

Zeetaminds Manual

Basics

Module 1: Media Related Features – Media module

Module 2: Displays - Managing Your Screens

Module 3: Playlists - Content that goes on screens

Module 4: Layouts - Dividing the screen into multiple sections

Module 5: Schedules - Calendar-based scheduling of multiple Playlists

Module 6: APPS - Dynamic Content for screens

Module 7: Reports - Proof Of Play Reports

Module 8: Canva Integration- Design and Edit any image for your screens

Module 9: Campaign (Advanced)

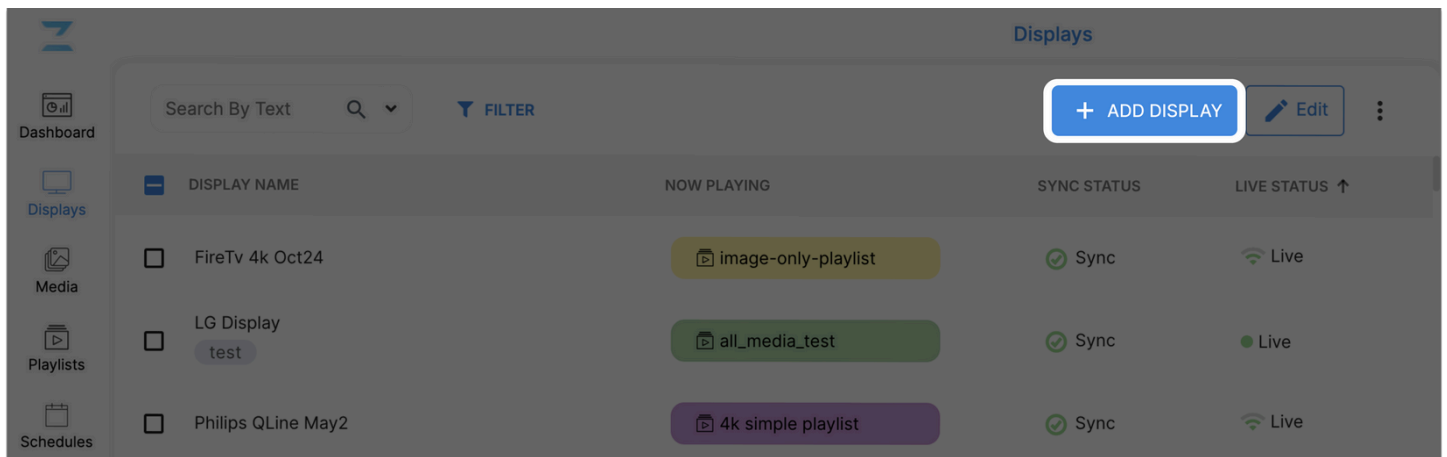
Module 10: Settings - All the global preferences and more

Basics: How to Add a new Display to the CMS?

- Download the player App on your hardware box or SOC display using specific instructions based on hardware manufacturer and the OS

1. [Android](#)
2. [Amazon FireOS](#)
3. [Windows](#)
4. [LG WebOS](#)
5. [Samsung](#)
6. [Philips](#)
7. [Hisense](#)
8. [Sony Pro](#)
9. [Vestel](#)
10. [IAdea](#)

- Login to the CMS at Zeetaminds.com with your credentials



- Click on Add Display
- Enter the 6 digit code you see on the display after installing the player App

NEW DISPLAY

Enter Display Key
(6-digit code shown in the player app in your display.)

Need help with setting up your display?
Find the Zeetaminds step by step guide [here](#)

CANCEL

- Type the Display Name and other details

Provide Display Details

DISPLAY NAME

Android Screen 201

DESCRIPTION

Enter display description

TAGS

mobile × Optional

CANCEL NEXT

- Publish any existing Playlists or Media or Schedule or Create one from scratch by selecting the option at the bottom left.

Add content to the Display

PLAYLISTS MEDIA SCHEDULES

play

- test rainbow play
- playlist1
- image-only-playlist
- 4k simple playlist
- video-only-playlist
- murali-playlist1-edit

+ Create New Playlist

CANCEL SAVE

- Click Save and the published content will start playing on the display in less than a minute.

Module 1: Media Related Features – Media module

1. How to Upload Media?

- Click the **+ Upload Media** icon on the top right.

Search By Text 🔍 ▾

+ UPLOAD MEDIA

- Choose one or more media files from your device.
- (Optional) Give them clear, recognizable names.

ADD NEW MEDIA



Retail Offers.jpg

ADD LIFESPAN (Optional) ✕



Drag and drop media to upload new media

[Upload More Media](#)

Cancel

Upload

- Click **Upload** to finish.

2.How to Set Media Expiry?

- Set a **Start Date** and **End Date** either while uploading or after the upload.
- To set or edit this later, Select the media → go to the **Properties** section (right side) → set the Start and/or End Date.

PROPERTIES

ASSOCIATED WITH

CONDITION EXPRESSION

Media Lifespan:

Start Date (optional):

5/25/2025, 08:00:00



Expiry Date (optional):



File Properties:

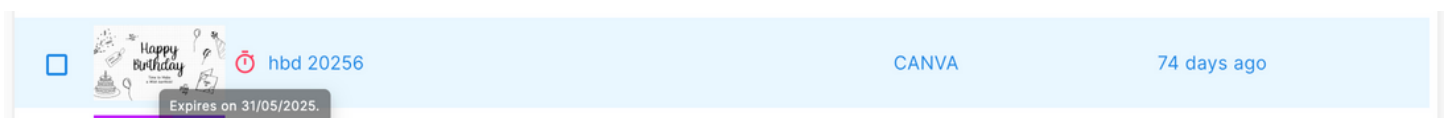
Size: 1.03 MB

Created On: 21/12/22

Last Updated: 3 months ago

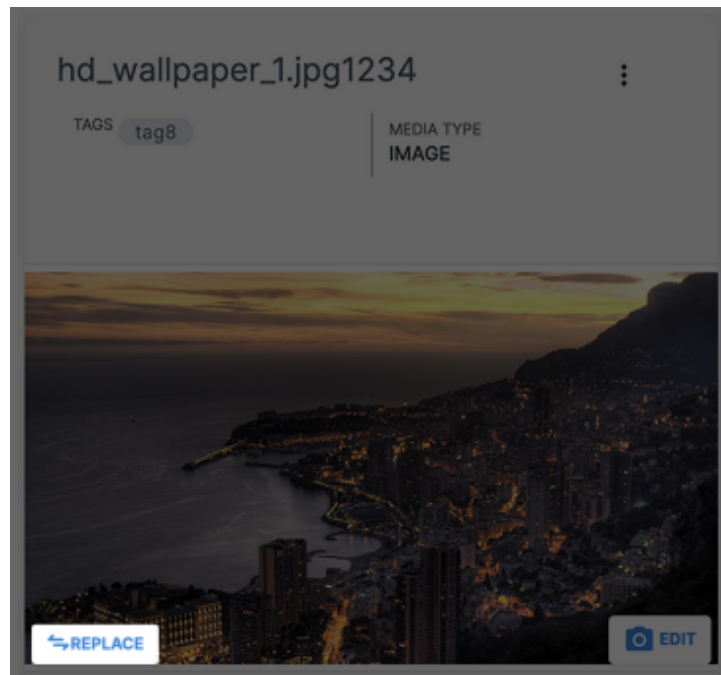
Resolution: 1920 × 1080

- Once set, the media will only start playing from the start date and will automatically gets deleted from the playlist after the expiry date/time.

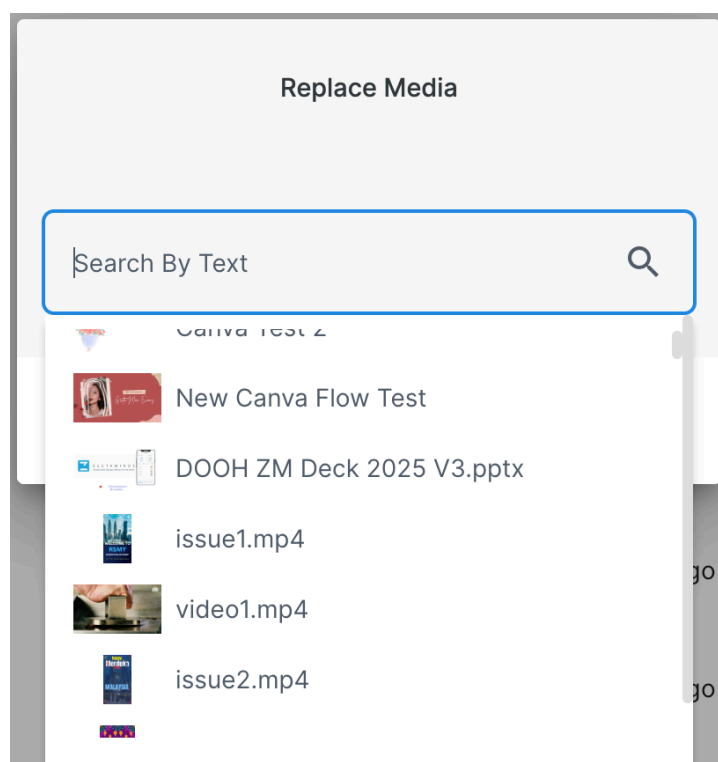


3.How to Replace a Media File?

- Select the media file you wish to Replace.
- Click the **Replace** icon (bottom-left corner of the image or video).



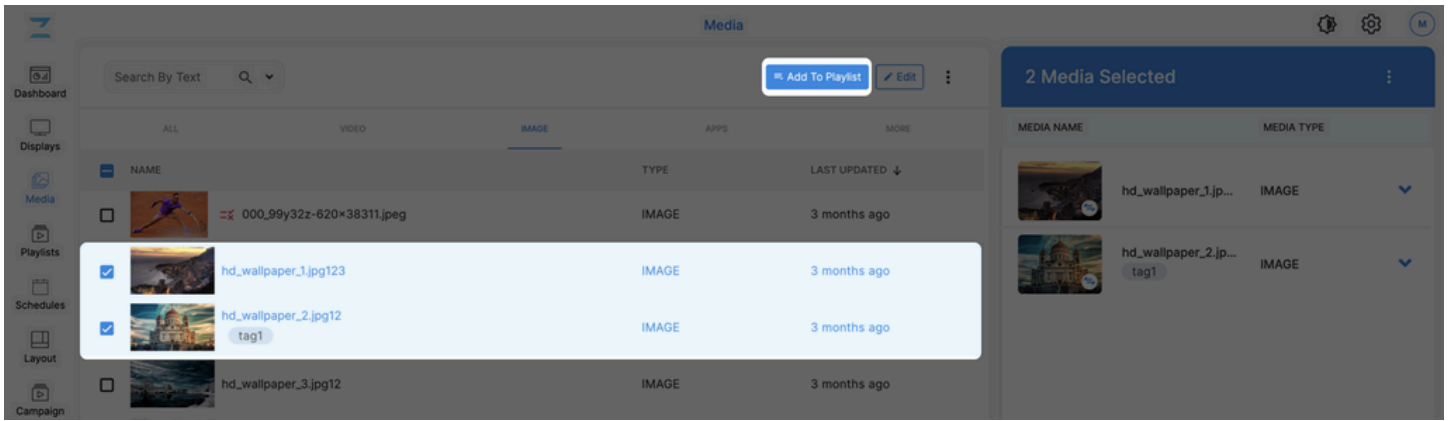
- Choose the new file you wish to replace the old one with.



- Click Save. The new file will replace the old one wherever it was used.

4. How to Push Multiple Media Files to Multiple Playlists?

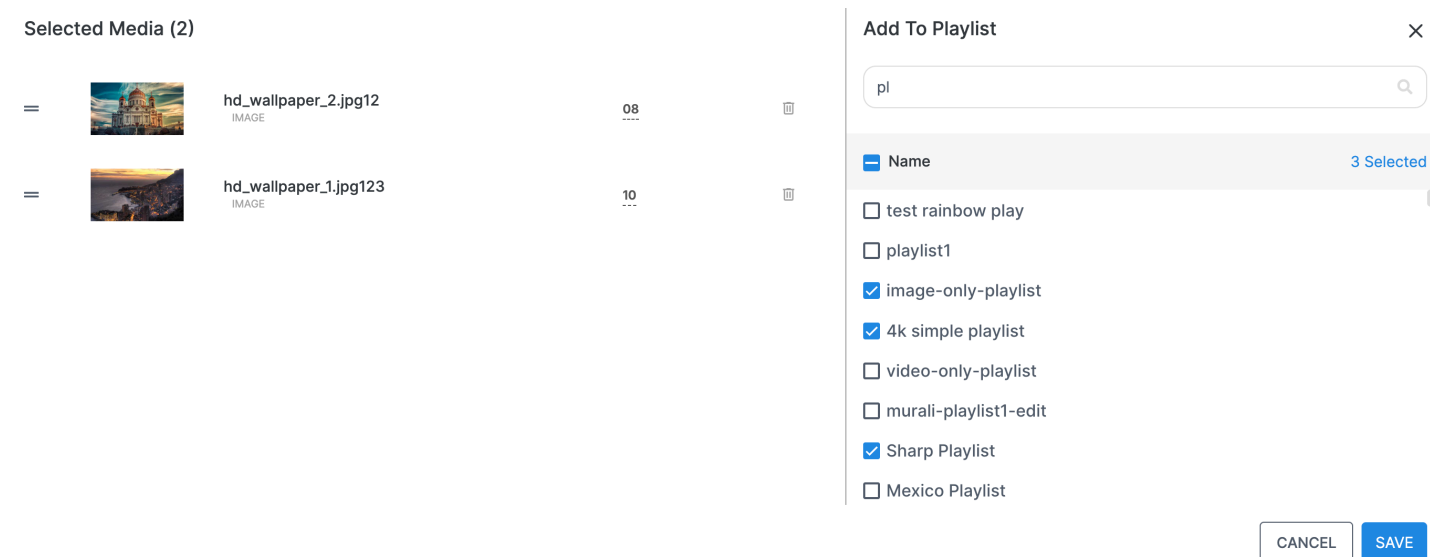
- Select all the media files you plan on adding to playlists



- Click **Add to Playlists** (top right)



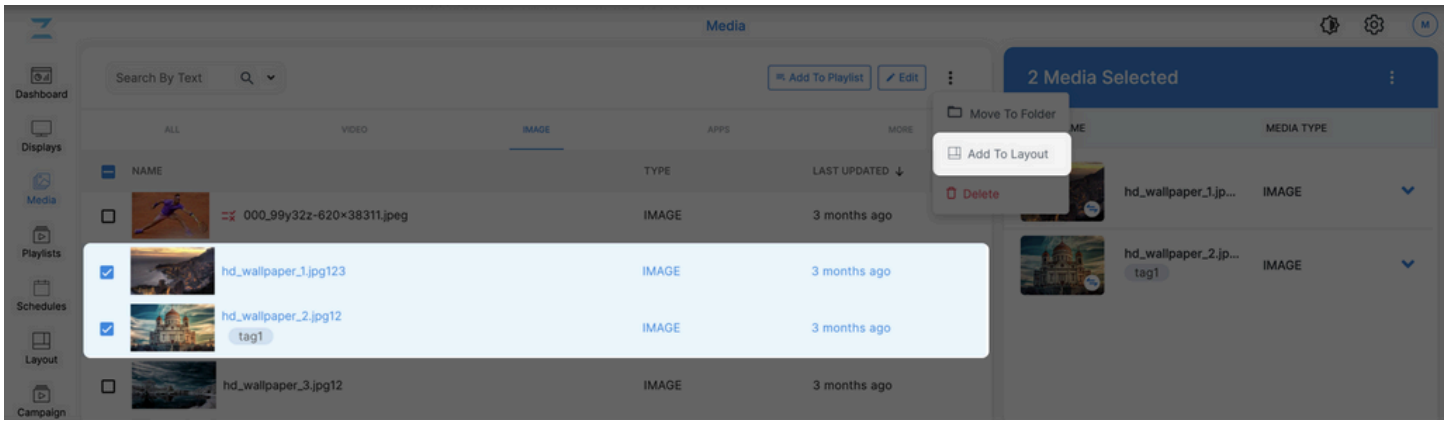
- Adjust the durations of the media files as needed
- Search and select all the playlists you want to associate the media files to



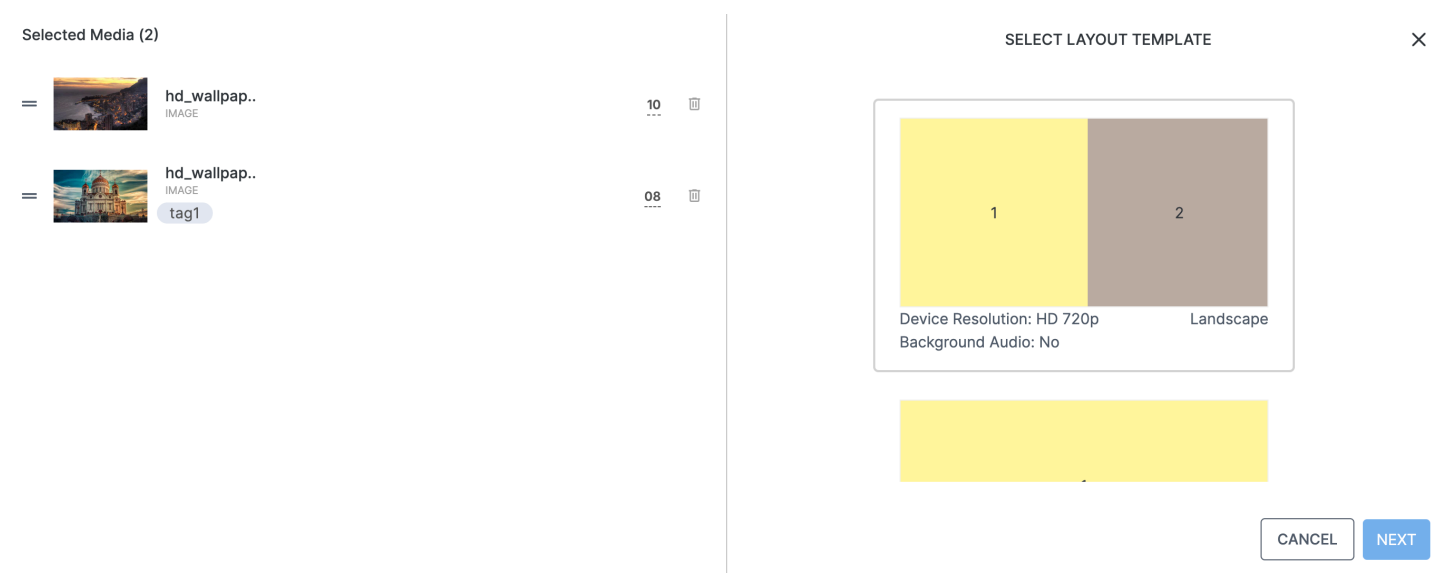
- Click **Save**

5.How to Push Multiple Media Files to Layouts?

