

# **LedCloud LED Multimedia Advertising Platform User Manual**

**V1.2**

## 目录

1. Summary.....	3
2. Operating Instructions.....	5
2.1 Registration.....	5
2.2 Binding terminal controller.....	5
2.3 Manage the terminals.....	6
2.4 User account management.....	8
2.5 Operate Multiple Terminals Use the Terminal Groups.....	9
2.6 Use the Business Page to Check the Operation Result.....	10
3. Advertisement Scheduling and Publish.....	11
3.1 Create a Program.....	12
3.2 Add an Advertisement.....	12
3.3 Approving.....	15
3.4 Breaking information.....	16

## 1. Summary

LedCloud LED multimedia advertising platform is a terminals management and advertising platform which tailored for the application of LED multimedia advertising. It integrated the function of terminal management online, programs management, material library management, user management and statistical report etc. moreover, we have developed much unique technology for the vehicle advertising which include:

- The industry's first and unique technology of Advertising's Auto-ranking

The user can specifies the time of the advertisement broadcast interval, and system can inter cut the merchants advertisement, and the system will prompt when the scheduling conflict. Now this technology has been used in multiple projects and gained user's compliment. This technology has applied for national patent.

- Advertising Auto-releasing and Auto-terminating

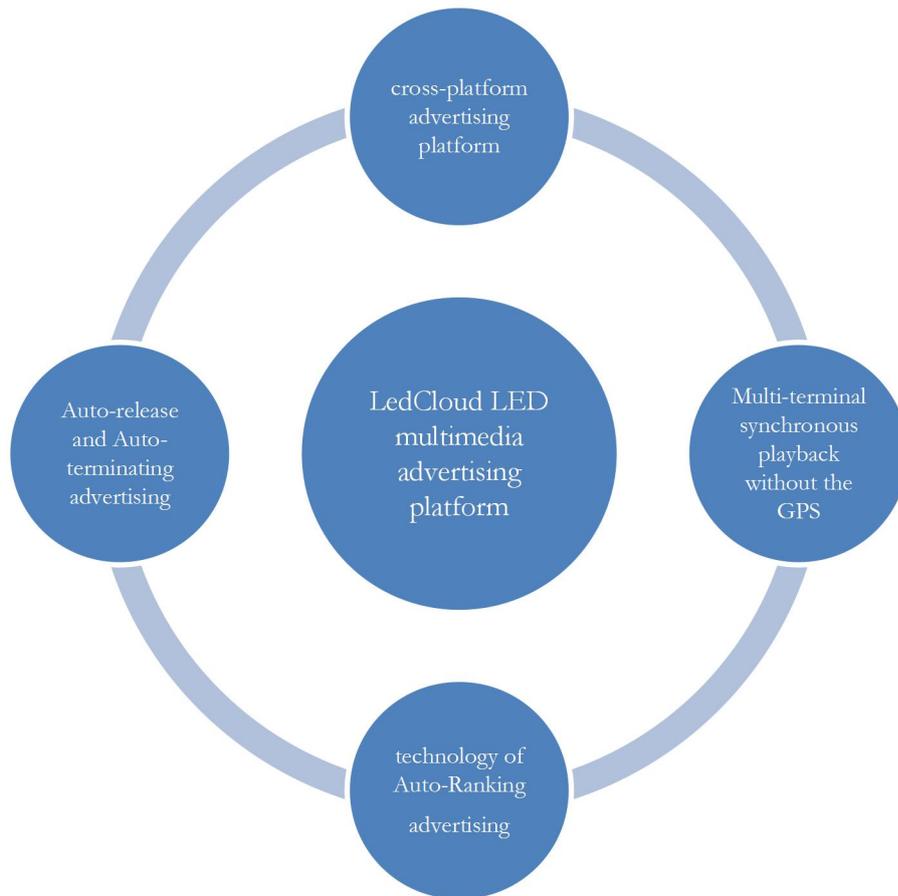
Once the advertising is bound with the contract, it will automatically release to the terminal according to the start time of advertisement in the contract, and automatically end the release when the contract expires, it can saves the works of manually publish and ending the release

