flexyPage

innovative display solutions

User Manual

flexyPage Campaign

Digital signage in elevators and buildings

Version 1.1

Content

A brief overview

flexyPage is a modern, flexible and modular digital signage system with special functions for lifts, e.g. for the simultaneous real-time display of lift information and multimedia presentations inside and outside elevators.

The flexyPage system consists of:
- flexyPage Displays - 7" - 75" with special features for installation in elevators
- flexyPage Editor - web-based software for configuring a display with an internet browser on a smartphone, tablet or PC
- flexyPage Manager - Portal for the management and remote access to the flexyPage displays via the Internet
- flexyPage Campaign - web-based software for creating information and advertising campaigns and distributing them to groups of displays
- flexyPage Messenger - web-based software for two-way-text communication (lift chat) e.g. for two-sense communication for persons with hearing impairments trapped in elevators.

The flexyPage displays can be configured locally and without internet connection with the integrated flexyPage Editor, see flexyPage User Manual.
flexyPage Campaign is a content management system for digital signage on single displays and groups of displays via the Internet or a local Intranet. Additionally to the standard digital signage functions it provides many special functions for the use in elevators.

> (i) Do you have any questions or suggestions? Contact us
> sales@flexyPage.de.
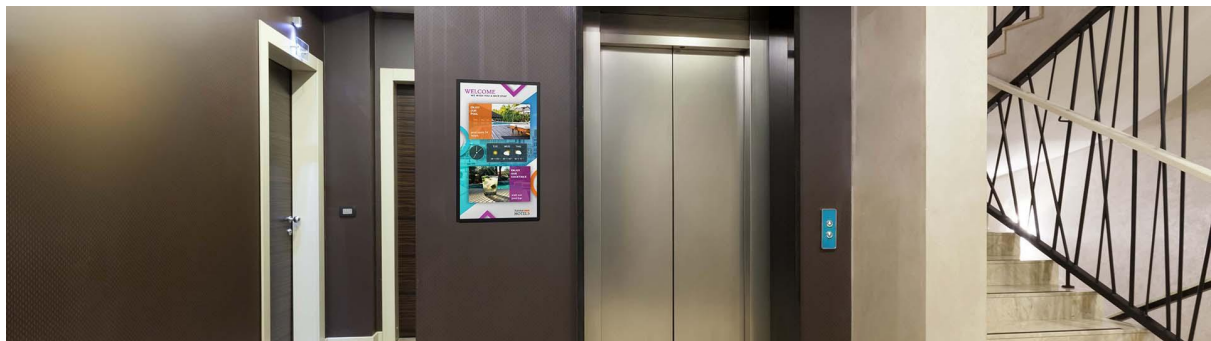
Advertisement in elevators with flexyPage Campaign

Increasingly, high-resolution multimedia TFT displays are used to display information in buildings, elevators and out-of-home applications. They enable fast content management over the Internet and dynamic presentation of multimedia messages. Especially in elevators, the multimedia displays represent a much sought-after point of view for the user in order to bridge the 'unpleasant' time of the journey. Your message thus optimally reaches the target group. You can use this advantage effectively for your company with flexyPage Campaign.

How does flexyPage Campaign work?

flexyPage Campaign offers different functional areas. For example, you can upload and save media and create your own advertisement. The flexyPage Campaign media library provides enough storage (depending on your product package) so that you can create and organize all of your content as you wish. In the campaign area you plan and create new advertising campaigns. This section also allows you to select any number of advertising content from the media library and compile it into an individual campaign. In the last step, you can roll out the campaigns you have created by assigning them to on one or more devices or even device groups.
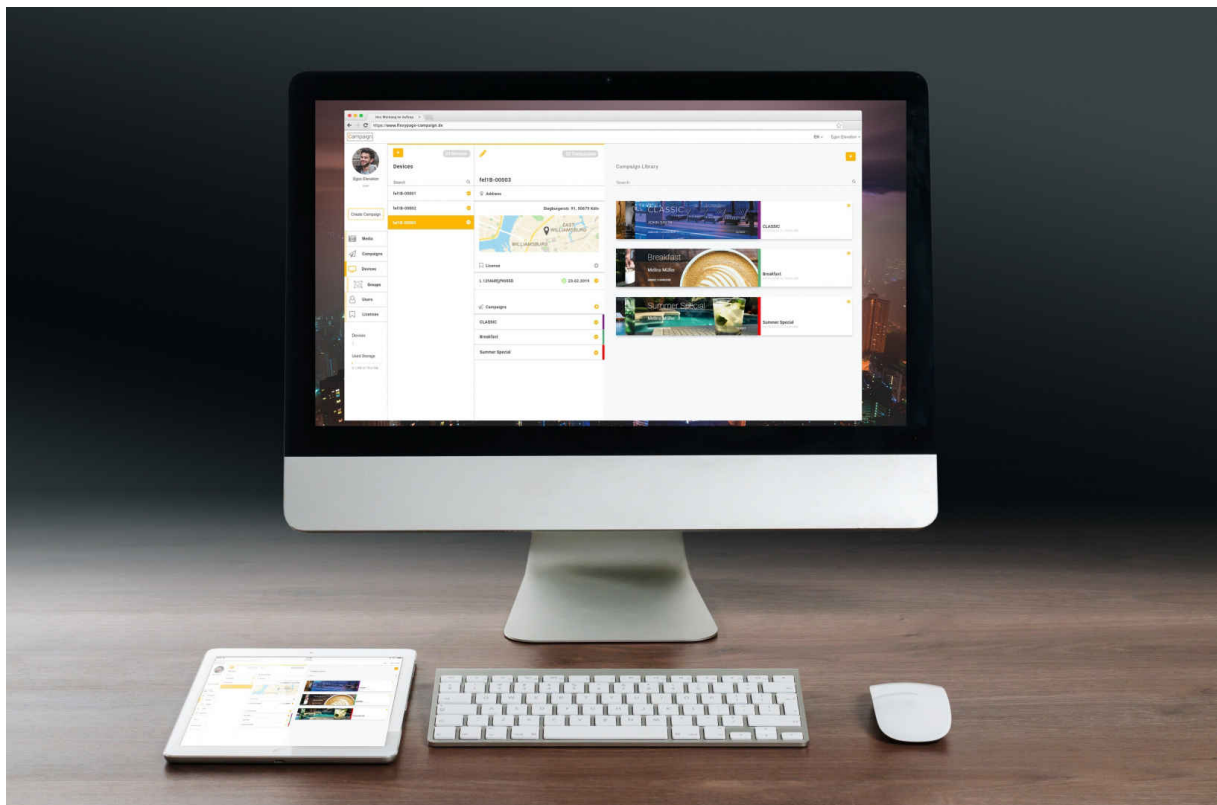
Displaying advertisement dependent on the lift status

