BMW GROUP

POS.DIGITAL DFE – MARKET & DEALER GUIDE

EXPLANATORY VIDEOS, MY SHOWS, MY CLIPS & MODEL FILTER

CB-DC-43

CONFIDENTIAL

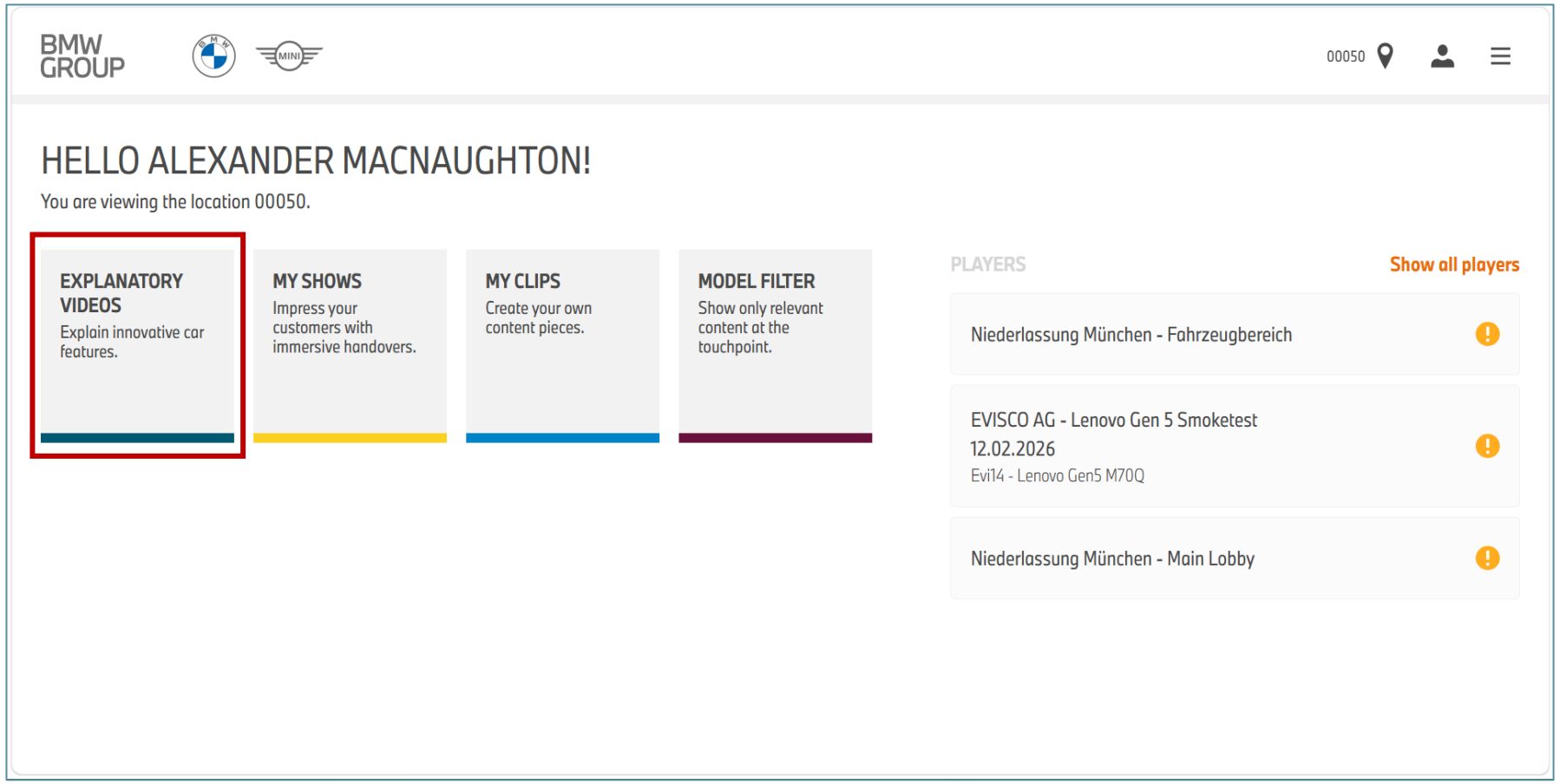
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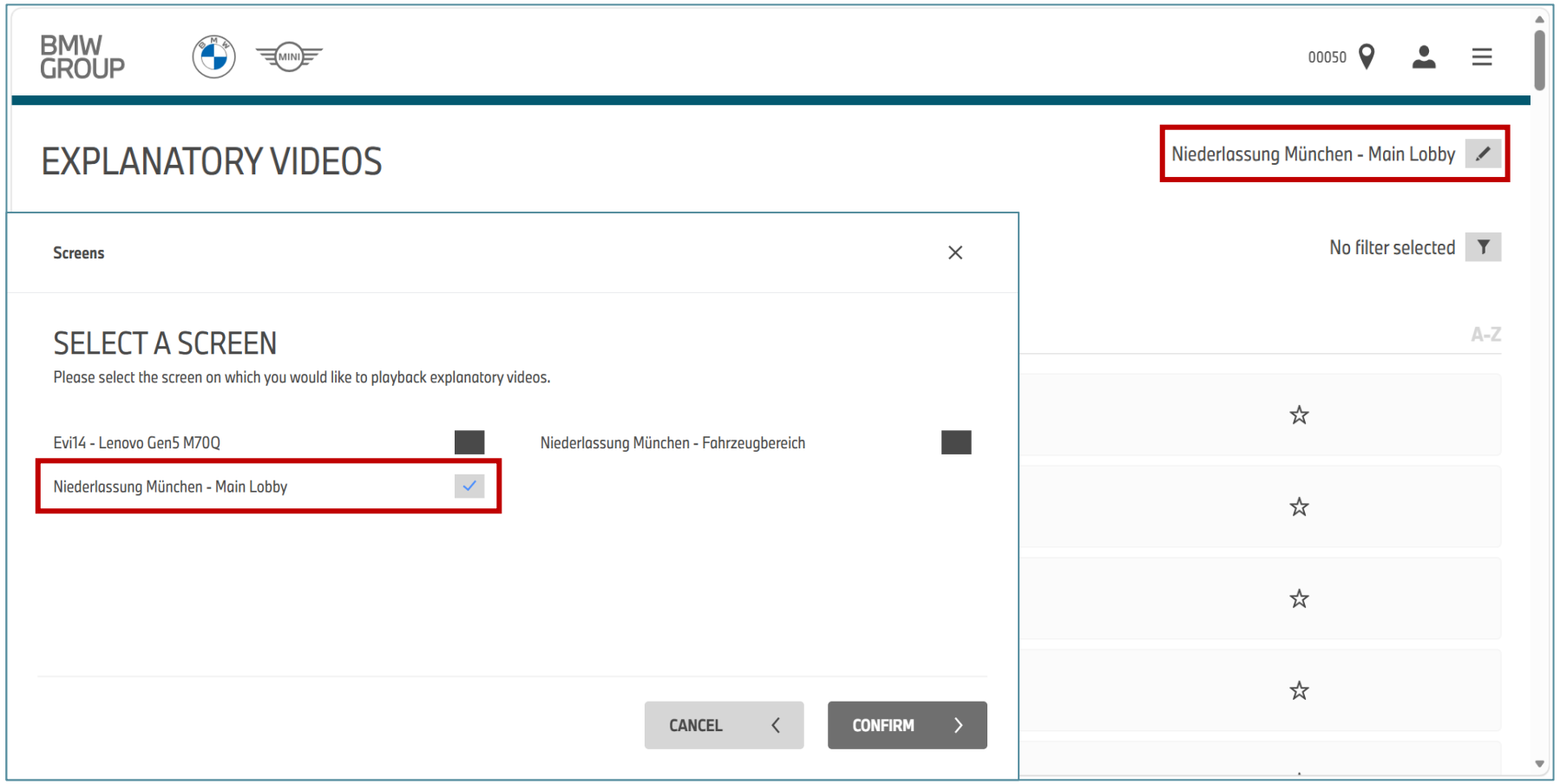
EXPLANATORY VIDEOS

OPENING EXPLANATORY VIDEOS



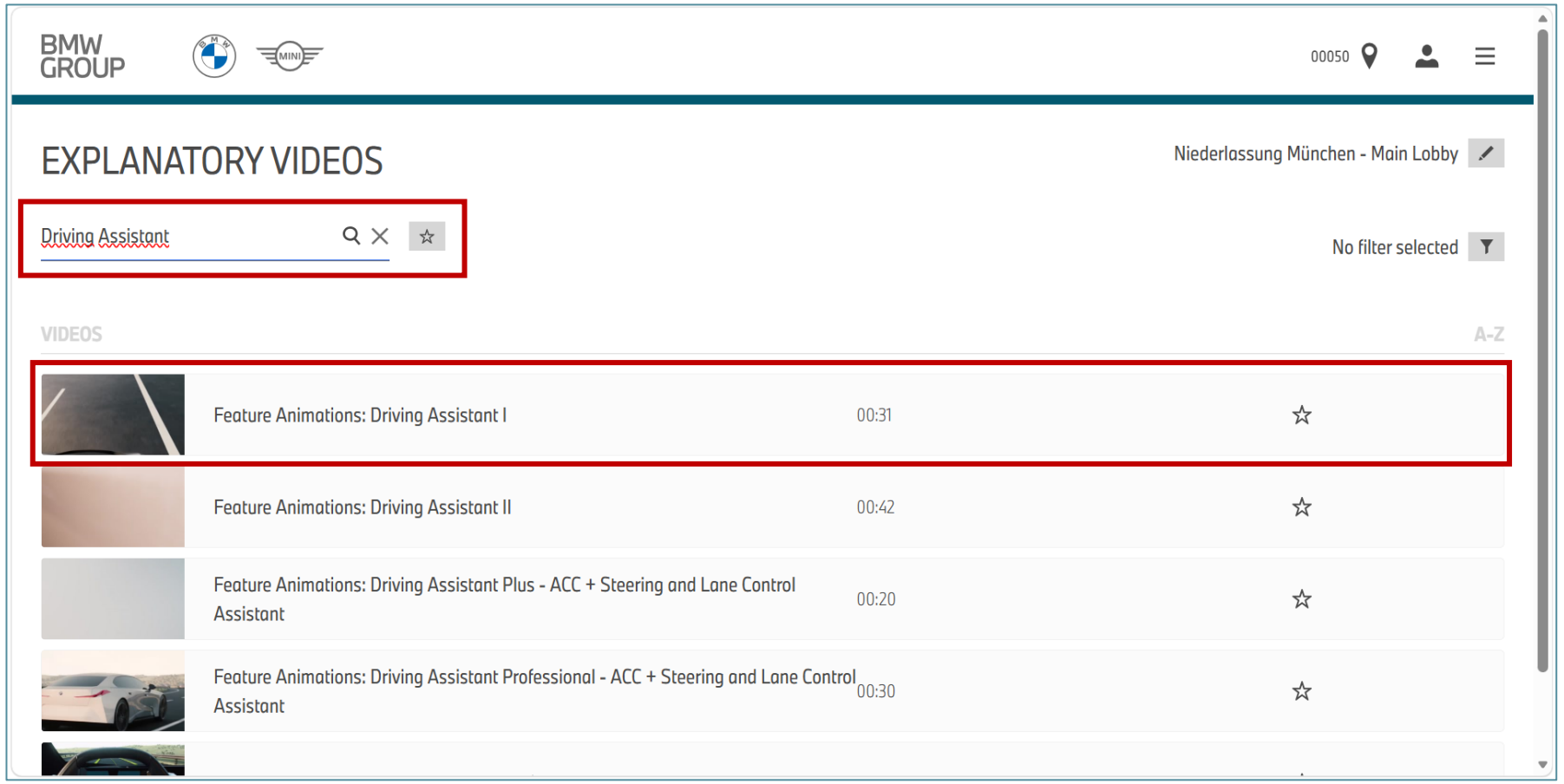
From the DFE dashboard, click the Explanatory Videos tile.

