

Welcome to EverAlert MediaPlus.

MediaPlus is the newest addition to the EverAlert system's suite of communication options. With MediaPlus, you'll be able to use your EverAlert displays as a powerful, customizable tool for multimedia messaging and digital signage. From simple video messages or graphics like schedules or menus to highly produced video announcements and animations, MediaPlus lets you play nearly any MP4 file across your facility -- using the same hardware, infrastructure, and interface as the EverAlert messages with which you're already familiar.

Let's explore how it works.

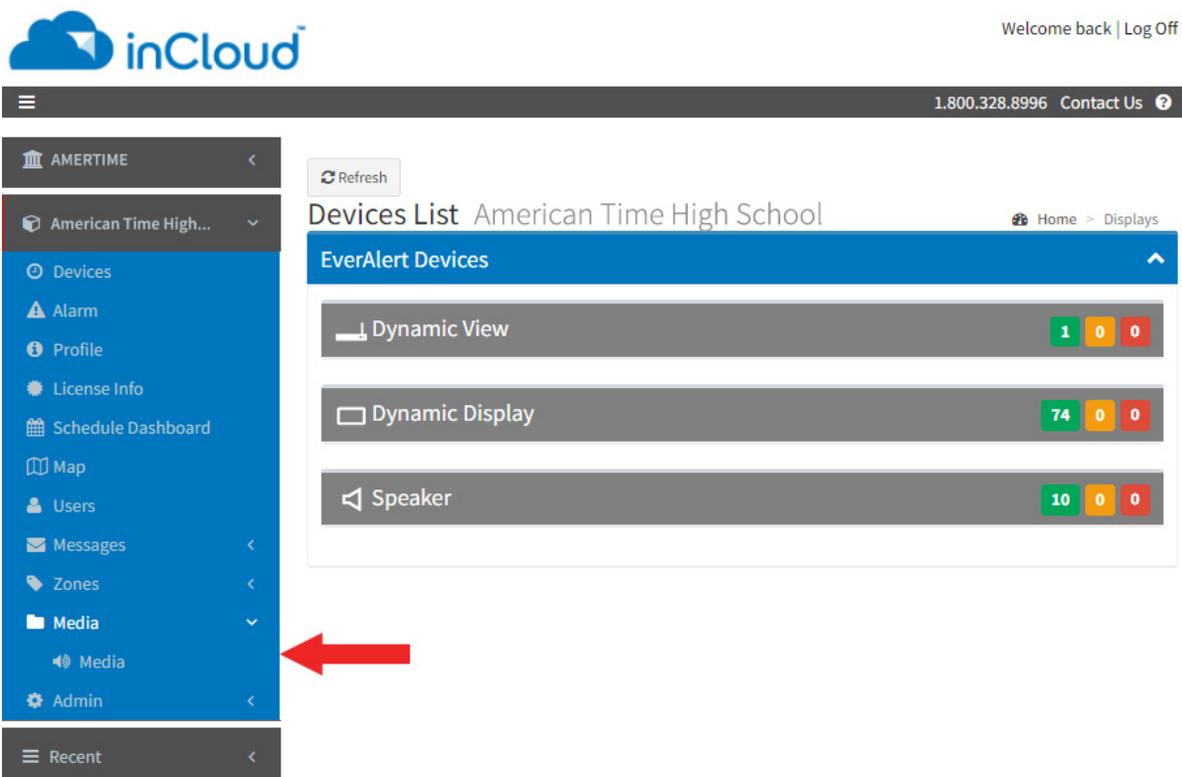
MediaPlus-Compatible Files

MediaPlus can support MP4 files up to 500MB in size. Since EverAlert devices do not support resolutions greater than full HD (1080p; 1920x1080), using a maximum resolution of 1080p for video files is recommended to keep file sizes manageable. Lower resolution may be acceptable or desirable, depending on the content.

Creating MP4 files can be done simply using a presentation tool such as Microsoft PowerPoint®. Slideshows created in many of these applications can be exported as an MP4 video. This is also an easy way to convert static images or graphics to the MP4 format.

