

InfoAktiv

Setting the Standard



InfoAktiv Content Manager

User Guide

For Content Manager Version 2.1 - Jan 2009

Contents

Terms Used	2
Preface	3
Supported Software Versions	3
Points to Note	4
Best Practices.....	5
Overview.....	6
Creating a TouchScreen Content Folder	6
Starting Content Manager.....	7
Creating a Content Folder.....	8
Content Wide Settings	11
Attractor Screens.....	11
Default Banner Picture	11
Background Imag	12
Set Default Collection Questions.....	12
Scanning Visitor Badges and Barcodes	13
Edit Default Email Template	14
Edit Default Web links Email Template.....	16
Web links in documents.....	17
Web Link Rules	18
Web Link Cautions:	19
Define Custom Buttons.....	20
Global Settings Conclusion	20
Manage Folder & Contents	21
Quiz Setup	26
Documents & Folder Modifier Details	30
Owner Document Modifiers	30
Folder and sub-folder modifiers.....	32
Appendix - Enhancements in TouchScreen V2.1	33
Index.....	34

Terms Used

Collateral:

The owner's marketing information within the Content Folder. This can include pdf documents, PowerPoint presentations, video files and audio files.

Content Folder:

The owner's collateral organized into a hierarchy for presentation to the User. The Content Folder also contains configuration information and records of the Users' activity. On a technical level the Content Folder is a Windows folder with a number of sub-folders containing standard Windows file types.

Owner:

The marketing person who will set up a Content Folder of information to present with the TouchScreen application.

User:

The customer or prospect using the TouchScreen system.

Points to Note

Security & Antivirus Software

Please note that, with web access available, the customer is responsible for installing and maintaining their own anti-virus and security software which should be in accordance with their own company procedures.

Email Access

MS Outlook has been provided and this should be set up according to customer requirements, for instance, VPN access. It is also suggested that a 'Marketing' email address is set up separate from personal emails. This has two advantages – personal email boxes are not filled with all exhibition requests and, with a change of personnel, there is no need to change the email address for the exhibition or event. In MS Outlook, email should be set up to be sent immediately.

Exec files and Shortcuts

Exec, 'exe' and application shortcut implementations should be used with care as they could compromise the security or the normal running of the TouchScreen application. The following should be considered when setting up any of this type of content:

- Consideration must be given to the location of the material content and the fact that it may not be automatically copied with the TouchScreen 'Load New' button if it is not contained within the overall content folder.
- If the material is contained within the content folder, then consideration should be given to placing content within a ~config folder so that they are not displayed as collateral content. (~config hides its content from the TouchScreen display)
- Exec files that are hard-coded with the content location should be built with the above points in mind or create a Windows Shortcut by right-clicking on the exec file and copying the shortcut to the appropriate location.
- If the application allows access to the internet, then the standard security practice should be observed.
- On exiting an application started through an exec or shortcut, it is the responsibility of the application to clean-up and pass control back to the TouchScreen application.
- None of the actions – 'Print', 'Copy to USB', 'Email', 'Contact me' will be available to an application started through an exec file or shortcut. In other words, the detail document viewing screen of InfoAktiv will not be able to be opened.
- The TouchScreen application will not be able to handle any problems/ crashes/ exceptions occurring in the exec or shortcut file or its application.

While these caveats should be considered, they are not onerous, and execs and shortcuts can provide some spectacular effects. Wherever possible please ensure that the designers of this type of content are made aware of these cautions so that they can build their material to be best displayed by the TouchScreen application. It is also recommended that Shortcuts be created rather than using exec files directly.

Content Folder Location

The TouchScreen application requires that content to be displayed is contained within the 'C:\InfoAktiv\' directory or folder.

Best Practices

In order to use your InfoAktiv TouchScreen to good effect, the following are some hints to be considered:

1. Plan and prepare properly
 - Know what your event objectives are
 - Know who your audience is
 - Know what you want to achieve by using InfoAktiv.
2. Know how you're going to use the InfoAktiv TouchScreen – will there be many short visits collecting information, or protracted visits browsing? Trying to do both on the same system will fail if the event or stand is busy.
3. Ensure that folder and document titles are informative – as far as possible, lead the customer to the important collateral that you want them to look at.
4. Try to segment the content as finely and logically as possible. – people struggle with long lists of items.
5. When capturing customer information, don't ask too many questions. Just as on the internet, too many questions put people off.
6. Test your creation – make sure your content appears as you want it to.
7. Attract the customers, tweak people's curiosity or give them a reason to use the InfoAktiv TouchScreen and view your content:
 - Use the 'Attractor' screen – the use of graphics is a good idea and a relevant attractor screen is essential if you aren't actually leading users to the machine
 - Set up a 'draw' or 'promotion' using the quiz facility
 - 'Give aways' – some companies give away USB sticks to draw customers into the InfoAktiv system and it also enables the customer to take copies of your collateral that you want them to view.
8. The InfoAktiv TouchScreen works best when integrated in the sales process – show the booth staff how it works so that they can use it as a sales aid/prompt.
9. Ensure that there is a follow-up process in place.
10. After the event:
 - Analyze the audit files for content viewed and requested to see if there are any lessons to be learned
 - Check with event staff to collect their thoughts and views
 - If possible, ask the customers.

Overview

There are two main elements to consider when setting up an InfoAktiv TouchScreen system:

- The Display program that presents the owner's marketing collaterals to the TouchScreen User
- The Content Folder that contains the owner's collateral.

The purpose of this guide is threefold:

1. To explain how the owner can build the Content Folder of collaterals
2. To explain how to tailor TouchScreen's appearance and information presentation
3. To explain how to take advantage of InfoAktiv's value-added features:
 - a) the ability to capture user data, and
 - b) the capability to set up and run quizzes and competitions.

This guide will take you through setting up a Content Folder, adding collaterals, and show how to tailor and enhance their appearance within the display program. It will also take you through setting up a competition or quiz.

During the setup, various files are created; within the 'Documents & Folder Modifier Details' section, tables will give you a description of what these files do, although, if using Content Manager you do not need to know the details as files are automatically created and completed for you. For the more inquisitive and brave, there is a detailed description of some of these files in the 'Documents & Folder Modifier Details' section, and, for full details of all files and their content structure you should consult the Manual Setup document.

The TouchScreen application supports the following file types: Adobe pdf, Microsoft Powerpoint, Macromedia Flash swf, Windows Media Player supported movie and audio files, application execs and shortcut files.

Creating a TouchScreen Content Folder

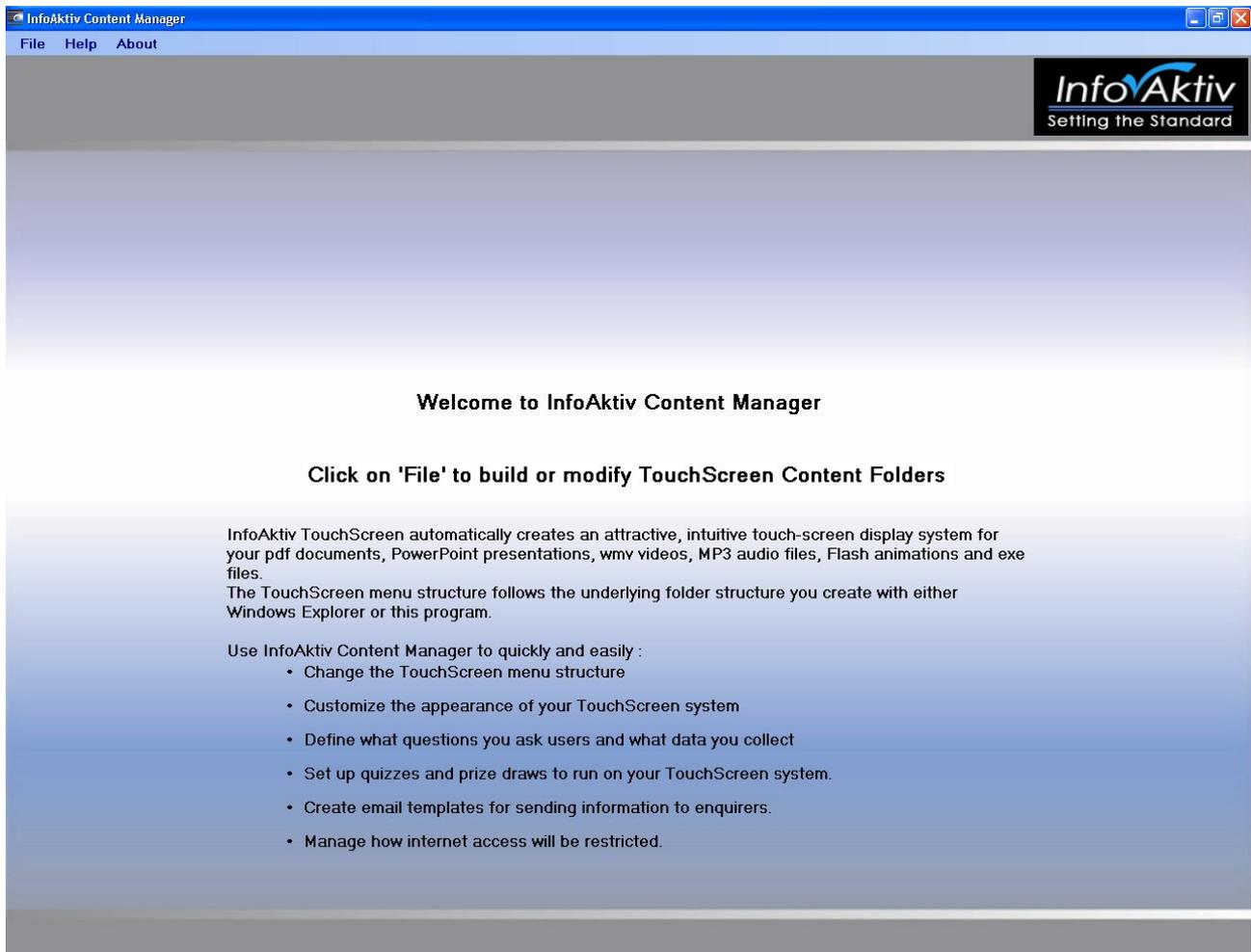
In order to best show how to use Content Manager I will build a simple presentation:

- As mentioned in 'Points to Note', the TouchScreen application requires that content resides on the C drive within a first level folder named 'InfoAktiv' I will set up a new content folder for my presentation within this folder and named 'CM Demo' – 'C:\InfoAktiv\CM Demo'
- I already have some marketing material, relating to the company 'InfoAktiv', in two folders, which I will import into my presentation folder 'CM Demo'
- I will change both folder and document titles and enhance the presentation by using my own icons rather than the system defaults
- To complete the demo I will set up a quiz employing many of the quiz options including video, pdf and photo clues

I will also draw your attention to the 'Help' buttons – as I do not describe in full detail all the functions of the CM application, it really is worth spending a short time to review these screens.

Starting Content Manager

You start the InfoAktiv TouchScreen application by double-clicking or double touching the Content Manager application Icon. You will be presented with the following screen.



On the top left of the screen (shown above) you will see 'File' 'Help' and 'About' – click on 'About', then click the drop-down and the following window will appear. This manual is written for Version 2.1 of Content Manager. (From now on, referred to as 'CM')



Close the 'About' window, then click on 'Help' and then the drop-down and the following text will appear in a window (the text is reproduced here as it is an important first step in using the CM):

"InfoAktiv Content Manager provides a user-friendly interface to create and modify the content folders to be presented by InfoAktiv TouchScreen. It provides a graphical interface for creating and modifying all the necessary files in the content folder. It is designed to save a significant amount of time, particularly when customizing the appearance of folders and setting up details collection questions and quizzes.