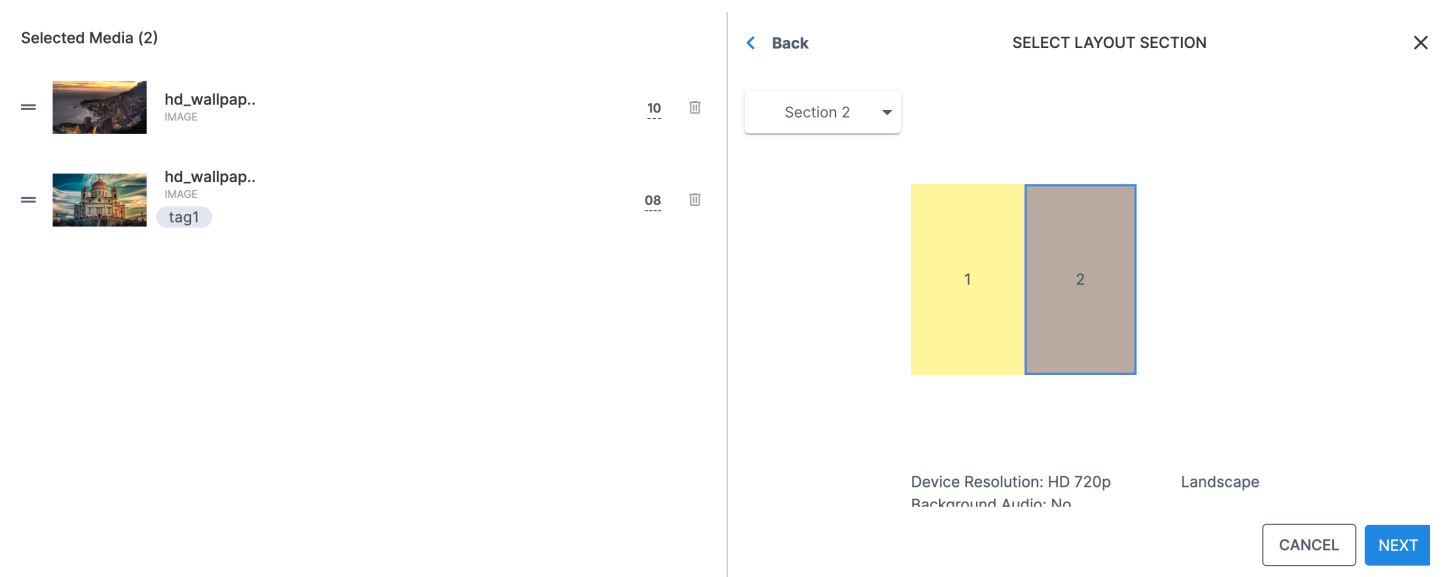
- Select the media files.
- Click **More Options** → **Add to Layouts**.



- Choose the Layout Template and click Next

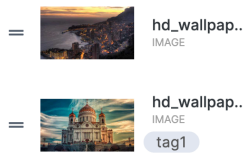


- Now select the Layout Section and click Next



- Finally select the Layout you wish to push the files to and Click **Save**.

Selected Media (2)



10
08

Back

SELECT LAYOUTS

×

☐

Enter layout name

Q

☒ Name

1 Selected

☒

twopane-layout

CANCEL

SAVE

6.How to View Media Details?

- Click on any media file to see full details on the right side:

hd_wallpaper_2.jpg12

⋮

TAGS

tag1

MEDIA TYPE

IMAGE

↩️ REPLACE

📷 EDIT

PROPERTIES

ASSOCIATED WITH

CONDITION EXPRESSION

Media Lifespan:

Start Date (optional):

📅

Expiry Date (optional):

📅

File Properties:

Size: 868.24 KB

Created On: 25/11/22

Last Updated: 3 months ago

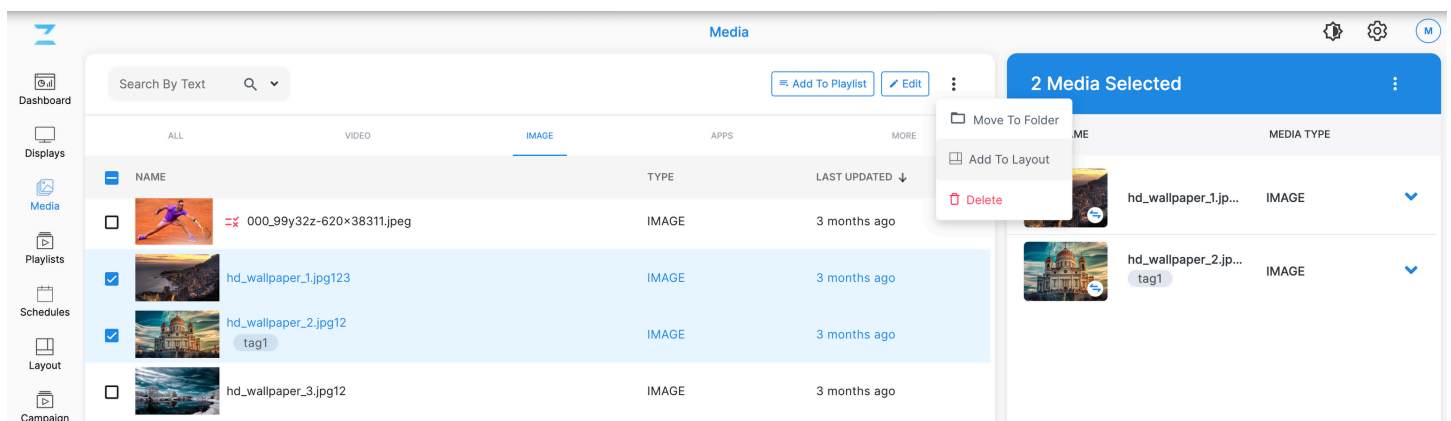
Resolution: 1920 × 1080

- Select “Associated With” to get details about all the displays and playlists the media is part of.

PROPERTIES		ASSOCIATED WITH		CONDITION EXPRESSION
PLAYLISTS (170)	LAYOUTS (1)	SCHEDULES (52)	DISPLAYS (90)	
1	●	LG Display	✓	all_media_test
2	●	amkette test 2022	✗	schedule 562
3	●	iadea-oct8	✗	always-simple-...
4	●	iball-nov24	✗	all_media_test

7.How to Create and Use Folders?

- Select the media files you want to organize.



- Click **More Options** → **Move to Folder**.
- Add them to an existing folder or create a new one

8.Search & Filtering:

- Use the **Search Bar** to find media by name or tags
- Use **Filters** to view specific media types (Images, Videos, Apps, etc)

9.How to create and upload an HTML file (supported as a media type) in the Zeetaminds CMS?

Step 1: Prepare Your HTML Content

1. Create a new folder on your computer
2. Inside the folder, add an **index.html** file containing your HTML content

3. You can either:

- Write all your CSS and JavaScript inline within the **index.html**, or
- Include them as separate files (e.g., **style.css**, **main.js**)

Folder Structure Examples

Option 1: All in One File

nginx

Your Folder/

└── index.html

Option 2: With Separate CSS and JS Files

CSS

Your Folder/

└── index.html

└── style.css

└── main.js

Option 3: Organized in Subfolders

CSS

Your Folder/

└── index.html

└── css/

| └── style.css

└── js/

 └── main.js

Sample Files

- [Sample 1: All content in one file](#)
- [Sample 2: Using separate JS and CSS files](#)

Step 2: Create a ZIP File

- Zip the **contents of the folder** (not the folder itself)
- Ensure the ZIP file contains the index.html and all required CSS/JS files or folders
- Do **not** zip the parent folder

Step 3: Upload the HTML ZIP in CMS

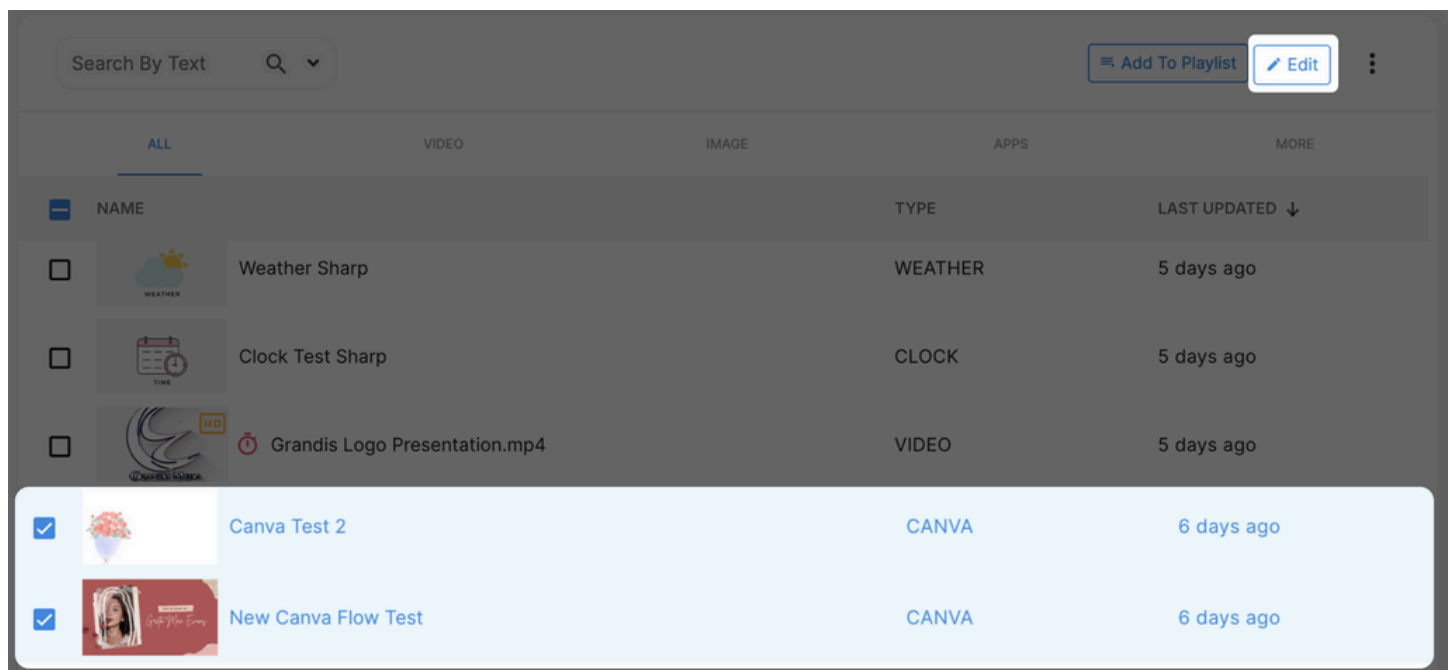
- Go to the **Media** section in Zeetaminds CMS
- Click **Upload Media** and select your ZIP file
- The CMS will recognize it as an HTML media asset ready for deployment

10. Conditional Tags (Advanced Feature)

Conditional Tags allow a media file to play **only on displays that match specific tags or tag combinations**, based on a defined conditional expression.

How to Apply Conditional Tags?

- Select the **media files** you want to apply conditions to



The screenshot shows the Zeetaminds CMS Media library interface. At the top, there is a search bar labeled "Search By Text" and buttons for "Add To Playlist" and "Edit". Below the search bar, there are tabs for "ALL", "VIDEO", "IMAGE", "APPS", and "MORE". The "ALL" tab is selected. The main area displays a table of media assets with columns for "NAME", "TYPE", and "LAST UPDATED". The table contains five rows of assets, each with a checkbox for selection. The first three rows are unselected, and the last two are selected (checked).

	NAME	TYPE	LAST UPDATED
☐	Weather Sharp	WEATHER	5 days ago
☐	Clock Test Sharp	CLOCK	5 days ago
☐	Grandis Logo Presentation.mp4	VIDEO	5 days ago
☒	Canva Test 2	CANVA	6 days ago
☒	New Canva Flow Test	CANVA	6 days ago

- Click **Edit on the top right**
- Go to **Advanced Features**

BULK MEDIA EDIT

2 Media Selected

TAGS

Optional

SET MEDIA LIFESPAN

Expiry Date: 

Advanced Features
▼

CANCEL

SAVE

- Click on **Conditional Tags** and enter your desired expression

LIST OF DISPLAYS

CONDITIONAL TAGS ⓘ incomplete expression

play when (mobile and

Included Displays(568)

- oneplus_may_21
- android_emulator_may...
- Sony Bravia Vu31
- Sony Mar25
- mobile

Excluded Displays(0)

No Display associated

test
fdgfh
hyd
paris

CANCEL

SAVE

LIST OF DISPLAYS

CONDITIONAL TAGS ⓘ expression complete

play when (mobile and paris)

Included Displays(1)

- zm_web_local_test
- aus berlin
- bo brisbane
- chennai cochin
- delaware
- germany gujrat
- ipl kerala

Excluded Displays(567)

- oneplus_may_21
- android_emulator_may...
- Sony Bravia Vu31
- Sony Mar25
- mobile

CANCEL

SAVE

- Click **Save**

Note:

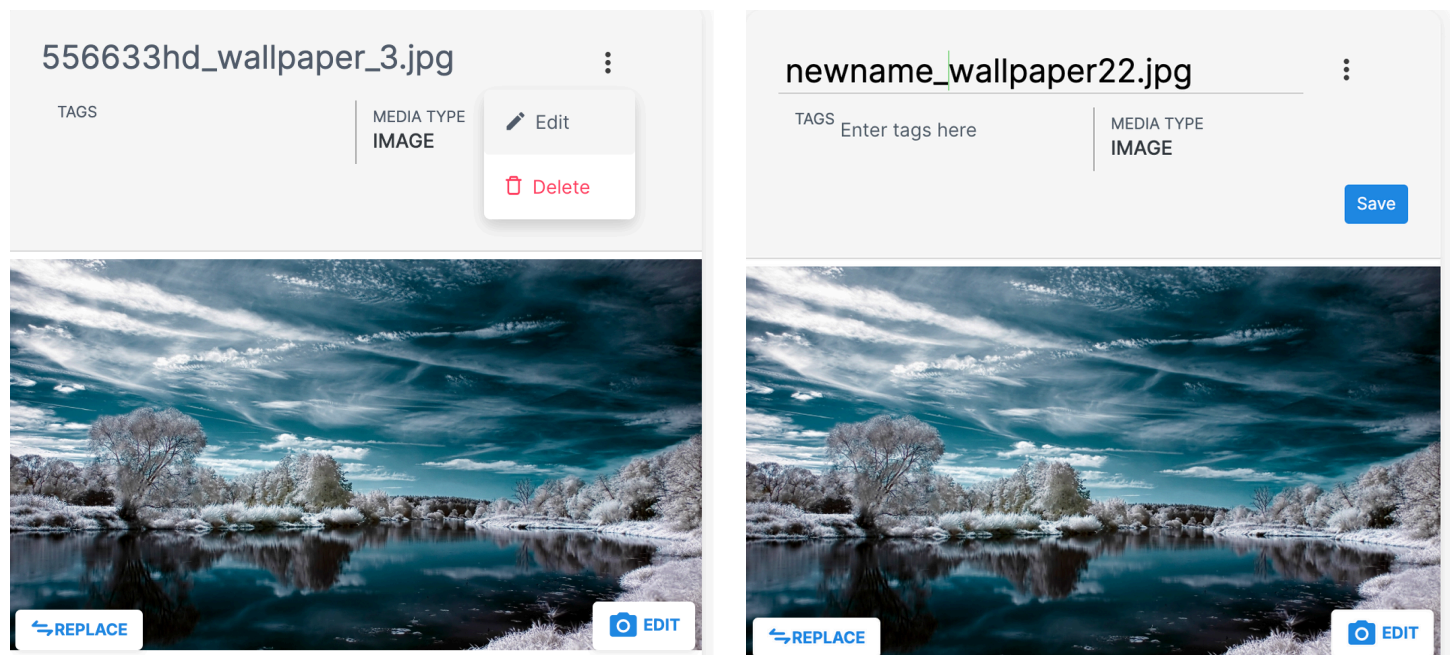
For Conditional Tags to work, the media must already be part of a display's playlist or schedule.

The recommended approach is to create a **master playlist** with all media files added

across all displays, and then apply **Conditional Tag expressions** to control where each media plays. This ensures seamless content targeting.

11.How to Change a Media Name?

- Select the **media file** you want to rename
- Click the **More Options** icon (top right of the third column)



- Choose **Edit**
- Update the **media name** or add/edit **tags**
- Click **Save**

Tip: The same steps apply when you want to edit a **Display name** as well.

Module 2: Displays - Managing Your Screens

1.How to Change the Content Playing on a Display?

