DOVER
FUELING SOLUTIONS

User Guide

DX Promote™ Media Portal

DFS DX™ Connected Solutions Platform

WU020393
Rev 05 December 2022

DFS Anthem UX™ user experience platform (left) and
Wayne Ovation® fuel dispenser with 10.4-inch VGA display (right)

For the purpose of this manual: the product designated on the front cover will be defined herein after as the “Product;” and Dover Fueling Solutions (“DFS”), will reference different entities based on the point of origin for which the product is manufactured. For Products from North America, DFS references Wayne Fueling Systems LLC located in Austin, Texas. For Products from Brazil, DFS references Wayne Industria e Comercio Ltda. located in Rio de Janeiro, Brazil. For Products from the United Kingdom, DFS references Dover Fueling Solutions UK Ltd. located in Dundee, Scotland. For Products from China, DFS references Tokheim Hengshan Technologies Company, Ltd. located in Guangzhou, China. For Products from India, DFS references Dover Fueling Solutions India Private Limited.

DANGER!
READ THIS MANUAL BEFORE STARTING ANY WORK!

Fuel dispensers contain both electrical components and a hazardous, flammable and potentially explosive fuel.

Failure to follow the below precautions and the Warning and Caution instructions in this manual may result in serious injury.

IT IS YOUR RESPONSIBILITY to follow all rules, codes, regulations, and laws that apply to your location and the type of work being performed.

For assistance with the DFS DX™ connected solutions platform, including DX Wetstock™, DX Monitor™, DX Promote™, DX Retail™ or DX Fleet™, contact DFS DX Global Support at:

1-844-991-3030 OR dfsdxsupport@doverfs.com

Indicators and Notations

NOTE! *Indicates extra information or a tip.*

IMPORTANT! Highlights an element of a procedure to ensure accuracy, completeness, and performance.

NOTICE!

Highlights an essential element of a procedure to ensure accuracy, completeness, and appropriate performance.

WARNING!

Indicates a potentially hazardous situation, which if not avoided, MAY result in death or serious injury.

CAUTION!

Indicates a potentially hazardous situation, which if not avoided, may result in personal (non-lethal) injury or equipment damage.

DANGER!

INDICATES A HAZARDOUS SITUATION, WHICH IF NOT AVOIDED, WILL RESULT IN DEATH OR SERIOUS INJURY.

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1 INTRODUCTION

The DX Promote™ media portal is part of the DFS DX™ software platform, which is a Saas (Software as a Service) platform hosted on Microsoft Azure. The DX Promote media portal allows you to upload, manage, and display media on screens across multiple sites from a central location. You can program the screens to display media depending upon the device state, time of day, and in whatever order that you choose, all from the convenience of your DX Promote media portal account that you can access by using a web browser.

1.1 DX PROMOTE™ MEDIA PORTAL BASIC CONCEPTS

The following are the basic concepts of the DX Promote media portal:

- **Organizations**: An organization is an entity that owns equipment that can be driven by the DX Promote media portal.
- **Site**: A site is a physical location, such as a gas station at a particular location in a particular town. Organizations can have one or more sites.
- **Users**: A user is a member of one or several organizations, and organizations can have multiple users.
- **User Role:** Each user is assigned privileges to access and modify the systems of the organizations of which they are a member. The following user roles are defined for the DX Promote™ media portal.
  - ***Super User:*** This role is assigned to DFS personnel for onboarding organizations and sites, and to provide technical support.
  - ***Org Admin:*** This role is assigned to an organization’s designated delegate(s).
- **Media Files**: Media files are the material that can be displayed on the organization's screens. It is uploaded, owned, and managed by the organization's members, and is sent to displays by the DX Promote media portal. Media files can be of different types, including images and videos.
- **Library:** A library is a collection of media files from which users can select to assign media to sites.
- **Time Slot**: A time slot is a specific time frame to automatically display selected content. A typical example is showing breakfast promotions in the morning, lunch promotions in the afternoon, and lottery ticket content in the evening. Time slots can also be used to inform customers about specific circumstances. Time slots are especially helpful when the displayed order of content is known in advance, or when the displayed content follows a regular time pattern.
- **Events**: Events enable the dispenser to show specific media files depending upon the dispenser state. Available events, such as idle (or nonfueling) and fueling, will vary depending upon dispenser model.
- **Media Set:** A media set is a directive for screens to display sequenced media files like a slideshow, which are organized by event and time slot. Screens can be assigned to display the media files defined in the media set. Media sets can be assigned to multiple displays simultaneously.

1.2 Supported Media Formats

Media files are limited to the following specifications for each supported screen size. The following hardware platforms are supported by DX Promote:

- The DFS Anthem UX™ user experience platform, or Anthem platform AX12 display, on the Wayne Ovation® fuel dispenser. The total size of media files in active sets cannot exceed 500 MB. The total size of banner ads (Staticads) for the Anthem UX platform (27-inch) display cannot exceed 100 MB.
- The Wayne Ovation® fuel dispenser featuring a 10.4 inch color VGA display. The total size of media files in a set cannot exceed 40 MB, and banner ads are not supported.

Anthem platform displays		Ovation dispenser VGA display		
Videos	*Native*	**Videos**	*Native*	*Optimized for transcoding*
Video Resolution:	1280 x 720	Video Resolution:	640 x 480	640 x 480
Aspect Ratio:	16 : 9	Aspect Ratio:	4 : 3	4 : 3
Video Bit Rate:	10408 kbps	Video Bit Rate:	500 kbps	500 kbps
Video Codec:	H264	Video Codec:	XVID	H264
Video Frame Rate:	30 fps	Video Frame Rate:	24 fps	24 fps
Audio Bit Rate:	321 kbps	Audio Bit Rate:	96 kbps	96 kbps
Audio Sample Rate:	48 kHz	Audio Sample Rate:	48 kHz	48 kHz
Audio Codec:	AAC	Audio Codec:	MP3	AAC
Container:	MP4	Container:	AVI	MP4
Still Images		**Still Images**		
Resolution:	1280 x 720	Resolution:	*not supported*	640 x 480
Container:	PNG, JPG/JPEG	Container:	*not supported*	PNG, JPG/JPEG
Banner Ads[a]				
Resolution:	1000 x 550			
Container:	PNG, JPG/JPEG			

a. Banner ads are supported on the Anthem UX platform (27-inch) display only.

1.3 Contacting Technical Support

For assistance with DX Promote™ or other DFS DX™ connected solutions platform offerings, such as DX Monitor™, contact DFS DX Global Support at:

1-844-991-3030 OR dfsdxsupport@doverfs.com

1.4 Verified Web Browsers

Because the DX Promote media portal uses modern web technologies, avoid using outdated web browsers. If you encounter issues with visibility or functionality, update your web browser to the latest version available.

As of initial release, there are known issues with the Microsoft® Edge and Apple® Safari® web browsers that prevent them from functioning properly with all parts of the user interface. At the time of writing, the following browsers have been tested and are capable of performing all required functions.

- Google Chrome™ browser, version 105.0.5195.127

2 SIGNING INTO THE DX PROMOTE™ MEDIA PORTAL

1. Open a web browser and enter the following URL into the address bar.

   https://dxpromote.dataservices.doverfs.com

2. The login window opens as seen in Figure 2-1. Enter your user-name and press <Tab>.

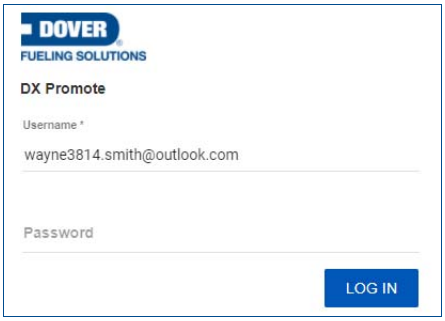


Figure 2-1 Log In Window

3. Based on your username, you will be redirected either to the generic login page, as shown in Figure 2-2, or to a log in page that is specific to your organization.
4. Enter your username and password, then click **Sign In**.
5. Upon sign in the Media Set page is displayed by default.

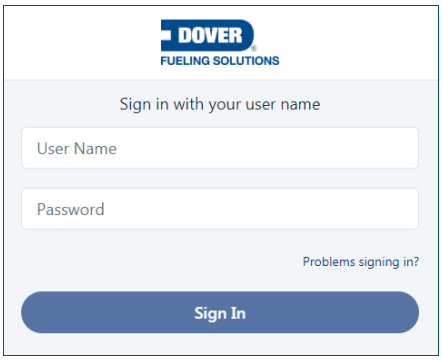


Figure 2-2 Sign In Window

6. The menu bar in Figure 2-3 will be displayed at the top of the page, which has the following options.

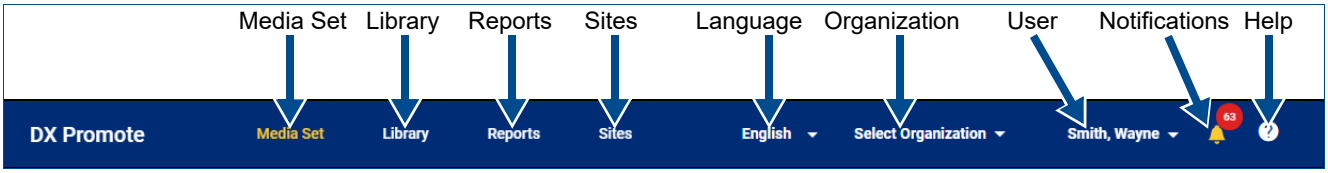


Figure 2-3 DX Promote Media Portal Menu Bar

- **Media Set:** Click *Media Set* to manage the media sets for your sites. See Section 3 on page 9.
- **Library:** Click *Library* to manage media files available for media sets. See Section 4 on page 19.
- **Reports:** Click *Reports* to generate and download reports. See Section 5 on page 21.
- **Sites:** Click *Sites* to configure preferences for sites and site groups, such as available states and time slots for displaying media. See Section 6 on page 23.
- **Language:** Click *Language* to change the language of the DX Promote interface. At time of writing, available options are *English* and *Français* (Canadian French).
- **Organization:** Click this pull-down to select the organization for which you want to manage media, campaigns, and preferences.

NOTE! *Only those organizations included in your user account are displayed in the pull-down.*

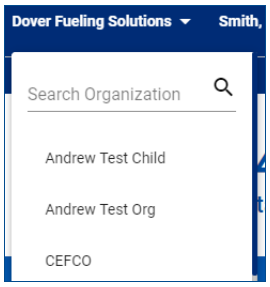


Figure 2-4 Organization Pull-down

- **User:** Click this pull-down to select the *SIGN OUT* option when you are finished to sign out of the DX Promote media portal.