SELECTING A SCREEN



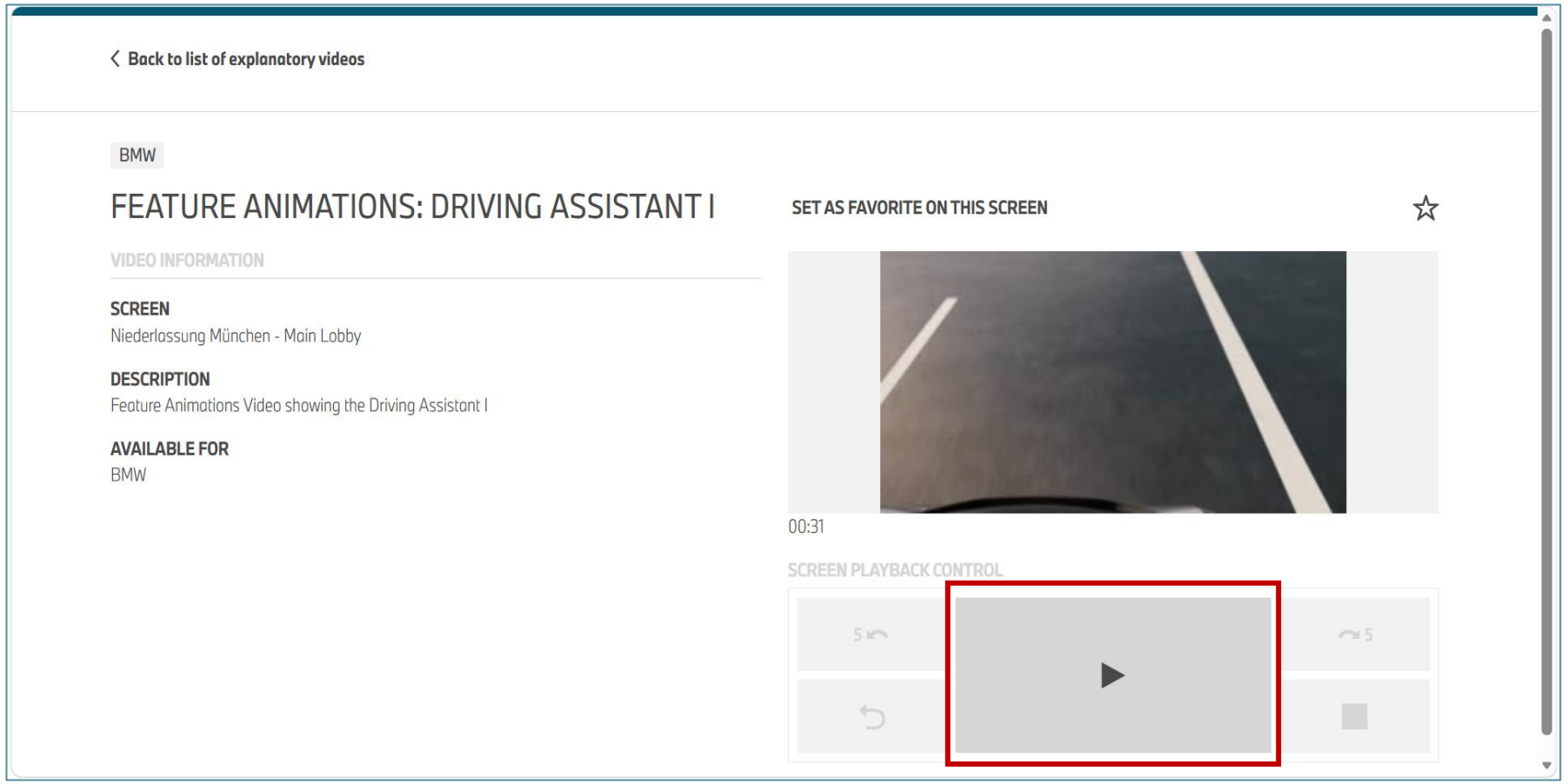
You'll land on the Explanatory Videos overview. In the top right of the screen, click the pencil icon to choose the player where the video should play. This allows remote control over the screens in different areas of a dealership.

SEARCHING FOR A VIDEO



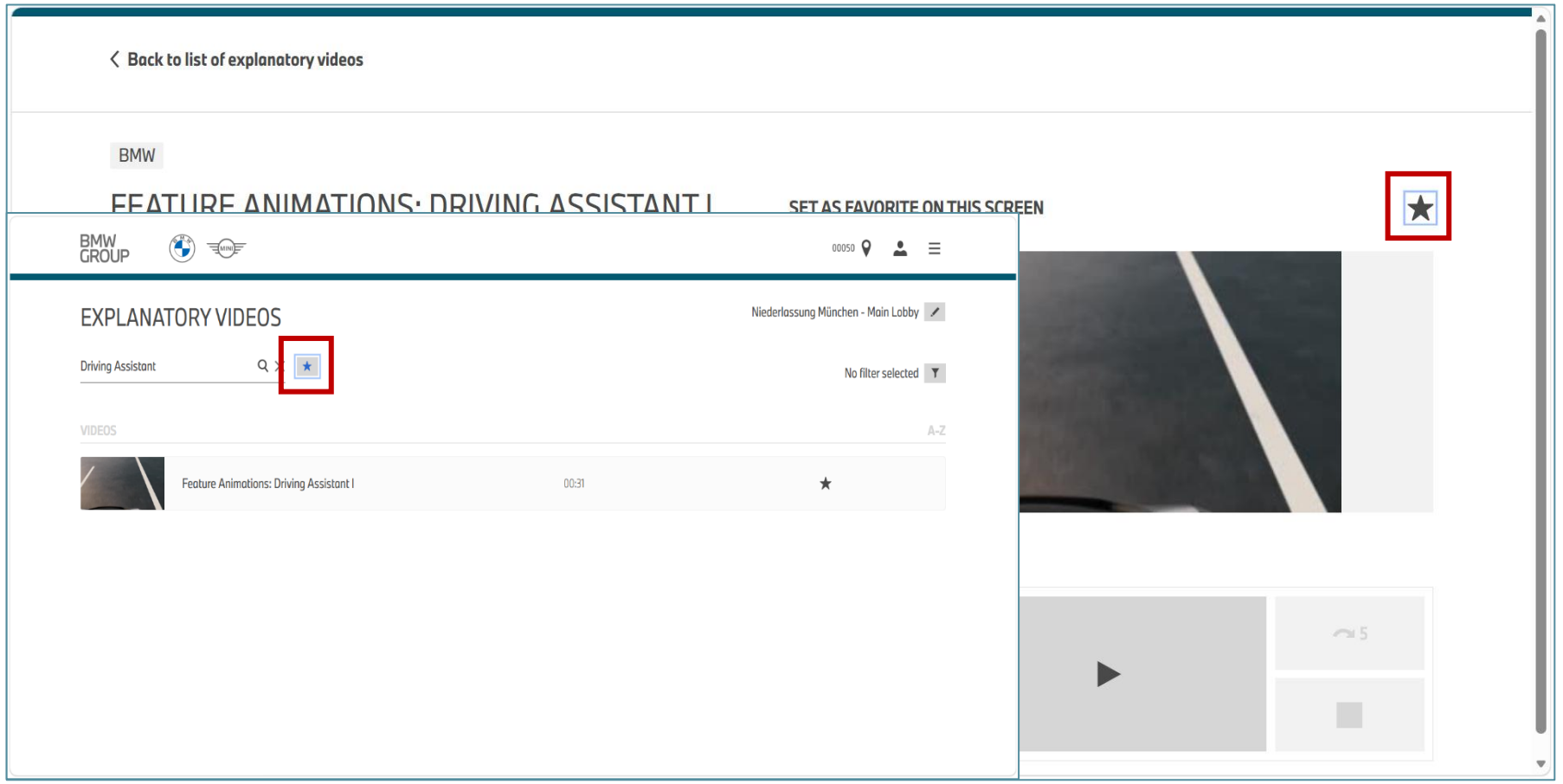
Browse the library or use search to find a video by topic. Try feature names such as “Driving Assistant”. Click on any of the videos to open them.

PLAYING A VIDEO



Once the relevant video is open, you can press play. This may be used when a customer asks how a feature works. The dealer can find the answer and send it to a nearby screen instantly.

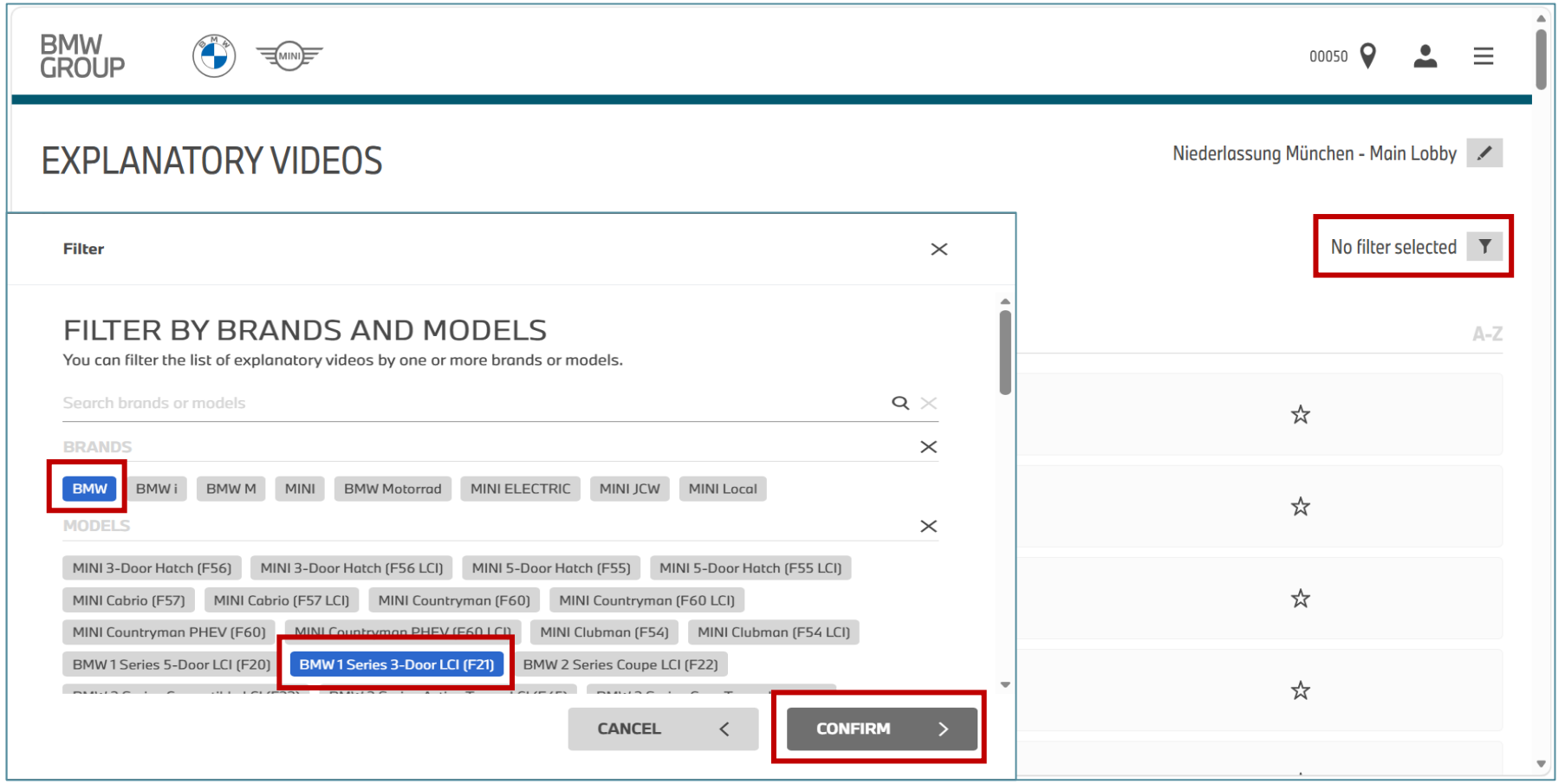
SAVING FAVOURITES



One the same screen as the previous slide, you can select the star icon to save it as a favourite. You can then later select the star beside the search bar to show favourites only.

