



SPINETIX™
N°1 IN DIGITAL SIGNAGE SOLUTIONS

Elementi Software Essentials



01

Introduction



15-YEAR HERITAGE

Trusted and awarded
by thousands of
customers worldwide



A COLLABORATIVE ECOSYSTEM

Locally present
everywhere,
through our partners



A COMPLETE SOLUTION

Limitless Applications.
From simple displays
to interactive kiosks or video walls

Our Complete Digital Signage Solution



PLAYERS



CLOUD



SOFTWARE



WIDGETS



OPERATING SYSTEM



SERVICES

02

Overview

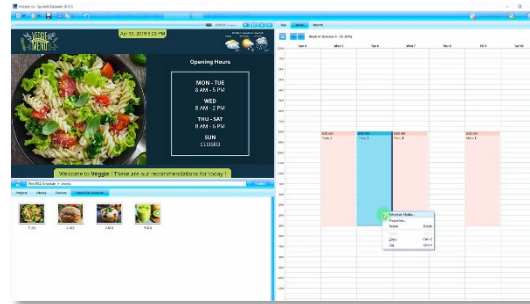
Simple To Use Yet Powerful Digital Signage Software

COMPOSE



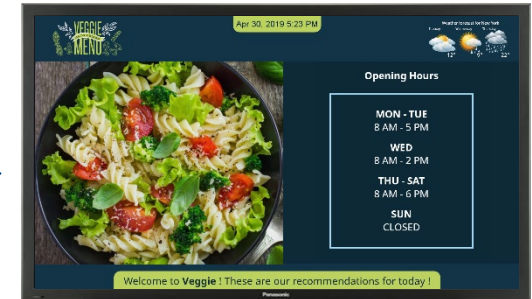
Create high impact projects, including video walls, interactive kiosks and live streaming. 250+ widgets included. Preview the content in real time.

SCHEDULE



Easily plan your content in just a few clicks and via drag and drop. Preview the content at any future date & time with the Time Simulator.

PUBLISH



Deliver visually rich experiences to any combination of screens. Push the content to HMP devices, web servers or SpinetiX ARYA cloud.

Elementi



SpinetiX HMP players



HMP400W & HMP400



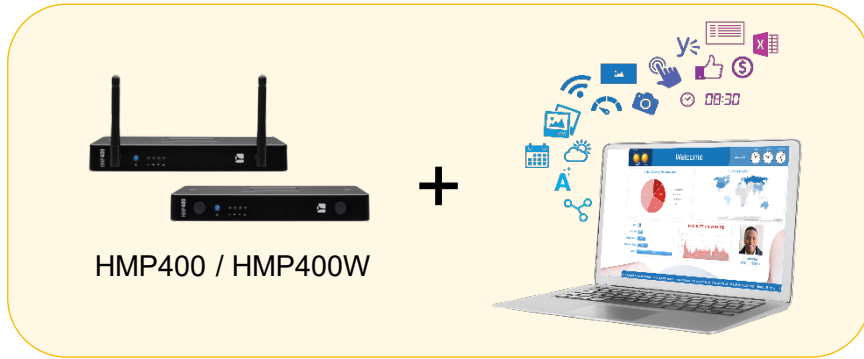
HMP300 & HMP350

- ✓ **Simple portfolio:** compact, purpose-built and extremely reliable players for any application
- ✓ **No hidden costs:** hassle-free and guaranteed for 3 years against material defects
- ✓ **Cutting-edge technology:** engineered in Switzerland and assembled in Germany

Elementi works exclusively with SpinetiX HMP players.

One Solution – Multiple Scenarios

On-premise Scenario



Player + Elementi Software

On-site local network deployment

No recurring fees

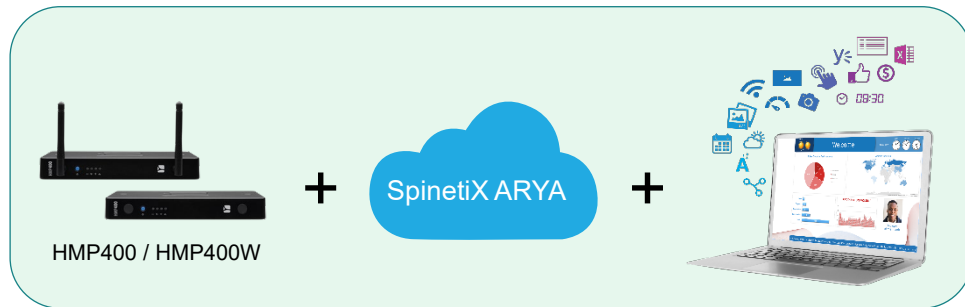
Advanced content customization

250+ widgets



One Solution – Multiple Scenarios

Hybrid Scenario



Player + SpinetiX ARYA + Elementi Software

Best-of-both-worlds scenario

Intuitive cloud interface from SpinetiX ARYA

Access to advanced features from Elementi software

Request your

FREE SpinetiX ARYA Enterprise demo account

spinetix.com/arya-form



Which Version is Right for Me?



ELEMENTI S

10 players
250+ Widgets



ELEMENTI M

Unlimited players
250+ Widgets



ELEMENTI X

Unlimited players
250+ Widgets
Developer tools




Elementi features **shared across S, M, & X**

- ✓ Intuitive interface
- ✓ 250+ widgets
- ✓ Timeline
- ✓ Effects, transitions & formatting
- ✓ Full-screen preview
- ✓ Ability to create video-wall, streaming & interactive content
- ✓ Any display configuration (vertical, horizontal, LCD, LED, etc.)

Elementi License




Purchase an Elementi license and receive:

- ✓  License to use Elementi software indefinitely.
- ✓  For all the users of a single PC, with ability to migrate to another one if needed
- ✓  One year of Elementi Update Plan for free from the date of the activation.
1 year

Elementi Update Plan OPTIONAL

Keeps your Elementi software up to date with the latest innovations and improvements from SpinetiX.

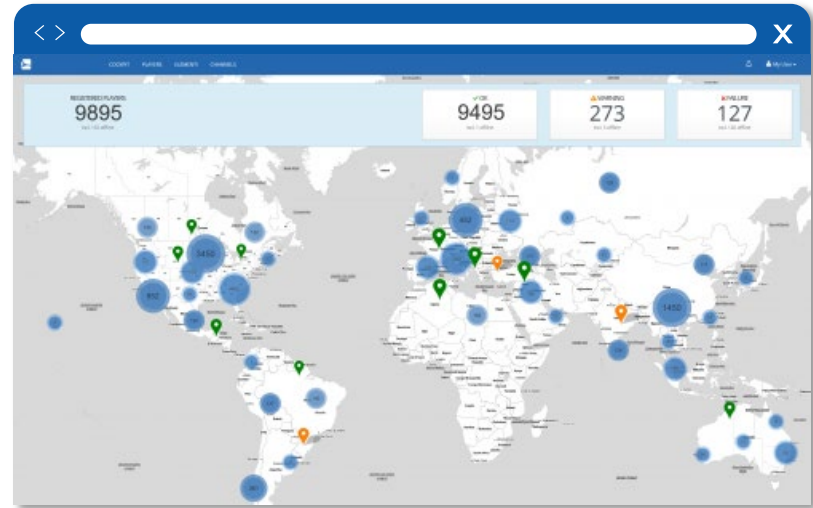
- ✓  Always up to date software
- ✓  Maximum security
- ✓  Best in class support
- ✓  Unlimited flexibility



[Discover the Elementi Update Plan](#)

A WEB PORTAL BY SPINETIX USED FOR:

- ✓ Managing your Elementi licenses (safekeeping, activations, migrations)
- ✓ Managing your Elementi Update Plan (new features, new widgets, security updates)
- ✓ Managing your players (view, monitor, notifications, updates)
- ✓ Secure data access from Elementi to your cloud accounts (e.g., Facebook, Twitter, Google, Microsoft Office365, etc.)



