



UCView

Reaching Your Audience

Digital Signage System User Guide

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Overview 1

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 UCView system is calable, supporting anywhere from one to thousands of displays. Using the web-based administration interface (UCView Portal), you can configure and manage your screens to modify operation times, adjust schedules, and create and manage display layouts. Additional features include:

- Combined hardware and software solution.
- Reliable technology for fast delivery and continuous operation.
- Modular infrastructure allowing unlimited expansion.
- Straightforward installation without the need of complicated IT or firewall 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. You may also 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 content campaigns to different displays and locations in the network
- 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.

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: LED, 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 guarantees a winning campaign.

- Instructions for physical installation are shown in numbered lists (1...2...3...)
- Instructions for using the online tool are displayed black and bolded.
- 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.

Unpacking checklist 1

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

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

Installation of the Ucview digital signage player 2

1 Connect the AC power cord to the UCView Player and then to a 120V power outlet.



After connecting the AC power cord, the UCView player may power on for a few seconds and then power off. This is normal behavior and does not indicate a problem with the player.

2 Connect the player's video connection (VGA, DVI, or HDMI depending on model) to the display's connection port.

3 Connect an Internet connection to your player.

4 If you are connecting the player to a wired network, connect a CAT5 Ethernet cable from your network switch or router to the Ethernet port on the back of your UCView player.

5 If you are connecting the player to a wireless network and your player is equipped with a wireless network card, attach a keyboard and mouse to the player's serial ports and configure the wireless connection.

Note: After the player reboots and detects the internet connection, it will display a password on the display screen, like the one shown here:

AB:DD:65:32:DB

You will need this display password to set up your player in the wizard.

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



If you have any questions, we recommend you open up a support ticket by going to www.ucview.com or by calling (877) 828-4399. To open up a ticket, go to Support and then select Open Support Ticket. A technician will assist you shortly with your question(s).

Log in to the UCView portal (or your server's IP) at: portal.ucview.com. Enter your username and password (You should have received your username and password from your account representative. If you cannot locate them, please call the UCView support desk).

Note: If your players are hooked up to the network with Internet access, but it's not playing your content, you will need to quit out of UCView by pressing "Ctrl + Q". Uninstall using the Installer located on your desktop and reinstall UCView by entering your server's IP address.

Follow the instructions on the wizard:

- 1** Select the "Get Started" button.
- 2** Fill in your User Information by entering in your company name, phone number, postal code, and time zone.
- 3** Select a layout of your choice.
- 4** Enter in a player and location name. Select a player and location name that's easy to remember and relates clearly and directly to the way or place the display will be used (e.g. "Lobby").
- 5** Select "Yes" to set up your player now.
- 6** Select "Activate UCView hardware."
- 7** Input your player password in the password field provided.
- 8** Click Save to save your information.
- 2** You may start uploading your content by accessing Campaigns & Content or the App Store (please see page 10 for more details on the Activation Wizard) .



All settings can be changed at a later date by choosing **EDIT LOCATION** and **EDIT PLAYERS** from the Main menu.

Note: If you have multiple network interfaces, please disable the ones that are not currently in use.

Note: If you purchased the USB tuner, please make sure you plug the tuner into a USB 3.0 port.

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

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

Click **SAVE** from the download popup window. An application named “UCViewInstaller.msi” will appear on your desktop.

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

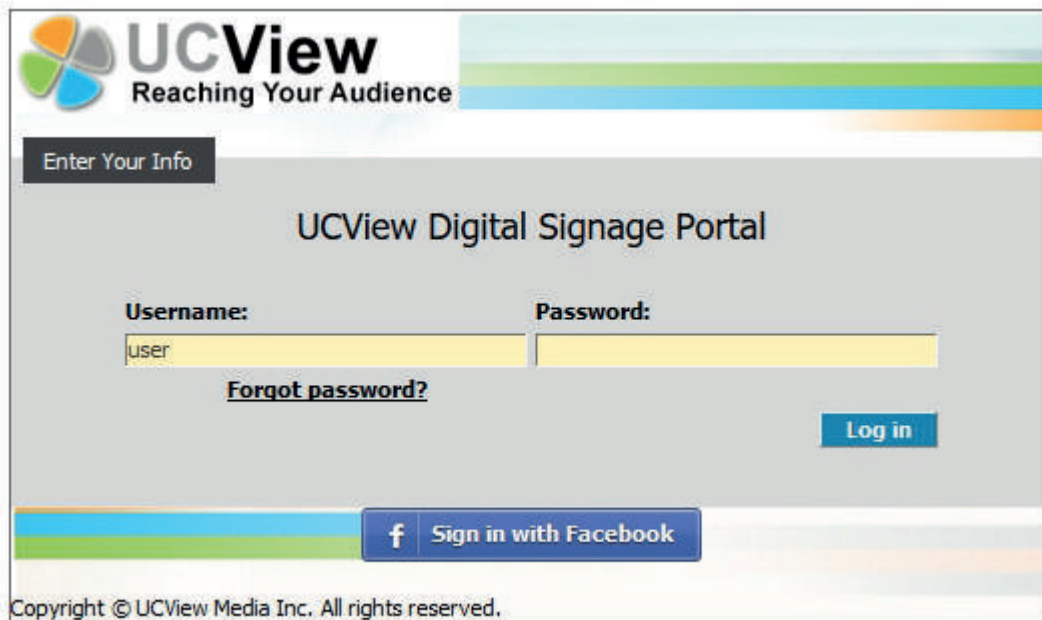
INSTALL UCVIEW FOR YOURSELF OR FOR ANYONE WHO USES THIS COMPUTER: click the appropriate radio button. click **NEXT** to install the UCView Client.

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

Digital signage player setup using the Ucview portal **1**

For hosted signage networks, go to the UCView portal at: portal.ucview.com

For non-hosted networks, you will have a unique address.



The screenshot shows the UCView Digital Signage Portal login interface. At the top left is the UCView logo with the tagline 'Reaching Your Audience'. Below the logo is a dark button labeled 'Enter Your Info'. The main heading is 'UCView Digital Signage Portal'. There are two input fields: 'Username:' with the text 'user' and 'Password:'. Below the password field is a link that says 'Forgot password?'. To the right of the password field is a blue 'Log in' button. At the bottom, there is a blue button with a Facebook 'f' icon and the text 'Sign in with Facebook'. The footer contains the text 'Copyright © UCView Media Inc. All rights reserved.'

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

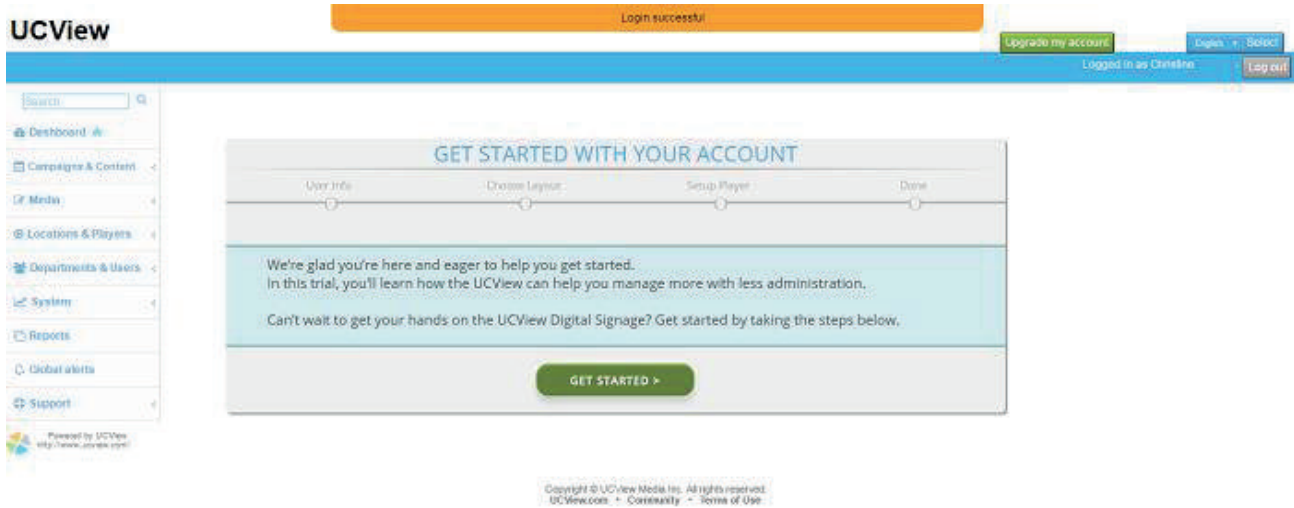
Click the **LOG IN** button.

SIGN IN WITH FACEBOOK: You have the option of also signing in with your Facebook account. This is a more convenient option for users who plan to connect their digital signage with their company's Facebook account.

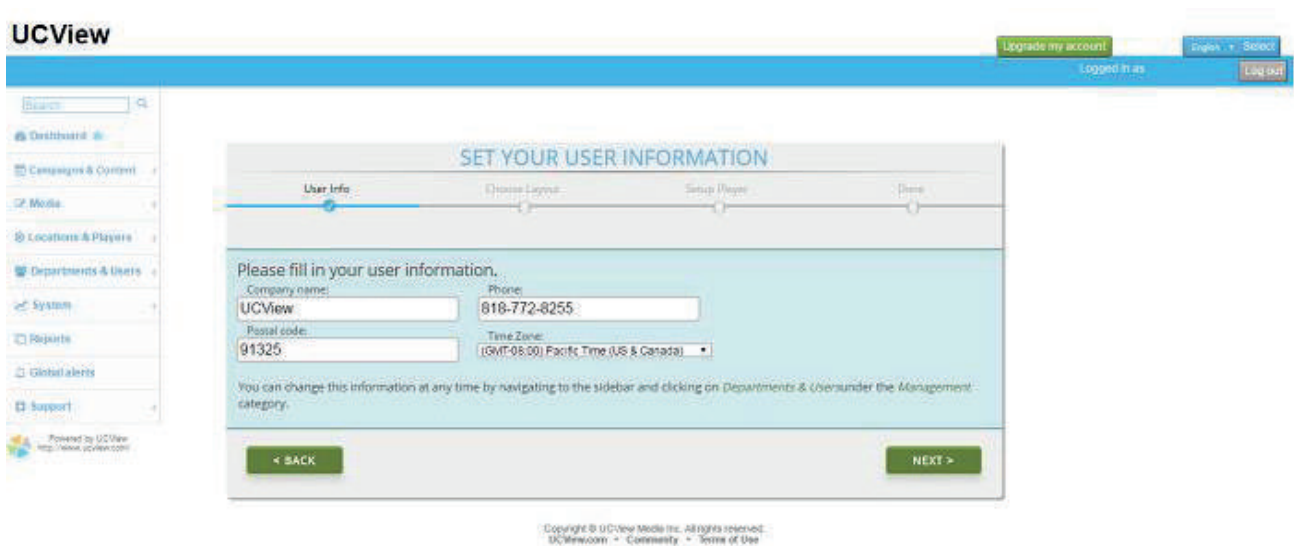


All setting can be changed at a later date by choosing **EDIT LOCATION** and **EDIT PLAYERS** from the Main menu.

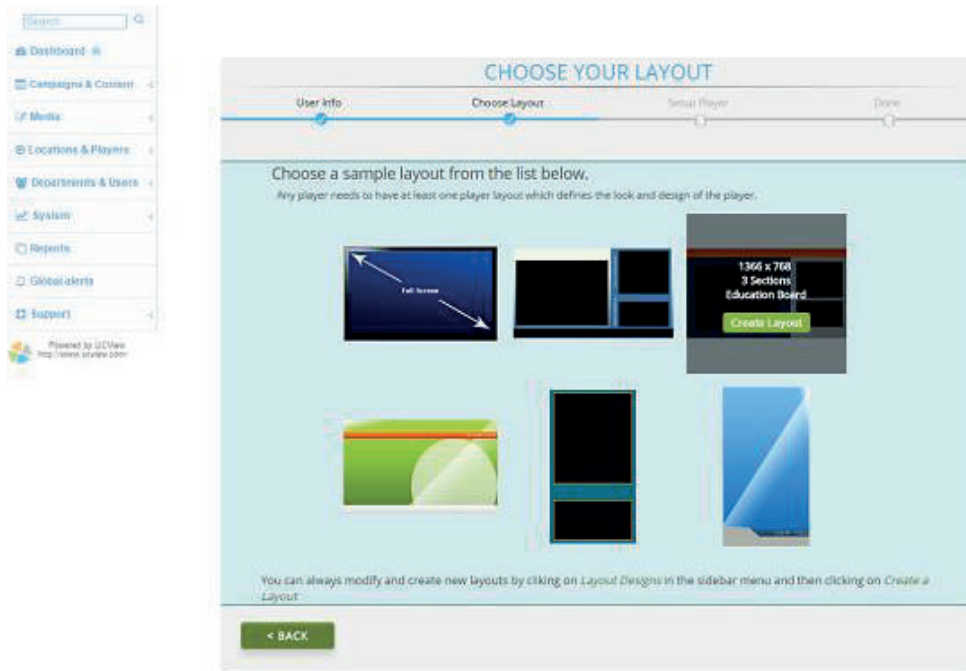
If this is your first login a wizard page will show upon login:



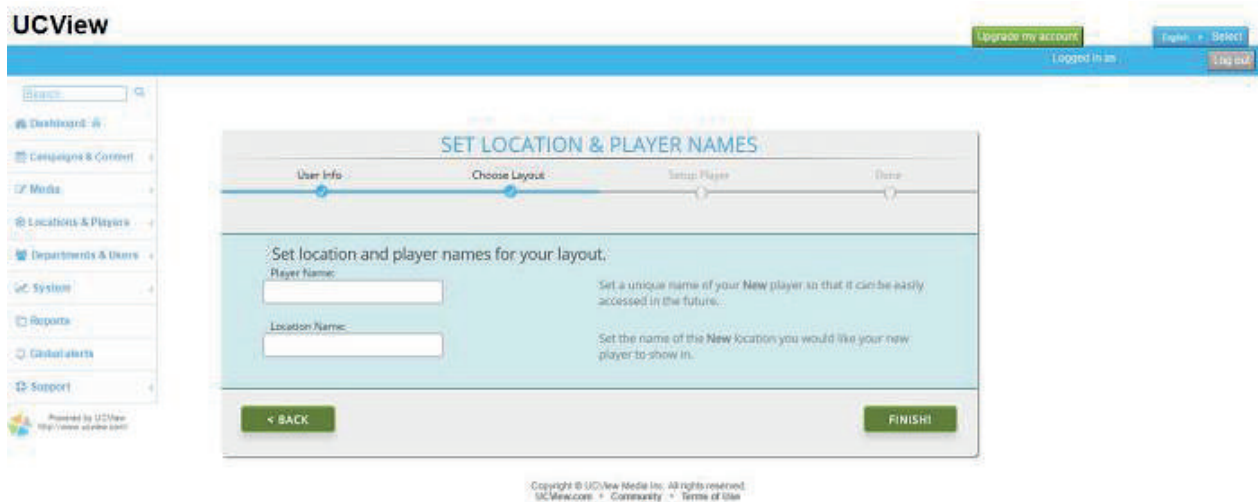
The Wizard will guide you through creating your first display with demo layouts and contents. The first step will introduce you to our software. Please click on the Get Started button to proceed.



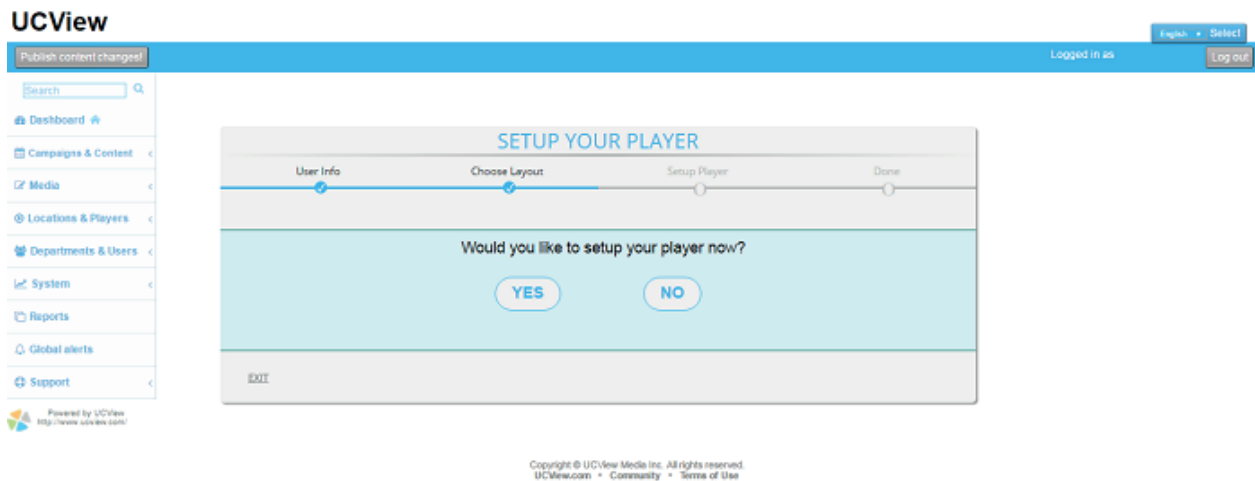
SET YOUR USER INFORMATION: The second step will instruct you to set up your user information. Please fill in all fields by providing your company name, phone number, postal code, and time zone. You can change this information at any time by selecting the Departments & Users module available in the main menu.



