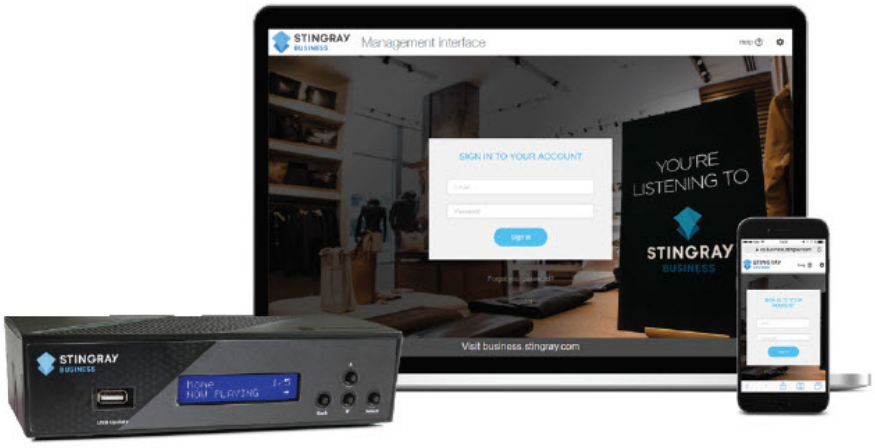
# SB Player User's Guide

## for Audio/Video Brand Managers




STINGRAY BUSINESS

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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

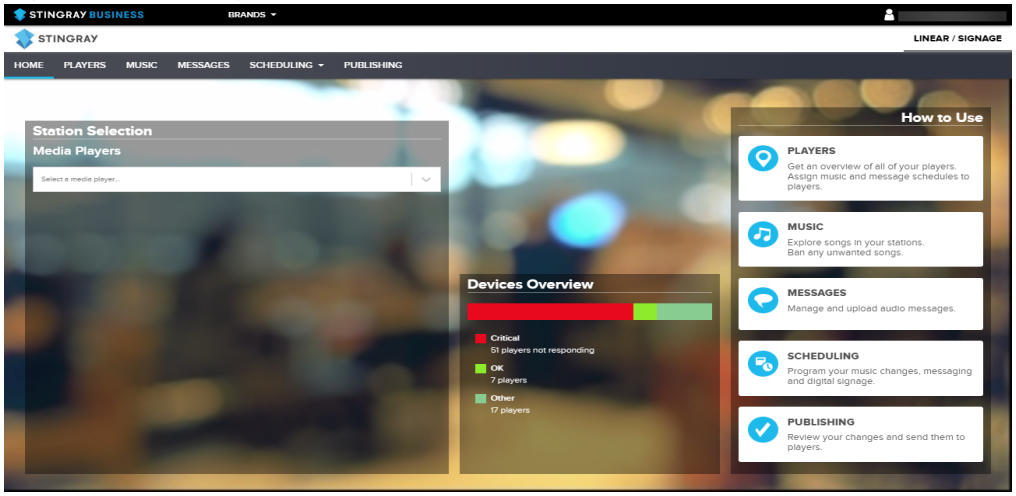
*The Stingray Box (SB) Player is a powerful multimedia system that helps you create an engaging in-store experience ranging from curated music/video stations, targeted promotional messages, captivating digital signage, and much more.*

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

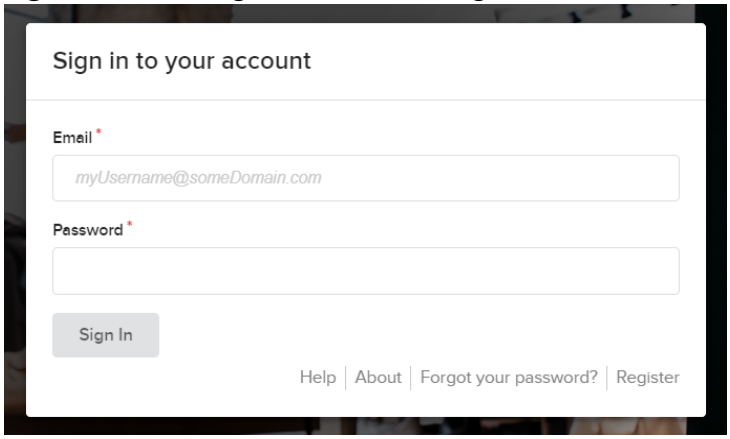
*The Management Interface is the command center for setting up your SB Player. Depending on your access level, you can manage your in-store digital media, build your media scheduling calendar, and manage your personalized messages.*

**Figure 1-1:** Management Interface




To access the Management Interface, from a web browser[1], 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 the following “Dashboard” section.

***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*

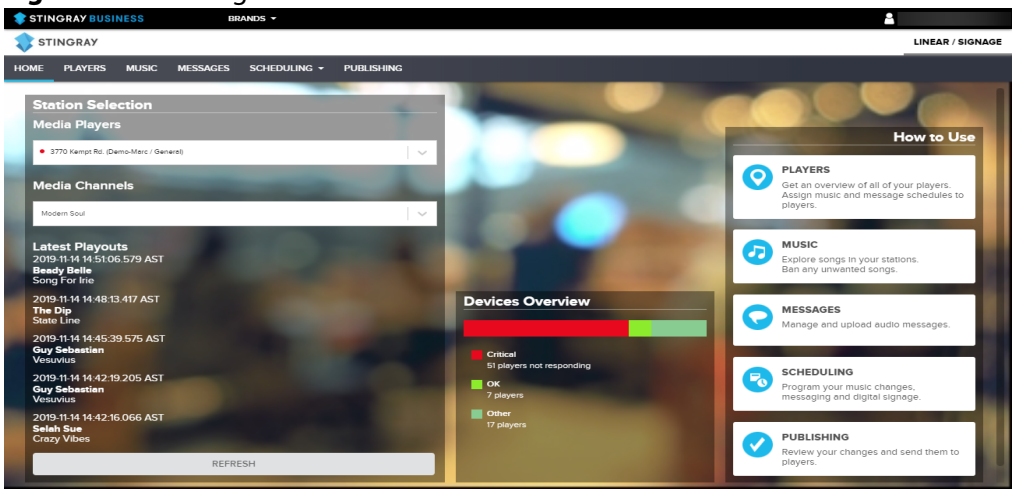
1.The Management Interface is supported on the Google Chrome web browser.

*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 you 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.*

**Figure 1-3:** Management Interface Dashboard




As can be seen in Figure 1-3, there are three panels to the Management Interface Dashboard: Station Picker, Devices Overview, and How to Use.

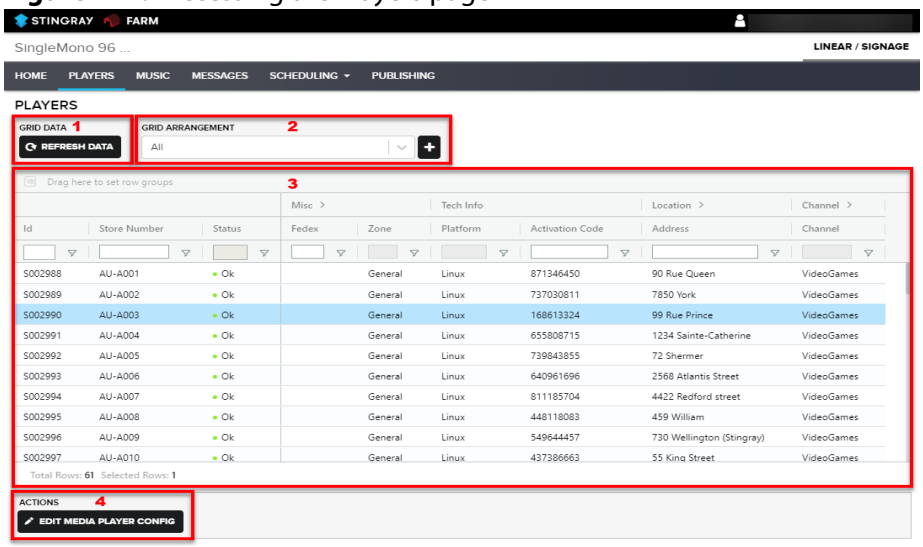
| Panel | Description |
|---|---|
| Station Picker | Station Picker allows you to quickly select a station for a brand store location. For more information, refer to "Selecting a Station" on page 44. |
| Devices Overview | Devices Overview provides a summary of the statuses for a brand's devices. This 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 *Critical* status in Figure 1-3, click **Critical**. The Players page displays the brand's devices where you can then filter for the *Critical* 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 Media Players

*You can monitor and manage your media players from the Management Interface's Players page.*

The Players page displays key information on all activated media 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 Players page



As show in Figure 2-1, there are four main sections to the Players page: Grid Data (1), Grid Arrangement (2), Players grid (3), and Actions Toolbar (4).

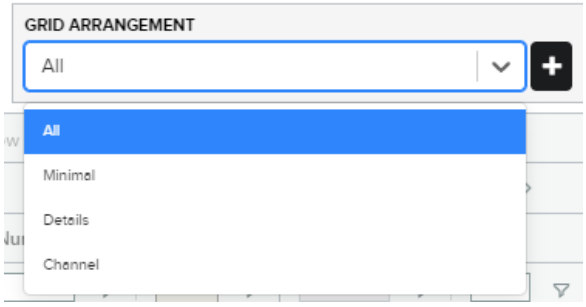
| Section | Description |
|---|---|
| Grid Data | Click **Refresh Data** to refresh the data displayed in the Players Grid. |
| Grid Arrangement | You can quickly select a view for the Players Grid. You can select from one of the default views or create your own custom arrangement. For more information, refer to "Selecting a Grid Arrangement" on page 11. |
| Players Grid | The Players grid displays media player details. Right-clicking a cell opens a contextual menu. For more information, refer to "Players Grid" on page 13. |
| Actions Toolbar | The Actions toolbar provides quick access to media player actions.<br> <br>• **Edit Media Player Config**: Opens the Edit Media Player Configuration dialog. |

***NOTE:*** *To export the Players page content, right-click the Players grid and select Export and then the required output format (CSV, Excel (.xlsx), or Excel (.xml)). The file downloads to your computer.*

# Selecting a Grid Arrangement

As shown in Figure 2-2, the Grid Arrangement drop-down list includes four different options: All, Minimal, Details, and Channel.

**Figure 2-2:** Grid Arrangement options




- **All**: Displays all columns in the grid.
- **Minimal**: Displays columns that are relevant for providing a basic overview of the media players.
- **Details**: Displays detailed information for the player.
- **Channel**: Displays relevant channel information for the player.

The following table describes each column of the Players page.

| Column | Description |
|---|---|
| Id | Media player identifier. If you ever need to contact Customer Support, you should have the player name on hand. |
| Store Number | The store number where the SB Player is currently installed. |
| 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. |
| Misc | Displays whether the player is active (True or False), Fedex tracking number (if applicable). and which zone is currently being played from the media player. |
| Tech Info | Displays the media player operating system/platform and the activation code as listed in the SB Player Installation Guide. |
| Location | The physical address of the store where the media player is currently installed. |
| Channel | Displays the current channel playing on the SB Player at the location, the playback channel settings, the selected Message calendar deployed on the media player, and any messaging tags. |

# Creating a Custom Grid Arrangement

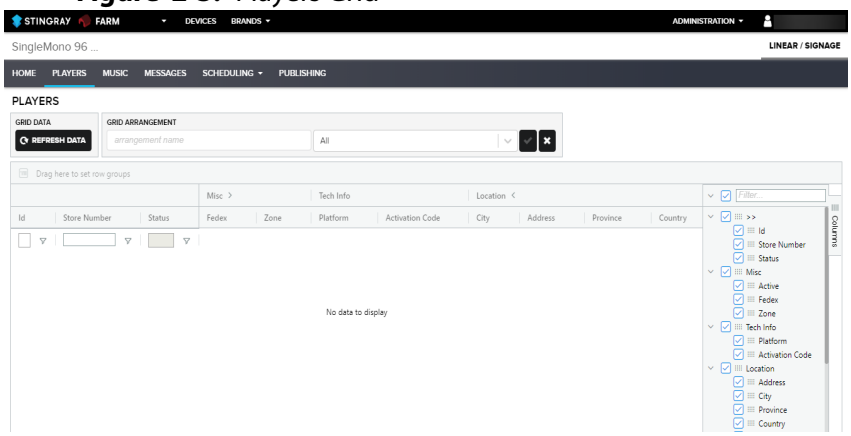
*This section describes how to create a custom grid arrangement.*

TASK

1. From the Grid Arrangement view section, click **Add**.

   *STEP RESULT:* The Players Grid loads with all columns displayed and a selectable Columns tree on the right.

