

Create a Video Ad with Fullscreen

June 2010

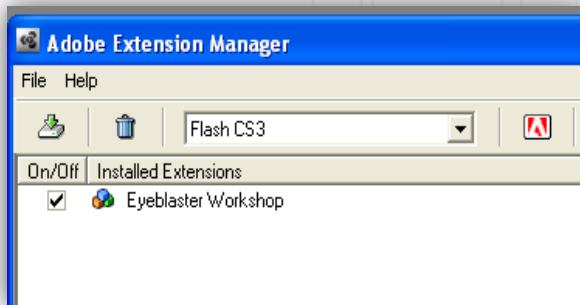
Installation MXP Extension Kit

Hallo liebe Kreativen,

Wir freuen uns, dass Sie mit Eyeblander arbeiten.

Um Ihnen Ihre Arbeit zu Erleichtern, haben wir den Eyeblander Workshop MXP Extension Kit, mit dem Sie ganz einfach Ihre Werbemittel mit allen nötigen Scripten erstellen und hochladen können.

Bitte laden Sie sich den Workshop hier runter: [Download MXP Extension Kit](#)
Dann installieren Sie den Workshop über den Adobe Extension Manager.



Definition of a Fullscreen Video Ad

A Video Ad with Fullscreen contains:

- Default/Backup Image max. 20 KB (jpeg or gif) in 234x60 px
- Default Flash File / Basiselement (swf) in 234x60 px
- Rich Flash File / Expandedelement (swf) in zB 300x600 px. With integrated Video
- Video (flv) in max. 10 MB with for example 1024x768 Pixels

Recommend:

On Click the Fullscreenbutton the Flashfilm should jump to a Keyframe with only Video. So in everything around is not resized in fullscreen (view next page).

If the Video needs to be played with HD, it will be more complicated and we offer you to contact us directly: creative_de@mediamind.com