To start, click New Content Folder under File menu. This will create a new content folder with the name you specify and a '~config' folder within the content folder to hold all necessary files such as - the default screensaver, the help files, the question files, etc.

You can work with an existing content folder using Open Content Folder.

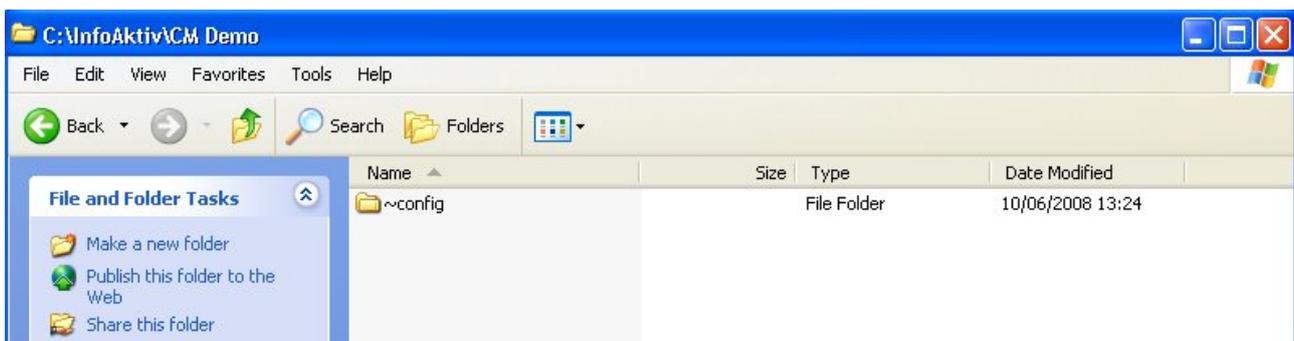
The File menu will list the ten most recent content folders you have worked with.

Using 'Copy Content Folder To', you can copy the content folder you have created to another location such as a USB stick, ready for transfer to an InfoAktiv TouchScreen System."

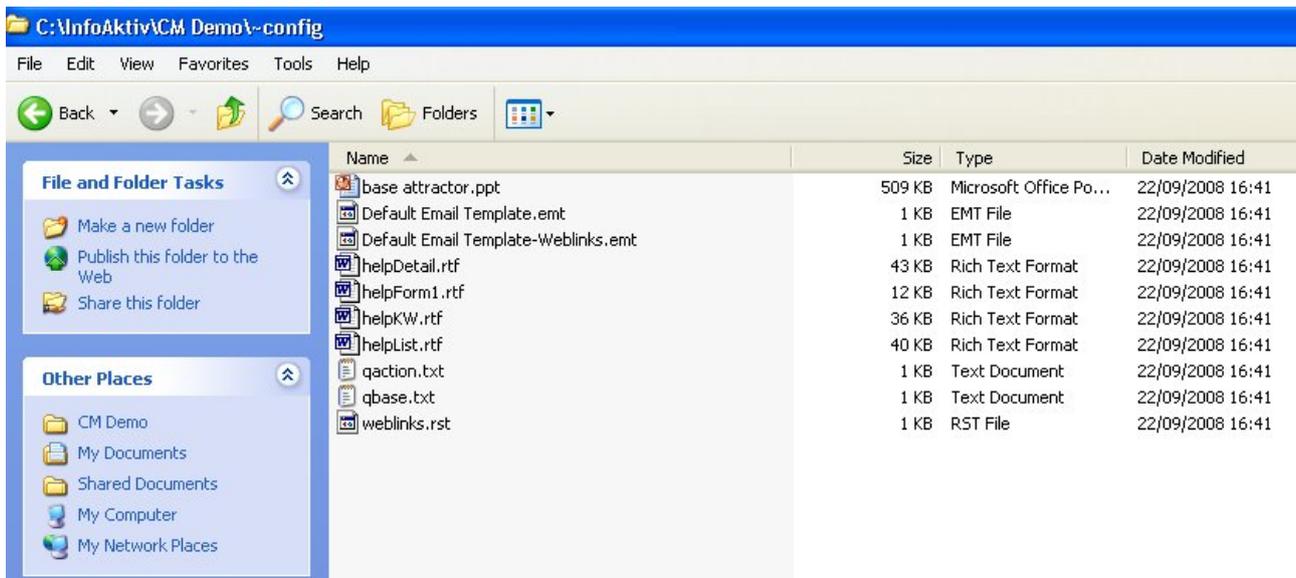
Creating a Content Folder

Click 'File' on the top left of the CM application screen and click 'New Content Folder'. A familiar directory-style window appears, select the folder that you need to create your content folder in and also name the folder.

This action also creates a '~config' folder within your new content folder, if you select your content folder within the Windows 'My Computer' browser then you should see the following.



This automatically creates a number of required files within the ~config folder. Note that the Audit files are created by the TouchScreen application when run, not by CM.



The following table explains the function of these files:

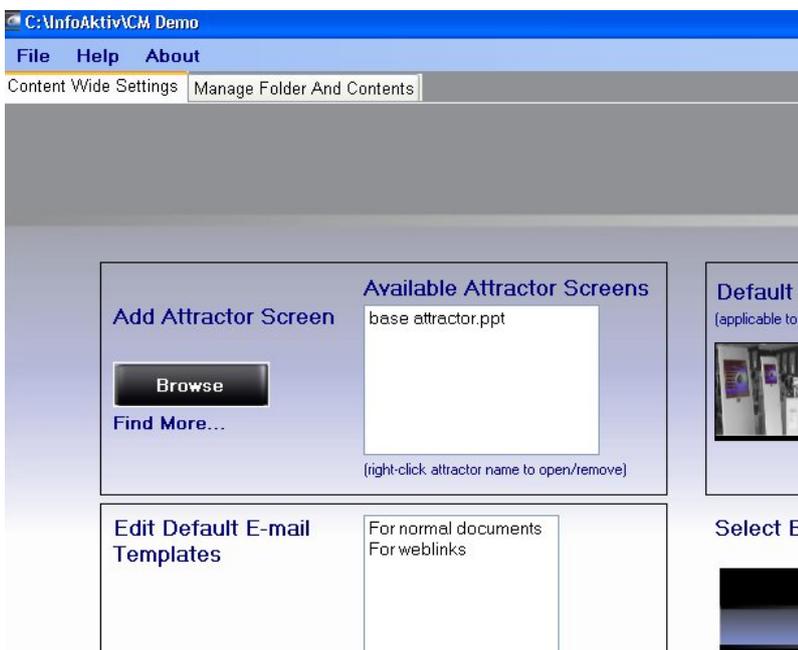
File	Description / Example / Format
qbase.txt	All available 'simple' data capture questions. E.g. open questions such as 'Name'. A default set of questions, based on those in Microsoft Office Outlook Contacts is supplied by InfoAktiv, and the owner can supplement these with whatever other questions he chooses.
Qbasemc.txt	All available multi-choice data capture questions. The owner can build multiple choice questions with single or multiple answers allowed. E.g. 'Are you interested in 1) Buying 2) Renting or 3) selling – Tick all that apply'.
Qactions.txt	Defines what data capture questions are asked when certain actions are performed by a user (email action, print action, contact me action etc.). This allows the owner to define what information he will ask a user for before supplying him with collaterals.
Default Email Template.emt	The template is used with normal documents viewed on the InfoAktiv system. Typically you will attach the relevant document when a user requests a copy by email. The owner can edit the content of this email template by right-clicking the selected file in the listbox. You can also double-click the filename to edit it.
Default Email Template-Web links.emt	The template is used when the User requests information that is actually on a website being viewed from the TouchScreen system. It will send a URL rather than attaching a document. You can edit the content of this email template by right-clicking the selected file in the listbox. You can also double-click the filename to edit it.
Web links.rst	Contains the permission settings that control access to the Internet from web links that are contained in documents in the Content Folder.
attractor.ppt	Default attractor.
File	The files below are supplied by InfoAktiv
helpForm1.rtf	Help text shown for Initial configuration screen
helpDetail.rtf	Help text shown for Detail screen
helpList.rtf	Help text shown for Listing screen
helpKW.rtf	Help text shown for Keyword Screen

Help Files – (Owner modification is optional)

Most screens have a Help button. Pressing this brings up text and an optional picture. The text itself comprises two parts: InfoAktiv's text on system operation and optional user defined help.

The system operation help is held in the ~config folder. The User defined help is held in text files called userhelp.rtf. These files are placed within the Content Folder structure and as such apply to all user documents within the sub-folder. The User can also specify a picture to be displayed alongside the help text. This is held in a file called userhelp.jpg (see table above)

Back to CM and you will see two tabs displayed, 'Content Wide Settings' and 'Manage Folder & Contents' as shown.



Content Wide Settings

Selecting the 'Content Wide Settings' tab as shown in the picture below:



While this page is used to define the global settings for the complete Content folder, 'Banner Pictures', 'Collection Questions' and 'Email Templates' can also be varied at the folder and individual document levels.

Attractor Screens

These are used to attract customers to the touch screen, your stand, your demo. While the default is currently selected you can substitute this with your own PowerPoint presentation, 'Flash'.swf or 'Screensaver'.scr' formats. To select your own presentation, click the browse button, and select the required files, i.e. PowerPoint and associated video or sound files, CM will copy these files into the ~config folder for you.

Default Banner Picture

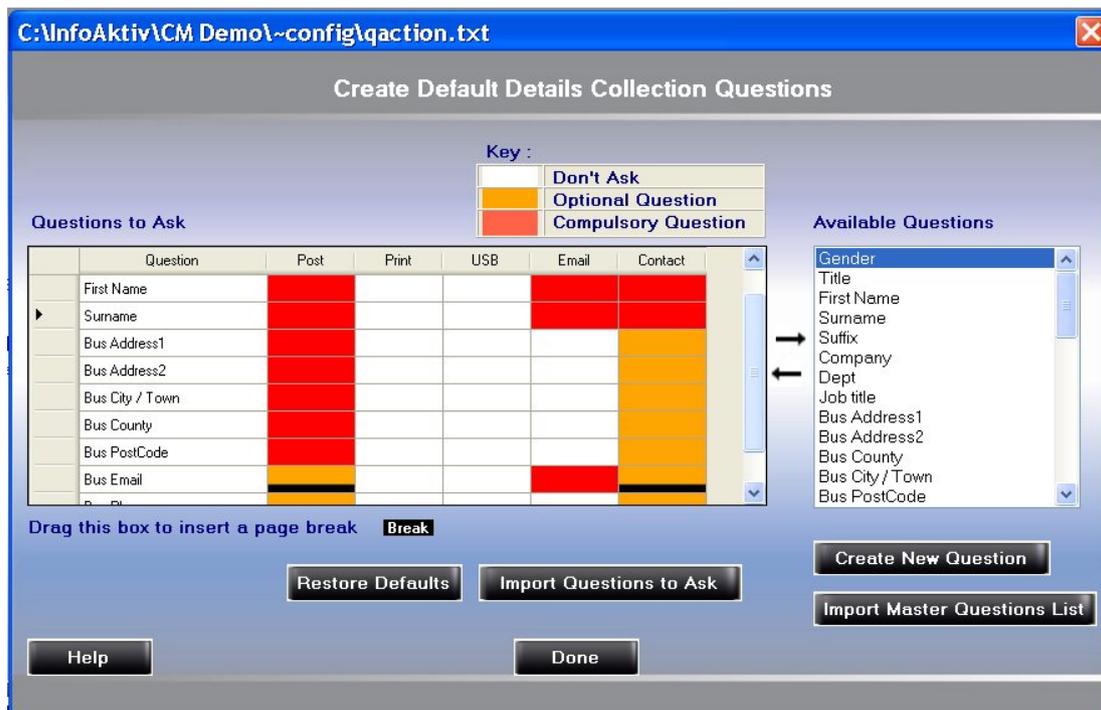
This particular banner is the default banner for all folders – each folder will have the option to select a specific banner for that particular folder. If one isn't selected the default banner (this one) will appear. The banner picture should be in bitmap format and is stretched to 1280x95 pixels, so to avoid distortion you should try and ensure that your banner is as close as possible to the required size. Again, to select your banner, use the banner browse button to select the appropriate file.

