



## **AutoVid Documentation**

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## **Introduction**

AutoVid is a video upload, hosting and publication service offered by AutoExposure specifically for the motor trade.

AutoVid can be used as part of an existing website provided by AutoExposure or as a separate service to use alongside an existing website. It can be scaled from a completely stand alone video showroom, to registration link pages or fully embedded video's within your own pages.

Our system automatically populates CAP enhanced DVLA data, and this can be upgraded to further enriched detailed standard fit and technical specs. The service can even be extended to increase your advertising to sites such as Motors.co.uk, Yahoo and Ebay Motors Pro, making AutoVid much more than just a video hosting tool.

**If you aren't the technical contact, please skip any technical content, forward this document to them, and discuss what is and isn't possible with your particular site.**

**Generally all options will be available to you if your website is a bespoke design. If you are subscribed to a shared service you are most likely restricted to the options labelled 2 in the table below.**

## **Integration Options**

A number of integration options exist varying in complexity in order to fulfil different requirements. The table summarizes some of the basic approaches, complexities, and typical scenarios that they would be deployed.

<b>Option</b>	<b>Difficulty</b>	<b>Recommended When</b>
Existing AutoEdit showroom	1 (easiest)	Existing AutoEdit showroom
Switch to AutoEdit showroom	2	Existing 3 <sup>rd</sup> party showroom, and would like to take an integrated approach to AutoExposure's services but with a minimum of technical burden
Standalone video showroom	2	Existing 3 <sup>rd</sup> party showroom, but technically restricted
Video link pages	3	Existing 3 <sup>rd</sup> party showroom with some technical control
Embed using AutoExposure's player	4	Existing 3 <sup>rd</sup> party showroom with some technical control
Embed using own choice of player	5 (hardest)	Existing 3 <sup>rd</sup> party showroom with good technical control and resource, often involves xml, etc

### **AutoEdit Showroom**

If you already use an AutoEdit showroom for your website it is easy because you do not have to do anything further except upload the videos.

If you already have a website by a 3<sup>rd</sup> party, an option exists to switch to using an AutoEdit showroom. This could either be just the showroom, or a complete website redesigned, managed and hosted by us.

The showroom link would be <http://autovid.co.uk/xyz/> where xyz is your username provided by us.

This is the easiest route to nicely integrating AutoExposure's Video and other rich features as it takes the minimum of technicalities.

### **Standalone Video Showroom**

This option is for you if you already have an existing showroom provided by a 3<sup>rd</sup> party and don't want to change it, or are somehow technically restricted.

This would essentially be the similar to the option above, but the stock list would form a mini site which runs alongside your existing stock list specifically for the purpose of showcasing your videos.

A benefit to this approach is that a feature can really be made of your videos without getting lost in the overall content of your site. This can work well, or not, depending on marketing strategy.

For this option to work you need to colourfully advertise the video showroom across your website, otherwise your visitors won't know they exist.

The showroom link would be <http://autovid.co.uk/xyz/> where xyz is your username provided by us.

## Fundamentals of Integration

If you wish to integrate video into any existing showroom at least some elementary technical work is required by the 3<sup>rd</sup> party who hosts and manages your site.

Most functionality is performed through a single url. The most basic option calls video pages, <http://autovid.co.uk/auto.cfm?Reference=xyz>. Please replace **Reference=** throughout this document with your preferred choice of lookup from **Registration**, **StockID**, or AutoExposure systems own **VehicleID**.

To improve accuracy, also include **Account=xyz**, where xyz is the account id provided by AutoExposure. This will ensure that your video will be returned if there happens to be more than one vehicle in our database with that particular reference. An account id is highly recommended when referencing by Registration and essential when referencing by StockID.

A typical URL;

<http://autovid.co.uk/auto.cfm?Mode=Link&Account=xyz&Registration=xyz>

Summary of Mode options;

Mode	Custom Parameters	Description
help		Display help
page (default)	DrillDownMode	Straight forward video link pages
link	HrefID, ContainerID	Presence aware links
swobject2	ContainerID, OuterContainerID, Width, Height	Presence aware video embedding
function	Name, UrlType, Parameters	Enables custom handling via your own JavaScript
ping		Simple availability check

These options provide a wizardly way of embedding video without the need for substantial work. They are presence aware, i.e. display only when a video is available.

If you wish to embed video more natively, please read the sections on XML and datafeed services further below.

## Video Link Pages

Video link pages are for you if you have an existing showroom and would like to integrate video, but don't want to make radical changes or undertake substantial work.

For video link pages to work, your vehicle details pages need to be modified to include a link to a video page hosted by us. This provides a semi integrated way of hosting video, and our design team would customise the colours and graphics of our template to complement your existing pages.

Pages are reached using **Mode=Page**, but because this is the default mode it can be left out the query string, e.g. <http://autovid.co.uk/auto.cfm?Reference=xyz>

An added complication with links is in cases where a video is not available. In this scenario a message is return. If you wish to work around this there are a couple of options. a). Develop your own logic used in conjunction with our XML or Datafeed services (hardest), or b). Use the **Mode=Link** option (easiest).

