



Installing Poppulo and Creating a Digital Sign Using FWI Cloud

With Poppulo Digital Signage, you can share a wide variety of content to engage your audience effectively. Here are some types of content you can share:

- *Announcements and Updates:* Keep everyone informed with the latest news, events, and important messages.
- *Emergency Alerts:* RAVE emergency notifications allow Emory to quickly and effectively disseminate emergency alerts and critical information across our digital signage network.
- *Multimedia Content:* Share videos, images, and slideshows to create visually appealing displays.
- *Live Data Feeds:* Integrate real-time information such as news and weather updates to keep content fresh and relevant.
- *Social Media Feeds:* Display live social media updates to connect with your audience on different platforms.
- *Interactive Content:* Use touchscreens and QR codes to create interactive experiences.
- *User-Generated Content:* Encourage audience participation by displaying content created by users, which can enhance engagement and authenticity.

System Requirements

Poppulo digital signage player software is designed to be flexible and compatible with various hardware. To install the Poppulo Content Player and Content Manager Desktop software, the system requirements are as follows:

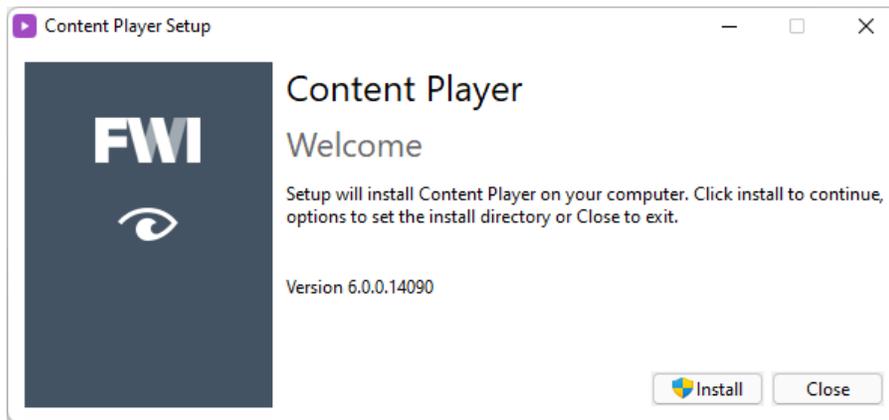
1. **Operating Systems:** The content player software is compatible with Windows 10 and later versions, Android, and BrightSign.
2. **Hardware:** Entry-level desktop devices to high-performance players, depending on the complexity of your application.
3. **Processor:** A minimum of Intel i5 or equivalent is required.
4. **Memory:** A minimum of 8 GB of RAM is recommended.
5. **Storage:** A minimum of 500 MB of free disk space for the installation.
6. **Network:** Ethernet and Wi-Fi networks are supported. A stable internet connection is necessary for downloading the software and for ongoing updates and synchronization with Poppulo Cloud.
7. **Display:** The software supports both LCD and LED screens, with a recommended resolution of 1920x1080 at 60 Hz. *Meeting these requirements ensure that Poppulo Digital Signage can deliver a robust and seamless experience across different environments.*



Installing Poppulo Content Player for Windows

To install the Poppulo Content Player for Windows, on computers displaying digital signs, follow these steps:

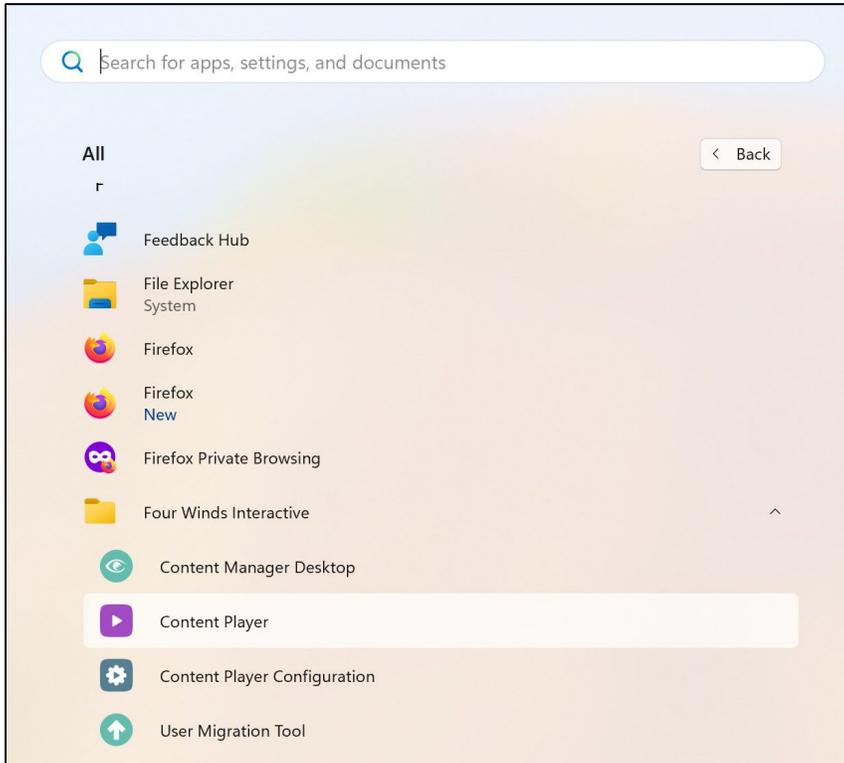
1. **Download the Software:** Obtain the Poppulo Content Player from [here](#).
2. **Install Poppulo Content Player Software:**
 - o Run the installer for the Content Player software on the player machine.



- o Follow the on-screen prompts, selecting the default settings and options.



