

# Active Merchandiser: How to Use Flip

## Start a New Flip Project

Access [www.activemerchandiser.com](http://www.activemerchandiser.com) and choose “Login” on the upper right. Enter your Active Merchandiser user name and password, and click “Login.” On the *Get Started* page, choose

The screenshot shows the Active Merchandiser login page with fields for User Name/Email and Password. Below the login form are links for 'Learn More', 'Free Trial', and 'Login'. To the right, there are three main options: 'CR CREATE' (Create a Catalog or Presentation), 'FL FLIP' (Import a Catalog), and 'BL BLINK' (Create a Website Animation). A blue arrow points to the 'FL FLIP' option. Below these options is a 'Create a new Flip project' form with fields for 'Project Name' (containing 'MyNewFlip') and 'Project Folder' (set to 'Main Folder'). There are 'Save' and 'Cancel' buttons at the bottom of the form.

Now you should see the *Flip* “Project” page. At any time, you can use the Rename link to rename your project or the Delete link to delete the project. In the future, your *Flip* project will show up on your homepage, along with all the other *Flip* projects you’ve been working on. You’ll be able to click “open project” and resume your editing from there.

The screenshot shows the 'FLIP' project page for 'Design Homelife Lighting'. It includes a navigation menu on the left with links like 'Home', 'Project Library', 'Image Library', and 'Product Library'. The main content area shows project details: Project Name (Design Homelife Lighting), Project Folder (Main Folder), Project ID (17580), and # of Pages (5). Below this is a 'BUILD A FLIP IN 3 EASY STEPS' section with three numbered steps: 1. IMPORT PDF (with sub-option IMPORT PAGE IMAGE), 2. TABLE OF CONTENTS, and 3. PUBLISH ONLINE (with sub-options SEND IN AN EMAIL and GENERATE PDF WITH CREATE). A 'Preview' button is also visible. At the bottom, there are 'MORE OPTIONS' including 'HOT SPOTS', 'DELETE PAGES', 'LOOK + FEEL', 'VIDEO SPOTS', and 'EDIT WITH CREATE'.

Then choose **Step 1: Import PDF**

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You are on **Step 1 of 3: Import Catalog**

**Select PDF File:** Click "Browse" to select your catalog PDF file.

Don't have a PDF file of your catalog? You can import individual catalog pages to build a catalog. Click [here](#).

Now browse for the catalog PDF in your computer, and double click it. The file will be imported automatically.

You are on **Step 1 of 3: Import Catalog**

**Select PDF File:** Click "Browse" to select your catalog PDF file.

Don't have a PDF file of your catalog? You can import individual catalog pages to build a catalog. Click [here](#).

Upload complete.

Upload Speed: 842 KB/sec  
Uploaded: 664.41 KB  
Time Elapsed: 00 sec  
Time Remaining: 00 sec

Click "Next" button to process file

Click the “next” button when the PDF upload is complete. The system will process the PDF for you. This may take a few minutes, depending upon your file size.

Starting Page # in this catalog for the pages generated from the PDF file you just uploaded:

Append the pages generated to the end

Replace the current pages starting at Page #:

### Have More Than One PDF?

If you’ve loaded previous images or PDFs, you can choose to append new to existing ones.

### Don’t Have A PDF?

You can assemble a catalog by importing individual pages from image files. You may choose the **Step 1:** “Import Page Image” from the project page or select the link marked “here” as shown above. For additional information, see our tutorial entitled “How to Import Catalog Page Images” to see how.

When you’re done, click “Finish and Go Back.”

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Back at the My Project page, you can see how your flip looks in the pop-up *preview* pane by clicking thumbnail of your project or the *preview* link in the top right corner.

Do you need help with the *Flip* preview pane? Click the question mark (located in the upper right corner) for access to a full help menu.

### Step 2: Table of Contents

Would you like to add a table of contents to your catalog? Click **Step 2: Table of Contents** on your *Project* page.

Project Name	Project Folder	Project ID	# of Pages
Design Homelife Lighting	Main Folder	17580	5

**BUILD A FLIP IN 3 EASY STEPS**

- 1**  
**IMPORT PDF**  
**IMPORT PAGE IMAGE**  
Upload your catalog to Flip.
- 2**  
**TABLE OF CONTENTS**  
Organize Flip pages into sections, making it easier for your customers to navigate.
- 3**  
**ONLINE**  
**SEND IN AN EMAIL**  
**GENERATE PDF WITH CREATE**



**MORE OPTIONS**


<b>HOT SPOTS</b> Link areas of your Flip pages to products, pages, or websites.	<b>LOOK + FEEL</b> Customize your Flip's color and branding.	<b>EDIT WITH CREATE</b> Edit, add or remove pages in your project.
<b>DELETE PAGES</b> Delete catalog pages.	<b>VIDEO SPOTS</b> Add video to your Flip pages.	<b>ONE-CLICK UPDATE</b> Update pages built with Create with updated product images and fields.