Background Image

The image displayed is the default image and is a JPEG file type. Caution should be used when selecting to use your own background as the TouchScreen application displays content information at fixed points on the screen and, if a personal background colour is applied, it may be that the content information may no longer be visible. InfoAktiv can provide a service to change the background colour to fit corporate requirements.

Set Default Collection Questions

This section is slightly more complex and it is useful to understand this before looking at the Email Template tab.



The best place to start is with the 'Help' text, some of which is reproduced below:

"This screen can be used to set up the questions that users will be asked when they ask for copies of information on the TouchScreen system. Different sets of questions can be asked depending upon the media on which the user has asked for the information to be provided. For example, if a user asks for information to be posted, you will probably want to make questions about the postal address compulsory, whereas if he or she asks for an email, you might not even ask for postal address but will want the email address to be compulsory. Questions can be further tailored down to a document or item level".

While usage is mostly intuitive and amply explained by the 'Help' text, it is worth reiterating the use of 'drag/drop' for adding and removing questions from the User list, and the use of 'page break' (indicated by a black bar in the above picture under 'Request'), which is mandatory after the eighth open question and between open and multi-choice questions. Again, this is explained in the 'Help' text.

Also of note is the 'Key' which designates if a question is 'not asked', is 'optional' or is 'compulsory' (an asterisked question on the actual TouchScreen application). To select, place your cursor on the appropriate cell and left-click to cycle through the options.

You can also create your own questions, which can be either Open or Multi-choice, i.e. for a Contact Request asking how the User prefers to be contacted. At this point it is important to draw attention to the two Audit files that are produced when the TouchScreen application is started. (see 'End of Day' in the TouchScreen User Guide), there are two areas of caution associated with the Audit data:

1. The answer cell a user ticked for a multi-choice question will contain 'YES', whereas those not ticked will contain a 'NO' – beware of a double negative, i.e. if you set a 'yes/no' question and the User ticks 'no', the column for the 'no' answer will indicate the User selected this answer with the word 'yes'.
2. When the Audit Header file is created there is a column to reflect each possible question, if you add extra questions or change them, you must copy and delete the original Audit Header.txt and Audit.txt files so that new ones can be formed that reflect the new questions and question order.

When you have completed the question design, exit by clicking the 'Done' button.

Scanning Visitor Badges and Barcodes

Many events and venues issue visitors with barcoded identification badges. Generally their process is as follows:

1. The visitor provides his or her contact details and answers profiling questions when registering for the event.
2. The event organizer or their registration company collects the visitor contact details in a database.
3. At the event each visitor is given a badge with a unique number barcoded on it.
4. Exhibitors hire barcode scanners to record the codes of people they talk to.
5. After the show the registration company provides exhibitors with the contact data of the people they scanned.

Many registration companies will allow exhibitors to use their own scanners (they will, quite reasonably, still charge for their data and lead retrieval services though). In this situation the exhibitor will give the registration company a file of bar code numbers after the show and the registration company supplies the corresponding contact data.

With the optional barcode scanner, InfoAktiv TouchScreen supports scanning visitor badges. This provides a very fast and convenient way to collect contact details at events where the registration company agrees to cooperate. By combining barcode scanning with your own customized questions on TouchScreen you can collect exactly what information you want to know along with comprehensive contact details.

“The InfoAktiv barcode scanner is optimized to work in the TouchScreen environment. It mounts on a kiosk or counter top and can either sit in a cradle to scan automatically or work in hand-held mode.” If you would like more information about InfoAktiv barcode scanners please contact infoAktiv (info@infoaktiv.com) or your InfoAktiv business partner.

Edit Default Email Template

When the User requests a piece of collateral, or a website link to be emailed, the TouchScreen system can create a Microsoft Outlook email. The owner specifies on the TouchScreen application Configuration Screen as to how MS Outlook handles the email. As in V2.0, details will always be recorded to the audit files - however, V2.1 provides two additional options: the automatically created emails can be placed in either the Drafts folder or Outbox of Microsoft Outlook.

Select the edit 'For normal documents' by double-clicking the template name or using the right hand button of your mouse and selecting 'edit', and the following screen drops down, click on 'Help' –

The screenshot shows a 'Build E-Mail Template' dialog box. The title bar indicates the file path: C:\InfoAktiv\CM Demo\~config\Default Email Template.emt. The dialog contains several input fields: 'Subject' (pre-filled with 'Your email request for document'), 'Reply To', 'Cc', and 'Bcc'. Below these is an 'Attachment(s)' section with a rich text editor. The text in the editor is: 'Dear <#Title#> <#First Name#>,' followed by 'We are glad to provide the information you needed from us. Please find the same in the attachment.' and 'Regards, The InfoAktiv Team.' To the right of the editor is a list of 'Available Questions' including Gender, Title, First Name, Surname, Suffix, Company, Dept, Job title, Bus Address1, Bus Address2, Bus County, Bus City / Town, Bus PostCode, Bus Phone, Bus Mobile, Bus Fax, Bus Pager, Bus Email, and blank. A red note at the bottom states: '*Questions that have not been specified to collect responses for details collection have been marked in red. You can add these questions using the 'Build Questions' screen.' Buttons for 'Help' and 'Done' are at the bottom.

Again we will start with the 'Help' text,

"This screen can be used to set up the e-mail messages that will be e-mailed to users when they ask to mail the information on the TouchScreen system. Two default email templates will be created by the application, when a new content folder is created.

The first template is the default template to be associated with normal documents. The second template is the default mail template that will be picked up when the user visits the web links in the TouchScreen system.

You can create an email template specific to a document.

The e-mail subject field is mandatory. Optionally, you can specify the reply-to, Cc and Bcc fields. The screen provides an html editor which you can use to build your e-mail content and apply formatting to the text. You can include images using the upload image button in

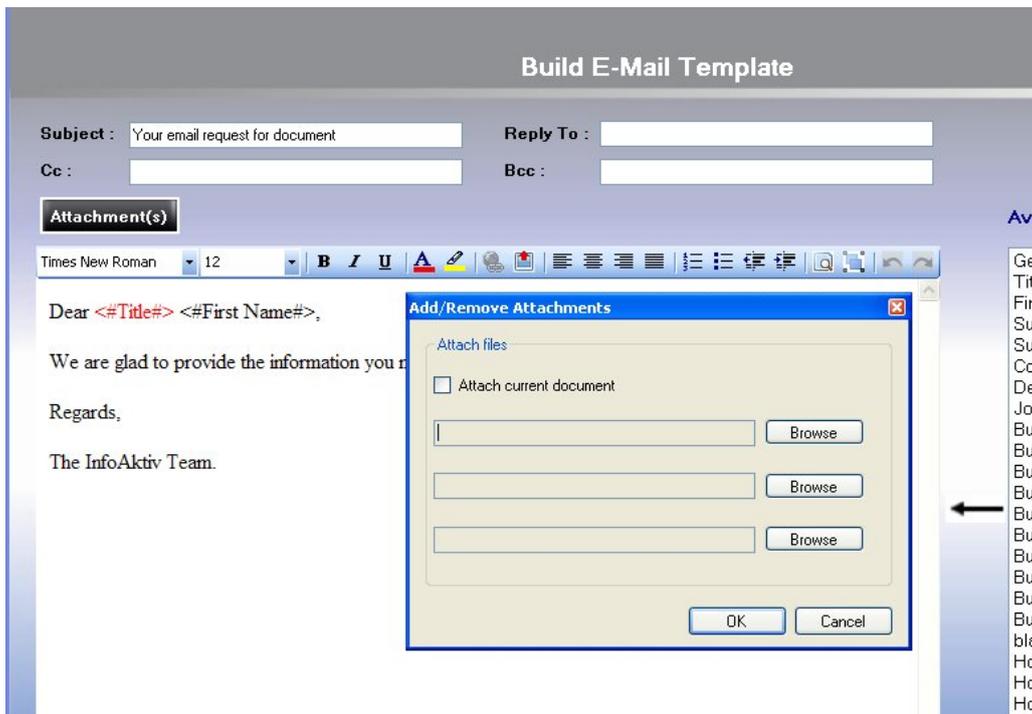
the editor. You can add a hyperlink in the text using the hyperlink button. You can also have up to 3 attachments in the e-mail.

The right side of the screen provides the available questions list. These can be used as placeholders in your e-mail message. You can drag and drop the placeholder-tags (questions) that you wish to include in the e-mail message. (eg. firstname, lastname of the user) These placeholders will be replaced by the responses collected in the TouchScreen system.

The placeholders that you include here must be specified to be asked at the time of details collection in the TouchScreen system. The application will indicate if it finds that a placeholder tag question has not been specified to ask. You can then add the question to your questions list using the Build Questions screen.”

As you may note from the screen shot above, I have not asked for the Title of the User as one of my default questions, hence this is highlighted in red and this question, if required, would need to be added in the email column of the ‘Default Details Collection Questions’

The ‘Reply to’, CC and BCC are straightforward, the ‘Reply to’ may be the ‘sales desk’ and CC and BCC may be used to alert the sales desk that an email has been sent to a potential customer. Also, remember that this facility is available at the document level, so you may wish to change the field contents, for instance, to a specific product sales desk or finance group depending on document content.



Clicking the Attachment(s) button reveals a drop-down that allows, not only the current document requested to be attached, but also other information that may be relevant or that you would want the customer to be aware of, such as a promotion.

There is also an '*Attach current document*' tick box – this should normally be ticked because that is what the visitor wanted to obtain, but there may be occasions when the document is too large, or you want to verify some information first, so you don't want it attached – bearing in mind that this facility is also available at the document level.