- The industry's first cross-platform advertising platform

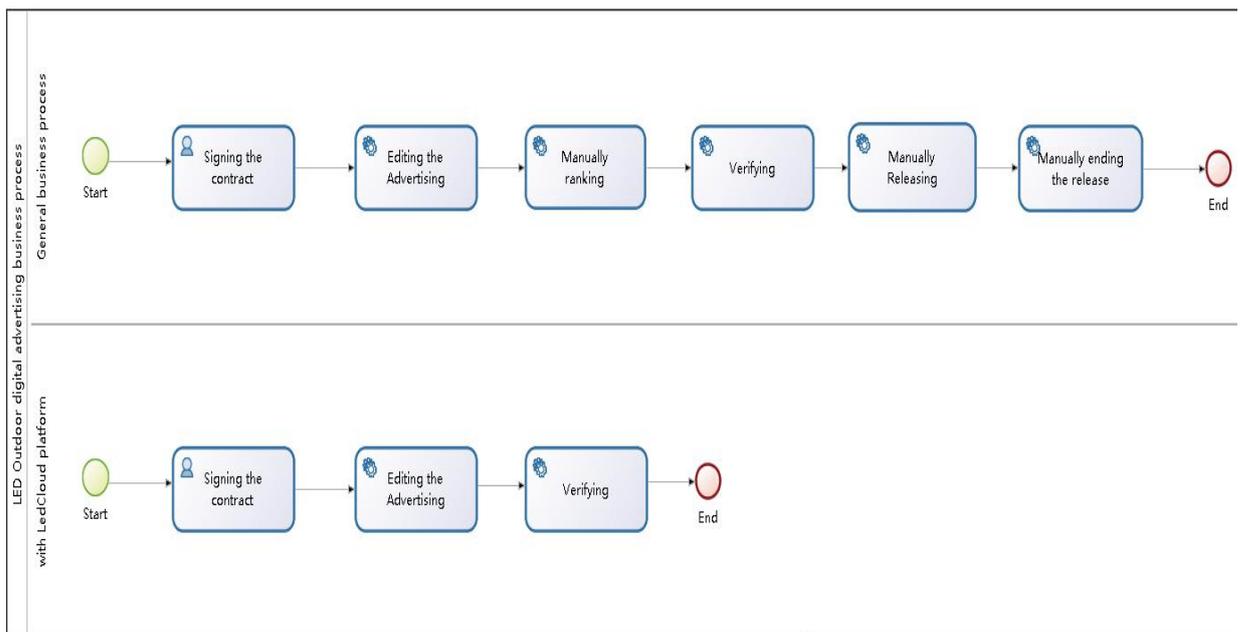
Support for Windows iOS & android system. In 2014 ShenZhen CIOE,Sheen LED is the only company which provide the system show-experience by the iPad.

- The industry's first and unique technology of Multi-terminal synchronous playback without the GPS

Sheen LED have released the second generation synchronous broadcast technology which without the GPS module, and has been used in multiple Bus and Taxi advertising projects



Compared to the traditional outdoor LED digital advertising business processes, LedCloud greatly simplified the business process

