

Create a Floats / Layer

June 2010

Installation MXP Extension Kit

Hello Creative-Team,

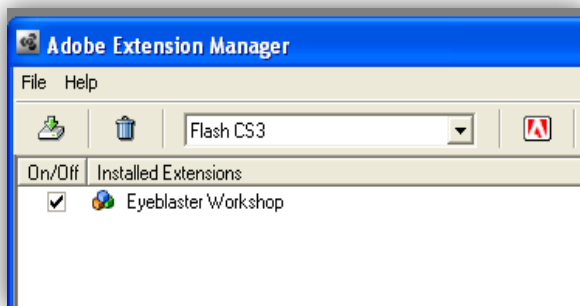
We are pleased that you work with MediaMind.

To facilitate your, we offer you the MediaMind Workshop MXP Extension kit, with which you can create and upload your Ads very simple. All needed Scripts are included.

Please download the Workshop here: [Download MXP Extension Kit](#)

And install it with the den Adobe Extension Manager.

In some cases you have to install the [Macromedia Extension Manager](#), if it is not in part of your Adobe Creative Suite gehört.

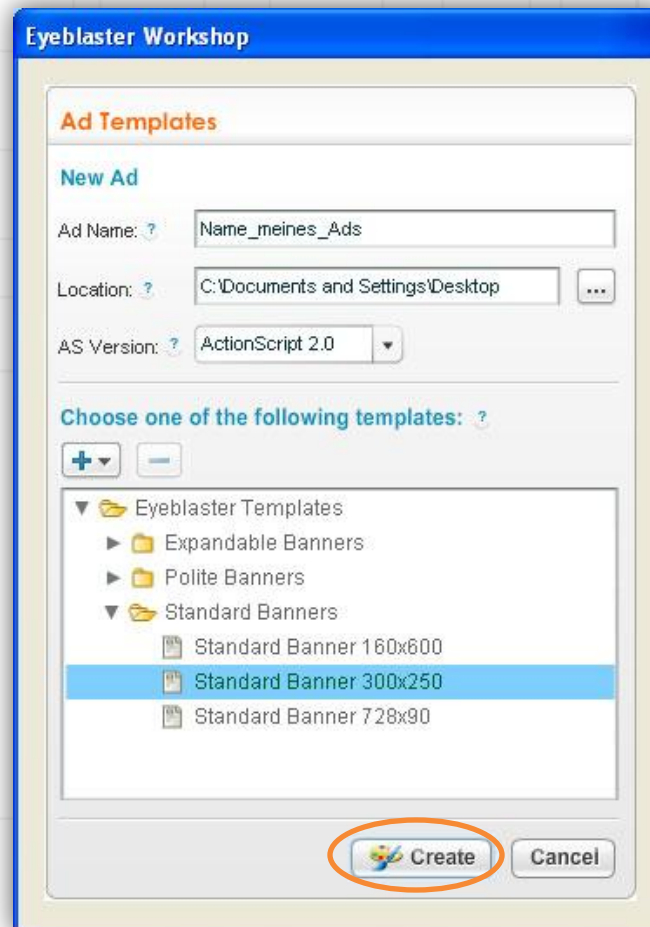


Create a Float / Layer

Please use Template Standard Banner and resize your flash-stage like you need it



- Name the Ad
- Choose a Location
- Choose a template
- Click "Create"

