



# Your Ultimate Playbook

# Contents

**03**

Hardware Info  
Install Steps

**04**

Device Troubleshooting Steps

**05**

Atmosphere Dashboard

**06**

Venue & Device Details

**07**

Content Tab

**08**

Schedules

**09**

Digital Signage

**10**

Creating Promotions

**11**

Templates

**12**

Manage Published Campaigns  
Change Device Names

**13**

Create Custom Groupings  
Manage Tags

**14**

Users

**15**

Add + Edit Users

**16**

Contact

# 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 & Connect

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

## 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.

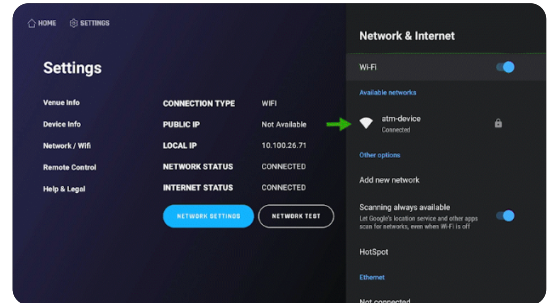


Scan the bar code here  
for more information on  
how to set up your device.

# Troubleshooting Steps

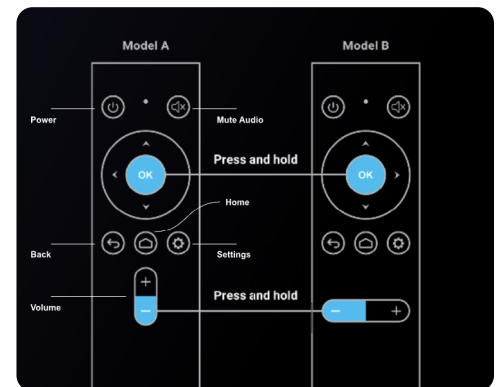
## Reconnect or Reset Network Settings on Apple TV

1. 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!



## 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 communicate 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.

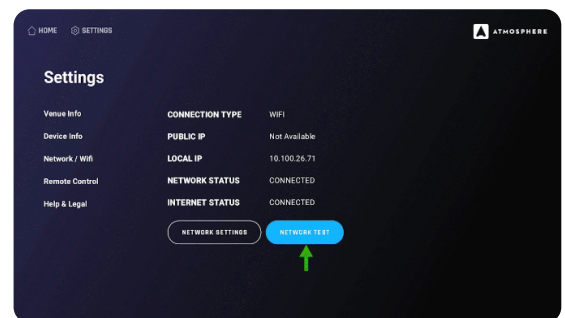


## Spinning “A” on My Screen

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.

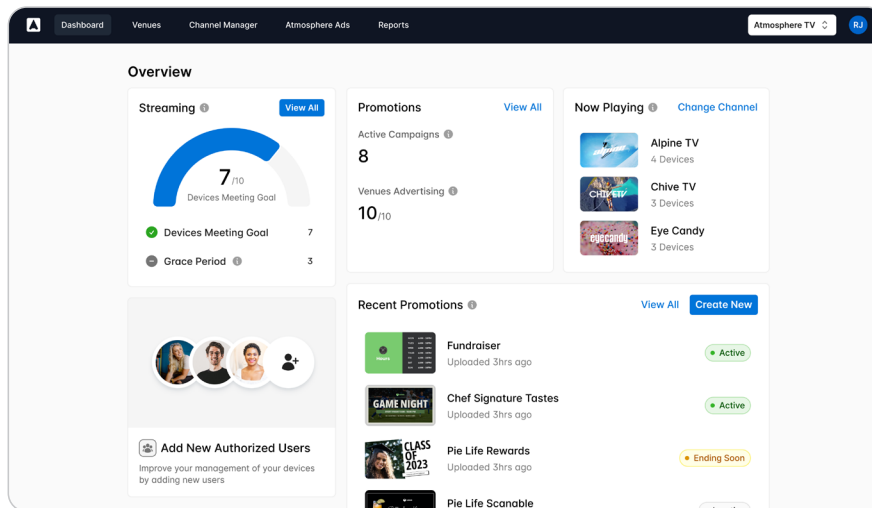


**Please note:** We advise businesses to have a minimum network download speed of at least 10 Mbps for one device. Speeds lower than this risk running into connection issues including a decline in streaming quality.