Click “Add Entry,” enter a “section name” into the available space, and add the number of the page where that section begins.\*

*\*Remember that you may have unnumbered pages at the beginning of your catalog, such as one for a cover image or one for contact information. Be sure to add those pages to the total number, making the result reflect the actual (physical) page.*

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Section Name	1st Page #		Delete
<input type="text" value="Index"/>	<input type="text" value="2"/>		<input type="checkbox"/>
<input type="text" value="Tabletop"/>	<input type="text" value="4"/>		<input type="checkbox"/>
<input type="text"/>	<input type="text"/>		
<input type="text"/>	<input type="text"/>		
<input type="text"/>	<input type="text"/>		



When you click “add entry,” you’ll be given a new space for more section entries. Continue your list, or click “cancel.” When you open your *Flip* preview, you’ll see the *Table of Contents* button on the left side. Click to expand. Want to make changes? Simply close, minimize or move your preview pane and continue with your edits.



The screenshot shows a web browser window with the URL <http://www.activemerchandiser.com/IC/CatalogView.aspx?Replace=true&CatalogOID=287388&SupplierID=402>. The page title is "You are on Step 2 of 3: Edit Table of Contents". Below the title, there is a form with the following fields:

Section Name	1st Page #	Delete
<input type="text" value="Spring Additions"/>	<input type="text" value="2"/>	<input type="checkbox"/>

Below the form, there is a search bar and a list of sections:

- Spring Additions (2 - 3)
- Playhouse Babies (4 - 14)
- Infant Babies (15 - 20)

On the right side of the browser window, there is a preview of the catalog flip. The preview shows a page with the "mudpie baby" logo and a piggy bank. A "TABLE OF CONTENTS" button is visible on the left side of the preview. A blue arrow points from the "TABLE OF CONTENTS" button in the preview to a larger "TABLE OF CONTENTS" button on the left side of the browser window.

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## Step 3: Publish Your Catalog

Once you've got your project configured the way you want, it's time to share it with others! There are a few different ways to do this. On your *Project* page, click one of the **Step 3** options:

### A: Publish Online

There are four ways to have your *Flip* catalog display on your website. These options range from simple linking to more heavily integrated displays. Choose whichever option you believe would be best for your particular needs. Many options can be done without the need for any advanced development skills.

**You are on Step 3 of 3: Publish**  
**Add a Flip catalog to your website**

There are four ways to add a Flip catalog to your website.  
Note: you can also [email](#) a Flip catalog or [generate a PDF file](#) for printing.

1) **Publish as a Flip group:**  
Flip Groups allow you to create a page that you can link to which will show any or all of your catalogs. It is the best way to publish a catalog on your website. Click [here](#).

2) **With an animated image linked to a (pop-up) catalog browser window:**  
Please click [here](#) to find out more about this option.

3) **Simple link:**  
Use this link in your webpage or email message.

<http://173.73.3.11/CatalogView.aspx?isLink=true&CatalogOID=17579&AccountNo=402196&Ticket=>

4) **Copy and paste HTML code.**  
Please click [here](#) to find out more about this option.

1. Our most common and easiest to manage option is the Flip Group. Flip groups allow users to quickly post and manage their catalogs on their websites with minimal work following initial placement.
2. Animated links add a bit of motion to a webpage by showing a slideshow preview of the catalog right on the page.
3. Simple linking is just a quick link that can be placed on a website to link directly to a Flip catalog.
4. More advanced integration options such as

### Want To Do Some Fancy Linking?

Use the 'Copy and Paste HTML code' option and click the "*More Options*" button to change your screen size, page format, or display mode. After you click "apply," these changes will be saved in your copied links.

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### B: *Send in an Email*

Follow the instructions to create a *Flip enhanced email message*.

**You are on Step 3 of 3: Publish**

**Email a Flip catalog**  
There are two ways to send out the Flip catalog via email.  
Note: you can also [add a Flip catalog to your website](#) or [generate a PDF file](#) for printing.

**1) Include a link to the catalog in your email:**  
Copy and paste the link below into an email message.

<http://173.73.3.11/CatalogView.aspx?IsLink=true&CatalogOID=17579&AccountNo=402196&Ticket=>

**2) Create a PDF and attach it to your email:**  
Generate a PDF version of the catalog and attach the PDF to your email message. Click [here](#) to generate a PDF file.

