



adaptTo()

APACHE SLING & FRIENDS TECH MEETUP

2 - 4 SEPTEMBER 2019

AEM Screens: Where Web Meets Reality
Vitaly Tsaplin, Adobe

Vitaly Tsaplin

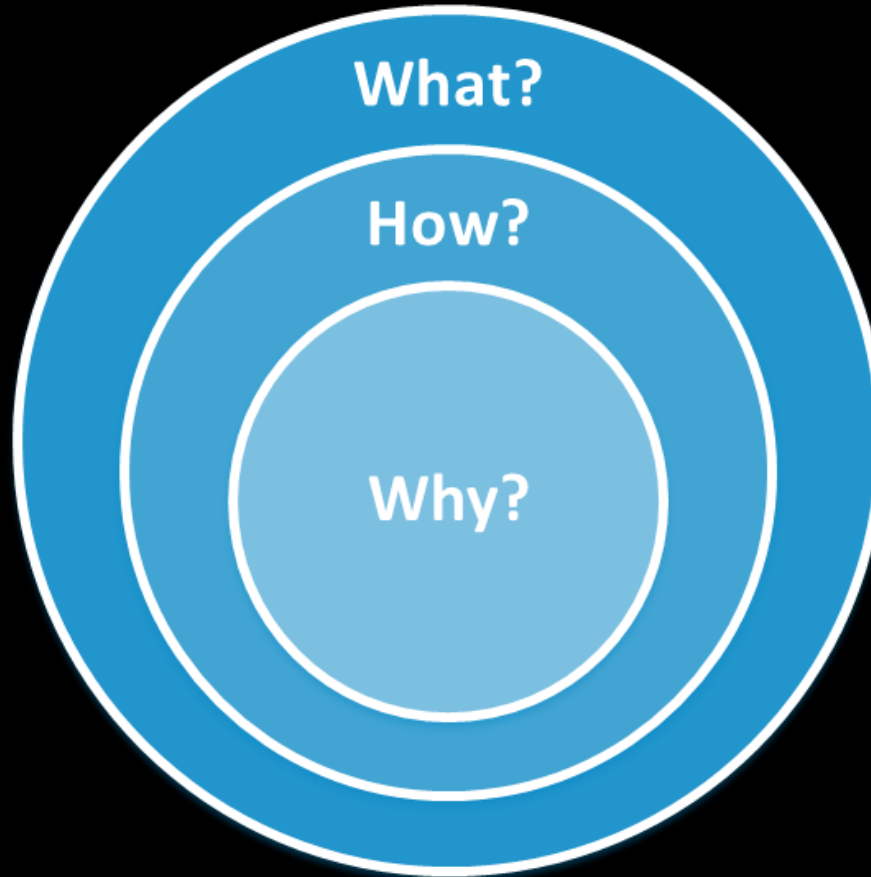
- Computer Scientist @ Adobe
- Core developer of AEM Screens

<http://tsaplin.com>

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<https://github.com/vtsaplin>

