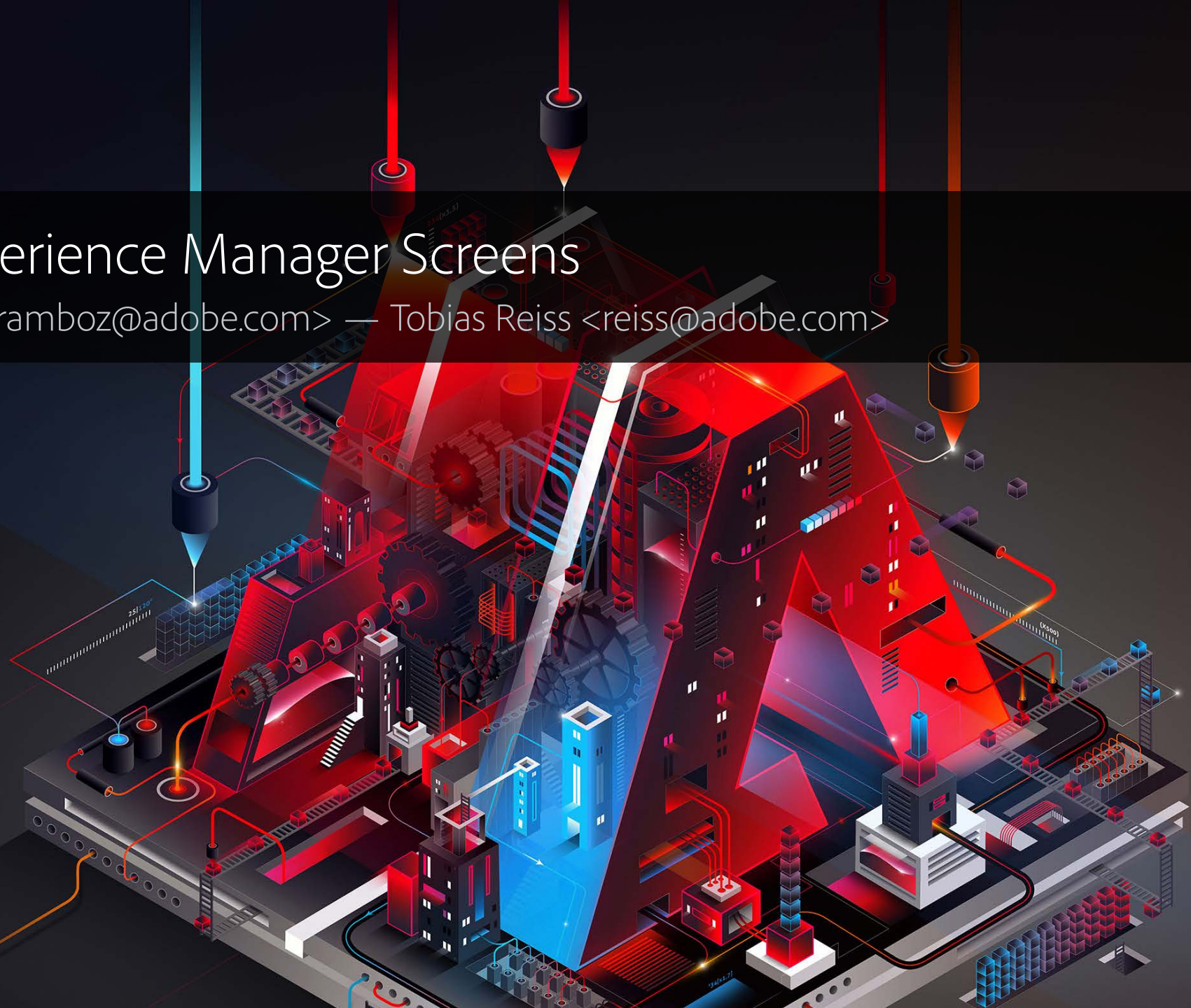




Adobe Experience Manager Screens

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Agenda

1. AEM Screens overview
 - What is AEM Screens?
 - Technologies we rely on
 - Domain specific vocabulary
 - Platforms and Hardware
2. First steps
 - Quick Demo
 - Creating the Project
 - Register a Device
3. Diving a bit deeper
 - Authoring components for AEM Screens
 - Setting up offline channels

AEM Screens overview

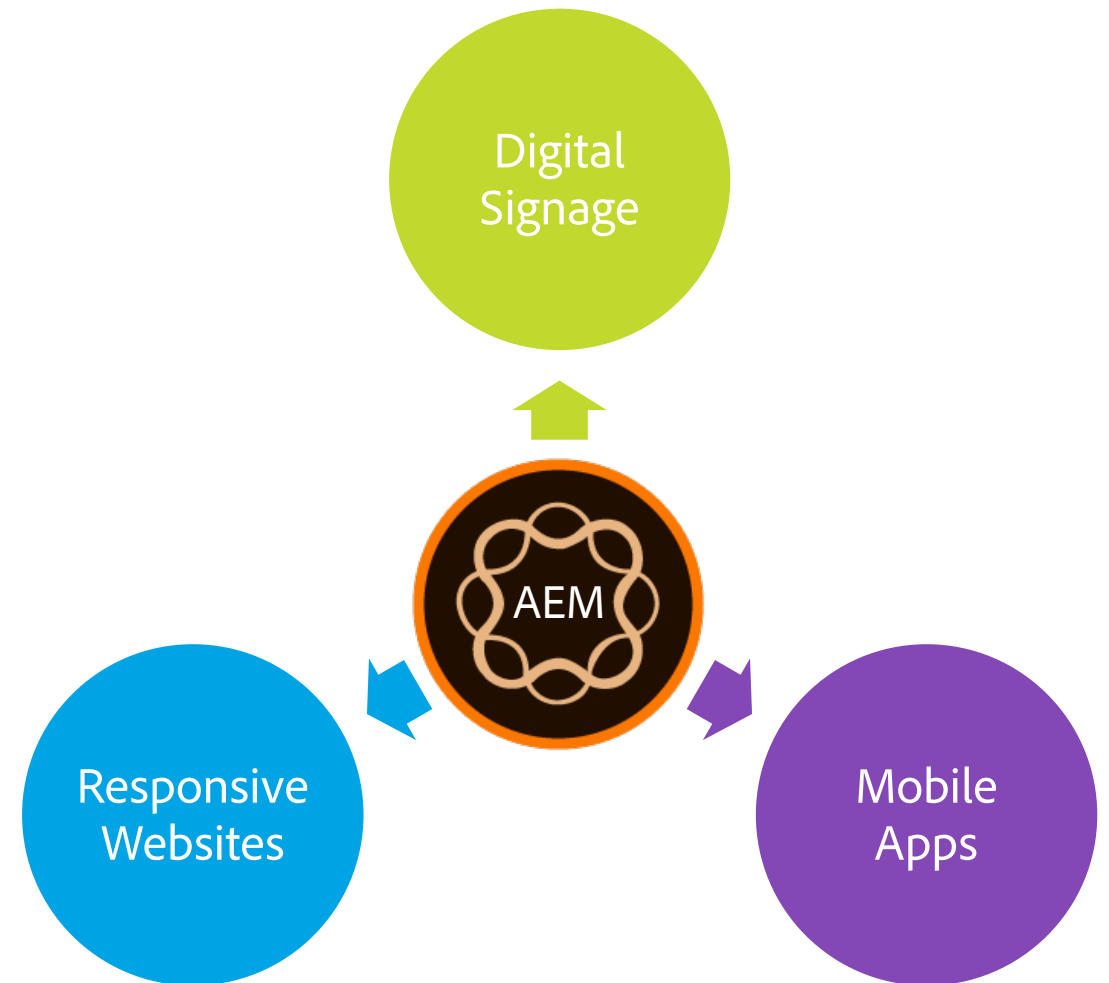
A quick introduction to Adobe Experience Manager Screens

What is AEM Screens?

Digital signage solution integrated into Adobe Experience Manager

Expands AEM capabilities to

- bring digital personalisation & visualisation to physical stores
- provide continuous connected experiences



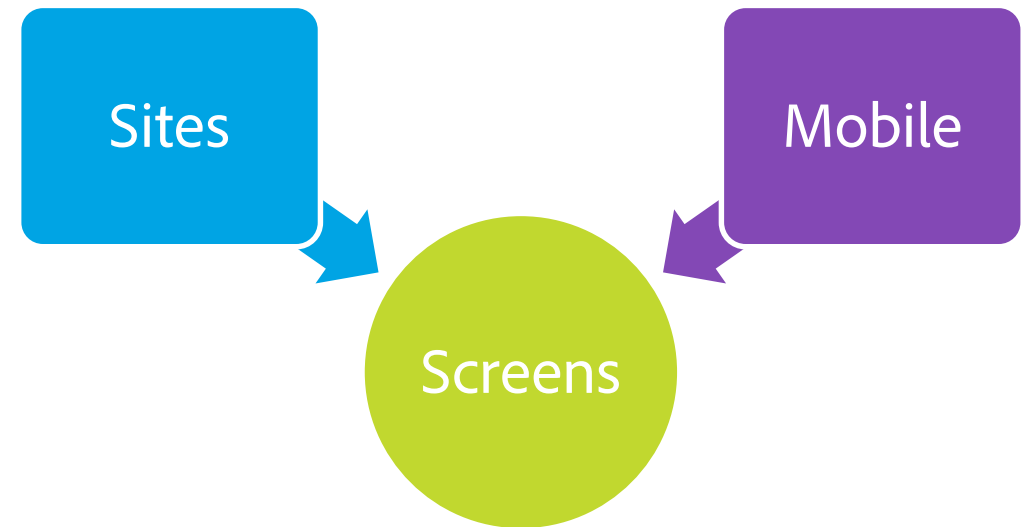
Leveraging existing technologies

WCM

- Standard authorable pages
- DAM and PIM integration
- Clientlibs to organise CSS/JS

Mobile Development

- Built on Cordova
- Mobile SDK
- Offline scenarios with ContentSync



Domain specific vocabulary — Location, Channel and Player

- Location
 - Where the digital signage screen setup is located
 - Free structure, i.e. country > region > city > store > floor
- Channel
 - A grouping of content that focuses on a common theme
 - 2 types: interactive app and slideshow sequence
- Player
 - The software executing the signage experience

Domain specific vocabulary — Display, Device and Screen



TABLET
SCREEN + DEVICE



SMART TV
SCREEN + DEVICE
SOC



DUAL SCREEN SETUP
2 SCREENS
1 STANDALONE DEVICE



VIDEO WALL
1 DISPLAY
4 SCREENS WITH SOC DEVICES
SCREEN SYNC TECHNOLOGY

Platforms and Hardware

Supported



iOS

iPad



macOS

Mac Pro
Mac Mini
MacBook Pro



android

Via Alta DS 2
Via Alta DS 4K

Planned



SAMSUNG
SMART
SIGNAGE PLATFORM

SSSP 4.0



Windows

First steps

Creating your first Screens digital experience



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OUTDOORS

Ultra 2 GTX Trail Shoes \$80.00
Barefoot Talm Cross-Training Shoes \$88.00
Keen Arroyo II Sandals \$50.00
Men's Double Insulated Ravine Boot \$200.00
Men's Momentum GTX Winter Boot \$90.00