   **Figure 2-3:** Players Grid




2. Customize the grid arrangement:
   - From the Columns tree, select/deselect to display/hide columns, respectively.
   - From the Players Grid, drag columns to reorder.

3. When you are done customizing the view, enter a name for the new view in the Arrangement Name field and then click **Save**.

   *ADDITIONAL INFORMATION:* To cancel the new grid arrangement, click **Cancel**.

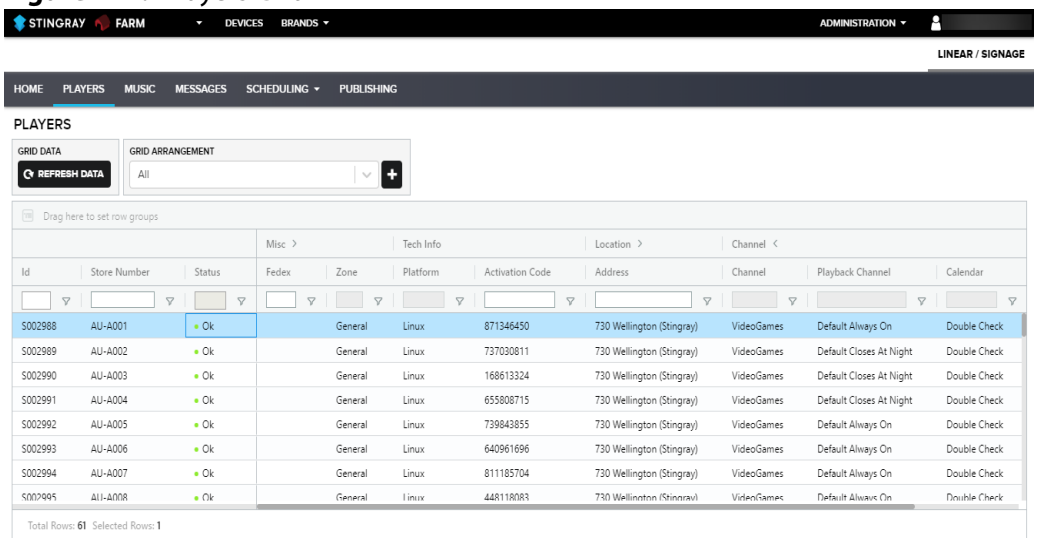
RESULT:

The new view appears in the Grid Arrangement drop-down list. To make edits to the custom view, select it from the list and then click **Edit**. To delete the custom view, click **Delete**.

# Players Grid

The Players grid view can be changed to reflect your workflow.

**Figure 2-4:** Players Grid

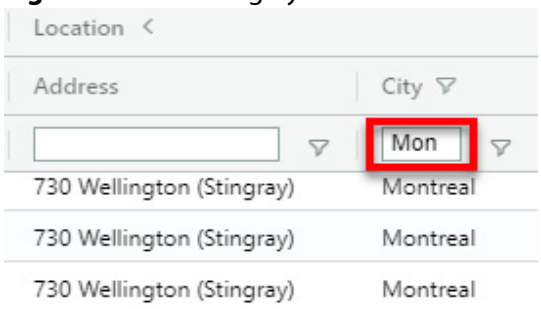



As shown in Figure 2-4, the Players grid groups columns by logical usefulness. These groups can be expanded or collapsed depending on the information needed.

## Sorting and Filtering Data

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

**Figure 2-5:** Filtering by locations




To sort a column in alphabetical/chronological order, click on the column's header. An arrow displays in the header showing whether it is sorted in *ascending* ↑ or *descending* ↓ order.

The filtering feature has been updated for the new Devices page. From below the column header, click **Filter** to open the filter feature. There are three types of filtering available: Set Filter, Text Filter and Number Filter.

**Table 2-1:** Filtering Options

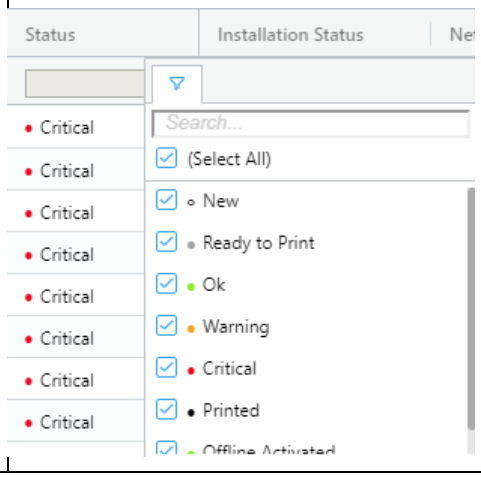
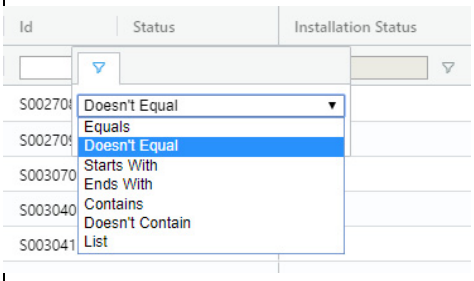
| Filter Type | Description |
|---|---|
| Set Filter | With a Set Filter, users can make a selection from predefined values. For example, for the Status column, you can select/deselect a status to be filtered.   |

**Table 2-1:** Filtering Options

| Filter Type | Description |
|---|---|
| Text/Number Filter | You can include up to two filters when searching for text or numbers. However, when filtering for a version, you can specify upper and lower thresholds (for example, greater than 1.0 and less than 2.4). As shown in the following figure, there are multiple filtering conditions that can be used.<br>  <br>• **Equals**: The cell contains the exact text/number entered. Optionally, you can include Boolean operators (AND/OR) with additional text.<br>• **Doesn't Equal**: The cell does not contain the exact text/number entered.<br>• **Starts With**: The cell starts with the text/number entered.<br>• **Ends With**: The cell ends with the text/number entered.<br>• **Contains**: The cell contains the text/number entered.<br>• **Doesn't Contain**: The cell does not contain the text/number entered.<br>• **List**: Same functionality as the *Equals* filter, except that you can include additional values. For example, List allows you to filter results for multiple device IDs. When adding a cell value (i.e. device ID), make sure to separate each entry with a comma (,). |

## Grouping and Filtering Your Locations

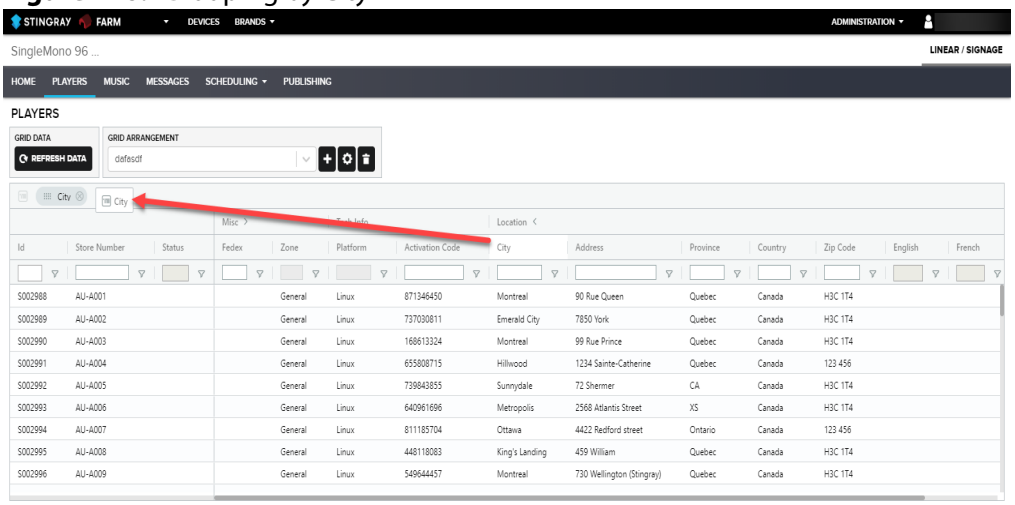
*Grouping locations with identical audio/video requirements provides the ability to streamline updates to all your media players at once. As a result, it reduces the time and administrative burden involved with managing each store's content individually.*

To group columns, drag-and-drop a column header to the **Drag here to set row groups** 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 2-6:** Grouping by City



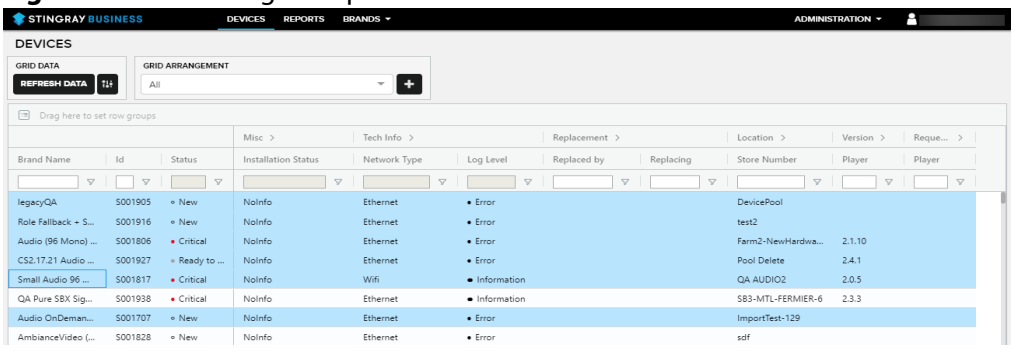

The brand manager can then expand the **City: Montreal** list, select the locations where the changes are to be made, and then make selection from the Actions Toolbar.

To commit the changes to the SB Players, from the Management Interface menu, click **Publishing**. For more information, refer to “Publishing Changes” on page 52.

## Selecting Multiple Devices

To select multiple devices/rows, use the `CTRL + click` or `SHIFT + click` actions.

**Figure 2-7:** Selecting multiple rows




Note than when performing actions on multiple devices (such as Show Device Details), a Chrome browser tab opens for each device view. To use this feature, you must enable the pop-up option in your Chrome browser preferences.

# Viewing Connectivity Status

From the Players page, you can view the factors affecting the performance of a media player by consulting the notification icons in the Status column.

