

pixelbling

User Guide



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Email us at support@pixelbling.com or info@pixelbling.com

Product Overview

Pixelbling is a Newsroom product that allows producers to quickly gather User Generated Content (UGC) from your viewers and then display it online, and on-air. We understand that in this age of consolidating media and shrinking news staffs, getting local and breaking news is an increasing challenge. Our focus is on newsgathering Mobile Imagery and promoting your stations branding. The beauty of phone photography is its speed & versatility. Pixelbling provides a way for your audience to quickly and easily share mobile imagery of news and community events that are important to them. Your viewers become a resource. In today's competitive television news environment, you can't win the big stories without the right tools. Pixelbling enables your audience to submit mobile imagery content from their mobile devices with ease while giving your station access to user submitted news in an online and on-air format in about 30 seconds. Stay ahead of the competition with immediate access to visual and compelling content with Pixelbling.

Audience and Ratings Growth Capabilities

- Pixelbling will help Grow and Engage your audience
- Email Submission: The ability to acquire content via email is critical when the Big Story breaks, knowing who to contact is equally important.
- Build a community of citizen journalists
- Entry technology allows broadcasters to maximize content submissions, especially during live breaking news and severe weather coverage.
- Win your TV news rating war

Social Media Integration

- Follow the Audience: People post content wherever and whenever they like
- Newsroom of the Future: By aggregating social media into a single editorial platform, producers are now able to select content from multiple
- Creating a branded email address. It is a great way to market and promote specific category events. You can promote seasonal initiatives like weather and community events, sporting events, and many others. Examples: birthdays@yourstation.com, weather@yourstation.com, sports@yourstation.com, etc, etc.

Graphics Capabilities

- Pixelbling can bridge the gap for those early morning shows and those weekend shows that are NOT fully staffed with an Artist
- Preview your Albums then GO to Air with a Full Screen click.
- Dynamic Transitions
- Font entry
- Reduce your graphic creative cost
- Simple image edit tool that allows you to Rotate, Flip, Brightness and Contrast
- Pixelbling is a interactive website that is customizable for a producer to generate a graphic an Encourage viewers, to participate in telling the story.
- No Software to download

On Air Production Capabilities:

- Multi Media: We enable producers to screen, select and use social media when making decisions about what goes on the air. Quickly getting content from the Internet to On-air Production.
- Internet to Air: When content is sent to the Image Library, producers have instant access to a suite of features including album selection, font entry, Image edit tool and on-air preview.
- Branded Graphics: Stations create custom backgrounds which are automatically merged with album templates. This dramatically reduces turn-around time eliminating the need for art department and control room production.

Minimum Requirements

For best results these are the minimum requirements we suggest when using Pixelbling.



Windows XP, 7, 8
Pentium 2.53 Ghz
RAM: 4GB
Web Browsers 1: Mozilla Firefox
Web Browsers 2: Google Chrome



OSX 10.6, 10.7, 10.8
Pentium 2.53 Ghz
RAM: 4GB
Web Browsers 1: Mozilla Firefox
Web Browsers 2: Google Chrome



Wide Screen: 19", 20", 22", 24", 27" Plus
Scan Resolution: 1280x720, 1280,1024, 1440x900, 1920x1080
Note: 4:3 Screens can work but the settings will have to be tweaked to find the best ratio.



Scan Converters: Most facilities are set up to view a PC desktop as a video source using a Scan Converter. There are many to choose from but you **MUST KNOW** which one will work best with your set up. If you currently do not have one speak with your Tech dept or we suggest your Tech dept contact us at support@pixelbling.com However we currently use BrightEye Mitto 3G/HD/SD Scan Converter. The web site is: www.ensembledesigns.com/
**Please note that BrightEye may not work with your system setup or facility and that Pixelbling is not responsible for any warranties OR tech support concerning Bright Eye Scan Converters.*

Create Account

Start from Pixelbling.com and click Sign Up.
 On this page, you will create a username and password, and fill out all your information. Make sure to read our Terms and Conditions-- and if you agree to them, check the box and click "Create Your Account."

Make sure to read our Terms and Conditions-- and if you agree to them, check the box and click "Create Your Account."

Create Account

Next, you will be directed to select a Service Plan. Read through our different options and choose the plan that best suits your needs. Once you have chosen, you will need to complete your order by clicking on the Register button. Upon choosing a Service Plan, you will need to fill out all the necessary billing information. Or, you can click on Free Trial to try out our Advanced Package for 30 days, free of charge.