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OUTDOORS

Categories:

- JEANS
- SHORTS
- SHIRTS
- SHIRTS
- SHORTS
- JACKET
- SWIMMING
- FOOTWEAR
- HATS
- SWEATWEAR

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OUTDOORS



- | | | | | |
|------------------------|---|------------------------------|---|---|
| | | | | |
| Ultra 2 GTX Trail Shoe | Warrior™ Team Cleat Training Shoe \$50.00 | New Arrivals Sandals \$50.00 | Merix Double Insulated Marine Boot \$200.00 | Merix Mountain GTX Winter Boot \$200.00 |

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OUTDOORS



- CATEGORIES
- | | | | | |
|----------|----------|--------|----------|--------|
| | | | | |
| SWEATERS | PANTS | SHIRTS | SHORTS | JACKET |
| | | | | |
| SWIMMING | FOOTWEAR | HATS | SWEATERS | |



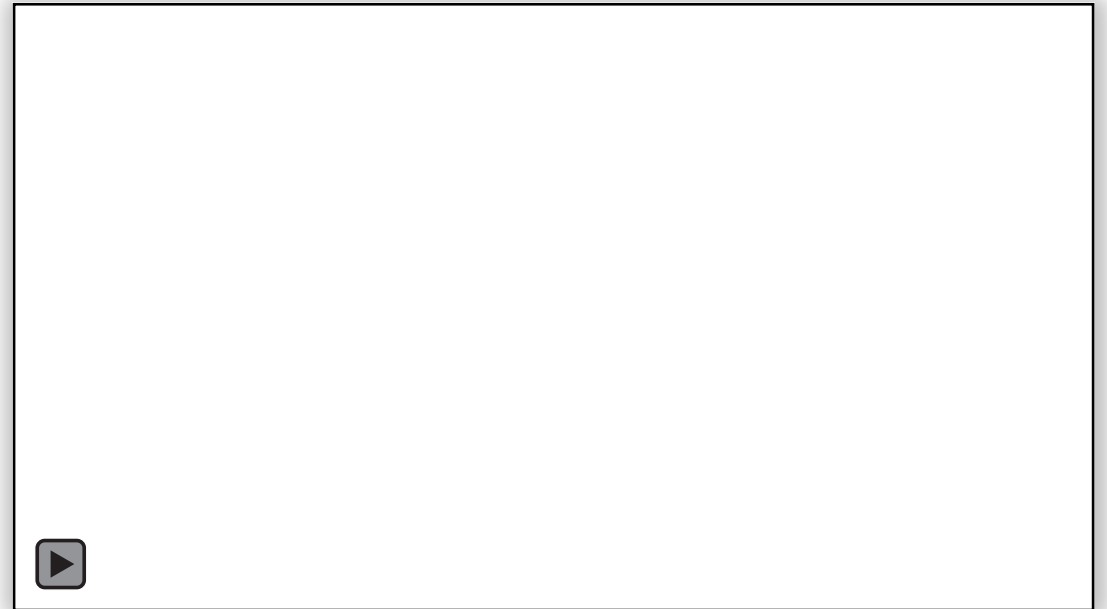
Demo: Sequence Channel

- Images and Videos appearing sequentially
- Simple to Setup
- Template in AEM
- Editable via AEM Editor
- Text overlay: "Touch to interact"



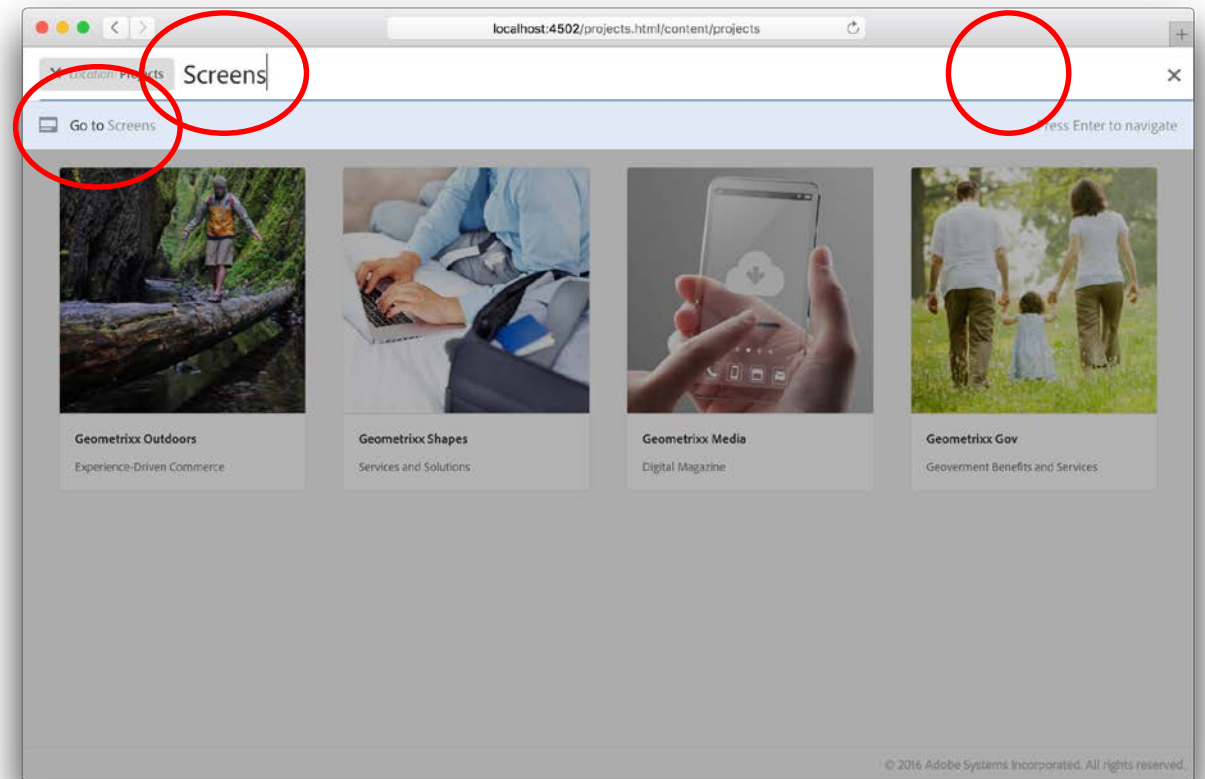
Demo: Application Channel

- Container for Single Page Applications
- Content similar to AEM Sites
- Template in AEM
- Editable via AEM Editor
- Tightly integrated into AEM Ecosystem



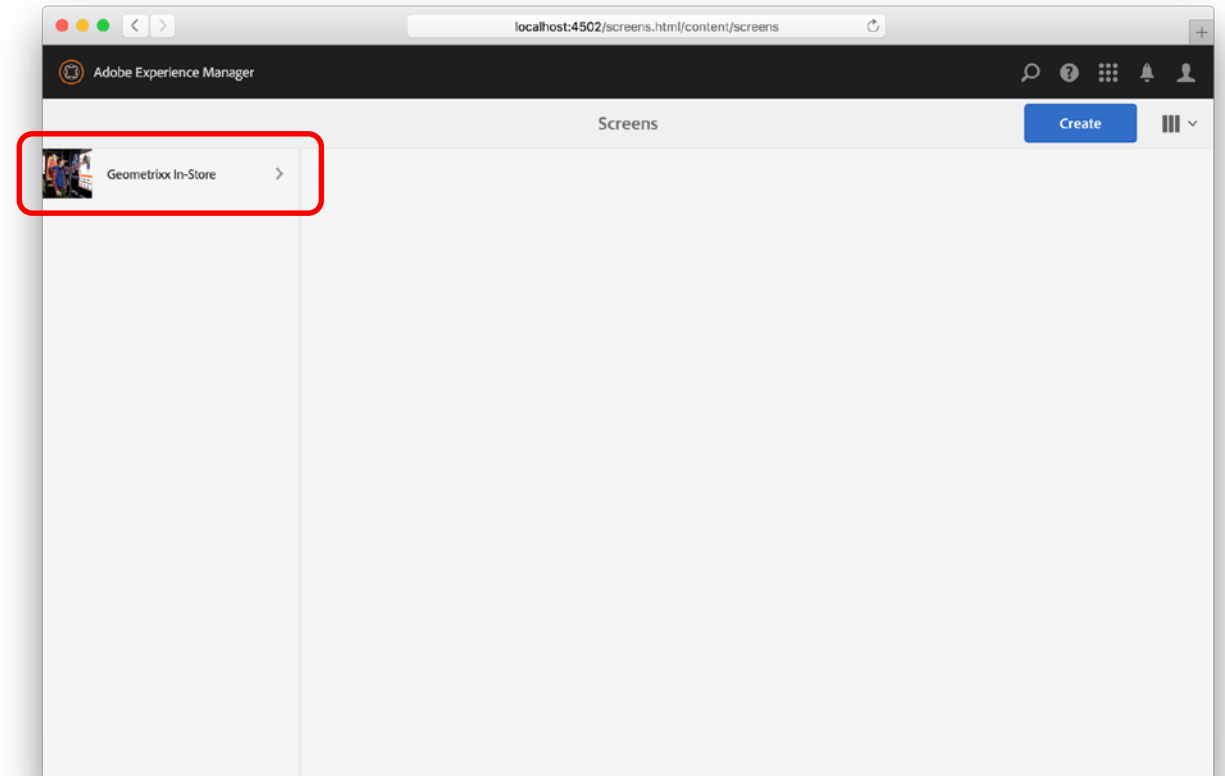
How to find AEM Screens

- Use Omni search
- Search for "Screens"