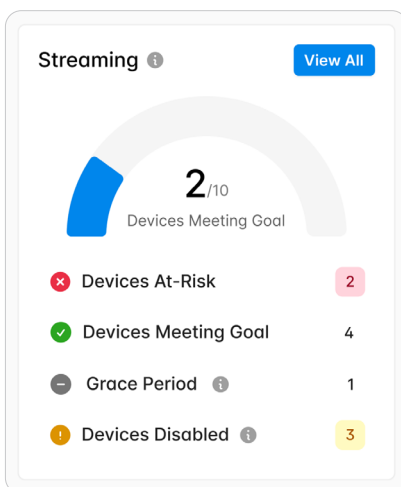
# Atmosphere TV Dashboard

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.

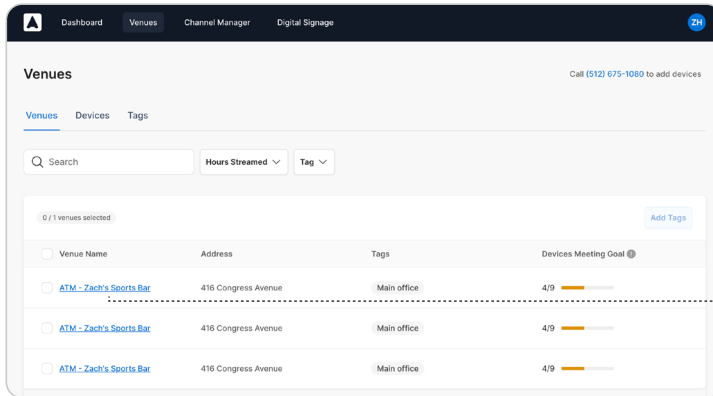
**Grace Period:** Devices within 30 days of streaming that have been delivered. Not subject to inactivity fees.

**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.

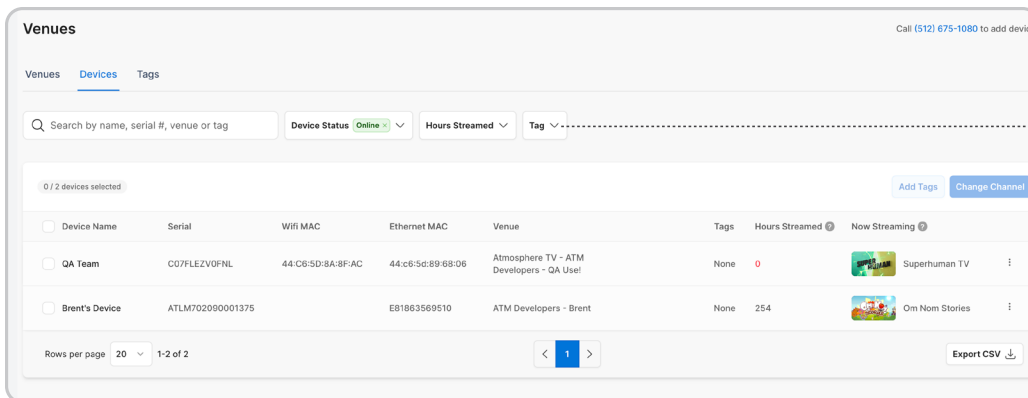
**Disabled (Not counted in devices meeting goal):** Devices that have not met stream goal of 40 hours for over 90 days.

# Venue & Device Details



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

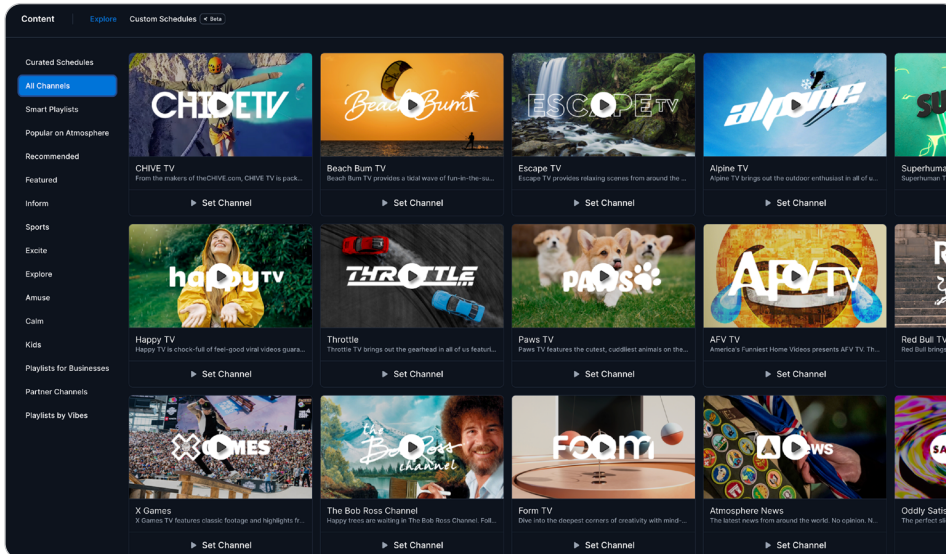
- Device Status:** Online, Offline, Disabled, Processing
- Hours Streamed:** Meeting Goal (40+ Hrs) & At Risk (0-39hrs)
- Tag:** View locations that fall into your created tags



