Plugin

Exhibitions on every display.

Web Version 4

Contents

Welcome 2
- Why WallMuse Plugin 2
- Some typical users 2
- What's in WallMuse Plugin 3

Quick start 4

Set Up (Admin) 5
- Create Account 5
- Activation 5
- Appearance 7
- Account & Access (Demo, Guest, Logged-In Free & Premium Accounts) 7
- Demo Setup 8
- Shortcodes & Usages 11

Add Content (Curators) 13
- Content specifications 13
- Batch processing 15

Curate (Curators) 18
- Create 18
- Update 19
- Title Tool 20
- Zoom & Pan (Image) Tool 21
- Curation Wizard 22

Player, Playlists and Select Exhibitions (Visitors) 23
- Multi-display set-ups 27

Glossary

Accounts	Admin	The person who installs the plugin ("you" in setup steps)
	Admin account	The WallMuse account linked to the site by the activation API key
	Curator	Anyone using the Curator page
	Visitor and visitor account	Anyone using the Player: demo, guest, logged-in or premium
	Personal account or logged-in account	Anyone with a logged-in free or premium account
Rights	Copyright or (C)	Copyrighted content maybe shared with author or rights representative consent.
	Creative Commons or (CC)	CC0 is public domain, CC BY is with attribution and but many others exist
	Premium Content	Premium refers to (C) content that can be shared with paid users, members or other admin level arrangements.
Plans	Plugin plans	Free that only handles CC content. Pro or Studio handle both (CC) and (C) contents.

© WallMuse 2011-2026

Welcome

Welcome to WallMuse Plugin, Web Version 4!

WordPress powers about 41% of all websites and roughly 59% of those built on a known CMS[1]. Its sites range from artist and photographer portfolios, blogs, news and magazine sites to businesses, schools and associations. Many of them hold image and video collections but have no good way to curate them or to show them on displays.

WallMuse Plugin brings exhibition-grade curation, multi-screen display and rights management into these sites. A site can show free creative content to attract an audience, and reserve copyrighted content for paying subscribers, members or other supporters.

The frontend is open source (MIT), so third-party developers can build new production tools and interactive curations.

Why WallMuse Plugin

Install the plugin, upload your works, add one shortcode. No coding, no developer, no platform in between. *Your exhibition, live in hours.*

1. **Live in hours, not months.** Batch upload and the curation wizard do the heavy lifting, so your first exhibition goes online the same day. If you'd rather have it branded and hosted for you, WallMuse can handle a Custom App, ready in 30 days.
2. **Free to start, no code.** The free plan shows Creative Commons and public domain works with 500 MB of storage. Upgrade only when your collection or your needs grow.
3. **Every display, in sync.** The same exhibition plays on phones, tablets, smart TVs and signage, and across several displays together (Pro and Studio).
4. **Yours: your domain, your audience, your rights.** Visitors come to your site, with no algorithm between you and them. Credits stay attached to each work. Show free content to everyone and reserve copyrighted content for members or subscribers (Pro and Studio).
5. **One exhibition, many uses.** You curate once and show it wherever it's useful: an artist shows work on displays at an event, with nothing to ship; a library invites local artists to present their work on its screens and its digital sharing catalogue; an editor sets up a pool of researchers and curators to explore a theme together.

Some typical users

- Arts and heritage: Independent artists and photographers, galleries, drama or performance producers, museums and heritage sites.
- Collectors and researchers: collectors, historians, archives, local history societies, libraries, universities and schools.
- Newsrooms: journalists and local news, showing rolling photo or video stories on a screen.

---

[1] W3Techs, 2026

© WallMuse 2011-2026

- Digital signage: hotels, shops, lobbies, restaurants, waiting rooms, showrooms, churches, festivals and events.
- Independents: anyone who wants to show work on their own domain, without a platform or its algorithm.

WallMuse has built digital exhibition software since 2011, a specialised track record that general-purpose plugins cannot claim.

What's in WallMuse Plugin

- **Player**, added with `[wallmuse_player]`: visitors browse, build playlists and play exhibitions on any device.
- **Companion App**, server-based: visitors scan a QR code to read more about the work playing on a display.
- **Curator**, added with `[wallmuse_curator]`: you and your team add content and curate exhibitions on tablets or PCs.

© WallMuse 2011-2026

Quick start

Go from nothing to a live exhibition in six steps.

1. **Get the plugin.** Go to wallmuse.com/wallmuse-plugin/, download the plugin (Free costs nothing — no sign-up needed). Then in WordPress go to Plugins → Add New → **Upload** Plugin, upload the file and click **Activate.**
2. **Connect.** In WordPress go to WallMuse → Settings → Admin Connection & Plans. Click **Create Account** — your API key is filled in automatically. Then click **Save & Connect** and register your domain. Wait for the green indicator. → Set Up: Activation
3. **Add two pages.** Create a page named "Play" containing `[wallmuse_player]`. Create a page named "Curate" containing `[wallmuse_curator]`, and, if desired, set it to Private so only your team sees it. → Shortcodes & Usages
4. **Add your content.** Open your Curate page, click **Add Content**, then fill in the title, author, date, category, media and rights. On the Free plan, choose Public Domain or Creative Commons. For many files, use **Batch Upload**. → Add Content
5. **Curate an exhibition.** On the Curate page, let the **Curation Wizard** build one automatically, or drag content onto the Planner. Click **Save Exhibition**. → Curate
6. **Play and share.** Open your Play page, select your exhibition, add it to a playlist and press Play. Open the same page on each display you want to use, and share the link. → Player

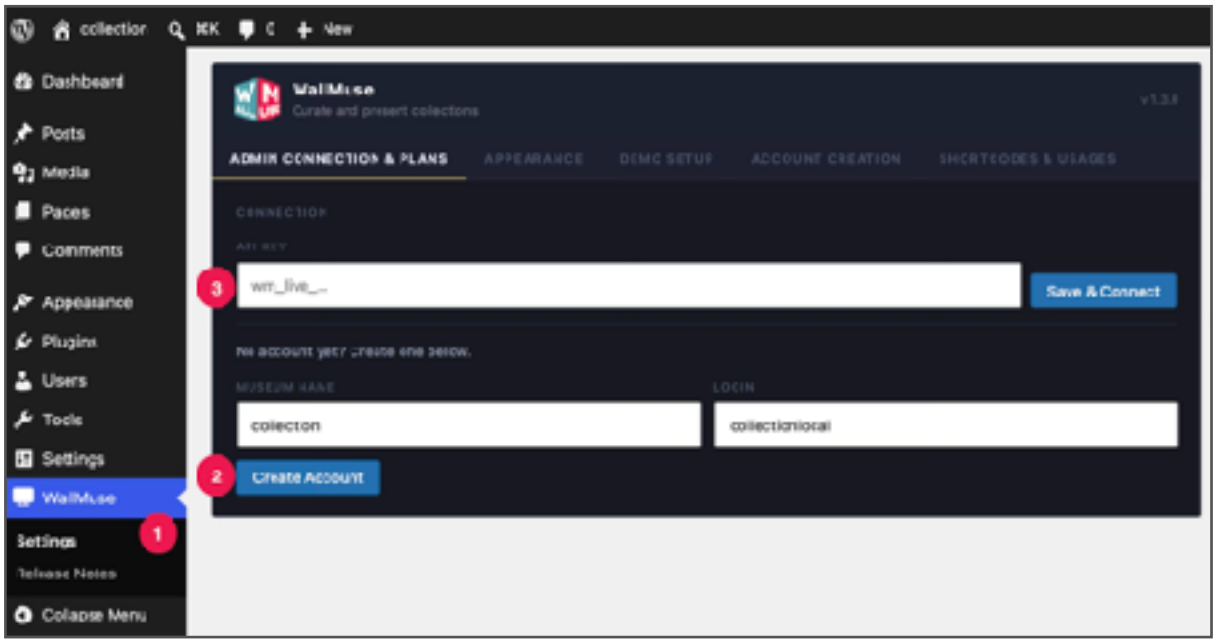
You're live. Everything else is optional: match your site's look (Appearance), let visitors try a demo and sign up (Accounts), or translate the `[wallmuse_player]` and `[wallmuse_curator]` (Multilingual sites).

Download Plugin

© WallMuse 2011-2026

Set Up (Admin)

Create Account



❶ Plugin installed, in WP admin console, go to the WallMuse plugin and select Settings.

❷ Click on "Create Account".

Note: The Login field accepts letters and numbers only (no hyphens, spaces or special characters). The field is pre-filled from your domain — only change it if needed, keeping to alphanumeric characters.

❸ As result, your WallMuse API Key is filled in automatically.

Activation

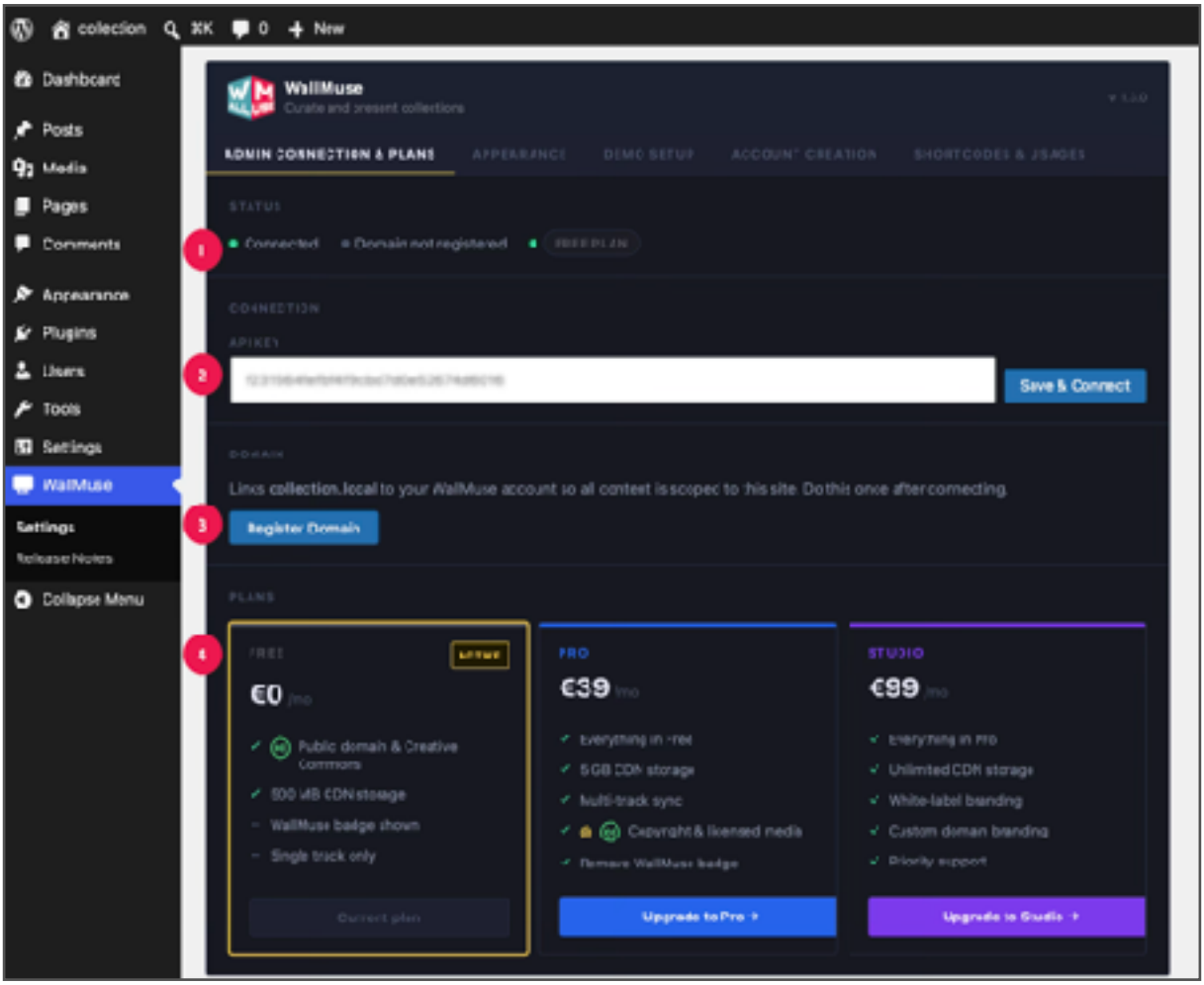
This section connects the WallMuse plugin to your WallMuse account and shows the current status of your connection.