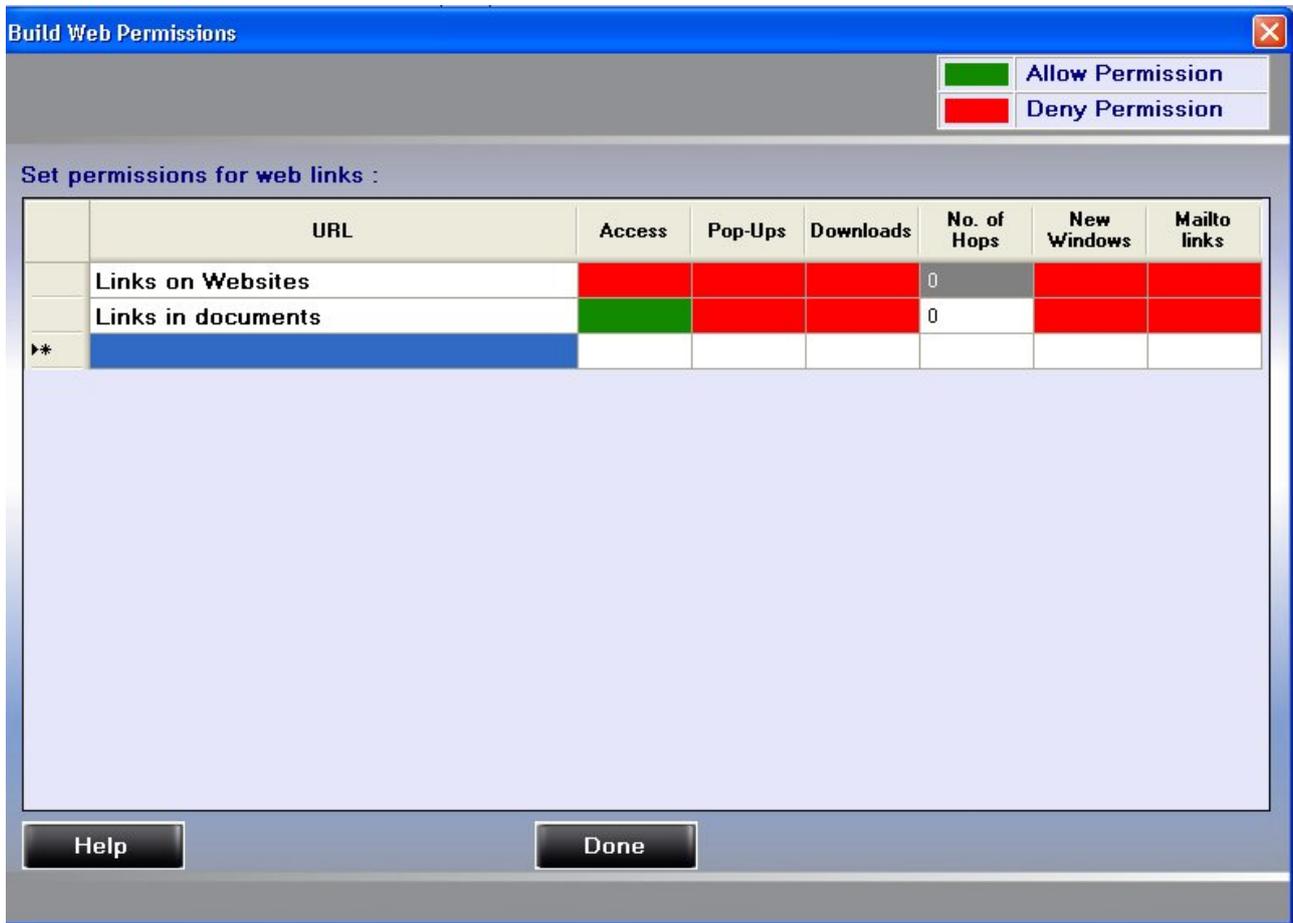
Very Important, don't forget, TICK the BOX, otherwise your visitors will not get the attachments they wanted!

Edit Default Web links Email Template

The web links template build is much the same as the document template, the major difference being that you must include the question field <#Web Page Request Link#> within the email and you do not have a current document to attach in the 'Attachments' drop-down window.

Web links in documents

Clicking the Define Rules for Web links - Build Permissions button causes the window shown in the next screenshot to drop down:



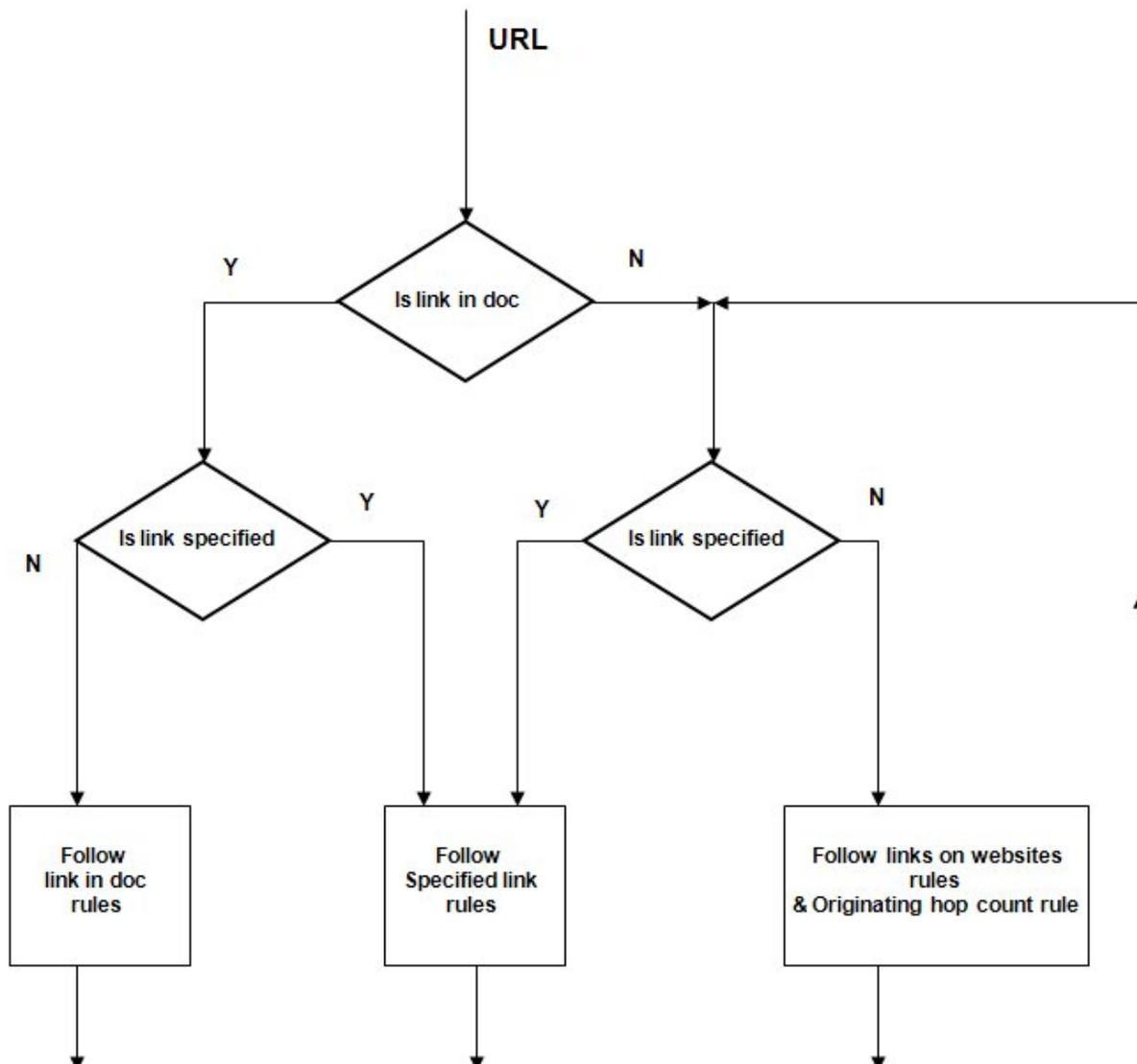
This is used to control what a user is allowed to access on the Internet. There are two basic types of links (URLs): Those in documents on the InfoAktiv system and those found on websites once the User has hopped from the InfoAktiv system out onto the Internet.

Using this panel you can restrict how far a User can go out on to the internet and what a site is allowed to do. These settings can be made for specific URLs, URLs within a domain (by using a 'wildcard'), URLs found in documents, or URLs (links) on external websites.

Rules are defined for each URL or category of URLs.

To help in understanding which set of rules are applied in which circumstance, you may find the following logic diagram useful:

Web Link Rules



As usual, the 'Help' text is a good place to start:

"This screen can be used to build the permissions for the web-links that appear in the presentation documents. The table lets you associate the various permissions for the urls' you type under the URL column. Just type in the url and click on the corresponding cells in the row to either allow/ disallow the following permissions.

*Access : Access to this web-link.
Pop-ups : Opening of pop up windows.
Downloads : Downloading data from the webpage.
No. of hops : The number of hops that the user will be allowed starting from the url.
New Windows : Opening links in new IE windows.
Mailto Links : Opening the default mail client on the machine when clicked on mailto links.*

You must specify the URL in the following pattern -

- 1. www.abc.com/def.html : This will set permissions for the exact url as specified.*
- 2. www.xyz.com/* : This will set permissions for all the web pages that fall under www.xyz.com
(for eg. www.xyz.com/services, www.xyz.com/products/prod1.html, etc)*
- 3. [*xyz.com*](http://*xyz.com/*) : This will set permissions for all web pages containing text xyz.com.
(for eg. <http://www.industries.xyz.com>, <http://www.xyz.com/products>, etc)*

However, for the links that point to web pages residing on this local machine, you need not specify the permissions. Those web pages will be internal links so they will be always enabled.

You can delete a row from the table by clicking on the Sow header (the grey portion) and hitting the delete key.”

Note that the number of hops means that each different URL, not just the domain, constitutes a hop; www.infoaktiv.com is the domain but www.infoaktiv.com/index.htm is the URL, as is www.infoaktiv.com/vendor.htm and going from one page to another would constitute one hop.

Web Link Cautions:

- Care should be taken, regarding the number of ‘hops’ specified, as a website using Frames will only register as one hop.
- Allowing ‘New Windows’ will open an Internet Explorer window and security of the TouchScreen system may be compromised.
- It is recommended that access be limited as far as possible bearing in mind that hopping to a Partner website may also allow further uncontrolled accesses.

Define Custom Buttons

Version 2.1 introduces two custom buttons for the content builder to add a one-touch message facility.

Clicking the edit button on CM for the 'Define Custom Buttons' produces the drop-down window as shown.

The following is the 'Help' text from that screen:

"This screen can be used to create the two owner-defined buttons on the listing screen in TouchScreen system.

Build Custom Buttons

Caption for Custom Button 1 : Welcome to InfoAktiv 20 chars

Select the rtf file containing text to be displayed on Custom Button 1

Browse C:\InfoAktiv\CM Demo\InfoAktiv.rtf

Caption for Custom Button 2 : 0 chars

Select the rtf file containing text to be displayed on Custom Button 2

Browse

Note: The combined length of the captions on the two custom buttons can not exceed 45 characters.

Help Done

You can define 2 custom buttons. These will provide the users any additional information you wish to make available to them. It can be any related information.

*You can provide a **caption** to the buttons. This will be the text to appear on the custom button.*

Please note that the caption text for custom button 1 + custom button 2 should be within 45 characters.

*The next step is to **browse** to the location of the file that contains the text to be displayed on clicking the custom button. This must be a **rich text format** file, i.e with extension .rtf. You can create the rtf file using the 'Save As' option in MS-Word and selecting the 'Save as Type' as 'Rich Text Format (*.rtf)' from the list.*

If you want to remove the already created custom button, just delete the text from the caption box."

