



touchtech **LIMA**

Content Production Guide

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1.1 Preferred Resolutions

Lima has been designed to use the highest available resolution to provide a rich visual experience. The objective will be to create background and account images suitable for 4K resolution. Lima will automatically scale down this resolution when are not using a 4K enabled display.

Resolution

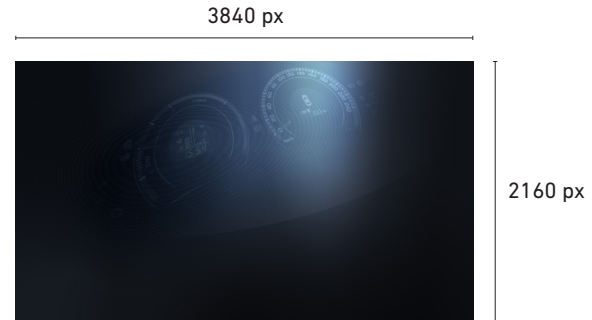
Backgrounds: 3840 x 2160 px

Account Images: 800 x 800 px

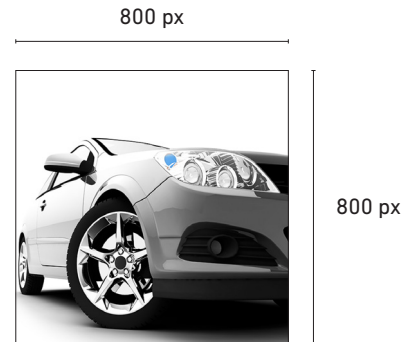
Aspect Ratio

Lima is designed for an aspect ratio of 16:9.

Background Image Resolution



Account Image Resolution



1.2 Background Images

Below are a list of important factors to consider when designing background images for Lima.

Background Types

There are three different background image types used in Lima. **The main background, the accounts background and the extended display background.**

Accounts Background

Each account can have its own individual background image. Place the corresponding background image in the root directory of the folder that is synchronized to the account. The background image file must have the following naming convention **“.background-main.png”** or **“.bg-main.png”** where PNG is the image file type, can also be JPEG, GIF, BMP, etc.

The Environment

Identify the hardware installation type. Is the touchscreen mounted on a wall, on a stand or is it being used as a table? When the touchscreen is being used as a table it is important to take into consideration that the users will be standing or sitting around the screen. Therefore it is highly recommended to use an image that

allows many users as possible to read and understand the message, logo etc. that is to be used for the background image from many angles. Example: When using a company logo it is best practice to place it on the short-side right in the vertical orientation.

Keeping Contrast

Always keep a high contrast between the background and the content. The objective is to achieve high readability. Example: When using a dark background image, light colored text should be used to keep the contrast high. This becomes especially important when using Lima on different displays that have different color and contrast settings.

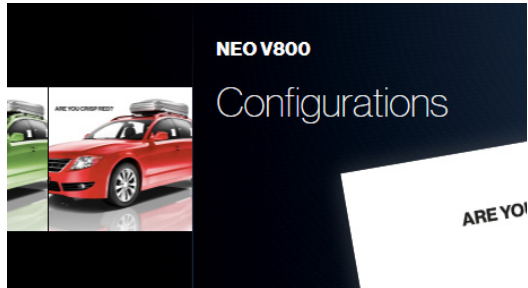
Background Content

Less is more. Background images should be simple with few colors and with high contrast gradients. A subtle pattern can also work well. When branding the background with a logo take note of the installation environment; horizontal or vertical mounted displays. Complicated images or photos are not recommended since they have high amount of detail and can confuse the user when interacting with content.

Contrast Examples

The image below exemplifies the goal to have good contrast; dark background with light text.

This is recommended.



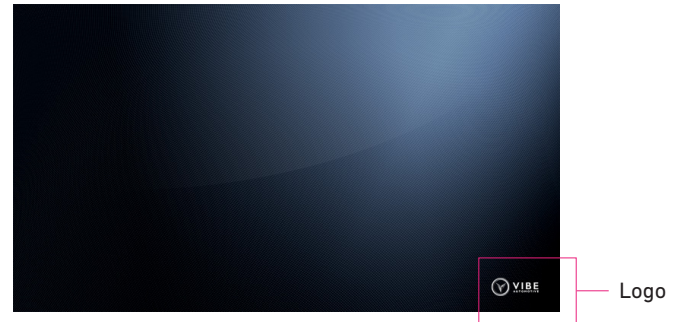
The image below exemplifies the goal to have good contrast; light background with light text.