3. Open Four Winds Interactive (FWI) -> Content Player.



4. Enter the FWI Invite Code provided by Emory Executive Technology Services. *(If you have a Poppulo Administrator license, please follow these steps to generate your own FWI Invite Code)*



- Log into Poppulo Cloud at; <https://fwicloud.com/login> using your Emory Credentials.
- Goto Devices and select New in the upper right corner

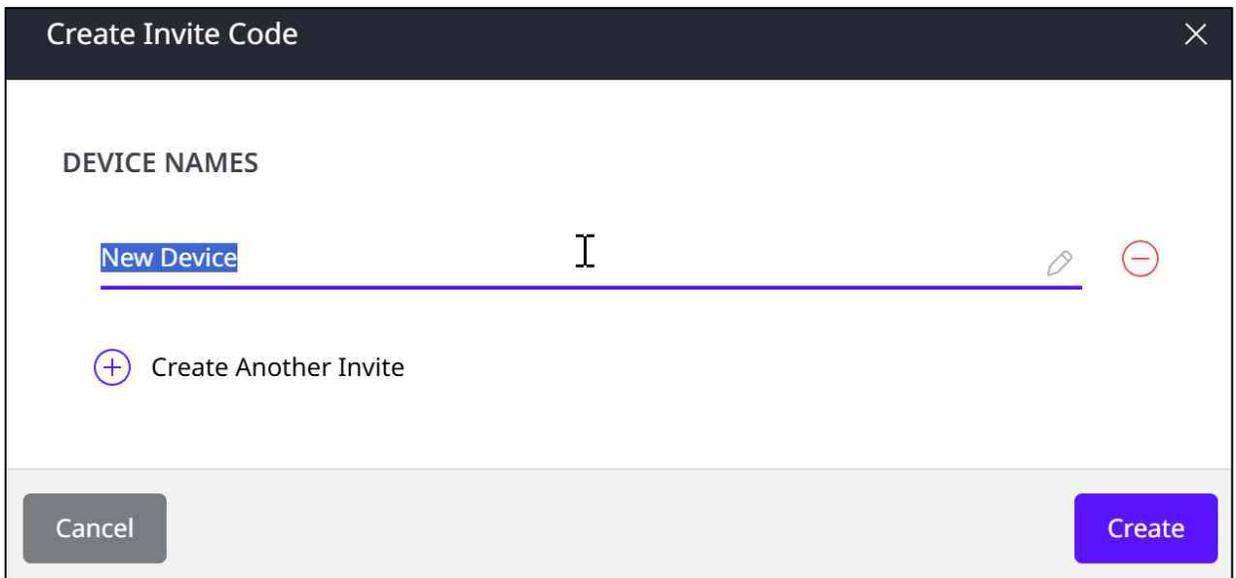




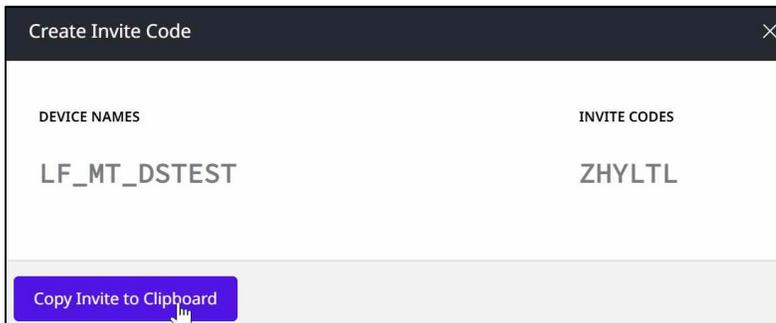
- Select Device Invite Code



- Enter a Device Name (*best practice is to use the same name as the computer*) and click Create

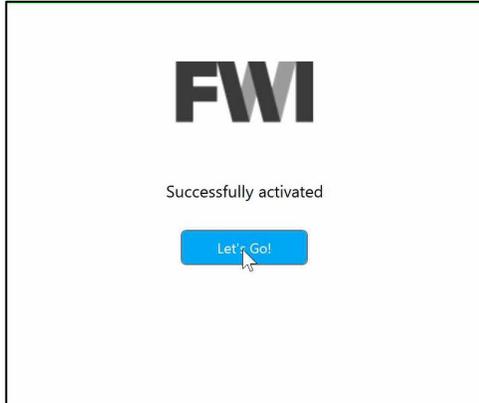


- The Digital Signage Player device will be created and an Invite Code will be generated. (**NOTE: Invite Code is only active for 7 days**).

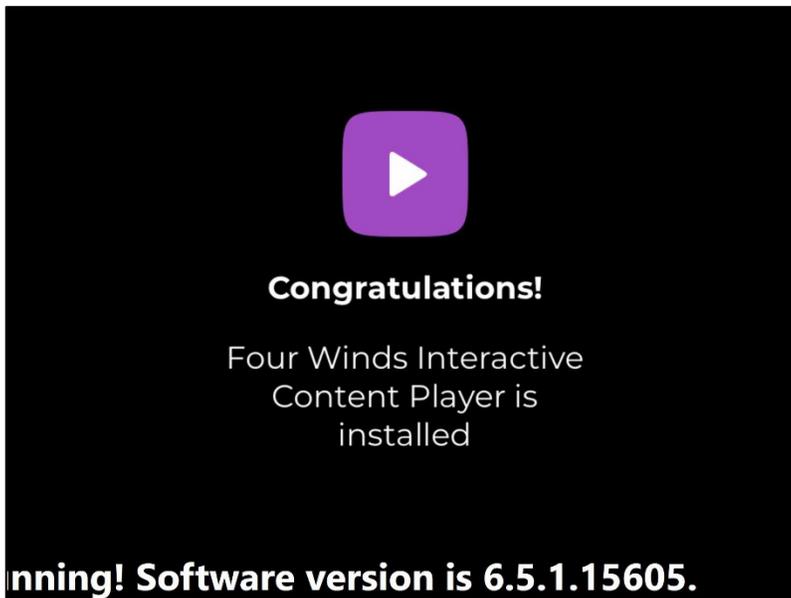




5. Go back to Content Player, paste Invite Code, it will auto activate



6. Finished. Poppulo Content Player is now installed on your Digital Signage Computer.



Test Content Player to verify that Content Player installed successfully:

- Click **Start > All Programs > Four Winds Interactive.**
- Select Content Player. *Content Player launches in full-screen mode with a default template indicating that the application has installed successfully.*
- To close the application, press [Q].



Set Content Player to Start Automatically.

For most signage implementations, Content Player should automatically launch at Windows startup. While not required, if desired, to add Content Player to the Startup program group:

- Click **Start > All Programs > Four Winds Interactive.**
- Right-click Content Player and select Copy.
- Right-click the start-up folder.
- Select Open all users.
- Right-click and select Paste.
- To verify automatic startup of Content Player, reboot the signage player.

