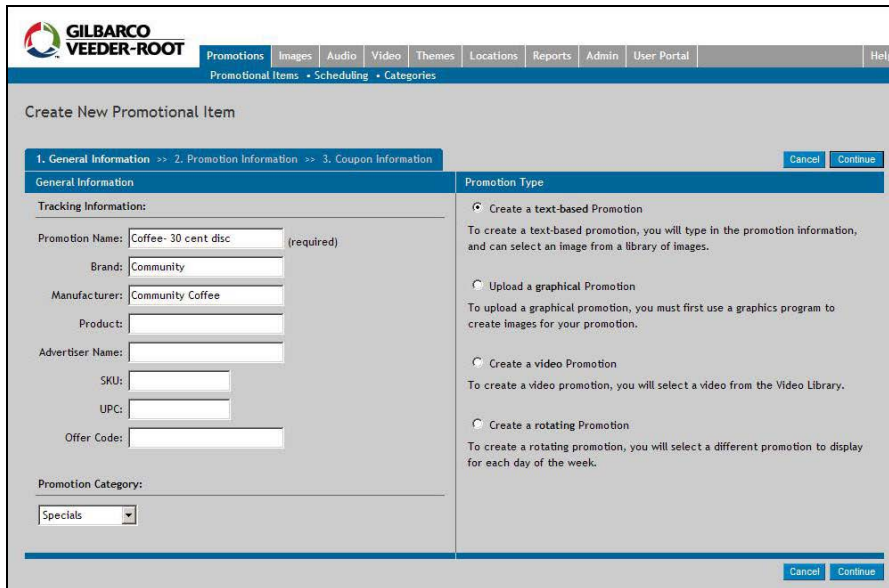## IMPORTANT INFORMATION

Complete documentation and automated training is available in the User Portal. For more information, click **User Portal** tab in the Control Center.
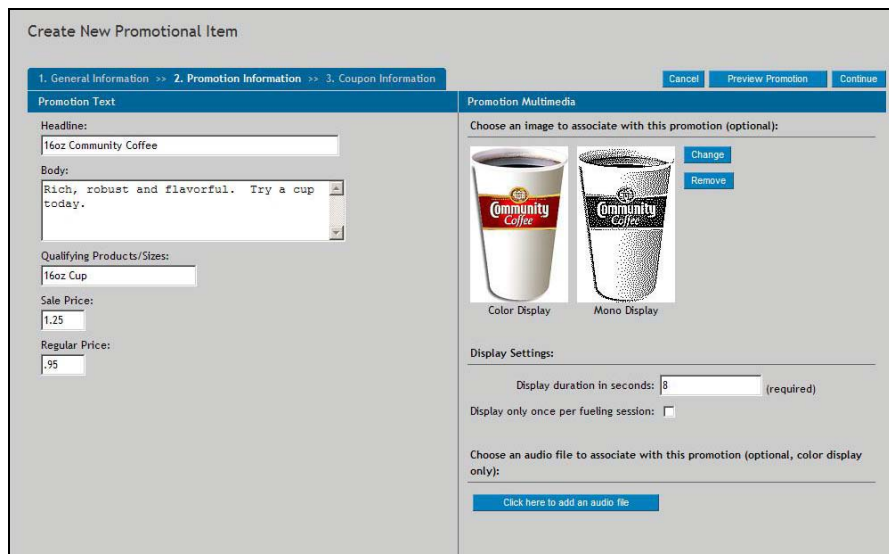
CREATING NEW PROMOTION AND COUPON

STEP 1

To create a new Promotion and Coupon, proceed as follows:

1 Click **New Promotion** on the Promotional Items screen.
2 Enter the appropriate Tracking Information.
3 Select the Promotion Category (this will determine the category to which the promotion is assigned to, on the display).
4 Select the Promotion Type, that is, Text-based, Graphical, Rotating, or Video Promotion Item.
5 Click **Continue**.

STEP 2
TEXT-BASED PROMOTION

For a Text-based Promotion, proceed as follows:

1 Enter the Promotion Text.
2 Select **Click here to add an image** to add the required image to the Promotion.
3 If required, adjust the Display Settings to set the time for which the promotion needs to be displayed.
4 Select **Click here to add an audio file** to add the required audio file to the Promotion.
5 Click **Continue**.