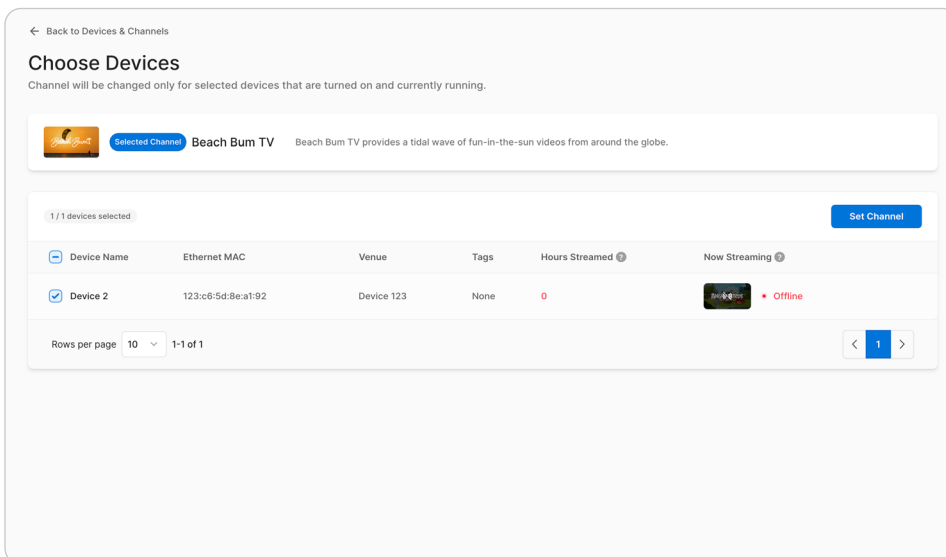
**Pro Tip:** Filter by device status, hours streamed, groups, and your assigned tags.

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.

# Content Management

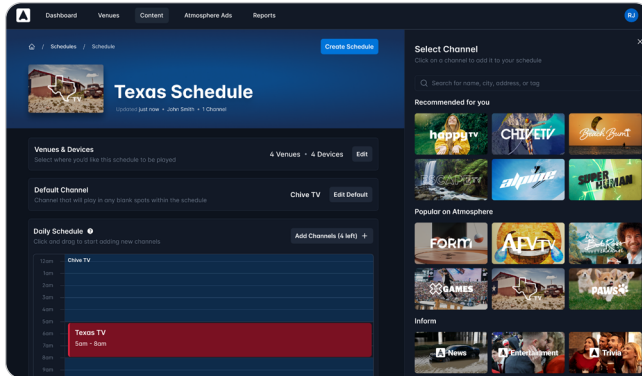


Checkout the content page to discover all the channels, playlists, schedules and more that Atmosphere TV has to offer!

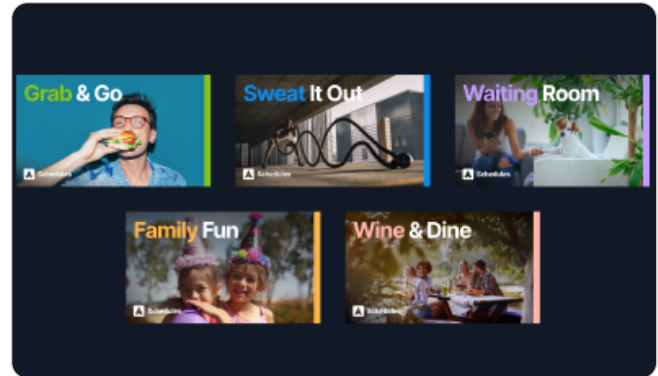


After selecting a channel or playlist you'll be able to select the devices you'd like to play it on.