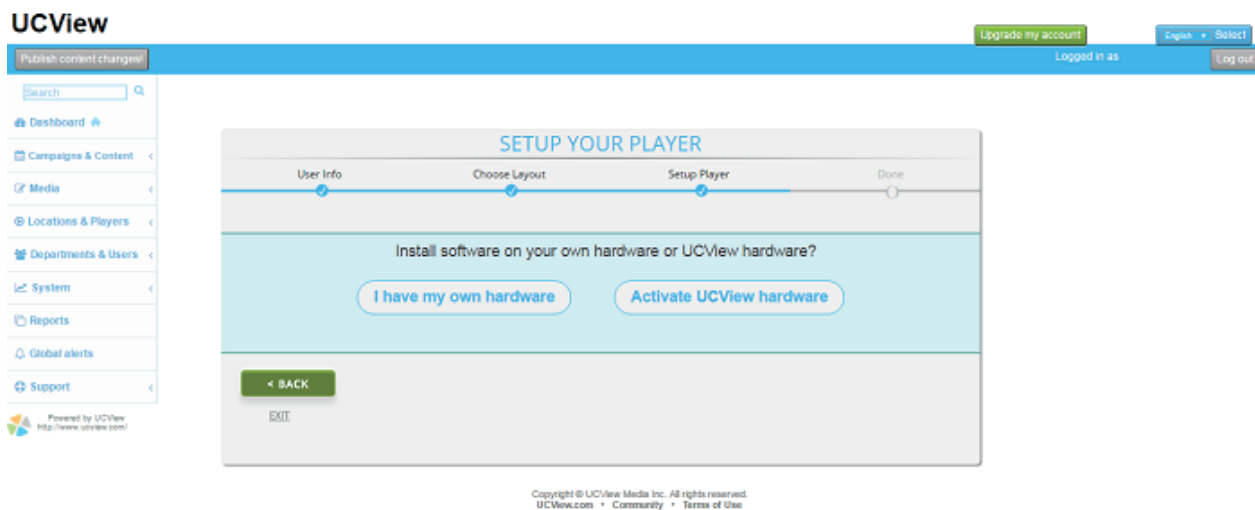
CHOOSE YOUR LAYOUT: The third step will allow for you to select a sample layout from the list below. Using your mouse, select the layout of your choice and click on Choose Layout. You may change or create new layouts by accessing the Layout Designs module in the main menu.



SET LOCATION & PLAYER NAMES: The fourth step will allow for you to set your location and player names. It's essential that you select a player and location name that's easy to remember and relates clearly and directly to the way or place the display will be used (e.g. "Kitchen", "Lobby", and "Employees").



Setup your player: Select “Yes” if you would like to set up your player now. Otherwise, select “No” to set it up at a later time



SETUP YOUR PLAYER: If you would like to install UCView on your own hardware, select “I have my own hardware”. If you are using a UCView unit, select “Activate UCView hardware”.

I HAVE MY OWN HARDWARE: You will be asked to download the operating system you will be using for your own player. Select to download Windows, Ubuntu, or Raspberry Pi. Video tutorials are available to instruct you on how to properly download the operating system to your hardware.

SETUP YOUR PLAYER

User Info
 Choose Layout
 Setup Player
 Done

Please Turn On The Player And Connect It To Server.

The player password is:

00:00:00:00:00:02

This device has not been linked to any of the players in your UCView account. Please go to the player's IP address screen above this page.

If you receive this message to the player or have any questions, please contact us at support@ucview.com or call us at 1-877-626-4266 for further assistance.

Once you see the screen with an orange bar, copy the numbers inside the orange bar into the **password** field below.

[Having Trouble?](#)

[Save](#)

[< BACK](#)
[EXIT](#)

ACTIVATE UCVIEW HARDWARE: If you are currently using a UCView unit, then please turn on the player and connect it to the server. Throughout the set up process you will see an orange bar with a password. Copy the numbers from inside the orange bar into the password field. Click Save when you are done.

Resources

unregistered

Player Status

My Announcements (0)

Announcements box is empty

My Account

[My Account details](#)

[Department Settings](#)

Featured Apps




CALENDAR

Player Licences

You have 43 player licenses, 27 others in use.

[Licenses & Billing details](#)

Download Player Software

DASHBOARD: Once you are in the user-interface the Dashboard will be the first screen you will see. This screen offers a basic overview of the applications that are available through the web-interface. Access user information such as storage status, account details, and license and billing details as well as featured news and digital signage apps available through our software.



QUICK START: This feature will be available at all times at the top of the screen. Feel free to close out or open quick start for quick access to the most used features available in the web-interface. Each image, once clicked, will direct the user to their desired category in the web-based interface.

Locations & Players 2

The Locations & Players will be the first module you will access to set up your location and player.

During the wizard login you were already asked to enter in your location and player name, however, please use this module to further specify details, make changes to your current account, even create an entirely new location or add a new player.

To Create a Location:

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

Click **CREATE A LOCATION**.

Physical locations: Create a new physical location...

Detail

Name:

Hours of operation: 08 : 46 PM 08 : 46 PM 24 hours ☒

Days of operation: ☒ Sunday ☒ Monday ☒ Tuesday ☒ Wednesday ☒ Thursday ☒ Friday ☒ Saturday

Time zone: (GMT-07:00) Mazatlan

Address: Street:

City: State/Province:

Zip code: Country:

Marked on geographic map: ☐

Automatically restart locations: Use department setting Never

Allow schedule update: At any time

NAME: Enter location name. The location name should be easy to remember and relevant to the location of your display(s).

HOURS OF OPERATION: Select 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). If you plan on displaying your content for twenty-four hours per day, please select the 24 HOURS checkbox.



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.

ADDRESS: 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.

MARKED ON GEOGRAPHIC MAP: Checkmark this box in order to mark your location on Google map. This functionality will be important to use if you have multiple locations.

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 and insert the number of hours your content will be playing. Choose from either (Only between or at any time). If you insert Only Between, you will need to input a range of hours your content will play between.

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**.

Add Player in a location **3**



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

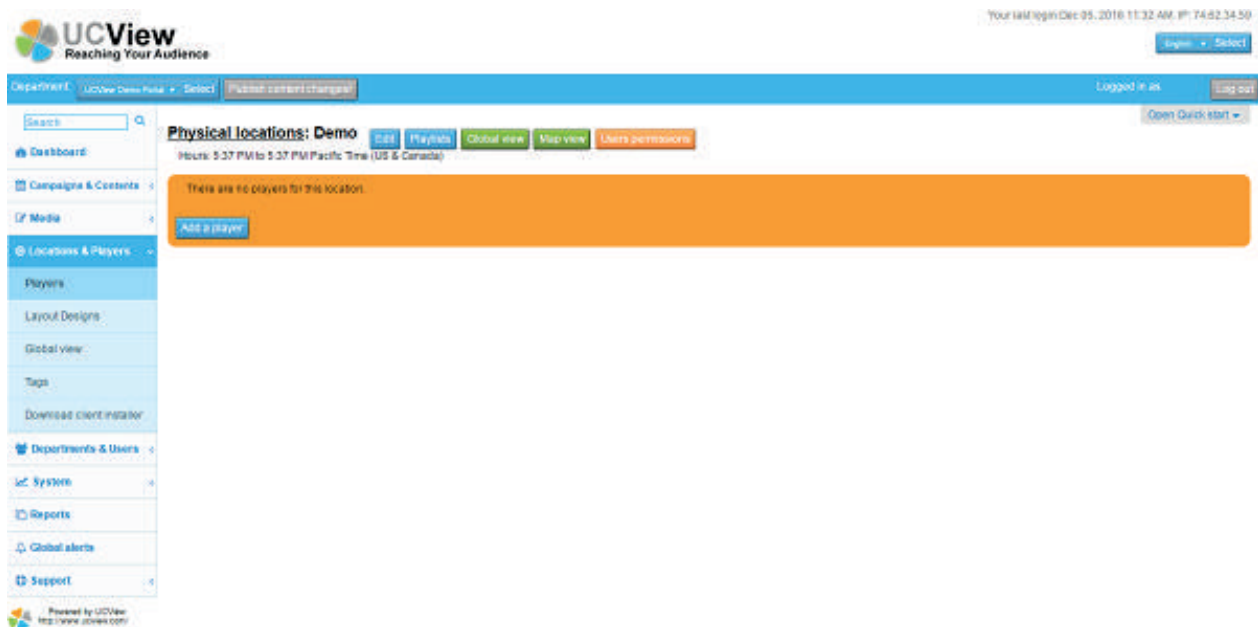
From the **LOCATIONS & PLAYERS** link under the **MANAGEMENT MENU**:

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 player to.

Click **ADD A PLAYER**.



Note: If you click on Add a Player, you may be asked to open up an account. Each player you purchase requires a license. If you haven't already purchased a new player, please fill out the subscription plan fields and credit card details to activate your new player.



DETAIL TAB

The screenshot shows the UCView web interface. The top navigation bar includes the UCView logo, a search bar, and a 'Logout' button. The left sidebar contains a list of navigation options: Dashboard, Campaigns & Contents, Media, Locations & Players (selected), Departments & Users, System, Reports, Global alerts, and Support. The main content area is titled 'Physical locations: Demo: Add a new player' and contains a 'Detail' form. The form fields are: Name (text input), Password (text input with example 'e.g. 00:01:8F:3A:64:AD'), Status (dropdown menu set to 'Active'), Layout (dropdown menu set to 'Use location setting'), Automatically restart players? (radio buttons set to 'Never'), and Master volume (slider set to 20). The form has 'Save' and 'Cancel' buttons at the bottom. The footer of the page includes copyright information for UCView Media Inc.

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 **DISPLAYS 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 of 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.

LAYOUT: Select a layout from the drop down list or any custom layout you have created and uploaded to the UCView Digital Signage Portal. 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.

AUTOMATICALLY RESTART PLAYERS: 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.

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.

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

ADVANCED: Click on the tab labeled Advanced to expand your options.

TV TUNER: Select **HDMI TV/HD** tuner card or external **USB TV** Tuner device. If you are using one of these:

Select the card or device from the **TV TUNER** 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.

SHOW MOUSE CURSOR: Check this box if you want the mouse cursor to appear on the screen during player operation.

MONITOR NUMBER: Select a monitor number **ONLY** if you have multiple monitors connected to the same player.

TARGET AUDIENCE: Check this box to activate Intel AIM technology for audience measurement.

INTERACTIVE API: Check this box to activate remote control **API** on the player. This feature allows you to control player directly through device or **API** calls.

RS232: **RS232** is a cable that connects from a player to a display. It commands the display to turn on/off, or can check the status of the display. Select from the dropdown menu which **RS232** you will use for your display(s).

GPS: Check this box if you have a **GPS** antenna connected to your player. The **GPS** module allows you to control and activate the playlist depending on player **GPS** location.

MAXIMUM BANDWIDTH (KBS): Select the maximum bandwidth this player will utilize during downloads.

IMPORT PLAYLIST FROM: This dropdown menu allows you to copy playlists from another player on your network, simply select the location and the display to copy from and press save.

CHECK IN INTERVAL: Enter the duration in seconds between the check-in report, the player will perform with the server.

UPDATE PLAYLIST INTERVAL: Enter the duration in seconds between checking for new playlist updates.

SNAPSHOT INTERVAL: Enter the duration in seconds between snapshot sent from player to the server.

ADD IMAGE TO PLAYER: Allows for your advertising clients to view an image of the display on a map. Click on the dropdown list and select either None, Keep Existing, or New. If you pick New, make sure you click on the Choose File button and select an image. You may even preview your image by selecting the Preview Image link below.

MEDIA PLAYER TYPE: Click on the dropdown list in order to select a media player type. We support multiple video media players. Leave this feature as default unless you were instructed differently by support.

STOP NOTIFICATIONS: Click on the checkbox Stop Notifications if you do not want to receive anymore player notifications when this player goes offline.

CLEAR THE PLAYLIST: Click on the checkbox if you want to remove all the campaigns and content associated with this player.

TAGS: This functionality will help you specify your content by target population demographics. **TAGS** will be discussed in more detail later in this user guide.

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

Click the **SAVE** button.

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

Across the top of this page are five buttons which you could access at all times during the construction phase of your digital signage content.



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

PLAYLIST: Click this button to edit the playlist for this specific display. To edit playlists for a Player Group, go to **MANAGING PLAYER GROUP** section of this manual. For additional information on editing playlists, 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.

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

WATCH CURRENT LOOP: Click this button to watch a preview of your content before it's released to the public.

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



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

Managing Player Group 4

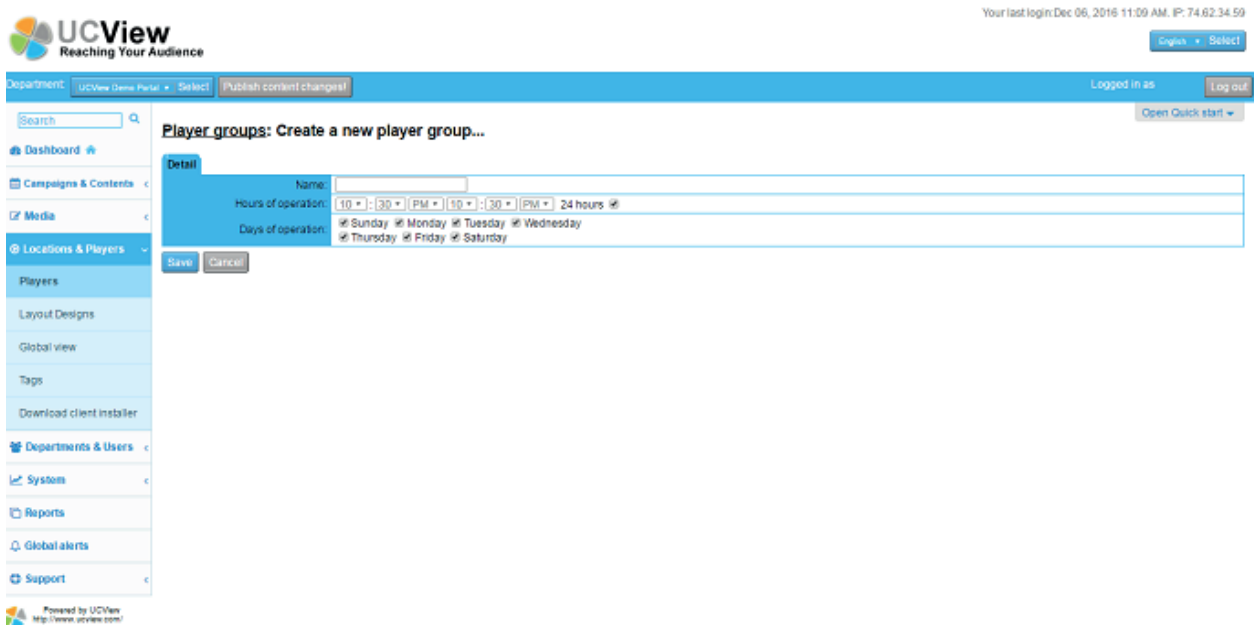
PLAYER GROUPS: Player Groups functionality is used to organize players in different physical locations by grouping them together.

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



Click the **PLAYER GROUPS** link.

Click the name of the player group you wish to edit. If you have not created a player group yet, select the **CREATE A NEW PLAYER GROUP** button.



NAME: Enter in a name for your player group.

HOURS OF OPERATION: Select the hours your digital signage content will display. Checkmark the 24 hours box if you will be displaying your content 24 hours.

DAYS OF OPERATION: Checkmark the days your display(s) will be operating

Otherwise, you will see a list of players currently assigned to the player group. To add or delete players included in this player group:

Click **EDIT PLAYERS LIST**. A complete list of all players in your network will appear, divided into locations they are assigned to (location names are in bold).

Click one or more of the check mark boxes to remove players from the player group.

ID	Name	Last check-in	Last status
4 scetion			
<input type="checkbox"/> 36856	4 scetion: <u>lobby</u>	over 4 years ago	Updating client
Break Room 123			
<input type="checkbox"/> 37990	Break Room 123: <u>Player</u>	over 4 years ago	Updating client
building 1			
<input type="checkbox"/> 36558	building 1: <u>Lunch Room</u>	over 4 years ago	Updating client
Cake			
Cinnabar Demo			
<input type="checkbox"/> 36042	Cinnabar Demo: <u>Demo</u>	Never	Updating client
Corporate			
<input type="checkbox"/> 37052	Corporate: <u>lobby</u>	over 4 years ago	Updating client
create location			
Credit union			
<input type="checkbox"/> 36891	Credit union: <u>main lobby screen</u>	over 4 years ago	Updating client
Demo			
Demo Location			
<input type="checkbox"/> 29856	Demo Location: <u>Demo Display</u>	over 4 years ago	Updating client
<input type="checkbox"/> 36795	Demo Location: <u>Player 123</u>	over 4 years ago	Updating client
<input type="checkbox"/> 32730	Demo Location: <u>Vertical layout</u>	over 4 years ago	Updating client
Demo location			
demonstration			
Education			

Click the unmarked check box next to the display(s) within the location(s) you wish to add to the player group. Click **SAVE PLAYER LIST**. The **SAVE** button is at the bottom of the player list. If the list of player names are 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 PLAYER** list on the **EDIT LIST OF PLAYERS** page. To do so:

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

Player Status 5

PLAYER STATUS: The player status provides an update on the current health of your players. If you have multiple players, select the magnifying glass and type in a name to filter through your players.

PLAYER NAME: This is the current name you created for your player. Select the hyperlink in order to access this player's details.

LOCATION NAME: This is the current name of the location you created. Select the hyperlink in order to access this location's details.

WATCHDOG: This will let you know if your player is currently running online or offline.

PLAYER STATUS: This will provide you with the status of when the player was last registered.

CONNECTION UPTIME: This will provide you with the operational status of the player.