STEP 2
GRAPHICAL PROMOTION
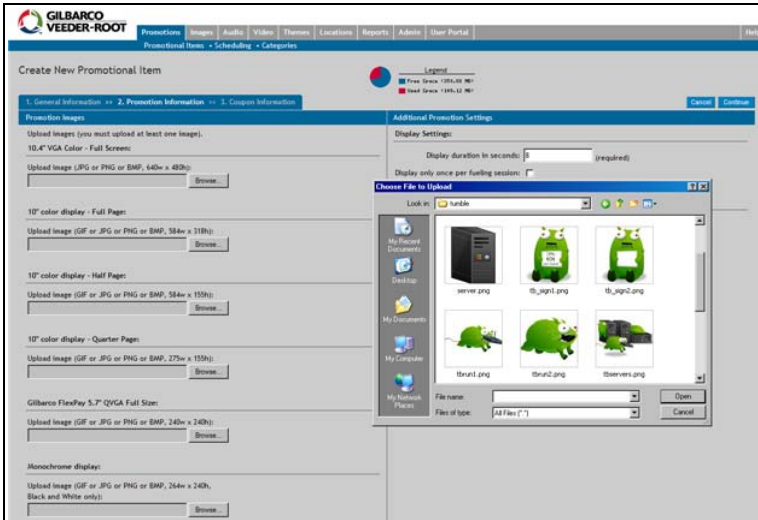
For a Graphical Promotion, proceed as follows:

1 Upload the required image (dimensions below in pixels):
  • Monochrome display: 264w X 240h
  • 10.4" color - Quarter page: 275w X 155h
  • 10.4" color - Half page: 584w X 155h
  • 10.4" color - Full page: 584w X 318h
  • 10.4" color - Full screen: 640w X 480h
  • 5.7" color - Full page: 240w X 240h

2 Click **Continue**.

STEP 2
ROTATING PROMOTION
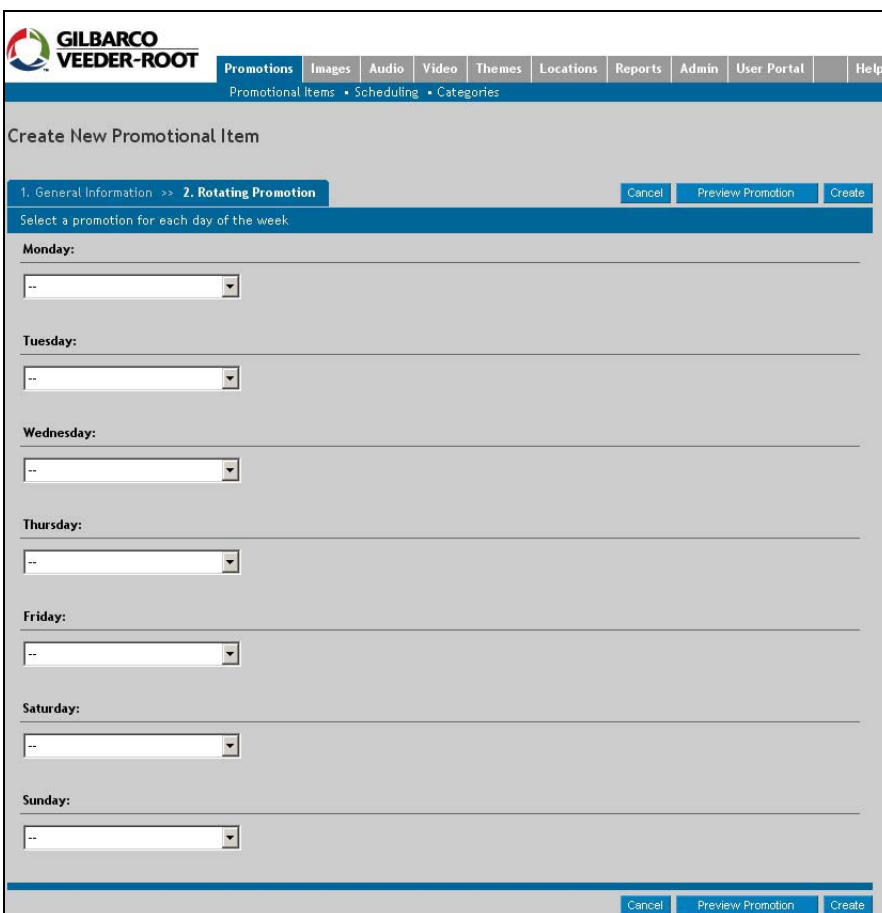
For a Rotating Promotion, proceed as follows:

1 From the list of options available, select the required promotion that is to be displayed for each day of the week.

2 Click **Continue**.

STEP 2
VIDEO PROMOTION

For a Video Promotion, proceed as follows:

1 Click **Click here to select video**.
2 Search using single word or Show All.
3 Click **Select** to choose the required video from the list.
4 Select **Full screen** or with **Text/Coupon** in the "Display" field.
5 Enter the required Promotion Text.
6 Select whether you want to allow the customer to mute the audio, and if multiple views per fueling session will be allowed.
7 Click **Continue**.