Figure 2-5 User Pull-down

- **Notifications:** Click the bell icon to view and/or dismiss notifications.

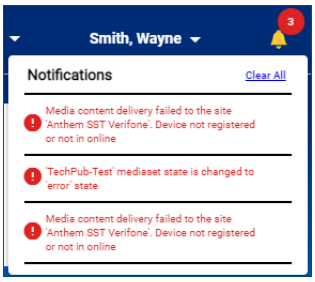


Figure 2-6 Notifications Pull-down

- **Help:** Click the question mark icon to show or hide a panel on the right where you can view the General Info option, which shows the details of the last software release.

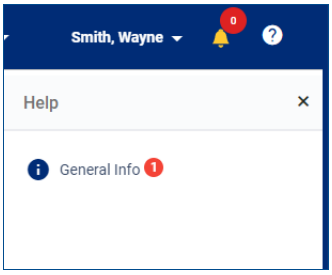


Figure 2-7 Notifications Pull-down

3 MEDIA SET

The Media Set page is used to create, assign, and manage media sets. The page shown in Figure 3-1 is displayed by default upon sign in, or when clicking **Media Set** in the menu bar.

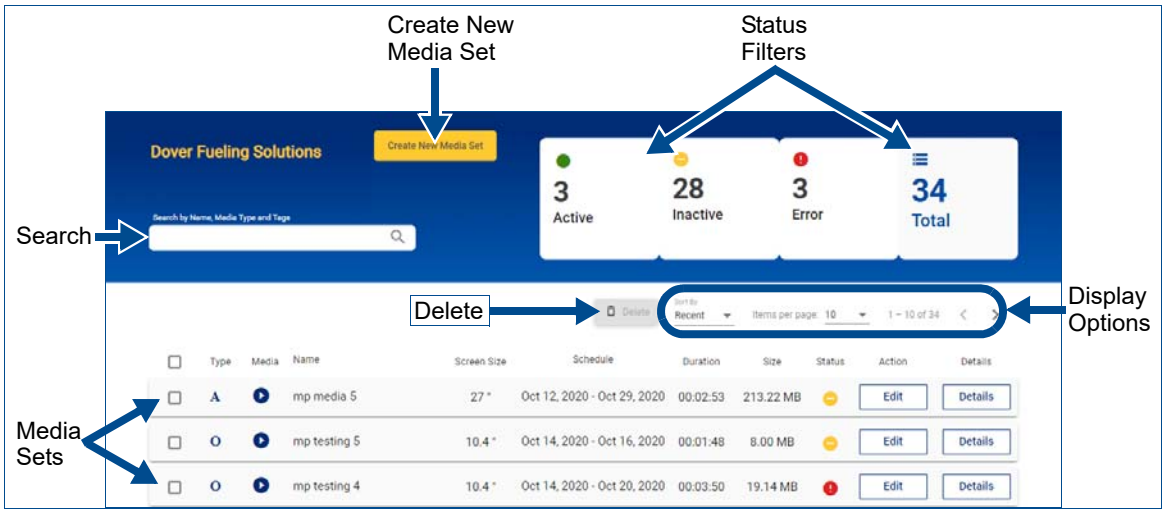


Figure 3-1 Media Set Page

The following controls are available on the Media Set page.

- **Search:** Click the box with magnifying glass icon (🔍) and enter part of a name, media type, or tag then press <Enter>. The displayed media sets will be limited to those that match the entered text. Applied search terms are displayed below the field and can be removed by clicking the **X** on term as shown in the example figure at right.
- **Create New Media Set:** Click this button to create a new media set. See Section 3.1 on page 12.
- **Status Filters:** These boxes show the count of media sets in each status. Click a status box to show only those media sets in the selected status. Click *Total* (☰) to show all media sets. Status indicators are defined as follows:
  - ***Active:*** This status indicates that the media set has been successfully assigned to its sites.
  - ***Inactive:*** This status indicates that the media set is NOT assigned to any sites, or that its scheduled *End Date* has passed.
  - ***Error:*** This status indicates that problems were encountered while assigning or sending the media set to its sites.
- **Delete:** To delete one or more media sets, check the box(es) on the left side of the media set line(s), or check the box in the header line to select all media sets shown. Click the 🗑 **Delete** button and then click **Delete** on the confirmation dialog to remove the media set.
- **Display Options:** The controls in Figure 3-2 adjust display of media sets using the following options.
  - ***Sort By:*** Click this pull-down and make a selection to sort the displayed media sets by the most *Recent* creation date or by the media set *Name*.
  - ***Items per page:*** Click this pull-down and select *5*, *10*, *25*, or *100* media sets shown per page.
  - ***Page navigation:*** Click the left (**<**) and/or right (**>**) arrow buttons to browse pages of media sets.

Figure 3-2 Page Navigation Controls

- **Media Sets:** The lines shown in Figure 3-3 display information about the media sets, and offer a set of controls to modify and manage the media sets.

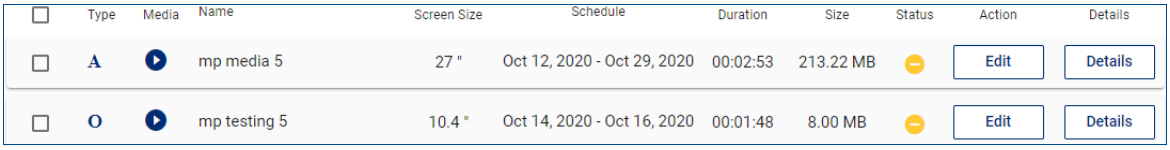


Figure 3-3 Media Set Lines

The following information columns are shown on the media set line:

- ***Type:*** This column shows one of the following icons which indicate the target display platform.
  - *Anthem platform display*
  - *Ovation dispenser 10.4 in. display*
- ***Media:*** This column shows one of the following icons which indicate the media set type.
  - *Media:* This type may contain both video and images to be shown in the media area.
  - *Staticads:* This type contains only images to be shown in the static advertising area. This media set type is only available for the Anthem UX platform.
  - *Carwash:* This type may contain either a video or image, to be shown in the media area, specifically to promote car wash sales.
- ***Name:*** This column shows the name assigned to the media set.
- ***Screen Size:*** This column shows the size of the screen for the target platform.
- ***Schedule:*** This column shows the effective date range that the media set will be shown.
- ***Duration:*** This column shows the total playback length of the media set in *hours*:*minutes*:*seconds*.
- ***Size:*** This column shows the total file size of the media included in the media set.
- ***Status:*** This column shows an icon to indicate the status of the media set, and uses the same icons as the *Status Filters* on page 9.

The following controls are available on the media set lines:

- ***Checkbox:*** Check the box on the left side of the media set line to select it for deletion. You can select all displayed media sets by checking the box in the header.
- ***Edit:*** Click this button to modify a saved media set. Refer to Section 3.2 on page 18 for more details about modifying media sets.
- ***Details:*** Click this button to expand the media set line to show additional information panels. The following information panels can be viewed by clicking its name on the left side:
  - *Details:* In addition to the information available in the media set line, the panel in Figure 3-4 also shows creation information, the assigned sites, and site groups, if any.

    When the media set is in the Error status, click the red icon to view the list of sites with errors in a pop up window. You can also click the **Refresh Content** button shown in Figure 3-4 (inset) to attempt content delivery again and resolve the error.

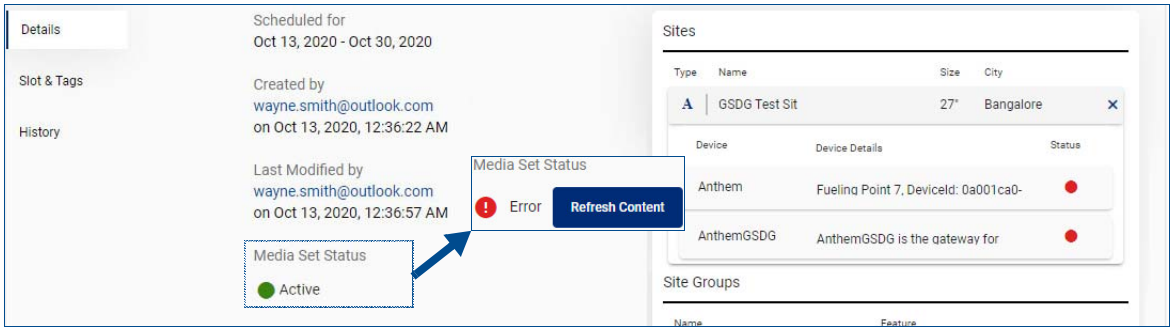


Figure 3-4 Media Set Details and Refresh Content Button (inset)

A site's devices can be viewed by clicking its line, and the site can also be removed by clicking the **X** icon at the end of the line. The site and device status indicators are defined as follows.

IMPORTANT! The site information shown on this page is retrieved from DX Monitor™, and up to 30 seconds is required to load site and device status information.

NOTE! *The file service is not available for inOvationTV media network sites; the RDM service is used to gather status information.*

- **Online (green):** All site devices are properly communicating with the DFS DX platform and the file service.
- **Offline (red):** There is no communication between registered site devices and the DFS DX platform, and the file service is offline.
- **Trouble (yellow):** One or more site devices are not communicating with the DFS DX platform or file service, but others are communicating properly.
- **Unknown (grey):** The status of the device is unknown. A device may be in this status when the initial registration has not yet occurred to establish communications, or when the site's DFS Edge intelligent IoT platform has an older software version that cannot properly interpret the device status.

- *Slot & Tags:* This panel allows adding and/or viewing the tags of the media slot, and also viewing configured time slots. Clicking a time slot displays an overview, shown in Figure 3-5, which includes its name, scheduled time, and media files with configured duration.

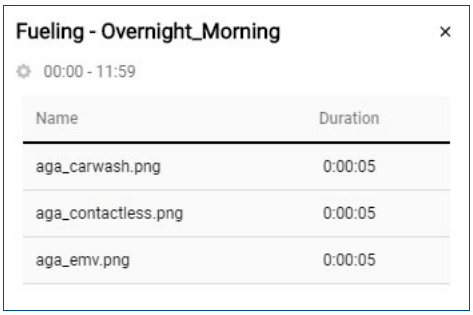


Figure 3-5 Time Slot Overview

Figure 3-6 Media Set Slot & Tags

- *History:* This panel shows the history of changes to the media set. Click the arrow for a history entry to display any additional details, if available.

