
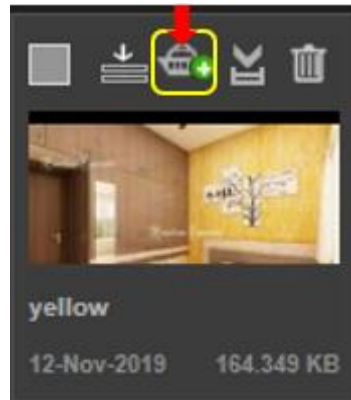


eMAM Director- eBIN

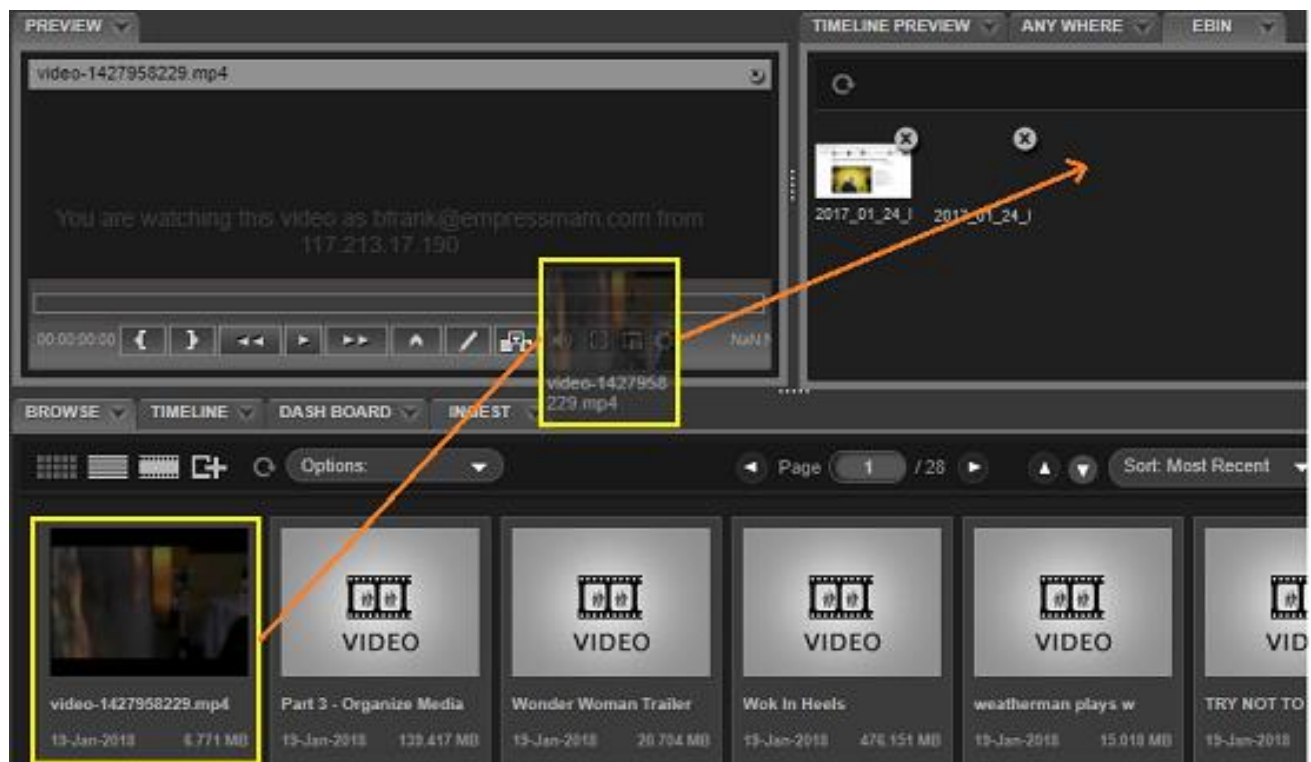
eBIN is a functionality to share digital assets with multiple audiences. It is similar to the electronic basket used in online shopping, where users can drop the assets, and can send them to the audiences, or request for order form the clients. It allows eMAM users to share a group of assets through email links with a customizable player, to share assets on social media postings (with various options) and to download assets directly to the user's computer. eBIN recipients can use any internet connection to view the content.


Adding assets to eBIN: You can use any of the below methods to add assets to the eBIN widget:

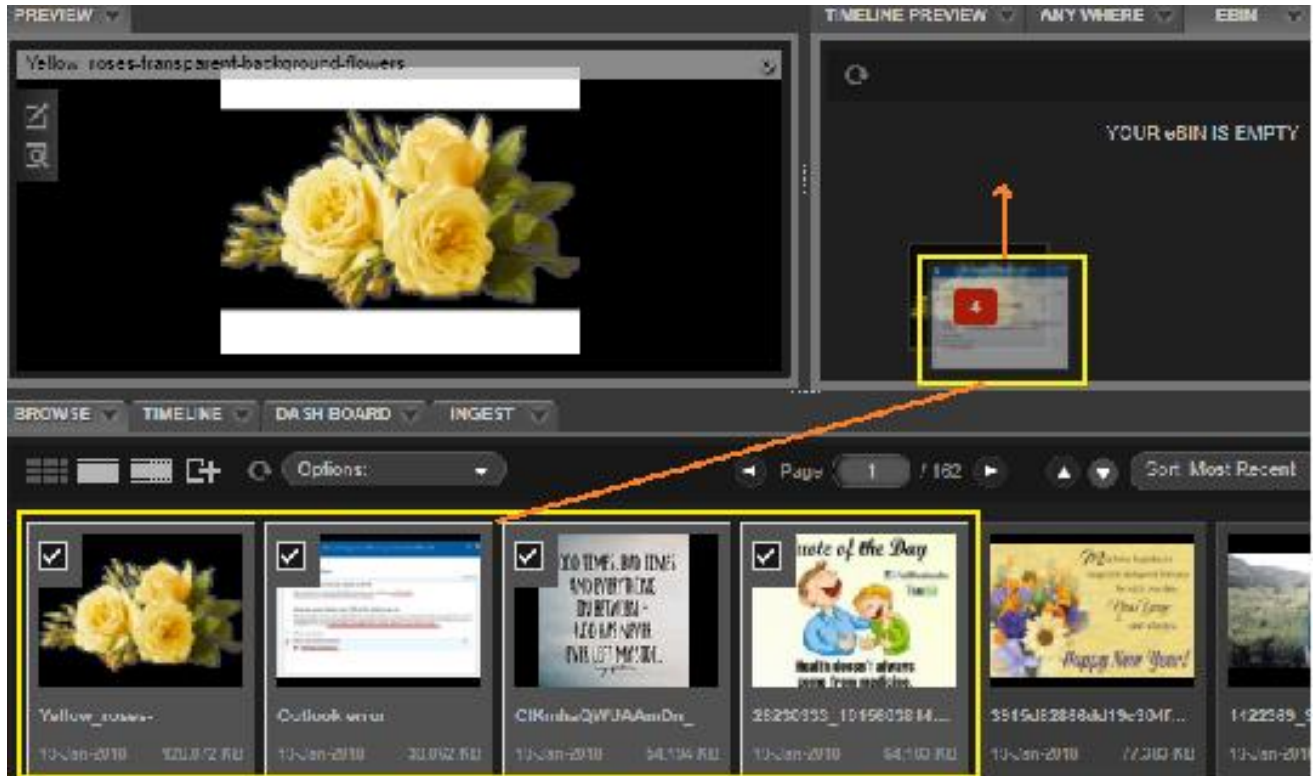
1. **eBIN basket icon:** In the thumbnail view of any asset, click on a basket  icon & the asset will be added to the eBIN.




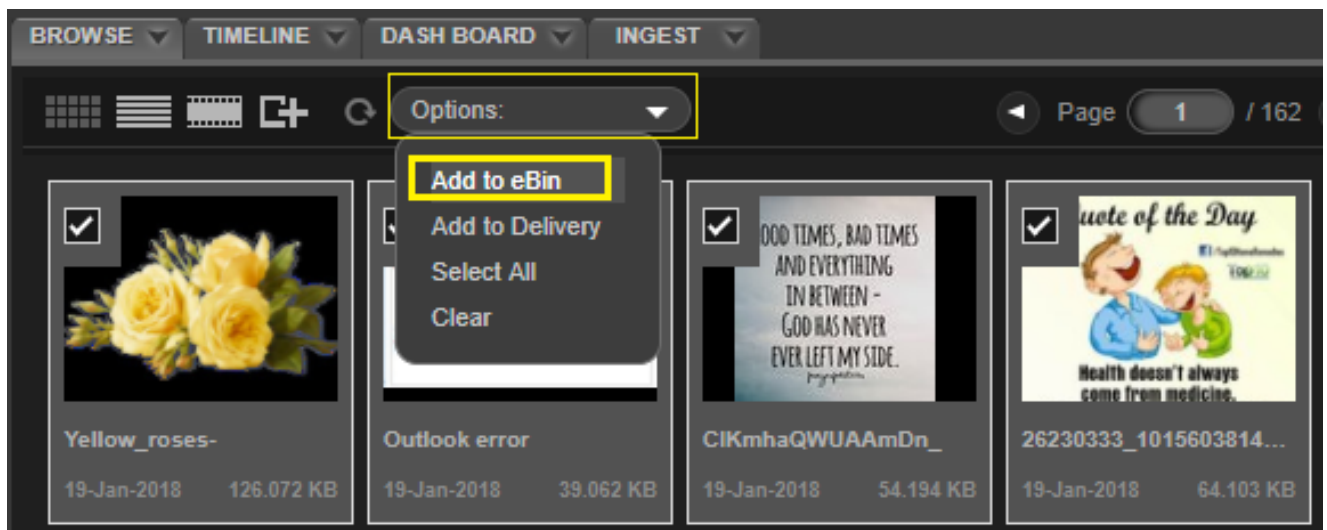
2. **Drag and drop:** Select the asset and drag and drop the asset from the Browse widget to the eBIN widget.