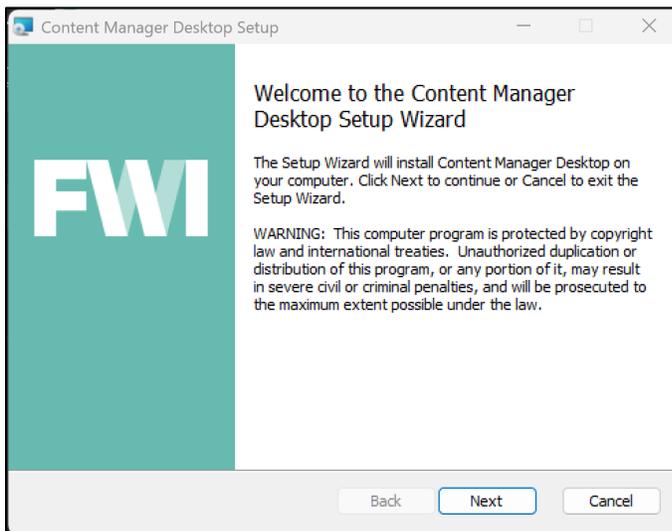
In the event of power failure, Content Players can automatically restart when power is restored. This setting eliminates the need for manual intervention.



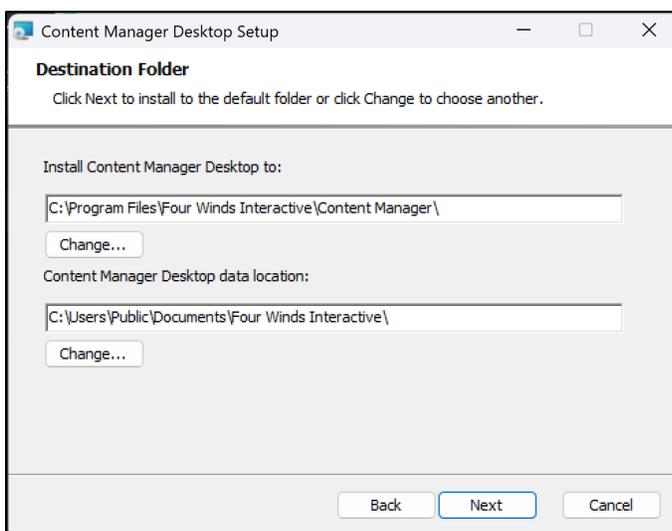
Installing Poppulo Content Manager Desktop

To install the Poppulo Content Manger Desktop client, follow these steps:

1. On a Windows computer, download the Content Manager for Desktop **5.15** installation package from [here](#).
2. After the download is complete, right-click the .zip file, and select Extract All. A new folder displays in the location where the files are downloaded.
3. To run the installation package, double-click Content Manager Setup.exe.

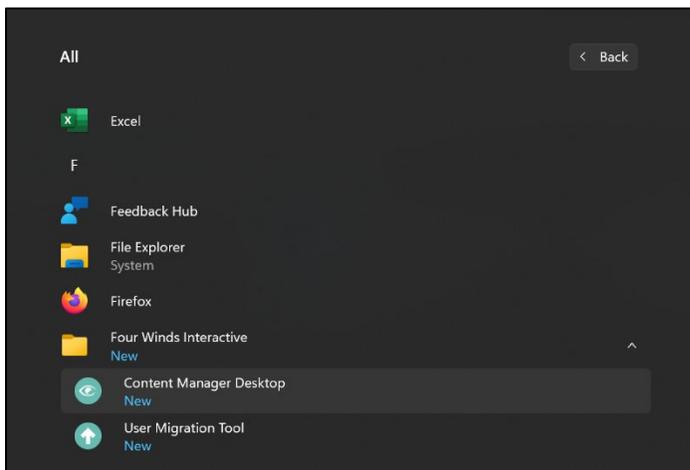
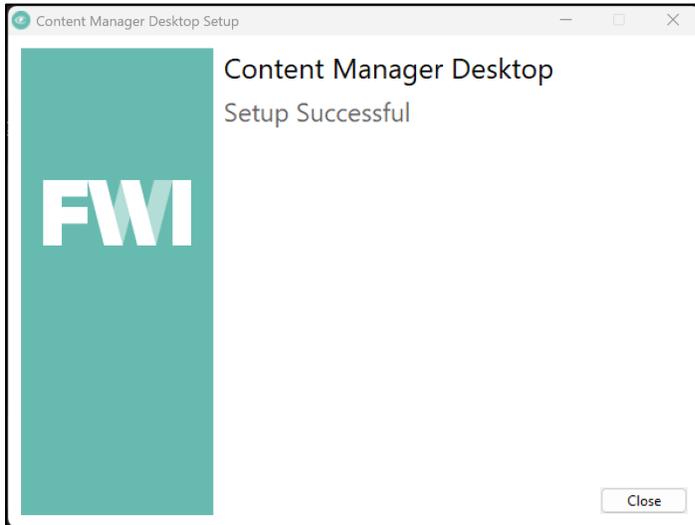


4. Follow the on-screen prompts, accepting default settings.

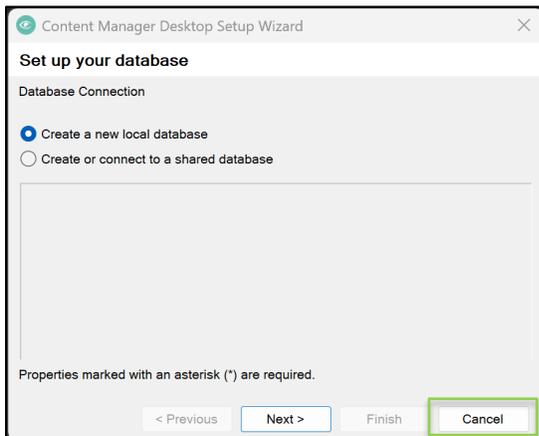




5. After the installation has completed successfully, open Content Manager Desktop.

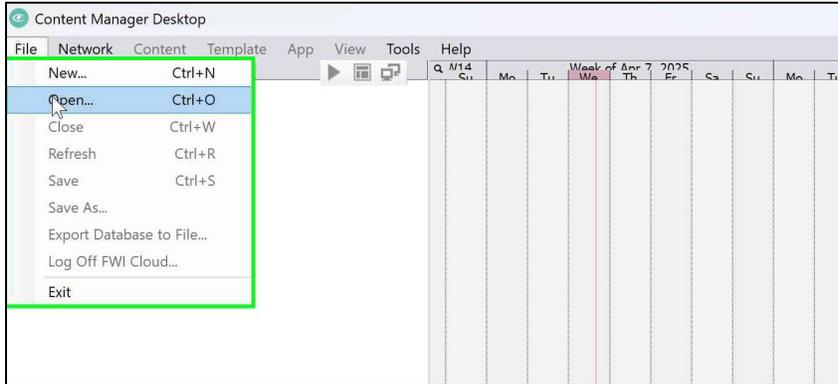


6. Click **Cancel** in the Content Manager Desktop Setup Wizard window to close the wizard.





- In Content Manager Desktop, on the task bar, click **File**, and select **Open**, to create a Hosted Connection to the Emory Digital Signage environment.