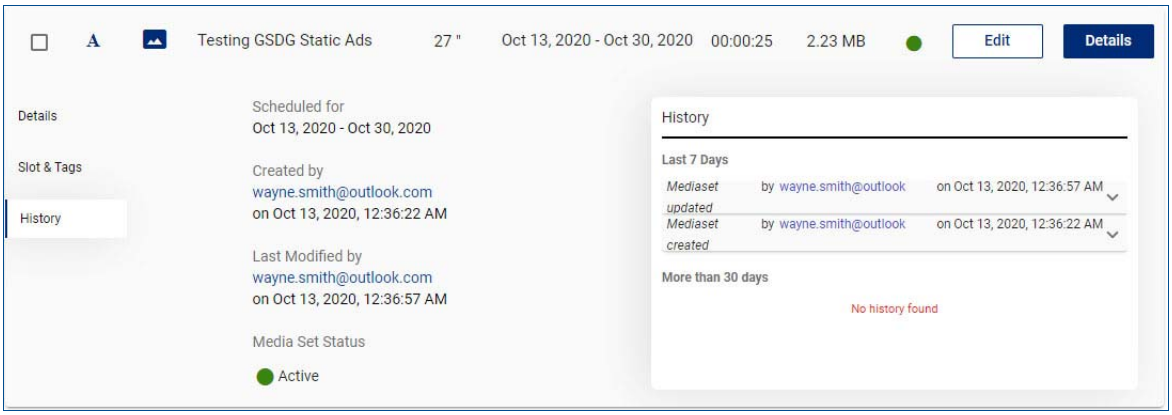


Figure 3-7 Media Set History

3.1 CREATING A NEW MEDIA SET

From the Media Set page, click the **Create New Media Set** button and the page shown in Figure 3-8 will be displayed. If you clicked the *Create New Media Set* button by mistake, click **Media Set** in the menu bar at the top of the page to return to the Media Set page without saving.

NOTE! *At a minimum, you must create a media set to show when the dispenser is Idle (Anthem platform displays) or non-fueling (Ovation dispenser VGA display).*

1. Click the **Media Set Name** field and enter a unique name for the media set. This field may contain up to 25 letters or numbers, and may also include space, dash/hyphen (**-**) or underscore (**_**) characters.

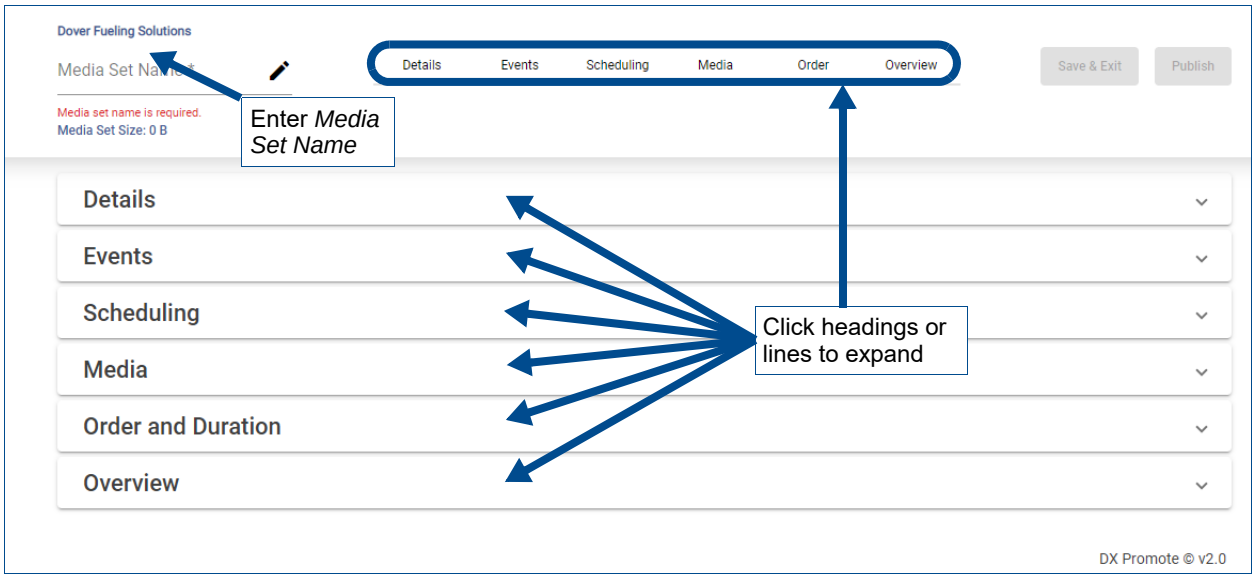


Figure 3-8 New Media Set

2. Click **Details** to expand the panel as shown in Figure 3-9.

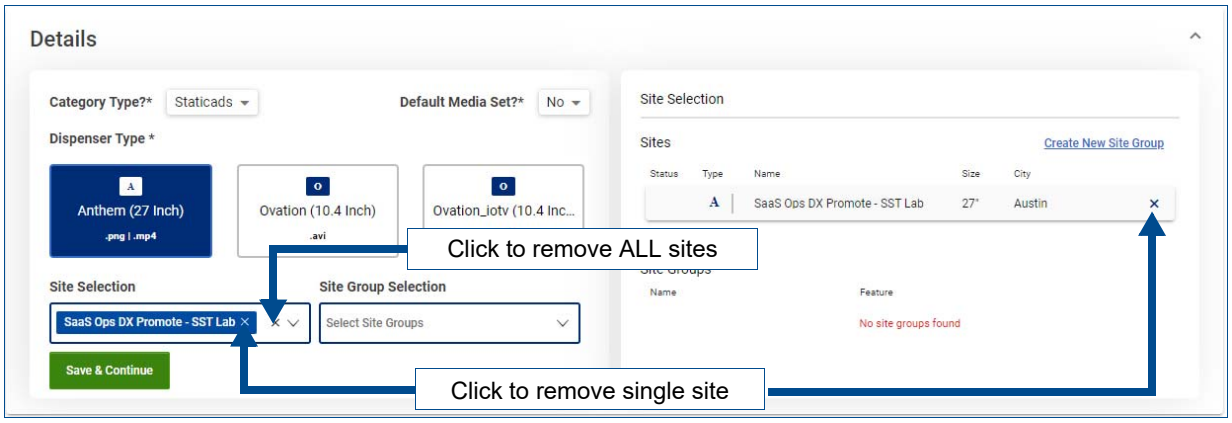


Figure 3-9 Details

3. Make the following selections to specify media types, display types, and sites.
   - ***Category Type:*** Click the pull-down and select from the following options.
     - *Media:* select this option to create a playlist of videos and images.
     - *Staticads:* select this option to create a slideshow of images.

       NOTE! *The Staticads option is supported only for the Anthem UX platform (27-inch) display.*
     - *Carwash:* select this option to create a media set — containing only one video or image — to promote car wash sales.

- ***Default Media Set:*** When multiple media sets will be assigned to sites, click the pull-down and select *Yes* to designate this media set as the default for the sites. The default media set will play when the *End Date* of the active media set has passed, or an active media set is not assigned.
- ***Dispenser Type:*** Click a button to select the platform on which the media set will be displayed.

  NOTE! *Select the **Ovation_iotv (10.4 Inch)** dispenser type only for sites that will receive content from the inOvationTV™ media network. Select the **Ovation (10.4 Inch)** dispenser type for dispensers with the 10.4-inch VGA display that will receive content from DX Promote.*

- ***Site Selection:*** Click this box to open the dialog shown in Figure 3-10 to select sites to which the media set will be assigned. Only those sites with the selected *Dispenser Type* above are listed.
  - Click the *Search* box to enter part of the desired site names to narrow the results if your organization has a large number of sites.
  - Check the box next to a site name to select it, or check *Select All* to select all applicable sites in your organization.
  - Click a site's **X** icon to remove it if added in error. Click the **X** icon on the *Site Selection* pull-down to remove all sites.

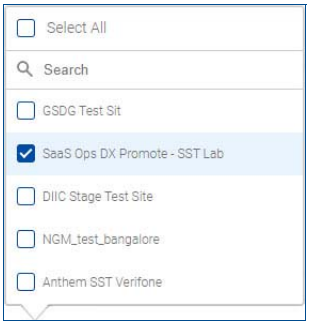


Figure 3-10 Site Selection Dialog

- ***Site Group Selection:*** Click this box to open a dialog to select already defined groups of sites to which the media set will be assigned, and works in the same manner as the *Site Selection* dialog in Figure 3-10.

  To define a new group of sites, click the **Create New Site Group** in the Site Selection pane and the window shown in Figure 3-11 will be displayed. Perform the following steps to define a group:

  i. Click the **Select Sites** pull-down and check the boxes for the sites to include in the group. This dialog works in the same manner as the *Site Selection* dialog in Figure 3-10.
  ii. Click the **SAVE AS** line in the right pane and enter a name for the group.
  iii. Click the **MEDIA TYPE** pull-down and select *Media* or *Staticads*.
  iv. Click **Save** to save the group.

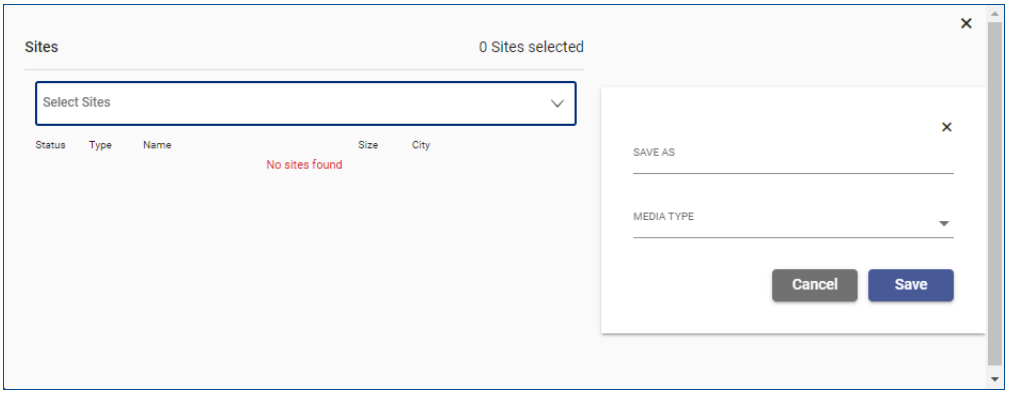


Figure 3-11 Creating a Site Group

4. Click **Save & Continue** to save your changes. If you selected the *Carwash* category type, skip to step 14 on page 15. Otherwise, continue to the next step.

