



UCView

Reaching Your Audience

Digital Signage System
User Guide

CONTENTS

1 Introduction

- OVERVIEW
- UNDERSTANDING DIGITAL SIGNAGE
- CONVENTIONS USED IN THIS QUICK START GUIDE

2 Getting started

- UNPACKING CHECKLIST
- INSTALLATION OF THE UCVIEW DIGITAL SIGNAGE SERVER
- INSTALLATION OF THE THE UCVIEW DIGITAL SIGNAGE PLAYER
- THE UCVIEW CLIENT INSTALLER

3 Setting up your DDS network

- DIGITAL SIGNAGE PLAYER SETUP USING THE UCVIEW PORTAL
- CREATE A NEW DISPLAY IN A LOCATION
- CREATING AND MANAGING A DISPLAY GROUP
- MANAGING PLAY LISTS
- CREATING AND MANAGING LAYOUTS

4 Content distribution & management

- CREATING AND MANAGING CAMPAIGNS
- CREATING NEW AD (WITHIN A CAMPAIGN)
- THE EDITOR

5 Security and permissions

- MANAGING DEPARTMENTS AND USERS
- CREATING USERS IN A SELECTED DEPARTMENT
- MY SETTINGS

6 Managing alerts

- GLOBAL ALERTS
- CREATING A NEW ALERT
- ACTIVATE AN ALERT

7 Reports

- CREATE NEW REPORT CRITERIA
- REPORT A PROBLEM

8 Reference

- DIGITAL SIGNAGE MEDIA TYPES
 - Picture formats
 - Video formats
- DIGITAL SIGNAGE LAYOUT OVERVIEW
- TECHNICAL SUPPORT
- WARRANTY POLICY

1

Introduction

OVERVIEW

The UCView Digital Signage is an integrated hardware and software solution that provides powerful and scalable digital signage network capabilities to any market. The system features the ability to control displays across Wide Area Networks at anytime, from anywhere. The system is scalable and supports one to thousands of displays. Using the web-based administration interface, you can configure and manage your screens to include operation time, schedules, management and creation of display layouts and more. Some of the features are:

- Combined hardware and software solution.
- Reliable technology for fast delivery and continuous operation.
- Modular infrastructure allows unlimited expansion.
- Straightforward installation, without the need of complicated IT or fire-wall configurations.
- Easy content scheduling and updating for each display.
- Restart and update your players remotely.
- Control your digital content distribution from a web-based centralized management interface portal, without the need for local software installation.
- Control access permissions for all users. Allow administrators and advertisers control over scheduling and management of content on any part of the signage network, a group of displays, a single display or even a section of a display. Block users from pushing content to displays without administrator approval.
- Reach different target audiences simultaneously by delivering separate schedules for each display in your network. Schedule different ad campaigns to different displays and locations in the network.
- Deliver rich media including: Live TV, video, Flash media, Power Point presentations, audio, RSS feeds, web pages, text and live tickers of news, weather, emergency statements and more.
- Transfer schedules and content to one or a group of display(s).
- Remotely design display layouts, control and monitor display activities.
- Schedule monitor operation hours and power on/off times for the display at the location or individual displays.

- Redundant self-diagnostics to maintain operation.
- Remotely report on system-status memory and system utilization.
- Large corporate security protocols do not need to be changed to utilize the UCView Digital Signage Network.

UNDERSTANDING DIGITAL SIGNAGE

Digital Signage solutions have made a big impact on countless organizations and will grow exponentially during the next decade. Signage has changed the way organizations deliver important messages to target audiences, from customers to employees. A flexible, dynamic and instantly updatable digital signage network allows businesses to replace costly, time and resource consuming print media. Digital signage, as related to in this manual includes: LCD, CRT and plasma displays, digital signage billboards and rear projection displays.

Marketing and advertising budgets are turning their focus to this new, technologically advanced advertising medium. Retail led the way with the first digital signage networks, creating a more informative, targeted and visually stimulating shopping experience for their customers. Other markets soon followed suit, including: Government, education, finance, health care and transportation.

The relationship between your network infrastructure, installation of displays and scheduling of effective content is paramount to a successful digital signage network. Proper planning of the network combined with audience relevant content guarantee a winning campaign.

CONVENTIONS USED IN THIS USER GUIDE

- Instructions for physical installation are shown in numbered lists (1., 2., 3...).
- Instructions for using the online tool are displayed *blue*.
- Menu items and buttons that are clicked are in *BLUE* and *ALL CAPS*.
- The word "content" includes any advertisement, information, or alert displayed on screen.
- Digital versions of this manual include links to every chapter and section within the manual. Sections are shown on page and referred to in **GRAY ALL-CAPS**. Clicking any section reference within a section will take you to the section referred to. Clicking on any chapter or section listed in the Table of contents page will take you directly to that chapter or section in the manual.



This symbol indicates an additional tip you should refer to while using the UCView System.

2

Getting started

UNPACKING CHECKLIST

Thank you for purchasing UCView Digital Signage. Match the items on the list below with the items in the UCView Media Player box.

1. One (1) UCView Media Player
2. One (1) AC power cord
3. Accessories

INSTALLATION OF THE UCVIEW DIGITAL SIGNAGE PLAYER

1. Connect the AC power cord to the UCView Player and then to a 120V power outlet.
2. If you are connecting the player to a wired network, connect a CAT5 Ethernet cable from your network switch to the Ethernet port on the back of your UCView player. (WHAT IF THEY DON'T HAVE A NETWORK SWITCH? WHAT OTHER CONNECTION SCENARIOS SHOULD WE ADDRESS?)
3. If you are connecting the player to a wireless network and your player is equipped with a wireless network card, please attach a keyboard and mouse to the player's serial ports and then configure the wireless connection.(HOW DO THEY DO THIS? IF THE UNIT IS NOT POWERED UP ALREADY, HOW DO THEY CONFIGURE IT? ARE THERE THINGS THEY SHOULD KNOW ABOUT HOW THE PLAYER IN PARTICULAR ACCEPTS WIRELESS SIGNALS?)
4. Connect the player's video connection (VGA, DVI, or HDMI depending on model) to the display's connection port. The UCView player accepts plasma, LCD and CRT monitors as well as various types of projectors. Check with your technical support representative for allowable types of displays.
5. Turn on your display.
6. Press the Power button located on the front of the player. After the player turns on it will send a password page to the monitor, like the one shown here:

AB:DD:65:32:DB

**WRITE THIS ADDRESS DOWN NOW, BEFORE TURNING OFF THE DISPLAY
OR CONTINUING TO THE NEXT STEP.**

You will need this address to set up your display in the Create a New Display section.

THE UCVIEW CLIENT INSTALLER

If you are using your own player, you will need to install the UCView Client on your network to operate your digital signage.

Click the *DOWNLOAD CLIENT INSTALLER* link under the *SUPPORT* menu.

Click *SAVE* from the download pop up window. An application named "UCViewInstaller.msi" will appear on your desktop.



Note: You must have Microsoft's .NET Framework Version 1.1 installed on your computer prior to installing the UCView Client.

Click the UCViewInstaller.msi shortcut.

If you are running internet security software, Click *RUN* on the pop-up menu.

SERVER: If you are using the UCView Hosted Solution, leave the Server text box blank. Otherwise, *enter* the address for the server you are hosting your content on.

LIVE TV: If you are running live TV on your signage, *click* the *Live TV capture card driver* check box.

A recommended file folder destination for the UCView Client will display on screen. If you would like to use a different location, *enter* it in the *FOLDER* text box.

INSTALL UCVIEW FOR YOURSELF, OR FOR ANYONE WHO USES THIS COMPUTER: Click the appropriate radio button.

Click *NEXT* to install the UCView Client.

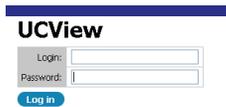
Please continue to the next chapter to set up your first location.

3

Setting up a DDS network

DIGITAL SIGNAGE PLAYER SETUP USING THE UCVIEW PORTAL

For hosted signage networks, go to the UCView portal at ds.ucview.com. For non-hosted networks, you will have a unique address.



Enter your *username* and *password* (You should have received your user-name and password from your account representative. If you cannot locate your user name and password, please call the UCView support help desk).

Click the *LOG IN* link.



Note: Pressing ENTER on your keyboard may not work with every browser.

The following page will appear:



The screenshot shows the UCView portal interface. At the top, it says 'UCView' and 'Department: UCView'. On the right, it says 'Logged in as Robert@ucview.com' and 'Log out'. The main content area is titled 'List of campaigns' and has a 'Create a new campaign...' button. Below this, there are two sections: 'Running' and 'Paused'. Each section contains a table with columns for 'Name', 'Play order', and 'Locations'. The 'Running' section lists campaigns like 'Acme Widget New Years', 'Campaign Main Loop', 'Christmas Campaigns', 'demo campaign', 'Dental Education', 'dor campaign', 'Educational Message', 'Holiday Specials', and 'locationAvi'. The 'Paused' section lists campaigns like 'East Coast Campaign', 'Local campaign', 'Los Angeles Mall', 'main loop', 'MarkCampaign', 'michele', 'My Campaign', 'National campaigns', 'Sport Campaign', 'Sprint', 'summer', 'Test', 'Touch campaign', and 'Weather'. At the bottom of the 'Paused' section, there are 'Resume' and 'Delete' buttons, and a link to 'Show deleted campaigns'.

Setting up a location is the first step in creating your network. A location is the physical place where your digital signage is installed. Your location can have one or multiple displays.

To create a new location:

Click **LOCATIONS & DISPLAYS** tab under the **MANAGEMENT MENU**.

UCView

Department: UCView Select Logged in as Robert@ucview.com Log out

Physical locations | [Display groups](#) | [Displays with errors](#)

There are 48 active displays out of 50 allowed.