FILTERING BY BRAND AND MODEL

NOTE: For videos to appear under the correct filter, model tags must be correctly applied in the CMS. See "POS.Digital CMS – Market & Dealer Guide" for a full guide on how this works.

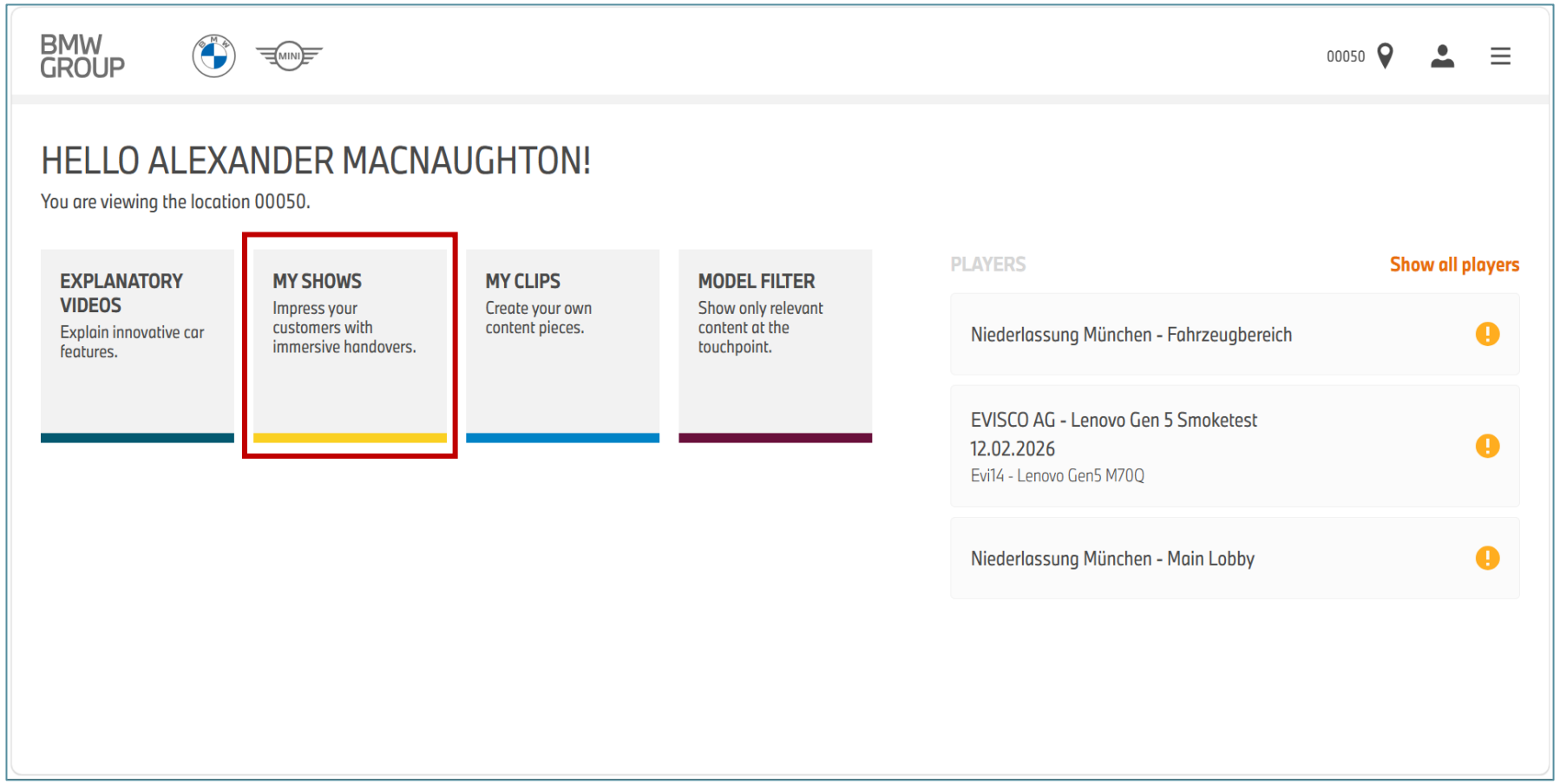


Select Filter in the top-right corner. When inactive, it reads "No filter selected". Choose a brand and/or model, then click Confirm.

MY SHOWS

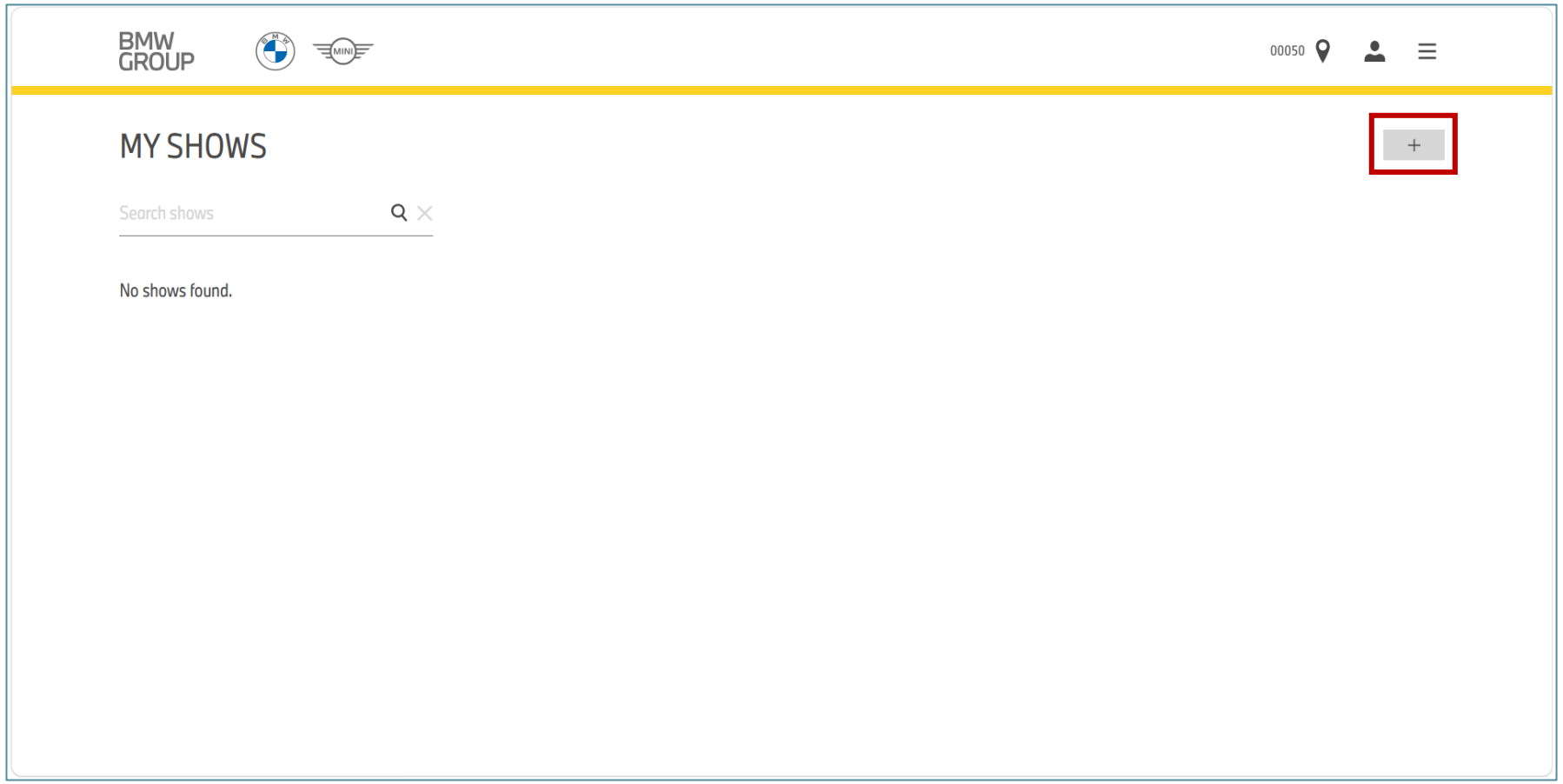
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OPENING MY SHOWS



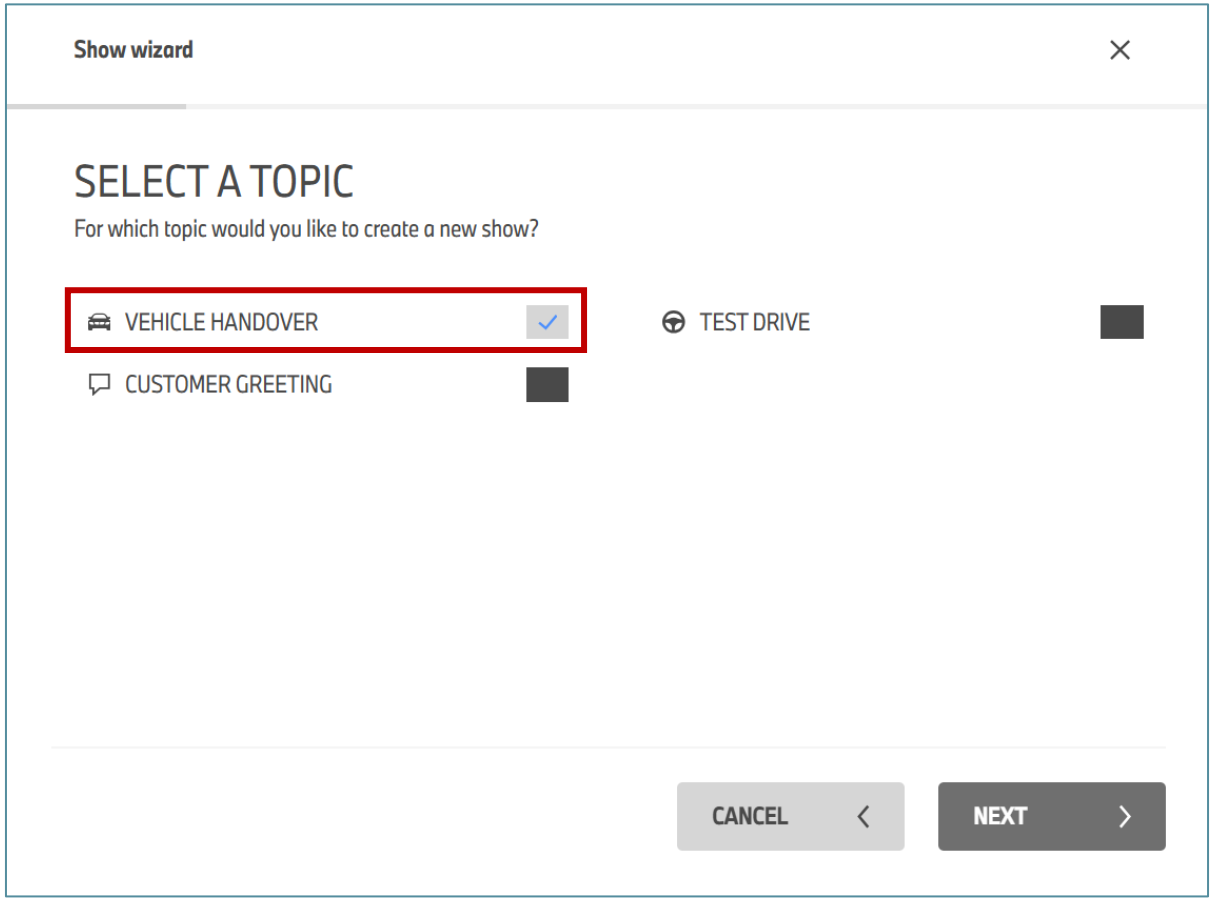
From the DFE dashboard, click the My Shows tile.