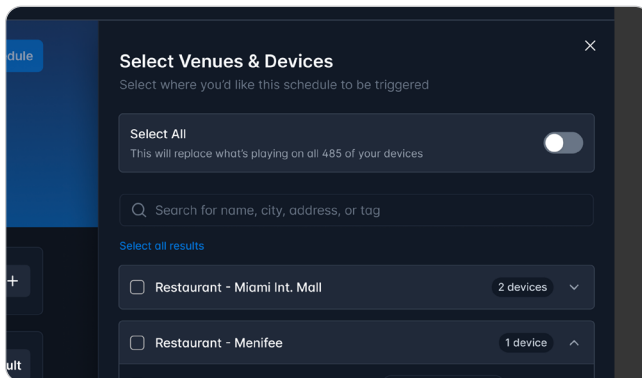
# Schedules



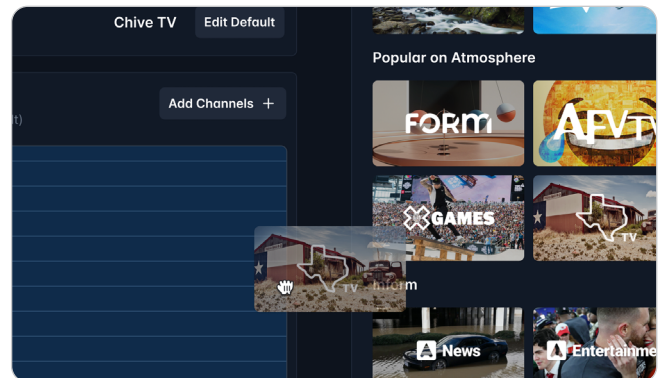
**Create Your Own:** Create a custom schedule wherever you are, with confidence your venues' entertainment is on brand.



**Select From Curated:** Curated schedules are day-parted 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.

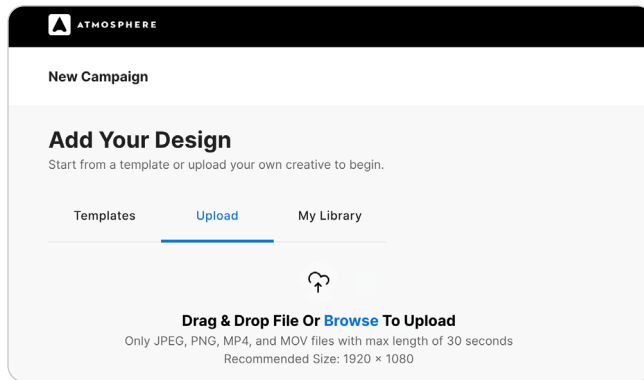


Drag and drop channels onto the timeline to add them to the schedule. Up to 5 channels can be added. You can then adjust the timing and length of the channels added.



