

Applying video ads to your stations

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You can broadcast full-motion videos ads and video slide shows on ChargePoint CT4000 charging stations.

Before you begin

Before you begin, keep these points in mind:

- Video ads and video slide shows are currently supported by CT4000 charging stations *only*.
- All video ads and video slide shows must be validated by ChargePoint before they can be applied to your stations. (ChargePoint validates the video file format and specifications only, not the content of the ad or slide show.)

Video file format requirements

- Container file format: MPEG-4 (.mp4)
- Video format: H.264 (Advanced Video Codec)
- H.264 profile: Baseline only
- Scan type: Progressive
- Duration (Length): 10 seconds – 60 seconds
- Resolution: 640 x 480 (width x height)
- Frame rate: 30 frames per second (fps) maximum, Constant Frame Rate
- Video bitrate: 1.2 Mb per second average; 1.5 Mb per second peak

NOTE: If your video file does not meet these requirements, follow the instructions in "Formatting your video to run on ChargePoint stations" on page 5 or "Creating a video slide show with QuickTime Pro" on page 8 to reformat the file.

If you are unable to format your video to meet these requirements, that is OK. Follow the instructions in "If you cannot format your video" on page 8 for assistance.

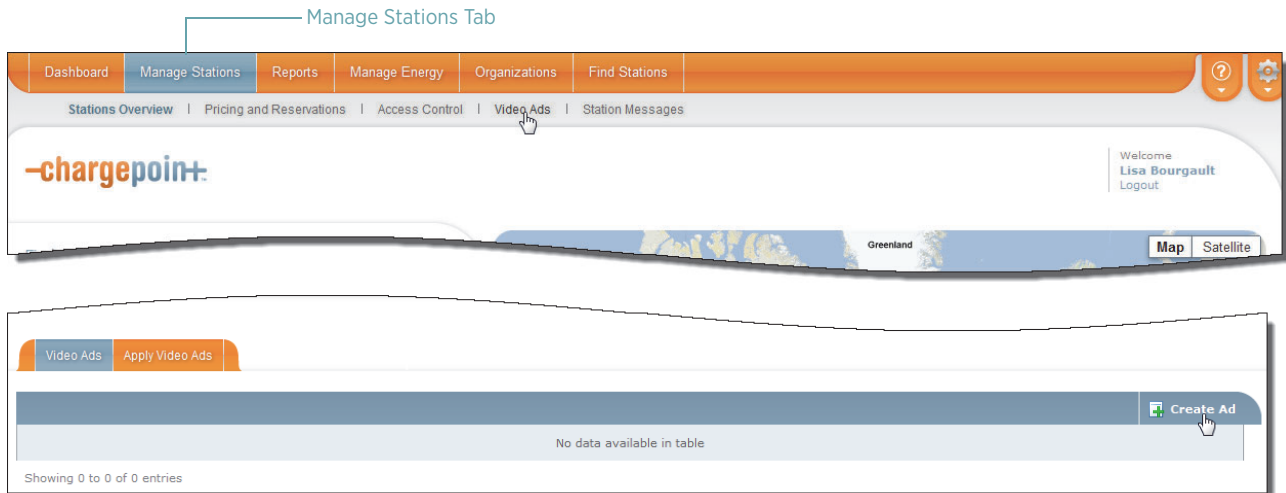
Two-part process

Applying a video ad is a two-part process:

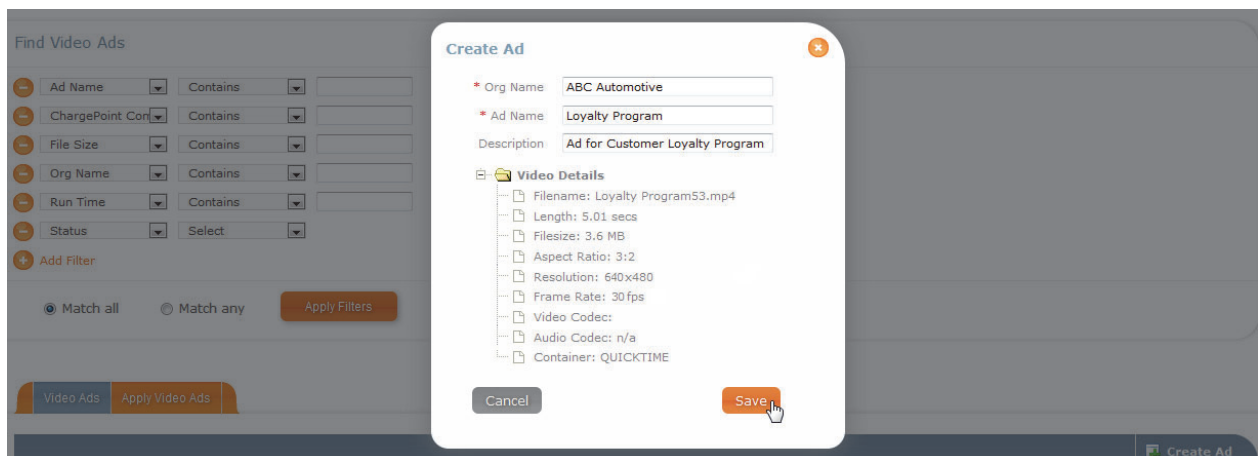
- First, submit your video ad to ChargePoint for validation.
- Then, once your video ad is validated, apply it to your CT4000 stations.

Submitting your video ad for validation

- 1 Log in to ChargePoint. Click **Manage Stations**, click **Video Ads**, then click **Create Ad**.



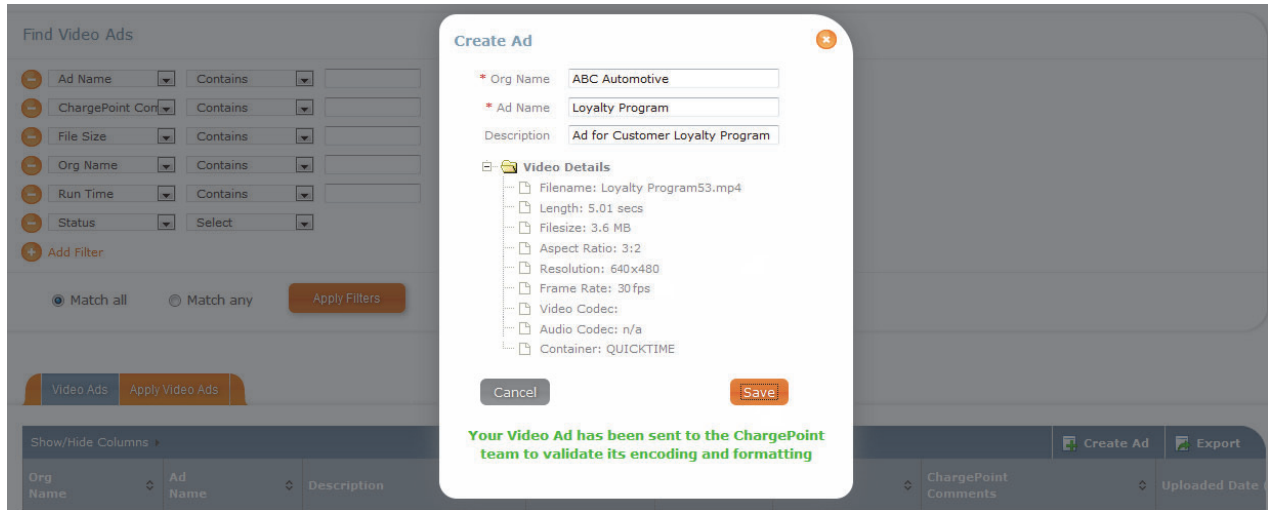
The Create Ad box opens.



- 2 Enter the Org name, if it has not already been entered for you.
- 3 Enter a name for the ad and add a brief description.
- 4 Browse for your video file, then upload it by clicking **Open**.

When the file is uploaded, its Video Details are listed. Double-check that the file meets all the requirements listed on page 1.