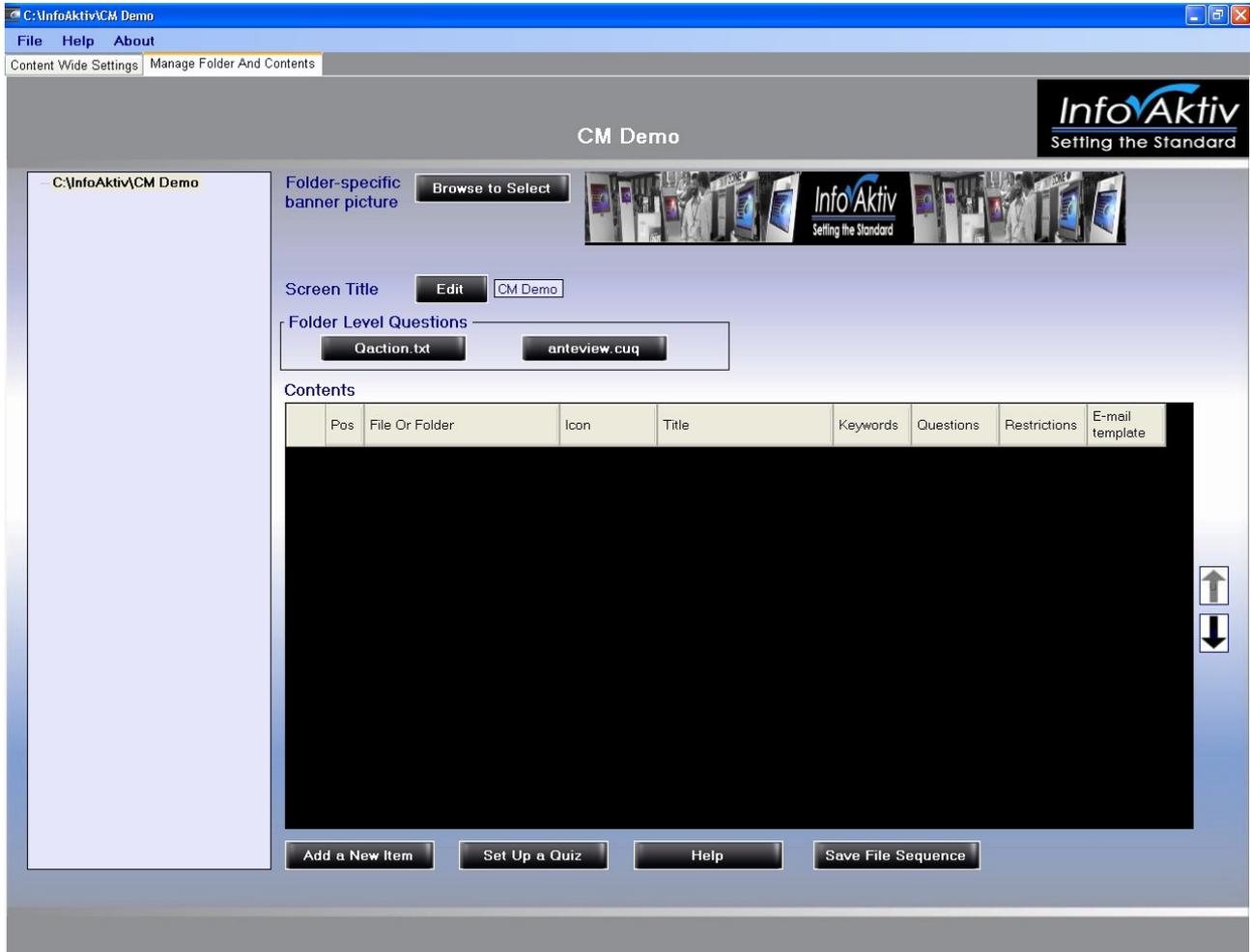
Note the creation of the 'rich text format' file can be accomplished through MS Word and that Content Manager will copy the file from the location specified into the ~config folder of the content folder.

Global Settings Conclusion

This concludes the section dealing with the global settings. Don't forget – most of these can be varied at the folder and document level.

Manage Folder & Contents

The first thing to note is that we are in the 'CM Demo' directory tree and that we have a banner in place, which was selected while on the Content Wide page, but as yet, no content and no quizzes.



As normal, the 'Help' button will provide you with the information you need to use this screen, part of the text is reproduced below.

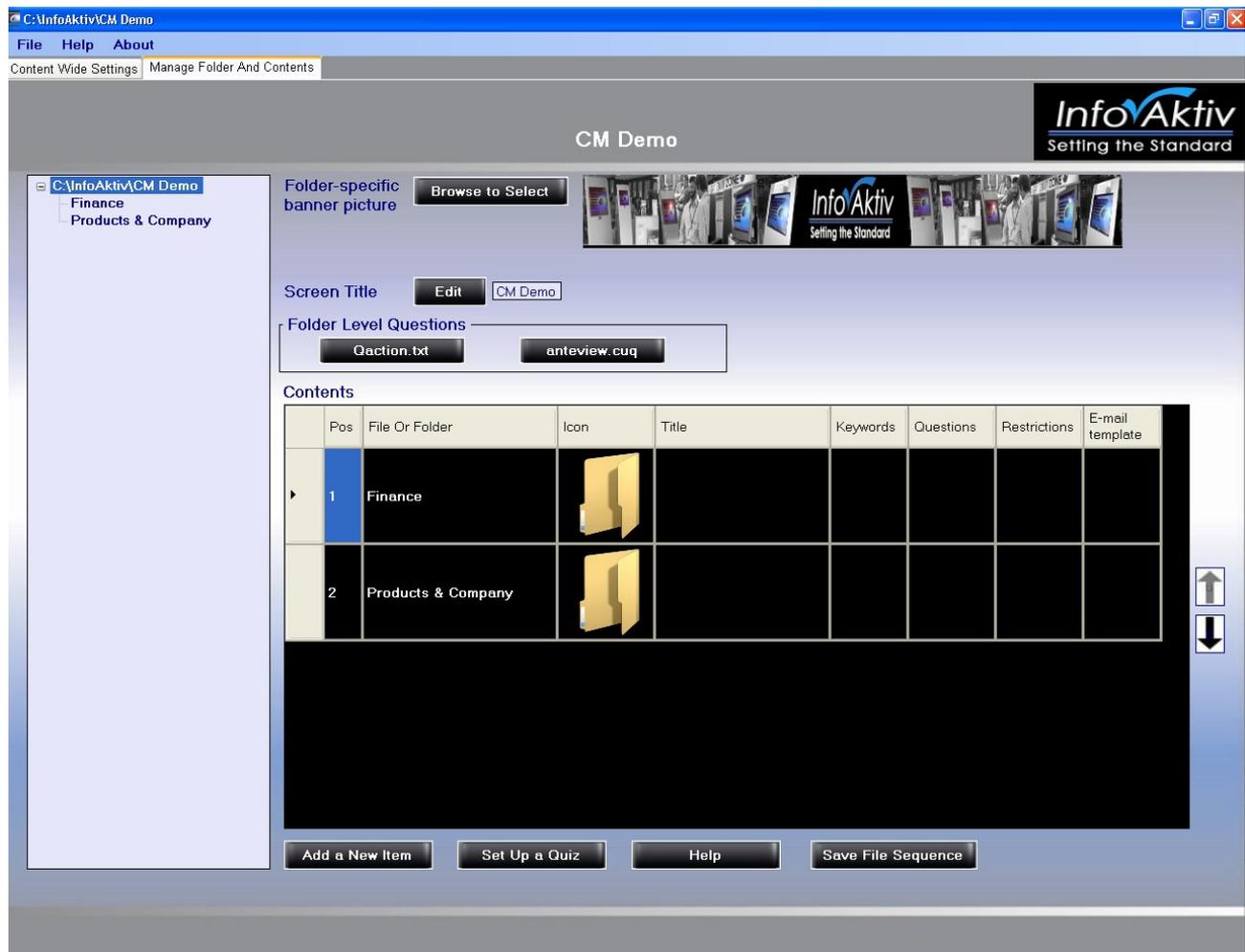
This screen consists of two parts -

- 1) The left panel showing the hierarchical structure of the folders starting with the root of the active content folder and*
- 2) The right panel showing the files held within the active folder.*

Right click on a particular folder in the left panel shows- rename, import, cut, copy, paste, delete and create new subfolder options.

- Rename can be used to rename the folder.*
- Import can be used to import a folder present in some other location on your machine.*
- Create new subfolder can be used to create a new subfolder within the selected folder.*

To demonstrate the remaining buttons I will import two folders in which my collateral resides. So I right-click on the root directory at the top of the left panel, select import and the relevant folders – it is recommended to use Content Manager to build your folder structure rather than add through Internet Explorer. My screen then looks like this:



The left panel now shows two sub-folders of 'Products & Company' and 'Finance' sorted alphabetically. Firstly, I want to use the name 'Company & Products' and I want that folder first in the list.

To change the name, double-click the cell next to the 'Products & Company' folder row under the column marked 'Title' – a pop-up window appears which allows you to enter the text you want.

To change the order you will notice two arrows to the right of the screen – select the Finance folder as shown in the picture above, then click the 'down' arrow. You should now click the button 'Save File Sequence' at the bottom of the screen – however, you will be prompted if you leave this screen without saving the sequence.

I am not particularly keen to see the folder icons so we can select our own. These icons can be created with any graphics programs that can create Jpeg files, such as Microsoft Photo Editor found under Microsoft Office Tools. I like to take a screen shot of a page, by using the 'Print Screen' button on the keyboard which copies the screen shot onto the clipboard – use paste in your graphics programme to create a new picture then crop the

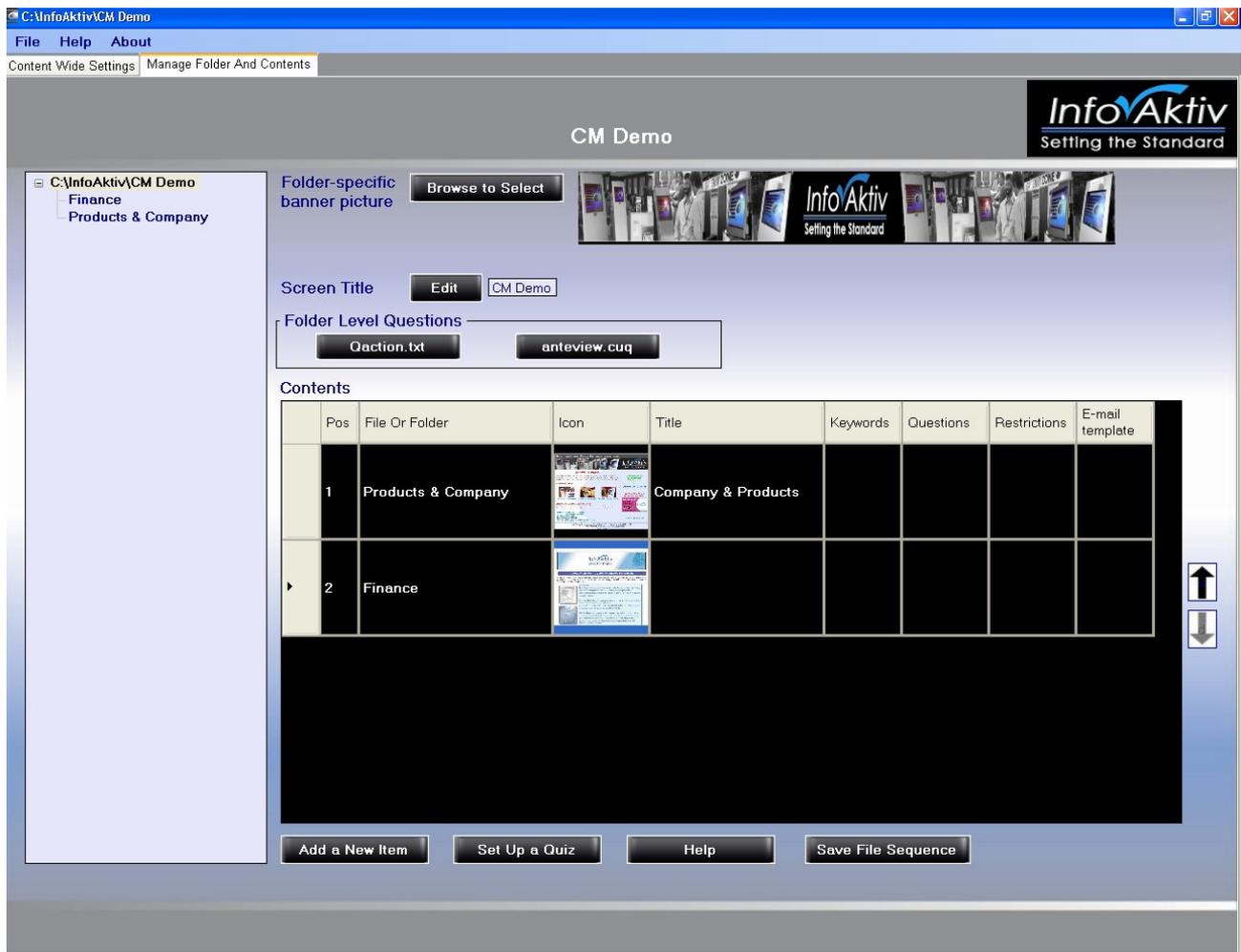
picture relatively square and save it as a jpeg filetype.