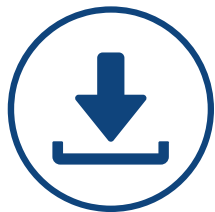
cockpit.spinetix.com



03

Getting Started with Elementi

Download and Install Elementi on your PC



DOWNLOAD

Download the latest Elementi version from the SpinetiX website.

✓ **Elementi 30-day FREE trial**

spinetix.com/download



INSTALL Elementi on your PC

1. Double-click on the EXE file
2. Follow the on-screen instructions



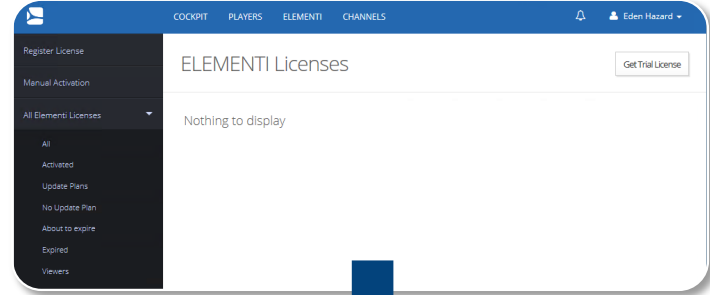
[Download, Install, Activate Elementi](#)

Activate Elementi 30-day Free Trial

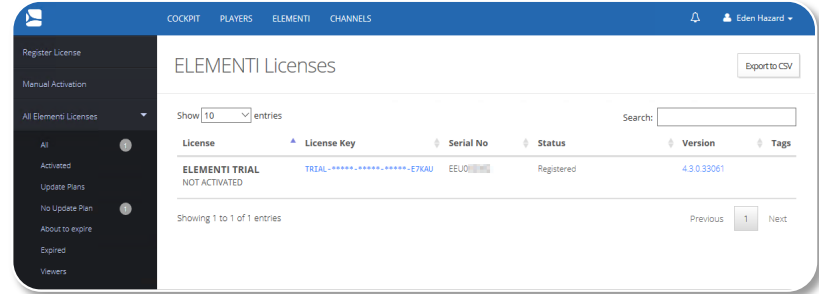
1



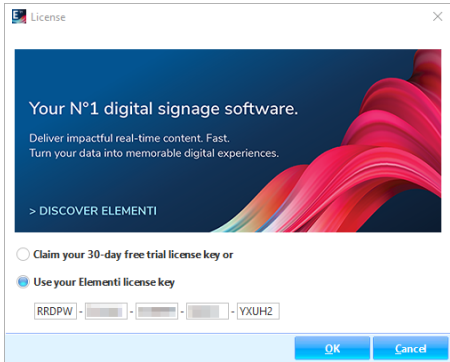
2



3



4





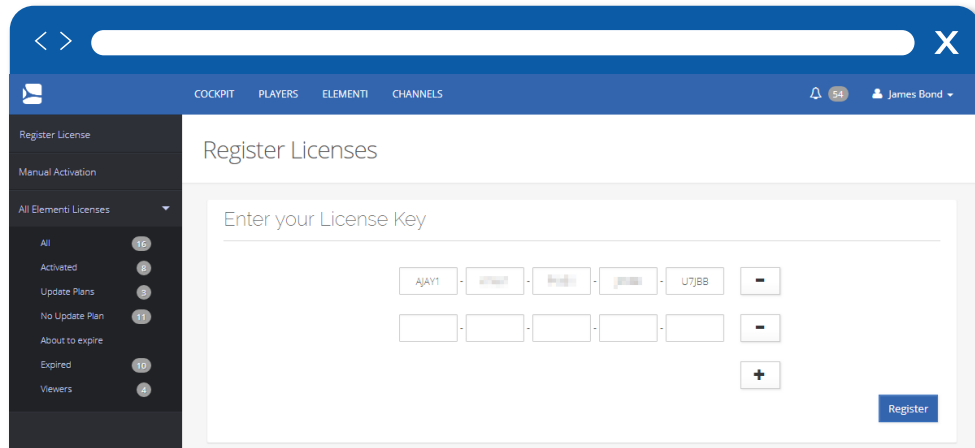
REGISTER

To register your license in Cockpit,

1. go to cockpit.spinetix.com and login or sign up
2. click on “ELEMENTI” at the top
3. click “Register license” and enter your license key
4. press “Register”

Benefits of registering your license in Cockpit:

- ✓ Access to “Emergency license release procedure” – to migrate your license to another PC without access to the old PC
- ✓ Keep track of your Elementi licenses and Elementi Update Plan



cockpit.spinetix.com

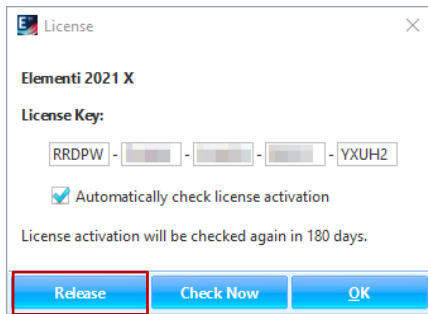
Migrate Your License to Another PC

1

RELEASE LICENSE



FROM OLD PC

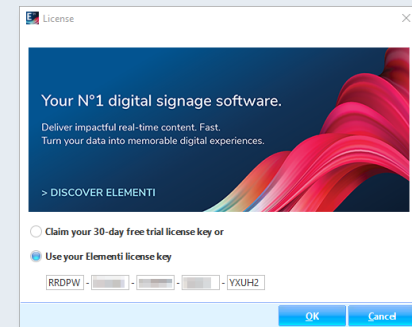


2

ACTIVATE LICENSE



ON NEW PC



- ✓ Unlimited number of migrations when done from Elementi
- ✓ 3 emergency license releases from Cockpit

04

Create Your First Elementi Project

PREVIEW PANEL

Watch your projects, layout and playlists

- Position and resize layers
- Edit text

BROWSE PANEL

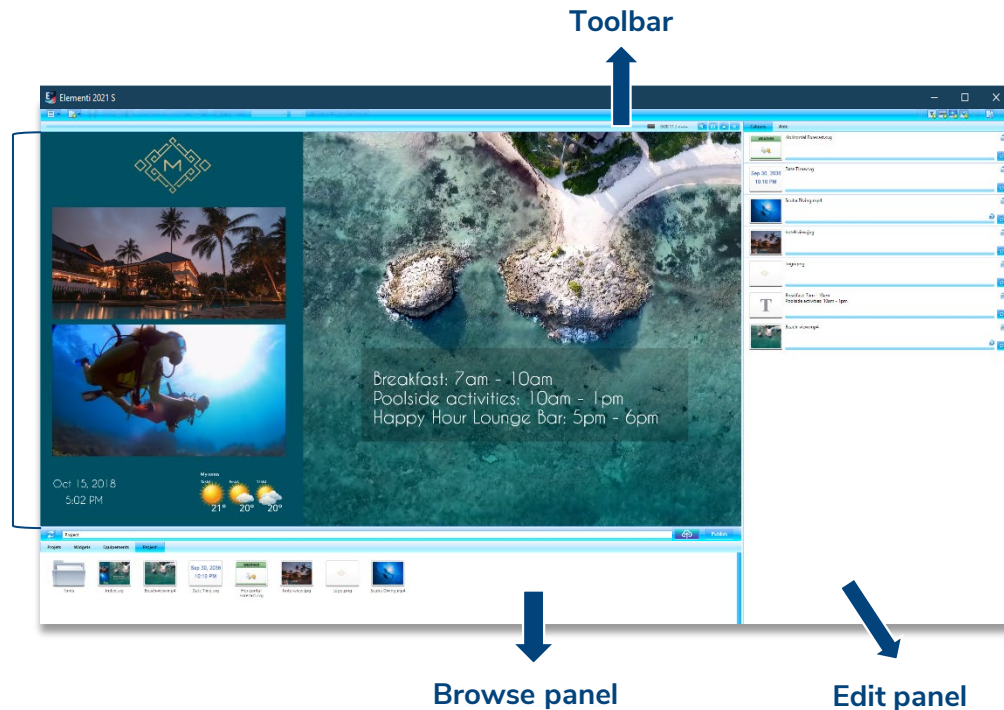
Upload your media here

- Create and organize projects
- Browse library and widgets
- Manage devices

EDIT PANEL

Customize and arrange your layers

- Depth-control of layers
- Playlists
- Schedules
- Layer properties



CREATE A NEW PROJECT

- ✓ Go to Menu > Projects > New Project...

