** *Only Image file play lengths can be adjusted here.*

- *Video/Animation file play length cannot be changed.*
- *Doodle Projects must be changed in Doodle directly, and will apply to the doodle across all displays.*

You can include more than one media file inside a single scheduled item. This is useful when grouping advertisements together for certain ad campaigns or time dependent messages, while still playing the ads individually into the main display rotation.
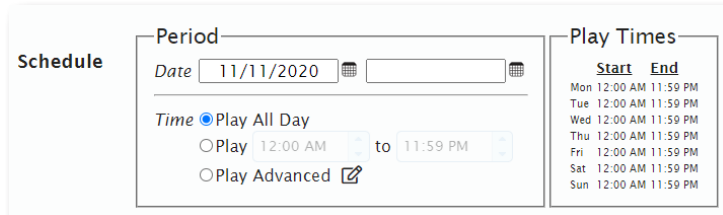
Once you have added your files to the "Media List" select the "Schedule" tab.
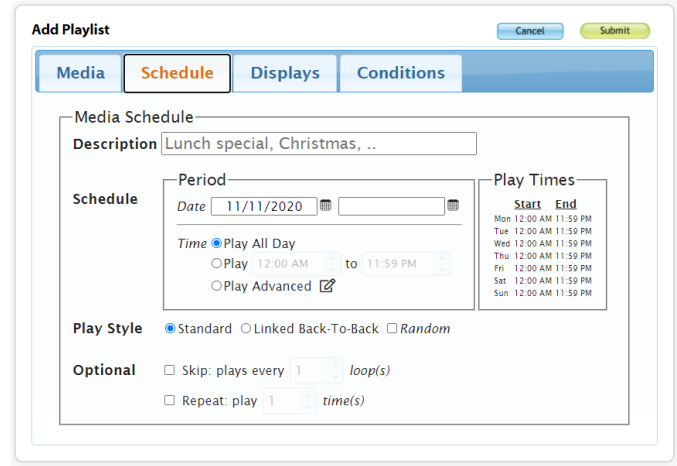


- **Description:** Add a name to your scheduled playlist here. This will show up on the main list for the entire display.

- **Schedule:** All scheduling options are located here, including start/end dates, daily play times, and advanced scheduling options to schedule content on specific days of the week and times of the day. *More information on the next page.*

- **Play Style:** This setting determines how the files in your "Media Playlist" (previous tab) will be played.

    - **Standard** - Only one (1) Media File will play from this playlist each time it comes up in the main display rotation. Each media file is played in the order shown on the playlist.

    - **Linked Back-to-Back** - All media files will play back to back in this playlist before moving to the next item in the main rotation.

- **Skip:** Play this playlist only after a desired number of loops (display schedule rotations) have completed.

- **Repeat:** Repeat this playlist before moving to the next item in the rotation.

## Scheduling Options

SM Infinity allows both simple and advanced scheduling options. The simple option provides a start date, end date, and automatically plays All Day (24/7), or you can select a daily playtime.
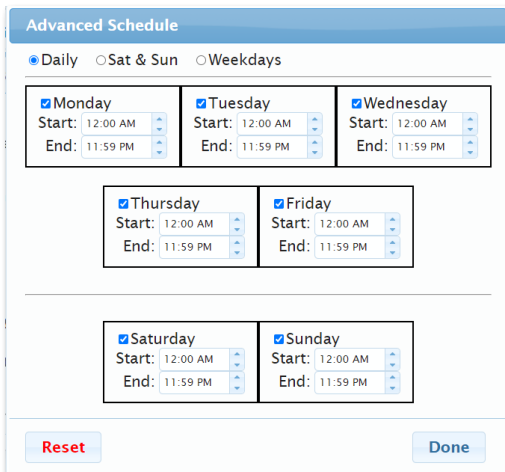


Clicking on the "Play Advanced" option lets you select specific days of the week, and time of day to play the scheduled item by checking the appropriate boxes.

*Note: The "Play Times" area adjusts as you edit your schedule, showing when your media will play each day.*
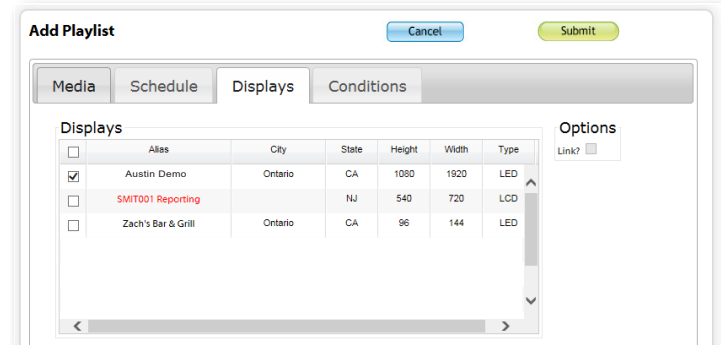


When you are finished press the "Done" button.

*Note: To edit the settings click on the edit icon on the right.*

○ Play Advanced ✎

## Display Selection *(Optional)*

To schedule the playlist on more than one display, or choose a different display select the "Displays" Tab.



Your current display is automatically selected. Click on additional displays as needed to add this scheduled playlist.



The "Link" Option will automatically enable when more than one display is selected. This option will link this playlist across multiple displays. This allows any future changes or edits to affect all displays selected in the list.

To keep the scheduled playlist separate, un-check this option.

**Display Groups:**
Schedule to an entire group of displays. Mix and match, the playlist will be scheduled on all displays selected.
**Note:** Display Groups are modified in the "My Displays" section

## Conditional Messages *(Optional)*

Conditional messaging allows you to play media files based on variable conditions like temperature. To add conditions to this playlist, click the "Conditions" tab.
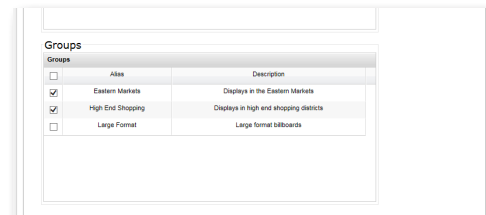


Select the appropriate Category, then select the comparison: *(Equal to, Less Than or Equal To, Greater Than or Equal To, Greater Than,  or Less Than)*

Enter the desired value, then press the "Add" button. This will add it to the list for this Schedule Item.



In the example above, our playlist will only play when the external temperature is greater than or equal to 90 degrees.

**Note:**  *You can have multiple conditions for a single Schedule Item.*

When you are finished with the settings, press the "Submit" button to add the playlist to your display rotation.



Your display(s) will automatically update with the new scheduled playlist and media files. This can take between 1-10+ minutes depending on the internet connection speed and the size of the files.

You can add as many schedules as you need to your display rotation. However, we recommend keeping it as simple and efficient as possible by grouping media files when possible, and deleting, or rescheduling expired schedule items.



***Please Note:***  *If your display does not update, it may not be powered on or connected to the internet. To verify your display's status, please see the "My Displays" section of this guide.  In most cases, a display is offline due to power or hardware communication devices.* ***Please contact your display hardware provider directly to provide support.***

## Schedule Viewing Options

SM Infinity provides two main options for displaying your scheduled content in the web portal. To use these features, simply press the appropriate button after selecting your desired display in the "My Schedules" section.

### Streaming View

This provides a buffered stream of your content as reported directly from the display. **The display must be online and operational to use this feature.**

*Note: This feature is available for Copper, Silver, Gold, Platinum and other select SM Infinity members only.*

### Schedule Preview

This provides a simulated view of your current schedule as shown in your SM Infinity portal. This feature will simulate approximately 10 minutes of your schedule, and is available to all SM Infinity users.

*Please Note: Per our term of service, both the Streaming View and Schedule Preview Simulation features are provided as is. Internet speeds, data access, web browser, and your device may affect the operation of these features.*

**Display Information:** This information is important for support and any dynamic data like temperature.

**Brightness:** Schedule the brightness levels of your display over a 24 hour period.

**Display Groups:** Add, Edit and Delete your display groups.

**Display Communications:** "Last Check In" indicates the last time the display checked in with the servers. If it has not checked in within 1 hour, your display may be offline. **Contact your Display Provider if your display is blank, or you are unable to communicate to it.**

**Display Properties:** This the pixel size of your display. For displays equipped with Virtual Pixel technology, the "Media Dimensions" will be double the physical dimensions. This is the pixel resolution we recommend when you create media for the display.