STEP 3

Coupon Type:

1 Select the Coupon type - Create a Store Coupon, Upload a Graphical Coupon, or No Coupon.
2 Click **Continue**.

> Note: Coupons cannot be added to Full Screen graphical promotions.

STEP 4

To upload a Store Coupon, proceed as follows:

1 Enter the Coupon Data.
2 Clear the "Export to Google Coupons" option, if you do not want the coupon offer to appear as part of searches on Google.
3 Click **Create**.
4 Click **Continue**.

> Note: Pop-up blockers will interfere with the Preview Promotion and Preview Coupon screens. Turn off pop-up blockers to preview these items.

UPLOAD A NEW GRAPHICAL COUPON

To upload a Graphical Coupon, proceed as follows:

1 Click **Browse** and upload the required image:
 • Dimensions: 448 x 5000 pixels
 • Size: Upto 141.65 MB
 • Formats: JPEG, TIFF, PNG, BMP and GIF
2 Click **Create**.

CREATING NEW PROMOTION SCHEDULE

To create a new Promotion Schedule, proceed as follows:

1 Click **New Schedule** on the Promotion Schedules screen.

2 Select the required Date Range, Timeslots, and Group/Location options.

3 Click **Add** or **Remove** to add the required Promotions to the Selected list.

4 Click **Create**.

Note: Depending on how the Control Center is configured by your Control Center administrator, you will have a choice of either five or 24 Timeslots.

CREATING NEW PROMOTION CATEGORY

To create a new Promotion Category, proceed as follows:

1 Click **New Category** on the Promotion Categories screen.

2 Enter the required name in the "Category Name" field.

3 Check the box for Display Settings, if required.

4 Click **Browse** to upload an icon file, if required.
Note: This step is optional and is only relevant for a 10" color screen.

5 Click **Create**.

CREATING NEW USER IMAGE LIBRARY IMAGE

To create a new User Image Library Image, proceed as follows:

1 Click **New Image** on the User Image Library screen.

2 Enter the name of the image in the "Image Name" field.

3 Click **Browse** to locate the required image file on your computer or network.

4 To assign this image to a category, click on the list of options and select the category.
Note: This step is optional.

5 Click **Create**.

CREATING NEW USER AUDIO LIBRARY FILE

To create a new User Audio Library file, proceed as follows:

1   Click the **Audio** tab.
2   Click **New Audio File** on the screen.
3   Enter the name of the audio file in the "Audio File Name" field.
4   Click **Browse** to locate the required audio file in your computer or network.
5   Click **Open**.
6   Select the Category to which the audio file must belong.
    Note: This step is optional.
7   Click **Create**.

UPLOADING NEW VIDEO FILE

To upload a new video clip, proceed as follows:

1   Click the **Video** tab.
2   Click **New Video File** on the screen.
3   Enter the name of the video file in the "Video File Name" field.
4   Click **Browse** and locate the required video file in your computer or network.
5   Click **Open**.
6   Click **Create**.

UPLOADING NEW THEME

To upload a new Theme, proceed as follows:

1   Click **New Theme** on the Themes screen.
2   Enter the name of the theme in the "Name" field.
3   Click **Browse** to select the required Theme Pack in your computer or network.
4   Click **Create**.

CREATING NEW THEME SCHEDULE

To create a new Theme Schedule, proceed as follows:

1. Click **New Theme Schedule** on the Theme Schedules screen.
2. Enter the required Schedule Information.
3. Click **Create**.

Note: Depending on how the Control Center is configured by your Control Center administrator, you will have a choice of either five or 24 Timeslots.

CREATING NEW LOCATION

To create a new Location, proceed as follows:

1. Click **New Location** on the Locations screen.
2. Fill in the required information in the Location Information section.
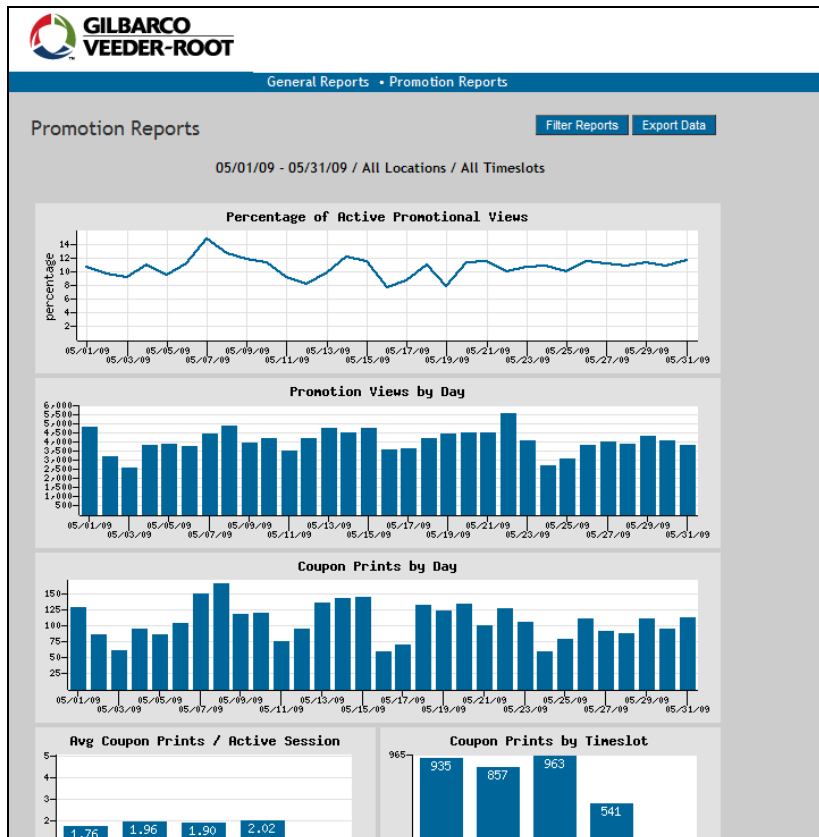3. Click **Create**.