CREATING A NEW SHOW



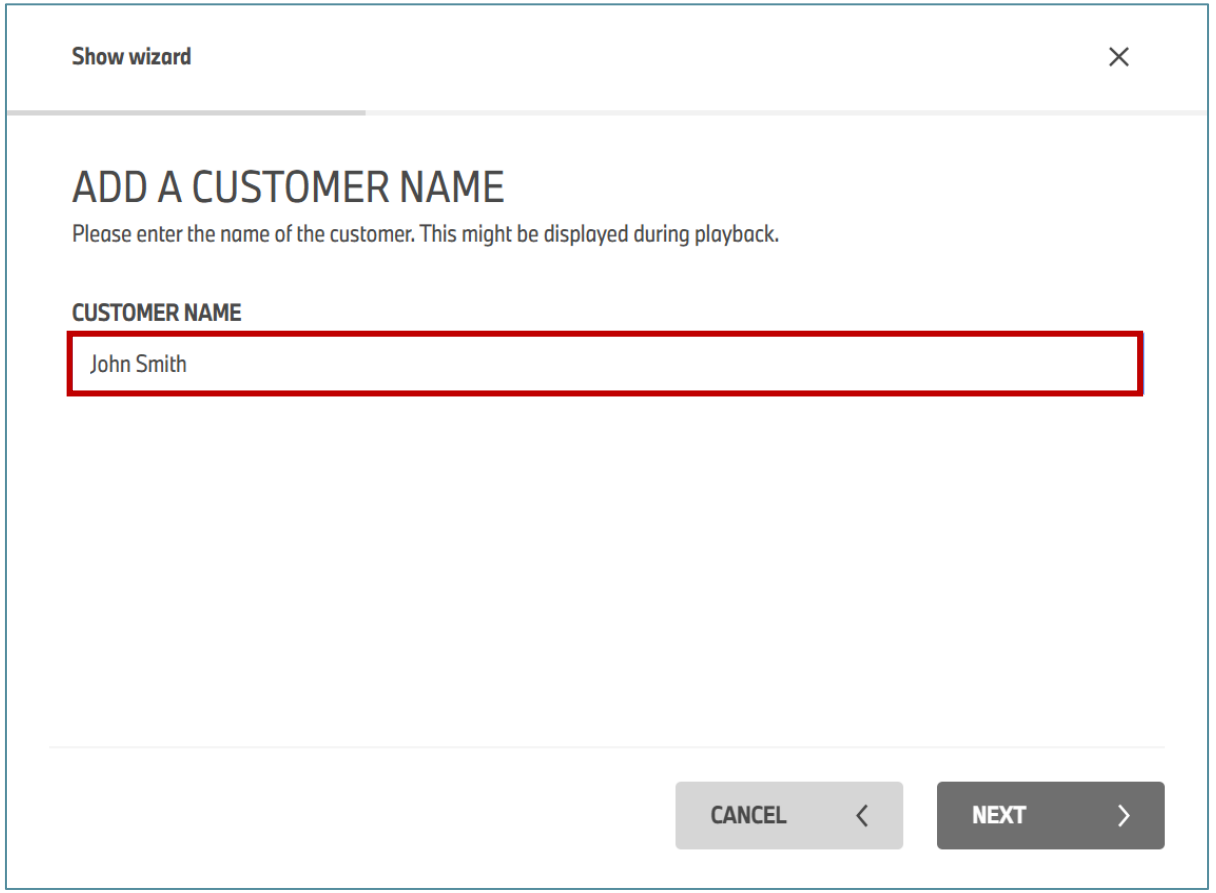
You'll land on the My Shows overview. Any saved shows will appear here, grouped by date. Click **+** to create a new one.

SELECTING A TOPIC



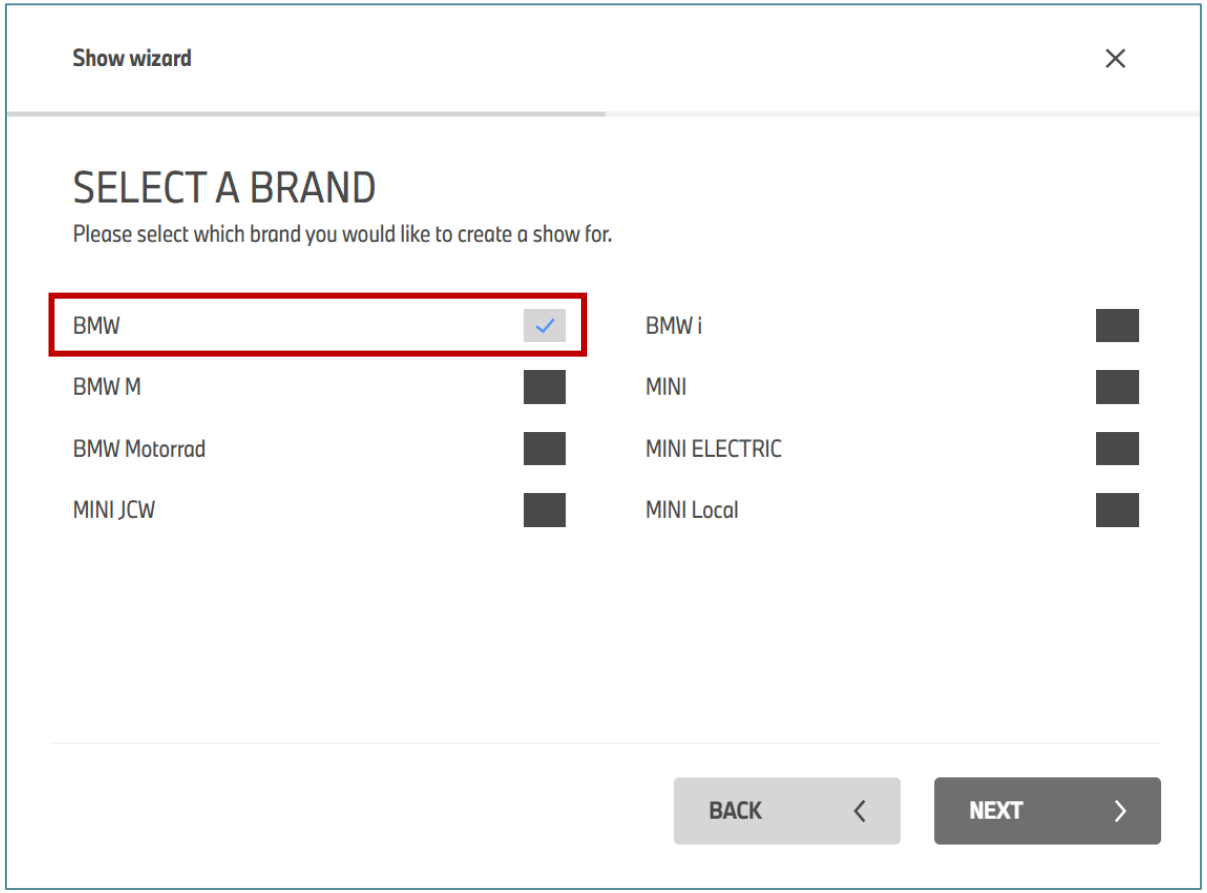
You will then be prompted to select a topic: Vehicle Handover, Test Drive, or Customer Greeting. Each is designed for a specific moment in the customer journey.

CUSTOMER NAME



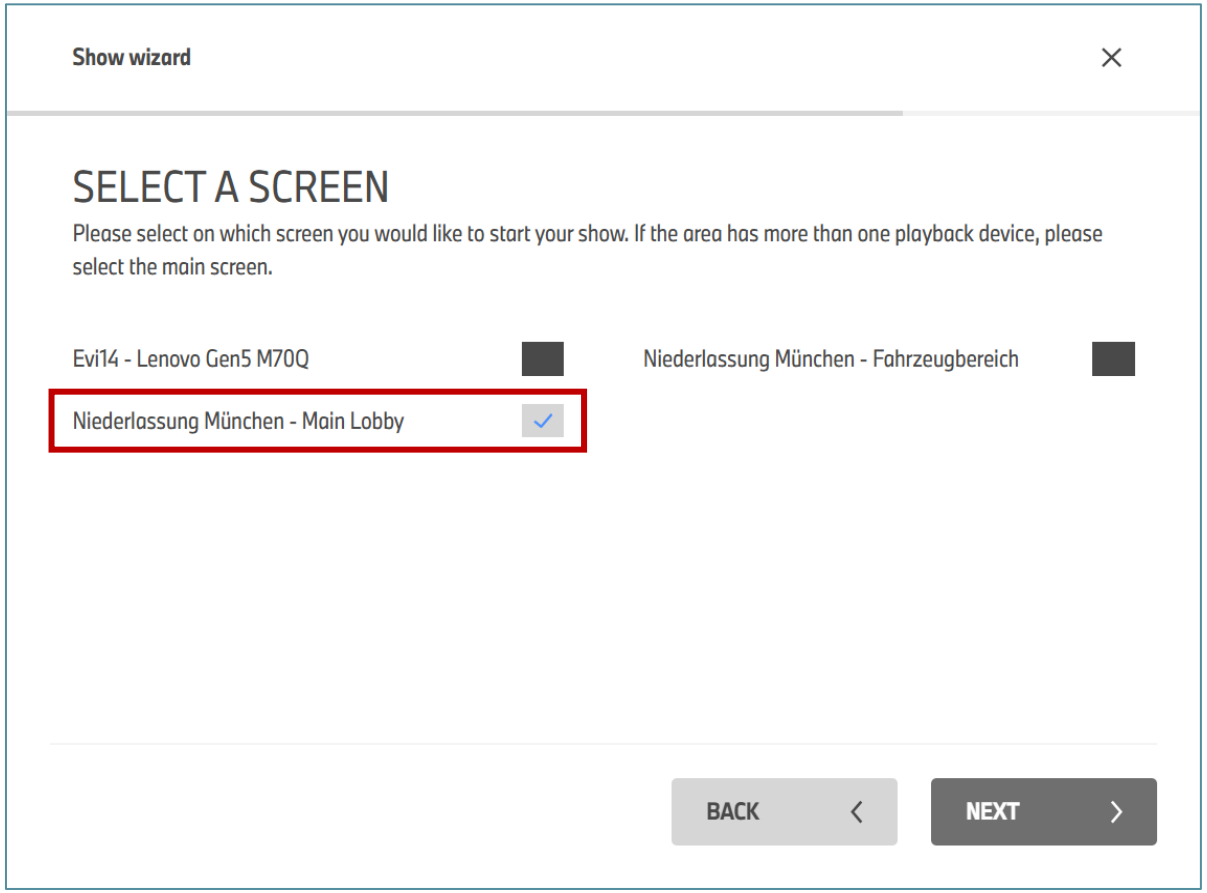
Enter the customer's name. This may be displayed on screen during playback, making the experience feel personalised.

