UCView
Reaching Your Audience

Digital Signage System
User Guide

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1 Introduction

OVERVIEW

The UCView Digital Signage is an integrated hardware and software solution that provides powerful and scalable digital signage network capabilities to any market. The system features the ability to control displays across Wide Area Networks at anytime, from anywhere. The 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 ad campaigns to different displays and locations in the network.
- Deliver rich media including: Live TV, video, Flash media, Power Point presentations, audio, RSS feeds, web pages, text and live tickers of news, weather, emergency statements and more.
- Transfer schedules and content to one or a group of display(s).
- Remotely design display layouts, control and monitor display activities.
- Schedule monitor operation hours and power on/off times for the display at the location or individual displays.
- Redundant self-diagnostics to maintain operation.
- Remotely report on system-status memory and system utilization.
- Large corporate security protocols do not need to be changed to utilize the UCView Digital Signage Network.

UNDERSTANDING DIGITAL SIGNAGE

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

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

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

CONVENTIONS USED IN THIS USER GUIDE

Instructions for physical installation are shown in numbered lists (1…2…3…).
Instructions for using the online tool are displayed *blue*.
Menu items and buttons that are clicked are in *BLUE* and *ALL CAPS*.
The word "content" includes any advertisement, information, or alert displayed on screen.
Color-coded arrowheads (▶) appear next to instruction list items and the corresponding positions on screen shots, making it easy to locate the items referred to in the instructions.
Digital versions of this manual include links to every chapter and section within the manual. Sections are shown on page and referred to in gray all-caps. Clicking any section reference within a section will take you to the section referred to. Clicking on any chapter or section listed in the Table of contents page will take you directly to that chapter or section in the manual.

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

2 Getting started

UNPACKING CHECKLIST

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

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

INSTALLATION OF THE UCVIEW DIGITAL SIGNAGE PLAYER

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

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) Turn on the player and the monitor.
5) 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.
6) 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

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

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

If you have any questions during your initial set up, please contact technical support at (877) 828-4399.

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.**

1) Click on the Locations & Players tab
2) Click on Create a Location
3) *Enter* location name
4) *Enter* the days of operation
5) *Enter* the hours of operation
6) *Enter* the time zone of the location
7) Leave the MAIN CONTACT, EMAIL, PHONE, and ADDRESS fields blank for now
8) Keep the MARK ON GEOGRAPHIC MAP? box unchecked for now.
9) In Automatically restart locations? – select NEVER for now.
10) Leave ALLOW SCHEDULE UPDATES set to AT ANY TIME for now.
11) Click SAVE

From the LOCATIONS & PLAYERS menu:

1) Click the name of the location you just created.
2) Click ADD A PLAYER
3) Enter player name
4) Enter the UCView player password you wrote down exactly as it was displayed on your monitor when you first installed the player.
5) In Status – select ACTIVE
6) In Use Client – Select the LATEST VERSION for now
7) Select a layout from the drop down list.
8) In Automatically restart displays? – select USE LOCATION SETTING for now.
9) In Master Volume – adjust the volume to your liking.
10) Click Save

Note: All setting 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.

THE UCVIEW CLIENT INSTALLER

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.

Note: You must have Microsoft's .NET Framework Version 1.1 installed on your computer prior to installing the UCView Client. The codec is available on line at http://www.cccp-project.net.

Click the UCViewInstaller.msi shortcut.

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

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

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

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

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

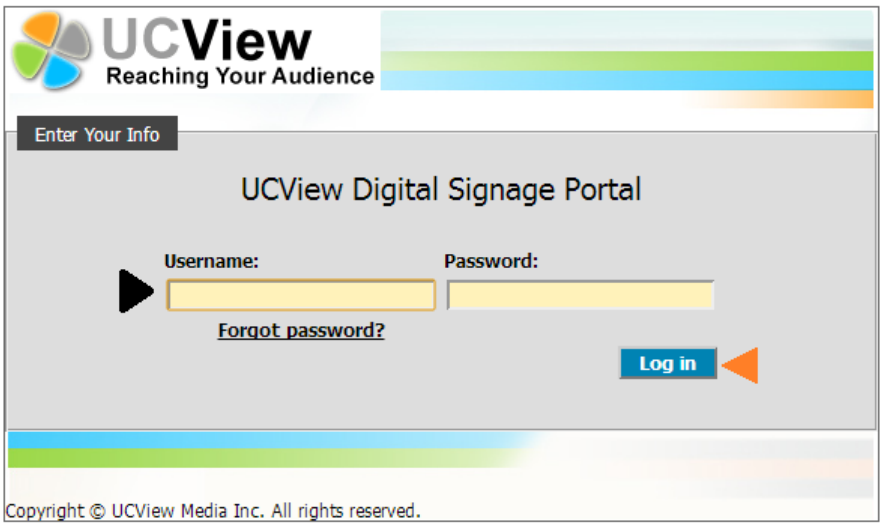
Please continue to the next chapter to set up your first location.