**Table 2-2:** SB Player status

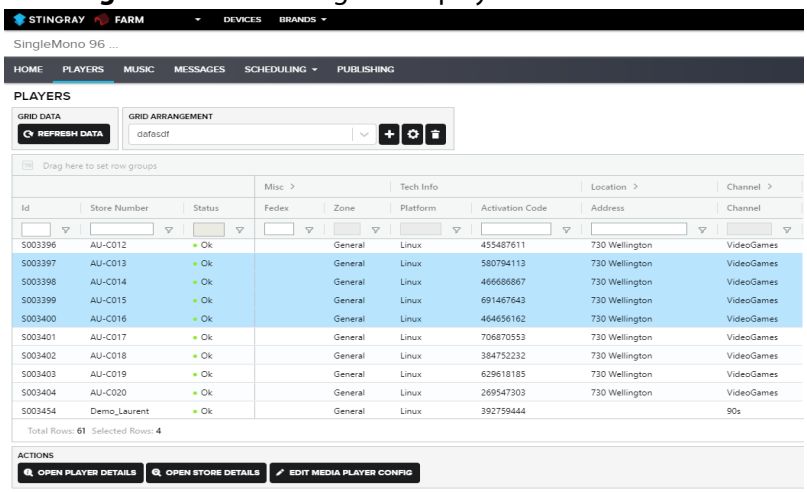
| Status | Description |
|---|---|
| **OK** | The media player is connected to the Internet and running properly. |
| **Critical** | The media player was connected but has since lost its connection. You must verify that the media player is connected to the network. |
| **Printed** | The media player was deployed but never connected. If the media player is supposed to be connected, you must verify the network connection. |
| **Offline & Activated** | The media 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.*

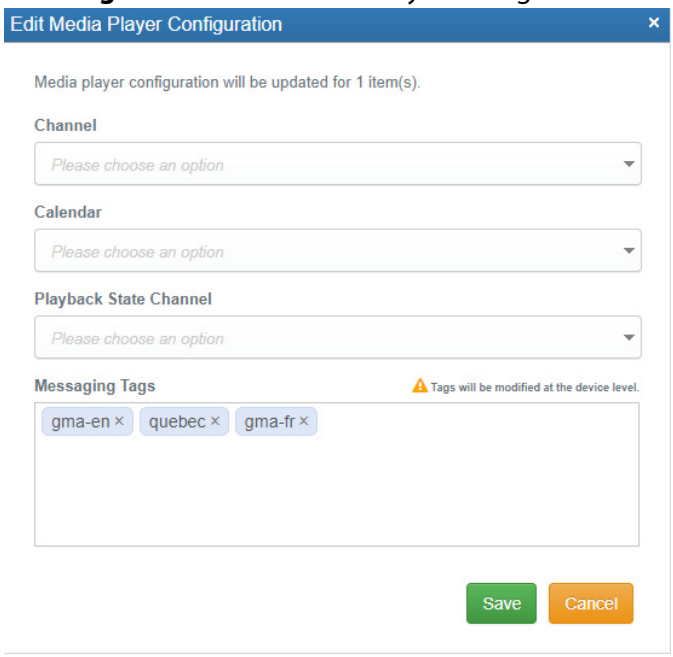
TASK

1. From the Players page, select the media players to be configured.
   **Figure 2-8:** Selecting media players




2. From the bottom left corner of the Management Interface, click **Edit Media Player Config**.

   *STEP RESULT:* The Edit Media Player Configuration dialog appears.
   **Figure 2-9:** Edit Media Player Configuration dialog



3. From the dialog, specify the selected media players' channels, message calendars, playback states, and messaging tags.

| Options | Description |
|---|---|
| Channel | Channel is a customized station schedule created via the *Station Scheduler Tool* (refer to "Station Scheduler Tool" on page 54). 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 26. |
| 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 32. |
| 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. |
| 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 42. |

4. When you are done configuring your media players, click **Save**.

   *STEP RESULT:* The Edit Media Player Configuration dialog closes.

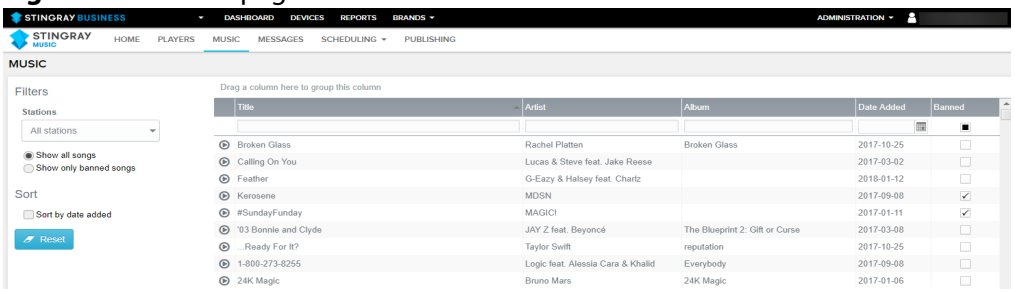
5. Click **Publishing** to push the update to your media players. For more information, refer to "Publishing Changes" on page 52.

   *ADDITIONAL INFORMATION:* Note that the updates will only be implement after you publish the changes.

# 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

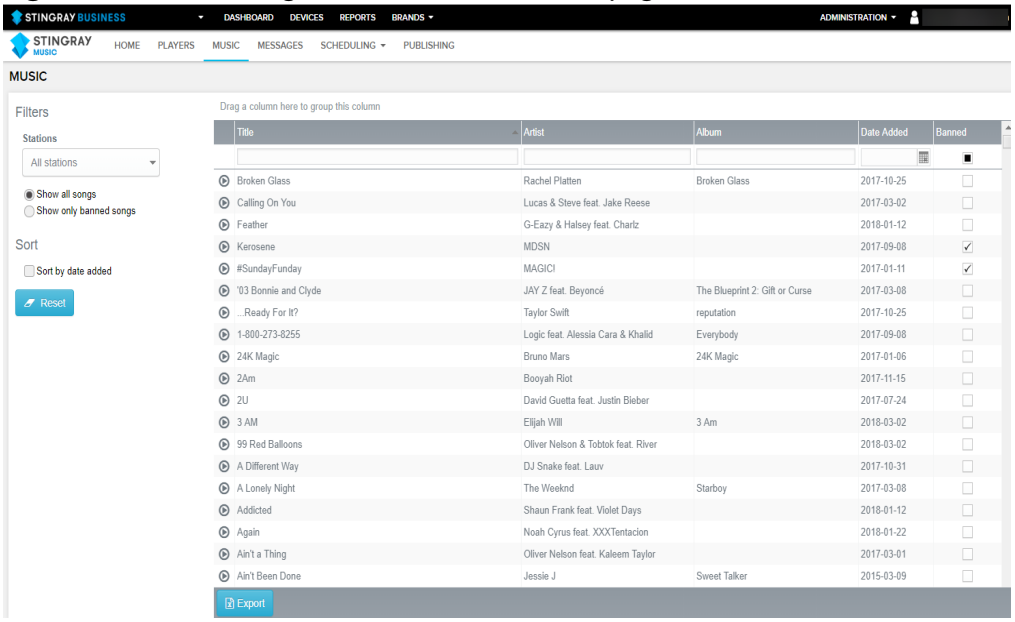



From the Music (or Video) page, you can preview songs/videos, ban undesired tracks, filter your content, and explore the track listing.

# Listening to Songs from Specific Channels

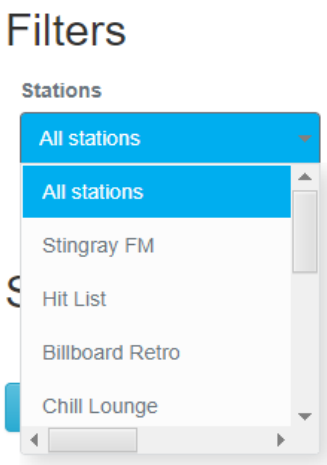
*From the Music (or Video) page, you can preview a channel's song list.*

**Figure 3-2:** Previewing channels from the Music page




TASK

1. Under the Filters section, select a channel from the **Stations** drop-down list.
   **Figure 3-3:** Selecting a channel from Station list




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

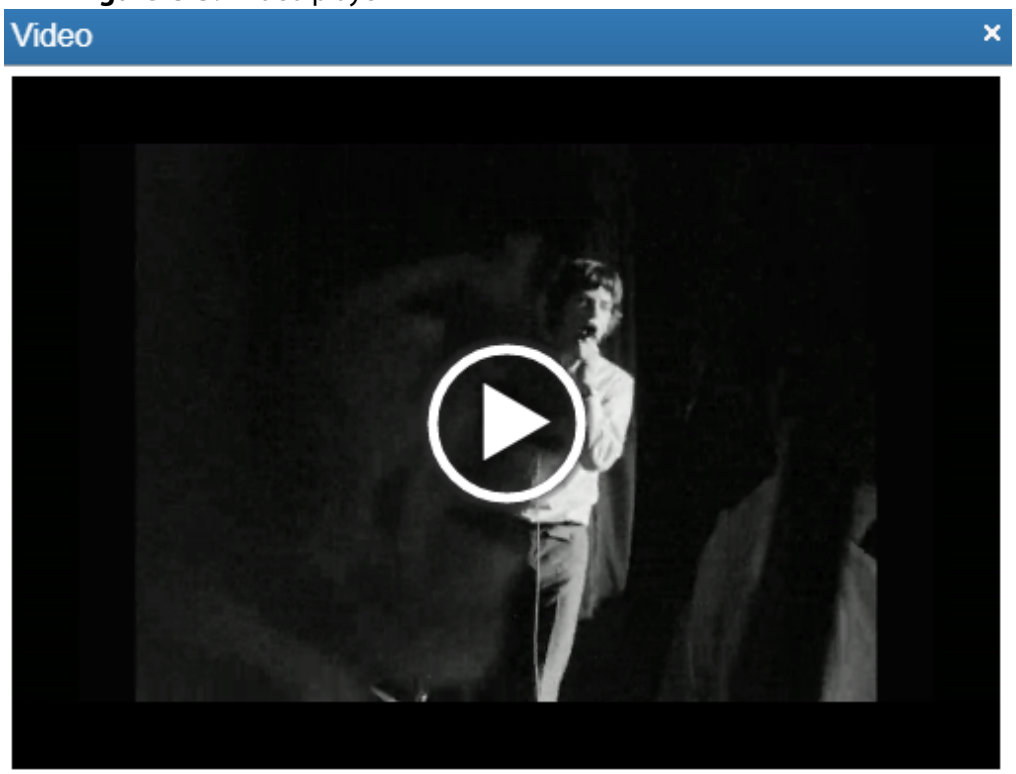
2. Click a song's **Play** button.

*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.

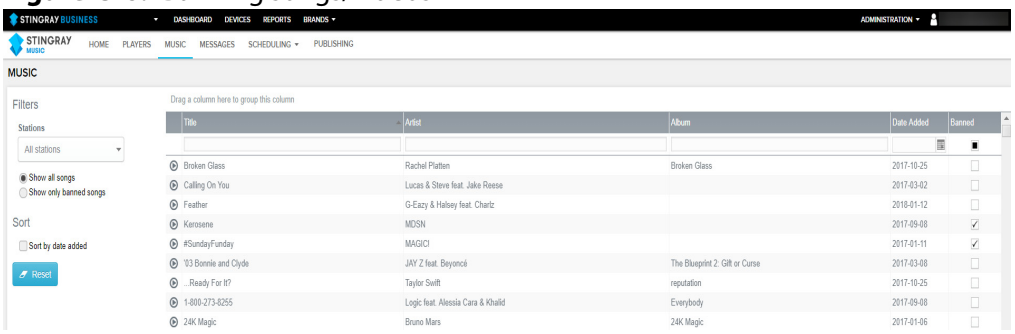
**Figure 3-5:** Video player



# Banning Songs/Videos

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

**Figure 3-6:** Banning songs/videos




TASK

1. From the Banned column of the Music (or Video) page, select the check-boxes 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 **Publishing** to implement your updates. For more information, refer to "Publishing Changes" on page 52.