### C: *Generate a PDF with Create (Optional)*

You can create a PDF from your finished *Flip* catalog.

**You are on Step 3 of 3: Generate PDF**

**Select PDF Resolution:**

Web Resolution - best for web distribution

Print Resolution - best for printing

[Generate PDF](#)

Click the format you'd like, and then "Generate PDF."

You're done!

Click "Finish and Go Back" to preview your catalog or close your editing session.

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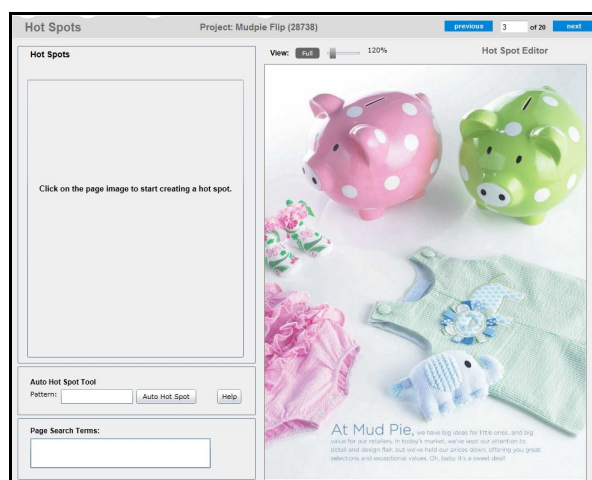
## More Options

Did you notice the “Hot Spots,” “Look + Feel,” and “Edit with Create” links? These are also found under “More Options” on your *Project* page. Let’s explore them.

MORE OPTIONS		
<a href="#">HOT SPOTS</a> Link areas of your Flip pages to products, pages, or websites.	<a href="#">LOOK + FEEL</a> Customize your Flip's color and branding.	<a href="#">EDIT WITH CREATE</a> Edit, add or remove pages in your project.
<a href="#">DELETE PAGES</a> Delete catalog pages.	<a href="#">VIDEO SPOTS</a> Add video to your Flip pages.	<a href="#">ONE-CLICK UPDATE</a> Update pages built with Create with updated product images and fields.

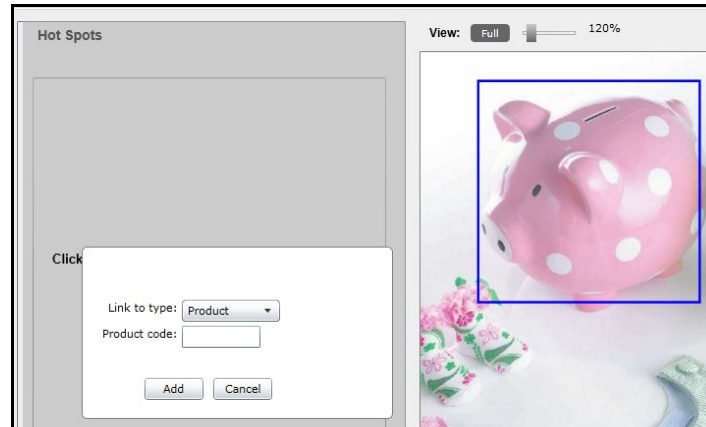
## Hot Spots

*Hot Spots* are areas within your *Flip* project that will link to a web page, display product information, jump to a related page in your *Flip* catalog, or display product codes and link to full product information. When the customer clicks here, the specified action will occur. Click the Hot Spots link to add them to your catalog!



Click on the page near the outside of the area where you want to place an “active” (link) *hot spot*. You’ll see a little circle appear. Click again in another area, creating a box that encloses the product but does not encroach upon another product.

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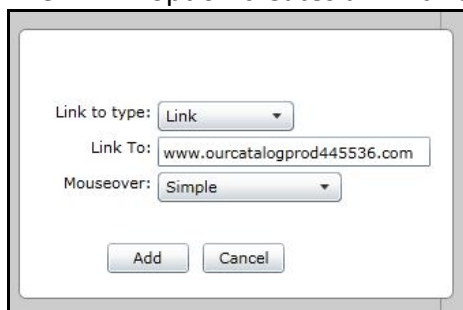


Now decide which type of *hot spot* will work best for you.

Take a second to see how each hot spot type will look when the customer places their mouse over them.