- Go to the **Displays** tab.
- Select the display you want to update.

	DISPLAY NAME	NOW PLAYING	SYNC STATUS	LIVE STATUS ↑
Displays				
Media				
Playlists				
Schedules				
Layout				
	☐ Sony Bravia Vu31	storeis converted por...	Out Of Sync	Live
	☐ FireTv 4k Oct24	image-only-playlist	Sync	Live
	☒ Philips QLine May2	4k simple playlist	Sync	Live
	☐ LG Display	all_media_test	Sync	Live

- Click **Replace icon** in Now Playing Column
- Choose what you want to push:
 - A **single media file**
 - A **playlist** (for multiple media)
 - A **schedule** (to run different playlists at different times)

Add content to the Display

PLAYLISTS

MEDIA

SCHEDULES

Search By Text

murali-playlist1-edit

schedule_pl

murali_pl_1

murali_playlist_test1

murali-home-pl

rama-playlist

+ Create New Playlist

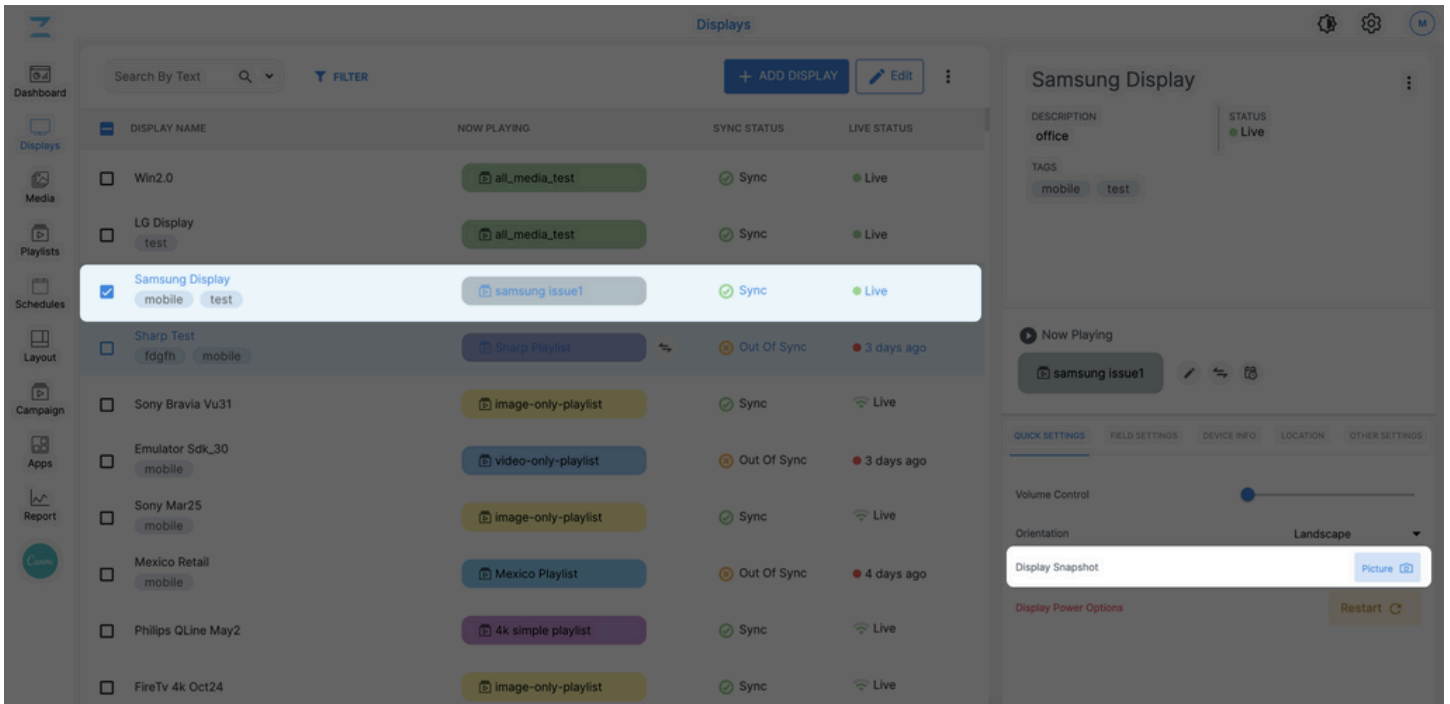
CANCEL

SAVE

- Click **Save**

2.How to Take a Snapshot or Reboot a Display?

- Select the Display

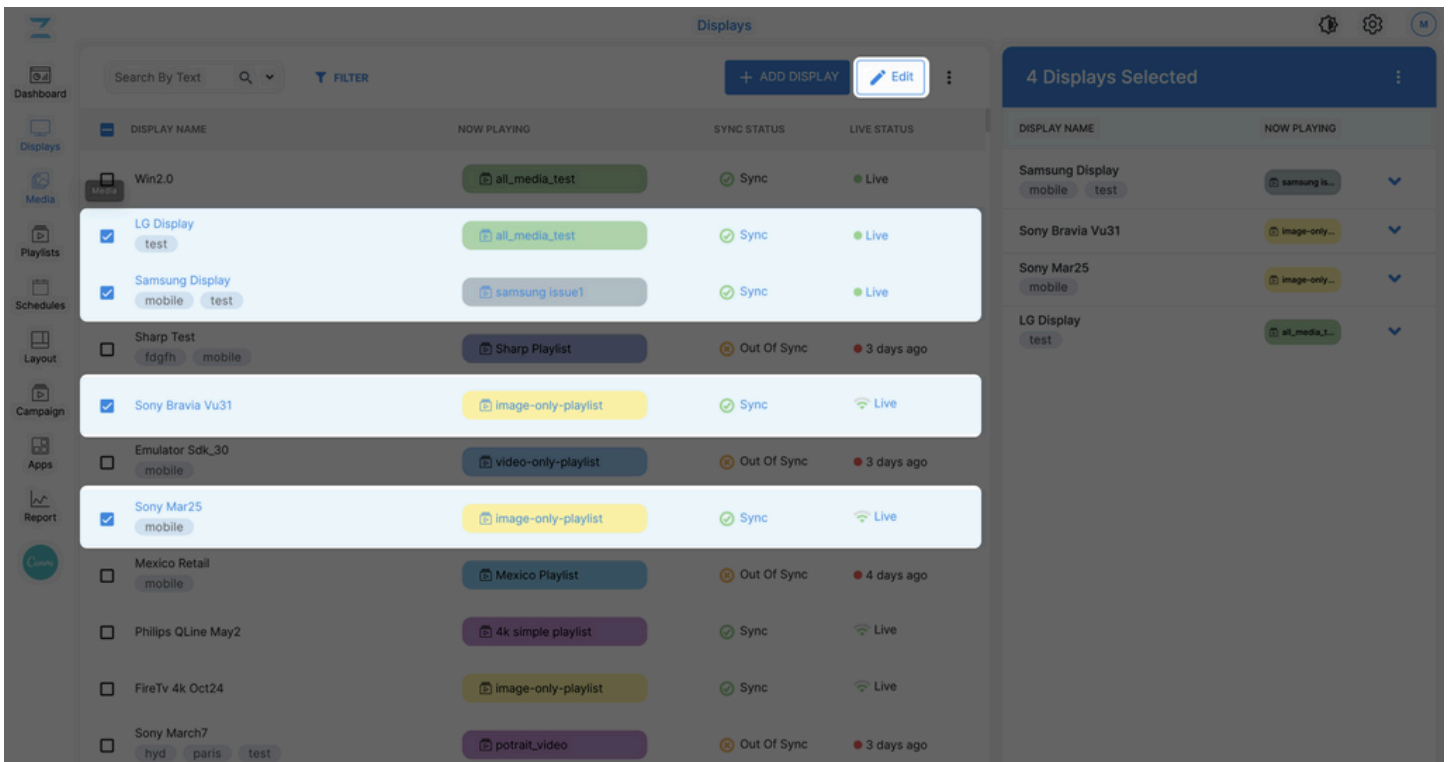


- On the bottom-right, choose **Snapshot** to take a live snapshot of the display
- Click **Restart** to reboot the display

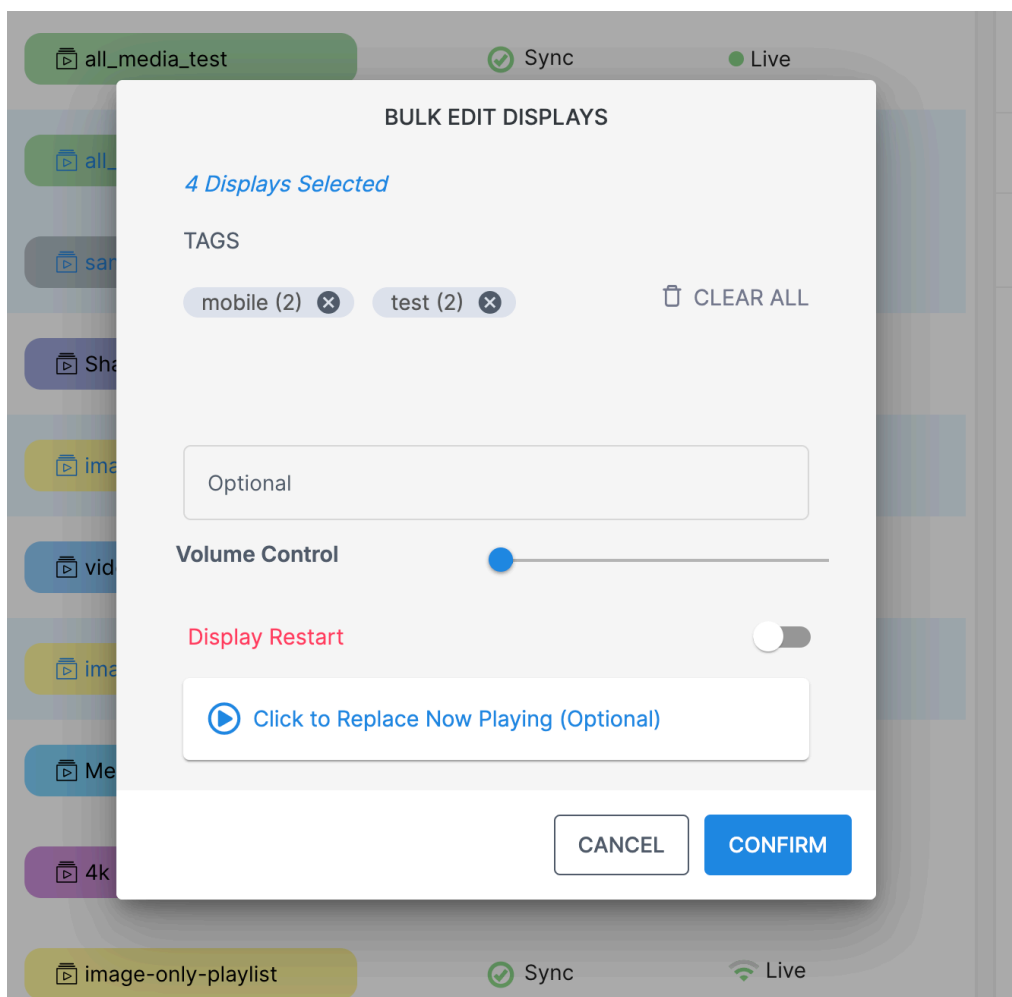
Note: Live snapshot works only on specific devices like Samsung SSP, LG webOS, windows OS or rooted Android boxes.

3.How to Edit Multiple Displays at Once (Bulk Edit)?

- Select all the displays you want to edit
- Click **Edit** icon at the top



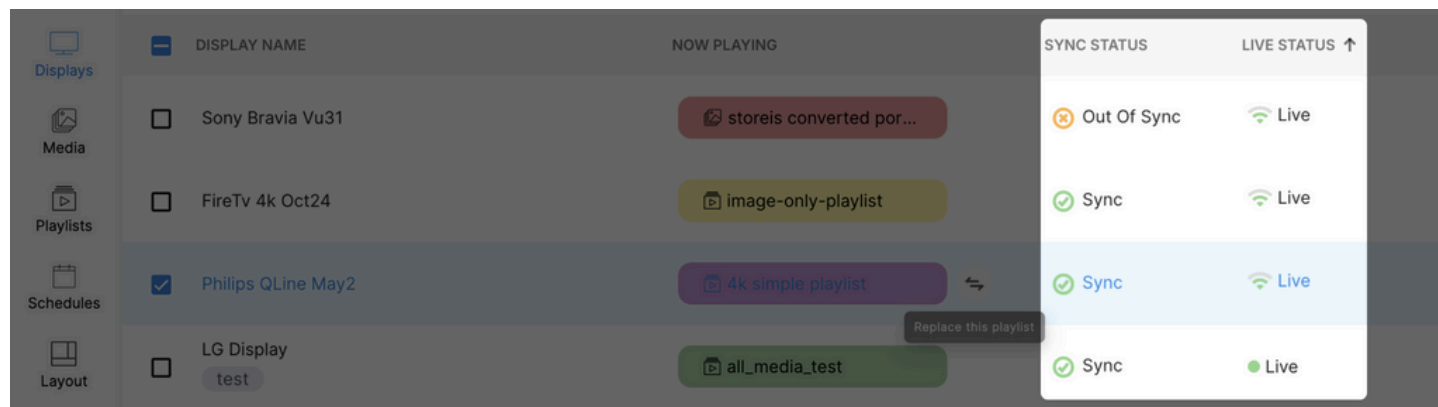
- Choose from options like: Display Restart, Replace Now Playing, Edit tags



- Click **Confirm**

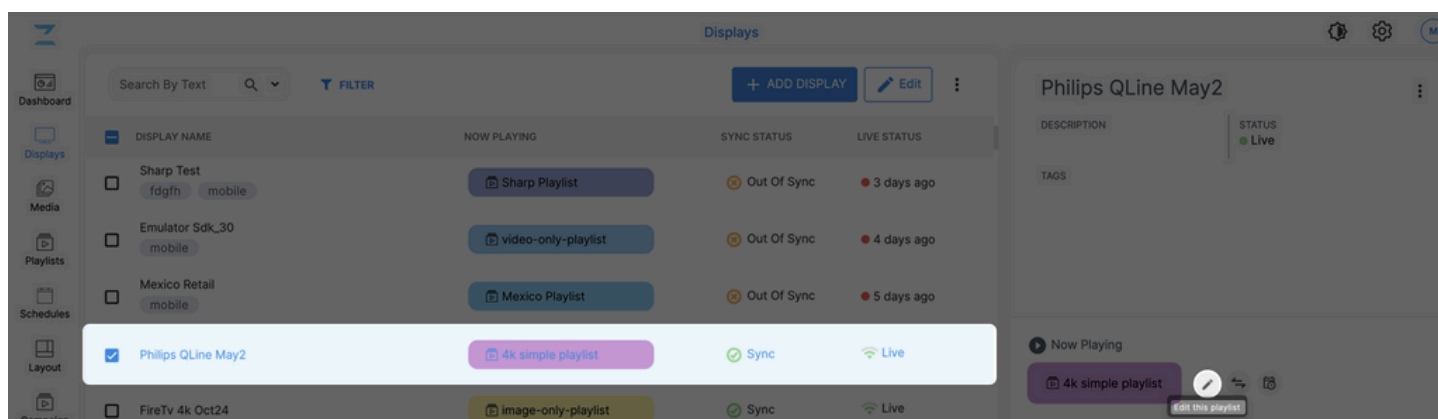
4.Display Status Indicators

- **Live Status:** Shows if the display is online or offline.
- **Sync Status / Published Status:** Confirms if the latest content is playing.
- **Offline Playback:** Once content is pushed, it plays even without internet.

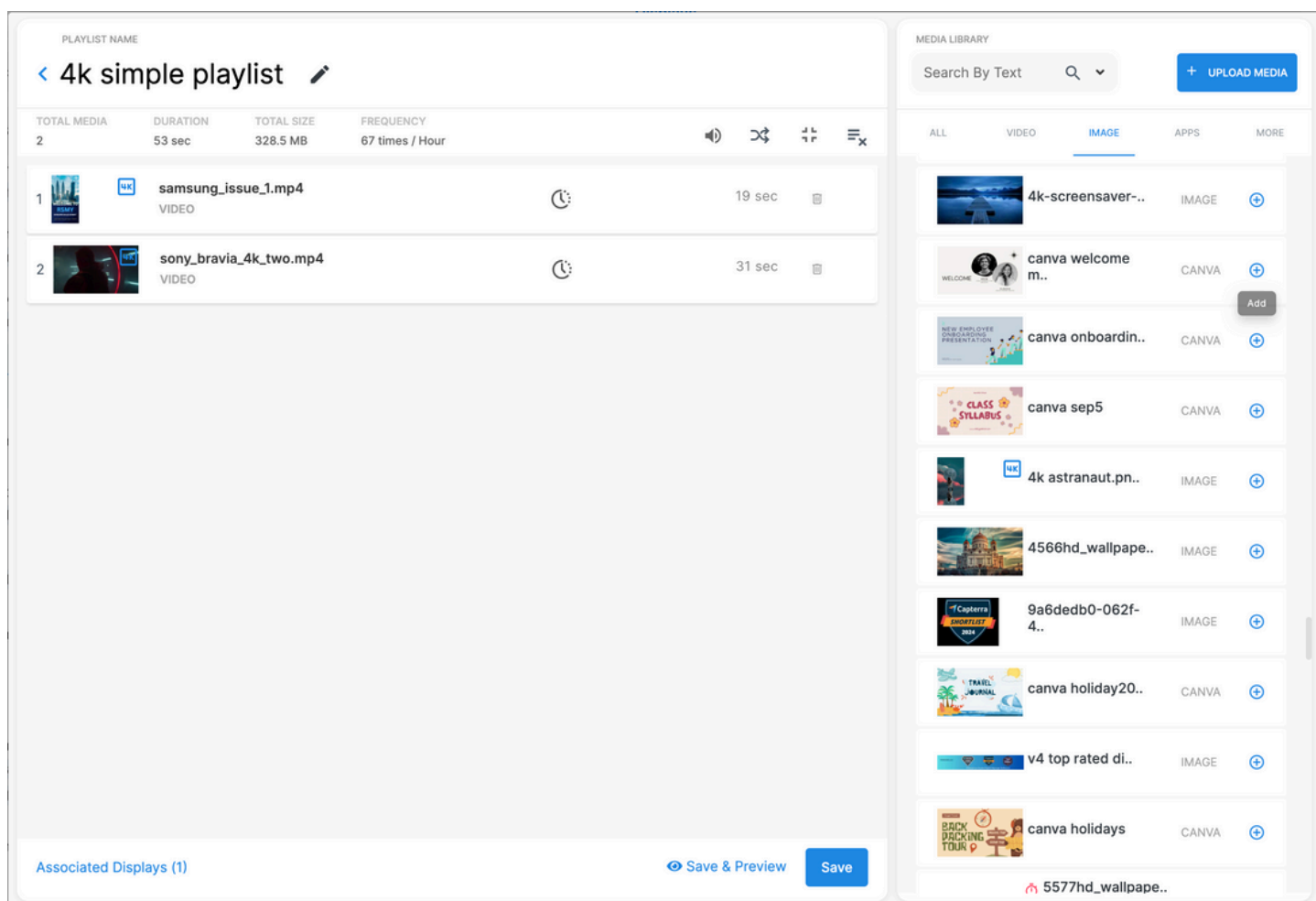


5.How to Edit the playlist of a display from a Display section?