SELECT YOUR PLAYER MODEL

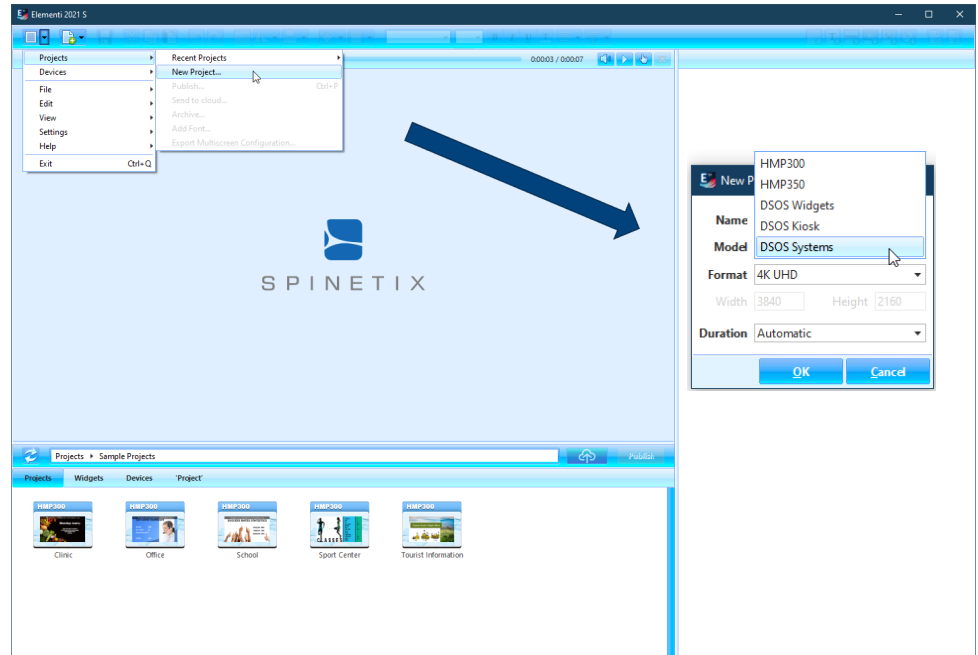
Use Elementi to create projects for HMP300, HMP350, or HMP400 with DSOS license.

When selecting an HMP model for a project in Elementi:

- ✓ Import of media files is automatically adapted to the chosen model's capabilities
- ✓ Publishing will only be possible onto the devices of the chosen model

SELECT YOUR FORMAT

Choose from multiple project aspect ratios depending on your screen's aspect ratio.

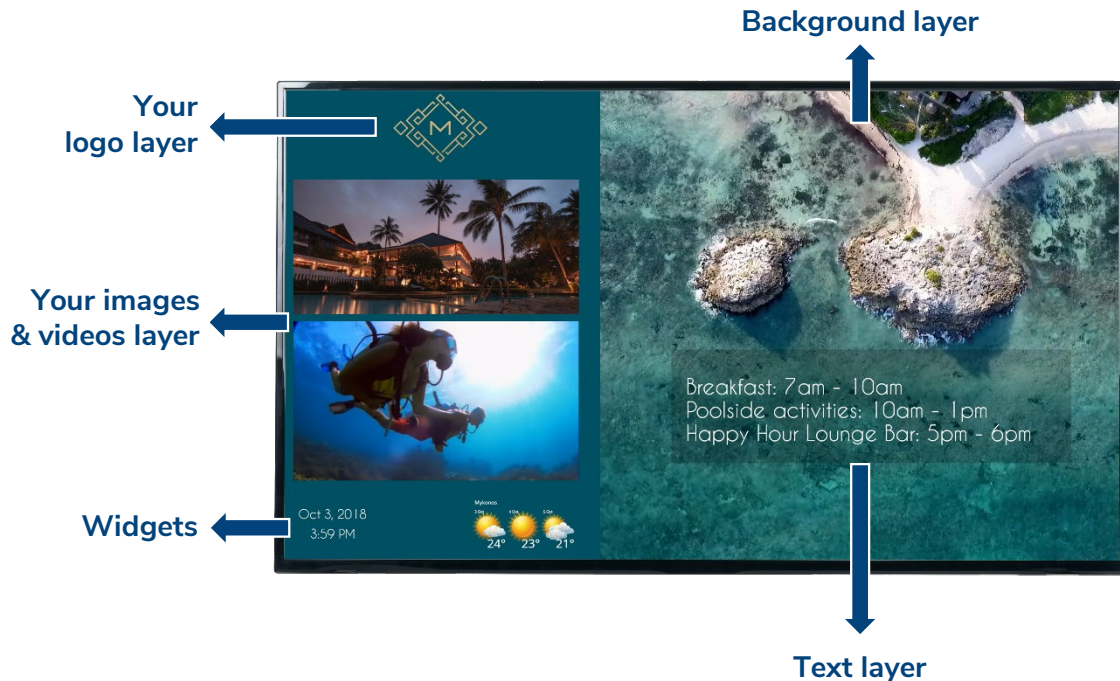


The player model can be changed afterwards, however, no compatibility check will be performed on already added elements.

WORKING WITH LAYOUT & LAYERS

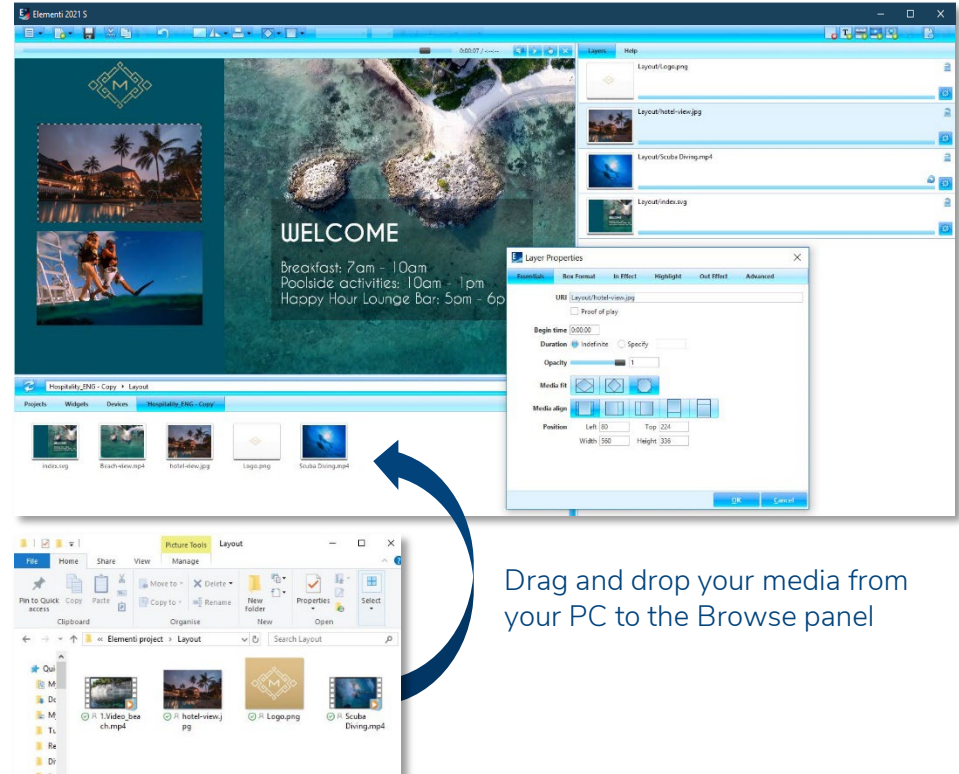
A layout in Elementi is a combination of different layers of text, images, video and widgets.