**Save:** Remember to Save after you change any settings.

**Emergency Alerts (IPAWS):** Modify settings, and enable/disable the IPAWS Emergency Alert System on your display.

## Brightness Control

It's important to make sure your display is properly scheduled for brightness. An outdoor LED display that is too bright at night will be less readable and more distracting. *Note: If your display is equipped with a light sensor, you will not need to adjust brightness here, as your display will automatically dim to the correct levels at night.*

Click on the "Brightness Control" button to access the settings.
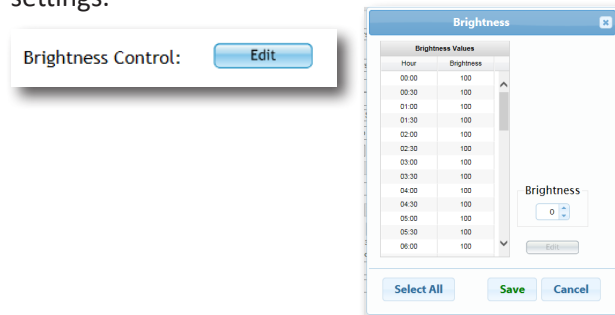


Click each time slot you would like to change on the list (multiple slots are automatically selected). Then click the "Edit" button and set the desired percentage.

20-40% or less is recommended at night depending on the ambient light around the display location.
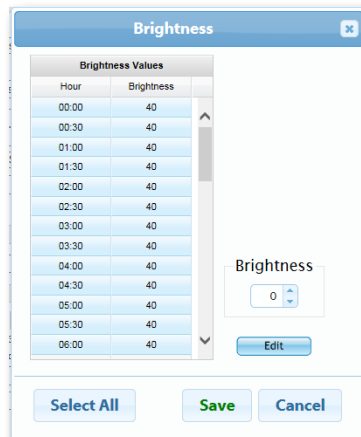


To make additional changes, un-select the current slots then use the scroll bar to select the additional slots and set them accordingly.

For example, a typical summer schedule would be:

- Midnight (00:00) to 6:00am: 40% brightness
- 6:30am to 8:00pm (20:00) : 100% brightness
- 8:30pm (20:30) to 11:30pm (23:30): 40% brightness.
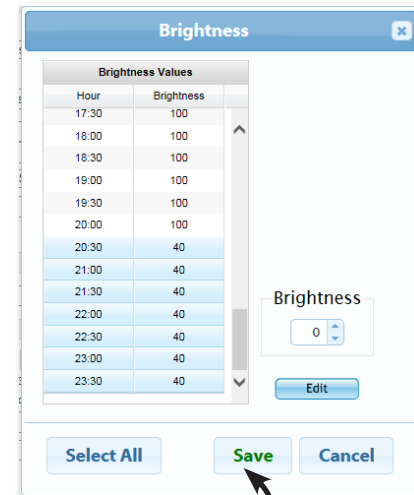


When you are finished making changes, press "Save" button and the changes will automatically update to your display.

To verify your settings, click the "Brightness Control" button again to confirm.
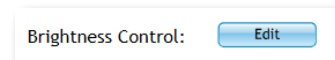
**Display Groups:**

Scheduling content to multiple displays is much easier when using the group feature. Display Groups can be created and modified from the "Group Manager" button.
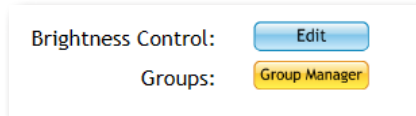


From here you can Add, Delete, Edit, or Copy a display group. To add a new group press the "New" button.
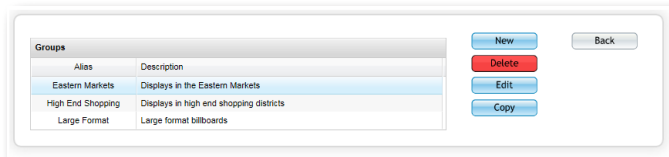


Add a Name, Description, and select the displays to add to the group. Use the "Sort By" menu to help organize the displays and assist with choosing your group, then press the "Save" button.
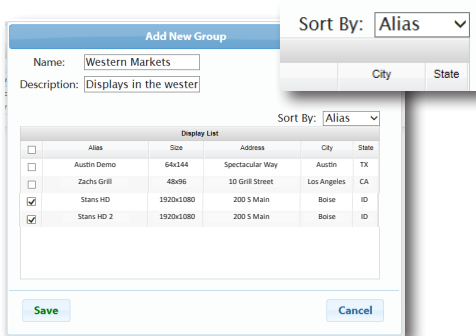


**Note:** Displays can be included into multiple groups.

To copy an existing group, press the "Copy" button. This will copy the group, and allow you to edit the name, description and modify the selected displays as needed.
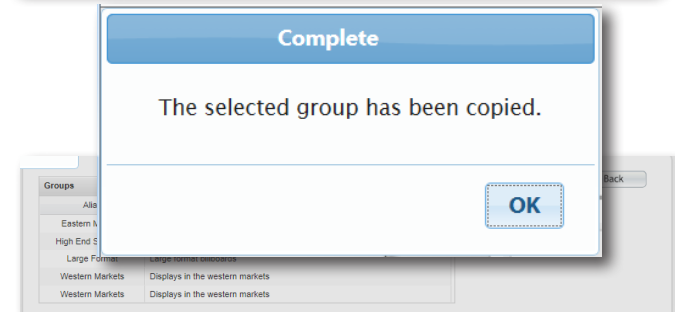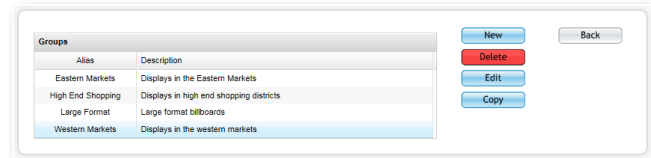


Press the "Back" button to return to the "My Displays" section.
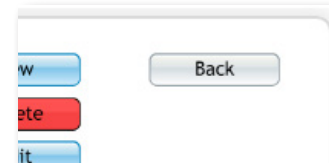
## Automatic Emergency Alert System (IPAWS)

The Integrated Public Alert and Warning System (IPAWS) is operated by FEMA to provide national and local alerts on supported electronic devices and signage during emergencies. SM Infinity can play these temporary alerts on your digital signage in the event of an emergency.

**A Hurricane Warning has been issued on WED SEP 17 2014 for the following counties:**

- Alerts are only played in the event of an emergency or public safety advisory from registered authorities.

- The alerts are presented in plain text format, and will partially interrupt existing content.

- Alerts play directly on the sign from local and national agencies, according to physical proximity to the alert area, and stop playing when the agency has determined the alert period is over.

To turn on this feature, press the "Enable" button and confirm that you understand how the feature will work with your display. **Note: Only users with the "Owner" role can enable/disable this feature.**

### Automated Emergency Alert System
Enable ▶  Status: OFF
Settings

**Enable**

Enable Amber Alerts via IPAWS (Integrated Public Alert & Warning System) and help your community and aid the local municipalities by displaying severe weather alerts, amber alerts, and federal alerts.

Once enabled, your LED sign will automatically display these temporary alerts to help save lives and ensure the safety of your community. When the alert is over, it will automatically be removed.