SELECTING A BRAND



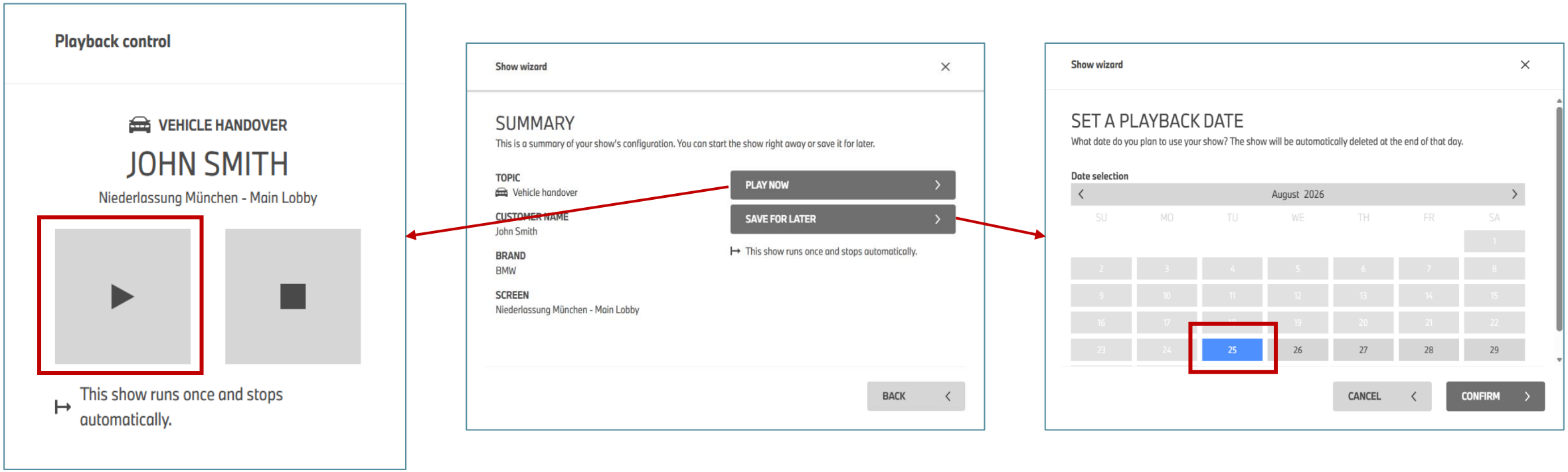
Select the relevant brand. Available options include BMW, BMW M, MINI, MINI Electric etc.

SELECTING A SCREEN



Choose which showroom screen the show should play on.

SHOW PLAY TIME

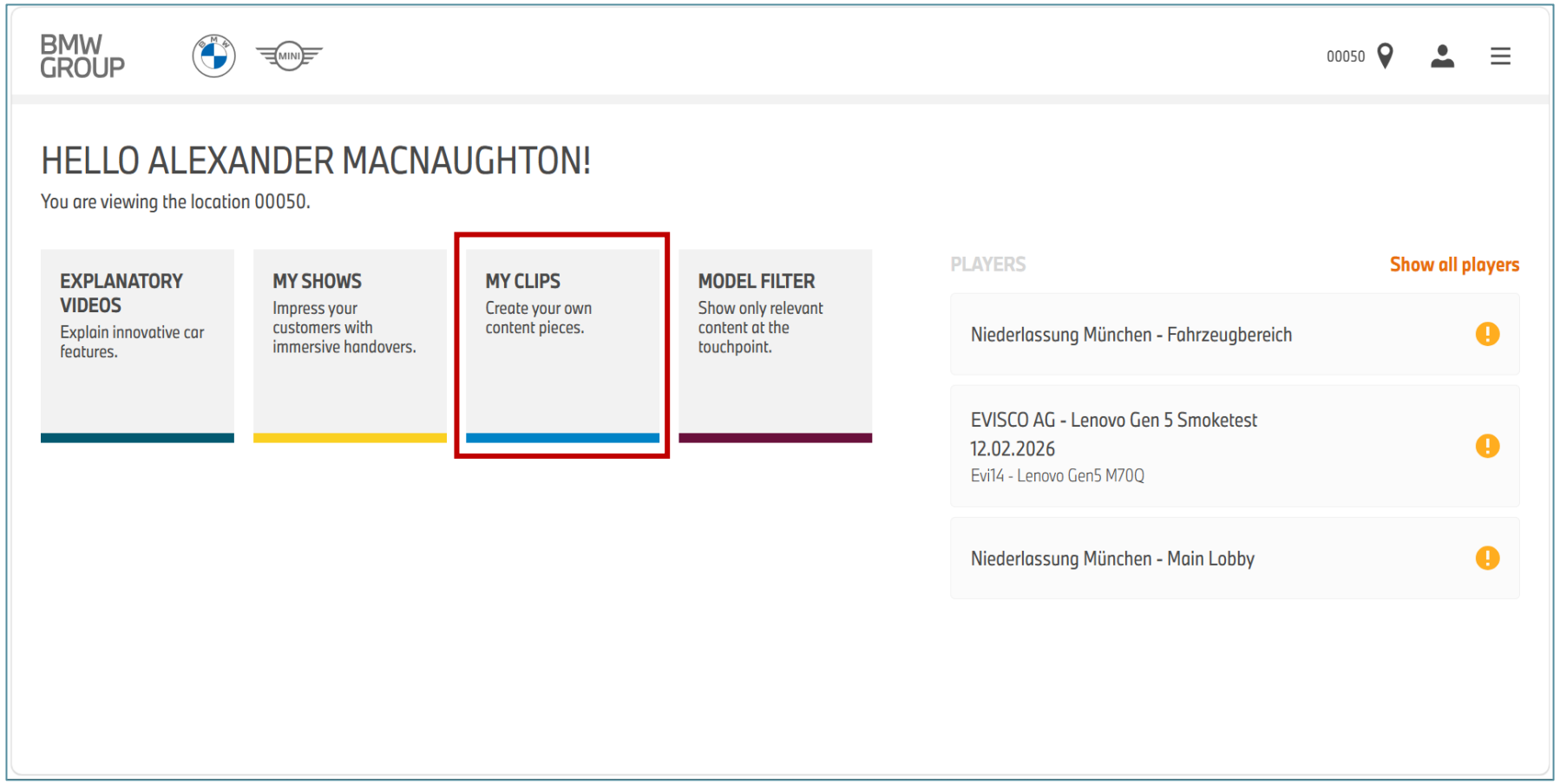


Here you can either Play Now or Save for Later. Choosing Play Now opens the playback control screen. Press ▶ to start the show immediately on the selected screen. The show runs once and stops automatically. Save for Later lets you assign a playback date. This sets a date only, not a time. On the scheduled day you must return to My Shows, find the saved show in the list, and manually press Play. The show will not trigger automatically and will be deleted at the end of that day.

MY CLIPS

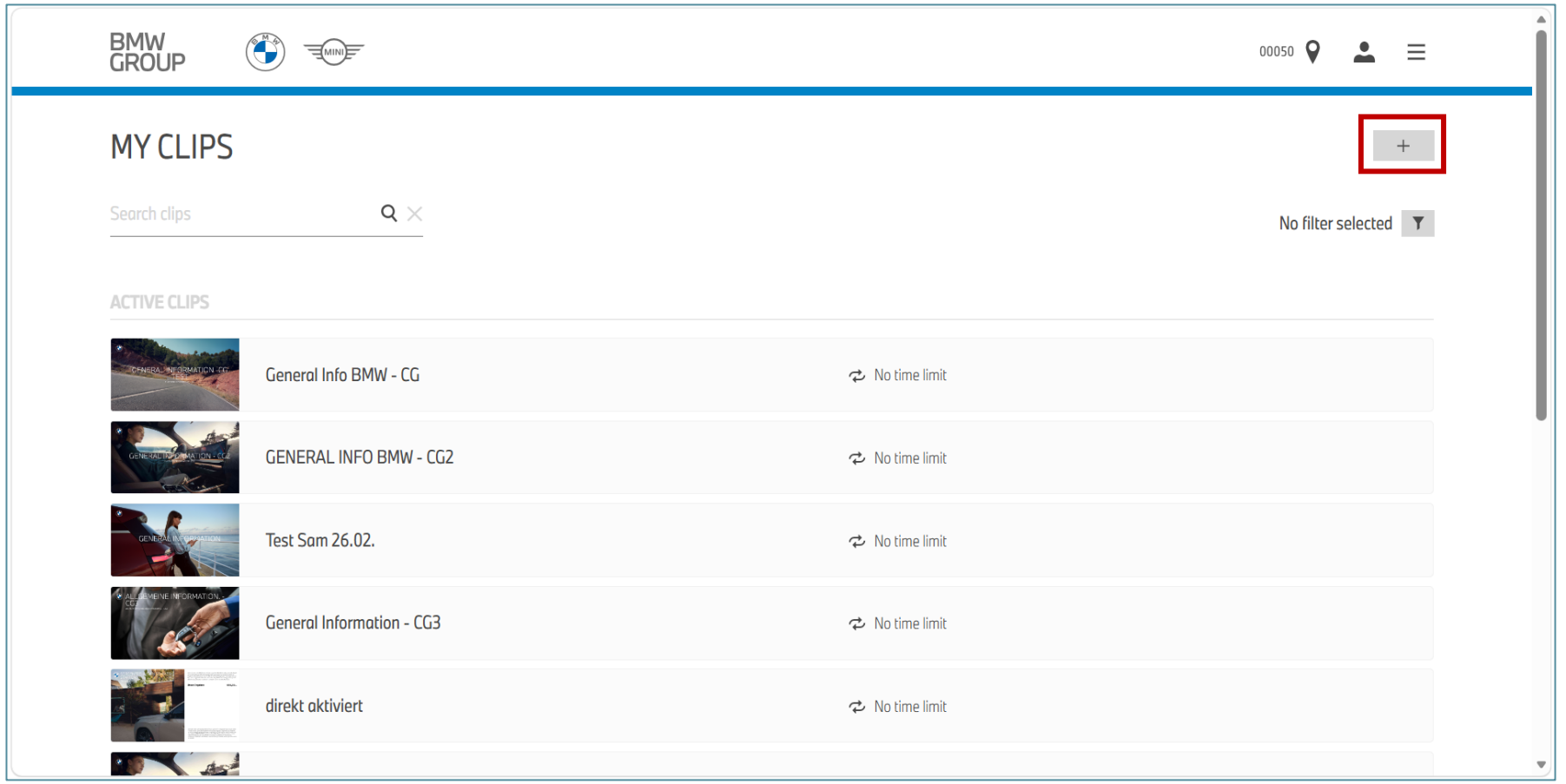
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OPENING MY CLIPS