Or you can also select the assets using the selection  icon and drag and drop the selected assets to eBIN widget.



3. **Add to eBIN:** Select the assets using selection  icon and select **Add to eBIN** option from the *Options* drop-down.



Assets added to eBIN widget can be removed using the “X” in the upper right-hand corner of the icon for each asset. Users can refresh the eBIN page using the Refresh  button to see the latest changes in the eBIN widget.



The eBIN widget has the following special pulldown menu options:

- eSEND** Using eSEND option you can send the assets in the eBIN to one or more recipients. An overview of each field in the eSend window is as follows. *Note: Sequences cannot be eSend.*

eSEND

Email addresses:

rincy@empressmam.com

Subject:

Assets for review

Description:

Project C

eBIN options

Message Id:

eSEND_LINK_01062017_025134

Email type:

HTML

Expiry date:

☒ Unlimited

Access limit: 0

☒ Downloadable
 ☒ Send me a copy
 ☒ Unsubscribe

☒ Enable report tracking
 ☒ Allow comments

☒ Forward
 ☐ Clear your basket after send

Theme settings

Email template theme:

Milky

Preview template theme:

Milky

Upload Logo

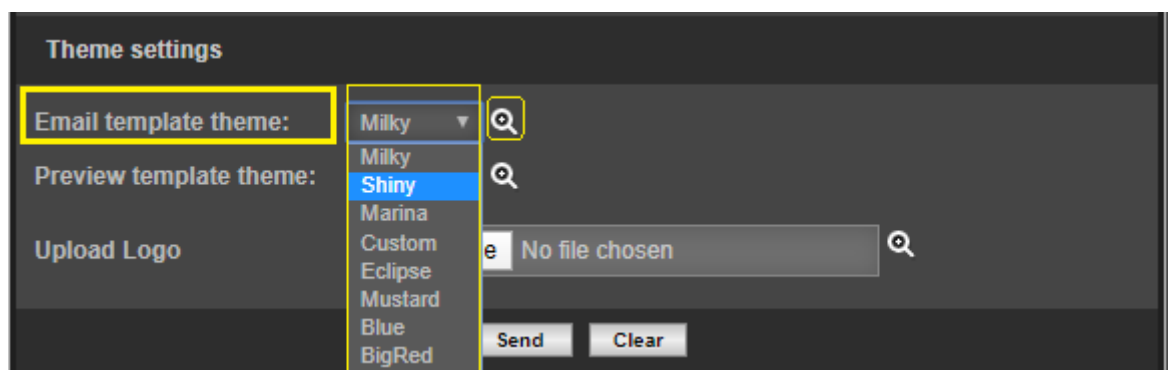
Choose File

No file chosen

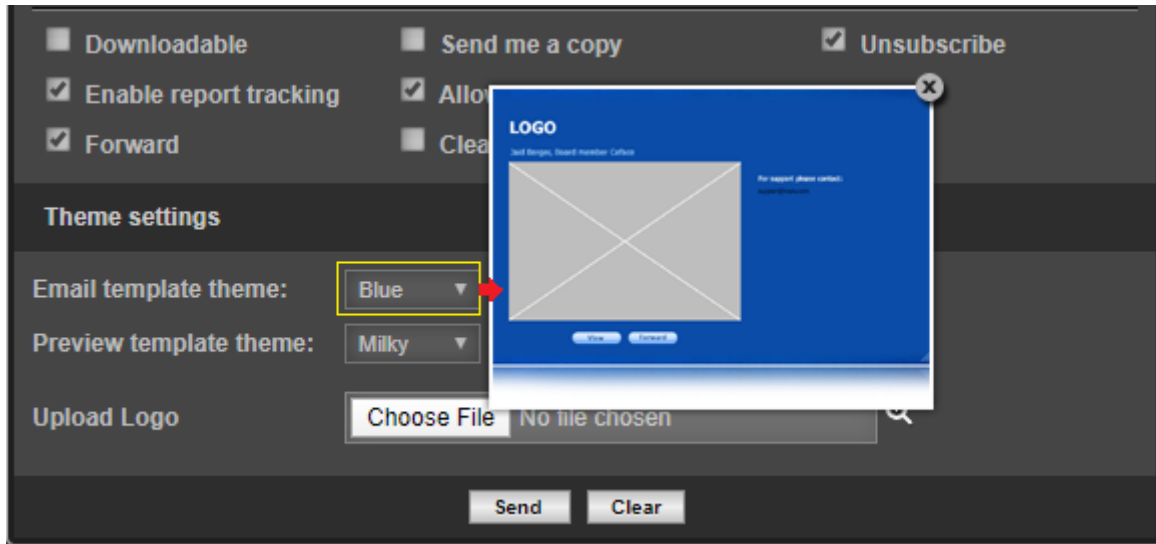
Send

Clear

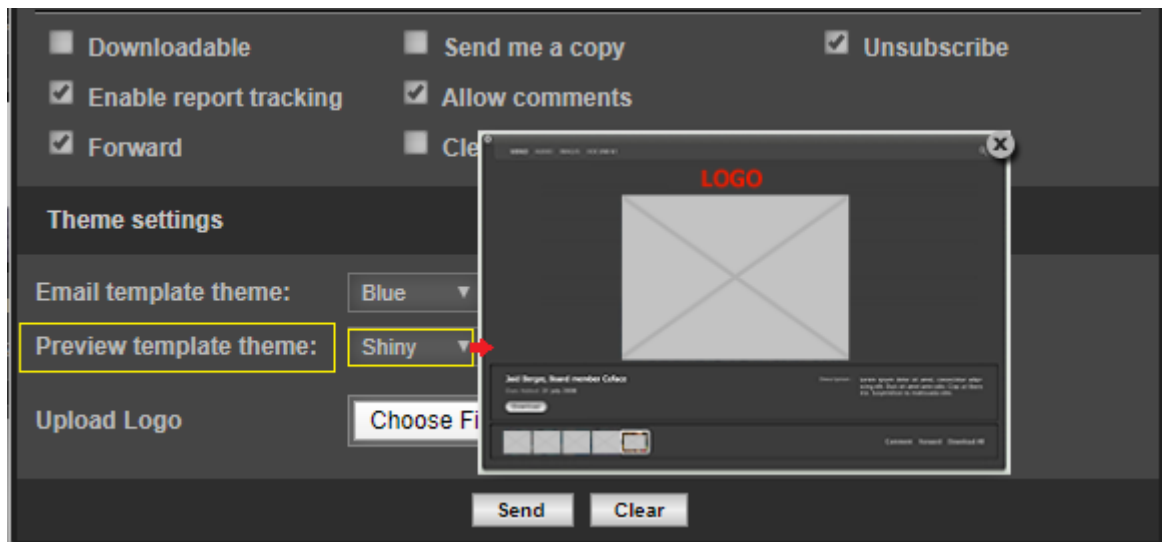
1. **email addresses:** Enter email address to send the assets in the eBIN basket to one or more recipients. For internal or preset addresses, click on tiny icon to left of box to open up address book. This address book is NOT the same as the user's email address list, it is set up and maintained from the Admin widget/ Interface.
2. **Subject:** Enter the subject line for the recipient's email.
3. **Description:** Enter the description.
4. **Message ID:** Each message is tracked with a unique identifier in the system for tracking purposes. Message ID can (and should) be edited to change it from the computer-generated ID to one with a more descriptive ID. A sent message can be resent using the Director (Sent Messages option on eBin widget) or Client Interface (Sent Messages from menu bar). A relevant message ID helps users find messages for resending or looking at analytics.
5. **email type:** Select *HTML* or *Text*. Text emails just send the content as links, while HTML send a customizable graphical player with the email.
6. **Expiry Date:** This is the last date an eBIN can be opened. Either enable Unlimited checkbox or disable it to choose an expiry date from the displayed calendar.
7. **Access Limit:** Choose how many times an eBIN can be opened (0=unlimited).
8. **Downloadable** (checkbox): Only if this option is chosen does the recipient have the option to download the contents.
9. **Send me a copy of this** (checkbox): Enable so that a copy of the sent eBIN message is also sent to the sending user.
10. **Unsubscribe link**(checkbox): Enable so that an option for a recipient to unsubscribe is displayed if the eBIN is used for marketing purposes (CANSPAM legal requirement in the US and for similar laws in other jurisdictions).
11. **Enable report tracking**(checkbox): Enable to track reports. The database will track opens, plays, etc., for the eBIN message. Reporting options are available in the Admin Interface or using a third-party reporting application or script.
12. **Allow comments**(checkbox): Enable to allow eBIN recipients to comment on the assets.
13. **Forward**(checkbox): The system will track the ID of the device which opens the eBIN. Only if this option is chosen can it be opened on another device.
14. **Clear your basket after send**(checkbox): If enabled, all the chosen assets will be removed from the eBIN after it is sent.
15. **email template theme:** For HTML messages (chosen with #5 above), this option will offer themes to change the appearance of the email. The recipient will have a button at the bottom of the email to view the player.



To see the appearance of the email before sending, the user can click on the magnifying glass icon.



16. **Preview template theme:** This option offers a number of themes to change the appearance of the player in the recipient's email. Different types of assets (video, audio, images, other) will be different tabs in the eBIN player. To see the appearance, the user can click on the magnifying glass icon (similar to #15 above).



