DESING USER'S GUIDE

Ver. 4.0.12

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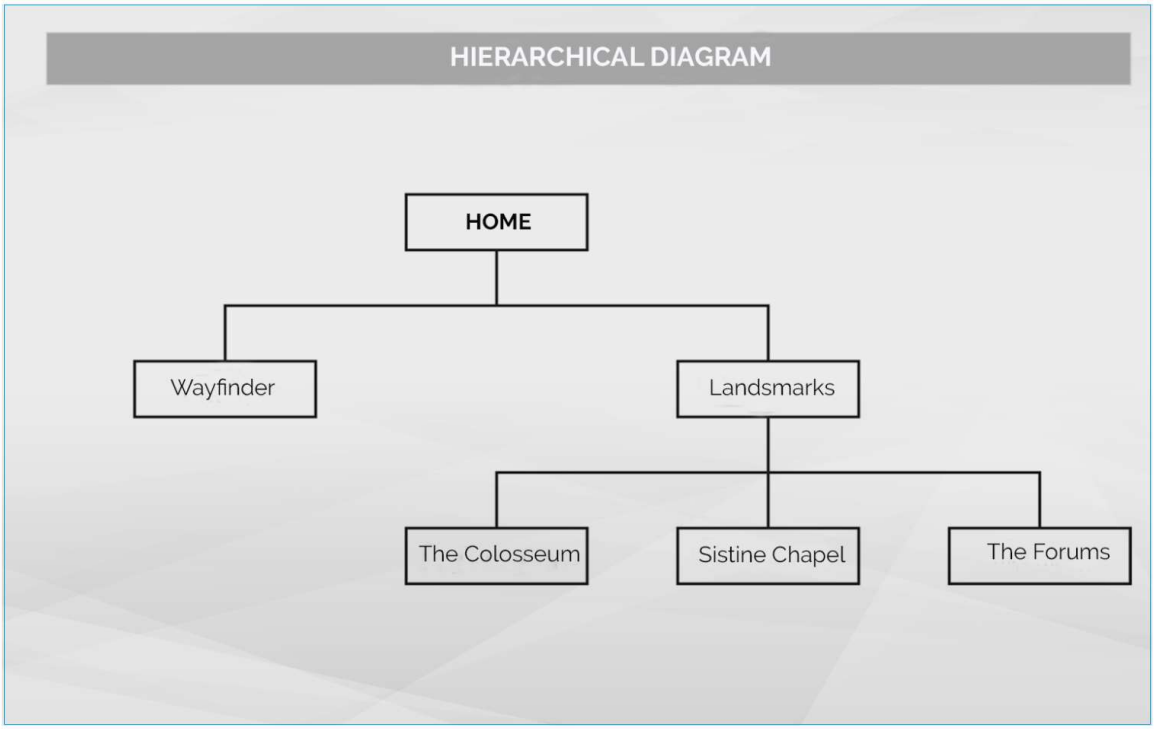
1 > INTRODUCTION: TREE STRUCTURE CONTENTS

TotApp software was designed and built to accommodate multimedia content in a defined "hierarchical tree" structure. We believe that is necessary, before starting to realize each visual element, to write in a paper a logical content diagram, from a "home page".

As in a website realization or PowerPoint presentation, it is necessary to determine the communication flow: where to start, how to guide the user for the best content navigation way, where to reach.

Think of tree structure, where the trunk is defined as level 0 and little by little, upwards, each branching is identified with a progressive numbering: Level 1, Level 2, Level ... n. These levels (branches) are Playlist nested in TotApp.

For example:



The starting point is always the main page, called in web jargon "Home Page" that we call Level 0. Normally this is the most viewed page, in which the user starts the navigation content path, the page where they initiate information use.

Therefore, we recommend particular care with this page communication (graphic or text), by inserting nested contents so the user can understand the way forward without problem.

Using web jargon, which may be more familiar to some of you, is navigated from the main page to the sub-sections (playlist).