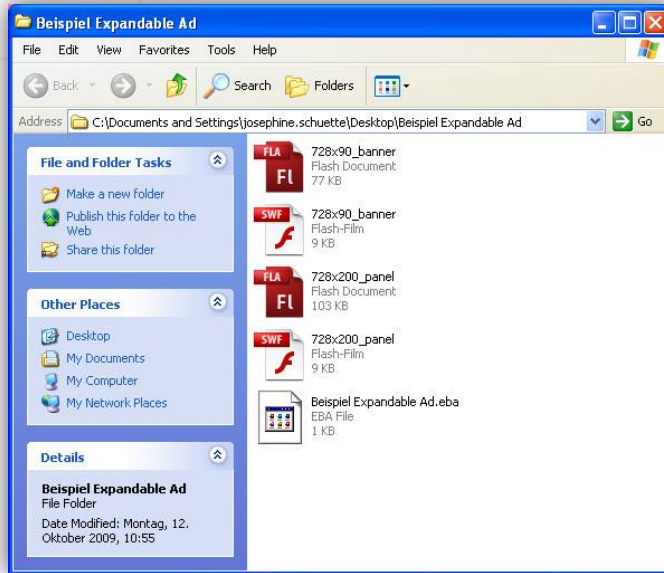


Definition of a Floats / Layer

A Float contains:

- Rich Flash File / Basiselement (swf) with Close-Button
- No Fallback image possible

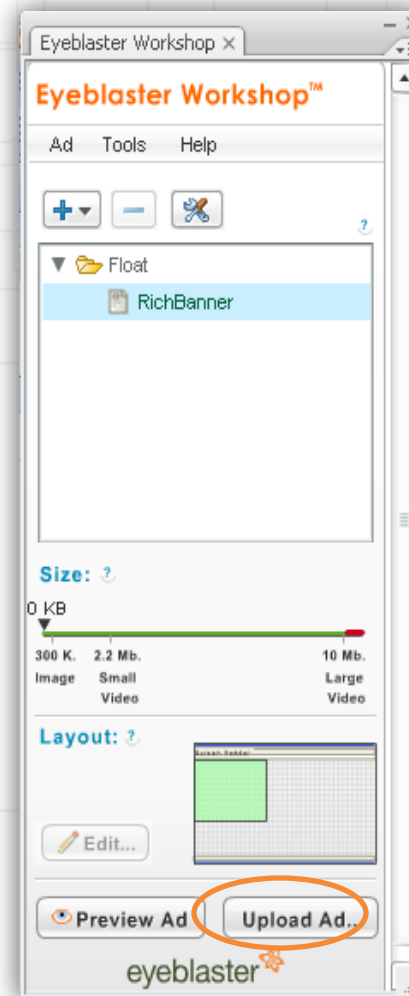
Float at the Workshop



The Workshop created a new folder with your named files: .fla, .ebs and .eba

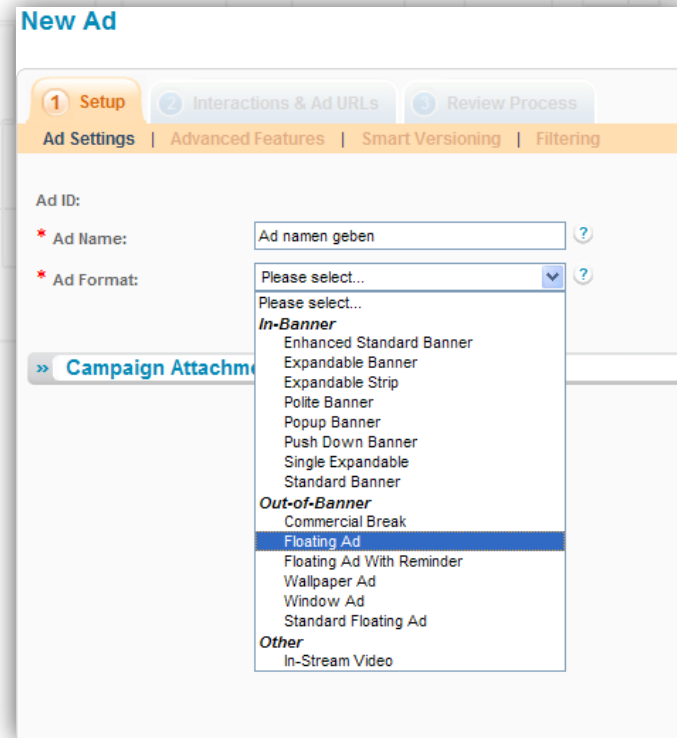
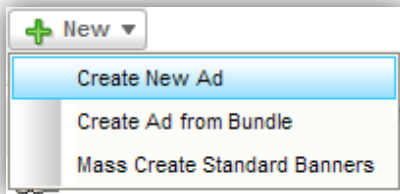
Please send the swf-Files to your mediaagency or to creative_de@mediamind.com

or upload it yourself (next page)



