TouchCast Studio

Reference Guide v 1.19.x

Ts TouchCast
Studio

How to make a touchcast

Advanced Features

Best practice

Scripting and planning

TouchCast is the ideal platform for delivering rich content inside compelling HD video, giving your audience the chance to interact with, documents, videos, images and links.

Work out what your message is and what content you want to share - make it interesting.
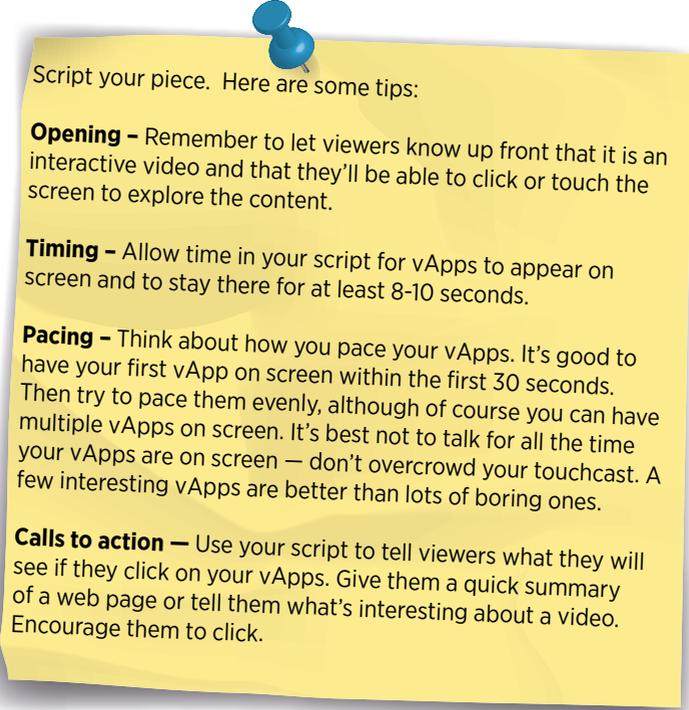
Script your piece. Here are some tips:

Opening – Remember to let viewers know up front that it is an interactive video and that they'll be able to click or touch the screen to explore the content.

Timing – Allow time in your script for vApps to appear on screen and to stay there for at least 8-10 seconds.

Pacing – Think about how you pace your vApps. It's good to have your first vApp on screen within the first 30 seconds. Then try to pace them evenly, although of course you can have multiple vApps on screen. It's best not to talk for all the time your vApps are on screen — don't overcrowd your touchcast. A few interesting vApps are better than lots of boring ones.

Calls to action — Use your script to tell viewers what they will see if they click on your vApps. Give them a quick summary of a web page or tell them what's interesting about a video. Encourage them to click.

Once you're happy with your script, source your content. Now's the time to assemble all the items you want to use in vApps. Find and save your interactive content.

Make a list of web page URLs or social media links (add them to Notes on your iPad); save videos and images to your iPad Camera Roll or one of the supported 'Cloud Storage Services' (DropBox Google Drive, One Drive, Box); and ensure you copy PDF presentations to your preferred Cloud Service. If you are unable to use Cloud Services, it is possible to use external storage devices that will allow you to copy files via USB directly to the iPad. *Example device is: http://www.amazon.co.uk/ dp/B01BI5K4I8/ref=sr_ph?ie=UTF8&qid=1457622661&sr=1&keywords=time2*

When all your vApp content matches up with what's in your script, you're ready to film!

TouchCast Studio

Filming on iPad

Open the TouchCast Studio app.
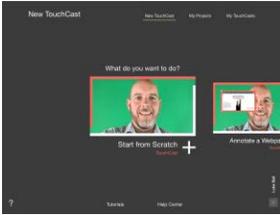
Tap the 'Start from Scratch' theme

Saving your project

Tap 'New Project - Tap to Save' (top of the screen) to give your project a name.
Tapping the 'Cast Side' button (top left) will close your project and return you to the 'Cast Side' screen.
To open your saved project, tap 'My Projects' and then your saved project.

Light your subject well
Using daylight from a large window is good.
No window? Get your subject close to a light source and then use the 'Colour Temp' settings in 'Camera' mode for a more natural look. Tap the 'Color Temp' button to view options.
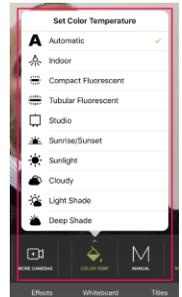
Check sound levels
Find a quiet spot to film, away from background noise. A microphone plugged in to your iPad's lightning port or the earphone socket will give broadcast quality sound. Always do a quick test before recording your final clips.

Frame your subject
Place your subject on a third (the Guides button in Camera mode helps here).
It's what TV camera crews do, and has the benefit of
leaving room on the screen for placing your additional media (vApps) later.

Have your script ready to roll in the teleprompter
To do this, copy and paste the text from an email, Notes or document.
And remember you can edit in the 'Teleprompter', which you access in 'Camera' mode to make adjustments as you go. Here you can tap on the 'T' to set the font, size and colour. Keep your iPad camera on the left. This creates the best 'eye-line' when using the teleprompter.

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Getting it right

When you are ready to start filming, tap the record button, each time you start and stop recording you create a new clip in the editor. Try as many takes as you like. You can always delete the clips you don't want.

Remember when filming

TIP *Don't feel you have to capture your entire script in one clip. Divide your script into sections for ease of recording.*

Save, view and create more clips

To save and view your clips. Tap 'Done' (top right).
You can add more clips to this project with the '+Add Clip' button (bottom left) and choose to 'Record in Studio with Camera', 'Import New Video Clip' or 'Import Clip from Project' or 'Import TouchCast'. Choose 'Record in Studio with Camera' camera to continue.

Record in Studio with Camera

Import New Video Clip

Import Clip from Project

Import TouchCast

? + Add Clip + Add Audio
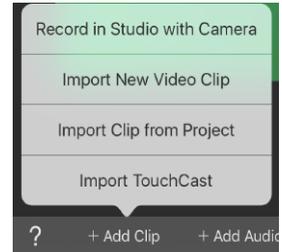
Using the green screen

The 'Green Screen' feature lets you put your subject in any content you wish. If you are using an iPad Pro you will see the 'Auto' green screen feature, this feature means that you will not need to have a physical green screen behind you. When the 'Auto' option is off or your are using an older iPad, you will need to have a plain green background behind the subject. Manual green screen can be used with other solid coloured backgrounds. However, green will give the best result.

First, find the background images or videos you want to use and save them to your iPad 'Camera Roll' or one of the supported 'Cloud Storage Services' such as DropBox Google Drive, One Drive, Box. Or use one of the default backgrounds.