5 Click **Save**.



The ChargePoint team is notified that a video is waiting for validation.

NOTE: The ChargePoint team validates the video’s file format and specifications to ensure that the video will play properly.

Your uploaded file appears in your list of Video Ads. When your video has been approved, its status changes to ‘Validated’.

Org Name	Ad Name	Description	Run Time	File Size	Status	ChargePoint Comments	Uploaded Date (PST)	Uploaded By	No. Stations
ABC Automotive	Loyalty Program	Ad for Customer Loyalty Program	5.01 secs	3.6 MB	PENDING		2013-07-19 11:37:15	Lisa Bourgault	0

Newly uploaded files have a status of ‘Pending’

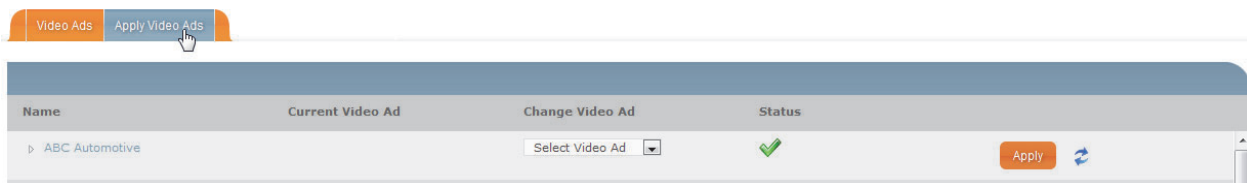
Applying your video ad to your stations

Once your video is validated, you can apply it to your stations.

Org Name	Ad Name	Description	Run Time	File Size	Status	ChargePoint Comments	Uploaded Date (PST)	Uploaded By	No. Stations
ABC Automotive	Loyalty Program	Ad for Customer Loyalty Program	5.01 secs	3.6 MB	VALIDATED		2013-07-19 11:37:15	Lisa Bourgault	0

Validated videos can be applied to your stations

1 Click the **Apply Video Ads** tab.



- 2 Click the arrow ▶ beside your Org name to display a list of your charging stations sorted by both custom and radio groups.

Name	Current Video Ad	Change Video Ad	Status
ABC Automotive		Select Video Ad	✓
▶ Custom Groups			✓
▶ Radio Groups			✓

- 3 Find the CT4000 station(s) you want by clicking through either **Custom Groups** or **Radio Groups**. (For more information on creating Custom Groups, see the training video called “Station Groups and How They Can Help you Scale”.)

Video Ads Apply Video Ads

Name	Current Video Ad	Change Video Ad	Status
▲ ABC Automotive		Select Video Ad	✓
▶ Custom Groups			✓
▲ Radio Groups			✓
▶ Radio1		Select Video Ad	✓
ABC AUTOMOTIVE / ABC		Select Video Ad	✓

- 4 For each CT4000 station, in the Change Video Ad column, select your video ad.

Name	Current Video Ad	Change Video Ad	Status
▲ ABC Automotive		Select Video Ad	✓
▶ Custom Groups			✓
▲ Radio Groups			✓
▶ Radio1		Select Video Ad	✓
ABC AUTOMOTIVE / ABC		Select Video Ad	✓
▶ Aker Wade		Select Video Ad	✓

- 5 Click **Apply**, then click **OK**.

The video ad is applied to the stations you selected. You may need to refresh the screen to see when your video ad becomes live on your stations.

Video Ads Apply Video Ads

Name	Current Video Ad	Change Video Ad	Status
▲ ABC Automotive		Select Video Ad	✓
▶ Custom Groups			✓
▲ Radio Groups			✓
▶ Radio1		Select Video Ad	✓
ABC AUTOMOTIVE / ABC	Loyalty Program	Select Video Ad	✓

— Your video is listed as the Current Video Ad

Formatting your video to run on ChargePoint stations

If your video is not successfully validated, or if you know that it does not meet the format requirements listed on page 1, follow the instructions in this section to reformat your video so that it will successfully run on ChargePoint CT4000 stations.