Status displays three indicators on one line: whether the plugin is connected to WallMuse, whether your domain is registered, and your current plan (Free, Pro, or Studio).

Connection is where you enter your WallMuse API key — generated automatically when you use the Create Account form below and where you copy and paste Pro or Studio ones. Your login is pre-filled from your domain. Click **Save & Connect**.

When done, **Register Domain** will be highlighted to link your WordPress site's domain to your WallMuse account so that all content — playlists, exhibitions, visitor sessions — is scoped to your site. Register once after connecting. If you ever need to move to a different domain, contact support.

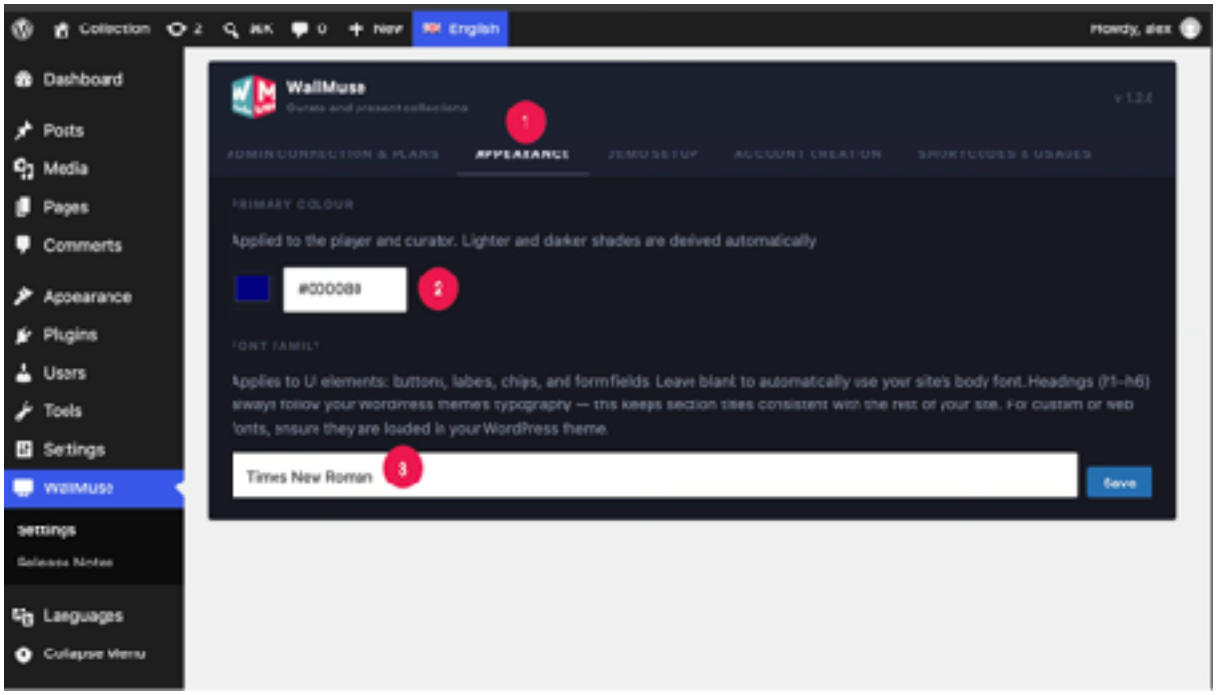
© WallMuse 2011-2026



❶ The first tab is Admin Connection & Plans.
❷ Enter your activation API key here or use the one generated automatically for Free accounts, and Save & Connect. A green indicator should validate this.
❸ After, the Register Domain button will be highlighted. When registered, another indicator validates this.
❹ By default Free, Pro and Studio plans are presented, that offer monthly and annually billings. To upgrade to Pro or Studio, click Upgrade to Pro → or Upgrade to Studio → in the Plans section. You will be directed to wallmuse.com — use the same login shown in your plugin settings to keep your account and content linked.

© WallMuse 2011-2026

Appearance



❶ Select the second tab Appearance.
❷ Enter a Color-hex code that will be integrated to the player and curator. Lighter and darker shades are derived automatically
❸ Enter a font that will be applies to UI elements: buttons, labels, chips, and form fields. Leave blank to automatically use your site's body font. Headings (h1–h6) always follow your WordPress theme's typography — this keeps section titles consistent with the rest of your site. For custom or web fonts, ensure they are loaded in your WordPress theme.

Account & Access (Demo, Guest, Logged-In Free & Premium Accounts)

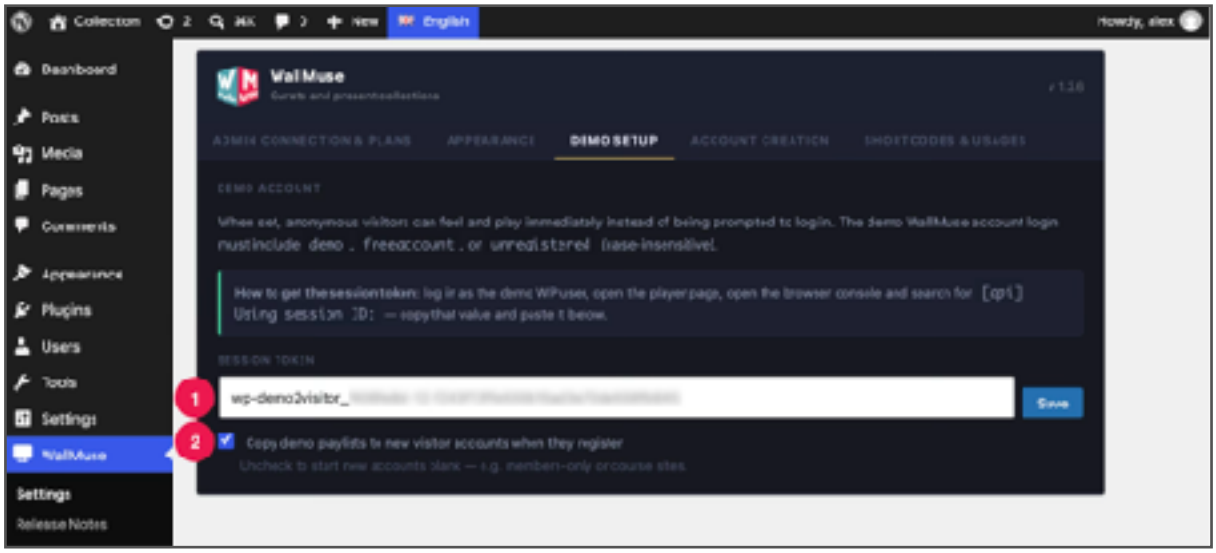
Visitor Account Types		
Visitor account types	Access / DRM	Multi-Display Sync
Demo	Landing account, no sign-up, demonstration purposes	No
Guest	Not logged in; session lives in local storage until cleared	No
Logged in (Free)	Creative Commons content only	No
Logged in (Premium)	Creative Commons + Copyright contents	Yes, synchronised

Not every feature is available to every visitor. Access depends on account type. Demo accounts let newcomers try with no sign-up. Guest accounts require no login, and the session is held locally until cleared. Logged-in (personal) accounts are free and unlock Creative Commons content. Premium accounts also unlock copyright content and synchronised multi-display playback. The table below shows what each type can do.