5. The **Events** panel expands. Events for the Anthem platform displays are shown in Figure 3-12 (left), and events for the Ovation dispenser VGA display are shown in Figure 3-12 (right).

   NOTE! *The Idle event is not available when creating a Staticads media set. The Staticads media type is only supported in the Fueling state for Anthem UX platform (27-inch) display.*

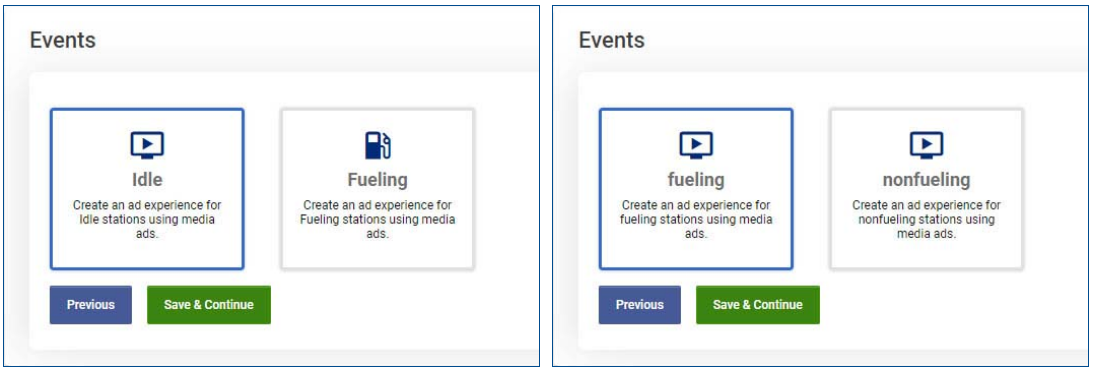


Figure 3-12 Events

6. Click an event button to select (blue border) or deselect (gray border) the event. The media set will be played back at the dispenser during the corresponding transaction states. The available events will vary depending upon the hardware platform.
7. Click **Save & Continue** to save your changes and the **Scheduling** panel expands. See Figure 3-13.

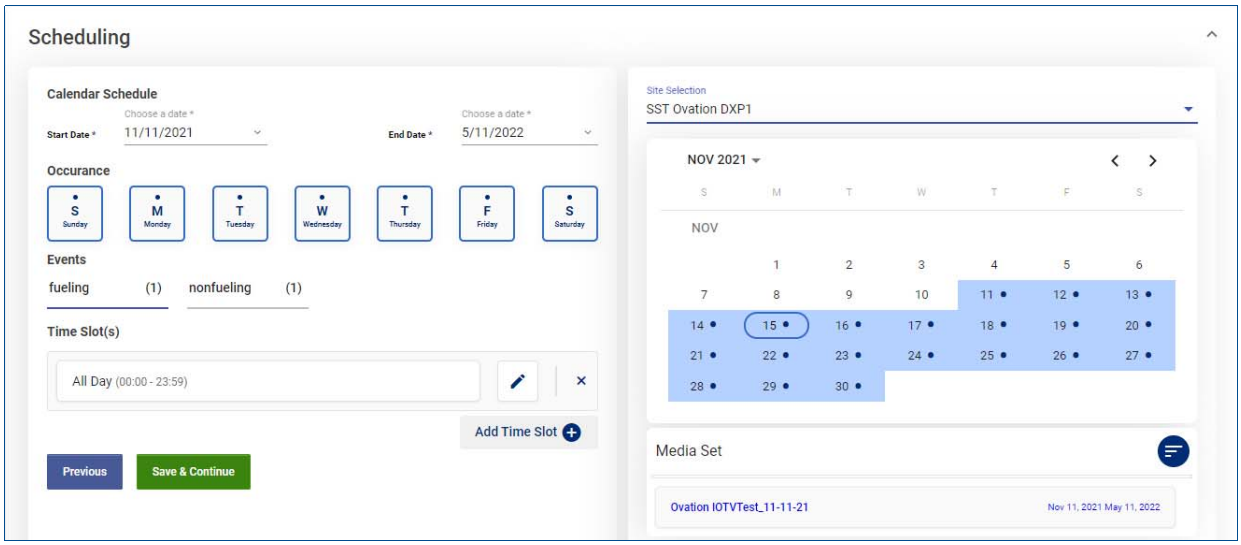


Figure 3-13 Scheduling

8. Click the **Start Date** field, and from the pull-down calendar select the day that the media set should begin playing at the sites.
9. Click the **End Date** field, and from the pull-down calendar select the day that the media set should stop playing at the sites. The selected range will be highlighted on the calendar in the right pane.
10. Click the buttons under *Occurrence* to include (blue border) or exclude (gray border) specific days of the week during the schedule for media set playback. A dot is shown on the calendar next to each day that media will play.

11. Perform the following steps to configure time slots.
    a. Click an event to view its configured time slots.

NOTE! *The Idle or nonfueling events have a default "all day" time slot, which must be changed or removed to define additional slots. The Start time and End time of time slots cannot overlap in the same media set, and must be separated by a one minute gap.*

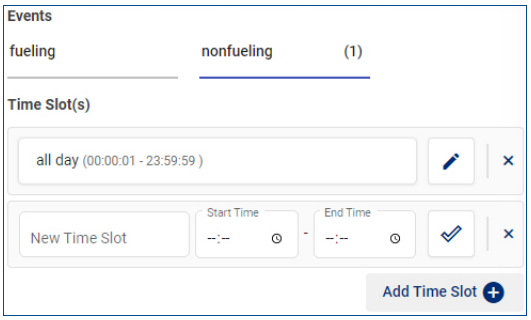


Figure 3-14 Events for Ovation Dispenser VGA Displays

    b. Click the pencil icon ( ) to edit an existing time slot, or click the **Add Time Slot** button.
    c. Modify the name, then enter the hour and minute for the **Start Time** and **End Time** of the time slot. You can also click the clock icon ( ) in each field to select the time from scrolling selectors.
    d. Click the checkmark icon ( ) to save the changes.
    e. Click the **X** icon at the end of a row to delete a time slot that is no longer needed.
    f. Repeat the above steps to configure time slots for additional events, if any.
12. Click the **Site Selection** pull-down above the calendar and select a site to show the media sets already assigned in the *Media Set* pane. Drag and drop existing media sets in this pane to set the play-back priority in order from highest (top) to lowest (bottom).

NOTE! *A media set will be played at the dispenser when there is not a higher priority media set during the same time slot. You can click a media set name to view its assigned Events and Time Slots.*

13. Click **Save & Continue** to save your changes.
14. The **Media** panel expands. See Figure 3-15.

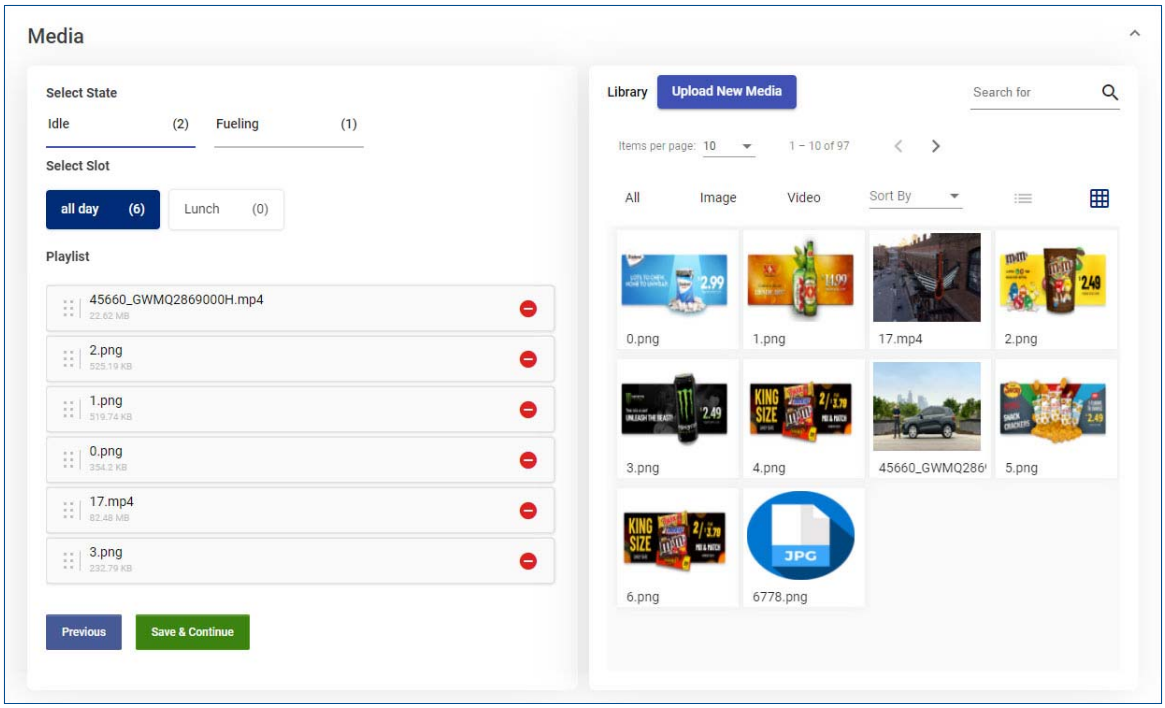


Figure 3-15 Media

15. Click the items under **Select State** and **Select Slot** in the left pane to view the **Playlist** of media files assigned to the event and time slot combination.

16. Use the controls shown in Figure 3-16 to sort, filter, browse, and locate media files in the library.
    - ***Upload New Media:*** If the desired media file is not already in the library, click this button to open a file dialog box. Navigate to the new media file location and then double-click the file to upload.
    - ***Search:*** Click the field with magnifying glass icon (🔍) and enter part of a file name or tag then press <Enter>. The displayed media files will be limited to those that match the entered text.
    - ***Items per page:*** Click this pull-down and select *10*, *25*, *50* or *100* media files shown per page.
    - ***Page navigation:*** Click the left (**<**) and/or right (**>**) arrow buttons to browse pages of media files.
    - ***Filter:*** Click **Image** or **Video** to filter the media files shown by type. Click **All** to show all files.
    - ***Sort By:*** Click this pull-down and make a selection to sort the displayed media files by the most *Recent* creation date or by the media file *Name*.
    - ***List/Grid View:*** Click the List View icon (☰) to show media files as a list, or click the Grid View icon (▦) to show media files as thumbnail images.