When creating your advertising campaign you can not only specify the duration and time during which your advertisement is displayed, but also in connection with a special lift status (event). This option allows you to display a different advertisement on the third floor than on the first floor, for instance. You can also choose to show your advertisement on the display screen only during a special ride. This special functionality lets you create very exclusive and targeted campaigns.
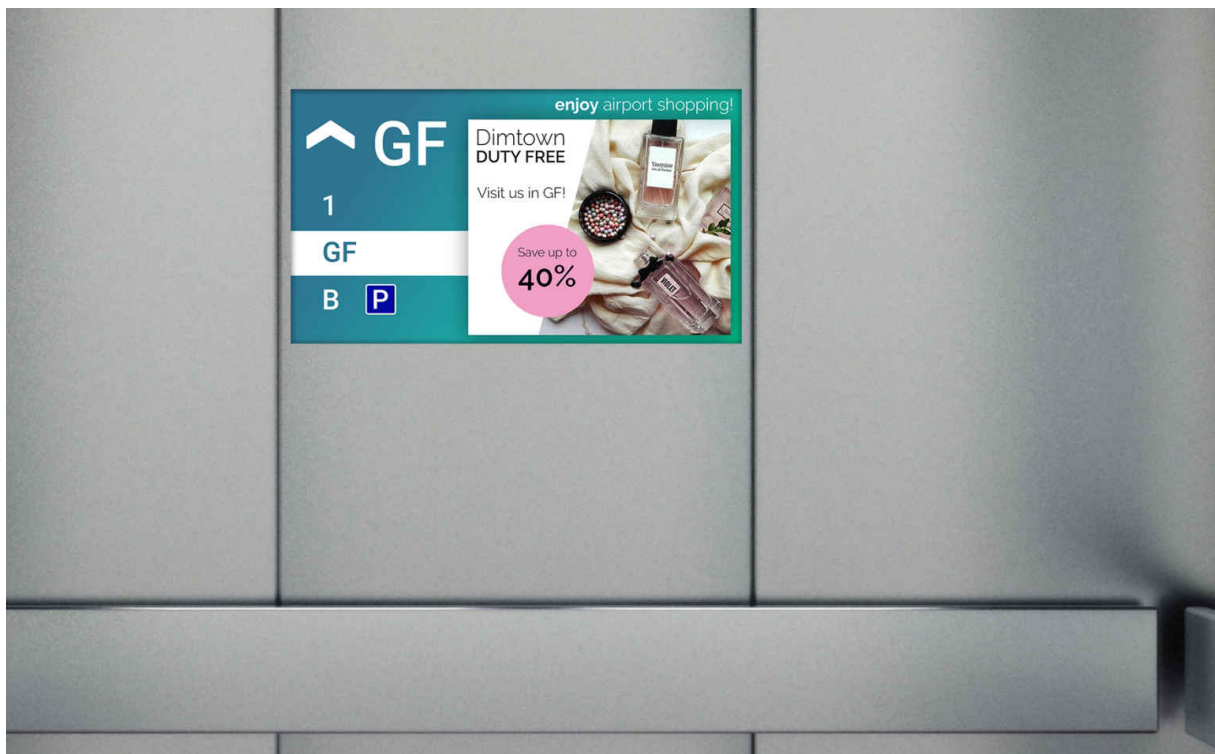
Extra comfort through automatisation

During the roll-out of your campaign your advertisement will automatically be integrated into the existent screen design of your flexyPage display and shown in the lift without having to adjust any other settings. There is no easier way to bring your advertisement onto the screen and into the lift as simple and as fast as this!
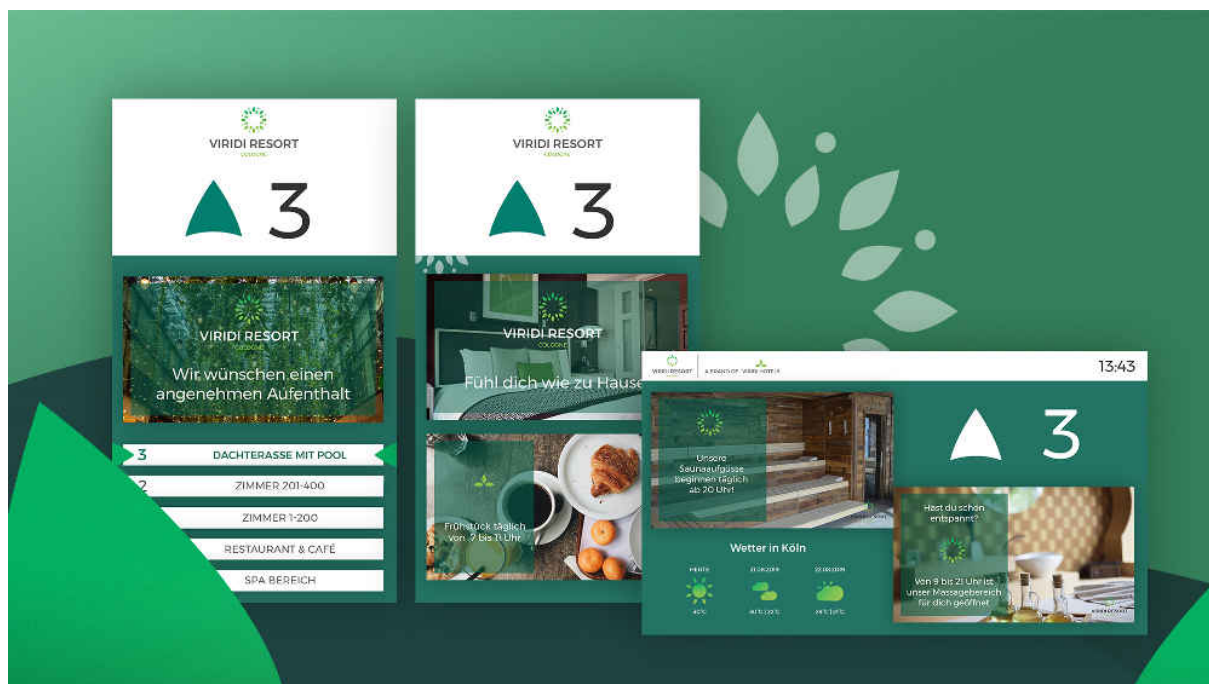
Creating advertising campaigns in no time

You don't have to panic when it comes to complicated menu navigation, confusing structures or information overflow. When using flexyPage Campaign for the first time, you will quickly get an understanding of the software. Thanks to the clearly structured user interface design of flexyPage Campaign, you always keep an overview of all of the available functions and options and you can orientate yourself very easily. The supporting buttons are clearly visible and cleverly positioned - they will guide you from one step to the next in the creation of your own campaign. Another plus of flexyPage Campaign is, the focus on the essential functions: The high aspiration for an excellent usability of the software guarantees a quick and easy use so that you will have your campaign ready in just a few clicks - it is that easy!
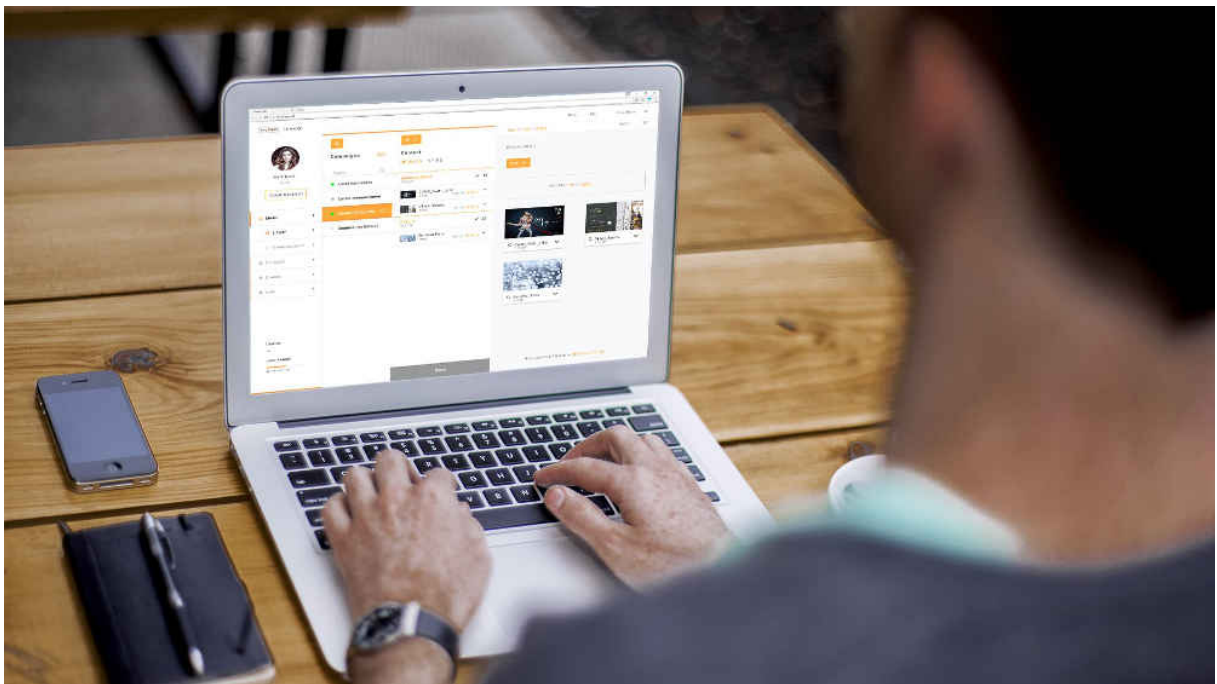
Create users and jointly work on campaigns

The invitation of users gives you the opportunity to jointly work on campaigns. This means that you can plan and organize all of the different steps in the creation process of your campaign. You can also create users that are solely responsible for the creation of the advertisement and that will take over the creative part.

