

Your Ultimate Playbook

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Hardware Info

Atmosphere TV ships hardware for all customers who qualify.

What comes in an Atmosphere TV order?

- Atmosphere TV Device
- Remote
- Power Cord
- HDMI
- Ethernet Cord (optional)
- Install Instructions



Installation Steps

Note: Avoid using guest or captive portal WiFi network.

Plug Atmosphere TV device into power outlet. Connect to TV using HDMI cable.

(f) Internet Setup

Using the device remote, click on the "Settings" icon. Select "Network" and enter WiFi information.

△ Start Streaming

Return to the TV home screen. Open the Atmosphere app to start streaming.



Scan the bar code here for more information on how to set up your device.

Troubleshooting Steps

Reconnect or Reset Network Settings on Apple TV

 From the Atmosphere TV home screen, select the "Settings" tab from the top, scroll down to "Network/Wifi," and select "Network Settings."

2. A sidebar will appear from the right with a list of available networks. Select your network to establish a connection. If you are currently connected to a network and want to change it to a different one, choose the network you are currently connected to, and select the option that says "Forget Network."

3. Once successfully connected, you may go back to the home screen and begin streaming!

Verse index Device indo </

Pair Your Remote

1. Ensure the remote has direct line of sight with the front of the Atmosphere TV device. This allows the remote signal to still communciate with the device.

2. Navigate to the "Remote Control" settings screen within the Atmosphere TV application in order to put the device into pairing mode so it can search for a remote connection while you attempt to re-pair.

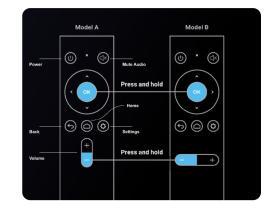
3. If there is an error with the Bluetooth connection it will be displayed here. This screen will show you the remote pairing instructions to guide you through.

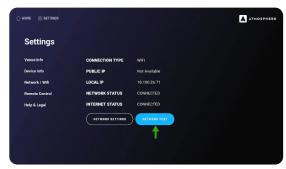
Spinning "A" on My Screen

A spinning "A" symbol typically indicates a problem with the network connection of your streaming device. A good starting point is to check your network's download speeds. You can perform a network speed test from within the Atmosphere TV app settings.

Atmosphere TV Custom Device

- 1. Navigate to the "Settings" tab at the top of the screen.
- 2. Scroll down to the "Network/Wifi" tab.
- 3. Select the "Network Test" button followed by the "Perform Speed Test" button.



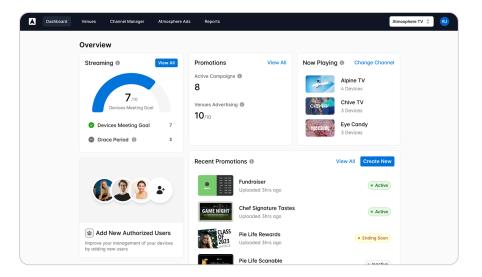


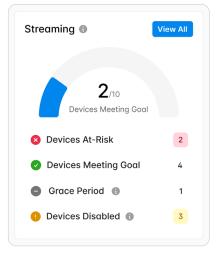
Please note: We advise businesses to have a minimum network download speed of at least 10 Mbps for one device. Speeds lower than this risk running into connection issues including a decline in streaming quality.



Atmosphere TV Dashboard

A Centralized Hub: Monitor Streaming, Manage Location-Specific Content, and Upload Promotions. *Login at https://admin.atmosphere.tv/login*





Device Status Explained

Processing (Not counted in devices meeting goal):

Atmosphere device has been sent from the warehouse, but has not been delivered to its destination.

Grace Period: Devices within 30 days of streaming that have been delivered. Not subject to inactivity fees.

At-risk: Devices that are over 30 days post delivery and have not met their 40 hours of streaming in the past 30 days. If they stay in this state for over 90 days they are moved to 'Disabled.'

Meeting Goal: Devices that have streamed 40+ hours in the last 30 days.

Disabled (Not counted in devices meeting goal): Devices that have not met stream goal of 40 hours for over 90 days.



Venue & Device Details

Dashboard Venues	Channel Manager Digital Signa	ge	갣
/enues			Call (512) 675-1080 to add devices
Venues Devices Tags			
Q Search	Hours Streamed V	~	
0/1 venues selected			Add Tags
Venue Name	Address	Tags	Devices Meeting Goal 🔘
ATM - Zach's Sports Bar	416 Congress Avenue	Main office	4/9
ATM - Zach's Sports Bar	416 Congress Avenue	Main office	4/9
ATM - Zach's Sports Bar	416 Congress Avenue	Main office	4/9

Pro Tip: Click the name of the venue to go deeper.