This is NOT recommended.



Logo Placement Examples

The image below is the recommended logo placement for a wall mounted (vertical) display.



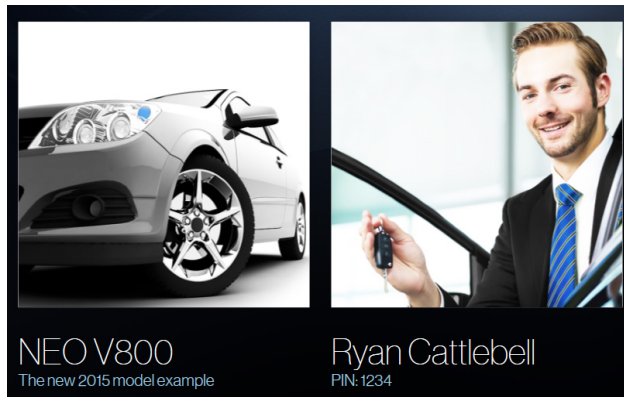
The image below is the recommended logo placement for a table (horizontal) display.



1.3 Account Images

In Lima, accounts are used to differentiate between presentations (company, persons, product etc.). The account images are square and can include both header and sub header titles. The colors of these headers can be adjusted under the appearance setting in the Touchtech Lima Configuration application. Images with transparency are not recommended to be used.

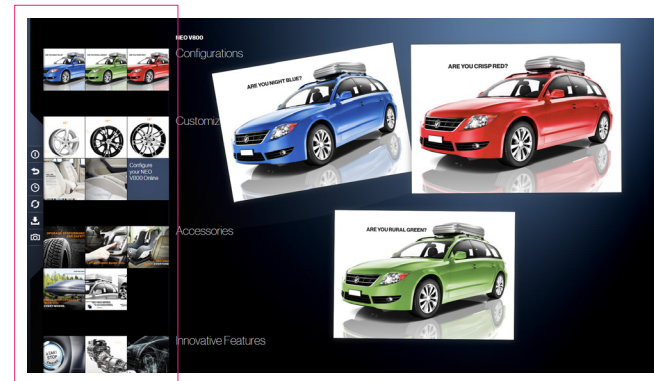
Example Of Accounts



1.4 Menu and Icons

When designing the main background it is important to have the menu in consideration. The menu is positioned to the left and will cover approximately 23 percent of the background. The background that is beneath the menu and icons will not be clearly visible. Always take this into consideration when creating an account background image. The colors of the menu and the header text for the icons can be adjusted under the appearance setting in the Touchtech Lima Configuration application.

Menu and Icons



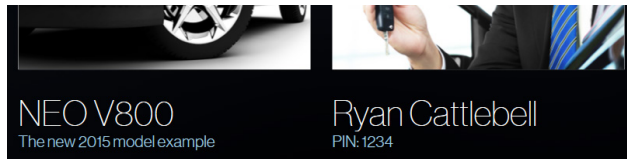
Lima menu and icons (approx. 23 % of image width).

1.5 Typeface and Headers

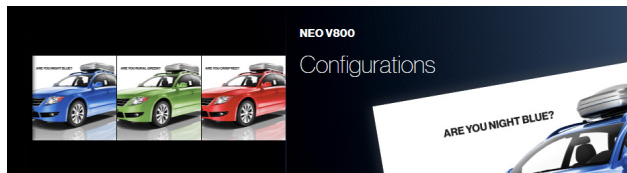
The typeface used in Lima is **Neue Haas Grotesk Display**. The colors of these headers can be adjusted under the appearance setting in the Touchtech Lima Configuration application.

There are four locations where the headers and sub headers will be visible in Lima. Two in the account selection area and two in the main interaction area.

Accounts Selection Area



Main Interaction Area



1.6 Contrast and Colors

It is important to take into consideration that different displays render colors and contrast differently. It is recommended that there is a high contrast between the background and the content. Clear colors should be used to guarantee high readability resulting in better user interaction by minimizing confusion.

Please refer to the bundled sample content in Touchtech Lima as a reference.



1.7 Supported Filetypes

Touchtech Lima supports many common file types.



*for Word, PowerPoint and Excel,
Microsoft Office 2010 or newer is required.