CALL OF DUTY MODERN WARFARE 2



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SCREENSHOTS

10 . 11 . 09

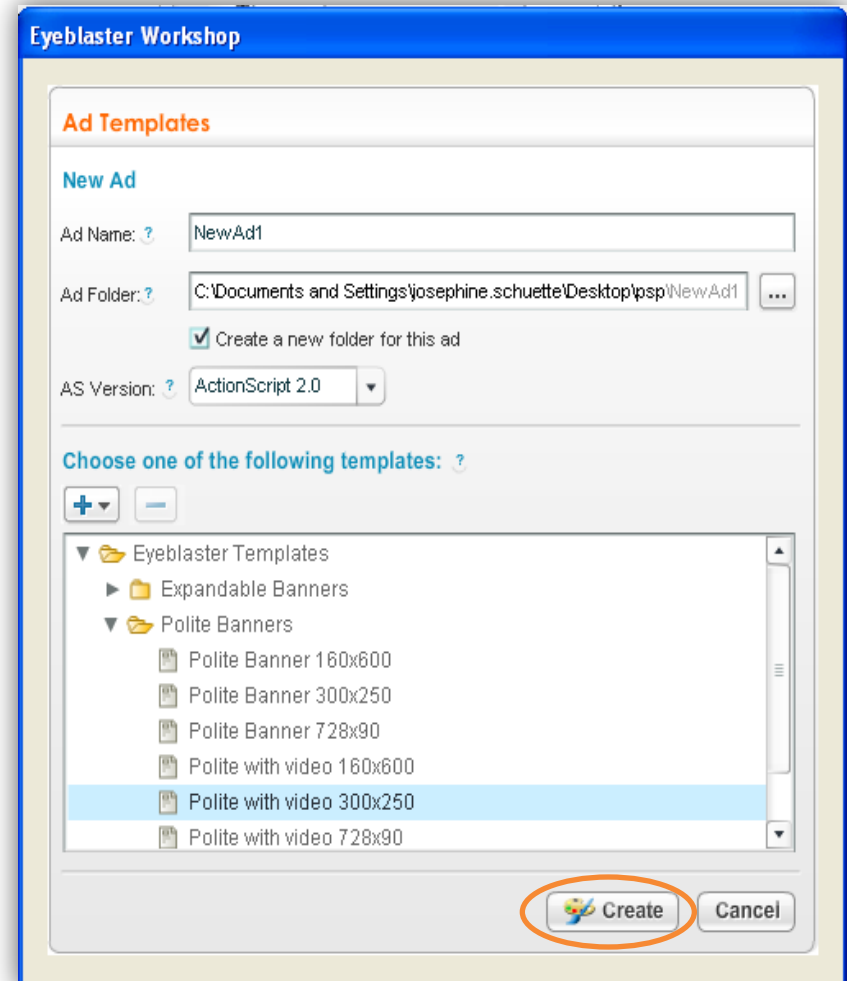


Create a Video Ad

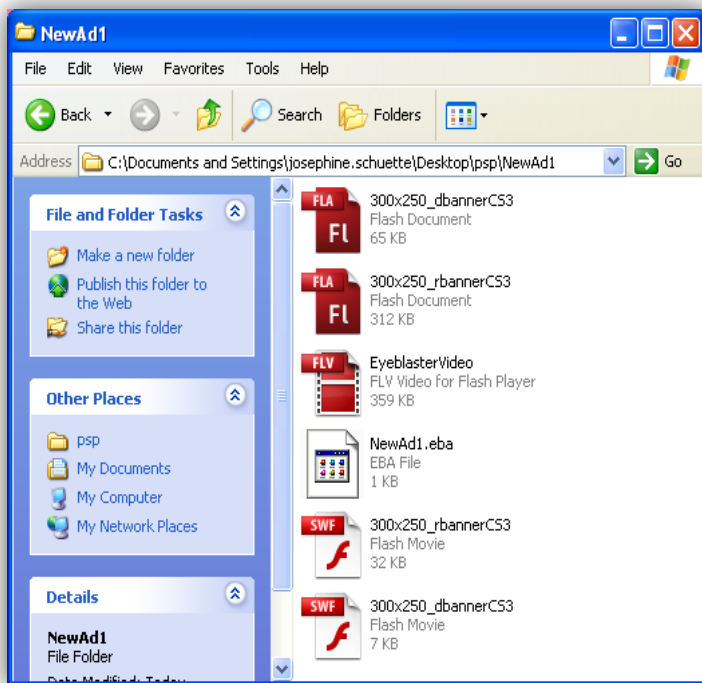
Please use a Template



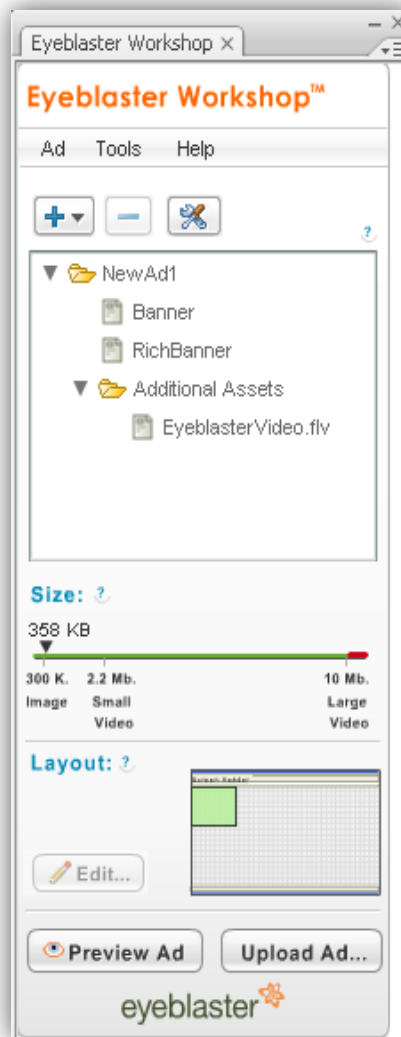
- Name the Ad
- Choose a Location
- Choose a template
- Click "Create"



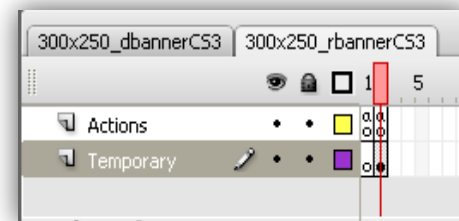
Video Banner in Workshop



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



Workshop Window for overview your Video Ad.
All needed Scripts are preset in templates.



Now the Video Ad is opened in Flash and can be worked on.

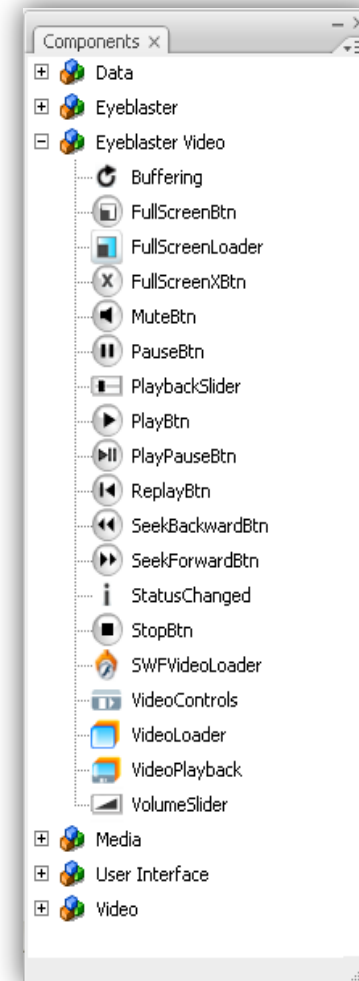
Create a Video Ad without workshop

You can create Video-Ads without using the workshop, but its important to have the workshop installed and activated.