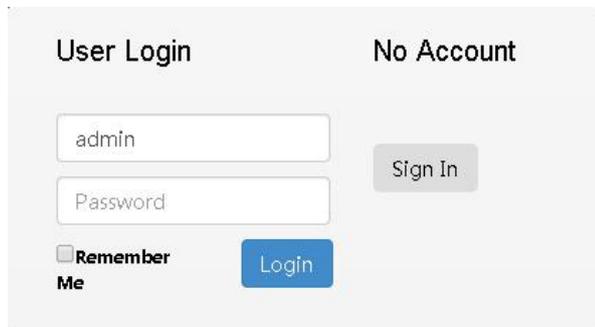


## 2. Operating Instructions

### 2.1 Registration

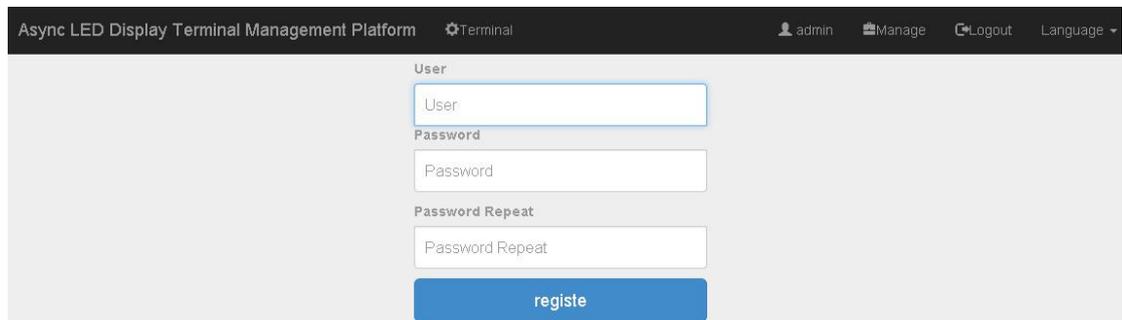
Open your browser (recommended google chrome browser), enter the URL  
<http://sheenled.net>

If you are in US you can access our US server: <http://54.213.228.236/>



The image shows a registration form with two main sections: "User Login" and "No Account". Under "User Login", there are input fields for "admin" and "Password", a "Remember Me" checkbox, and a blue "Login" button. Under "No Account", there is a "Sign In" button.

Press the Sign In button

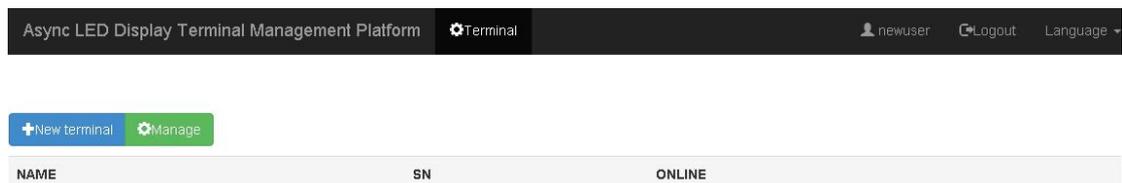


The image shows the registration form within the "Async LED Display Terminal Management Platform". The header includes "Terminal", "admin", "Manage", "Logout", and "Language". The form fields are "User", "Password", and "Password Repeat", with a blue "registe" button at the bottom.

After successful registration, contact with the sales staff, wait for the system administrator activate your account the you can login the platform.

### 2.2 Binding terminal controller

Login the platform and press the “New Terminal” button



The image shows the terminal management interface. The header includes "Terminal", "newuser", "Logout", and "Language". Below the header are buttons for "+New terminal" and "Manage". A table with columns "NAME", "SN", and "ONLINE" is visible below the buttons.

Enter the controller SN(Printed on the back of the controller),

**The initial password is 123456**

**Input**
✕

---

SN

Password



---

OK
Close

Then you can see your terminal in the list:

Async LED Display Terminal Management Platform
Terminal
newuser Logout Language

+ New terminal
Manage

NAME	SN	ONLINE
test-terminal	CE1300010001	Off

### 2.3 Manage the terminals

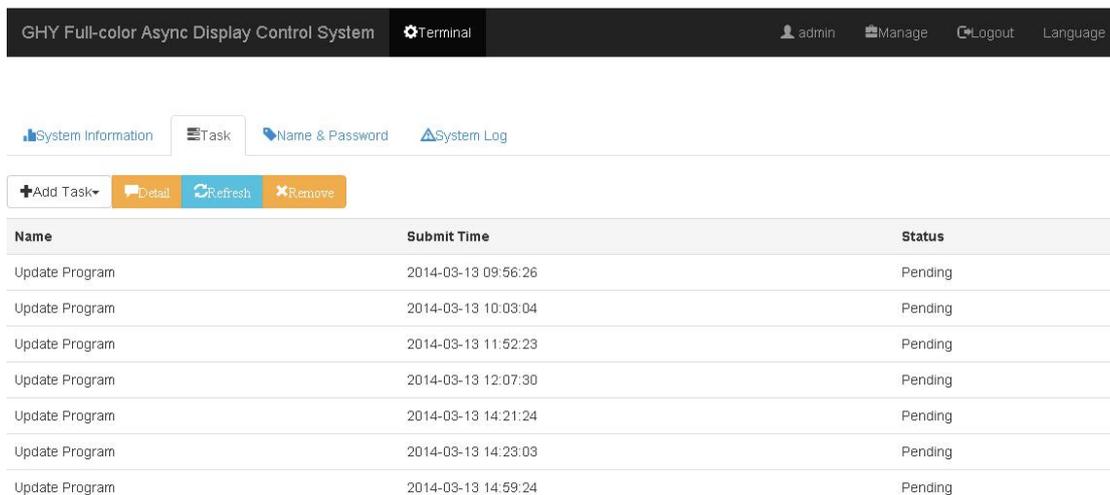
Click on the control card and click the Manage button, enter the terminal management page, you can see the information of the terminal system, including the version number, memory status, brightness values and 3G signal strength information, etc.