From the 'Camera' tab, tap the 'Effects' button (bottom of the screen) and then 'Green Screen'.
Note: If you have an iPad Pro you will see the auto button, this allows automatic green screen without using a physical green screen.
Use the small icons on the right to import a saved 'Photo' or 'Video' into the background. If 'Auto' is enabled you will notice that you have immediately been cut out against the background.

If you are using the manual green screen, place your subject in front of your green screen and then use the circle and grid in the 'Settings' pop-up to adjust the sensitivity until you have a sharp outline around your subject and a sharp green screen image behind.

Note: That video backgrounds will automatically start playing when you tap 'Record'.

TIP *Get your green screen right then SAVE your project BEFORE you start filming. That way your green screen settings (and your teleprompter script) will always be there to return to.*

Editing your touchcast

Once you've finished filming, the next step is to edit your clips to make one core video.
Open your Project and you'll find your clips waiting for you.

To select a clip, tap once to show the green border.
To re-order your clips, tap and hold down then drag to a new position.

Duplicate clips if you think you might need to go back to the original.

To trim a clip, tap on a clip to enable the 'Trim', 'Duplicate' and 'Delete' (Trash) buttons.

Trim	Duplicate	🗑	↺

Tap the 'Trim' button, then using the play and pause to stop and start the video and then tap the 'Scissors' button to create a fragment. Fragments can be deleted or saved. Trim, re-order and add your 'Transitions' as required.
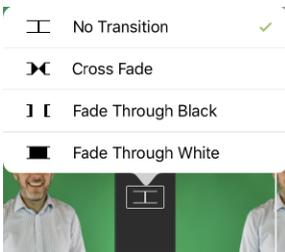
'Transitions' between clips can be changed by tapping the symbol between the clip and selecting one of the available settings.

TIP *You can undo any action by tapping the arrow icon (bottom right).*

Remember, you can add more clips to this project with the '+Add Clip button' (bottom left) and choose to 'Record in Studio with Camera', 'Import New Video Clip', 'Import Clip from Project' or 'Import TouchCast'.

The '+Add Audio' option will lay a single soundtrack beneath your entire film.

Once you've finished editing your core film, there are a number of ways you can add content (vApps). You can either add them to each of the clips individually or you can export the core video clips to create a single video file and re-import to enhance.

The process below explains how to export your multiple clips to generate a full stitched together video ready to be enhanced.

Export TouchCast

The first step is to save a non-interactive touchcast. To do this, tap 'Export TouchCast', and switch 'Save to Camera Roll' to on.
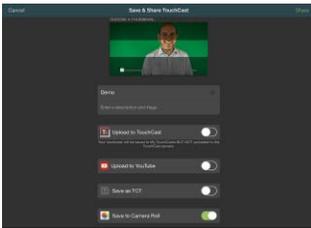
This has the advantage of giving you one core film to work with at the recording stage rather than multiple clips. It will also work as a backup of the core video.

Note: If you need to re-edit any of the video you will need to re-open the project and re-export before adding your vApps.

Close your project by tapping the 'Cast Side' button (top left).

TIP *You can create a copy of this Project if you wish to keep a back up. To copy a project, go to 'My Projects', tap the 'Pencil' (bottom left), tap the project you wish to copy and tap the 'Duplicate' button (top right).*

Adding interactive content

Filming and editing are complete so now is the time to add your interactive content (vApps). Import the saved video back into TouchCast via the 'Annotate a Video' theme. Select the TouchCast tab and then your saved video, once imported, you can start adding your interactive content.

vApps   Once the video is imported, add a vApp by selecting vApps (bottom right). Tap the 'Add a vApp' icon.

Select the vApp type that you would like to use. Eg. Web Page, Hot Spot, Photo or any of the other vApps available, and locate the file you wish to import.

Note: Some websites will block iFrames, this means that when you interact as a viewer the website may open in a new browser tab. Always check any websites links before including in a final touchcast.
To avoid issues with different document types and fonts not displaying correctly, it is always advisable to save additional content (Word, Excel and PowerPoint documents) as a PDF before adding it to a touchcast via the Cloud Services vApps.

Once added, your vApps will appear in the vApp tray along the bottom of your screen.
Tap on one of your vApps to make it appear on the canvas. Position your vApp by tapping and dragging the blue frame within the video canvas area. To resize, drag the icon at the bottom right of the frame.
Set the 'vApp Options' by tapping the cog symbol (bottom left) of the blue frame.

Where applicable, the available options are as follows:
   Title: A text field where you can apply a title to the vApp.
   Link: When you see this option, a URL can be applied to the vApp allowing the Viewer to click/tap through to additional web content.
   Pause playback if a user interacts: By enabling this, the touchcast will pause while the viewer interacts with the content.
   Time In/Out: This lets you set a time, in seconds, when the vApp will appear and disappear as the video is played.
   Opacity: This is used to turn the content into a Hot Spot, without the content being visible to the viewer.
   Flat: When off the vApp appear with a border and if you have give the vApp a Title, this will be displayed at the bottom of the content. If on, no boarder will appear.
   Animated Appearance: If on, the vApp will zoom in/out from the video.
   Sound FX: When on your viewer will hear a pop sound when the vApp appears.
   Interactive for viewer: When disabled the vApp will not be interactive for the viewer and it will not appear on the timeline.
   Tap Hint: When enabled, 'Tap to explore' will appear at the top of the vApp.
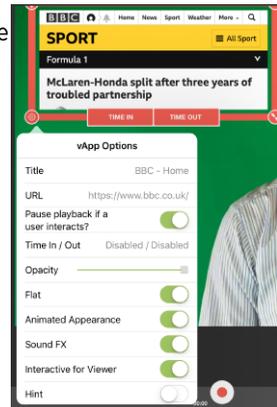
Timing a vApp into your film
Make a note of when you want vApps to appear.

You can do this by going to the 'Video Import' tab (bottom of the screen) and tapping the 'Preview' button, this will enable you to play though your clip, pausing on frames you wish to add content, make a note of the timings for when your vApp should appear.

Once you have all your timings, drag the player head in video import back to 0:00. Then tap back on to the vApps tab.

There are two ways of timing vApps into your video: *manually or automatically*.

Manually: Tap each vApp in and out of your film when you get to the recording stage. This gives you the best precision on when they appear and disappear. When adding vApps to a clip, remember to record the clip in its entirety.
When you are ready, select the clip to add vApps and tap the vApps button (bottom right). Tap the record button, tap each vApp as and when you would like it to appear. Allow the recording process to fully record the clip.