3 Setting up a Portal

DIGITAL SIGNAGE PLAYER SETUP USING THE UCVIEW PORTAL

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

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



▶*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* link.

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

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

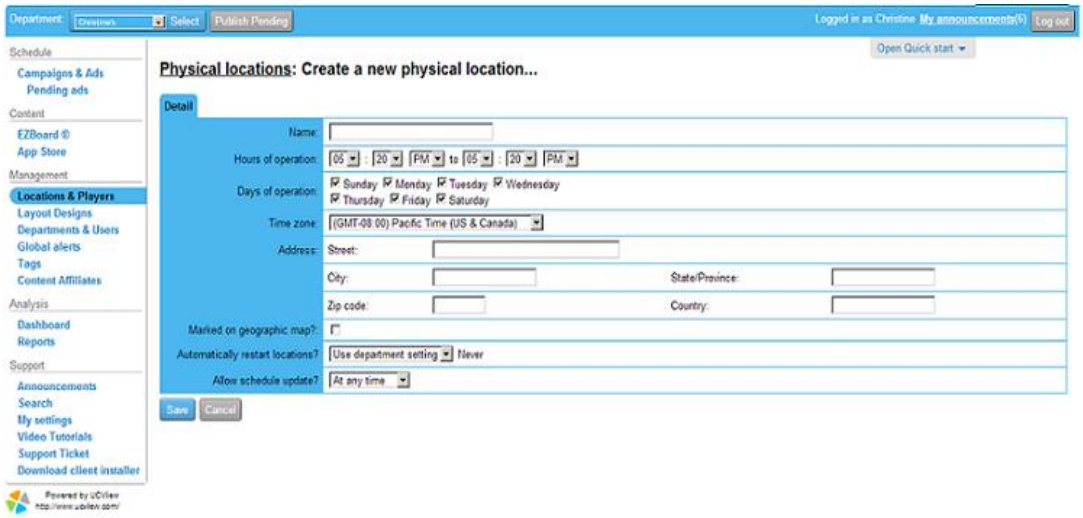
The Wizard will guide you through creating your first display with demo layout and ads. The wizard has 3 steps.

1) Define your default time zone.
2) Create your first layout by clicking on Create layout.
3) Create your first location and display.

To create a new location:

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

▶*Click CREATE A LOCATION.*



▶*NAME: Enter* location name.

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

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

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

▶*TIME ZONE:* Enter the time zone of the location.

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

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

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

▶*Select EVERY:* from the drop down list. If you select Every from the drop down list, insert the number of hours your ad 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 ad 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.

Mark on Geographic map: Click here to mark the location on Google map.

▶*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*.

