

Creating a Unique Presentation

You have access to several Presentation Templates in your Rise Display Network account. This gives you the flexibility of controlling different "Placeholders", or areas on the screen. To create a unique look, branded with your colors, logos, look and feel, you have several options.

Logo Change:

- Most of the template presentations include a "Logo" placeholder which can be updated to display your logo
- Simply upload your jpeg or flash file (200 x 80 pixels on a white background) into the media library and update the appropriate playlist to include it. For help with these steps, see our training videos at:
<http://www.risevision.com/video-library.html>

Branding of a Presentation Template:

- All of the template presentations include a "Background" placeholder. This placeholder is on the bottom layer – meaning all other placeholders will be displayed on top of the background.
- The current images used in all the template presentation are available in your Media Library in the Public Folders. You can download, modify, and upload as your unique file, then update the Background Placeholder playlist to display your new file. This is a great way to start since the current placeholder locations are already defined.

All New Presentation

- Similarly to the Branding process, you create a background image or flash file, but in addition, you can define the "Placeholder" sizes and locations. You're not restricted to using a current template's placeholder definitions.
- The final step of this process requires a CONVERSION process which currently can only be done by Rise Vision. Once your new Background image/Flash file identifying the new Placeholder location and size is uploaded into your Rise Display Network account, Rise will run it through a process to generate a new Presentation Template within 2 days. In order to accomplish this CONVERSION, you'll need to follow the steps below, EXACTLY:

How to Create an All New Presentation:

- Using your favorite graphics tool, create the desired image or flash file "background".
- Be sure to create it at the desired resolution, meaning the full-screen resolution of your presentation, i.e. 1024 x 768.
- If you want the Time and / or Date displayed, remember that you will need to create a Flash file for the "background" that contains time and date. (If you want the clock to update, it has to be a Flash animation!).
- To identify the Placeholder locations and sizes, draw one or more GREEN "placeholder" boxes exactly where you would like the placeholder(s) to appear. (**YOU MUST USE THIS COLOR OF GREEN**, (R0G255B0 or #00FF00) so that we are all clear on what is a "Placeholder"!)
- Name each of the "placeholders" you create by labeling each box (i.e. Main, Weather, Scroller).
If you want the placeholder to be a SCROLLER, please specify what type of Scroller – Financial (must be 100 pixels high, any width) or News (must be 50 pixels high, any width). The Financial scroller will be the Dow 30 and the News Scroller will be Headline News.
- Once the presentation is as you would like it, in your own Rise Display Network account, upload the file into your Media Library.

Once your file is uploaded, send an email to creative@risevision.com with the subject line "CONVERSION REQUEST". In the body, include the Rise Display Network Account Name, and the the specific path, Folder, and File names to be converted into a Presentation Template. The Template Name will be the same as the file name, unless otherwise specified. The process can take up to 48 hours after which you will receive an email letting you know its completed and in your account. **Please read highlighted text at the bottom of this document !**

Examples Email:

To: creative@risevision.com

From: Company XYZ

Subject: CONVERSION REQUEST - Company XYZ

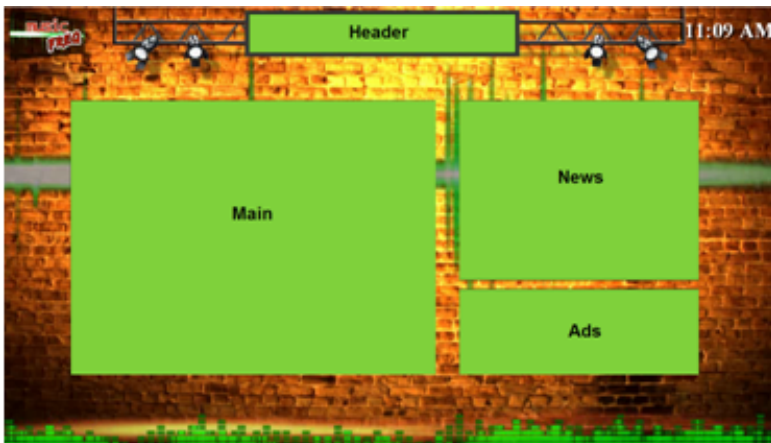
Message Text: Please convert the following:

Account Name: Company XYZ

Folder: myfiles\presentation background

File: Sportsday

Example Images:



File Name: Radiofreq

*Flash file with motion and clock
4 placeholders created as drawn,
named Header, Main, News, and Ads.
Presentation Name: Radiofreq*



File Name: Bottles

*Jpeg file,
3 placeholders created as drawn,
named Main, Sports, and Ads.
Presentation Name: Bottle*

Please note this is an automated process. If you made a mistake (the "placeholder" dimensions are wrong, there is no named presentation in your account, you forgot a step, ANYTHING – the request gets rejected, returned to you, and you start again. We are not usually able to take the time to determine your mistake. But, most requests get completed the first time. So, if yours got rejected, your error should be a simple mistake. Reviewing each step again should easily reveal to you what you missed.