For more information on IPAWS visit www.fema.gov/IPAWS

Enable

**Example**
Alert: THE NATIONAL WEATHER SERVICE IN

**Confirm**

By enabling this feature, you understand the following:

- Alert data is provided exclusively by the IPAWS system, a third party, not by SM Infinity directly.
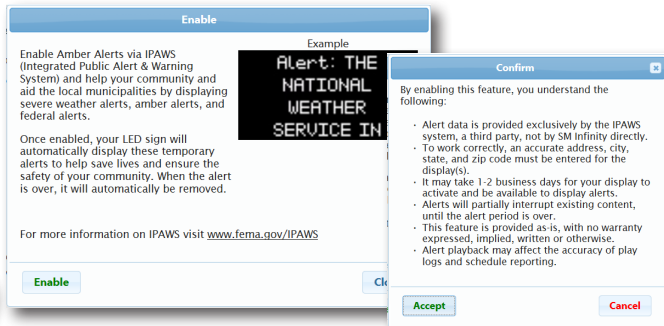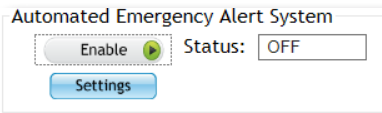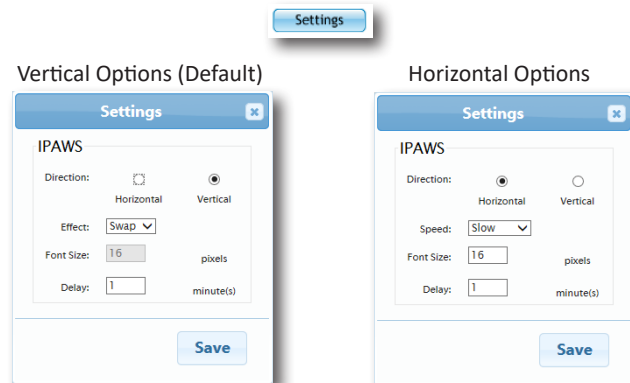- To work correctly, an accurate address, city, state, and zip code must be entered for the display(s).
- It may take 1-2 business days for your display to activate and be available to display alerts.
- Alerts will partially interrupt existing content, until the alert period is over.
- This feature is provided as-is, with no warranty expressed, implied, written or otherwise.
- Alert playback may affect the accuracy of play logs and schedule reporting.

Accept     Cancel

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Once enabled, it may take 1-2 business days for the display to activate and be ready to receive alerts. To change the way these alerts are displayed, press the "Settings" button.

Settings

Vertical Options (Default)          Horizontal Options

**Settings**
IPAWS
Direction:  ☐ Horizontal   ◉ Vertical
Effect:  Swap ▾
Font Size:  16   pixels
Delay:  1   minute(s)
Save

**Settings**
IPAWS
Direction:  ◉ Horizontal   ○ Vertical
Speed:  Slow ▾
Font Size:  16   pixels
Delay:  1   minute(s)
Save

- **Direction:** The direction you want the text to show, or scroll on the display.

- **Effect (Vertical Only):** Swap or Scroll.

    - **Swap** will automatically fit up to 4 lines of text on the display and show the alert message using separate full screen slides until the end of the message.

    - **Scroll** will continuously scroll the alert text from bottom to top until the end of the alert message.

- **Speed (Horizontal only):** Set the scroll speed to Slow, Medium or Fast.

- **Font Size (Horizontal only):** Set the font size for the alert text, in pixels. It is recommended to use at least half the pixel height of your display (see Media Dimensions in "My Displays").

- **Delay:** Choose how often alert messages are played when active. Setting this for 10 minutes will cause the system to wait for 10 minutes before showing the alert message, playing your normal schedule in between. A larger value means less time the message alert will play on your display.

When you are finished, press the "Save" button. The new settings will take effect immediately.

Please note the following:

- Alert data is provided exclusively by the IPAWS system, a third party, not by SM Infinity directly.

- Alerts will partially interrupt existing content, until the alert period is over.

- This feature is provided as-is, with no warranty expressed, implied, written or otherwise.

- Alert message playback may affect the accuracy of play logs and schedule reporting.

This feature can be disabled/enabled at any time from the "My Displays" section.

To function correctly, accurate address information **must** be filled in for your display, including address, city, state and zip code.



For more information on the IPAWS program and alerting authorities please visit:

http://www.fema.gov/ipaws

SM Infinity supports multiple users on multiple displays. These users can be assigned specific permissions based on their role in your organization.

Click on the "My Users" section to add or modify users and their permissions.



Press the "Add" button to add a new user or "Edit" button to edit an existing user.



From here you can enter in the new user information.

When the user information is complete, select the "Role" you would like the user to have, then click the Permissions "Modify" button.



Choose the desired specific permissions you would like your new user to have, then press "Done".



Double check your user information, e-mail and phone number are correct. Then press the "Save" button. Your new user will automatically be sent an e-mail with the temporary password.

My reporting is available to select SM Infinity accounts and digital advertisers. This feature allows you to generate standard reports based on play logs, schedules, and your account data.

To Enable My Reporting you must be signed in as "Owner". (see My Users). Then navigate to the "My Displays" section of SM Infinity and click on the "Enable" button (Only visible to select accounts and digital advertisers).



Confirm that you understand the current terms for this feature, then press "Yes". A list of displays that are not currently enabled will be shown. Select your desired display(s) to enable, and press "Save" Button.



**Please note:** It may take up to 2 business days for your display to begin logging information for reports. Per our terms of service, this feature is provided as-is. Schedule modifications, power outages, emergency alerts and other events will affect the data provided to you in this feature.

## Accessing "My Reporting"

This feature is accessed by navigating to the "My Reporting" section of SM Infinity. If you recently enabled reporting on the account, you may need to refresh the page, or log out then log back into SM Infinity.



**Report Type:** Select the type of report you would like to generate.

**Display:** Select the display to pull the report from.

**Date Range:** Select the date and time range for the report.

**Report Data:** After generating a report, the data will be shown here. You can save the data to a file (csv, doc) by pressing the "Save" button.

**Please Note:** Although many of the play logs are stored on our servers, you may not be able to pull certain reports for recent date ranges if the display is offline.

SM Infinity can generate multiple types of reports as far back as 90 days, including:

- **Spectacular Point Transactions:** Points that were used or added to your account during the reporting period.

- **Graphic Requests:** Submitted or Completed requests during the reporting period.

- **Display Reports:** Generate reports based on schedule and play log data. Includes statistics like Media Length, Play Count, Seconds Played, and Percentage of Occupancy during the reporting period.

  - **Scheduled Play Log:** A simple play log of items in the schedule. This report can be generated for both *future and past* date ranges.

  - **Actual Play Logs:** A log from the display that shows actual play data for items in the schedule. Must be generated for *past* date ranges only.

  - **Proof of Performance:** Compares the Scheduled Play Log against the Actual Play Log data. Must be generated for *past* date ranges only.

Begin by selecting your desired Report Type, Display and Date Range. In this case we will be pulling an Actual Play Log under the Display Type.

Press the "Generate" button to generate the report. It may take several minutes to display on the screen, depending on the date range and report type. Date ranges between 1-4 weeks are recommended for ideal performance.



To support customization, SM Infinity allows you to save a copy of the report file in standard edit-able formats like CSV or Word Documents. Simply press the "Save" button, select your desired file type and press Save.



Follow your browser's prompts to download the file to your desired location.



You can now open the file locally and edit/save as needed.

This section allows you to edit your account details and other account related functions.



- Password changes

- Default Image and Video length

- Notification preferences

- Confirm and purchase Infinity Points

- Edit content package level and other services.

- Edit company info and billing preferences

- Edit payment methods

- Send feedback to the SM Infinity team

## SM Doodle™

Begin by logging into the SM Infinity website and selecting the Doodle icon.

You can now choose to create a new project, or open an existing project.



NEW PROJECT

| | Name | Dimensions | Play Length | Last Modified | | |
|---|---|---|---|---|---|---|
| ☑ | We Are Open! | 96 x 192 | 8 sec | 04/16/2020 10:19 AM | ✏ | 🗑 |
| ☐ | Project 1 | 96 x 192 | 8 sec | 04/16/2020 10:18 AM | ✏ | 🗑 |

Press the "New Project" button to create a new project. If you have multiple displays, select your display from the list.

To edit an existing project, click the pencil icon.

To delete, press the trash icon.