- ✓ You can easily and regularly **customize your content** and still be consistent with your brand's visual identity.
- ✓ You can **use specific content** according to locations (reception, back office, conference room, bar, etc.)
- ✓ All done in minutes



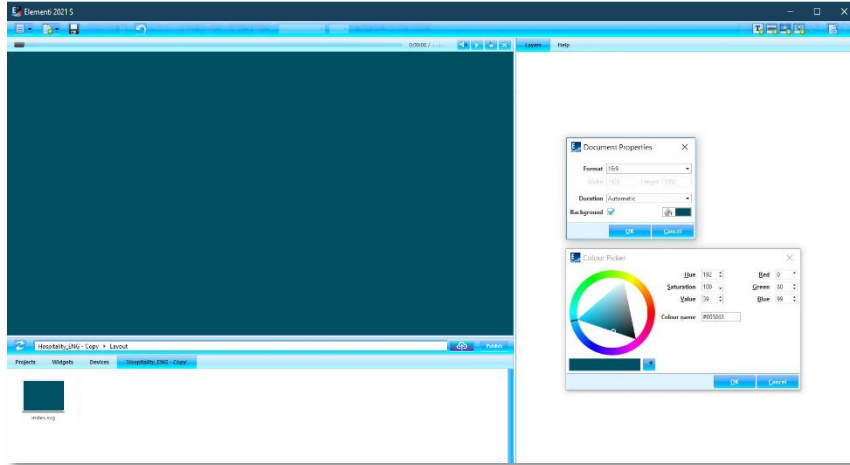
MEDIA-IMPORT FEATURES SIMPLIFY YOUR TASK

- ✓ Elementi supports most common image and video formats
- ✓ Elementi automatically transcodes video formats
- ✓ Elementi can import multiple media at once
- ✓ Elementi supports SVG graphics
- ✓ Elementi uses your media without post-processing
 - Just select the unique 'Media Fit' and 'Media Align' features from Layer Properties dialog, to scale or crop your media automatically
 - All your media will appear perfectly in a click without distortions or black bands !



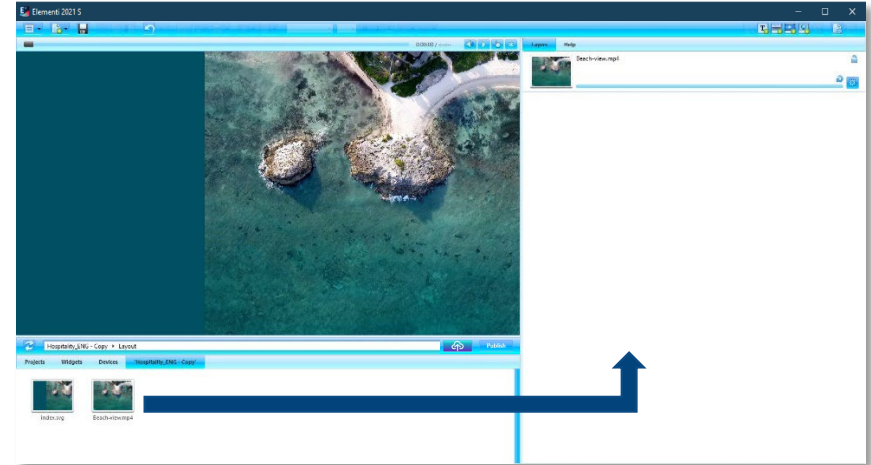
Drag and drop your media from your PC to the Browse panel

PICK BACKGROUND COLOR



1. Click on the document properties button
2. Click on the color rectangle next to “Background”
3. Use the color-picker to select a color, or insert the color code directly if you know it

INSERT BACKGROUND IMAGES AND VIDEO



4. Drag & drop media from your PC to the **Browse panel**
5. Next, drag & drop them from there to the **Edit panel**
6. Adjust the position of the media in the **Preview panel**

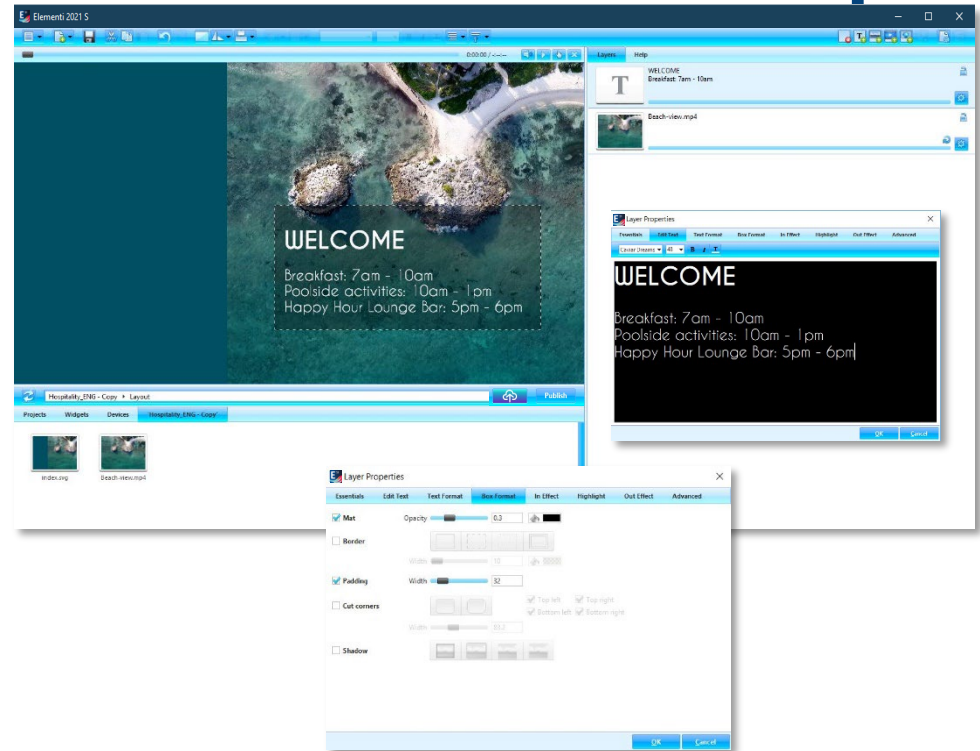


Inserting Text

TO ADD TEXT:

Pick a font from the list or import your own custom font.