Service Plan Details

	Standard \$220/mo	Advanced \$350/mo
Pixelbling parses photos from the email address(es) and sends them to an Image Library	✓	✓
Image Library that sorts and organizes Pics and Videos	✓	✓
Image Editing Tool	✓	✓
Fullscreen Mode for On Air Broadcast	✓	✓
Number of email addresses for parsing images	1	3
Number of Fullscreen slide templates (includes text field and sponsor logo)	1	3
Number of Animated Backgrounds	3	6
Number of Dynamic Transition(s)	2	6
Customized Twitter full screen template	-	1
Customized Facebook full screen template	-	1
Customized Mugshot full screen template	-	1
Customized Birthday full screen template	-	1
Customized Celebrity Birthday full screen template	-	1
* We can come up with a custom template plan for you to fit your needs. Email request at info@pixelbling.com	Standard Add Now	Advanced Add Now

Try our Advanced Package now with a **Free Trial** Account

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Now that you are registered, you can sign in with the username and password you created. Click the Continue button; you're almost finished with setup

MEMBER LOGIN

You have logged out

User Name

Password

[Continue](#)

Secure Signin
 Not a member? [Click here.](#)
 Forgot password? [Click here.](#)

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Mailbox Settings

In order to receive your viewer pictures, Pixelbling will need the mailbox information to connect to the designated email address. If you don't know this information, you can get it from your Technical Administrator who handles all of your email accounts.

The screenshot shows the 'Profile' page for user 'T. TEST11'. The 'PERSONAL INFORMATION' section includes fields for First Name, Last Name, Email Address, Username, Password, Company Name, Address, State, Country, and Phone. The 'Mailbox Settings' link is highlighted in the navigation menu on the left.

Here is an example of what it might look like.

The screenshot shows the 'Mailbox Settings' form for user 'T. TEST11'. The form includes fields for Mail Server, Mailbox Username (same as email), Mailbox Password, and Mailbox Port. An 'Update' button is located at the bottom of the form.

Mail Server: Your mail server

Mailbox Username: This is the email address that viewers are sending photos to.

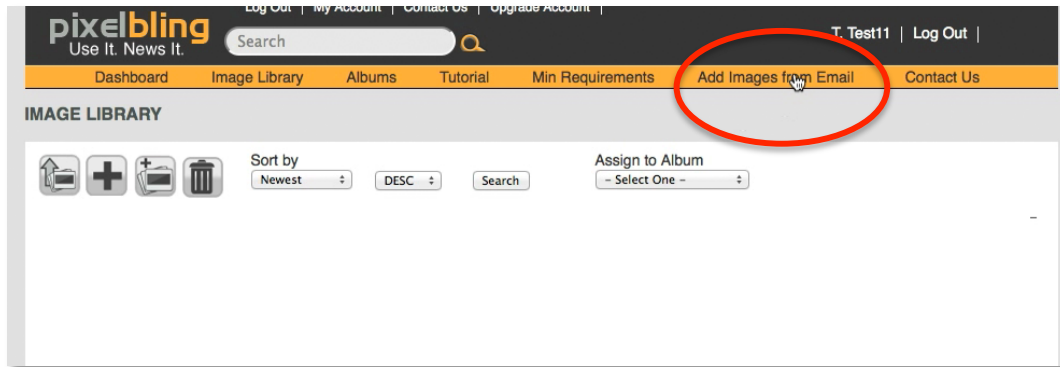
Email Mailbox Password: This is the password used to access the email address.

Mailbox Port: Usually port 110 works, but your Technical Administrator will know for sure.

Then, click Update to save your settings.

Image Library Upload

If your mailbox is connected to Pixelbling already, then simply click “Add Images from Email” and viewer photos will start populating in the Image Library as they are sent.



If you haven't entered your mailbox settings yet, or if you haven't received any viewer photos yet, that's ok, because you can also upload images directly from your computer's desktop. To upload images from your desktop, click the Upload Image icon. Browse your files using this upload window, select the photos you want to upload, and click Upload.