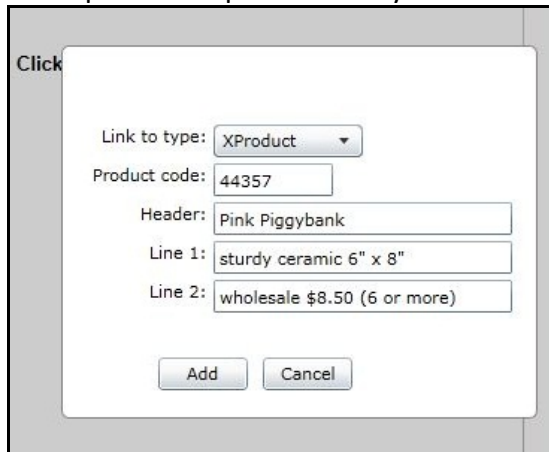
The "Link" option creates a link directly to your website or product information.





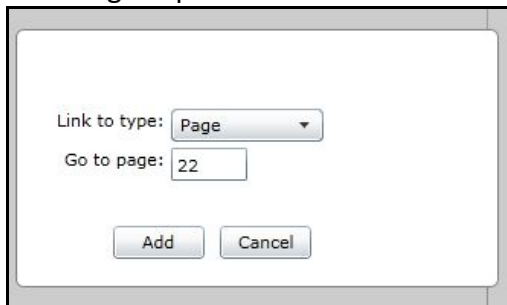
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The “Xproduct” option allows you to enter information about the product directly to the popup.



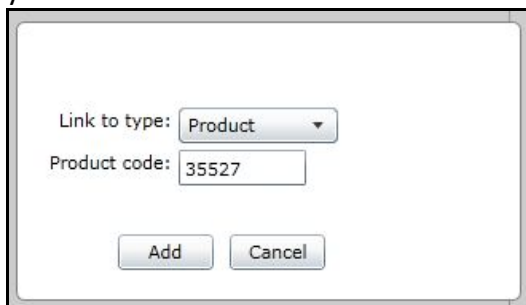
A screenshot of a software popup window titled "Click". The window contains a form with the following fields: "Link to type:" with a dropdown menu set to "XProduct"; "Product code:" with a text box containing "44357"; "Header:" with a text box containing "Pink Piggybank"; "Line 1:" with a text box containing "sturdy ceramic 6" x 8"; and "Line 2:" with a text box containing "wholesale \$8.50 (6 or more)". At the bottom of the form are two buttons: "Add" and "Cancel".

The “Page” option creates a link to another page of your *Flip* catalog.



A screenshot of a software popup window. The window contains a form with the following fields: "Link to type:" with a dropdown menu set to "Page"; and "Go to page:" with a text box containing "22". At the bottom of the form are two buttons: "Add" and "Cancel".

The “Product” *hot spot* shows your product code, and will link to full product information in your *Active Merchandiser Product Data Library*.



A screenshot of a software popup window. The window contains a form with the following fields: "Link to type:" with a dropdown menu set to "Product"; and "Product code:" with a text box containing "35527". At the bottom of the form are two buttons: "Add" and "Cancel".

## Video Spots

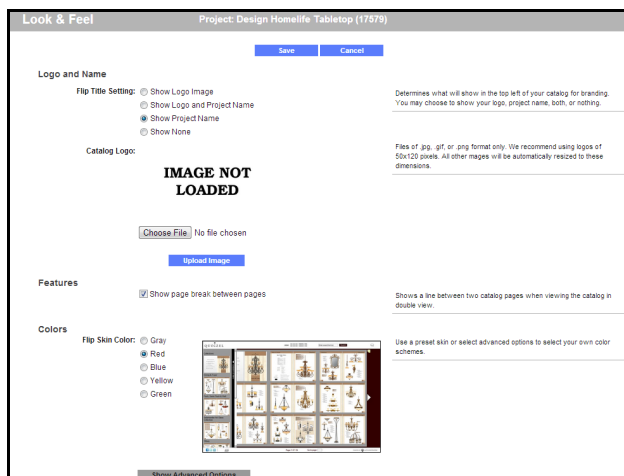
In addition to adding in interactive links to your Flip catalog, you may also add YouTube video. It is quick and easy to add full video capability to any catalog with just a few simple steps.

For a full walkthrough for video hot spotting, please refer to our “Adding a YouTube Video” tutorial in the *Help* section.

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## Look and Feel

The *Look and Feel* tab allows you to change the background color and presentation of your catalog.



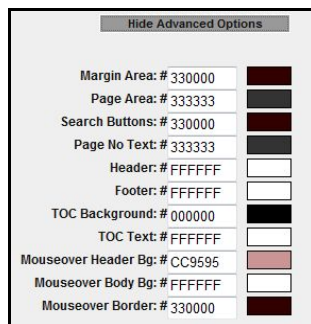
You can choose to have your *Flip* display faster...