Device Status: Online, Offline, Disabled, Processing
Hours Streamed: Meeting Goal (40+ Hrs) & At Risk (0-39hrs)
Tag: View locations that fall into your created tags

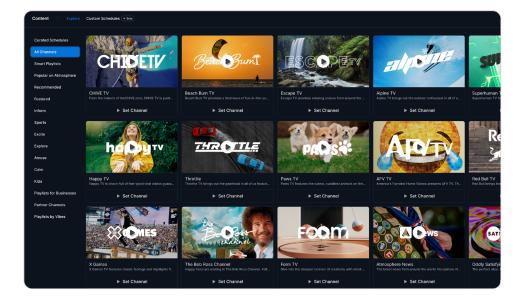
Search by name, ser	ial #, venue or tag	Device Status Online	× × Hours Stream	ned V Tag V				
0 / 2 devices selected							Add Tags Chang	e Chan
Device Name	Serial	Wifi MAC	Ethernet MAC	Venue	Tags	Hours Streamed 🔞	Now Streaming 🕢	
QA Team	C07FLEZV0FNL	44:C6:5D:8A:8F:AC	44:c6:5d:89:68:06	Atmosphere TV - ATM Developers - QA Use!	None	0	Superhuman TV	:
Brent's Device	ATLM702090001375		E81863569510	ATM Developers - Brent	None	254	Om Nom Stories	:

Streamline your experience by selecting your desired device and changing its streaming content directly within this tab, eliminating the need to navigate to the content tab.

Pro Tip: Filter by device status, hours streamed, groups, and your assigned tags.



Content Management



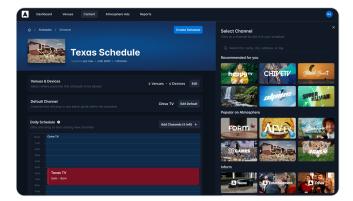
Checkout the content page to discover all the channels, playlists, schedules and more that Atmosphere TV has to offer!

/1 devices selected						Set Channe
Device Name	Ethernet MAC	Venue	Tags	Hours Streamed 🔞	Now Streaming 🔞	Set Channe
Device 2	123:c6:5d:8e:a1:92	Device 123	None	0	• Offline	
Rows per page 10 V	1-1 of 1					< 1

After selecting a channel or playlist you'll be able to select the devices you'd like to play it on.



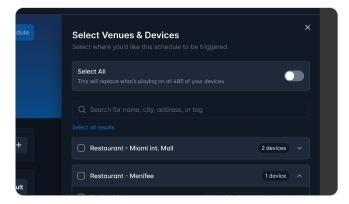
Schedules



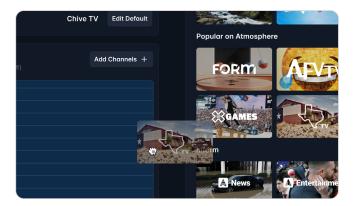
Create Your Own: Create a custom schedule wherever you are, with confidence your venues' entertainment is on brand.



Select From Curated: Curated schedules are dayparted selections of content that are curated and updated by our content specialists. These schedules can be assigned to any of your devices, will repeat daily and will reflect each device's local timezone.



Select specific venues and/or devices to play your desired schedule or select all to target every device within your organization.



Drag and drop channels onto the timeline to add them to the schedule. Up to 5 channels can be added. You can then adjust the timing and length of the channels added.



Upload Digital Signage

Captivate customers and promotes your brand, driving higher engagement and increased sales.

ATMOSPHERE	Details
New Campaign	CAMPAIGN NAME * Test
Add Your Design Start from a template or upload your own creative to begin.	Venues Choose where you want your campaign to play.
Templates Upload My Library	Q Search Tags
Contract Con	Select All Felicity Kraft - Test Account HQ Venue Los Angeles CA Venue 1 Region AB Austin Shap Test

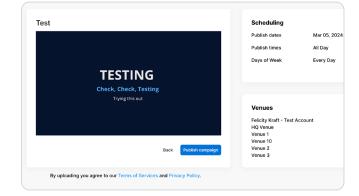
Step 1

Easily upload your design from your computer, access your previously used designs in "My Library," or choose from our collection of editable templates.