The Golden Circle





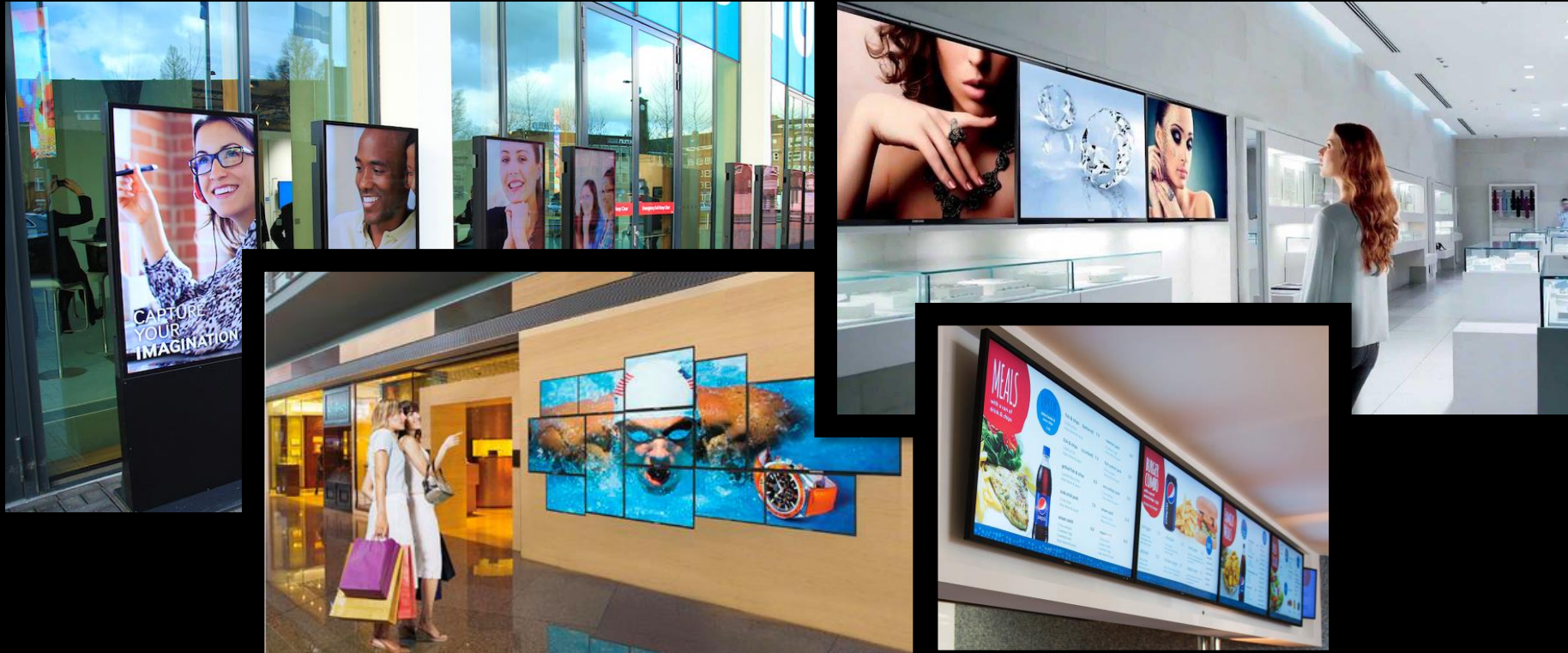
What is AEM Screens?

Digital Signage Solution
from Adobe

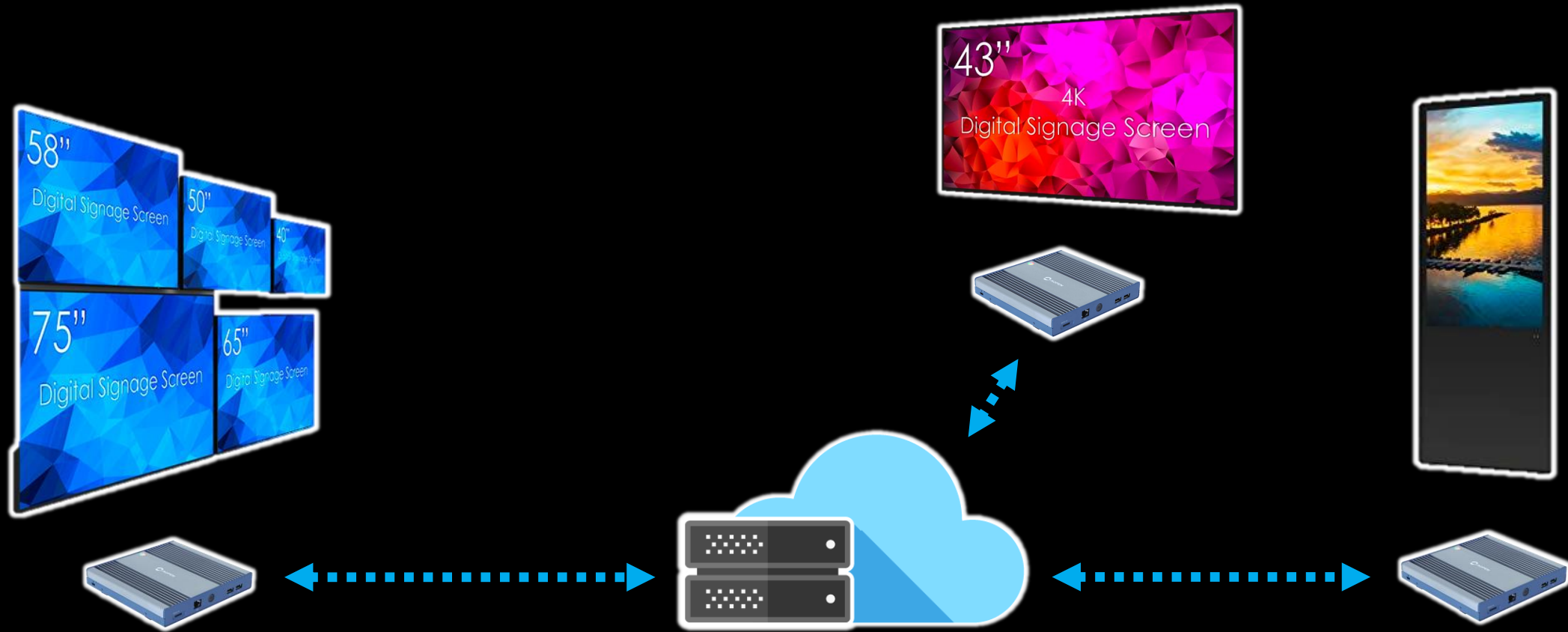
What is AEM Screens?