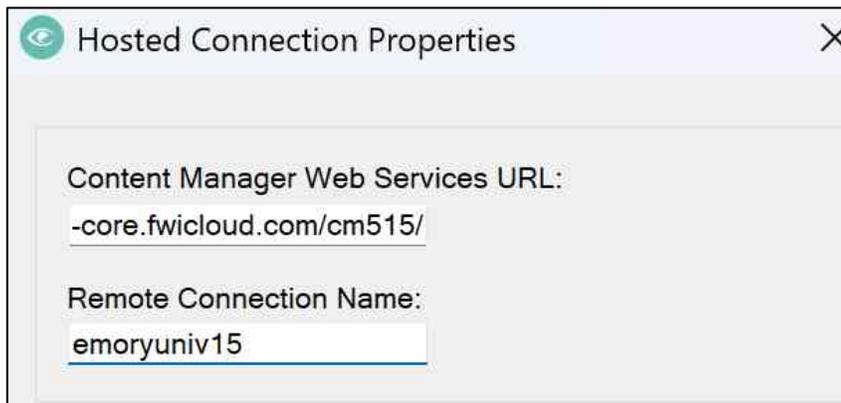


- Click **New** and select **Hosted Connection**



- Enter the following information:

- Content Manager Web Services URL: <https://fwi-us-core.fwicloud.com/cm515/>
- Remote Connection Name: emoryuniv15

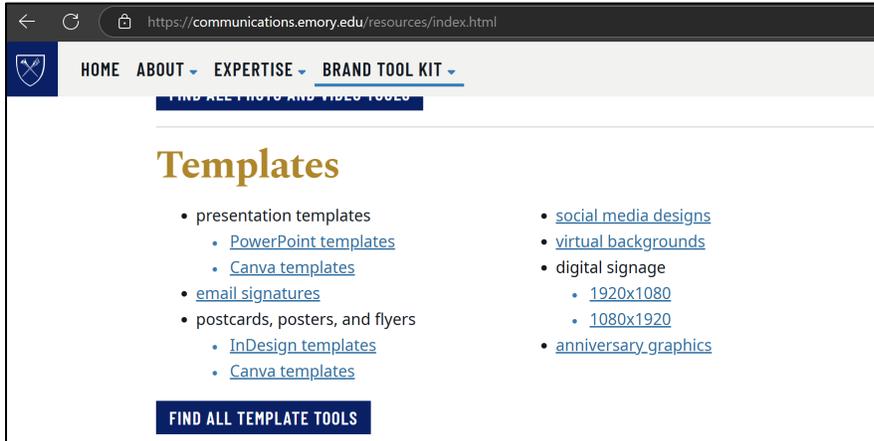




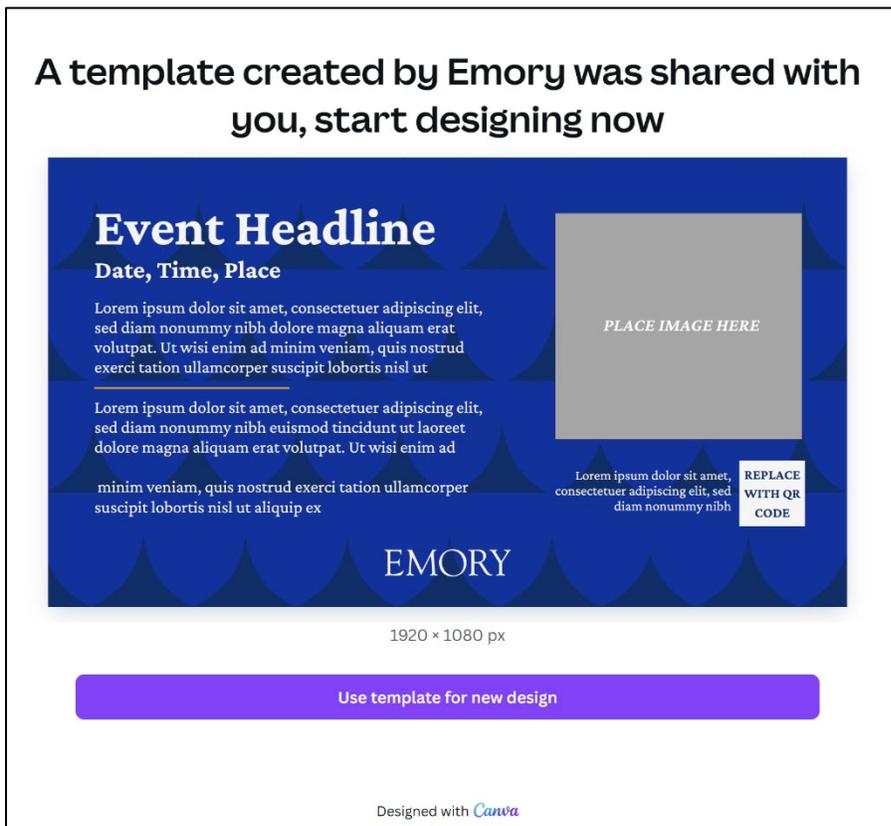
Creating Basic Digital Signage Using Poppulo Cloud

1. Select Desired Emory Enterprise Digital Signage Template

- Choose an approved Canva digital signage template from the Emory Communications and Marketing teams site at; [Landscape Designs](#) (1920x1080) and [Portrait Designs](#) (1080x1920)