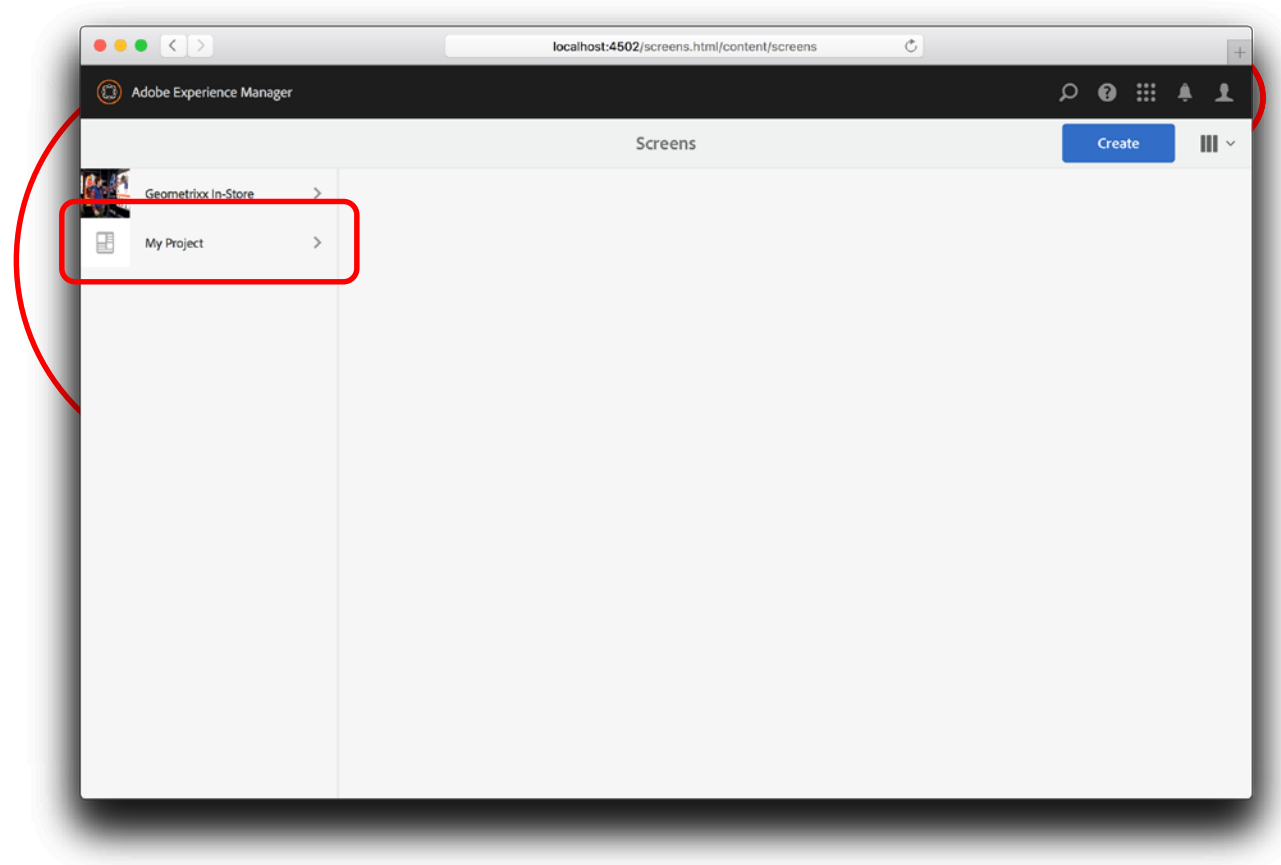
Device Control Center

- Central Place for AEM Screens
- Geometrixx In-Store Demo Project



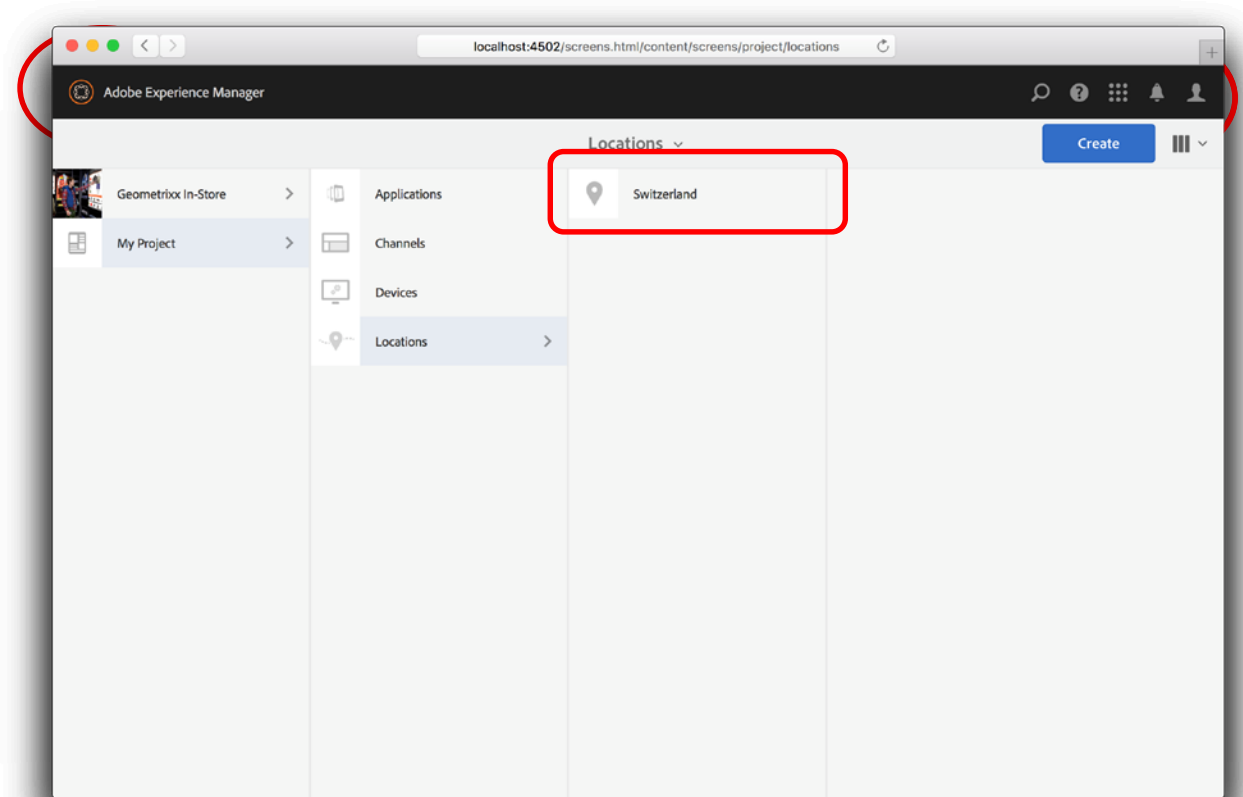
Create Demo Project

1. Click on "Create"
2. Select Template
3. Click "Next"
4. Select all Master Pages
5. Choose Project name
6. Click on "Create"



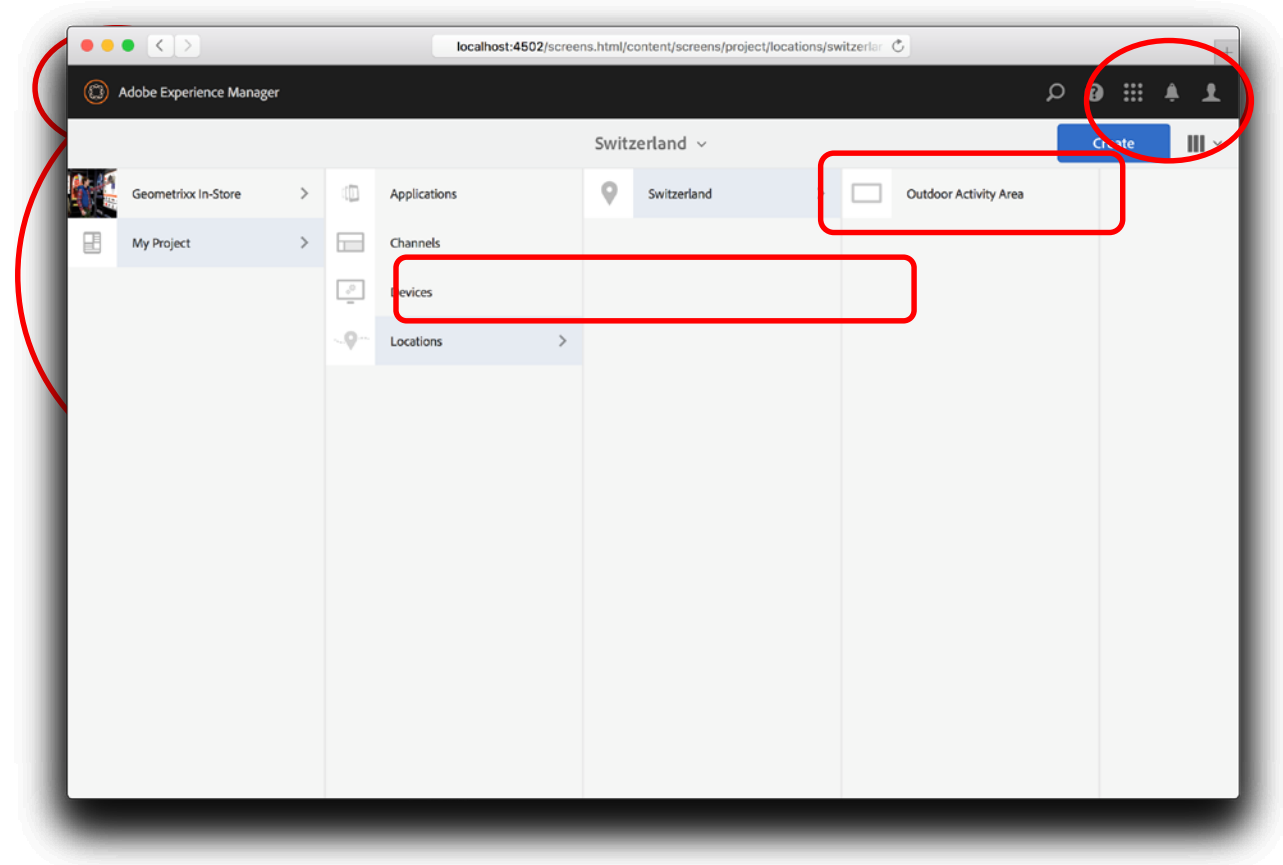
Create Location

1. Click on "My Project"
2. Click on "Locations"
3. Click on "Create"
4. Select Template "Location"
5. Click on "Next"
6. Choose name
7. Click on "Create"