What is flexyPage Campaign?

flexyPage Campaign is a new, web-based software for the creation, management, planning, and publishing of advertising campaigns and announcements in lifts. It is an extension to the previous information presentation on flexyPage displays in lifts. Up to now, all lift information, such as the direction of travel, floors or tenants per floor could be displayed dynamically on the screen. With flexyPage Campaign, you can now display dynamic advertising content in addition to all lift information and thus create a new driving experience for your visitors.

And that is how it works

In just three steps, you create your own advertising campaign. Here we go!

1. **Creating Campaigns**
   Upload any number of media to the media library and add it to a campaign.
2. **Determine Properties**
   Determine the order, duration and the period of the media to be displayed.
3. **Rolling out Campaigns**
   Activate the campaign with a click. The media is transferred to the devices and displayed according to the configuration.

Digital signage as SaaS

We provide flexyPage Campaign as Software as a Service (SaaS). That means you do not have to build and maintain your own server infrastructure to take advantage of flexyPage Campaign. After logging into the web application, you will always have access to the latest functions worldwide for all displays. Updates are automatically deployed so you can always get the most out of your experience.

For detailed information please have a look at the product homepage or contact our sales.

https://flexypage.de/en/flexypage-campaign

Digital signage as On-Premises

You need a digital signage On-Premises solution? For enterprise projects we also provide an On-Premises solution on dedicated server or as docker solution for virtual machines. For detailed information please contact our sales.

Requirements

flexyPage Campaign requires a continuous internet connection to the flexyPage displays and an account in the portal flexyPage Campaign.

For optimal experience we recommend using a desktop PC or laptop device with minimum resolution of 1024x768 and an up-to-date Internet browser like Chrome (58 or later), Firefox (54 or later) or Microsoft Edge.

Setting up a device to be ready for flexyPage Campaign

Initially, using your browser you have to log in to the flexyPage Editor of the device, on which you will use the flexyPage Campaign.


Campaign widget in widget library.
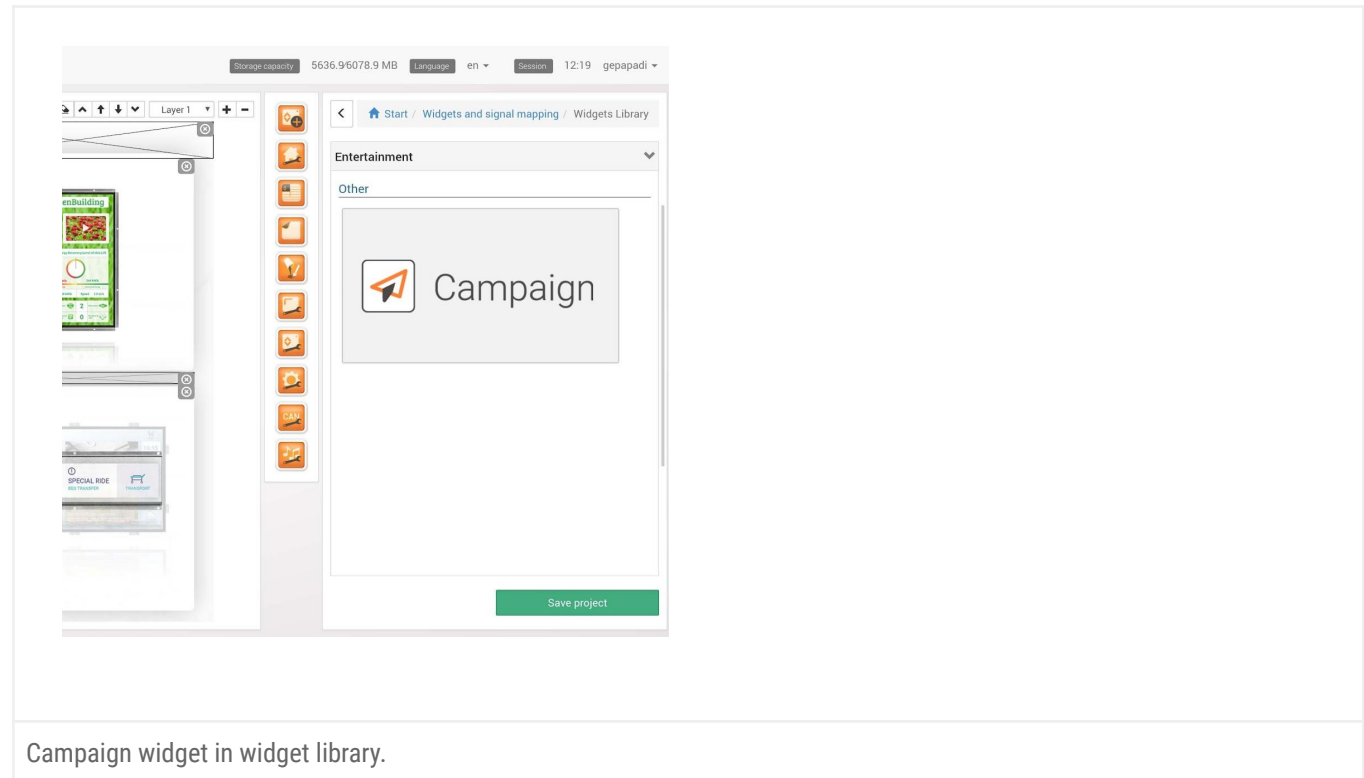
In order to use flexyPage Campaign the specialised campaign widget needs to be integrated into your display layout. You find the this widget in the widget library on the right side of flexyPage Editor The widget library can be opened via the first orange shortcut button. The Campaign widget can then be found under Entertainment → Other.

Clicking on the widget in the widget library or dragging and dropping it to display preview area on the lift will add the Campaign widget to your layout. Resize it and change its position to fit it to your layout.

Campaign Widget Portal URL
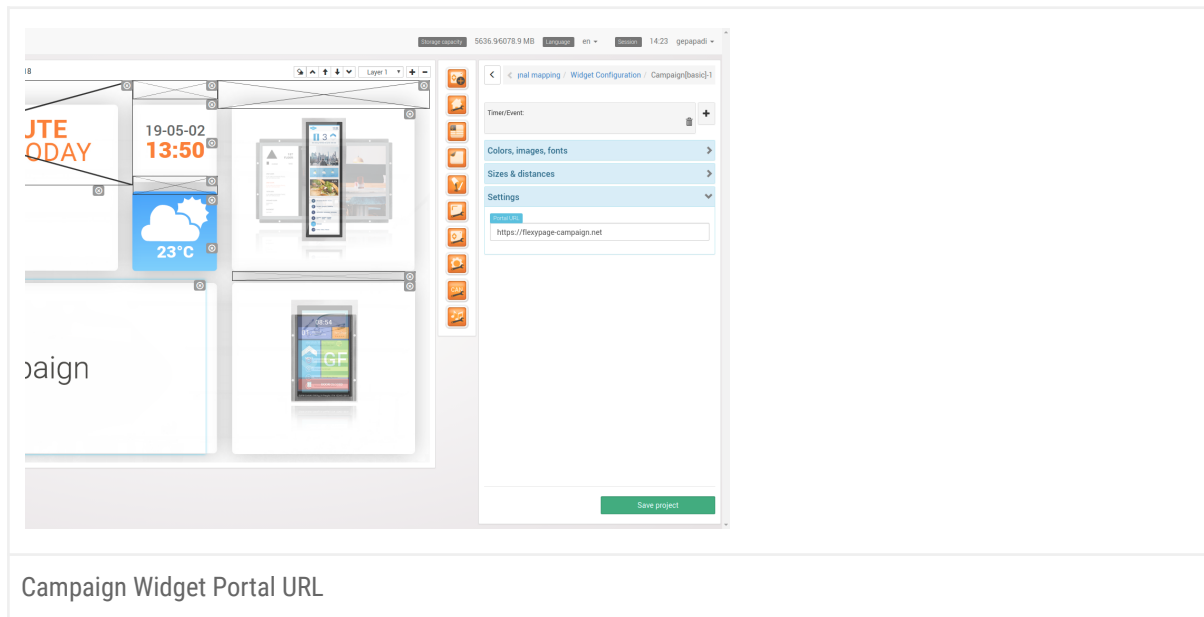
After the adjustment of your widgets to your layout, open its configuration dialog by clicking on the widget in the preview area. On the right hand side the configuration menu will open. Here you will have to configure the **Portal URL**, that determines were this widget retrieves its data from. Either fill-in the URL to your self-hosted instance of flexyPage Campaign or you can use our software as a service solution, by using the path: https://flexypage-campaign.net in the field.

