

URL Parameters

When you create Brainshark Presentations and plan to share them, you may want to change the way the presentation will be viewed by your audience, augment the information you can obtain about your viewers, or both. You can use URL parameters to do this. Parameters are ‘codes’ that you add to the end of the presentation link.

This document lists the available parameters and the corresponding impact, as well as the process to add the parameter to your presentation link.

How to Add a URL Parameter

The process for customizing a presentation URL starts with the URL in its current form. This is either the standard Brainshark URL or a custom URL created for a presentation by its Author:

Standard Brainshark URL: www.brainshark.com/yourcompany/vu?pi=zDyzMD3Ooz43Hz0

Custom URL: www.brainshark.com/yourcompany/customtext

Once you know what type of URL you are working with, you can identify the format you will need to use when you add the URL Parameter.

Standard Brainshark URL

URL parameters added to standard Brainshark URLs, ending in “vu?pi=zDyzMD3Ooz43Hz0”, must be preceded by an ampersand (&).

To add the URL Parameter to a Standard Brainshark URL:

1. Copy or type the Standard Brainshark URL.
2. Follow the “vu?pi=zDyzMD3Ooz43Hz0” with an ampersand (&).
3. Use the parameter table on the next page to identify the desired format or information you need.
4. Add the parameter to the URL.
5. Test to confirm the link takes you to the desired presentation.

Example

For a standard Brainshark URL such as: <http://www.brainshark.com/yourcompany/vu?pi=zDyzMD3Ooz43Hz0> where you want to send the presentation in maximum screen view (‘dm=1’), the new URL is:

<http://www.brainshark.com/yourcompany/vu?pi=zDyzMD3Ooz43Hz0&dm=1>

Additional URL Parameters added to the same URL must be separated by an ampersand. To add another parameter to that same link, add an ampersand (&) and then the next URL Parameter. For example, to also add the parameter to disable the toggle button (‘tb=0’), the new URL is:

<http://www.brainshark.com/yourcompany/vu?pi=zDyzMD3Ooz43Hz0&dm=1&tb=0>

Add a URL Parameter to a Custom Brainshark URL

URL parameters can be added to any custom name that has been designated for a presentation. A custom name or “New Address” is added in Edit Presentation, on the Properties tab and can be used to more clearly define the content of the presentation; for example: “MarketingPromo” or “Q1_Company_Meeting”. Once a standard URL has been modified with a New Address, the process to add the first URL parameter changes.

To add the URL Parameter to a Custom Brainshark URL:

1. Type the custom Brainshark URL
2. Follow the “/customname” with a question mark (?)
3. Use the parameter table on the next page to identify the desired format or information you need
4. Add the parameter to the URL
5. Test to confirm the link takes you to the desired presentation

Example

For a custom Brainshark URL such as: <http://www.brainshark.com/yourcompany/customtext> where you want to send the presentation in maximum screen view (‘dm=1’), the new URL is:

<http://www.brainshark.com/yourcompany/customtext?dm=1>

To add another parameter to that same link, add an ampersand (&) and then the next URL Parameter. For example, to also add the parameter to disable the toggle button (‘tb=0’), the new URL is:

<http://www.brainshark.com/yourcompany/customtext?dm=1&tb=0>

Parameter	Result
dm=1	Plays the presentation in the viewing console’s maximum screen view.
dm=5	Plays the presentation in the viewing console’s embedded view.
tb=0	Disables the view toggle button in the viewing console. When disabled, the viewer cannot switch the view from maximum view to minimum view, or vice versa.
tb=1	Enables the view toggle button in the viewing console. When enabled, the viewer has the ability to switch the view from maximum view to minimum view, and vice versa.
rs=0	Forces the player to show the slide area at 720x540 pixels.
bg=<hex#>	Set the viewing console background color to the hex# specified.

