



L-POS

ADVERTISING MANUAL

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Printed in Canada.

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L-BOSS

Advertising Set-up

About the application

Logivision is a corporation specialized in the development of software for the retail industry with a particular focus on operation systems for front-end terminals. Innovative and always at the forefront of new technological developments, Logivision is committed to improving the service and products we provide to our customers.

Advertising overview

L-POS has an advertising option. The Advertising option is set up by building image and text files that are displayed on the POS screen. The ads can be displayed two ways. You may want the ads to display continually on the customer monitor. Otherwise it is possible to use the ads only after a programmable delay following the last transaction. You can set the system up to allow the ads to work in transaction and full-screen after a determined inactivity period.

Setting up L-POS Advertising option

Although you can set up the advertising file without the user license, the images and files will not display on the L-POS if the option is not licensed. If your license does not include the Advertisement option, contact your reseller.

In order to use the advertising module on the L-POS you need to set up the system. This guide explains the advertising set-up.

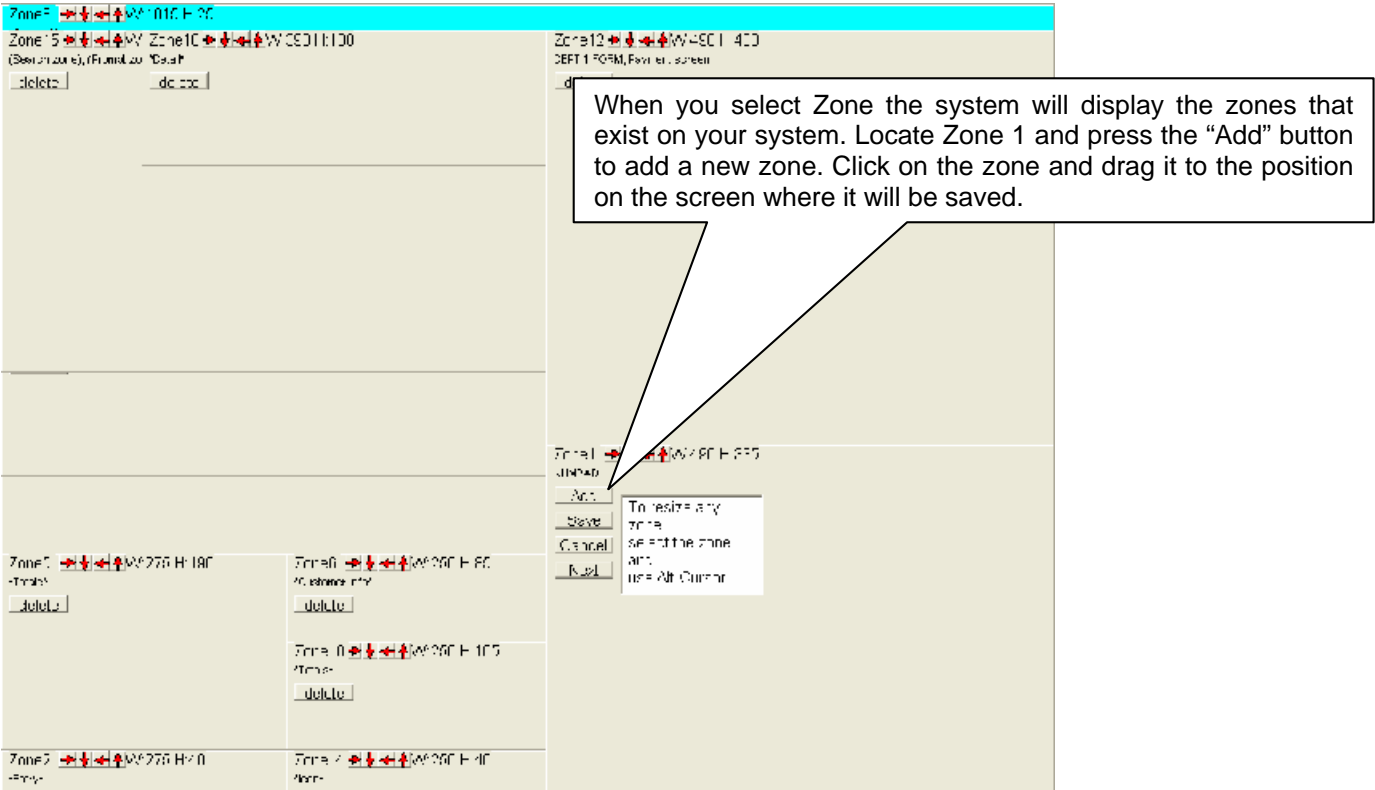
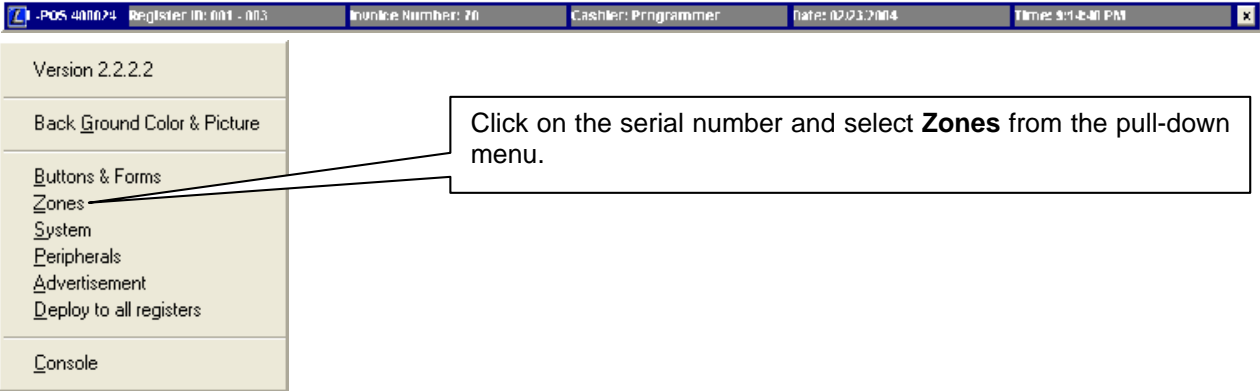
- Select a zone and a form for Advertisements
- Define the advertising parameters
- Create the image files
- Add the images and messages to the advertisement file
- Send this information to the L-POS