Login to your flexyPage Campaign account

flexyPage Campaign login page
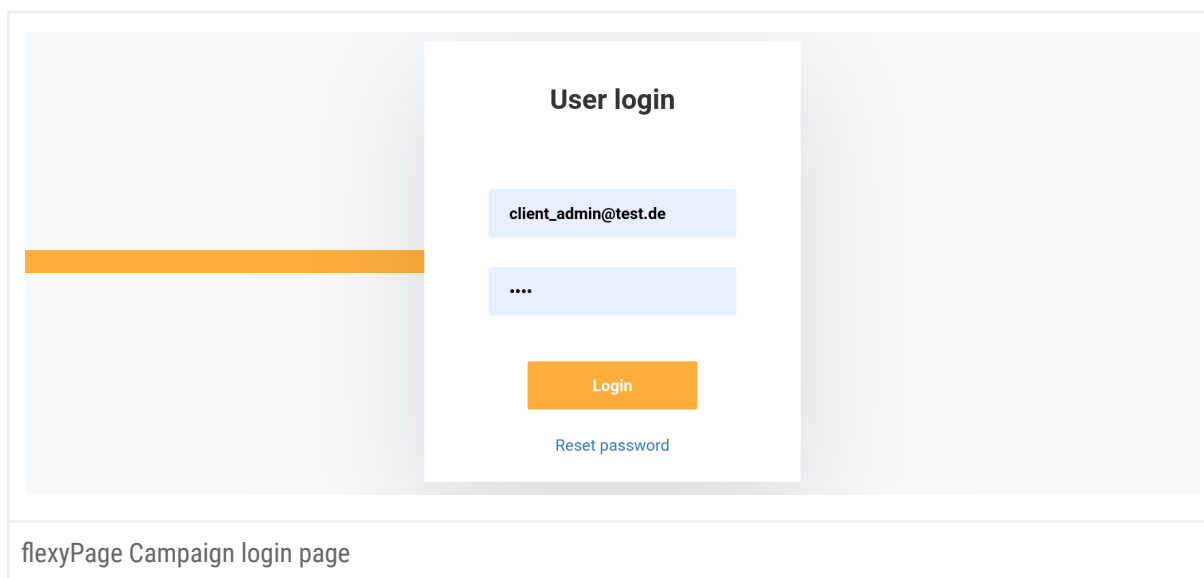
You can use your credentials, email and password, to log in to the flexyPage Campaign, once you have received the invitation sent from the flexyPage Campaign administrator or from ELFIN Technology. After the first login please change your password.

Adding a device to your own portal account

Adding devices in flexyPage Campaign

1. From the left sidebar menu you select the **Devices** entry (display icon).
2. Then on the top left corner of the loaded column, you click the **Plus** button.
3. In the loaded column you need to fill-in the exact **Serial number** of the device.

Serial number in flexyPage Editor, under Maintenance > About

You can find the specific device serial number in flexyPage Editor, under the top menu:
Maintenance > About... .

Optionally, we recommend filling the **Notes** and **Address** fields, which will help you remember the details, e.g. building or section, and the exact location of the specific device in the future.

Adding media to the company Media library

Adding media in Media library
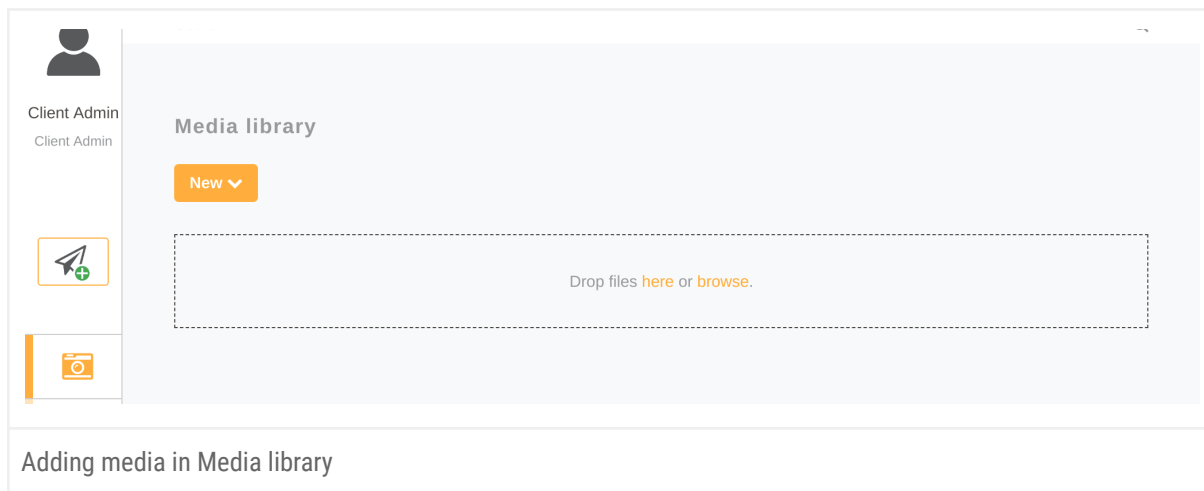
From the left sidebar menu you click **Media** tab (camera icon).
There, you can either Drag and Drop media in the designated area or click in the link inside and browse your local media files.
Currently the supported media types are images (.jpg, .png, .gif) and videos. We recommend using videos with H.264 compression. Normally, those are in mp4, avi or mov container formats.

Adding a new campaign

Adding a campaign
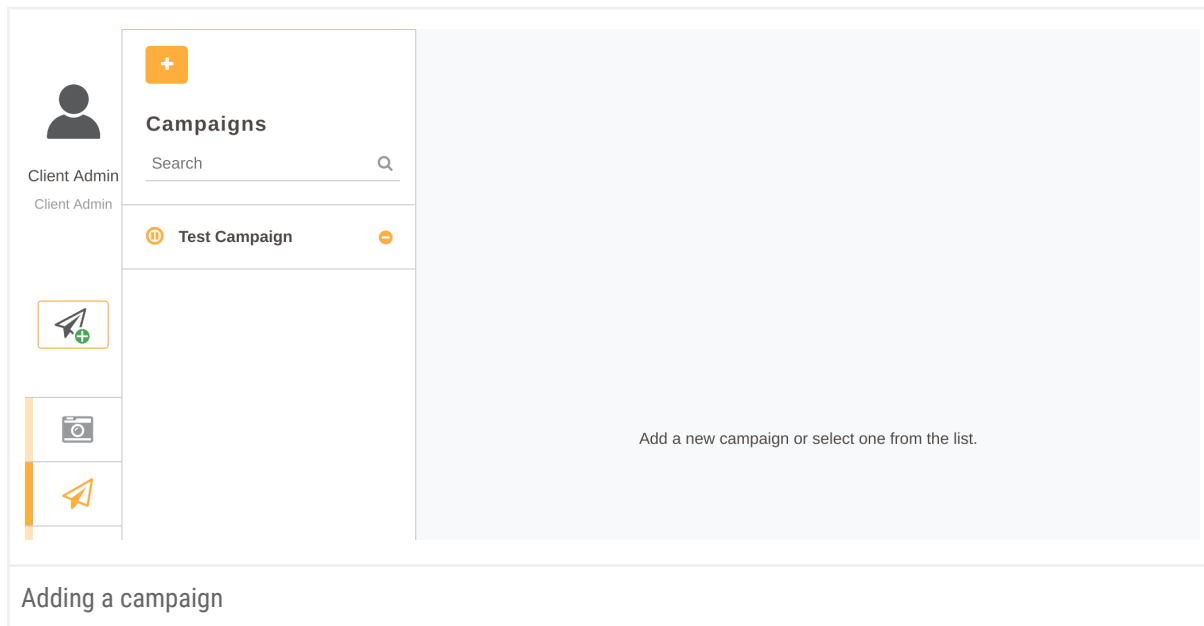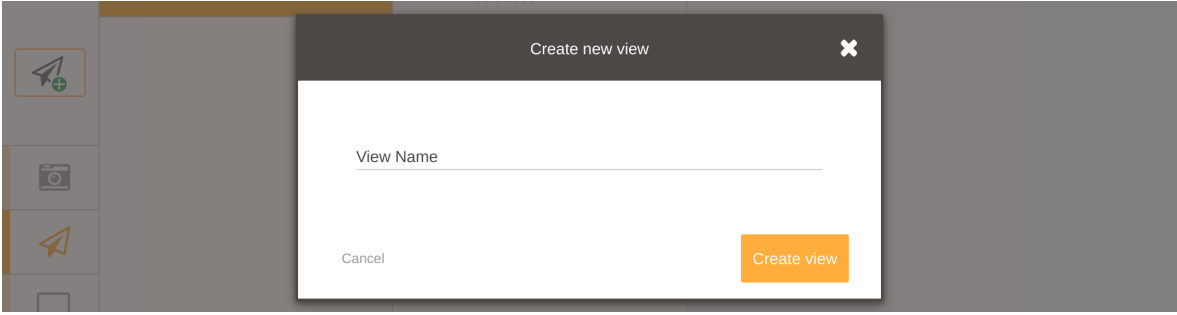
From the left sidebar menu you click **Create Campaign** button (paper-plane with a plus icon) or you click **Campaigns** tab (paper-plane icon) and then you click the **Plus** button on the top left corner of the loaded column.

