

User Guide

ClipVilla Video Producer



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How to use the ClipVilla Video Producer

The first thing to do, after the installation of the ClipVilla Video Producer, is to log out from the Magento Backend and to clear the Magento Cache.

Now your ClipVilla Video Producer is ready for use. You will receive a note that changes within the index management have happened. This message can be ignored.

New entries within your backend

Now you'll find several new entries for the video production within your Magento Backend.

- Find the entry *ClipVilla* under *System / Configuration* to fill in the basic settings.
- Find the Button *Render Videos* under *System / Index Management*, which will create videos for the entire product catalog.
- Find the option *Manage Videos* under *Catalog*, where you can manage and delete your videos.
- Find an entry within every category under *Catalog / Manage Categories* that enables you to choose a specific video template for each category.
- Find the buttons *Render Video* and *Delete Video* within every product to manually create or delete individual videos.
- Find the option *ClipVilla* within any product under the product information, where texts for the presentation in that specific product video can be entered.

Positioning of the Video Player

As soon as a product video has been created, it will be placed onto the product detail page within the video player provided with this extension. It's position has been predefined. However it should be checked and, if desired, changed to your personal liking. This can be done as follows:

As usual for Magento, the video player is integrated via a *Layout.xml*.

The player-snippet can be found inside the child product *other*. The correspondent snippet

- `<?php echo $this->getChildHtml('other');?>`

can be removed from here and be placed anywhere you want the player to be.

Relevant data:

- Video-Template: app/design/frontend/base/default/template/clipvilla videos.phtml
- Layout: app/design/frontend/base/default/layout/clipvilla.xml
- Product-Template (Magento 1.9): app/design/frontend/rwd/default/template/catalog/product/view.phtml
- Product-Template (Magento <1.9): app/design/frontend/base/default/template/catalog/product/view.phtml

Adding new templates

If you decide upon a customized video template, it will be individually created by ClipVilla. After it's completion you will receive a XML.data named *mapping.xml*.

In order to integrate the new template into your Magento shop this data needs to replace the original *mapping.xml*. This is going to happen in in this directory:

- app/code/community/ClipVilla/Morl/etc/mapping.xml

Configuration of the ClipVilla Video Producer

Find the entry *ClipVilla* under *System / Configuration* to set up the the basic configurations, insert the video parameters and choose the rendering options.

Basic Configuration

Activate Module = YES/NO	Activates the extension
Enter License-Key =	Enter the code you'll get from ClipVilla after you've booked your video package
Video Folder = default	Enter the place on your server where your videos are stored. By default this is the media library

Video Parameters

Default Template =	Pick the template that should be used globally for every product. This setting will be overwritten by settings made on the category level
Shop =	Enter the shop name here. It will be shown as a branding within the videos

Video Text 1* =	Enter the first text for your video here
Video Text 2* =	Enter the second text for your video here.
Video Text 3* =	Enter the third text for your video here.

* Please note: The texts entered here apply globally for all products. This is why we recommend the use of general information, slogans and claims. Individual texts can be entered on the product level.

Rendering & Notifications show Options

Show Rendering Status = YES/NO	Activates or deactivates notifications on the state of the creation of your videos
Email Error Notification = YES/NO	Activates or deactivates e-mail notifications on possible errors within the video production

Assigning a video template

Video templates can be assigned in two different ways:

- **globally** Go to *System / Configuration / ClipVilla* and choose a default video template which will be used if no finer adjustment has been made.
- **on category level*** Besides choosing a global template, you have the option to assign templates to individual product categories. The settings made on this level will override the global setting. Go to *Manage Categories / Any Category / Configuration* to find the option *Video Template* at the very bottom. Here you can assign a template to the category you're in.

*Please note: If you wish to reverse this setting, your previous choice needs to be cleared.

Producing Videos

There are three different ways to create videos with the ClipVilla Video Producer.

