

Viewing Tips for **Emercials®**

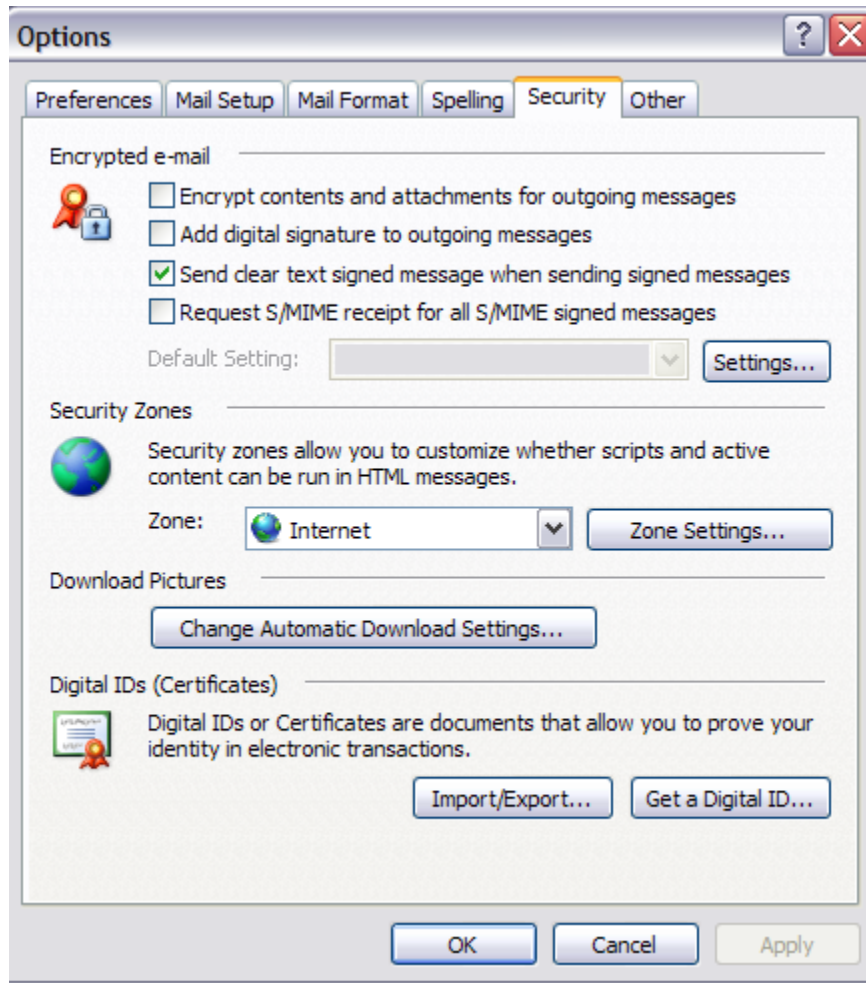
Optimization tips for rich media through your email.

Tip #1 Viewing video through email

In Outlook or similar sophisticated email client: On the main Menu Bar:

- Click Tools
- Click Options
- Click the Security tab
- Under Security Zone, with the drop down arrow, choose the zone titled **Internet** – not to **Restricted**

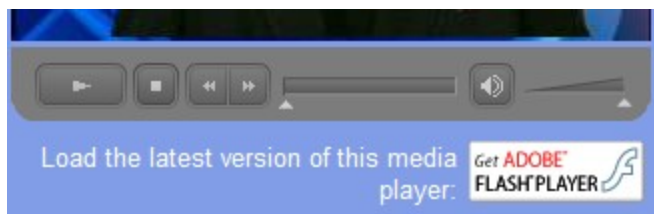
Or, if viewing in other web mail clients, it may be the terms like: Tools, Internet Options, Security, then click the Internet designee icon