LAST STATUS: This will provide you details on the player's last task (e.g. updating client).

Creating and Managing Layouts 6

The **LAYOUTS DESIGNS** 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).

Click the **LAYOUT DESIGNS** tab from the **MANAGEMENT** menu.

Click the **CREATE A LAYOUT** link.

UCView
Reaching Your Audience

Department: UCView Demo Portal Select Publish content changes! Logged in as Log out

Search

Dashboard

Campaigns & Content

Media

Locations & Players

Players

Layout Designs

Global view

Tags

Download client installer

Departments & Users

System

Reports

Global alerts

Support

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

Player layouts: Create a new player layout...

Details

Name: [text input]

Player resolution: [HDTV 1080i (1920x1080)] [Horizontal]

Multiscreen: [checkbox]

Background: [File] [None] [File] (.jpg, .png, .swf)

Overlay: [None] [None] (.png)

Save Cancel

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.

PLAYER 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

PLAYER 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 backgrounds from the layout listed in the 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 keep the background blank:

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

To upload a new background:

- Select **NEW** on the drop down menu.
- Click **CHOOSE FILE** to select a background image on your computer.
- Select the desired background image from the **CHOOSE FILE** pop up window. The file’s location will fill the text box to the left of the **CHOOSE FILE** button.



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 a popular program for creating PNG files) of the shape(s) you would like to use:

OVERLAY: Click [NEW](#) from the drop down menu.

Click [CHOOSE FILE](#) to select the background image on your computer.

Select the desired background image from the choose file pop up window. The file's location will fill the text box to the left of the choose file 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 preview background image which is ready to lay multiple sections on.

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.



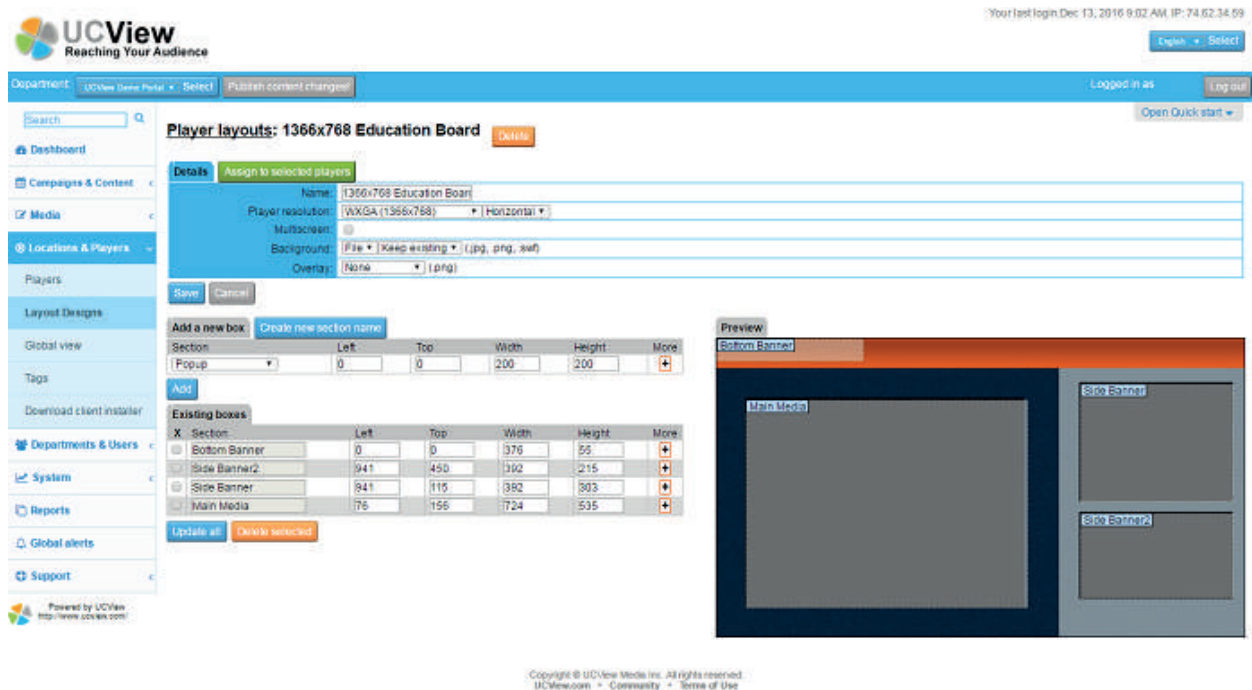
Note: Call your UCView Digital Signage customer support representative for assistance in designing your screens.

To choose the sections which will display content:

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

SECTION: Select a section name from the drop down menu. We have given the sections on the list descriptive names (“Main Media,” “Bottom 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 set to 0, 0 (the upper left corner of the layout).

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



Click the **ADD** button under “**ADD A NEW BOX...**” 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 green 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 INDEX" Z coordinates position sections "on top" of other sections, such as a pop up ad or security announcement.

- To change the **Z** index click on the + Sign. Enter the **Z** index for the section in the **Z INDEX** 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** index of 1 will display on top of the section set to 0. Similarly, a section with a **Z** index 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** index 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 & CONTENT** 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 & CONTENT** 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 on **DELETE SELECTED**.

How to create a multi-screen layout 7

In your user interface, select **LAYOUT DESIGNS** in your Menu.

Click **CREATE A LAYOUT**. In the Details section, set up a name for your layout.

In Player Resolution, select Custom using the dropdown arrow provided. For the dimensions, enter in 1920 x 1080. Determine how many screens you would like to display. Multiply 1920 by your number of screens. For example, if you have a three screen digital menu board, type in 5760 x 1080.



Department: UCView Demo Portal Select Publish content changes!

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[Campaigns & Content](#)

[Media](#)

[Locations & Players](#)

Players

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Player layouts: Create a new player layout...

Details

Name:

Player resolution: Custom x Rotate

Multiscreen: ☒

Background: File None (.jpg, .png, .swf)

Overlay: None (.png)

Save Cancel

If you would like for your video wall to be four screens and square shaped, you must multiply each dimension by two. For instance, 1920 x 2 and 1080 x 2.

When you finished entering in the correct calculations, make sure to checkmark the box adjacent to Multiscreen.

Multiscreen: ☒

Include a Background or Overlay if you wish.

Click Save when you are done.

Select the layout you just created in your list of player layouts.

Based off of the information you entered in Create a New Player Layout, you should be able to view your preview screen to the right. The preview screen will resemble your video wall. For example, if you have a three screen digital menu board, you should be able to view a long horizontal preview screen to your right.

Go to add a new box and select a section (Main Media, Side Banner, etc.). Select Add. The boxes you created will show up under Existing Boxes. In the width and height section, enter in 1920 x 1080 for each screen displayed on your wall. You may adjust your sections by using your mouse, or you may manually input numbers in the “Left” field.

If you are manually entering in an amount in the “Left” field, you will need to make sure your boxes are accurately spaced. Make sure the second box (e.g. second screen) you created is one pixel off. For example, under the “Left” section, the second box should state “1921” and not “1920”. This will accurately move your box alongside your first box without any overlapping.

Now, if you have a third screen, you will need to add 1921 with 1920 and enter in that amount in the third “Left” field.

Click “Update All” when you are finished.

UCView Reaching Your Audience

A new box was successfully added.

Your last login: Jan 10, 2017 10:09 AM IP: 74.62.34.59

English Select

Department: UCView Demo Portal Select Publish content changes! Logged in as Log out

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Player layouts: My Company Layout

Details Assign to selected players

Name: My Company Layout

Player resolution: Custom 5760 x 1080 Rotate

Multiscreen: ☒

Background: File None (.jpg, .png, .swf)

Overlay: None (.png)

Save Cancel

Add a new box Create new section name

Section	Left	Top	Width	Height	More
Side Banner	0	0	200	200	

Add

Existing boxes

X	Section	Left	Top	Width	Height	More
<input checked="" type="checkbox"/>	Main Media	0	0	1920	1080	
<input checked="" type="checkbox"/>	Main Media 2	1911	0	1920	1080	
<input checked="" type="checkbox"/>	Main Media 3	3831	0	1920	1080	

Update all Delete selected

Preview

Main Media Main Media 2 Main Media 3

You may modify each screen based on how you would like for your video wall to be displayed.

Six to Nine Screen Multi-Screen Layout:

Setting up a 6-9 screen video wall is similar to creating a three screen video wall. You must first locate the Player Resolution. Keep the Player Resolution as Custom. Multiply both 1920 and 1080 by the number of screens that stretch across and downward. For example, if you want a nine screen video wall, you will need to multiply 1920 x 3 and 1080 x 3 to get the dimension size 5760 x 3240. Enter these dimensions in the fields adjacent to Custom.

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Player layouts: Create a new player layout...

Details

Name: My Company Layout

Player resolution: Custom 5760 x 3240 Rotate

Multiscreen: ☒

Background: File None (.jpg, .png, .swf)

Overlay: None (.png)

Save Cancel

Make sure you click Save.

Go back to your List of Player Layouts, and click on the layout you just created. You will be able to view your preview screen which will resemble a six or nine screen video wall in black.

In add a new box, select a section and enter in the width and height which is 1920 x 1080. This should be entered for each box you are creating. Click the Add button to move it over to the Existing Boxes.

Creating a six to nine screen video wall is slightly different than creating a three screen video wall.

In order to move your screens underneath the original three you created, you will need to enter in values in the “Top” field. The “Top” field will contain the value “1081” which is one pixel off from 1080.

The values entered in the “Left” field will be the same used for the top three boxes. For example, to move your box over to the left side, enter in the value “0”. The middle box alongside it will contain the value “1921”, and the box at the far right side will contain the value “3841”.

If you want to move boxes underneath the six boxes you just created to make a nine screen video wall, the “Top” field will contain a different value. You must add 1080 with 1081 in order to get the sum value, “2161”. This sum value will be entered into the “Top” field. As mentioned before, use the values, “0”, “1921”, and “3841” for the “Left” field.

UCView Reaching Your Audience

Department: UCView Data Portal - Select Publish content changes! Logged in as Log out

Player layouts: My Company Layout Details

Name: My Company Layout

Player resolution: Custom 1920 x 1080 Update

Multiscreen: ☒

Background: File None (.jpg, .png, .swf)

Overlay: None (.png)

Save Cancel

Add a new box Create new section name

Section	Left	Top	Width	Height	More
Popup	0	0	200	200	
Main Media 1	0	0	1920	1080	
Main Media 2	1920	0	1920	1080	
Main Media 3	3841	0	1920	1080	
Main Media 4	0	1081	1920	1080	
Main Media 5	1920	1081	1920	1080	
Main Media 6	3841	1081	1920	1080	
Side Banner 1	0	2154	1920	1080	
Side Banner 2	1920	2154	1920	1080	
Side Banner 3	3841	2154	1920	1080	

Update all Delete selected

Preview

Main Media 1 Main Media 2 Main Media 3

Main Media 4 Main Media 5 Main Media 6

Side Banner 1 Side Banner 2 Side Banner 3

Make sure you click Save.

Go back to your List of Player Layouts, and click on the layout you just created. You will be able to view your preview screen which will resemble a six or nine screen video wall in black.

In add a new box, select a section and enter in the width and height which is 1920 x 1080. This should be entered for each box you are creating. Click the Add button to move it over to the Existing Boxes.

Creating a six to nine screen video wall is slightly different than creating a three screen video wall.

In order to move your screens underneath the original three you created, you will need to enter in values in the “Top” field. The “Top” field will contain the value “1081” which is one pixel off from 1080.

The values entered in the “Left” field will be the same used for the top three boxes. For example, to move your box over to the left side, enter in the value “0”. The middle box alongside it will contain the value “1921”, and the box at the far right side will contain the value “3841”.

If you want to move boxes underneath the six boxes you just created to make a nine screen video wall, the “Top” field will contain a different value. You must add 1080 with 1081 in order to get the sum value, “2161”. This sum value will be entered into the “Top” field. As mentioned before, use the values, “0”, “1921”, and “3841” for the “Left” field.

The screenshot displays the UCView Player Layouts interface. At the top, a notification bar states "A new box was successfully added." The user is logged in as "UCView Demo Portal" with a "Log out" button. The interface is divided into a sidebar with navigation options (Dashboard, Campaigns & Content, Media, Locations & Players, Layout Designs, Global view, Tags, Download client installer, Departments & Users, System, Reports, Global alerts, Support) and a main content area. The main content area shows the "Player layouts: My Company Layout" details, including Name, Player resolution (5760 x 3240), Multiscreen, Background, and Overlay. Below this is a table for "Existing boxes" with columns for Section, Left, Top, Width, Height, and More. The table lists various media and banner sections with their respective coordinates and dimensions. A "Preview" section on the right shows a 3x3 grid layout with sections labeled "Main Media 1" through "Main Media 6" and "Side Banner 1" through "Side Banner 3".

Section	Left	Top	Width	Height	More
Main Media	0	0	1920	1080	
Main Media2	1920	0	1920	1080	
Main Media3	3841	0	1920	1080	
Main Media4	0	1081	1920	1080	
Main Media5	1920	1081	1920	1080	
Main Media6	3841	1081	1920	1080	
Side Banner	0	2146	1920	1080	
Side Banner2	1920	2146	1920	1080	
Side Banner3	3841	2146	1920	1080	

You may customize your screens to display whatever you need to reach your audience. Make sure you click Update All when you are done.

Creating and managing campaigns 1

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 playing on one or more players. Campaigns run in loops, with multiple campaigns running in sequential order in the loop.

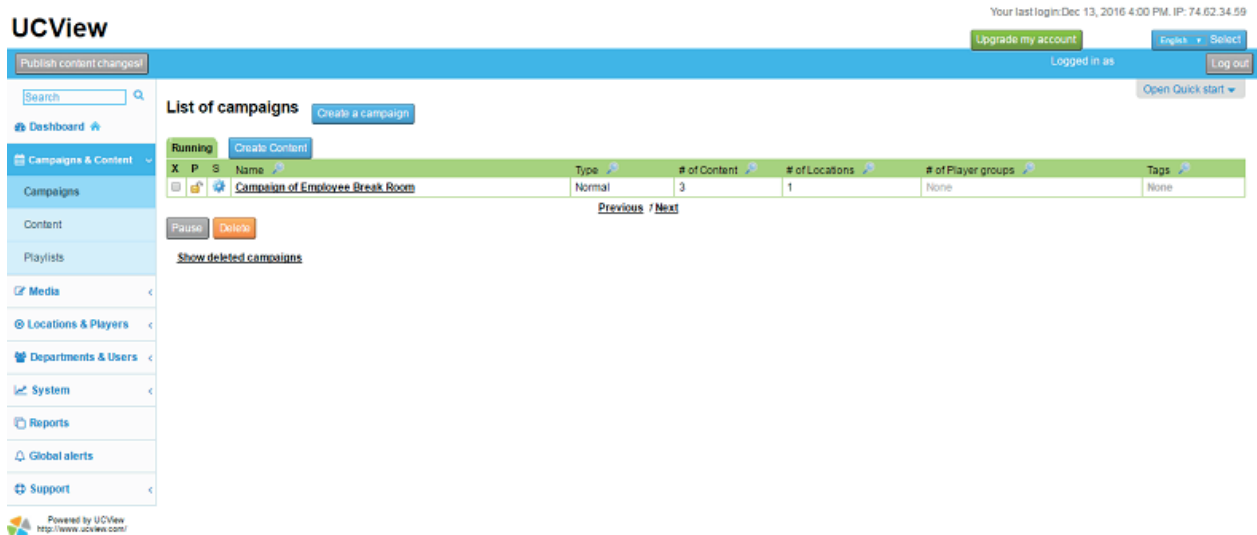


Note: When creating a new Campaign, you must specify the location(s) or player group(s) where an content or group of content will be playing or this content will not play.

To create a new Campaign:

Click **CAMPAIGNS & CONTENT** menu tab.

Click **CREATE A CAMPAIGN**.



UCView

Your last login: Dec 13, 2016 4:00 PM. IP: 74.62.34.59

Upgrade my account | English | Select | Logged in as | Log out | Open Quick start

Publish content changes!

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List of campaigns [Create a campaign](#)

Running [Create Content!](#)

X	P	S	Name	Type	# of Content	# of Locations	# of Player groups	Tags
			Campaign of Employee Break Room	Normal	3	1	None	None

[Previous](#) / [Next](#)

[Pause](#) [Delete](#)

[Show deleted campaigns](#)



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

NAME: Enter the campaign name.

PLAY ORDER: Select the appropriate order from the drop down list. A description for each content type will show up in the textbox to the right of your screen.

NORMAL: Every content in the campaign plays in chronological order.

SEQUENTIAL: Sequential campaigns allow for you to rotate between a group of content within the same spot on the playlist. Each content has a duration period, and once that duration period is complete, the next content will play. A sequential campaign is embedded as a spot within the playlist. When the playlist reaches that spot, it will trigger one of the content to play the sequential campaign. After that content finishes, it will continue on to the next content on the main playlist. The player will remember which content from the sequential campaign group was played last and it will play the next content in the next loop.

RANDOM: Only one content in each campaign plays at a time, each content will play in random order each time a campaign begins in the loop.

CHANGE OF LAYOUT CAMPAIGNS: This feature allows you to group multiple content in a mini playlist and layout. This mini playlist is residing inside the main playlist. When you create a change of layout campaign and assign it to a display, the playlist of the display will show a change of layout trigger inside the playlist. When the player reaches that spot in the playlist it will jump to the selected change of layout campaign and display a fresh layout. When the player finishes playing Change of Layout, it will go back to the main playlist.

Please checkmark each location your campaign will display. Although not necessary, you may also select the **ADVANCED** tab to assign your campaign to a **PLAYER GROUP**.