NOTE: If you cannot format your video to meet the requirements listed on page 1, that is OK. Follow the instructions in "If you cannot format your video" on page 8 for assistance.

To format your video, you need one of these video conversion tools:

- Handbrake for Windows or Mac OS
- Apple® QuickTime® Pro for Windows or Mac OS

NOTE: QuickTime Pro does not support all file formats. Ensure that your video is in one of these supported formats before purchasing QuickTime Pro: MOV, MPEG-1, MPEG-2, MPEG-4, 3GPP, 3GPP2, JPEG, DV, Motion JPEG, AVI, MQV, or H.264.

Additionally, because some file formats can contain many different kinds of audio and video, QuickTime may not be able to play all audio and video formats within a particular file format.

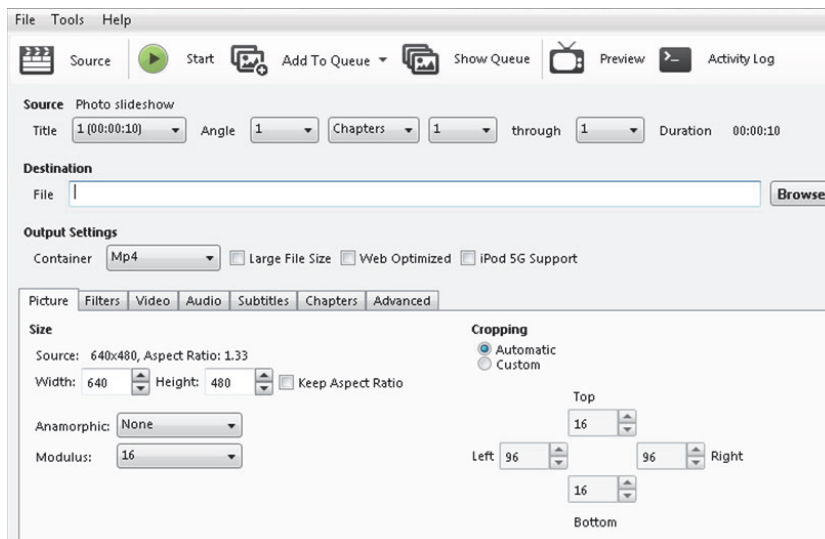
To format your video, follow the instructions for your video conversion tool:

- For Handbrake, see the following section.
- For QuickTime Pro, see page 6.

Formatting your video using Handbrake

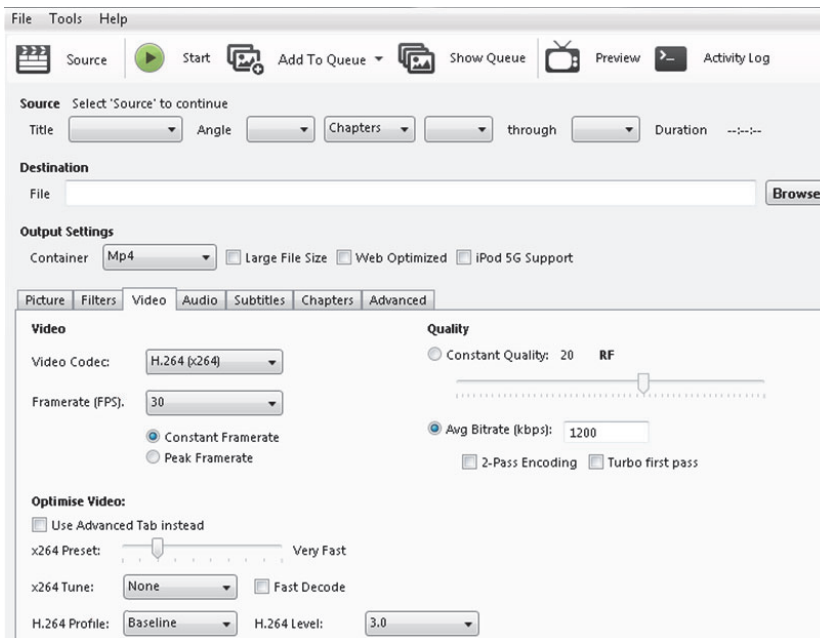
NOTE: The images in this section are from the Windows version of Handbrake. However, the same steps apply when you are using Handbrake with Mac OS.