Active [Create a new location...](#)

Name	Hours	Displays
Acme Widget, Inc.	Always playing	Lobby...
Avi's Tuxedo Rental	Always playing	displayAvi...
Corporate Office LA	12:00 AM to 11:59 PM	Lobby...
Doors Unlimited	Always playing	door display
Hockey Ring	6:00 AM to 10:00 PM	Entrance...
Holiday Inn - East Ridge	12:00 AM to 11:59 PM	Lobby...
Hollywood Office Branch	Always playing	Michael's Office
Linetec Corporate Office	7:00 AM to 8:00 PM	Front Office...
Los Angeles Mall	8:00 AM to 2:59 AM	Test location...
Malibu Law School	7:00 AM to 4:00 PM	Entrance of 1st Floor...
MarkLocation	Always playing	MarkDisplay 2...
MarkTest	Always playing	None
Michele location	Always playing	Michele display
Montgomery Mall	10:00 AM to 10:00 PM	East Entrance...
Pepperdine	1:00 AM to 11:59 PM	Law Dept. # 1...
St. Paul Campus	6:00 AM to 10:00 PM	Student Center...
Supermarket Central	6:00 AM to 9:00 PM	Checkout Stand...
Toronto Region	9:00 AM to 5:00 PM	Store # 23 Entrance...
Touch location	Always playing	Touch display
UPS Store	8:00 AM to 9:00 PM	Location # 1...
USC North Cor.	5:00 AM to 10:00 PM	North Corridor #1...
Vons Supermarket	8:00 AM to 10:00 PM	Entrance...

Click **CREATE A NEW LOCATION**.

UCView

Department: UCView Select Logged in as Robert@ucview.com Log out

Physical locations: Create a new physical location...

Detail

Name:

Hours of operation: 12 : 00 AM to 12 : 00 AM

Days of operation: Sunday Monday Tuesday Wednesday Thursday Friday Saturday

Time zone: (GMT-10:00) Hawaii

Main contact: Email: Phone:

Address:

Sync displays?:

Automatically restart locations? Use location setting: Every 500 hours at any time

Allow schedule update? At any time

[Save](#) [Cancel](#)

NAME: Enter location name.

HOURS OF OPERATION: Enter the opening and closing times of the location (the monitor/display will turn on and off automatically according to the times you specify in this field).



Note: If Hours of Operation fails to operate correctly, contact UCView Technical Support to assist the UCView System in recognizing your particular display(s).

DAYS OF OPERATION: *Click* the check boxes next to the days you would like the Location to operate.

TIME ZONE: Enter the time zone of the location.

The **MAIN CONTACT, E-MAIL, PHONE** and **ADDRESS** fields are used to keep track of your client's information for this location. If you are the end-user you do not need to fill in these fields.

SYNC DISPLAYS: Check this box to synchronize the content delivered to multiple displays at this location. When selected, all displays will play video and audio at exactly the same time. To avoid potential display and audio problems, this box should be selected only when advised by your UCView account or technical support representative.

AUTOMATICALLY RESTART LOCATIONS?: The default setting is **USE LOCATION SETTING:** and *Never*. If you turn your signage off once a day/week, leave the setting at *Never*. If your system runs 24 hours a day, we recommend restarting the system to clear system errors and allow the operating system to run reliably. To change this setting:

Select EVERY: from the drop down list.

HOURS: Enter the number of hours BETWEEN automatic start ups. The default setting is **AT ANY TIME**. To restart the system during non-peak hours (or any time that you like), **Select ONLY BETWEEN:** from the drop down list and enter the range of hours in the accompanying boxes.

ALLOW SCHEDULE UPDATES: The UCView System allows you to create and upload new content and schedule its display either instantaneously or at any time of day (for instance, after business hours). The default setting is **AT ANY TIME**, meaning your schedules are updated instantaneously. If you would like to schedule updates within a specific time frame:

Select ONLY BETWEEN: from the drop down list and enter the hours in the drop down lists that appear on screen.

Click SAVE.

CREATE A NEW DISPLAY IN A LOCATION



Note: Do this step only after you have created a location.

From the **LOCATIONS & DISPLAYS** menu:

Click the name of the location you just created. If you have created more than one location already, *Click* the location you would like to add a display to.

UCView

Department: **UCView** Select Logged in as Robert@ucview.com Log out

Content

Physical locations: Acme Widget, Inc. Edit... Edit playlists...

Hours: 12:00 AM to 12:00 AM Pacific Time (US & Canada)

Active displays Add a new display...

X	ID	Name	Last check-in	Last error
<input type="checkbox"/>	24149	Entrance of 2nd Floor	Never	Updating client
<input type="checkbox"/>	25317	Lobby	Never	Updating client
<input type="checkbox"/>	25511	Test	5 days ago	Updating client

Inactivate Acme Widget, Inc. Move to another location Acme Lobby Add to display group

Powered by UCVIEW
http://www.ucview.com/

Click ADD A NEW DISPLAY.

UCView

Department: **UCView** Select Logged in as Robert@ucview.com Log out

Content

Physical locations: Acme Widget, Inc.: Add a new display...

Detail

Name:

Password:

Status: Active

Hardware: Basic player

Interactive display:

Master volume: 90 0 - 100

Use client: Latest version ()

Layout:

Use location setting: Never

Advertising statistics

Estimate foot traffic: 0 (per month)

Age group: 30-55

Predominant ethnic:

Screen size: 32inch

Household income:

Save Cancel

Powered by UCVIEW
http://www.ucview.com/

DETAIL TAB

NAME: Enter display name. When choosing a display name, make sure it relates clearly and directly to the way or place the display will be used (i.e. "Kitchen", "Lobby", "Employees"). This will make creating *Display Groups* and updating displays much easier in the future.

PASSWORD: Enter the UCVIEW player password displayed on your monitor when you first installed the player (the number you wrote down at the end Chapter 2). Enter it **exactly** as shown on the display screen, including the colons. See example below.



Note: The actual numbers will be unique on every player and Wi Fi card you add to the network.

STATUS: Select *ACTIVE*. The status should **always** be set to active. *INACTIVE* is used when you wish to temporarily remove a display from service and should generally not be used.

HARDWARE: The default setting is *BASIC PLAYER*, which should be used unless your system has a TV tuner card or external USB TV Tuner device. If you are using one of these:

Select the card or device from the *HARDWARE* drop down list. If you do not see your device on the list, please call UCView Technical Support for assistance. *The UCView System accepts most TV tuner cards and devices.*

INTERACTIVE DISPLAY: *Click* the check box if this display is being used with touch screen or cellular phone interaction capabilities.

MASTER VOLUME: *Enter* the volume level from 0-100 for this display. The default setting is "90."

USE CLIENT: The default is *LATEST VERSION*. We recommend you use this option. Please contact UCView Technical Support if you need to use a different version of the Client.

LAYOUT: *Select* a layout from the drop down list or any custom layout you have created and uploaded to the UCView Digital Signage Server. You must select a layout to set up a display. An error message will display if a layout is not selected. Please see **CREATE AND MANAGE LAYOUTS** section to learn how to upload your own layouts.



If you do not have a layout, select Default layout for now. Once you have your layouts uploaded, return to this section and follow the LAYOUT step to add it to your display.

You should now see the layout on the screen:

AUTOMATICALLY RESTART DISPLAYS: Choosing this option will restart this player only and overrides the Location setting. In most circumstances we recommend using the Location setting. If you should need to start a display at a different time than the Location setting:

Select *EVERY* from the drop down list.

Enter the number of hours between automatic restarts.

HOURS: Enter the number of hours BETWEEN automatic start ups. The default setting is *AT ANY TIME*. To restart the system during non-peak hours (or any time that you like), Select *ONLY BETWEEN:* from the drop down list and enter the range of hours in the accompanying boxes.

ADVERTISING STATISTICS TAB

Demographic information added by location owners in these fields provides estimated statistical information to advertisers regarding ad exposure to targeted audiences.

- *Estimated Foot Traffic* - Enter the estimated foot traffic at this location.
- *Age Group* - Enter the dominant age group (in years) for this location.
- *Predominant Ethnic Group* - Enter the predominant ethnic group for this location.
- *Screen Size* - Enter the size (in inches) of this display.
- *Household Income* - Enter the estimated household income for the average customer at this location.

The *DIAGNOSTIC TAB* also appears on this page, under the *SAVE* and *CANCEL* buttons. The UCView Digital Media Player sends self-diagnostic information for display to these fields. The user does not need to enter any information in these fields.

Click the *SAVE* button.

Across the top of this page are four buttons:



These buttons are generally used AFTER you have set up your location.

EDIT PLAYLIST: Click this button to edit the play list for this specific display. To edit play lists for a Display Group, go to **MANAGING DISPLAY GROUP** section of this manual. For additional information on editing play lists, go to **MANAGING PLAYLISTS** section of this manual.

RESTART THE DEVICE: Click this button to remotely restart the player for this display. The media player can also be restarted on site by clicking the Restart button on the faceplate.

SNAPSHOT: Click this button to create a live screen image from the display. This is an excellent way to check any error messages on the display.

DELETE: Click to delete the current display from the network.

Repeat this procedure for every display you are installing at this location.



Note: For any design questions please call a UCView Digital signage specialist.

CREATE A NEW DISPLAY GROUP

A display group is created to send content to one display, a number of displays, or to every display in your network. Groups can also share content in one location or between several locations. This enables you to distribute campaigns to specific display(s), such as the front lobby of a hotel or between lobbies in multiple hotels. Displays in other areas of the hotel (or hotels) can be added to display groups according to the content and scheduling needed for those areas.

Additionally, each display may belong to multiple display groups, allowing simple distribution of multiple campaigns to the same display. Each display group can be administered by different users (such as advertising agents) and controlled by the Digital Signage Network administrator. To learn how campaigns are controlled between different displays and locations, please see **CREATING AND MANAGING CAMPAIGNS**.

To create a new display group:

Click the **LOCATIONS AND DISPLAYS** menu tab.

Click **DISPLAY GROUPS** link.

UCView

Department: UCView Select Logged in as Robert@ucview.com Log out

Content

Campaigns & Ads
Editor
Alerts
Menus

Analysis

Reports

Management

Advertisers

Departments & Users
Display layouts
Global alerts

Locations & Displays

Support

My settings
Report a problem...
Download client installer

Powered by UCView
<http://www.ucview.com/>

Physical locations | Display groups | Displays with errors

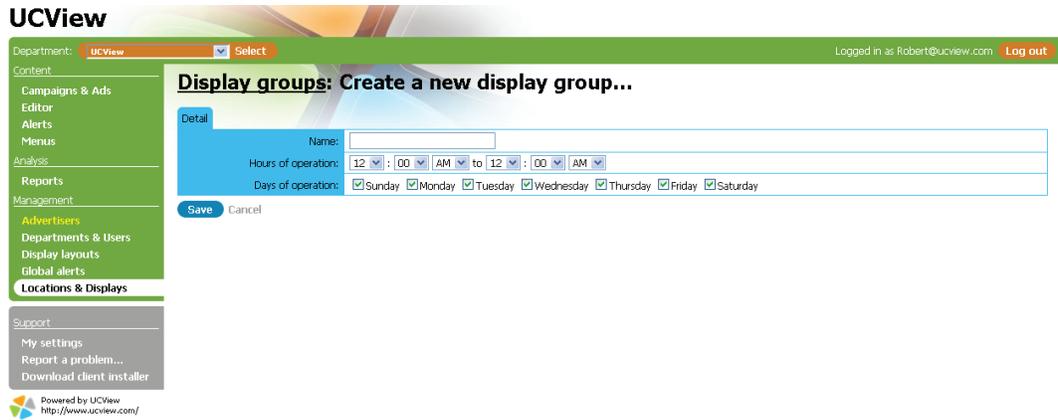
There are 48 active displays out of 50 allowed.