Click the **CREATE FIRST CONTENT** button. Content created here are automatically placed in the campaign you just selected.

The UCView System allows you to distribute different types of content (such as public service announcements, promotions, viewer instructions, etc.) in different areas of your layout across one or more locations.

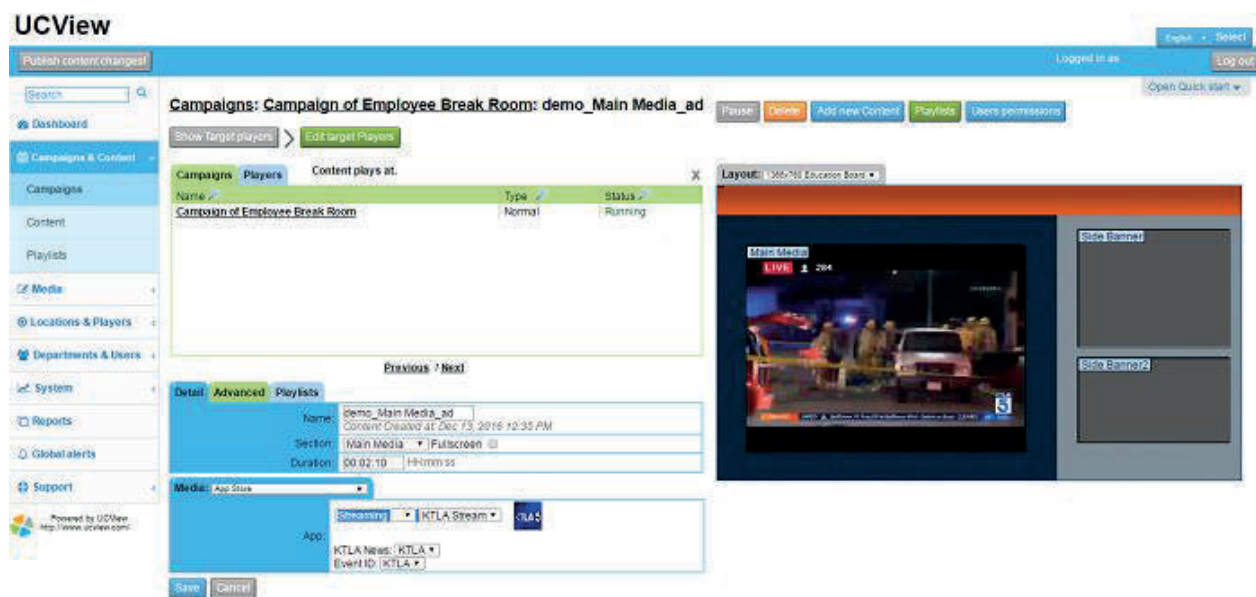
There are several ways to create a new content:

Click on create first content button

Click **CAMPAIGNS & CONTENT** link under the **SCHEDULE MENU** and then click the underlined campaign name you want add a new content to. Do not click the check box next to the campaign name.

Click **ADD A NEW CONTENT**:

UCView Content 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



NAME: Specify a name for your content. Make sure the name you select is easy to remember and relevant to the content you would like to publish.

SECTION: Select the zone you would like for your layout to play in.

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 content and all displays that will play the content. Please see **LAYOUT DESIGNS** module to set Full Screen mode.

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

CONTENT ADVANCED: To see more features under the content menu click on the Advanced Tab

CONTENT TYPE: Select one of the interactive modes from the drop down list. Select from Normal, On Demand, Touch, Synced, Intermittent, GPS, and Cyclic.

NORMAL: Normal contains no interactivity. This means that a playlist will display content at its scheduled duration period without using any particular features.

ON DEMAND: The On Demand feature allows the user to access information using a handheld device. Content on Demand allows for stored content to be displayed on a digital signage monitor. The user may access content and apps that are stored in a library. Users may access content, videos, and more using their handheld devices.

TOUCH: The touch screen function is available in EZBoard. The touch screen feature allows the customer to interact with the screen and access information using only their fingertip.

SYNCED: this feature allows you to create a sync between content, (e.g. you can allow content to trigger another content in a different section.) If two or more content complement each other, you may arrange for those contents to play together during the same duration period. Synchronized content can be very useful for product promotions and advertisements. For example, you can post a video in the main section and display an advertisement in the side banner. The playlist will trigger both content to play during the same time rather than at different times.

INTERMITTENT: This feature is only for videos. The feature allows you to play a video content that has a long duration period, but play it only for small interval from the content length and every loop the video will resume to the previous stopped spot.

GPS: With this feature you need to have GPS antenna connected to the player and GPS Module enabled under the display. The feature will allow you to assign GPS coordinates to every content in the playlist. The player will play this content when its location is within the GPS coordinate assigned to the content.

CYCLIC: The new cyclic feature allows for a content to reoccur every couple of minutes. For example, the ad will show up every twenty minutes. Even when the content is timed to play at a certain interval, it will wait for another content to finish before it appears on the screen.

TRANSPARENT: This feature allows you to upload transparency content to the playlist. In addition you can create transparency by selecting the color on the image you want to make transparent. Select the color box on the right side, if you would like for color to show up on your content.

TRANSITIONS: This feature allows you to create transitions between the content, (only available on client version 3.5 or higher). Select from a variety of animation selections.

SYNC WITH OTHER CONTENT: Checkmark this box if you would like to sync two or more content.

PLAY EVERY # OF LOOPS: This feature allows you to play content every number of loops. By default the ad will play every loop. Enter every number of loops you want this content to play.

MUTE OTHER CONTENT WHEN PLAYING: If you would like to play this content with audio make sure to checkmark this box.

INCLUDE IMPRESSION COUNT: Checkmark this box to activate impression count for this content. Impression counts refer to the number of times an audience member observes a digital signage content or presentation. This will be very useful in creating reports.

AFFILIATE: Select the advertiser from the drop down list to associate with this content. 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 a content allows you to better organize advertisers to the campaign(s) that contain their content. You can then create reports for them. See [Chapter 7 “REPORTS”](#) for more information regarding running reports.

Campaigns: Campaign of Employee Break Room: demo_Main Media_ad

Pause Delete Add new Content Playlists Users permissions

Show Target players

Detail Advanced Playlists

Name	demo_Main Media_ad
Content Updated at	Dec 13, 2016 10:27 AM
Section	Main Media Fullscreen
Duration	00:02:10 H-Hmm:ss
Media	Weather
Provider	Yahoo Weather
Zip code	91325
Let each player read the Zip code from its Location settings	
Temperature Unit	Fahrenheit
Language	English
Weather Design	Square Shape

Save Cancel

This Content will run every day. You should set limits if you want it to play only on certain dates:

Add a new date

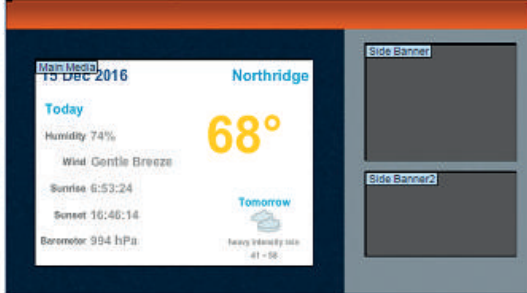
This Content will run all the time. You should set limits if you want it to play only on certain times of the day:

Add a new time

You can now attach comments for this Content that will be shared with all the users.

Add my comment

Layout: 1500x750 Education Board



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

FILE: To upload your content file. Select the source of the content from the **SOURCE** menu: **YOUR COMPUTER.**

Select this option to upload content located on your computer. We made it simpler by including a drag and drop feature. Administrators can simply drag multiple images, Flash files, videos, etc. from their computer and drop it directly onto the interface which will automatically upload.

Campaigns: Campaign of Employee Break Room: RSS News

Pause Delete Add new Content Playlists Users permissions

Show Target players

Detail Advanced Playlists

Name	RSS News
Content Created at	Dec 13, 2016 11:04 AM
Section	Main Media Fullscreen
Duration	00:00:30 H-Hmm:ss
Media	News
Type	Trivia
Category	Entertainment
Background	Business

Save Cancel

This Content will run every day. You should set limits if you want it to play only on certain dates:

Add a new date

This Content will run all the time. You should set limits if you want it to play only on certain times of the day:

Add a new time

You can now attach comments for this Content that will be shared with all the users.

Add my comment

Layout: 1500x750 Education Board



To locate the file on your computer:

Click the **CHOOSE FILE** 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. To use the UCView FTP Server, contact your sales representative. Select one of your previously uploaded content from the FTP FILE drop down list. **REMOTE FTP SERVER.** Select this option to retrieve files on a remote FTP server. Enter the URL of the remote FTP server.

REMOTE FTP USERNAME: Enter in your username to access the remote FTP server.

REMOTE FTP PASSWORD: Enter in your password.

DOWNLOAD INTERVAL: Select **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.

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.



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

The screenshot shows the UCView web interface. At the top, it says 'UCView' and 'Your last login Dec 13, 2016 4:00 PM, IP: 74.62.34.59'. Below this is a navigation bar with 'Publish content changes', 'Logged in as', and 'Log out'. A search bar is also present. The left sidebar contains a menu with 'Dashboard', 'Campaigns & Content', 'Campaigns', 'Content', 'Playlists', 'Media', 'Locations & Players', 'Departments & Users', 'System', 'Reports', 'Global alerts', and 'Support'. The main area is titled 'Campaigns: Add a new Content...' and has tabs for 'Campaigns', 'Locations', and 'Choose where to play your Content.'. Below these tabs is a table with columns 'X', 'Name', 'Type', and 'Status'. To the right of this table is another table with columns 'X', 'Name', 'Type', and 'Status', showing a single entry: 'Campaign of Employee Break Room', 'Normal', and 'Running'. Below the first table is a 'Detail' tab with fields for 'Name', 'Section', 'Duration', 'Media', 'App Store', 'US News Category', 'Interval', 'Header Bar Color', 'Background Color', 'Title Color', 'Description Color', and 'Footer Color'. To the right of the 'Detail' tab is a 'Layout' tab showing a preview of the content layout with sections for 'Main Media', 'Side Banner', and 'Side Banner2'.

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 drop down list are:
- **BUSINESS NEWS** - The latest news from Wall Street and various business reports.
- **SPORTS NEWS** - 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
- SCIENCE
- SPORTS
- TECHNOLOGY
- TOP STORIES
- US NEWS
- WORLD NEWS

RSS FEED: RSS is a very convenient web content delivery format. RSS fetches constantly updating content from websites that offer RSS feeds. Anything from weather information to news to videos can be fetched through RSS and displayed in your content campaigns with UCView's software (provided you have the proper RSS feed URL for your source).

RSS FEED URL: Type in the URL of your RSS Feed. In addition to entering in the RSS feed URL. In addition to entering in the RSS feed URL, you may also include or modify the background color, text color, text font, text style, text size, and scroll speed.



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

TRAFFIC MAP: This feature allows for you to view the current traffic map of your area. Traffic Map is provided by Google. Type in your zip code to retrieve the traffic map in your location.

TRIVIA: Display trivia questions with a multiple categories for your audience to solve. Select from the following categories:

- ENTERTAINMENT
- GEOGRAPHY
- HISTORY
- SPORTS

In addition, select from a variety of fun background themes.

The screenshot shows the UCView web interface. At the top, there's a status bar with a success message 'The Content was successfully edited' and user information. The left sidebar contains navigation links like Dashboard, Campaigns & Content, Media, Locations & Players, Departments & Users, System, Reports, Global alerts, and Support. The main content area is titled 'Campaigns: Campaign of Employee Break Room: Congratulations Message'. It has tabs for 'Detail', 'Advanced', and 'Playlists'. The 'Detail' tab is selected, showing various configuration fields for the message. A preview window on the right shows a black banner with the word 'Congratulations' in white, with labels for 'Main Media' and 'Side Banner'.

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** dropdown list.

Enter the text you would like to display.

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

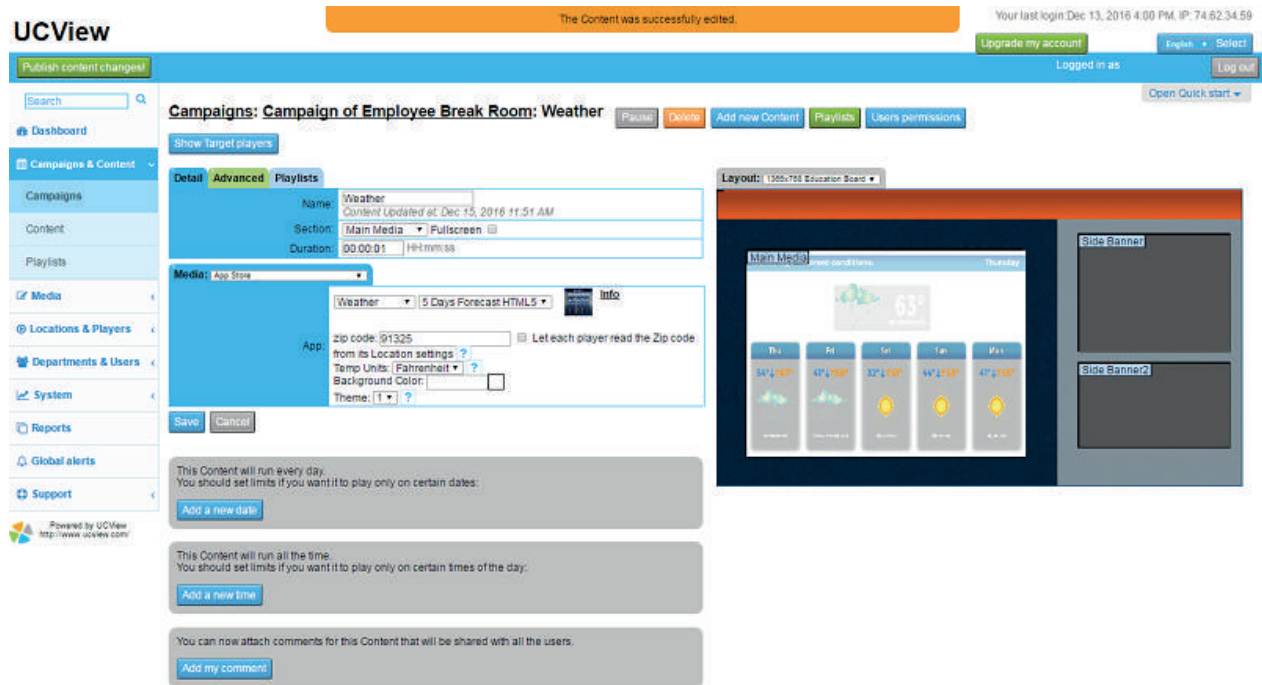
BACKGROUND and **TEXT COLOR** - By default, the background color is white and the text is gray. To change these settings, click in the white box next to the **BACKGROUND COLOR** and/or **TEXT COLOR** boxes and choose a color from the pop-up color picker.

TEXT FONT - The default type face is Arial. To use a different type face, select one from the **TEXT FONT** drop down list. UCView'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: This option allows for you to select weather content for your display.

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 WEATHER (PREDEFINED 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).

WEB PAGE: You may use a web page as a content, 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.

Remote URL: Enter the full URL of the webpage you want to display

Scrollbar: Check box here if you want to display the scrollbar on the page

Remove iframe: Check box to remove iframe (by default UCView will add iframe to every URL to remove scrollbar, borders, and error scripts.

MEDIA RSS: Not only can you fetch media content for your content from online sources but you can also download and save that content so that it can still be displayed offline. This innovative media feature will allow for you to fetch videos and images. All you have to do is enter the RSS feed URL. You have the freedom to enter a specific play duration time for each image or video you want to display. You can also decide if the feed will play one content per loop or play all. If you bought a digital signage player before this software update, you will receive a notification to upgrade it.

APP STORE: UCView has the world's largest collection of digital signage apps. If you would like to use an app, simply install it and within seconds it will be ready to use. Simply select the Media dropdown menu and choose App Store. You will be provided with a list of categories. Select an app from one of those categories and customize it in order to reflect the theme of your business.

Click **SAVE** after making your updates. Click on the **PUBLISH CONTENT CHANGES**

Publish content changes! button at the top left corner of your screen in order to update your display(s).

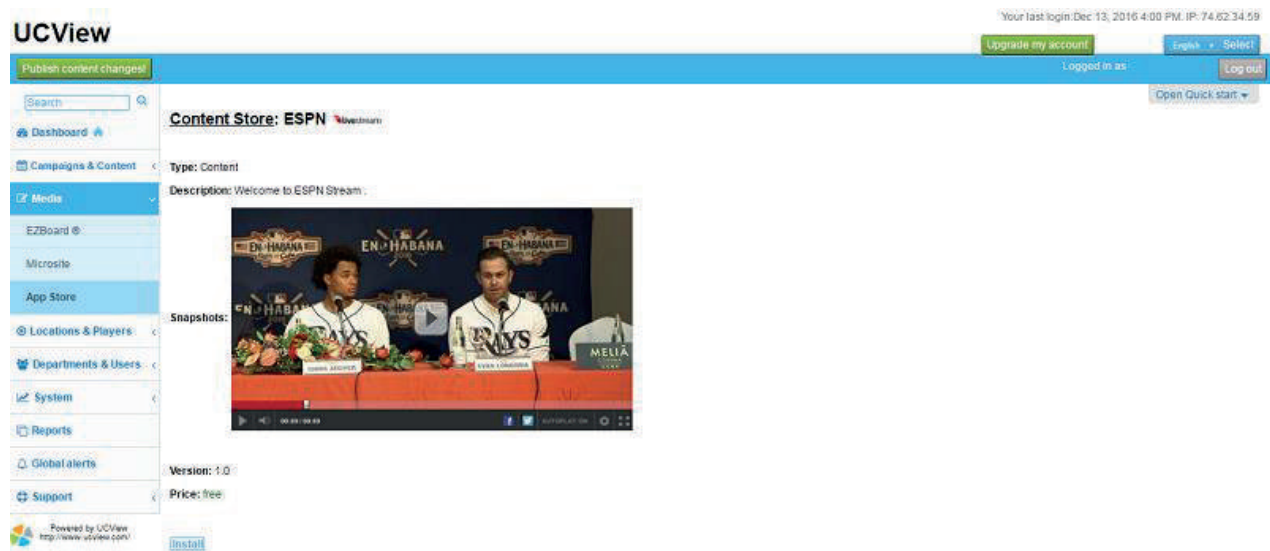


Note: The Publish Content Changes button, which is in green, allows for you to select which content you would like to release to the public. After saving your content and clicking on the Publish Content Changes button, you will be able to view your list of content which are set to be released. This option will eliminate chances of releasing content that's not ready to be sent out.