17. **Upload Logo:** This option allows you to upload a logo for eSend. The logo will be shown in the mail and will also be received as an attachment. Click on *Choose File* button to browse a png, jpg or gif file as logo from your machine.

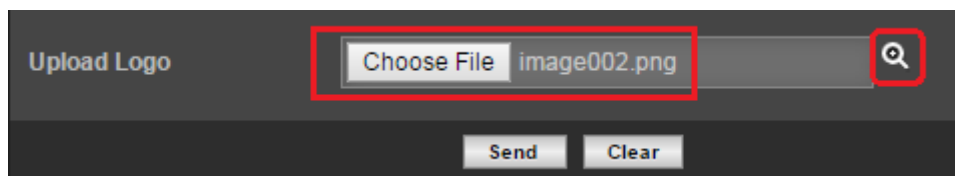



Figure 1- eSend -Upload Logo

Click on the lens  icon to preview the selected logo.

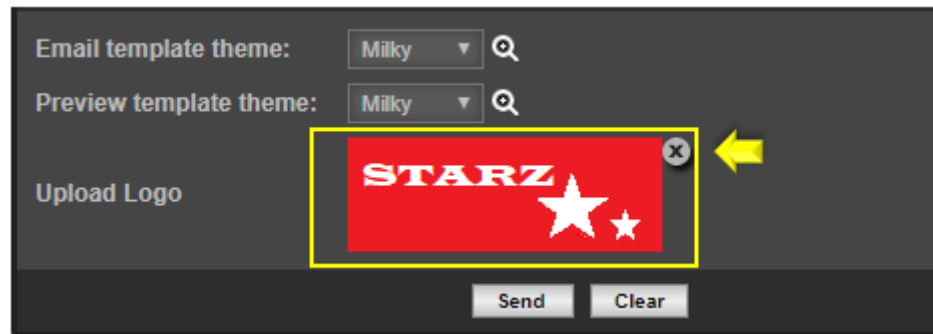
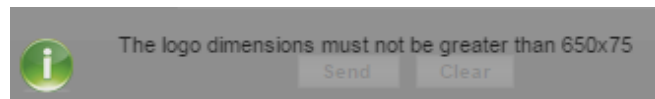


Figure 2- eSEND logo preview

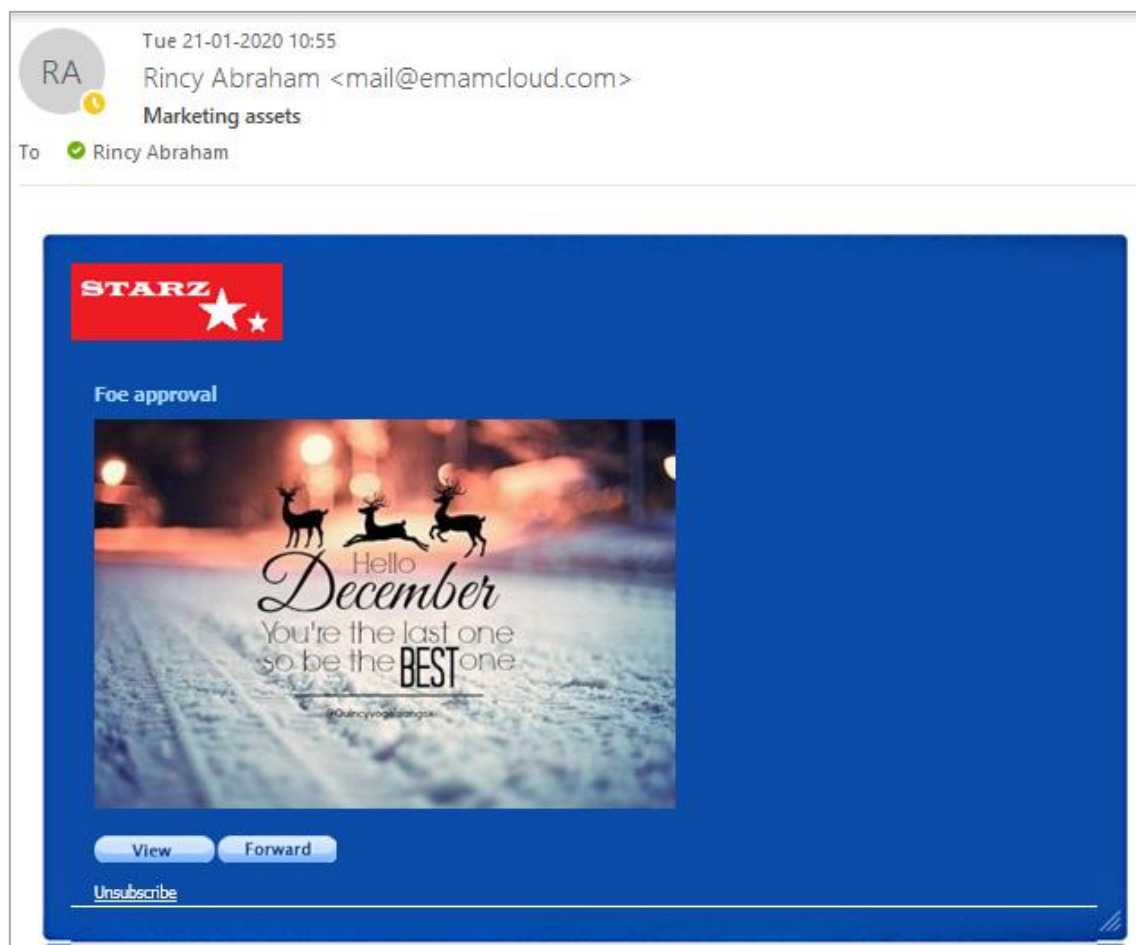
Note: The logo option does not work on mail clients like Gmail and yahoo. Also, logo dimensions must be greater than 650x75.



18. **Send:** Click on Send to send the eBIN to the chosen recipients.

19. **Clear:** This will clear all the eBIN options entered.

eBIN recipients will receive an email as shown below:



Forward: If you click on *Forward* button, you can forward this email to another person by filling in the below details.

Forward eBIN

Email addresses:

wincy@empressmam.com

Subject:

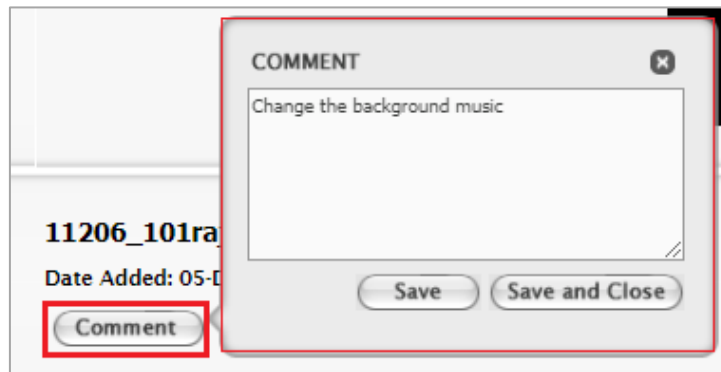
Review the assets

Description

Assets for Marketing brochure

SEND

Comment: Click on Comment button to add comments.

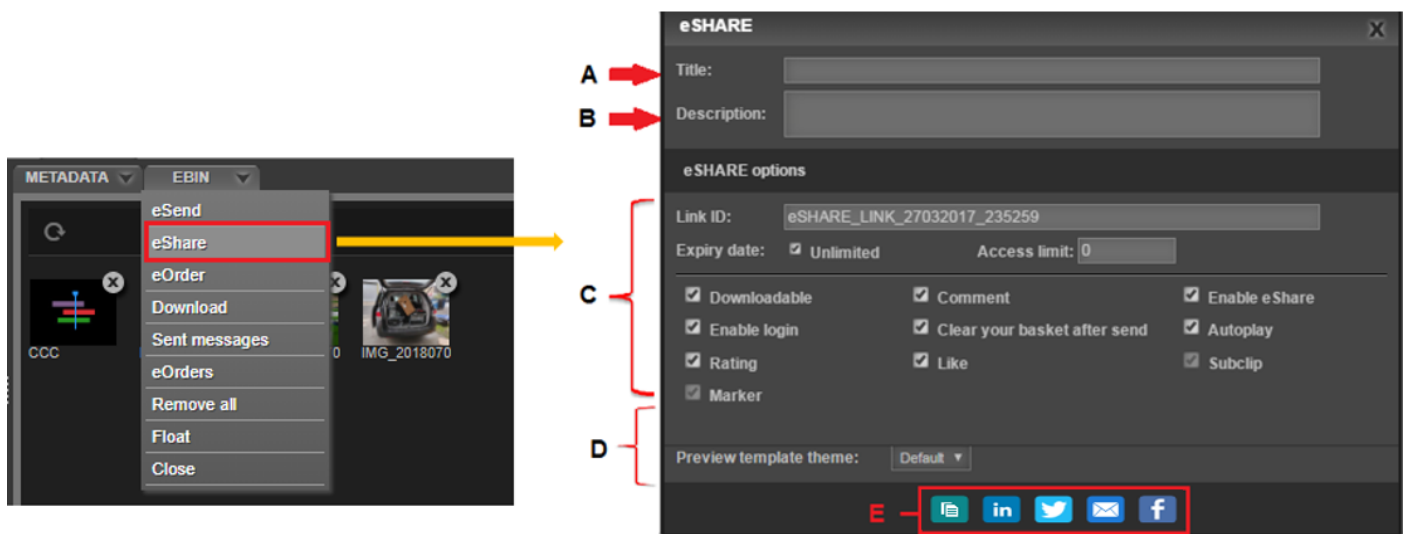


b. eSHARE

eSHARE functionality can be used to share assets in eMAM using various social media platforms such as LinkedIn, Facebook, Twitter, Outlook etc. eSHARE option under eBIN widget opens up many options for sharing links to assets and sequences in eMAM:

- Social media sites *LinkedIn, Twitter, and Facebook*.
- The user's email system (e.g. Outlook)
- As a link copied from the clipboard

Like other widgets, the use of this functionality is subject to permissions set by admin users. The user can set some permission settings, but some organizations may block users from sharing on social media.