- Built in AEM addon
- Created on top of AEM Sites
- AEM 6.3 and upwards

What is Digital Signage?



What is Digital Signage?



- News, weather, traffic information
- Corporate messages, event announcements
- Product information, pricing, photos, etc.
- Brand building, advertising and promotion
- Influencing product or brand decision-making
- Enhancing customer experience

The player hardware



Brief history of Screens

- Started as Project Context in 2012
- The AEM team took over the concept in late 2014
- Begun as a series of prototypes were shown at Adobe Experience



Our goal

Differentiate by bringing online
experiences to physical places

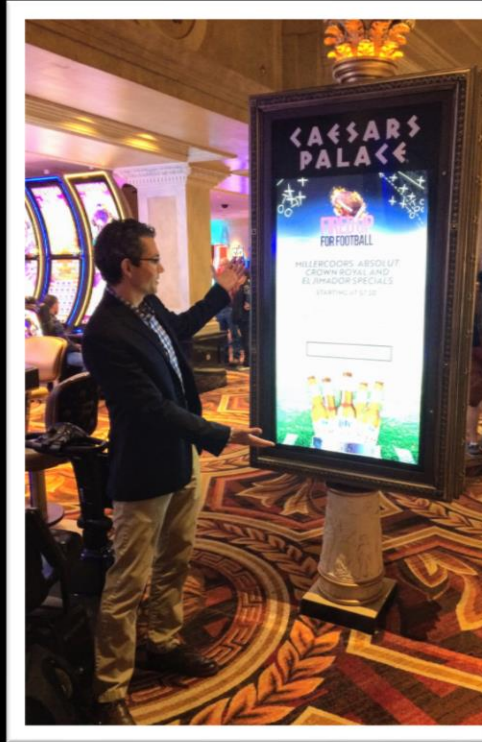


Our mission

Bring customer and clients worldwide
closer together by providing the best digital
signage solution