GHY Full-color Async Display Control System
Terminal
newuser Logout Language

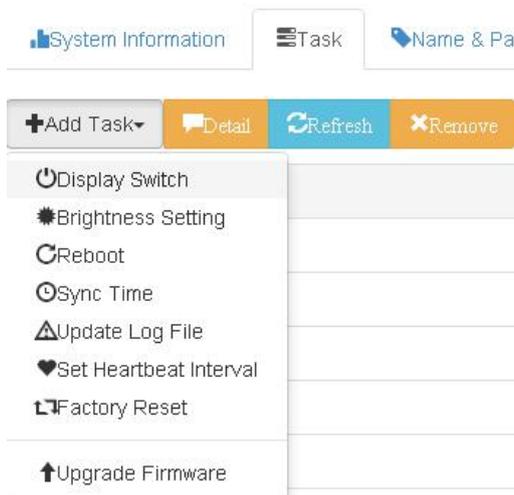
System information
Task
Name & Password
System Log

Name	test-terminal
Serial Number	CE1300010001
Width	192
Height	192
Firmware Version	1.8
FPGA Version	8
Available Flash Space	3029700
Brightness Status	ON
Brightness	8
Brightness Mode	manual
Last Online	2014-03-27 16:58:40
Heartbeat interval	5
Network	3G
Signal	21

In Task Manager page you can see the status information of current tasks and the tasks previously performed



Click the Add Task button, you can choose and add a new task to the terminal



In the Password page you can modify the name and password, the terminal initial password is 123456

The screenshot shows two forms in the 'Terminal' management section of the GHY Full-color Async Display Control System. The first form, 'Rename Terminal', has a 'New Name' input field containing 'test-terminal' and a 'Submit' button. The second form, 'Change Password Of Terminal', has three input fields: 'Current Password' (containing 'Old Password'), 'New Password' (containing 'New Password'), and 'Repeat Password' (containing 'Repeat Password'), with a 'Submit' button at the bottom.

In the System Log page to see the error log of the terminal

The screenshot shows the 'System Log' page in the GHY Full-color Async Display Control System. It features a 'Refresh' button and a 'Clear' button. Below these buttons is a light blue box containing a list of system log entries, each starting with a timestamp and an error message, such as 'xmlReadFile: /mnt/system/config/display.xml failure!' and 'Open serial device failed!'.

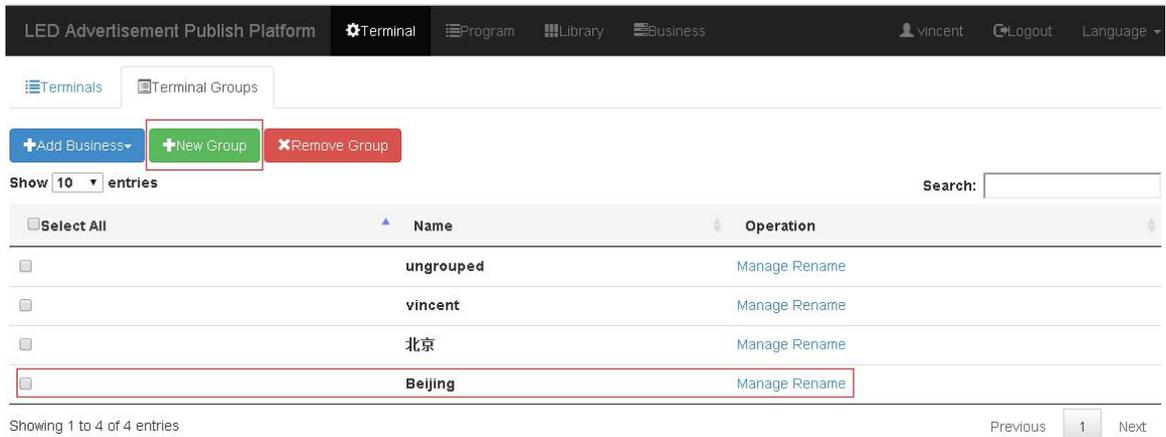
## 2.4 User account management

Click on the top right corner of the user name, you can access your account management page, where you can modify the password changes and other operations