Automatically: Fix time 'in' and 'out' points for each vApp, using the Time in/out in the vApp options in its settings. Please note, you have two options available for Time in/out, you can set your times against the Project or just the clip you are adding vApps to. If you set a Time in for 10 seconds and set the timing for Project, the vApp will appear after 10 seconds from the start of your project. If you select clip, it will be 10 seconds from the start of the clip you selected to add vApps. If in doubt, select the clip and use video import to work out if you require your timings by project or clip. This is the best method if you may need to reposition your vApps at a later stage.

Once you have set your vApp time in/time out for each vApp. Tap back to 'Video Import' and ensure the player head is at the start of the clip. Now tap back to 'vApps', find a quiet spot to record and you're ready! Press 'Record' and watch your vApps appear or manually add as you go. TouchCast will now start to record (burn) your vApp content on to your individual clip.

Repeat this process for each clip. However, PLEASE NOTE: If you have set a vApp at 10 seconds on one clip, the same vApp will try and be placed on the next clip you select, so you will need to remove the timings from the vApp before recording the next clip.

Made a mistake?

When recording clip by clip, you can undo the vApps using the circular arrow, bottom right.

When recording a single core film, select 'Cast Side', top left, and choose to reset the recording (remembering also to restart your core film from the beginning via the Video Import tab, bottom left).

TIP *During recording, tap the 'Record' button to pause at any time. This gives you a breather or allows you to line up your assets. When you tap 'Record' again the recording will continue seamlessly.*

Once you've finished, tap 'Done', top right. You can then preview your touchcast and check all the interactive links are working. If at this stage you realise something has gone wrong you can use the 'Edit vApp' option for each clip you wish to change.

Using the 'Edit vApps' feature

If you realise during playback that your vApp placement is incorrect or you need to add more content, you can edit your clips amend your vApp placement and re-record.

Open your project, tap once on the clip you wish to amend and tap the 'Edit vApps' option at the bottom of your screen. This will show an alert to show that you will need to re-record the entire clip once you have made adjustments to your vApps.
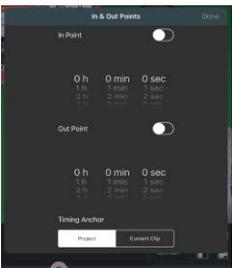
When you select a vApp to set the time in/time out, you will be asked if the timings are based on the individual clip or the entire project. Commonly, you would select 'Current Clip' so the time in/out refers to that clip only - with 0:00 being the start of the clip.

Other features

While lining up your vApps, you may also wish to assemble other assets to appear in your film. These can all be found by selecting a clip, choosing to 'Add vApps', then tapping on the following tabs:

Effects: Here you can add an Instagram-like filter, add/reposition a watermark and add sound effects


Whiteboard: Here you can create multiple whiteboards where you can annotate on the screen. You can create multiple boards, show/clear boards and turn a board into a vApp. See more on this later on the next page.

Titles: Here you can add and edit titles - titles can be timed to disappear but not yet available for time in/time out. Titles need to be brought on manually.

Add any of these elements into your touchcasts by toggling between tabs during recording. The Whiteboard is covered in greater detail later.

Please note: If you find that you are unable to 'Edit vApps' for a particular clip, it will mean that the original recording was recorded with a vApp in position. You can only edit vApps when they have been added to existing clips.

Exporting your touchcast
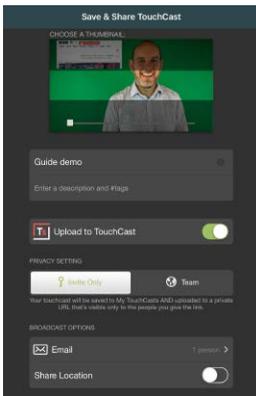
When you are happy with your project, tap 'Export TouchCast', (top right), give your touchcast a name and choose a thumbnail image. Then press 'Save', (top right).

To share your TouchCast with others, tap 'Sign In & Share Your TouchCast'. You can then email a link to yourself and then share the link with other people.

If you are already signed in, use 'Invite Only', select 'Email' from the 'Broadcast Options' and add your email address. A link will be sent to your address where you can send on to other recipients with your own personal message.

Sharing a project:

This is a useful technique if you want a colleague to work on your project on a different iPad or if you would just like to have an added backup that could be downloaded at a later date to the same or different device.

In the 'My Projects' screen, tap the pencil tool, (bottom left), select your project and then the option to 'Share' (top right). Once selected you will be given the option to set a password.

The password will be needed by anyone who 'Fetches' the project on another device. After the upload takes place you will be presented with a six-digit code. If you are sharing your project with a colleague, explain to them that they will need to go to their own 'My Projects' screen and choose the 'Fetch Project' option, enter the six-digit code and when prompted, enter the password. Note: This is a COPY of the project.

Please keep a copy of your project codes for future reference.

Using the Whiteboard

The whiteboard tool allows you to add simple graphics and text to your video. You can add them as you record or prepare boards in advance to bring into your video.

Go to the Whiteboard tab
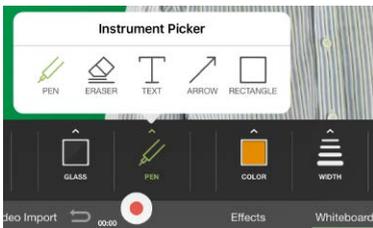A blank board will automatically be created for you. You'll see it as '1' under Saved Boards.

Choose a surface for your board

'Glass' will allow you to add graphics on top of whatever your camera is recording
'Whiteboard' will give you a white canvas
'Chalkboard' will give you a blackboard canvas
'Crosslined' will give you a graph paper canvas

Choose your instrument
'Pen' allows you to use your finger to draw on the screen. When you choose this option, use the 'Width' button to choose the width of your line.
'Eraser' allows you to rub out what you've drawn, again using your finger on the screen.
'Text' allows you to type on screen. When you choose this option you will also be asked to choose your typeface and your font size. To start typing, tap on the screen in the position where you want your text to start.
'Arrow' allows you to point at items on screen. The tail of the arrow will be positioned where you first touch the screen. When you choose this option, use the 'Width' button to choose the width of your arrow.
'Rectangle' allows you to create box shapes. When you choose this option, use the 'Width' button to choose the width of your rectangle's outline.
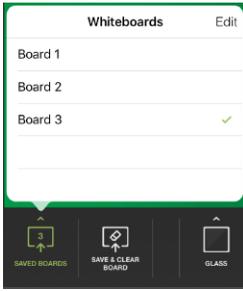

Choose the colour
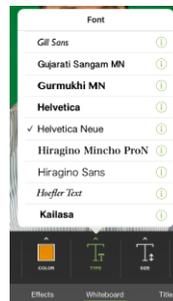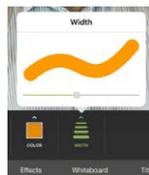
The 'Undo/Redo' button allows you to undo or reinstate your last action at any time.