Create Campaign pop-up
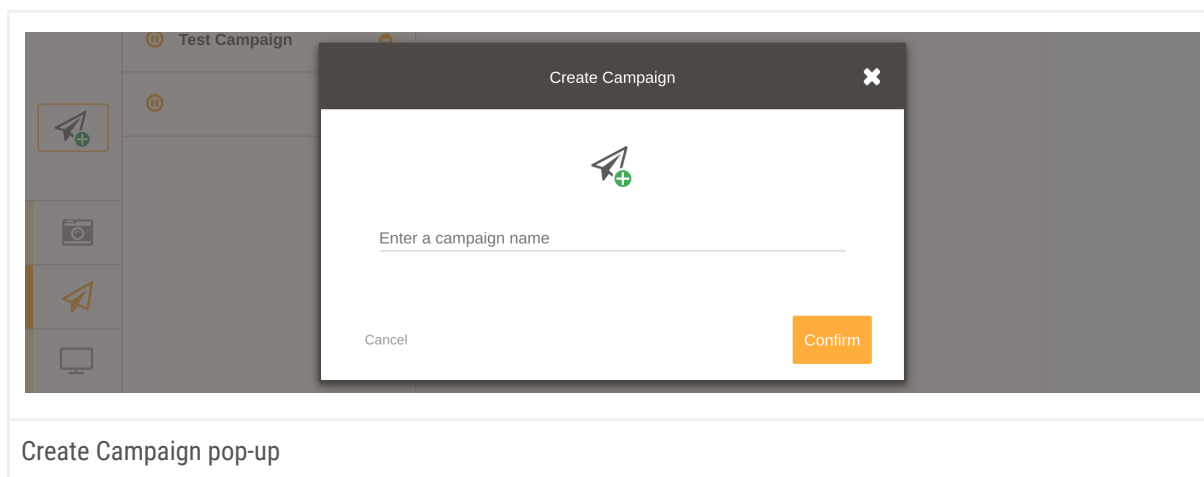
A pop-up with title **Create Campaign** will appear, in which you have to enter a campaign name. Then click on the **Confirm** button to create a new campaign.
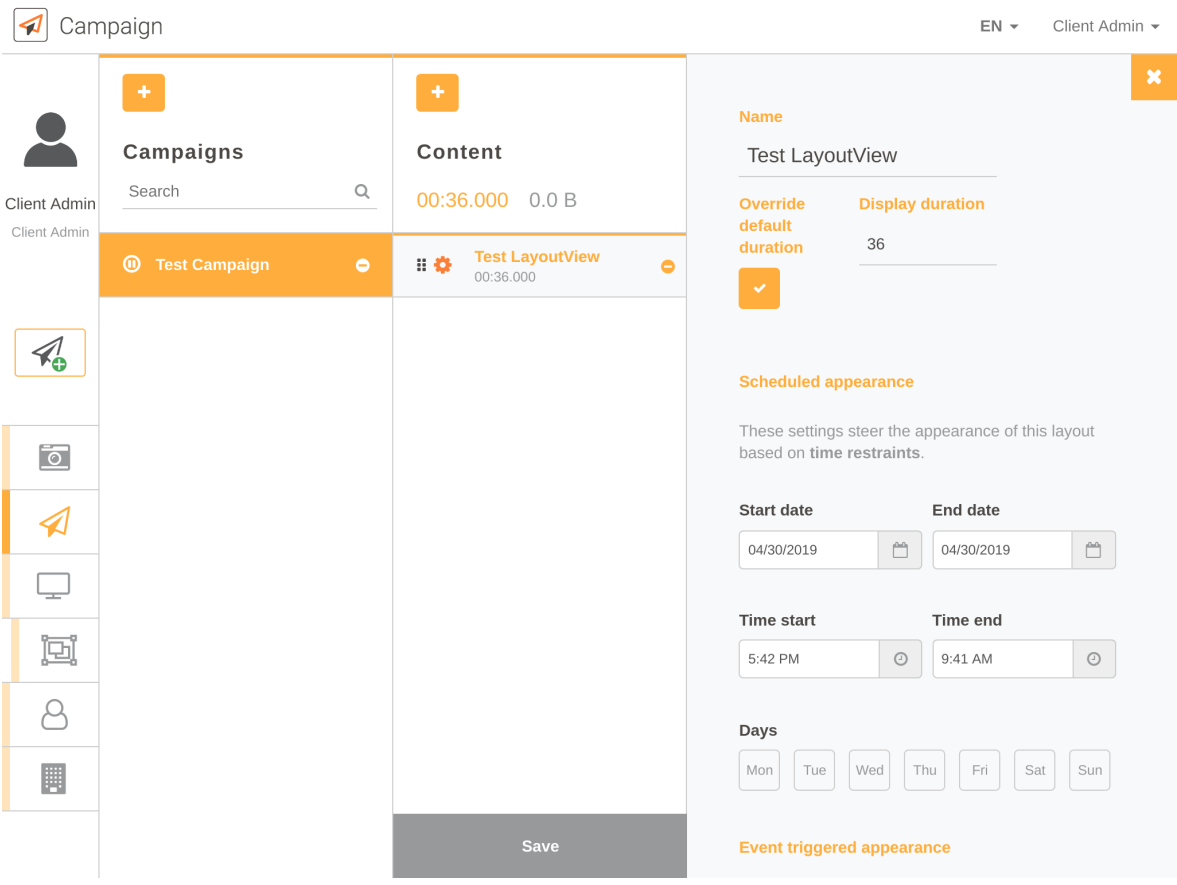
Adding a Layout view

Create Layout view

In the column loaded when you click in the previously created campaign, click on the **Plus** button. A pop-up with title **Create new view** will appear, in which you have to enter a layout view name.
Then click on the **Create view** button to create a new Layout View.

Setting a Layout View

You can create multiple Layout Views, that will allow you to set the media play duration and schedule scenarios or events in which the media play will occur, including:
- Specific Start and End Date and Time
- Specific Days of the week
- Elevator Status, like Direction Up or Down, Door Status, Emergency Call, Hall Acknowledgement, Position Indication, Special Function Acknowledgement, Special Indication, Speech Synthesis

These are accessible by clicking the cog icon next to the name of the created layout view.
Once you have set the preferences click the **Apply Changes** button at the end of the column.