- Click on a display
- On the right side, you'll see the current playlist
- Click **Edit the Playlist** icon



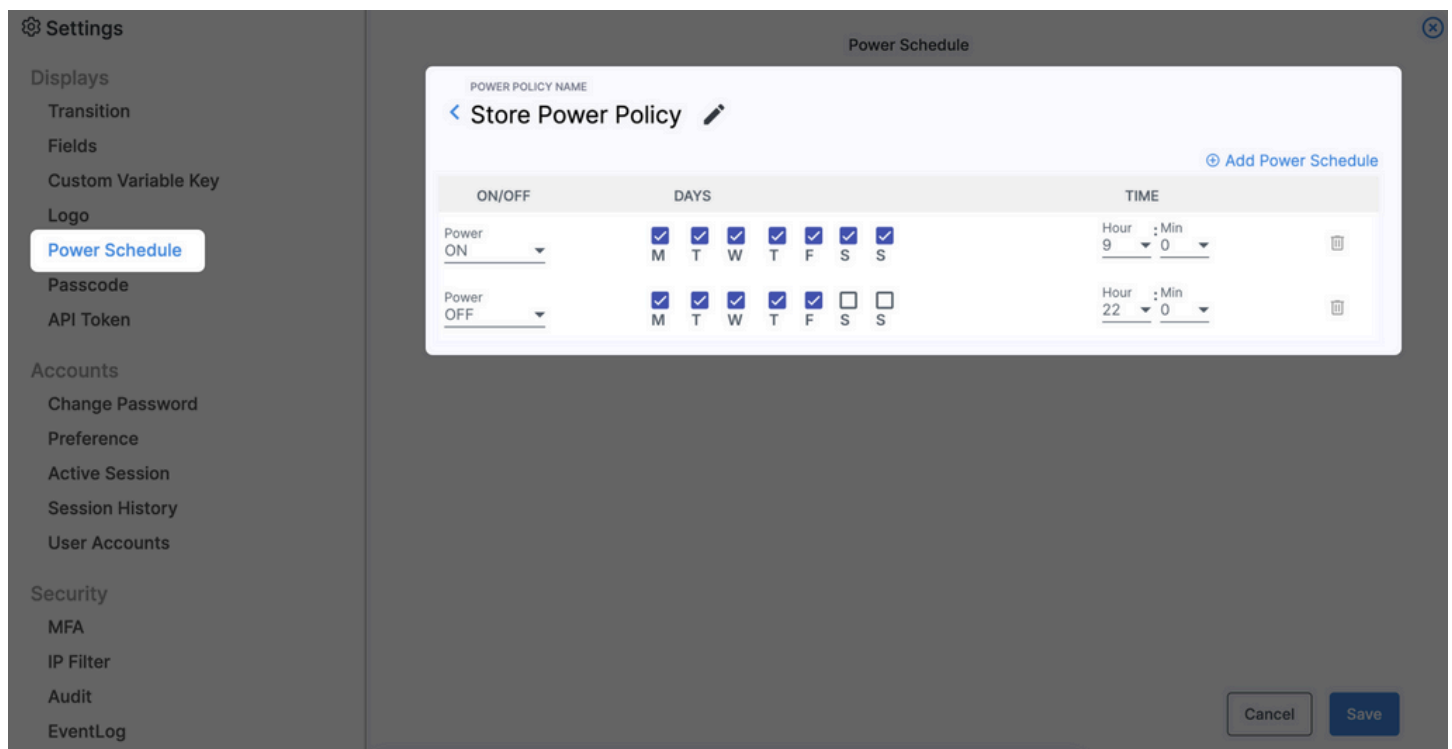
- Now edit the Playlist and Save



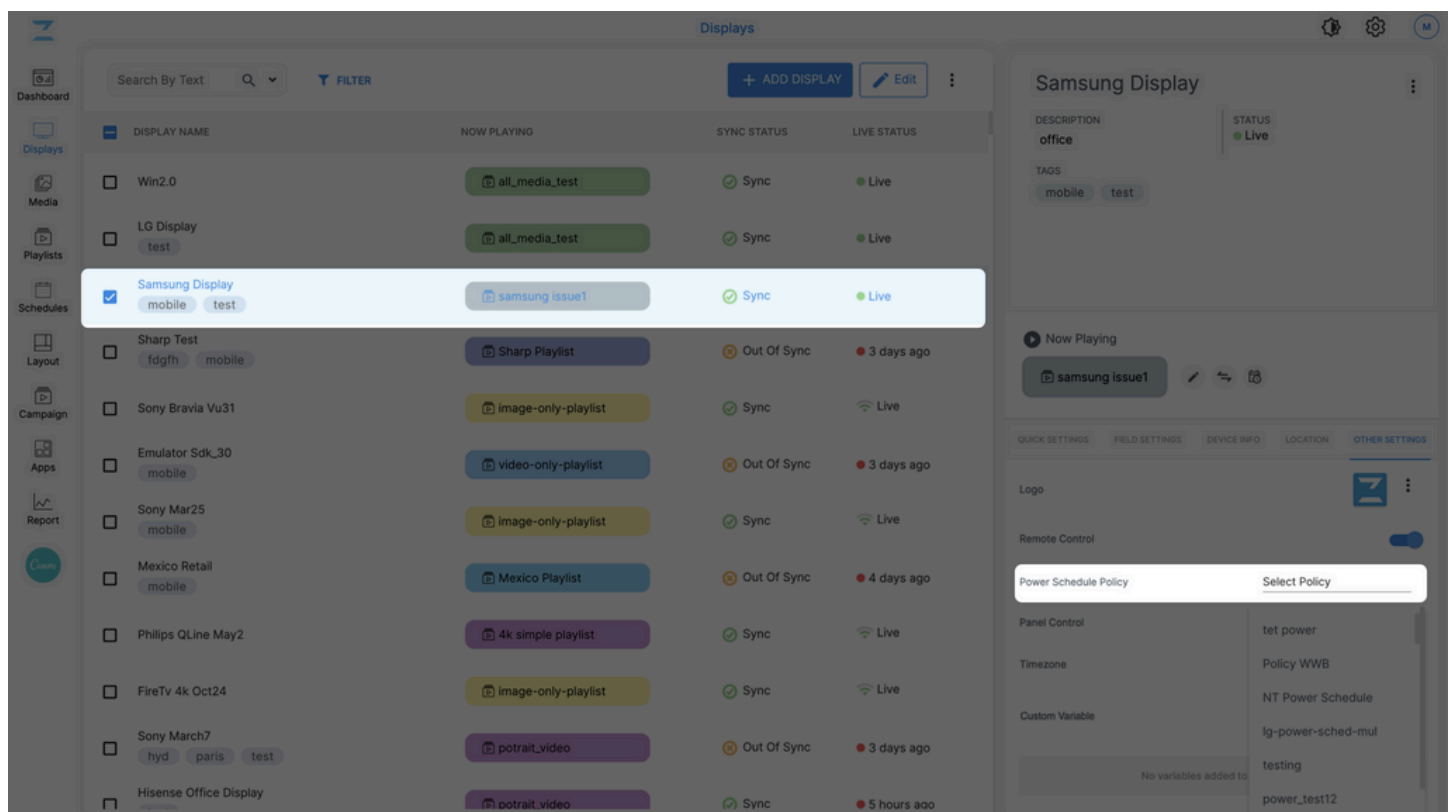
Note: Changes apply to all displays using the same playlist directly or via a schedule. Check the **Associated Displays Count** before saving the Playlist.

6.How to Add a Power Schedule?

- Go to **Settings** and create a new **Power Schedule**.

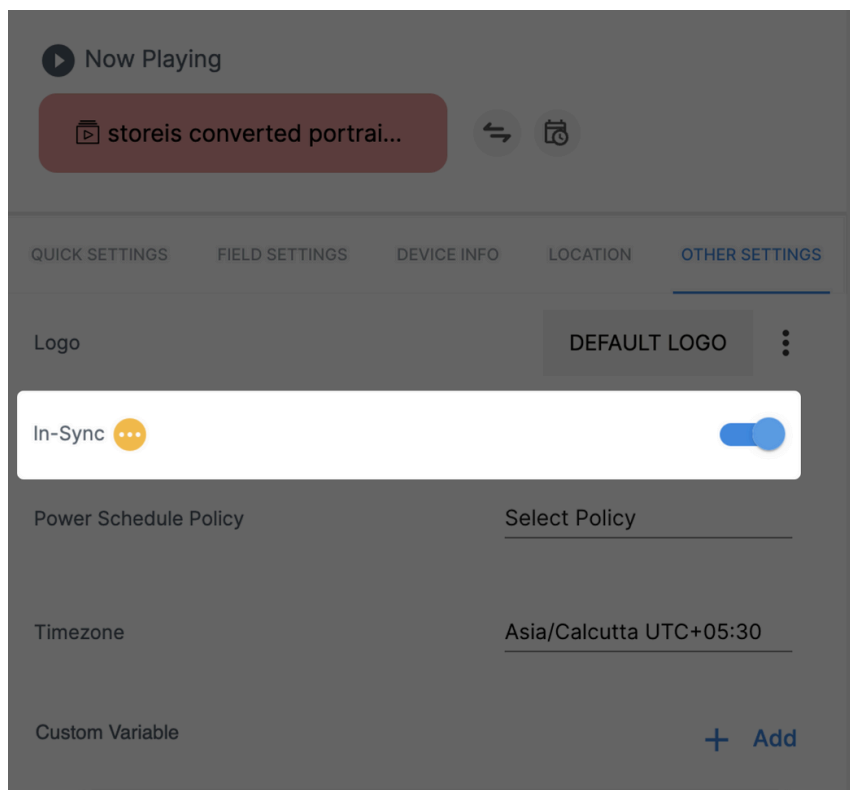


- Head back to the **Displays** tab and select the display
- Go to **Other Settings** on the right mid section, select the Power Schedule **Policy** for the display.



7. Enable InSync (Advanced Mode Only)

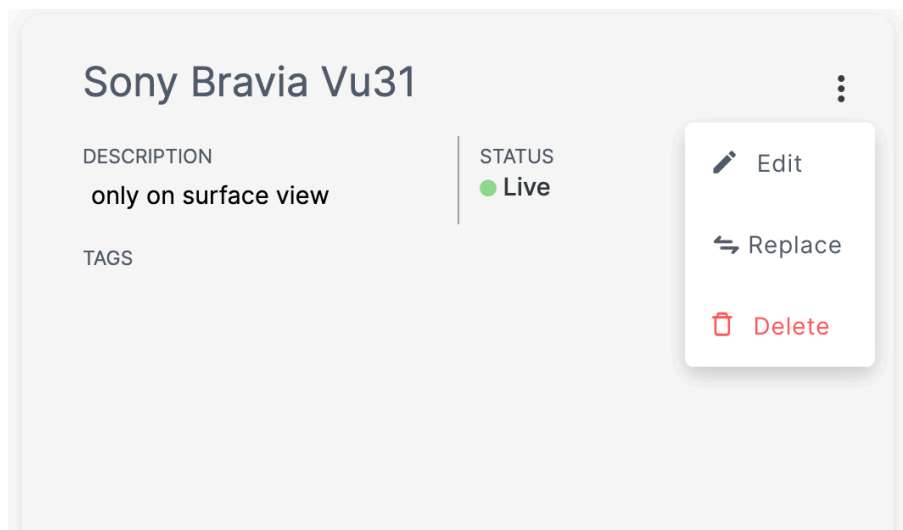
- Go to the display's **Other Settings**.
- Toggle **InSync** ON.



Note: InSync is available only when **Advanced User Mode** is enabled in **Settings → Preferences**. InSync feature is currently available only for Android OS.

8.How to Replace a Display with a new one?

- Click the display to be replaced.
- Go to **More Options** (top-right)



- Click **Replace**
- Enter the **6-digit code** shown on the new device

REPLACE DISPLAY

577213

CANCEL

SAVE

- The old display will be replaced with the new one, retaining all configuration of the old display like playlist associated, power schedules etc.

8.How to Download the List of All Displays?

- Go to the **Displays** section
- Click the **More Options** icon (top right of the middle column), the three vertical dots

🔍
▼

▼ FILTER

+ ADD DISPLAY

⋮

❑	DISPLAY NAME	NOW PLAYING	SYNC STATUS	LIVE STATUS
❑	oneplus_may_21	📺 test rotation 1920108...	⚠ Out Of Sync	● 10 hours ago
❑	android_emulator_may_21	📺 test rotation 1920108...	⚠ Out Of Sync	● 13 hours ago

⬇️
EXPORT

📊
Statistics

- The display list will be downloaded automatically

Note: The exported file typically contains details like display name, status, associated playlist or schedule or media, and more.

9.How to View Display Details and Add a Location

- Go to the **Displays** section and select a display
- In the **third column (bottom right)**, click on **Device Info**
 - Here, you can view details such as **storage usage**, **data usage**, and other display-related information

QUICK SETTINGS
FIELD SETTINGS
DEVICE INFO
LOCATION
OTHER SETTINGS

Display Storage Stats

1.48 GB of 8.73 GB Used

Device Info

Manufacturer: Sony
Model: BRAVIA VU31
Architecture: armv7l
Build Version: 8.0.2
Memory: 2.00 GB
SDK: 30
Added On: May 21, 2025, 4:02 PM

Display Data Usage

Today's Usage: 0 Bytes
Month's Usage: 6.43 MB

Network Details

Network: WIFI
WIFI Network(SSID): <unknown ssid>
IPV4 Address: 192.168.1.5/24
Signal Strength: Good

- To add a location, click on the **Location** field

QUICK SETTINGS
FIELD SETTINGS
DEVICE INFO
LOCATION
OTHER SETTINGS

Chennai, Tamil Nadu, India

Map

Satellite

Edit

- Click **Edit** and enter the desired location details
- Click **Save** to update

This helps in organizing and filtering displays based on physical locations or regions.

Module 3: Playlists - Content that goes on screens

1.How to create a new playlist and Add it to a Display?

- Click the **Add Playlist** button in Playlist tab

Search By Text

+ ADD PLAYLIST

- Enter a **Name** for your playlist.
- **Drag and drop** the media files you want to include. You can rearrange their order as needed.

The screenshot shows the 'Playlist2025' interface. On the left, a sidebar contains navigation icons for Dashboard, Displays, Media, Playlists, Schedules, Layout, Campaign, Apps, and Report. The main area is titled 'PLAYLIST NAME' and shows a playlist named 'Playlist2025'. Below the name, a table lists the playlist items:

	TOTAL MEDIA	DURATION	TOTAL SIZE	FREQUENCY
1	h&g2.jpeg IMAGE	00 hr 00 min 09 sec	9.55 MB	86 times / Hour
2	h&g7.jpeg IMAGE	09 sec		
3	Campaign Sony 2025 CAMPAIGN	19 sec		

At the bottom of the playlist area, there is a link for 'Associated Displays (0)' and buttons for 'Preview' and 'Save'. On the right, the 'MEDIA LIBRARY' is visible, showing a search bar with 'h&' and a list of media items including 'h&g new replica..', 'h&g new.jpeg', 'h&g7.jpeg', 'h&g new 2.jpeg', 'h&g4.jpeg', 'h&g3.jpeg', 'h&g2.jpeg', 'h&g 1.jpeg', and 'h&g5.jpeg'. Each item has an 'IMAGE' label and a plus icon for adding to the playlist.

- (Optional) **Edit the duration** for image files. Video durations are fixed and cannot be changed.
- (Optional) Apply settings like **Stretch to Fit** or adjust **Media Frequency**.
- Click **Save** to finalize your playlist.
- To **preview** how the playlist looks, click **Preview** at the bottom.

Associated Displays (0)

Preview

Save

- After saving, you can assign the playlist to one or more displays by clicking **“Associated Displays” at the bottom left** and selecting the desired screens.

Associated Displays

EXISTING DISPLAYS (0)

No Display associated

NEWLY ADDED (1)

Sony Mar25

image-only-pla...

Add Display

CANCEL

SAVE

- Save the changes

Note: Assigning a new playlist to a display will **replace any existing playlist** currently playing on that display.

2.How to edit a playlist that created already?