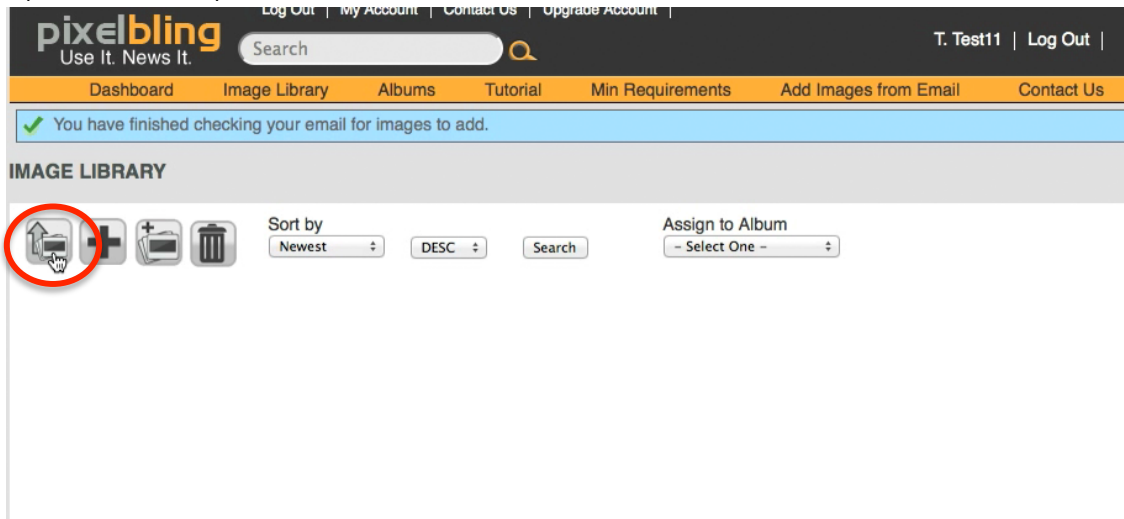
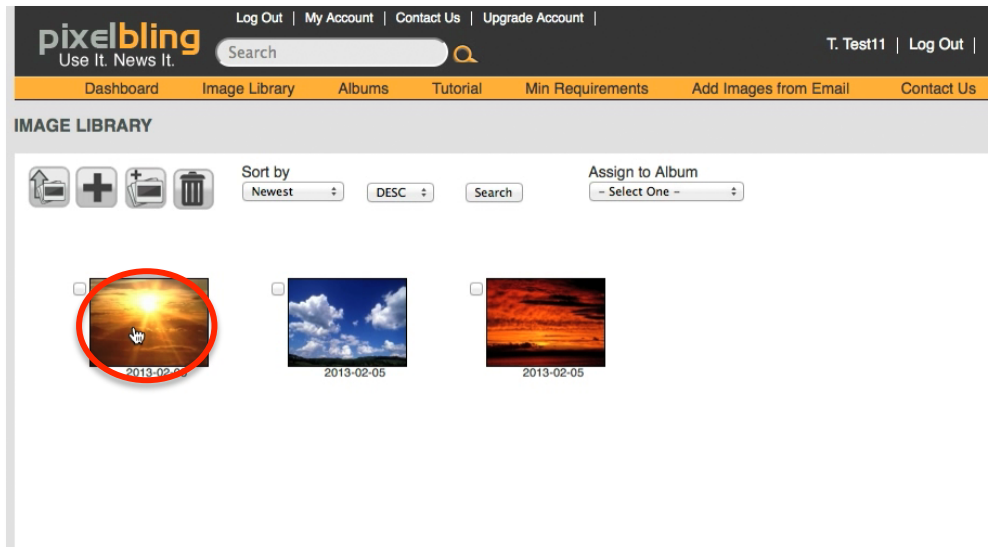