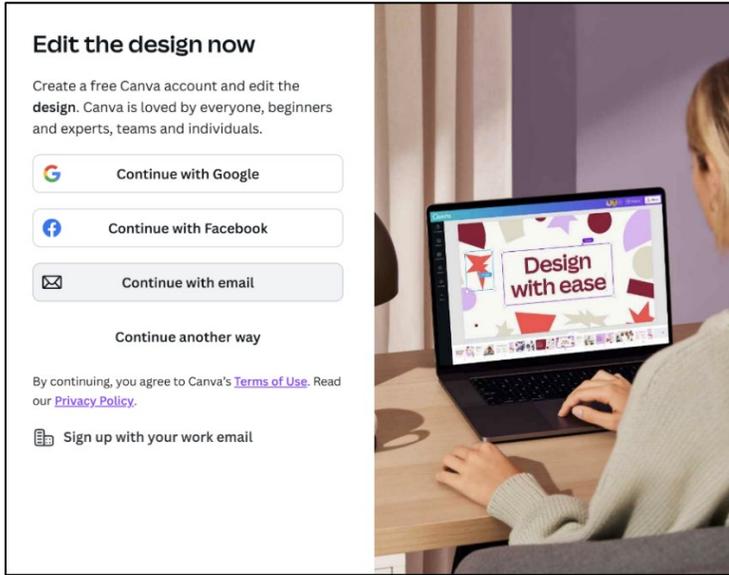


- Select 'Use Template for New Design' to start modifying the template for your sign.

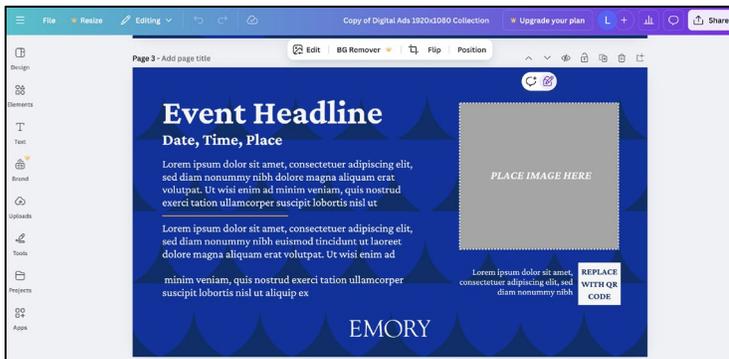




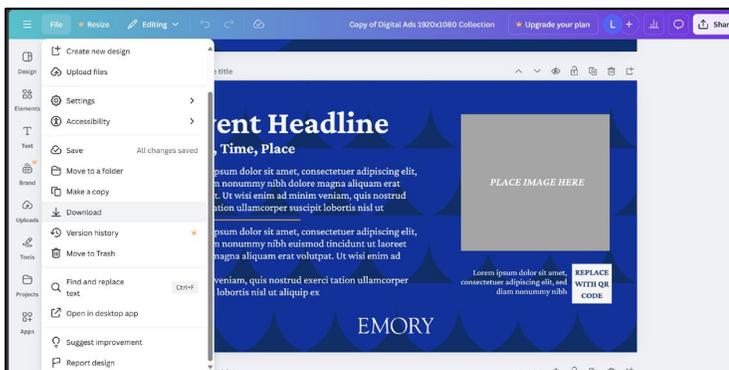
- Within Canva:
 - Select 'Continue with Email', using Emory email address, if you already have an account *OR*
 - 'Sign Up with Work Email'



- Add the appropriate information to the template i.e., images, headlines, dates, times, QR codes, etc.



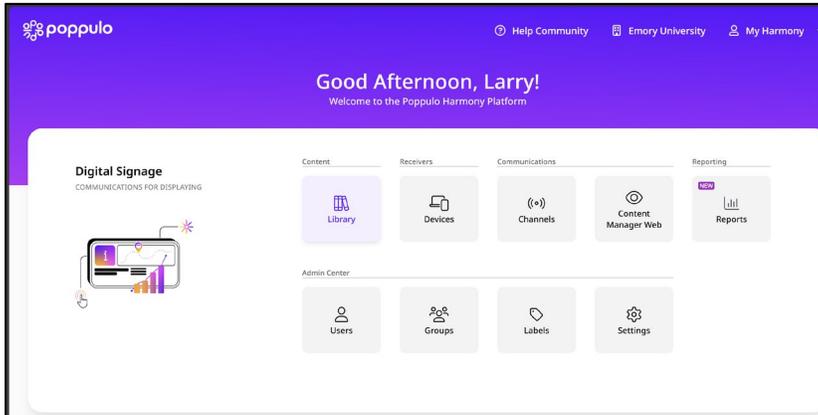
- When you have finished entering information, within Canva select File -> Download, to download completed template to your computer. NOTE: You can download current page or multiple pages.



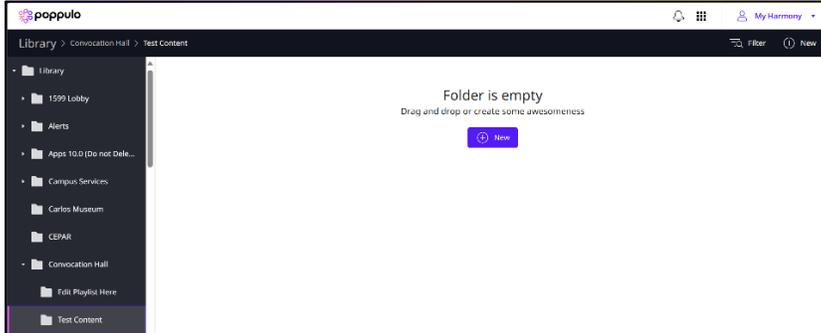


2. Upload Content to Digital Signage

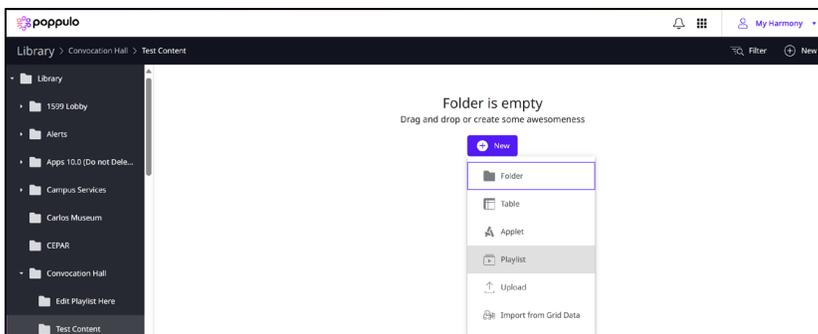
- Log into Poppulo at www.fwicloud.com
 - a. Select Library