© WallMuse 2011-2026

Demo Setup

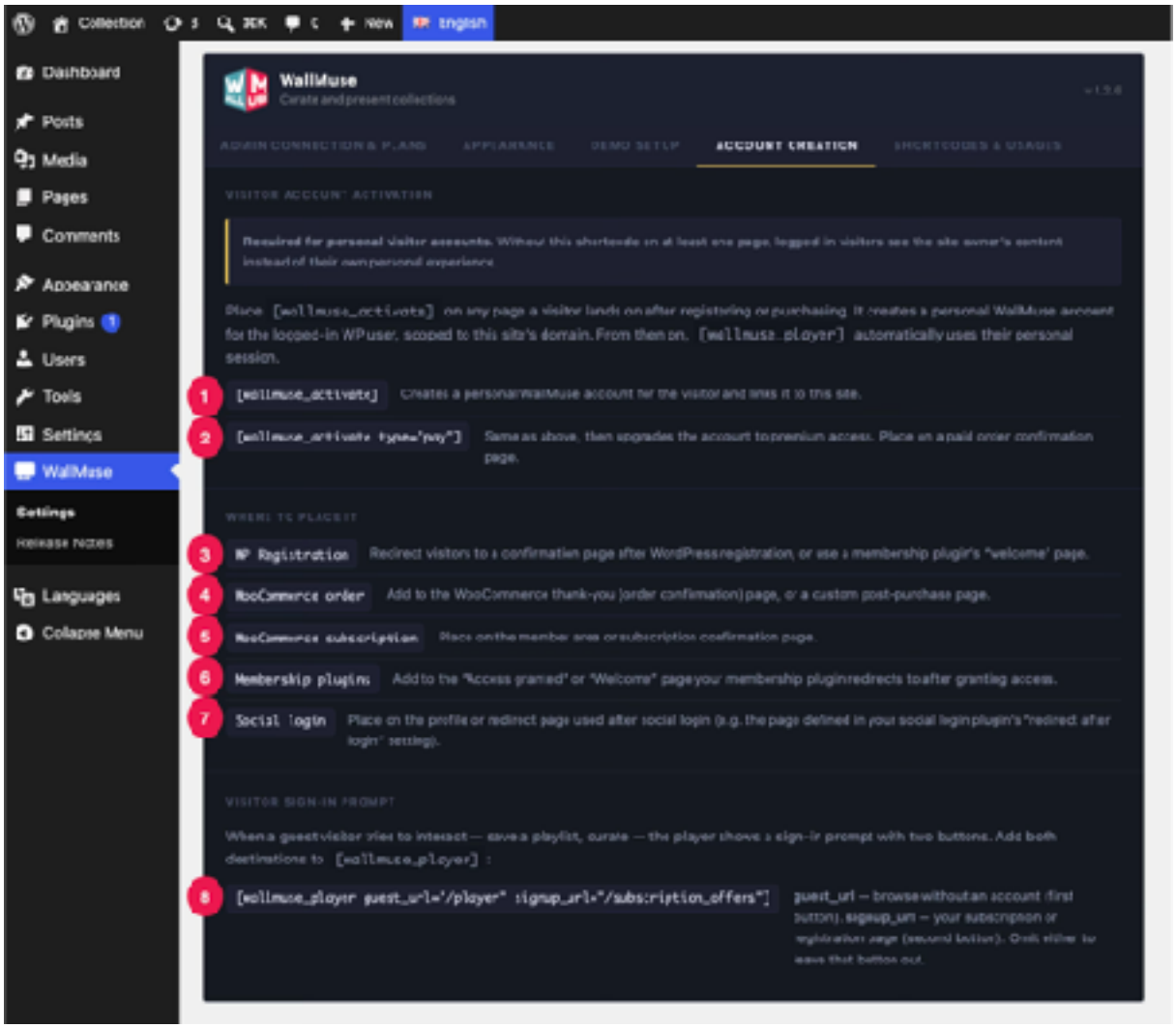
A demo account is optional. It is a separate WallMuse account whose login contains **demo**, **freeaccount** or **unregistered** (for example `demo_mysite`, `FreeAccountMySite` or `Unregistered_site_user`). This tells the system to treat it as a passive, shared session. Set it up in Settings → WallMuse. When a demo account is configured, anonymous visitors — anyone who is not logged in — can feel and play immediately instead of being prompted to log in. They see the demo account's content: its playlists and curated exhibitions.



❶ How to get the session token: Create a user for the demo account and run `[wallmuse_activate]` while logged in as that user to create its WallMuse account. Then, still logged in as the demo user, open the player page and open the browser console (F12 → Console). Search for the line that begins with [api] Using session ID: — the value after it is the session token. Copy it and paste it into the Session Token field. (See image below.)

❷ Copy demo playlists — when checked, a visitor who creates a personal account automatically receives a copy of the demo account's playlists as a starting point. Uncheck this for sites where visitors should start with a blank account, such as members-only or course sites.

© WallMuse 2011-2026



For visitors to have a personal WallMuse experience — their own playlists, their own session — their WallMuse Plugin account must be created and linked to your site. This is done by placing a shortcode on the page they land on after registering or purchasing.

Without this step, logged-in visitors will see the site owner's content instead of their own.

❶ `[wallmuse_activate]` — place this on any confirmation, thank-you, or welcome page a visitor reaches after signing up. It creates their personal WallMuse account, scopes it to your domain, and from that point on the player uses their session automatically.

❷ `[wallmuse_activate type="pay"]` — same as above, then upgrades the account to premium access. Place this on a paid order or subscription confirmation page.

Where to place it:

❸ WordPress registration: add to a post-registration redirect or welcome page

❹ WooCommerce order: add to the WooCommerce thank-you (order confirmation) page, or a custom post-purchase page

❺ WooCommerce subscription: add to the subscription confirmation or member area page

❻ Membership plugins: add to the "Access granted" or "Welcome" page your plugin redirects to

❼ Social login: add to the redirect page used after social login

© WallMuse 2011-2026

Sign-in prompt: as soon as a visitor attempts an interactive action — adding a content item to a playlist, creating a playlist, or switching tracks in a multi-track exhibition — a prompt appears inviting them to continue as a guest or to sign in.



Visitor sign-in prompt

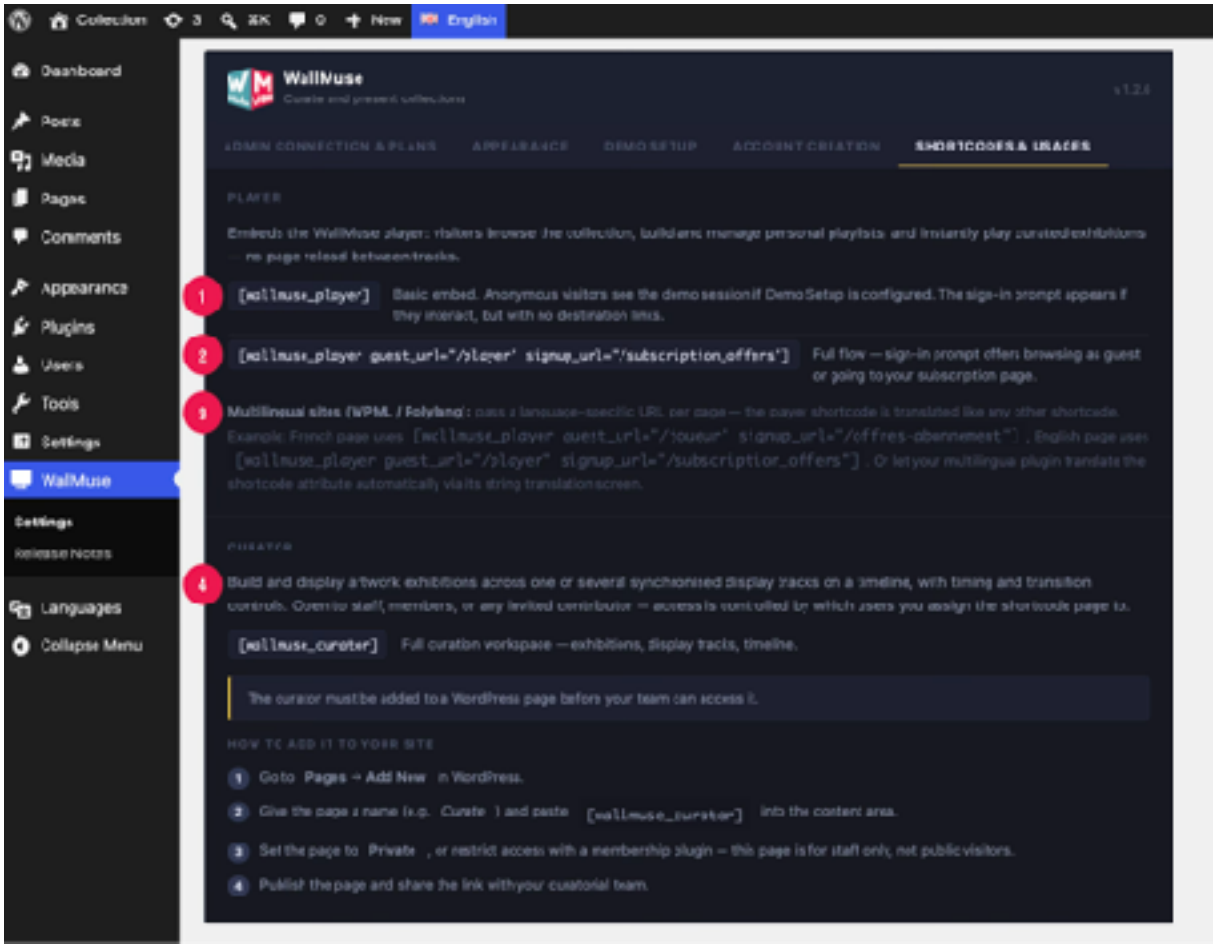
❽ `[wallmuse_player guest_url="/player" signup_url="/subscription_offers"]`. The main button sends visitors to your subscription page, and the second button lets them browse as a guest for the length of the session. You control the destinations with these attributes:

- `signup_url="/join"` — your registration or purchase page, shown as the main call-to-action
- `guest_url="/browse"` — a page for browsing without an account, shown as a secondary option
- `guest="false"` — hides the guest option, showing only account creation

Without these attributes, the prompt appears but the buttons have no destination.

© WallMuse 2011-2026

Shortcodes & Usages



❶ `[wallmuse_player]` embeds the WallMuse player on any WordPress page. Visitors can browse the collection, build and manage personal playlists, and instantly play curated exhibitions — no page reload between tracks.

Examples:

`[wallmuse_player]` — basic embed; anonymous visitors see the demo session if Demo Setup is configured

❷ `[wallmuse_player guest_url="/player" signup_url="/subscription_offers"]` — guest browsing path and a sign-in prompt links to your subscriptions

`[wallmuse_player guest="false"]` — sign-in prompt offers account creation only

Multilingual sites (WPML, Polylang, TranslatePress… see further explanations in the box next page): pass a language-specific URL per page, or let your multilingual plugin translate the shortcode attribute through its string translation screen.

❸ The French page uses `[wallmuse_player signup_url="/inscription?lang=fr"]`, the English page uses `[wallmuse_player signup_url="/join"]`.

© WallMuse 2011-2026

Multilingual sites

(WPML, Polylang, TranslatePress): the `signup_url` and `guest_url` attributes accept any URL. Choose the approach that fits your set-up:

- **Page translation** — translate your signup page with your plugin and use the base slug (e.g.: `/join`). The translation plugin resolves the correct language version automatically.
- **Language-neutral URL** — use a page your multilingual plugin does not translate, so one URL works for all languages.
- **URL rewriting** — configure a redirect rule in Permalink Settings or your server config so all language variants of a URL resolve to the same page.

Currently Player and Curator have translations for: de — German; en — English; es — Spanish; fr — French; hr — Croatian; it — Italian; ja — Japanese; nl — Dutch; no — Norwegian; pl — Polish; pt — Portuguese; uk — Ukrainian. We can prepare other languages upon request.