Display Area



Preview & Play Length

Object Settings, Style & Animation Area

Layers (Up to 10 Objects)

MESSAGE TOOLS (SIDE)

⊤ Add Text (Including Time, Date , Temperature)

🖼 Add Image/Video

◈ Background Color

📶 Data Feed (RSS)

💾 Save

✋ Pan Screen Toggle

↶ Undo/Redo ↷

⏎ Exit to Dashboard

LAYOUT TOOLS (TOP)

Image Resize

⤢ ⤡ ↕ ↔

Object Alignment

⊥ ⊤ ⊢ ⊣ ÷ ⊹ ⊞

↖ ↗ ↙ ↘

🔍 Zoom Out/In 🔍

▦ Show Grid

▦ Show Border

## Preview and Play Length

All doodle projects are created with a default Play Length according to your SM Infinity settings, 8 seconds by default. The Play Length applies to the entire doodle project.
**Any modifications will change the doodle on all the displays it is schedule on.**

Press here to preview and playback your doodle project.

Press here to modify the Play Length of your doodle project.

Set Manually
or
Set to the Suggested Play Length based on your media and animated effects.

**Doodle Play Length Options** ✕

**Overall Play Length:** 9
(in seconds)

Suggested Play Length: 8 seconds    SET TO SUGGESTED

CANCEL    SAVE

Press the "Save" button to save the new Play Length.

**Reminder:** *Any changes made, including the play length will apply to all the displays the doodle project is scheduled on. This will only occur once you have saved the **entire** doodle project from the main tool bar.*

---
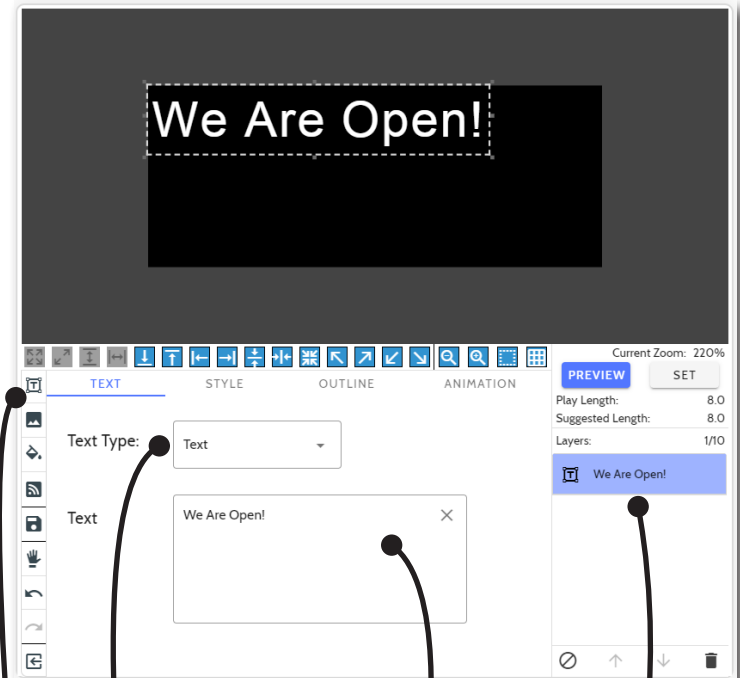
Press the "Add Text" button.

Enter your desired text here.

Notice the text object has been added.

Use the drop down to select objects like:
• Text (Default)
• Time
• Date
• Temperature (F ° or C °)
*Note: The value shown for time, date and temperature are placeholders only. Real data will be shown when playing on your physical display.*
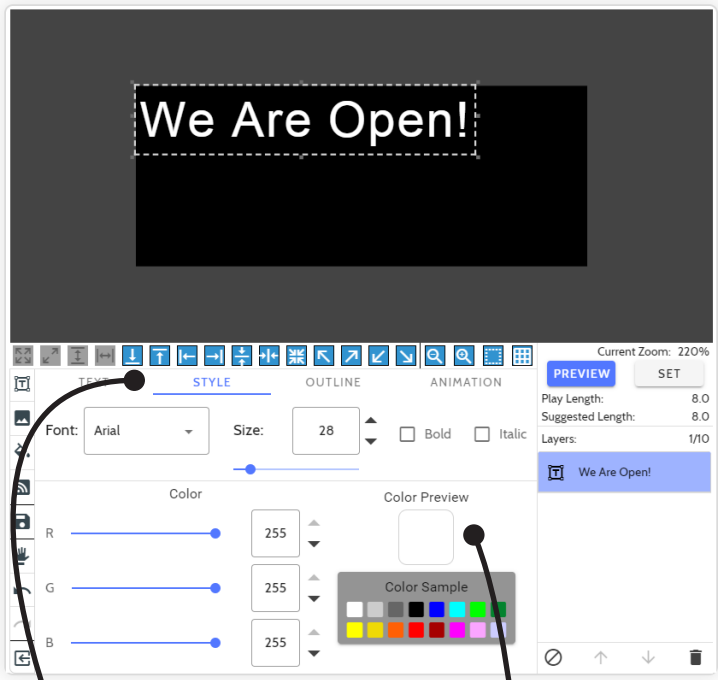
Click the "Style" tab to set the font options like Color and Size.
Bright Bold colored text is recommended.

Adjust the sliders to customize a color, or select the swatches for standard colors.

*Note: If your display is a single color, use the White, Black and Gray shades to create content.*
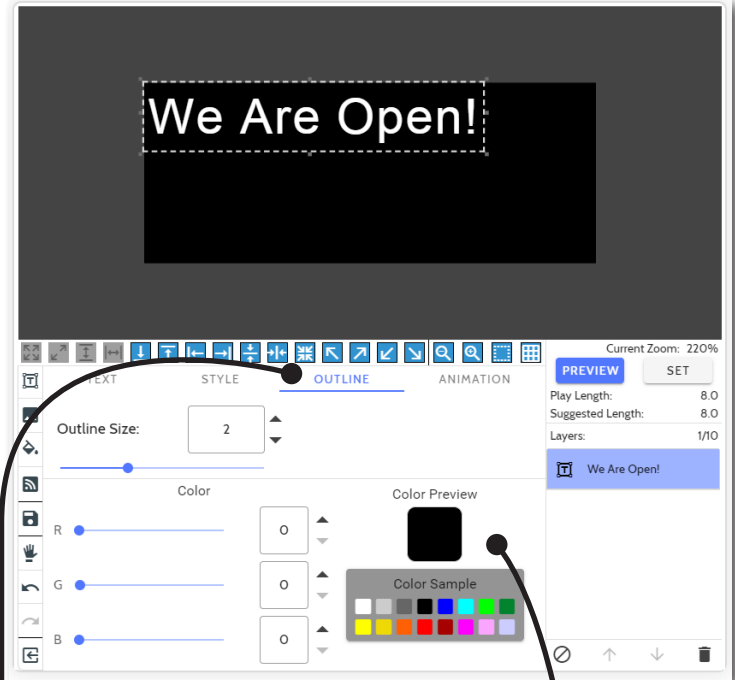
Click the "Outline" tab to set the outline Color and Size to give your text contrast and stand out.

Select the Size and Color.
Black is the best color to use on most backgrounds.

**We Are Open!**

***Example:*** *Bright text, dark outline, color background.*

Move the text object to the desired location by dragging it directly...

...or by using the pre-set alignment options.

*Note: Additional text, time date or temperature objects can be created by repeating the previous steps.*

---
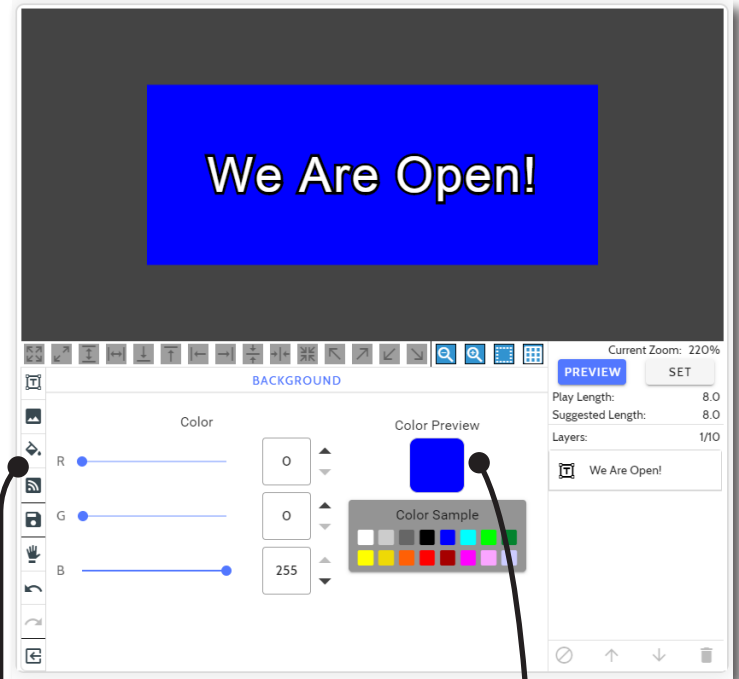
Click here to add a background color to your message.