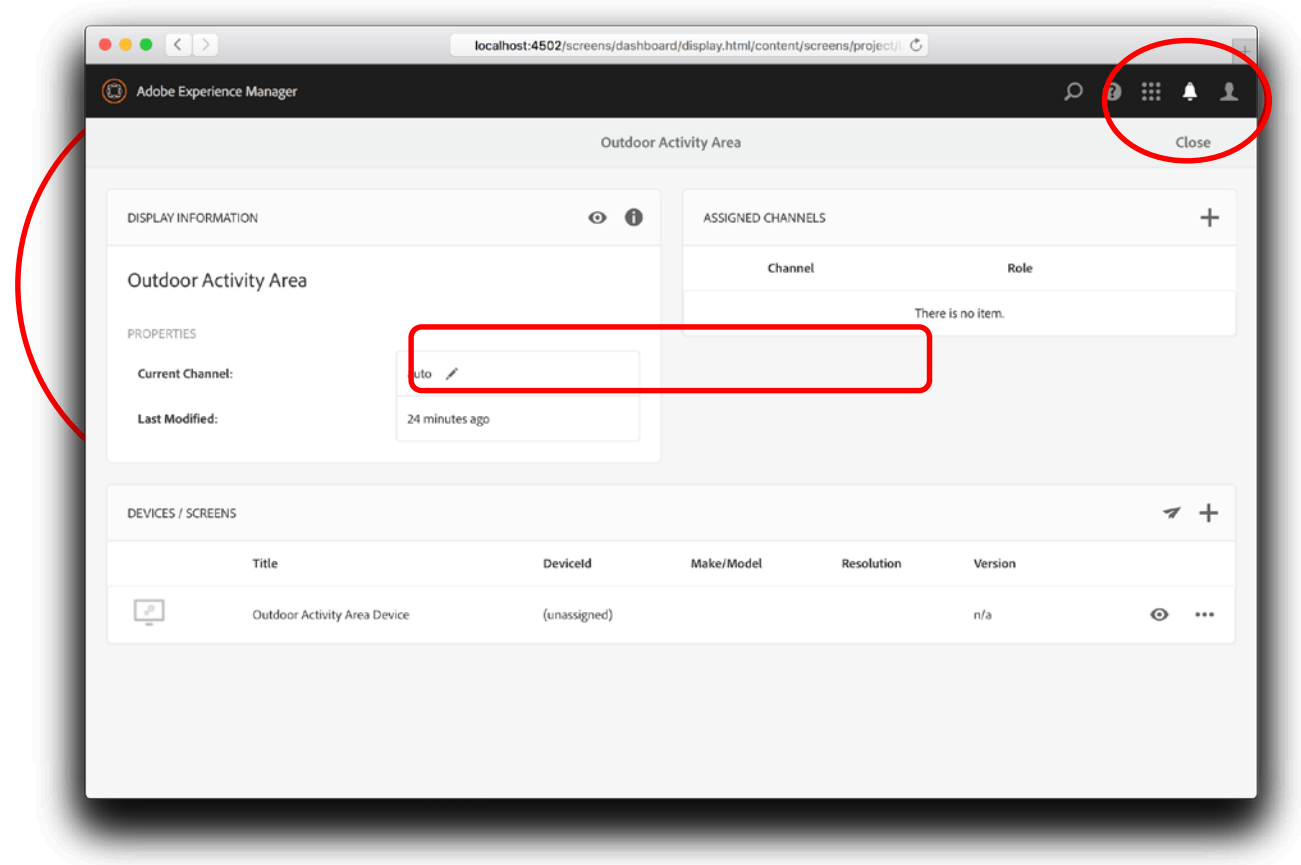
Create Display

1. Click on "Locations"
2. Click on "Switzerland"
3. Click on "Create"
4. Select Template "Display"
5. Click on "Next"
6. Choose name
7. Choose resolution
8. Click on "Create"



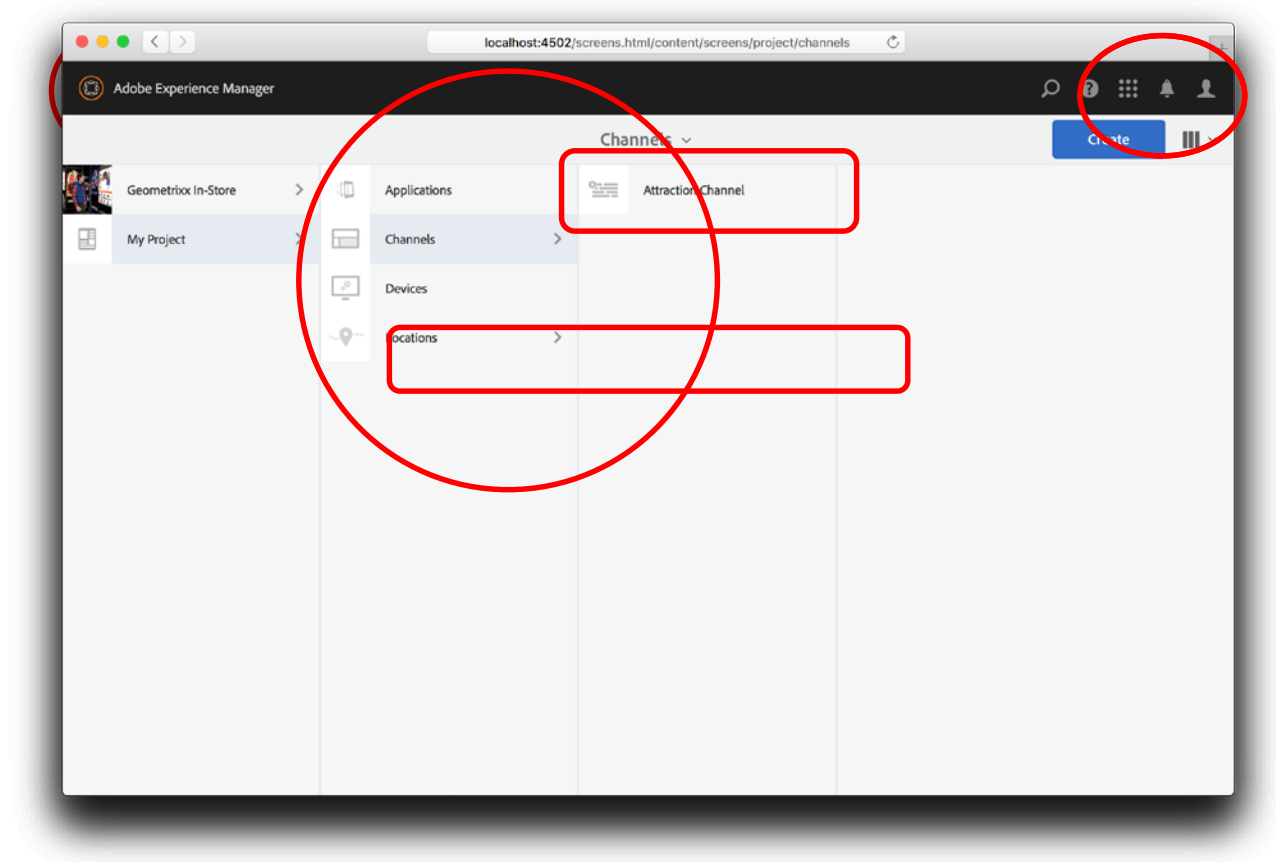
Create Device Config

1. Click on "Outdoor Activity Area"
2. Click on "View Dashboard"
3. Click on "Plus" Icon
4. Select Device Config Template
5. Click on "Next"



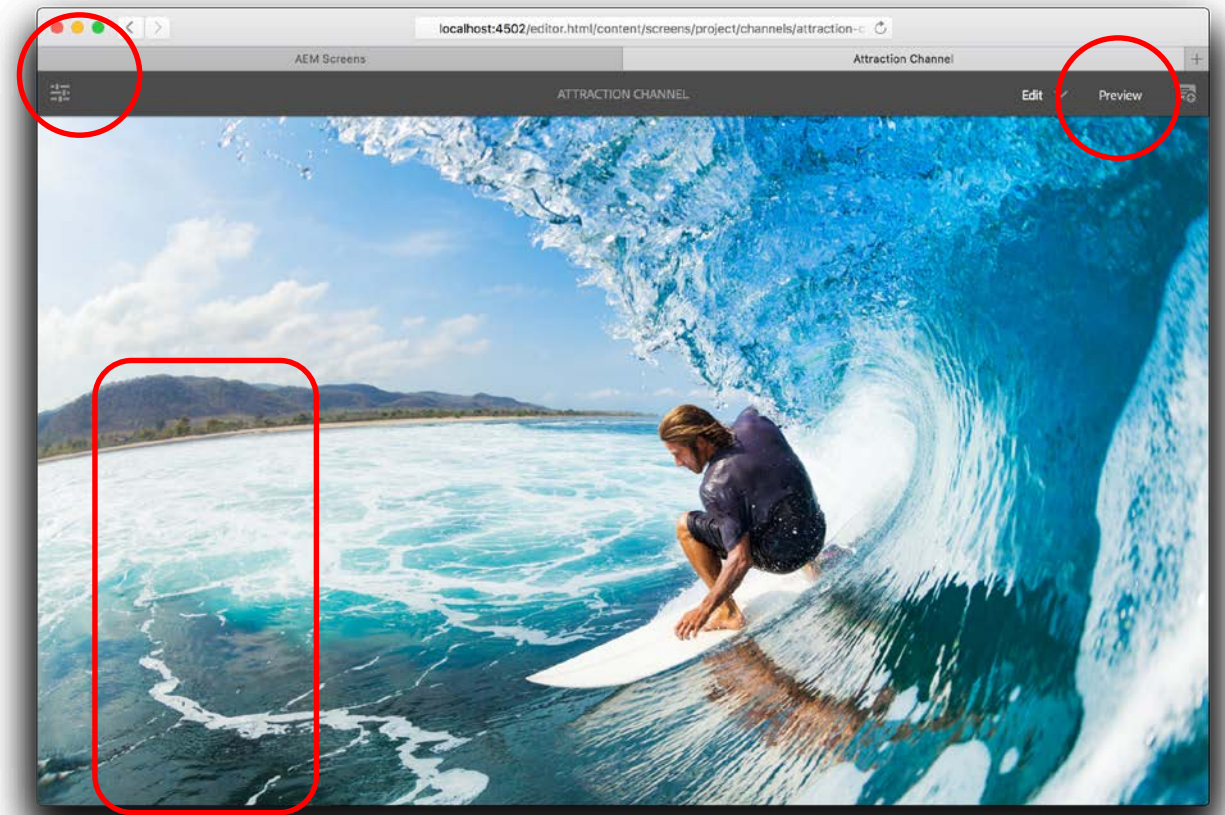
Create Sequence Channel

1. Click on Channels
2. Click on "Create"
3. Select "Sequence Channel" Template
4. Click on "Next"
5. Choose name
6. Click on "Create"