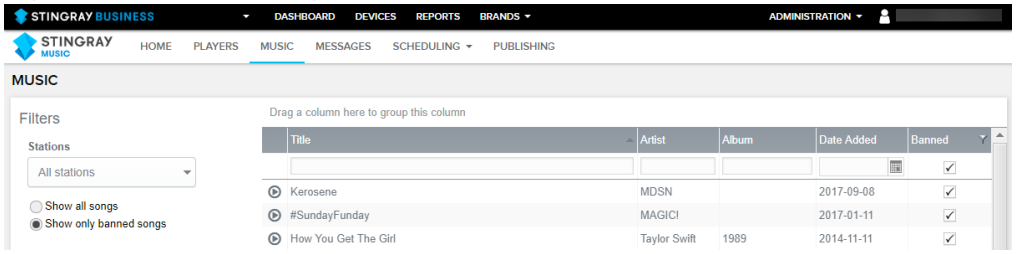
RESULT:

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




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

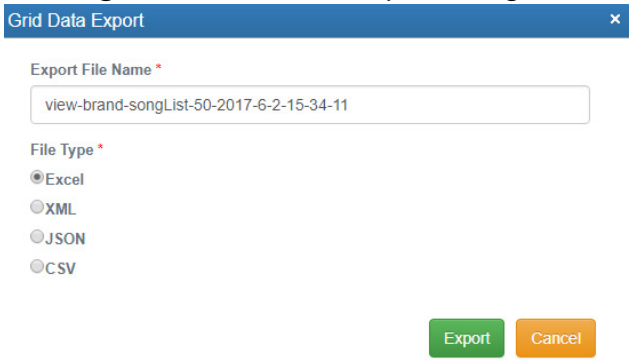
# Exporting Song/Video List

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



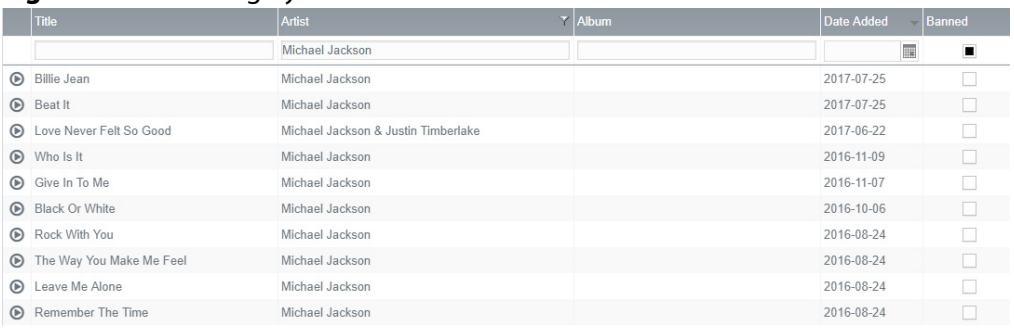

3. From the dialog, enter a more meaningful file name (if required), select the export file type, and then click **Export**.

   *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

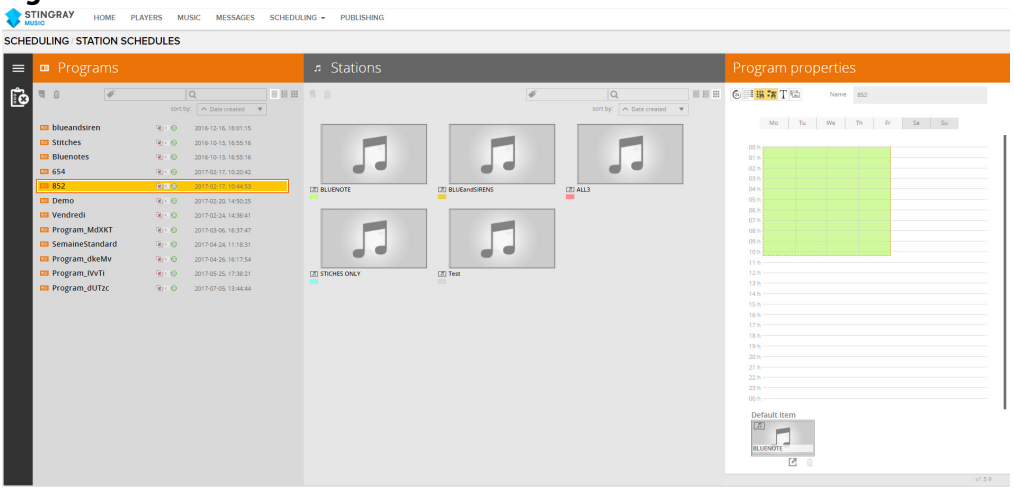
Artist ×

| | 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 54.

# Creating a New Program

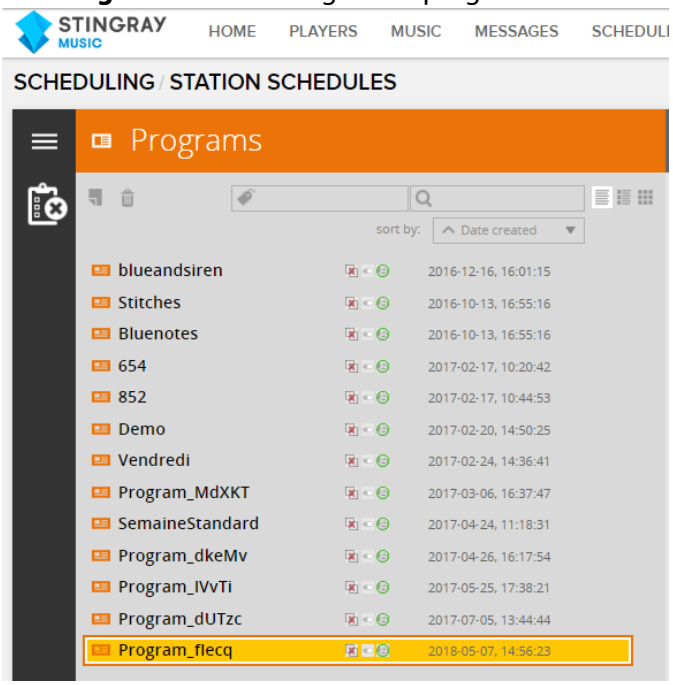
*The first step in creating a station schedule is to create a new program with a default station. Including a default station avoids silent gaps in your scheduling. During program creation, the first item in the Station Panel is typically selected as the default station for every program that you create.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

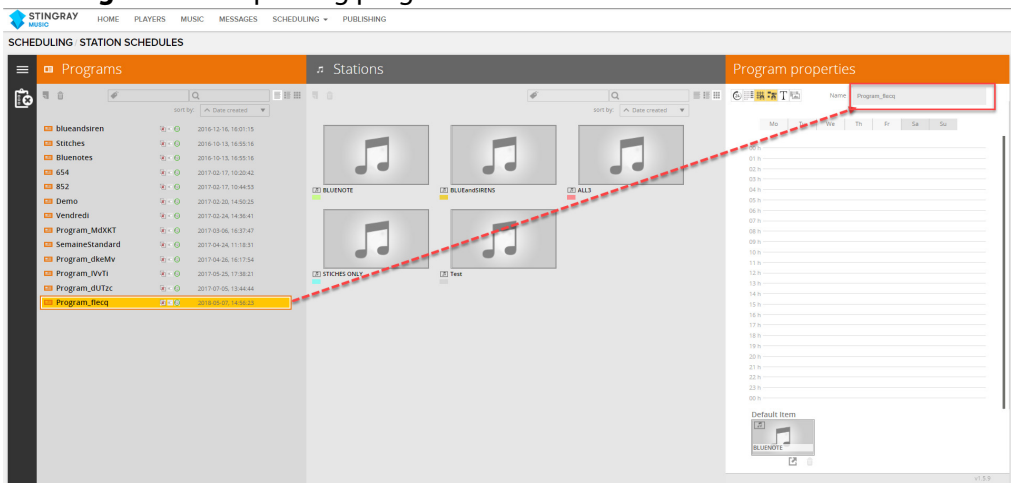
   **Figure 4-2:** Creating a new program



2. 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.

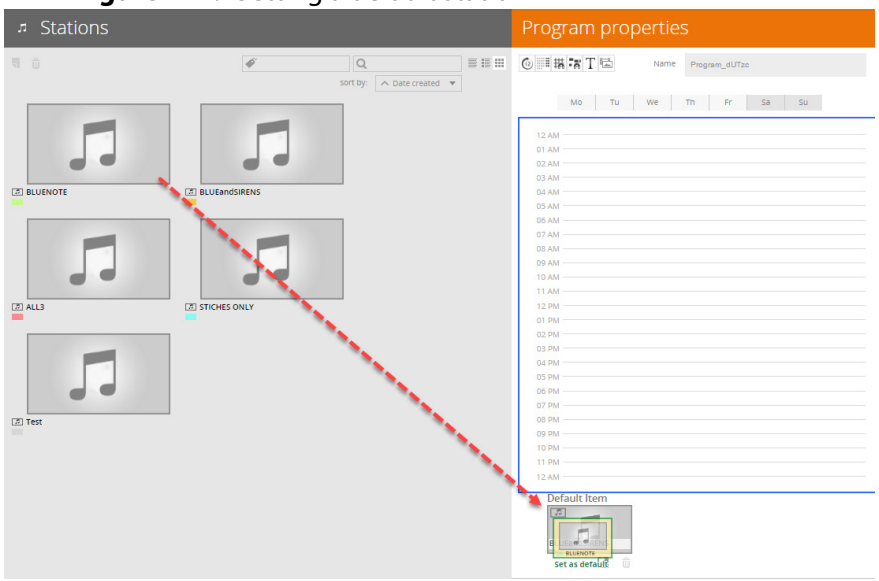
   **Figure 4-3:** Updating program name




3. 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.*

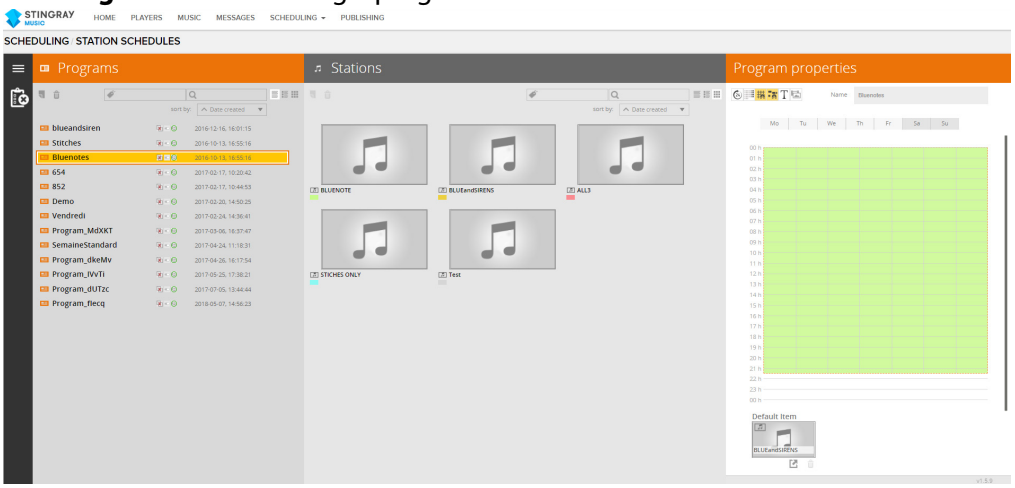
For more information on the Station Scheduler Tool, refer to "Station Scheduler Tool" on page 54.