- Go to the **Playlists** tab and click the **Edit** icon next to the playlist you want to modify.

Search By Text

+ ADD PLAYLIST

Delete

PLAYLIST NAME	DISPLAY COUNT	MEDIA COUNT	LAST UPDATED
☒ Playlist2025	0	3	6 minutes ago

Edit

- Make the necessary changes, then click **Save** to update the playlist.

PLAYLIST NAME

< Sharp Playlist 

TOTAL MEDIA

4

DURATION

41.5 sec

TOTAL SIZE

9.75 MB

FREQUENCY

86 times / Hour






TICKER OVERLAY 

Bottom 

1 

bd ticker

TICKER



MEDIA

1 

h&g7.jpeg

IMAGE



00 hr 00 min 09 sec



2 

hd_wallpaper_2.jpg

IMAGE



09 sec



3 

Campaign Sony 2025

CAMPAIGN



19 sec



Associated Displays (1)

 Save & Preview

Save

MEDIA LIBRARY

Search By Text 

 UPLOAD MEDIA

ALL

VIDEO

IMAGE

APPS

MORE



h&g7.jpeg

IMAGE





h&g new 2.jpeg

IMAGE





h&g4.jpeg

IMAGE





h&g3.jpeg

IMAGE





h&g2.jpeg

IMAGE





h&g 1.jpeg

IMAGE





h&g5.jpeg

IMAGE





web-test-101

EURL





rss-ticker-feed..

RSS_TICKER





murali-livetv-1

LIVE_TV



3.How to see more info about playlist?

- Go to the **Playlists** tab and select the playlist to find all the info on the right.
- Click the **Edit** icon next to the playlist you want to modify.

Dashboard

Displays

Media

Playlists

Schedules

Layout

Playlists

Search By Text 

 ADD PLAYLIST

 Delete

PLAYLIST NAME	DISPLAY COUNT	MEDIA COUNT	LAST UPDATED ↓
☒ Playlist2025	0	3	6 minutes ago  
☐ image-only-playlist	139	3	3 hours ago
☐ playlist1	1	4	1 day ago
☐ test rainbow play	1	6	1 day ago

Playlist2025

Media Count 3

Last Updated 7 minutes ago

MEDIA

DISPLAYS

SCHEDULES

1 

h&g2.jpeg

2 

h&g7.jpeg

3 

Campaign Sony 2025

4.How to copy a playlist?

- To duplicate a playlist, select the one you want to duplicate and click the **Copy** icon.

☐ Playlist2025

0

3

6 minutes ago

Copy

- A cloned version of the playlist will be created, which you can then edit as needed.

- Dashboard
- Displays
- Media
- Playlists
- Schedules
- Layout
- Campaign
- Apps
- Report
- Canva

Playlists → [Add Playlist](#)

PLAYLIST NAME

< clone_Playlist2025

TOTAL MEDIA	DURATION	TOTAL SIZE	FREQUENCY		
3	41.5 sec	9.55 MB	86 times / Hour		

1 h&g2.jpeg
IMAGE

09 sec

2 h&g7.jpeg
IMAGE

09 sec

3 Campaign Sony 2025
CAMPAIGN

19 sec

[Save & Preview](#)
[Save](#)

4.How to Give More Weightage to a Specific Media Inside a Playlist

(Available only in DOOH Mode)

- Open the **specific playlist**
- Click on the **Frequency (Time) icon beside the media file** you want to adjust

PLAYLIST NAME

< SSP test

TOTAL MEDIA	DURATION	TOTAL SIZE	FREQUENCY		
4	42 sec	1.5 MB	85 times / Hour		

1 Canva Test 2
CANVA

09 sec

2 DOOH Campaign
CAMPAIGN

09 sec

3 hbd 20256
CANVA

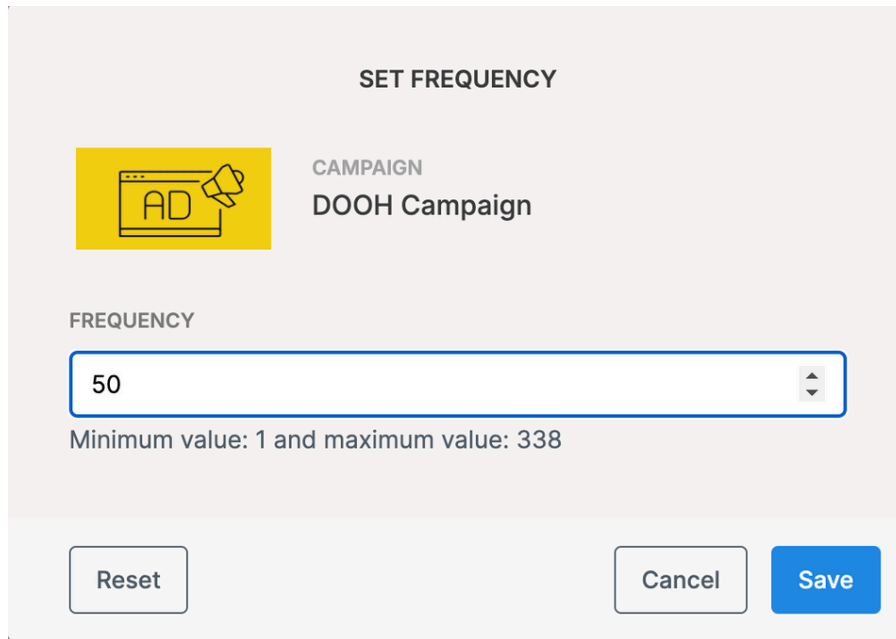
08 sec

4 mediaduration_test_add
VAST

10 sec

default frequency: 85 times per hour

- Set the desired **frequency value** between the suggested minimum and maximum



The screenshot shows a modal dialog titled "SET FREQUENCY". On the left is a yellow icon of a screen with "AD" and a megaphone. To the right, it says "CAMPAIGN DOOH Campaign". Below this, the word "FREQUENCY" is followed by a text input field containing the number "50". Under the input field, it states "Minimum value: 1 and maximum value: 338". At the bottom, there are three buttons: "Reset", "Cancel", and "Save".

- Click **Save**

This feature allows the selected media to play more or less frequently during playlist cycles, depending on the frequency set

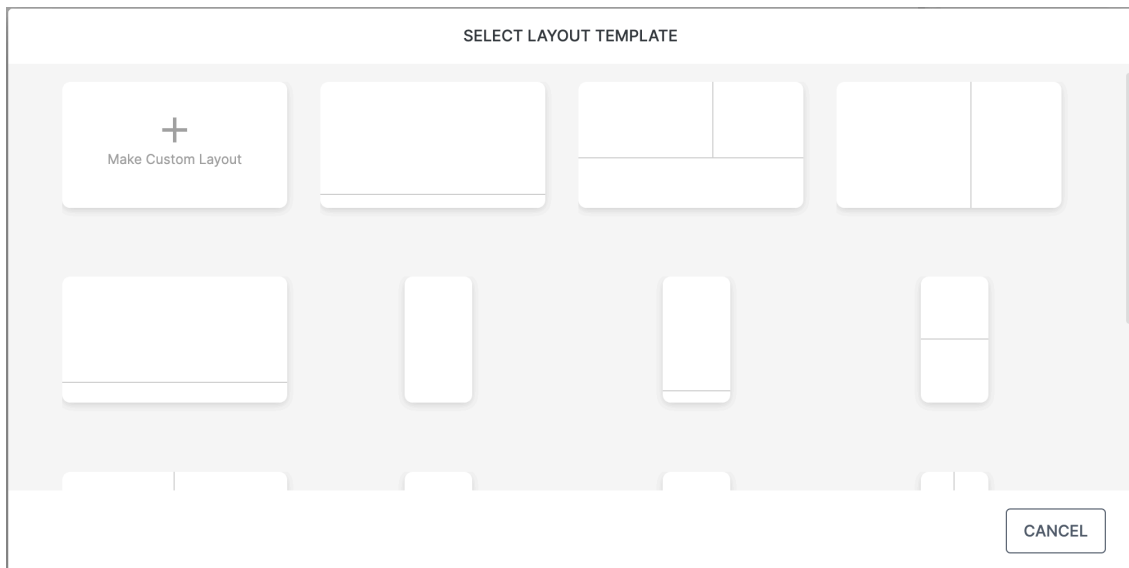
Module 4 : Layouts - Dividing the screen into multiple sections

1.How to create a layout?

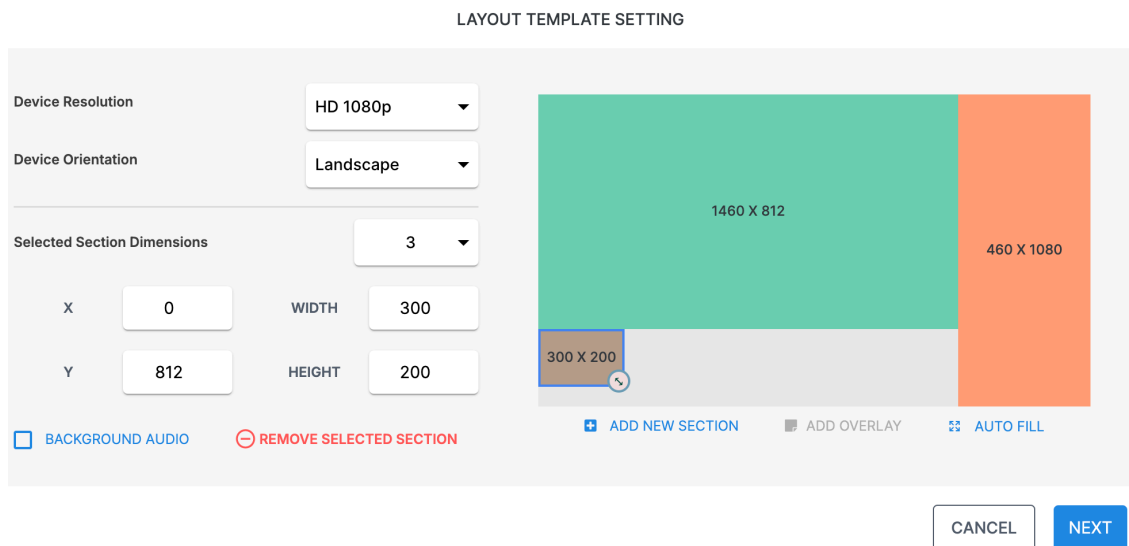
- Go to Layouts Tab and Click on Add layout

Search By Text

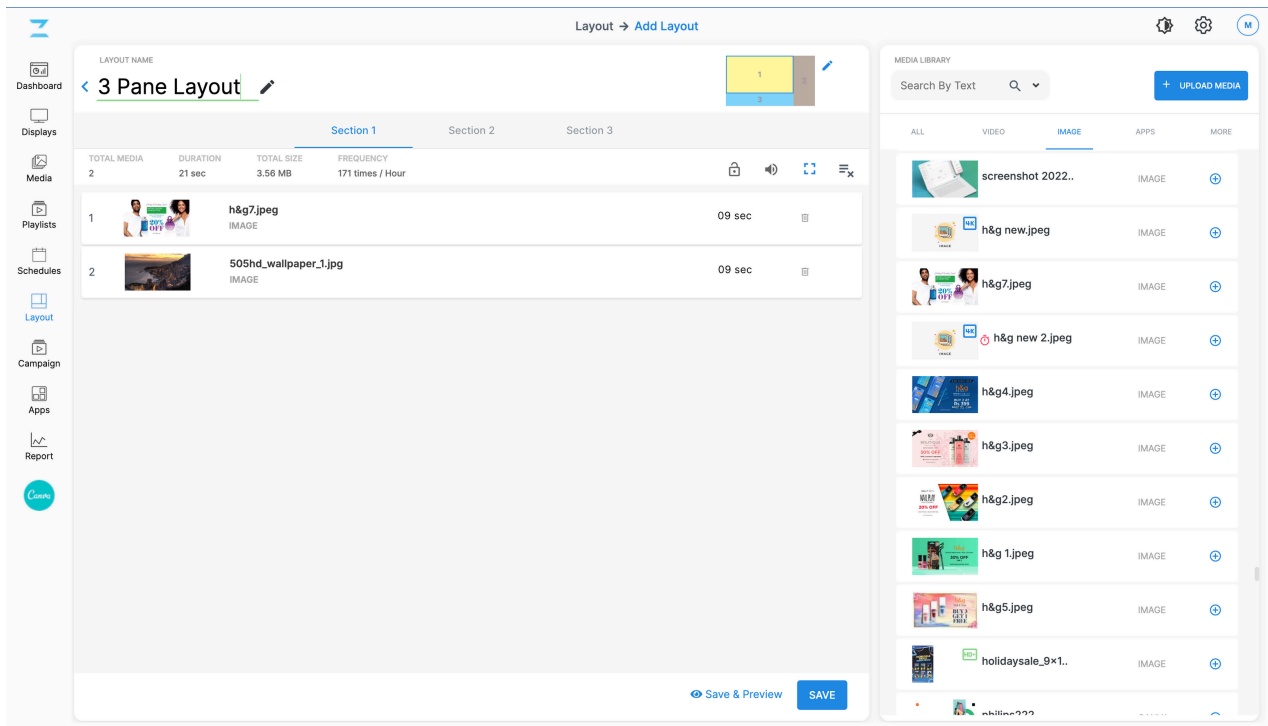
- Select layout template or create one from scratch



- Select the Device Resolution
- Add new sections and adjust it as per your need



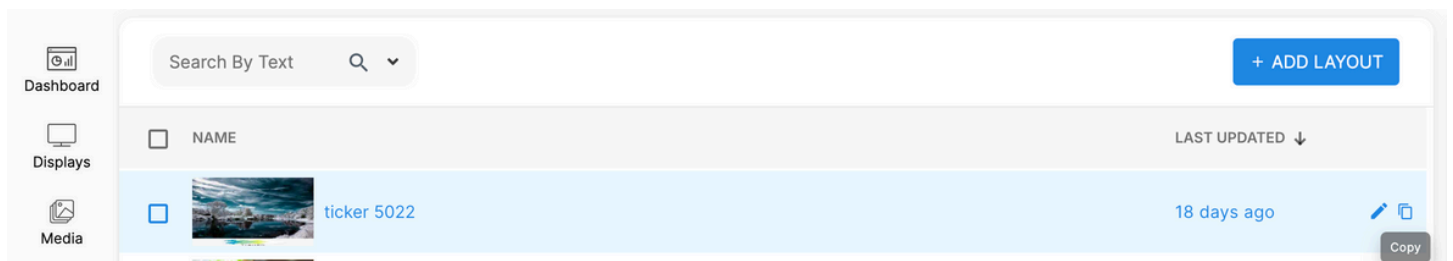
- Click next and Add media files to each section



- Check the preview to visualise the output and click Save
- This layout can be added to any playlist or to a display directly

2.How to copy an already created Layout?

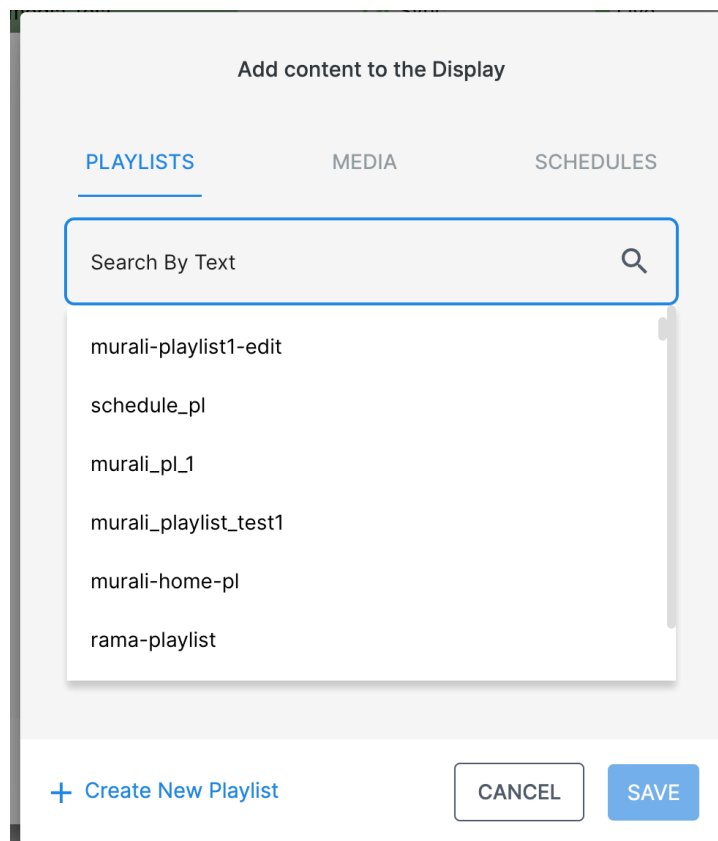
- Go to layouts tab and click on Copy icon



- A clone of the existing layout would be created and can be used in anyway

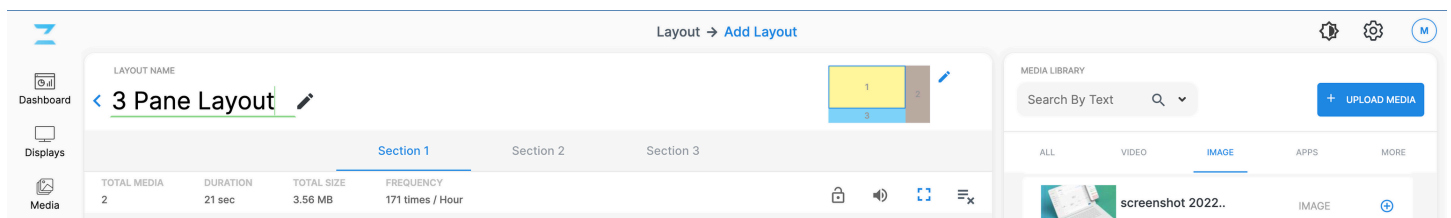
3.How to add a Layout to a Display?