❹ The Curator page. `[wallmuse_curator]` is the production tool for curators: arrange content items across one or several synchronised display tracks on a timeline, with timing and transition controls. Curators can be your staff, your members or any contributor you invite. Visitor playlists are created in the player, not here.

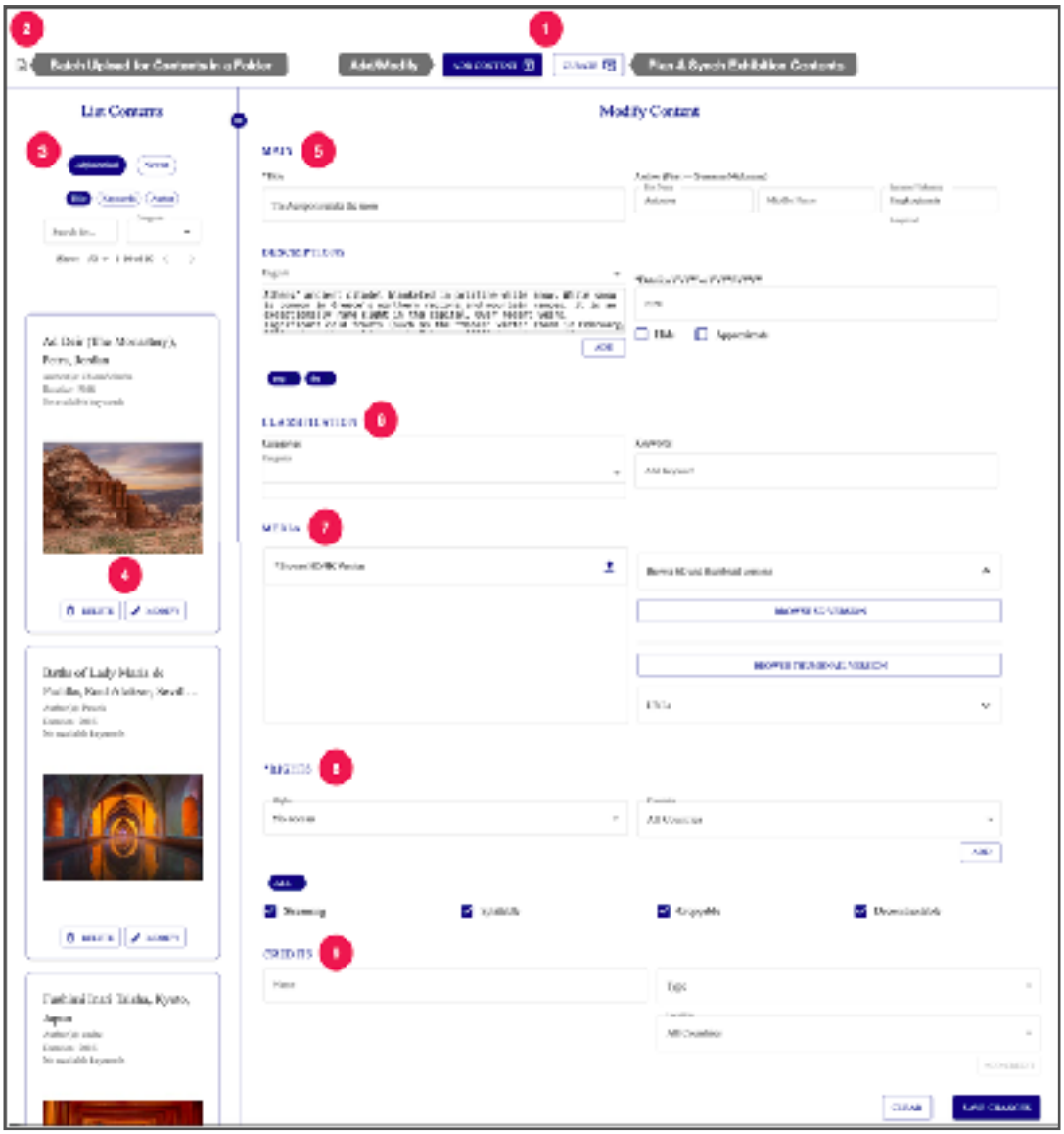
To add the Curator page:

1. In WordPress, go to Pages → Add New.
2. Name the page (e.g. Curate) and paste [wallmuse_curator] into the content area.
3. Choose who can open it. Set the page to Private (editors and admins only), or restrict it with a membership plugin so that only your staff or members can open it.
4. Publish the page and share the link with your curators.

© WallMuse 2011-2026

Add Content (Curators)

Content specifications



❶ Either **Add Content** or **Curate** Exhibition sections. Add Content is presented here.

❷ See **Batch Upload** which enables bulk content additions (see dedicated chapter).

❸ List Contents area with filters that can be enlarged if needed.

❹ In the **List Contents**, in the Content Item Card, one can Delete or Modify it.

❺ Main: **Title** (required). **Author**: surname or nickname required, first and second name optional. If the name you type resembles an existing author, a “Did you mean” window lets you pick the existing author or keep your entry to create a new one. This avoids duplicates caused by typos or spelling variants. **Descriptions**: choose a language, then type the text, and add more languages as needed. **Datation**: YYYY or YYYY-YYYY. **Hide**: the date is not shown to visitors. **Approximate**: the date is shown as “circa”.

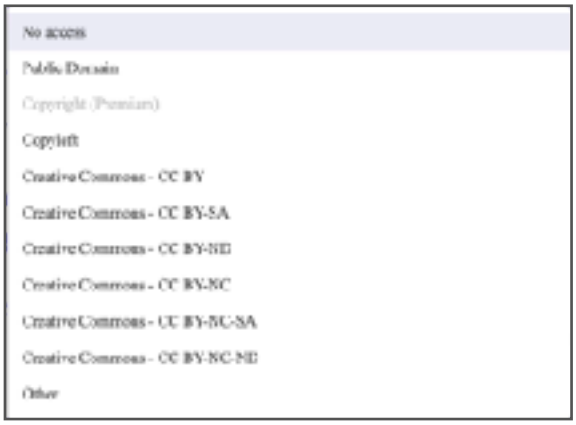
© WallMuse 2011-2026

❻ **Categories** can be entered as you go along. At least one is required. **Keywords**, if specified, enable easily filtering among many contents in List Contents area and the Curate Exhibition section.

❼ In **Media**, one can upload most image and video high resolution or original formats are supported (see Media Formats Box). SD (718x404 pixels) and Thumbnail formats are generated automatically, although specific ones may be used by selecting SD or Thumbnail check boxes as an option, for example showing a trailer or an specific created thumbnail image.

> Media Formats
>
> WallMuse currently accepts most common formats for the HD/4K version of a content item:
>
> - **Images:** PNG, GIF, JPG/JPEG, TIFF, also PSD for Parallax effects
> - **Video:** MPEG-4 (MP4) with H.264/AVC video compression. The audio track is part of the video file, with AAC audio.
>
> SD and thumbnail versions are generated automatically. Uploads count against your plan's storage (Free 500 MB, Pro 5 GB, Studio unlimited).

❽ **Rights**: within the dropdown box choices, select the appropriate right (see Different Rights). No Access will make content only visible on the account it was created, and can be used for testing or own account only. Copyright is accessible for Pro and Studio plugin plans. One can set multiple rights for different countries or select All countries. Content specified as Copyright and Creative Commons (CC) with No Derivatives (CC BY-ND and CC BY-NC-ND) cannot be re-used, so these will not be available to other Curators to create Exhibitions. Other Content rights allow re-usage, so the Content would be available to others to create Exhibitions.



Rights concern the HD/UHD files; SD and thumbnail versions are public. Each content item also has four permissions: - **Streaming**: can be streamed (required in Web Version 4). - **Splittable**: can be split across a video wall. - **Croppable**: can be cropped to fill the display (fill, not fit). - **Deconstructable**: can be shown in parts, for more creative set-ups.

❾ **Credits**: Different Credits are proposed:



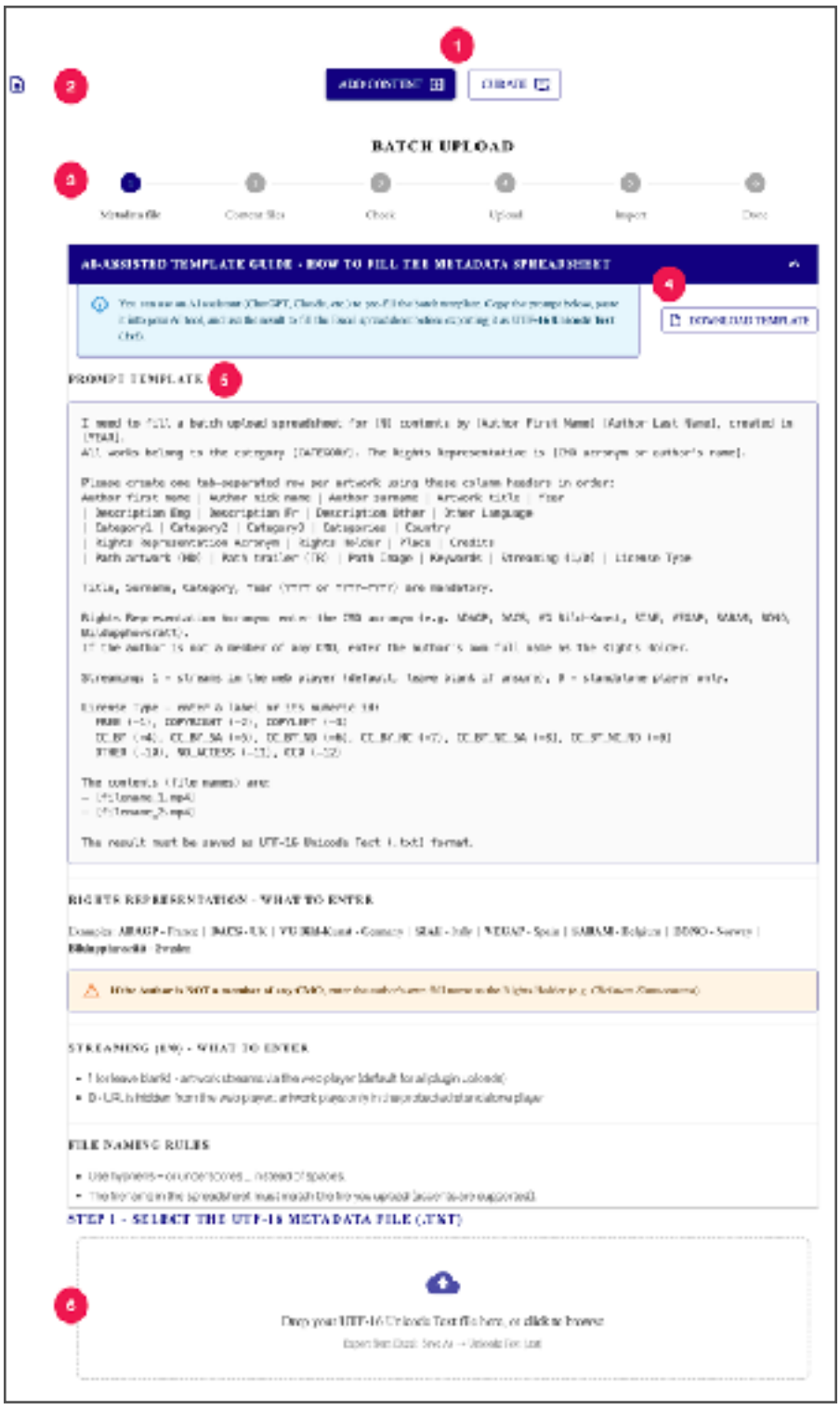
- **Author or Rights Holder**: if different from the author, for example an artist foundation. They may hold moral rights[2] even when they don't own the work.
- **Location**: where the work is.
- **Artwork Owner**: no broadcasting rights, except on their own premises. Credited separately. (The interface says "Artwork Owner"; the manual says "Content Owner". Match the interface.)