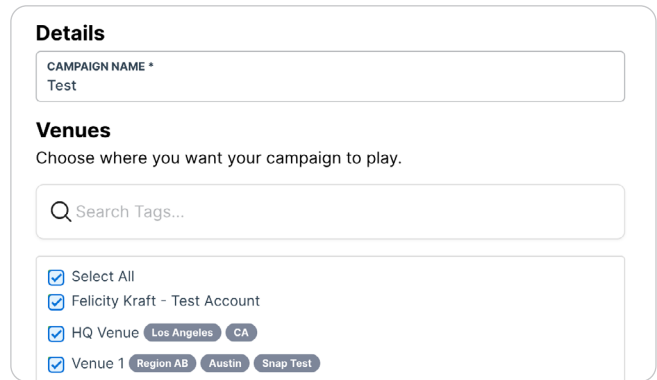
# Upload Digital Signage

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



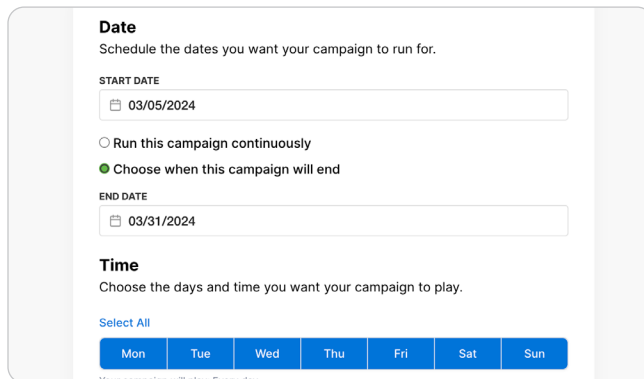
## Step 1

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



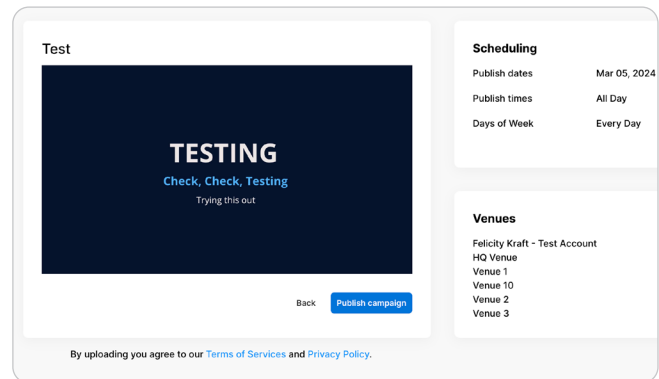
## Step 2

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.



## 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.

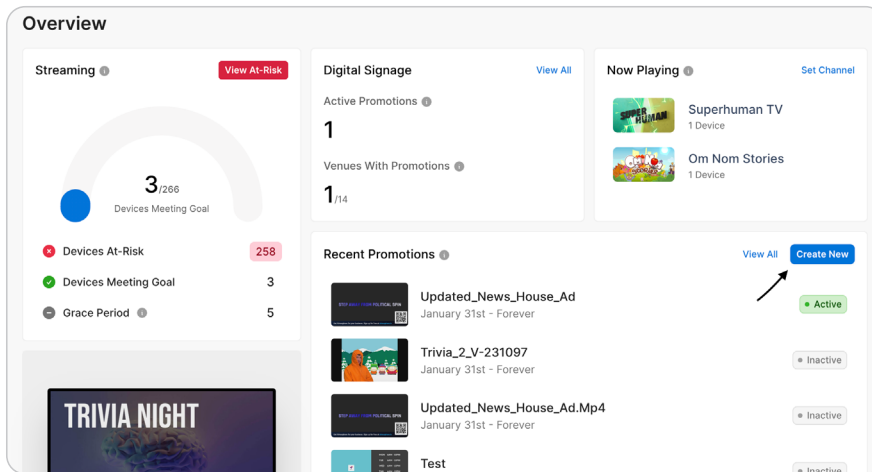


## Step 4

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

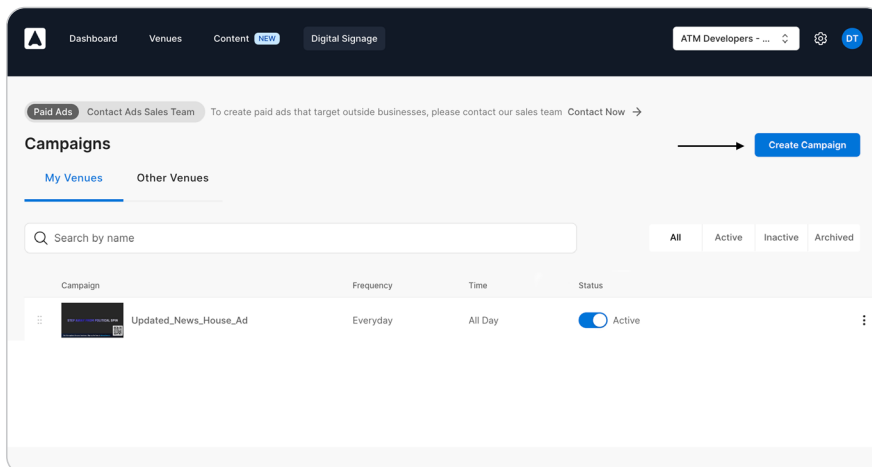
# Creating Promotions

Where do you get started?