Uploading MP4 Files

To begin with MediaPlus, you'll need to upload the desired MP4 file on the inCloud Management Portal. Once you're logged into inCloud, navigate in the site menu to "Media," then click on the "Media" icon in the dropdown.



The screenshot shows the inCloud Management Portal interface. The top navigation bar includes the inCloud logo, a hamburger menu icon, and the text "Welcome back | Log Off" and "1.800.328.8996 Contact Us". The left sidebar menu is expanded to show the "Media" option, which is highlighted with a red arrow. The main content area displays the "Devices List" for "American Time High School" and shows a table of EverAlert Devices:

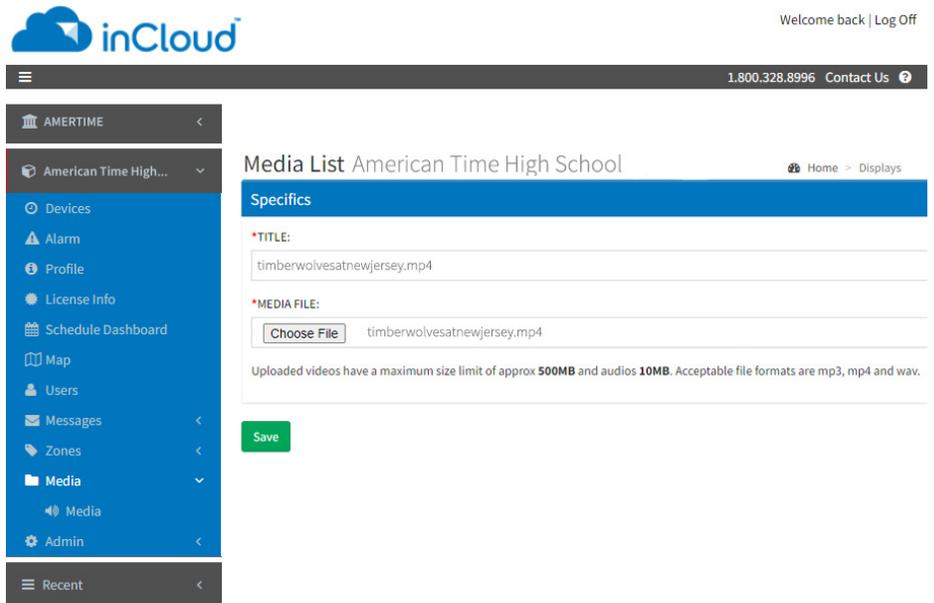
Device Type	Count	Count	Count
Dynamic View	1	0	0
Dynamic Display	74	0	0
Speaker	10	0	0

At the top of the Media page, click the green “Add new” button to enter the media upload interface.

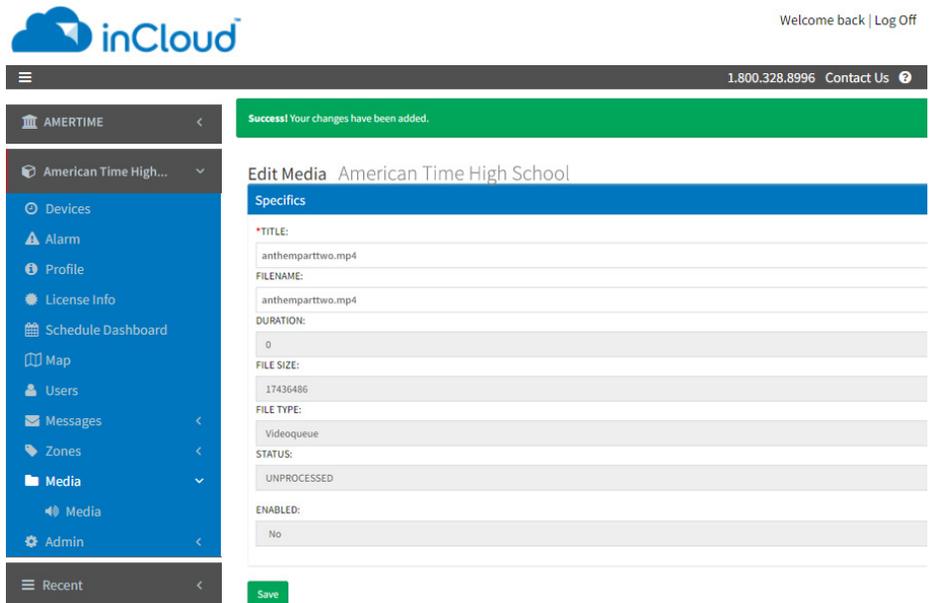


When the New Media page opens, clicking the “Choose File” button will open a file explorer window where you can select the desired MP4 video file.