PLAYERS PLAYLIST: The player's playlist is a module which displays a list of your current running players. Click on one of your listed players in order to quickly access your playlist.

The screenshot displays the UCView web application interface. At the top, there's a header with the UCView logo, a search bar, and a 'Publish content changes!' button. The main navigation menu on the left includes options like Dashboard, Campaigns & Content, Content, Playlists, Media, Locations & Players, Departments & Users, System, Reports, Global alerts, and Support. The main content area is titled 'Players Playlist' and shows an 'Active players playlist' table. The table has columns for 'Player Playlist', 'Location Name', and 'Schedule Updated at'. One entry is visible: 'Employee Break Room' at 'Corporate' location, updated on 'Dec 13, 2016 12:35:58 PM'. Below the table are 'Previous' and 'Next' navigation links. The footer contains copyright information for UCView Media Inc.

SELECTING A CONTENT FROM APP STORE: Go to **APP STORE** under **CONTENT**: UCView has over 90 apps that are ready to install and use within an instant. Categories for these apps include social media, news, weather, finance, information, streaming, widgets, and ready-made layouts. The majority of our apps are **FREE**. Click on the app of your choice to view more details and also install.



INSTALL: Select the **INSTALL** button in order to create a content using your app. The installation process should take no more than a few seconds. You will receive a notification stating that your app has been successfully installed and is available to use under **CONTENT**.

CREATE CONTENT USING THIS APP: If you would like to create content, click on the Create Content Using This App button. This will direct you to a different page in which you can create your content.

SHOW TARGET PLAYERS: This button shows the players(s) and campaign(s) associated with your content. However, you cannot edit in this section.

EDIT TARGET PLAYERS: This button allows for you to assign location(s) and campaign(s) to your content by check marking boxes on the left side. Once your selections have been made, the campaign(s) you selected and the players associated with your location will display on the right side.

HIDE ALL: This button allows for you to hide the **SHOW/EDIT TARGET PLAYERS** feature. This will only display the section in which to create your content.

CHOOSE WHERE TO PLAY YOUR CONTENT: You can choose the physical location and campaigns in which you would like to play your content. Click on the checkbox with the physical location and campaign of your choice and then select the arrow to confirm the content will play in the location(s) and campaign(s) specified.

CONTENT NAME: Specify a content name for your app. Make sure it's a name that's easy to remember and relevant to the content you selected.

SECTION: Select a zone to place the content in.

DURATION: Specify the duration for your content.

Apps are customizable and can be modified at any time.



Note: If you selected a social media app you will need to type in the username and password for your company's social media account.

Content

3

CONTENT: Another method of creating or just viewing your general list of content is by accessing the Content module under Schedule. Colored tabs state the current content status. Click on each tab to view your list of content for each section.

List of content

Create Content

Running content

Expired content

Paused content

Pending content

Deleted content



Click **CONTENT** to view the list of content that were created. This section includes:

NAME: This states the name of your content. Click on the hyperlink in order to edit your content.

PLAYERS: This lists all the players associated with each content. Click on the hyperlink in order to view the player settings.

CAMPAIGN: This lists the campaigns the content are placed in. Click on the hyperlink to view all content associated with the campaign.

MEDIA: This displays the media section each content is placed in.

SECTION: This displays the content section (Main Media, Side Banner, etc.) each content is placed in.

DURATION: This displays the duration time content will play on the display.



Note: It is usually best to set the duration to the length of the content. 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 content plays.

CLOCK IMAGE: Hover mouse over each circular image to view the schedule for each content.

UPDATED BY: This displays the name of the person who last updated the content.

ADVERTISER: This displays the Advertiser associated with each content.

DATE AND TIME SCHEDULING: UCView allows for you to schedule the date and time you would like to release your content. By default, your content plays continuously within the loop of content campaign(s) it resides in. To control when the content plays by date and time:

Dates

Add a new date

Start date:

January ▼

11 ▼

2016 ▼

End date:

January ▼

15 ▼

2016 ▼

Save new date:

Save

X

Date details

☐

Jan 11, 2016 to Jan 15, 2016

Delete

Times

Add a new time

Day of the week:

☒ Sunday
 ☒ Monday
 ☒ Tuesday
 ☒ Wednesday
 ☒ Thursday
 ☒ Friday
 ☒ Saturday

Start time:

07 ▼

:

00 ▼

AM ▼

Range ▼

End time:

12 ▼

:

30 ▼

AM ▼

Save new time:

Save

X

Time Details



☐

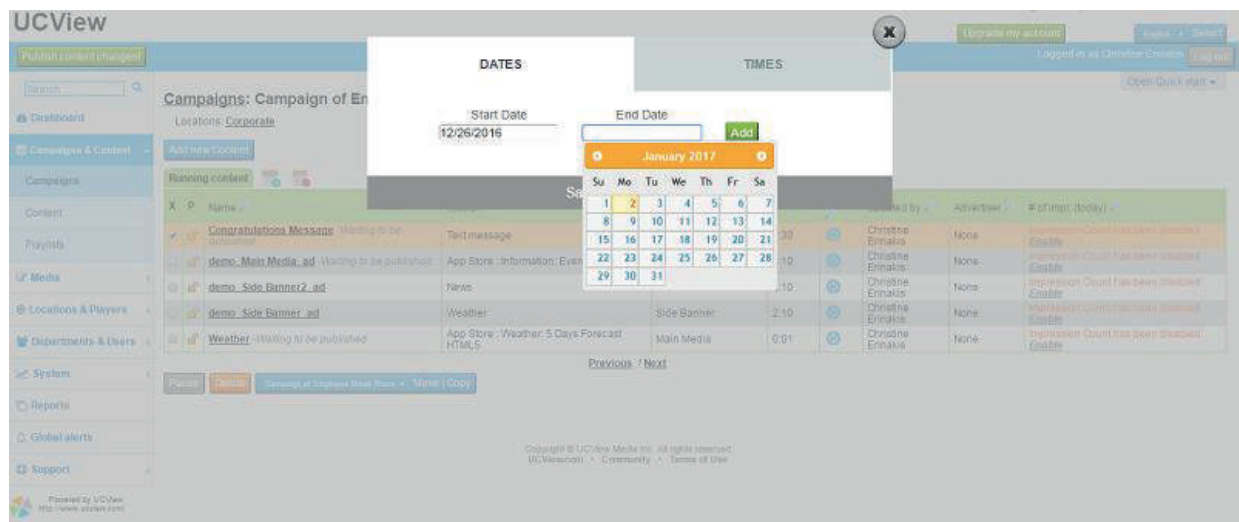
All days: 7:00 AM to 12:30 AM

Delete

ADD A NEW DATE: This feature allows for you to display content on specified days.

ADD A NEW TIME: Customize the time you would like for your content to play. Include the day of the week, the start time, and the end time.

SCHEDULING MULTIPLE CONTENT AT ONCE: A quick method of scheduling multiple content is by accessing your list of content, check marking each content you would like to be scheduled, and then clicking on the calendar icon  with the plus symbol. Type in a Start Date and End Date for your content and then select Times. Checkmark each day of the week you would like for your content to display and then specify the times. Content can play once or multiple times throughout the day. Make sure you select Save Dates & Times to successfully schedule your content. Select the  calendar with the X symbol in order to reset your dates and times.



Managing Playlists 4

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

To edit a playlist:

From the **LOCATIONS & PLAYERS** link under the **MANAGEMENT MENU**:

Click the name of the location with the play list you wish to edit.

Click **EDIT PLAYLISTS**

From the **CAMPAIGNS & CONTENT** link under the **SCHEDULE MENU**: Click the name of the campaign with the playlist you wish to edit.

UCView

UCView interface showing the Playlist #1 configuration for the Corporate: Employee Break Room location. The interface includes a sidebar with navigation options like Dashboard, Campaigns & Content, Campaigns, Content, Playlists, Media, Locations & Players, Departments & Users, System, Reports, Global alerts, and Support.

Locations: Corporate: Employee Break Room: Playlist

Playlist #1

Relevant campaigns: Campaign of Employee Break Room
Locations: Corporate: Employee Break Room

Show Layout preview Watch current Loop

Section: Main Media

Content	Campaign	Type	Playing status	Media	Dates	Times	Duration
demo_MainMedia_ad	Campaign of Employee Break Room	Normal	Playing -Waiting to be published	App Store	Always	Always	2:10
Congratulations Message -Fullscreen	Campaign of Employee Break Room	Normal	Playing -Waiting to be published	Text message	Always	Always	0:30
Weather	Campaign of Employee Break Room	Normal	Playing -Waiting to be published	App Store	Always	Always	0:01
Total duration:							2:41

Section: Side Banner

Content	Campaign	Type	Playing status	Media	Dates	Times	Duration
demo_SideBanner_ad	Campaign of Employee Break Room	Normal	Playing	Weather	Always	Always	2:10
Total duration:							2:10

Section: Side Banner2

Content	Campaign	Type	Playing status	Media	Dates	Times	Duration
demo_SideBanner2_ad	Campaign of Employee Break Room	Normal	Playing	News	Always	Always	2:10
Total duration:							2:10

Save Shuffle playlist Cancel

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

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UCView.com • Community • Terms of Use

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

SHUFFLE PLAYLIST: Click on this button in order to randomly shuffle your playlist.

You can also make playlist edits for each content from **CONTENT** under **CAMPAIGNS & CONTENT**. This feature also enables for you to view the content playing in the preview layout.

Player preview - Google Chrome

portalucview.com/player/show_preview/MM05

This is web preview mode. Some of the Player functionalities were removed.

Powered by: Yahoo! News, UCView

Mon, 19 Dec 2016 11:22:24 -0500

en-US

How to create and update Outlook contact groups the easy way

If you create or update contact groups, you'll benefit from this simple grouping trick that lets you work with multiple contacts as if they were one.

19 Dec 2016 Northridge

Today

Humidity 38%

Wind Strong breeze

Sunrise 6:55:42

Sunset 16:47:52

Barometer 1003 hPa

Tomorrow

sky is clear

26 - 67

AccuWeather

Sports News

Griffey elected to Hall with highest percentage, Piazza in

NEW YORK (AP) — Ken Griffey Jr. was considered MLB's cleanest during 22 years in the major leagues, obtained by associations of drug users as he climbed the home run list during the height of the steroids Era.

Times Duration

Always	2:10
Always	0:30
Always	0:01
Always	0:01
Always	0:01
Total duration:	2:43

Times Duration

Always	2:10
Duration:	2:10

Times Duration

Always	2:10
Duration:	2:10



Note: You can edit the content directly by clicking the content's name (underlined and in bold) in the Playlist **CONTENT** column.

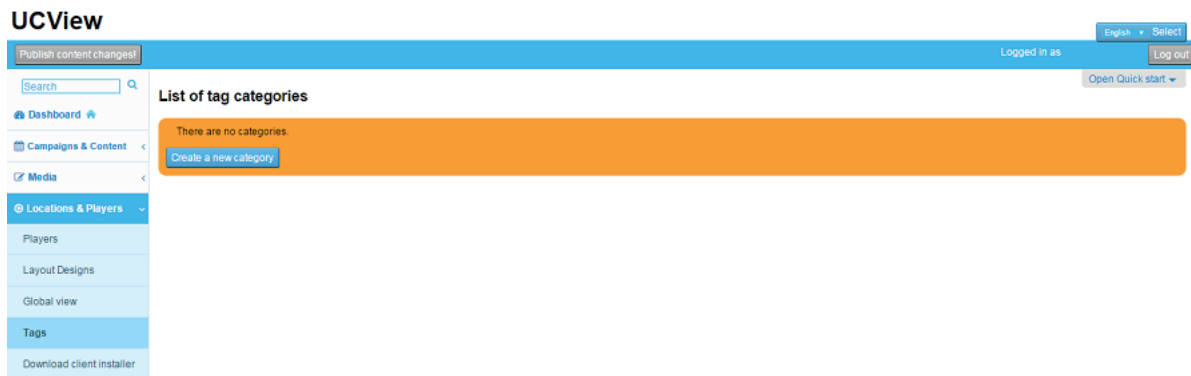
Repeat above steps until all the content is in the desired order.

Click **SAVE** to record changes.

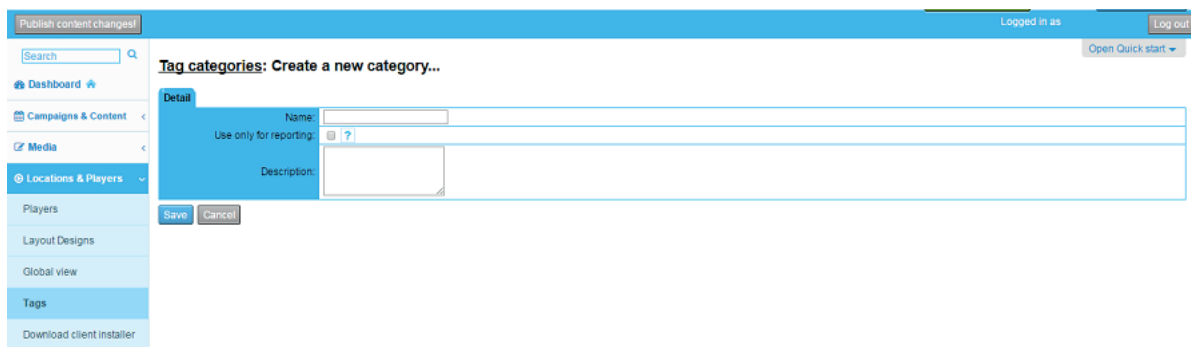
Creating tags 5

TAGS: Each network can be segmented by using tags. You can assign tags for each display you create. By using the tag system, you can categorize your tags based on criteria. For example, you can separate your categories by demographics; such as age, ethnicity, or venues.

Select the **Locations and Players** module and then click on Tags. If you already created Tags, you will be able to view your list in this section. Otherwise, you will view a Create a New Category button. Select Create a New Category to create your first tag category.



TAG CATEGORIES: Enter in a name that is unique and easy to remember. Checkmark “Use only for reporting” if you would like to only generate a report/analysis for your category. Otherwise, keep the box unchecked. Type in a detailed description of your category.

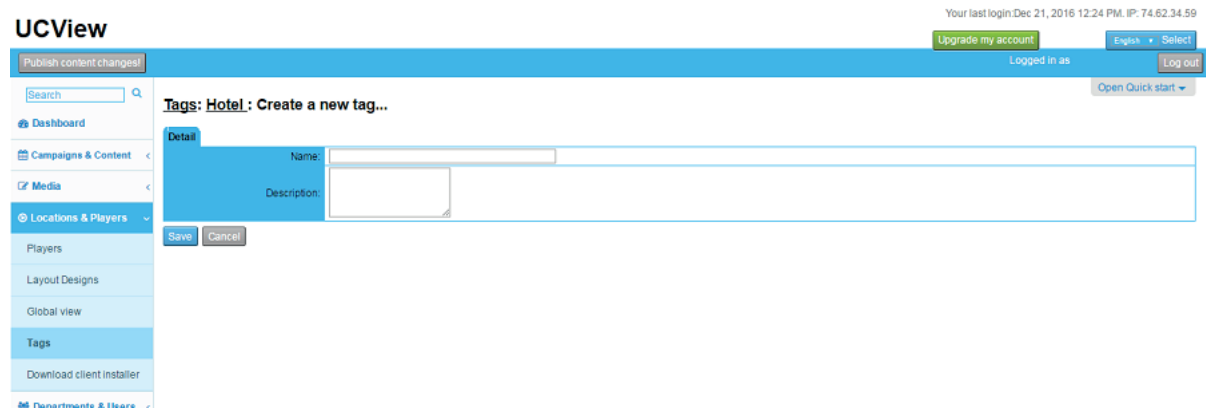


Select Save when you are done. After selecting Save, you will be directed to page with a List of Tags. Click on Create a New Tag button if it's your first time creating a tag.