The screenshot shows the 'Account Management' form in the Async LED Display Terminal Management Platform. It includes a navigation bar with 'Account', 'Message', and 'Dynamic' options. The form has three input fields for 'Current password', 'New password', and 'Repeat password', each with a masked password indicator (\*\*\*\*\*). A 'Submit' button is located at the bottom of the form.

## 2.5 Operate Multiple Terminals Use the Terminal Groups

The terminal can be grouped for unified operation. In the page of Terminal click the New Group button create a new group “Beijing”



Then return the page of terminal list selects the target terminal click the Group button



and move it to the Beijing group

Then move another terminal to the Beijing group similar.

Now there are 2 terminals in the the Beijing group:

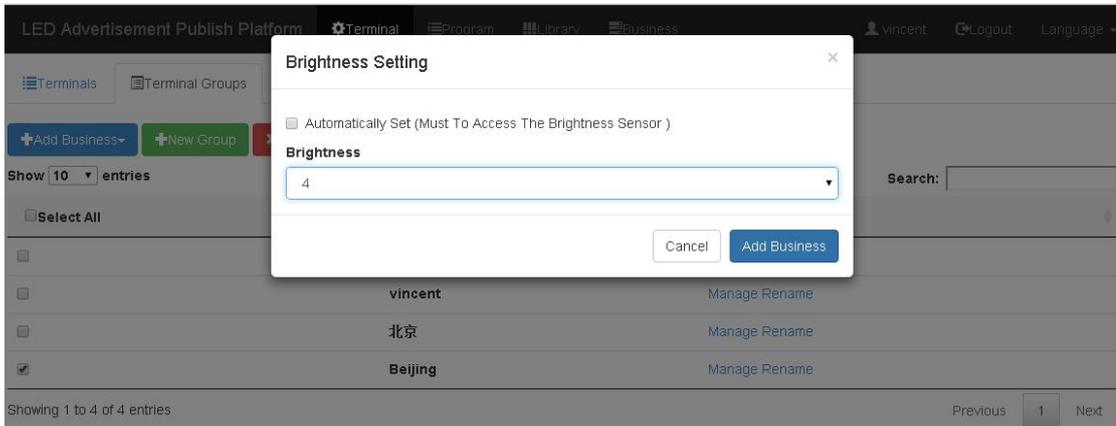


Go to the Terminal Groups page, now we can operate the Beijing group

Similar, we can publish we advertisement to the terminal group as well.

## 2.6 Use the Business Page to Check the Operation Result

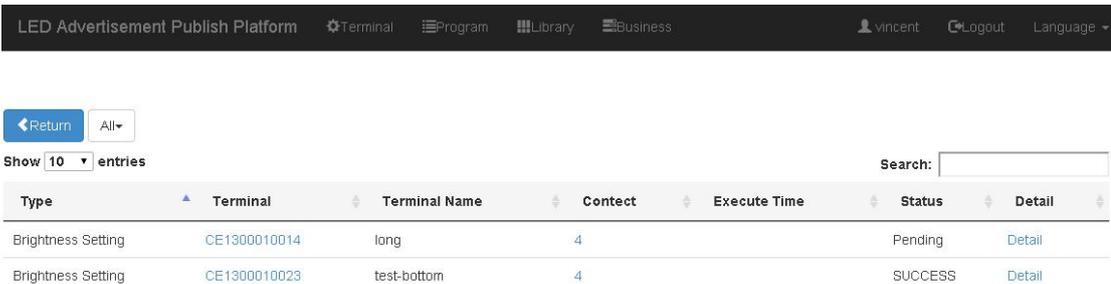
suppose we submit a task of setting brightness to the terminal group Beijing,



then we can go to the business page and we will see a record for the operation.



