



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

Accessing Syndigo Site:

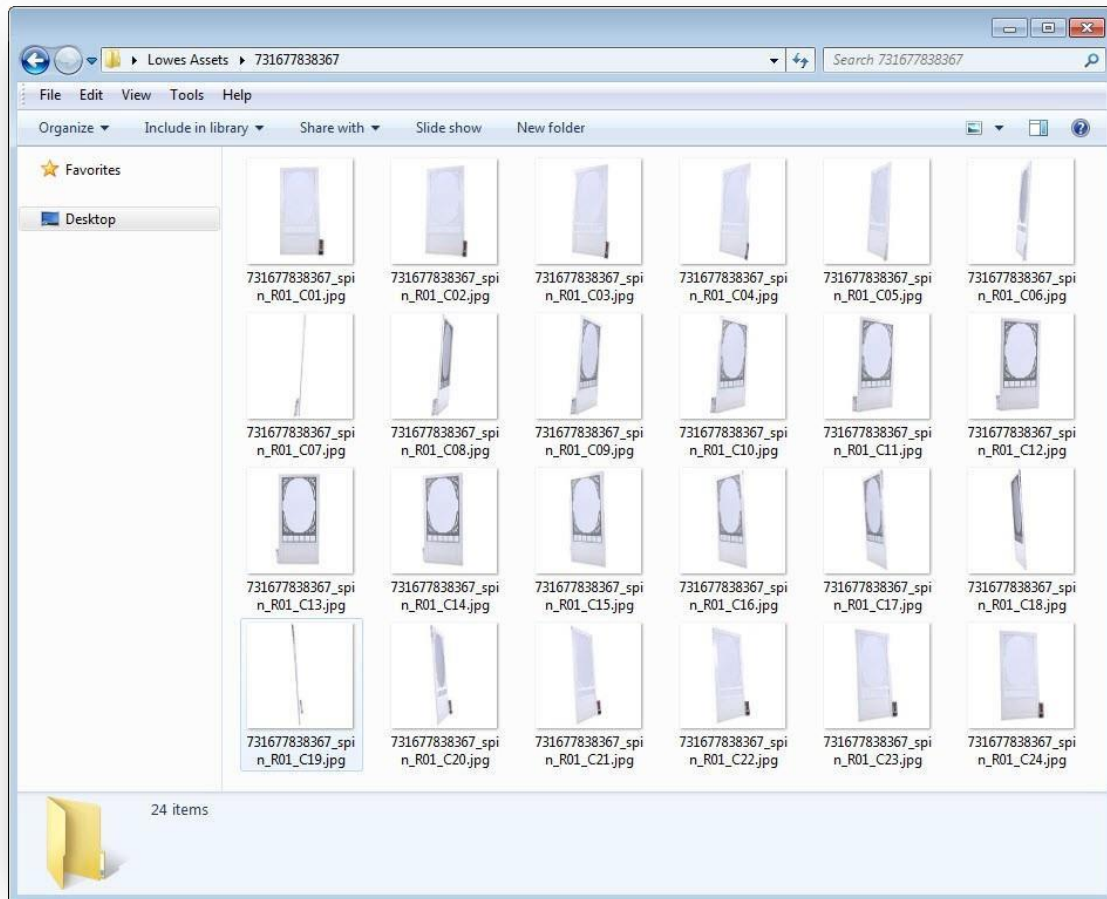
- Open Syndigo in your browser
 - URL: <https://platform.syndigo.com>
 - Questions: 855.796.3446 / syndigo.com/support
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Video File Preparation:

- Videos **must** be delivered in MP4, M4V, MOV or WMV format for compatibility with Lowe's systems
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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) per row
- 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



- 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:



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.