## Presence Aware Video Link Pages

The **Mode=Link** option uses basic JavaScript to make the links presence aware.

### Basic Function

To embed place the following code where you wish the link to be located;

```
<a id="autovid" href="#" style="display:none">Your Video Link Text Here</a>
<script type="text/javascript"
src="http://autovid.co.uk/auto.cfm?Mode=Link&Account=xyz&Reference=xyz"></script>
```

When no video exists the link simply remains hidden.

### Further Options

To change the id, place **HrefID=YourCustomID** in the query string. This is useful if you wish to include multiple links in a page.

To separate the link from the visibility container, place the link within another tag such as a <div> and define its id in the query string using **ContainerID=YourCustomID**. This is particularly useful if you wish to control more than just a plain link, e.g. a tab.

By default the code updates the links href with the video page URL. This saves you from having to construct two query strings. But if you wish to suppress this behaviour place **HrefID=false** in the query string. This is particularly useful if you wish to a page of your own.

## Presence Aware Video Embedding using AutoExposures Player

Embedding a video using our player is similar to the presence aware links option except it is the actual video which gets embedded rather than a link. This option is for you if the layout of your vehicle details page has the space.

### Basic Function

First download the SwfObject2 flash embedding JavaScript library from <http://code.google.com/p/swfobject/> and embed it within your pages <head> tags;

```
<script type="text/javascript" src="swfobject.js"></script>
```

Place the following code where you wish the video to be located;

```
<div id="autovid"></div>
```



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```
<script type="text/javascript"
src="http://autovid.co.uk/auto.cfm?Mode=Swobject2&Account=xyz&Reference=xyz"></script>
```

When no video exists nothing will simply display.

### Further Options

Place **Width=x** and **Height=y** within the query string to control the flash players size.

To change the div's id, place **ContainerID=YourCustomID** in the query string.

To control an additional outer container give it an id and place **OuterContainerID=YourCustomOuterContainerID** within the query string. This is useful if you wish to display other formatting around the video, but only when it is present.

### **Presence Aware Custom Function Mode**

If more control is required than the standard link and embedding options offer you are able to utilize your own a custom function by placing **Mode=Function** in the query string.

### Basic Function

Place your custom function(s) within your pages <head> tags, e.g.;

```
<script language="javascript">
autovidf = function(status,url){
    if (status == true){
        swfobject.embedSWF('yourflashplayer.swf?file=' + url, "autovid", "350", "300");
    }
}
</script>
```

And place the following after you have defined your function

```
<script type="text/javascript"
src="http://autovid.co.uk/auto.cfm?Mode=Fuction&URLType=flv&Account=xyz&Reference=xyz">
</script>
```

When the JavaScript loads your function is passed status and url parameters. This provides you with all that is needed to fully customise your video handling in JavaScript.

### Further Options

By default the name of the function called is autovidf. To change place **Name=YourCustomName** within the query string.

By default the video page link is passed in the function call. To change to the URL of the flv place **URLType=flv** within the query string.

Additional parameters can be passed to your function by placing **Parameters=CommaSeperatedList** within the query string. This can be useful if you wish to make multiple calls within a page to a single function.

### **Non-Presence Aware Video Embedding Using AutoExposures Player**

In some scenarios you may wish to embed a video without using the presence aware JavaScript. Likely scenarios include if you have already determined the video availability by using



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**Mode=Link&HrefID=false**, or implementing your own logic in conjunction with a XML or Datafeed service.

The easiest, most reliable and recommended way to achieve this is by using a flash embedding JavaScript library such as SWFObject. Code can be downloaded from;  
<http://code.google.com/p/swfobject/>

To embed the place following where you wish the video to be located;

```
<div id="autovid"></div>
```

And the following between your pages <head> tags;