You can select a logo (cover) image, choose to use only the name, or use nothing at all...

You can create a visual break between pages...

...and select a skin (background) color.

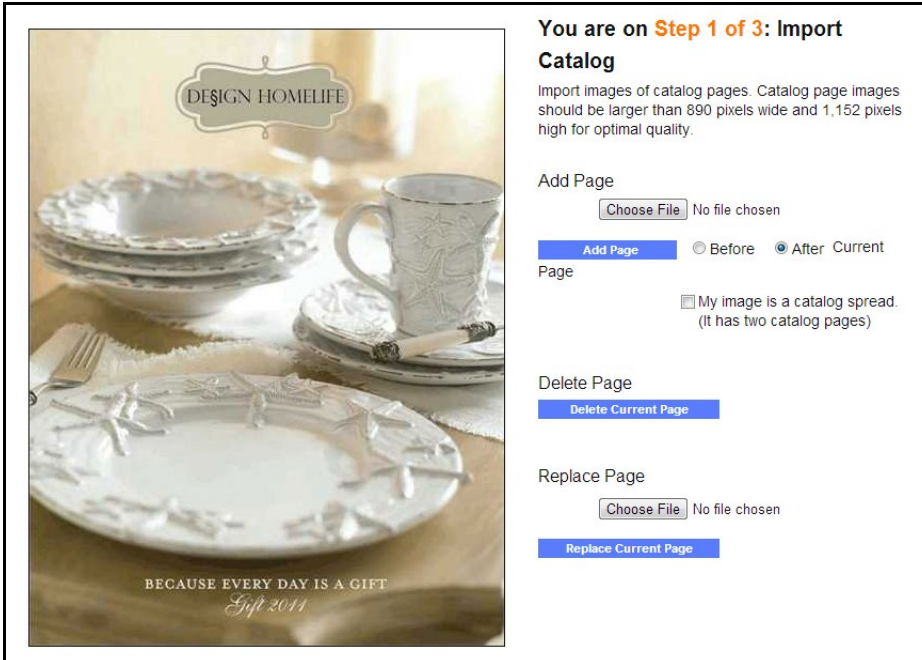
“Advanced Options” allows you to make more specific adjustments. Refer to [HTML code](#) for assistance.



## Delete Pages

The **Delete Pages** link will take you to the Import Page Image editor which will allow you to easily navigate your Flip catalog, add, delete, or replace pages. This is a great tool to use when trying to insert pages or swap out page images.

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The screenshot displays a catalog page on the left and a control panel on the right. The catalog page features a photograph of a white ceramic table setting with a decorative pattern. Text overlays include 'DESIGN HOMELIFE' in a decorative frame at the top, and 'BECAUSE EVERY DAY IS A GIFT' with 'Gift 2011' in a cursive font at the bottom. The control panel on the right is titled 'You are on Step 1 of 3: Import Catalog'. It includes instructions: 'Import images of catalog pages. Catalog page images should be larger than 890 pixels wide and 1,152 pixels high for optimal quality.' Below this are sections for 'Add Page' (with a 'Choose File' button and 'No file chosen' text, and radio buttons for 'Before' and 'After Current'), 'Delete Page' (with a 'Delete Current Page' button), and 'Replace Page' (with a 'Choose File' button and 'No file chosen' text, and a 'Replace Current Page' button). A checkbox option reads 'My image is a catalog spread. (It has two catalog pages)'.

### Edit With Create

The *Edit with Create* option allows you to do lots of fun things with your catalog! Build unique pages, add text and shapes, add bulk product links, and more. Refer to the *Active Merchandiser Create* tutorial or contact [activemerchandiser@whereoware.com](mailto:activemerchandiser@whereoware.com) for more details.

### Dynamic Pages

Dynamic Pages allow users to quickly manage and apply promotions to their catalogs. Whether a project is assembled through the Create tool or imported into the Flip tool, Dynamic Pages can be applied as long as there are hot spots. Dynamic Pages can be enabled through the Settings menu. Refer to the *Active Merchandiser Dynamic Pages* tutorial for more details.

### One-Click Catalog Update

The *One-Click Catalog Update* feature allows you to update product information and images for pages generated using the *Create* tool. This powerful tool gives users the option to change the product fields and images that are displayed in their catalog in one simple step. No need for a reprint. Refer to the *Active Merchandiser Create* tutorial or contact [activemerchandiser@whereoware.com](mailto:activemerchandiser@whereoware.com) for more details.

For more information, contact [activemerchandiser@whereoware.com](mailto:activemerchandiser@whereoware.com).