Each playlist, by each level, has the same basic characteristics, therefore, it will be necessary to define:

- a background
- the active points (buttons)

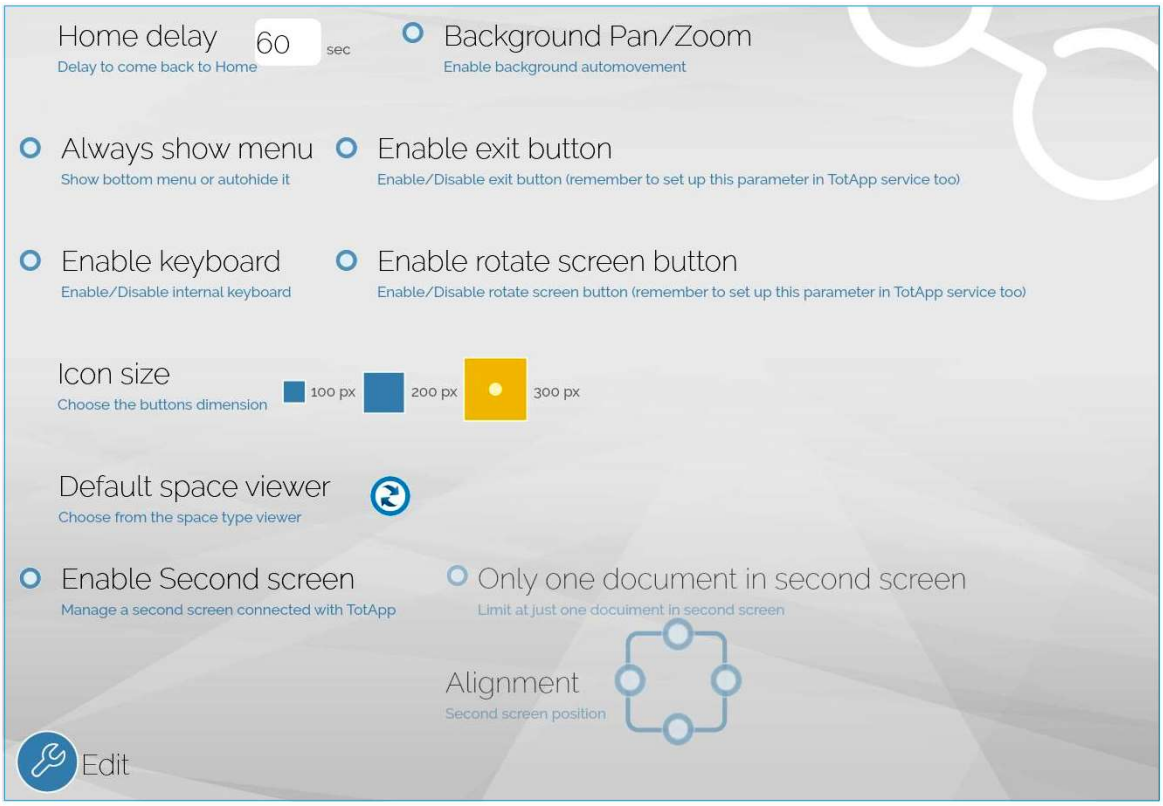
- any content (photos, videos, pdf, ...)

2 > PLAYLIST

TotApp's main function is playlist use: these are the main elements of which the multi-media presentations are made of. Playlists are used for setting up those presentations. Playlists are media file containers with which you can create a navigation with a tree structure logic.

TotApp is compatible with the main graphic formats and you can insert many of the most widely used graphic formats, including JPEG, PNG, PDF, videos in MP4 format (codec h264), FLV, F4V, MOV, SWF, URL addresses and RSS feeds.

Let's see the *Playlist* section main configurations. For more detailed information download the manual in our web www.to-tapp.com



The **Home Delay** parameter defines the seconds in which TotApp being in "Viewer" mode returns to the "Home page" while the user is not interacting with the screen.

The playlist icons can be viewed in the following styles (for more details on Viewer types see next page):

- **Linear:** classic display for a linear icon sliding type, both horizontal and vertical.
- **Chaos:** Icons are positioned chaotically and randomly on the background;
- **Bubble:** The playlists have an elegant "Soap bubble" appearance and it's are equipped with a physics; the user can touch the icons and make them move around the display; when two or more icons collide, there is a bounce-off effect.
- **Grid:** icons playlist display in grid.
- **Showcase:** Each playlist and each file has a white or black background and a number that indicates how many elements contain inside (in sub-levels)
- **Hotpoint:** allows the user can to play the playlist and contents on the background in the position where they prefer.

Edit button give access to *Space Editor:* Playlist management tool in which multimedia files must first be imported into the library content. Once the upload is complete, create a new playlist (if necessary) by clicking on + button in Playlist area.

To insert content in the playlist: after selecting it with a single click, drag and drop, starting from the box at the preview, the multimedia content that you want to insert. Leaving the object in the place playlist contents area at the screen top.

Note: when an item is selected, it is indicated in blue ...