Create your ad and drag the videoloader out of the components on your stage.

Automaticly there will be created scripts on the first frame, which you can use to control the video.

At these components you will also find different buttons to control the video

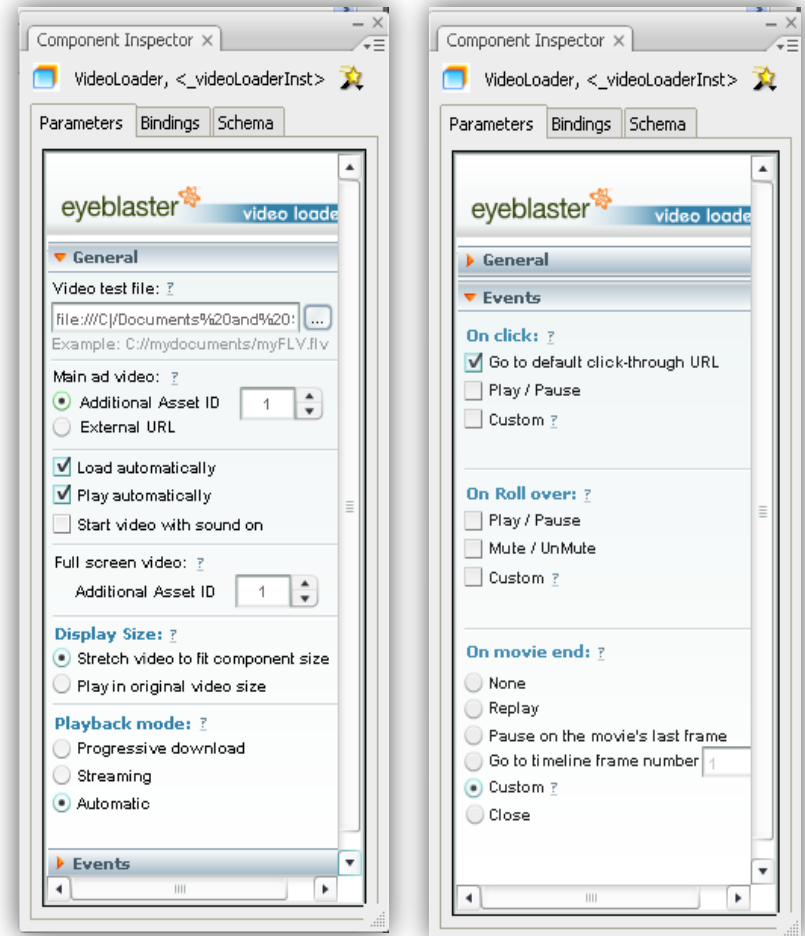


Create a Video Ad without workshop

At the component inspector you have to choose your path to the video.

It would be recommend to take the same folder you choosed for the .

Here you can make more settings for your video.



Action Script for Video Banner

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

Link-Button:

AS2:

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

Click Button for make Fullscreen:

AS2:

```
on (release) {  
    Stage.displayState = "fullscreen";  
}
```

Instanzname of Videoloader (Default):

`_videoLoaderInst`

Action Script for Video Banner

Optional Videosettings on 1. Keyframe:

```
function _videoLoaderInst_OnClick()
function _videoLoaderInst_OnRollOver(flIsOver:Boolean)
function _videoLoaderInst_OnMovieEnd()
function _videoLoaderInst_OnError(strInfo:String)
function _videoLoaderInst_OnStatusChanged(strStatus:String)
function _videoLoaderInst_OnPlayProgress(nProgress:Number)
function _videoLoaderInst_OnBufferProgress(nProgress:Number)
function _videoLoaderInst_OnLoadProgress(nProgress:Number)
function _videoLoaderInst_OnBufferLoaded()
```

Click Button on Fullscreen to make small again:

