

# Invoke Platform

## Media Guidelines

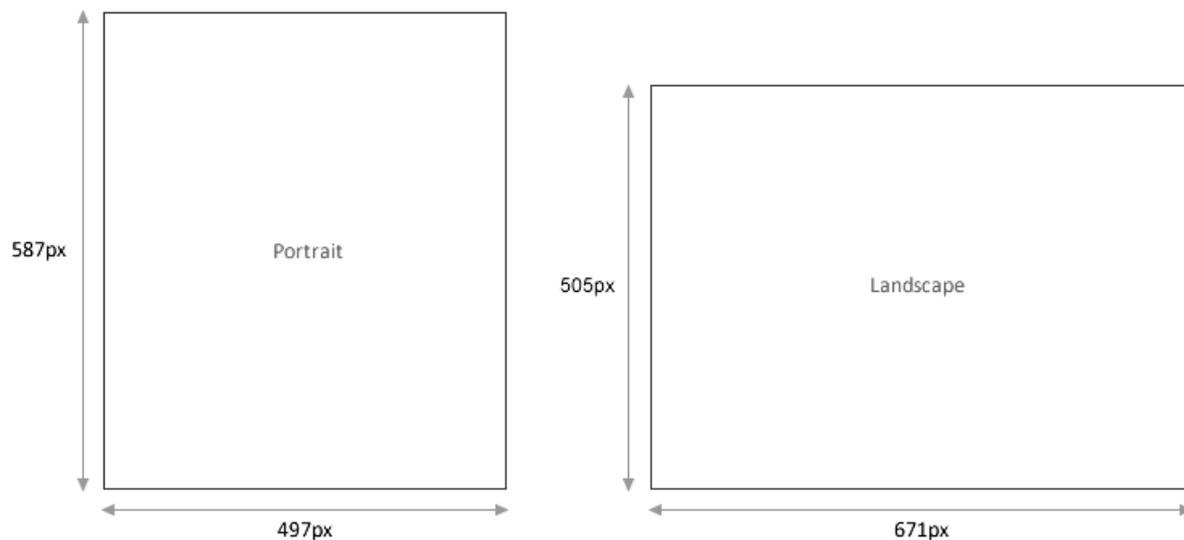
This document provides the guidelines that apply to the different types of Media that can be used in Engage Research Session. Media is added in the IStudio questionnaire or in an Engage Live/Open session by the Technical Moderator.

### Supported Media

Media can be any typical web content, including the following: Images, Audio/Video, Flash, HTML pages, PowerPoint slides or any combination of this list.

### Display and Orientation

Media is displayed to participants in either one of the following layouts:



#### Pop-up Images:

Media can also be displayed as a popup (in a new browser instance); to avoid scrollbars with a popup use media size in up to 1000w x 750h (in pixels).

### Still Image Guidelines

The following file formats can be used: JPEG, BMP and GIF (Animated GIF is not supported)

### PowerPoint Guidelines

When importing PowerPoint slides, dynamic content is not supported\* (animation, movies, sound). Please set the presentation format of the PowerPoint slides to match the session orientation. For example, if you are going to run a portrait session your PowerPoint slides must be in portrait format. **Portrait** (In Inches): 6.88w x 8.08h **Landscape** (In Inches): 9.28w x 6.96h.

\*Use the 'Slideshow' interactive media in order to maintain presentation's transitions, timing or sounds (see 'Interactive Media Services' section below).

## Flash and Video Guidelines

Motion or interactive content should be imported in FLV (Flash Video) or SWF file formats\*.

### Guidelines:

- Max Resolution (in pixels): **Portrait:** 497w x 587h ; **Landscape:** 671w x 505h ; **Popup:** 1000w x 750h
- FLV and SWF files should be compatible with Adobe Flash Version 9 or above
- Interactive Flash animations are supported
- Media duration should be update according to video length or the time required for the interaction

\*Windows Media (WMV), MPEG, MPG, AVI and QuickTime Movie are not supported. Media files in these formats can be submitted to Invoke and will be converted to SWF or FLV formats *for an additional fee.*

## Playing Media from External URL

Engage Platform supports playing media files stored on remote servers.

It is highly recommended that large, long and high-resolution media files (SWF, FLV) will be stored and played directly from a remote server.

Media files played from an external URL are subject to the same flash and video guidelines described above.

## Audio Guidelines

Audio cannot be uploaded to IStudio as a standalone file. All audio files must be converted to a video. Use a picture, blank page or corporate logo and combine it with the audio file.

# Interactive Media Services

Invoke offers media customization services of highly interactive and engaging media types based on client materials.

The following media types can be customized upon request:

- Magnify Glass (Magnifier)
- Slideshow
- Page Flipper

Invoke Support will need to be alerted at least two business days prior to a session requiring any of the following media types. Invoke Support will then implement the interactive media tool into the IStudio program and share it back with the client for review.

- Demo page: <http://www.invoke.com/interactive-media>

## Magnify Glass (Magnifier)

Magnifier media type allows participants to zoom into areas of highly detailed images. This media type can serve various use cases such as: print ad testing and packaging testing.

### Display and Interaction:

Magnifier media is displayed within media area on the participant interface (left side) or as a popup.

### Guidelines:

- Original image should be x2 in width and in height of the display area
  - o Image size requirements in **Portrait**: w994 h1174
  - o Image size requirements in **Landscape**: w1342 h1010
- Participants should be informed to zoom into areas of the image using the mouse cursor. This can be done either through an instructional text slide prior to the magnified image or within the body of the question text
- Display in a popup in different size will require additional work per project



## Slideshow

Slideshow is a common way of showing multiple-page content in a presentation-like mode. The slideshow media type allows an accurate conversion of PowerPoint presentations into interactive flash files. The converted flash file keeps all interactive behaviors such as: transitions, action buttons, sounds and more.

### Display and Interaction:

- Displayed embedded within media area on the participant interface (left side)
- Displayed in a popup in any required format and size

### Guidelines:

- Client can provide:



- A complete PowerPoint presentation
- Set of images, texts and detailed requirements
- Participants should be informed of how to browse through the slides show. This can be done either through an instructional text slide prior to the slide show or within the body of the question text

## Page Flipper

Page flipper media shows multiple-page content in a magazine-like display where user can flip through pages.

### Display and Interaction:

- Displayed only in a popup in any required format and size

### Guidelines:

- Client can provide:
  - Set of images, texts, flash movies, and detailed requirements
- Participants should be informed to open the linked web page and flip through pages. This can be done either through an instructional text slide prior to the page flipper link is presented or within the body of the question text.



## See more Interactive Media types on our Demo page:

<http://www.invoke.com/interactive-media>

### Invoke Support

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