Step 2

Give your promotions meaningful names for effortless reference in your digital signage portfolio. Select whether to run the promotion across all your venues or choose specific ones.

START DATE				
03/05/2024				
O Run this campaign continuou	sly			
Choose when this campaign	will end			
END DATE				
03/31/2024				
Time				
Choose the days and time you	want your ca	mpaign to	play.	
Select All				



Step 3

Effortlessly schedule the timeline for your promotions, specifying days and times for them to go live. Our scheduling feature ensures your promotions start & end automatically without the need for manual intervention.

Step 4

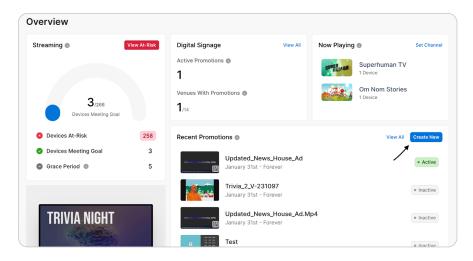
Take a final look at all your details and when you're ready, simply hit 'Publish Campaign' to launch your promotion.

Dashboard Manual



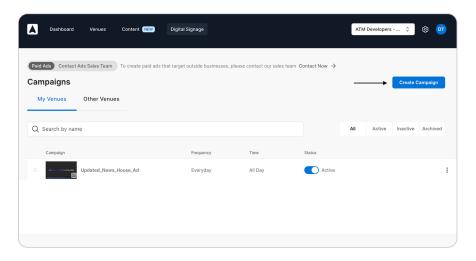
Creating Promotions

Where do you get started?



Option 1: Create a Promotion from the Overview Tab

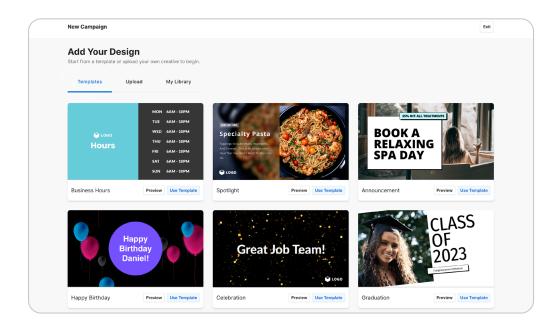
- 1. Upon logging in, navigate to the Overview tab.
- 2. Locate the **Recent Promotions** section.
- 3. Click the "Create New" button to begin crafting your promotion.

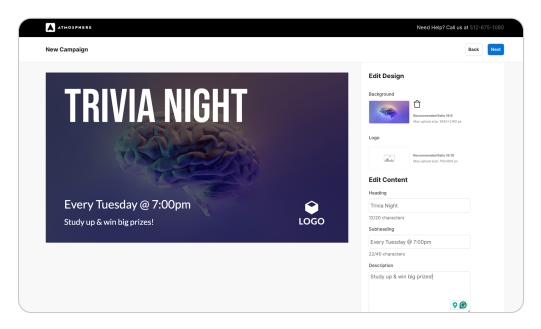


Option 2: Create a Promotion via the Digital Signage Tab

- 1. Access the top navigation bar and select the **"Digital Signage"** tab.
- 2. Within this tab, choose the "Create Campaign" option.

Templates





Take control of your message and create memorable experiences for your audience, right from your own venue. Don't have something already prepared? Use our templates! You can upload your logo and add your brand colors.

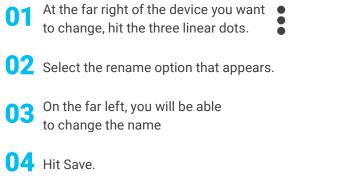


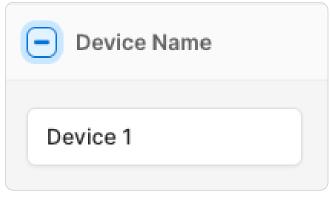
Manage Your Published Campaigns

- Easily toggle campaigns between "active" and "inactive" status on the right side of the campaign page. (Fig1)
- Select the image, allowing you to edit specific details. (Fig2)
- Arrange campaign order effortlessly by dragging and dropping items in the list. (Fig3)
- Navigate through the "Venues" tab to view active campaigns playing at specific locations, putting you in full control of your advertising impact. (*Fig4*)