When you have created a board, press 'Save & Clear Board'.
This will save it to the list of 'Saved Boards' and at the same time create a new board ready for you to use.

To bring a board back on screen, go to 'Saved Boards' and press on it there. Remember you can pause your recording while you do this.

To delete a board, go to 'Saved Boards', press 'Edit' then press the red circle next to your board. You can then delete it.

To set timings for your board to appear on screen automatically, choose the 'Export as vApp' option.

This will place your board into your tray of vApps, and from there you can set the timings using the cog button in the lower left hand corner of the vApp's orange frame. You can also adjust the other regular vApp settings like 'Sound FX' and 'Animated Appearance'.

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TouchCast Stock Photo, Video and Audio

TouchCast is pleased to announce 'TouchCast Stock' library. We have provided thousands of rights cleared images, videos and audio assets for you to use either as backgrounds to your green screen or vApps within your interactive touchcast. This is only availiable to enterprise customers with a partner id.

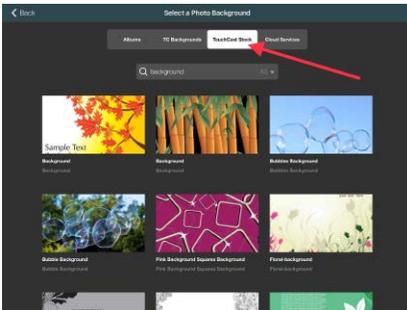TouchCast Stock can be accessed via the following methods:
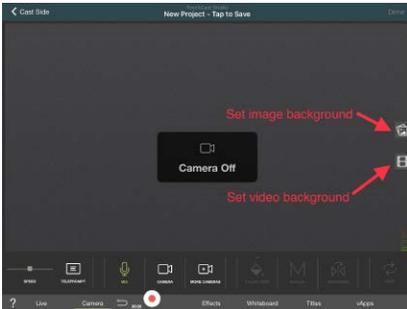
Setting a Photo or Video background using TouchCast Stock
Tap 'Start from scratch' select camera and turn camera off.
Now select the Photo or Video icon on the right to set your background.

You can also access the Photo or Video backgrounds with Green Screen enabled via the Effects menu.

TouchCast Stock Photo and Video are seachable, both will default to Background, simply type your search criteria.

Setting a Photo or Video vApp using TouchCast Stock
If you would like to use an image or video from the TouchCast stock as a vApp within your touchcast, you can do this by selecting the clip you wish to add the content to, then select 'Add vApp's and choose the 'TouchCast Stock Images' or 'TouchCast Stock Videos'. Once you select the vApp you can then add your search criteria to find all the available assets. From here you can select the asset you require and tap 'Use' in the top right of the screen. Your chosen vApps will then be available on your video.

Adding sound effects from TouchCast Stock Audio

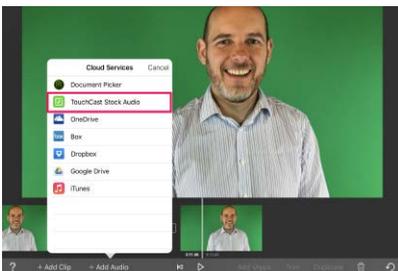Adding an audio as a vApp will allow you to select audio during a clip.

Tap 'Effects' and select Sound Effects.

Tap 'Add' and select TouchCast Stock Audio
You can add multiple audio clips that will be availiable within sound effects

To remove an unwanted audio clip simply hold for a couple of seconds and drag to the trash icon

Using our TouchCast Audio library you can also import rights free audio tracks to your touchcast as background music. From the TouchCast Editor, select '+Audio' and then 'Select a Soundtrack', here you will see the option for 'TouchCast Stock Audio'. Select and download a track to listen to the track and then add to your video by selecting 'Done'. This track will now play during your touchcast.

Using Multi-Camera

In order to use the Multi-camera feature you will need to have an external camera set up and available. This can be an iPhone running the 'TC External Camera' app or an external camera that can be streamed across a wifi network. The set up of an external camera is dependent on the make and model of the device. It is possible to add up to three additional cameras during a recording.

Simply by running this 'External Camera' app with 'TouchCast Studio' on the same wifi network, they will automatically pair, this 'External Camera' app will feed the multi-camera function inside Studio with this device's camera.

Before we outline the Multi-camera functionality within the iPad app, let's set-up the iPhone.

To install the 'External Camera' app you need to have an iPhone, iPad or iPod running iOS 9 or later.

TouchCast External Camera app

The TC External Camera app can be downloaded via the Apple App Store.

Once the app is installed on your device. Tap to open.

The first screen you will see is the welcome screen.

TC External Camera works in landscape view only.

When you first open the app it will default to Automatic mode where you don't have to worry about elements like focus and exposure.
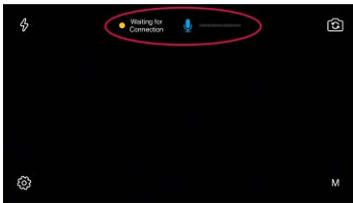
Let's have a look at the interface.
You will notice at the top of the screen there are two indicators. 'Waiting for connection' this will remain like this until you open TouchCast Studio on your iPad and create a new touchcast.
A blue microphone shows if your device is picking up audio and at what level.

Settings:
By tapping the gear icon you can control the Device Name, set up a Manual Connection, and change Bitrate.
Please Note: Manual Connection should be used if the iPad app is unable to connect to the external camera. Make a note of your Device Name and Address for Manual Connection.
Within the Studio app on your iPad, select 'More Cameras', then 'Tap to add input', from the popup tap 'Add' to input your iPhone device name and address.
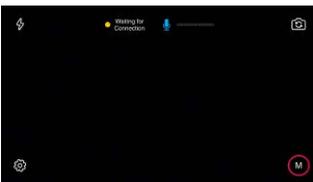
TouchCast Studio
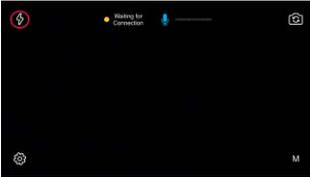
Light:
This lightning icon turns your device's light on to brighten your subject.
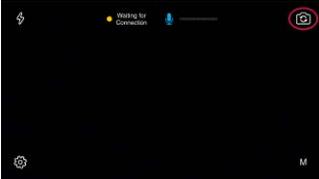
Camera Switcher:
Use this button to toggle between the cameras.

Manual Mode:
Now let's toggle to the Manual settings to show you how you can get more control for professional quality. This 'M' activates manual camera settings, allowing you to control Focus, Aperture, and Colour Temperature.

Focus:
Adjust your focal point with this icon. You can drag it to specific areas of the frame that you want to be in focus, and you can lock this focal point by tapping either Focus button. The icon will turn red when locked and now you can move the camera around without the focus shifting. Tap again to unlock.