Active Create a new display group...

Name	Hours	Displays
Acme Lobby	7:00 AM to 7:00 PM	Lobby...
Acme Seattle	Always playing	None
Bar	Always playing	Main Entrance...
Checkout	Always playing	Entrance...
Chevron	Always playing	Entrance...
Dining Room	Always playing	None
East Coast	Always playing	None
Entrance	Always playing	Ring Door # 23...
Hospital Rooms	Always playing	None
Lobby	Always playing	Entrance...
MarkDisplayGroup	Always playing	MarkDisplay3
Pool side	Always playing	Entrance...
Produce	Always playing	East Entrance
Reception	Always playing	Food Court
TV AT LOs Angeles	Always playing	TV

Click **CREATE A NEW DISPLAY GROUP**.

In the **Display Group** screen:



NAME: Enter the name of your display group. Display group names should clearly refer to the way or location the display will be used (i.e. "Kitchen", "Lobby", "Employees"). This will make creating other display groups and updating displays in each group much easier.

HOURS OF OPERATION: Enter the hours of operation the group will remain active. This section should be set to the longest hours of operation for any display in the group (i.e. one display is on 24 hours a day and the rest are on 7AM to 7PM, choose 12 AM to 12AM from the drop down lists for each display.)

DAYS OF OPERATION: Enter the number of days the group will remain active. The default is every day. To make sure content plays on displays regardless of each display's days of operation, leave this field set to default or to the days of operation of the display with the longest days of operation.

Click **SAVE**.



Note: Setting up the hours of operation in this module overrides hours of operation set at the Locations and Displays module if the group's hours of operation are less than the Location's hours of operation.

The screen will switch to the *PHYSICAL LOCATIONS* page.

Now it is time to add displays to your group.

MANAGING DISPLAY GROUPS

From either the *PHYSICAL LOCATIONS* page or the *LOCATIONS & DISPLAYS* main menu:

Click the *DISPLAY GROUPS* link.

Click the name of the display group you wish to edit.

If you have not assigned any displays to the group you are editing (or, you are editing the group you just created) listed you will see this message: "There are no displays for this location."

UCView

Department: UCView Select Logged in as Robert@ucview.com Log out

Content

Campaigns & Ads
Editor
Alerts
Menus
Analysis
Reports
Management

Display groups: AnaheimFacility Edit... Edit playlists...

Hours: 12:00 AM to 12:00 AM

There are no displays for this location.

Edit display list...

Otherwise, you will see a list of displays currently assigned to the display group.

To add or delete displays included in this display group:

Click EDIT DISPLAY LIST. A complete list of all displays in your network will appear, divided into locations they are assigned to (location names are in **bold**). The displays in the group you are editing have green check marks in their check boxes and are highlighted in orange.

Click one or more of the checked boxes to **remove** displays from the display group.

UCView

Department: UCView Select Logged in as Robert@ucview.com Log out

Content

Campaigns & Ads
Editor
Alerts
Menus
Analysis
Reports
Management

Advertisers
Departments & Users
Display layouts
Global alerts
Locations & Displays

Support
My settings
Report a problem...
Download client installer

Powered by UCView
http://www.ucview.com/

Edit list of displays for AnaheimFacility...

X	ID	Name	Last check-in	Last error
Acme Widget, Inc.				
<input type="checkbox"/>	24149	Malbu Law School: <u>Entrance of 2nd Floor</u>	Never	Updating client
<input checked="" type="checkbox"/>	25317	Acme Widget, Inc.: Lobby	Never	Updating client
<input checked="" type="checkbox"/>	25511	Acme Widget, Inc.: Test	6 days ago	Updating client
Avi's Tuxedo Rental				
<input type="checkbox"/>	25076	Avi's Tuxedo Rental: <u>displayAvi</u>	About 14 hours ago	Updating client
<input type="checkbox"/>	24066	Hocky Ring: <u>Entrance</u>	Never	Updating client
<input type="checkbox"/>	24160	Pepperdine: <u>Law Dept. Lunch Room</u>	Never	Updating client
<input type="checkbox"/>	24136	Holiday Inn - East Ridge: <u>Lobby</u>	Never	Updating client
Corporate Office LA				
<input type="checkbox"/>	24157	Corporate Office LA: <u>Conference Room</u>	Never	Updating client
<input type="checkbox"/>	24933	Corporate Office LA: <u>demo</u>	Never	Updating client
<input type="checkbox"/>	24155	Corporate Office LA: <u>Lobby</u>	Never	Updating client
Doors Unlimited				
<input type="checkbox"/>	25264	Doors Unlimited: <u>door display</u>	54 days ago	None

Click the unmarked check box next to the display(s) within the location(s) you wish to **add** to the display group. *Click SAVE DISPLAY LIST.* The *SAVE* button is at the bottom of the display list. If the list of display names is long, you may need to scroll to the bottom of the page to see this button.

You can also edit information for individual displays from the *ACTIVE DISPLAYS* list on the *EDIT LIST OF DISPLAYS* page. To do so:

Click the display's name (underlined and in **bold**) in that display's *NAME* field.

CREATING AND MANAGING LAYOUTS

The *DISPLAY LAYOUTS* module enables you to create new layouts, upload layouts from your computer and edit existing layouts.



Note: You must create sections (“boxes”) in a layout before content will play on your display(s).

From the *MANAGEMENT* menu:
Click the *DISPLAY LAYOUTS* tab.

Name	Display resolution	Sections
	0x0	
	1280x800	Main media
	1366x768	
1.Layer	1024x768	Main media
42" LCD Res	1366x768	Bottom banner, Bottom banner, Main media, Popup, Side banner
Arme Basic Layout	1024x768	Alert, Bottom banner, Main media, Side banner2
Banner	1024x768	Bottom banner, Main media
Default	1024x768	Bottom banner, Main media, Side banner
Default UCView	1024x768	Alert, Bottom banner, Main media, Side banner
Demo TR1	1024x768	Main media, Side banner, Side banner2
dor layout	1024x768	Bottom banner, Main media, Side banner
fsfs	1024x768	Main media
Golf Display	1280x720	Bottom banner, Bottom banner, Main media, Side banner, Side banner2
MAIN LAYOUT	1024x768	Bottom banner, Main media, Side banner
Malibu Inn	1024x768	Bottom banner, Main media, Side banner
MarkLayout	1024x768	Bottom Banner2, Bottom banner, Main media, Popup, Side banner, Side banner2
Michele	1024x768	Main media, Side banner
Money Transfer	1024x768	Bottom banner, Main media, Side banner, Side banner
NetFazHD	1920x1080	Bottom banner, Main media, Side banner
Oredfox	1280x1024	Alert, Bottom Banner2, Bottom banner, Full Screen, Main media, Popup, Side banner, Side banner2
OSUCHSsd	1024x768	Bottom banner, Main media, Side Banner3, Side banner, Side banner2
Overlay	1024x768	Bottom banner, Main media, Side banner
Pepperdine	1024x768	Bottom banner, Main media, Side banner
restaurant Layout	1024x768	Side banner, Side banner2
Vertical New	768x1024	Bottom banner, Main media, Popup, Side banner2

To create a new layout:
Click the *CREATE A NEW DISPLAY LAYOUT* link.

Display layouts: Create a new display layout...

Detail

Name:

Display resolution: Custom: x

Multiscreen:

Background: (.jpg, .png, .swf)

Overlay: (.png)

NAME: Enter a name for your layout. UCView recommends you create layouts with names that are descriptive and easy to remember. This will help avoid confusion when using multiple layouts in your network.

DISPLAY RESOLUTION: Select the resolution of your display from the drop down menu list.

For vertical displays, Select *CUSTOM* from the drop down list and Enter the width resolution in the first box and the height resolution in the second.



Note: Make sure that both your player and display support the resolution you select.

MULTISCREEN: Check this box to enable multiple screen mode. Use multi-screen mode to create a “video wall” of matrixed displays. When choosing this mode, you must also choose **CUSTOM** from the **DISPLAY RESOLUTION** menu and enter the resolution for the entire matrix of displays (i.e. four displays at 1024 X 768 arrayed in a square pattern equals 2048 X 1536). Please contact your UCView customer representative or technical support for more information about using matrixed layouts and **Multiscreen** mode.

BACKGROUND: Select one of the following background from the layout will use from this drop down list.

To keep the background blank:

Select **NONE** from the drop down list. If you select NONE and have a previously uploaded background, you will need to upload that image again to restore it at a future date. See “To upload a new background” below for instructions.

To use the existing background:

Select **KEEP EXISTING** from the drop down list.

To upload a new background:

Select **NEW:** on the drop down menu.

Click **BROWSE** to select a background image on your computer.

Select the desired background image from the **BROWSE** pop up window. The file's location will fill the text box to the left of the **BROWSE** button.

The screenshot shows the UCView web application interface. The main window is titled "Display layouts: Create a new display layout...". It features a sidebar with navigation options like "Campaigns & Ads", "Reports", and "Display layouts". The main content area has a "Detail" section with fields for Name, Display resolution (set to Custom 0x0), Multiscreen (unchecked), Background (set to New), and Overlay (set to None). A "Browse..." button is next to the Background field. A "File Upload" dialog box is open, showing a file explorer view of the "UCVIEW WEBSITE PICTURES" directory. The dialog lists various image files, and "Appliance.jpg" is selected in the "File name" field. The "Files of type" is set to "All Files".



Note: Display Layout supports JPEG, SWF (Flash) and PNG images only.

Content sent to your display is held in "section." You can add and edit sections in the **CREATING AND MANAGING LAYOUTS** page. By default, the sections are either square or rectangular in shape. If you would like your content to display in shapes other than the default, you will need to use a PNG overlay. A PNG overlay will display custom shape(s) on top of your background and sections, so that content appears to play within the custom shape(s).



Note: The UCView System allows one (1) overlay per layout. If you need to have more than one cutout shape in your overlay, you must create them as a single PNG file. Please contact your UCView customer support or technical support representative for full details regarding overlays.