Define the form to use for advertising

The advertisement set-up window includes a selection field for the form number used to display the advertisements. So a pre-requisite to actually setting up the advertising is setting up a form where the advertisements will be displayed.

Access the PosSetup > Zones

If your system does not have the form you need to display your advertisements properly you may need to add a new zone. Follow these steps to add a new zone.



Access the PosSetup > Buttons & Forms.

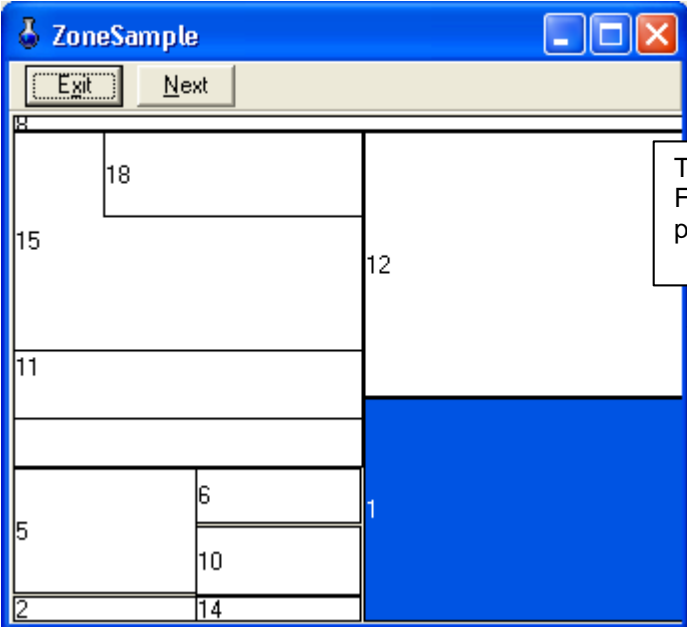
If you have added a new zone you need to place your form in the zone.

The screenshot shows the L-POS software interface. At the top, a status bar displays: -POS 400074, Register ID: 001 - 003, Invoice Number: 70, Cashier: Programmer, Date: 02/23/2004, Time: 9:18:48 PM. Below this is a menu tree with options: Version 2.2.2.2, Back Ground Color & Picture, Buttons & Forms, Zones, System, Peripherals, Advertisement, Deploy to all registers, and Console. A callout box points to 'Buttons & Forms' with the text: 'Click on the serial number and select **Buttons & Forms** from the pull-down menu.'