[2] https://en.wikipedia.org/wiki/Moral_rights

© WallMuse 2011-2026

- **Photographer/Capturer**: credited. Does not systematically have rights as such; if they do, indicate them under Rights.
- **Representation Rights**: usually a Collective Management Organisation (CMO), authorised by the rights holder to manage, license, monitor and collect royalties. There are many, by sector (drama, music, visual arts…).

Batch processing



Batch Processing enables to specify multiple Contents in one process, rather than doing so individually for each Content.

❶ In Add Content section.

❷ Click the Batch Upload icon.

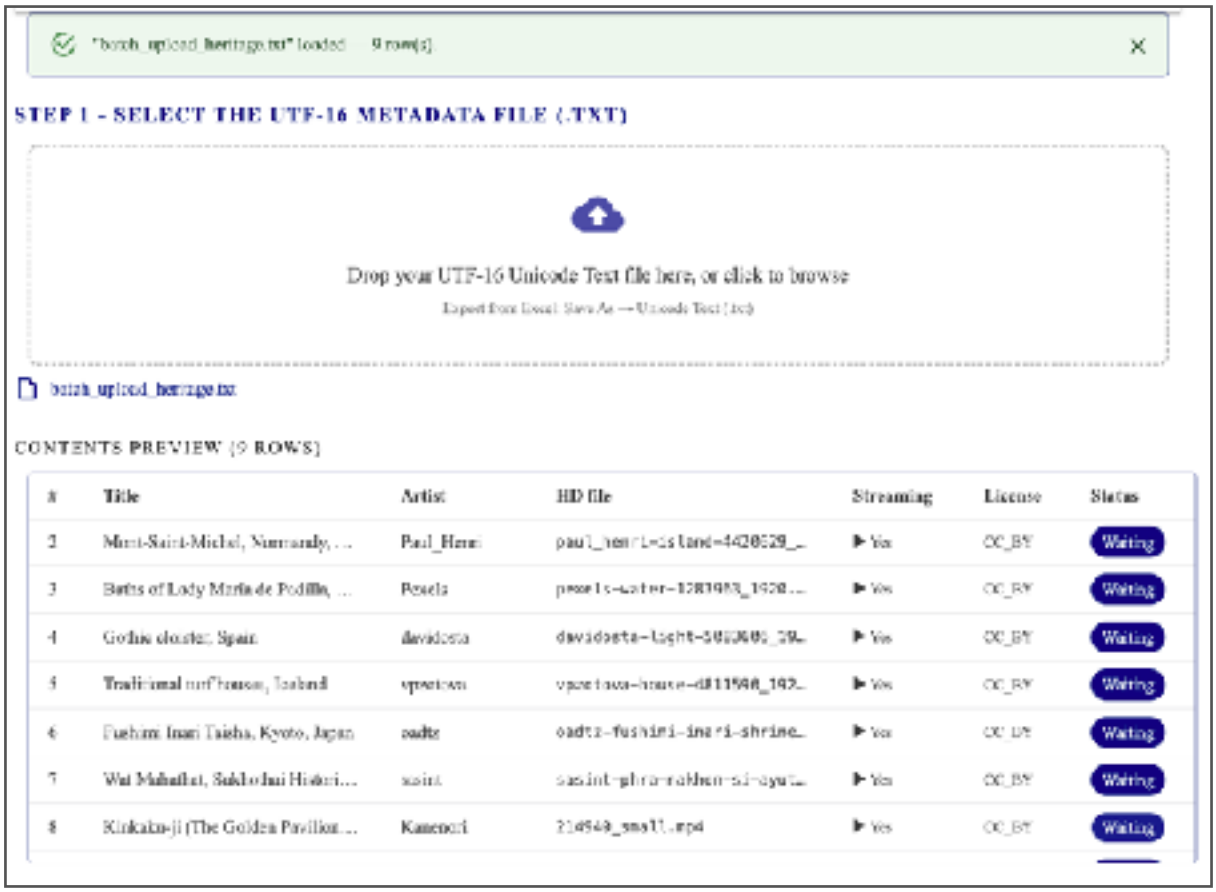
❸ The process is indicated and completed as a progress bar.

❹ An XLS template is available to download that has the batch upload template sheet as well as complementary categories, countries, languages and rights related. The desired output should be in UTF-16 Unicode Text (.txt) format.

❺ Place all content files in one folder. Your AI assistant can help you fill in the template. Mandatory columns: Title, Surname, Category, Year (YYYY or YYYY-YYYY) and Rights (numerical value, see the template's Rights sheet).

❻ The final pane starts the process that is confirmed with progress bar. The steps indicate possible errors. In case an error, correct and restart the steps.

The steps include: uploading Metadata file (template), selecting Content files, Checks are then performed to assess if template and files match, Upload prepares these, and Import handles them, which might take time depending on the size of the import. Once complete, Done is indicated, and the contents will be in the List Contents area.



Example: Metadata file (template) Loaded

© WallMuse 2011-2026

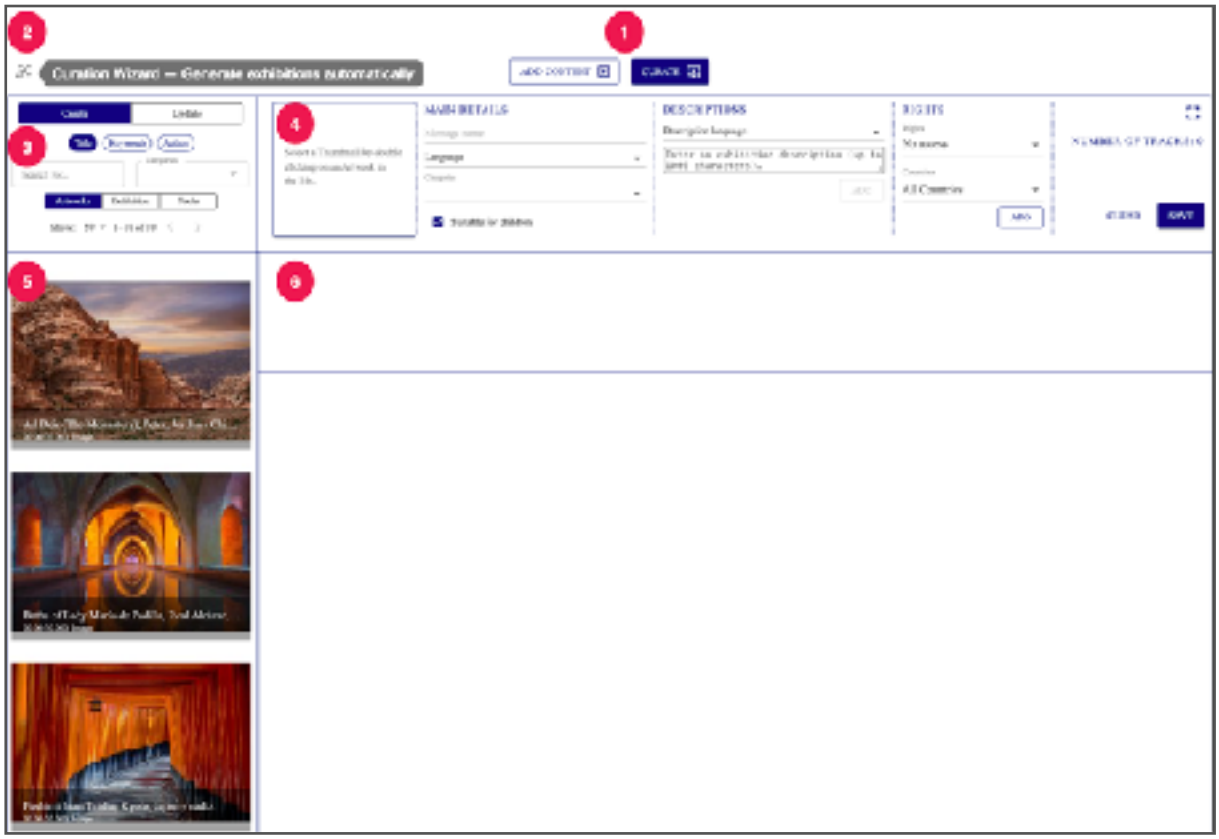


Example : Ready to Upload, before Final Import

© WallMuse 2011-2026

Curate (Curators)

Create



Curate Exhibition and its various areas

❶ The Curate section is composed of different areas.

❷ The Curation Wizard, which creates exhibitions automatically (see the dedicated chapter).

❸ The Preferences area where a curator can Create or Update an Exhibition. Note that "Create" mode is selected by default.

- A search area either upon title, Keywords or Author, as well as upon Categories.
- A toggle area to see either Content, Exhibition or Tool items below. Preferences in terms of number of items (10, 25, 50 or 100) and previous and next if items exceed in number.
- In Search, type for example "Japan" to find items which title comprises "Japan". Use the scroll bar to select the desired Items if several correspond to a search.