## Option 1: Create a Promotion from the Overview Tab

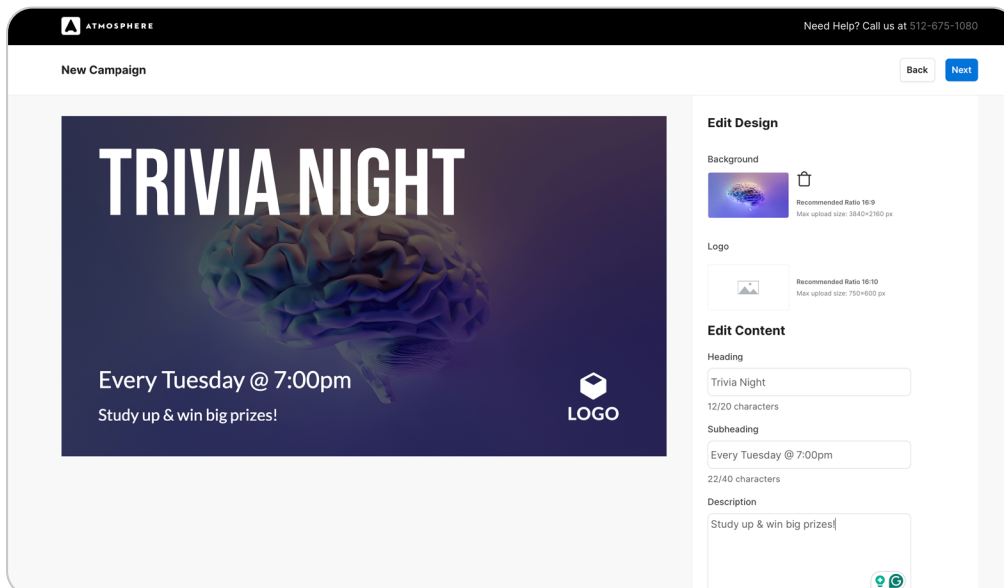
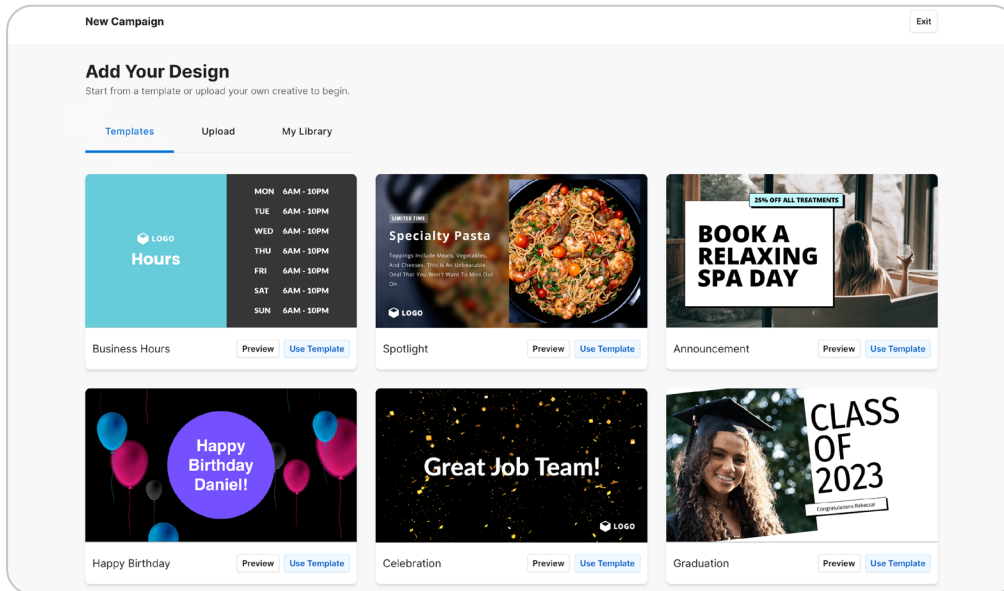
1. Upon logging in, navigate to the **Overview** tab.
2. Locate the **Recent Promotions** section.
3. Click the **“Create New”** button to begin crafting your promotion.