- A Layout behaves like any normal media. You can add it to a playlist belonging to a display
- Or Add the layout directly to the display by clicking Replace icon in Now Playing Column



4.How to Lock a Specific Section of a Layout?

- Navigate to the **Layouts** section
- Select the section you want to lock
- Click the **Lock** icon



- Click **Save** to apply the changes.

Key Notes:

- Only **Admins** have the ability to lock sections of a layout.
- **Locked sections cannot be edited** by any other users, including **Broadcast Managers**.
- **Other (unlocked) sections** of the layout can still be modified by Broadcast Managers who have permission to edit layouts.

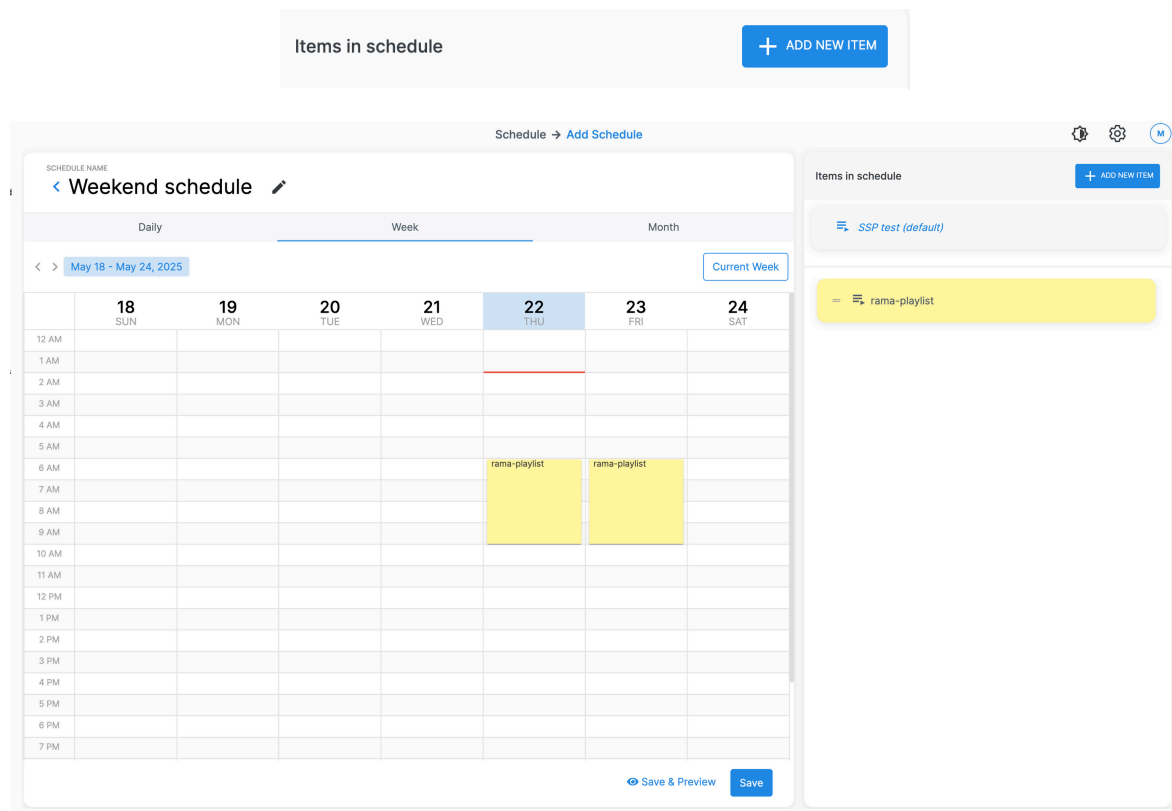
Module 5: Schedules - Calendar based scheduling of multiple Playlists

1.How to create a Schedule?

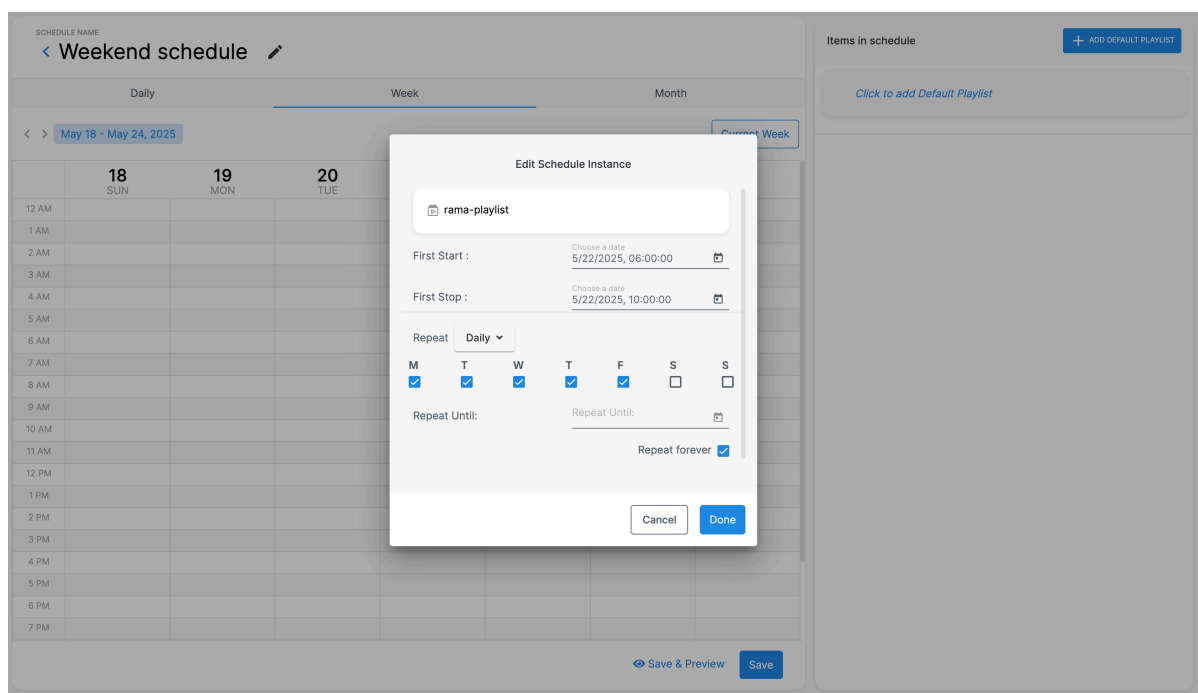
- Click on **Add Schedule in Schedules tab**



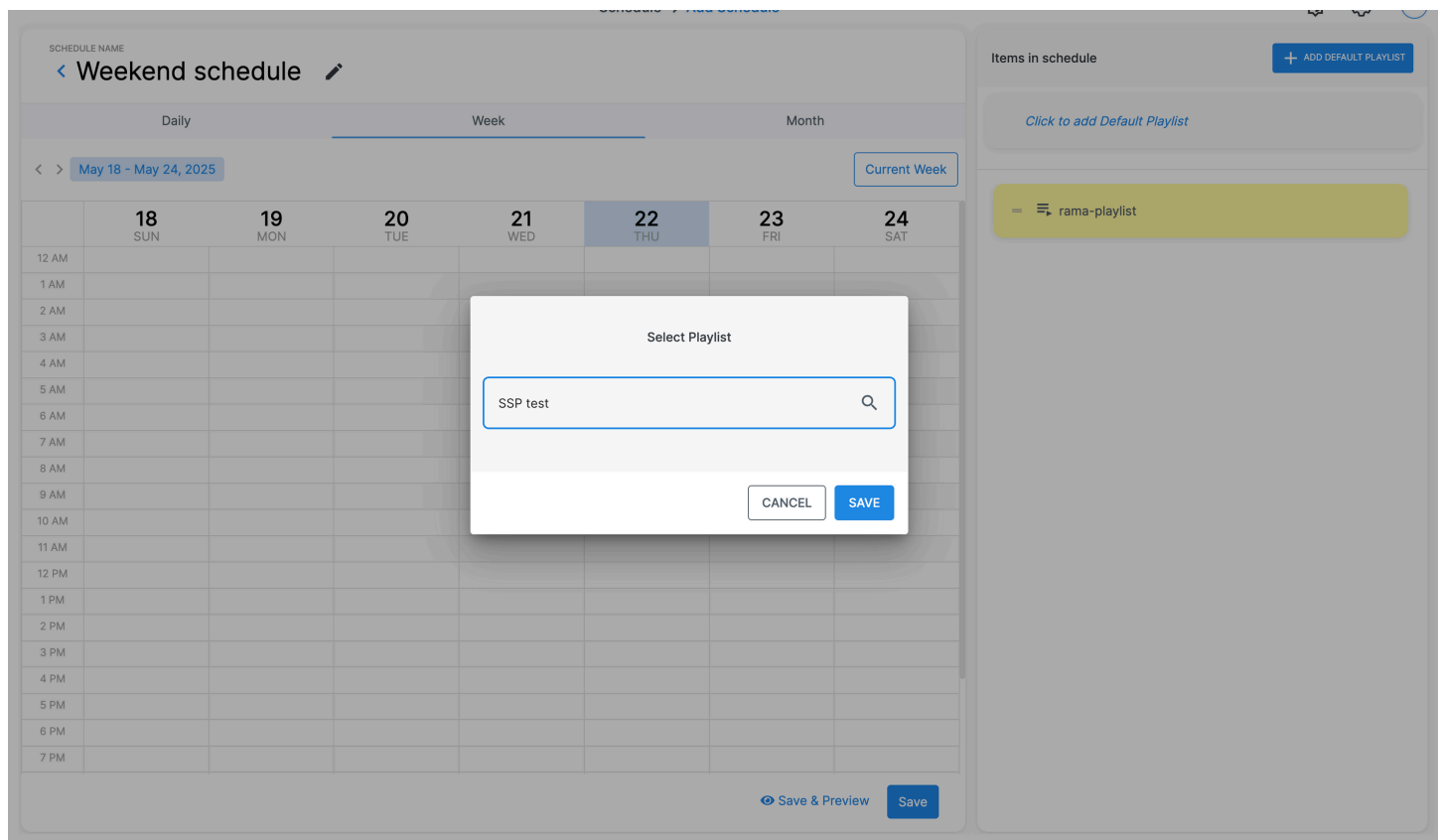
- On the calendar, either **drag and drop** to select a time slot or click **Add New Item**



- Choose the **Playlist** you want to schedule
- Set the **Repeat Frequency**: Once, Daily, Weekly, Monthly or Yearly



- (Optional) Add an **End Date** for the scheduled item, then click **Done**
- Add a **Default Playlist** that will play when no scheduled events are active



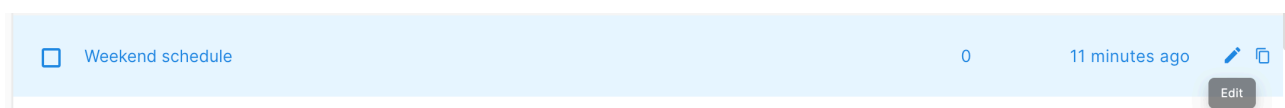
- Click **Save** to finalize the schedule
- To assign the schedule to a display, use the **Add to Displays** button (bottom left) or assign it later from the **Displays** tab



Note: The **Default Playlist** will play during any time slots not covered by scheduled items

2.How to edit an existing Schedule?

- Go to Schedules tab
- Select the schedule you plan to edit and click on edit icon

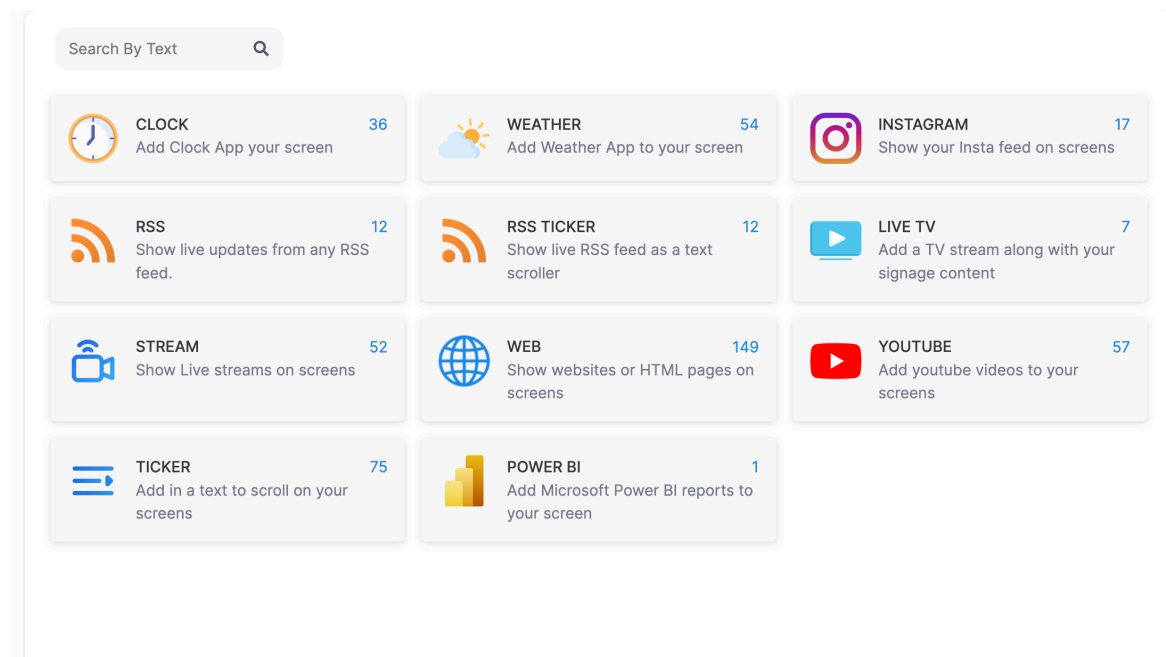


- Make changes and Save

Module 6: APPS - Dynamic Content for screens

1.How to Create a Clock App?

- Go to **Apps**



- Select **Clock App**
- Click on **Add Instance**



CLOCK
Add Clock App your screen

ADD INSTANCE

- Enter a **Name** for the clock
- Choose the **Clock Type**, **Time Zone**, and **Color Theme**


INSTANCE NAME
Chennai Clock

✕

Clock Type

Modern

Timezone

Asia/Calcutta UTC+05:30

12 hr Digital

☒

Show Date

☒

Show Seconds

☒

Colour Theme

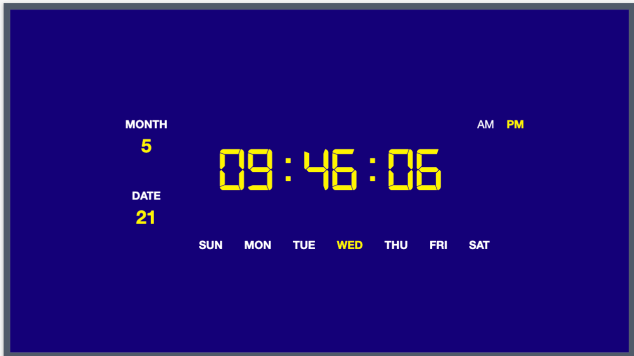
Contrasting

Language

English

Preview

Landscape



Cancel

Save

- Click **Save**

Note: Any app you create can be added to a playlist just like any other media file

2.How to Create a Weather App?

- Go to **Apps**

Search By Text 



CLOCK
36

Add Clock App your screen



WEATHER
54

Add Weather App to your screen



INSTAGRAM
17

Show your Insta feed on screens



RSS
12

Show live updates from any RSS feed.



RSS TICKER
12

Show live RSS feed as a text scroller



LIVE TV
7

Add a TV stream along with your signage content



STREAM
52

Show Live streams on screens



WEB
149

Show websites or HTML pages on screens



YOUTUBE
57

Add youtube videos to your screens



TICKER
75

Add in a text to scroll on your screens



POWER BI
1

Add Microsoft Power BI reports to your screen

- Select **Weather App**
- Click on **Add Instance**



WEATHER

Add Weather App to your screen

ADD INSTANCE

- Enter a **Name** for the weather app
- Select the **Location** and **Color Theme**

INSTANCE NAME

Berlin Weather

LOCATION

Location 1

Berlin, DE

Location 2

Chennai, IN

+ ADD LOCATION

WEATHER SETTINGS

Language

English

Unit

Celsius

Colour Theme

Light

Preview

Landscape

Berlin, DE

Today Wednesday 6:21 PM



21°C

Feels Like 20°

Clear sky

Thu 11° / 9°

Fri 12° / 8°

Sat 10° / 7°

Sun 10° / 11°

Chennai, IN

Today Wednesday 5:51 PM



33°C

Feels Like 40°

Overcast clouds: 85-100%

Thu 34° / 21°

Fri 30° / 28°

Sat 30° / 30°

Sun 34° / 30°

Save

- Click **Save**

Note: You can add multiple locations to the weather app if needed

3. How to Create a Ticker App?

- Go to **Apps**
- Select **Ticker App**
- Click on **Add Instance**



TICKER

Add in a text to scroll on your screens

ADD INSTANCE

- INSTANCE NAME

Ticker 2025

TICKER SETTINGS

Text Direction

Right To Left

Speed

Medium

Colour Theme

Light

Ticker 1

Add Logo

You can Type your Text Here

+ ADD TICKER

Preview

Landscape



You can Type your Text Here

Cancel

Save

- Ticker 1

 Add Logo

You can Type your Text Here!



- Note:** The ticker can be added directly to a playlist as an overlay, with the flexibility to position it at the top or bottom of the screen. A logo can also be added alongside the scrolling text if desired

The steps for other apps are similar and for RSS feeds you need to ensure you add the right feed for it to play correctly.