To add an overlay to your layout, first create a PNG file (Photoshop is able to do this) of the shape(s) you would like to use:

OVERLAY: Click **NEW** from the drop down menu.

Click **BROWSE** to select the background image on your computer.

Select the desired background image from the **BROWSE** pop up window. The file's location will fill the text box to the left of the **BROWSE** button.

Click **OPEN** on the Upload File pop up window.

Click **SAVE**.

After defining the screen resolution and uploading the background image, the UCView system will display the background image ready to lay multiple sections on top of.

Now you need to define the screen division within the layout. You should divide your screen into the number of sections needed for the various content you will display. UCView recommends you discuss your needs with your customer support representative prior to creating your layout.



Note: Call your UCView Digital Signage customer support representative for assistance in designing your screens.

To choose the sections which will display content:

From the **ADD A NEW SECTION** tab.

SECTION: *Select* a section name from the drop down menu. We have given the sections on the list descriptive names ("Main Media," "Alert," "Bottom Banner," "Top Banner," etc.) to make identifying sections easier. The default size for any new section is 200 pixels X 200 pixels and the default location is 0,0 (the upper left corner of the layout).

Department: **UCView** Select Logged in as Robert@ucview.com Log out

Display layouts: Acme Basic Layout

Detail

Name: Acme Basic Layout

Display resolution: XGA (1024x768)

Multiscreen:

Background: (Keep existing) (.jpg, .png, .swf)

Overlay: None (.png)

Save Delete

Add a new box...

Section	Left	Top	Width	Height	Z
Alert	0	0	200	200	0

Save

Existing boxes

X	Section	Left	Top	Width	Height	Z
<input type="checkbox"/>	Alert	717	35	269	199	0
	Allow fullscreen?	0	0	0	0	
<input type="checkbox"/>	Bottom banner	27	666	966	74	0
	Allow fullscreen?	0	0	0	0	
<input type="checkbox"/>	Main media	26	99	632	532	0
	Allow fullscreen?	0	0	1024	768	
<input type="checkbox"/>	Side banner2	717	291	270	338	0
	Allow fullscreen?	0	0	0	0	

Update all Delete selected

Preview

AcmeWidget USA

Alert

Main media

Side banner2

Bottom banner

Click the **SAVE** button under “**ADD A NEW SECTION...**” A section of default size will appear at the default location.

There are two ways to reposition and resize a new or existing section:

MOVE A SECTION USING A MOUSE

- Move your mouse over the section. The section will turn yellow and the **MOVE** tool will appear:
- **Click** and **drag** the section to the desired location and release the mouse.

MOVE A SECTION USING THE KEYBOARD

- **Enter** the coordinates for the section's new location in the **LEFT** and **TOP** sections.

RESIZE A SECTION USING A MOUSE

- In the lower right corner of the section is a small white box. Move your mouse over this white box. The **RESIZE** tool will appear:
- **Click** and **drag** the **RESIZE** tool until the section is the desired size. Release the mouse.

RESIZE A SECTION USING THE KEYBOARD

- **Enter** the size of the section in the **WIDTH** and **HEIGHT** text boxes.



Note: Entering coordinates using the keyboard is recommended for those who already know the pixel location and size of their layout before creating sections.

POSITION A SECTION'S "Z COORDINATE"

Z coordinates position sections "on top" of other sections, such as a pop up ad or security announcement.

- *Enter* the Z coordinate for the section in the *Z COORDINATE* section. "0" is the default and represents the basic level of your layout. "1" sets a section one level above the base level. If two sections have the same *TOP* and *LEFT* coordinates, the section with a Z coordinate of 1 will display on top of the section set to 0. Similarly, a section with a Z coordinate of 2 will display on top of sections with coordinates of 1 and 0, and so forth. Though there is no limit to the number of Z coordinate layers you can create, using more than one or two may cause your layout to look cluttered and unappealing to the viewer.

ALLOW FULL SCREEN mode will play content in the selected section in a user-defined coordinates and size. **When Full Screen mode is active, content in sections that intersect the section in full screen mode will pause until full screen mode stops.** See the *CAMPAIGNS & ADS* module for information regarding setting the duration of *Full Screen* mode. Make sure to set full screen size to allow critical content in other sections to play during *Full Screen* mode.

To assign and control scheduling of content that plays in *Full Screen* mode, please see the *CAMPAIGNS & ADS* module. You must select *Allow Full Screen Mode* on the layout and ad for any campaign that will play in *Full Screen* mode.

To set up *Full Screen* mode for section(s) in your layout:

Click ALLOW FULLSCREEN? check box under the section you wish to allow.

Enter the coordinates for the full screen window in the *LEFT* and *TOP* text boxes next to the *ALLOW FULLSCREEN?* check box--NOT the *LEFT* and *TOP* boxes above them. Typing in the boxes above will change the position of the section itself.

Enter the size for the full screen window in the *WIDTH* and *HEIGHT* text boxes NEXT TO the *ALLOW FULLSCREEN?* check box--not the *WIDTH* and *HEIGHT* boxes above them.



Note: You may have more than one section in Full Screen mode as long as these sections do not intersect.

Continue these steps for any other sections you wish to run in full screen mode.

Click UPDATE ALL.

To delete a section from the layout, *click* the *check box* (X) for the section you want to delete and click *DELETE SELECTED.*

4

Content distribution & management

CREATING AND MANAGING CAMPAIGNS

A campaign is a library of content that plays on your signage and defines the displays the content will play on. The UCView system allows you to create and manage an unlimited number of campaigns. Campaigns run in loops, with multiple campaigns running in sequential order in the loop.



Note: When creating a new Campaign, you must specify the location(s) or display group(s) where an ad or group of ads will be playing or this content will not play.

To create a new Campaign:

Click *CAMPAIGNS & ADS* menu tab.

UCView

Department: UCView Select Logged in as Robert@ucview.com Log out

List of campaigns

Running [Create a new campaign...](#)

X	Name	Play oder	Locations
<input type="checkbox"/>	Acme Widget New Years	Normal	Acme Widget, Inc.; Acme Lobby
<input type="checkbox"/>	Campaign Main Loop	Normal	Los Angeles Mall
<input type="checkbox"/>	Christmas Campaigns	Normal	Los Angeles Mall
<input type="checkbox"/>	demo campaign	Normal	Oxnard
<input type="checkbox"/>	Dental Education	Normal	Lobby
<input type="checkbox"/>	dor campaign	Normal	Doors Unlimited
<input type="checkbox"/>	Educational Message	Normal	Los Angeles Mall
<input type="checkbox"/>	Holiday Specials	Normal	Convnetion Center #1; Los Angeles Mall
<input type="checkbox"/>	locationAvt	Normal	Avi's Tuxedo Rental
<input type="checkbox"/>	MarkCampaign	Normal	MarkLocation

Paused

X	Name	Play oder	Locations
<input type="checkbox"/>	East Coast Campaign	Normal	Office
<input type="checkbox"/>	Local campaign	Normal	Los Angeles Mall
<input type="checkbox"/>	Los Angeles Mall	Normal	Los Angeles Mall
<input type="checkbox"/>	main loop	Normal	Los Angeles Mall
<input type="checkbox"/>	michele	Normal	Michele location
<input type="checkbox"/>	My Campaign	Normal	Los Angeles Mall
<input type="checkbox"/>	National campaigns	Normal	Los Angeles Mall; Hotel 1; Wet Seal East
<input type="checkbox"/>	Sport Campaign	Normal	Los Angeles Mall; Corporate Office #1
<input type="checkbox"/>	Sprint	Normal	Los Angeles Mall; Corporate Office LA
<input type="checkbox"/>	summer	Normal	Holiday Inn - Lookout; Holiday Inn - East Ridge; Dining Room; East Coast
<input type="checkbox"/>	Test	Sequential	Los Angeles Mall
<input type="checkbox"/>	Touch campaign	Normal	Touch location
<input type="checkbox"/>	Weather	Normal	Los Angeles Mall; Linetec Corporate Office

[Resume](#) [Delete](#)

[Show deleted campaigns](#)



Note: Since most update work begins in the CAMPAIGNS AND ADS Module, when you initially log in to the UCView portal, the CAMPAIGNS & ADS module automatically displays.

Click *CREATE A NEW CAMPAIGN*.

UCView

Department: **UCView** Select

Logged in as Robert@ucview.com Log out

Content

Campaigns & Ads

Editor
Alerts
Menus

Analysis

Reports
Management

Advertisers
Departments & Users
Display layouts
Global alerts
Locations & Displays

Support
My settings
Report a problem...
Download client installer

Powered by UCView
<http://www.ucview.com/>

Campaigns: Create a new campaign...

Detail

Name:

Play order: Normal

Physical locations

X	Name	Hours	Displays
<input type="checkbox"/>	Acme Widget, Inc.	Always playing	Lobby...
<input type="checkbox"/>	Avi's Tuxedo Rental	Always playing	displayAvi...
<input type="checkbox"/>	Corporate Office LA	12:00 AM to 11:59 PM	Lobby...
<input type="checkbox"/>	Doors Unlimited	Always playing	door display
<input type="checkbox"/>	Hocky Ring	6:00 AM to 10:00 PM	Entrance...
<input type="checkbox"/>	Holiday Inn - East Ridge	12:00 AM to 11:59 PM	Lobby...
<input type="checkbox"/>	Hollywood Office Branch	Always playing	Michael's Office
<input type="checkbox"/>	Linetec Corporate Office	7:00 AM to 8:00 PM	Front Office...
<input type="checkbox"/>	Los Angeles Mall	8:00 AM to 2:59 AM	Test location...
<input type="checkbox"/>	Malibu Law School	7:00 AM to 4:00 PM	Entrance of 1st floor...
<input type="checkbox"/>	MarkLocation	8:00 AM to 8:00 PM	MarkDisplay 2...
<input type="checkbox"/>	MarkTest	Always playing	None
<input type="checkbox"/>	Michele location	Always playing	Michele display
<input type="checkbox"/>	Montgomery Mall	10:00 AM to 10:00 PM	East Entrance...
<input type="checkbox"/>	Pepperdine	1:00 AM to 11:59 PM	Law Dept. # 1...
<input type="checkbox"/>	St. Paul Campus	6:00 AM to 10:00 PM	Student Center...
<input type="checkbox"/>	Supermarket Central	6:00 AM to 9:00 PM	Checkout Stand...
<input type="checkbox"/>	Toronto Region	9:00 AM to 5:00 PM	Store # 23 Entrance...
<input type="checkbox"/>	Touch location	Always playing	Touch display
<input type="checkbox"/>	UPS Store	8:00 AM to 9:00 PM	Location # 1...
<input type="checkbox"/>	USC North Cor.	5:00 AM to 10:00 PM	North Corridor #1...
<input type="checkbox"/>	Vons Supermarket	8:00 AM to 10:00 PM	Entrance...