Parameter	Result
b=1	Disables the display of a Guestbook. Must be used in conjunction with at least one Guestbook field value (e.g. &b=1&fn=John). If there are required fields in the Guestbook, all of their values must be added. Please refer to the Pre-filling Guestbook Data document for a list of field parameters.
b=0	Forces display of the Guestbook when enabled for the presentation.
sn=1	Forces display of slide notes.
n=0 and n=1	Forces a new view every time the presentation link is clicked. Use when multiple users are viewing a presentation from a single computer and you want to ensure each click of the link is a new view and presents an empty/clean Guestbook, if one is enabled. Use n=0 for public presentations and n=1 for private (login required) presentations. If n=0 is used on a private presentation, user will not be required to login again. Do NOT use n=1 if Single Sign-On (SSO) is being used.
tx=	Adds a tracking code . The text appearing after the “=” will appear in reports.
tx=preview	Distinguishes previews and allows author/administrator to filter those views from reporting data.
r=email@address.com	Causes the sending of a view receipt to an email address other than the email address specified on presentation properties tab.
pause=1	Defaults the presentation to start in pause mode; requires the viewer to click the displayed ‘play’ button to start the presentation.
pbg=<hex#>	Set the pre-loader background color to the hex# specified.
sbg=<hex#>	Set content background color to the hex# specified. Use this with presentations that contain videos or other content that might not take up the full available slide area.
sld=(slide#)	Defaults the presentation to start playing at the specified slide.
splash=1	Provides an image of the first slide of the presentation with an embedded play button. Must be used with a standard Brainshark URL and not the “New Address” URL.
lng=	Set the language of the viewing console to the specified language. Please refer to the Multi-Lingual Support document for the language codes needed for this parameter.

Obtaining a QR Code for a Custom URL

Quick Response (QR) codes are two dimensional barcodes, readable by dedicated QR barcode readers and camera phones with a QR Reader App installed. The code consists of black modules arranged in a square pattern on a white background. The information encoded can be text, URL or other data.



QR Code

QR Codes are generated by Brainshark for the standard URL of any presentation, but if you would like a QR Code that reflects the URL modifications discussed in this document, you will need to visit a QR Code Generator website. There are many available and you can find one using your Internet search engine.

For more information about sharing a QR Code from your Brainshark presentation, please see the *Using Quick Response (QR) Codes* [process document](#).

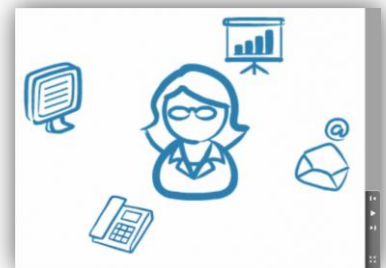
Additional Examples of URL Parameter Use

1. dm = 1

The maximum screen view parameter hides the Presentation Table of Contents so that the presentation displays as shown here.

The URL format for this URL Parameter would be:

<http://www.brainshark.com/yourcompany/presentationlink?dm=1>



2. tx = 'text'

Adding a tracking code parameter allows you to identify the viewer of your presentation. The tracking code you specify will be reported for all views from the supplied link. The most common tracking code is the email address of the viewer to whom you are sending the presentation.

The URL format for this URL Parameter would be:

<http://www.brainshark.com/yourcompany/presentationlink?tx=email@company.com>

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Viewing Details by Presentation

2009-12-07 to 2009-12-07

Presentation Title	Date/Time	Viewing Time	View Total Slides Viewed	Duration % of	View Total % of Slides	View Total % of Slides	View Type	Tracking Code
Who's Viewing Your Brainsharks?	2009-12-07 09:33	2:04	3	19	9	19	New	email@company.com



3. splash = 1

The splash image of a presentation adds oomph to any email marketing message as it displays a thumbnail image of the first slide of your presentation; the presentation link can be embedded in the image, resulting in a compelling call to action.

The URL format for this URL Parameter would be:

<http://www.brainshark.com/yourcompany/presentationlink&splash=1>



4. pbg= 'hex code #'

You can use the pre-loader background URL Parameter to match the presentation colors to your company color scheme.

The URL format for this URL Parameter would be:

<http://www.brainshark.com/yourcompany/presentationlink&pbg=BBBBB>