Tip #2 Media Players

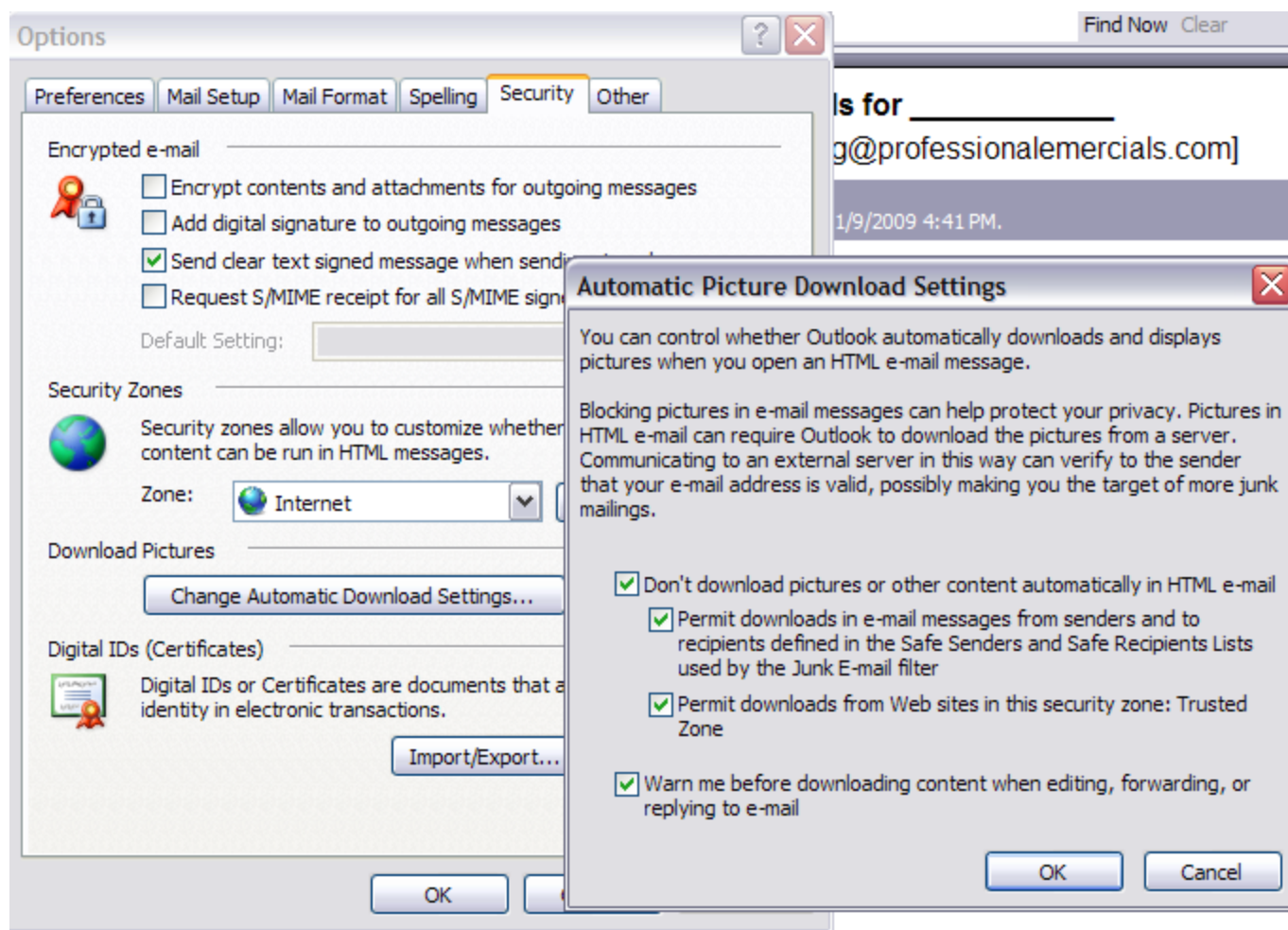
To view streaming video, ensure you have the most current version of Adobe Flash installed. Click the icon in the Emercial or

download free at: <http://www.adobe.com/go/getflashplayer>



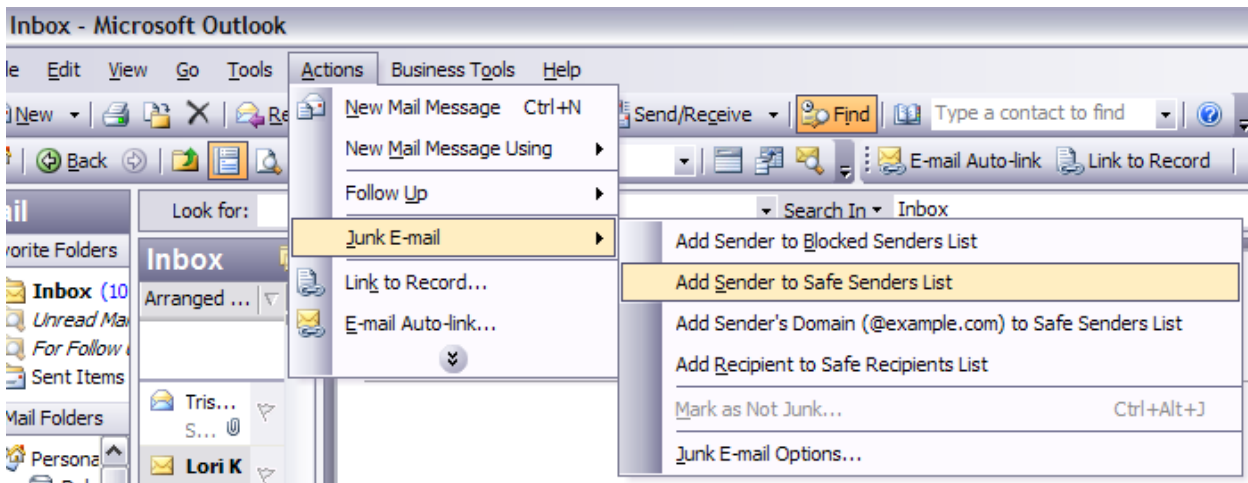
Tip #3 View images/pictures from Safe Senders in Outlook (may be necessary) If your settings in Outlook block pictures/graphics, the Emercial may arrive with blocked graphics. You can click one of four links or icons in the Emercial to show the images to view the Emercial. We can't and do not hurdle your own privacy settings.

OR – By setting your default in Outlook, as below, you can easily view images from your Safe Senders and Trusted email.



Tip #3 Safe Sender Listing

Also, if your settings filter incoming emails, then choose to add an email sender's email address to your Safe Sender list in your email client or address book; this may preclude your Sender landing in junk or bulk mail in your future correspondence.



Tip # 4 No Audio

Sometimes forgotten, be sure to turn your audio speakers on, *or* in the Control Panel, unclick “mute” under Audio and Sound

Tip #5 Enlist your IT person to solve the issue(s)

Should these Tips not suffice to play an Emercial video for you, we can discuss your situation to see why you can't view streaming video. You or your company may limit your bandwidth or may block aspects of streaming video. Don't compare your ability to watching an Emercial streaming video to YouTube; it's somewhat different technology.

Professional **Emercials®.**

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