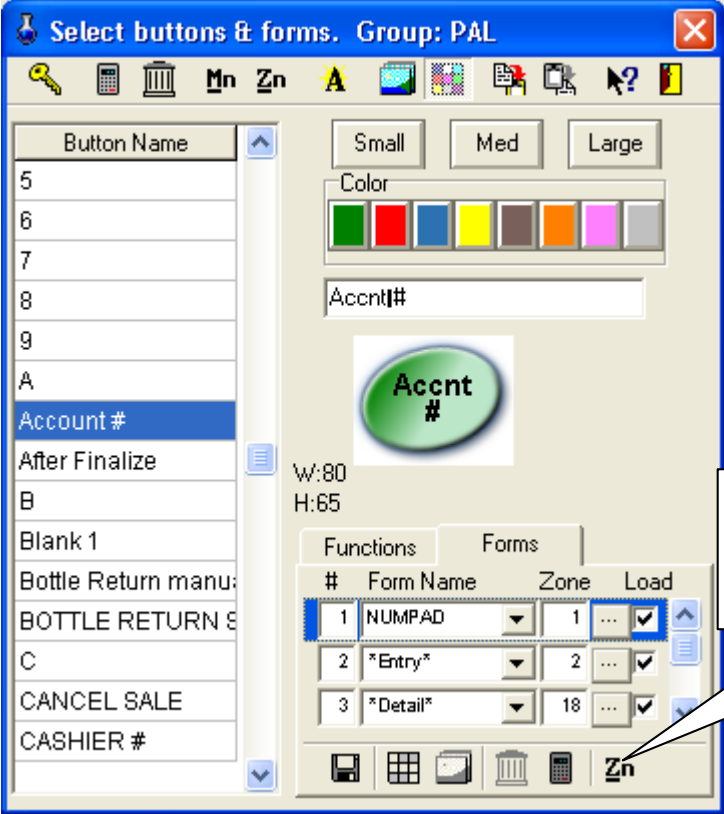
The 'Buttons & Forms' window is open, showing a list of buttons on the left and a configuration area on the right. The 'Forms' tab is selected. A callout box points to the 'Forms' tab with the text: '1-Select the "Forms" tab.' Below this, a list of forms is shown:

#	Form Name	Zone	Load
1	NUMPAD	1	<input checked="" type="checkbox"/>
2	*Entry*	2	<input checked="" type="checkbox"/>
3	*Detail*	18	<input checked="" type="checkbox"/>

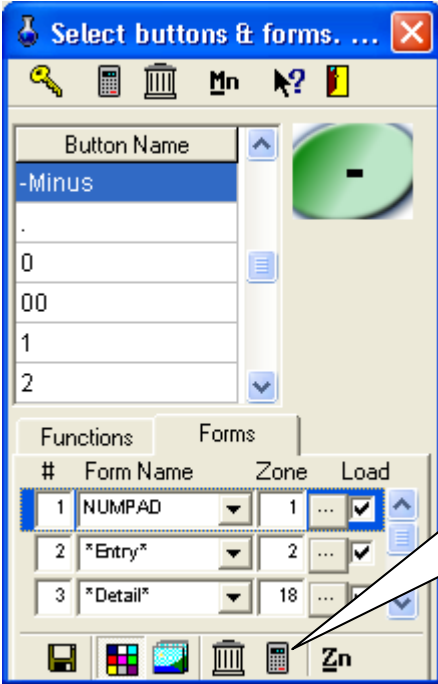
At the bottom of the window, there are icons for Save, Print, and other functions, along with a 'Zn' button.



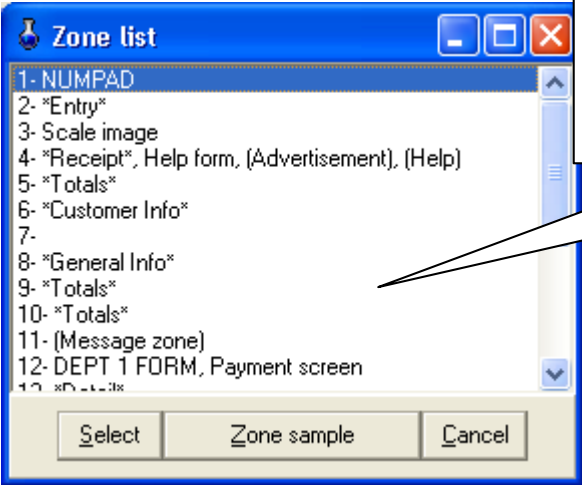
This window appears when you open the Forms tab. It displays the zones you programmed on your system.



You cannot add, modify or delete a form until you press the "Zn" icon to toggle between the "Zone sample" and a view of the form you have selected.



- Once you click the "Zn" icon the other icons on the form tab will be available to add, modify or delete a form.
- To add new forms press the "Calculator" icon.