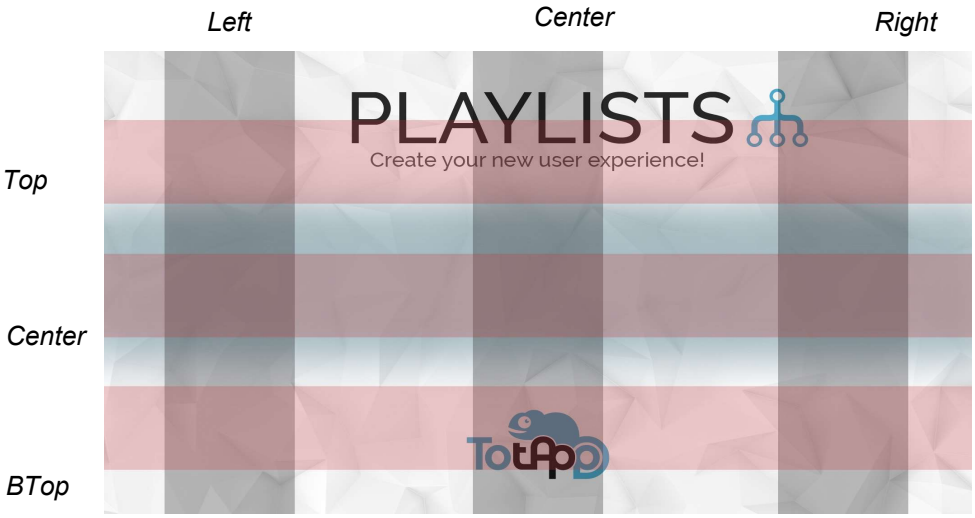
It is possible to insert a playlist inside another playlist, as well as the navigation composition tree between several levels.

To delete an item, select it and drag it to the Trash. The playlist has a trash for it, which is located to the right of its name.

VIEWER TYPE

Linear

This style type is named after the linear active points (buttons) disposition. In each playlist, it is possible to choose the spot from which the buttons will appear on the display.



Chaos e Bubble

The active points are randomly positioned on screen. In the Chaos style the buttons remain fixed, but they can always be trailed through the display. While in the Bubble style the buttons move automatically.

Grid

The active points are placed in a grid on the screen, starting from the center to the bottom.

Showcase

Each button has a white or black border and a number that indicates how many items it contains inside.

Hotpoint

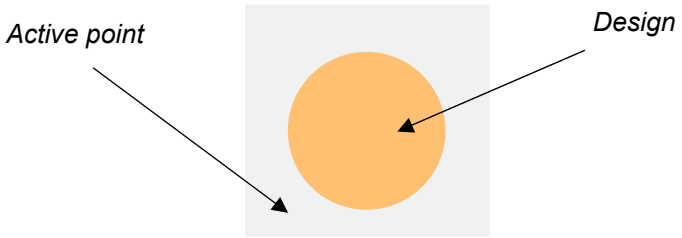
This view allows to place the playlist and contents on the background in the position where the user prefer (see in the example below the icons with the + symbol)

3 > PLAYLIST CONTENT DEFINITION

Once you have structured all the information, it will also be necessary to define the graphic elements for each playlist.
First of all, you should understand how the active points are displayed inside the playlists. So, it is important to remember that TotApp offers 6 typologies for active points (buttons) displaying:
Linear, Chaos, Bubble, Grid, Showcase, Hotpoint

On the strength of the communicational purposes, stylistics directions, and displaying typology chosen for active points, it is possible to define a graphic background for each playlist, so as it can include the buttons without compromising the textual or graphic information's legibility blended with itself background graphic.

The active points (buttons) are displayed on a layer (stage's level) higher than the background and can have different dimensions but only one squared shell (3 dimensions: 100x100px - 200x200px - 300x300px).
It should be noted that the space occupied always corresponds to the chosen size (for example, 100x100 pixels), even if the icon is smaller and possibly in a different way.
In fact, even if the shape of the active point is fixed (square) the graphic inside the button can be defined based on the designer's creativity and specific communication needs.



Therefore, it is easy to understand that for Linear, Grid, Showcase and Hotpoint visualizations, there is a "free zone" for background graph, an area in which the active points icons can be moved, placed in a level above. This zone should be defined based on the taken decisions: active points height display and active points size.

For Chaos and Bubble visualization, however, it is not essential to equip them with these zones. The buttons are randomly placed on the stage randomly, they can then be moved manually (Chaos) or moved independently (Bubble).

4 > PLAYLIST CONTENT CREATION

Having defined content nature for each playlist, based on strategic and stylistic decisions and visualization TotApp characteristics front, it is passed to actual content creation itself.
TotApp has been designed to use a resolution that provides a good visual experience. The goal will be to create background images and appropriate icons with at least Full HD resolution.