1. Click the “T” icon on the top right
2. Select the new text layer and start typing or pasting text
3. Select your font, text & background color to your specifications
4. Set the desired **alignment** – horizontal or vertical
5. Apply **smart-text effects** – to adapt font size automatically or animate the text
6. Improve contrast and more – discover all **special box formats, in- and out- animation effects** and more from the layer properties window

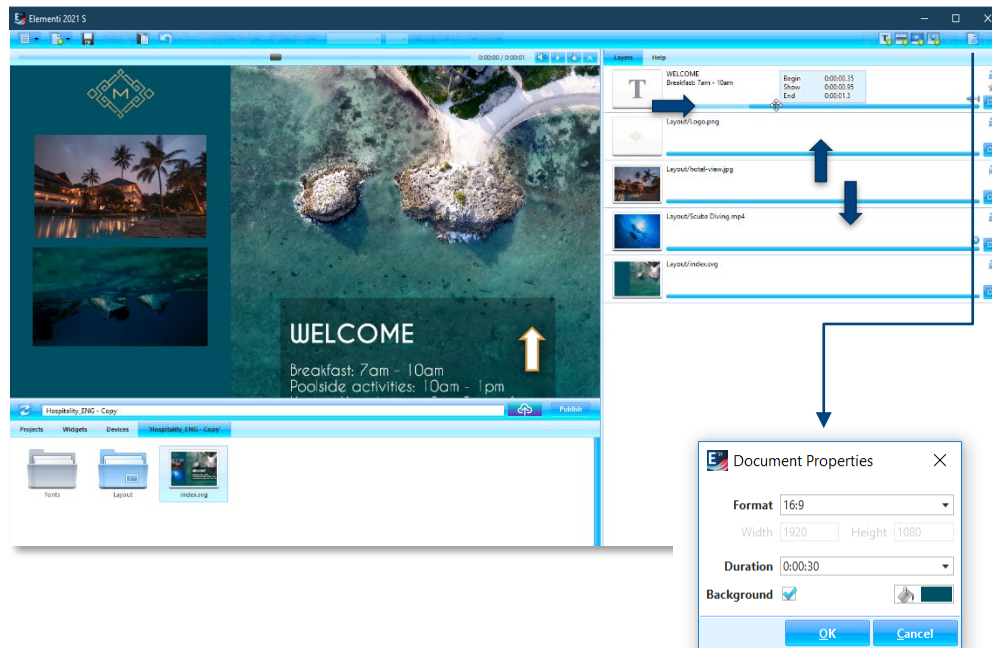


ORDER LAYER VISIBILITY

- ✓ Layers arranged on top will appear in the front and layers at the bottom, in the back

CONTROL THE MOMENT OF APPEARANCE

- ✓ Use the blue timeline to change composition begin- and end- time
- ✓ Elementi will then automatically adjust the appearance of layers according to the composition beginning and ending



Scheduling Your Elementi Project

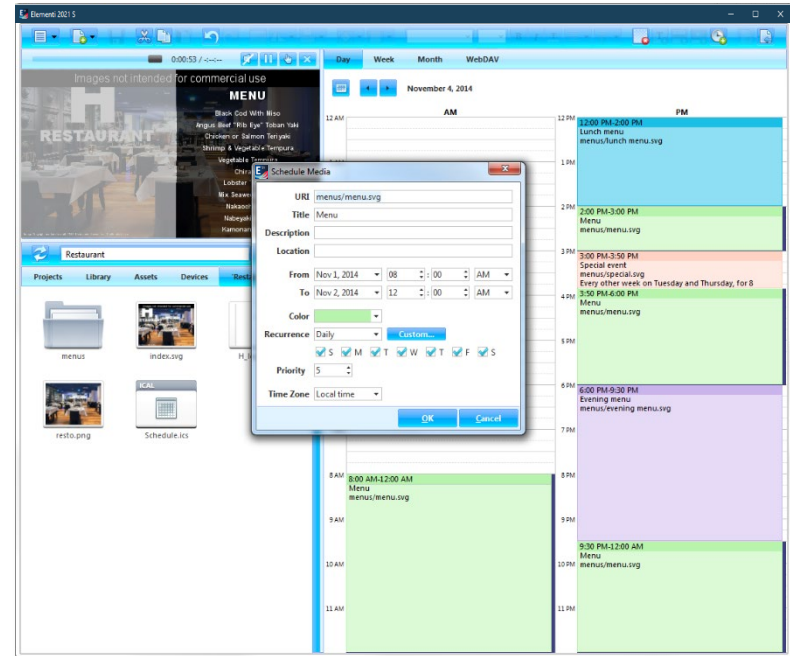
PLAN SCREEN CONTENT WITH EASY DRAG & DROP

Elementi provides an easy way to schedule screen content hourly, daily, or weekly.

To create a new schedule,

1. Open your Elementi project and right-click inside the Browse panel.
2. Select the "New Schedule..." option. The "New Schedule" window appears.
3. Enter the name of the schedule
4. Click on the "OK" button.

To edit your schedule, double-click on the Schedule.ics icon in the Browse panel. In the newly opened Calendar panel, you can assign the required time-slots for your content by simply using drag-&-drop.



05

Publish Your Project

3 Ways to Publish Your Project

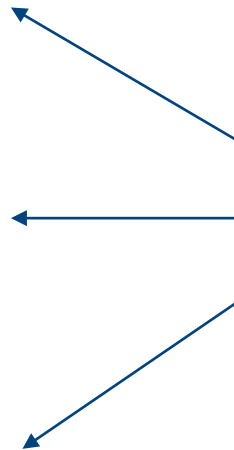
HMP players

Web servers

Local servers / NAS
Public storage

SpinetiX ARYA cloud

Enterprise plan required



TO ADD A PLAYER

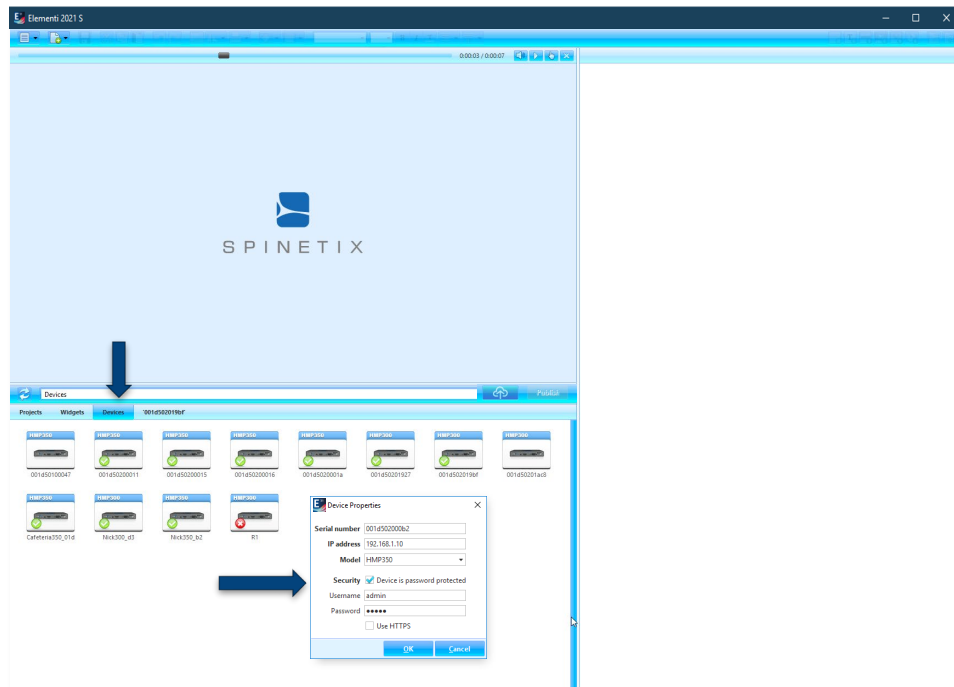
- ✓ Click the “Devices” tab
- ✓ Select a player from the list or right-click on an empty space and select “New Device...”

Elementi S detects up to 10 HMPs connected to the network and displays them in the Browse panel under ‘Devices’.