Adding Media to your campaign

Adding Media to Campaign
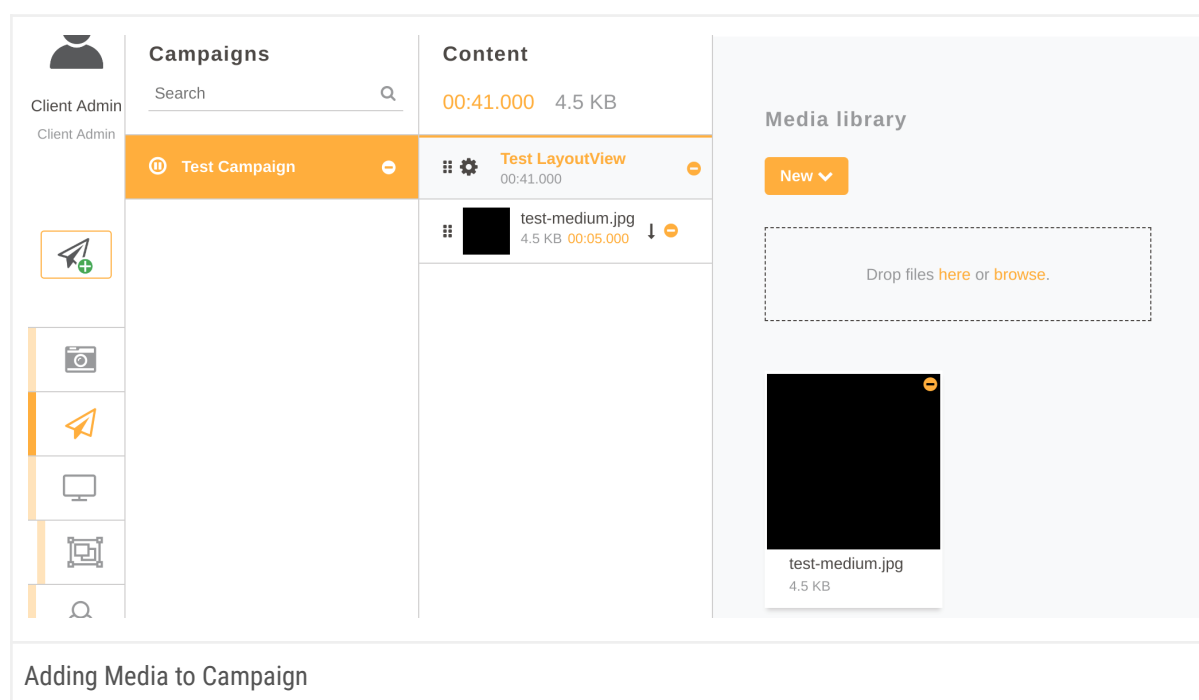
From the left sidebar menu you click **Campaigns** button (paper-plane icon), you select the Campaign in which you want to add media.
If you have created a layout view (see chapter [Adding a Layout view](#)) you can add media from the **Media library** loaded on the right side of the page, by using Drag and Drop. Once you have added all the desired media, you can rearrange and save the layout view by clicking the **Save** button. You can additionally, change the duration of the media view, if it is not a video format, by clicking the down pointing arrow and setting the duration.

Assign a campaign to your device

Assign a campaign to the devices

From the left sidebar menu you click **Devices** button (display icon) and then you click on the desired device from listing inside the loaded column.
Next to the **Campaigns** title**,** click the **plus** button.
On the right the campaign library loads. From there you can drag and drop the created campaigns in the designated area under the **Campaigns** title of the selected device and click the **Save** button.

Set up tenants directory
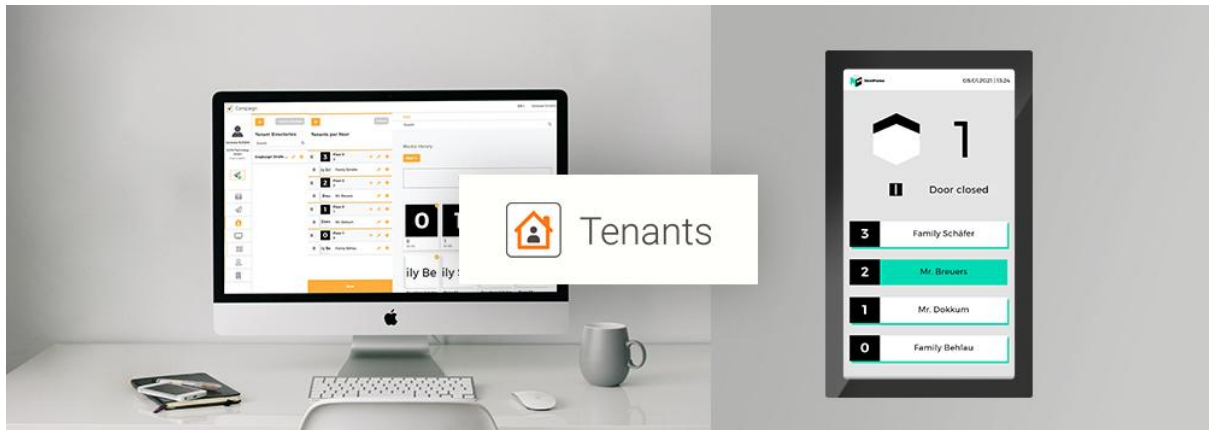
In addition to the central advertising management, the **flexyPage Tenants** feature enables tenant directories to be set up and managed centrally via flexyPage Campaign.
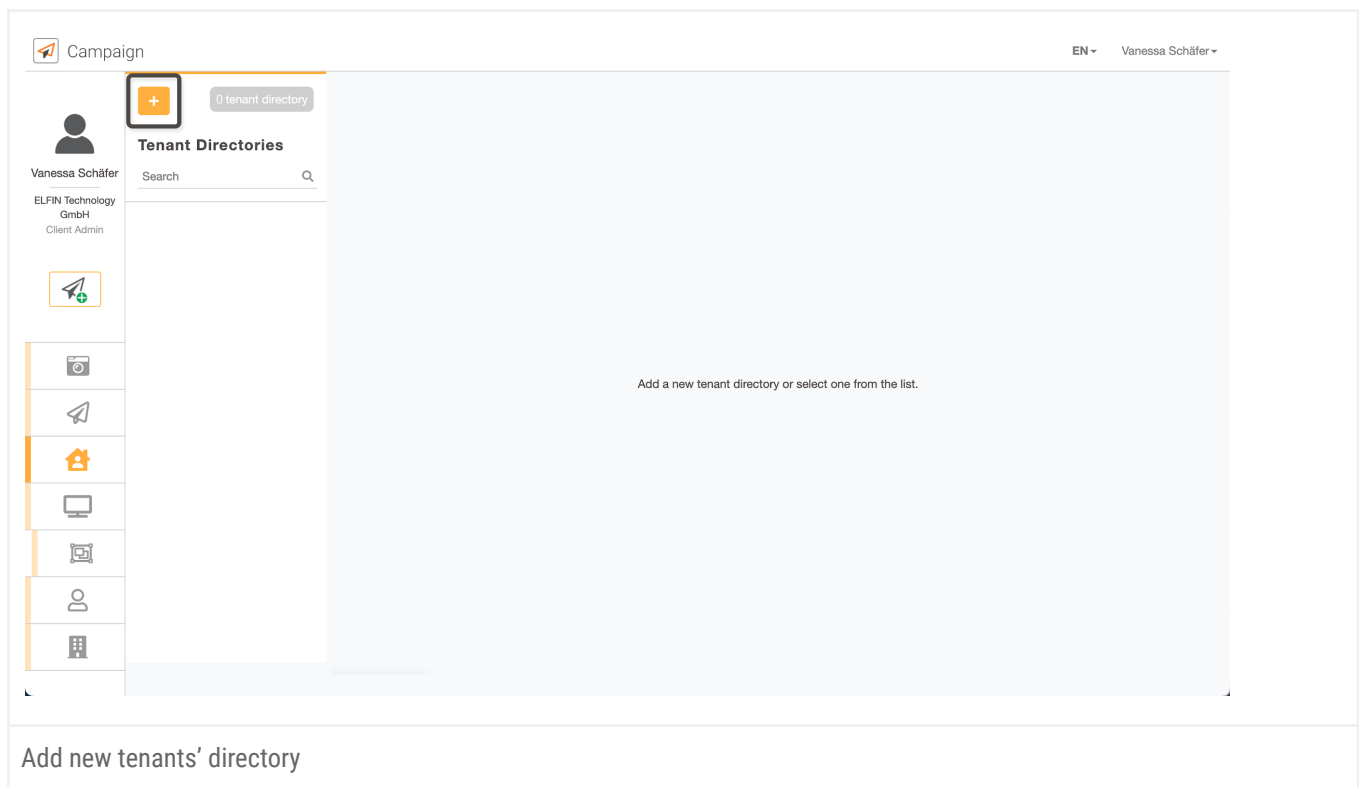
And this is how it works:

Open flexyPage Campaign

Open flexyPage Campaign and log in with your account. Here you find all information about the login process: Login to your flexyPage Campaign account


flexyPage Tenants
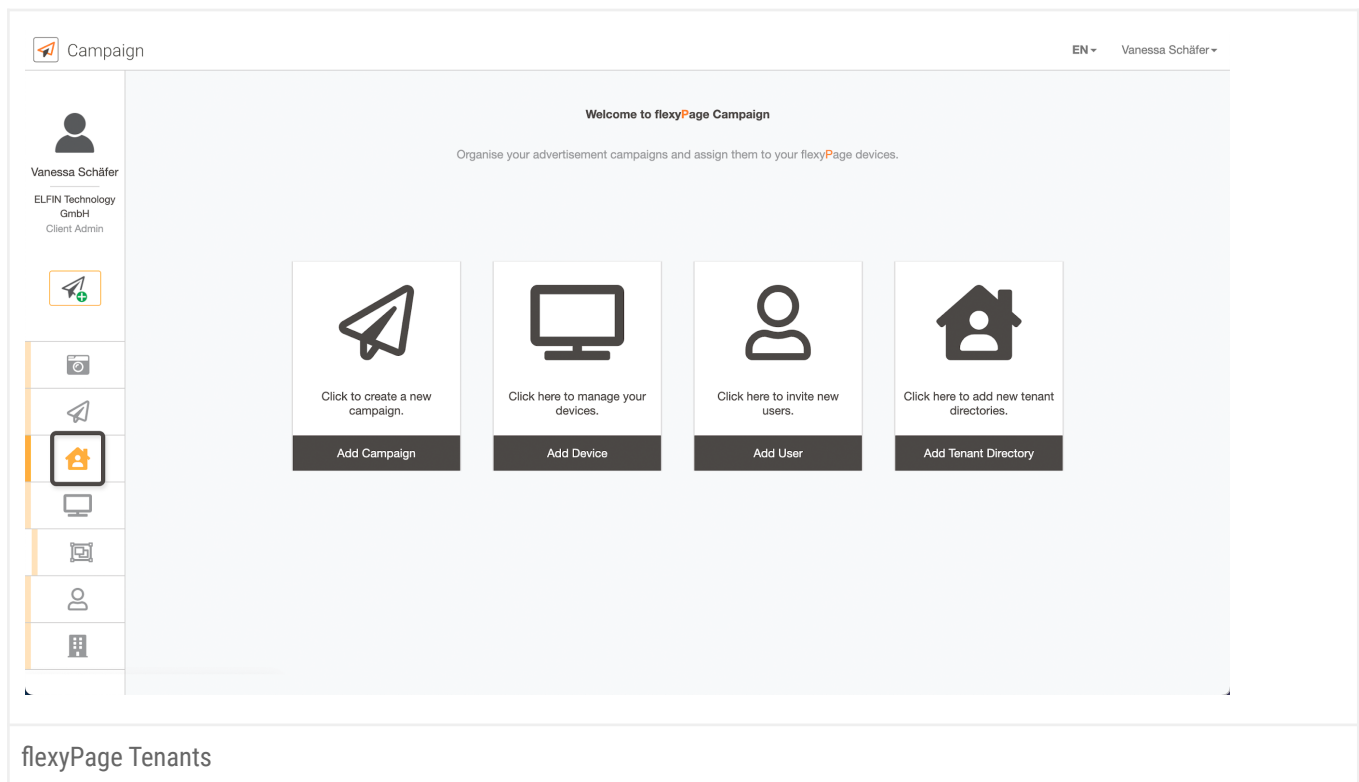
From the left sidebar menu you select the **tenants** entry (house with person icon).

Add new tenants' directory
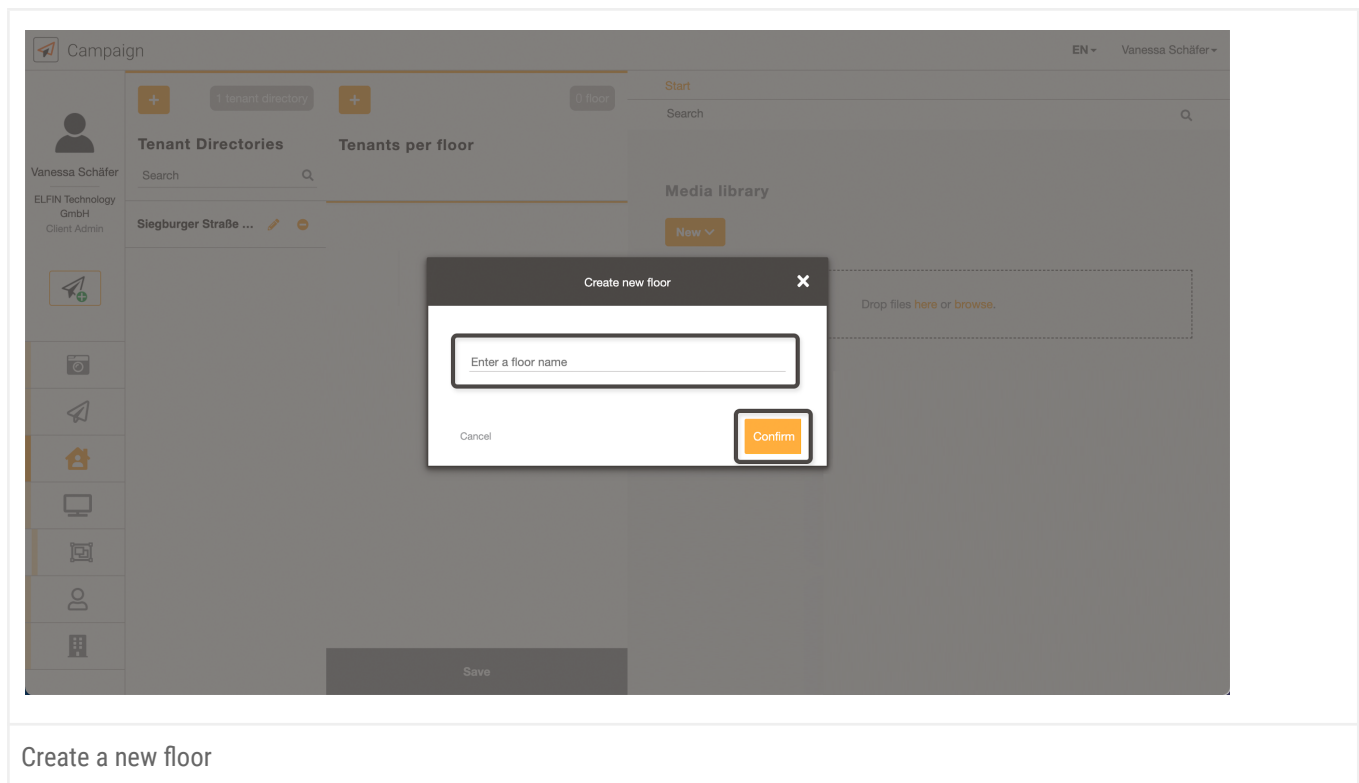
The tenant directories overview will open. Click on the **orange plus icon** for adding a new tenant directory.