Aperture:
Adjust your aperture with this icon. You can drag it to specific areas of the frame to adjust your exposure, and you can lock exposure by tapping the icon. The icon will turn red when locked. Tap again to unlock.

Colour Temp:
This menu gives access to different colour profiles that can alter the image to better compliment your lighting or stylistic choices.

Multi-Camera

To access the Multi-Camera option select 'More Cameras' from the 'Camera' options within a new TouchCast.

Set up your iPad pointing at your subject, then using your iPhone (s) with the 'External Camera' app installed and opened, position your other subjects or angles.

Within the Studio app you will see each of your cameras. If your external camera does not appear, from an empty slot, select 'Tap to add input', from here tap the 'Add' button to manually enter your device name and address.

If you have a very busy wifi network, you may need to manually add the external cameras as above.

Output:
Output shows the camera feed that TouchCast is recording. Use the audio slider to control the audio output level.

Preview:
'Preview' provides a chance to review a camera feed before pushing it to 'Output'.

Tap the 'Preview' or use the 'Arrow' button to move a live camera feed from 'Preview' to 'Output'.

Control the audio on a camera feed with controls to mute or set the level with the audio slider.

Tap the 'Clear' button to remove a camera feed.

How to use the External Camera functionality as a Wireless Microphone

Below are the steps for using the TouchCast Studio external camera functionality, in conjunction with the TouchCast External Camera App for iPhone, to create a wireless microphone feed into the TouchCast Studio app.

What you will need:

• iPad with TouchCast Studio app version 1.16 or greater, with the external camera functionality
• iPhone with the TouchCast External Camera App
• 1 Lavalier microphone

Steps

• Ensure that the iPhone and iPad are on the same WiFi connection
• Open the TouchCast External Camera app for iPhone
• Plug the lavalier mic into the iPhone, which will remain on your person
• Open the TouchCast Studio app, and navigate to the 'Camera' tab
• Select 'More Cameras'
• Select one of the empty camera slots to add the iPhone Camera input, which should automatically be recognized since both devices are on the same WiFi connection
• Under the feed from the iPad Built-In Camera, turn the audio input to "OFF"
• Ensure that the iPhone Camera audio feed is set to "ON"
• You can now begin to film using the iPad camera, and it will pick up the audio feed from the mic connected to the iPhone

TouchCast Studio

Adding content without using Cloud Services

The purpose of this section is to assist you in understanding some of the methods for adding content (images, video, PDFs etc.) to a touchcast without using Cloud Storage Service.

Adding vApp content via email

If you struggle with slow wifi connections or are unable to use one of the supported Cloud Services it is possible to get content into your touchcast via email.
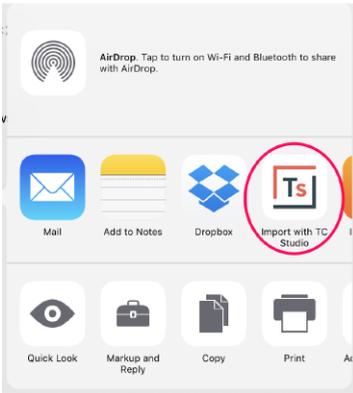
Ensure you have email set up on your iPad.

Send your content (PDF, images, MP4 etc) to yourself at the email address on the device.

Open TC and create a new project.

Tap out of TouchCast and go to your email, locate the email with the attachments.

Tap the attachment once to download then tap and hold down to show the options available.

Tap the option to 'Copy to TouchCast'.

## Adding vApp content via external storage

If you struggle with slow wifi connections or are unable to use one of the supported Cloud Services it is also possible to get content into your TC via an external storage device.

The example we have used here is from a company called Time2. But there are others available on the market.
http://www.amazon.co.uk/Certified-Time2%C2%AE-Mobile-Lightning-Connection/dp/B0171PFD26/ref=sr_1_12?ie=UTF8&qid=1457961911&sr=8-12&keywords=time2+usb.

Using the USB connection, copy files you wish to use directly from your PC or Mac.
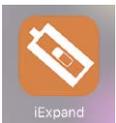
Once you have all the files, use the Lightning connector and insert the storage device into the iPad.

The first time you use the Time2 storage device you will be prompted to install the iExpand app. Follow the instructions to install.

Tap once on the iExpand. Here you will see an option for External and Local storage.

Tap once to view the External storage.

Here you will see the files you copied on to the device from your PC or Mac.
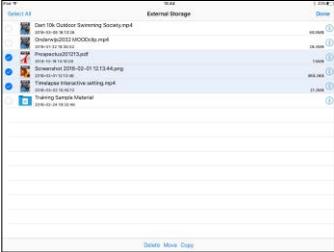
Tap the 'Edit' button, top right.

Tap each of the files you wish to use in your touchcast.

Tap 'Copy' at the bottom of the screen. (This copies to memory on the device).

Tap 'Done', top right and then tap 'Home', top left.

Tap the 'Local storage' option and tap the 'Paste to Here' button, bottom right.

You will see all your files copy to the local storage folder.

Once your files have copied to the Local storage.

Tap the 'Edit' button, top right.

Tap the file to copy to TouchCast. (Please note, it will only allow you to do one file at a time).

Tap the 'i' to the right of the file and select the option 'Open in...'

You should be able to see the option 'Copy to TouchCast', tap this.
If you are unable to see this option, you may need to swipe from right to left to see the TouchCast option. It will depend on how many apps you have on your device.

Once you have selected 'Copy to TouchCast', the content will appear as a vApp within your project.
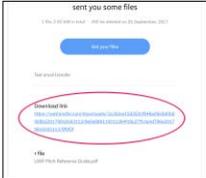
Repeat this process for any file you wish to bring into a touchcast.

Using WeTransfer to import video into a touchcast

On your iPad go to the Apple App Store, search for and download 'WeDownload'.

Open your WeTransfer email notification in your email on the iPad.

Copy the "Download link" by tapping and holding on URL.
Select option to copy

Tap out of the browser and open the 'WeDownload' you had previously installed.

The 'WeDownload' app should register that you have a URL copied.
It will alert you to 'Download'. Tap 'Download'.

The next option is notification for payment.
PLEASE NOTE, this is not a TouchCast app and not linked to TouchCast in any way. These steps are purely to assist in a process to get content from WeTransfer in to TouchCast. The decision to pay for WeDownload is the responsibility of the iPad owner.

After you have selected your option, tap the 'Next' button.
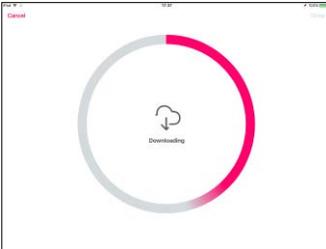
The download process will continue. At this point, 'WeDownload' is downloading the video/image to a 'WeDownload' album within Photos on the device.