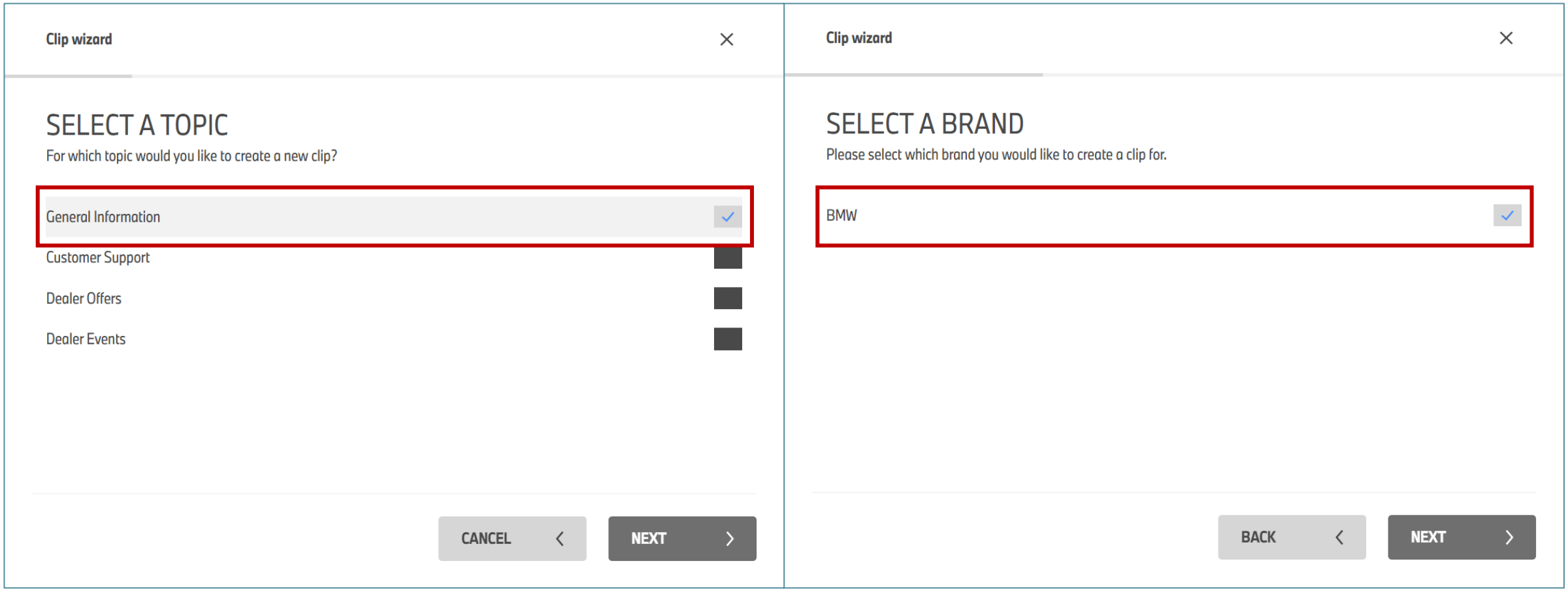
From the DFE dashboard, click the My Clips tile.

MY CLIPS OVERVIEW



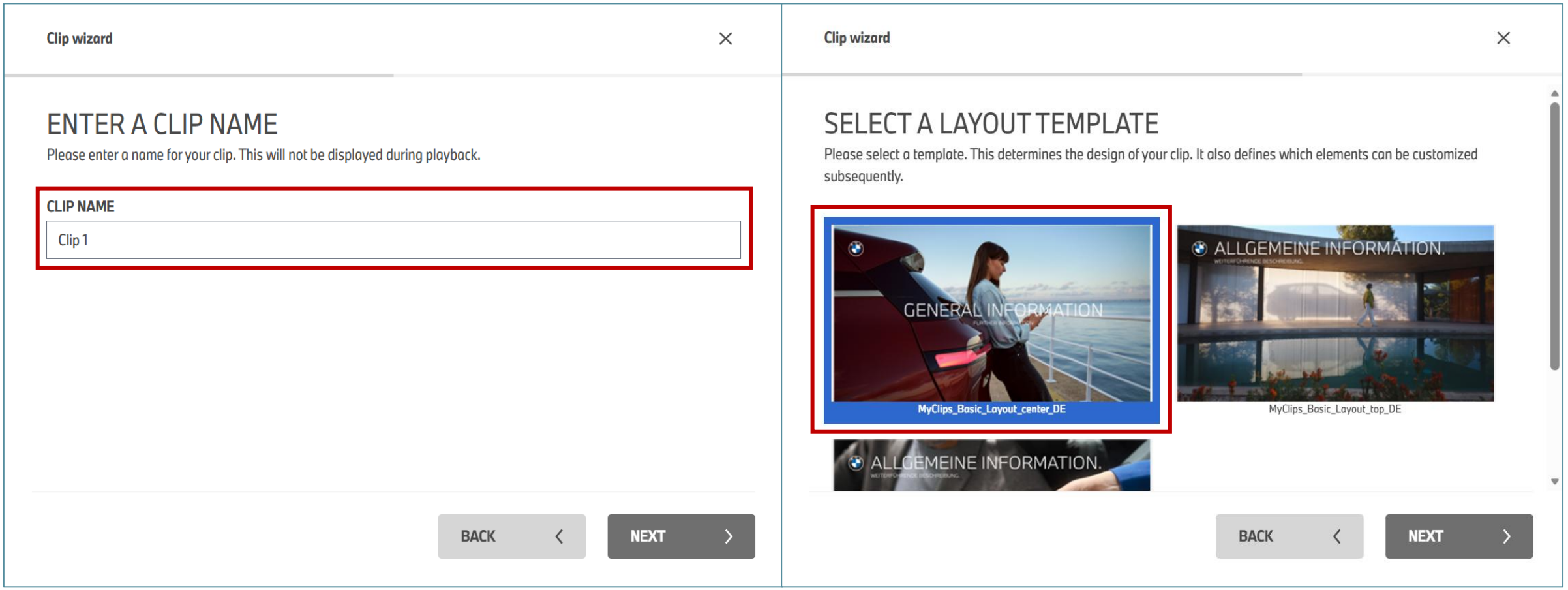
You'll land on the My Clips overview showing active clips and drafts. Click on the + to create a new clip.

SELECTING A TOPIC & BRAND



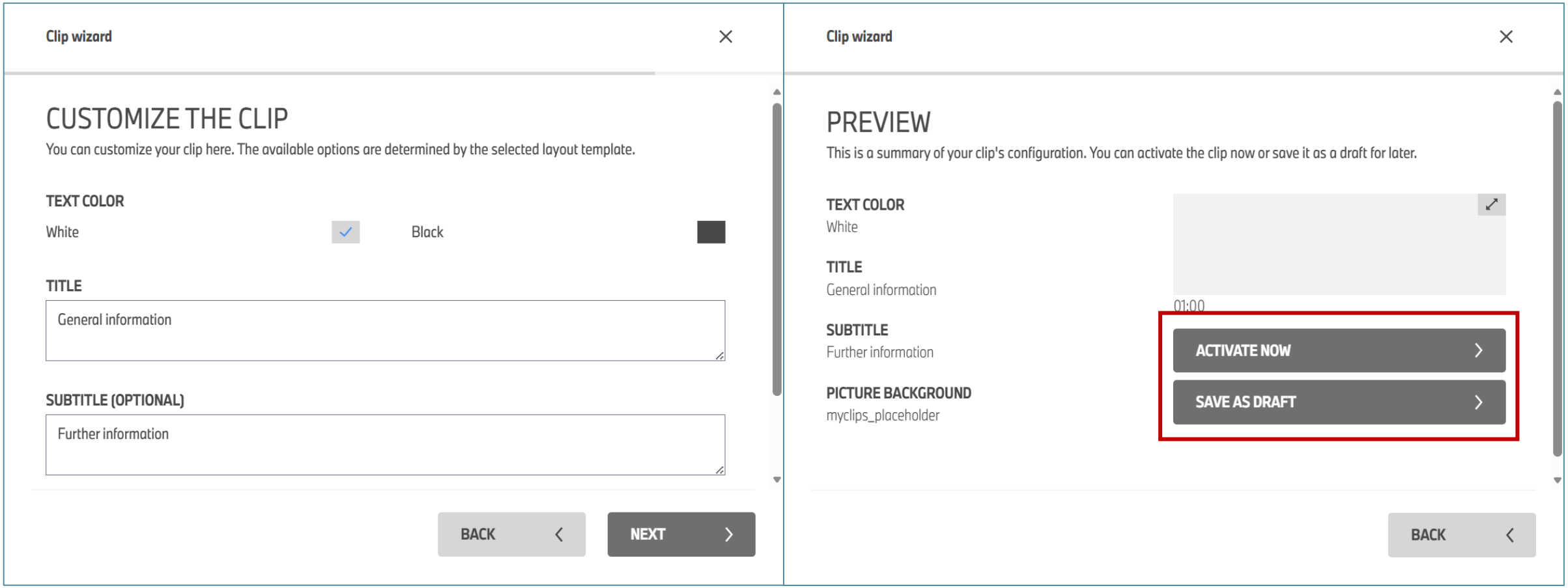
Select a topic: General Information, Customer Support, Dealer Offers, or Dealer Events. Then, select a Brand.

CLIP NAME & LAYOUT TEMPLATE



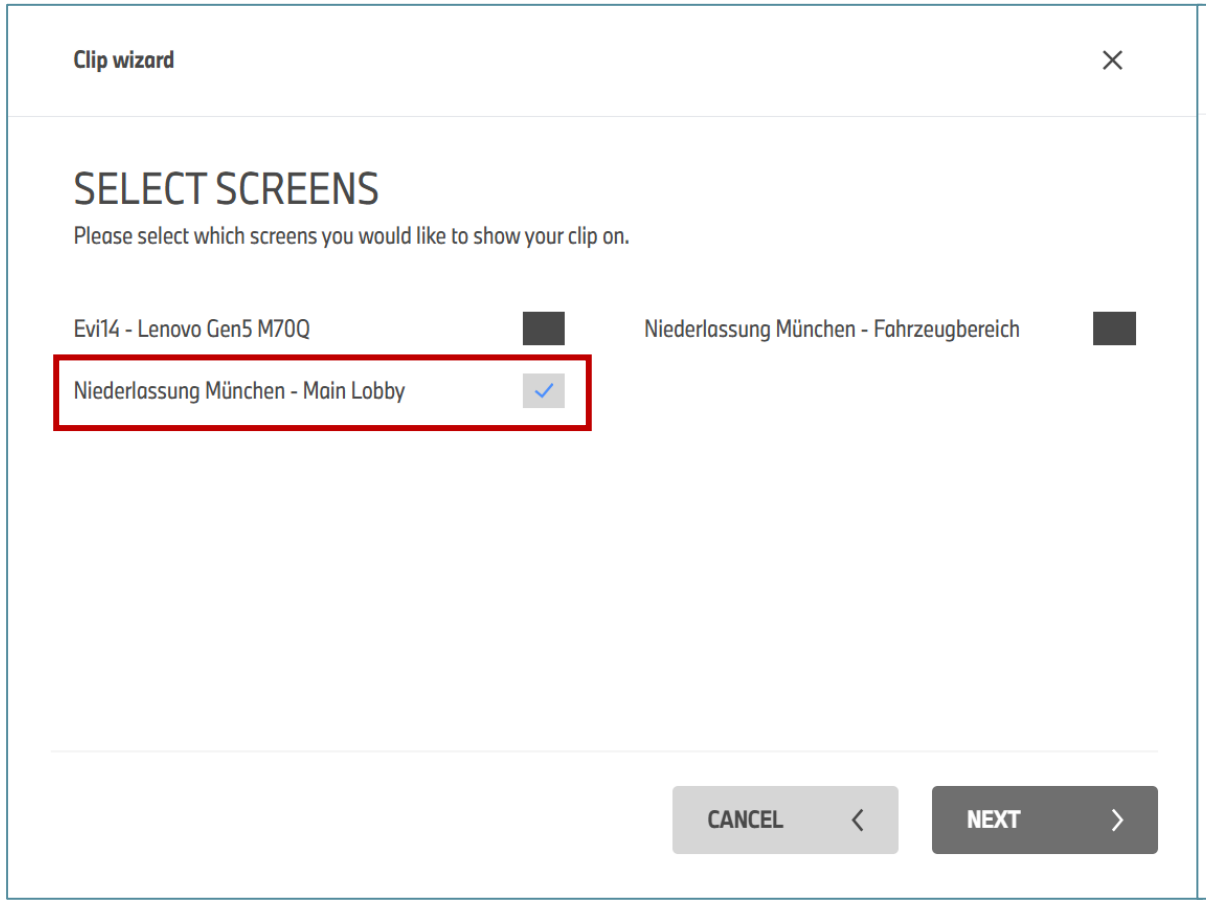
Enter an internal name for your clip. This will not be shown during playback. Then select a layout template, which determines the design and which elements can be customised.