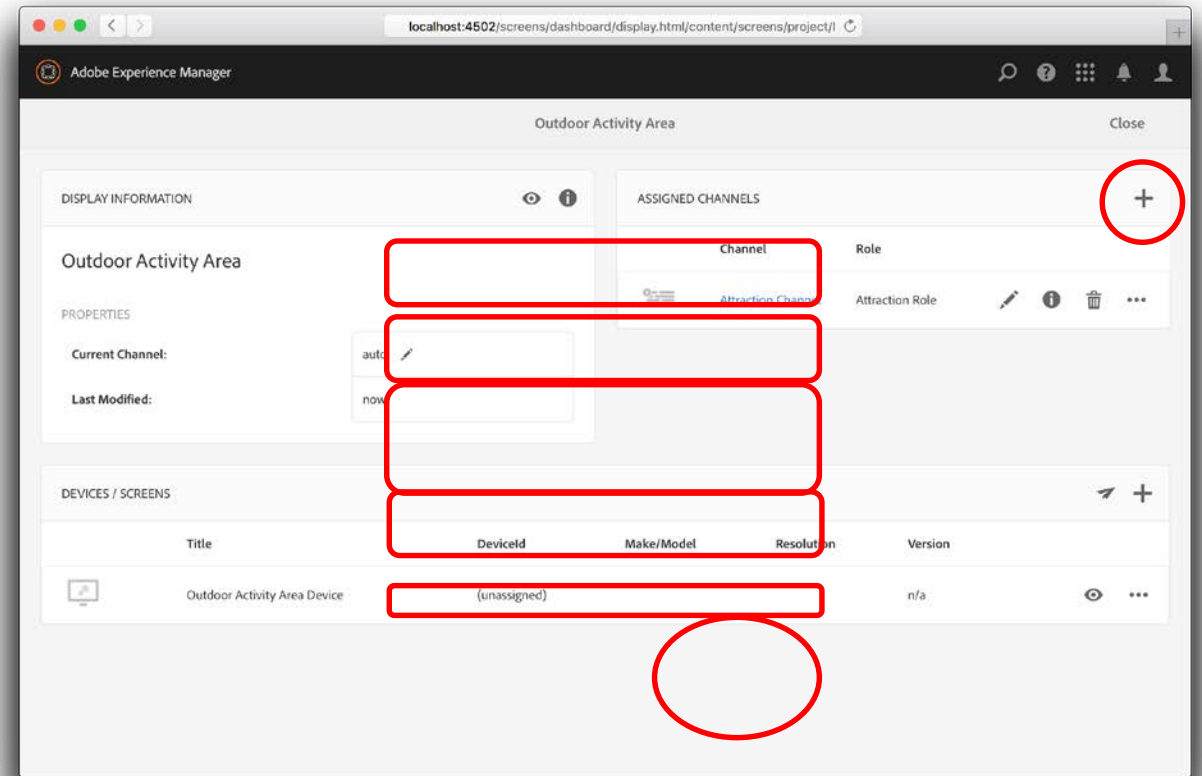
Author Sequence Channel

1. Click on "Attraction Channel"
2. Click on "Edit"
3. Drag and drop images into the Component
4. Click on "Preview" and verify
5. Close the Tab



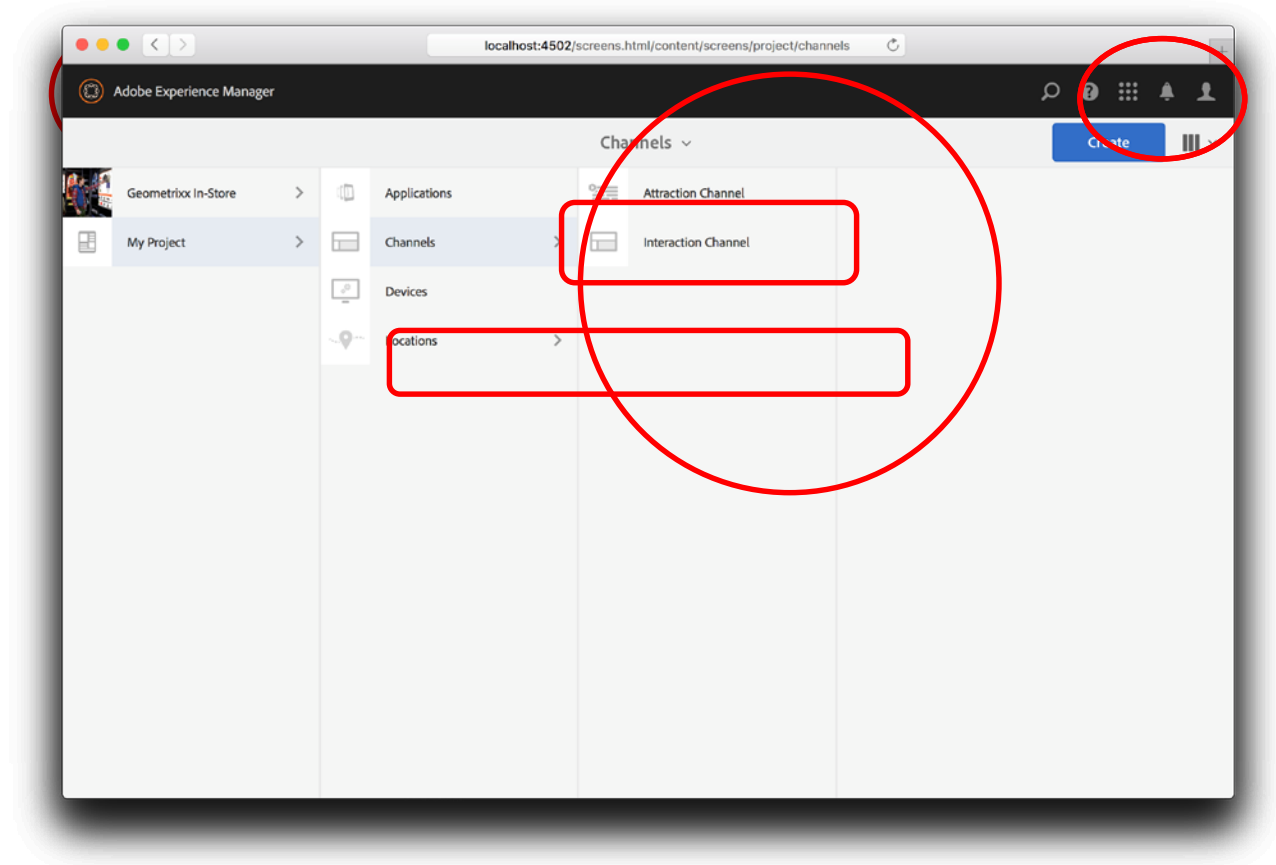
Assign Sequence Channel to Display

1. Open Display Dashboard
2. Click on "Plus" Icon
3. Choose Role
4. Choose Channel
5. Select Supported Events
6. Optionally choose a Schedule
7. Optionally enable Tooltip
8. Click on "Save"



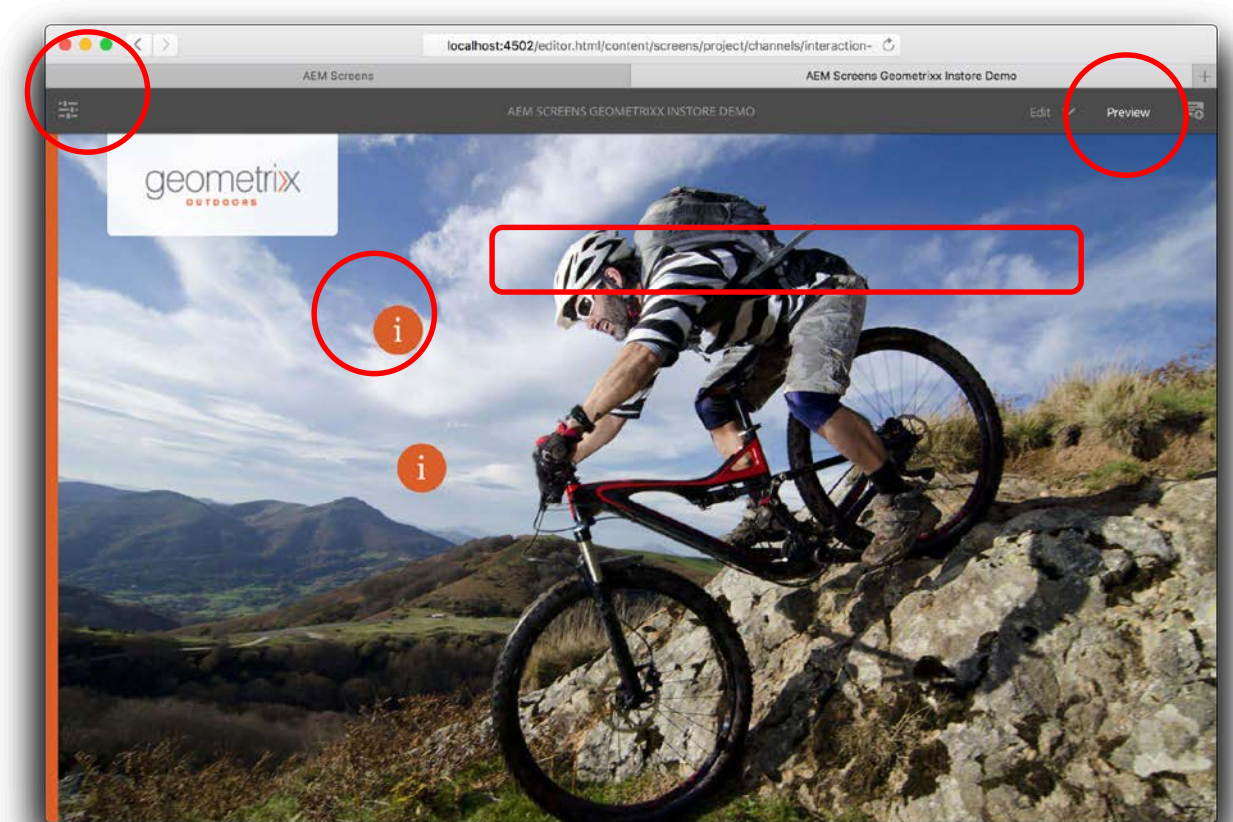
Create Application Channel

1. Click on Channels
2. Click on "Create"
3. Select "Application Channel" Template
4. Click on "Next"
5. Choose name
6. Click on "Create"