Use the sliders or select an automatic swatch.
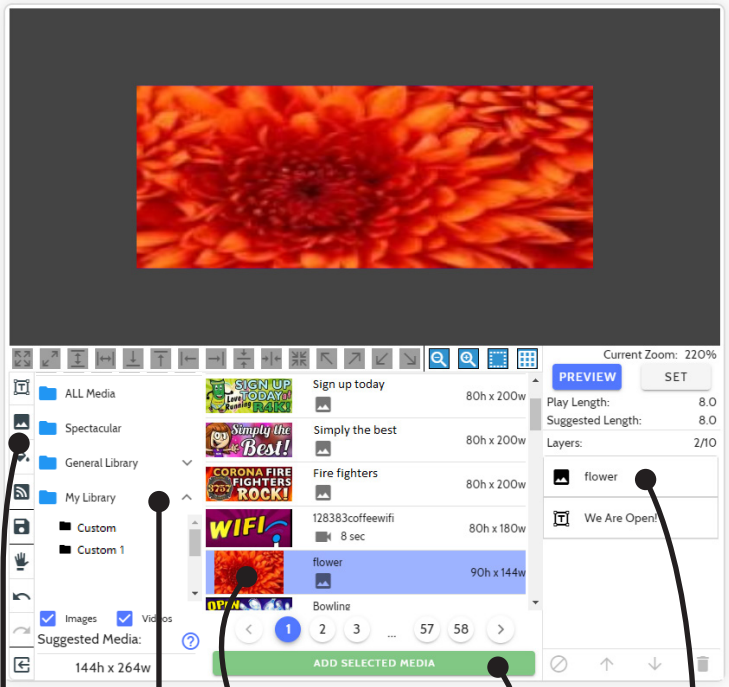
Click here to add an Image or Video to your doodle project.

Select the desired Library.

Choose the media file, then press "Add Selected Media".

Notice the Image Object has been added.

**Note:** *Video files will automatically loop for the entire length of the doodle project.*
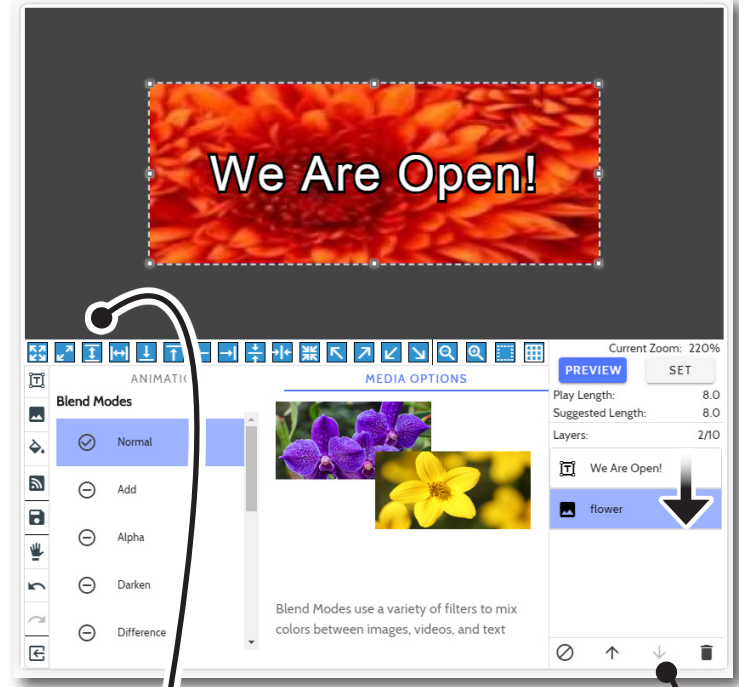
Stretch or Fit the Media File here.

Re-order your objects by selecting the object, then pressing the down or up button. You can also remove it or de-select it in this area.

Blend Modes can be applied to any Image or Video file to add more creativity to your Doodle project.

Colored Background

Image or Video
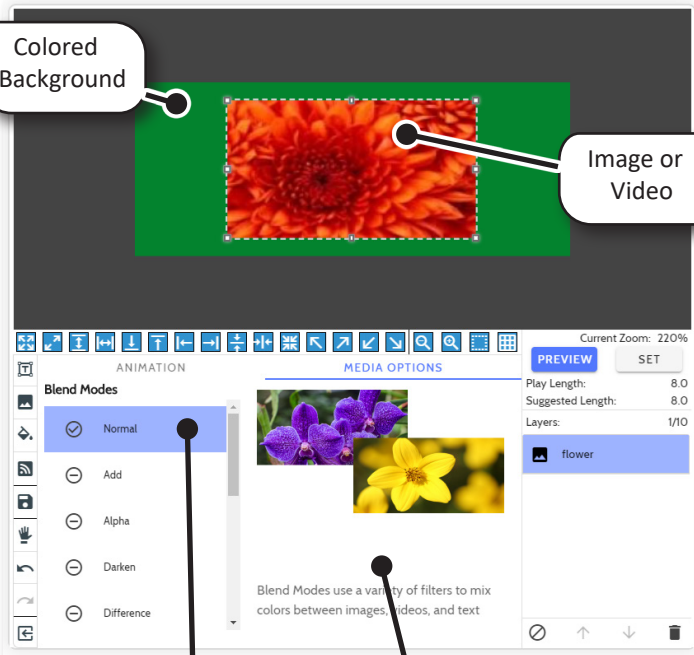
Blend Modes

Select your Blend Mode here.

The blending mode will display on your doodle, as well as an example here.
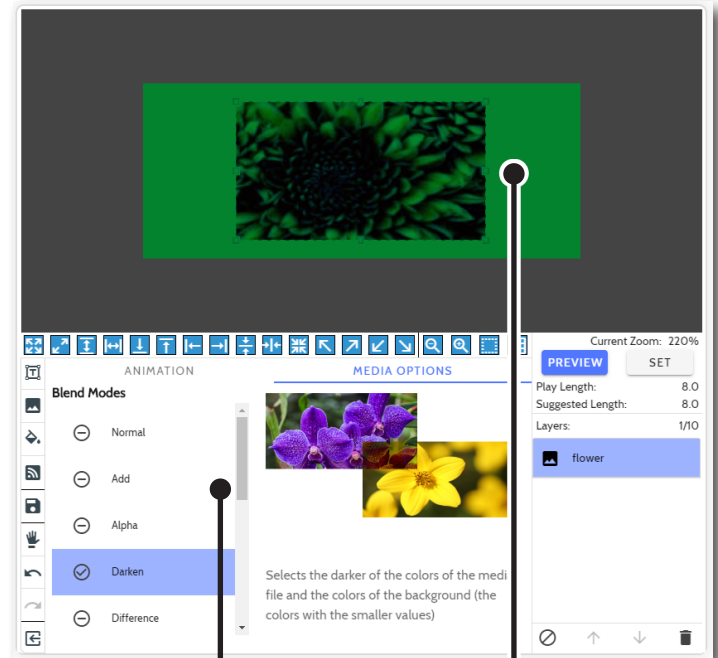
Blend Modes blend with the background or objects behind them. In this case, we have chosen the "Darken" mode.

Notice the image is darkened, and now blends with the green background.

The next section covers animated effects. You can add animated effects to media files, text and other objects, but it is not required. If you do not choose any effects, your content will appear static on your display throughout the play length.