Brands who love us

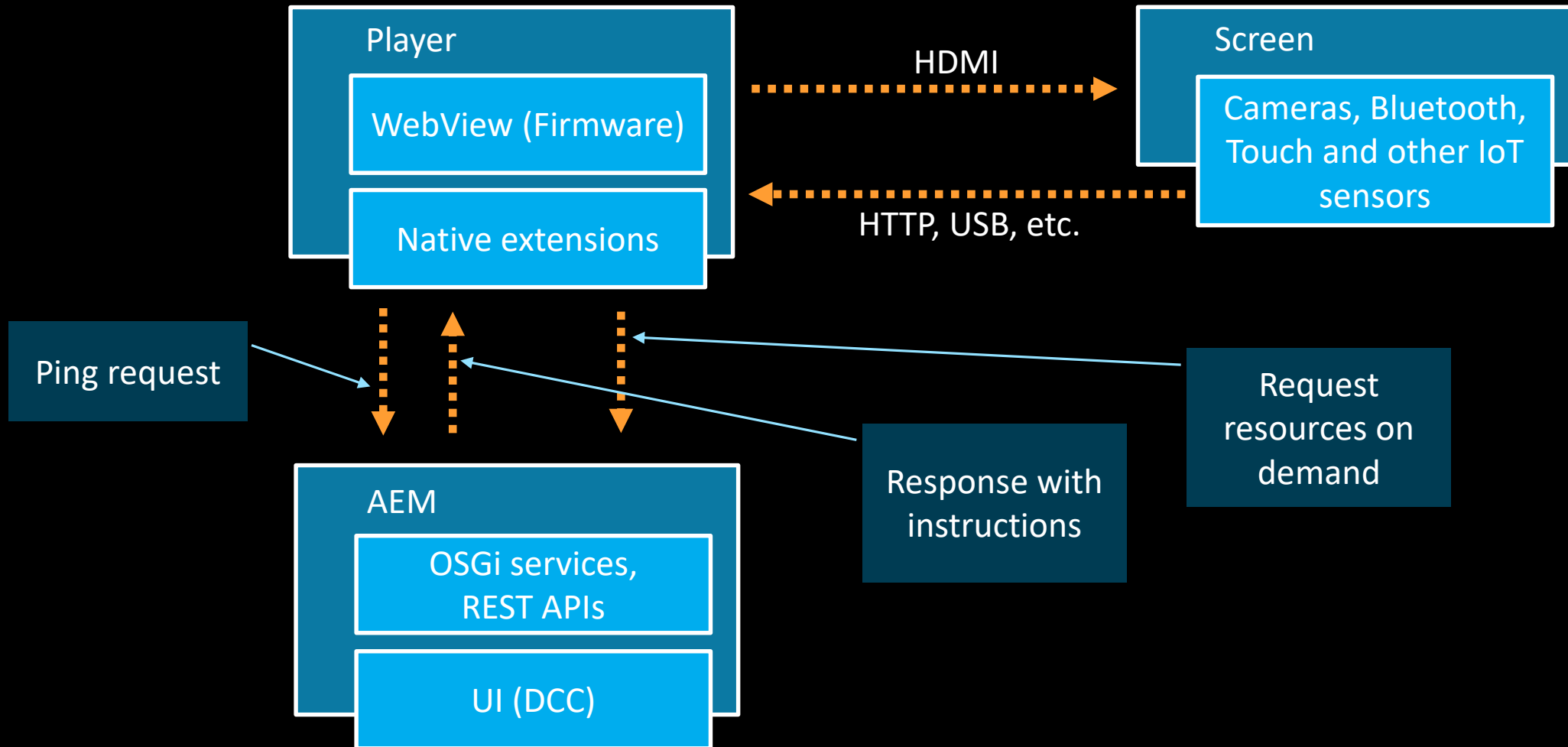
- Hugo Boss
- Optus
- Caesars
- VW
- Whirlpool



Key features

- OOTB slideshow component
- Content assignment and scheduling
- Context-aware and targeted experiences
- Offline playback
- Analytics integration
- Remote device management

Architecture





Technology stack

- Cross-platform browser player
 - HTML5
 - ES6
- Native players
 - Cordova (Android)
 - Electron (Windows)
 - Chrome OS

Demo

Developing for AEM Screens

Custom components

- Need to be embeddable in the sequence channels to generate slideshows
- Require two different renderings depending on authoring mode

Custom components

- In the content:

`sling:resourceSuperType="foundation/components/parbase"`

- In component.html:

`<sly data-sly-test.production="${wcmmode.preview || wcmmode.disabled}"`

`data-sly-include="production.html" />`

`<sly data-sly-test="${!production}" data-sly-include="edit.html" />`

Custom client libraries

- **cq.screens.components**
styles and scripts that are **shared**
- **cq.screens.components.edit**
styles and scripts that are only used in **edit** mode
- **cq.screens.components.production**
styles and scripts that are only used in **production** mode

Adding files to offline cache

```
<offline-config>  
  <custom-js  
    type="copy"  
    path="path/to/the/files"  
    targetRootDirectory="www"/>  
</offline-config>
```

- <https://helpx.adobe.com/experience-manager/6-5/screens/user-guide.html>
- <https://download.macromedia.com/screens/>
- <https://github.com/Adobe-Marketing-Cloud/aem-screens-howto>

Takeaway

QA