Upload Workshop to the Adserver

.ebs can be uploaded without flash:
"Create New Ad"



Create Ad name and choose Floating Ad

Action Script

It is necessary to use the following Script in every Ad on the first keyframe:

```
AS2: #include "ebFlashActions.as"  
AS3: EB.Init(stage)
```

Please do nothing else (movieclips or sounds) on the first keyframe.

All needed Scripts are preset in templates

Button:

```
AS2:  
on (release) { EB.Clickthrough();}
```

Close-Button:

```
AS2:  
on (release) { EB.CloseAd("User");}
```

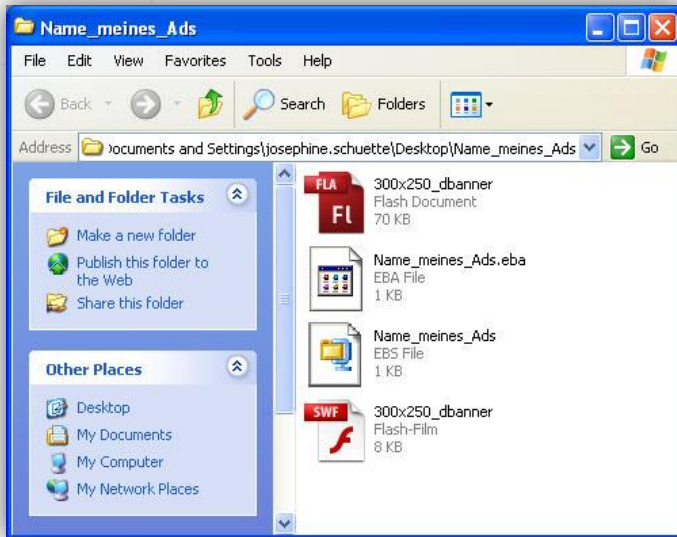
Auto-Close:

Sie müssen unbedingt auch ein Auto-Close nach 8 Sekunden (je nach Wunsch des Vermarkters) bzw nach Beendigung des Videos einsetzen (direkt auf dem Keyframe):

```
EB.CloseAd("Auto");
```

Its necessary to give the fallback images (gif/jpg) the same names like the swf-files.

Definition of .ebs, .eba, .ebc



.ebs und .eba Dateien will be generated automatically after uploading the Bundles. There are local saved :

.eba-File is a MediaMind Projekt File. Settings like Panel Positioning and Click Url are saved in it. Eba only can be opened in Flash-Workshop-Window (Open an Existing Ad). It is generated automatically.

.ebs-File is a MediaMind Bundle File. Backup Image, SWF's and .eba-Datei are compressed in. It can be uploaded at the Adserver (Create Ad from Bundle). It is generated automatically.

.ebc-File is a MediaMind Sourcefile. All files actionscripts and are contained. Ebc only can be opened in Flash-Workshop-Window (Open an Existing Ad). Its is generated per Click.

Advantage of MediaMind Workshop

- Individual adjustable Templates
- Uncomplicated Upload out of Flash
- Preview in Flash
- Interaction Monitor
- Bundling all Files to one Ad

General

- You can only use Eyebaster Workshop with MXP Extension Kit. [Download](#)
- Ad Name = Asset Folder Name
- You can make settings (positionierung, links) at the adserver or directly in Flash
- You can save the files wherever you want
- You can ajust some templates
- All files are bundeled to one file (.ebs)
- Download Step-for-step-Video-Documentations about making Ads with Workshop ([Download](#))
- Please ask for a log in to Eyebaster Adserver:
creative_de@mediamind.com

Thank you

If you have any more questions, please ask:

Creative_de@mediamind.com