Click the detail button, we will see there are 2 task in the list, one status is pending and another is SUCCESS because the terminal “long” is not online, when it is online, the task will be executed and this business will be finish.

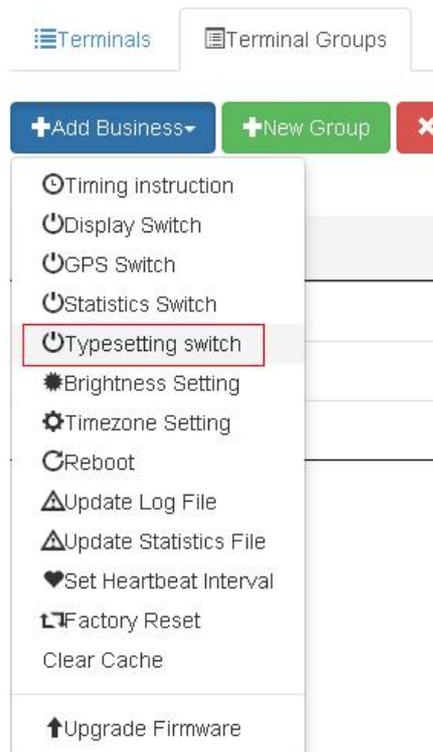


### 3. Advertisement Scheduling and Publish

Before you begin, you should check if the typesetting switch is ON of your terminal controller:

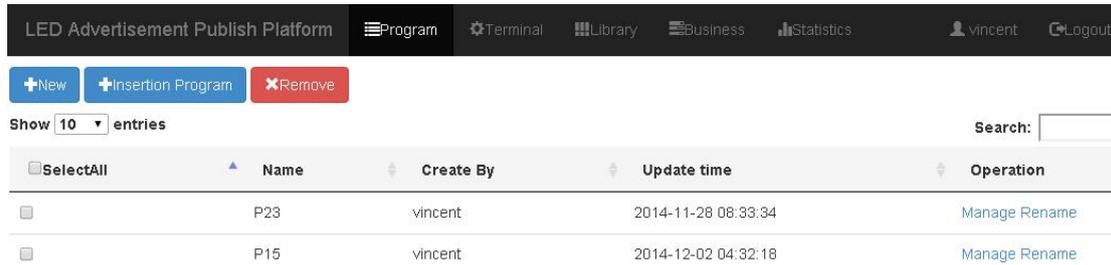
Status	
Available Flash Space	3008.34M
Temperature	0°C
Humidity	0%
Brightness Status	ON
Statistics switch	OFF
Sync switch	OFF
Typesetting switch	ON
Brightness	8
Brightness Mode	Manual
the Final time	2014-12-05 12:53:25
Heartbeat interval	10

If it is OFF, you need switch on it first:



### 3.1 Create a Program

Switch to the programs page:



Click the New button:

**Name**

**Width**

**Height**

Input the display width and height information, then click the Create button

### 3.2 Add an Advertisement

Click the New button on the edit page



There are 2 type of advertisement, one is the Business Advertisement which is the customer’s advertisement need to be post and another one is the System Advertisement

which is the merchants ADs or Public Service Advertising which use insert to the system idle time to play.

Business
 System

Width <input type="text" value="192"/>	Height <input type="text" value="64"/>
Time(second) <input type="text" value="10"/>	Speed <input type="text" value="very fast"/>
Effect Entry <input type="text" value="Random"/>	Effect Exit <input type="text" value="Random"/>
Start date <input type="text" value="2014-12-05"/>	End date <input type="text" value="2015-01-03"/>
Stage-Begin <input type="text" value="00:00"/>	Stage-End <input type="text" value="23:59"/>
Interval(minute) <input type="text" value="10"/>	Beginning <input type="text" value="Auto"/>

Parameters are described in the following table::

Parameters	Desc	Range
Ads type	Business Ads: The customer's Ads and this have the most high priority!  System Ads: the merchants ads or Public Service Advertising	
Start Date End Date	The Ads only play between the start and the end date	The start date cannot before than the current day.
Stage Begin Stage End	The Ads only play between the between the Begin and the end in one day. Default is 00:00~23:59	00:00~23:59
Beginning	The time of the Ads first time play	0~length of the Ads
Interval	The Ads play interval period time	1~60min

Click the Upload button after setting, then select the file you want upload to the server.