Figure 3-16 Media Set Library Controls

17. To add a media file to the playlist:
    - ***Grid View:*** hover the mouse pointer over the media file thumbnail icon in the **Library** pane as shown in Figure 3-17 then click the checkmark icon (✔).
    - ***List View:*** check the box on the left side of the media file line in the **Library** pane as shown in Figure 3-18.

Figure 3-17 Media File Options in Grid View

Figure 3-18 Media File Options in List View

The following options are also available.

- Clicking **Details** opens a panel showing media file information including created/updated dates, size, and assigned media sets. You can also add or remove the **Tags** associated with the media file. Click the **X** in the upper-right corner to close the panel.
- *(Grid View only)* Click the trash can icon (🗑) then click **Delete** to remove the file from the library. Media files cannot be removed if assigned to any media set.

18. To remove a media file from the playlist, click the delete icon (⊖) on the right side of the media file line under the **Playlist** pane.
19. Repeat from step 15 to add media files to the remaining event and time slot combinations. The *Save & Continue* button will not be selectable until media files have been added for all combinations.

NOTE! *When the Carwash category type is selected only one media file can be added. Click **Save & Continue** then skip to step 28 for the Carwash category type.*

20. Click **Save & Continue** to save your changes. The **Order and Duration** panel expands as shown in Figure 3-19.

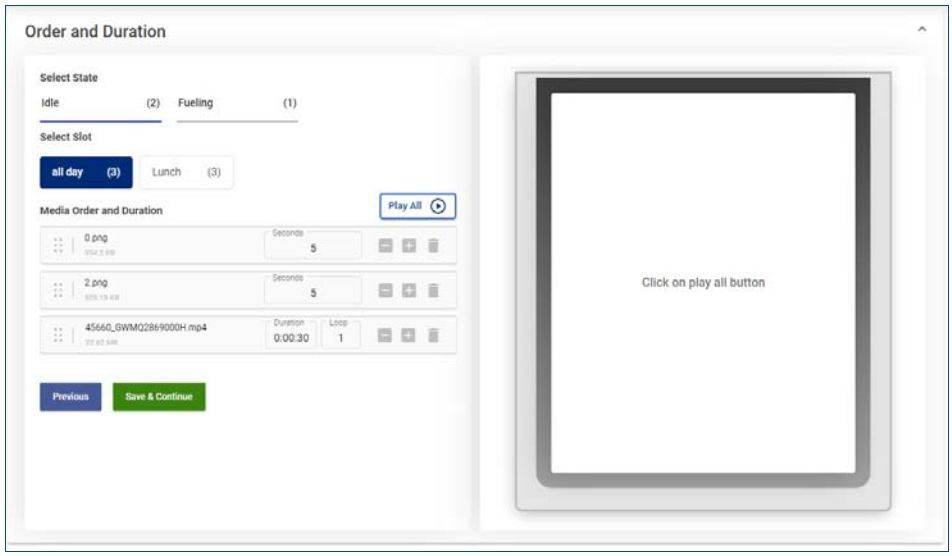


Figure 3-19 Order and Duration

21. Click the items under **Select State** and **Select Slot** in the left pane to view the **Media Order and Duration** of media files assigned to the event and time slot combination.
22. To change the order in which media files will be shown click and hold the dotted icon (⋮⋮) at the left side of a file line to drag it up or down to its new position, and then release the mouse button.
23. To change how long that a media file will be shown each time that the list is played, click the minus button (−) to decrease the duration, or click the plus button (+) to increase the duration.

    Duration is defined as follows for the supported file types.

    - ***Images:*** can be shown for a minimum of 5 seconds, and up to a maximum of 100 seconds.
    - ***Videos:*** can be played back a minimum of 1 time, or repeated up to 5 times. The actual duration of video files cannot be altered from this panel.

24. To remove a media file from the playlist click the trash can icon (🗑) and it will be immediately removed.

NOTE! *There is no "undo" function when removing files from the playlist. You are not prompted for confirmation before the file is removed. If a file is removed in error, you must return to the Media panel to add it back to the playlist for the event and time slot.*

25. Repeat from step 21 to modify order and duration for the remaining event and time slot combinations.
26. Click the Play All ▶ button to preview the media set for the selected time slot in the right pane.
27. Click **Save & Continue** to save your changes.

28. The **Overview** panel expands as shown in Figure 3-20.

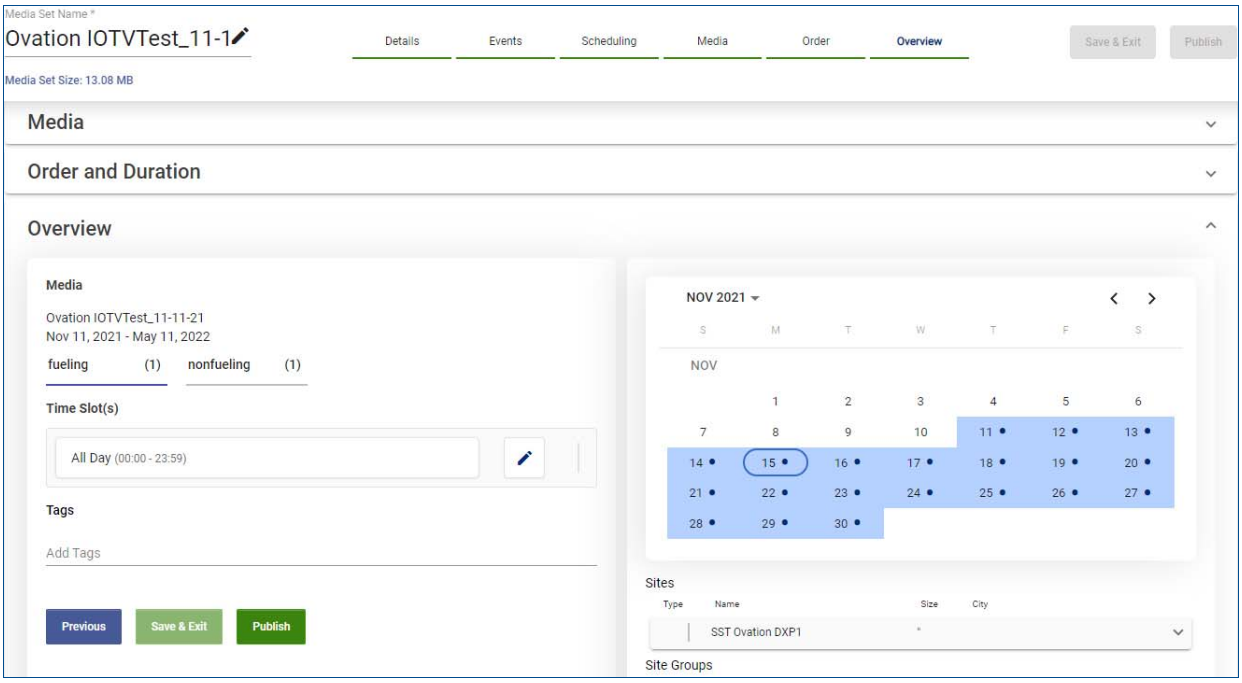


Figure 3-20 Overview

29. Click a state under **Media** in the left pane to view its time slots.
If needed, click the pencil icon ( ) to edit the time slot.

NOTE! *Time slots cannot be modified for the Carwash category type.*

30. If desired, click the field under **Tags** to add descriptive tags to the media set.

31. When finished click **Save & Exit** to save the new media set and return to the Media Sets page, or click **Publish** to assign the media set to its sites.

3.2 Modifying an Existing Media Set

The interface for modifying an existing media set differs from creating a new one only in that you click the **Edit** button on the existing media set line instead of clicking the *Create New Media Set* button.

After modifying settings on a panel click **Save & Continue** to save your changes. It is recommended to then continue through the remaining panels in order to verify that any inherited changes are applied by clicking **Save & Continue** on each subsequent panel before clicking **Publish** to send the media set to the fuel dispensers at the sites.

Refer to the bullets to skip to the step at which you require modifications.

- *Details*, step 2 on page 12: change media category, hardware platform, or assigned sites.
- *Events*, step 6 on page 14: change dispenser status/event type selections.
- *Scheduling*, step 8 on page 14: change configured start/end dates, days of the week, or time slots.
- *Media*, step 15 on page 15: change assigned media files.
- *Order and Duration*, step 21 on page 17: change playback order, and display time (for images) or repetition (for videos), of media files.

4 LIBRARY

The Library page shown in Figure 4-1 provides an interface to manage the media files uploaded to the DX Promote media portal. This interface allows tagging and deleting media files.

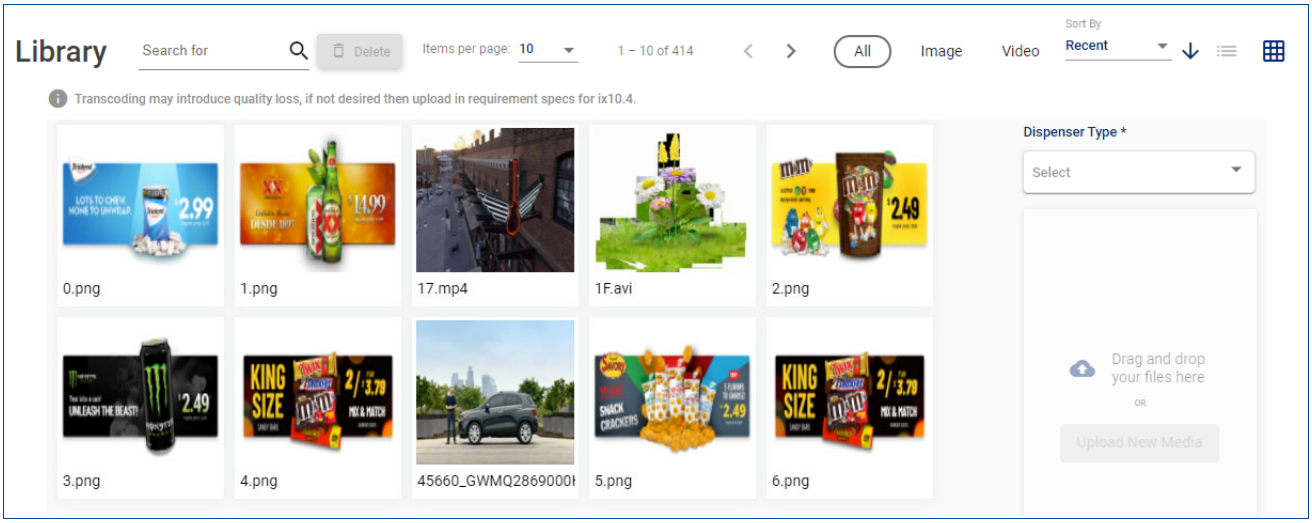
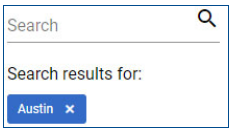


Figure 4-1 Library Page

The following controls are available on the Library page.