## 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)

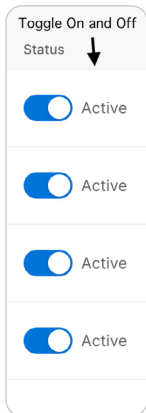


Fig1

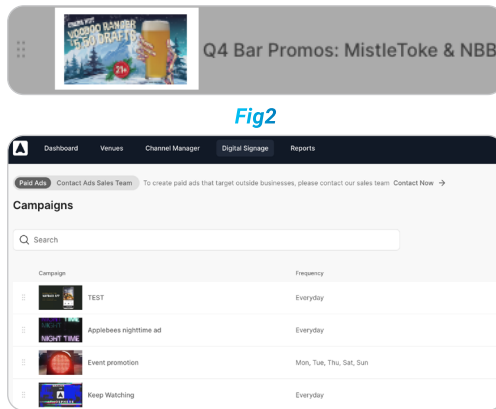


Fig3

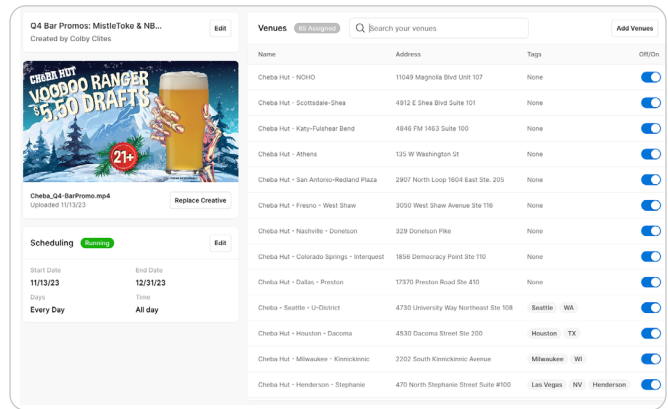
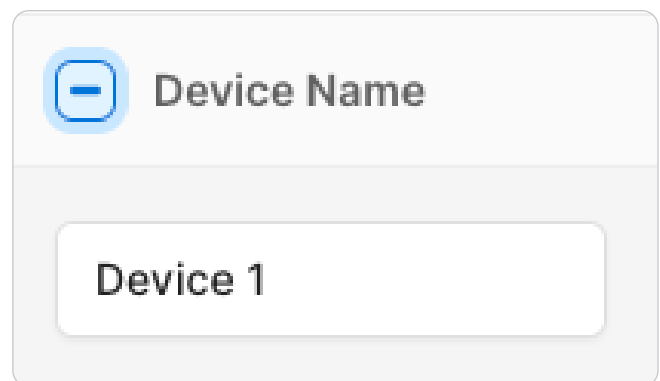


Fig4

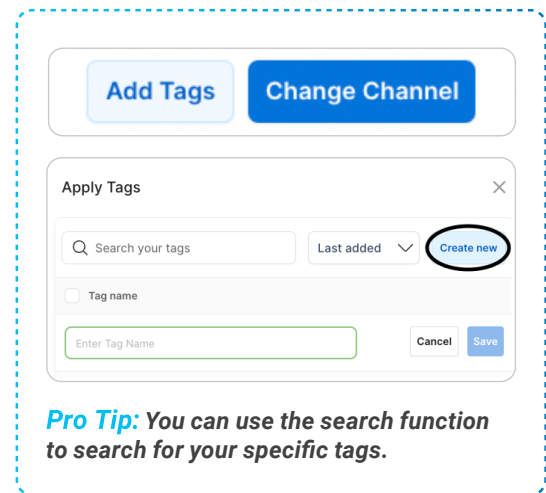
# Change Device Names

- 01 At the far right of the device you want to change, hit the three linear dots.
- 02 Select the rename option that appears.
- 03 On the far left, you will be able to change the name
- 04 Hit Save.



# 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.
- 04** 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.”



# 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.

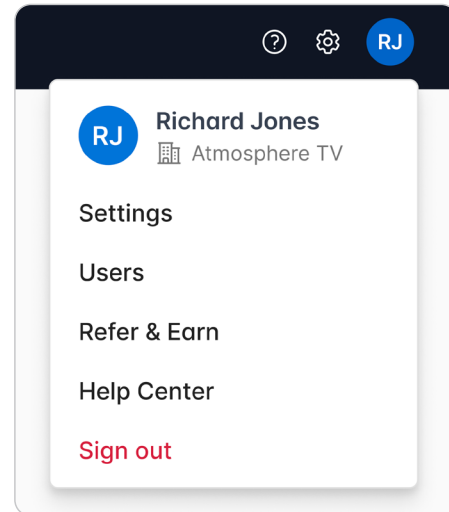
## Owner

- 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

- 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.

- 01** Hit the user you would like to edit.
- 02** 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](https://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](mailto:help@atmosphere.tv)**