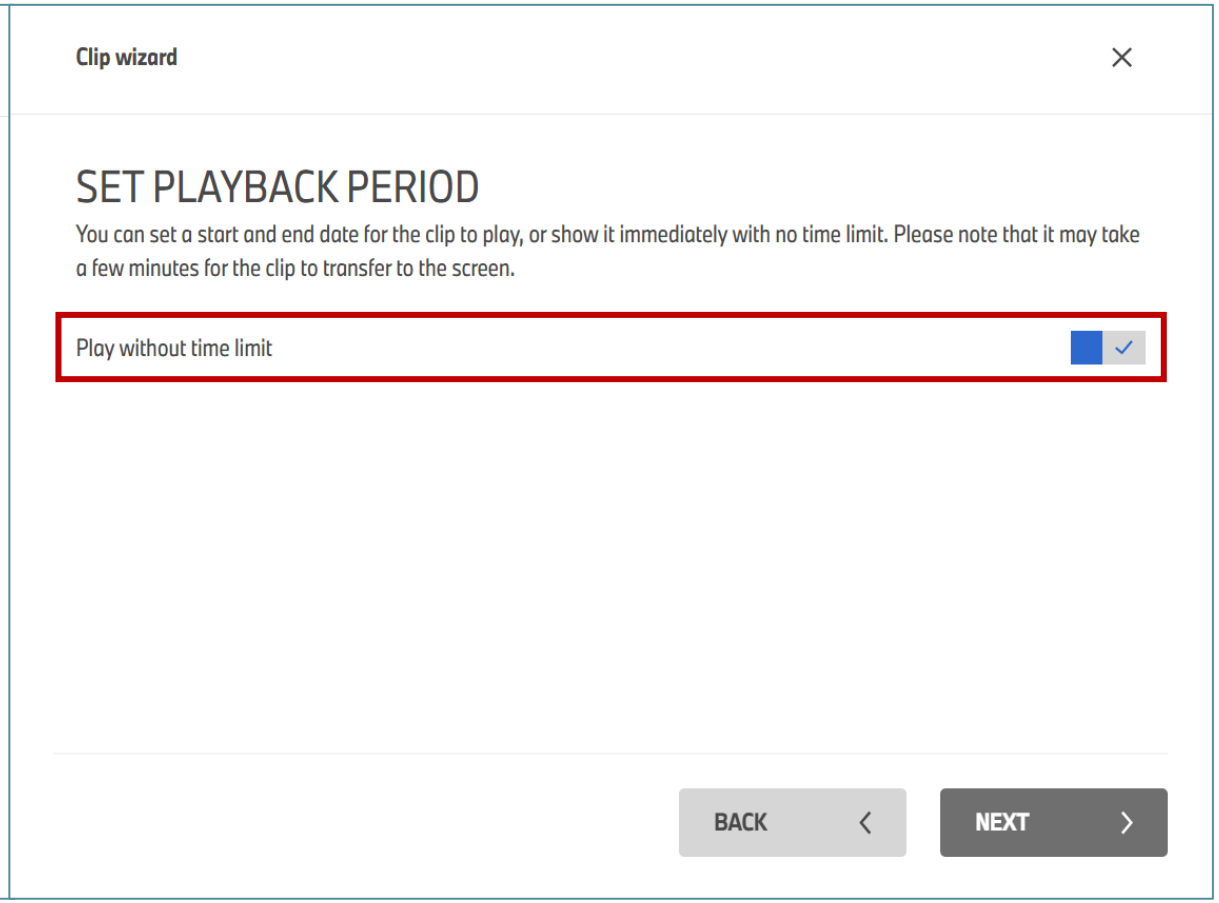
CLIP CUSTOMISATION AND PREVIEW



Set the text colour, title, subtitle, and background image. Certain elements may be locked by the market and cannot be changed. You can either activate now, which is shown on the next slide, or save as a draft.

SCREENS & PLAYBACK PERIOD



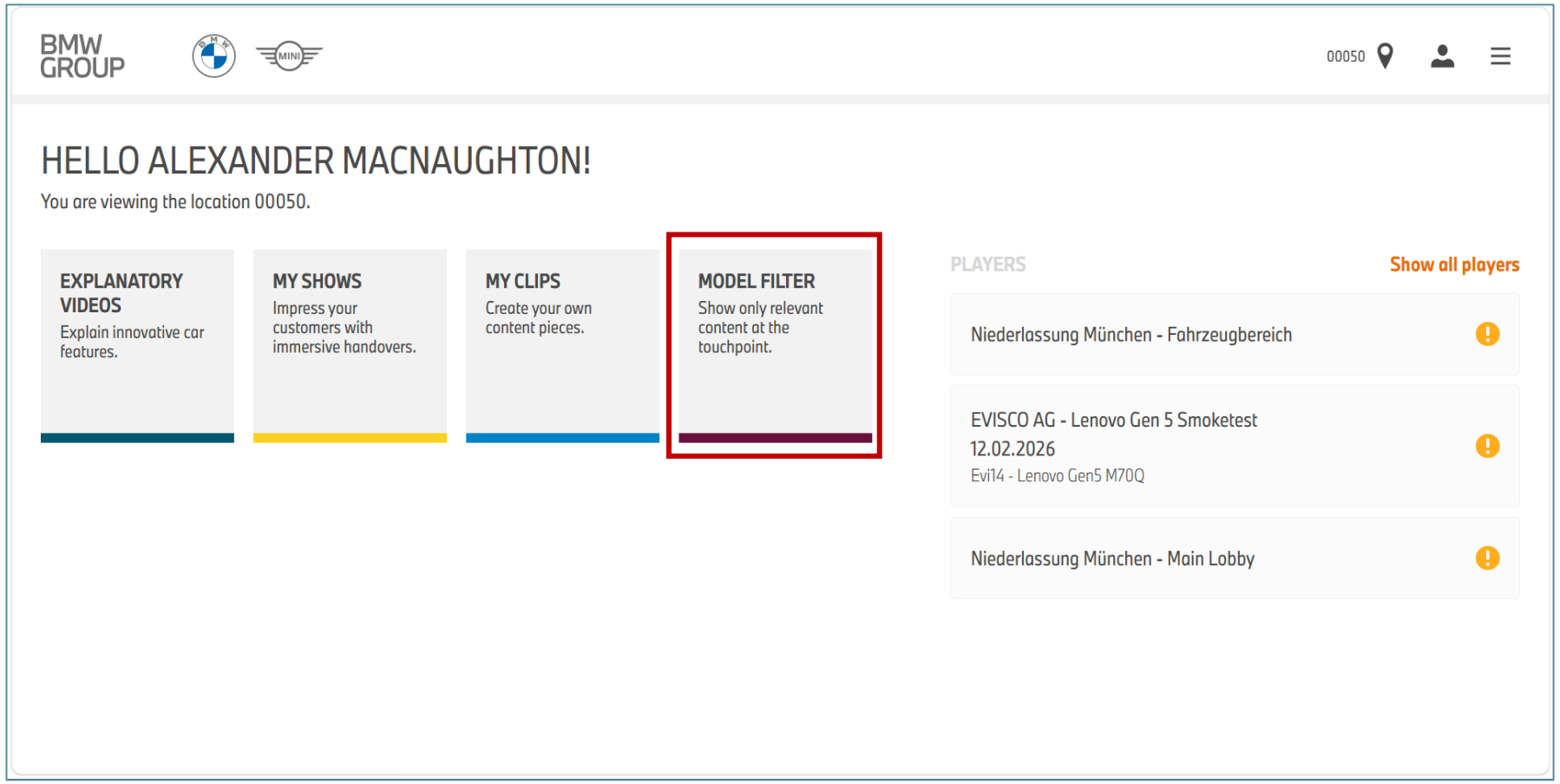


If chosen to activate now, choose which screen(s) the clip should appear on, then set the playback period, either without a time limit or with a specific start and end date. Note: it may take a few minutes for the clip to transfer to the screen.

MODEL FILTER

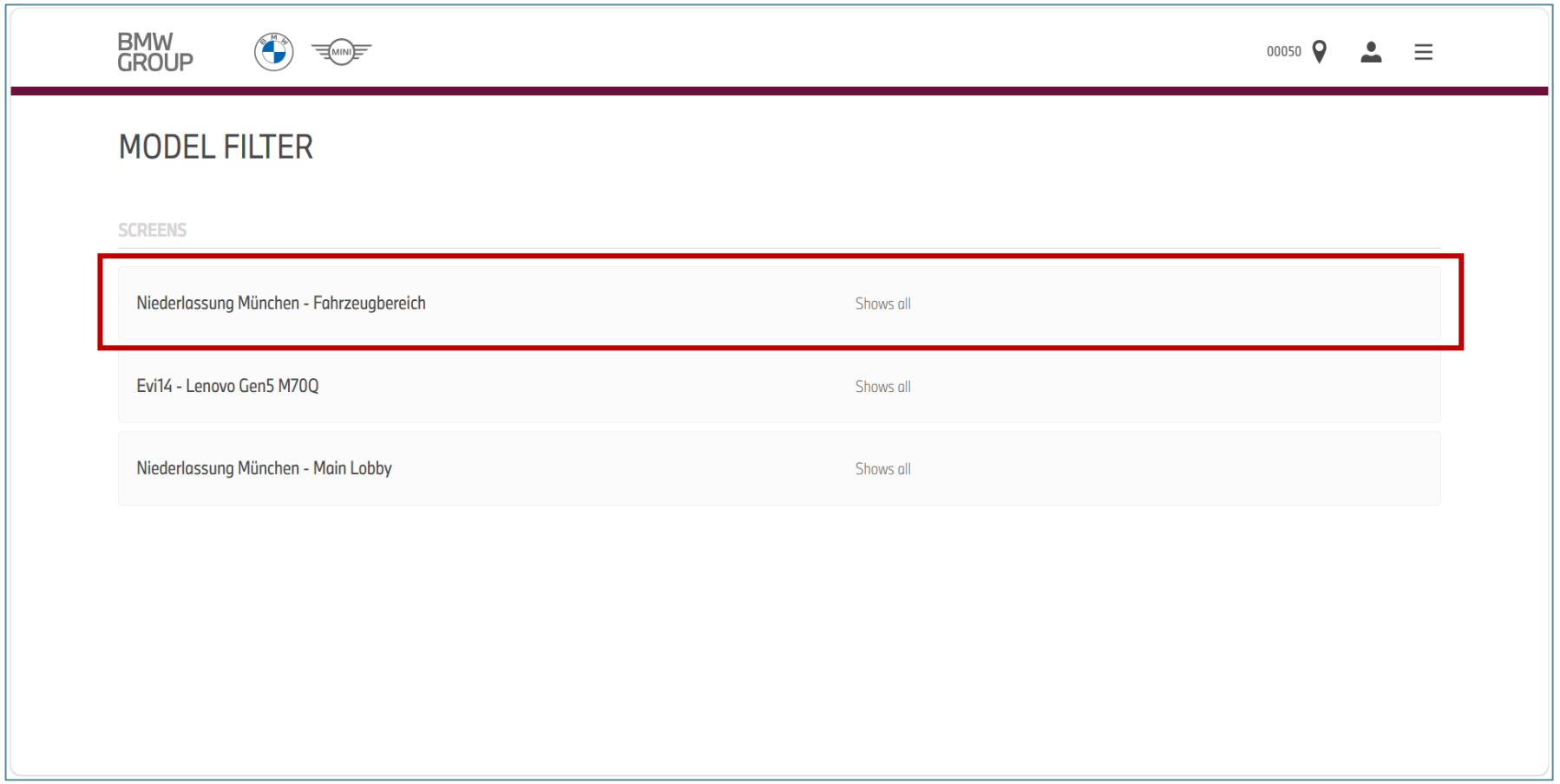
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OPENING MODEL FILTER