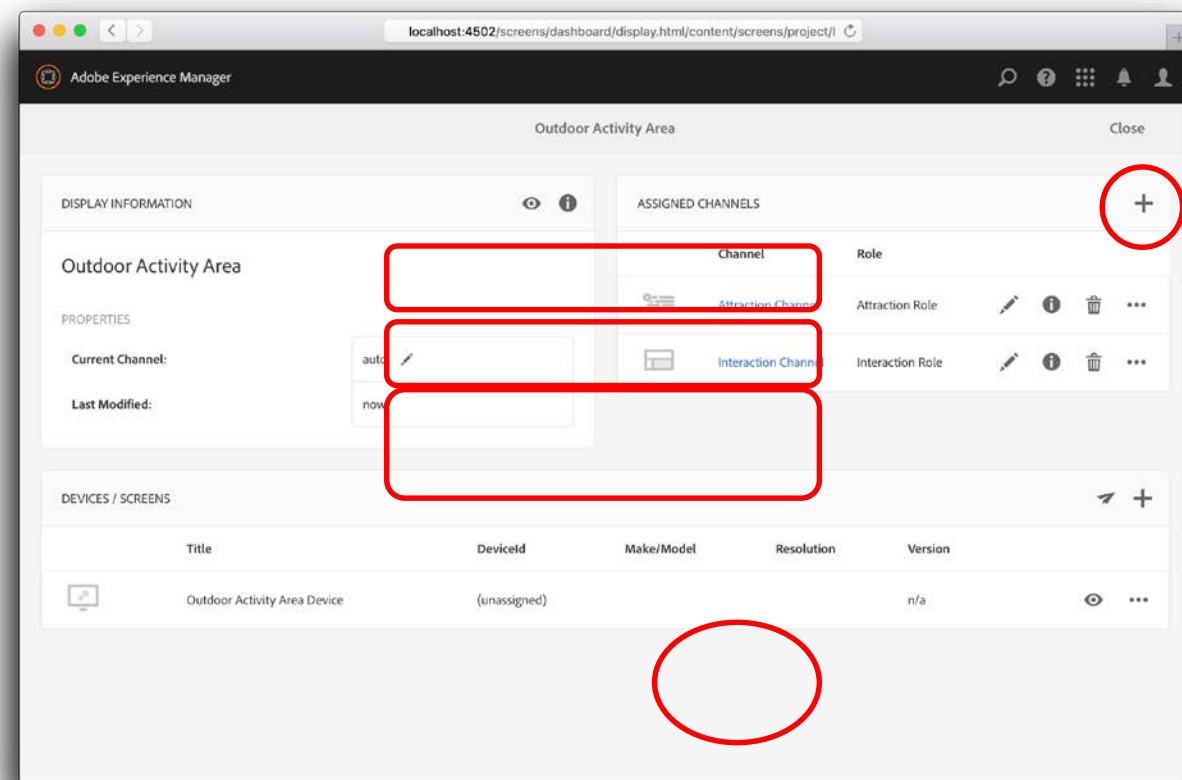
Author Application Channel

1. Click on "Interaction Channel"
2. Click on "Edit"
3. Click on Configurator
4. Choose Application Path
5. Click on "Preview" and verify
6. Close the Tab



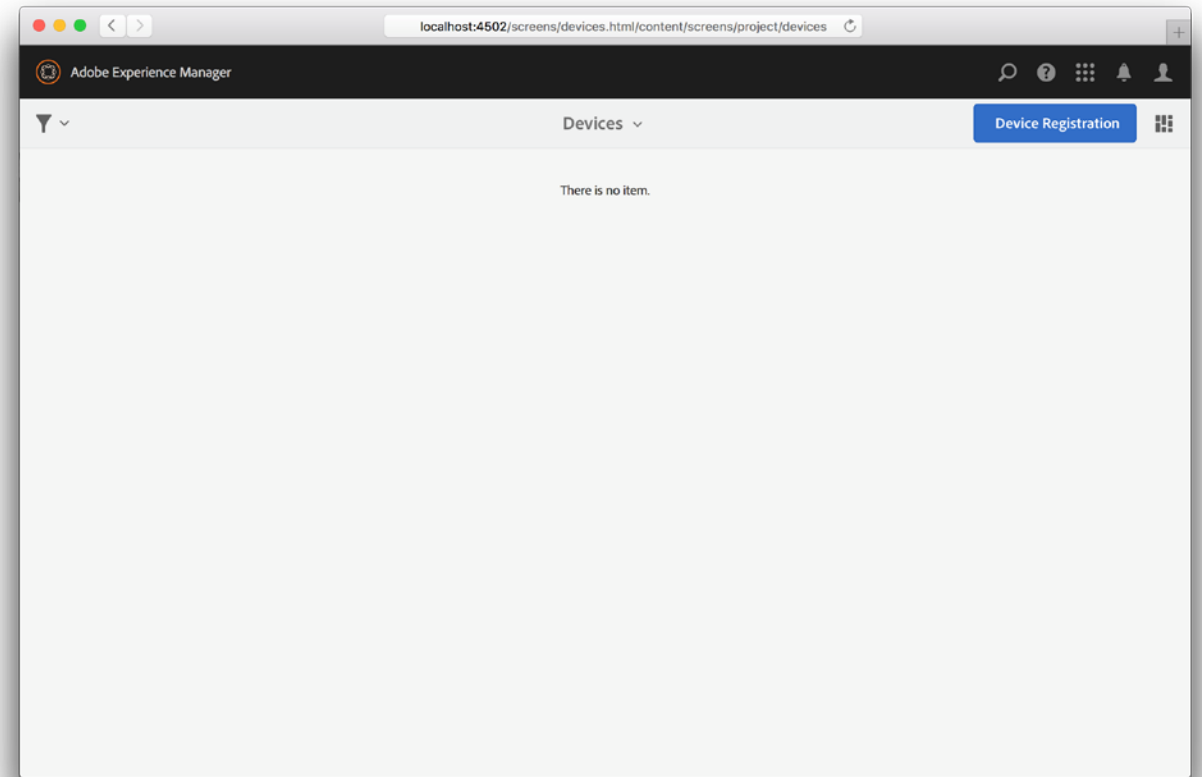
Assign Application Channel to Display

1. Open Display Dashboard
2. Click on "Plus" Icon
3. Choose Role
4. Choose Channel
5. Select Supported Events
6. Optionally choose a Schedule
7. Click on "Save"



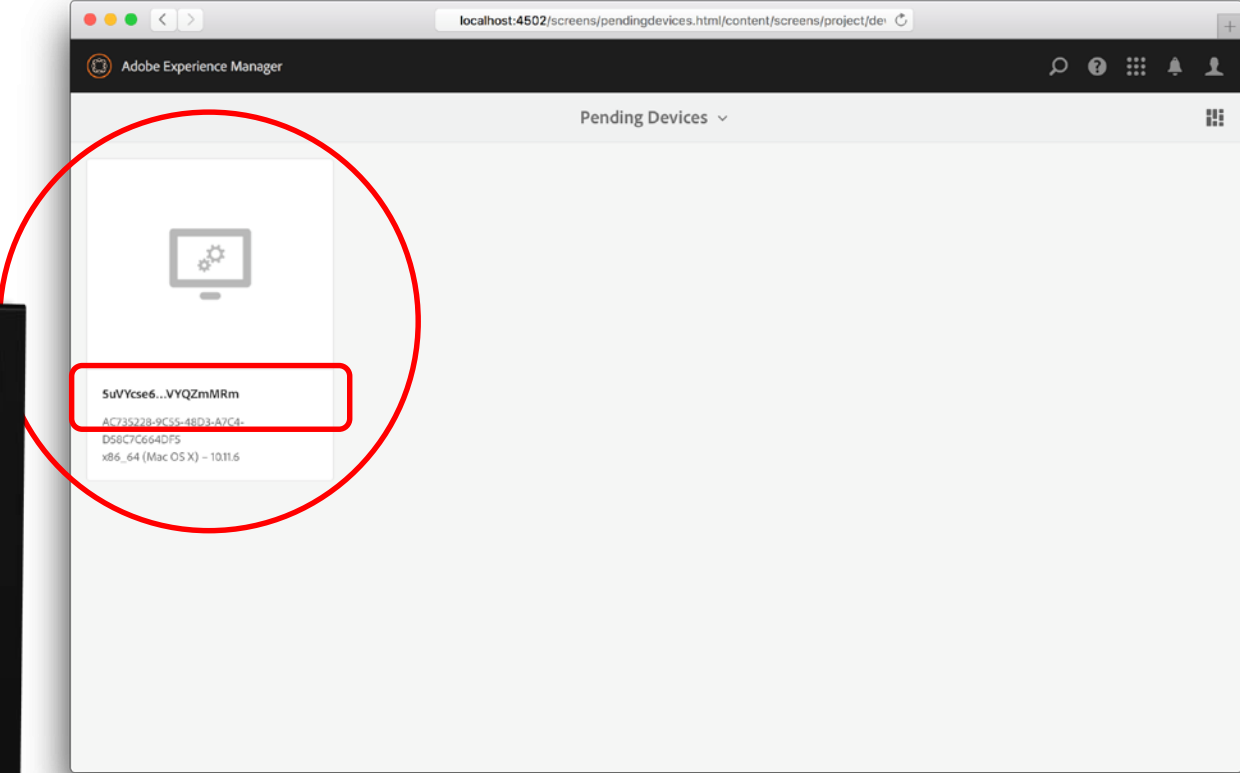
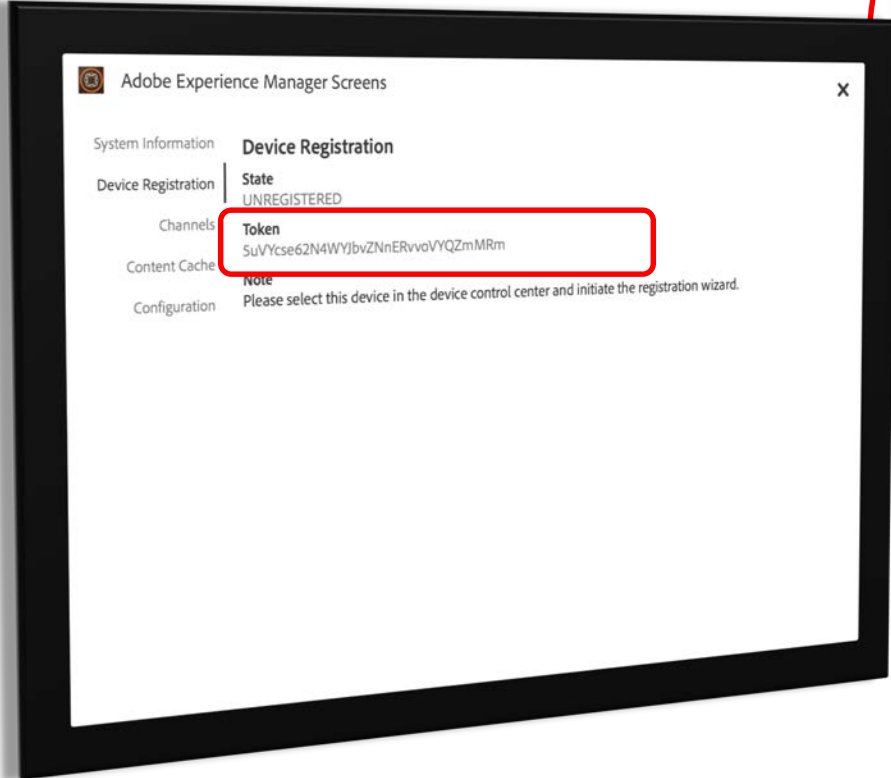
Device Manager