The Doodle Editor allows you to animate standard objects, like Text, Images, and Videos. Simply click on the object you would like to apply an animation to, then choose your effects and settings from the Animations Tab.

We Are Open!

Current Zoom: 220%

| TEXT | STYLE | OUTLINE | ANIMATION |

PREVIEW    SET

**Preview of This Animation**

Hide Effect:
0
seconds

Split Effects On:
Characters

Play Length:                8.0
Suggested Length:      8.0
Layers:                      2/10

Selected Effects ❓

Available Effects    ADD

◯ Enter   ◉ Hold   ◯ Exit

Flash

Flash 4

Flash 6

Flash 8

Fade In @ 2 seconds

Flash 6 @ 2 seconds

Jiggle 4 @ 2 seconds

Fade Out To Right @ 2 seconds

We Are Open!

flower

Timeline: 8 Seconds

Available effects are listed here.

Modify, re-order, and remove your chosen effects here.

Preview and adjust the overall length of your project here.

**TEXT  STYLE  OUTLINE  ANIMATION**

Hide Effect:
0
seconds

Split Effects On:
Characters

Selected Effects ❓

Available Effects  REPLACE

◉ Enter  ○ Hold  ○ Exit

Blur In
Blur In From Hidden
Fade In
Fade In - Split Effect

Fade In @ 2 seconds
Flash 6 @ 2 seconds
Jiggle 4 @ 2 seconds
Fade Out To Right @ 2 seconds

Timeline: 8 Seconds
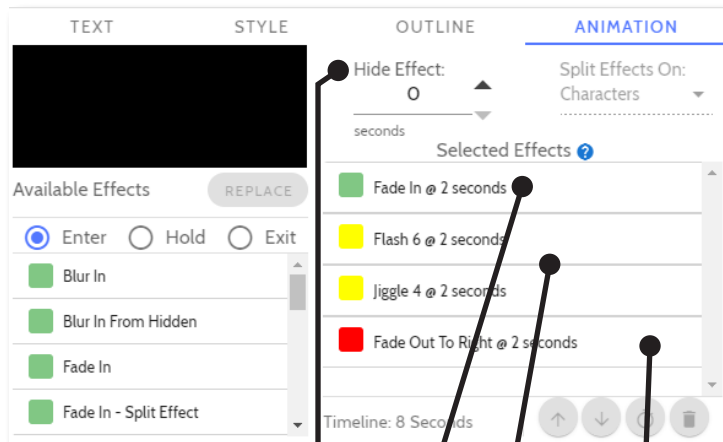
**Hide Effect:**
This delays the appearance of the object. Useful to coordinate with other objects.

**Enter Effect (One)**:
How the object will enter the screen. One effect is allowed.

**Hold Effects (Multiple):**
What the object will do after the Enter Effects are complete. Multiple hold effects can be added.

**Exit Effect (One):**
How the object will exit the screen. One effect is allowed.



**TEXT  STYLE  OUTLINE  ANIMATION**

Hide Effect:
0
seconds

Split Effects On:
Characters

Selected Effects ❓

Available Effects  REPLACE

◉ Enter  ○ Hold  ○ Exit

Blur In
Blur In From Hidden
Fade In
Fade In - Split Effect

Fade In @ 2 seconds
Flash 6 @ 2 seconds
Jiggle 4 @ 2 seconds
Fade Out To Right @ 2 seconds
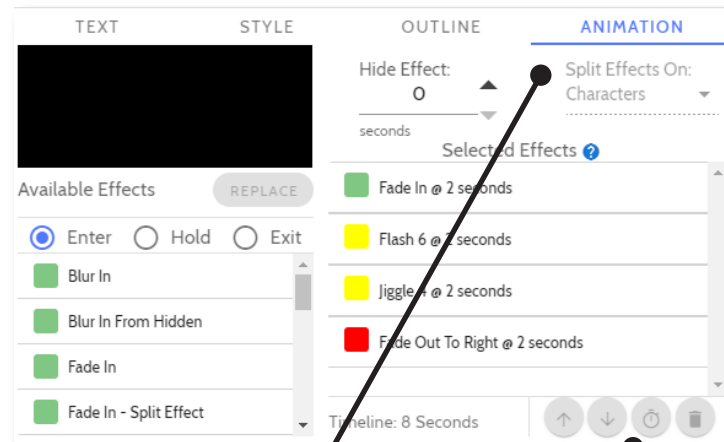
Timeline: 8 Seconds

**Split Effect Setting:**
Change the global setting for all effects labeled "Split Effects". Please note, this setting applies to **ALL** Split Effects for the object.

**Animation Timeline Tools:**
Move, Delete, and Adjust the time (Seconds) for the effects in the timeline here.
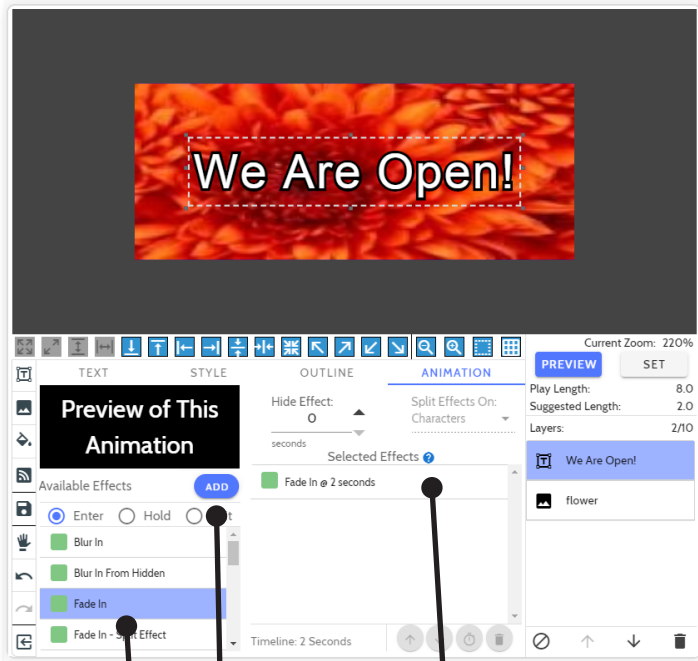
Choose your Enter effect first. Once chosen, press "Add"

The effect is now added to your Timeline.
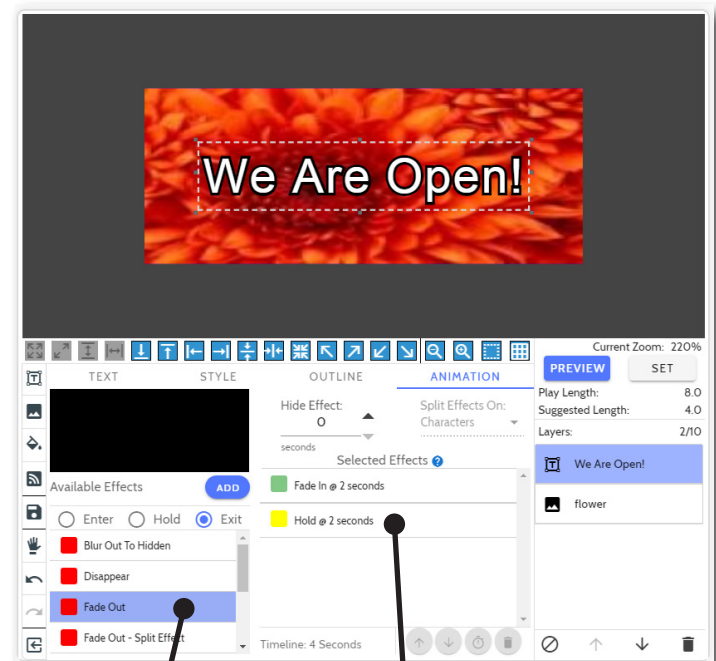
Choose additional Hold and Exit effects by clicking on each section, then press "Add"

