

# CES - Loading Videos & 360° Spins to Lowes.com

### Accessing Syndigo Site:

- Open Syndigo in your browser
- URL: https://platform.syndigo.com
- Questions: 855.796.3446 / syndigo.com/support

#### Video File Preparation:

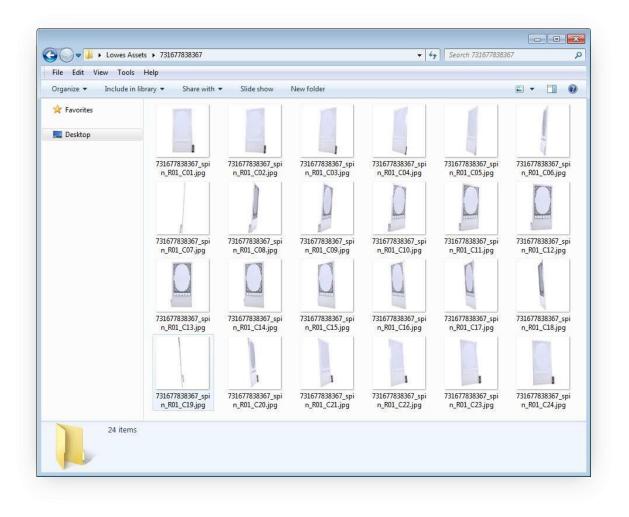
 Videos must be delivered in MP4, M4V, MOV or WMV format for compatibility with Lowe's systems

#### 360° Spin File Preparation:

- Files **must** be delivered in a zipped folder format for compatibility with Lowe's systems
- Place image files within the folder on your computer for the assets you want to send to Lowe's.
- Each 360° spin is compiled of up to 3 rows of images with a *required* 24 images (columns) perrow
- The row represents the angle of the photo, the column represents the rotation of the 360° spin
  - Name each image file based on the row and column of the 360° spin: **barcode\_spin\_R01\_C01.jpg**
  - To move to the next row in the spin, change the number after the "R"
    - Example: barcode\_spin\_R01\_C01.jpg, barcode\_spin\_R02\_C01.jpg.
       This represents the first image in the first and second rows of the 360° spin
  - To move to the next column in the spin, change the number after the "C"
    - Example: barcode\_spin\_R01\_C01.jpg, barcode\_spin\_R01\_C02.jpg.

This represents the first image in the first and second columns of the 360° spin





## How to Load on CES Syndigo Site:

- Log into the Syndigo platform
- Browse or search for the product that you would like to update
- Navigate to "Lowe's Core & Enrichment" Requirement Set



Il Recipienta 🗲 Recipient Details: Recipi	ient Products > Product Details Page			Single F	roduct   Packaging Hieran	hy				
3/4in Black Flexible	PVC Event Table Replacemen	t Round Bumper Tee M	oulding 250ft Coil @							VERIFY
- Ad	te addet: June 16, 2023 Ided by: Relly Courtney at medified: July 18, 2023 addfied by: Relly Courtney	Linked Recipients: Trade item unit: Brand: CTIN:	3 recipients link Piesse select an it Outwater 008400887043		~				<ul> <li>Add to eCatalog</li> <li>Manage Lifecycle</li> <li>Fitments</li> <li>Download Sell Sheet</li> </ul>	60 Duplicate 60 Archive 60 Packaging His
Attributes Enha	anced Content Publication History	y URLs	Properties							
Lowe's - API - Lowe's Core &	Enrichment	E DIGITAL ASSETS							Search Attributes	
Language: 📕 English (US) 🔻									Filter: Not Populated	v Vev: Defau
tem Information 100% 🥥	Digital Assets (360-Spin)	1								
Aarkoting 100% O	360 Degree Spin (Lowe's)	•								
Vestrictions and Vernings	Add asset									
hipping and Indering Information	Add Override									
nformation	∧ Videos									
Packaging 100% 🥑	Assembly Instruction Video	Product Demo Video	Product Installation Video	Product Marketing Video	Product Review Video	0 1				
Base (Packaging) Information										
Inner (Packaging) Information										
Case (Packaging) 100% 🥑	Add Override     Documents and PDFs	Add Override	Add Override		Add Override					
Pallet (Packaging) Information	Dimensions Guide	Energy Guide - PDF	O How to Manual	Installation Guide - PDF	Instructions / Assembly	Lighting Facts	MSDS - PDF	Operating Manual	Product Certific	ations ©
Additional Packaging 100% 🥥	1		1	1	1	1	1	1	i	1
Digital Assets 100% 🥥	Add asset	Add asset	Add asset	Add assot	Add assot	Add asset	Acted assot	Add asset		f assot
Digital Assets (360- Spin)	Add Override	Add Override	Add Override	⊛Add Override	Add Override	Add Override	Add Override	●Add Override	Add Overrid	te
Videos 100% 🥥	Warranty - PDF	O Use and Care Manual - PDF	۵							
Documents and PDFs 100%										

- It is important Suppliers are on the Lowe's- API and Lowe's Core & Enrichment requirement set on the product page.
  - If Suppliers do not see Lowe's- API and Lowe's Core & Enrichment requirement set the Supplier will need to link this Recipient and Requirement Set, via the Properties tab:

Al Predects 3 Tredect Datability: Single Preduct   Packaging Hierarchy								SAVE CHANGES	
3/4in Black F	exible PVC Event	Table Replacement Ro	and Bumper Tee N	4oulding 250ft Coil ∅					
	Date added:	June 16, 2023	Linked Recipients	0 recipients link				60 Add to eCatalog	60 Duplicate
-	Added by:	Reilly Courtney	Trade item unit:	Please select an it				69 Manage Lifecycle	en Archive
-	Last modified	July 18, 2023	Brand	Outwater				60 Fitments	60 Packaging Hieran
-	Modified by:	Relly Courtney	GTIN:	008400887043		^		60 Download Sell Sheet	
Attributes	Enhanced Content	Publication History	URLs	Properties					
Product Category									
Add product cat									
∧ Catalog Items									
catalog items									
Add Catalog Iter									
∧ Linked Recipients	④ Add recipient								
Recipient									Readiness



## When Will My Content Be Loaded on Lowes.com?

- Once content is submitted, with no feedback or errors to be resolved, content should be live on Lowes.com within 6 hours.
- For questions about approved content, please submit a ticket to Lowe's through the Lowe's Vendor Gateway.