1.8 Screensaver (Digital Signage Mode)

The Lima screensaver (digital signage mode) is comprised of images and videos presented in a slideshow. An option to use an overlay is also available and this will display on top of all the content during the screensaver.

The Overlay Image

The overlay is a transparent image file and will be visible when the screensaver is active. The recommended resolution is 3840 pixels x 2160 pixels (4K).

It is recommended not to use text in the overlay as this may cause confusion with the content displayed in the screensaver.

The overlay image must have the following naming convention "Screensaver_Overlay.png" where PNG is the image file type, can also be JPEG, GIF, BMP, etc. The image must be placed in the following directory folder "%ProgramData%\Touchtech\Lima\1.0\Content".

The Slideshow

The screensaver content should emphasize an important message and direct the users to interact and utilize the multi-touch display to explore and experience the content.

Using both images and video files is applicable however it is recommended to use no more than 4 to 5 pieces of content to keep the message simple and easy to understand for all users.

Call to Action

Lima invites users to interact with the display by randomly moving an attraction animation. This animation can be toggled enable/disable in the Touchtech Lima Configuration application under the Screensaver settings. This call to action animation uses the primarily color selected in the Appearance settings.

2.1 Content Creation

Lima has been engineered to use your existing digital assets such as images, videos and PDF documents. The software will scale images, create and crop icons to fit automatically for use right away.

However to maximize the user experience this section of the guide will allow you to optimize and future proof your content for Touchtech Lima.

Different Displays

It is important to take into consideration that different displays render colors and contrast differently. It is recommended that there is a high contrast between the background and the content. Clear colors should be used to guarantee high readability resulting in better user interaction by minimizing confusion.

Consistent and Uniform

It is important when designing the content for Lima to keep everything consistent and uniform. This will minimize user confusion and place more emphasis on the content and message you are conveying.

Lima Is A Messenger and Not Just a Technical Solution

Lima was designed and developed for the user. It may be a technical tool however its ease of use and intuitive functionality allows you to create an experience around your message that is both fun and informative.

Therefore Lima is the canvas where your company brand, products, solutions etc. can be expressed and experienced by your audience to have a lasting impression.

Be Creative

There is no such thing as a right or wrong way of creating content. Lima invites you to take advantage of its powerful features and abilities to emphasize your message and to allow your audience to be part of an experience.

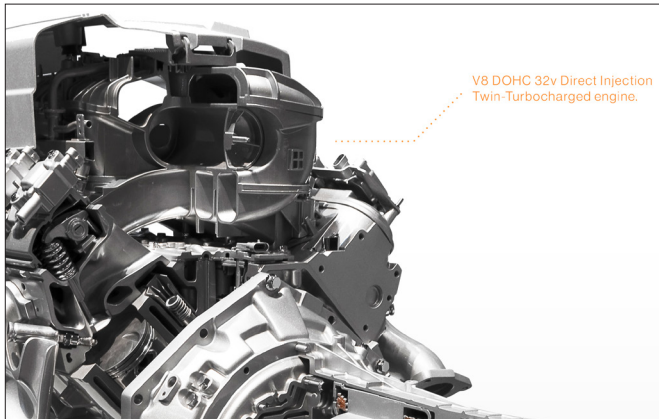
2.2 Images and PDF Files

Touchtech Lima supports any asset resolution and aspect ratio. It is recommended to use high resolution images and PDF files whenever possible (4K). In Lima the user is easily able to pinch and zoom into content and having the best resolution allows for a more crisp and visually enjoyable experience.

Zooming In: High Resolution Example

Below is an example that illustrates how high quality content when zoomed into will appear.

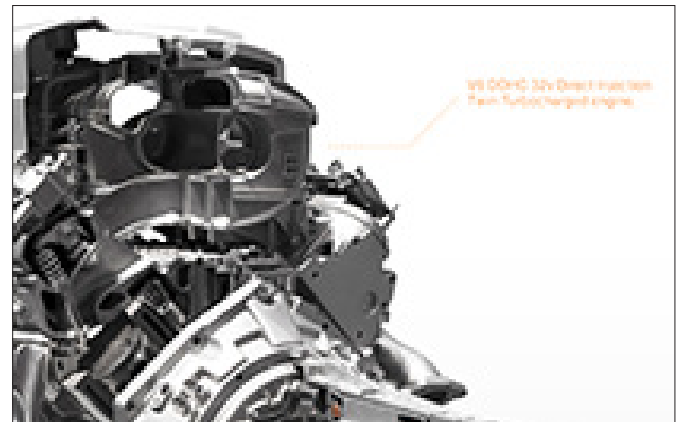
This is recommended.