Create a new tenant directory
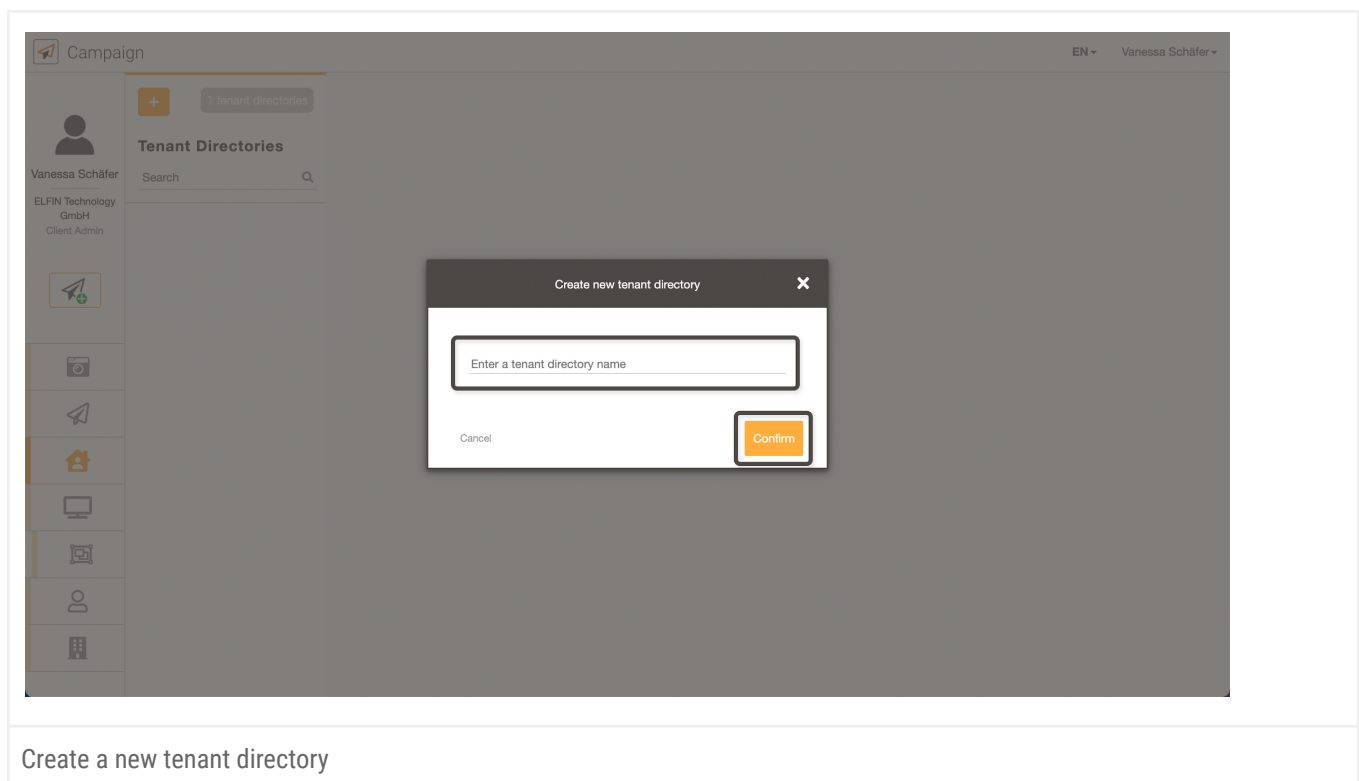
An overlay, titled **"Create new tenant directory"** pop up. You will request to name your new tenant directory. When you have entered the name, click on **Confirm**.

Tenant per floor overview
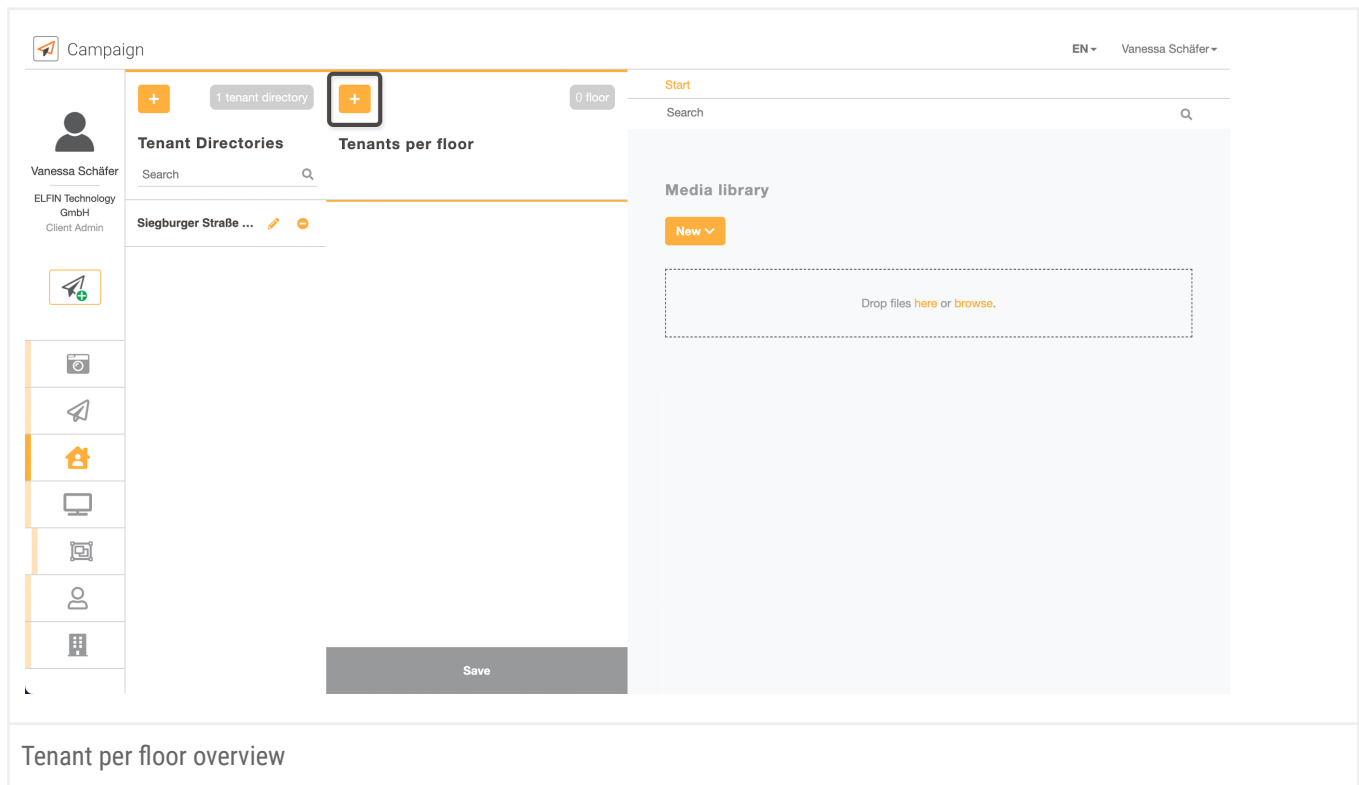
The **Tenant per floor overview** will open. Click on the orange plus icon for adding the floors.

Create a new floor

An overlay, titled **"Create new floor"** pop up. You will request to name the floor name. When you have entered the name click on **Confirm**.

Enter tenants

The new floor will be listed in the overview. Click on the **orange plus icon** by the new floor to create its tenants.

Create tenants

An overlay, titled **"Create new tenant"** pop up. You will request to enter the tenant's name. When you have entered the name click on **Confirm**.

Edit tenants and floors

It is possible to show images for the tenants and floor alias, like logos. To use images click on the **orange pencil icon** by the floors or tenants.

Upload images in the media library and assign them via drag and drop to the respective floors or tenants. Click on the **orange checkmark** to confirm the images.

Insert images of the tenants and floors

To save all changes to your display, click on save. As long as you don't save your change exists only in your browser, not on the campaign server.

If no connection to the campaign server is possible, the floors and tenants that were set up in the flexyPage Editor house editor will be displayed.

It is recommended for houses, where a regular change of tenants takes place, to not set any tenants in the house editor and to assign only floor designations.

If blind floors are to be realized, this is possible by adding a floor without floor alias and floor image.

Design the tenant directory

First, you need to log in to the flexyPage editor of the device on which you want to add the tenant directory to the layout using your browser.

To use the flexyPage Tenants feature, you need to integrate the special Tenants widget into your display layout. You can find this widget in the widget library on the right side of the flexyPage editor. The widget library can be opened via the first orange shortcut button. The Tenants widget can then be found under Web Services → Others.

Clicking the widget in the widget library or dragging and dropping it into the preview area adds the Tenant widget to your layout. Resize and reposition the widget to fit your layout.

Click on the widget in the preview area to design the layout of the widget.

The following parameters can be set in the Tenants[basic] widget:

- Background color
- Background color for tenant area
- Background color for floor area
- Border color
- Font tenant area
- Font floor area
- Background image
- Width of floor area (in %)
- Padding
- Docking of the widget left, right, top or bottom
- Frame width

Document history

Version	Release Date	Changes
0.9	2019-05-17	Pre release
1.0	2020-01	Added fP Tenants
1.1	2022-02	Company address updated

Your contact persons

Even an extensive documentation cannot answer all questions. Do you have questions or suggestions concerning our flexyPage system? We look forward to your requests. You can contact us at:

ELFIN Technology GmbH
Im Zollhafen 22
50678 Cologne
Germany
Phone: +49 (221) 6778932-0
FAX: +49 (221) 6778932-2
service@elfin.de
www.elfin.de

Sales flexyPage
flexypage.de/en/sales
Phone: +49 (221) 6430816-2
FAX: +49 (221) 6778932-2
sales@flexyPage.de

Support flexyPage
flexypage.de/en/support
Phone: +49 (221) 6430816-3
support@flexyPage.de

innovative display solutions