- ✓ Devices can be organized in folders (groups)
- ✓ By selecting an HMP icon you can directly access its web interface

HMP may have different status, described by a special icon:

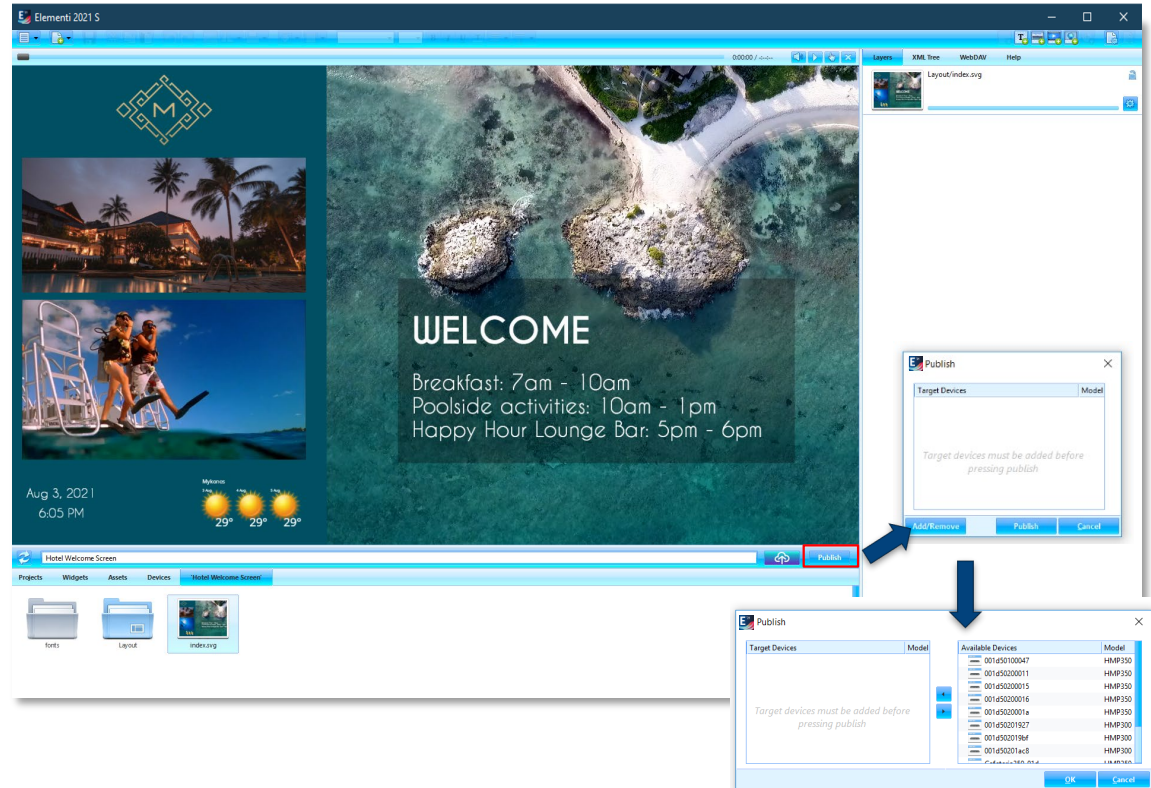
- ✓ Device is ok
- ⚠ Device is in safe mode
- ✘ Device is in recovery mode
- ✘ Device is not responding



Publish Your Project to Your Player


TO PUBLISH ON PLAYERS

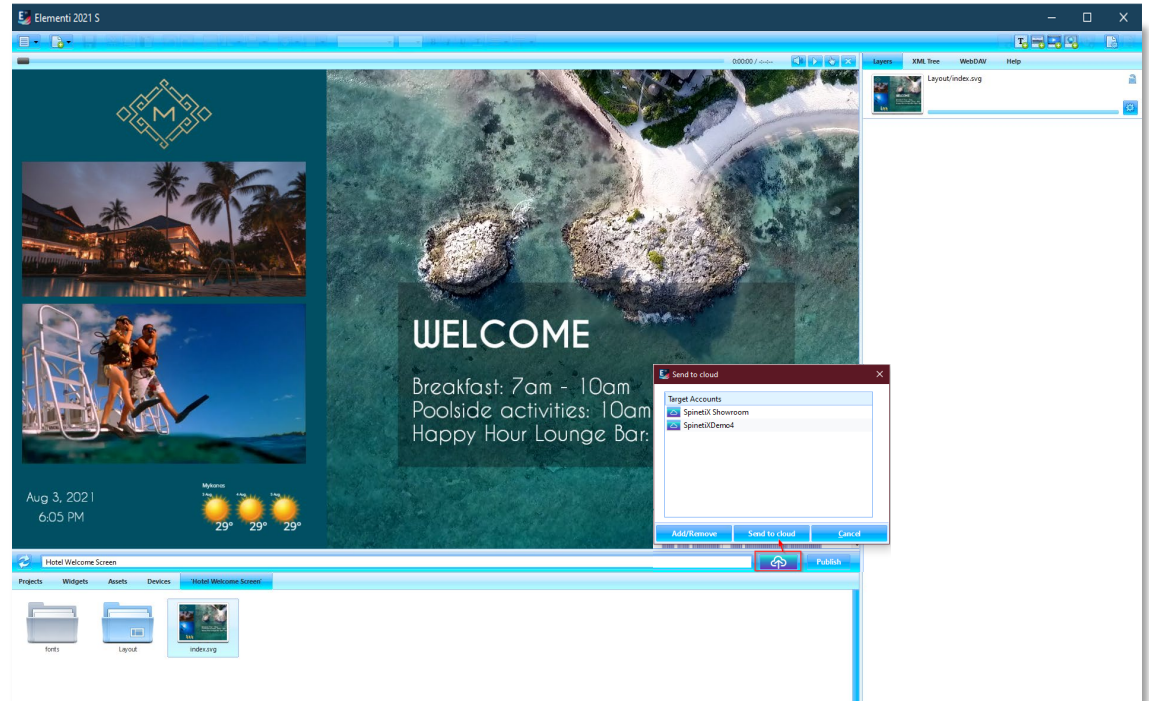
1. Click the “Publish” button
2. Click “Add/Remove” from the newly opened window
3. Select your HMP device from the list on the right and add it on the left
4. Click the “Publish” button



Send Your Project to Cloud

TO PUBLISH TO ARYA

1. Click the  button
2. Provide the email and password of an ARYA Enterprise account
3. To change the list of accounts, click on the "Add/Remove" button.
4. Click the "Send to cloud" button



Your First Project is on Display!

Oct 3, 2018
3:59 PM

Mykonos
3:00 4:00 5:00
24° 23° 21°

Breakfast: 7am - 10am
Poolside activities: 10am - 1pm
Happy Hour Lounge Bar: 5pm - 6pm

06

Data-driven Signage

Data-Driven Digital Signage by SpinetiX

Bring your
digital communication
a *level up.*



Fashion 21 Mar 21°C 22 Mar 7° 23 Mar 7°

50 %

Discover our latest special offer!

Fashion Fashion Mode

Shop our trendy pieces in store or on our website.



- ✓ 250+ widgets already included in Elementi, for free
- ✓ Display dynamic and animated content without having developer skills
- ✓ Bring to life data created by your everyday tools like Office 365, G-Suite, etc.