Each effect you add is set to 2 seconds each. The more effects you add, the longer your doodle Play Length will need to be.
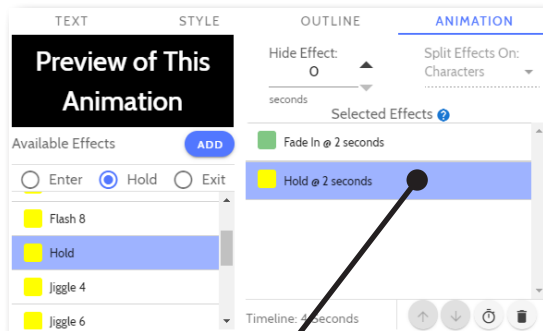
Edit the time on any effect by clicking on the effect, then pressing the clock button.
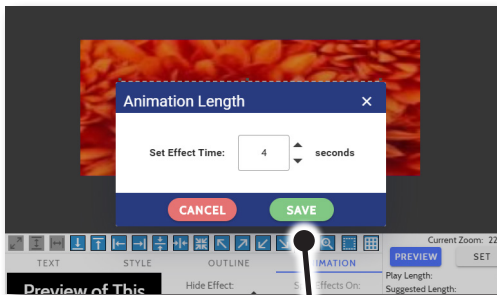
Change the time (Seconds), then press the Save button.
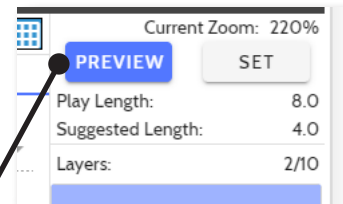
After adjusting your effect times, press the Preview button to play your doodle project.
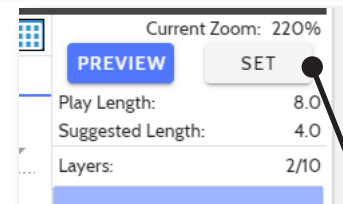
You may need to adjust the Doodle Play Length to allow time for your added effects. Click the "Set" button to change this.
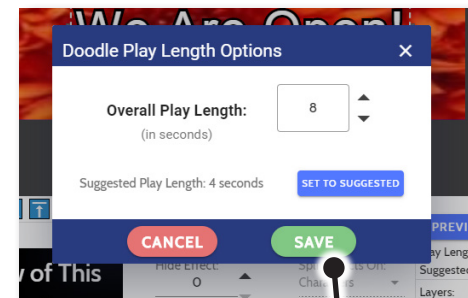
Change the time manually, or select "Set to Suggested" then press the "Save" button.
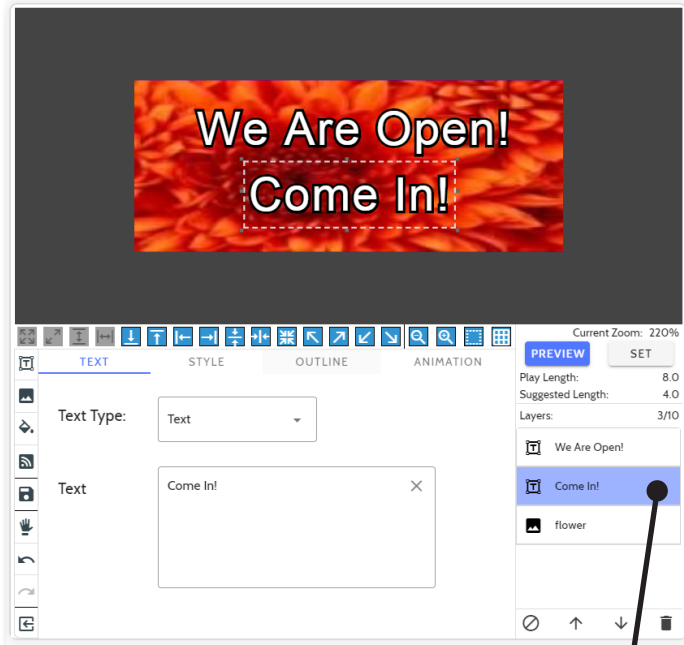
Animated Effects can be added to additional objects as needed.

Data Feeds provide dynamic data on your display. Standard Feeds like basic weather data, and Custom feeds are included with SM Infinity. Advanced feeds are available only to select membership levels.



Feed List Selection Area.
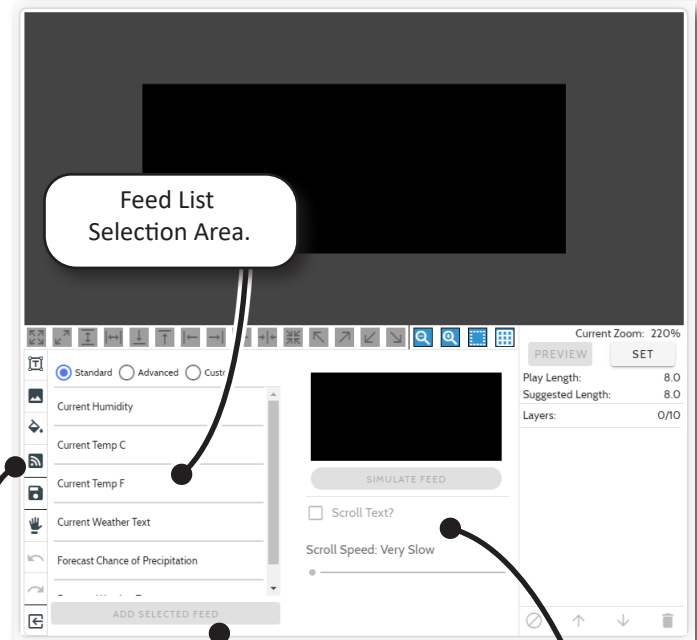
RSS Feed Tool.

Add the Selected Feed to the Doodle project.

Feed Settings Areas

## Standard and Advanced Feeds

**Current Weather Text**
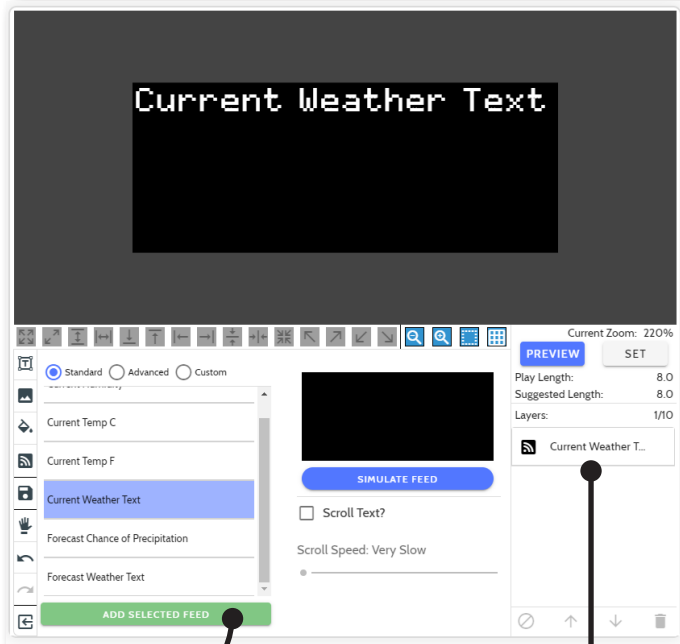
Select a feed from the Feed List, then press here to add it.

Notice the feed is now added to the layer panel.

Move the feed to your desired location.

**Current Weather Text**
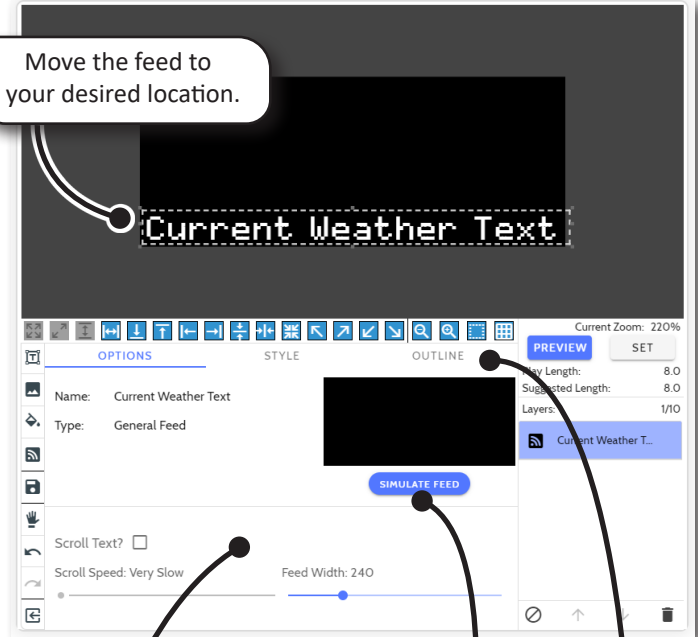
Click here to preview a simulation of your feed.

Adjust options here like the Feed width. This determines how much space is given for the feed to show, or scroll.