- 1 Open Handbrake.



- 2 Click **Source**, then select your video file.
- 3 In the Destination box, browse to the folder where you want to save your video, then enter a name for your video file, including.mp4 extension.
For example: Loyalty Program.mp4
- 4 From the Container dropdown box, select **MP4**.
- 5 On the Picture tab, set the **Width** to **640** and the **Height** to **480**.

- 6 From the Anamorphic dropdown box, select **None**.
- 7 Select the **Video** tab, then adjust the video settings to match this example:



- 8 Click the green **Start** button.

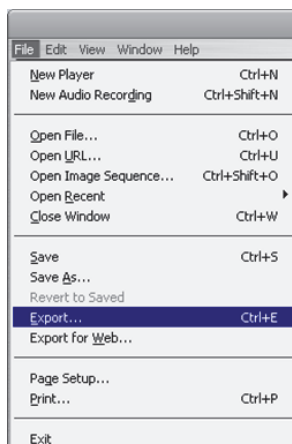
Handbrake starts to reformat your video. This may take a few minutes. When the formatting is complete, submit your video to ChargePoint following the instructions in "Submitting your video ad for validation" on page 2.

NOTE: If you need help with Handbrake, go to the Handbrake website at www.handbrake.fr.

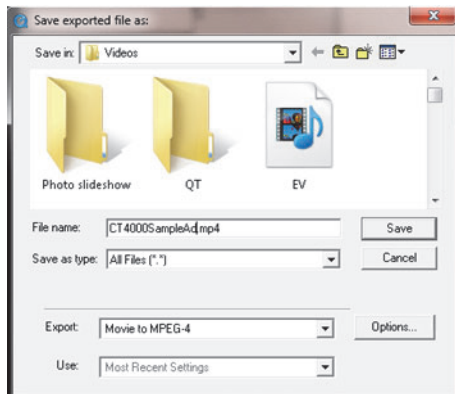
Formatting your video using QuickTime Pro

NOTE: The images in this section are from the Windows version of QuickTime Pro. However, the same steps apply when you are using QuickTime Pro with Mac OS.

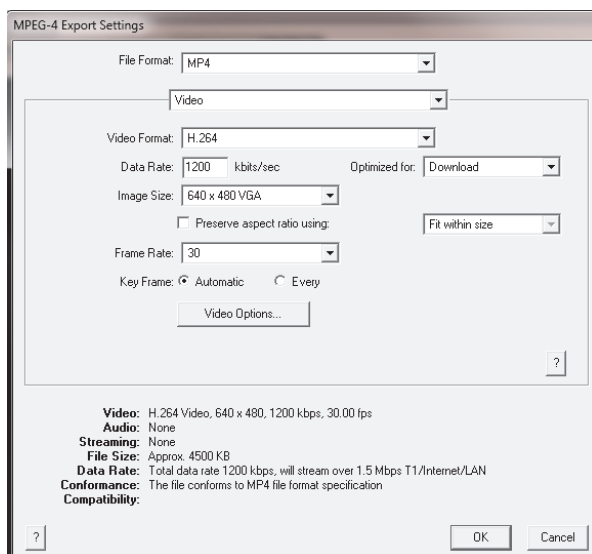
- 1 Open QuickTime Player Pro, then open your video file.
- 2 From the **File** menu select **Export...**



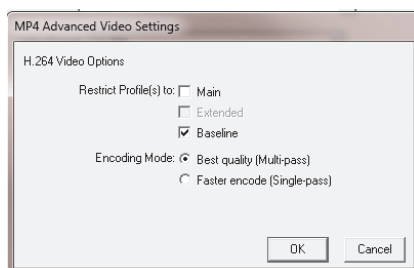
- 3 Name your reformatted video, then change the **Export** setting to **Movie to MPEG-4**.