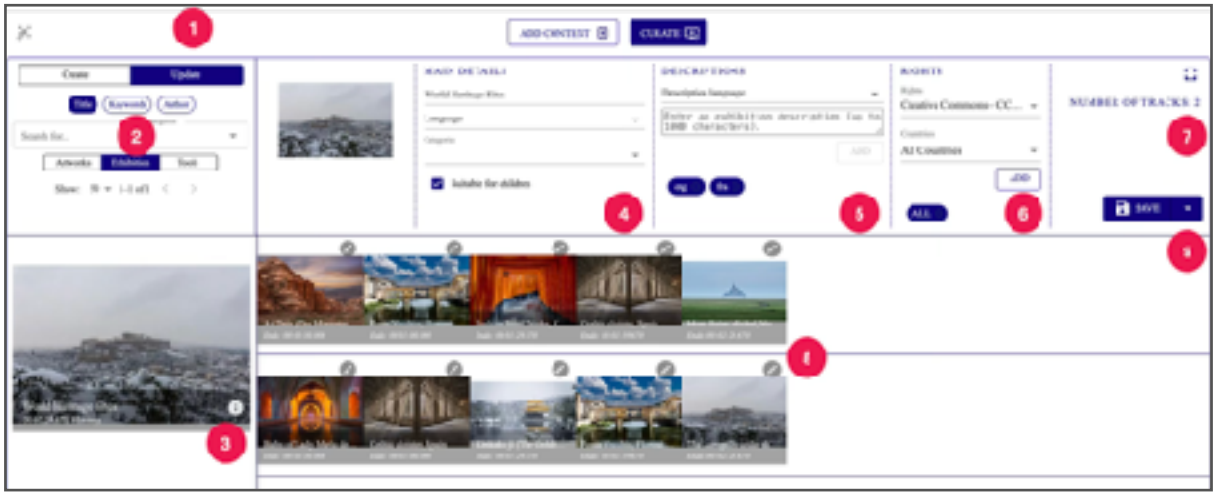
❹ The Exhibition area where Exhibition details are indicated. The Thumbnail to represent the Exhibition is selected by double clicking on a Content in the Item area. The right part of the Exhibition area indicates the number of Screen Tracks.

❺ The Items area lists your content, your exhibitions and, when their rights allow reuse, other curators' exhibitions.

© WallMuse 2011-2026

❻ The Planner area where a curator may drag and drop an item onto, sequentially, or Track by Track. Adding a Content vertically onto an empty line will automatically create a new Screen Track. Drag and drop them in the desired position and on the desired Screen Track. Existing Exhibitions can also be dragged and dropped to produce an Exhibition. However, the Screen Tracks needed to drop the Exhibition with multiple Tracks should have the same End Times to allow correct placement of the Exhibition and its different Tracks.

Update



Example: Exhibition Update and its various areas

❶ The example used an existing Exhibition.

❷ The Exhibition toggle indicates that the Items area to show existing Exhibitions.

❸ The Exhibition was dragged and dropped in the Planner area.

❹ The resulting Exhibition details show its Thumbnail, its Main details.

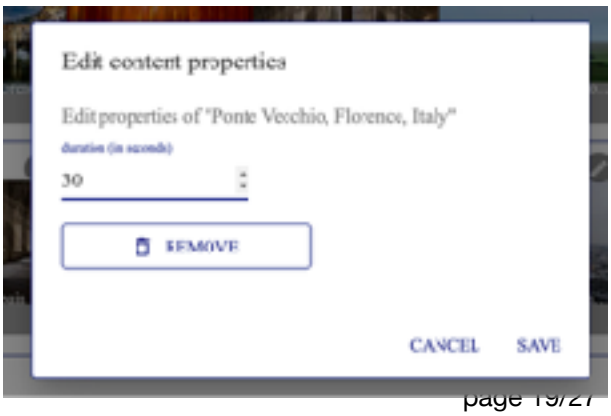
❺ The Exhibition details show also Description details that has English and French tags.

❻ Rights indicate that a tag exists, regarding All countries. This offers same choices as for Contents. All Contents and Exhibition Rights should be compatible.

> **Exhibition Rights should be compatible**
>
> Exhibition rights must be compatible with all its contents: the exhibition cannot be more permissive than any content item it contains, and must honour the distribution requirements of any CC-licensed artwork. Setting an exhibition to Private (No Access) waives distribution requirements.

❼ The number of Tracks are indicated.

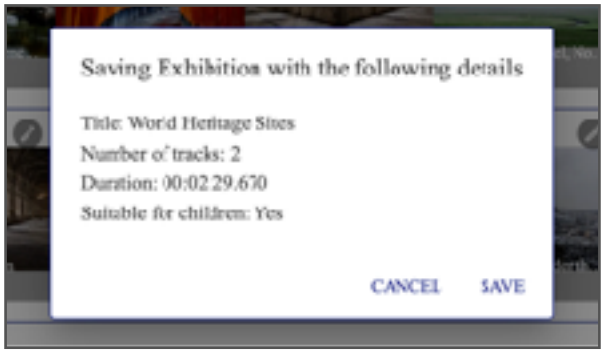
❽ Shows that the end of the 2 Tracks lengths are exactly same. All tracks must end at the same time. Each Content has a editable circle. When clicked, Edit content properties enables to indicate exact duration with milliseconds (e.g. 1287.295). The Content that can be removed from the Track. Durations are by default 30 seconds for images. These can be



© WallMuse 2011-2026

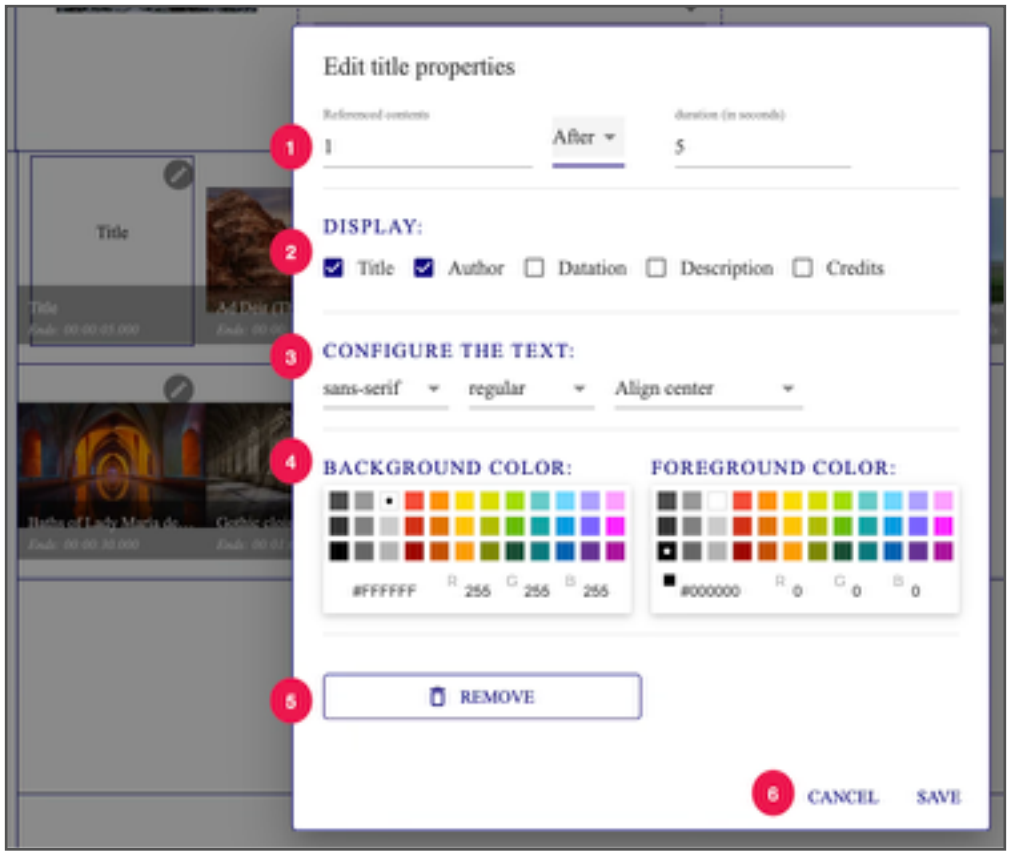
modified by entering a new duration. Videos have set Durations and cannot be modified. End Time of the different Screen Tracks should be synchronised.

❾ When saving an Exhibition, a confirmation appears indicating Title, Number of tracks, Duration and if Suitable for children.



Title Tool

In Tools, Title Tool allows to present Content details. Various options are proposed.



❶ Line reads: which content item the title refers to (1 = the first one after the title). Duration: 5 seconds.

❷ The details desired can be selected.

❸ Typography and alignment can be changed.

❹ Background and foreground colours indicated, eventually entering a Color-hex code.

❺ Remove button.

❻ The Title can be removed.

❼ Cancel or Save validation choices.

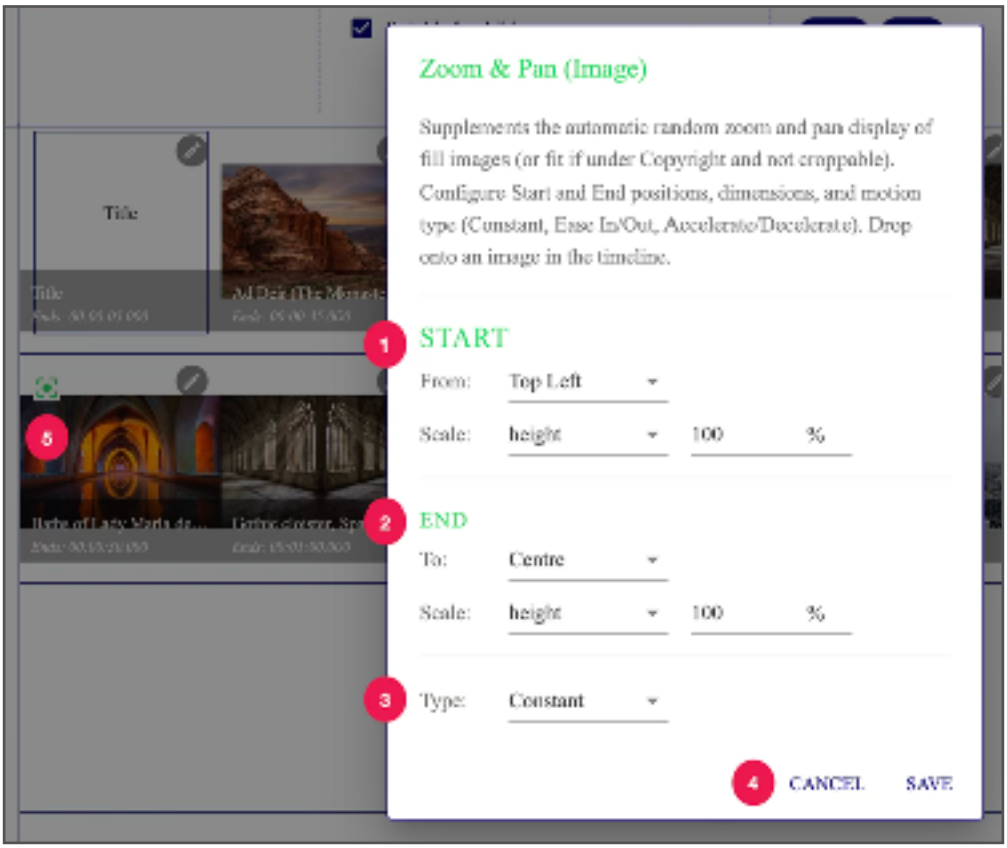
© WallMuse 2011-2026

Zoom & Pan (Image) Tool

Image Contents have a random Ken Burns effect by default. The parameters include:

- Start position: Random anchor point (top-left, top-right, bottom-left, bottom-right, centre)
- End position: Different anchor point (ensures movement)
- Start scale: 100-110% (slight zoom)
- End scale: 110-130% (zoomed in)
- Scale direction: height or width (controls zoom axis)
- Animation type: constant, ease-in, ease-out, ease-both, accelerate, decelerate

The Zoom & Pan (Image) Tool allows the Curator to parameter these intentionally. This can be used for specific purposes such as with multiple displays, in order to align effects in a controlled manner.