- **Search for:** Click the field with magnifying glass icon (🔍) and enter part of a file name or tag then press <Enter>. The displayed media files will be limited to those that match the entered text. Applied search terms are displayed below the field and can be removed by clicking the **X** on term as shown at right.
- **Delete:** Click this button to delete the selected media files, and then click **Delete** on the confirmation dialog to remove them from the library. See *List/Grid View* below regarding file selection.
- **Items per page:** Click this pull-down and select *10*, *25*, *50* or *100* media files shown per page.
- **Page navigation:** Click the left (**<**) and/or right (**>**) arrow buttons to browse pages of media files.
- **Filter:** Click **Image** or **Video** to filter the media files shown by type. Click **All** to show all files.
- **Sort By:** Click this pull-down and make a selection to sort the displayed media files by the most *Recent* creation date or by the media file *Name*.
- **List/Grid View:** Click the List View icon (☰) to show media files as a list, or click the Grid View icon (▦) to show media files as thumbnail images. To select media files for deletion:
  - ***Grid View:*** hover the mouse pointer over the media file thumbnail icon as shown in Figure 4-2 then click the checkmark icon (✔). Click the trash can icon (🗑) then click **Delete** to immediately remove the file from the library.
  - ***List View:*** check the box on the left side of the media file line in the **Library** pane as shown in Figure 3-18.

Figure 4-2 Media File Options in Grid View

Figure 4-3 Media File Options in List View

- **Details:** Click this button to open a panel showing media file information including created/updated dates, size, and assigned media sets. You can add or remove the **Tags** associated with the media file. Click the **X** in the upper-right corner to close the panel.

NOTE! *Click the 👁 icon to show a preview of the media file; video files include playback controls. You can download the original file, and also the transcoded files for Ovation dispenser VGA displays.*

- **Dispenser Type** and **Upload New Media:** This option allows uploading media files directly to the library for use in multiple media sets. Perform the following steps to upload media files.

  a. Click the *Dispenser Type* pull-down and select the display type for which the media was created.

  NOTE! *When uploading media files that will be used for both Anthem UX and AX12 platform displays, it is recommended to select the "Anthem27 (27-inch)" option.*

  b. This enables the *Upload New Media* button; click this button to open a file dialog box and navigate to the location of the new media files.

  NOTE! *You can also drag and drop the new media files from your operating system file manager to the upload ( ) box.*

  c. Select the desired files and click **Open** to upload.

  d. The selected files will be validated — must be a supported image or video file type — and converted for the selected *Dispenser Type*.

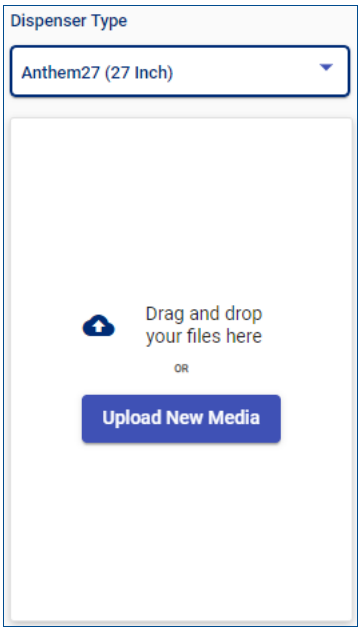


Figure 4-4 Dispenser Type and Upload New Media

5 REPORTS

The Reports page is used to generate and download the available reports. Click **Reports** in the menu bar at the top of the screen to display the Reports page, then select the tab for the desired report.

The available reports include:

- **Proof of play:** this report provides information about media played during the selected time period for the selected content provider, category and site(s). See Section 5.1.

5.1 PROOF OF PLAY

This report provides information about media played during the selected time period for the selected content provider, category and site(s). Click **Reports** in the menu bar at the top of the screen to display the Reports page, then select the **Proof of play** tab to display the page as shown in Figure 5-1.

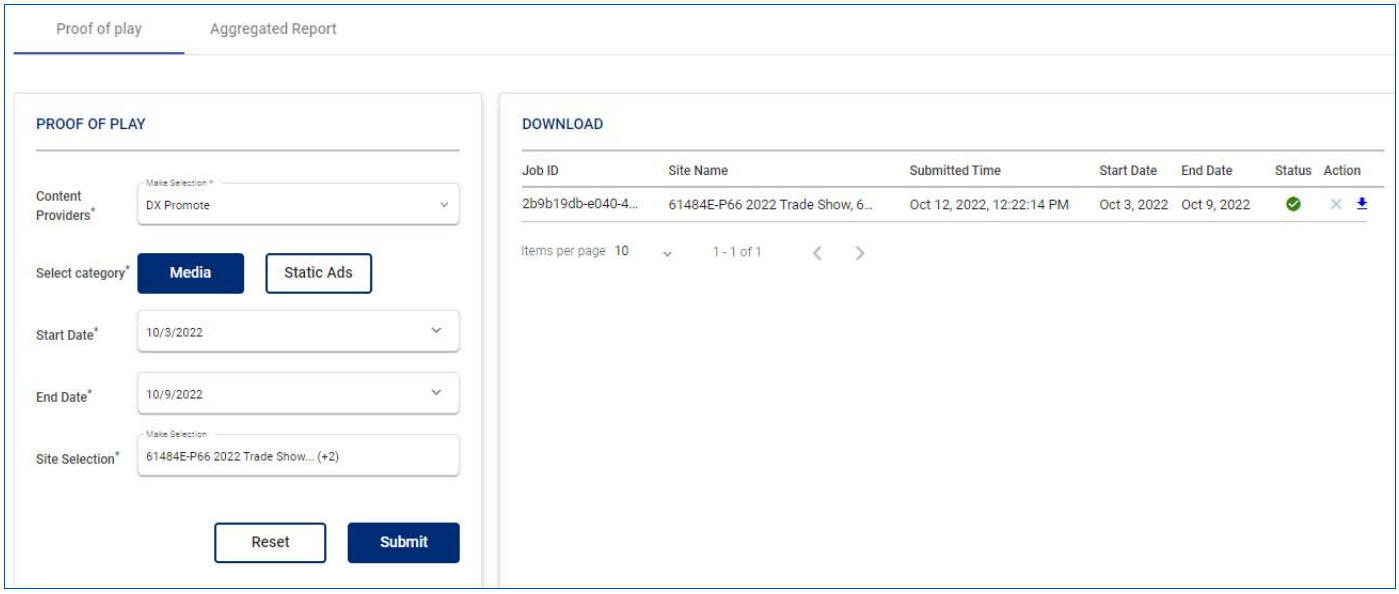


Figure 5-1 Proof of Play Tab

Completed reports are shown in the Download pane on the right. The icon in the Status column appears as a progress indicator (○) while the report is generated. You can click the ✕ icon to cancel the report before it is complete. The report is ready when the icon appears as a green check mark (✓). Click the download icon (⬇) to save a copy of the report.

The downloaded report is generated in CSV (Comma Separated Values) format and contains the following columns and information.

- **Sl No:** This column is the serial number of the media file.
- **Site Id:** The registered identifier of the site where the media was displayed.
- **Fueling Point number:** The number of the fueling point where the media was displayed.
- **File Name:** The media file name displayed, where applicable.
- **Media file unique id:** The unique identifier of the media file in the DX Promote media portal.
- **Media Type:** The type of media content displayed. The available media types are “media” and “staticads”. The “staticads” media type is not available for Ovation dispenser VGA displays.
- **Channel Name:** The name of the media channel played, where applicable. This column does not apply to Ovation dispenser VGA displays, but will be available for other platforms in a future release.

- **Screen State:** The state of the media screen when the media file was displayed. The following states are available for each supported platform:
  - ***Anthem platform:*** "Idle" and "Fueling"
  - ***Ovation dispenser VGA display:*** "Fueling" and "Non Fueling"
  - ***inOvationTV media network sites:*** "Minimized-Screen" and "Full Screen"
- **Start Time Stamp:** Time stamp when display of media file began. This column does not apply to the Ovation dispenser VGA display.

  NOTE! *The format for the time stamps is YYYY-MM-DD HH:MM:SS.MSS, where YYYY is the year, MM is the month number, DD is the day number, HH is the hour (24-hour clock), MM is the minute, SS is the second, and MSS is the millisecond.*
- **End Time Stamp:** Time stamp when display of media file ended.
- **Duration (in seconds):** The number of seconds that the media file was displayed. This column does not apply to Ovation dispenser VGA displays.
- **Played Status:** Indicates whether media was successfully displayed; values are *Played* or *Failed*.
- **Site Name:** The name of the site in DX Monitor.
- **Oracle Id:** The identifier of the site in the Oracle® database used by DFS.

Perform the following steps to generate a report using the Proof of Play pane on the left.

1. Click the **Content Providers** pull-down and select *DX Promote* to show natively served content, or select another provider such as *Gstv*.
2. Under **Select category** click the categories to include in the report. As shown in Figure 5-1, a selected category has a dark background.
3. Click the **Start Date** and **End Date** fields and enter the dates of the period for which the report will be generated. You can also click the down arrow (V) on the right to select the dates from a calendar.
4. Click the **Site Selection** field and the pop-up in Figure 5-2 is shown. Select the sites to include in the report and then click **Save**.