- b. Select your departmental folder

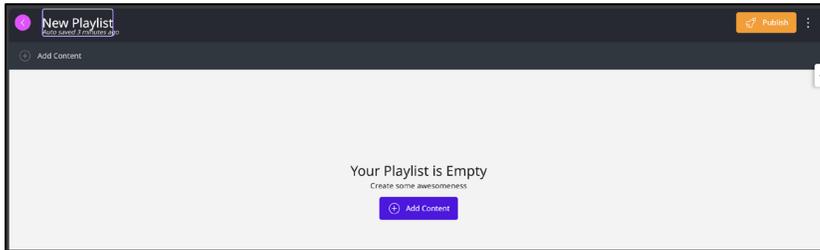


- c. *If you already have a playlist, skip this test and go to step 6 within your Playlist*
 - d. Select 'New Playlist', your playlist will be empty

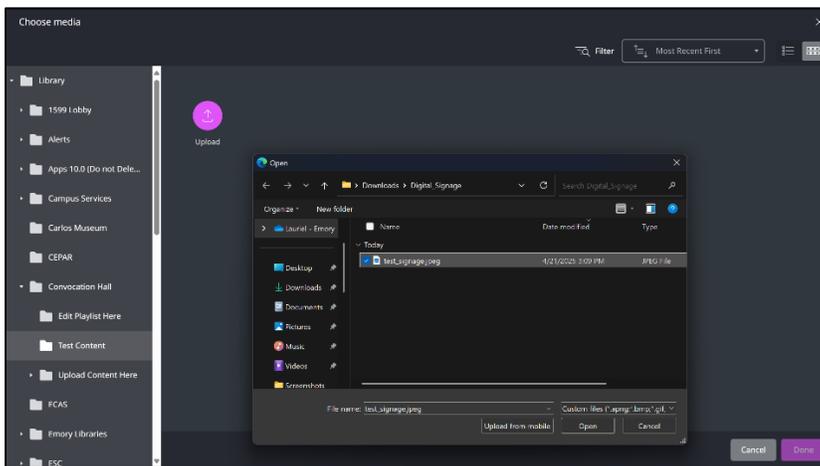




e. Select 'Add Content'



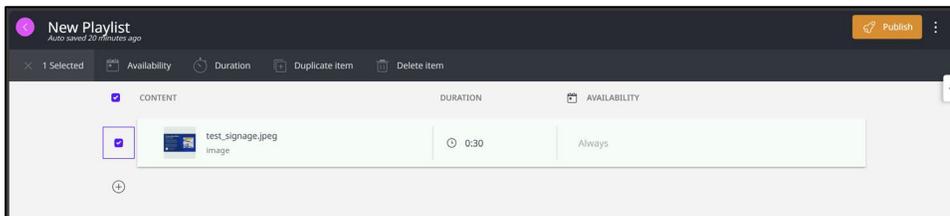
f. Select 'Upload' to upload the newly created Digital Signage Template



g. Click 'Done' when the content is finished uploading

h. After adding additional templates, click 'Done'

i. Click 'Publish' to Publish your newly created playlist.





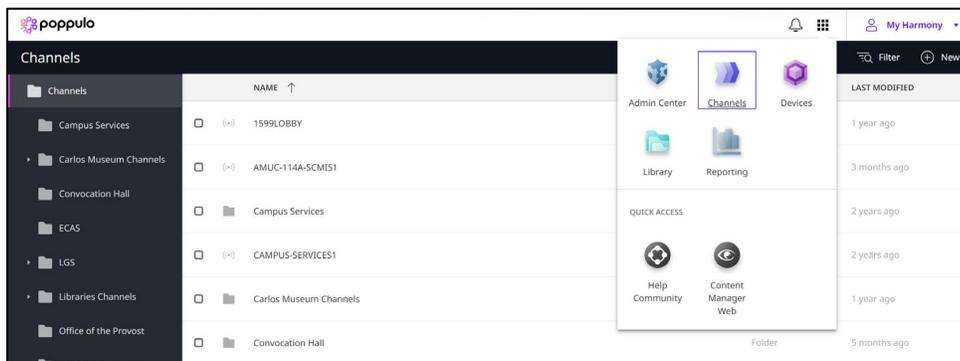
Create a Channel and Publish Playlist to Channel

In Poppulo Digital Signage, a 'Channel' serves as a dedicated communication pathway for delivering targeted content to specific audiences.

Channels allow organizations to manage and distribute various types of content, such as announcements, updates, and multimedia, to digital signage displays across different locations.

This ensures that the right information reaches the right people at the right time, enhancing engagement and effectiveness in communication.