- Central Place for registered Devices
- Device Registration
- Pending Devices



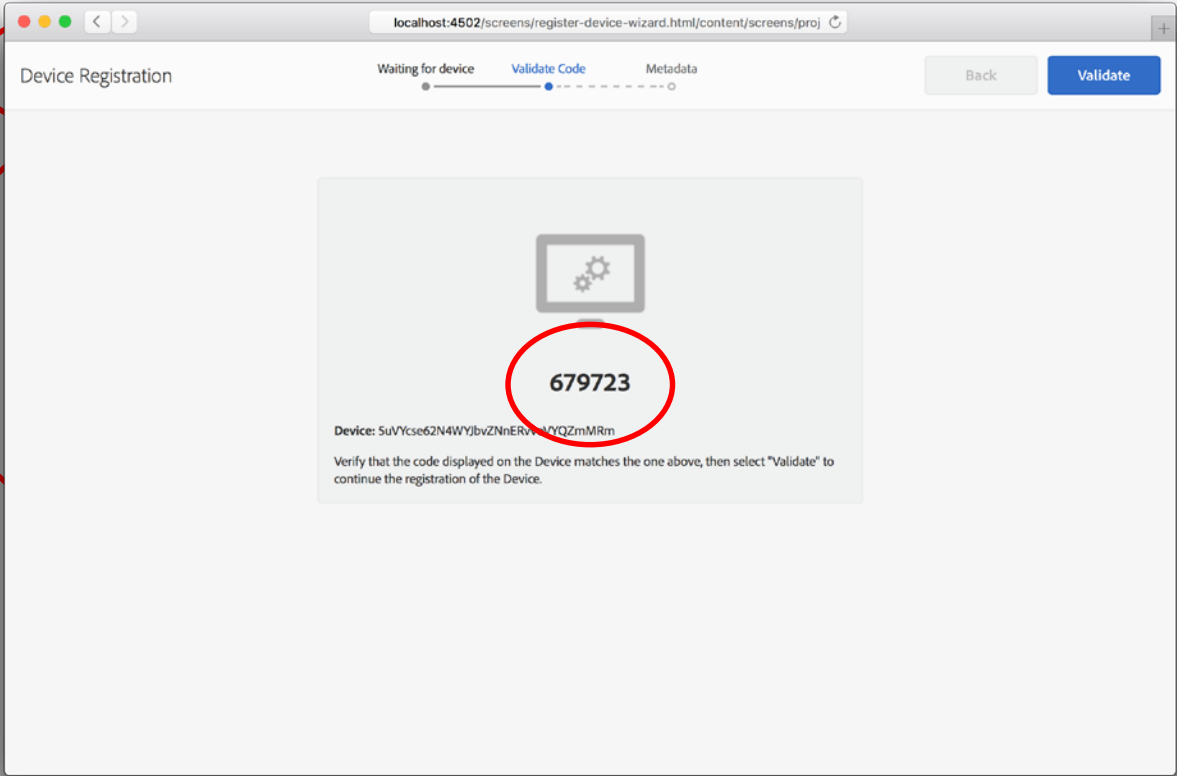
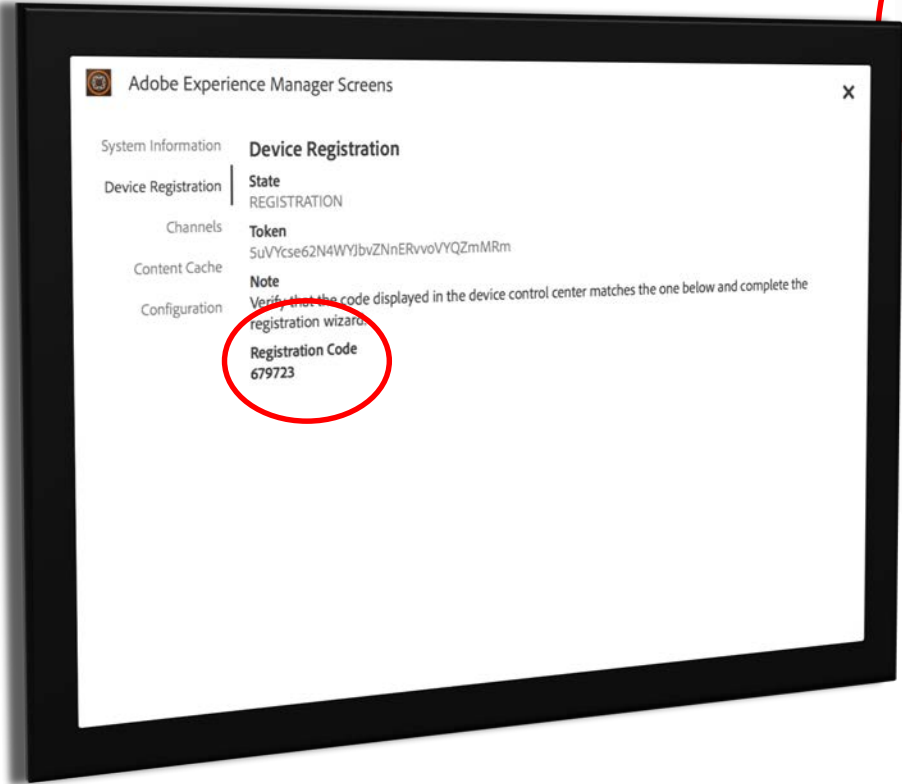
Device Registration – Pending Devices

- 1. Click on “Device Registration”
- 2. Check Pending Devices



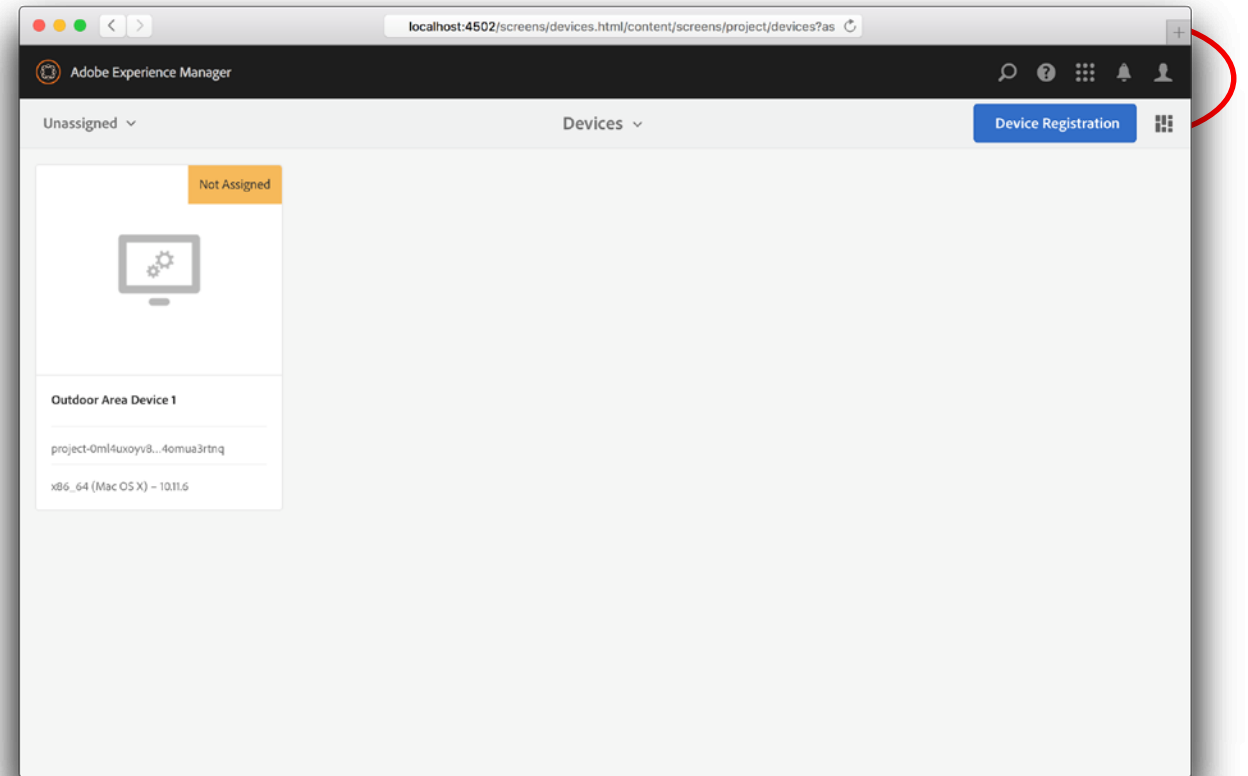
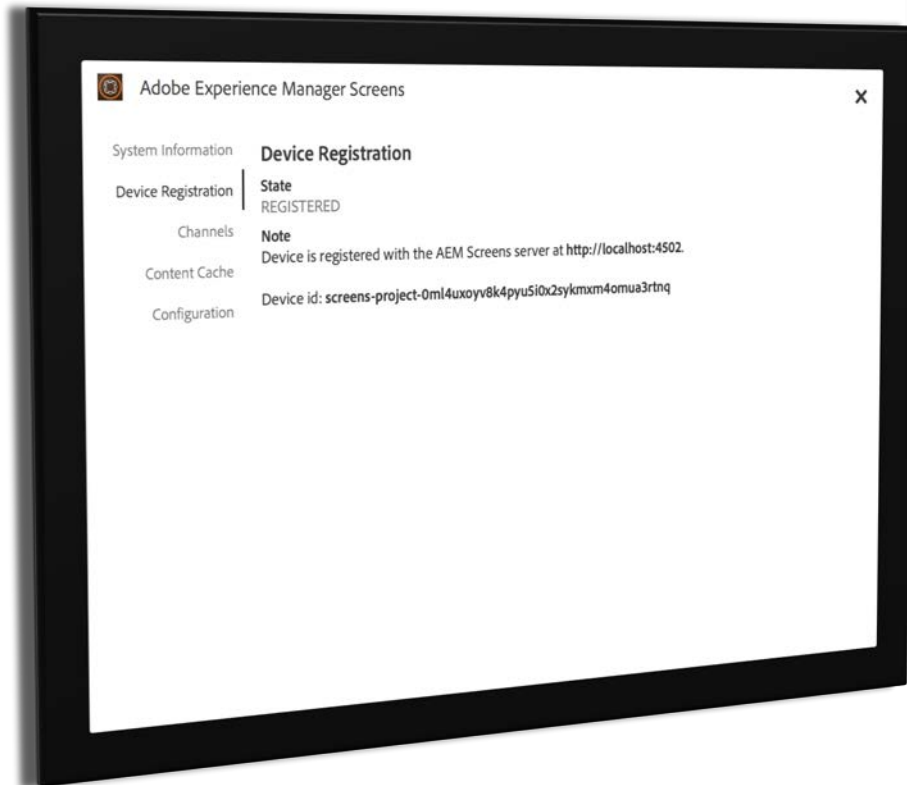
Device Registration – Validate Pending Device