Zooming In: Low Resolution Example

Below is an example that illustrates how low quality content when zoomed in will appear.

This is not recommended.



PDF Files

Lima supports any resolution and aspect ratio for PDF files. Swiping from left to right will display the page you are on. Therefore spreads in a PDF file are not recommended.

2.3 Documents

Touchtech Lima is able to import your existing Microsoft Office Word (.doc), PowerPoint (.ppt) and Excel (.xls) documents. However for this feature to function you must have a copy of Microsoft Office 2010 or newer installed on the computer running Lima.

PDF documents are supported without any prerequisite software installed.



2.4 Audio and Video

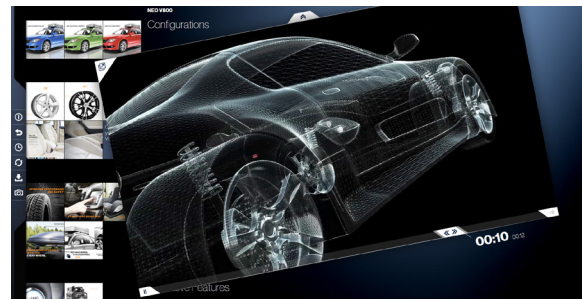
Video

Lima supports all common video file formats MPEG, MOV, AVI, WMV etc. The built in video player will play video content as long as the supported video codecs are installed on the computer. Rotating, zooming and moving a videos across the screen is a standard feature. There is an option for auto play and looping that can be toggled enabled/disabled in the general setting section in the Touchtech Lima Configuration application.

Audio

Lima does not currently support audio file formats. However a workaround is to create a video that includes the required audio track.

Example of a video



2.5 Thumbnails

Thumbnails are automatically generated and cropped by Lima to be square. The first page of documents will be the thumbnail generated by Lima and will include a small document icon in the bottom left. For videos the thumbnail is a randomly selected frame where Lima estimates is optimal and a small play icon will appear on the bottom left.

Custom Thumbnails

You can also create custom thumbnail images for your content. These thumbnails images must be 300 pixels x 300 pixels. Once you have created your thumbnail image it must be placed in the content folder where the content file is located. The following naming convention must be used “.<file name>.preview-menu.jpg” where JPG is the image file type, can also be GIF, BMP, PNG, etc.

Example

You ave created a JPG thumbnail image to replace the auto generated thumbnail.

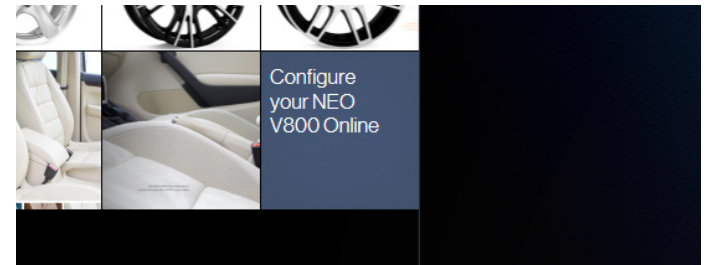
Original file name : “001_ILoveLima.pdf”.

The thumbnail name : “.001_ILoveLima.preview-menu.jpg”

2.6 Web Links

Lima is able to load web content by importing web shortcut links. Web links will generate automatically and will display the shortcut file name as a thumbnail. It is recommended to use inviting names to engage the users or to use custom thumbnails.

Example of a Web Link Icon




2.7 Sharing Content

There are many ways to share content within Lima. You can share content to a USB thumb drive, local computer folder, network share folder or print the content directly to connected printer (local/network). To share content to a mobile device the content must be synchronized via DropBox or must be a web link.


2.8 Examples

The following is a review what has been discussed earlier to visually assess the best practices.


The Accounts Menu




The background of the menu is a dark blue image featuring a close-up of a car's instrument cluster. It includes a speedometer on the right, a tachometer on the left, and a central digital display showing '1554' and 'km/h'.