Image Editor

To edit an image, click on any image and the Image Editor will open

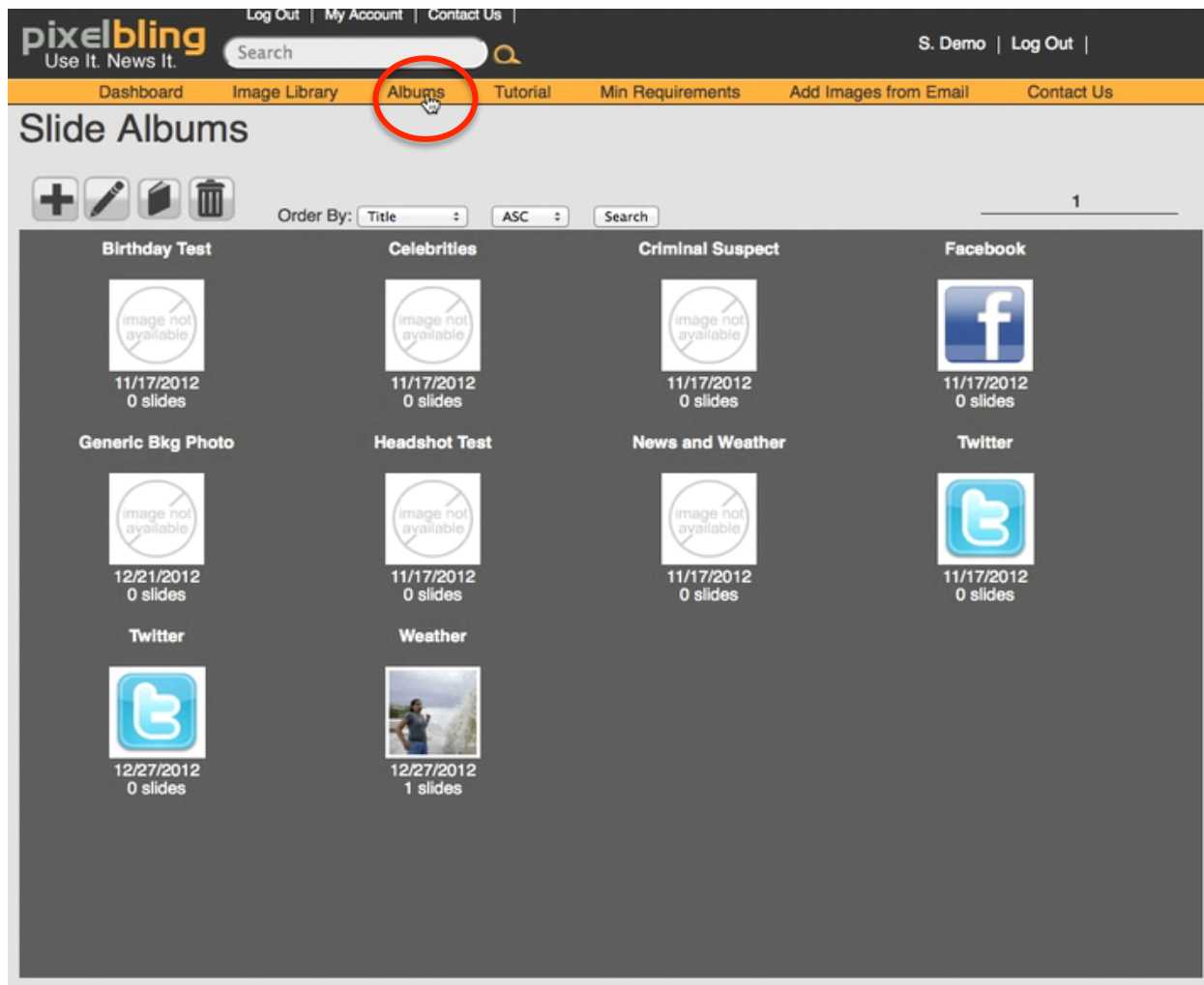


In the image editor, you will be able to Rotate, Scale, Brighten, Contrasts and Sharpen. Once an Image is in edit mode click the icon for what you want to do an adjust the image using the slider. Once you are happy with the results, click Save. Then simply close the editor to return to the Image Library.



Album

To build an album using images from your Image Library, start by clicking on “Albums”. Depending on the Service Plan you chose, you will already have 3 to 7 preloaded Albums with themed templates and transitions to start with.



Album

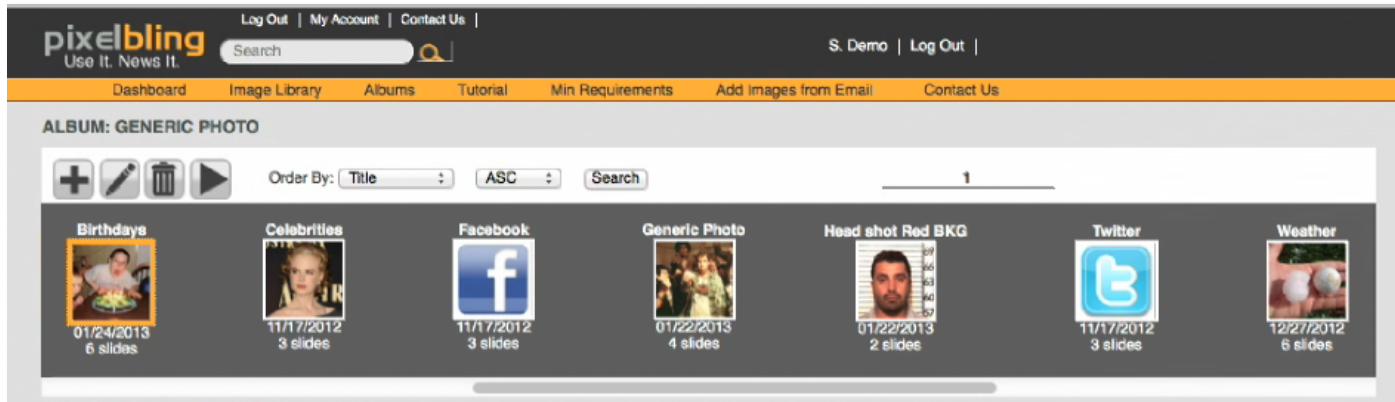
Click the Create Album icon. A menu will prompt you to title your Album and select a Template Theme.

The screenshot displays the pixelbling 'Slide Albums' interface. The main area shows a grid of album thumbnails with titles like 'Birthday Test', 'Celebrities', 'Criminal Suspect', 'Generic Bkg Photo', 'Headshot Test', 'News and Weather', 'Twitter', and 'Weather'. A red circle highlights the '+ Create Album' icon in the top left. A 'Create Album' dialog box is open, showing the 'Album Title' field set to 'Weather_4pm Show' and the 'Album Theme' dropdown menu open, with 'Generic Blue Theme' selected. The dialog box also includes a 'close or Esc Key' button in the top right corner.

It's a good idea to name it according to the theme used and the show it's for. Most users find that it's easiest to create an album for each show and use it every day, replacing the images for each new show. But it's up to you; you can have as many albums as you want. To help keep your albums organized, you can sort your albums by name or by the dates they were created.

Themed Templates

Themed Templates are made to showcase a specific subject matter like *Weather*, *Head shots*, *Birthdays*, *Facebook*, *Twitter*, and so on. They help the viewers to understand what they are looking at. Depending on the Service Plan you chose, you will already have 3 to 7 preloaded Albums with themed templates and transitions to start with.

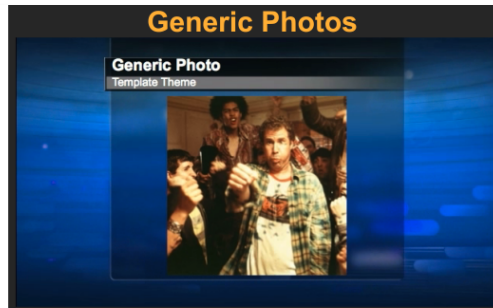


The Standard Plan: Has these 3 Templates: Weather Background with Photo and text, Generic Background with Photo and text, and Birthday Background with Photo and text. The 3 dynamic transitions are 3D Cube, Slide and 3D Blinds.



