

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 dropdown.



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.



EBIN 🐨 METAD	
eSend eShare	eBin functions
eOrder	0
Download	
Sent messages	om 237070 10357139 101 10386289 101
eOrders	
Remove all	
Float	
Close	

The eBIN widget has the following special pulldown menu options:

a. **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		х
द्वा Email addresses:	rincy@empressmam.com ×	
Subject:	Assets for review	
Description:	Project C	
eBIN options		
Message Id:	eSEND_LINK_01062017_025134	
Email type:	HTML Y	
Expiry date:	Unlimited Access limit: 0	
Downloadable	Send me a copy Unsubscribe	
Enable report tra	acking 🖉 Allow comments	
Forward	Clear your basket after send	
Theme settings		
Email template theme	e: Milky 🔻 Q	
Preview template the	eme: 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.

Theme settings		
Email template theme:	Milky 🔻	ବ
Preview template theme:	Milky Shiny	ବ
Upload Logo	Marina Custom Eclipse Mustard	e No file chosen Q
	Blue BigRed	Send Clear

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



Downloadable	Send me a copy	Unsubscribe
Enable report tracking		
Forward	Clea States Clear	el Alexa policit)
Theme settings		
Email template theme:	ue V	
Preview template theme:	ilky 🔻 🔍 👘	
Upload Logo	Choose File No file chosen	
	Send Clear	

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).

Downloadable	Send me a copy	Unsubscribe
Enable report tracking	Allow comments	
Forward	Cle [®]	S,
Theme settings		
Email template theme: Blue Preview template theme: Shi	ie v	
Upload Logo	hoose Fi	Annexes and a set of the second
	Send Clear	

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 cicon to preview the selected logo.



Email template theme:	Milky 🔻 Q
Preview template theme:	Milky 🔻 Q
Upload Logo	STARZ
	Send Clear

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:

DA	Tue 21-01-2020 10:55
KA	Rincy Abraham <mail@emamcloud.com></mail@emamcloud.com>
	Marketing assets
To 🛛 Rin	icy Abraham
sı	ARZ
Fo	e approval
	Checombob
	December
	You're the last one
	so be the FF2 lone
	And the second sec
25	
	View Forward
<u>Uns</u>	
-	

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
	1
Subject:	Review the assets
Description	Assets for Marketing brochure
	SEND

View: If you click on *View* button, below page is displayed:



eSend Preview page will display different tabs based for the type of assets displayed – Videos, Images and Other Files. Based on the options selected during eSend, *Comment, Forward* or *Download* assets.

Download: Either download individual asset or use *Download All* option to download all assets in one click. *Download All* option is integrated with DeskLink so here DeskLink app opens to download all the assets to the desired location.





Comment: Click on Comment button to add comments.

	COMMENT	۵
	Change the background music	
11206_101ra Date Added: 05-0	(Same) (Same and C	//
Comment	Save Save and C	lose

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 *un*checked, 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 it 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.

 Downloadable Enable login Rating Marker 	 Comment Clear your basket after send Like 	 Enable e Share Autoplay Subclip
eShare Theme Settings		
Preview template theme:	Default	

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

	Comment(2) Dov	nload 🖒 0 🖂
	Anoop Thomas Lovely flower	×
	Anoop Thomas So Beautiful	×
B-HOM		
wallcoo.com_Digital_Flower_Photography_newflower076.jpg		
		Post My Comment
wallcoo.com_ 10376748_10 Digital_Flowe 15248928119	204 full background	

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.

			Post My Comment
		Anoop Thomas Added on 4/28/2017 2.51:14 AM actsz	(x)
		Anoop Thomas Added on 4/28/2017 3:30:16 AM -scripth-alert("emain")-/8cripth-	×
	Options X	Anoop Thomas Added on 4/25/2017 3-49-47 AM -scripth-alert("emam")-/scripth-	(x)
	Quality: Mobile Subtities: English	Anoop Thomas Added on 428/2017 3177-26 AM gradgag	×
02.00	< > 44 > >> A 4 12 (2)	00.01.50.19	
DC_02_04 alize 02 test		Average Rating 3/5 ★ ★ ★ ★ ★	

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.

Downloadable	Comment	Enable e Share
Enable login	Clear your basket after send	Autoplay
Rating	🗹 Like	Subclip
Marker		
e Share Theme Settings		
Preview template theme:	RedTalks V	
Upload Logo:	Choose File No file chosen	Q





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 Enable login Rating Marker 	 Comment Clear your basket after send Like 	 Enable e Share Autoplay Subclip
eShare Theme Settings		
Preview template theme:	EmbedRed V	
Upload Logo:	Choose File LOGO.png	्
	🗈 in 💟 🖂 fi	

eShared post would like this in EmbedRed theme:



E. **Social medi**a 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

	×
http://10.0.1.82/emamclient/SendPreview /eShareBPreview.aspx?urlidentifier=94fdb3a5-b624-475e-8353-19e9800ec125	
	http://10.0.1.82/emamclient/SendPreview /eShareBPreview.aspx?urlidentifier=94fdb3a5-b624-475e-8353-19e9800ec125

in LinkedIn

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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.