Resolution

Background Images: 1920 x 1080 px or more

Icon Images: 300 x 300 px or 200x200 px or 100x100 px

Aspect Ratio

TotApp is designed for a 16: 9 aspect ratios but it can work with different resolutions and even with more than one screen at the same time.

It is useful to remember that TotApp can import the following graphic files:

Images (we recommend RGB color space and 72 dpi resolution)
- .JPG
- PNG (transparent or not)

Video (we recommend 1920x1080 HD) Format
- MOV /. MP4. / .flv
- H264 Codec

PDF (we recommend space images RGB color, optimized export for the web, 150 dpi compression)

Word

Excel

Power Point

The Software choice to use for content creation goes hand in hand with technical operator and creative skills. There are several tools for Windows platform and Mac- open source and paid - useful in this case.
TotApp creative team recommends Adobe software package.

<u>Notes for graphic background and contents buttons development (photos)</u>

Development files can be created from a vector or raster concept. Admitting that you work with Adobe package tools, you can start vector graphic design in Illustrator, InDesign, Fireworks (hybrid design). If you chose proceed to upside with a completely raster graphic design, the reference software is Photoshop.

Below is a correct graphic design procedure, both raster and vector:

a) Always keep the logical diagram of tree structure at hand
b) Minimum size stage recommended: 1920x1080 px
c) Multilevel file: design the graph of all necessary contents in a single file
d) Levels designation: name each file level with a playlist name
e) Sub-groups: at each level, create two groups. One in which to insert graphic combine elements to create playlist background and another one for buttons.

With this logic design, define all necessary graphics for each playlist to become a reality.
Then proceed to export executed files in the most useful format to be used inside TotApp.

Helpful tips

• Name files with a recognizable code to the nature of graphic design and place of use (for example a button in the "Event" playlist can be named as Button_namebutton_event.jpg)

• Always export files in highest quality (for example if you export a JPG file, choose 100% quality)

• Always export PNG files button with background transparent (for example use in Photoshop PNG 24 export transparent)

• Create a folders and subfolders structure very similar to tree structure defined in the first analysis phase, naming the folders with playlist names.

• Place files exported in corresponding folders: this will facilitate all TotApp content assembly and it will help you to store your project without losing any file or document, or in case of later corrections / changes.

• Also, place Video and PDF files in these folders.

• Always place Background image or Background in each playlist project, advertising or spot.

• Place image background with 1920x1080 px recommended resolution at least, these images can be inserted as Home page background and each Playlist

• Maintain always a high contrast between background and content. Use dark background with clear images or letters and vice versa so that message can be read and well displayed.

(This becomes especially important using TotApp on different screens which have different settings color and contrast).

• Background images should be simple, with few colors and high gradients contrast. It is necessary to consider the devices way installation, since very complex images can confuse the user.

• Always consider hardware type in which TotApp is located so that the message or image reaches as many users as possible and can be viewed or read from several angles, since it is not the same if TotApp is installed in an Interactive table, a kiosk or a screen.

Typeface and Headers:

TotApp typography used is Lato typeface with its variants (Bold, Italic, Light, ...).
Each interactive button or playlist headers or titles will appear depending on whether we enable or disable them in TotApp.

Header text should be complementary to the icon in order to make the information more understandable to the user and to be clearly visible. Therefore, it is convenient to use it when contrasting with the background and read easily

5 > CONTENTS INTALLATION:

Now you just need to start inserting content inside TotApp, for the final presentation assembly. For this operation, there is no specific approach, we believe that this step is quite simple due to TotApp backend part ease use, in any case, consult the manual on the web **www.to**-tapp.com
In this guide introduction, but still better in 5 TotApp chapter user guide, describes how to create a playlist and how to manage the content within it. This operation is repeated for each playlist in the presentation.
One recommendation is that it is always better to name the playlists in a consistent way with the tree structure defined in the analysis phase.

6 > SUMMARY TABLE

Content	**Format**	**Dimension**
Button	.JPG / .PNG	100 x 100px
		200 x 200px
		300 x 300px
Background	.JPG / .PNG	1920 x 1080px advised
Images	.JPG / .PNG	1920 x 1080px advised or more
		Other formats, both verticals and horizontals, as needed
Video	.MOV /. MP4. / .FLV	Full HD 1920 x 1080px advised, or more
		Codec H264
PDF	PDF Web optimized	
Word		
Excel		
Power Point		