I already have two prepared earlier; double-click the 'icon' cell next to the relevant folder and then select the jpeg you wish to use. CM will copy this to your content folder and name it the same as the folder name, i.e. the 'Finance' folder will have a file under the content folder called 'Finance.jpg'.

The 'Keywords', 'Restrictions, Questions' and 'Email Template', cells are not active at the Folder level. Folder level questions can be set using the 'Folder Level Questions' section above the Contents window.

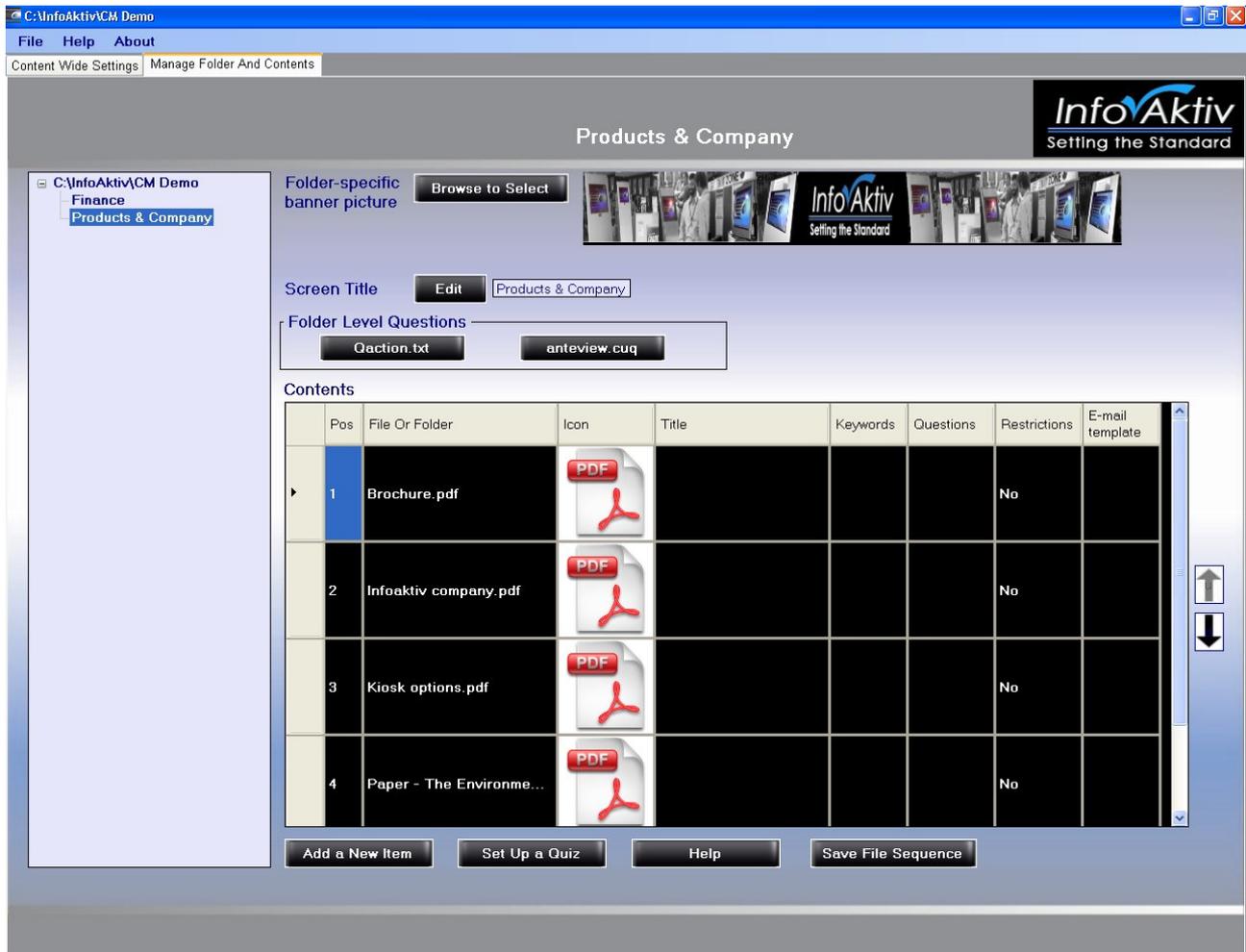
You may also notice that a different banner may be selected and a different title.

The screen now looks like the following:



I now select the folder 'Products & Company' and the content is now displayed in the right hand panel. It is important to note that the PowerPoint presentation is now displayed after the pdf files and this will be in the same order on the presentation application. As the 'Help' section explains all the required details, I will not discuss all the options available here, just the basic needs.

Again a different banner can be selected and I will need to change the page and document titles that will appear; likewise I would like to use my own document icons rather than the defaults.

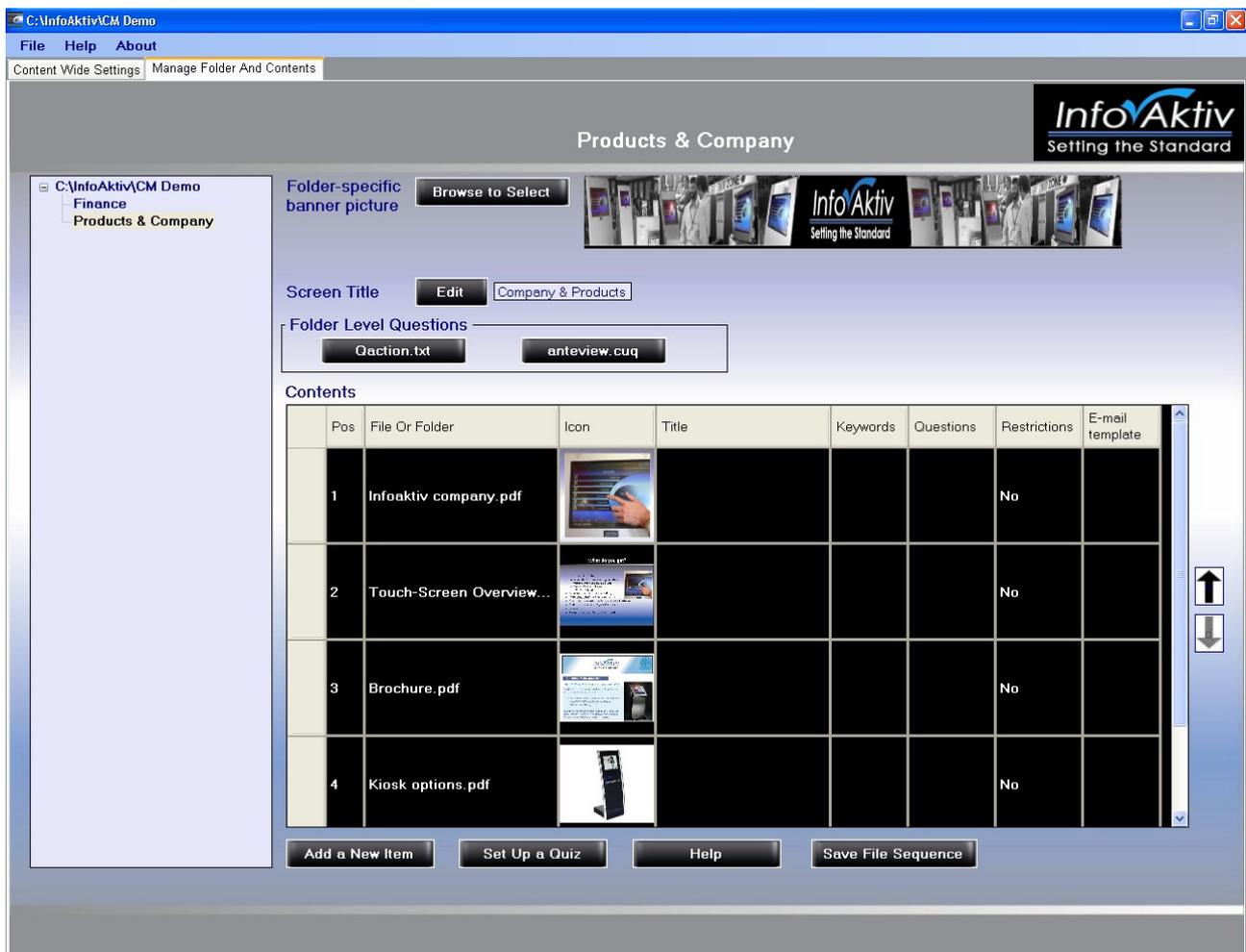


To select your own icons, double-click the icon cell next to your chosen folder. This opens a window that enables you to select the jpg that you wish to use; CM will then copy it into the correct folder and display it on your screen instead of the default.

As with the folders, you can change the title text that displays and at the document level you can also change the font size.

Again, as with the folders, you can change the order that the documents display in.

The folder now looks like the following screenshot, with a changed screen title, document titles and icons changed.



As you can see, it really is very easy to set up the basic presentation, it is equally easy to set up 'keywords', 'document permissions' and 'Email templates'; if there are any problems, all the answers can be found through the 'Help' button.

One of the enhancements to this version of TouchScreen is the ability to play single swf file 'Flash' movies in Full screen mode – just select the movie name cell and 'right-click' the mouse and a drop-down will appear allowing the selection of Full screen play mode.

You can also select an '.exe' or Windows Shortcut file to kick off an interactive Flash movie or some other form of collateral that uses standard Windows browsers or players. Please see the **Points to Note** section for caveats on the use of these file types.

Quiz Setup

As you may have noticed, there is a 'Set Up a Quiz' button at the bottom of each right hand screen panel – clicking this button will bring up a blank quiz screen similar to the screenshots that follow, you just need to fill in the spaces and CM will create all the necessary files and links for you. CM will also create a folder with the quiz name.

Obviously, for a quiz you need questions and answers, but you may also need clues, retries, pass and fail messages and different question types, such as multi-choice, True/False, Open. The CM gives you the options to set up all of these and the following screenshots demonstrate some of these options.