Streams: Add a streaming url in the following formats: HLS, RTP and DASH

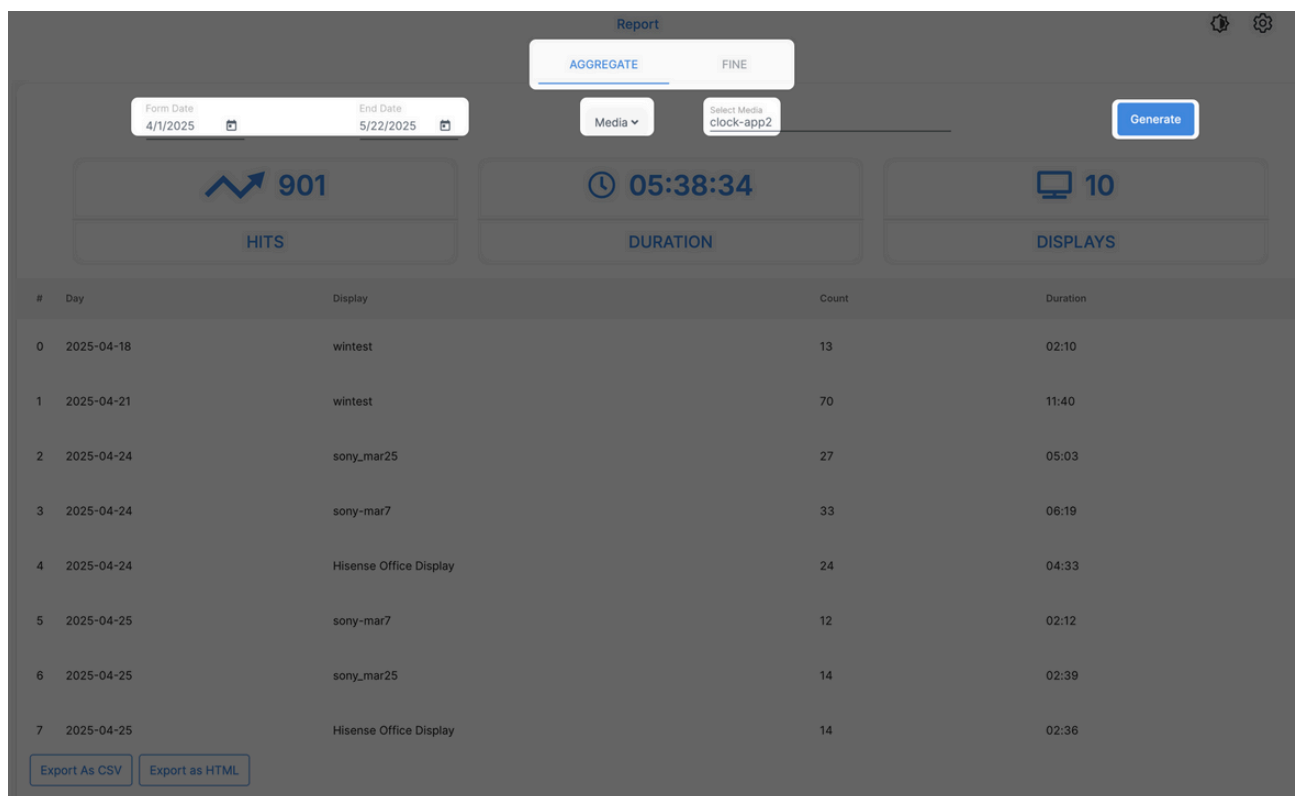
Power BI: You need to be a Power BI Pro user to make use of this integration

Web URL: Add any web URL to be showcased on the screen

Module 7: Reports - Proof Of Play Reports

How to Generate Proof of Play (POP) Reports?

- Choose the **Start Date** and **End Date** for the report.
- Select the **Report Type** – either **Aggregate** or **Detailed (Fine)**.
- Select the relevant **Media**, **Playlist**, or **Display**



- Click **Generate** to create the report.
- Once generated, download the report in **CSV** or **HTML** format.

Export As CSV

Export as HTML

Note: POP reports can be generated for individual media files, entire playlists, or specific displays.

Module 8: Canva Integration- Design and Edit any image for your screens

How to Create a Design Using Canva?

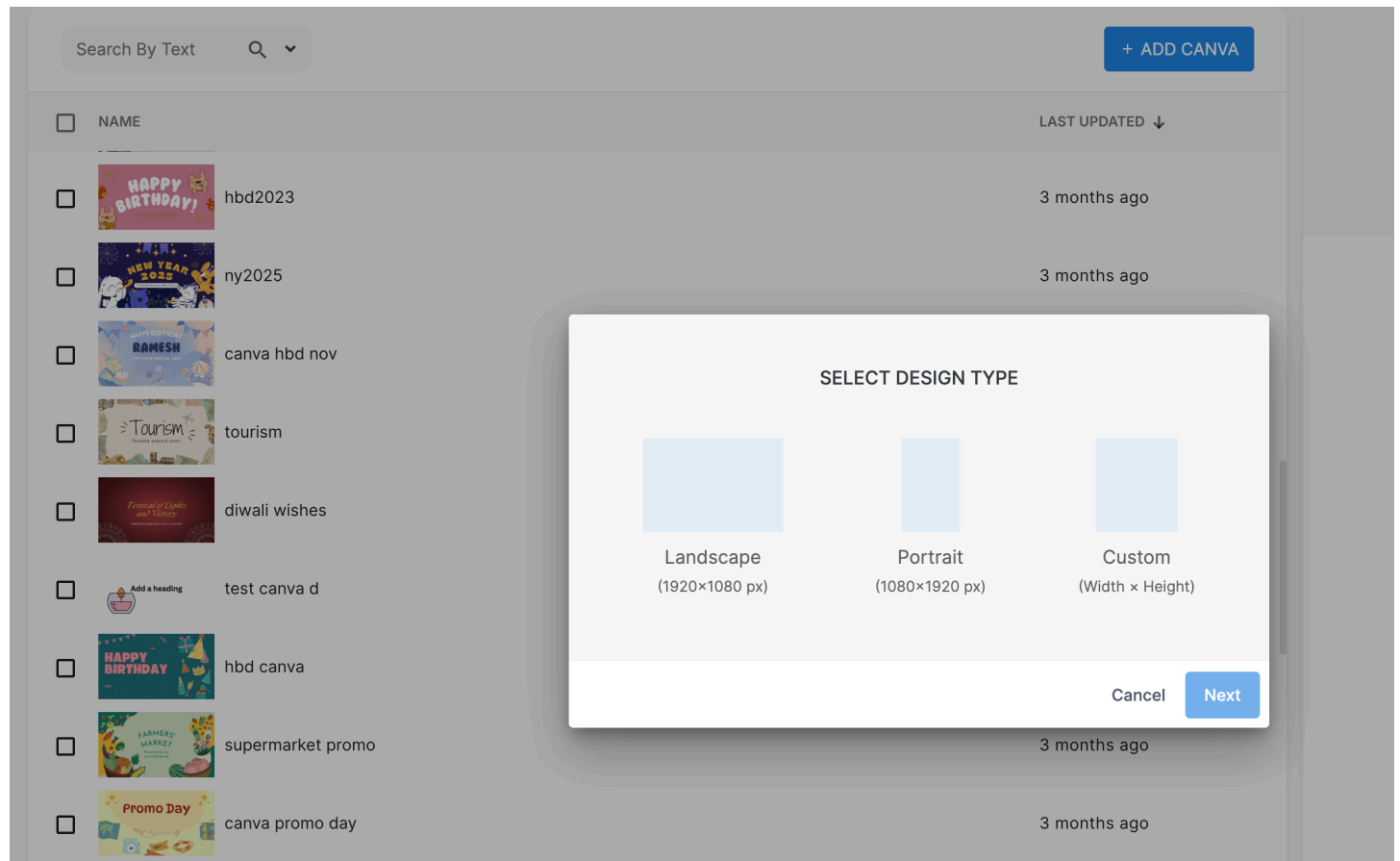
- Click the **Canva** icon
- Select **Add Canva**

Search By Text

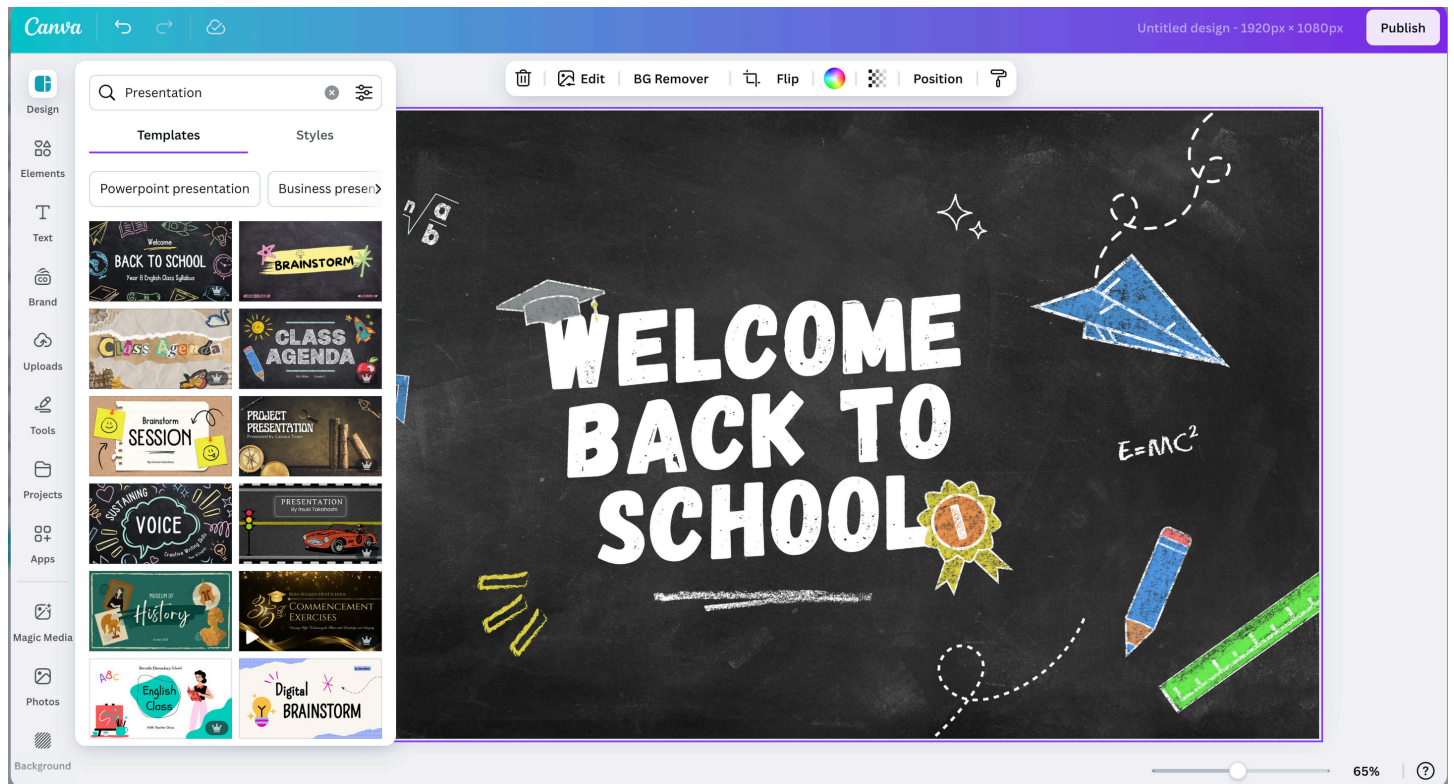


+ ADD CANVA

- Choose your **Design Type**: Landscape, Portrait, or Custom dimensions



- Browse through millions of design templates



- Customize your design and click **Publish**
- Your finished design will automatically appear in the **Zeetaminds Media Library**.

Note: You'll need to log in with a **Canva account** (or create a free one) to use this feature. Free accounts have access to a wide range of templates, while **Pro users** can access premium content as well.

Module 9: Campaign (Advanced)

What are Campaigns?

A **Campaign** is a group of media files designed to rotate within a playlist.

When a campaign is added to a playlist, **only one media file from the campaign will play during each playlist cycle**, and a different media is shown in the next cycle.

This feature is ideal for **rotating ads from the same brand** or managing **DOOH campaigns** that require variation without manual edits.

Example:

Coca-Cola buys a single ad slot but wants to test multiple creatives within that slot.

Campaigns allow each creative to play in rotation (one per cycle) making it easy to manage and measure performance.

How to Create a Campaign?

(Campaigns section is available only in DOOH Mode)

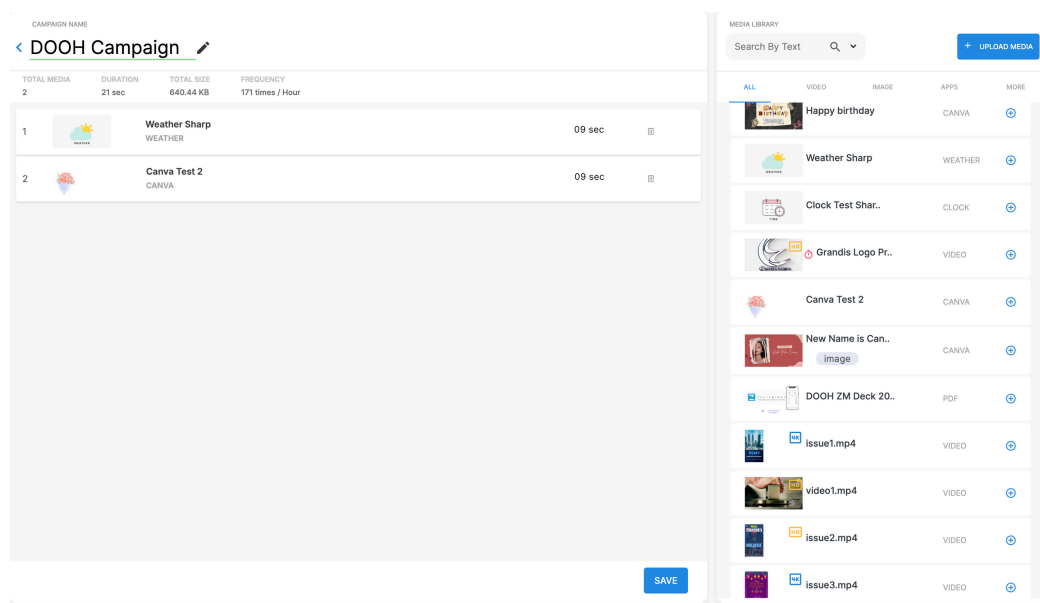
- Go to the **Campaigns** section
- Click **Add Campaign**

Search By Text



+ ADD CAMPAIGN

- Enter an appropriate **Name** for the campaign
- **Add media files** to the campaign

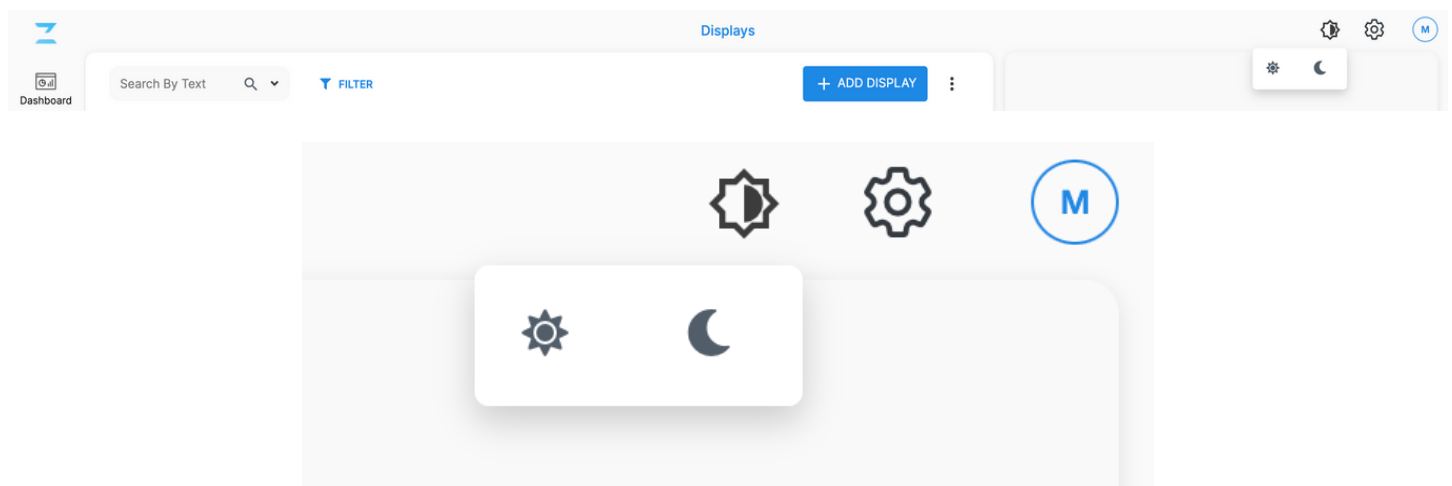


- Click **Save**

Once created, the campaign can be added to any playlist just like regular media files.