Display groups

X	Name	Displays
<input type="checkbox"/>	Acme Lobby	Lobby...

NAME: Enter the campaign name.

PLAY ORDER: Select the appropriate order from the drop down list:

- **Normal.** Every ad in the campaign plays in sequential order.
- **Sequential.** Only one ad in each campaign plays at a time, with ads play in sequential order each time a campaign begins in the loop.
- **Random.** Only one ad in each campaign plays at a time, with ads play in random order each time a campaign begins in the loop.

PHYSICAL LOCATIONS TAB: Select the location(s) you want the campaign to play at by clicking the check box to the left of the location name(s).

DISPLAY GROUPS TAB: Select the display group(s) you want the campaign to play in by clicking the check box to the left of the display group name(s). For more information about locations and display groups, see **CREATE A NEW LOCATION**, **CREATE A NEW DISPLAY GROUP** and **MANAGE DISPLAY GROUPS** sections of this manual.

Click **SAVE**.

You will not have any ads scheduled to play in the new campaign. A new screen will ask you to add them now. Clicking on the **ADD A NEW AD** button will take you to the following section:

CREATING A NEW AD (WITHIN A CAMPAIGN)

The UCView System allows you to distribute different types of content (such as advertisements, public service announcements, promotions, viewer in-

structions, etc.) in different areas of your layout across one or more locations.

To create a new ad:

Click **CAMPAIGNS & ADS**.

UCView

Department: **UCView** Select Logged in as Robert@ucview.com Log out

Content

Campaigns & Ads Edit... Edit playlists... Pause Delete

Playing at: **Acme Widget, Inc., Acme Lobby**

Running ads: Add a new ad...

X	Name	Media	Section	Duration	Dates	Times	Last updated by	Advertiser	# of impr.
<input type="checkbox"/>	News	News	Bottom banner	0:30	Always	Always	Robert	None	0
<input type="checkbox"/>	Sport	Web page	Main media	0:30	Always	Always	gavital@ucview.com	None	0
<input type="checkbox"/>	Text Message	Text message	Side banner2	0:30	Always	Always	Robert	None	0
<input type="checkbox"/>	Video	WMV file	Main media	0:30	Always	Always	gavital@ucview.com	None	0
<input type="checkbox"/>	Weather	Weather	Alert	0:30	Always	Always	Robert	None	0
<input type="checkbox"/>	Weather	Weather	Main media	0:30	Always	Always	gavital@ucview.com	None	0

Pause Delete Acme Widget New Years Move Copy

Interactive ads

X	Name	Media	Section	Duration	Dates	Times	Last updated by	Advertiser	# of impr.
<input type="checkbox"/>	TRAFI	News	Main media	0:30	Always	Always	gavital@ucview.com	None	0

Pause Delete Acme Widget New Years Move Copy

Show deleted ads

Powered by UCView
<http://www.ucview.com/>

Click the underlined campaign name you want add a new ad to. Do not click the check box next to the campaign name.

The **CAMPAIGN AD** module will open on the screen.

UCView

Department: **UCView** Select Logged in as Robert@ucview.com Log out

Content

Campaigns & Ads Edit... Edit playlists... Pause Delete

Playing at: **Acme Widget, Inc., Acme Lobby**

Running ads: Add a new ad...

X	Name	Media	Section	Duration	Dates	Times	Last updated by	Advertiser	# of impr.
<input type="checkbox"/>	News	News	Bottom banner	0:30	Always	Always	Robert	None	0
<input type="checkbox"/>	Sport	Web page	Main media	0:30	Always	Always	gavital@ucview.com	None	0
<input type="checkbox"/>	Text Message	Text message	Side banner2	0:30	Always	Always	Robert	None	0
<input type="checkbox"/>	Video	WMV file	Main media	0:30	Always	Always	gavital@ucview.com	None	0
<input type="checkbox"/>	Weather	Weather	Alert	0:30	Always	Always	Robert	None	0
<input type="checkbox"/>	Weather	Weather	Main media	0:30	Always	Always	gavital@ucview.com	None	0

Pause Delete Acme Widget New Years Move Copy

Interactive ads

X	Name	Media	Section	Duration	Dates	Times	Last updated by	Advertiser	# of impr.
<input type="checkbox"/>	TRAFI	News	Main media	0:30	Always	Always	gavital@ucview.com	None	0

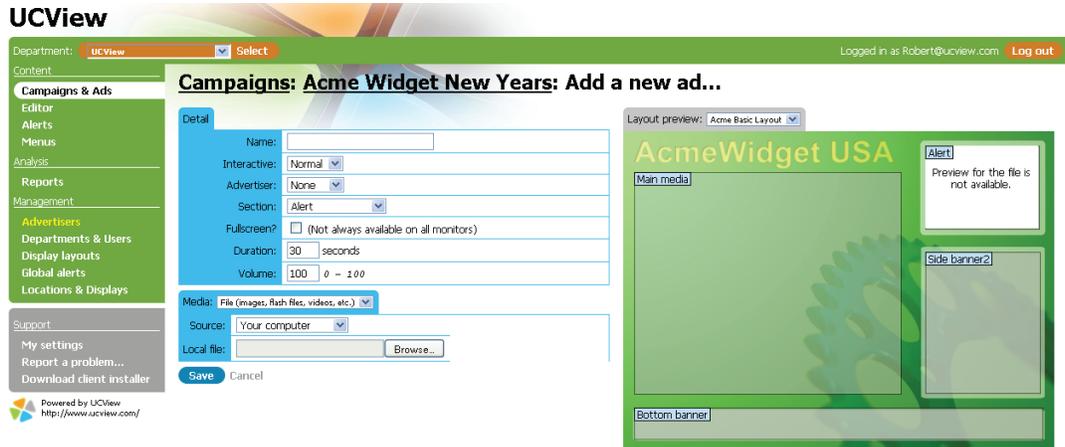
Pause Delete Acme Widget New Years Move Copy

Show deleted ads

Powered by UCView
<http://www.ucview.com/>

Click **ADD A NEW AD**.

UCView Ad System can support multiple media formats. You can upload content such as video, Flash Media files, PowerPoint presentations, GIF images, JPEG images, a web site, text messages, RSS feeds and more.



NAME: Specify an ad name.

INTERACTIVE: *Select* one of the interactive modes from the drop down list.

- **NORMAL** - no interactivity.
- **INFOCELL** - cell phone interactivity.
- **TOUCH** - touch screen interactivity.

ADVERTISER: *Select* the advertiser from the drop down list to associate with this ad. If you do not see the advertiser on the drop down list you can add it using the **ADVERTISER** link, under the **MANAGEMENT** section on the left side of the page. Associating an advertiser to an ad allows you to better organize advertisers to the campaign(s) that contain their ads. You can then create reports for them. See **Chapter 7 "REPORTS"** for more information regarding running reports.

SECTION: *Select* the section in the layout the ad will play in. Once selected, the section will turn white. If you choose a section that is not on your layout, the default section (Alert) will remain white.

FULL SCREEN: *Check* the **FULL SCREEN** box to activate full screen mode. To assign and control scheduling of content that plays in full screen mode, you must allow Full Screen mode for all ads and all displays that will play the ads. Please see **DISPLAY LAYOUT** module to set Full Screen mode.

DURATION: Multiple ads play in timed loops one after the other. *Enter* the duration the new ad will play before the next ad in the loop begins.



Note: It is usually best to set the duration to the length of the ad. If your ad is 30 seconds long and you set the duration to 60 seconds, the display will show nothing for 30 seconds before the next ad plays.

VOLUME: *Enter* the playback volume of the ad's audio (if any). 100 is loudest. The playback volume of the display itself is controlled in the **DISPLAY** module and will affect the overall volume of all ads campaigned on the display.

MEDIA: *Select* the ad's media type from the drop down list:

- **FILE:** To upload your ad file, *Select* the source of the ad from the **SOURCE** menu:

YOUR COMPUTER. *Select* this option to upload ads located on your computer. To locate the file on your computer:

Click the **BROWSE** button.

Select the file in the **Upload File** pop-up window,

Click the **OPEN** button. The link to the file will display in the **LOCAL FILE** text box.

OUR FTP SERVER. *Select* this option for files you have already uploaded to the UCView FTP Server. Please contact your sales representative to use the UCView FTP Server.

Select one of your previously uploaded ads from the **FTP File** drop down list.

REMOTE FTP SERVER. Select this option to retrieve files on a remote FTP server.

Remote FTP Server. *Enter* the URL of the remote FTP server.

Remote FTP Username. *Enter* your username to access the remote FTP server.

Remote FTP Password. *Enter* your password.

Download INTERVAL. *Select* either **ONCE** or **EVERY TIME THE FILE CHANGES** from the drop down list. The UCView system scans the remote FTP server every 15 minutes to look for changes to the file.



- **LIVE TV:** If your System has a UCView Digital Media Player that supports live TV, *Select* this option. Live TV will work only if the appropriate TV card or external USB TV tuner is installed on the media player and selected in the **CREATE** or **EDIT DISPLAY** modules.

VIDEO INPUT: *Select* the type of video connection between your

UCView Media Player and your display.

AUDIO INPUT: *Select* the type of audio connection between your UCView Media Player and your display or separate audio system.

CHANNEL: *Select* the channel for the content you wish to display. Choose this option *only* when attaching cable TV coaxial cable directly to the tuner card or device.

SUBTITLES: *Select* this option for channels that support subtitles (SAP language or closed captioning for the hearing impaired).



Note: Not all channels support this option.

- **NEWS:** This module displays live graphic feeds for eight different news types. Except as indicated, all feeds are in RSS format. Select the type of news by clicking on the item in the **TYPE** drop down list.

ACCUWEATHER: *Select* this option for a wide variety of available feeds from AccuWeather. The choices under the **AccuWeather Module** drop down list are:

BUSINESS WEEK - The latest news from Wall Street and various business reports.

SPORTS WEEK - The latest news from the world of sports, including scores and top stories.

US NEWS - The latest news for the United States of America.

WORLD NEWS - The latest news for the rest of the world.



Note: AccuWeather feeds are subject to a small monthly charge.