- This window appears so you can select a zone for your advertising form. This is the position on the screen. Scroll down the list to select the correct zone.
- Change the description for your form to Advertisement.
- Place a check in the Load column.

Setting the advertising options



- The top section allows you to select images, insert text to display when that image is viewed and set a trigger item number. The trigger item will reposition the playback of images on this item when the trigger item is scanned. This will only occur once per ad per transaction.
- Use the Browse button to select an image.
- The arrows allow you to position an image above or below another one. The Red X will delete a slide.
- The numeric value here is the time the image will display.
- Use the Stretch feature to expand the image to fill the zone you assigned the ads to.

- Set the font for text messages displayed with ads shown during a transaction.
- Set the scrolling speed for text messages that are too wide to fit on the screen.

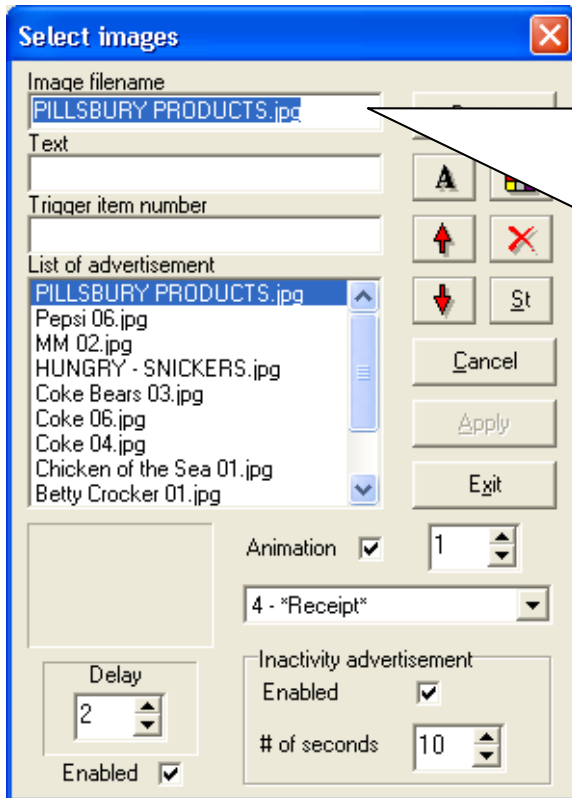
- Default delay is the duration time that pictures will show. This value is copied to new images you add to the list.
- Set the form to use for the "In-Transaction" mode of advertising.
- You must set the Advertising ON for this module to function.



- Place a check mark to use random **animation** for your advertising slides.
- Set the animation effect speed

- Inactivity advertisement should be enabled to allow the system to toggle between partial and full-screen display mode.
- Set the time of inactivity before the system toggles to full-screen mode.
- Select the monitor to use for advertising in full-screen mode.

Select a form to use for the advertisements.



- The **Image filename** is where you enter the name of the image to be added to the list of advertisements.
- The images are displayed in the order they are placed on the list.
- You can also insert messages using “txt” or “rtf” files.
- Message files and image files must be in the C:\POSWIN\ADD folder.
- Use the **A** icon to modify font type and the color palette to select a different font color.
- The Up and down arrows are available to move an image up or down the list.
- The **St** icon will stretch the selected image to fill the form.
- Press **Apply** to save the changes you made.

The screenshot shows a software window titled "Select images". It contains several fields and controls:

- Image filename:** A text field containing "PILLSBURY PRODUCTS.jp" and a "Browse" button.
- Text:** An empty text field. A callout box points to it with the text: "The text field is used to add a message to the image that was selected."
- Trigger item number:** An empty text field. A callout box points to it with the text: "Trigger item number is used to return the ad display sequence to a specific image whenever the trigger item is scanned. The ad sequence will continue forward from that point in the images sequence. The goal is to allow negotiation with suppliers that want their products advertised more than others. This type of ad display is only appropriate if you are using the ads on a continual basis. In our example, entering a product code from Pillsbury in the trigger item number field would start the advertising sequence on the Pillsbury Products j-peg file."
- List of advertisement:** A list box containing several items: "PILLSBURY PRODUCTS", "Pepsi 06.jpg", "MM 02.jpg", "HUNGRY - SNICKERS.jpg", "Coke Bears 03.jpg", "Coke 06.jpg", "Coke 04.jpg", "Chicken of the Sea 01.jpg", and "Betty Crocker 01.jpg".
- Animation:** A dropdown menu currently set to "4 - *Receipt*".
- Delay:** A spinner box set to "2".
- Inactivity advertisement:** A section with "Enabled" checked and "# of seconds" set to "10".
- Enabled:** A checkbox at the bottom left, which is checked.