Toggle On and Off	TOTAL AND THE TOTAL	Created b	romos: MistleToke & NB Edit	Venues (05 Assigned) Q (se	arch your venues	Add Venu	265
Status 🚽	🗄 📲 🖉 👔 🙀 Q4 Bar Promos	: MistleToke & NBB		Name	Address	Tags Off	ft/On
		CHOBN H	TO RANGER	Cheba Hut - NOHO	11049 Magnolia Blvd Unit 107	None	
Active	Fig2	Ves	O DRAFTS	Cheba Hut - Scottsdale-Shea	4912 E Shea Bivd Suite 101	None	
	Figz			Cheba Hut - Katy-Fulshear Bend	4846 FM 1463 Suite 100	None	
	A Dashboard Verwes Channel Manager Digital Signage Reports		21+	Cheba Hut - Athens	135 W Washington St	None	
Active	Paid Ads Contact Ads Sales Team To create paid ads that target outside businesses, please contact			Cheba Hut - San Antonio-Redland Plaza	2907 North Loop 1604 East Ste. 205	None	
	Campaigns	Cheba.Q4- Uploaded 1	BarPromo.mp4 1/13/23 Replace Creative	Cheba Hut - Fresno - West Shaw	3050 West Shaw Avenue Ste 116	None	
	Q. Search	Scheduli	ng (Running) Edit	Cheba Hut - Nashville - Donelson	329 Donelson Pike	None	
Active				Cheba Hut - Colorado Springs - Interque	st 1856 Democracy Point Ste 110	None	
	Company Prequency	Start Date 11/13/23	End Date 12/31/23	Cheba Hut - Dallas - Preston	17370 Preston Road Ste 410	None	
	E TEST Everyday	Days Every Day	Time All day	Cheba - Seattle - U-District	4730 University Way Northeast Ste 108	Seattle WA	
Active	Applebees nighttime ad Everyday			Cheba Hut - Houston - Dacoma	4530 Dacoma Street Ste 200	Houston TX	
	:: Event promotion Mon, Tue, Th	u, Sat, Sun		Cheba Hut - Milwaukee - Kinnickinnic	2202 South Kinnickinnic Avenue	Miwaukee Wi	
	Everyday			Cheba Hut - Henderson - Stephanie	470 North Stephanie Street Suite #100	Las Vegas NV Henderson	
Fig1	Fig3			Fig4			

Change Device Names





Create Custom Groupings with Tags

- **01** Select the venues that you want to create the label for.
- 02 At the far right, select the "Add Tags" button.
- **03** You can select a tag that you have previously created, by selecting the check box next to your desired tag.
- If you would like to create a new one, hit the "Create new" button on the top right. Once you have created your new tag, make sure to go and select it.
- 05 Hit "Save."

Apply Togo	x
Apply Tags	
Q Search your tags	Last added 🗸 Create new
Tag name	
Enter Tag Name	Cancel Save

Manage Your Tags

- **01** Within in the "Venues" tab, go to the "Tags" subsection.
- **02** This will show you all tags that have been created and by who.
- **03** If you would like to edit or delete any, hit the three vertical dots to the right.



Users

Member

- Add new users to their specific venue(s).
- Manage and add promotions for their venues.
- View reports and change channels in their venues.

Manager

- Add or remove new users to their specific venue(s).
- Manage and add promotions for their venues.
- View reports and change channels in their venues.

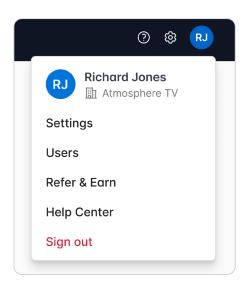
Owner

- Add, remove, and edit users for all venues.
- Manage and add promotions for all venues.
- View reports and change channels for all venues.
- View and edit billing for all venues.

Add Users

ATMOSPHERE

- **01** At the top, right corner of your account, you will see a blue dot of your initials. Please select it.
- 02 Select "Users."
- **03** By default you will see all active users that have access across your account with us.
- **04** At the top left, hit the "Invite New User" button.
- **05** Fill out their email address, user permission, and which locations they will have access to. *Note: Owners will automatically have access to all locations*



Note: Email invitations are valid for 7 days.

Editing Users

Only available to owners.

Hit the user you would like to edit.

You can either edit the locations they have access to or completely deactivate them.

Pro Tip: If you have a lot of users, save some time by searching for them by using the search function in the top right corner.



Contact Info

Hardware or service issues? We've got you covered.

Visit our support center at help.atmosphere.tv

Extended support hours:

Monday - Friday 8:15A - 5:45P CST Reach out for prompt and expert assistance.

+1 (512) 675-1080 | help@atmosphere.tv