❶ Start parameters can be determine origin (top-left, top-right, bottom-left, bottom-right, centre) and scale. If an image is very large, scale can be extended.

❷ End parameters are same.
❸ Animation type can also be determined (constant, ease-in, ease-out, ease-both, accelerate, decelerate).

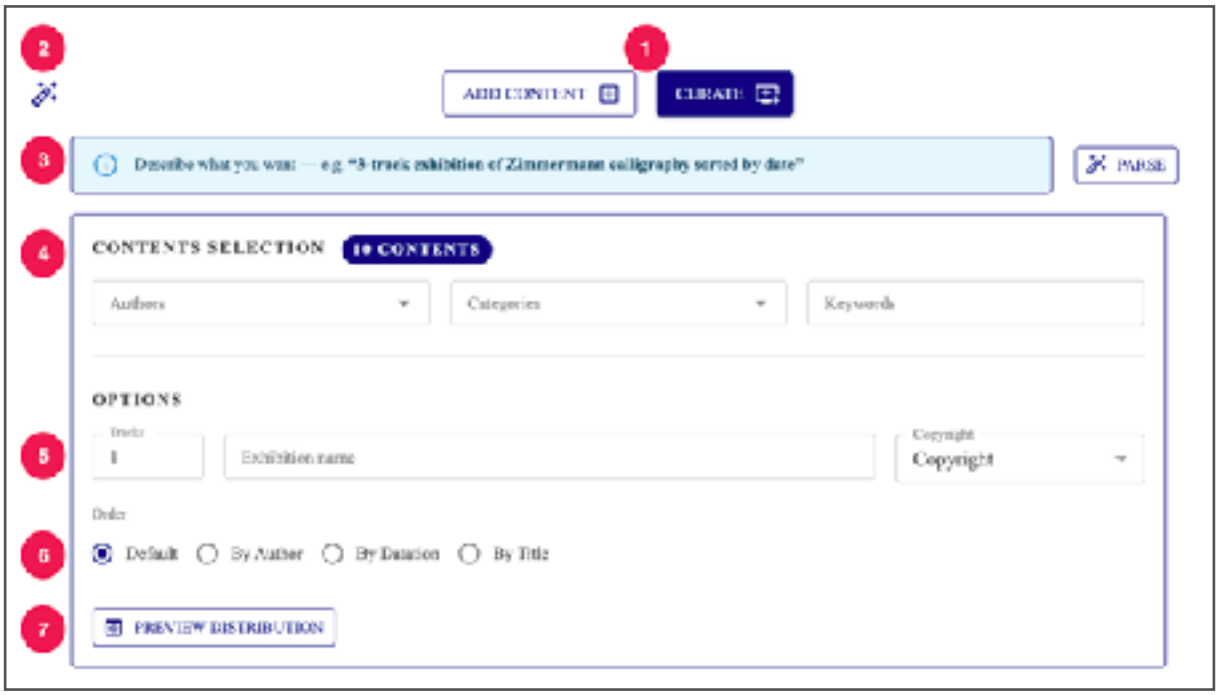
❹ Cancel or Save validation choices.

❺ When saved, an Icon appears on the top left of the Thumbnail in the Planner area. When clicked, the dialog parameters can be viewed and edited again.

© WallMuse 2011-2026

Curation Wizard

The Curation Wizard allows the Curator to create and save Exhibitions automatically, depending on certain parameters.



❶ The Curate section is composed of different areas.

❷ The **Curation Wizard** button opens this area.

❸ Studio plan offers natural language curation: A text prompt bar will let you describe an exhibition in plain language — "3-track show of Zimmermann calligraphy, sorted by date" — and have the wizard set filters, track count, and ordering automatically. You can then adjust the result before saving. The feature is built into the interface and will be activated in a future update.

❹ The **number of contents** available is indicated and the filters to choose from based upon Authors, Categories and/or Keywords.

❺ The Wizard prompts for the desired **number of Tracks**, a **Title** and **Rights**.

❻ The Wizard prompts for the **preferred order** for contents.

❼ **Previews** the distribution of contents.

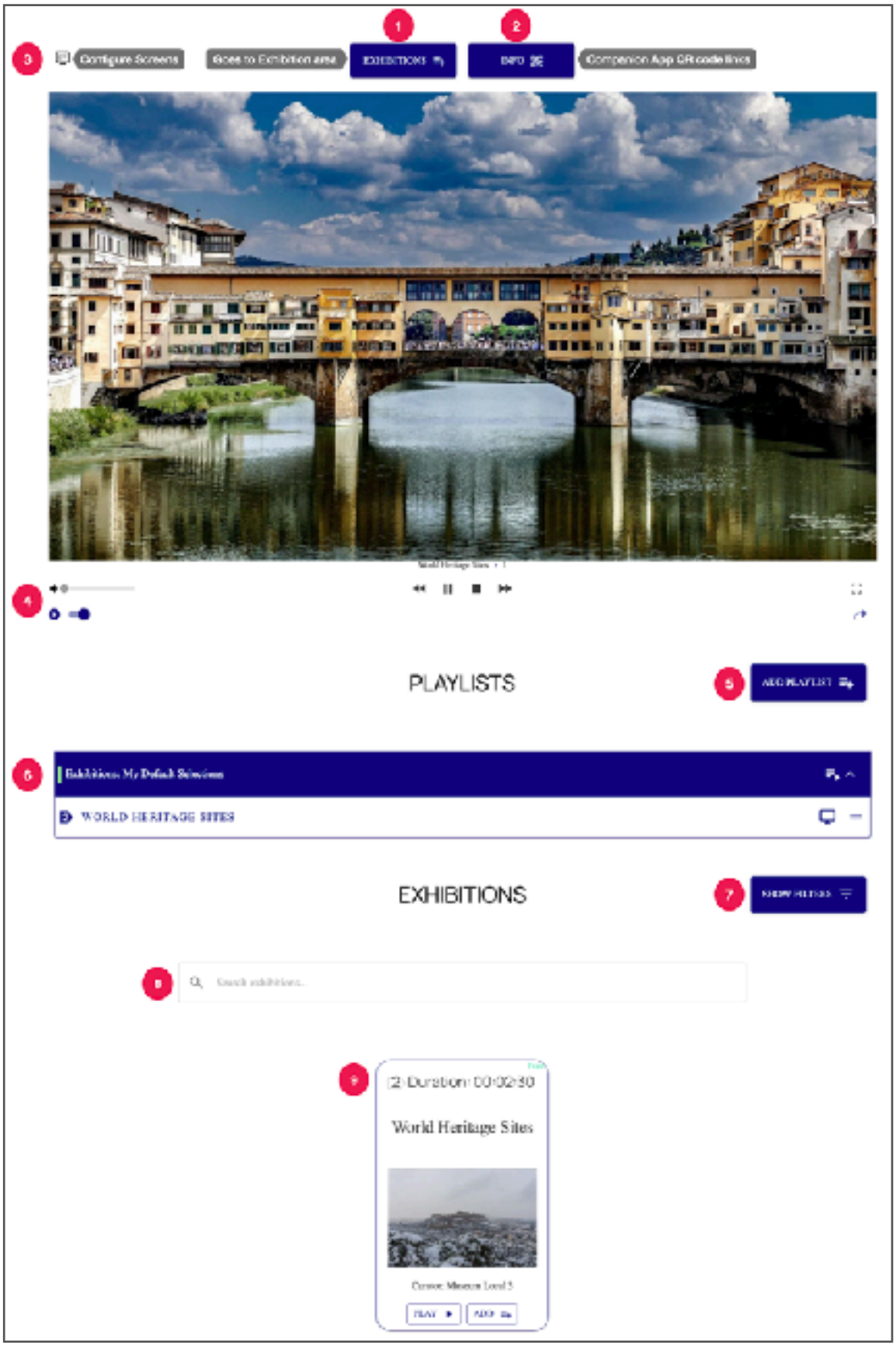
❽ The **Tracks with contents** are presented.

❾ **Save** Exhibition opens the exhibition in Update Exhibition so you can finish it. Three things are needed before you can save it for good:

- **Equal track durations**. If the tracks do not end at the same time, you are asked to adjust them.
- **A thumbnail**. In List Contents, select the Contents tab and double-click the content item you want as the thumbnail.
- **A description** in at least one language.