I will be setting up three questions, the first of which is a basic multi-choice with no clues. On this first screen I set up the quiz titles, whether I need to collect user details or not, pass and fail messages, retries and pass mark. Once completed I click 'Next Question'

C:\InfoAktiv\CM Demo\Win a Coffee Quiz\Win a Coffee Quiz.QIZ

Quiz File Name: Win a Coffee Quiz.QIZ

Quiz Title: Win a Coffee Competition

Collect User Details: Before After Not At All

Tell the user immediately if each answer is right or wrong:

Number of retries allowed per question: 1 Pass Mark: 3

At the end of the quiz tell the user if passed or failed:

Pass Message: Well done! You will now be entered into the draw, all this for a coffee!

Fail Message: Whoops, we really do need to do better!!

Question No 1 of 3

Question Type: Multi Choice

Question Text: How many weeks in a year are there?

Answer	Correct Answer
Answer 1: 12	<input type="checkbox"/>
Answer 2: 365	<input type="checkbox"/>
Answer 3: 7	<input type="checkbox"/>
Answer 4: 52	<input checked="" type="checkbox"/>
Answer 5:	<input type="checkbox"/>

Buttons: Previous Question, Next Question, Browse, Delete, View Picture, Delete This Question, Add Another, Help, Finish

I then set the next question; this is a 'True/False' type and uses both a picture and a video for clues that, on the actual presentation, the User can select. To include the clues, use the appropriate Browse button

C:\InfoAktiv\CM Demo\Win a Coffee Quiz\Win a Coffee Quiz.QIZ

Quiz File Name: Win a Coffee Quiz.QIZ
Quiz Title: Win a Coffe Competition

Collect User Details: Before After Not At All **Set up Questions**

Tell the user immediately if each answer is right or wrong

Number of retries allowed per question: 1 Pass Mark: 3

At the end of the quiz tell the user if passed or failed

Pass Message: Well done! You will now be entered into the draw, all this for a coffee!
Fail Message: Whoops, we really do need to do better!!

Previous Question Question No 2 of 3 **Next Question**

Question Type: True/ False
Question Text: Do cats chase mice?

Answer 1: True Correct Answer
Answer 2: False
Answer 3:
Answer 4:
Answer 5:

Picture Link: C:\InfoAktiv\CM Demo\Win a Coffee Quiz\~\config **Browse** **Delete** **View Picture**
Document that the 'Give a Clue' button opens: C:\InfoAktiv\CM Demo\Win a Coffee Quiz\~\config **Browse** **Delete**

Delete This Question **Add Another**

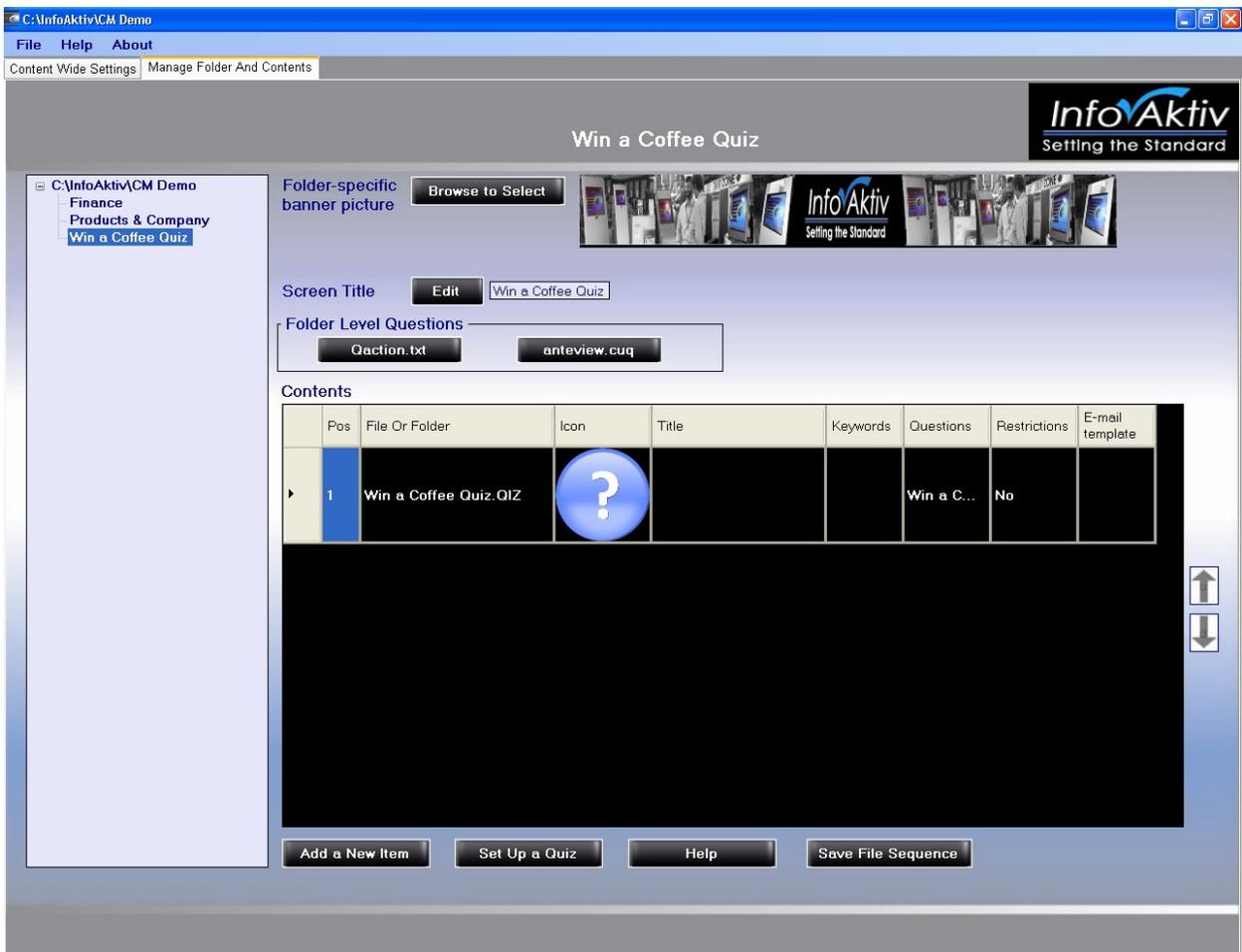
Help **Finish**

Finally, the last question, which uses a pdf document for the clue.

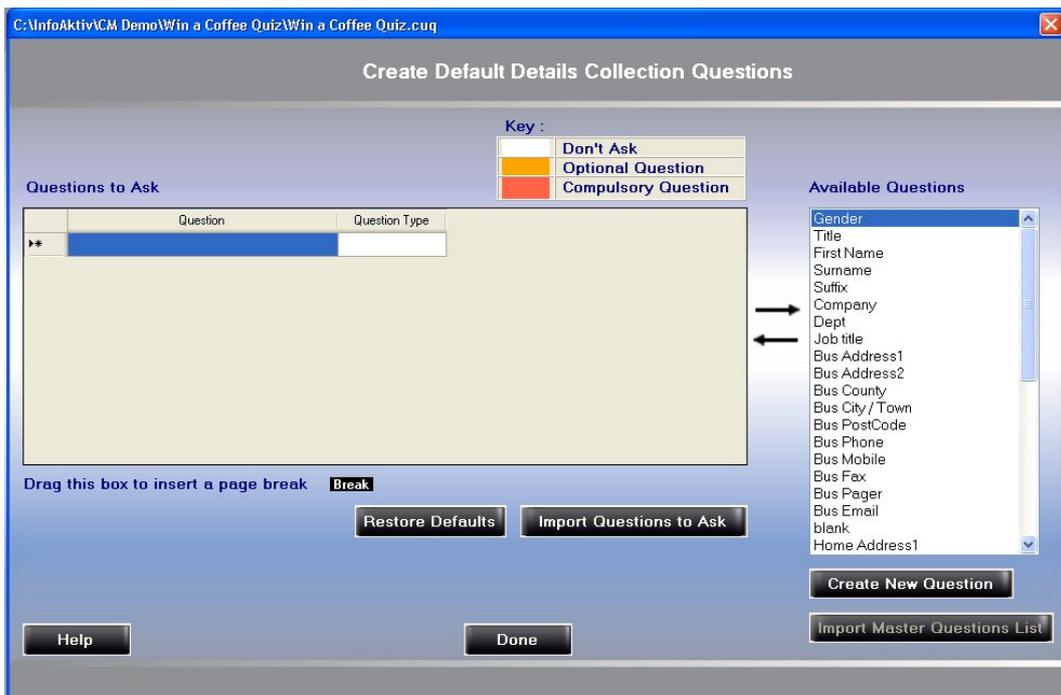
Quiz File Name: Win a Coffee Quiz.QIZ
Quiz Title: Win a Coffe Competition
Collect User Details: Before After Not At All
Tell the user immediately if each answer is right or wrong:
Number of retries allowed per question: 1 Pass Mark: 3
At the end of the quiz tell the user if passed or failed:
Pass Message: Well done! You will now be entered into the draw, all this for a coffee!
Fail Message: Whoops, we really do need to do better!!
Set up Questions
Question No 3 of 3
Question Type: Multi Choice
Question Text: What can you buy from InfoAktiv Ltd
Answer 1: Kiosks
Answer 2: Counter-top Touchscreens
Answer 3: Heavy duty transportation cases for Kiosks & Counter-tops
Answer 4: All of the above
Answer 5:
Picture Link: Browse Delete View Picture
Document that the 'Give a Clue' button opens: C:\InfoAktiv\CM Demo\Win a Coffee Quiz\~config Browse Delete
Delete This Question Add Another
Help Finish

Before moving from this screen, please note the 'Set up Questions' button towards the top right of the screen – we will come back to this later.

For now, click 'Finish' – the folder layout will now look like the following screenshot:



Having asked you to note the 'Set up Questions' button on the question development screen, you now note that there is also the ability to set up the questions that you want to ask the competition User, perhaps in order to provide him or her with this 'cup of coffee'! It is a similar window to that of the Content Wide Default Question design using drag & drop and question breaks. The window can either be opened in the question creation screen by double-clicking the filename (highlighted in blue in the previous screenshot) or in the quiz folder cell, 'questions'.