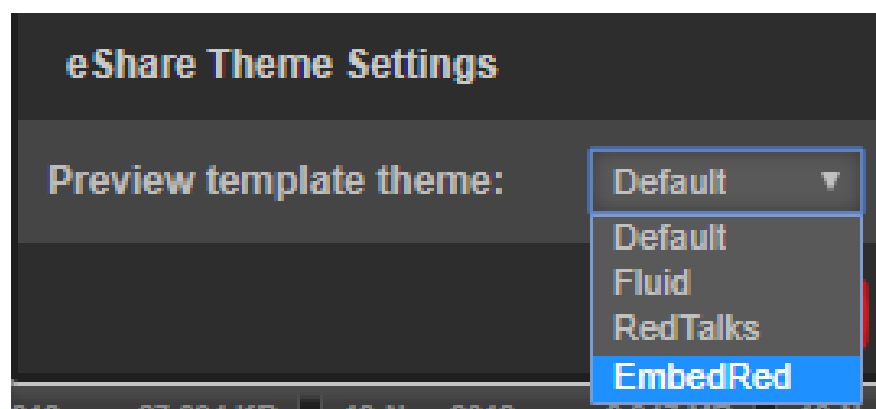
The eSHARE window opens up after clicking on the eShare from the eBIN pulldown menu.

The user enters the *Title (A)*, *Description (B)*, select *eSHARE options (C)* as explained below, select *eSHARE Theme Settings (D)* and selects a delivery option (E). Upon clicking "Share" or "Send" as appropriate, content will be shared via an eMAM share link on the social site posting or as an email link. *Note that posts are subject to the Terms and Conditions and Privacy Policy of the particular social media site.*

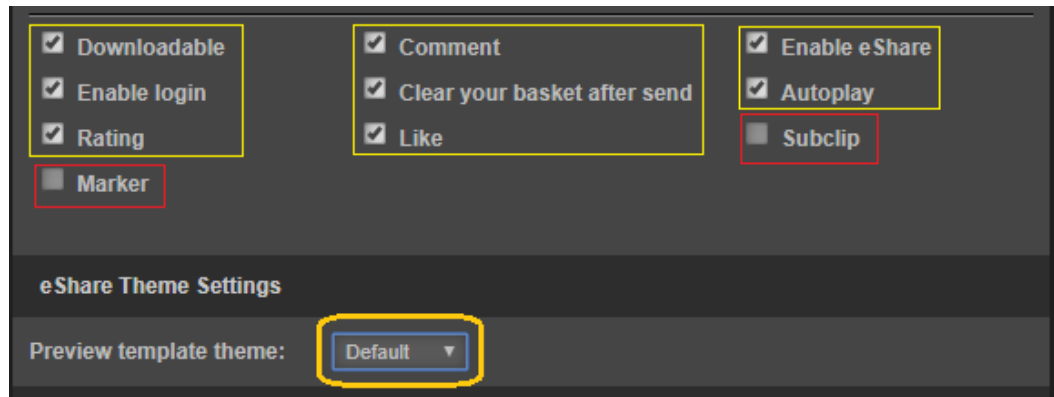
Social site users or email recipients can preview/download the content as appropriate by clicking on the social site posting or email link – a new eBIN/eSHARE browser preview/download window or tab will open up for the user (see LinkedIn section for example of eBIN/eSHARE preview/download browser).

Enter below details under the eSHARE window:

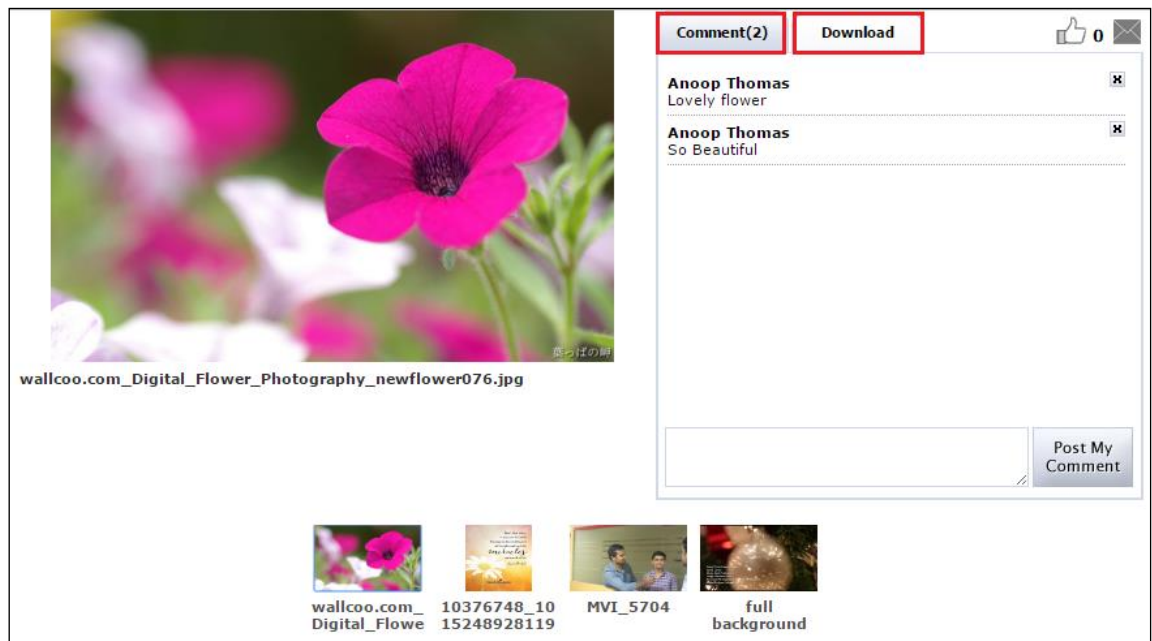
- A. **Title:** Any one-line descriptive title for the eSHARE.
- B. **Description:** Enter a text description for the message.
- C. **eBIN Options:**
 1. **Link ID:** A unique identifier will automatically be generated, but it is best for users to change to something more descriptive, so they can easily find it in the list of sent messages. A good idea is to add a description after the computer code to ensure that the message has a unique ID.
 2. **Expiry Date:** Unlimited messages never expire. If the “Unlimited” box is **unchecked**, then it will display the date field, so the expiry date can be entered. The link will expire after the expiry date.
 3. **Access Limit:** “0” means unlimited accesses. If an integer (e.g., 1, 2, 3, etc.) is entered, this is the number of times the link may be used.
 4. **Downloadable:** Content may be downloaded to the recipient’s device, not just viewed. This is especially useful if the content does not have a preview, such as a ZIP file or an executable file, or if the recipient needs to view the content offline.
 5. **Enable login:** If checked, eMAM user credentials (login, password) will be required to access the content. The recipient must be an existing eMAM user. If it not checked, then eMAM does not restrict access once it leaves eMAM.
 6. **Rating:** This allows recipients to rate content.
 7. **Comment:** Enables eSHARE viewer comments. This does not track LinkedIn comments.
 8. **Clear your basket after send:** Will clear the eBIN after posting. The user should not check this box if the eBIN will be needed again (e.g. to send to several social media sites).
 9. **Like:** Enables the “Like” link.
 10. **Enable eShare:** Must be checked to allow email recipients to eShare a link.
 11. **Subclips:** Must be checked to allow email recipients to add Subclips to video assets. (*Only for Fluid theme*)
 12. **Markers:** Must be checked to allow email recipients to add markers to video assets. (*Only for Fluid theme*)
 13. **Autoplay:** Using this option, users can choose to auto play the videos for eShare links. If this option is enabled, videos inside the eShare URL will play automatically and move to the next video subsequently.
- D. **eSHARE Theme settings:** Users have option to select below preview template themes from the dropdown list for eShare page.



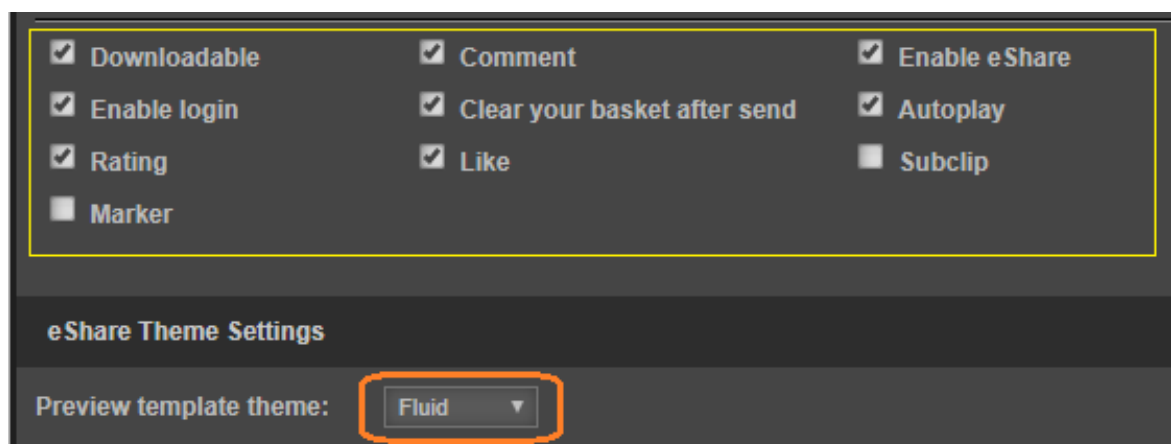
- a. **Default:** Default theme for eShare page will have all options except Subclip and Marker.