The “Title” field will automatically fill with the file name; if you want to use a different name, this field can be changed before saving the file. Once the file has been selected and named, click the “Save” button.



After clicking “Save,” the video will begin being encoded and processed for upload to inCloud. Depending on the size of the video and the speed of your network connection, uploading could take several minutes. The initial file status will read “Unprocessed.” This will update to “Ready” once the file has been uploaded, and the “Enabled” dropdown will read “Yes,” indicating that the file is now available for use in MediaPlus messages.



Creating a MediaPlus Message

After your file has been uploaded, click "Messages" in the site menu and select "New Message." This will open the New Message interface.

The screenshot shows the 'New Message' interface for American Time High School. The interface is divided into several sections:

- Left Sidebar:** Contains navigation options: Devices, Alarm, Profile, License Info, Schedule Dashboard, Map, Users, Messages (expanded), New Message, Instant Message, List, Zones, Media, Admin, and Recent.
- Header:** 'New Message American Time High School' with a breadcrumb 'Home > Messages > New'.
- Specifics Section:**
 - MESSAGE TYPE:** A dropdown menu set to 'Media Plus'.
 - *TITLE:** A text input field.
 - *MEDIA:** A dropdown menu with an 'Add New Media' button.
 - AUDIO:** A dropdown menu set to 'Do not play audio in video'.
 - START DATE:** A date input field set to '01/03/2024'.
 - DAILY START TIME:** A time selection dropdown set to 'AM'.
 - END DATE:** A date input field.
 - DAILY END TIME:** A time selection dropdown set to 'AM'.
 - REPEATING DAYS:** A row of checkboxes for Sun, Mon, Tue, Wed, Thu, Fri, Sat, and All.
- Bottom:** A green 'Start' button and a note '* DENOTES A REQUIRED FIELD.'
- Right Sidebar:** Contains tabs for 'Zones (9)', 'Specific Devices (104)', and 'Settings'.

Click the "Message Type" dropdown to select MediaPlus.

Enter the title of your message in the "Title" field, then select the desired media file in the "Media" dropdown. (Note: Clicking the "Add New Media" button will take you to the New Media page to upload a new file.)

The "Audio" dropdown allows you to select whether or not you want any audio attached to the selected file to play over your EverAlert devices.

Scheduling works in the same way as other EverAlert messages. Select the start/end dates and start/end times for your message, as well as any repeating days desired. **Note that your devices will automatically delete media files once the end date of any messages using those files has been reached.** The media files will still be uploaded on your inCloud site for future use, but will need to be retransmitted to your devices if reused.

In the "Zones" and "Specific Devices" tabs, select the desired zones/devices you wish to play the message.

IMPORTANT: Older EverAlert devices (model EADV) will not play MediaPlus messages. These devices currently will still display in the device list, but the message will not appear on these devices.

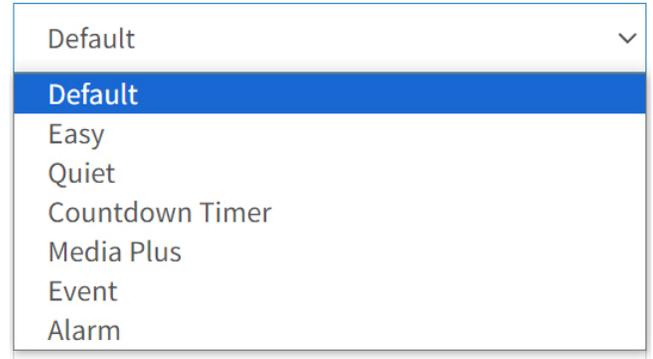
Once your message is configured, click the green "Start" button to save the message.