Themed Templates

The Advanced Plan: Has these 7 Templates: Weather Background with Photo and text, Generic Background with Photo and text, Birthday Background with Photo and text, Celebrity Birthday Background with Photo and text, Headshot Background with Photo and Text, Facebook Background with Text Only, and Twitter Background with Text Only. The 6 dynamic transitions are 3D Cube, Slide, Page Turn, 3DBars, Concentric, and 3D Blinds.



Pixelbling can customize a themed template with background animation or still image that reflects the style guide of your news station or business. You can send us the backgrounds, or our designers can make one for you. Just send us your request at info@pixelbling.com, support@pixelbling.com or use the Submit Request page.

Add Images to Album

To add images to your album, you can either select your album from the Dashboard and click the Add Image icon to get to the Image Library, or you can click on Image Library at the top of the page.

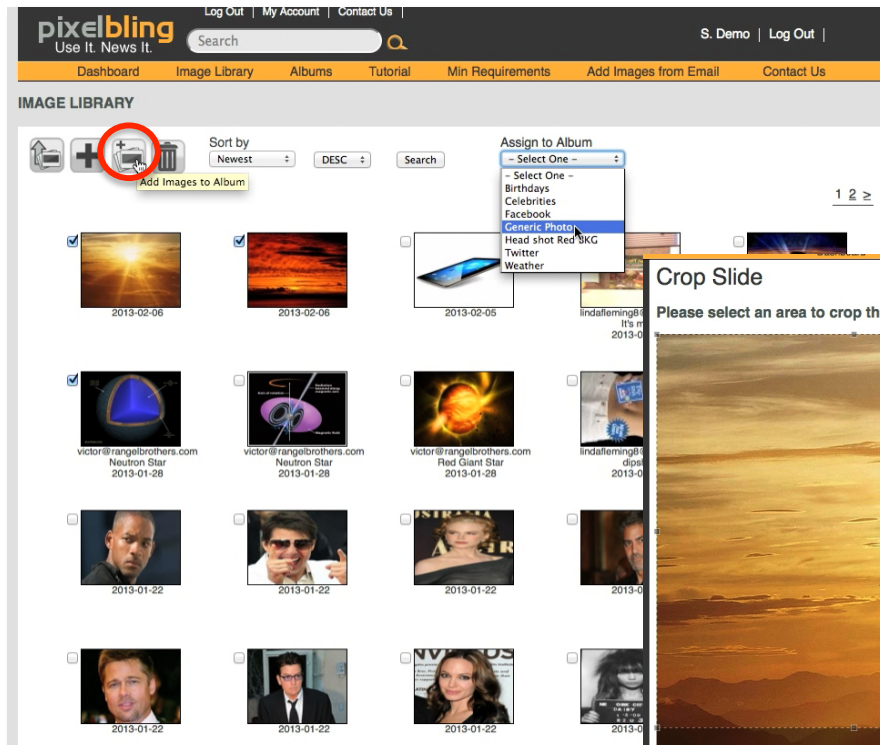
The screenshot shows the Pixelbling web interface. At the top, the navigation bar includes 'Dashboard', 'Image Library' (circled in red), 'Albums', 'Tutorial', 'Min Requirements', 'Add Images from Email', and 'Contact Us'. Below the navigation bar, the 'SLIDE ALBUMS - BIRTHDAYS' section displays five album thumbnails: 'Birthdays' (7 slides), 'Celebrities' (3 slides), 'Facebook' (5 slides), 'Generic Photo' (1 slide), and 'Head shot Red BKG' (2 slides). Below this, the 'SLIDES: BIRTHDAYS' section shows a list of slides. The 'Add Image' icon (a plus sign) is circled in red. The interface also includes a search bar, a 'Log Out' link, and a 'S. Demo' indicator.

Album Name	Date	Slides
Birthdays	01/24/2013	7 slides
Celebrities	11/17/2012	3 slides
Facebook	11/17/2012	5 slides
Generic Photo	01/22/2013	1 slides
Head shot Red BKG	01/22/2013	2 slides