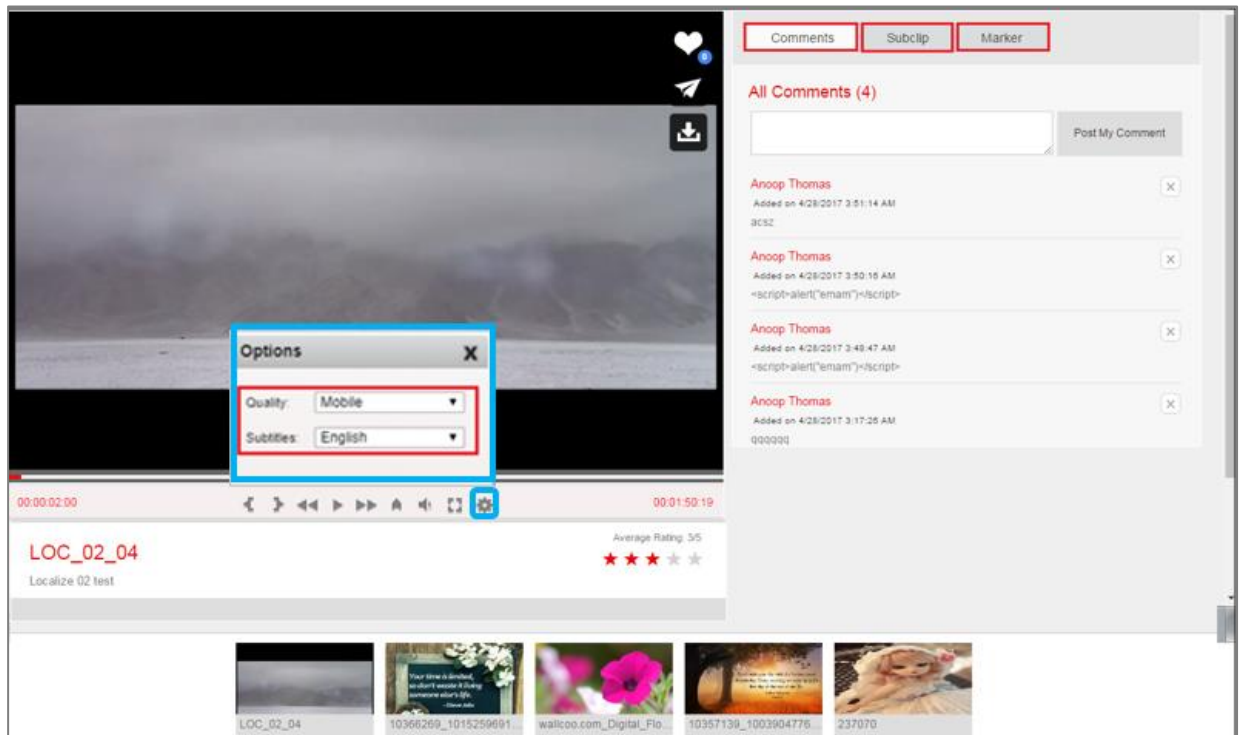
Below is *Default* theme eShare page received by recipients.



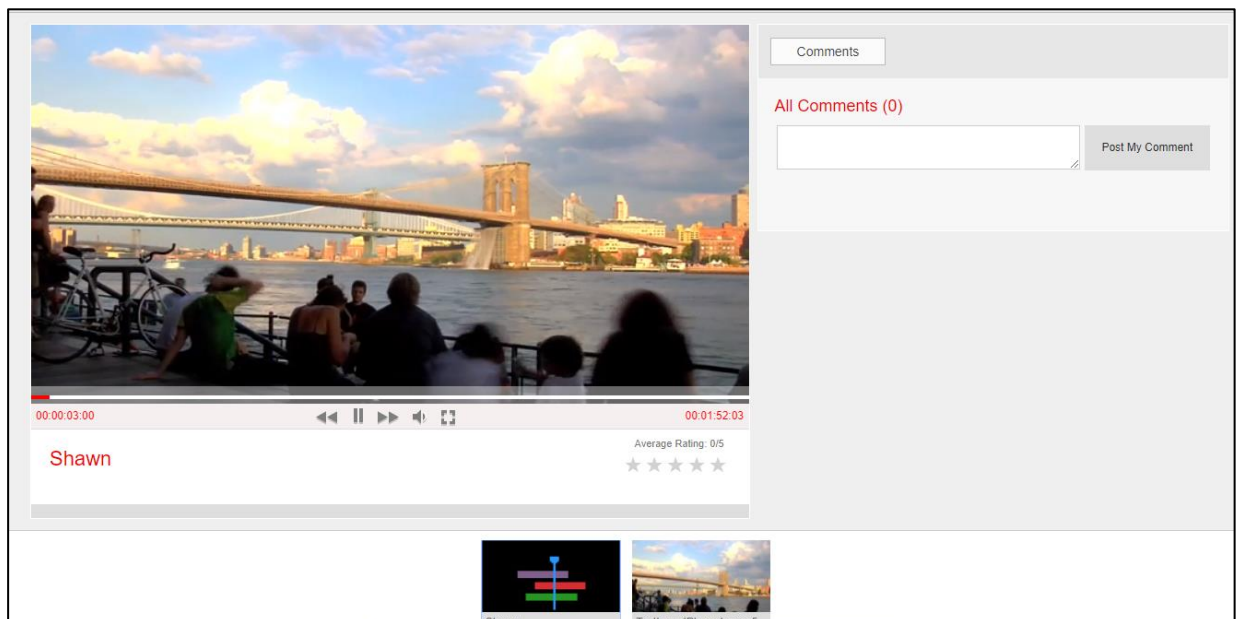
- b. **Fluid:** Users now have option to select '*Fluid*' theme with HTML5 player unlike other theme which has Flash player. Users can use all options including adding Comments, Subclips and Markers too. *Note: Sequences can be shared and played only using Fluid theme.*



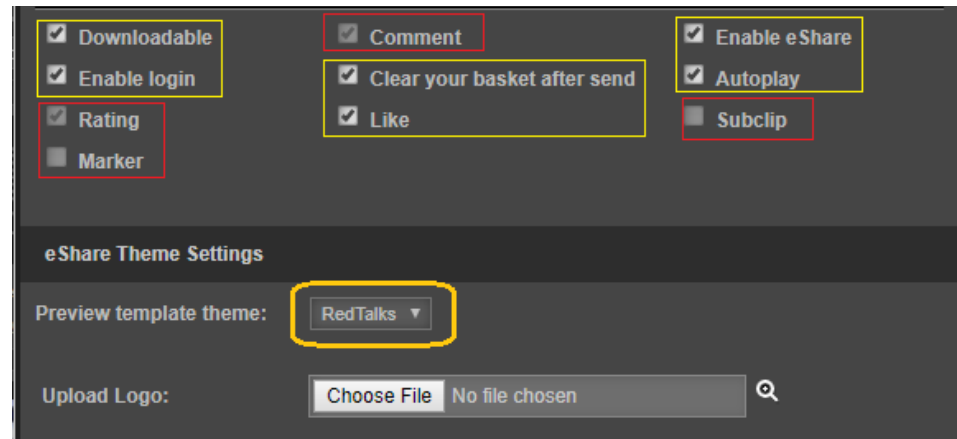
eShare Fluid theme also supports *Subtitles* and *playback platforms*. Click on the *Settings* button and select from the list of subtitles and platforms available in the video player. *Note: Player controls auto-hide will be active only in full-screen mode.* Below is Fluid theme eShare page received by recipients.