After the message is saved, it will be transmitted to the assigned devices to be played. Depending on the size of the MediaPlus file and the speed of your device's network connection, this may take several minutes.

How MediaPlus Messages Work

MediaPlus messages are managed in the message hierarchy with the rest of your EverAlert messages. Message priority is shown in ascending order in the “Message Type” dropdown on the New Message page. MediaPlus messages will override Default, Easy, and Quiet messages, as well as Countdown Timers. Event messages and Alarms of any kind will override MediaPlus messages.

MESSAGE TYPE: ⓘ



Message Scheduling

Because media files need to be downloaded by each device, it's recommended to create and schedule messages at least 15 minutes in advance; most files will download much faster than this, but scheduling in advance provides a margin of error for particularly large files or devices with slow connections. Creating and scheduling messages to be played immediately may result in slight delays in the message displaying on some devices. The status of the file(s) for each device can be observed on the EverAlert MediaPlus Status Detail page (see section “Storage Management”).

If multiple MediaPlus messages are scheduled at a particular time, the newest message (the message created most recently) will take priority over older messages.

For example, if a school creates a “*welcome to our school*” graphic and sets it to play from 6:00AM to 5:00PM Monday through Friday on the display at their front entry, then creates a *video announcement* scheduled to play from 8:00AM to 8:15AM on the same days, the *welcome graphic* will play from 6:00AM to 8:00AM, at which time the *video announcement* will play. When the *video announcement* concludes at 8:15AM, the *welcome graphic* will resume and continue until 5:00PM.

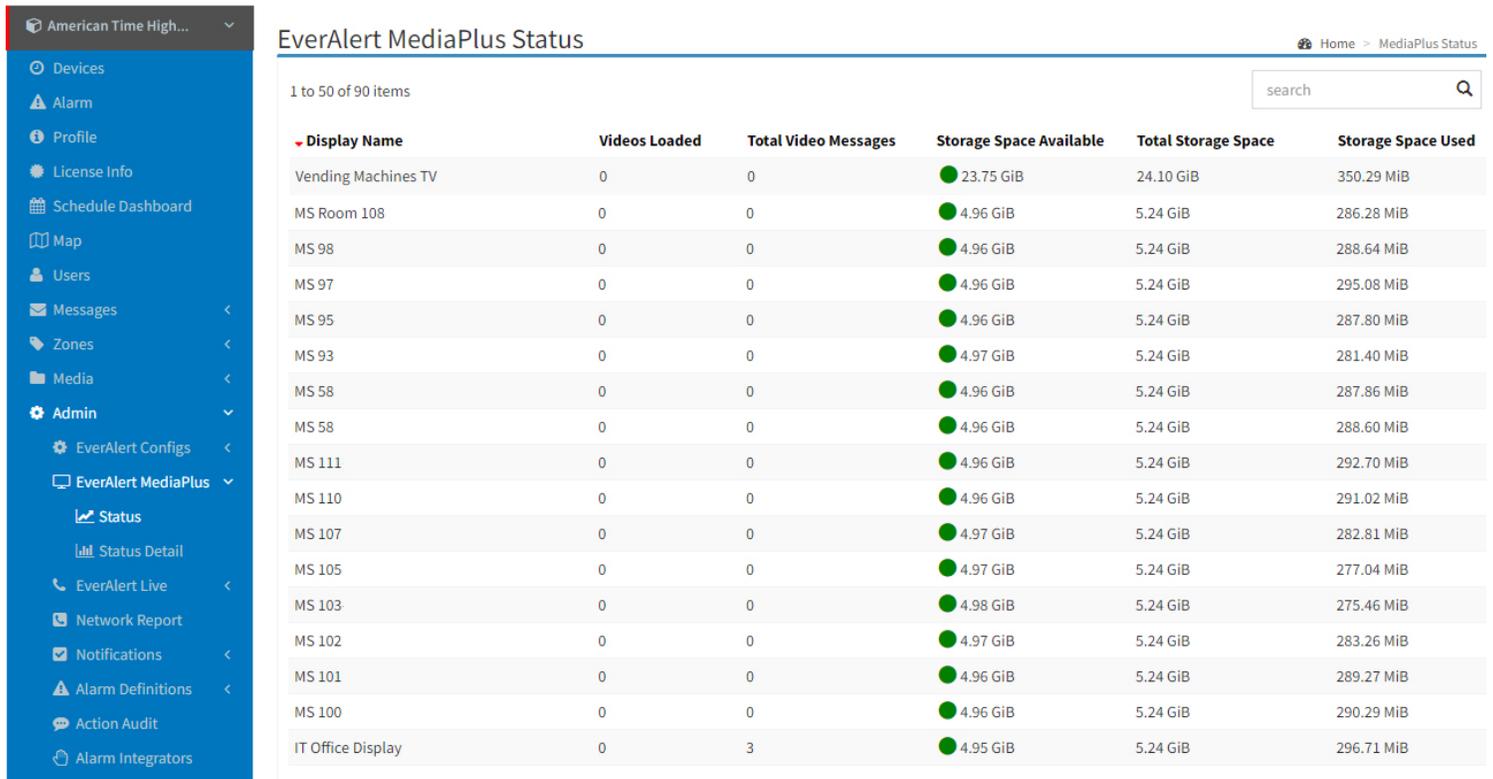
However, if the *welcome graphic* were created after the *video announcement*, the *welcome graphic* would override the *video announcement* and play non-stop from 6:00AM to 5:00PM; the *video announcement* would not be played.