NEWSCAST & NEWS SCROLLER: Select the **NEWSCAST** option in the **NEWS TYPE** drop down list for a wide variety of available graphic RSS feeds from Yahoo News. Select **NEWS SCROLLER** for the same feeds that scroll in a banner section of your display without image graphics. The choices for either of these feeds are:

BUSINESS
 ELECTIONS
 ENTERTAINMENT
 HEALTH
 MOST RECOMMENDED
 MOST VIEWED
 OBITUARIES
 ODD NEWS
 SCIENCES
 SPORTS
 TECHNOLOGY
 TOP STORIES
 US NEWS
 WORLD NEWS



Note: Feeds are updated regularly and choices on either News Feed list is subject to change without notice.

- **TEXT MESSAGE:** This option displays a message up to 255 characters by either scrolling the text (as in a banner) or line by line. You can specify font type, size, color as well as the background color.

In the **DETAIL** tab, *Select* the **SECTION** you would like the text to display in from the drop down list.

In the **MEDIA** tab, *Select* **TEXT MESSAGE** from the **MEDIA** drop down list.

Enter the text you would like to display.

TYPE - Select either *SCROLLING* or *LINE BY LINE* from the drop down list.



Note: Previewing Line By Line works with Internet Explorer only, but does not affect the display's performance.

BACKGROUND and **TEXT COLOR** - By default, the background color is white and the text is gray. To change these settings, Click in the white box next to the **BACKGROUND COLOR** and/or **TEXT COLOR** boxes and choose a color from the pop-up color picker.

TEXT FONT - The default type face is Arial. To use a different type face, Select one from the **Text Font** drop down list. UCVView's list includes only web-safe type faces.

TEXT STYLE - If desired, select one of the three styles (*bold*, *italic*, *underlined*) by clicking in the check box next to your choice(s). You may choose one or all of these options.

TEXT SIZE - The default size is 100%. If you would like to make the text larger or smaller, Enter the percentage of increase or decrease.

SCROLL SPEED - Select one of five options from the drop down list: *Very Slow*, *Slow*, *Normal*, *Fast*, *Very Fast*.

- **WEATHER:** UCVView gives you the choice of two weather feed suppliers and several options for displaying it on your signage.

Select *Weather* from the **MEDIA** drop down list.

PROVIDER - Select either *AccuWeather* or *Yahoo! Weather* from the drop down list.



Note: AccuWeather feeds are subject to a small monthly charge.

ZIP CODE - Select the zip code for the location of the display (or the

Zip code of the weather you wish to display).

ACCUWEATHER MODULE (AccuWeather option only) - Choose one of the following options:

CURRENT CONDITIONS

3-DAY FORECAST

5-DAY FORECAST EXTENDED

HOURLY FORECAST

RADAR

WEATHER TRIVIA

POLLEN REPORT

HEALTH

TRAVEL REPORT (DEFINED CITIES)

CURRENT CONDITIONS (SPANISH)

3-DAY FORECAST (SPANISH)

5-DAY FORECAST EXTENDED (SPANISH)

HOURLY FORECAST (SPANISH)

TEMPERATURE UNIT (Yahoo! Weather option only) - *Select* either *Fahrenheit* or *Celsius* from the drop down list.

WEATHER DESIGN (Yahoo! Weather option only) - *Select Square Shape* (normal) or *Vertical Shape* (for long, narrow sections such as Side Banners).

The screenshot displays the UCView web interface. At the top, the department is set to 'UCView' and the user is logged in as 'Robert@ucview.com'. The main heading is 'Campaigns: Acme Widget New Years: Add a new ad...'. The interface is divided into a left sidebar with navigation options like 'Campaigns & Ads', 'Editor', 'Alerts', 'Menus', 'Analysis', 'Reports', 'Management', 'Advertisers', 'Departments & Users', 'Display layouts', 'Global alerts', 'Locations & Displays', and 'Support'. The main content area contains a form for creating a new advertisement. The form fields include: Name (text input), Interactive (Normal), Advertiser (None), Section (Alert), Fullscreen? (checkbox with note '(Not always available on all monitors)'), Duration (30 seconds), Volume (100), Media (Web page), Source (Remote), Borders? (checkbox), Scrollbars? (checkbox), and Remote URL (text input). Below the form are 'Save' and 'Cancel' buttons. To the right of the form is a 'Layout preview' showing the ad placement on a page. The preview shows a green-themed page with a large 'Main media' area, a small 'Alert' box, a 'Side banner2' area, and a 'Bottom banner' area. The ad content is 'AcmeWidget USA'.

- **WEB PAGE:** You may use a web page as an ad, **providing the web site's dimensions (in pixels) matches the Section on the display the site will appear in.** Web sites too large for the Section they display in will have scroll bars on the bottom and right side of the section. Please contact your UCView sales representative for more information about displaying web sites on your digital signage.

In the *DETAIL* tab, *Select* the section you would like the text to display in.

MEDIA - *Select Web Page* from the drop down list.

SOURCE -

Select REMOTE for web sites on the World Wide Web.

Select YOUR CUSTOM ADS for any ads created in the *EDITOR* module. *Select* the ad from the *YOUR ADS* drop down list.



Note: Contact your UCView sales representative for more information about using the UCView FTP Server.

Click *SAVE* to create your ad.

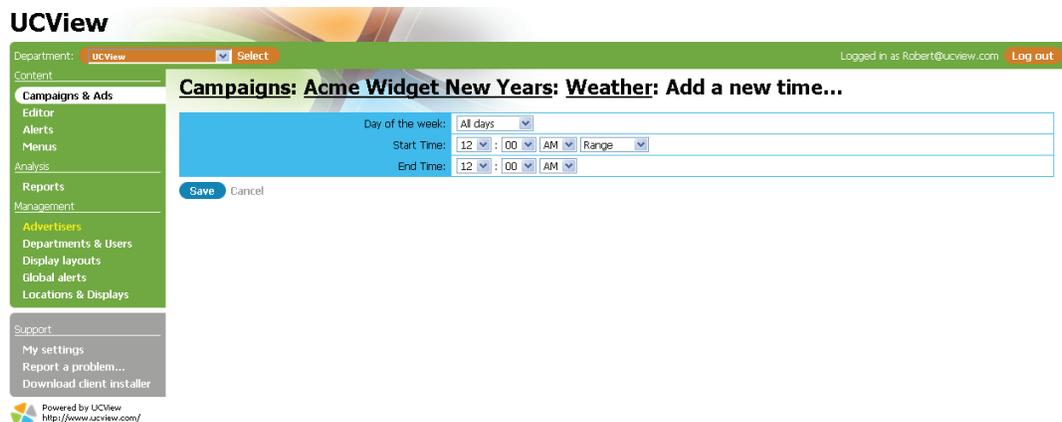
By default, your ad plays continuously within the loop of ad campaign(s) it resides in. To control when the ad plays by date and time:

Click *ADD A NEW DATE*.

Select a *START DATE* and *END DATE* for this ad's run.

Click *SAVE*.

Click *ADD A NEW TIME*.



Select one day of the week or all days of the week from the *DAY OF THE WEEK* drop down list.

Select the start and end times for this ad's run from the *START TIME* and *END TIME* from the drop down lists.

Select *RANGE* from the drop down list to specify an end time. Otherwise, Select *PLAY ONCE*.

Click *SAVE*.

MANAGING PLAY LISTS

A Play list controls the schedule and sequence of content displayed on your digital signage. Play lists are automatically created by the UCView portal when you save an ad within a campaign. Audio and/or video tracks in a loop can be scheduled on any section of the display. After the play list has been created, it can be viewed and edited from the *LOCATIONS & DISPLAYS* module or the *CAMPAIGNS & ADS* module. Use *LOCATIONS & DISPLAYS* to view and edit ads playing at specific locations only. Use *CAMPAIGNS & ADS* to view and edit ads playing across an entire campaign.

To edit a play list:

Click the *LOCATIONS & DISPLAYS* menu tab or *CAMPAIGNS & ADS*.

- From the *LOCATIONS & DISPLAYS* link under the *MANAGEMENT MENU*, Click the name of the location with the play list you wish to edit.
- From the *CAMPAIGNS & ADS* link under the *CONTENT MENU*, Click the name of the campaign with the play list you wish to edit.

Click EDIT PLAYLISTS

Department: UCView Select Logged in as Robert@ucview.com Log out

Content:

Locations: Acme Widget, Inc.: Edit playlist...

Playlist #8
Relevant campaigns: **Acme Widget New Years**
Playing at: **Acme Lobby, Acme Widget, Inc.**

Section: Main media

	Ad	Media	Dates	Times	Duration
1	Acme Widget New Years: <u>Weather</u>	Weather	Always	Always	0:30
2	Acme Widget New Years: <u>Sport</u>	Web page	Always	Always	0:30
3	Acme Widget New Years: <u>Video</u>	WMV file	Always	Always	0:30
Total duration:					1:30

Section: Side banner2

	Ad	Media	Dates	Times	Duration
1	Acme Widget New Years: <u>Text Message</u>	Text message	Always	Always	0:30
Total duration:					0:30

Section: Bottom banner

	Ad	Media	Dates	Times	Duration
1	Acme Widget New Years: <u>News</u>	News	Always	Always	0:30
Total duration:					0:30

Section: Alert

	Ad	Media	Dates	Times	Duration
1	Acme Widget New Years: <u>Weather</u>	Weather	Always	Always	0:30
Total duration:					0:30

Save Cancel

Click and drag the Move Icon  to move the content to the new position on the list.



Note: You can edit the ad directly by clicking the ad's name (underlined and in bold) in the Play list AD column.

Repeat above steps until all the content is in the desired order.

Click **SAVE** to record changes.

THE EDITOR

UCView's *HTML Editor* module allows you to create new HTML ads within the portal, without the need of external editors. The *HTML Editor* accepts text, graphics, video, hyper links and other elements of HTML pages. The interface resembles Word and Outlook-style text editors and operates in a similar fashion. Contact your customer service or technical support representative for assistance in using the individual functions of the UCView *HTML Editor*.

From the **CONTENT** menu on the main page **Click EDITOR**. A list of available templates will display.

To create a new template:
 Click the **CREATE** button.

To edit one of your existing templates:
 Click the name of the template (underlined and in **bold**) you wish to edit.

5

Security and Permissions

MANAGING DEPARTMENTS AND USERS

THE DEPARTMENTS AND USERS module allows you to control and define access and use permissions for your digital signage infrastructure. Creating different departments allows you to specify for each user which location they have access to and which section of the screen they can submit content to.