© WallMuse 2011-2026

Player, Playlists and Select Exhibitions (Visitors)



© WallMuse 2011-2026

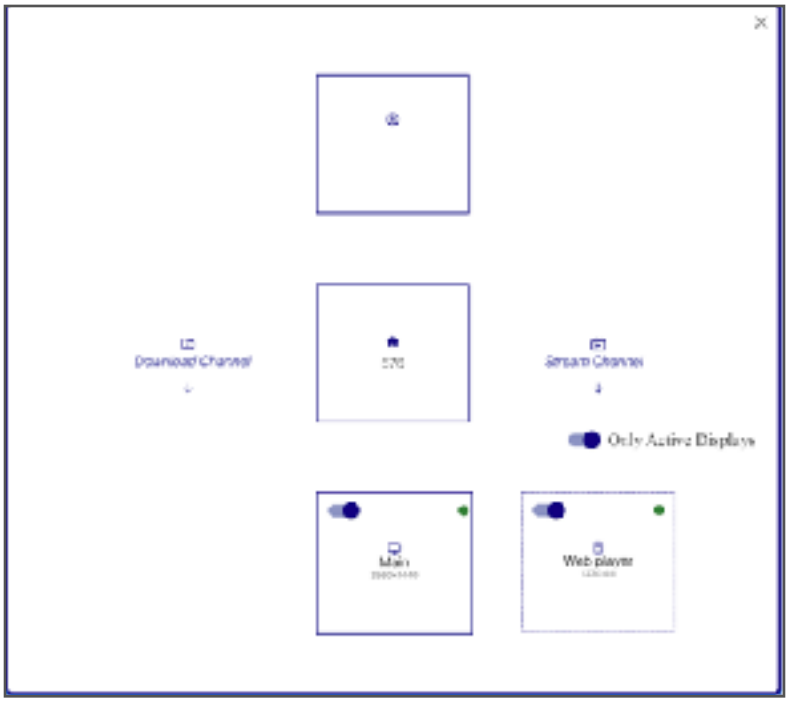
The Player puts everything on one page:

❶ A top button for quick access the **Exhibitions area**.

❷ Access to **Companion App** that presents QR links to access real time details of contents playing on displays, or individual contents.



❸ An access to **Configure** to see the various Players and Displays, eventually enable/disable them.

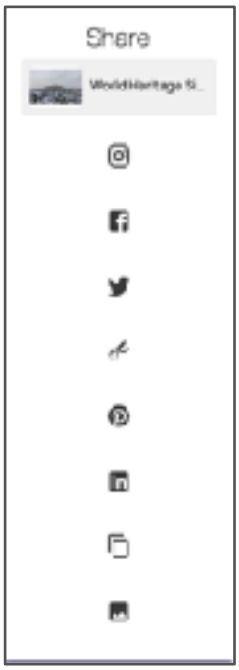


❹ **Player commands**:

- First line: **Volume**, **Play/Pause**, **Stop**, **Previous**, **Next**, **Full Screen** (Esc exits, F re-enters). Play/Pause, Stop, Previous and Next control all connected players. Volume controls only the current player (on smartphones it is an on/off toggle).

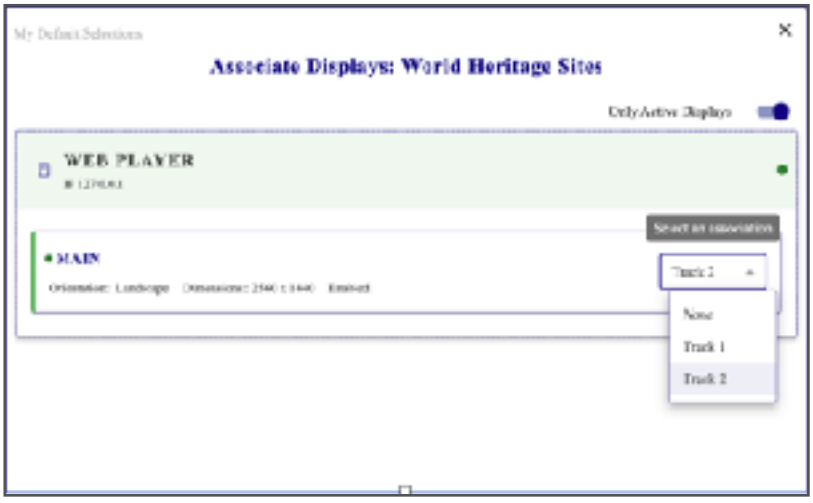
© WallMuse 2011-2026

- Second line: **Auto start** (on by default: the current playlist plays when the page loads) and **Share**. The Share button opens a panel showing a preview of the current exhibition — its thumbnail and title — along with sharing options:
  - **Facebook, Twitter, LinkedIn, Pinterest** — opens the platform's share dialog with a direct link highlighting the pre-searched current exhibition.
  - **Twitter** also pre-fills the exhibition title in the post.
  - **Instagram, TikTok** — opens the platform (no direct web sharing is available; use the copy options below instead).
  - **Copy link** (two-pages icon) — copies the exhibition title and link to your clipboard, ready to paste anywhere.
  - **Copy thumbnail** (image icon) — copies the exhibition's thumbnail image URL, so you can paste it directly into an Instagram or TikTok post, email, or any other tool.
  - The **shared link brings** recipients directly to the pre-searched exhibition.



❺ The **Playlist area** has an Add Playlist button.

❻ The Playlists are presented. Each Account has a **Default Playlist**. When **Current Playlist**, a green side line indicates so. Give the Playlist a name. You can rename and delete a Playlist. Playlist playing is done from there. Each Playlist presents one or more Exhibitions. Exhibitions are added from below Exhibitions area or from other playlists. Exhibition reordering within a Playlist is allowed by dragging and dropping. The screen icon allows to change **Associate Displays**.



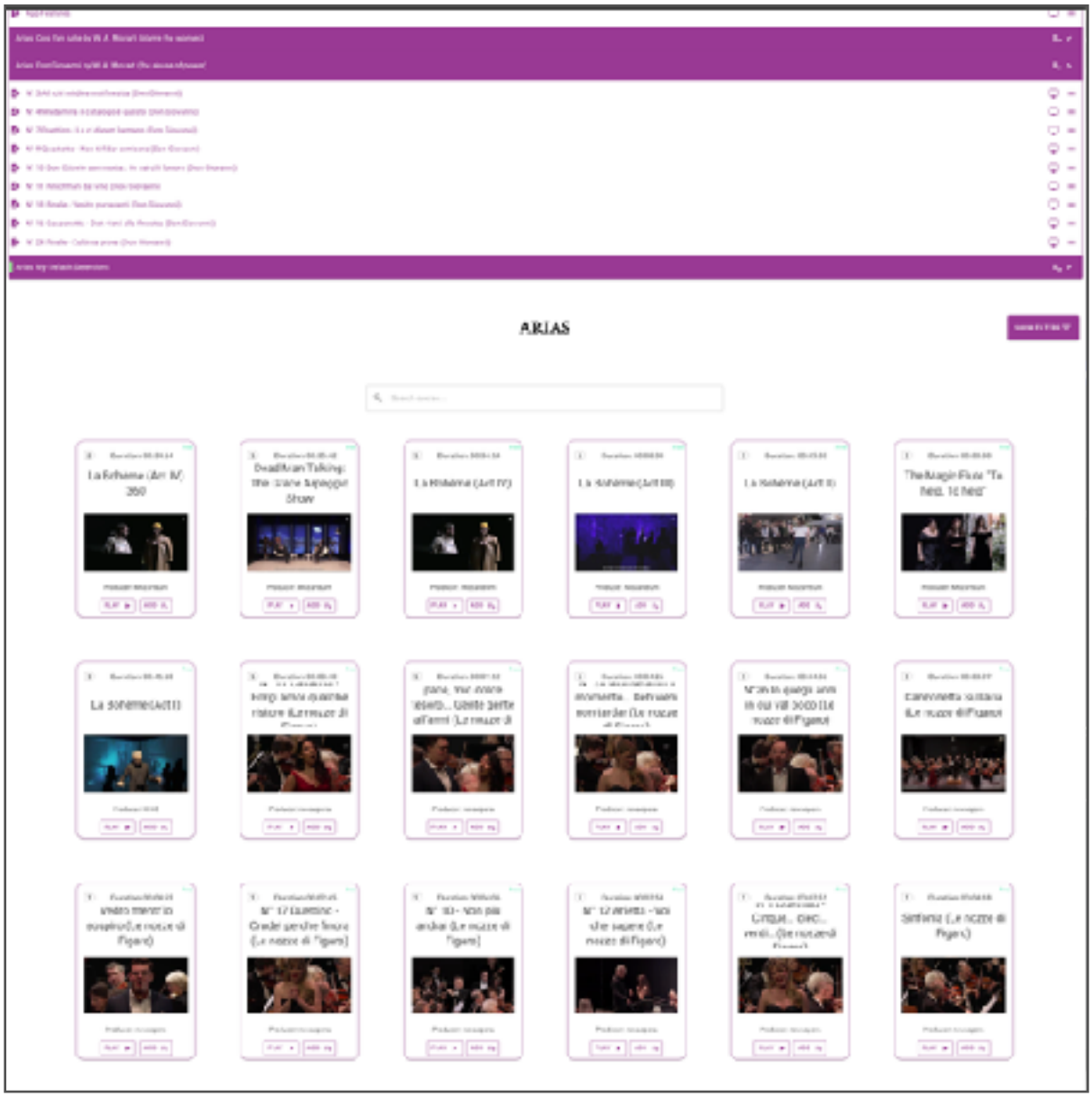
❼ **Show Filters** allow to select Order (Most Recent or Alphabetical), Display Types (All, Standard, Video Wall or Destructured), Resolutions (All, HD or 4K), Orientations (All, Landscape, Portrait) and Access Types (All, Premium, Free).



❽ A **Search exhibitions** bar area that can be combined with filters.

❾ Each exhibition card shows: the number of Tracks, the Duration, if Free or Premium, the Title, the Thumbnail, the Curator, and Play and Add buttons. Play allows to preview immediately a given Exhibition, whereas Add, add the Exhibition to a given Playlist among a list if many. When hovering on an Exhibition it enlarges and shows its Description.

The below example shows an opera project.



Example: Opera project

© WallMuse 2011-2026

Multi-display set-ups

WallMuse plays the same exhibition on several displays at once. Synchronised multi-display playback is included with the Pro and Studio plans.

One browser per display. Each display needs its own browser or device, signed in to the same account. A PC with two displays can run two different browsers, one per display. A second tab in the same browser is not allowed, because only one player can run per browser.

Staying in sync. All connected displays play the same playlist together and stay in sync. Secondary displays may take about a second longer to load at start-up. To align them more precisely, press Previous or Next once: all connected players move together.

Control from a smartphone. Open the player in the phone's browser and sign in to the same account. Play/Pause, Stop, Previous and Next then control all connected players. On a smartphone, Volume is an on/off toggle and applies to that device only.

Assigning displays to tracks. For an exhibition with several tracks, use the screen icon of the playlist (Associate Displays) to choose which display plays which track (Track 1, Track 2…).

Typical set-ups

- A PC with two displays: two browsers, one per display, playing the same playlist.
- A tablet and a smart TV: the same exhibition in sync on both.
- A video wall: one multi-track exhibition, with each display assigned to a track.

2ND SCR Multiple Screen PCs: When a PC has multiple screens, the Web Player will ask the screen to use. This is handled by the browser the visitor is using.



© WallMuse 2011-2026