- **via indexer*** Find the entry *Render Videos* under *System / Index Management*. Tick this option and click *submit* to start the video production for all visible products within your shop.
- **via product catalog*** Go to *Catalog / Manage Products* to initiate the video production. Tick

the desired products and click *Render Videos* on the right.
Confirm your selection by clicking *submit*.

*Please note: The number of renderings reduced from your credits is the same as the number of product videos created. This process only creates videos for products that prove the status *visible* in your Magento shop.

- **individually** Find the option *ClipVilla* under *product information* within every product. Choose this option to create videos for individual products. Individual texts entered here will override the global texts under *System-Configuration* for the product you're in.

If the setting for Video-Renderings within the Indexer is set on *Update on Save* a video will usually be created for every time a product is saved. The ClipVilla Video Producer then checks whether or not the provided video information have changed. If it's not the case, no new video will be created. However it is possible to initiate the production deliberately. To do this, click the button *Render Video*.

Tip: This way you can even create videos for products that are not visible.

Deleting Videos

There are two different ways to delete videos with the ClipVilla Video Producer.

- **via *Manage Videos**** You can find a list of all videos under *Catalog / Manage Videos*. Furthermore you'll find general information such as status, date of creation and the template used on each video here. Tick the products you want to delete and click *Delete Video*. Confirm your selection by clicking *submit*.
- **individually*** If a video for a specific product already exists, a button named *Delete Video* appears next to the *Render Video* button. With a click on this button the product video will be deleted.

Please note: Videos are not only deleted from the product page but also from the Media Library. If you wish to keep the product video, it is necessary to make a copy of it beforehand.

Creating a video sitemap

The video sitemap contains relevant product data for the search engines and should be added to your Google-Webmaster Account. Simply deposit the following link:

- .../media/clipvilla/sitemap_video.xml

Information on your Videos

By default these information will be used from your videos.

- The shop name listed in the *ClipVilla Configuration*
- The product name for which the video is created
- The information entered in the *Video Text* fields either inside the *ClipVilla Configuration* or *ClipVilla Product information*.

Your videos are stored in mp4 format inside the media library. You can define an alternative place for storage yourself. The size of the videos is between 5 and 8 MB.

Please consider the storage needed on your webserver for a high amount of videos.

How to deinstall the ClipVilla Video Producer

If you wish to deinstall the ClipVilla Video Producer from your Magento Store, you need to perform the following steps.

Data to be deleted (Server)

Delete the following registers and data from the Magento root register:

- `app/code/community/ClipVilla`
- `app/design/adminhtml/default/default/layout/clipvilla.xml`
- `app/design/adminhtml/default/default/template/clipvilla`
- `app/design/frontend/base/default/layout/clipvilla.xml`
- `app/design/frontend/base/default/template/clipvilla`
- `app/etc/modules/ClipVilla_Morl.xml`
- `app/locale/en_US/email/clipvilla.html`
- `js/clipvilla`
- `media/clipvilla`

Attributes to be deleted (Magento Backend)

Delete the following ClipVilla Video Producer attributes under *Catalog / Attributes / Manage Attributes*:

- clipvilla_name
- clipvilla_usp_one
- clipvilla_usp_two
- clipvilla_usp_three

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You will find the attribute group *ClipVilla Video Producer* under *Catalog / Attributes / Manage Attributes/Default* that needs to be deleted as well.

Database queries to be deleted (Database)

In order to delete SQL-entries from the database, it is necessary to directly log in to the database. The SQL-commands remove data from Magento tables or entire tables which have been created by the ClipVilla Video Producer.

Template list to be deleted (Database)

If all of the aforementioned ClipVilla Video Producer data has been deleted, the following SQL commands needs to be performed:

- `DELETE FROM eav_attribute WHERE attribute_code = „clipvilla_template“;`

Deletion of tables from the ClipVilla Video Producer:

- `DROP TABLE clipvilla_stack;`
- `DROP TABLE clipvilla_videos;`

Deletion of the installation entry for a possible reinstallation :

- `DELETE FROM core_resource where code = "clipvilla_mori_setup";`

Please note: Only after these steps have been performed, the *Manage Categories* tab can be reached again.