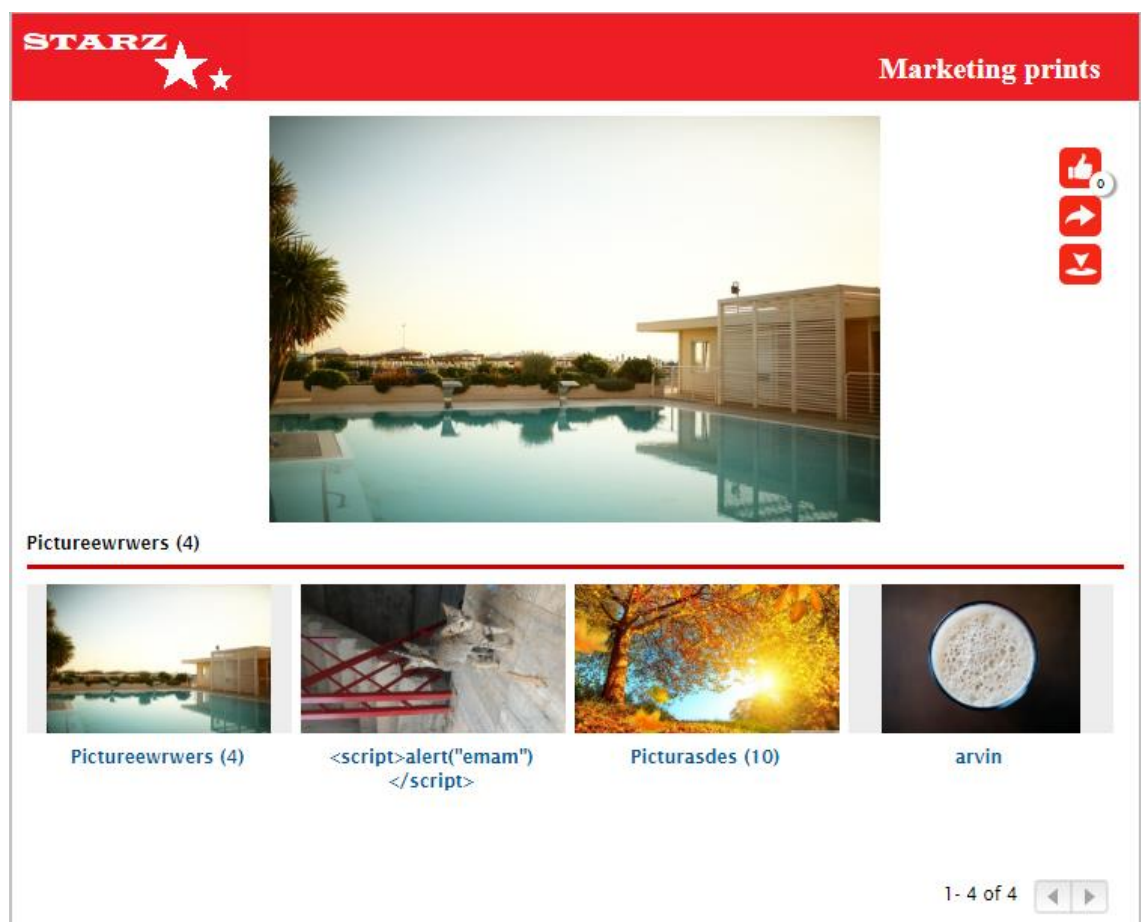
Note: Sequences from Browse widget can also be eShared using Fluid theme. But for sequences, functions like download, subclips, markers and other player buttons are not available. **ONLY the basic buttons in the Director Timeline Preview is available in FLUID theme.**



- c. **RedTalks:** eMAM users can also use RedTalks theme with option like download, enable login, clear basket after send, Like, enable eShare, autoplay. You will also have option to upload a custom logo.



Below is RedTalks eShare page received by recipients:



- d. **EmbedRed:** With EmbedRed theme, you can *download, enable login, clear basket, enable eShare, Like, Autoplay and upload custom logo*. EmbedRed theme also supports mobile playback platform. EmbedRed theme can be used to display embed value in the preview window. Metadata field id having embed value for specific assets can be defined in the preference.xml. If a video contains embed value for the specific metadata field, embed value is displayed in the preview window instead of the regular video. This can be put inside an iframe too.

☒ Downloadable
 ☒ Comment
 ☒ Enable eShare

☒ Enable login
 ☒ Clear your basket after send
 ☒ Autoplay

☐ Rating
 ☒ Like
 ☐ Subclip


☐ Marker


eShare Theme Settings

Preview template theme: EmbedRed

Upload Logo: LOGO.png

eShared post would like this in EmbedRed theme:


Z Show



1505158_581716665253931_2142466298_n

1505158_581716665253931_2142466298_n

1496825_581708385254759_361899904_n

Wok_in_Heels

ARR-Interview

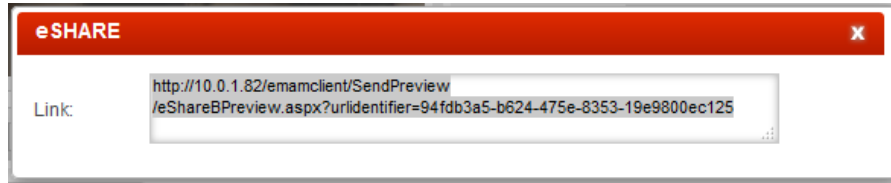
1 - 4 of 4

- E. **Social media** icons – these are clickable buttons which will post to indicated social media site or user's default email application (e.g., Outlook, Thunderbird, Android email, etc.) as detailed below.



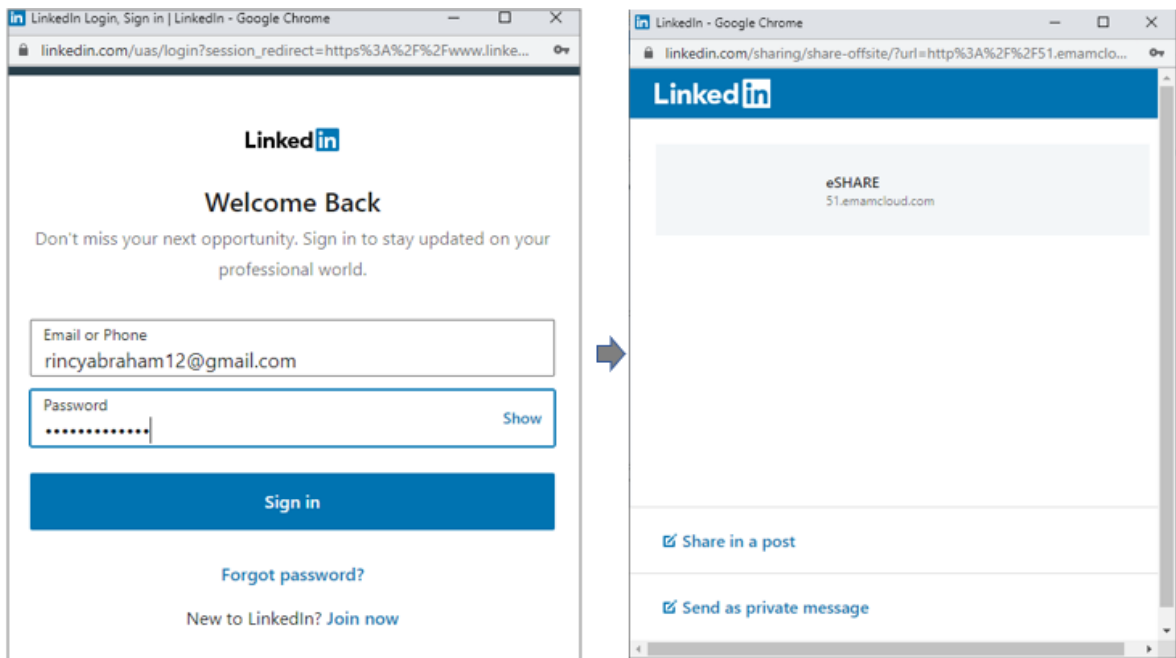


Copy shareable link to clipboard

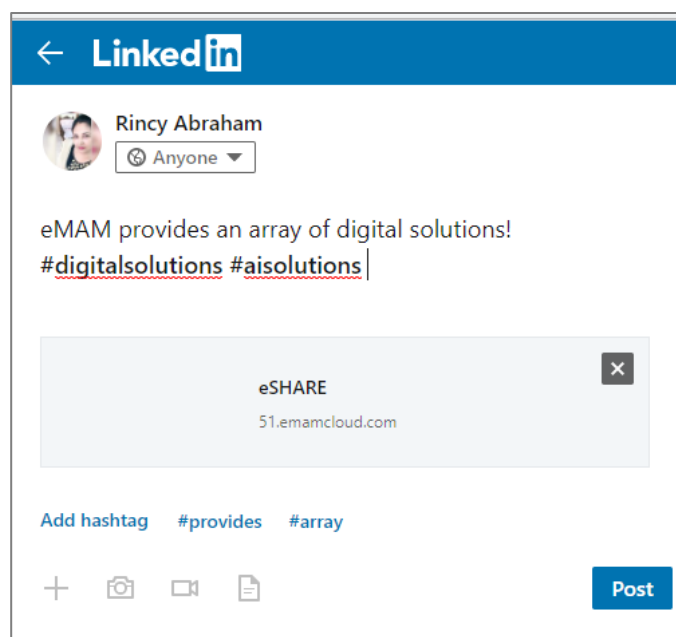


LinkedIn

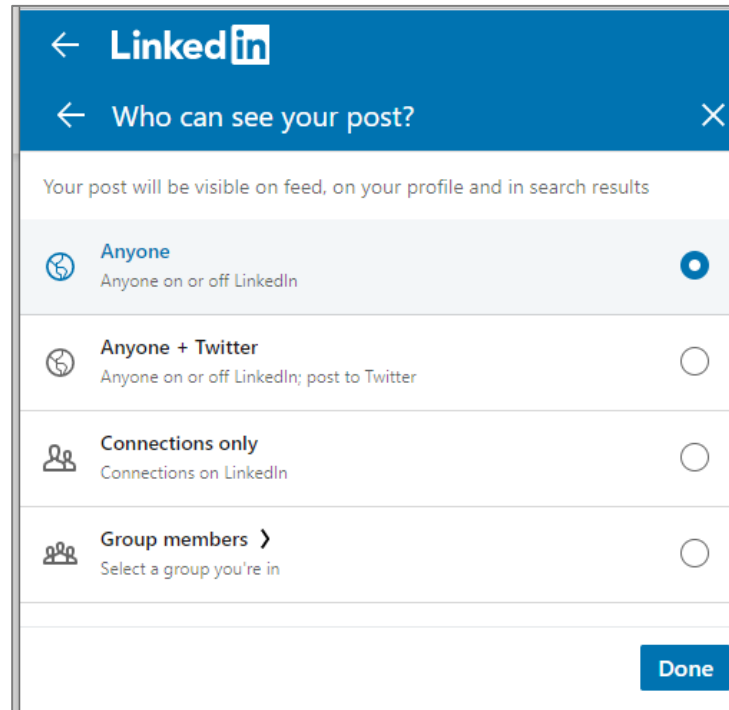
Clicking on this button will take the user to the LinkedIn site on the user's default browser (small window). The user must enter LinkedIn credentials to login to LinkedIn and post contents in it.