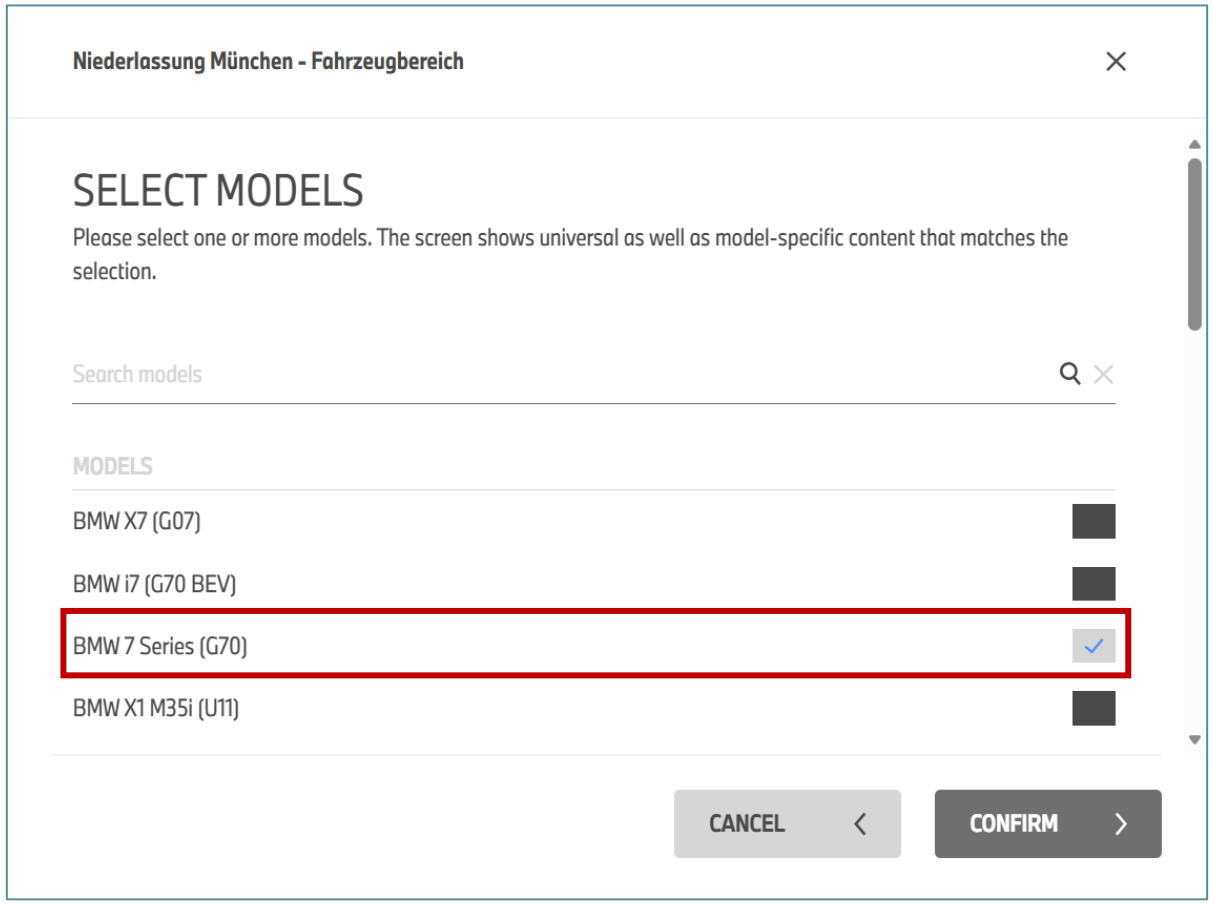
From the DFE dashboard, click the Model Filter tile.

CHOOSING A SCREEN



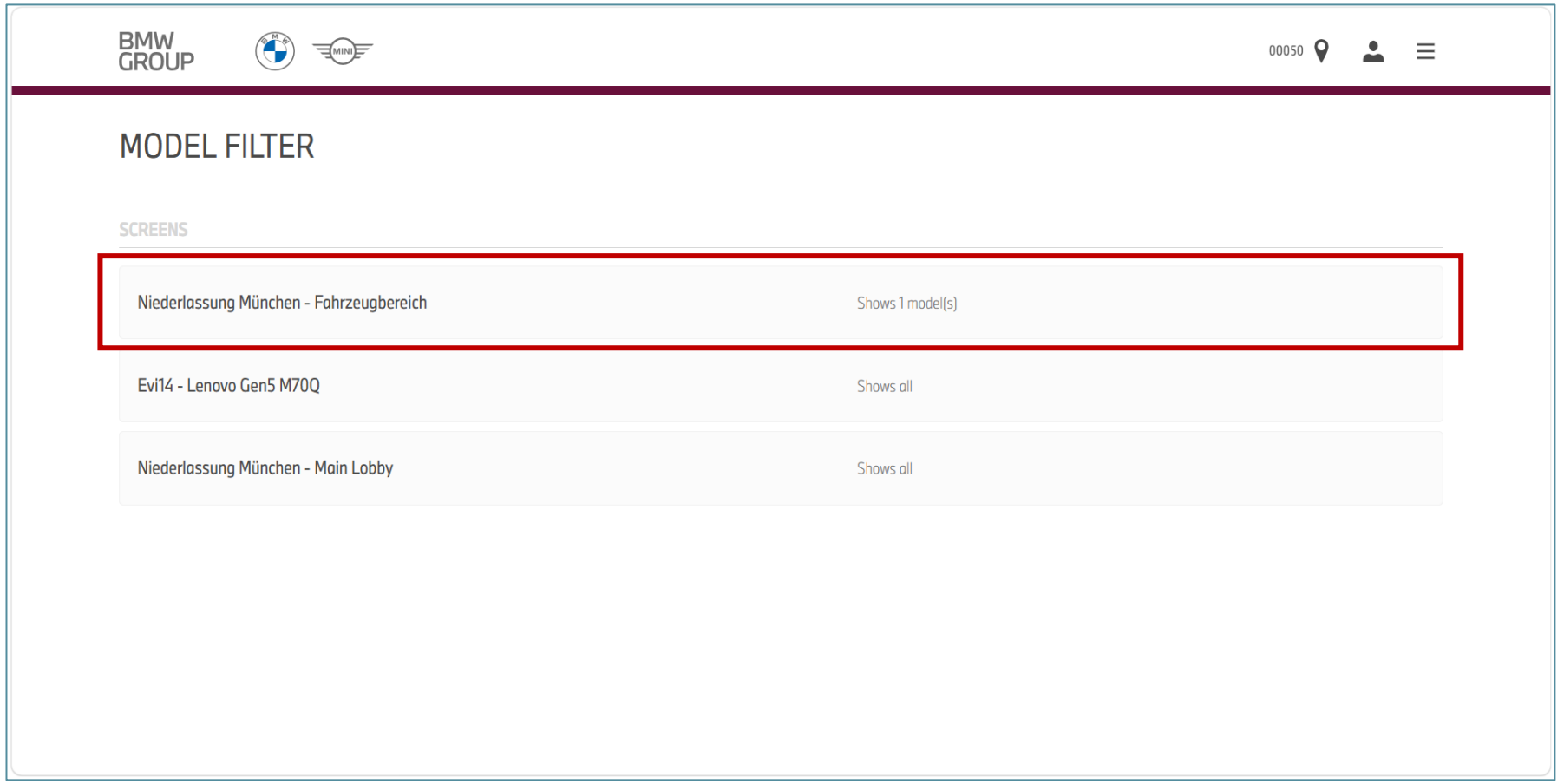
You'll see a list of all available screens. Click on a screen name to open the Select Models dialog.

SELECTING A MODEL



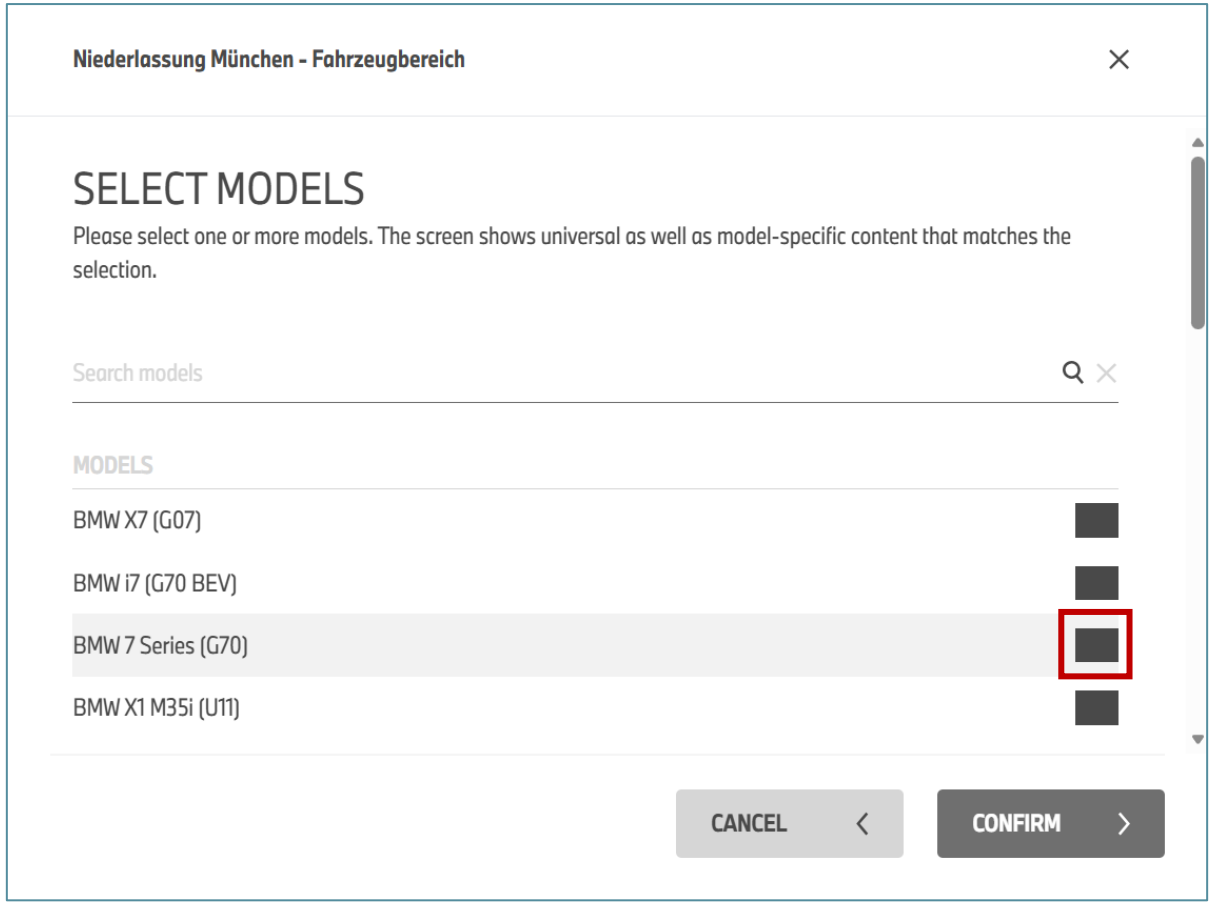
Select one or more models from the list → click Confirm. The filter takes effect almost immediately. It will stay active until you manually remove it, it does not revert automatically

FILTER APPLIED



Return to the Model Filter overview and confirm the selected model is now shown against the screen.

DESELECTING A MODEL



To remove the filter, click the screen again, deselect the model and confirm.