Once the download is complete, tap the 'Done' button, top right.

The next screen will explain where the content has been download.

Now that the content is on your device, you can import it directly into TouchCast and share with your colleagues.
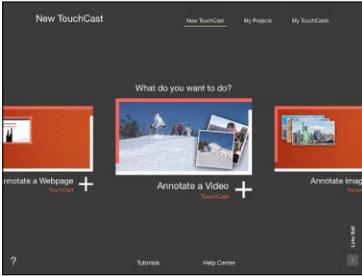
Create a TouchCast, from the 'New TouchCast' tab, for this example tap the 'Annotate Video' theme.
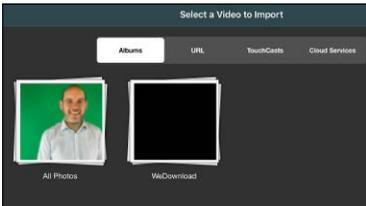
This will show the options for locating a video. Tap 'Camera Roll' and you should see the 'WeDownload' album.

Tap the video to import.

This video is now imported into TouchCast and can be saved enhanced and shared in the normal way.

Advanced Features

Live Streaming requires a good WIFI connection and should be used on an iPad Air 2 or later. If you would like to save your live stream to your iPad, you will need to ensure you have sufficient storage available before you commence.

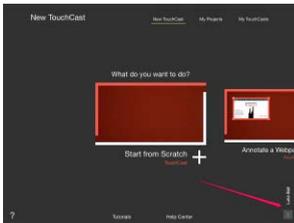## How to start a live stream touchcast

Launch the TouchCast Studio.

Make sure you're logged into your touchcast channel and enter the studio by starting from scratch or through an existing project.

Once you're in the studio, prepare your TouchCast like you normally would with vApps, whiteboard drawings and effects like the green screen.

When you're ready to prep your live broadcast, tap on the 'Live' tab on the bottom left. You will see a button called 'Stream Live' - tap this to setup your stream. This button does NOT take you live.

Tap the 'Stream Live'. Don't worry, you are still not 'live'. Tap 'Settings' to setup your live stream.

Ts **TouchCast**
     Studio

Tap on the settings to name and describe your live stream; to record a copy of the stream to your iPad so that you can edit the video later; Please note: saving to your iPad will use up storage space on the device. There is an icon to show the number of minutes of storage available on your device.

You can protect the stream with a pin code; turn commenting on or off - and if on, you have the option to moderate the comments before they appear to your audience. There are advance settings to manage the bit rate to match your network connection. Make sure to Apply any changes you made in the settings.

Share your stream

If your settings are ready and your presentation is set up, then you're ready to go live. But first share the link to your stream by tapping the Share Link button and pick the tool to pass the link to your audience. Alternatively you can share your permanent Channel link for your live broadcasts (pilot.touchcast.com/live/your_channel_name). Viewers can watch your live touchcast from desktop or mobile. We recommend desktop browsers Google Chrome, Mozilla Firefox, Windows Edge and Mac Safari for full TouchCast interactivity.

Go live

Once you've sent the link, just tap the stream icon - you'll see the countdown and now you're broadcasting. While you are streaming, you will see a red border around your video canvas.

Hello world!

Monitor viewers, comments and connection strength

At the bottom of the screen you can see your connection strength and how many viewers and comments your stream has.

If you are moderating comments, you need to use a second device with a browser to approve or reject comments. Just visit your live channel URL (pilot.touchcast.com/live/your_channel_name) and then add "/manage" to the end (pilot.touchcast.com/live/your_channel_name/manage).

You will have to log into the same account that's hosting the broadcast. Now you can see all of the comments that need moderation. Once you approve a comment, it will appear in your touchcast stream for all viewers to read.

You can add vApps while live streaming

Should you need to create a vApp in the middle of the broadcast, feel free to do that - your viewers will not see your navigation as you prepare the vApp. But be careful not to use a vApp that requires authentication (like DropBox if you haven't already authenticated previously) as this authentication will often bounce you out of the Studio app thus pausing or breaking your live stream.

You can pause and resume your stream at any point. But pausing for more than three minutes will end your stream.
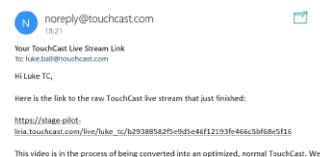
Finish your live stream

Finally, when you're done streaming, press the Done button in the top right corner of the screen.
Choose thumbnail, title and description
Add a name and description for the broadcast archive. Then tap Save.

Get saved raw stream and it's link

You'll be presented with a confirmation of the saved raw stream and its link.
You will also receive two 'noreply' emails with the URL for the raw and rendered versions of the live stream. The rendered version has been fully optimized.

If you configured a PIN code for your live stream it will become the password required to view the saved stream.

If you opted to save a local copy of the video on your iPad, then after you tap Done you will be taken to the editor to edit the video.

After you edit the video, you may export and upload a new version (creating a new TouchCast link) to share. Save and share your local copy of your live stream. That's all you need to know to broadcast with TouchCast!

How to be a viewer of a live stream

When a viewer receives a live stream URL, they should open the URL in the latest desktop
browsers, Google Chrome, Mozilla Firefox, Windows Edge and Mac Safari (when running on
Mac OS Sierra) for full TouchCast interactivity.

If the stream has not started, the viewer will be presented with a demonstration touchcast and a message to show the channel is currently not in session.

As soon as the presenter of the live stream, taps the 'Stream Live' button in the TouchCast app, the viewer will be prompted to enter their name followed by their email address.

If the live stream has been configured with a PIN code, the viewer will be presented with the 'Enter code to view the live TouchCast' dialog box. Once the viewer clicks the 'Join' button, they will join the live stream.
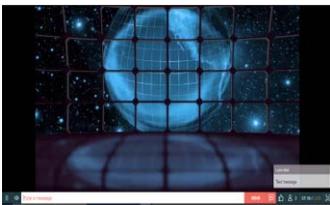
If the presenter of the live stream has enabled commenting, the viewer will see an option at the bottom of the screen to 'Type a message'. When the viewer enters a message and taps or clicks the 'SEND' button a message will be sent.

Please note: If the presenter has enabled moderation, the message will not appear until approved by the moderator, the comment will then appear on screen for all viewers and on the iPad for the presenter. If moderation is OFF, the message will appear immediately on the screen for both presenter and viewers.
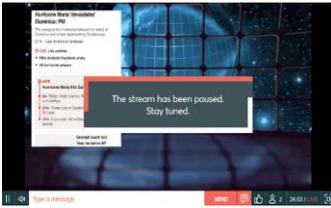

Viewers can also tap or click the 'Thumbs up' icon to like the broadcast.