Storage Management

Outdated media files will be deleted automatically from your devices once they are no longer assigned to any active messages. However, due to the relatively large size of MediaPlus files, it's possible that a device assigned a large number of MediaPlus messages could run out of storage space. Individual device status can be monitored by clicking on "EverAlert MediaPlus" in the site menu, which opens the EverAlert MediaPlus Status page.

This will list every device on your site, along with the number of videos loaded on the device currently and the number of active video messages. You will also see the amount of available storage space on each device, as well as the total storage space and the amount in use.

Devices with low storage space will be flagged with yellow (<30% free space) or red (<20% free space) icons.



Display Name	Videos Loaded	Total Video Messages	Storage Space Available	Total Storage Space	Storage Space Used
Vending Machines TV	0	0	23.75 GiB	24.10 GiB	350.29 MiB
MS Room 108	0	0	4.96 GiB	5.24 GiB	286.28 MiB
MS 98	0	0	4.96 GiB	5.24 GiB	288.64 MiB
MS 97	0	0	4.96 GiB	5.24 GiB	295.08 MiB
MS 95	0	0	4.96 GiB	5.24 GiB	287.80 MiB
MS 93	0	0	4.97 GiB	5.24 GiB	281.40 MiB
MS 58	0	0	4.96 GiB	5.24 GiB	287.86 MiB
MS 58	0	0	4.96 GiB	5.24 GiB	288.60 MiB
MS 111	0	0	4.96 GiB	5.24 GiB	292.70 MiB
MS 110	0	0	4.96 GiB	5.24 GiB	291.02 MiB
MS 107	0	0	4.97 GiB	5.24 GiB	282.81 MiB
MS 105	0	0	4.97 GiB	5.24 GiB	277.04 MiB
MS 103	0	0	4.98 GiB	5.24 GiB	275.46 MiB
MS 102	0	0	4.97 GiB	5.24 GiB	283.26 MiB
MS 101	0	0	4.96 GiB	5.24 GiB	289.27 MiB
MS 100	0	0	4.96 GiB	5.24 GiB	290.29 MiB
IT Office Display	0	3	4.95 GiB	5.24 GiB	296.71 MiB

Additional detail can be found by clicking on the "Status Detail" link in the site menu. This will open the EverAlert MediaPlus Status Detail page, which shows a list of every individual file that has been assigned to any device on your site, including files which failed to load. The "Status" column will indicate the status of each file, along with providing information if the file failed to load.

In the unlikely event that outdated files failed to be removed automatically, the "Remove Old.." button will clear out all the files listed.