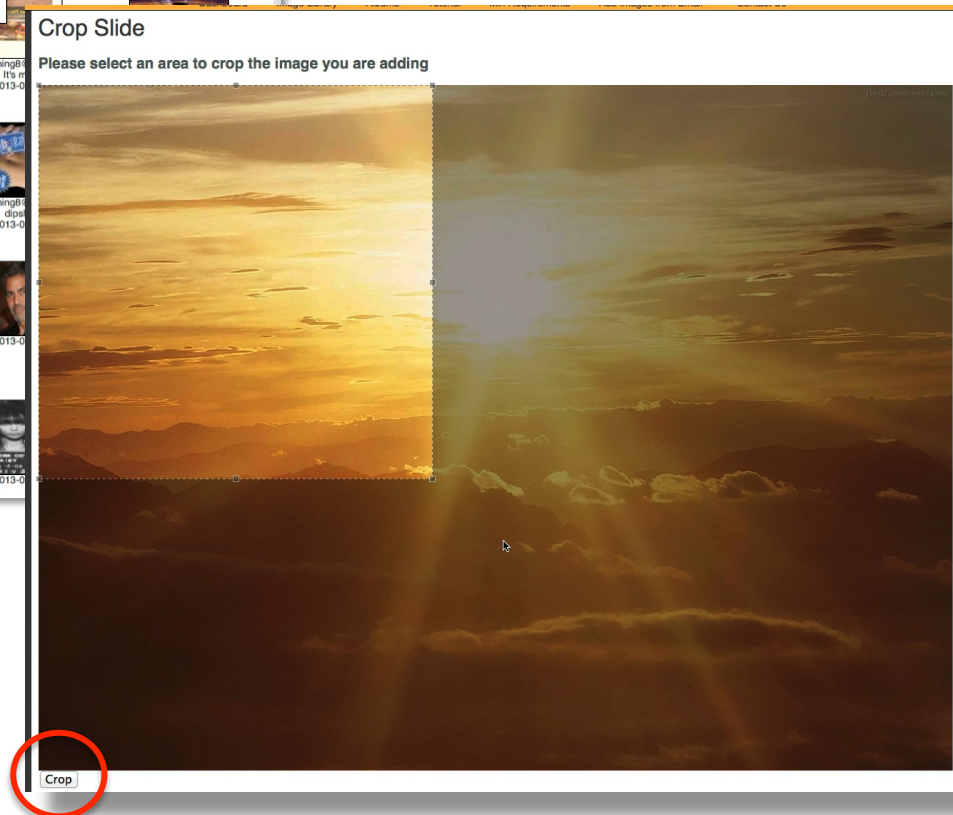
Slide Title	Date Created	Date Modified
dsss	2013-02-06 11:36:39	
dssd	2013-02-06 11:36:44	
dsc	2013-02-06 11:36:50	
dsc	2013-02-06 11:36:54	

Add Images to Album

In the Image Library, select a handful of images. Select the Album you created from the drop down menu. As you create more albums you will see them in the drop down. Then click the “Add images to Album” icon.



You will then be sent to a “Crop Slide Page” where you will need to crop each image so that the images will work with the dynamic transitions. You can scale the crop region proportionately. Once you’re happy with your selection, click Crop and go onto the next image. You will ALWAYS be prompted to crop each image upon adding it to an album, so that it will be compatible with the dynamic transitions.



Dashboard


The Dashboard is where you keep track of your albums, edit the slides within them, preview them with the transitions, and play them in Fullscreen Mode for On-Air broadcast. To get to the dashboard from any other page, click Dashboard. The Dashboard is made of three sections: **Albums**, **Slides**, and **Preview**.

The screenshot shows the Pixelbling Dashboard interface. At the top, there is a navigation bar with the Pixelbling logo, a search bar, and links for 'Log Out', 'My Account', and 'Contact Us'. Below this is a secondary navigation bar with 'Dashboard' (circled in red), 'Image Library', 'Albums', 'Tutorial', 'Min Requirements', 'Add Images from Email', and 'Contact Us'. The main content area is divided into three sections:

- Albums:** This section displays a grid of album thumbnails. Each thumbnail includes a title, a date, and the number of slides. Examples include 'Birthdays' (01/24/2013, 7 slides), 'Celebrities' (11/17/2012, 3 slides), 'Facebook' (11/17/2012, 3 slides), 'Generic Photo' (01/22/2013, 4 slides), and 'Head shot Red BKG' (01/22/2013, 2 slides). A red bracket on the left side of the page groups this section under the label 'Albums'.
- Slides:** This section shows a list of individual slides for the selected 'Generic Photo' album. Each slide entry includes a thumbnail, a title field, a description field, and a 'Template Theme' dropdown. It also displays the 'DATE CREATED' and 'DATE MODIFIED' for each slide. A red bracket on the left side of the page groups this section under the label 'Slides'.
- Preview:** This section provides a large preview of the selected slide. The title 'Generic Photo' and 'Template Theme' are visible at the top of the preview area. Below the preview, there are navigation buttons for 'Prev', 'Next', and 'Fullscreen'. At the bottom right, there is a 'Transitions' menu with options: Turn, Cube, Bone 3D, and Slide. A red bracket on the left side of the page groups this section under the label 'Preview'.

Dashboard

To edit the slides in an Album, look in the Albums section and select the album you want to work on. Once you select an **Album**, you will notice all the display in the **Slides** section and **Preview** section.

You can enter a title and description for each slide with the two text fields. Be sure to click the save icon. 

If you want to edit an image, click the image to open the Image Editor. When you are finished editing your slides, be sure to click the blue save icon, or your edits will be lost.

The screenshot displays the pixelbling dashboard interface. At the top, there is a navigation bar with options like 'Dashboard', 'Image Library', 'Albums', 'Tutorial', 'Min Requirements', 'Add Images from Email', and 'Contact Us'. The main content area is divided into two sections: 'ALBUM: CELEBRITIES' and 'SLIDES: CELEBRITIES'. In the 'ALBUM' section, several album thumbnails are shown, including 'Birthdays', 'Celebrity', 'Facebook', 'Generic Photo', and 'Head shot Red BKG'. The 'Celebrity' album is highlighted with a red circle. In the 'SLIDES' section, a list of slides is shown, each with a title, description, and date. The first slide, 'Nicole Kidman', is highlighted with a red circle. A red arrow points from the 'Save' button in the image editor to the 'Save' button in the slide management interface. The image editor shows a photo of Nicole Kidman with various editing tools like 'Orientation', 'Reset', 'Brightness', 'Contrast', and 'Sharpness'. The slide preview shows the 'Nicole Kidman' slide with a '47' rating and a 'Save' button. At the bottom, there are navigation buttons for 'Prev', 'Next', and 'Fullscreen', along with a 'Transitions' menu that includes 'Turn', 'Cube', 'Stars 3D', and 'Slide'.