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

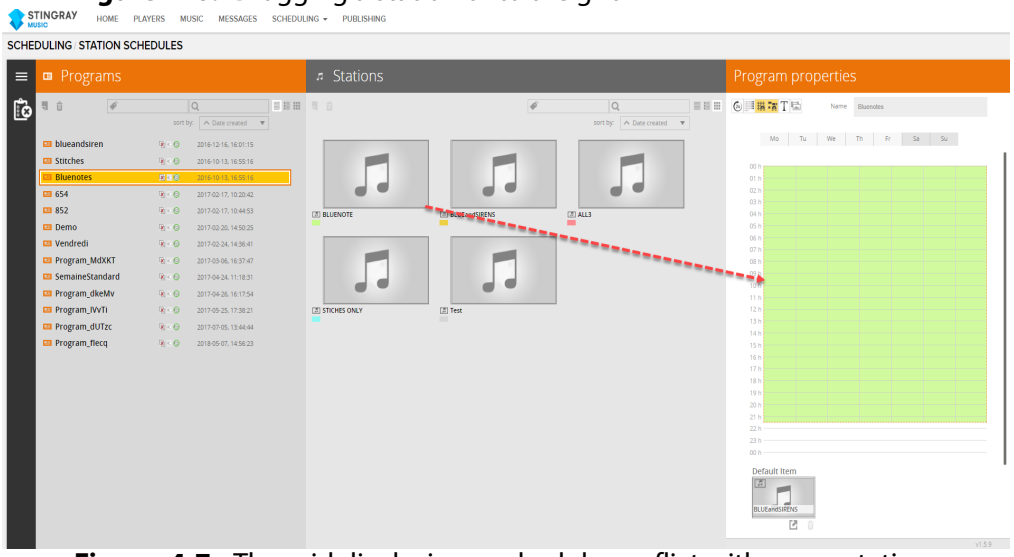
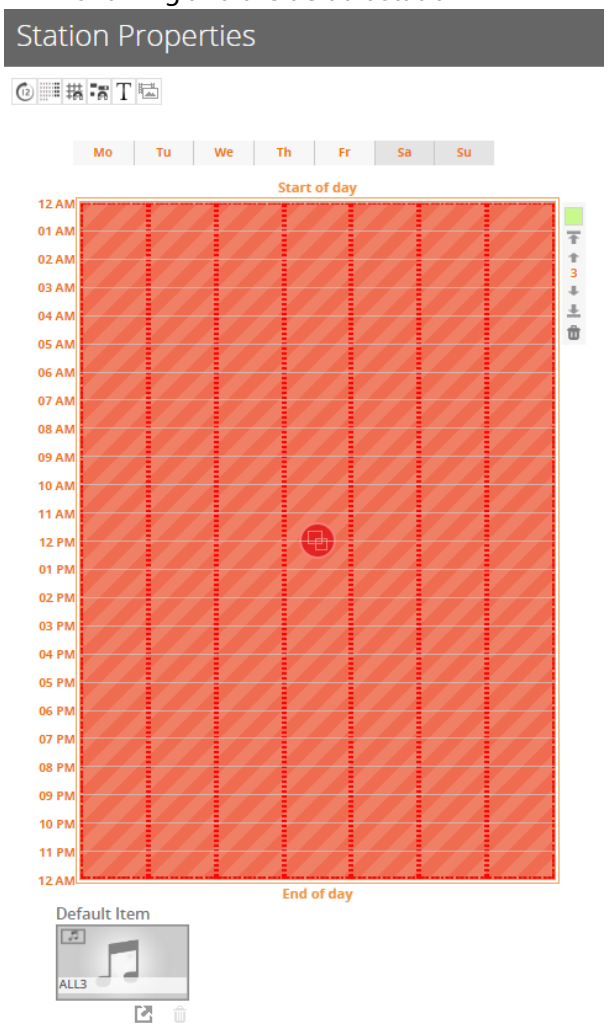


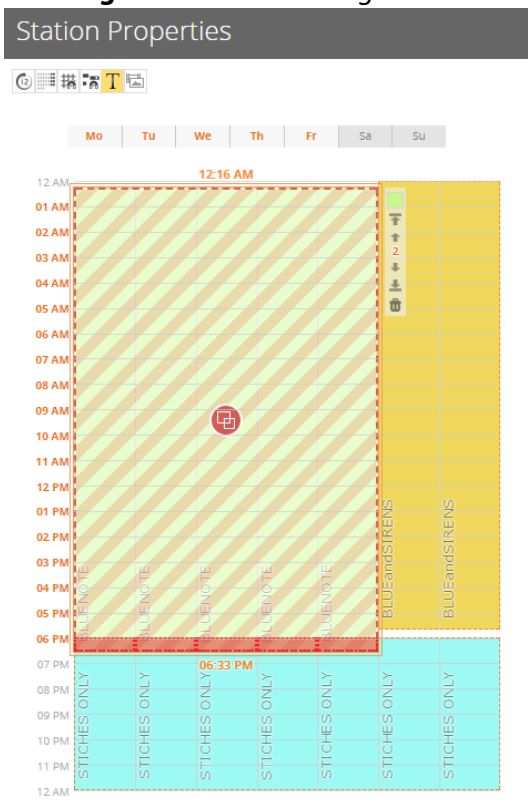

**Figure 4-7:** The grid displaying a schedule conflict with a new station showing and the default station



3. 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 27.

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

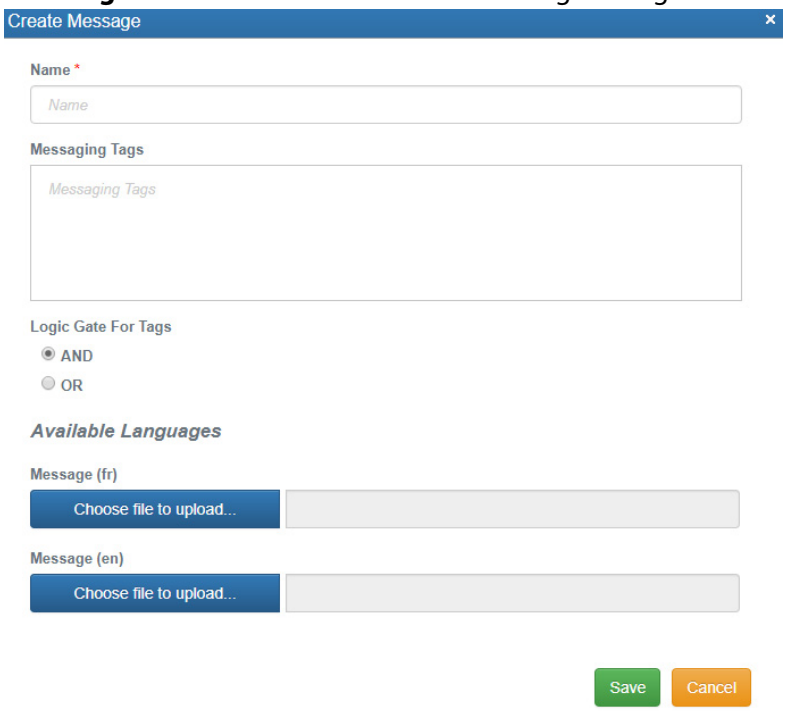
1. For an audio brand, from the Management Interface menu, select **Messages** (or **Promos** for a video brand).

   *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




3. 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: *<campaign prefix> <message description> <language>*. For example, **XMAS 20%REBATE EN**. It is recommended to limit message names to 24 characters.<br>• **<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 36.<br>• **<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.<br>• **<language>**: List the language of the message. In this case, the language is English (**EN**). |

| Option | Description |
|---|---|
| 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 42. |
| Logic Gate for Tags (audio brand only) | This defines message tags rules.<br>**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.<br>**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.<br>For more information on configuring tags on SB Players, refer to "Adding Messaging Tags" on page 42. |
| 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. |

4. 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 **Publishing** to implement your updates. For more information, refer to "Publishing Changes" on page 52.

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 36.

# 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

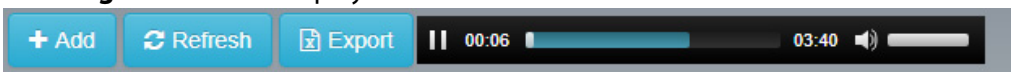
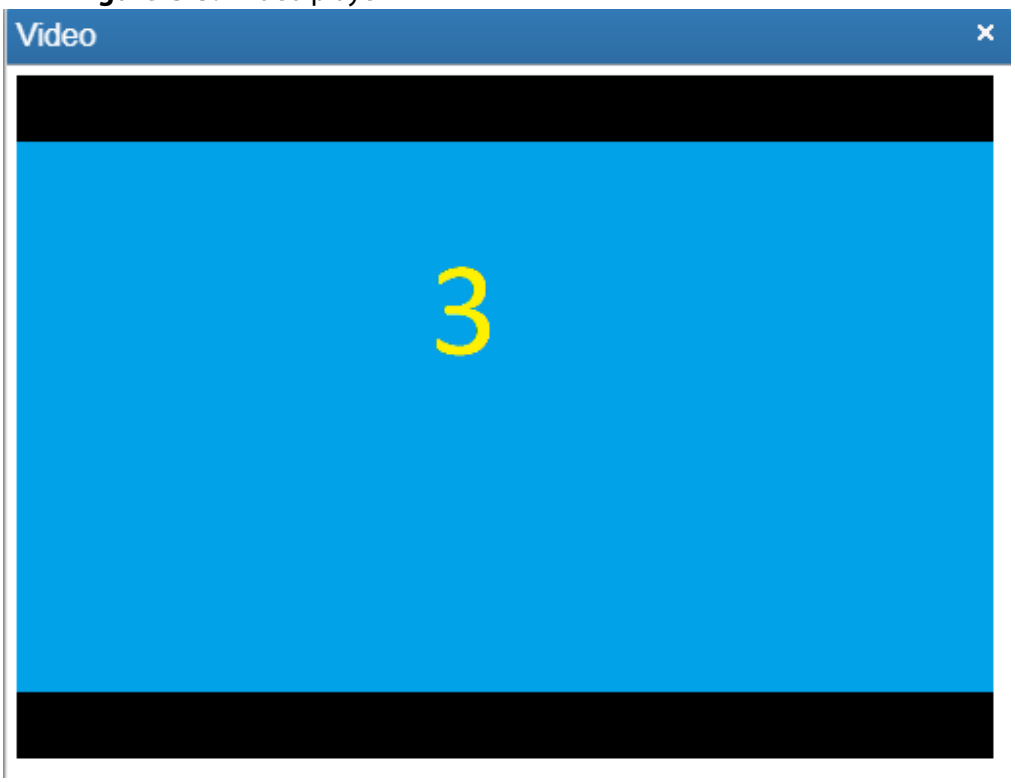



**Figure 5-3:** Video player



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 **Publishing** to implement your updates. For more information, refer to "Publishing Changes" on page 52.

# 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 42.*

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**.

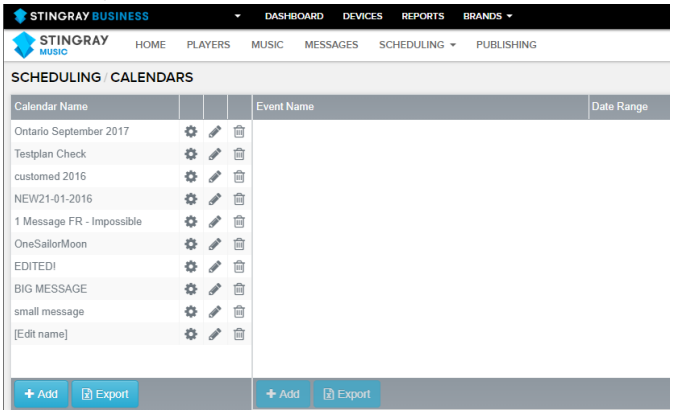
   *ADDITIONAL INFORMATION:* It is good practice to provide a meaningful name for your calendar. The name should describe the group of events contained in the calendar.