Click the Style and Outline tabs to adjust the font, size, color and outline for your feed text.

Additional feeds can be added by clicking the RSS Feed tool. This includes any custom feeds you have saved to the account. To add a new custom feed to your list, please see the next section.

## Create or Edit Custom Feeds

Custom feeds can be created using the "Custom" option. Feeds that you create will be automatically saved under the Custom section in the Feed list area.
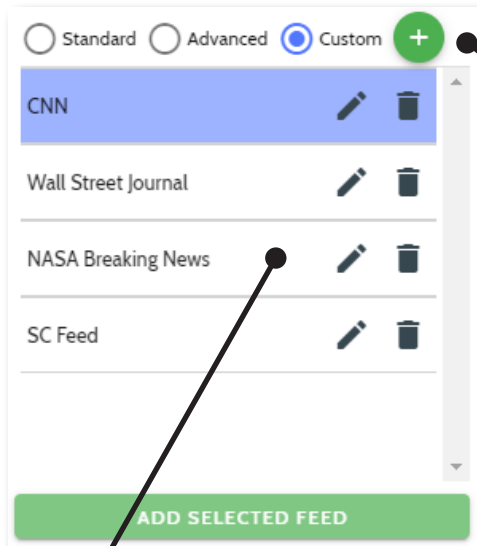


Edit or Delete existing feeds.

Create a new Custom Feed

**Please Note:** We do not provide any pre-set RSS Feeds directly through the Custom Feeds feature. It is the user's responsibility to obtain the required licensing from the RSS Provider for any custom feed used on the display. Per our terms of service, the Feeds feature is provided as is.
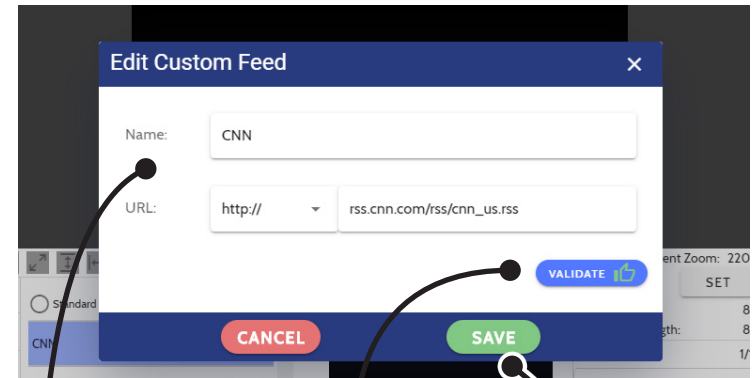
Press here to Validate the Feed (Required).

Name your Feed and add the URL (Link) here.

Press here to save the Feed.

The custom feed will now be saved to your account, and shown in the Feed list. You can add it to any Doodle project.

Feeds can be mixed with other Text and Image objects. See the previous sections for instructions on adding additional objects to the Doodle project.

CURRENT
WEATHER
Current Weather Text

Current Zoom: 220%

PREVIEW    SET

Play Length:           8.0
Suggested Length:      8.0
Layers:               4/10

OPTIONS        STYLE        OUTLINE

Name:    Current Weather Text
Type:    General Feed

WEATHER

CURRENT

SIMULATE FEED

Current Weather T...

flower

Scroll Text? ☑

Scroll Speed: Medium

Feed Width: 240

Text Objects

Image/Video

Standard RSS Feed Object

All objects selectable in the Layers panel.

Save Doodle Project                    ✕

Please name your Doodle Project:          Previous Doodles

We Are Open!                    ✕        50% Off

                                         Spring Sale!

                                         Buy one, get one free

Zoom: 220%
SET

8.0
8.0
2/10

CANCEL              SAVE

Libraries

My
My
Ge
All

☑ Images   ☑ Videos

Suggested Media:
96h x 240w

Please note: To avoid distortions or
playback issues, media files should be pre-
sized for your display according to its
Media Dimensions shown above or in the
'My Displays' section of SM Infinity.

ROCK!
WIFI
OPEN

128383coffeewifi
🎥 8 sec

flower

Bowling

‹  1  2  3  ...  57  58  ›

ADD SELECTED MEDIA

80h x 180

90h x 144

flower

Click Here to Name and Save your Doodle Project.

Remember to use a name that corresponds to the message content. Then press Save.

67

68

## Save Complete

Your Doodle Project is now available in your My Doodle Library.

CLOSE

Libraries

- My Library
- My Spectacular
- General Library
- All Libraries

☑ Images  ☑ Videos

Suggested Media:

Sign up today
80h x ...0w

Simply the best
80h x ... 0w

Fire fighters
80h x ... 0w

128383coffeewifi
8 sec
80h x ... 0w

PREVIEW  SET

Current Zoom: 220%

Play Length: 8.0
Suggested Length: 8.0
Layers: 2/10

We Are Open!

flower

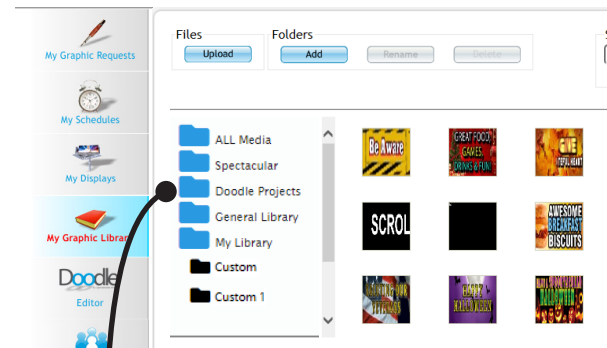All doodle projects are saved into the Doodle folder in the "My Graphic Library" section of SM Infinity™ ready to schedule on any display at any time.

Click here to Exit and go back to your main Doodle projects dashboard.

Doodle™
Online Message Editor

We Are Open!

NEW PROJECT

| | Name | Dimensions | Play Length | Last Modified | |
|---|---|---|---|---|---|
| ☑ | We Are Open! | 96 x 192 | 8 sec | 04/16/2020 10:19 AM | ✏ 🗑 |
| ☐ | Project 1 | 96 x 192 | 8 sec | 04/16/2020 10:18 AM | ✏ 🗑 |

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Doodle projects can be scheduled and managed just like regular media files by clicking on the **My Schedules** or **My Graphic Library** icon.
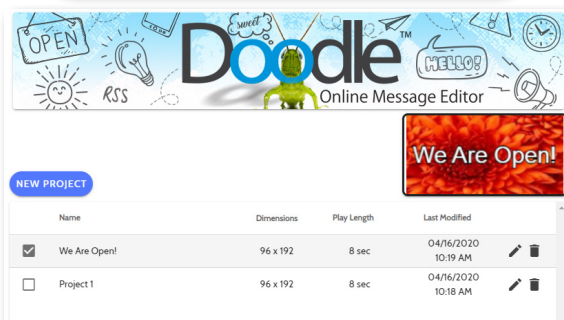


My Schedules

My Graphic Library

My Graphic Requests
My Schedules
My Displays
My Graphic Library
Doodle Editor

Files  Folders

Upload  Add  Rename  Delete

ALL Media
Spectacular
Doodle Projects
General Library
My Library
Custom
Custom 1

All Doodle projects are automatically added to the Doodle folder in your Graphic Library.

Thanks for using SM Infinity™

sm∞

spectacular media presents

**Infinity™**

cloudware for digital advertising

sm

you are free

www.sminfinity.com