



**October 2007**

## **DYNAMIC FLASH CONTENT SUPPORT**

On Tuesday, October 9, 2007, MediaTile will have updated the Broadcast Portal to support the use of a new type of content called Dynamic Flash Content. Support for Dynamic Flash Content is a significant feature enhancement as it can dramatically simplify the process of updating your digital promotions.

You can now create and send a Dynamic Flash file to a MediaTile player and automatically update any of the images or text contained within that file without recreating, uploading and reissuing the file.

### What Advantages does this give you?

You can now create playlists with Flash promotions that are updated automatically from remote, database-driven resources. As the database content changes, the content in the Flash promotion on screen, including prices, discounts, or graphic images, would automatically change.

### How Does Dynamic Flash Work?

- Dynamic Flash Files work by leveraging Flash's ability to load locally stored content that can be updated automatically from an external source
- You create a new Flash File that loads in locally stored elements such as xml, jpg, or txt, which then get incorporated into the resultant Dynamic Flash file.

### How Do I Take Advantage of Dynamic Flash Files?

You upload the Dynamic SWF file to the Broadcast Portal and specify its associated "files to load" in the Dynamic Content area of Content Channel.

- Create a new Dynamic Flash File that references the loadable file names which are also included in the Dynamic Content Directory. These loadable files must be stored in the Broadcast Portal and reference locally, and can be updated manually or automatically by associating with a URL.
- Upload the Dynamic Flash File in the Content Channel by clicking on the "new" button in the Dynamic Flash Directory.
- Follow the upload instructions and then add the associated files in the "files to load" area and define their locations.

The screenshot shows a software interface with a navigation bar at the top containing tabs for Alert, Schedule, Content, Group, Report, Client, Account, Monitor, and Portal. The 'Content' tab is selected. Below the navigation bar is a red header with a filmstrip icon and the word 'Content'. The main area is titled 'Flash Properties' and contains a 'New Flash Properties' form. The form has the following fields:

- Name:** Dynamic Car Ad
- Assign To Client:** No Client
- Playtime:** 0
- SWF File:** C:\Documents and Settings\All Us (with a 'Browse...' button)
- File(s):** The File To Load is the name of the dynamic content loaded by the SWF file. (with an 'Add Another' button)

The 'File(s)' section contains a table with the following data:

File 1	
<b>File To Load:</b>	new-car-picture.jpg
<b>Update Method:</b>	SELECT UPDATE METHOD
	URL
	Upload

- Updating The Dynamic Flash "Files To Load". Dynamic Flash load files can be updated by one of two methods:

1. Automatic Update: Specify a URL in the Update Method field. When content at that URL is changed, your loaded file element in the Dynamic Flash file will update automatically on the MediaTile player.

2. Manual Update: Upload to new load file and it will replace the old file on the player.

The screenshot shows a web application interface with a navigation bar at the top containing tabs for 'Alert', 'Schedule', 'Content', 'Group', 'Report', 'Client', 'Account', 'Monitor', and 'Portal'. The 'Content' tab is selected and highlighted in red. Below the navigation bar is a red header with a filmstrip icon and the word 'Content'. The main content area is titled 'Flash Properties' and contains a 'New Flash Properties' form. The form has the following fields and values:

<b>Name</b>	Dynamic Car Ad
<b>Assign To Client</b>	No Client
<b>Playtime</b>	0
<b>SWF File</b>	C:\Documents and Settings\Micha <input type="button" value="Browse..."/>
<b>File(s)</b>	The File To Load is the name of the dynamic content loaded by the SWF file.
<input type="button" value="Add Another"/>	
<b>File 1</b>	
<b>File To Load:</b>	new-car-picture.jpg
<b>Update Method:</b>	URL
<b>URL:</b>	www.mynewcarpicture.com/new-daily-car.jpg

At the bottom of the form is a 'Save Changes!' button.

Note: Transferring Dynamic Flash Content: Dynamic Flash Content may be transferred between Portals, as long as the resource file names do not already exist on the target Broadcast Portal.

Note: For additional information on using Dynamic Flash Content, a "How-To" guide will be available from MediaTile support.

For more info, mail us on support@mediatile.co.za.