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

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

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

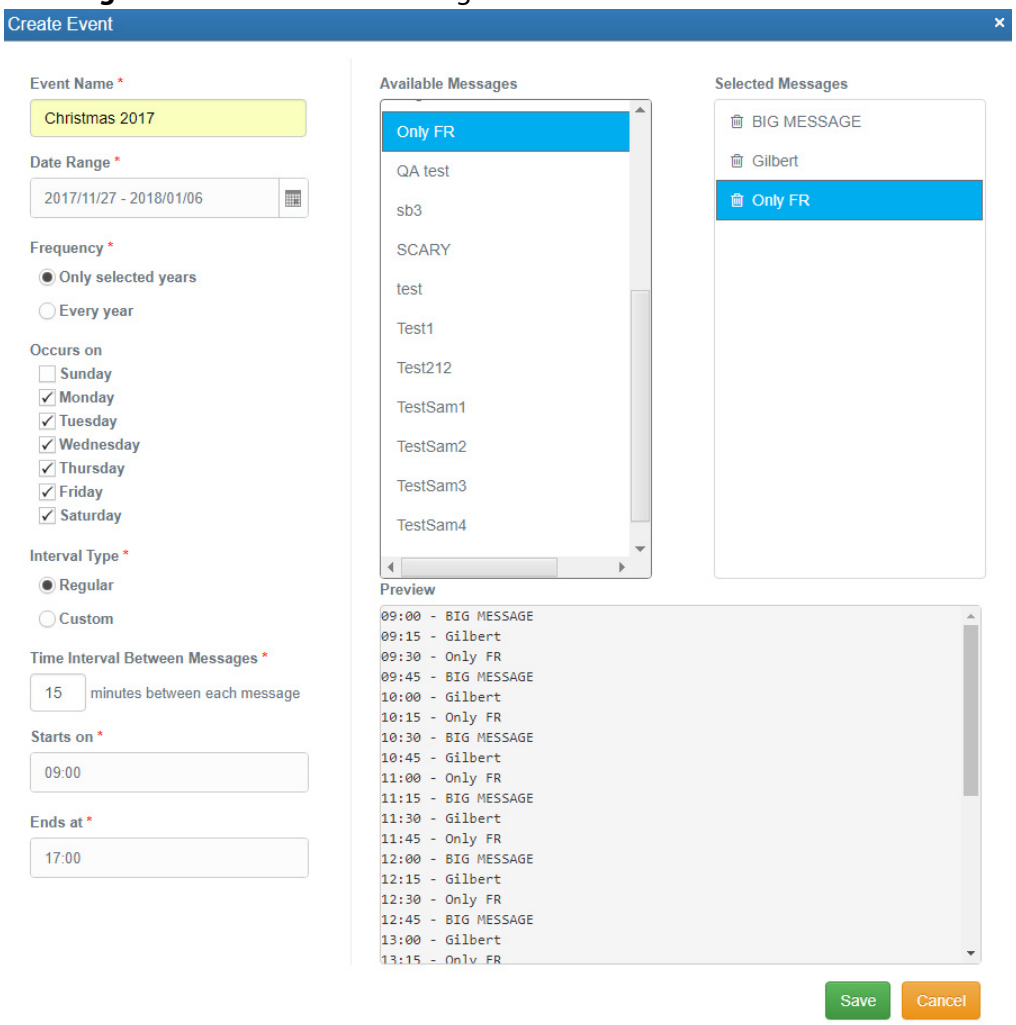
**Figure 5-5:** New calendar



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

*STEP RESULT:* The Create Event dialog appears.

**Figure 5-6:** Create Event dialog




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 *Christmas 2017*. |
| 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. |

| Field | Description |
|---|---|
| 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 40. |
| 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.<br>To remove a message from the Selected Messages list, click the message's **Delete** button.<br>For more information on uploading messages, refer to "Uploading Your Messages" on page 32. |
| 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

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 **Publishing** to push the update to your SB Player. For more information, refer to "Publishing Changes" on page 52.

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 18.

## Defining a Custom Interval

*You can define custom intervals for your message playback.*

TASK

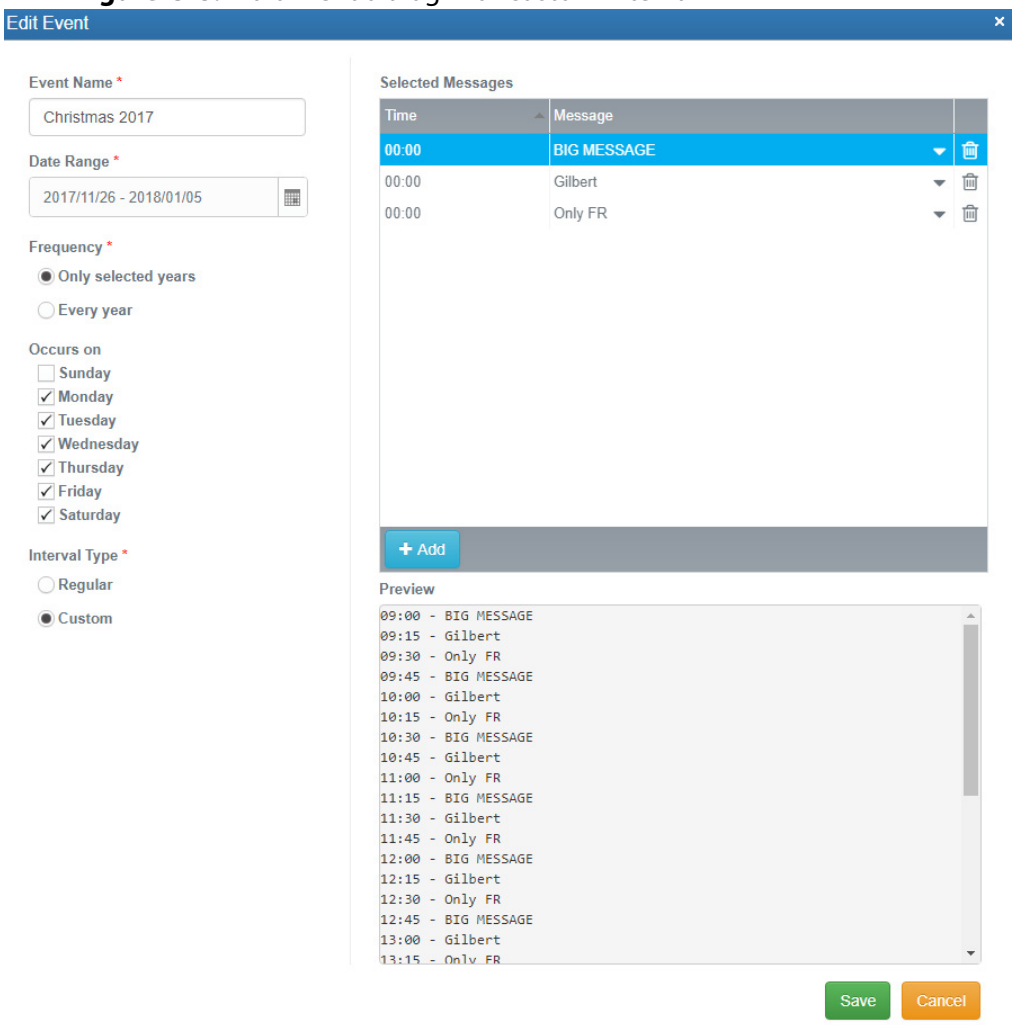
1. From the Event list, click an event's **Edit Event** button.

   *STEP RESULT:* The Edit Event dialog appears.
2. As described in "Creating a New Message Calendar" on page 36, 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

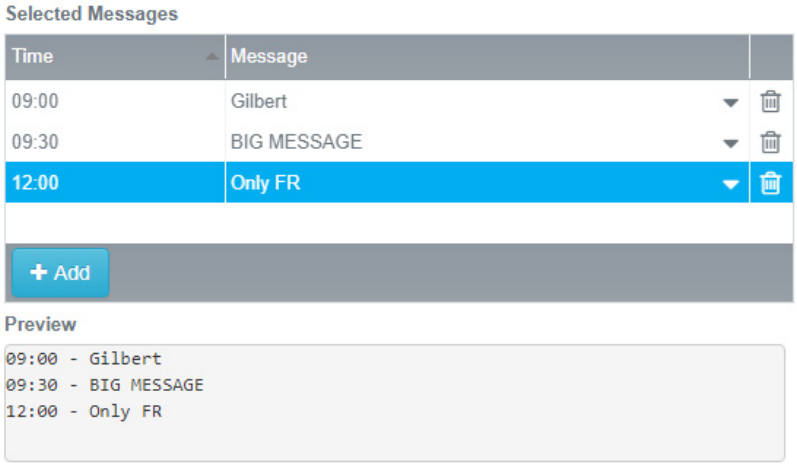


4. From the Selected Messages section, define the custom times for each message.

   *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




5. Click **Save**.

   *STEP RESULT:* The dialog closes and the Time Interval Between Messages column of the Events list displays *Custom* for the event.

6. From the Management Interface menu, select **Publishing** to push the update to your SB Player. For more information, refer to "Publishing Changes" on page 52.

# 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 you 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 follow 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 36.

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 **Publishing** to implement your updates. For more information, refer to "Publishing Changes" on page 52.

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

*From the Management Interface dashboard, select a station for a specific media player.*

The dashboard's Station Selection area allows you view a media player's connectivity status, the last 5 playouts, and to select a station.

TASK

1. From the Station Selection area of the dashboard, select a device from the **Media Players** list.

   *STEP RESULT:* Your location's available media players appear (Figure 6-1) along with their connectivity status (Table 6-1), and last 5 playouts. To see the most up-to-date playouts, click **Refresh**.

   **Figure 6-1:** Media Players list

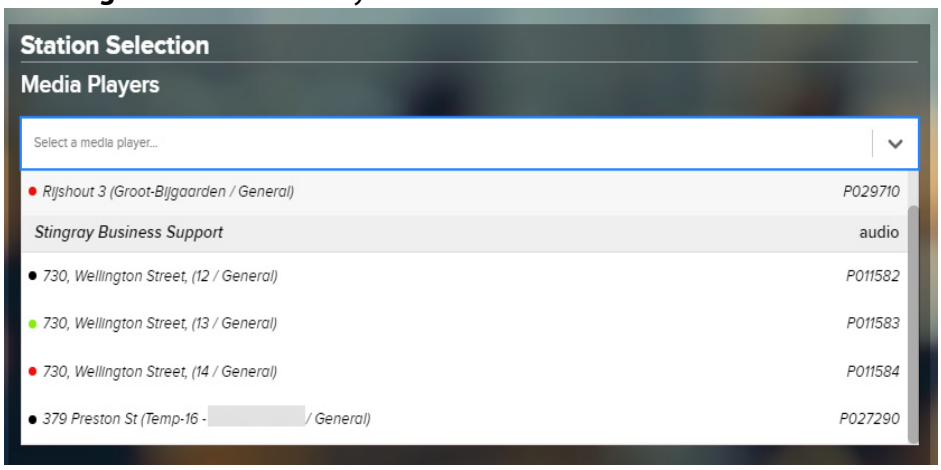
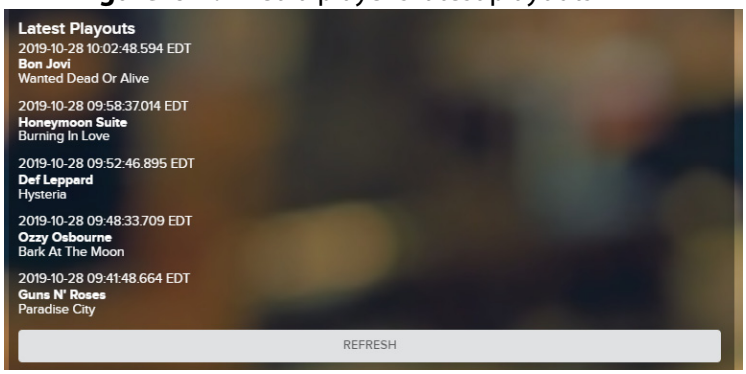


**Table 6-1:** Connectivity status

| Connectivity Color | Status |
|---|---|
| Green | Online |
| Red | Offline |
| Black | Never connected |

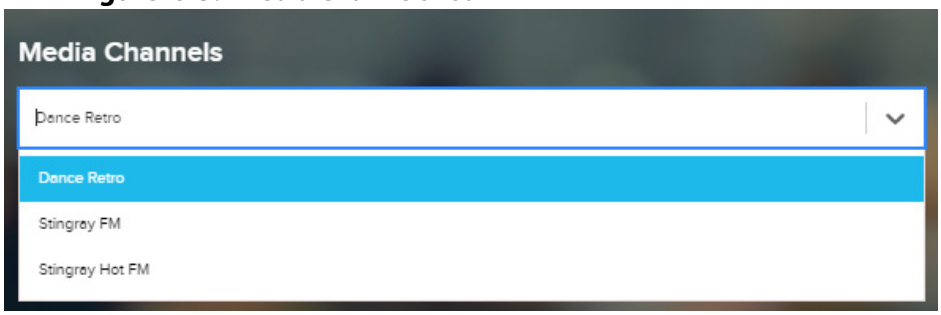
**Figure 6-2:** Media player's latest playouts




2. Select a channel to play from the **Media Channels** list.

   *STEP RESULT:* The selected media player's station is updated and changes are reflected immediately.