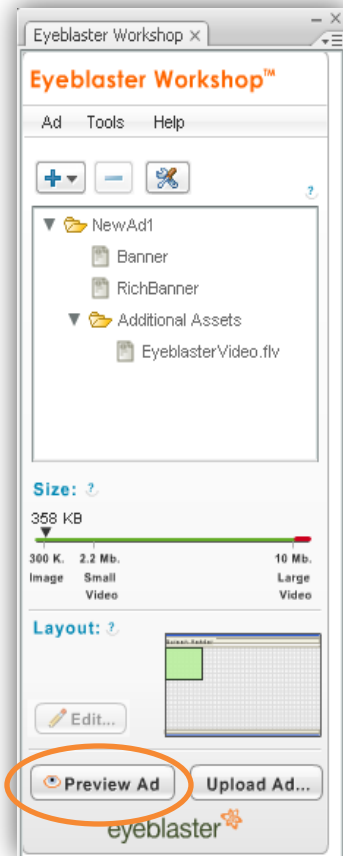
AS2:

```
on (release) {
    Stage.displayState = „normal“;
}
```

If you like to play video in HD, there are more settings needed.
Please contact before creating: creative_de@mediamind.com

Preview of a Video-Banner

In the workshop-window you has to click on “Preview Ad” you view the preview



Preview Functions :

 **Positioning**

Preview URL :

 **Interactions Monitor**

 **Share Preview...**

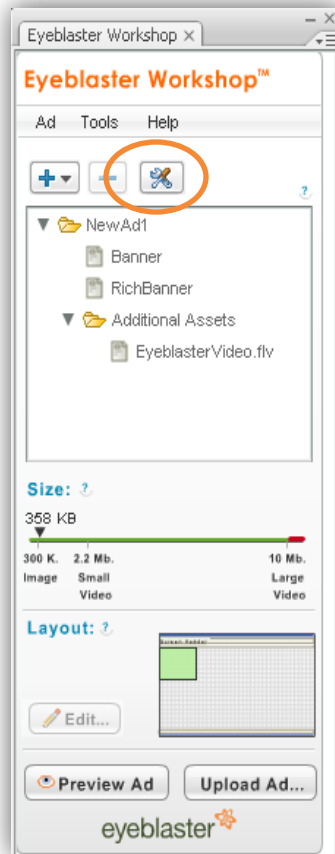
Positioning: If you use more ads like expandable

Preview Url: to see how it looks on a website

Interactions Monitor: to check the EB-Actions Scripts

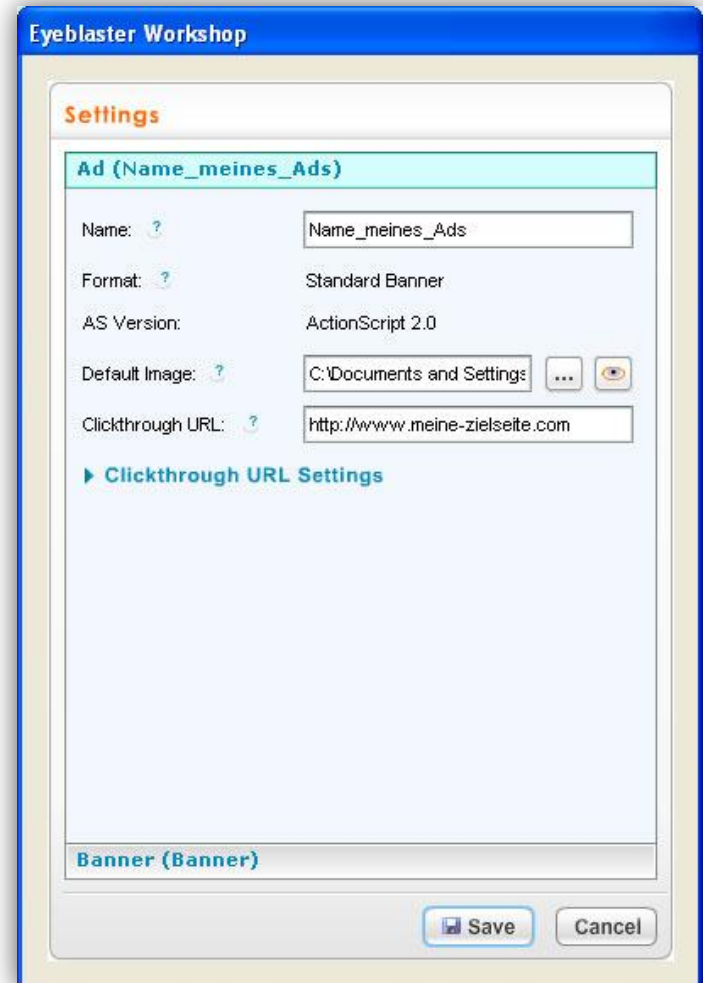
Share Preview: To send the Preview-URL to others