   NOTE! *The maximum number of sites that you can select is shown at the top of the pop-up, and varies depending upon the number of days in the selected Start Date and End Date range.*

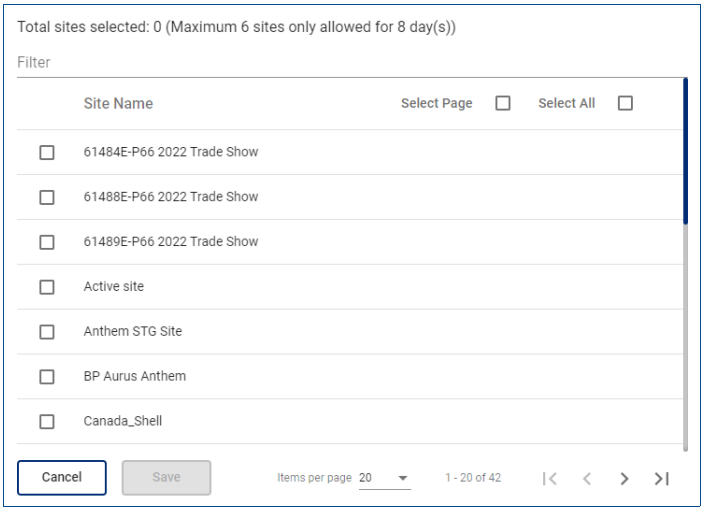


Figure 5-2 Site Selection Pop-Up

5. Click **Submit** at the bottom of the pane. The system will generate the report for the selected site(s) and show it in the Download pane on the right. See Figure 5-1.

You can generate additional reports by modifying the fields as needed and clicking **Submit**, or click Reset to clear all of the fields and start again at step to make new selections.

6 SITES

The Sites page is used to view status and configure preferences for sites. Click **Sites** in the menu bar and the page shown in Figure 6-1 will be displayed.

IMPORTANT! The site information shown on this page is retrieved from DX Monitor™. Be patient; up to 30 seconds is required to load site and device status information each time a different site or page is selected.

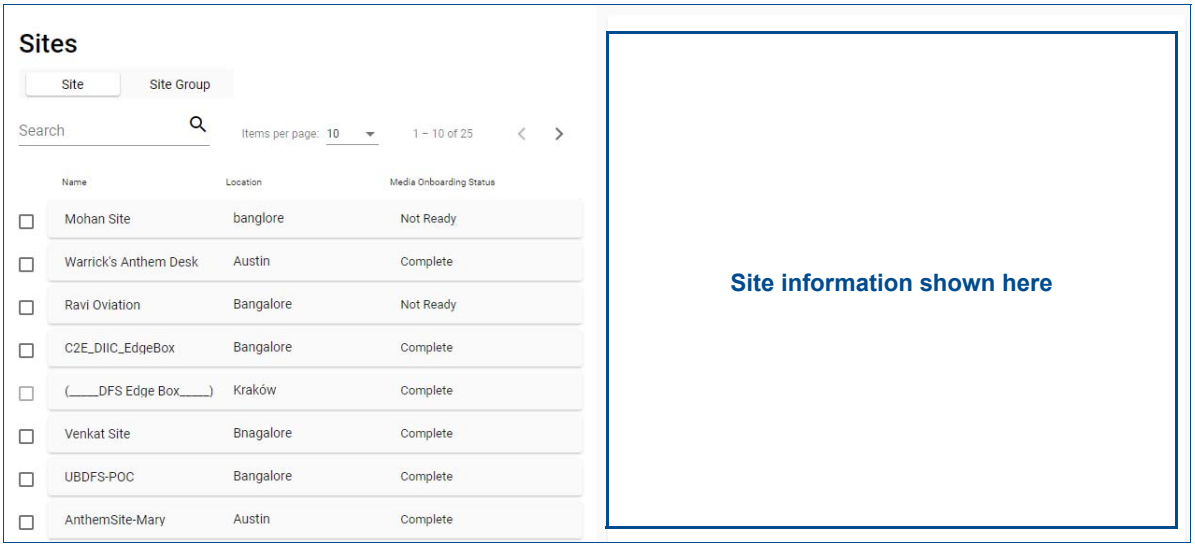
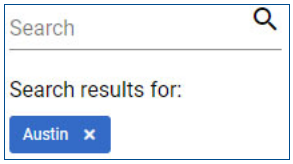


Figure 6-1 Sites

6.1 SITE

The right side panel shows the site information, and will be empty until a site is selected. The left side panel lists the available sites and has the following controls.



- **Search:** Click the field with magnifying glass icon (🔍) and enter part of a site name or location then press <Enter>. The displayed sites will be limited to those that match the entered text. Applied search terms are displayed below the field and can be removed by clicking the **X** on term as shown in the example figure at right.
- **Items per page:** Click this pull-down and select *5*, *10*, *25*, or *100* sites shown per page.
- **Page navigation:** Click the left (**<**) and/or right (**>**) arrow buttons to browse pages of sites.

When the sites have been filtered to those that you to want to view, click a site in the left side panel and its information will be displayed in the right side panel. Refer to the sections on the following page for more information about the tabs in the right side panel.

You can also select sites to add to a site group. Check the boxes shown to the left of the site **Name** and the dialog shown in Figure 6-2 is displayed in the right pane. Click the pull-down to select an existing group and then click **Save**, or click **Create New Site Group** and perform the following steps.

NOTE! *You can only select sites for which the onboarding process is complete, as indicated with **Yes** in the On Boarded column.*

1. Click the **SAVE AS** line and enter a name for the group.
2. Click the **MEDIA TYPE** pull-down and select *Media* or *Staticads*.
3. Click **Save** to save the group.

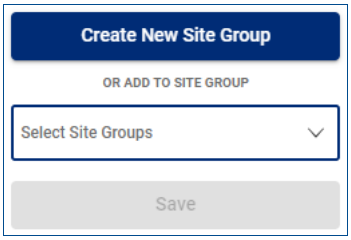


Figure 6-2 Site Group Creation and Assignment

6.1.1 Site Onboarding

The Site Onboarding tab shows basic data about the site in the *Site Details* and *Geo Location* sections. The information in these sections is retrieved from DX Monitor and cannot be modified within DX Promote.

The information in the following sections can be modified only by administrators. Contact DFS DX Global Support to request changes.

- **Display Type:** This field shows the display hardware platforms that are installed on the site's dispensers.
- **Temperature Scale:** This field shows how the temperature is displayed to the customer. Available options are *Fahrenheit* or *Celsius*.
- **Content Providers:** These options show the status and source for each media type.

  A green slider ( ) is shown when enabled, and a gray slider ( ) is shown when disabled.

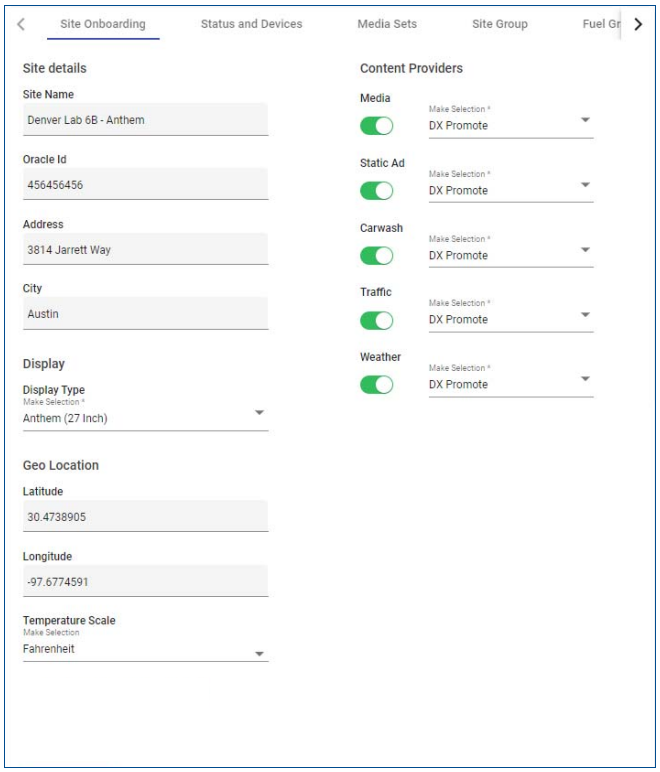


Figure 6-3 Site Onboarding

6.1.2 Status and Devices

The Status and Devices tab shows the status of the site devices, and also allows specifying the display type, where applicable, for Anthem platform devices.

To modify the display type, click the pencil button ( ) to allow modification. Next, click the *Display Type* pull-down and select the applicable size, then click **Save**.

The status indicators are defined as follows.

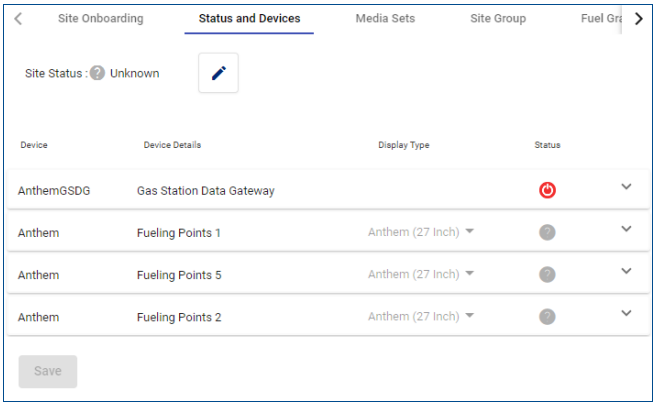


Figure 6-4 Status and Devices

- **Online (green):** All site devices are properly communicating with the DFS DX platform.
- **Offline (red):** There is no communication between registered site devices and the DFS DX platform.
- **Trouble (yellow):** One or more site devices are not communicating with the DFS DX platform, but others are communicating properly.
- **Unknown (grey):** The status of the device is unknown. A device may be in this status when the initial registration has not yet occurred to establish communications, or when the site's DFS Edge intelligent IoT platform has an older software version that cannot properly interpret the device status.

6.1.3 Media Sets

The Media Set tab is informational only, and shows media sets assigned to site dispensers.

- **Media:** This type may contain both video and images to be shown in the video area.
- **Staticads:** This type contains only images to be shown in the static advertising area.

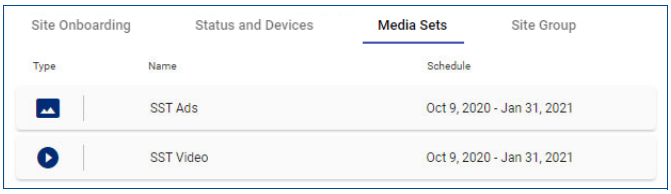


Figure 6-5 Media Sets

6.1.4 Site Group

The site's Site Group tab is informational only, and shows the site's assigned groups.

You can click the arrow icon at the end of the site row to view the other sites in the group, and also click each site to view its configured devices.