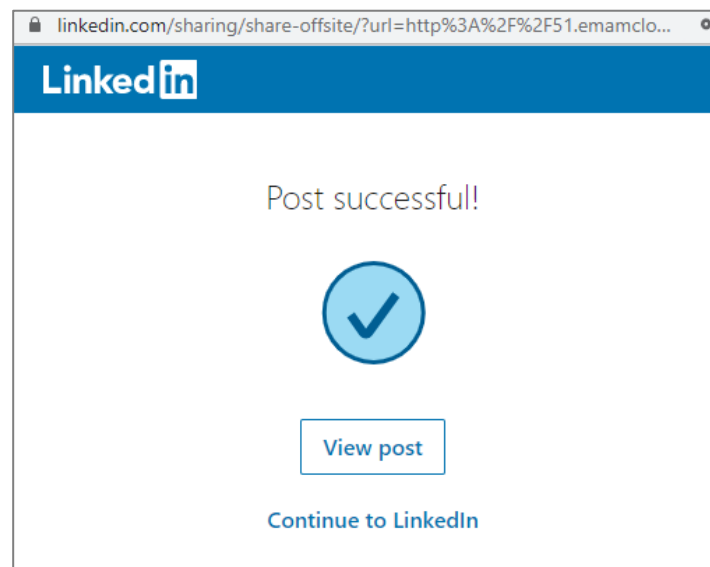
- **Share in a post:** If you click on *Share in a post*, your contents will be displayed as a post. After making below changes click on *Post*.
 - ✓ Enter a title description along with related # tags.



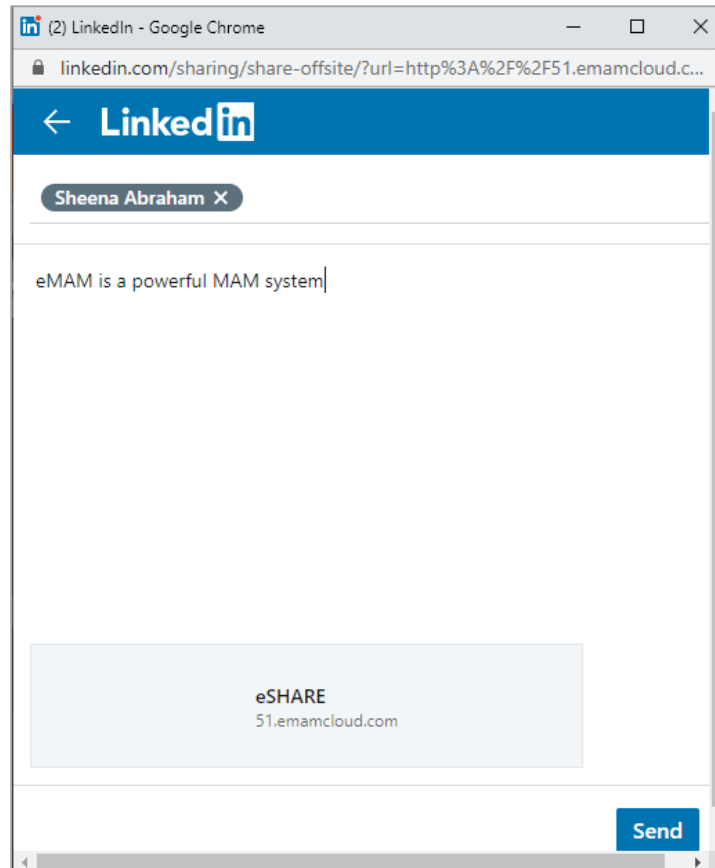
- ✓ Choose with who can see your post- *anyone, anyone + twitter, connections only or with group members* and click on Done.



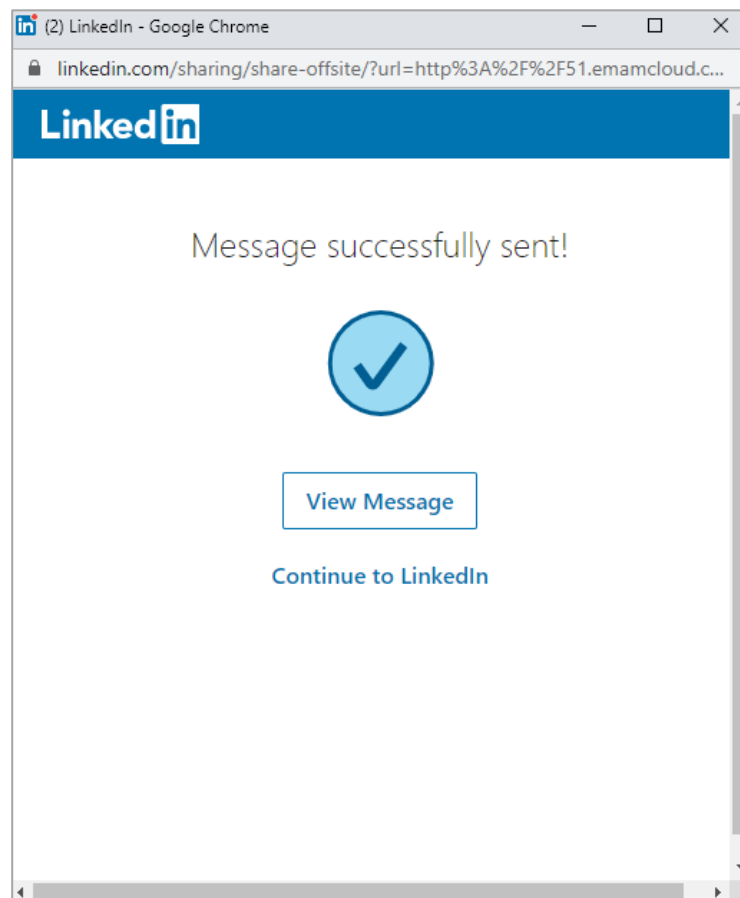
A confirmation message is displayed after a successful posting, which should appear almost instantly on the LinkedIn page.



- **Send as private message:** If you wish to share as a private message, click on *Send as private message*. Search for recipients, enter a description and click on Send.



A confirmation message is displayed after the message is successfully sent to the recipients.

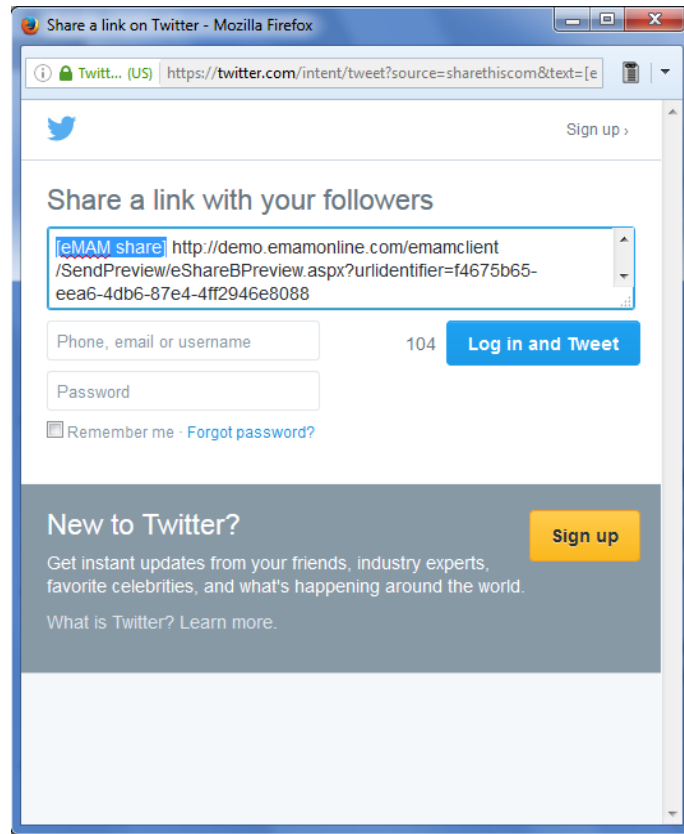




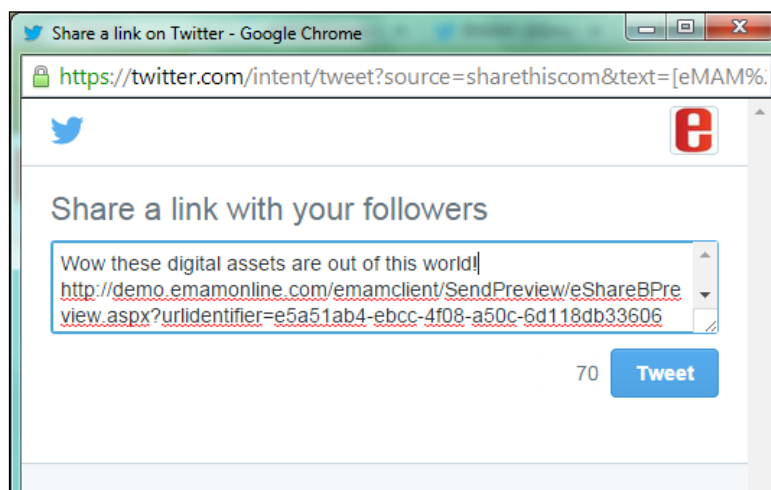
Twitter

Selecting the **Twitter** icon will create a Tweet button with the coded eSHARE link in a new window. The title of the Tweet should be edited (e.g., default “[eMAM share]” was edited in screenshot image below) to fit the description of the eSHARE content, but the coded part after the http:// must not be altered – otherwise it will break the link. Clicking the Tweet button will send it.