Documents & Folder Modifier Details

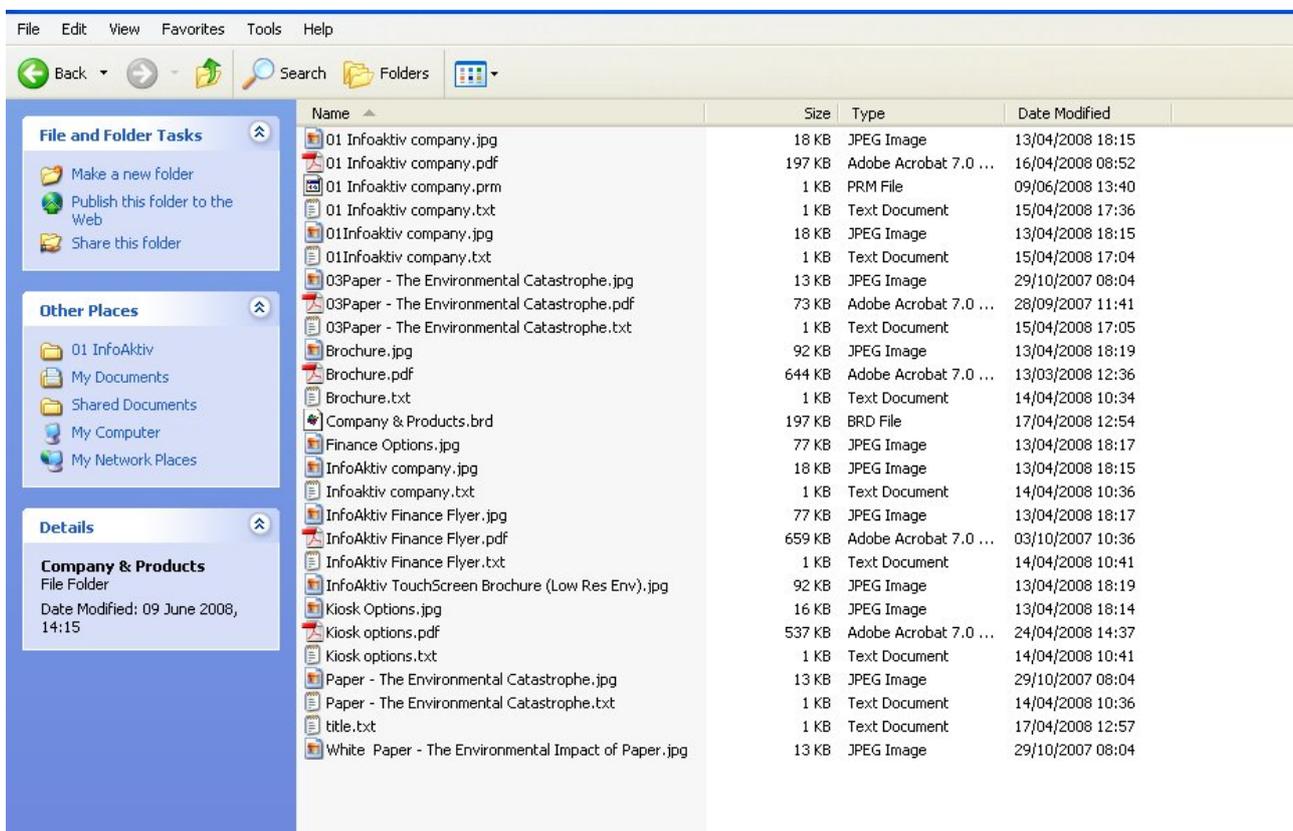
Owner Document Modifiers

InfoAktiv TouchScreen allows the User to augment a displayed file with several optional properties:

- Picture Icon
- Short Description
- Keywords
- Permissions
- Data Capture Questions

These additional properties are associated with the displayed file by creating the relevant property file, which needs to have the same filename as the displayed file, but a different extension.

The property files need to be stored in the same folder as the displayed file they relate to.



Name	Size	Type	Date Modified
01 Infoaktiv company.jpg	18 KB	JPEG Image	13/04/2008 18:15
01 Infoaktiv company.pdf	197 KB	Adobe Acrobat 7.0 ...	16/04/2008 08:52
01 Infoaktiv company.prm	1 KB	PRM File	09/06/2008 13:40
01 Infoaktiv company.txt	1 KB	Text Document	15/04/2008 17:36
01Infoaktiv company.jpg	18 KB	JPEG Image	13/04/2008 18:15
01Infoaktiv company.txt	1 KB	Text Document	15/04/2008 17:04
03Paper - The Environmental Catastrophe.jpg	13 KB	JPEG Image	29/10/2007 08:04
03Paper - The Environmental Catastrophe.pdf	73 KB	Adobe Acrobat 7.0 ...	28/09/2007 11:41
03Paper - The Environmental Catastrophe.txt	1 KB	Text Document	15/04/2008 17:05
Brochure.jpg	92 KB	JPEG Image	13/04/2008 18:19
Brochure.pdf	644 KB	Adobe Acrobat 7.0 ...	13/03/2008 12:36
Brochure.txt	1 KB	Text Document	14/04/2008 10:34
Company & Products.brd	197 KB	BRD File	17/04/2008 12:54
Finance Options.jpg	77 KB	JPEG Image	13/04/2008 18:17
InfoAktiv company.jpg	18 KB	JPEG Image	13/04/2008 18:15
Infoaktiv company.txt	1 KB	Text Document	14/04/2008 10:36
InfoAktiv Finance Flyer.jpg	77 KB	JPEG Image	13/04/2008 18:17
InfoAktiv Finance Flyer.pdf	659 KB	Adobe Acrobat 7.0 ...	03/10/2007 10:36
InfoAktiv Finance Flyer.txt	1 KB	Text Document	14/04/2008 10:41
InfoAktiv TouchScreen Brochure (Low Res Env).jpg	92 KB	JPEG Image	13/04/2008 18:19
Kiosk Options.jpg	16 KB	JPEG Image	13/04/2008 18:14
Kiosk options.pdf	537 KB	Adobe Acrobat 7.0 ...	24/04/2008 14:37
Kiosk options.txt	1 KB	Text Document	14/04/2008 10:41
Paper - The Environmental Catastrophe.jpg	13 KB	JPEG Image	29/10/2007 08:04
Paper - The Environmental Catastrophe.txt	1 KB	Text Document	14/04/2008 10:36
title.txt	1 KB	Text Document	17/04/2008 12:57
White Paper - The Environmental Impact of Paper.jpg	13 KB	JPEG Image	29/10/2007 08:04

The following table shows an example assuming the User document is called <userfile1>.pdf:

File	Description / Example / Format
<userfile1>.jpg	<p>Contains the associated picture. This should be a square jpeg and will be displayed alongside the document description on menus and beside the display window when viewing the file.</p> <p>These files can be created in most popular graphics applications, for example using screen capture from the document content then cropping the image. PowerPoint (as supplied) may also be used. To do this in PowerPoint:</p> <ol style="list-style-type: none"> 1. Draw a square 2. Place the required images in the square 3. Group them 4. Right-click on the group and 'Save as picture' selecting the jpg format and extension. Give it the same filename and save it to the same folder as the document it is associated with.
<userfile1>.txt	<p>Contains an optional font size followed by a short text description of the displayed document.</p> <p>[<TAB>]Description text. This can be used to override the filename when displaying a menu. This allows:</p> <ol style="list-style-type: none"> 1. Something more attractive or descriptive than the filename to be displayed to the User. 2. The filename to be modified to change the order items are displayed in. (The default order is alphabetic). 3. The underlying filename to be maintained in order to preserve company standards for document management and version control. <p>The easiest way to create and edit these .txt files is with Notepad.</p>
<userfile1>.kwd	<p>Contains keywords. These are used by the Search form. The keywords are comma separated, e.g. "keyword1,keyword2"</p> <p>The easiest way to create these files is to edit them in Notepad, save them as .txt files and rename them with a .kwd extension.</p>
<userfile1>.prm	<p>Contains restrictions placed on the document. For example it may specify that the User is not allowed to print or copy the file (copyright restrictions for example), but may request a brochure.</p> <p>The easiest way to create these files is to edit them in Notepad, save them as .txt files and rename them with a .prm extension.</p> <p>See File Layout Definitions section for format.</p>
<userfile1>.cuq	<p>Contains custom questions that the User will be asked when they wish to view the file.</p> <p>The easiest way to create these files is to edit them in Notepad, save them as .txt files and rename them with a .cuq extension.</p> <p>See File Layout Definitions section for format.</p>

Folder and sub-folder modifiers

These files, which are all optional and act at the folder level, need to be stored in the folder that they apply to.

File	Description / Example / Format
foldername.cuq	Custom questions that apply to all documents in a folder. See File Layout Definitions section for format. The file is created as a normal .txt file and the extension renamed to .cuq
<foldername>.txt	Contains a short text description of the displayed folder. This can be used to override the filename when displaying a menu. This allows: <ol style="list-style-type: none"> 1. Something more attractive or descriptive than the folder name to be displayed to the User. 2. The folder name to be modified to change the order folders are displayed in. (The default order is alphabetic). 3. The underlying folder name to be maintained in order to preserve company standards for document management and version control. The easiest way to create and edit these .txt files is with Notepad.
qactions.txt	Defines what questions are asked when certain actions are performed: email action, print action, contact me action, etc. This file overrides the qaction file in the config folder and like foldername.cuq applies to all documents in the folder.
anteview.cuq	Questions that are asked on entering the folder (before viewing allowed) See File Layout Definitions section for format The file is created as a normal .txt file and the extension renamed to .cuq
<Brandname>.brd	An image that, if it exists, is displayed at the top of a listing screen. The owner can use this to customise systems. A .brd file in a sub-folder has priority over any .brd file that may be on the Content Folder's "~config" folder. This is a bitmap file with its extension renamed from '.bmp' to '.brd'. The image will be stretched to 808x83 pixels so to prevent distortion it is advisable to create the banner as an 808x83 pixel image..
title.txt	Contains text that is displayed as the title to the listing screen.
userhelp.rtf	This is an optional file. Its text is displayed when the User presses the Help button. It applies to all documents within the folder. It is a rich text file created with WordPad (NOT Word).
userhelp.jpg	This is an optional file. It holds a picture that will be displayed alongside the help text.

Whereas qaction applies to all items in the Content Folder or sub-folder, .cuq files can be used to tailor the questions that Users are asked before performing actions on specific documents or before entering a folder. They are comma separated variable files, edited with Notepad and work in a similar way to qaction.

Appendix - Enhancements in TouchScreen V2.1

Version 2.1 contains the following major changes:

- Automatic Email fulfilment: When a User requests information from TouchScreen, the system can now create an email using a defined template and either send the Email immediately or store it for transmission when a network connection becomes available.
- Direct access to web links within documents is now available and onward control can be specified using Content Manager V2.1.
- Both folders and content can now be ordered independently from Windows Explorer's ordering criteria.
- Folder icons can now be replaced with a picture jpeg.
- Flash movies have been implemented, and may be used as an attractor, as well as be played in 'Full Screen' mode.
- Exec and Windows Shortcut files have now been implemented. – please note the cautions in the 'Points to Note' section below.
- New banner picture size spanning the full screen width and measuring 1280x95 pixels.
- Two customised buttons can now be specified.
- Show/Hide Cursor switch on the Configuration Screen.
- Volume & Sound control setting from the Configuration Screen.
- Optional Barcode scanner can be used to collect User details.

Prerequisite Software Levels

- Microsoft Windows XP SP3,
- Microsoft DOT NET 2.0
- Microsoft Office 2007,
- Internet Explorer 7,
- Windows Media Player 11,
- Adobe Reader 9,
- Adobe Flash Player 10



Index

<Brandname>.brd, 32
<foldername>.txt, 32
<userfile1>.cuq, 31
<userfile1>.jpg, 31
<userfile1>.kwd, 31
<userfile1>.prm, 31
<userfile1>.txt, 31
anteview.cuq, 32
Attractor Screens, 11
attractor.ppt, 9
Audit files, 13
Background Image, 12
change the title text, 24
Content Folder, 2
create a '~config', 8
create folder icons, 22
Custom button deletion, 20
Default Banner Picture, 11
Default Email Template.emt, 9
Default Email Template-Web links.emt, 9
Edit Default Email Template, 14, 16, 17
Email Access, 4
Exec files and Shortcuts, 4
foldername.cuq, 32
Full screen mode, 25
Help Files, 10
helpDetail.rtf, 9
helpForm1.rtf, 9
helpKW.rtf, 9
helpList.rtf, 9
Owner Document Modifiers, 30
qactions.txt, 9, 32
qbase.txt, 9
Qbasemc.txt, 9
Security & Antivirus Software, 4
select your own icons, 24
Set Default Collection Questions, 12
supported file types, 6
title.txt, 32
To change the name, 22
To change the order, 22
userhelp.jpg, 32
userhelp.rtf, 32
web links template build, 16
Web links.rst, 9