250+ Widgets – Unlimited Applications



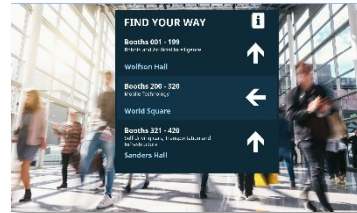
DATA-DRIVEN WIDGETS



Corporate screen



Weather forecast



Wayfinding



Menu board

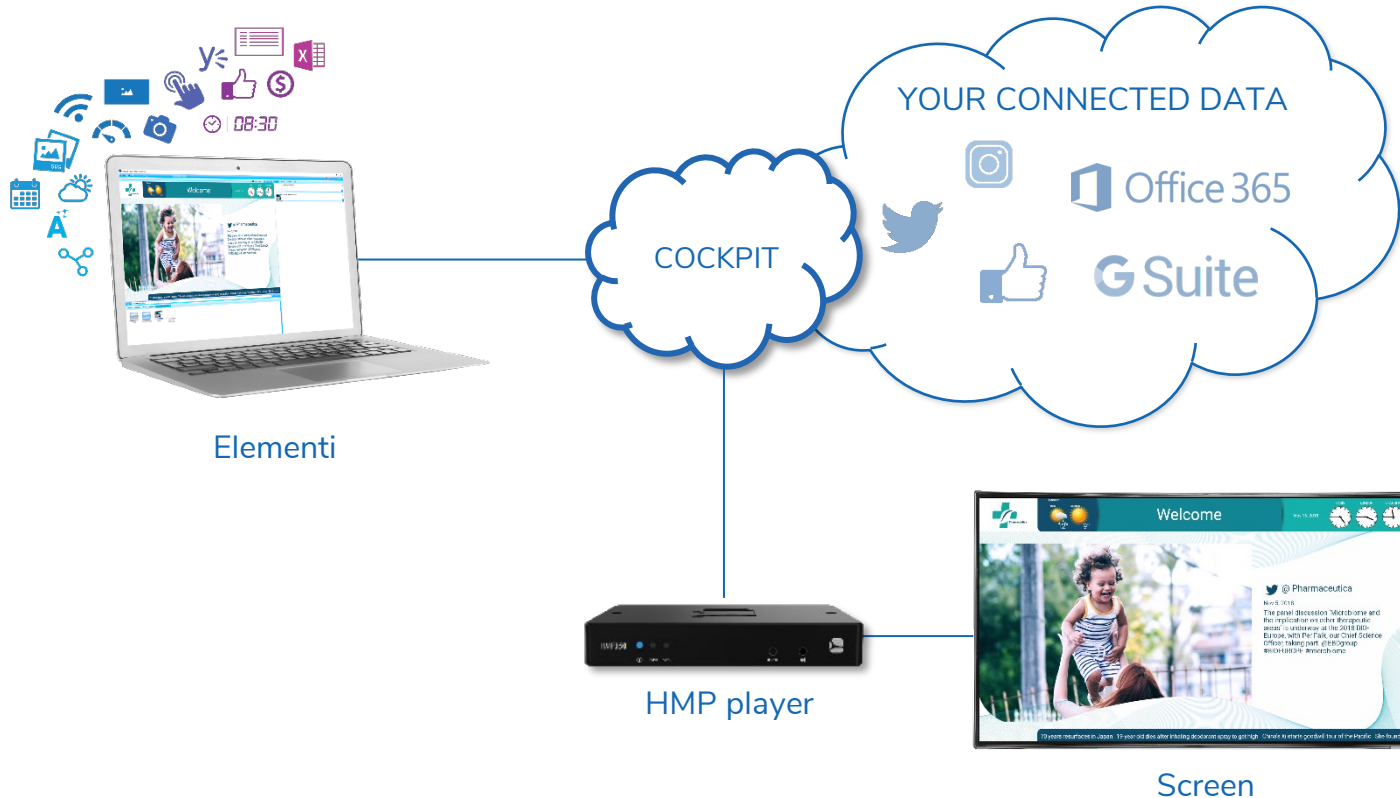


Calendar



[How to get started with data-driven digital signage](#)

Simple, Secure, Powerful



[How to connect your data to a digital display](#)

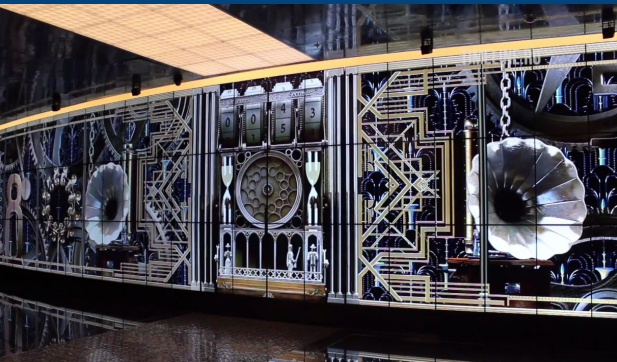
Screen

07

Advanced Features Overview

ANY KIND OF REQUIREMENT

St. Petersburg Entertainment Center, Russia



99 displays. 12K content.
Stunningly realistic.

Monster.com HQ, Weston, MA, USA



Video wall with multiple types of displays – LCD, LED; standard and ultra-wide aspect ratios. It all syncs perfectly.

Swiss Institute of Technology, Switzerland

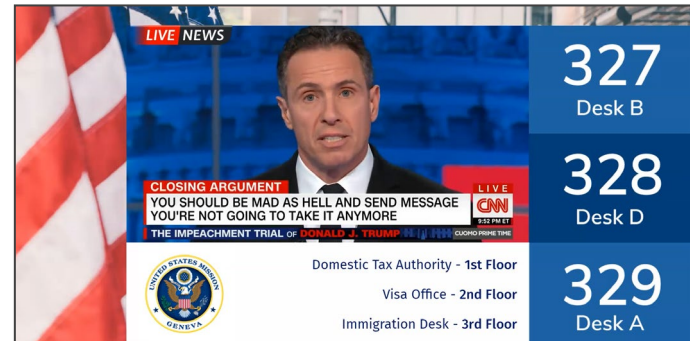
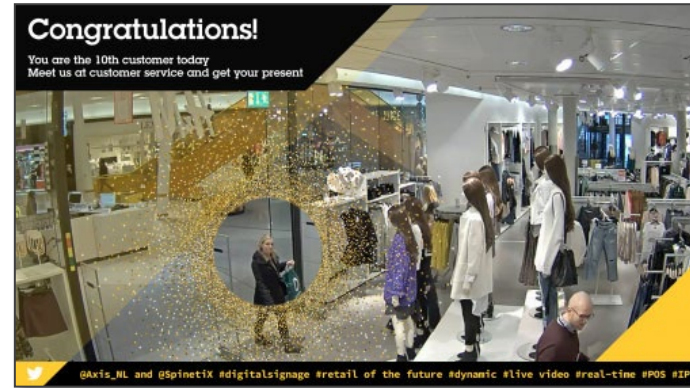


Unconventional information desk with video-wall carousel.