Once clicked, all viewers will see a number of thumbs appear from the bottom of the screen.

If the presenter has added content/vApps on the screen during the live stream, the viewers can tap or click on the content to open.
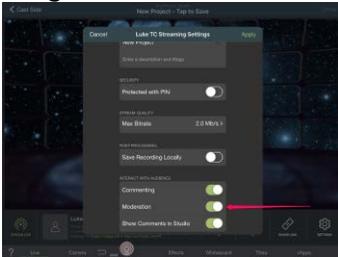
If the presenter pauses the live stream, the viewers will be shown the 'The stream has been paused. Stay tuned'. As soon as they un-pause, the stream will continue.
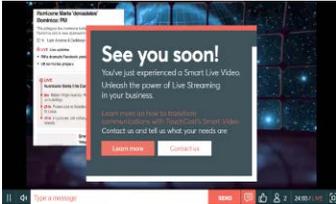
As soon as the presenter ends the live stream, all viewers will be presented with the 'See you soon!' dialog.
Viewers can find out more about TouchCast or close their browser tab.

Using Moderation for Live stream

To start the moderation process, turn 'Commenting' and 'Comments Moderation' on from 'Settings' and tap apply. Please note: It is possible to enable commenting and moderation prior to or during a live stream.

In a recommended browser, Google Chrome, Mozilla Firefox, Windows Edge and Mac Safari, create a new tab and type in your 'live' channel URL, adding the word manage/ to the end.
e.g. https://pilot.touchcast.com/live/your_channel_name/ manage
If your stream is NOT yet live you will see the 'Oops' message.

As soon as your stream becomes live you will be asked to log in. You will need to use your channel/profile username and password to sign in to the moderation page.

You will now be able to see the moderation page. As soon as viewers start to add comments, they will appear in the view with the name of the viewer.

Once you approve a comment, it will appear in your live stream for all viewers and the presenter to read.

Lighting

It's important to make sure your subject is well-lit.
No studio lighting? A good alternative is natural light outside or near a large window.
If office or indoor lighting is all you have, choose an option in the 'White Balance' tool to get the best possible balance.
Use a desk lamp or lighting block to illuminate any dark areas on your subject's face. Watch out for any shadows behind.

Audio

Getting your sound quality right is important as poor sound cannot be rectified once filming is finished.
Always test your audio levels first.
Find a quiet spot away from background noise. Make sure your subject can be heard distinctly.

For best quality sound, use an external microphone, linking to the iPad via the lightning port or headphone socket.

Green screen

Here are some tips for getting the best from the Green Screen tool:

• Light your subject well. Ensure the green screen is evenly lit and avoid any shadows falling across it.
• With your subject in place, use the 'Adjust Background Removal' tool Green Screen Settings to sharpen your background image and the outline around your subject. This is always required to match your lighting conditions.
• Does the image or video you import as your background look too big? Go to Green Screen Settings and turn OFF Background stabilization. Your image should then fit the screen.
• The Degreen button helps to remove any green 'glow' around your subject. It's usually best to keep it turned ON.

Mirroring
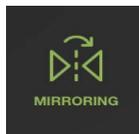
When filming yourself facing the iPad screen, the image is automatically reversed by the iPad's camera, meaning any text in the shot will be back to front.
You can avoid this effect by selecting the Mirroring button in Camera mode.

Projects

Here's a quick recap of what you can do with your projects.

TIP Whenever you are starting a new touchcast we recommend you create multiple projects, a project with all your vApp content, a project with all your video clips and then a project with both your video and vApps imported. Then at the point of doing your final recording - you make a backup in case something goes wrong. By retaining these projects, you will be in a position to update or make amendments at a later date.

Starting and saving a project:
You can start assembling clips and vApps even if you're not ready to record. Choose to 'Create New TouchCast' and you can film a clip or add a vApp then immediately 'Save your project.' You can then return to this project any time to add or remove material.

Saving a project:

When you first create a new project, you will be asked to 'Tap to Save' it at the top centre of the screen. Give it a name and it will be saved in 'My Projects'.
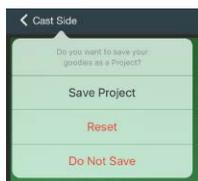
You can also save it by selecting 'Cast Side' in the top left of the screen and choosing 'Save'. Any changes you make to an existing project are automatically saved as you make them.

Renaming a project:
In the 'My Projects' screen, choose the pencil tool, (bottom left), select your project and tap Settings to rename it.

Duplicating a project:
It's a good tip to (Duplicate) your project BEFORE you record your vApps into your touchcast. That way, you'll always have your clips and vApps to return to should you want to make any changes. In the 'My Projects' screen, choose the pencil tool, (bottom left), select your project and the option to duplicate will appear at the top right.

Sharing a project:
This is useful if you want a colleague to work on your project on a different iPad or if you would like to have an added backup that could be downloaded at a later date to the same or different device.
In the 'My Projects' screen, choose the pencil tool, (bottom left), select your project and the option to 'Share' (top right). Once selected you will be given the option to set a password. The password will be needed by anyone who 'Fetches' the project on another device. After the upload takes place you will be presented with a six-digit code. If you are sharing your project with a colleague, explain to them that they will need to go to their own 'My Projects' screen and choose the 'Fetch Project' option, enter the six-digit code and when prompted, enter the password. Note: This is a COPY of the project.

Importing vApps from another project:
When you want to reuse vApps from a previous project, you don't have to recreate them all from scratch. Instead, go to 'Add a vApp', and choose the 'Projects' option at the bottom of the screen and select the vApps you wish to import.

Hot spots

Hot spots are invisible areas of interactivity into which you can place videos, images, documents or webpage links.
Use them if you want to make a graphic or object on the screen interactive, or even the whole screen.
For any content to be used in a hot spot, it must have its own URL. When you open the hot spot vApp you will be asked to enter that URL.
Files stored on your iPad or in your cloud service may not have their own URL. However you can get the same hot spot effect for this type of file by using a video, image or DropBox vApp as appropriate, opening the vApp settings and moving the Opacity level to zero.

vApps on an end screen

You can give your viewers a second chance to click on all your vApps by putting them on screen again at the end of your film.
To do this, record a 20-30 second clip with a background of your choice, remembering to turn the microphone off in Camera settings when you record.
Then reimport all your vApps. This is easy if you've saved them in a separate project because you can import all in one go.
Size and position them to fit on the clip you've recorded. Add some text using the Whiteboard if you like; for example, "Click on any of the links from the video to explore them again"
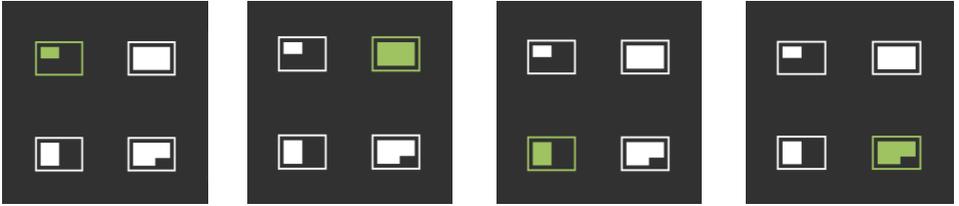Place all your vApps on screen, then record them into the clip.