Dashboard

The screenshot shows the Pixelbling dashboard interface. It is divided into three main sections:

- Albums:** This section displays a grid of album thumbnails. Each thumbnail includes a title, a small image, and the number of slides. Examples include 'Birthdays' (7 slides), 'Celebrities' (3 slides), 'Facebook' (3 slides), 'Generic Photo' (4 slides), and 'Head shot Red BKG' (2 slides). Above the grid are controls for adding, editing, and deleting albums, along with sorting options (Order By: Title, ASC) and a search bar.
- Slides:** This section shows a list of slides for the selected album. Each slide has a small thumbnail and a form with fields for 'Title', 'Desc', and 'Template Theme'. It also displays 'DATE CREATED' and 'DATE MODIFIED' information. A note at the top states: 'Title must be 40 characters or less. Description must be 40 characters or less.' There are icons for adding, deleting, and moving slides.
- Preview:** This section provides a large preview of the selected slide. It shows the slide's title 'Generic Photo' and 'Template Theme' above a large image of a man. At the bottom, there are navigation buttons: 'Prev', 'Next', and 'Fullscreen'. A 'Save' button is also visible, highlighted with a red circle.

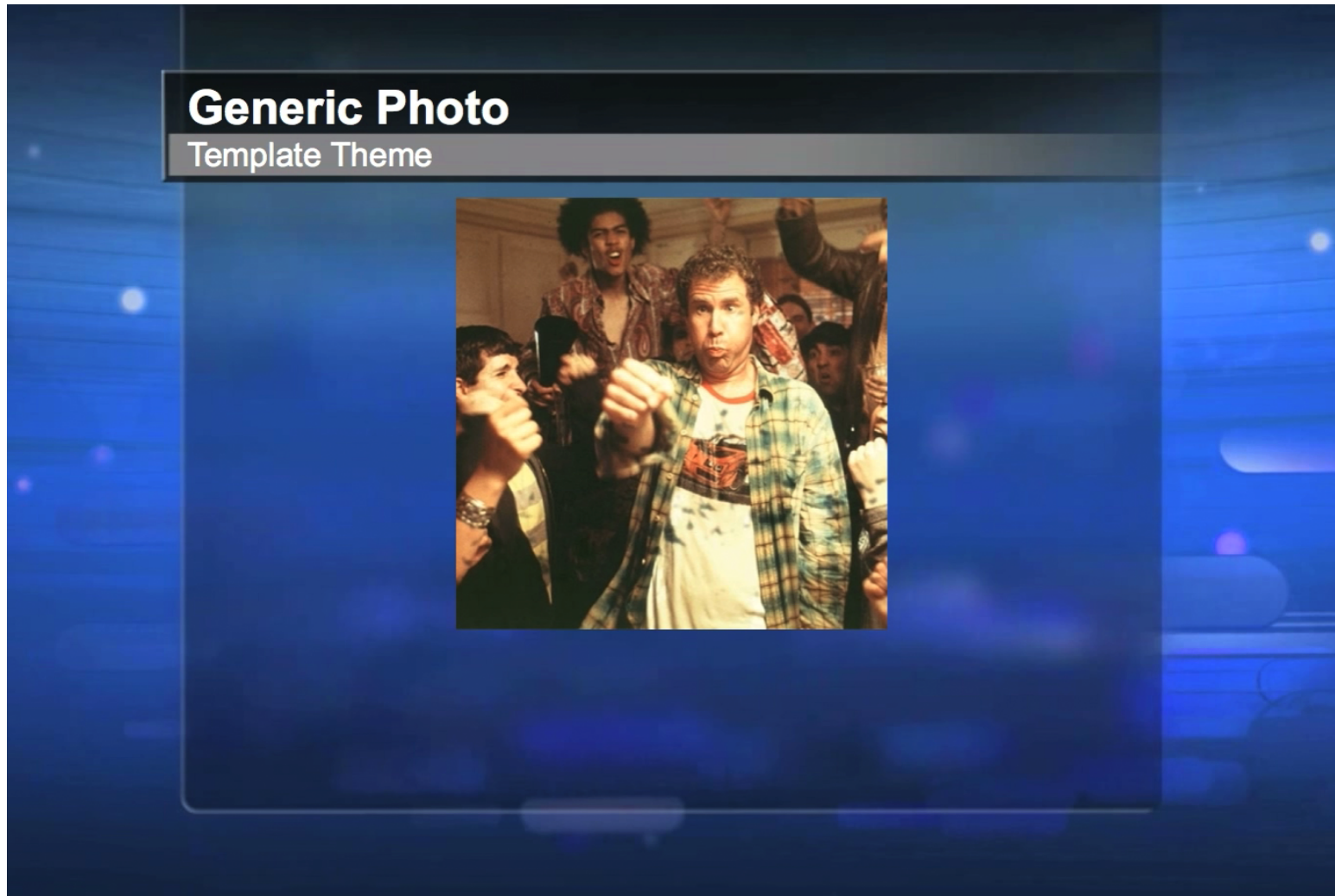
Below the Slides section is the **Preview** section. This is where you can preview your Albums you build and edit. You can select different transitions to play between your slides. Once you have selected the transitions you want, make sure to hit the Save button.



