



IOTG

Internet of Things Group

# Intel® Retail Client Manager (Intel® RCM) Self-Guided Training Syllabus

July 29, 2014



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# Revision History

Description	Revision Date
Initial release	February 2014
Added Intel® RCM Remote Control video, new template and reformatted the slides	June 25, 2014
Added Intel® RCM Audience Analytics videos	July 17, 2014
Moved the Intel® RCM Training Manual to Level 1	July 29, 2014

# Agenda

Course Syllabus

Course Material Snapshot

Training Material Descriptions and Links

# Course Syllabus

## Recommended Learning Path

### Phase 1 - First Start

The Quick Start Guide helps you install the software and configure it to connect to the server, and configure your player. Use the Simple Campaign Tutorial to create and publish your first campaign.

### Phase 2 - Advanced Campaigns

The *First Three-Zone Campaign* video will show you how to make some eye-popping campaigns. Enhance your campaigns with tickers, commands, interesting schedules, and mixed media types, including video, still images, web resources, ticker zones, and RSS feeds. Once these are complete, the *Triggers* video teaches you how to create and start triggered campaigns.

### Phase 3 - Managing Media

Scale media management with *Playlists* and *Introduction to Managing Media*. Playlists scale to multiple campaigns and media libraries to apply to multiple projects. Build two campaigns with the same playlist.

### Phase 4 - Conditional Play

Conditional play varies what is played in a campaign. You learn how to vary what's displayed in a campaign based on media types with the *Conditional Play: Categories* video. *Conditional Play with Intel® Audience Analytics* will teach you how to change what's played based on audience characteristics (age, gender, etc.)

## Administration

Learn about domain administration including user roles and permissions and how they relate to projects, reports, and creating custom roles, and about device management using *Intel® RCM Remote Control*.

# Course Material Snapshot (1 of 2)

Title	Phase	Level	Format
Intel® Retail Client Manager: Quick Start Guide	1	Getting Started	Document
Intel® Retail Client Manager Channel Creation Tutorial	1	Getting Started	Video
Intel® Retail Client Manager Simple Campaign Tutorial	1	I	Video
Intel® Retail Client Manager Video Tutorial: Tickers	2	I	Video
Intel® Retail Client Manager Three-Zone Tutorial	2	I	Video
Using the Intel® Retail Client Manager Schedule Functions	2	I	Video
Intel® Retail Client Manager: Create Playlists	3	I	Video
Intel® Retail Client Manager Training Manual	2	I	Document
Intel® Retail Client Manager Video Tutorial: Triggers	2	II	Video
Intel® Retail Client Manager: Creating Commands for Remote Devices	2	Advanced	Video
Intel® Retail Client Manager Video Tutorial: Managing Media	3	Advanced	Video

Course material is accessible on both [www.intel.com/rcm](http://www.intel.com/rcm) and YouTube ([www.youtube.com](http://www.youtube.com)). Search for “Intel RCM”.

# Course Material Snapshot (2 of 2)

Title	Phase	Level	Format
Intel® Retail Client Manager Conditional Play by Category	4	II	Video
Conditional Play: Intel® RCM Audience Analytics	4	II	Video
Intel® RCM Audience Analytics Configuration	4	II	Video
Intel® RCM Audience Analytics Reports	4	II	Video
Intel® RCM Remote Control	Admin	II	Video
Intel® RCM User Roles and Permissions	Admin	Advanced	Video

# Training Material Descriptions (1 of 3)

[Quick Start Guide](#) – This document guides you from installation to running your first campaign. Topics include required prerequisite software, installing campaign manager, connecting to the server, configuring the Intel® RCM Player, and publishing your first campaign.

[Channel Creation and Player Registration](#) – This video shows how to create a channel in Intel® Retail Client Manager, and how to register a new player to this newly created channel.

[Simple Campaign Tutorial](#) – This introductory video walks you through setting up a very simple campaign in Intel® Retail Client Manager, using the concepts of What, When, and Where. A single-zone, full-screen campaign is created, scheduled, assigned to a channel, and published.

[Tickers](#) – This video contains an overview of tickers in Intel® RCM, both as a project entity and as a campaign zone. Details include creating tickers in campaign zones, creating tickers as project entities, static tickers, and dynamic RSS tickers.

[First Three Zone Campaign](#) – This video shows how to create campaigns with multiple display zones, including: zone sizing and placement, adding media, organizing playlist order, and configuring an RSS Ticker feed. A simple schedule is extended and a channel is assigned to the campaign and published.

[Schedules](#) – This video delves deeper into the “When” of Intel® Retail Client Manager, including public schedules, importing/exporting schedules, basic scheduling, and complex recurrent scheduling.

[Commands](#) – This video explains how the command entity works with Intel® Retail Client Manager including creating a command entity, using the command details view, and a custom command overview.



# Training Material Descriptions (2 of 3)

[Intel® RCM Training Manual](#) – This document covers advanced operations of scheduling, defining roles and permissions, playlist management, manageability commands, and conditional play – both categorical and Intel® AIM-based.

[Triggers](#) – This video explains how an external resource can interrupt an Intel® RCM campaign by triggering another specific campaign to play. This tutorial details configuring a player to work with triggers, creating a trigger campaign, testing the trigger, and using the trigger command console.

[Playlists](#) – This video describes the different playlist types (Ordered, Random by Duration, Randomly Count-Based, and Ordered Count-Based) and shows how to create playlists, import/export playlists, and use the “update related campaigns and publish” option.

[Introduction to Managing Media](#) – This video explores the role of a typical media manager (someone who creates and manages media) in Intel® RCM, detailing how a media manager would work with media libraries and playlists.

# Training Material Descriptions (3 of 3)

[Conditional Play: Categories](#) – This video explains the benefits and use of conditional play by category, category creation, assigning categories to channels, and assigning categories to campaign media.

[Conditional Play: Intel® RCM Audience Analytics](#) – This video explains how to use *Intel RCM Audience Analytics* to configure content for conditional play by audience demographics.

[Intel® RCM Audience Analytics Configuration](#) – This video explains how to enable an Intel RCM Player for *Intel RCM Audience Analytics*, including audience counter instance and sensor configuration.

[Intel® RCM Audience Analytics Reports](#) – This video explains how to run different types of *Intel RCM Audience Analytics* reports, which generate graphs that are used to investigate audience metrics for a campaign. Please refer to the Intel RCM Help system documentation for the Reports server URL.

[Intel® RCM Remote Control](#) – This video explains how to use the *Intel RCM Remote Control* feature to remotely control Intel RCM Player platforms, and covers configuring and provisioning Intel® AMT credentials, as well as the use of available commands for in-band and out-of band control.

[User Roles and Permissions](#) – This video explains Intel RCM's security schema of users, roles and permissions. Details include creating users, default roles, creating roles, managing roles, and editing permissions.