1. Go to Channels in the upper right corner

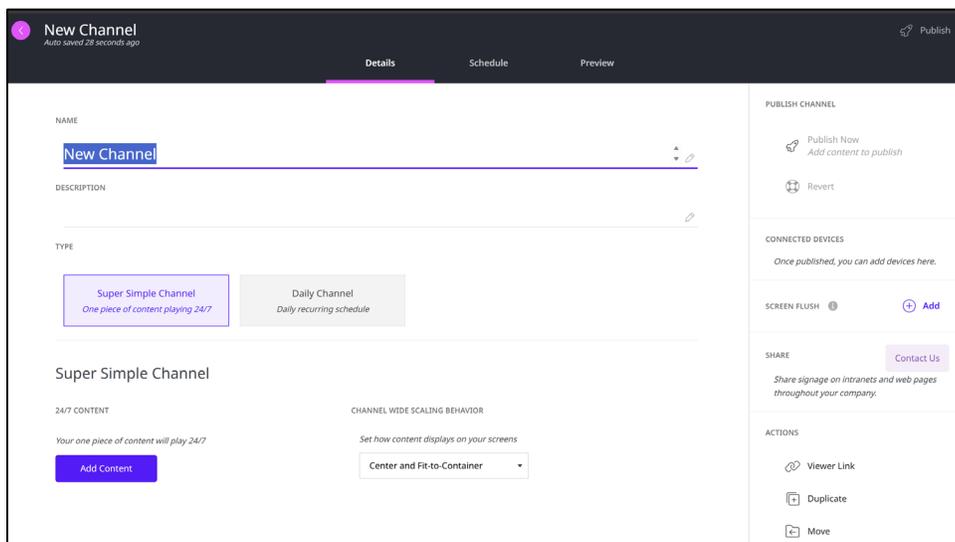


2. Select 'New' then 'Folder'

- Enter your department name for the folder

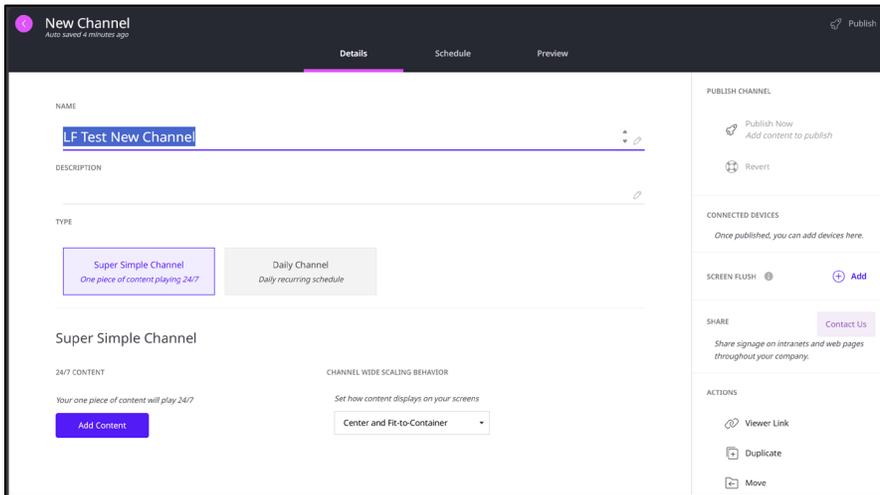
3. Within your new Channel Folder, select the plus sign and select 'New' 'Channel'

- Provide a 'Name' and 'Description' for your new Channel

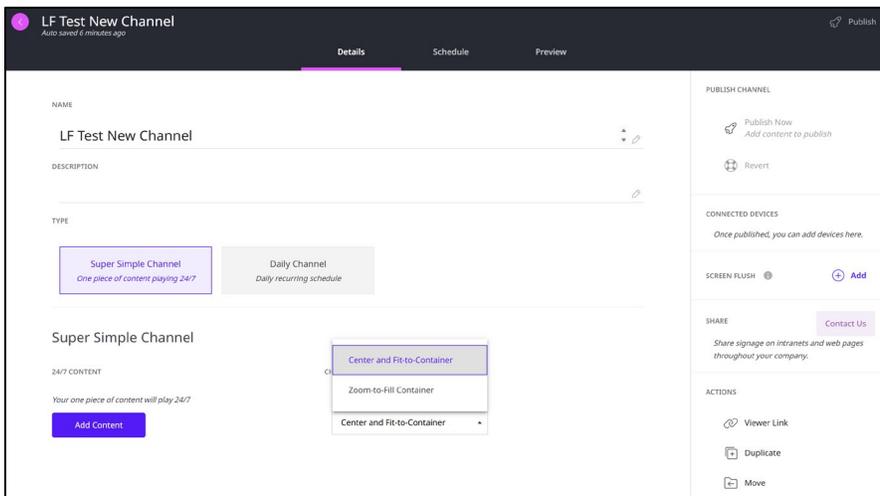




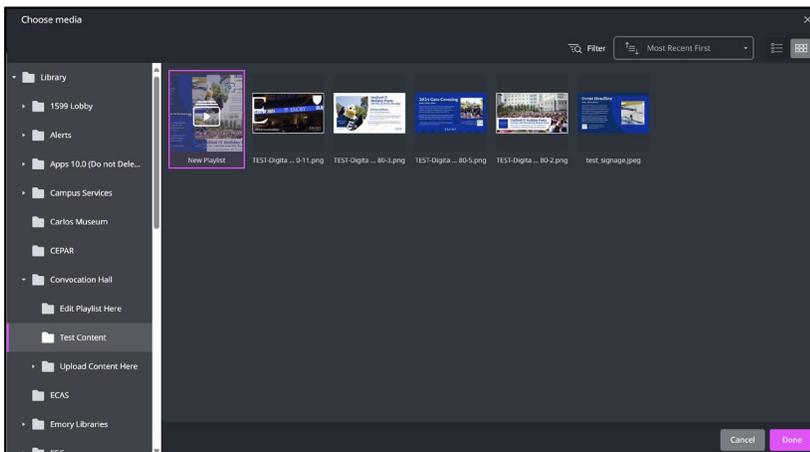
4. For 'Channel Type', Select 'Super Simple Channel'