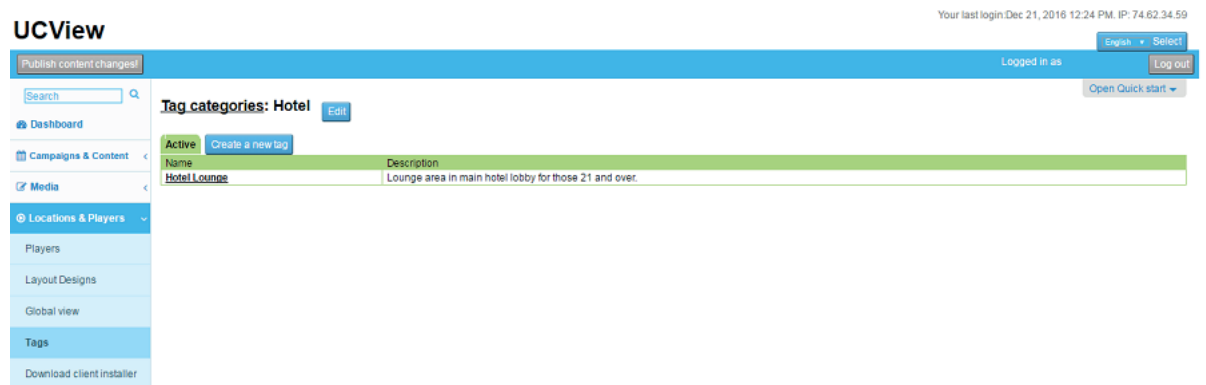


NAME: Type in a name for your tag that's easy to remember and relevant to its location.

DESCRIPTION: Type in a description of your tag. Click Save when you are done.



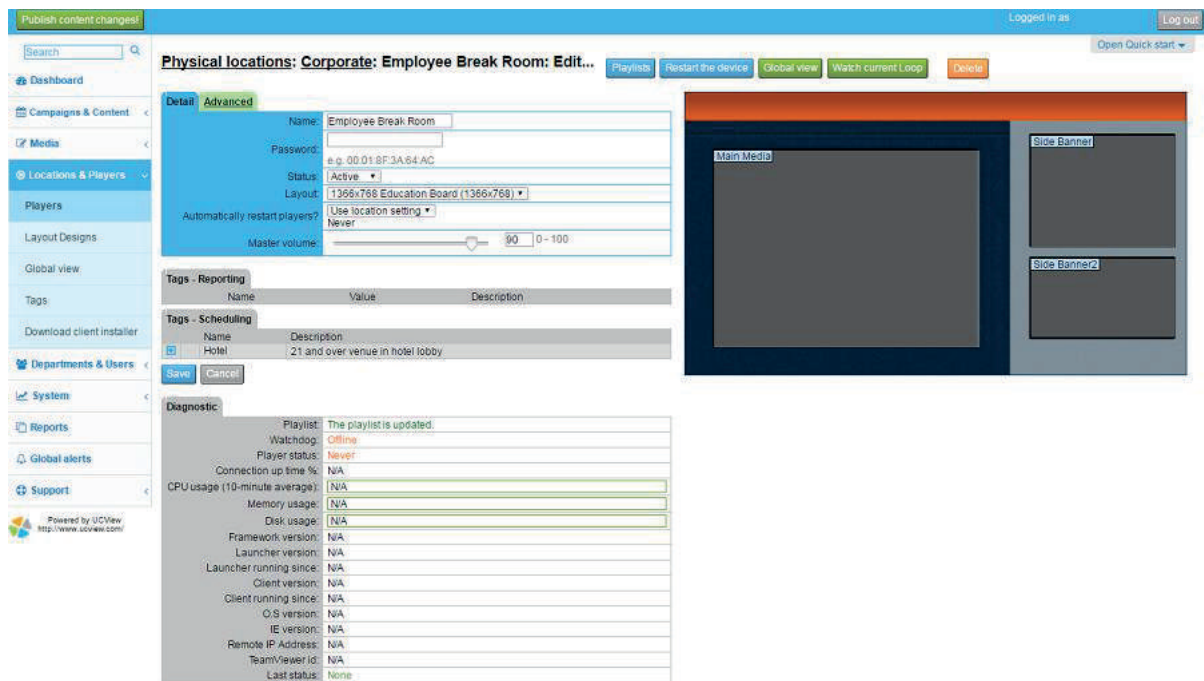
Your new tag will show up under Tag Categories.



After you finished creating your tag(s), select the Players module.

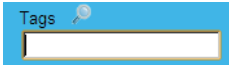
Click on the Location and then the Player you would like to assign your tag.

You can select the tags you want to assign to a display by clicking on the **Tag-Scheduling** tab and selecting the tags you want to show up at your location.



Afterwards, click on the **Campaigns & Content** module and then **Campaigns**. You will be able to view your tags under **List of Campaigns**.

If you decide to create a campaign, type in a name and then press Save. A list of physical locations will show up with the selected tags on the right.

Filter Tags: In order to filter your tags, you can click on the filter box  which is indicated by a small white filter symbol. Enter the tag in the filter box in order to receive a list of displays, which are associated with the tag you entered in the box.

Physical locations		Advanced			Tags	
X	Name	Hours	Players		Tags	
<input type="checkbox"/>	building 1	2:10 PM to 10:00 PM	Building 1		Age Group...	
<input checked="" type="checkbox"/>	Demo Location	Always playing	Demo Display ...		Age Group...	

Including/Excluding Tags: You may also specify your search by accessing the Tags tab below and clicking on the plus symbols on the left side. Select the plus symbol associated with the tags you want to include. The plus symbols are separated by the tag categories you created under Name.

Tags Playing at		Name	Description	Locations	Players
include	exclude				
<input type="checkbox"/>	<input type="checkbox"/>	Age Group			
<input type="checkbox"/>	<input type="checkbox"/>	Ethnicity			
<input type="checkbox"/>	<input type="checkbox"/>	Venues			

After clicking on an arrow, a drop down box will display a list of tags. Checkmark the tag you would like to display. You may also remove tags that you do not want to display anymore by clicking on the checkmark box under exclude. Click Save when you are done.

Tags Playing at		Name	Description	Locations	Players
include	exclude				
<input type="checkbox"/>	<input type="checkbox"/>	Age Group			
<input type="checkbox"/>	<input type="checkbox"/>	Age Group	1-5	None	None
<input type="checkbox"/>	<input type="checkbox"/>	Age Group	6-10	None	None
<input type="checkbox"/>	<input type="checkbox"/>	Age Group	11-16	None	None
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Age Group	21 - over	None	Total: 2 : building 1: Building 1...
<input type="checkbox"/>	<input type="checkbox"/>	Age Group	17-20	None	None
<input type="checkbox"/>	<input type="checkbox"/>	Ethnicity			
<input type="checkbox"/>	<input type="checkbox"/>	Venues			

Ezboard 6

UCView's **EZBOARD** module allows you to create Flash-based content within the portal, without the need of external editors. **EZBoard** accepts text, graphics, video, hyperlinks and other elements of Flash pages. The Interface Display Layout designer operates in a similar fashion. Contact your customer service or technical support representative for assistance in using the individual functions of UCView **EZBoard**.

From the **CONTENT** menu on the main page:

Click **EZBoard**. A list of available **EZBoard** templates will display.

UCView

Your last login: Dec 20, 2016 9:46 AM. IP: 74.62.34.59

[Upgrade my account!](#) [Login](#) [Select](#)

Logged in as [Log out](#)

[Open Quick start](#)

[Publish content changes!](#)

Search

[Dashboard](#)

[Campaigns & Content](#)

[Media](#)

[EZBoard](#)

[Templates](#)

[Microsite](#)

[App Store](#)

List of boards [Show Templates](#)

[Active](#) [Create a board](#)

X	P	Name	Fields	Items
<input type="checkbox"/>	<input type="checkbox"/>	EZBoard Demo	Main Media	None

[Inactivate](#) [Delete](#) [UCView](#) [Move](#) [Copy](#)

[Show deleted boards](#)

[Previous](#) [Next](#)

LIST OF TEMPLATES: On the left menu, click this in order to view all ready-made templates for EZBoard use. All templates are at no cost and contains relevant content for each industry.

To create a new template:

- 1** Once you are logged in, at your main screen, go to the "Content" menu (located on the left-hand side of the screen) and click on "EZBoard".
- 2** At the "List of Boards" screen, click on "Create a Board" (located near the top of the screen).

- 3** At the "EZBoards: Create a Board..." screen, under the "Board Details" tab, it's now time to fill out the title of your board in the space provided next to Name: (name may contain letters, numbers, underscores, periods, commas and spaces only).

- 4** Now fill in the details of your board. For the time being, ignore the RSS feed checkbox. It will be explained later.

- A. Name: Board Title
- B. Width: Width of Board (in pixels)
- C. Height: Height of Board (in pixels)
- D. Board Color: Click on the color box and choose the shade of color you desire, then click select. You may also enter a hex number, RGB or HSB percentage.
- E. Background:

Select a file from the dropdown list.

- None.
- Keep existing.
- If New, click the "Choose File" button under the dropdown list and browse and click on the file you would like to use. Then click "Open"(jpeg, png, swf, and flv only. After the file is uploaded, don't forget to click save under that specific section.



Note: You must choose between a colored background or file.

5 Now it's time to create fields for your display. On the same EZBoard screen, drop down to the "Add a New Field" tab, fill in the title of the field in the space provided under "Name", and then press "Add".

6 On the lower part of the screen, you'll find "Active Fields" where you can customize your field by clicking on the "+" button on the right side of the menu under Design (circled in red). Once you click on the button, a window with four tabs will appear: Content, Text, Design, and Animation.

CONTENT: Click on this tab to enter content information to be displayed. You may select from the following customizing formats.

A. Field Type: Select from the dropdown list for 3 formats:

- Normal (simple text/pictures)
- List of Items (will be reviewed later in manual)
- RSS (will be reviewed later in the manual)

B. Image/Video: Select from the dropdown list.

- None
- Keep existing
- New (if New, click "Choose File" under the dropdown list to browse and import flash videos or images: jpeg, png, and swf files only.)
- URL Address (if you have a direct link to a video, enter it here)
- Apps (you may upload an app from the Content Store here. Select the category, text theme color, background color, image color, and delay in seconds).

C. Text: In the box labeled "Text" enter whatever text you would like to appear in this specific field.

TEXT: Click on this tab to make text adjustments.

A. Text Scrolling: This allows you to choose whether or not you would like your text to scroll up, down, left, right. You may also select the speed.

B. Font Type: Select a type from the dropdown list. To view the font options, hold your mouse over the blue question mark.

C. Font Size: Select the size of your font.

D. Font Color: Click on the color box and choose the shade of color you desire.

E. Align: Select from the dropdown list to choose how you would like your font aligned.

F. Font Style: Select bold, italic, or underlined.

G. Font Sharpness: Select a level of sharpness from the dropdown list.

- Very low
- Low
- Medium (Recommended)
- High
- Very high

H. Font Thickness: Select the level of font thickness from the dropdown list. Please note that font thickness is not available for scrolling text.

- Very low
- Low
- Medium (Default)
- High
- Very High

Field name: Company		refresh preview	
Content	Text	Design	Animation
Text scrolling	None	Speed: 5	
Font type	Arial		
Font size	30		
Font color	#171616		
Align	Center		
Font style	Bold <input checked="" type="checkbox"/> Italic <input type="checkbox"/> Underline <input type="checkbox"/>		
Font sharpness	Medium (Recommended)		
Font thickness	Medium		
Line spacing			

Save

I. Line Spacing: Create spacing between text lines.

DESIGN: Click on this tab to design your template. The following customizing options will appear.

A. Opacity: 0=non-transparent, 100=completely transparent

B. Rotation: Maneuver your text (-180° to 180°)

C. Background Color: If you'd like to add a background color to your field, check the box next to "Background". Then click on the color box and choose the color you desire.

D. Border: Add a border around your field by checking the "Border" box. Change the color of your border by clicking the color box and selecting a color.



7 Save the changes to your new field by clicking the save button at the bottom of the field options. This step is very important; if you do not save your changes in the field in which you made them, they will not take effect. After you have saved, click the "Apply pending updates" button at the top of the screen to have your changes take effect on your actual sign.

A. Layering: To modify the layers of your board, click the drop down list in the “Layer” section as shown above. You can choose to send the selected layer to the back, move it to layer 2, move it to layer 3, move it to layer 4, or bring your layer to the front.

B. To choose the type of animation for the entrance of your text, refer to the “Animation In” section.

- First, choose the type of animation you would like to use by clicking the dropdown list; in the picture, it’s the one that says “Come from left”. You may choose between none, fade in, come from left, come from right, come from top, come from bottom, grow, and grow spin.
- Then, in the next box, enter the amount of time you’d like the animation to wait before it comes in, and in the final box, the speed at which the animation enters (in milliseconds).

C. To choose the type of animation for the exit of your text, refer to the “Animation Out” section.

- In the first dropdown list, choose between fade out, leave left, leave right, leave up, leave down, shrink, or shrink spin.
- In the final two boxes, choose the delay at which the animation exits, and the speed the animation moves when it is leaving (in milliseconds).

D. Animation Loop: Check this box to allow your animations to perform on a continuous rotation.

8 RSS FEED: To add an RSS Feed to your board, first go to board details and check the RSS feed box.

A. Access your web browser and type in your selected web site. Locate the RSS feed’s URL and copy the path provided.

- Enter the feed’s link in the given space in Board Details.
- Include the transition duration, which is the amount of seconds you would like for your display to appear for.
- After you have entered the RSS feed you will need to enter a field name.



Note: If you would like to also include images and/or text, you will need to create a separate field name each time.

- After you have created a field name, click on the “+” button on the right. Click on the “Content” tab and in the drop down list in “RSS tag” select either text or image.
- In the empty field box, next to RSS tag, you will need to type in the following options for description, image, or title.
- Description- In order to get the full news description, you will need to type in “rss/channel/item/description”.

- Image- In order for images to appear, you will need to select image from the dropdown list and type in “rss/channel/item/enclosure”
- Title-In order to get the title of the RSS feed to appear, you will need to type in “rss/channel/item/title”.

B. Slide Show: Place a check mark in this box if you would like for your audience to view a consistent rotation of RSS feeds and/or images.

9 **BUTTONS/TOUCH: To add action buttons that can be either clicked or touched, depending on your screen, in the “Content” section, check the box titled “Button”.**

A. From the first dropdown list, select the content you would like to use. Select from Content, EZBoard field, or EZBoard.

- Content: These are content created in the “Campaigns & Content” directory that either you or another user may have created.
- EZBoard Field: Select this field if you only want particular areas on your screen to be touch screen capable.

B. In Content, you can select the type of content from the second dropdown list and then choose the action you would like the button to perform: Run, Cancel, Cancel All, Pause, Resume, Pause/Resume (one button instead of two), Stop, or Mute, Print, Print View, Keyboard, and Keypad.

C. You may provide actions for your button to perform, such as on mouse over, on mouse click, and click sound.

- On Mouse Over: Select from None, Keep Existing, New, or URL address.
(jpg, png, swf only)
- On Mouse Click: Select from None, Keep Existing, New, or URL address.
(jpg, png, swf only)
- Click Sound: Select from None, Keep Existing, or New. (mp3 files only)
- EZBoard: These are content that were created in EZBoard.

D. You may add text, image or video to your button as well by clicking the “choose file” button and selecting a file.

E. You may also click on Slide Show to view a continuous rotation of content.

9 **MENU/SCHEDULING/LIST OF ITEMS:**

List of Items: From the dropdown menu next to “Field Type” in “Content” select “New”. Enter in a name in the field and click Save. Make sure you press “Apply Pending Updates”. Go up to the top of the page and click on the board name hyperlink and then click on Add a New Item. Type in the name of your item in the field provided. multiple lists.

Select the Dates and Times in order to schedule your content to be released at a later date. You may make multiple fields of this type to create multiple lists. You may also add a picture to each row of text you create. You may do this by checking the box on the right side of the text you have entered, and choosing a file from your computer.

- 11 Record:** From the drop down menu next to “Field Type”, select “List of Items”, in Group, select either “None” or “New”. For Group Type, select “Table” and in Record, select “New”. Enter a name in the field and then click “Save” at the bottom of the “Content” section. You may create multiple fields in a table, which can be easily formatted to different sizes.

A. Now, move your mouse cursor to the top of the page where it says “EZBoard:” and then your board’s name.

B. Click on your board’s name.

C. Once you arrive at this screen, you will be able to view Items-Table

D. Type in your text in the field provided. After you finish writing your text, press Save.

- 12 Using the Design/Preview Window:** To use this feature, simply click either design, to edit and arrange your board’s configuration of items, or preview, to view an actual preview of your board. Select Full Screen in order to view a larger version of your preview in another window. Select Refresh Preview in order to view modifications that were made. Keep in mind that until you click “Apply Pending Updates”, no final changes will be made to your actual signage display.

UCView

You successfully created a new ezboard based on a template

Your last login: Dec 20, 2016 9:46 AM IP: 74.62.34.59

Upgrade my account English Select

Published content changed

Search

Dashboard

Campaigns & Content

Media

EZBoard

Templates

Microsite

App Store

Locations & Players

Departments & Users

System

Reports

Global alerts

Support

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

EZBoard: Alert Template_copy: Edit...