   **Figure 6-3:** Media Channels list

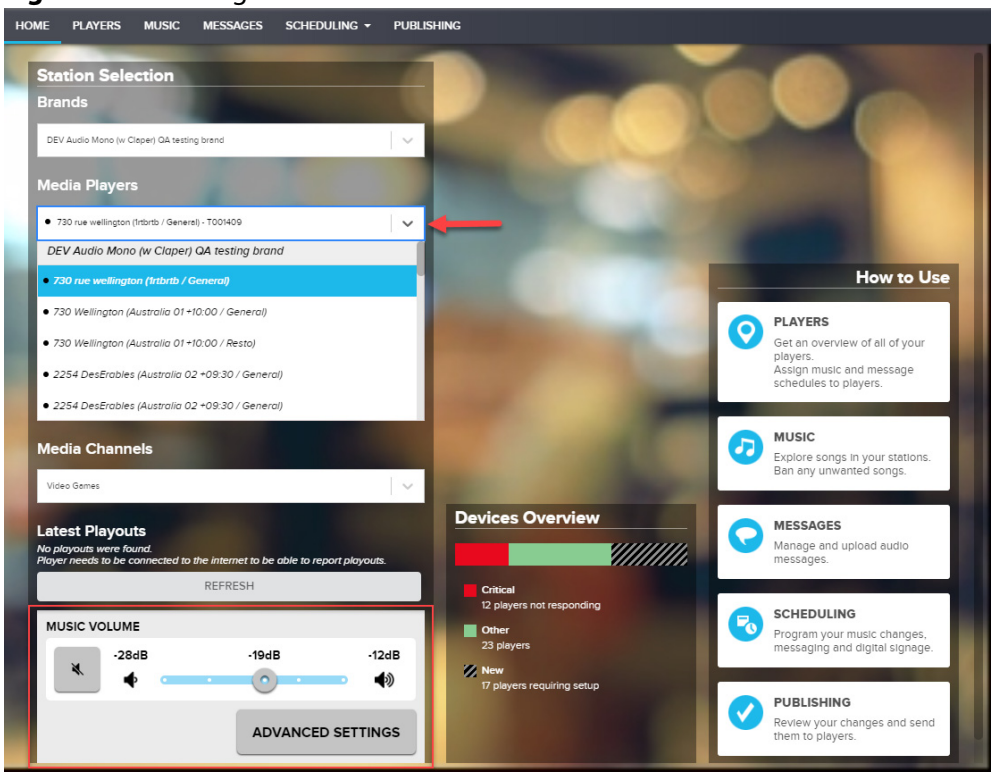


# 7 Setting In-Store Volume

*The Music Volume controller allows you to customize the overall volume for in-store music and messages.*

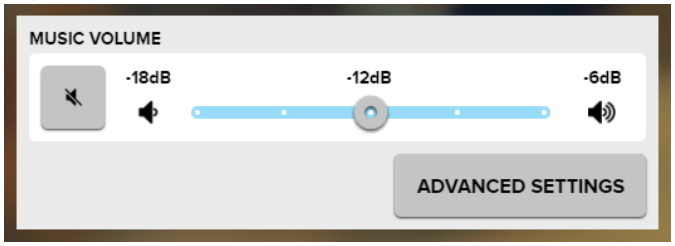
To set your in-store volume, from the Management Interface Dashboard, select a location/device from the Media Players drop-down list. The Music Volume controller appears.

**Figure 7-1:** Management Interface Dashboard



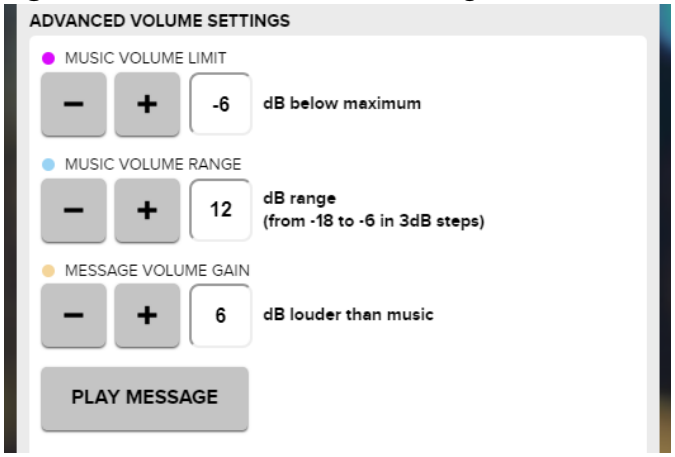
From the controller, you can adjust volume by dragging the volume slider[1].

**Figure 7-2:** Music Volume controller




If you have appropriate permissions, you can make additional volume configurations by clicking **Advanced Settings**. Figure 7-3 displays the Advanced Volume Settings options.

**Figure 7-3:** Advanced Volume Settings




As shown in Figure 7-3, the default settings are:

- Music Volume Limit: -6dB
- Music Volume Range: 12dB
- Message Volume Gain: 6dB

***NOTE:*** *When non-permitted actions are performed, warnings display in the Advanced Volume Settings screen along with recommendations.*

Table 7-1 lists features and common use cases for the Music Volume controller and Advanced Volume Settings.

1. Volume can be adjusted from within a defined range between -40dB (min) and 0dB (max). That is, it cannot be used to mute the music or for maximum loudness.

**Table 7-1:** Using the Music Volume controller

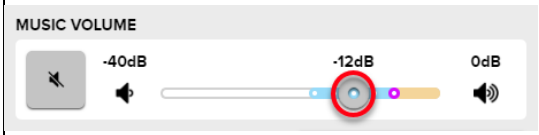
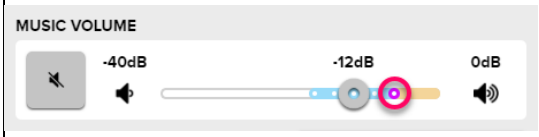
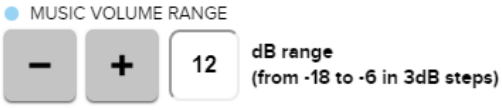
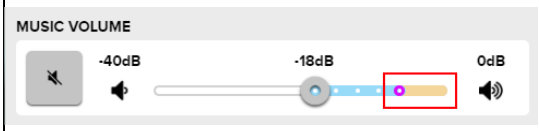
| Action | Description |
|---|---|
| Adjusting volume | To adjust the overall volume, drag the volume slider. The volume changes in steps. These steps can be modified under Music Volume Range section of Advanced Volume Settings.<br>  |
| Muting in-store music | To mute in-store music, click **Mute** . The Music Volume controller grays out and all music and messages are silenced. To unmute in-store music and messages, click **Unmute** . |
| Setting volume limit | To set the upper volume limit, click **Advanced Settings** to open Advanced Volume Settings. Under Music Volume Limit, click -/+ to decrease/increase the upper volume limit.<br> <br>Volume limit is represented visually as a pink circle in the volume bar.<br>  |
| Setting volume range | To set the volume range, click **Advanced Settings** to open Advanced Volume Settings. Under Music Volume Range, click -/+ to decrease/increase the volume range.<br>  <br>Volume range is represented visually as a blue line in the volume bar.<br> <br>***NOTE:*** *The volume steps, represented as white dots, change in relation to the volume range. Increasing/decreasing the range affects the lower volume limit and how quiet the overall volume can be turned down. Volume range does not affect the upper volume limit.* |

**Table 7-1:** Using the Music Volume controller

| Action | Description |
|---|---|
| Adjusting message volume gain | To set the message volume gain in relation to the music, click **Advanced Settings** to open Advanced Volume Settings. Under Message Volume Gain, click -/+ to decrease/increase message volume.<br> <br>The message volume gain is represented visually as a yellow line in the volume bar. The maximum allowed message gain is 9dB louder than music.<br>  <br>To test the message volume, click **Play Message**. This plays the message and interrupts the in-store music. Once complete, the regularly programmed music resumes. |

# Setting Up Ideal Loudness

*The following are recommendations for setting the ideal volume level for your business.*

1) You should have the following and verify that everything is connected properly:

   - Audio amplifier connected to your mobile device and audio speakers.
   - A good Internet/WiFi connection.

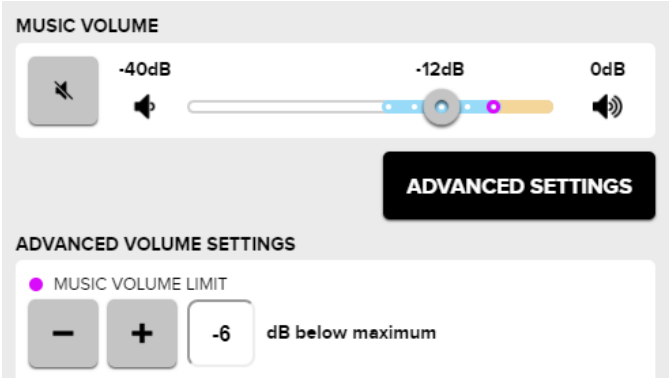
   ***NOTE:*** *If you are not using an audio amplifier, or if it does not have a volume control, all modifications are made from the Music Volume controller.*

2) For the set up phase, it is recommended to reduce the volume on your audio amplifier to avoid damaging your speakers.

3) From Advanced Volume Settings, set Music Volume Limit to its maximum value. If you are including messages in the playout, it is good

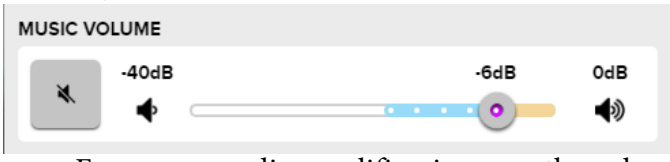
practice to set the volume limit to -6dB, allowing 6dB for message volume gain.

**Figure 7-4:** Setting Music Volume Limit with 6dB of space for messages




4) Drag the volume slider to its loudest position. This setting is recommended for peak traffic.

**Figure 7-5:** Peak traffic position




From your audio amplifier, increase the volume until you reach the desired music loudness for an optimal customer experience.

5) From the Music Volume controller, now drag the volume slider to its quietest setting and then adjust to achieve ideal loudness. This setting is recommended for low traffic.

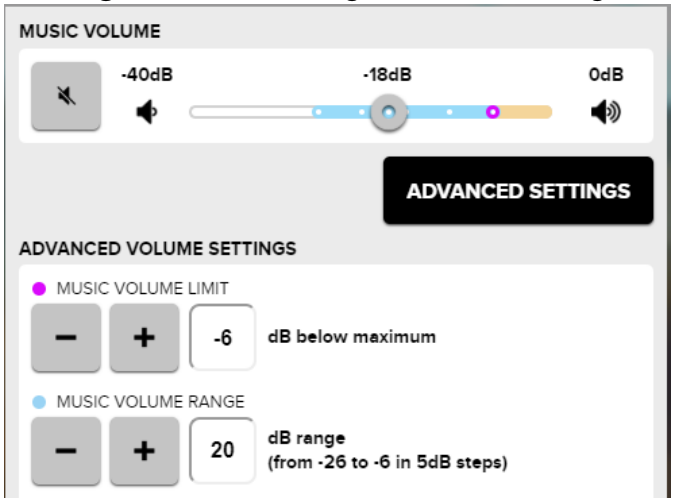
**Figure 7-6:** Low traffic position

If the volume is too quiet or too loud, make the required adjustments in Music Volume Range.