The Previous and Next buttons will advance the slides. When all your slides are prepped and ready to broadcast, simply hit the Fullscreen button.

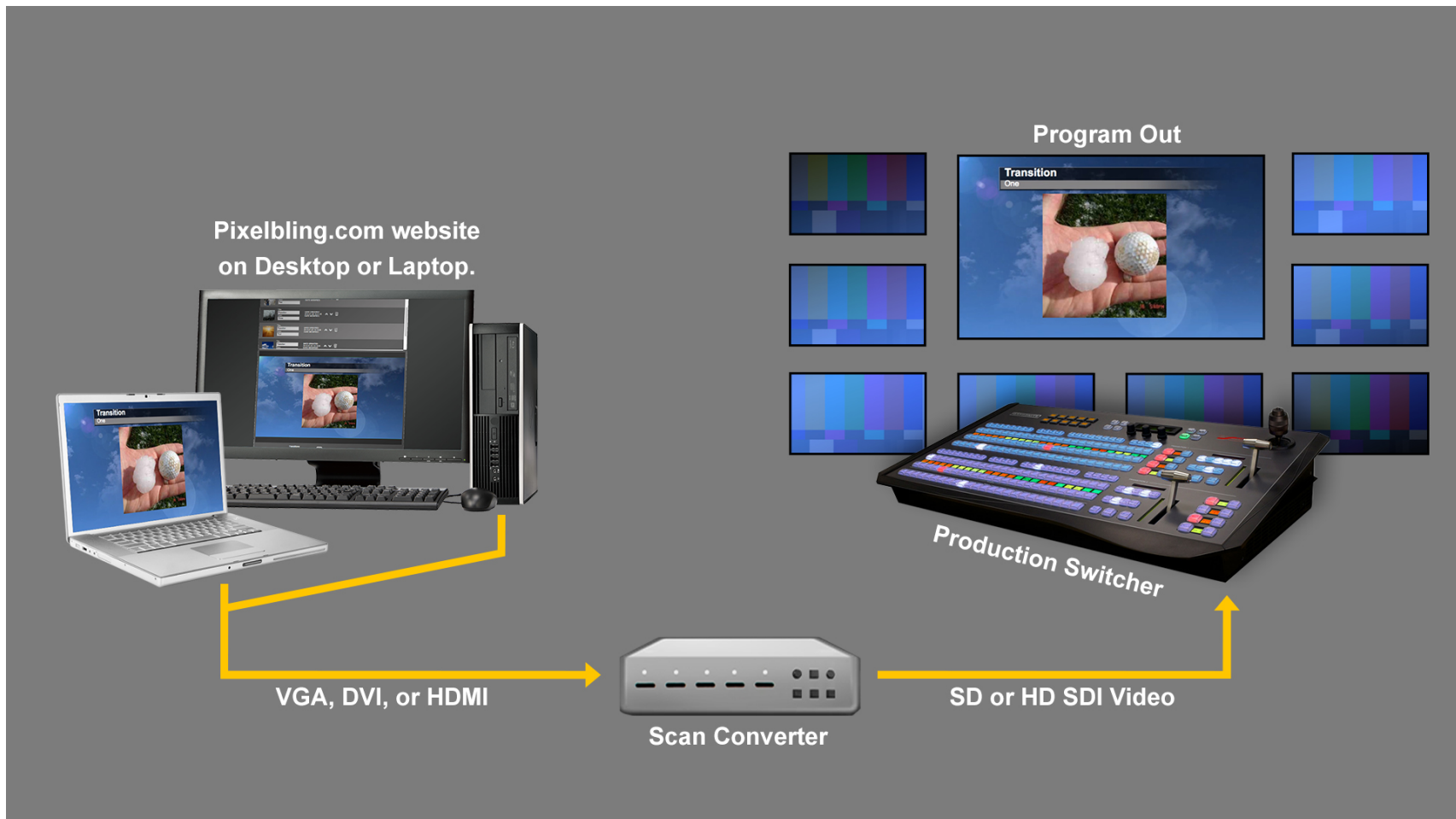
Dashboard / Fullscreen Mode

Once you are in Fullscreen mode, you simply hit the arrow keys on your keyboard to advance the slides. When you are finished, you can hit the Escape key twice on your keyboard to return to the Dashboard.



Technical / Scan Converter

Most control rooms are already equipped to take a website as a video source. However if your control room is not, this schematic shows how it should be connected. The PC is connected to a scan converter, the scan converter is connected to a production switcher.



More Information

If you have other questions concerning technical issues or the service plans, please send us a Email us at support@pixelbling.com or info@pixelbling.com And we will get back to you shortly. Thank you for choosing Pixelbling.