			
<p>Autotainment Inc. About the dealership example</p>	<p>NEO V800 The new 2015 model example</p>	<p>Ryan Cattlebell PIN: 1234</p>	<p>Touchtech Lima The sales tool for showrooms</p>


Contrast of Background and Menu




NEW FUEL-EFFICIENT BLUE




NEW FUEL-EFFICIENT GREEN




NEW FUEL-EFFICIENT RED




15"




17"




19"




CALL THE NEOSALES TEAM




Configure your NEO V800 Online




UPGRADE PERFORMANCE AND SAFETY!




LET US HELP YOU SAVE MONEY




NEO V800. DRIVING EVERYONE.




MAKE YOUR LIFESTYLE WORK FOR EVERYWHERE.




NEO V800. ACCESSORIES TO ACCESSORIES.



START STOP ENGINE





NEO V800

Configurations

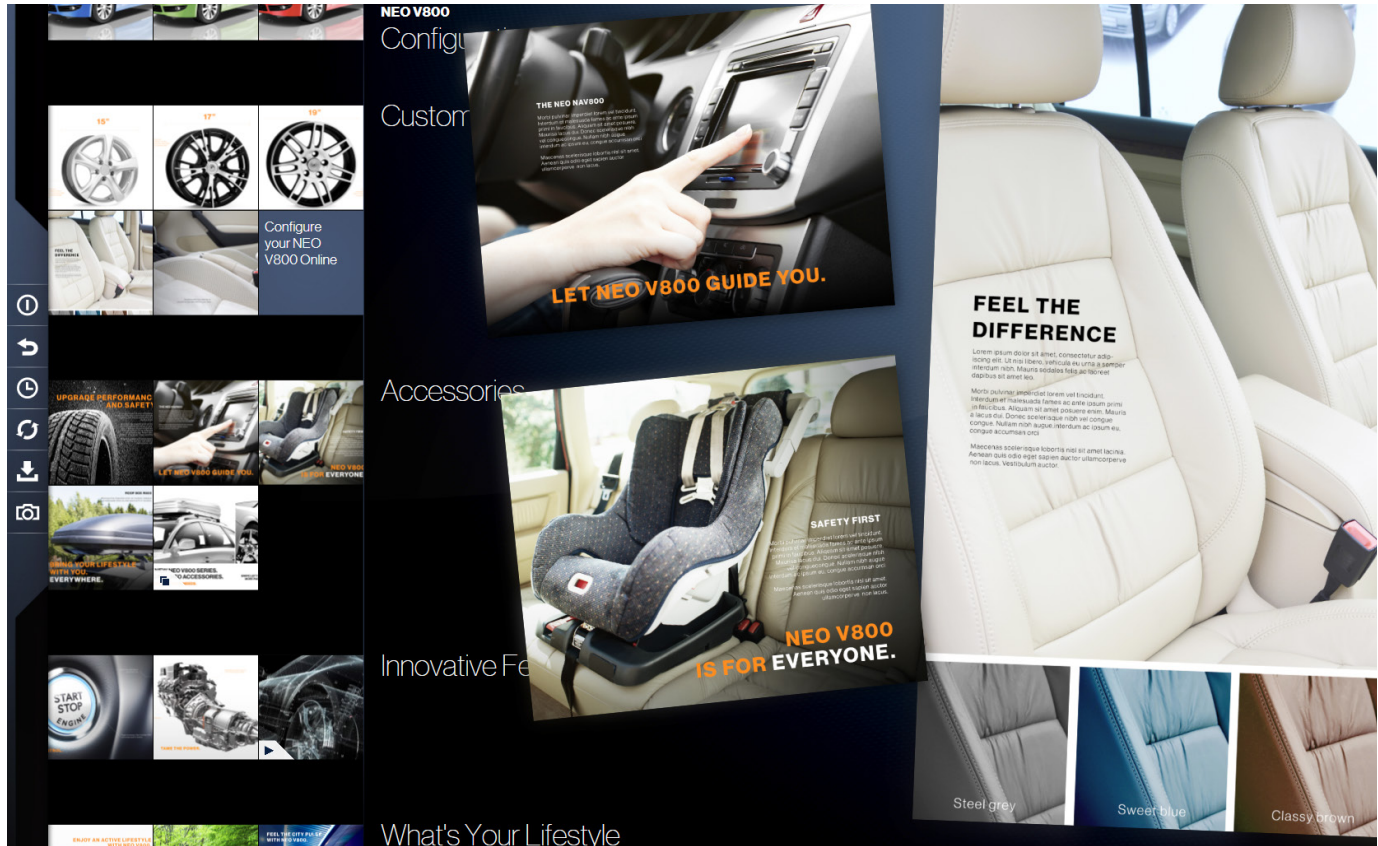
Customize to your style

Accessories

Innovative Features

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Content Examples



Content examples

NEO V800

Configurations

Customize to your style

Accessories

Innovative Features



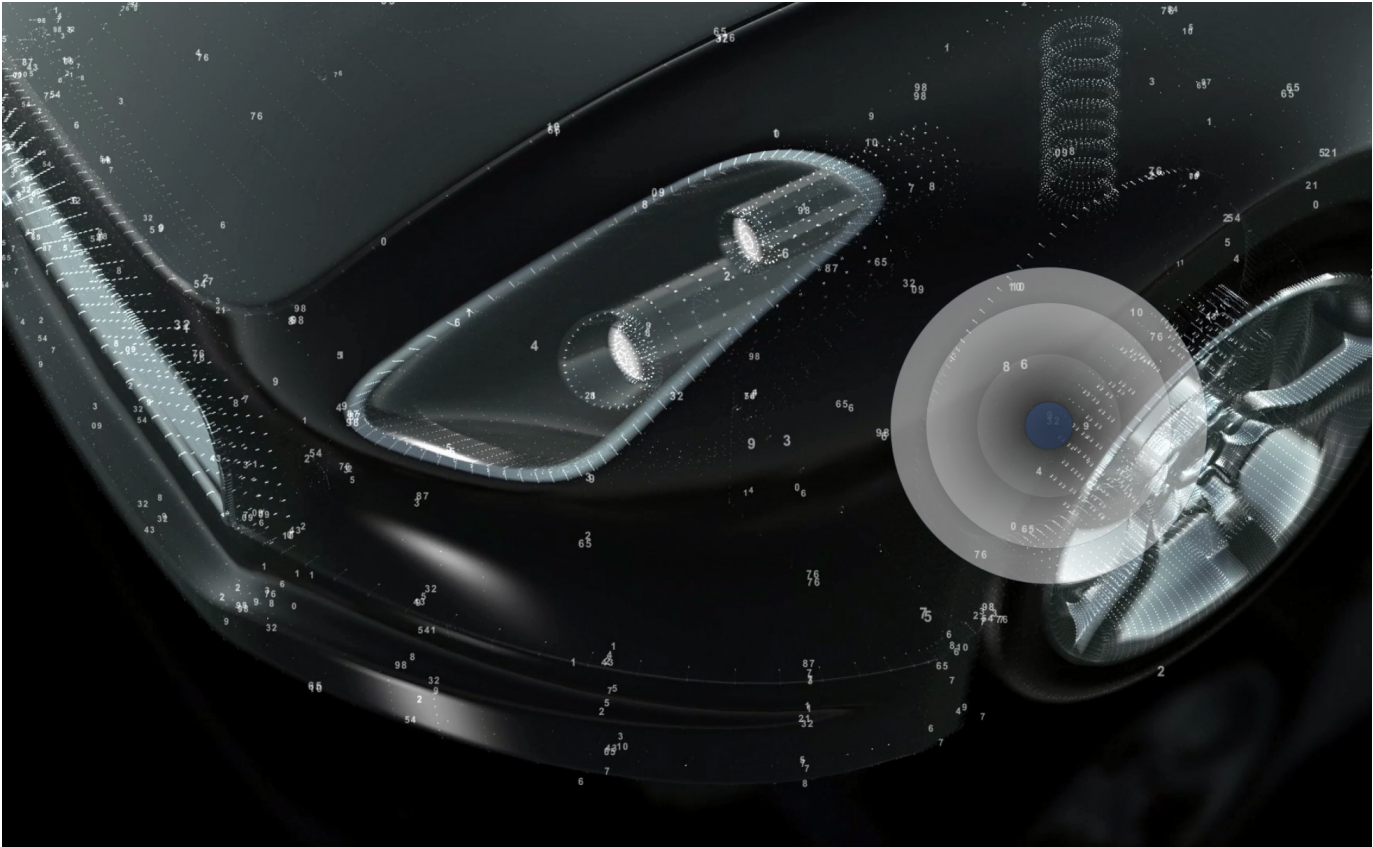
Configure your NEO V800 Online







Screensaver - Call to Action



Background with Subtle Pattern and Branding