Adapted with Ad-Settings

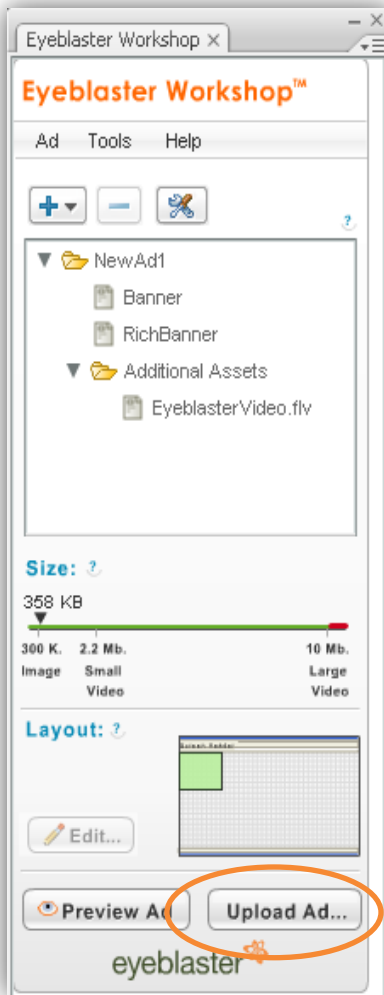


You can make different settings at the workshop with the tool-icon

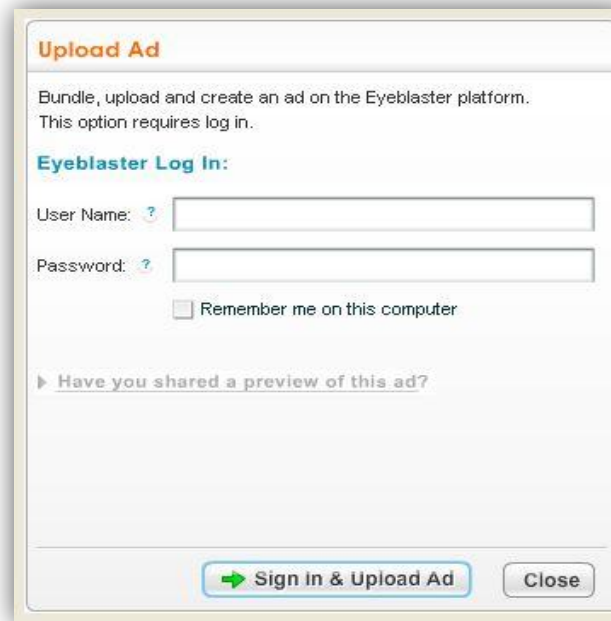
You can assign a default image and a target-url.



Upload at the Adserver



Please upload the Ads in a package (.ebs File) out of the workshop.

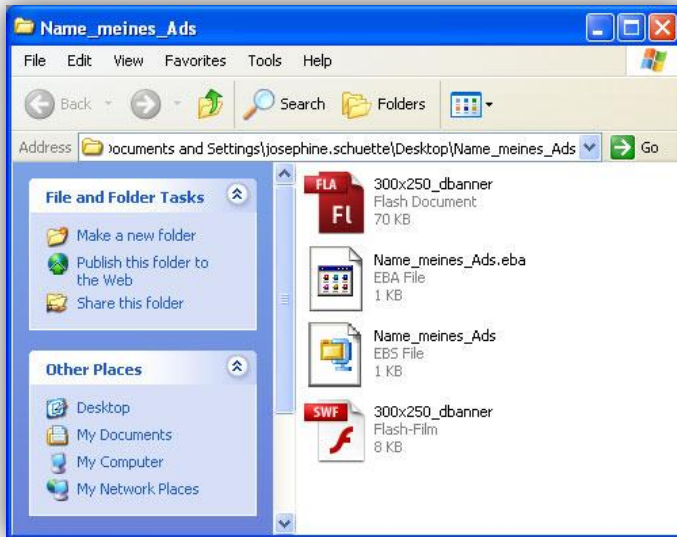


Please log in



Now, the Ad is complete uploaded on the adserver.
Clicking the EditAd Online-Link you can change it on the Adserver itself.

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 Eyeblander 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 Eyeblander 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 Eyeblander Sourcefile. All files actionscrips and are contained. Ebc only can be opened in Flash - Workshop-Window (Open an Existing Ad). It's 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 Eyebalster 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 adjust some templates
- All files are bundled to one file (.ebs)
- Download Step-for-step-Video-Documentations about making Ads with Workshop ([Download](#))
- Please ask for a log in to Eyebalster Adserver:
creative_de@mediamind.com

Thank you

If you have any more questions, please ask:

Creative_de@mediamind.com