LED Advertisement Publish Platform | Program | Terminal | Library | Business | Statistics | Vincent | Logout | Language

**2014-12-05 12:20:40** | 2014-12-05 12:00:00

**Ads scheduler**

Show 10 entries | Search:

Name	Type	Status	Interval(minute)	Time(second)	Operation
food.jpg	Business	Success	10	10	Delete Edit Submit
clothes.jpg	Business	Success	10	10	Delete Edit Submit

Showing 1 to 2 of 2 entries | Previous | 1 | Next

When finish , you can click the submit button to submit the ads your want publish, then the Ads will move to the Checking table and waiting for the approve:

Show 10 entries | Search:

Name	Type	Interval(minute)	Time(second)	Operation
clothes.jpg	Business	10	10	Detail Recover

Showing 1 to 1 of 1 entries | Previous | 1 | Next

When the ads approved,you will find the ads in the Approved list:

Show 10 entries | Search:

Name	Type	Interval(minute)	Time(second)	Operation
clothes.jpg	Business	10	10	Detail Publish

Showing 1 to 1 of 1 entries | Previous | 1 | Next

Click the publish button to publish the Ads:

Target-terminal

Terminal Groups | Terminals

Show 10 entries Search: [ ]

	Name	Number
<input type="checkbox"/>	ungrouped	0
<input checked="" type="checkbox"/>	vincent	1
<input type="checkbox"/>	北京	0

Showing 1 to 3 of 3 entries Previous 1 Next

Close Publish

Then the Ads will move to the published:

Edit | Checking | **Approved** | Published | Invalid

Show 10 entries Search: [ ]

Name	Type	Interval(minute)	Time(second)	Operation
clothes.jpg	Business	10	10	Detail Invalid

Showing 1 to 1 of 1 entries Previous 1 Next

If you want stop a Ads you can click the invalid botton, then it will move to the invalid list:

Edit | Checking | Approved | Published | **Invalid**

Show 10 entries Search: [ ]

Name	Type	Interval(minute)	Time(second)	Operation
clothes.jpg	Business	10	10	Detail Delete

Showing 1 to 1 of 1 entries Previous 1 Next

**Remark : the Ads witch out of date will auto change to the invalid state, you need not to invalid it by manual**

### 3.3 Approving

Suppose the test user have the permission to approve the publish request from the user Vincent. When the test user login he will see the publish request in the Checking list:

Show **10** entries Search:

Name	Type	Interval(minute)	Time(second)	Operation
clothes.jpg	Business	10	10	<a href="#">Detail Check</a>

Showing 1 to 1 of 1 entries Previous **1** Next

Click the check button can check the Ads' s content and parameters:

Business
  System

Width <input type="text" value="192"/>	Height <input type="text" value="64"/>
Time(second) <input type="text" value="10"/>	Speed <input type="text" value="very fast"/>
Effect Entry <input type="text" value="Random"/>	Effect Exit <input type="text" value="Random"/>
Start date <input type="text" value="2014-12-05"/>	End date <input type="text" value="2015-01-03"/>
Stage-Begin <input type="text" value="00:00"/>	Stage-End <input type="text" value="23:59"/>
Interval(minute) <input type="text" value="10"/>	Beginning <input type="text" value="00:00:10"/>
文件名 <input type="text" value="clothes.jpg"/>	

Click Approve button to approve it and Reject button to reject back it.

### 3.4 Breaking information

Breaking information will break the program current playing to play a text or image information. User need set the play time for the information, and when the time is up the terminal will switch back to play the original program.

Click the Insertion Program button in the program page:



Then input the name, play time and size of the information:

**Name**

**Time(s)**

**Width**

**Height**

Click create button, and then will switch to the edit page. Here we can select a information type text or image.

When finish click Update button then back to the program page.

Show **10** entries Search:

<input type="checkbox"/> Select All	Name	Create By	Update time	Operation
<input type="checkbox"/>	P3	vincent	2014-10-10 10:14:17	Manage Publish Rename
<input type="checkbox"/>	scheduling	vincent	2014-11-18 03:21:17	Manage Publish Rename
<input type="checkbox"/>	breaking information	test	2014-11-18 04:08:30	Manage Publish Rename

Then you can publish it just as publish an advertisement program.