- 4 Click **Options**, then adjust the MPEG-4 Export settings to match this example:



- 5 Click **Video Options** and ensure that **Baseline** is the only profile selected.



- 6 Click **OK**, then click **Save**.

QuickTime Pro starts to reformat your video. This may take a few minutes. When the formatting is complete, submit your video to ChargePoint following the instructions in "Submitting your video ad for validation" on page 2.

NOTE: If you need help with QuickTime Pro, go to the Apple website at www.apple.com.

If you cannot format your video

If you cannot format your video, follow these steps to request assistance:

- 1 Upload the video to ChargePoint
- 2 Send an email to support@chargepoint.com. Use this Subject line: 'Please help encode my video ad'.
- 3 In the email, include any information you think we should know about your video, such as:
 - If you want to use only a portion of the whole video (for example, only the first or last 30 seconds)
 - If you would like it zoomed, cropped, or letter-boxed to fit a 4:3 display.

The ChargePoint Video Team will format your video for you. Please allow at least 2–3 business days for the video to be ready to apply to your stations. When your video is, its status on the Pricing Rules tab changes to 'Validated' (see the image on page 3).

Creating a video slide show with QuickTime Pro

You can use one or more still images to create a video that will play like a slide show on your ChargePoint CT4000 stations.

Applying a video slide show to your CT4000 stations is the same two-steps process as for full-motion video ads:

- First, submit your video slide show to ChargePoint for validation.
- Then, once your video slide show is validated, apply it to your CT4000 stations.

Follow the instructions in this section to create and format a video slide show using QuickTime Pro.

Image format requirements

- File format: Most popular image formats, such as GIF, JPG, and PNG, are supported.
- Resolution: 640 x 480

You can use one image or multiple images.

Preparing your image files for the slide show

- 1 Place the images you want to use in your slide show in the same folder.
- 2 Plan the order of the images (which one is shown first, which one is shown next, and so on).
- 3 Rename the images so that they all have the same name plus a sequential number. The numbers determine the order in which the images will appear in the slide show, so make sure they are organized the way you want.

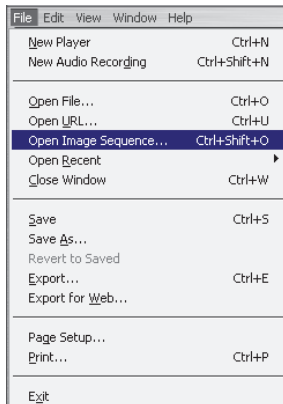
For instance: Image01, Image02, Image03
 slideshow1, slideshow2, slideshow3

Creating and formatting your video slide show

NOTE: The images in this section are from the Windows version of QuickTime Pro. However, the same steps apply when you are using QuickTime Pro with Mac OS.

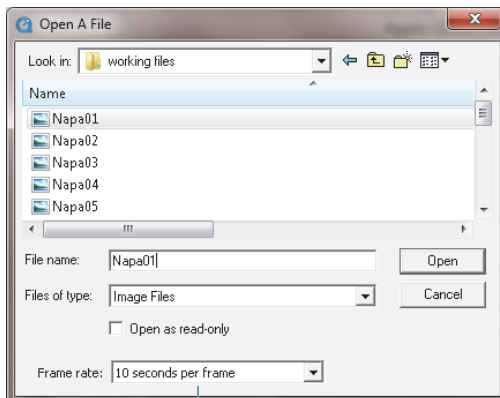
- 1 Open QuickTime Player Pro.

2 Click **File**, click **Open Image Sequence**.



The Open A File window opens.

3 Locate and select the first still image in the sequence—but *do not* click Open yet. (You have to set the Frame Rate first.)



Select the **Frame Rate** before clicking **Open**.

4 Select the **Frame Rate**. The frame rate determines how long each image displays during the slide show. You have a range of options, but the maximum is 10 seconds per frame.