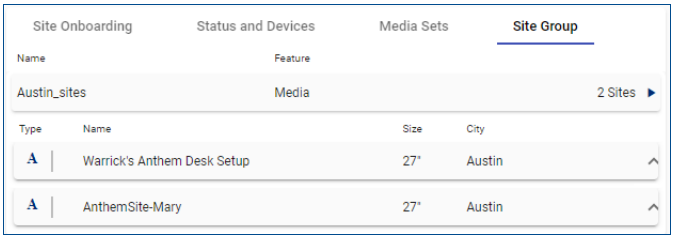


Figure 6-6 Site Group

6.1.5 Fuel Grade

The Fuel Grade tab is used to specify the fuel grade at the site that will be promoted by animations and banners on the grade select buttons.

This option is only effective for dispensers equipped with the Anthem UX platform (27-inch) display.

Figure 6-7 Fuel Grade

To clear the promoted grade click **Delete**.

To specify a grade to promote, click the **Fuel Grade** box and enter the name of the grade then click **Save**.

NOTE! *The Fuel Grade field will accept up to 15 alphanumeric characters (letters or numbers only) and should match the defined fuel grade names for your brand or sites.*

6.1.6 History

This tab shows the history of changes to the site. Clicking a history entry will display any additional details if available.

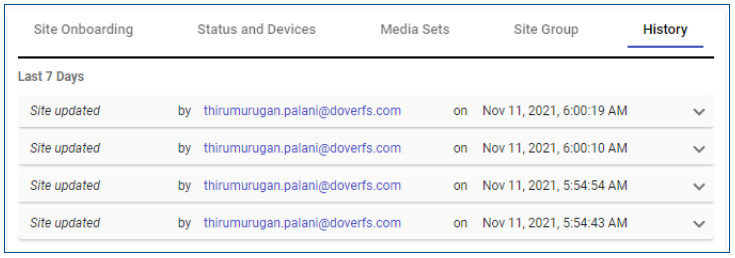


Figure 6-8 History

6.2 SITE GROUP

The Site Group tab allows managing and viewing the site groups that have been defined in DX Promote. Click the **Site group** tab and the window in Figure 6-9 is shown.

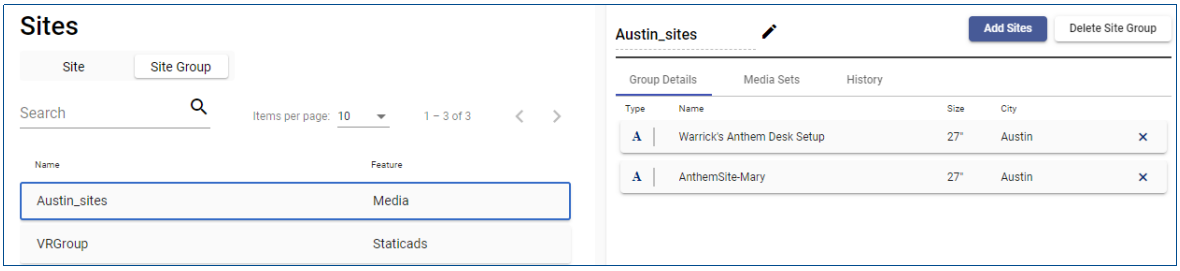
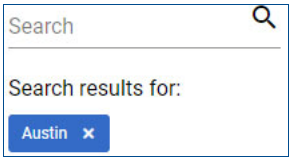


Figure 6-9 Site Group

The right side panel shows the site group information, and will be empty until a site group is selected. The left side panel lists the available site groups and has the following controls.



- **Search:** Click the field with magnifying glass icon (🔍) and enter part of a group name then press <Enter>. The displayed groups will be limited to those that match the entered text. Applied search terms are displayed below the field and can be removed by clicking the **X** on term as shown in the example figure at right.
- **Items per page:** Click this pull-down and select *5*, *10*, *25*, or *100* groups shown per page.
- **Page navigation:** Click the left (**<**) and/or right (**>**) arrow buttons to browse pages of groups.

When the site groups have been filtered to those that you to want to view, click a group in the left side panel and its information will be displayed in the right side panel.

- Click the pencil (✎) icon next to the group name and modify as needed, then click the checkmark (✓) icon to save the changes.
- Click **Add Sites** to add more sites to the group, and the window in Figure 6-10 is displayed. Click the **Select Sites** pull-down and check the boxes for the sites to include in the group and then click **Save**.

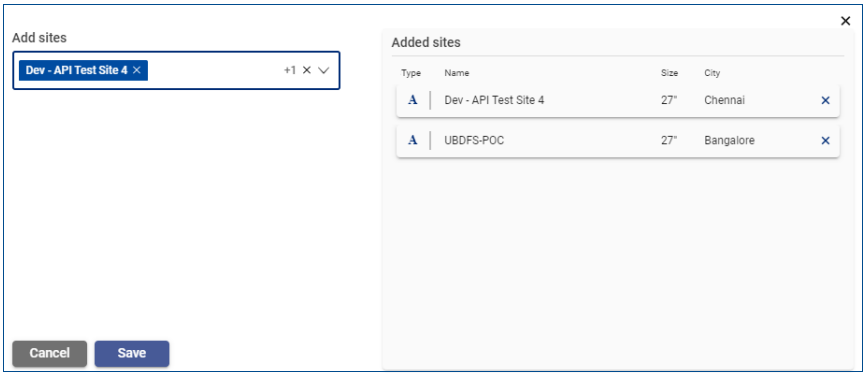


Figure 6-10 Adding Sites to a Site Group

- Clicking **Delete Site Group** removes all sites from the group and then deletes the site group. Note that this only removes the group, and the sites are still available in DX Promote.

Refer to the sections on the following page for more information about the tabs in the right side panel.

6.2.1 Group Details

The Group Details tab shows the sites that are included in the site group. To remove a site from the group, click the **X** at the end of its row.

Click a site to view the status of its devices. Status indicators are defined as follows.

NOTE! *The file service is not available for inOvationTV media network sites; the RDM service is used to gather status information.*

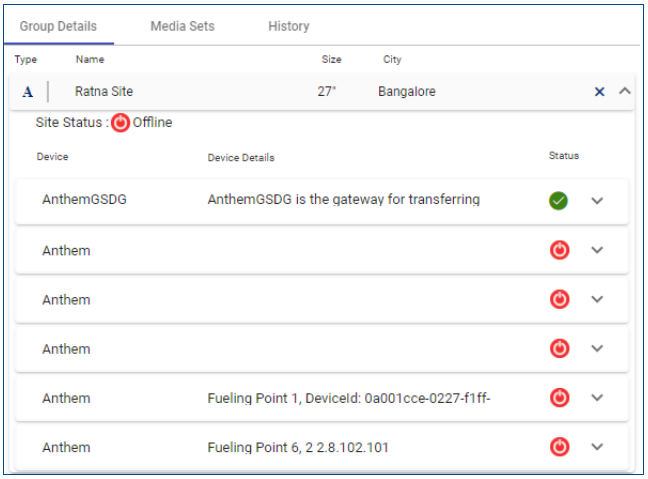


Figure 6-11 Group Details Tab

- **Online (green):** All site devices are properly communicating with the file service and the DFS DX platform.
- **Offline (red):** There is no communication between registered site devices and the DFS DX platform, and the file service is offline.
- **Trouble (yellow):** One or more site devices are not communicating with the DFS DX platform or file service, but others are communicating properly.
- **Unknown (grey):** The status of the device is unknown. A device may be in this status when the initial registration has not yet occurred to establish communications, or when the site's DFS Edge intelligent IoT platform has an older software version that cannot properly interpret the device status.

6.2.2 Media Sets

The Media Set tab is informational only, and shows media sets assigned to the sites in the site group.

- **Media:** This type may contain both video and images to be shown in the video area.
- **Staticads:** This type contains only images to be shown in the static advertising area.

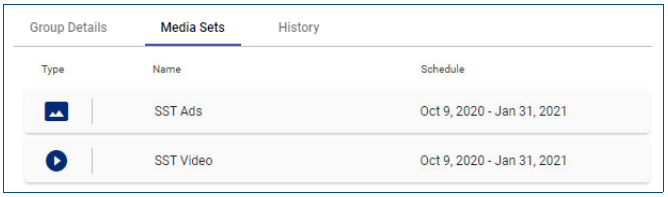


Figure 6-12 Media Sets Tab

6.2.3 History

This tab shows the history of changes to the site group. Clicking a history entry will display any additional details if available.

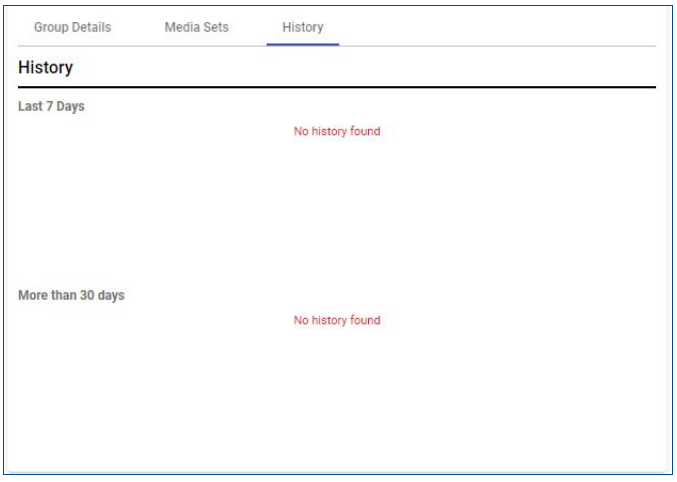


Figure 6-13 History Tab

USER GUIDE

DX Promote™ Media Portal

DFS DX™ Connected Solutions Platform

This product complies with Part 15 of the FCC rules and regulations. Operation is subject to the following two conditions:
(1) This product may not cause harmful interference, and
(2) this product must accept any interference received, including interference that may cause undesired operation.

This equipment has been tested and found to comply with the limits for a Class A digital device as set forth in Part 15 of the FCC Rules. Those limits are designed to provide reasonable protection against harmful interference when the equipment is operated in a commercial environment. This equipment generates, uses, and can radiate radio frequency energy, and if it is not installed and used in accordance with the instruction manual, it may casue harmful interference to radio communications. Operation of this equipment in a residential area is likely to cause harmful interference, in which case you will be required to correct the interference at your own expense.

Any modifications made to this product not approved by Dover Fueling Solutions could void your authority to operate this equipment.

Warranty

Any alterations, additions, or unauthorized work, performed on the equipment without the manufacturer's express written consent shall void any existing product warranty. Please see product warranty information for additional details. Use only genuine parts.

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DX Promote™ Media Portal

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