**Example1**:

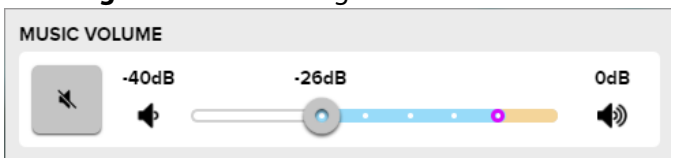
Figure 7-7 displays a situation where the default low traffic volume was too loud. To remedy this, the Music Volume Range is increased from the default setting of 12dB to 20dB.

**Figure 7-7:** Increasing Music Volume Range




As shown in Figure 7-8, we are now able to reduce the overall volume by an additional 8dB.

**Figure 7-8:** Lowering overall volume




6) From Advance Volume Settings, click **Play Message** to test the message volume. If required, make message volume adjustments in Message Volume Range.

# 8 Publishing Changes

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

TASK

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

   *STEP RESULT:* The Publishing page loads and displays recently completed published changes.

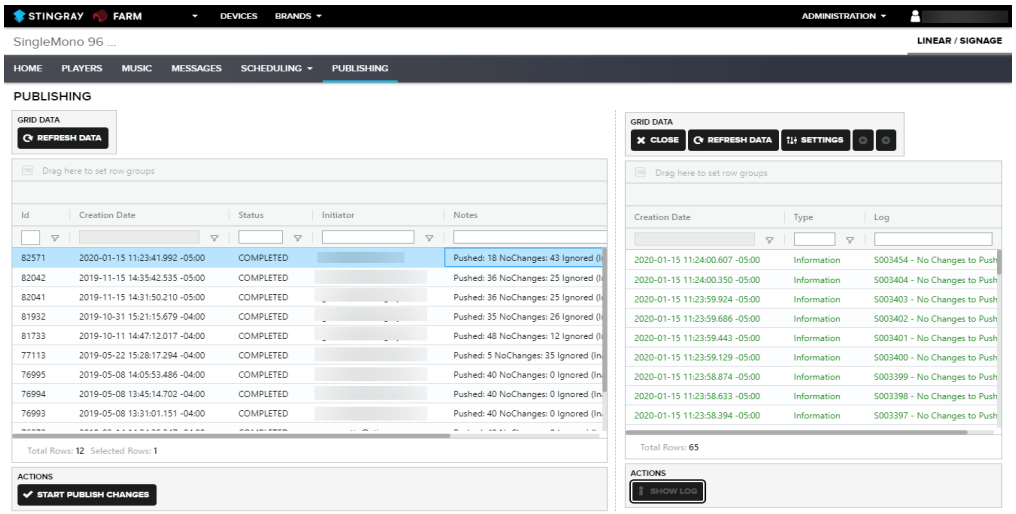
2. Click **Start Publish Changes**.

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

3. 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 8-1:** Publish Changes details




4. Click **Refresh Data** 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 media players at different times. Table 8-1 provides an overview of when changes are usually pushed to an SB Player.

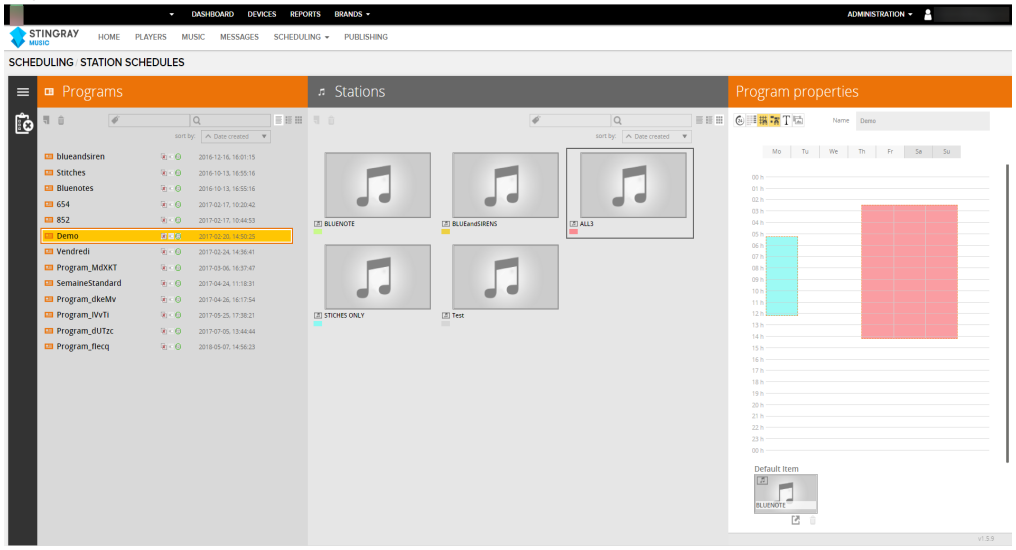
**Table 8-1:** When an SB Player is updated

| 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:

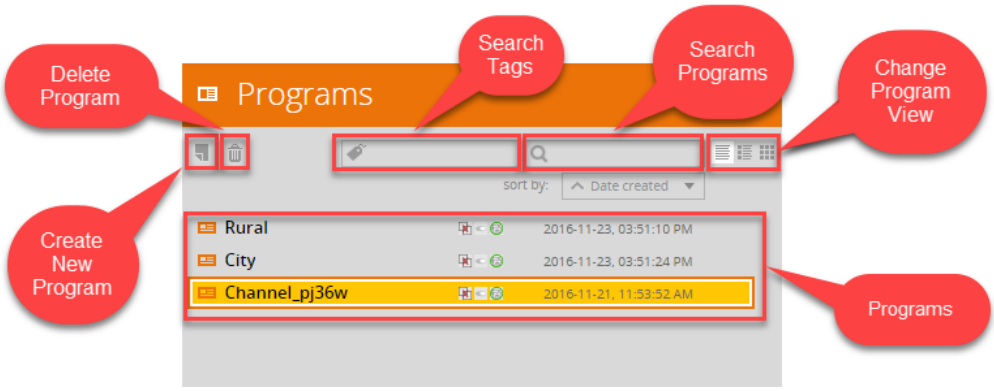
- **Programs**: Programs (aka Channels) are the containers for the station schedule.
- **Stations**: The available stations to be included in a program.
- **Program Properties**: The Program Properties panel visually displays the assets (i.e. stations) and rules (i.e. time and day when a station is to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



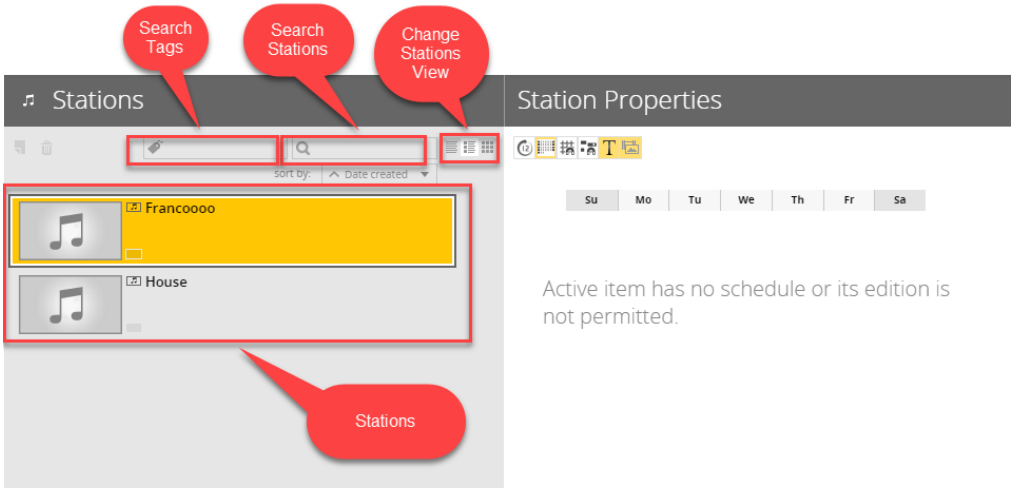

| Component | Description |
|---|---|
| Create New Program | Click this icon to create a new program. |
| Delete Program | With a program selected, click this icon to delete it. |
| Search Tags | If included, you can search for programs with specific tags. |
| Search Programs | Search for a program by 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



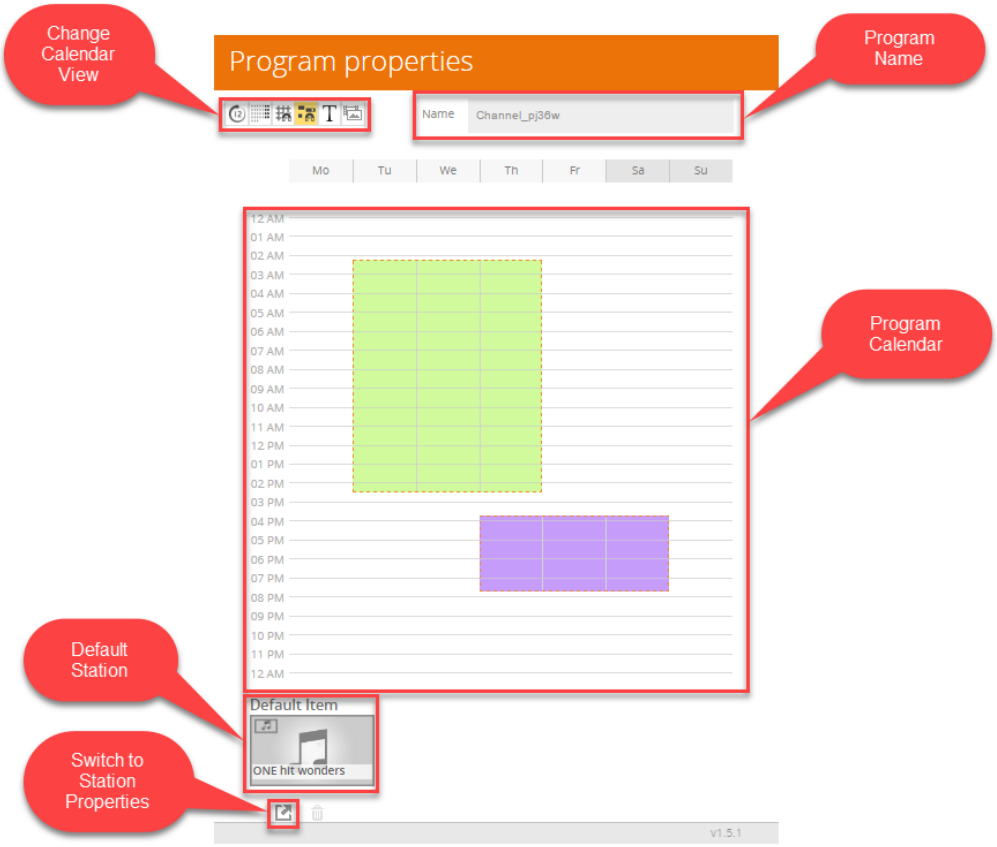

| Component | Description |
|---|---|
| Search Tags | If included, you can search for stations with specific tags. |
| Search Programs | Search for a station by entering its name in this field. |
| Change Stations View | Toggle between list view, details view, and tiles view. |
| Stations | Lists all 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:<br> : Toggle between a 12 hour and 24 hour clock<br> : Display week starting on a Sunday or Monday.<br> : When placing the station in the calendar, you can either drag its boundaries in minute increments or have it snap to every 15 minutes.<br> : 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.<br> : Select to view the station names in the calendar.<br> : 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. |

# B FAQs

*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.

# C 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 |