VIDEO AND IP STREAMING

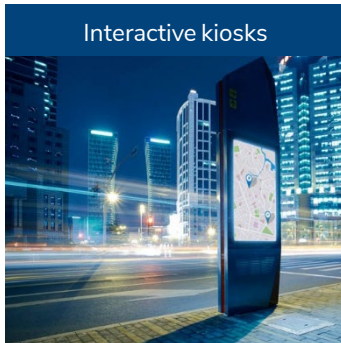
- ✓ Security applications, compatible with most IP cameras
- ✓ VOD applications, compatible with most video streamers
- ✓ Low latency modes
- ✓ Reliable connectivity
- ✓ Main transport streams are supported



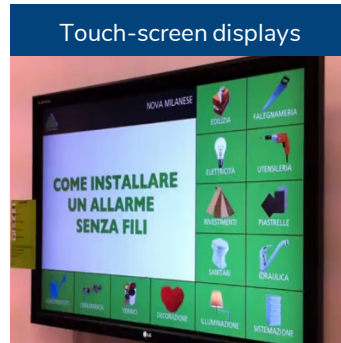
PHYSICAL INTERACTIVITY



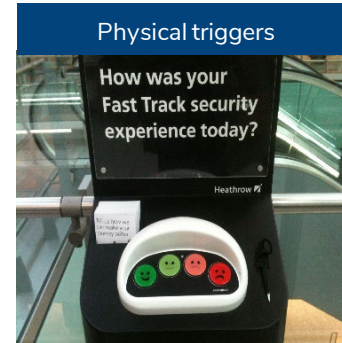
Interactive kiosks



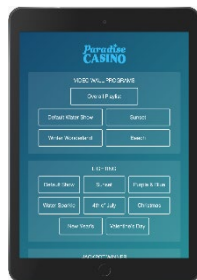
Touch-screen displays



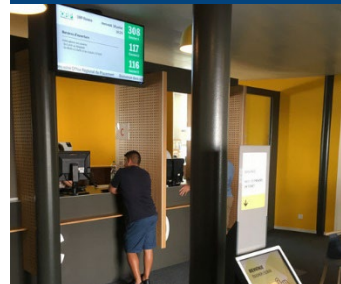
Physical triggers



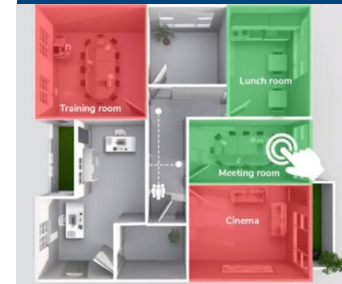
Custom control interfaces



Queue management



Room booking



NETWORK INTERACTIVITY



08

Case Studies

A Hot Spot for Unique Guest Experiences

Content programming

High-resolution custom curved LED

Video wall

Easy control interface with Elementi

8 HMP350 players

The combination of powerful HMP hardware and intuitive control interface created with Elementi software allows to quickly manage content remotely and simultaneously on all devices.

[DOWNLOAD CASE STUDY](#)





Redefining Point-of-Sale Messaging with Digital Shelves

Intelligent shelving system

Stretched LED

LCD video wall

9 HMP350 players

Elementi software

Using digital shelves increases the level of customer attention and potential of a sale among different segments of the target audience by 35 to 67%.

[DOWNLOAD CASE STUDY](#)

A Communications Channel for Students, Staff and Visitors

Multiple Locations - 5 Campuses

Minimal maintenance

Centralized content management

40 HMP300 players

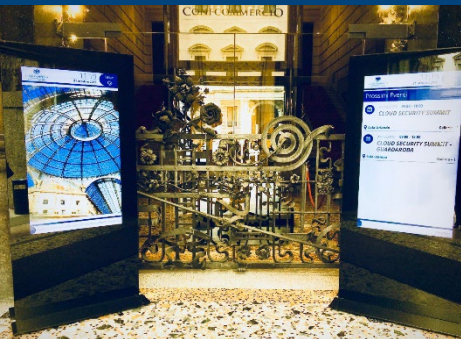
Elementi software

Digital signage has become an essential channel of communication for the university. Students and staff come to seek information and interact with each other.

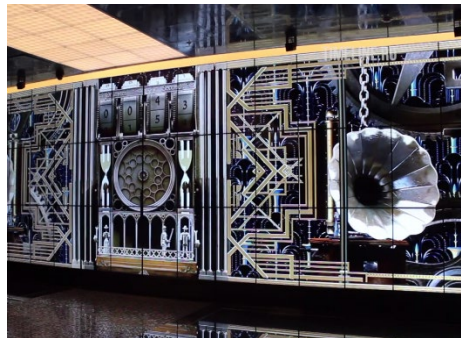
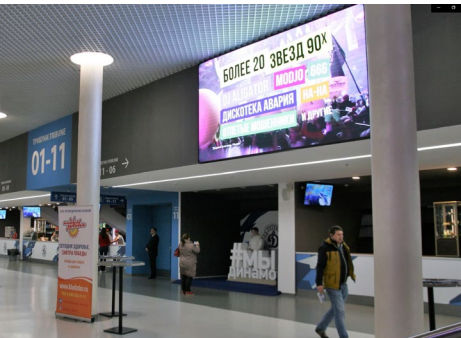
[DOWNLOAD CASE STUDY](#)



Success Stories for Every Industry



Discover more: spinetix.com/success-stories



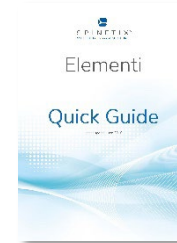
09

Next Steps



[Support Wiki + Live chat](#)

[Elementi & Widget guides](#)
±
[HMP Getting started guide and specs](#)



Hotel Price List

Hotel Welcome Screen with Playlist

Hotel Welcome Screen

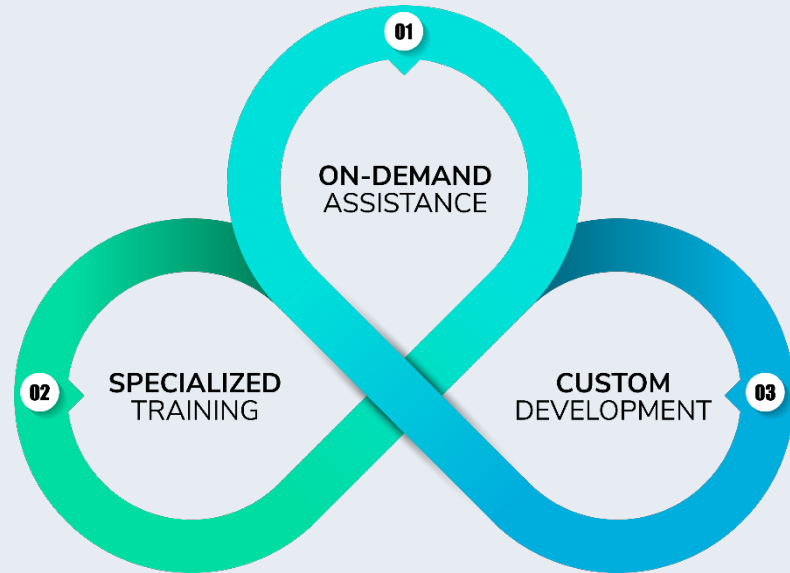
[Elementi demo contents](#)

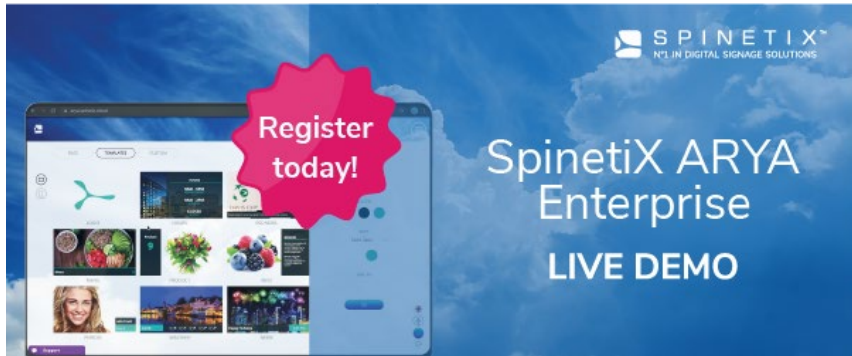


[Elementi tutorial videos](#)

**We are there to support you with
your Elementi journey.**

Contact us at:
pro@spinetix.com





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spinetix.com/webinars



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spinetix.com/subscribe

Contact us
sales@spinetix.com

Get Your Certificate and CTS points

1. We send you your training certificate

2. We send you the session slides and video recording

3. Get your CTS RU point from AVIXA





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