5. For 'Channel Wide Scaling Behavior', Select 'Center and Fit to Container'

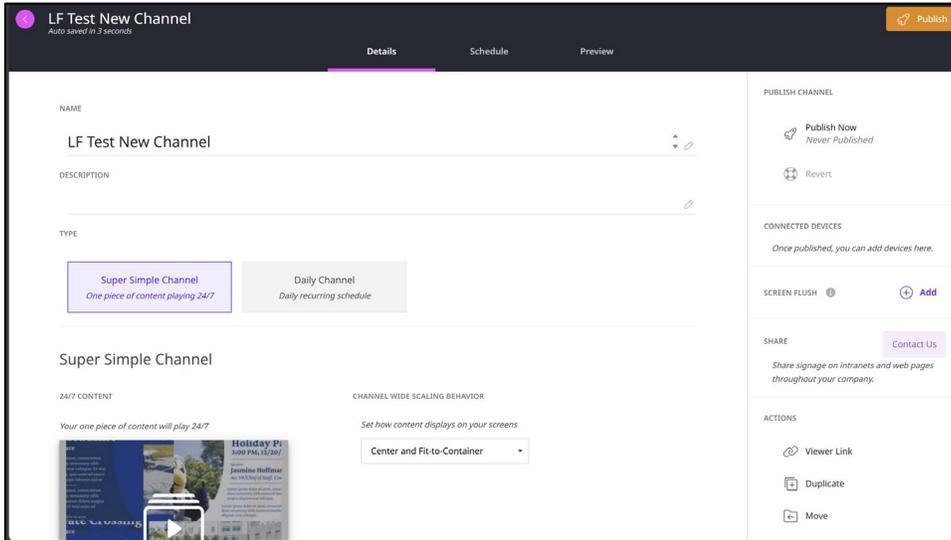


6. Select 'Add Content' to add you desired playlist or additional content. Click 'Done'.





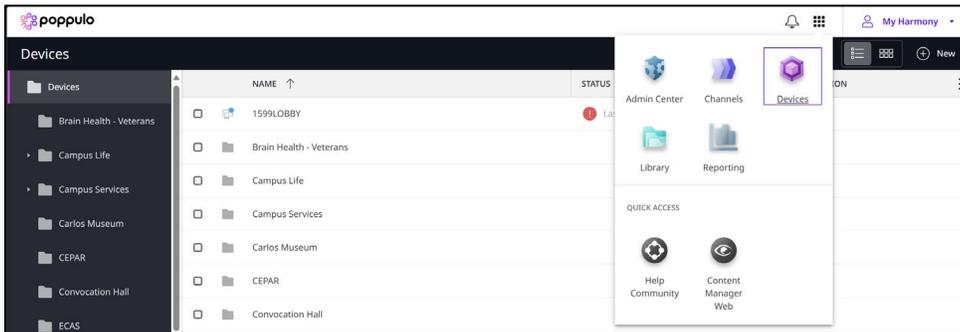
7. Click 'Publish'



Publish the Channel to Display on Digital Signage Computer

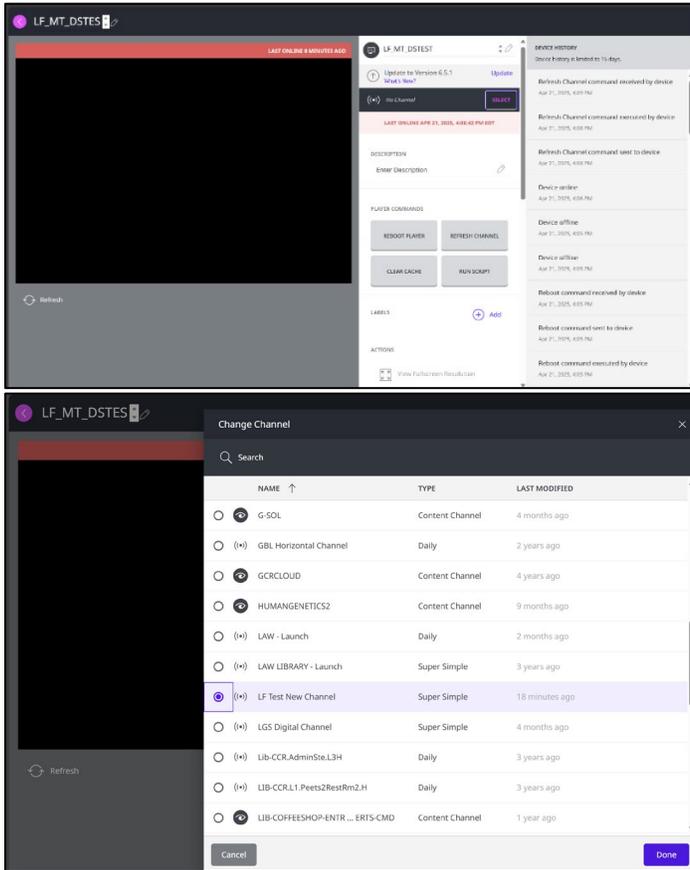
The digital signage computer name for this example is called 'LF_MT_DSTEST'

1. Go to 'Device' in the upper right corner

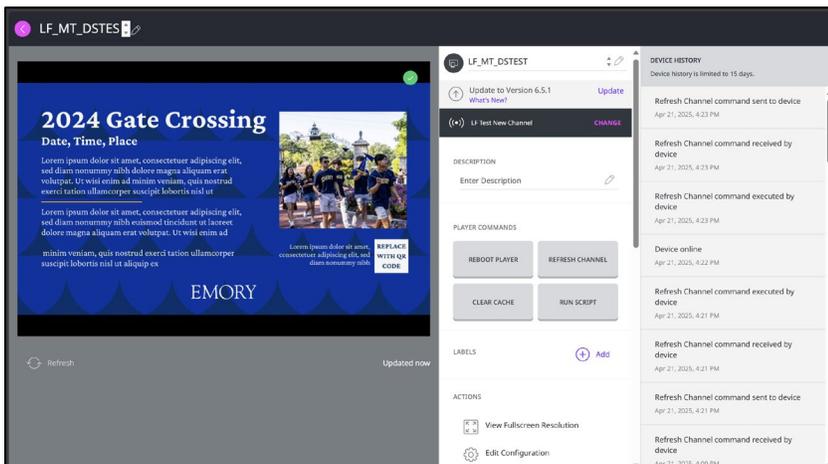




2. Select your Device, then Select desired Channel, Click Done.



3. A preview of the digital sign will appear in the console for the selected digital signage device.



Congratulations, you have completed the process of creating a digital signage computer and publishing a digital sign.



Tips

1. 'Windows Key + D' will exit Content Player when you are actually using a content player computer for testing.
2. Resolution issues for Computer Displays or Professional Displays – (Landscape View) If you are using a 1920x1080 template and it displays a bar on each side of the screen, change the resolution to the following, 1920x1080 32bit 60 Hz, to fill the entire screen.

There is an advantage using commercial-grade displays over consumer-grade ones. Factors include durability, runtime, brightness rating, and warranty as top considerations to make when selecting screens.

Best Practices

Here are some best practices for using Poppulo Digital Signage effectively:

1. **Content Relevance and Quality:** Ensure that the content displayed uses high-resolution images and videos, clear and concise text, and engaging visuals.
2. **Consistency in Branding:** Maintain consistency in your branding across all digital signage. Use your brand colors, fonts, and logos to create a cohesive look.
3. **Regular Updates:** Keep your content fresh and up-to-date. Regularly update the information to keep your audience engaged and informed.
4. **Audience Targeting:** Tailor your messages to specific audiences. Use different content for different locations or times of day to maximize relevance and impact.
5. **Interactive Elements:** Incorporate interactive elements where possible. Touchscreens and QR codes can enhance engagement and provide additional information.
6. **Performance Monitoring:** Regularly monitor the performance of your digital signage. Use analytics to track engagement and make data-driven decisions to improve your content.
7. **Compliance and Governance:** Ensure that your digital signage complies with all relevant regulations and guidelines. Establish governance policies to manage content and user access.

By following these best practices, you can maximize the effectiveness of your Poppulo Digital Signage and create a more engaging and informative experience for your audience.