Options for displaying vApps

When you add a vApp, you can choose how it appears on screen by using the vApp display button in the vApp tray.
The options are:

- vApp inset
- vApp full screen
- vApp half screen
- vApp full screen with main video inset

Working with a shared iPad

When you are sharing an iPad with a colleague you should sign out and in of TouchCast and any cloud services the previous user accessed. Here's how:
Signing in to TouchCast: Choose the 'Silhouette icon', bottom right. Here you can create a new sign-in, or sign-in to an existing account.
Signing out of TouchCast: Choose the 'Silhouette icon', bottom right, go to 'Settings' and log out.

Unlinking from cloud services:
Previous users of the iPad may have linked TouchCast to their 'cloud service' accounts. You can unlink by choosing the silhouette icon, bottom right, going to Settings and selecting the relevant cloud service to unlink from. TouchCast will automatically ask you to log in to your own cloud service next time you choose to add a vApp that way.

TouchCast Studio
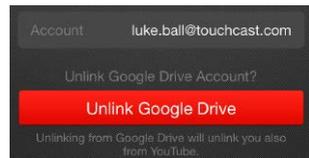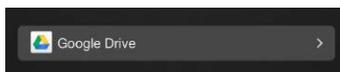
Best Practice

Preparation:

- It is always advisable to plan and storyboard before you begin your recording. Plot out when interactivity (vApps) will appear. In a 2-3 minute touchcast, probably five to six vApps is ideal.
- Try to pace the vApps (interactivity) so that they appear at regular intervals, no longer than every 30 seconds.
- Make sure the first vApp appears in the first 15-20 seconds.
- Make sure the content behind each vApp is as attractive and editorially compelling as possible – you wouldn't include a boring interviewee in a TV package or quote in an online article so don't include a boring webpage, for example, in a touchcast. Videos are compelling, or other unique content suits vApps well.

| | ▷ | 0:00 | | -0:50 |

General:

- vApps should stay active for at least six seconds, but can stay on screen longer.
- Try to use at least three types of vApps (not just web pages) to encourage viewer interaction.
- Use video vApps so elements are not just static images.
- Frame shots so that the vApps appearing on screen have room to breathe.
- If a website doesn't frame well because it's too large for the vApp window, try using the mobile version of the URL or use an image vApp and place the URL on the link (found inside the vApp options).
- If a brand logo appears make sure it links to something as people will try to click on it.
- One technique you can also use to display vApps – single or multiple – is to cross-fade to a full-screen brand/graphic for 10 seconds and display the vApps there, along with calls to action, before returning to the presenter.

Filming on iPad:

- In Camera mode, keep the teleprompter / camera on the left to prevent reading blindness.
- Use an external microphone for great audio. Always test your sound when filming as poor sound cannot be fixed afterwards.
- Place your subject in a well-lit area. Being outside in natural light or indoors near a big window is ideal. Under artificial light, pay attention to shadows and make sure your subject's face is well lit.
- Use a tripod or any steady mount to hold your iPad while filming. Shaking camera work is distracting for the viewer.

Use the Guides (in Camera mode) to help you frame the shot. Try to place your subject on one of the 'thirds' where the guide lines intersect. This is visually pleasing and also creates room on the screen for you to add interactive content in the touchcast.

- Rehearse first. One or two dry runs help you to head off problems and can also put your subject at their ease. Check what you've shot while you are still with your subject and, if you are not happy for any reason, do it again.
- You can divide your touchcast into segments and record each separately, then merge them into one later; this takes the pressure off having to get the whole thing right first time.

TouchCast video import guidelines:

- If you are recording externally and importing into the app to add interactivity - please follow the best practice below.
- Export video from Final Cut Pro or other sources as an MP4 file and import to TouchCast via Dropbox or another support cloud storage service.
- Codex: H.264
- Frame rate: Ideally 30 f/s but 25 f/s should be ok.
- Bit rate: 2-3MB
- Res: 720
- Audio only files: Just needs to be an MP3 file in Dropbox or iTunes. Levels set automatically.

Calls to action:

- You need to provide very clear calls to action for the vApps so the viewer knows what to click on and more importantly what they will get if they do.
- Phrases like 'Touch or click on the video...' or 'Take part in our quick poll now by touching or clicking here...' are all it takes, but try to avoid repetition.
- A good tip is to include a line near the start of the video that tells viewers what to expect, something like: 'This is an interactive video and you can click on the links that appear on screen to find out more about xxxxxx'.

- If you are an on-screen reporter, try to pause after each call-to-action to give viewers enough time to interact; a short pause also has the benefit of enabling the viewer to return to the main video before you start speaking again.
- If using hotspots to introduce vApps, not only does the call to action need to be very clear, but the shot needs to be held long enough for the viewer to click on the hotspot.

End sequence:

- At the end of your touchcast, you can make the whole screen a hotspot that links to another site, for example a special report or index page where viewers can access more content on your subject. It's a good idea to do this – and explain to the viewer that they can click and get more – at the end of your piece.
- You can also finish the touchcast with ALL the vApps repeated and delivered over the end shot, explaining to the viewer that they can touch or click on any of them if they missed them while they were watching.

Adding interactivity and recording:

- Assemble all your interactive elements before recording.
- When you add a vApp it will land in the tray at the bottom of your screen. Next step is to select each vApp in turn, use the cog setting and then set the position and timing of each vApp, along with any other settings you choose.
- Once you are happy with all the positions and settings, move on to recording.
- Use the Pause button freely during recording to allow manually placed vApps to load on slow wifi or to resize web pages that load awkwardly.

Important points to remember:

- Projects are stored locally on the device unless they are shared. If they are deleted from the device and have NOT been shared - they will be removed.
- TouchCasts that are set as 'Only Me' are ONLY on the device. If they are deleted, there is no other copy.
- From November 2015: It is NOT possible to delete Shared TouchCasts for Enterprise customers. Any Enterprise customer who requires a published touchcast to be removed should log a call with support@touchcast.com.

If you require any technical support for the TouchCast Platform, please contact us via support@touchcast.com and we will come back to you.