Each user in each department will manage their own campaigns and—when allowed by the administrator—approvals. The administrator can move between departments, control all campaigns and override changes made by users.

The UCView Digital Signage Portal allows you to create departments within departments for additional control.

To create new departments:

Click *DEPARTMENTS AND USERS TAB* under the *MANAGEMENT MENU*.

The screenshot shows the UCView web interface. At the top, there's a header with 'UCView' and 'Department: UCView' with a 'Select' dropdown. On the right, it says 'Logged in as Robert@ucview.com' with a 'Log out' link. A left sidebar contains a navigation menu with categories like 'Content', 'Advertisers', 'Departments & Users', and 'Support'. The main area is titled 'List of departments' and features a 'Create a new department...' button. Below this is a table with columns for 'Active' and 'Name'. The table lists several departments: UCView, ArmeWidget, Human Resources, Learning Center, Manrosa, Pharm1, Public Relations, and Sales Department.

Click *CREATE A NEW DEPARTMENT*.

The screenshot shows the UCView web interface. At the top, it says 'UCView' and 'Department: UCView'. The main heading is 'Departments: Create a new department...'. The form is divided into several sections:

- Detail:** Contains fields for Name, Main contact, Email, Phone, Logo (set to None), Billing address, and Shipping address (with a checked checkbox for 'Same as billing address').
- Campaigns & Ads:** Contains a checkbox for 'Ads require approval?'.
- Locations & Displays:** Contains a text box for '# of displays allowed' (set to 0) and a dropdown for 'Automatically restart displays?' (set to Never).

 A 'Save' button is located at the bottom left of the form area. The left sidebar contains navigation menus for Campaigns & Ads, Editor, Alerts, Menus, Analysis, Reports, Management, Advertisers, Departments & Users, Display layouts, Global alerts, Locations & Displays, and Support. The bottom of the sidebar mentions 'Powered by UCView http://www.ucview.com/'.

Enter department name and any other relevant information (address, phone, e-mail) in the provided text fields. You are only required to fill in the **NAME** field.

CAMPAIGN & ADS: Check **REQUIRE APPROVAL** box to require authorization for an ad to play. The system will send an e-mail to the e-mail address in the administrator's **E-MAIL Text Box** requesting your approval (see below for instructions to set up users). If you leave this field blank, a message will not be sent requesting your approval.

LOCATIONS & DISPLAYS TAB (Automatically Restart Displays): Select either **NEVER** or **EVERY** from the drop down list.

- **NEVER** - Displays will not reset automatically.
- **EVERY** - *Enter* the number of hours between display restarts.
- **AT ANY TIME** - If you would like restarts to occur only between specified times, select **ONLY BETWEEN** from the drop down list next to the **Hours** text box and enter the desired hours. Otherwise leave the drop down list set to **AT ANY TIME**.

PERMISSIONS TAB: The check boxes in this table allow you to control which TAB Menu items this department will be able to use.

- **CAMPAIGNS:** Select permission level: View • Create • Edit.
- **AD:** Select Permission level: Create • Edit.
- **REPORTS:** Select permission level: View • Create • Edit.
- **LOCATION:** Select permission level: View • Create • Edit.
- **GLOBAL ALERTS:** Select permission level: View • Create • Edit.
- **DISPLAY:** Select permission level: Create • Edit.
- **DEPARTMENT:** Select permission level: View • Create • Edit.
- **USERS:** Select permission level: Create • Edit.
- **LAYOUT:** Select permission level: View • Create • Edit.

DISPLAY LAYOUTS TAB:

Select one or more display layouts the department will be able to view.

AD TYPES TAB:

Select one or more display sections the department will be able to submit ads and content to.

LOCATIONS TAB:

Select one or more display sections the department will have access to.

Click **SAVE** to create the new department. If there are no users saved, an error message will appear near the top of the page. You must create at least one user for the Department to operate correctly.

CREATING USERS IN A SELECTED DEPARTMENT

You can create as many users as you wish. For security purposes, we recommend setting one administrator with the ability to fully control signage and other users with restricted access as needed for your particular installation.

From the **CREATE NEW DEPARTMENT MODULE**:

Click **CREATE NEW USER**.

UCView

Department: **UCView** Select Logged in as Robert@ucview.com Log out

Departments: AcmeWidget: Add a new user...

Detail

Name:
Email:
Phone:
Login:
Password:
Confirm password:

Permissions

Administrator?
Approver?
Notify user on Display Down?

Section	View	Create	Edit
Campaigns	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Editor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reports	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advertisers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Departments	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Users	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Display layouts			
Global alerts			
Locations			
Displays			
Menu			
Alert			

Save Cancel

DETAIL TAB:

- **NAME** - Enter user name.

- *EMAIL* - Enter user e-mail.



Note: An address must appear here to receive permissions requests and reports from the UCView Portal.

- *LOGIN* - Enter user's login name. This name must be unique. The portal will display an error if the name is not unique.
- *PASSWORD* - Enter user password (user can change password after login).
- *CONFIRM PASSWORD* - Reenter Password to confirm it.

PERMISSIONS TAB:

- *ADMINISTRATOR* - Check this box to make this user an administrator, which allows full access to all department permission levels.
- *APPROVER* - Check this box to allow this user to approve content submitted under this department (can only use if, approval feature was activated for this department).
- *SECTIONS* - If you authorized permissions in the *PERMISSIONS TAB* of the *DEPARTMENT* module, those permissions will be checked off here. If you did not authorize permissions in the *DEPARTMENT* module, check the boxes next to the Sections you wish to grant this user.

Click *SAVE* to create the user.

Under section you will only be able to select permission level selected under department.

MY SETTINGS

Use this page (located under the *SUPPORT* module on the left side of the page) to review your login information and reset your password.

UCView

Department: **UCView** Select Logged in as Robert@ucview.com **Log out**

My settings

Detail

Login:

Email address:

New password:

Confirm new password:

Save

Powered by UCView
http://www.ucview.com/

6

Managing Alerts

GLOBAL ALERTS

One of the advantages of the UCView Digital Signage System is its ability to quickly broadcast alerts to certain displays in the network or to **every** display in the network. Examples of common alert-types are: Emergency Broadcast System signals, inclement weather/natural disaster warnings and personal safety announcements. This section explains how to broadcast alerts in time of need.

To create a new alert:

Click **GLOBAL ALERTS TAB** under the **MANAGEMENT** menu.

The screenshot shows the UCView management interface. On the left is a navigation menu with categories like 'Content', 'Analysis', 'Reports', 'Management', 'Advertisers', and 'Support'. The 'Global alerts' option is highlighted. The main area displays a 'List of alerts' table with a 'Create a new alert...' button. The table has two columns: 'Available' and 'Name'. Under 'Available', there are radio buttons for 'None', 'Earthquake', 'Fire', and 'Tiger on the run'. A 'Get alert' button is located below the table.

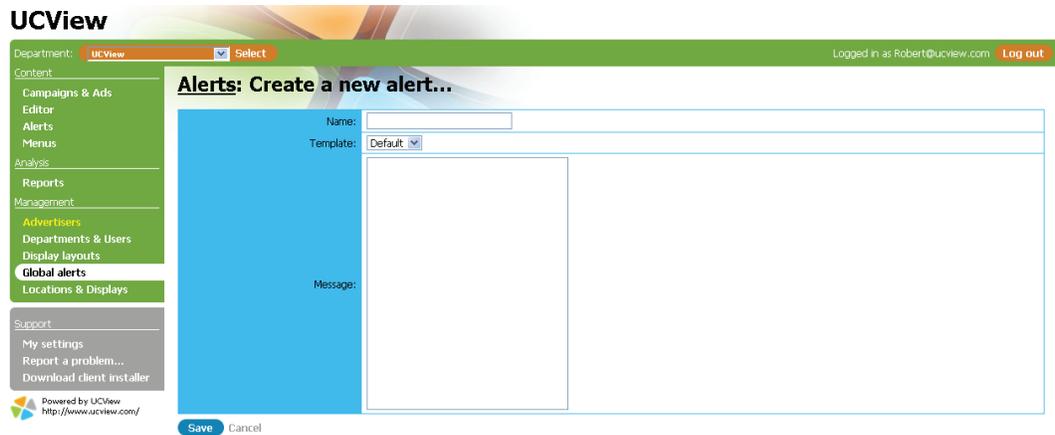
When activated, a global alert will stop all currently playing content and will display your emergency message in full screen mode on all network displays.



Note: It is recommended to predefine your emergency alerts, so they can be activated immediately in an emergency.

CREATE A NEW ALERT

Click **CREATE A NEW ALERT**.



NAME: Enter alert name.

TEMPLATE: Select a template from the drop down list.

MESSAGE: Enter an appropriate alert message.

Click **SAVE**.

ACTIVATE AN ALERT

If you're not on the **GLOBAL ALERTS** page, Click the **GLOBAL ALERTS TAB** in the **MANAGEMENT** module on the left side of the page.



Select the desired alert. Only one **EMERGENCY ALERT** can play at a time.

Click **SET ALERT**.



Note: It is recommended to only give this access to security or management personnel.

7 Reports

CREATE A NEW REPORT CRITERIA

UCView Digital Signage Solution allows you to run reports to check impressions (DESCRIPTION) your signage is making on your targeted audiences. To access *Reports*:

Click *REPORTS* from under the *ANALYSIS* menu on the left side of the page.

UCView
Department: UCView Select Logged in as Robert@ucview.com Log out

Content
Campaigns & Ads
Editor
Alerts
Menus
Analysis
Reports
Management
Advertisers
Departments & Users
Display layouts
Global alerts
Locations & Displays
Support
My settings
Report a problem...
Download client installer
Powered by UCView
http://www.ucview.com/

List of reports

Standard reports
Overview by campaigns and ads

Custom reports
Create a new custom report...

- Bellagio
- By Ad
- By Ads
- By Date
- By location- Linetec Corporate Office 24 Campus Report
- Corporate Office #1 this week by Campaign
- Crossroad Mall
- dfadfdf
- Feb - Montgomery Mall
- qq
- Group By Location
- Location # 1 by Campaigns
- Report for St. Paul Campus

Click the name of the *CUSTOM REPORT* you wish to use.

UCView
Department: UCView Select Logged in as Robert@ucview.com Log out

Reports: Custom: Campus Report Delete

Groupings
 Check here to separate the number of impressions in the report by any combination of campaigns, ads, locations, and displays.

Dates
 Check here to restrict the report to certain dates.

Campaigns
 Check here to restrict the report to only show figures for selected campaigns.

Sections
 Check here to restrict the report to only show figures for selected sections.