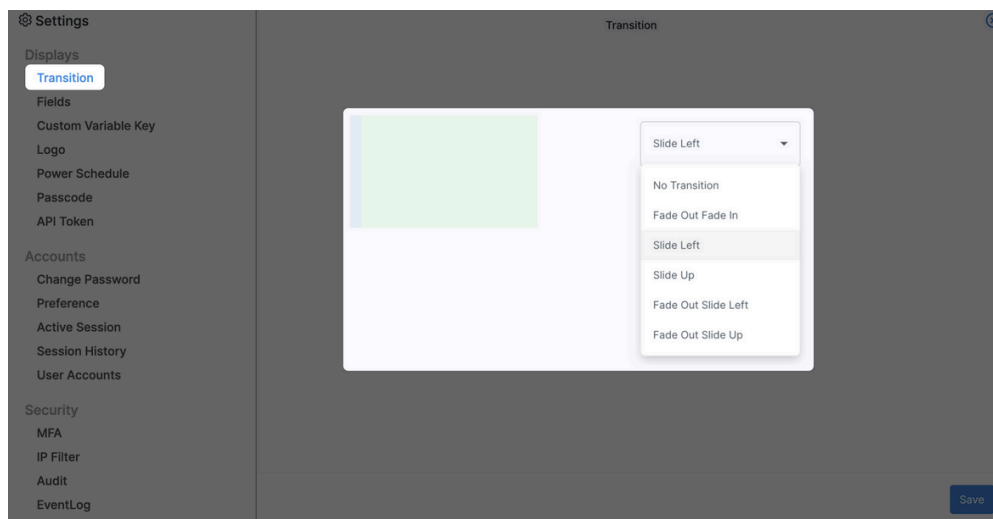
Module 10: Settings - All the global preferences and more

Themes: CMS is available in both Dark Theme and Lite Theme to suit your preference



1. Changing Transitions

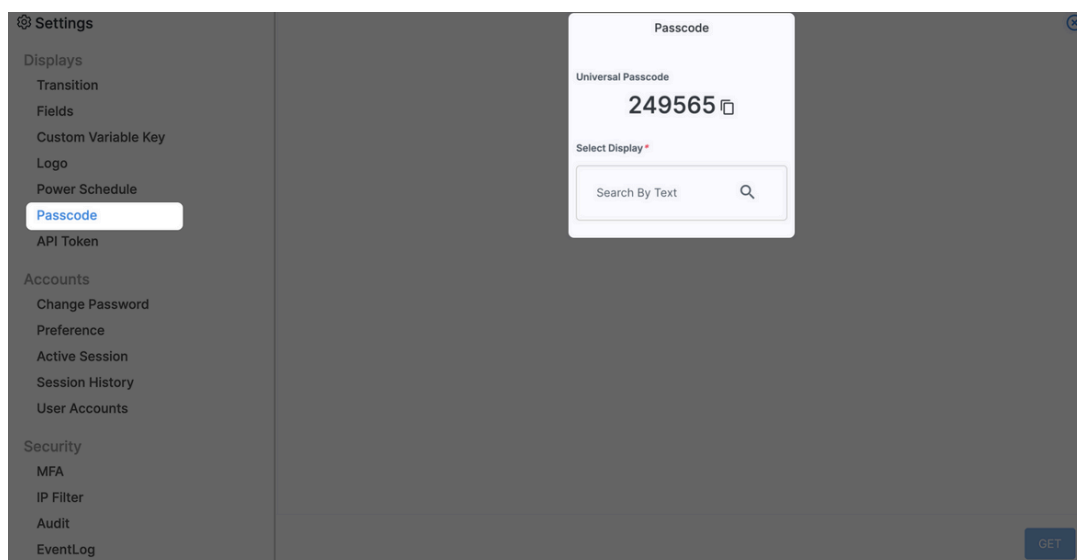
- Click the **Settings icon** located at the top-right corner, next to the Themes icon
- Select Transitions
- Choose a transition from the available options.



- Click Save to apply the changes.

2. What is a Passcode?

- Passcode is used to exit the Zeetaminds Player App on the display device
- User needs to Back or Esc buttons and will be prompted to enter the Passcode

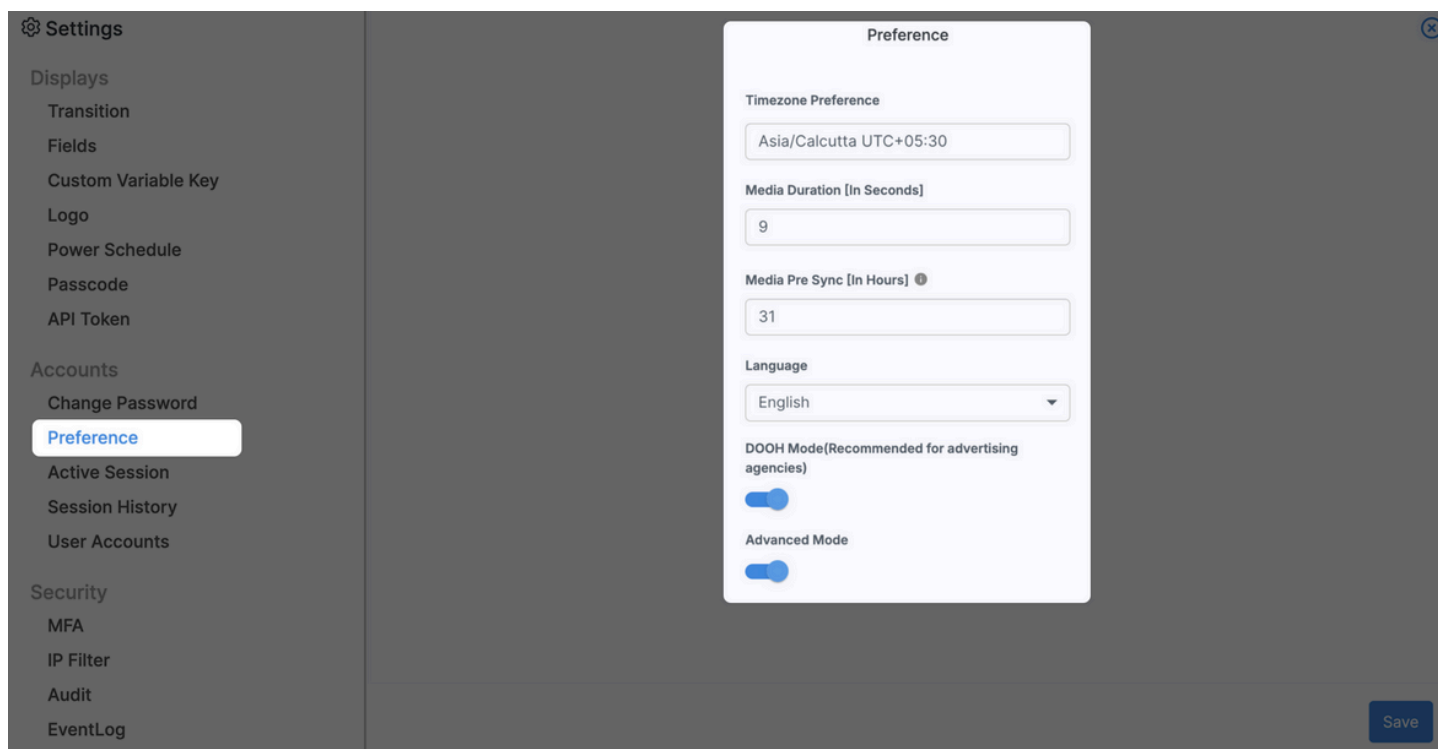


- The passcode can be found in the CMS Settings and must be entered to exit the app.
- Universal passcode works on all the displays in the particular account
- Alternatively you can get specific Display passcodes too

3. Preferences

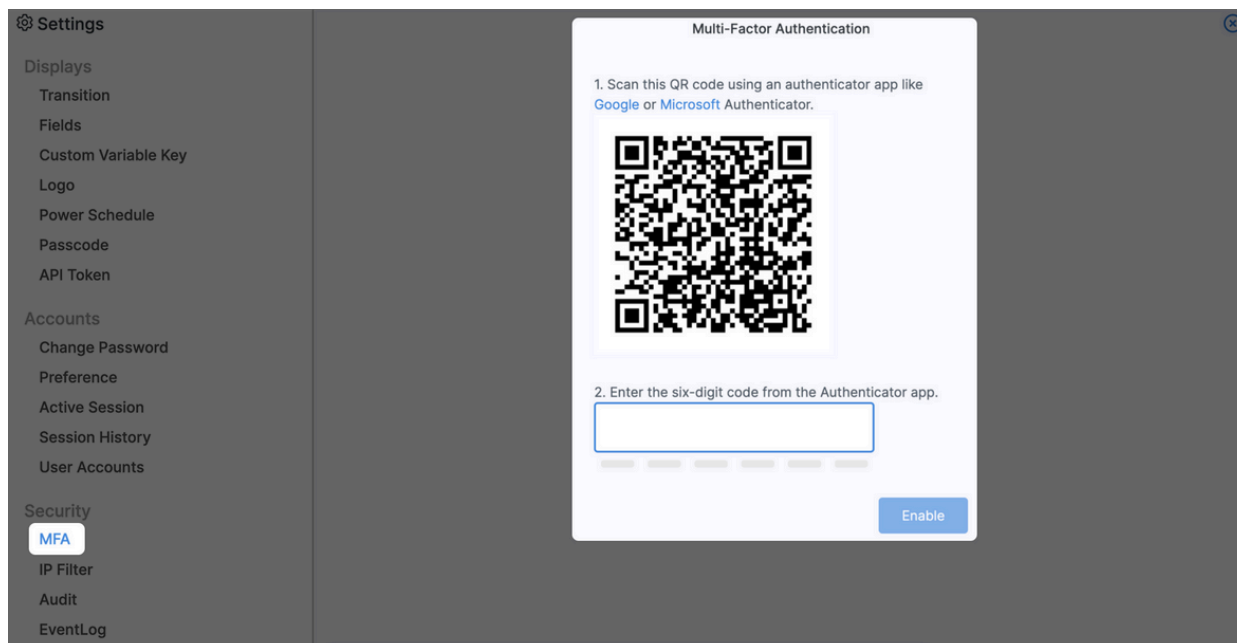
- Use the Preferences section to:
 - Select your preferred language
 - Set your time zone

- Enable specific modes to activate certain unique features



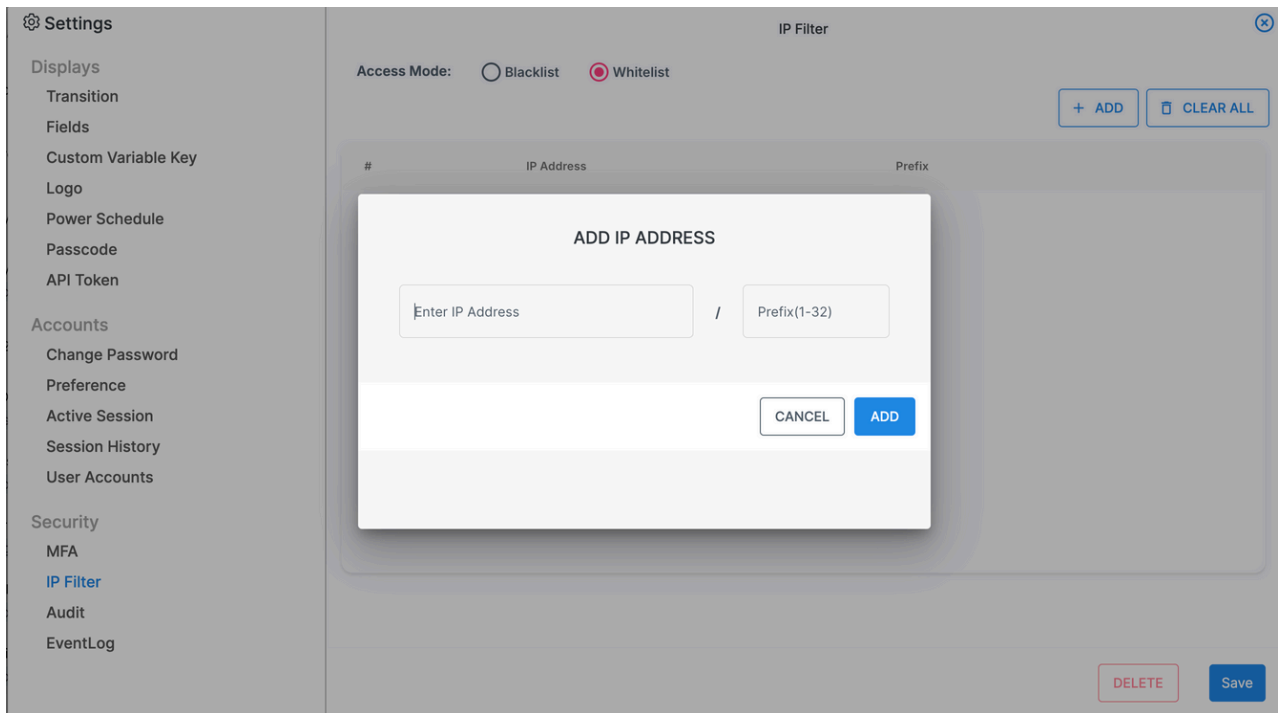
4. MFA (Multi-Factor Authentication)

- You can enable MFA using either Google Authenticator or Microsoft Authenticator for an extra layer of security.



5. Adding an IP Filter

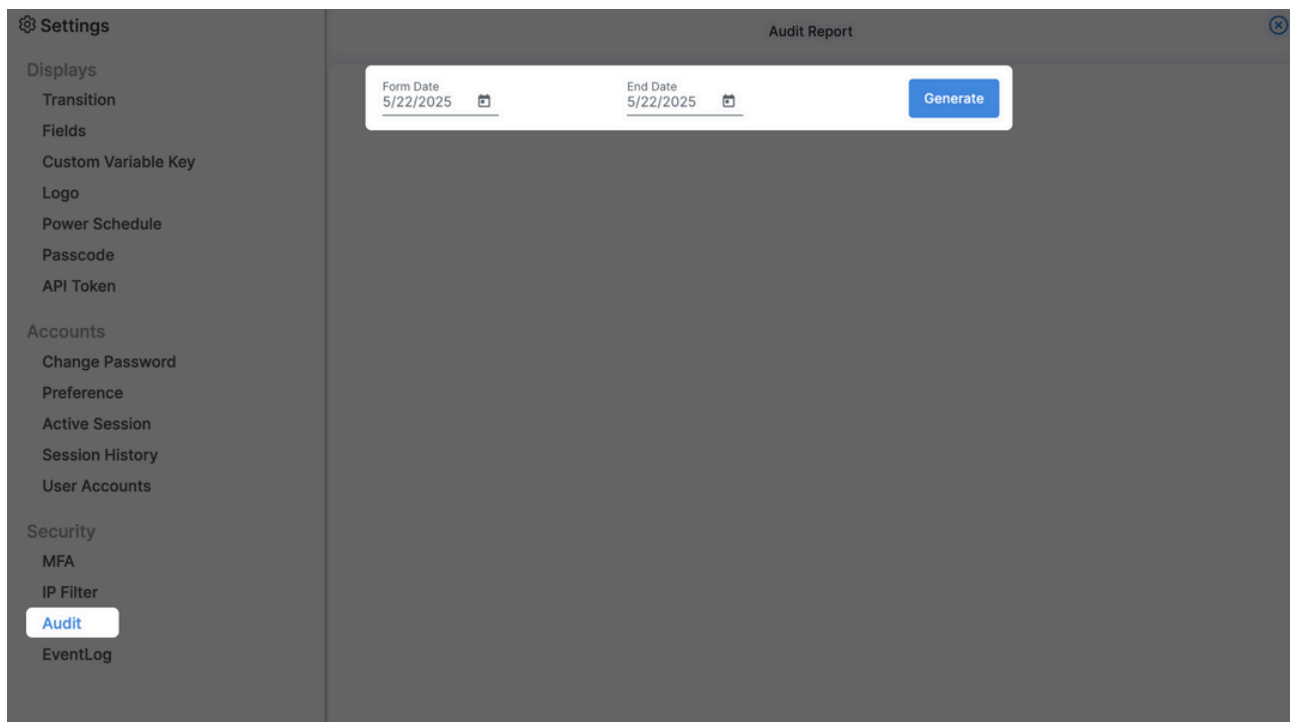
- Go to the IP Filter section
- Choose to whitelist or blacklist IP addresses based on your preference



- If you whitelist an IP, the CMS will only be accessible from that specific IP address

6. Audit and Event Logs

- Navigate to Audit Logs
- Select the desired start date and end date



- Click Generate to view the logs

7. User Roles and Permissions

- **Admin**
Full access to the CMS. Can **view**, **edit**, and **create new roles**

- **CMS Viewer**

Read-only access across the entire CMS. Cannot make any changes

- **POP Manager**

Has access to **Reports** section. Can generate reports and download Reports

- **Display Manager**

Can:

- **Add new displays**

The screenshot shows a 'Create New User' modal form overlaid on a 'User Accounts' settings page. The modal has the following fields and elements:

- First Name ***: Text input with placeholder 'First Name'. A red error message 'First name is required' is displayed below it.
- Last Name**: Text input with placeholder 'Last Name'.
- Mail ***: Text input with placeholder 'murall@zeetaminds.com'.
- Phone**: Text input with placeholder 'Phone'.
- Password ***: Password input field with a toggle icon.
- Re-Enter Password ***: Password input field.
- Role ***: A dropdown menu with the following options: Admin, Display Manager, Broadcast Manager, Content Manager, CMS Viewer, and POP Manager. The 'Display Manager' option is currently selected.
- Buttons**: 'Cancel' and 'Save' buttons at the bottom right of the modal.

The background settings page includes a sidebar with categories like Displays, Accounts, and Security, and a main area with a list of user accounts and an 'ADD USER' button.

- **View the status** of all displays in the **Displays** section or specific Displays based on the level of access given
- Add any of the existing playlists to a display at the time of adding a new display

- **Broadcast Manager**

Can **publish content** to:

- **All displays**, or
- Only to a **specific group** of displays based on the controls given

Create New User

First Name *

First Name

First name is required

Last Name

Last Name

Mail *

murali@zeetaminds.com

Phone

Phone

Password *

.....



Re-Enter Password *

Role *

Broadcast Manager ▼

☐ Upload

☐ All Display

☒ Associate Content

Broadcast Manager shall add/edit/view displays, playlists and layouts

Cancel

Next

- **Content Manager**

Has access to the **Media Library** and can **upload media files**