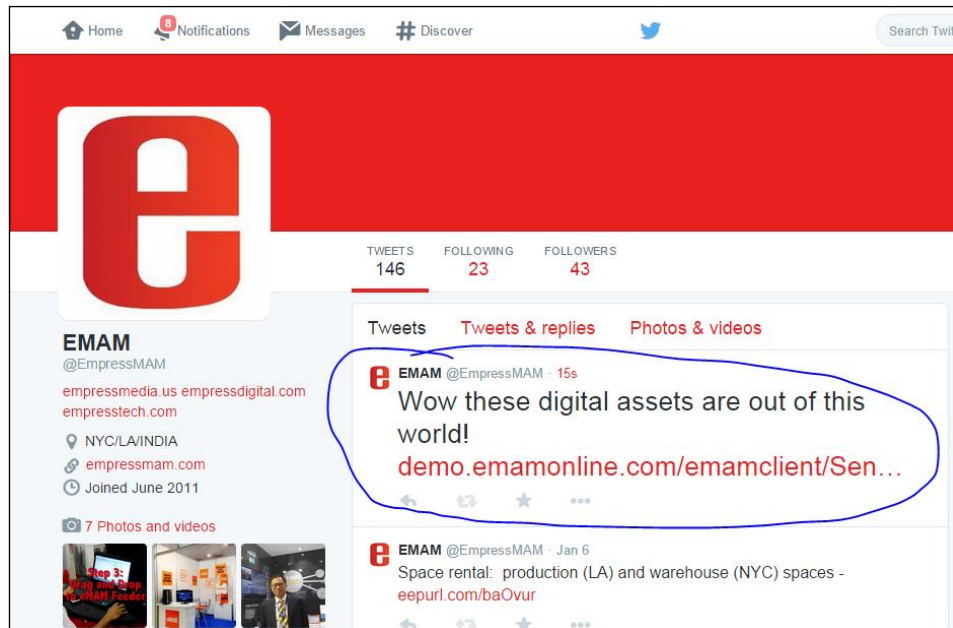
Tweets can be deleted by the Twitter if necessary. User authentication can be required if “Enable login” is selected: the person clicking on Tweet eSHARE URL will need to supply eMAM user credentials. Posting options for Twitter – Twitter login may be required.



If already logged in, the user just edits the tweet and clicks the Tweet button.



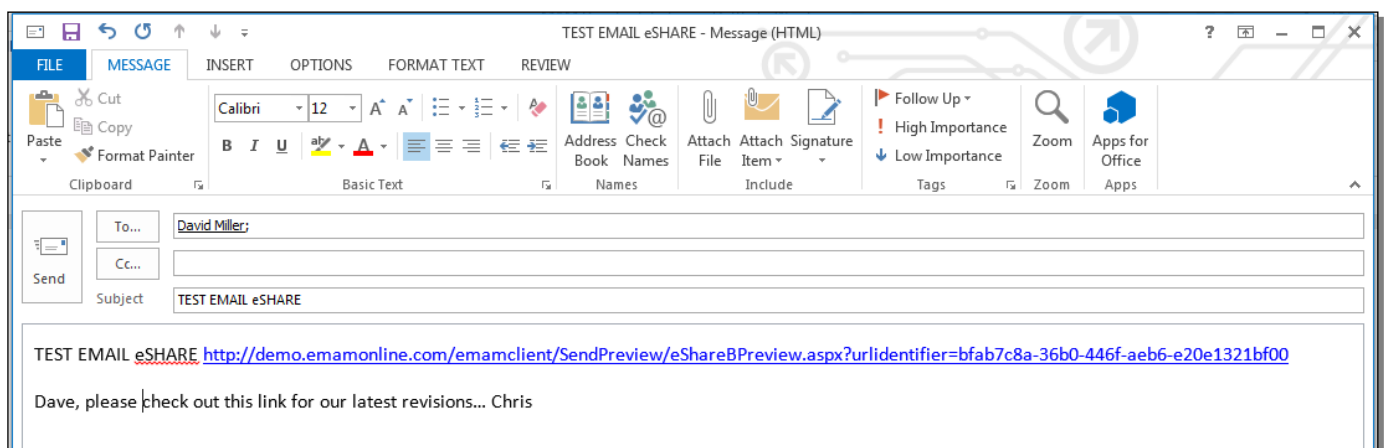
Tweet appears almost instantly on user’s Twitter page. Clicking on the tweet link will take the recipient to the eSHARE content, with optional eMAM login credentials.



Send email shareable link

Selecting this icon simply places the eSHARE link into a blank email. The user completes the email address field, adds any optional comments, adds/ edits subject line, and clicks “Send”. This functionality will utilize the user’s default email application, such as Outlook, to create a new message to send with the eSHARE link included in the body.

An example email in Outlook generated by eSHARE with the email sharing option selected. The user may edit an email as desired and send to any number of people.



The recipient can click on the eSHARE link to access the content. The user can require eMAM authentication with the “Enable login” option. *Note the email link may be copied/pasted into other email programs. If restricted access is desired, then the user can select options to limit the number of opens or expiry date before sending the email (in the main eShare window).*

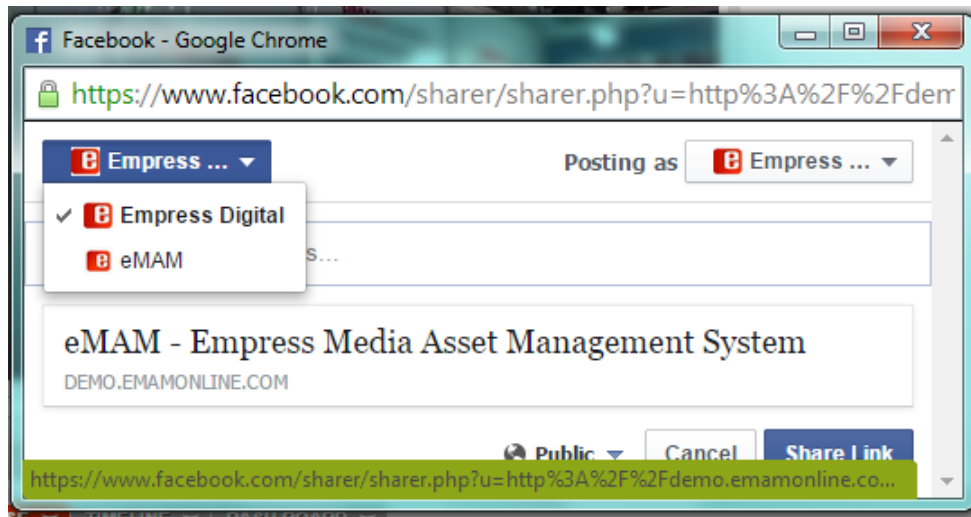


Facebook

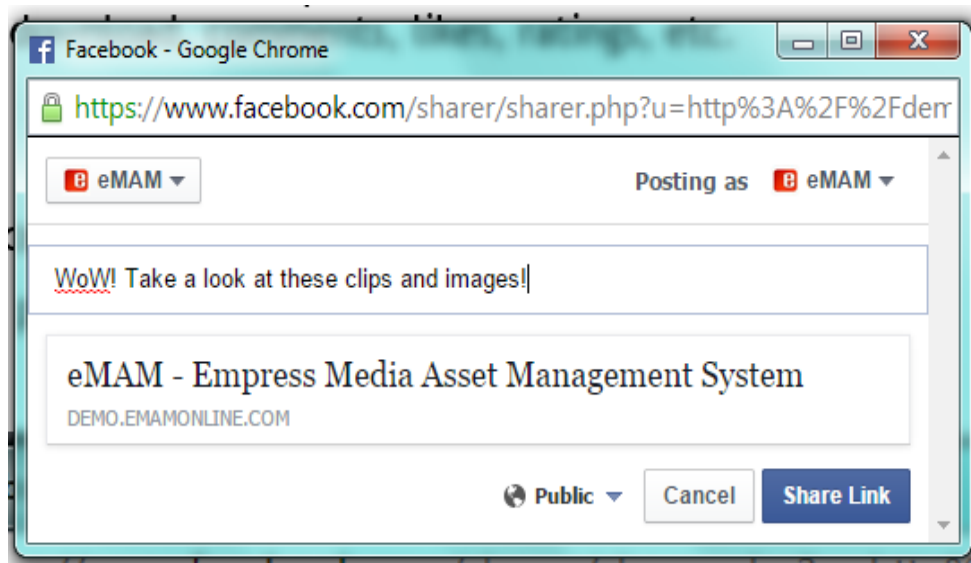
This will post the eSHARE link to a Facebook account/ page. If there is more than one Facebook sub-account for a user, then user can select the appropriate one before posting. A description can be typed in the box, then the Share Link will post it immediately. There are options to share publicly (worldwide), by geography, or by language. The post may be edited or deleted by the user posting to Facebook.

Facebook friends will click on the thumbnail picture of post or link at bottom to access the eSHARE content. The preview will be identical to LinkedIn above. The user can require eMAM authentication with "Enable login".

The user can select appropriate sub-account and/or "posting as" before sharing.



The user can edit the post, enter a brief description, then "Share Link" to post.



Facebook post will appear almost instantly (*page refresh may be needed*).



Need Help

Please contact eMAM Cloud Support at support@emamcloud.com.