Locations
 Check here to restrict the report to only show figures for selected locations.

Report name: Campus Report Save

	First played	# of Impr.
Jan 22, 2007		717518

Preview

Powered by UCView
http://www.ucview.com/

The *Report* page allows the creation of the following report types:

GROUPING: Check this box to separate the number of impressions in the report by any combination of campaigns, ads, locations and displays. Click

the check boxes next to the items you wish to separate in the report.

DATES: Check this box to report dates by day, week, month or a selected period.

- **Click** the radio button next to the duration you wish to include in the report.
- For **FROM/TO**, enter the dates you wish to include in the report.

CAMPAIGNS: Check this box to restrict the report to show only the impressions of selected campaign(s).

- **Click** the check box next to as many campaigns as you wish to include in the report.

SECTIONS: Check this box to have the report to only show the impressions of a selected section of a display.

- **Click** the check box next to as many campaigns as you wish to include in the report.

LOCATIONS: Check this box to have the report to only show the impressions of a selected location(s).

- **Click** the check box next to as many locations as you wish to include in the report.

Click PREVIEW to view report data.

To create a new report:

The screenshot shows the UCView web application interface. At the top, there is a header with the UCView logo and a navigation menu on the left. The main content area is titled 'List of reports' and is divided into two sections: 'Standard reports' and 'Custom reports'. The 'Standard reports' section contains a list of reports including 'Overview by campaigns and ads'. The 'Custom reports' section contains a list of reports including 'Bellaqio', 'By Ad', 'By Ads', 'By Date', 'By location: Linetec Corporate Office 24', 'Campus Report', 'Corporate Office #1 this week by Campaign', 'Crossroad Mall', 'dfcdfdf', 'Feb - Montgomery Mall', 'qq', 'Group By Location', 'Location # 1 by Campaigns', and 'Report for St. Paul Campus'. A button labeled 'Create a new custom report...' is visible in the custom reports section.

Click CREATE A NEW CUSTOM REPORT button on the **REPORTS MODULE**.

UCView

Department: **UCView** Select Logged in as Robert@ucview.com [Log out](#)

Content:

- Campaigns & Ads
- Editor
- Alerts
- Menus
- Analysis
- Reports**
- Management
- Advertisers
- Departments & Users
- Display layouts
- Global alerts
- Locations & Displays
- Support
- My settings
- Report a problem...
- Download client installer

Powered by UCView
<http://www.ucview.com/>

Create a new report...

Check here to separate the number of impressions in the report by any combination of campaigns, ads, locations, and displays.

Check here to restrict the report to certain dates.

Check here to restrict the report to only show figures for selected campaigns.

Check here to restrict the report to only show figures for selected sections.

Check here to restrict the report to only show figures for selected locations.

Report name:

Jan 22, 2007	First played	# of Impr.
		717518

REPORT NAME: *Enter* the name of the report. UCView recommends you use a descriptive name for the report to make locating and using it easier.

Click the check boxes next to the report types you would like to display when you use the report.

REPORT A PROBLEM

This section, located under the **SUPPORT** section of the main menu, allows you to send an e-mail directly to our Technical Support staff. To use it:

DESCRIPTION: *Enter* your support question in the text box under the **DETAIL TAB**.

Click **REPORT** when your question is ready to send. You will be taken to the **MY SETTINGS** page after your question has been sent.

8

Reference

DIGITAL SIGNAGE MEDIA TYPES

PICTURE FORMATS

JPEG

The Joint Photographic Experts Group file format is a raster-based image interchange format that can be used across a variety of applications and platforms.

The JPEG image is compressed and does not include any of the editing features found in TIFF, PSD, EPS or any other application-specific file types. The degree of compression can be adjusted, allowing a selectable trade off between storage size and image quality. JPEG typically achieves 10:1 compression with little perceptible loss in image quality.

GIF

The Graphic Interchange Format is a bit map image format that was introduced by CompuServe in 1987 and has since come into widespread usage on the World Wide Web due to its wide support and portability.

The format supports up to 8 bits per pixel, allowing a single image to reference a palette of up to 256 distinct colors chosen from the 24-bit RGB color space. It also supports animations and allows a separate palette of 256 colors for each frame. The color limitation makes the GIF format unsuitable for reproducing color photographs and other images with continuous color, but it is well-suited for simpler images such as graphics or logos with solid areas of color.

GIF images are compressed using the Lempel-Ziv-Welch (LZW) lossless data compression technique to reduce the file size without degrading the visual quality. This compression technique was patented in 1985.

PNG

Portable Network Graphics (PNG) is a bit map image format that employs lossless data compression. PNG was created to improve upon and replace GIF (Graphics Interchange Format) as an image-file format not requiring a patent license.

PNG supports palette-based (palettes of 24-bit RGB colors), grayscale and RGB images. PNG was designed for transferring images on the Internet, not professional graphics, and so does not support other color spaces, such as CMYK.

PNG files nearly always use file-extension “PNG” or “png” and are assigned MIME media type “image/png” (approved October 14, 1996).

VIDEO FORMATS

NTSC and PAL

National Television System Committee (NTSC) and Phase Alternation Line (PAL) are worldwide video formats. NTSC is typically used in the United States and Canada, PAL is typically used elsewhere. PAL has a higher spatial resolution (more lines per image) and NTSC has a higher temporal resolution (more image samples per second).

With an aspect ratio of 1.33:1, 4 x 3 PAL has a standard resolution of 720 x 576 pixels, and 4 x 3 NTSC has a standard resolution of 720 x 480 pixels. For widescreen applications, 16 x 9 Enhanced PAL has a resolution of 538 x 576 pixels, and 16 x 9 Enhanced NTSC has a resolution of 538 x 480.

Video Compression Formats

Windows Media Video (WMV)

Windows Media Video is a compressed video file format for several proprietary codecs developed by Microsoft. The original codec, known as WMV, was originally designed for Internet streaming applications. The other codecs, such as WMV Screen and WMV Image, cater to specialized content.

MPEG

The MPEG (the Motion Picture Experts Group) subcommittee of the International Standards Organization (ISO) is in charge of the development of standards for coded representation of digital audio and video. MPEG is a set of defined standards for compressing analog sources into digital formats that can be easily stored and distributed. Following is a brief summary of each of the MPEG formats:

- MPEG 1, originally known as simply “MPEG,” is the oldest implemented standard for video compression. The MPEG 1 standard allows for greater compression and a smaller file size than MPEG 2 but lacks the quality of the content that is achieved by using MPEG 2. The format size is 352 x 240 for NTSC and 352 x 288 for PAL. It has a maximum bit rate (the speed at which bits of data passes between locations in a network or within a device) of 1.5 Mbps.
- MPEG 2 is the video compression format used for DVD and cable television set-top boxes today. It is well established within the industry and has become the most popular format for the distribution of full-frame video over IP. If used to compress high-definition (HD) content, the MPEG 2 standard results in an output of two to four times higher than its common encoding rate. MPEG 2 is usually encoded between 2 and 6 Mbps.
- MPEG 4 was jointly developed by the ITU-T (International Telecommunications Union - Telecommunications Standardization Sector) and the MPEG as a very-low-bandwidth Internet video distribution format. Be-

cause it has no restrictions on resolution or bit rate, MPEG 4/H.264 can be used to display video in full screen mode or be sized to fit within a section on the screen. As such, this is the format of choice for digital signage. It has a very efficient compression algorithm and can significantly reduce file sizes, allowing for distribution of longer video clips across the network with less network burden.

FLASH

The Flash video format is a proprietary file format originally developed by Macromedia (now Adobe). One of the advantages that Flash offers over traditional video formats is that it supports the Action Script programming language, allowing for a Flash video to be embedded in an HTML page and played back with a browser plug-in rather than requiring an external application to play the file.

DIGITAL SIGNAGE LAYOUT OVERVIEW

Digital signage's ability to reach your target audience is based on three equally important factors: Infrastructure (software, server, administration, media players, displays), content (ads, announcement, graphics, sound) and the way content is presented to the audience. As stated earlier, it is vitally important to plan your presentation space carefully and ahead of installation. Doing so will improve audience reaction and retention, as well as save you and your organization time and money throughout the process. Though the choices you make in setting up the look of your displays will be based on knowledge of your audience's needs and your personal aesthetic, some basic rules will help in making the best decisions before installing the infrastructure and sending ads.

USE QUALITY CONTENT: The goal in using digital signage should be to get the right message to a targeted audience. Well designed and executed graphics is the single most important element in achieving this in your ad campaigns. After making your investment in UCView's Digital Signage technology, take full advantage of it by using the best-quality graphics in your campaigns.

KEEP IT SIMPLE: Targeting your audience not only requires well-designed content, but also placing such content in relation to other content so that viewers' eyes gravitate toward the targeted content. Add only the number of sections you need on the display. Leave some room between sections for your background (or white-space) to show through. Working with simple layouts and well placed graphic elements will make this task easier and create a more pleasing experience for your viewers.

MAKE IT CLEAR: Content should clearly indicate what the message is and who it is for. Use simple, direct wording and related images/animations/video to support the message.

MAKE IT FIT: To avoid content that appears compressed and distorted, graphics should be created in the same pixel resolution as the section it

appears in. Web pages will not resize when linked to your display, so only choose this option if the site matches the pixel resolution of your signage. Small displays, even in full screen mode, are generally not large enough to fit a web page.

PUT FEATURED CONTENT IN OPTIMAL SECTIONS: Design content in each section of your displays so the featured content is the primary focus of users prior to deploying your digital signage network. The featured content should be more eye-catching, but not so flashy as to detract from the environment your signage is installed in. Place featured content in a prominent section (usually the largest section).

TECHNICAL SUPPORT

To contact UCView Media Technical Support:

For all calls within the United States and Canada, call toll free (877) 828-4399
Outside the United States, call (818) 772-8255.

By e-mail: support@ucview.com.

Online: visit <http://www.ucview.com/support> and click on the *Submit Support Ticket* link.

A UCView Support Forum is also available. Users can post and answer other users' questions. Register and log in at <http://forum.ucview.com>.

Additional news and updates for UCView are available on the UCView Blog page: www.ucview.com/blog.

WARRANTY POLICY

The UCView Server Appliance and UCView Media Players offer a one (1) year warranty against manufacturing defects. Industrial-class UCView Media Players offer a three year manufacturer's warranty against manufacturing defects.

UCView Digital Signage monitor displays are warranted by their manufacturers.

Please contact your UCView Customer Service Representative regarding the warranty for your particular installation.