VIEW AND EXPORT GENERAL REPORTS

To view and export data from General Reports, proceed as follows:

1 Click **General Reports** on the Reports screen. The report can be saved to a file, printed, and/or e-mailed.

2 To view an enlarged version of a chart, click on the desired chart. Press the back button in your browser to return to the General Report.

3 Click **Filter Reports** to open the Filter Reports window.

4 Select the required settings and perform one of the following:
  • Click **Filter** to filter the General Reports available.
  • Click **Cancel** to cancel the operation.

5 To save the raw report data to a file, click **Export Data** at the top right portion of the screen and save the file on your computer in the required location.

VIEW AND EXPORT PROMOTION REPORTS

To view and export data from Promotion Reports, proceed as follows:

1 Click **Promotion Reports** on the Reports screen. The report can be saved to a file, printed, and/or e-mailed.

2 To view an enlarged version of a chart, click on the desired chart. Press the back button in your browser to return to the Promotion Reports.

3 Click **Filter Reports** to open the Filter Reports window.

4 Select the required settings and perform one of the following:
  • Click **Filter** to filter the General Reports available.
  • Click **Cancel** to cancel the operation.

5 To save the raw report data to a file, click **Export Data** at the top right portion of the screen and save the file on your computer in the required location.

CREATING NEW ADMIN USER

To create a new Admin User, proceed as follows:

1   Click **New User** on the Admin Users screen.
2   Assign a login name and password in the fields under the Account Information tab. The rest of the fields are optional, but recommended.
3   Click **Create**.
4   Click **Groups** in the sub-menu.
5   Click **Administrators**.
6   Select name from the Available list and click **Add**.
7   Click **Save**.

Appendix A: Applause™ Media System Color Screen with Audio Video File Types and Sizes

The Applause Media System accepts the following media types for upload and usage:

Usage	File Type	Size
Video	AVI, WMV, FLV, MPG, MOV, or MP4	Standard (4:3) ratio or Wide Screen (16:10) ratio
Audio	AAC, AC3/A52, FLAC, OGG, MP3, or WAV	
Product Images	BMP, GIF, JPG, or PNG	300w X 300h minimum
Category Icon	GIF, JPG, PNG, or TIFF	Images larger than 285w X 91h will be scaled
Graphic Promotions for 10.4" Screen		
Full Page	BMP, GIF, JPG, or PNG	584w X 318h maximum
Full Screen	BMP, GIF, JPG, or PNG	640w X 480h maximum
Half Page	BMP, GIF, JPG, or PNG	584w X 155h maximum
Quarter Page	BMP, GIF, JPG, or PNG	275w X 155h maximum
Graphic Promotions for 5.7" Screen		
Full Page	BMP, GIF, JPG, or PNG	240w X 240h maximum

Note: Graphic animation is supported through animated GIF only, at a maximum of 12 frames per second.

🧩 *User Tip*

Although video and audio files as large as 150 MB are allowed, the total size of all users files that reside on the Applause Media System at any time is limited to 500 MB per Control Center. Use smaller files where possible. A quality 10 second video can occupy as little space as only 1 MB and high quality audio files can be 150 KB or smaller.

Appendix B: Applause Media System Support - Contact Information

Service or Performance Issues (Gilbarco Help Desk)

Phone: 1-800-800-7498

E-mail: applause.service@gilbarco.com

Graphic Development Issues

E-mail: applause.request@gilbarco.com

Control Center Synchronization and Applause Performance Issues

E-mail: applause.service@gilbarco.com

Promotional Ad and Coupon Creation Issues

E-mail: applause.request@gilbarco.com