Inactivate Delete Apply pending updates

Board details Field details

Name

Add

Active fields

X	Name	Left	Top	Width	Height	Design
0	Title	785	217	1005	141	
1	AlertMessage	792	391	985	609	
2	Clock	1176	8	709	123	

Save Inactivate Duplicate Delete

Show deleted fields

Design Preview

Zoom in Pop Out Refresh Preview

December 21, 2016 10:08 AM

EMERGENCY UPDATE

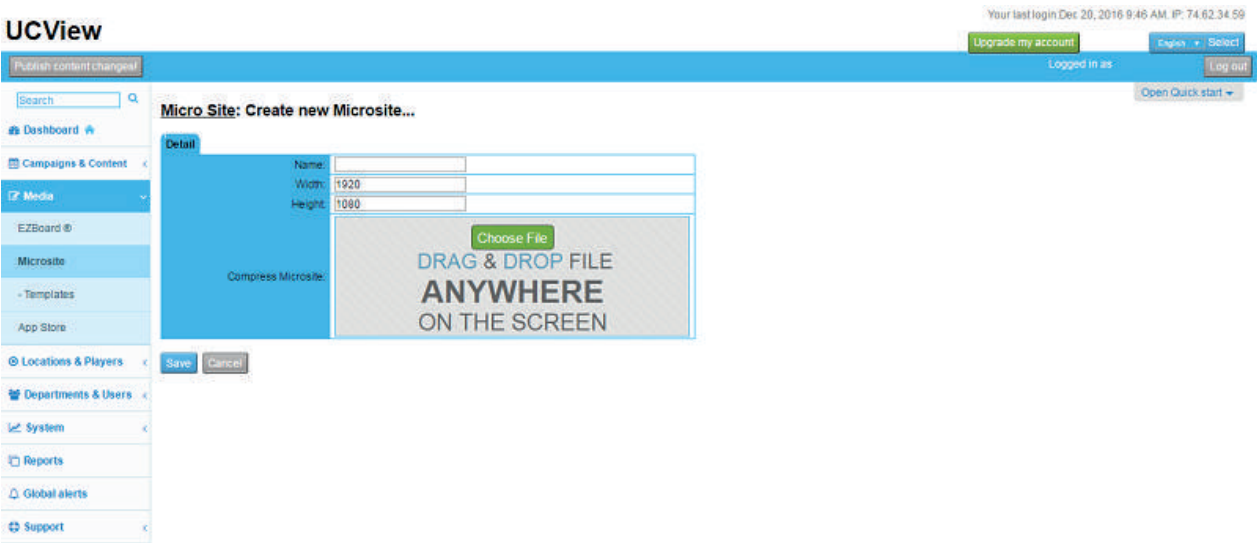
This is a test!

Microsite feature enables for users to quickly upload a zip folder, containing any type of HTML template, to the UCView content management system. Once uploaded, the system will automatically unzip the folder and let the user rearrange and edit the HTML content inside using a friendly graphical interface. You will also have access to ready-made templates in Microsite.

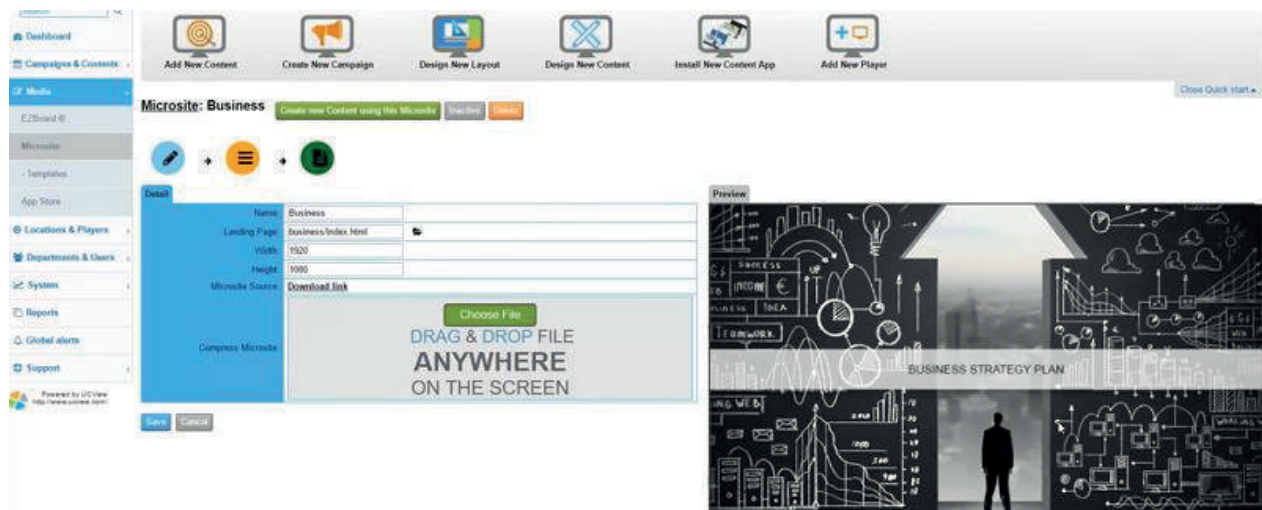
To use Microsite, select the blue Create new Microsite button.



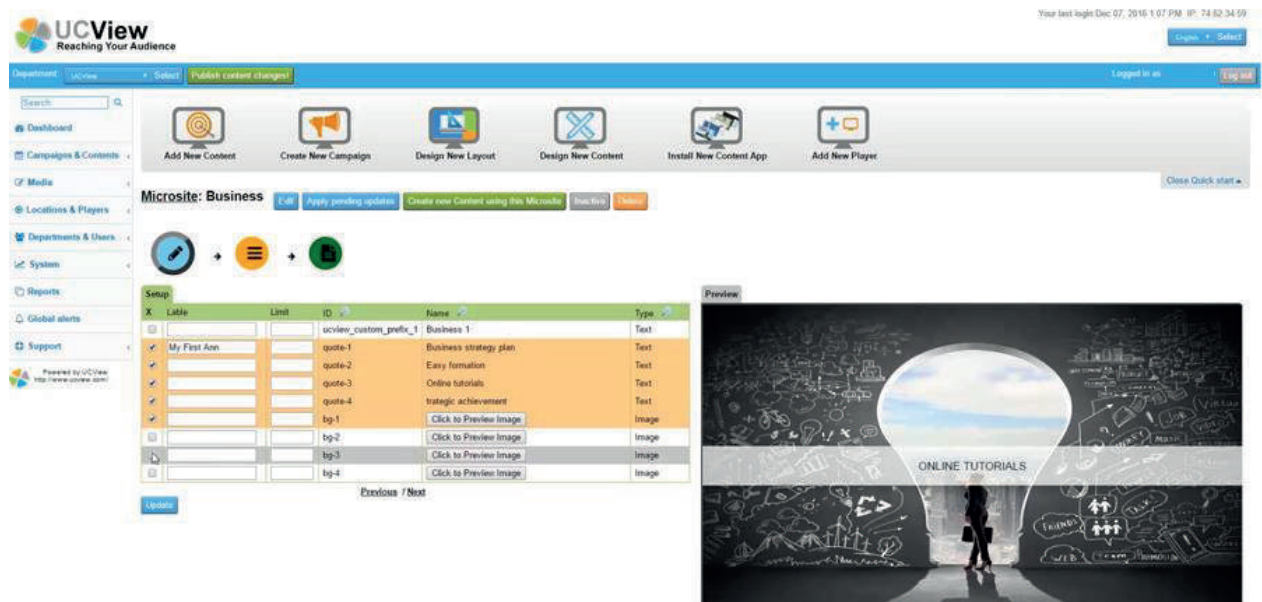
Type in a name and then select the Choose File button or drag and drop files that were uploaded to a zip folder onto the interface.



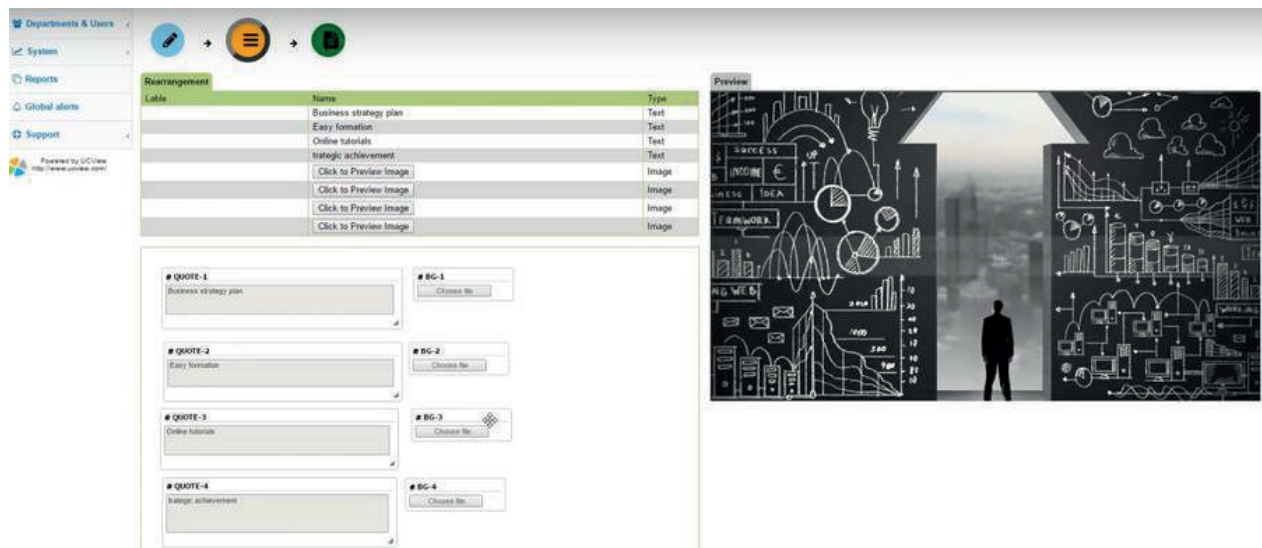
Once it's finished uploading, you will be able to view your uploaded work in the preview. Above the Detail tab, there will be three icons: Setup Form; Rearrangement Form; and Edit Form.



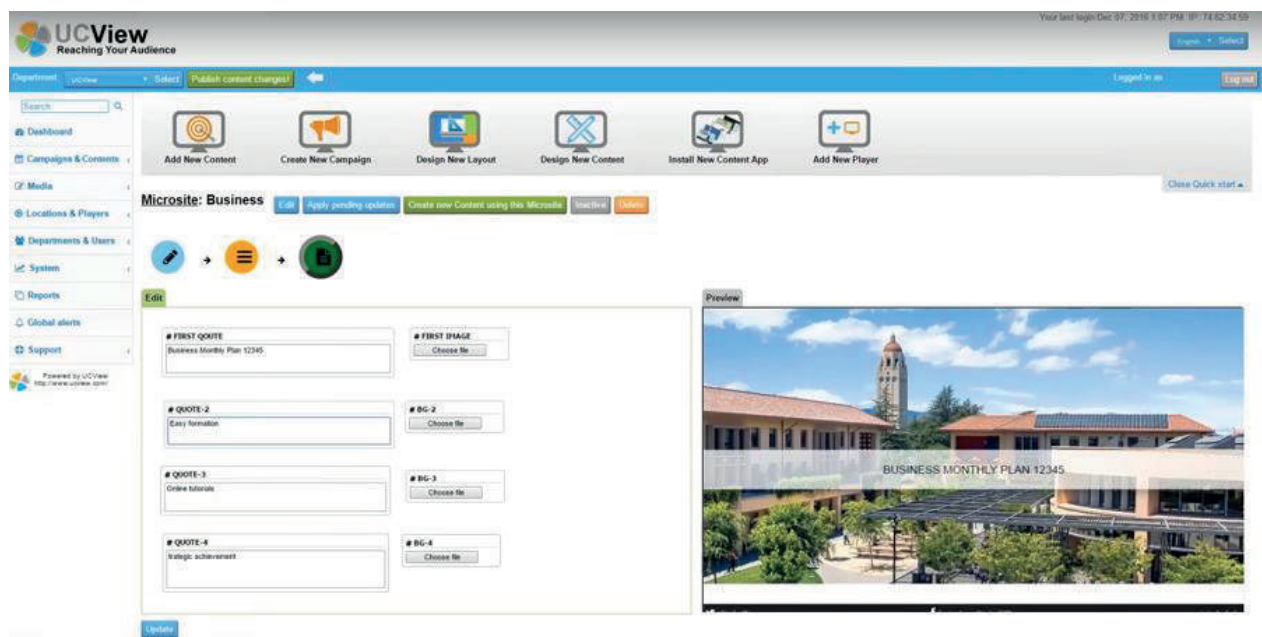
SETUP FORM: Select the light blue icon to setup your form and update it to your liking as shown below.



REARRANGEMENT FORM: Select the yellow icon to rearrange the content that is inside your preview. Use the move tool to drag and drop zones on the preview to its desired format.



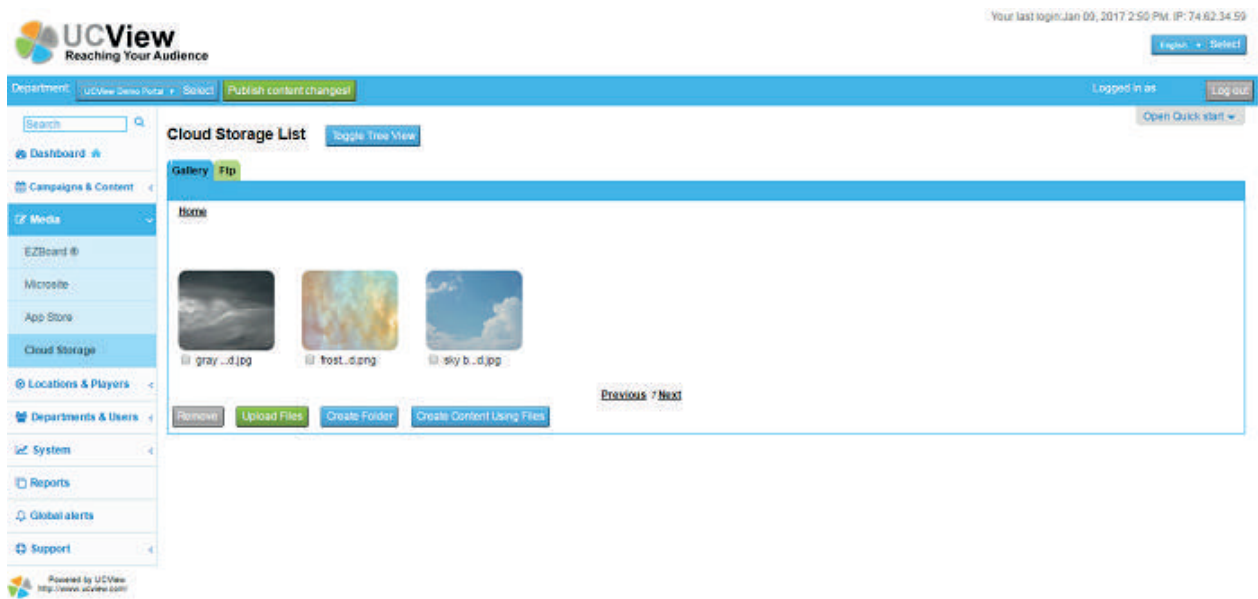
EDIT FORM: Select the green icon to make any changes to the current text, images, or videos. Make sure you always select Save to display updated content in the preview.



After all of your work has been completed and saved, make sure you also select Apply Pending Updates to ensure your work created in Microsite is entirely up-to-date and ready to be published for your viewers.

The Cloud Storage module allows for you to upload, store, and publish content all from one location on UCView’s portal. With Cloud Storage, users can access Gallery, FTP, and Dropbox.

GALLERY: The Gallery functionality enables for you to upload multiple images, videos, animation, etc. to the UCView portal and store it all in one location. You can arrange their content into specific folders and even use the Toggle Tree View button [Toggle Tree View](#) to view your content in a list format. This greatly alleviates the amount of time it takes for a user to search and then upload their content to the interface. With Gallery, you can quickly access the content you need and then publish it for your target population.



FTP: You can simply upload content directly to Cloud Storage by accessing your company’s FTP server. Select the Attach New Account button [Attach New Account](#) to attach your account (as shown below) to Portal and begin uploading content.

Remote FTP server: Create New Remote FTP server...

Detail	
Remote FTP Connection Name:	<input type="text"/>
Remote FTP server:	<input type="text"/>
Remote FTP username:	<input type="text"/>
Remote FTP password:	<input type="password"/>
FTP port:	<input type="text" value="21"/>
Passive Connection:	<input checked="" type="checkbox"/>
FTP Home Directory:	<input type="text" value="/"/> - <i>optional</i>
<input type="button" value="Test FTP connection"/>	

DROPBOX: If you have a Dropbox account, you will be able to access your content via Dropbox and upload it directly to Cloud Storage.

Managing departments and users **1**

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.

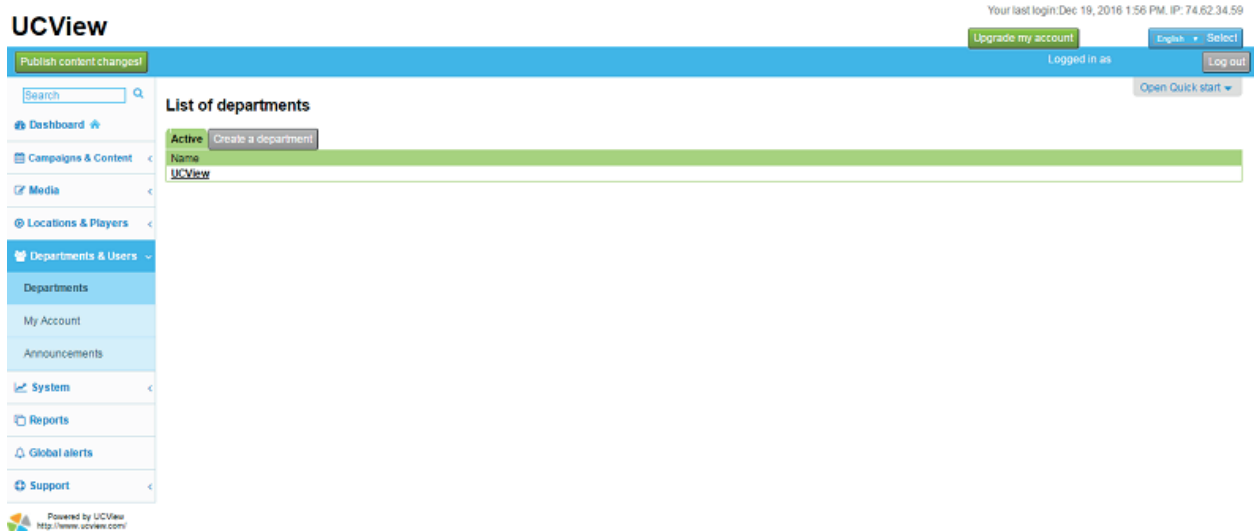
Each user in each department will manage their own campaigns and when allowed by the administrator approvals. The administrator can move between departments, control all campaigns and override changes made by users.