For instance, if you want your video slide show to be 15 seconds long and you have 3 images, select **5 seconds per frame** as the Frame Rate. Or, if you have 5 images and select **4 seconds per frame**, your video slide show will be 20 seconds long.

The duration of the slide show must be between 10 and 60 seconds, just like a full-motion video ad.

TIP: If you want to display only a single still image for longer than 10 seconds, make at least one copy of the original image. Rename all image files as described in Step 3 of "Preparing your image files for the slide show" on page 8, then select the Frame Rate you want.

If you have two identical image files and select a Frame Rate of 10 seconds per frame, the same image will display for 20 seconds; if you have three identical image files and select a Frame Rate of 5 seconds per frame, the same image will display for 15 seconds.

5 Click **Open**.

QuickTime Pro creates the video slide show, then opens the slide show in a preview window.

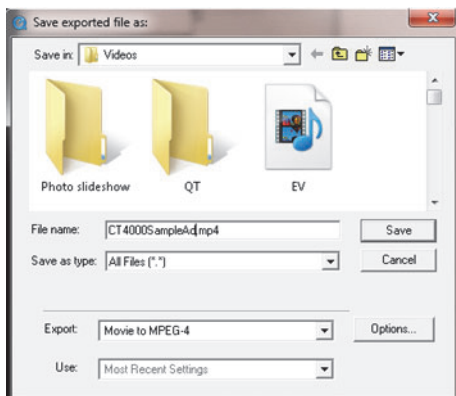
6 Click the **Play** arrow to preview your new video slide show and ensure that the images appear in the correct order.

If necessary, go back to "Preparing your image files for the slide show" on page 8 and re-number your image files to the sequence you want, then create a new video slide show following the steps in this section.

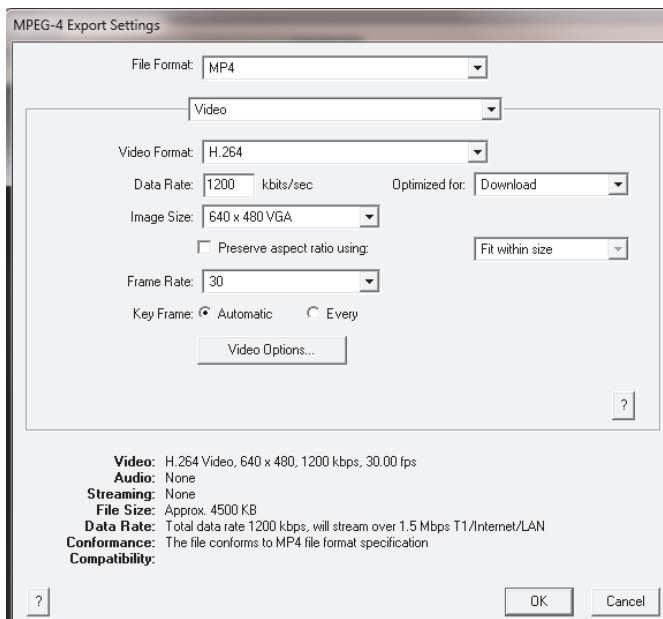
- 7 If you are happy with your video slide show, click **File**, then click **Export....**



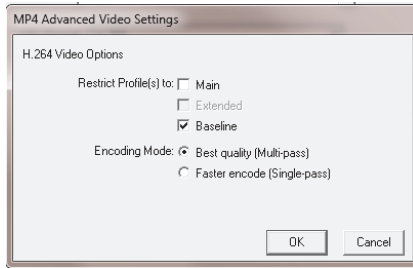
- 8 Name your video slide show, then change the Export settings to **Movie to MPEG-4**.



- 9 Click **Options**, then adjust the MPEG-4 Export settings to match this example:



- 10** Click **Video Options** and ensure that **Baseline** is the only profile selected.



- 11** Click **OK**, then click **OK** again. Then click **Save**.

Your video slide show is complete. Continue by submitting it to ChargePoint for validation, following the instructions in "Submitting your video ad for validation" on page 2.

NOTE: If you need help with QuickTime Pro, go to the Apple website at www.apple.com.