- 1. Select Pending Device
- 2. Click on "Register Device"



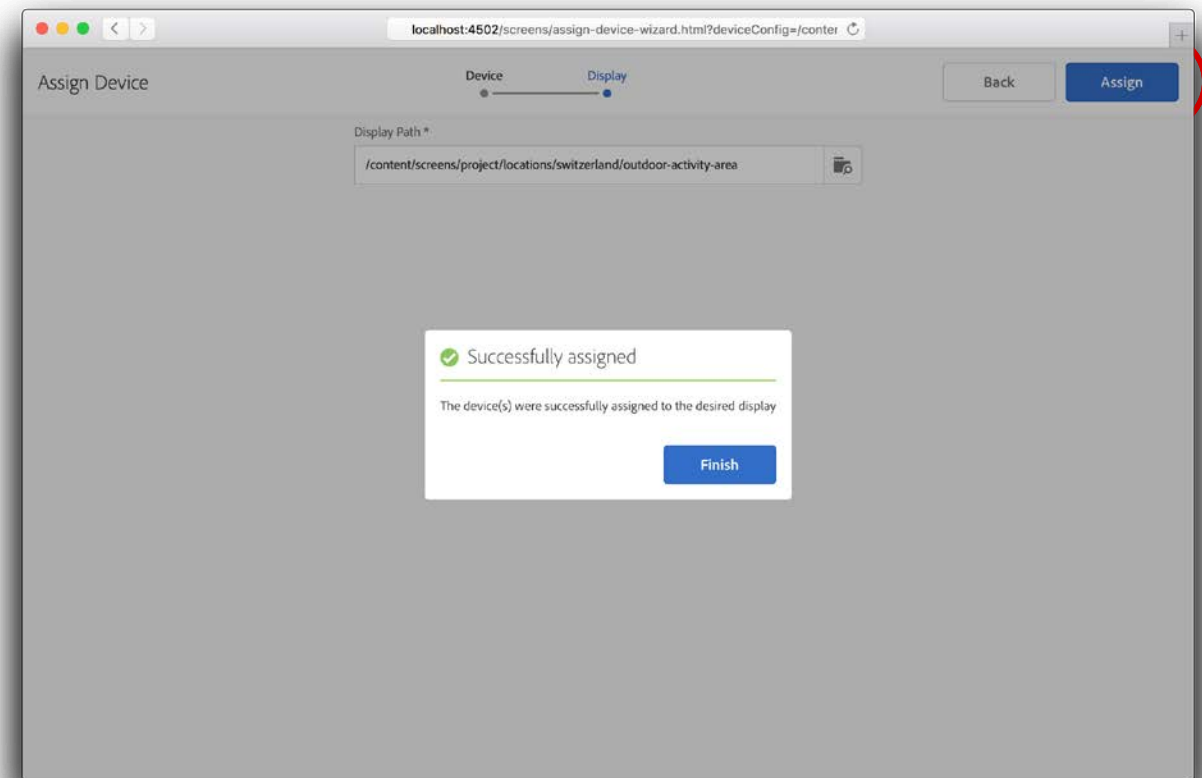
Device Registration – Register

1. Choose a name
2. Click on “Register”
3. Click on “Finish”



Assign Registered Device to Display

1. Click on "Assign" Icon
2. Select Device & click "Next"
3. Choose Display & click on "Assign"



Heartbeat

- Visualises health status

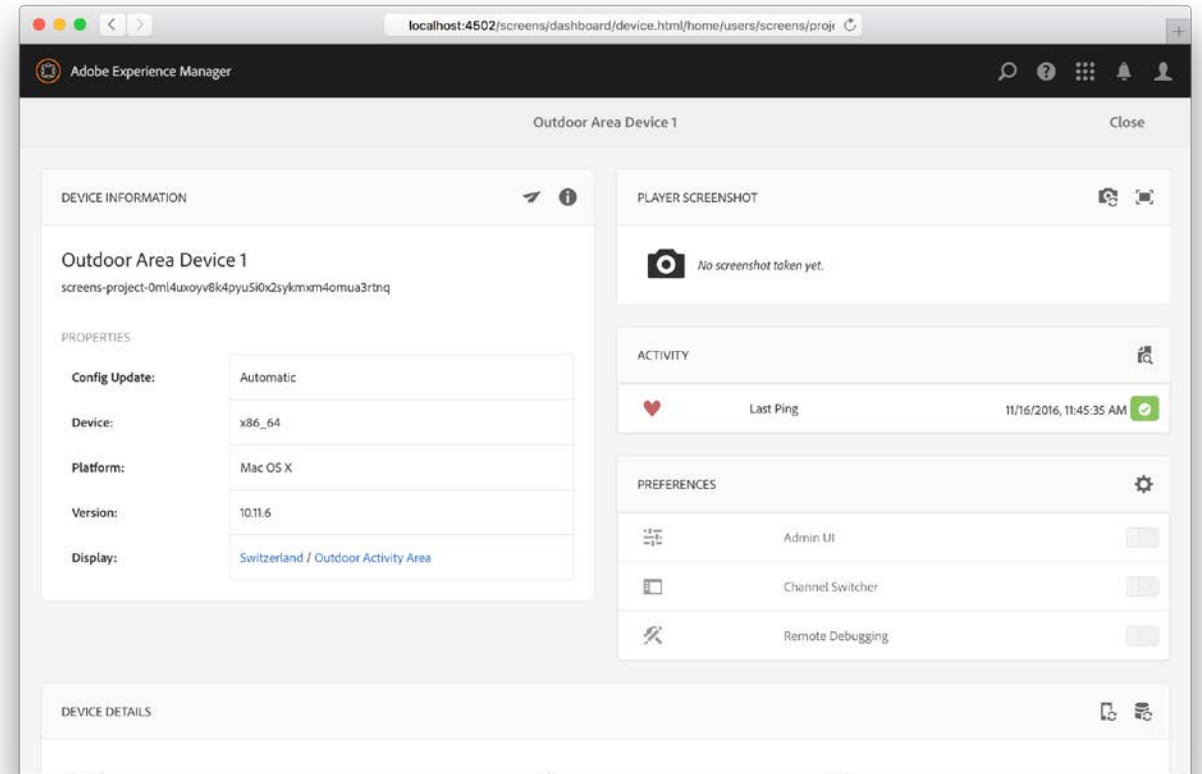
A screenshot of the Adobe Experience Manager interface. The browser address bar shows 'localhost:4502/screens/dashboard/display.html/content/screens/project/1'. The page title is 'Outdoor Activity Area'. The interface is divided into several sections: 'DISPLAY INFORMATION' with a toggle and info icon; 'ASSIGNED CHANNELS' with a table of channels; 'PROPERTIES' with 'Current Channel' set to 'auto' and 'Last Modified' at '2 hours ago'; and 'DEVICES / SCREENS' with a table of devices. A red circle highlights a heart icon in the device table, indicating a heartbeat status.

| Channel | Role | | | |
|---------------------|------------------|--|--|--|
| Attraction Channel | Attraction Role | | | |
| Interaction Channel | Interaction Role | | | |

| Title | DeviceId | Make/Model | Resolution | Version | |
|------------------------------|-----------------------|-----------------|------------|---------|----------------|
| Outdoor Activity Area Device | Outdoor Area Device 1 | x86_64 Mac OS X | | 2.0104 | Heartbeat icon |

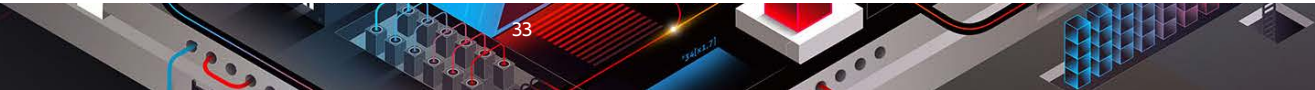
Device Dashboard

- Send Screenshot
- Send Log Files
- Switch Channel
- Reload
- Update Firmware
- Update Content
- Clear Cache
- ...



Diving a bit deeper

Selected topics for advanced customisation and use-cases



Authoring components for AEM Screens

Our constraint

- Screens components are rendered fullscreen, like a slideshow
- Authoring should allow editing and reordering individual components
 - Creating a slideshow should be like adding images to a paragraph

Our solution

- Use selectors to render different views of the components
 - `my_component/my_component.html`
 - `my_component/edit.html`
- Leverage different clientlibs to adapt the layout
 - `cq.screens.components`
 - `cq.screens.components.edit`
 - `cq.screens.components.production`

Editable Channel example

```
+ my_component [cq:Component]

+ my_component.html

+ edit.html

+ clientlibs

+ shared [cq:ClientLibraryFolder]
- category = "[cq.screens.components]"

+ edit [cq:ClientLibraryFolder]
- category = "[cq.screens.components.edit]"

+ production [cq:ClientLibraryFolder]
- category = "[cq.screens.components.production]"
```

Setting up offline channels

- Requires a `cq:ContentSyncConfig` node below the channel
 - Manual setup (for now)
- What can be offline?
 - Channel pages
 - Product data
 - Assets
 - Client libraries
 - Designs
 - ...

Offline channel example

```
+ idle [cq:Page]
```

```
+ config [cq:ContentSyncConfig]
```

```
- sling:resourceType = "contentsync/config"
```

```
+ pages [nt:unstructured]
```

```
- path = "/content/screens/gem/channels/idle"
```

```
- extension = "html"
```

```
- targetRootDirectory = "www"
```

```
- type = "channels"
```

```
+ sequencechannel-embed [nt:unstructured]
```

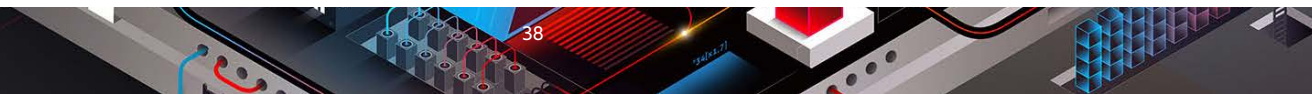
```
- path = "/etc/clientlibs/screens/sequencechannel-embed"
```

```
- targetRootDirectory = "www"
```

```
- type = "clientlib"
```


Thank you!

Any questions?



References

Presentation Videos

- <https://video.tv.adobe.com/v/5000/?autoplay=true>
- <https://www.youtube.com/watch?v=LWxTztLLX18>

Documentation

- <https://docs.adobe.com/content/docs/en/aem/6-2/deploy/screens.html>
- <https://docs.adobe.com/content/docs/en/aem/6-2/administer/screens.html>
- <https://docs.adobe.com/content/docs/en/aem/6-2/author/screens.html>
- <https://docs.adobe.com/content/docs/en/aem/6-2/develop/mobile-apps/contentsync.html>