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**.

Click **CREATE**



Click **CREATE A DEPARTMENT**.

NAME: 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 & CONTENT: Check **REQUIRE APPROVAL** box to require authorization for content 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.

USER SETTING: This feature value defines how many Sequential failed logins are allowed before suspending the account for 15 min.

FTP ACCOUNT: Enter Password for department FTP access to upload large file size, the user name is automatically generated by the system.

Click **SAVE** to create the new department.

LOCATIONS & PLAYERS tab:

OF PLAYERS ALLOWED: This field shows the number of UCView licenses allowed on this network. It is filled in automatically by the UCView server and is not editable by users.

AUTOMATICALLY RESTART PLAYERS?: Select either **NEVER** or **EVERY** from the drop down list.

NEVER - Players will not reset automatically.

EVERY -Enter the number of hours between player 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**.

Click **SAVE** to create the new department.

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.

CONTENT: Select permission level: Create • Edit.

EZBOARD: Select permission level: View • Create • Edit.

EZBOARD DESIGNS: Select permission level: Edit

EDITOR: Select permission level: View • Create • Edit.

REPORTS: Select permission level: View • Create • Edit.

ADVERTISERS: Select permission level: View • Create • Edit.

DEPARTMENTS: Select permission level: View • Create • Edit.

PLAYER LAYOUTS: Select permission level: View • Create • Edit.

GLOBAL ALERTS: Select permission level: View • Create • Edit.

TAG CATEGORIES: Select permission level: View • Create • Edit.

TAGS: Select permission level: View • Create • Edit

LOCATION: Select permission level: View • Edit

PLAYERS: Select permission level: Edit

PLAYER LAYOUTS TAB: Select one or more player layouts the department will be able to view.

CONTENT SECTION TYPES TAB: Select one or more player sections the department will be able to submit content to.

LOCATIONS TAB: Select one or more player sections the department will have access to.

Click **SAVE**.



Note: 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 **2**

You can create an infinite number of users. For security reasons, UCView recommends setting one administrator with the ability to fully control signage and additional users with restricted access as needed for your particular installation.

Click **DEPARTMENTS & USERS** under the **MANAGEMENT MENU**.

Click the Department name (underlined and in bold) you wish to add a user to.

Click **CREATE NEW USER**.

Search

Dashboard

Campaigns & Content

Media

Locations & Players

Departments & Users

Departments

My Account

Announcements

System

Reports

Global alerts

Support

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

Departments: UCView Demo Portal: Create a new user...

Detail

Name:

Email:

Phone:

Login:

Language: English

Password:

Confirm password:

User's account details

Account status: Active

Permissions

Administrator? ☐

Approver? ☐

Notify user on player Down? ☐

Section	View	Create	Edit
Affiliate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Announcements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
App store	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Campaigns	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Content	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dashboard	<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"/>
EZBoard	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
EZBoard Design	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ezboard templates	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Global alerts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Locations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Microsite	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Player layouts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Players	<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"/>
Tag categories	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tags	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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.

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).

NOTIFY USER ON PLAYER DOWN? Check this box to allow this user to be notified once a player goes down.

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 the **CREATE NEW USER** module you will only be able to select a permission level selected under department..

My settings 3

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

LOGIN: Your login information.

EMAIL ADDRESS: this is the address the system will use to notify you on any issues or alerts.

LANGUAGE: Select the interface language you would like to use.

PASSWORD: Select the reset password button  in order to reset your password for the interface.

ACCOUNT DETAILS

ACCOUNT STATUS: Check your account details. Your account should currently be active.

LANDING PAGE: Using the dropdown list, select the landing page you would like view each time you log in to your account.

LAST LOGIN DATE: This tool will provide you with details on your last login date.

LAST FAILED LOGIN: This tool will provide you with details on the last failed login attempt.

LAST LOGIN IP ADDRESS: This is the last IP Address that was used to login the system.

NUMBER OF LOGIN ATTEMPTS BEFORE SUSPENDING: This tool displays the number of login attempts before the account is suspended.

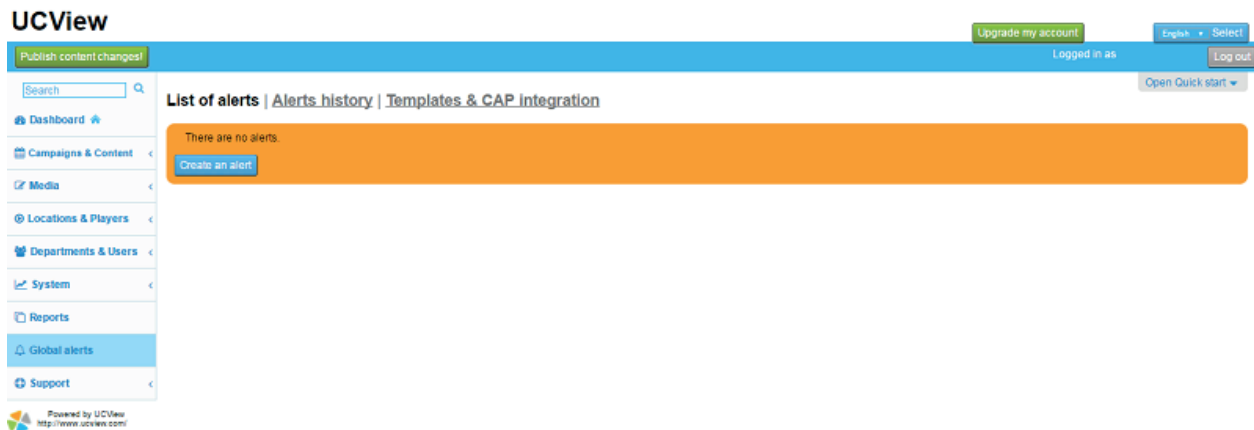
SOCIAL ACCOUNT TO ATTACH: This tool allows for you to attach your company's social media profile with the interface. This allows for you to easily display your company's social media profile for the public to view.

Global Alerts 1

One of the advantages of the UCView Digital Signage System is its ability to quickly broadcast alerts to certain (or every) displays 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.

Create a new alert 2

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



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.

Click the **CREATE AN ALERT** button.

UCView

Publish content changes! Upgrade my account English Select Logged in as Log out Open Quick start

Search

Dashboard Campaigns & Content Media Locations & Players Departments & Users System Reports Global alerts Support

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

Alerts: Create a new alert...

Detail

Name: Alert

Type: Message

Template: Default

Category:

Message: This is a test!

Alert preview: Show

Save Cancel

NAME: Enter an alert name.

TYPE: Select a type from the drop down list. Select from either **EZBOARD** or **MESSAGE**. If you select message, enter in an appropriate alert message in the text box below. If you select **EZBoard**, choose one of your templates listed below. **EZBoard** content creation tool also allows for you to use ready-made templates, including a global alert template, for free.

TEMPLATE: Select a template from the dropdown list.

Select **DEFAULT** or **SIGNAGE TEMPLATE**.

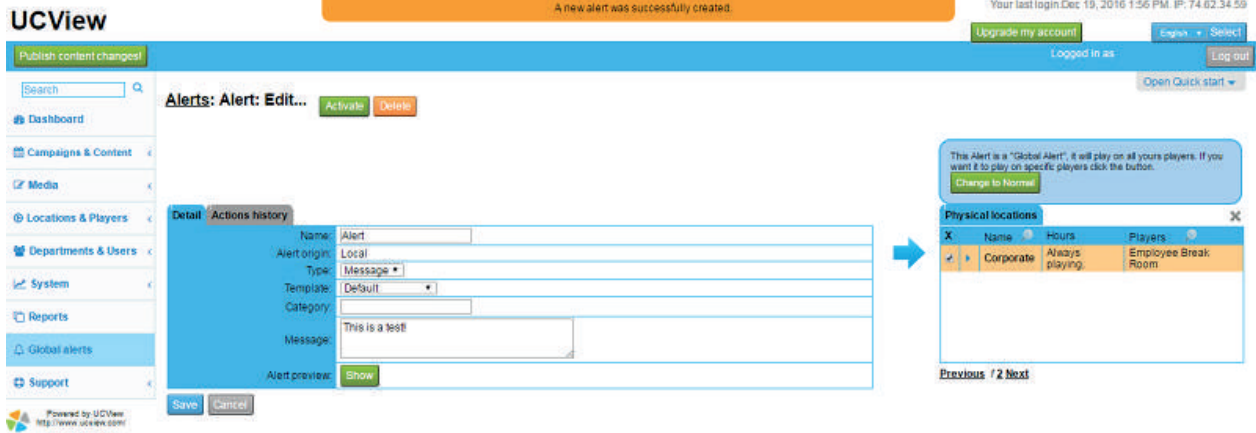
MESSAGE: Enter in a message for your alert.

CATEGORY: Enter in a category for your alert to keep it organized.

Click **SAVE** when you are done.

SHOW: Click on the **SHOW** button to view a preview of your alert.

Click on the green **ASSIGN TO SELECTED PLAYERS** button. Your list of locations will automatically default to **GLOBAL ALERTS** mode. This means that the screens located in all of your locations will be activated. However, if you only want specific location to activate the alert, make sure you select the green **CHANGE TO NORMAL** button. Checkmark the boxes adjacent to the locations in which the alerts will be activated.



Activate an alert 3

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.

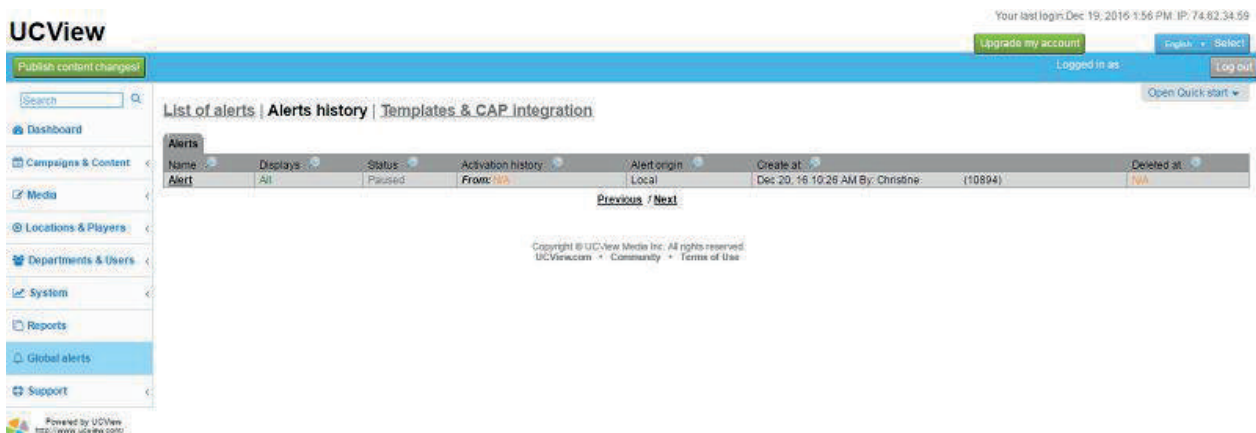
Select your desired alert by check marking the box to the left.

If you desire to activate an alert, click on the green **ACTIVATE** button in the **LIST OF ALERTS** section. This will distribute your message to all of your locations or only specific location based on the selections you made.

Only one **EMERGENCY ALERT** can play at a time.

If you would like to deactivate the alert, simply select the **DISABLE** button.

In addition to setting up your alert, you will also be able to view the **ALERTS HISTORY** and **TEMPLATES & CAP INTEGRATION**.



The Alerts History tab provides details on alerts that have been activated. This tool provides details on the name, displays that the alert was sent out to, and the activation history for your specific alert.

Templates & Cap Integration 4

Common Alerting Protocol (CAP) is an interactive public alert system which allows for emergency messages to be circulated simultaneously over multiple communication systems. CAP alerts can trigger a variety of public warning systems which will increase the chance of recipients receiving the alerts.

CAP is capable of integrating both text and audio, which would be essential for those who are hearing or visually-impaired. CAP is capable of including content, maps, safety video, and images to better communicate these much needed messages to its targeted population. To better serve the needs of the population, CAP is also available in multiple languages.

The screenshot shows the UCView web interface. At the top, there's a header with 'UCView' on the left, a 'Publish content changes!' button, and user information on the right including 'Your last login: Dec 20, 2016 9:46 AM. IP: 74.62.34.59', an 'Upgrade my account' button, a language selector set to 'English', and a 'Log out' button. Below the header is a navigation sidebar on the left with links to Dashboard, Campaigns & Content, Media, Locations & Players, Departments & Users, System, Reports, Global alerts, and Support. The main content area is titled 'Templates & CAP integration: Create new template...'. It features two tabs: 'Template details' (active) and 'Assign to selected players'. The 'Template details' tab contains a form with the following fields: 'Name' (text input), 'Template page url' (text input with a help icon), 'Alert preview' (text area with placeholder 'Enter a test alert message here...'), and 'CAP category' (dropdown menu currently showing 'Geo'). There are 'Save' and 'Cancel' buttons at the bottom left of the form, and a 'Show preview' button next to the alert preview field. At the bottom left of the page, it says 'Powered by UCView http://www.ucview.com/'.

CREATE CAP ALERT TEMPLATE:

NAME: Enter in a **NAME** for your template.

TEMPLATE PAGE URL: Enter the URL for your template here.

ALERT PREVIEW: Enter in your test message in this field.

CAP CATEGORY: Use the dropdown list to select a category for your CAP Alert. You may select from **GEO, MET, SAFETY, SECURITY, RESCUE, FIRE, HEALTH, ENV., TRANSPORT, INFRA, CBRNE, OTHER**

SHOW PREVIEW: Click this button in order to view a preview of your CAP Alert Template before saving.



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

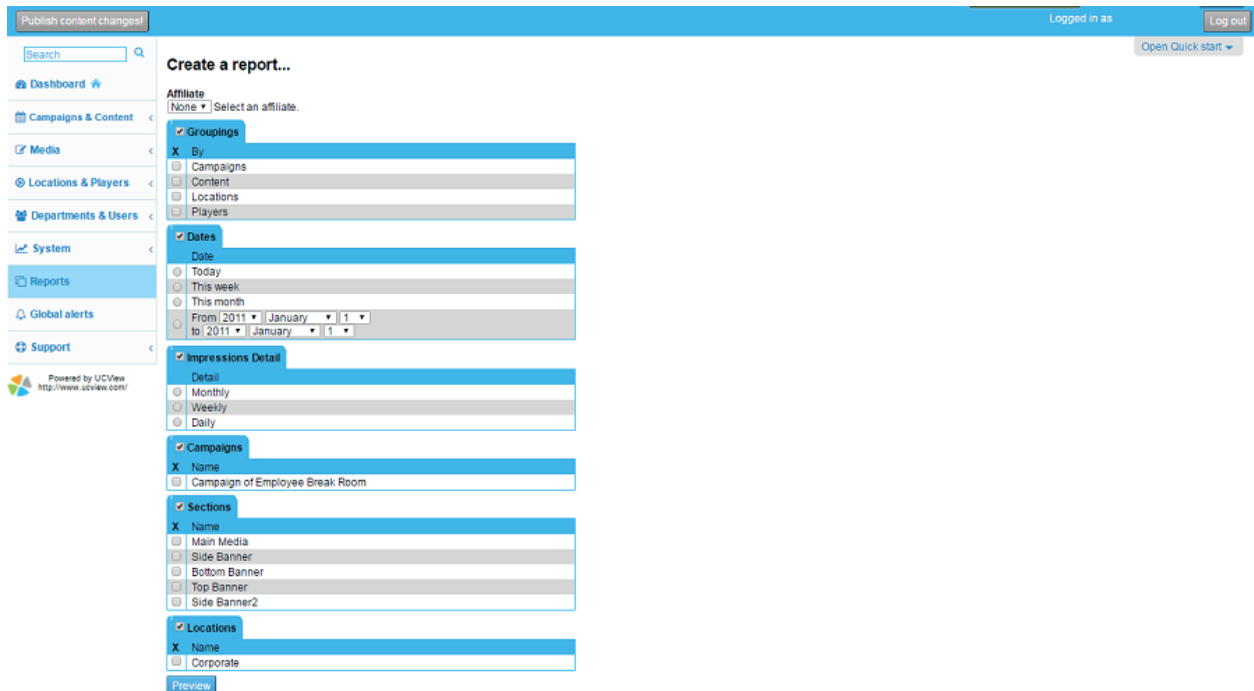
Create a new report criteria

1

UCView Digital Signage solutions allows for 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.

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



The **REPORT** page allows for creation of the following report types:

GROUPING: Check this box to separate the number of impressions in the report by any combination of campaigns, content, 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.

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

SELECT CONTENT LINES: Check box all the result you want to bring to the report. Only the selected records will be transferred to the report.

GENERATE PDF: Click the Generate **PDF** to export the selected result to **PDF** format file.

GENERATE XLS: Click the Generate **PDF** to export the selected result to **CSV** format file.

Digital Signage Media Types 1**1 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 tradeoff 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).

2 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.

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. Because 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 2

Digital signage’s ability to reach your target audience is based on three equally important factors: Infrastructure (software, server, administration, media players, displays), content (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 content.

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 content 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).

To contact UCView Media Technical Support:

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



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