```
<script type="text/javascript" src="swfobject.js"></script>
```

```
<script  
type="text/javascript">swfobject.embedSWF("http://autovid.co.uk/multiVideoPlayer.swf?xml=  
http://autovid.co.uk/videoconfig.cfm?Account=xyz&Reference=xyz", "autovid", "width",  
"height", "8.0.0", null, null, {wmode:"transparent"});</script>
```

Where **Reference** is replaced with your preferred method of lookup and **width** and **height** is your desired flash player size attributes.

### **Embed Videos into existing Pages using your own Flash Player**

This option similar to the above option except you will need to obtain your own flash player, and use it in conjunction with either **Mode=Function** or XML service.

### **Feedback Services**

When trying to embed videos into a non-system showroom a complication is that availability of the video and the actual flv URL's are unknown. But the presence aware options work around these problems in a relatively wizardly way.

Additional XML and datafeed services are available for others who wish to integrate video using more native methods server side.

Please note, none of these options are intended to be used as a real time data source. It is preferred if you periodically poll these services and cache the results to your database.

### **Simple Ping Parameter**

Video availability can be checked against a particular reference using **Mode=Ping**. E.g.  
<http://autovid.co.uk/auto.cfm?Mode=Ping&Account=xyz&Reference=xyz>. This option could be used in conjunction with standard page links. If more verbose information is required please see the XML option below.

### **XML Video Data**

XML video data can be queried at <http://autovid.co.uk/xml/video.cfm?Account=xyz&Reference=xyz>. Include a Reference to query data for a particular vehicle. Leaving the Reference out returns the video status for all vehicles for that particular account.

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<vehicles>
  <status id=""></status>
  <vehicle id="">
    <status id=""></status>
    <registration></registration>
    <stockid></stockid>

    <videos>
      <status id=""></status>

      <video id="">
        <url></url>
        <priority></priority>
        <duration></duration>
        <width></width>
        <height></height>
        <filesize></filesize>
        <status id=""></status>
        <error id=""></error>
      </video>
    </videos>
  </vehicle>
</vehicles>
```

#### Vehicles Level Status

0 = No vehicles for parameters given  
1 = Vehicle(s) available

#### Vehicle Level Status

0 = Recycle Bin  
1 = Live

#### Videos Level Status

0 = No video content  
1 = Live video(s)  
2 = Some playable content  
3 = Pending server side processing  
4 = Fatal error

#### Video Level Status

1 = Live Video  
2 = Live Video with warnings  
3 = Pending server side processing  
4 = Fatal error

#### Video Level Error Codes

Codes are based on Adobes flv check available at <http://labs.adobe.com/downloads/flvcheck.html>  
Codes -1, -2, -3, -4, -17, and -18 are considered fatal errors and the others non-fatal warnings. 0 indicates no error, and an additional status of 1 indicates delayed file transfer, which may be the result of the video server being temporarily down.

## CSV Datafeed

Exports are typically used to populate websites maintained by 3<sup>rd</sup> parties with our rich data. The service can be extended for this wider purpose or just for the video URL's. Datafeeds are typically simple csv files scheduled in the earlier hours of the morning.

## AutoEdit Showroom Options

Showroom colours, table widths and styles can be customised to complement your website. These changes can be made from within the AutoEdit login under **Site Management > Showroom Setup**. A number of different showroom and vehicle detail styles can be selected to suit different preferences.

## Showroom Style Options

#	Style	Description
1	Modern	An open design particularly suited to left aligned websites with side navigation
2	Classic	A grid based particularly suited to centre aligned websites with top navigation
3	Bullet	Suited where the user wants to display detailed information at stock page level and data is well defined
4	Ad	Suited to featured listings a few to a page, e.g. Special Offers. The Ad style is limited to 10 vehicles per page
5	Gallery	<b>Gallery style takes the emphasis off vehicle data, focussing on the photos or video. Designed to complement AutoVid showrooms or special video pages</b>

## Vehicle Details Style Options

Style	Video Size	Description
Modern	Medium	Popup window design
Classic	Large	A full page design particularly suited where the dealership wants to display large photos
Ad	Small	A full page design which displays smaller but slideshow photos. More web portal in style, with a greater emphasis in vehicle location. Particularly suited to multi-site dealerships
<b>AutoVid</b>	<b>Large</b>	<b>Video oriented display designed to scale gracefully where there is a lack of regular data. Recommended where customers are subscribed to a video only AutoVid service</b>
Minimalist	Large	Photo click through to large photos in a Popup window. Particularly suited where a dealership wants a minimalist look and feel website. Classic design is used for more detail drill downs

## Application Notes

Any styles can be mixed and matched and used for any application, but some styles are designed with a particular purpose in mind. For video sites the Gallery and AutoVid options are particularly suited as these styles put emphasises on the videos or photos and off the data.

## Showroom Ad Options

YouTube style flash based and static ads can be enabled at the top of a showroom from within AutoEdit. Possible options include;

- 0 = None
- 1 = Special Offers
- 2 = Price Reductions
- 3 = Latest Arrivals
- 4 = Latest Videos

These options can also be called by via the query string using **AdRotator=x** and **AdStatic=x**.

For an example of the flash rotator please visit our example site; <http://autovid.co.uk/>

## Other Showroom Options

Many other showroom options are available including;

- 6 x search modes (3 form modes, category and make hyperlinks)
- Display Categorisation (by category or make)
- Display Ordering
- Number of vehicles displayed per page
- Enquiry, Finance, Test drive and brochure links
- Live finance quotes
- Live insurance quotes
- Website custom text
- Instant messaging
- Google maps
- Multi-site inclusions

And a multitude of query string options, query by vehicle type, vehicle category, special offers, price reductions, videos, etc.

For more detailed information please refer to our showroom specific document.

## Video Processing Control

At present the system only accepts the direct upload of flv files. Future options will include processing of different file types, sound dubbing, sound suppression and compression level control.