🖬 LinkedIn Login, Sign in LinkedIn - Google Chrome — 🔲 🗙	🛅 LinkedIn - Google Chrome — 🗆 🗙
linkedin.com/uas/login?session_redirect=https%3A%2F%2Fwww.linke	inkedin.com/sharing/share-offsite/?url=http%3A%2F%2F51.emamclo
Linked in Welcome Back Don't miss your next opportunity. Sign in to stay updated on your professional world.	eshare 51.emamcloud.com
rincyabraham12@gmail.com Password Show	
Sign in Forgot password? New to LinkedIn? Join now	ビ Share in a post ビ Send as private message

- 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.

← Linked in	
Rincy Abraham	
eMAM provides an array of digital solutions! # <u>digitalsolutions</u> # <u>aisolutions</u>	
eSHARE 51.emamcloud.com	×
Add hashtag #provides #array	
+ 6 -	Post



 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.

linkedin.com/sharing/share-offsite/?url=http%3A%2F%2F51.emamclo	91
Linked in	
Post successful!	
View post	
Continue to LinkedIn	

• 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.



📅 (2) LinkedIn - Google Chrome —	- 🗆	×
linkedin.com/sharing/share-offsite/?url=http%3A%2F%2F51.	emamclo	ud.c
← Linked in		Ĺ
Sheena Abraham ×		_
eMAM is a powerful MAM system		
		- 1
eSHARE 51.emamcloud.com		
4	Se	nd

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







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.

Share a link on Twitter - Mozilla Firefox	
(i) 🖨 Twitt (US) https://twitter.com/intent/tweet?source=sharethisco	om&text=[e
¥	Sign up 🤉
Share a link with your followers	
[CMAM share] http://demo.emamonline.com/emamclient /SendPreview/eShareBPreview.aspx?urlidentifier=f4675b6 eea6-4db6-87e4-4ff2946e8088	5- -
Phone, email or username 104 Log in	and Tweet
Password	
Remember me · Forgot password?	
New to Twitter?	Sign up
Get instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world	
	-

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

🎔 Share a link on Twitter - Google Chrome
https://twitter.com/intent/tweet?source=sharethiscom&text=[eMAM%]
✓
Share a link with your followers
Wow these digital assets are out of this world! http://demo.emamonline.com/emamclient/SendPreview/eShareBPreview/eSha
70 Tweet

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.



🚯 Home	Notifications	Messages	Discover		¥	Sea
		TWEET 146	rs Following	FOLLOWERS		
EMAM @EmpressM	IAM	Twe	ets Tweets	& replies	Photos & videos	
empressmed	dia.us empressdigita n.com	al.com	EMAM @EmpressN Wow these	e digital	assets are out o	of this
 NYC/LA/I empressi Joined Ju 	NDIA m <mark>am.com</mark> une 2011		demo.ema	monline	.com/emamclie	nt/Sen…
0 7 Photos	and videos					
Prep 3: Hang and heap the anamy Feeder			EMAM @EmpressM Space rental: pro eepurl.com/baOv	IAM - Jan 6 oduction (LA) /ur	and warehouse (NYC) sp	aces -



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.

E 🔒 5 (5 🗅	ψ =	TEST EMAIL eSHARE - Mes	sage (HTML)			? 🗈 – 🗆 🗙
FILE MESSAGE	INSERT OPTIONS FORMAT TEXT REV	IEW				
Cut Paste V Format Painter	Calibri • 12 • A* A* III • III • III • IIII • IIIII • IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII	Address Check Book Names	Attach Signature Item • •	 Follow Up - High Importance Low Importance 	Zoom Apps f	or e
Clipboard 5	Basic Text	a Names	Include	Tags 🕞	Zoom App	,
To Dav	d Miller;					
TEST EMAIL <u>eSHARE</u> Dave, please check o	http://demo.emamonline.com/emamclier ut this link for our latest revisions Chris	t/SendPreview/eShareB	Preview.aspx?ur	lidentifier=bfab7c8	la-36b0-446f-a	<u>eb6-e20e1321bf00</u>

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.

Facebook - Google Chrome		
Attps://www.faceboo	k.com /sharer/sharer.php?u=ht	tp%3A%2F%2Fdem
Empress ▼ ✓ E Empress Digital B eMAM S.	Posting as	E Empress 🔻
eMAM - Empress	Media Asset Management S	System
https://www.facebook.com/sh	Arer/sharer.php?u=http%3A%2F%2Fdemo	el Share Link o.emamonline.co 👻

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

Facebook - Google Chrome	
https://www.facebook.com/sharer/sharer.php?u=http%3A%2F%2Fdem	
€ eMAM ▼	Posting as 🔋 eMAM 🔻
WoW! Take a look at these clips and images!	
eMAM - Empress Media Asset Management System	

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





Need Help

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