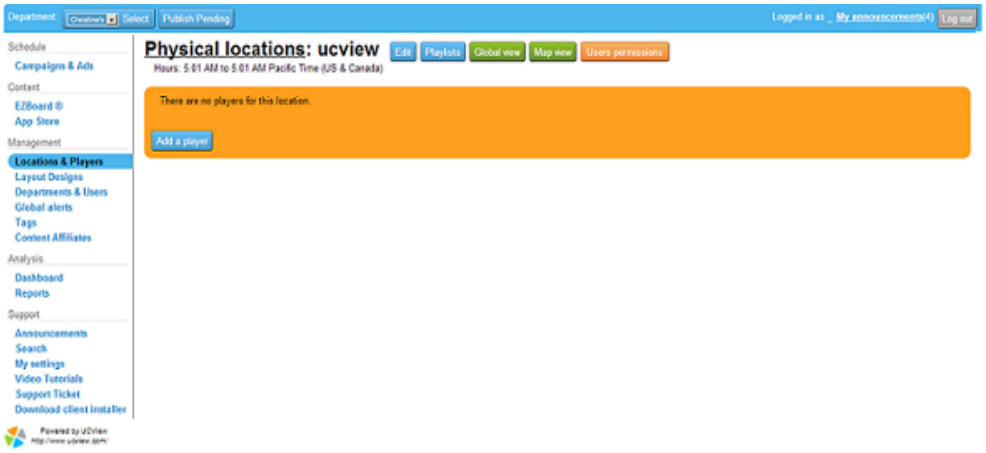
ADD A PLAYER IN A LOCATION

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

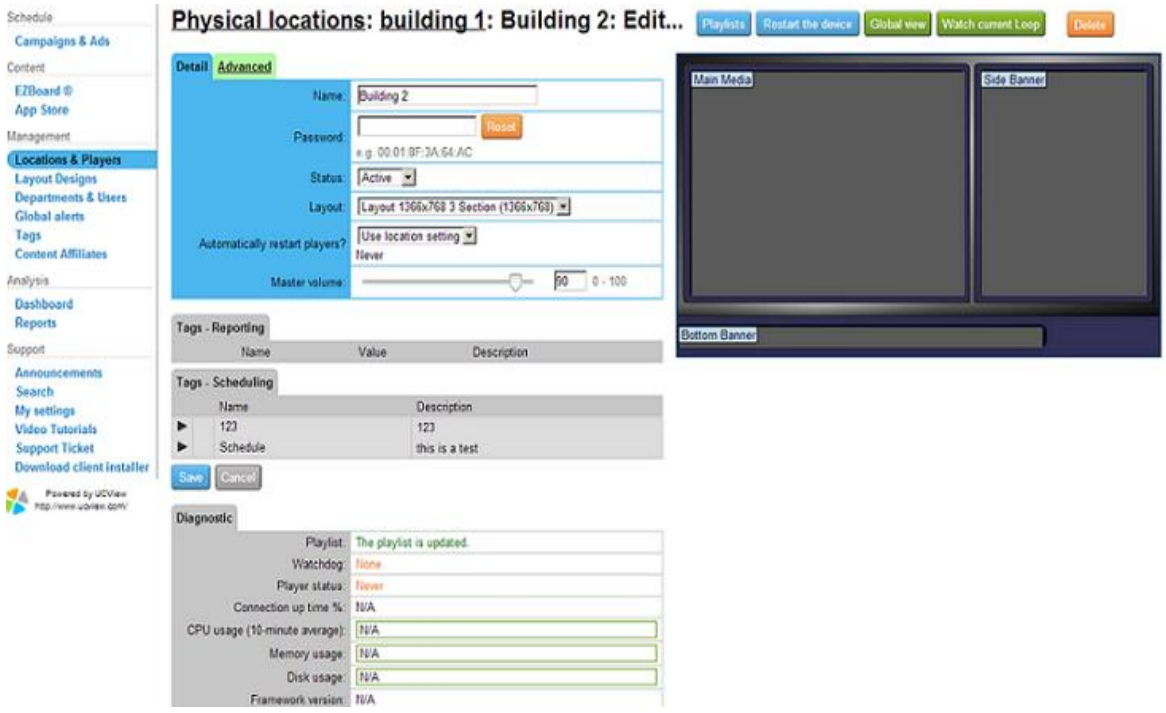
▶From the *LOCATIONS & PLAYERS* link under the *MANAGEMENT MENU*:

▶*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*.



DETAIL TAB



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

▶*PASSWORD:* Enter the UCView player password displayed on your monitor when you first installed the player (the number you wrote down at the end 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.

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

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

▶*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: If you are using multi monitor environment, this feature allows you to define the monitor the UCView Player will be playing on. By default UCView client will play on the main screen and utilize all monitors defined by the operating system.

Target Audience: Check this box to activate Intel AIM technology for audience measurement.

Interactive Screen: 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.

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: 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.

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

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.

▶*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:

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

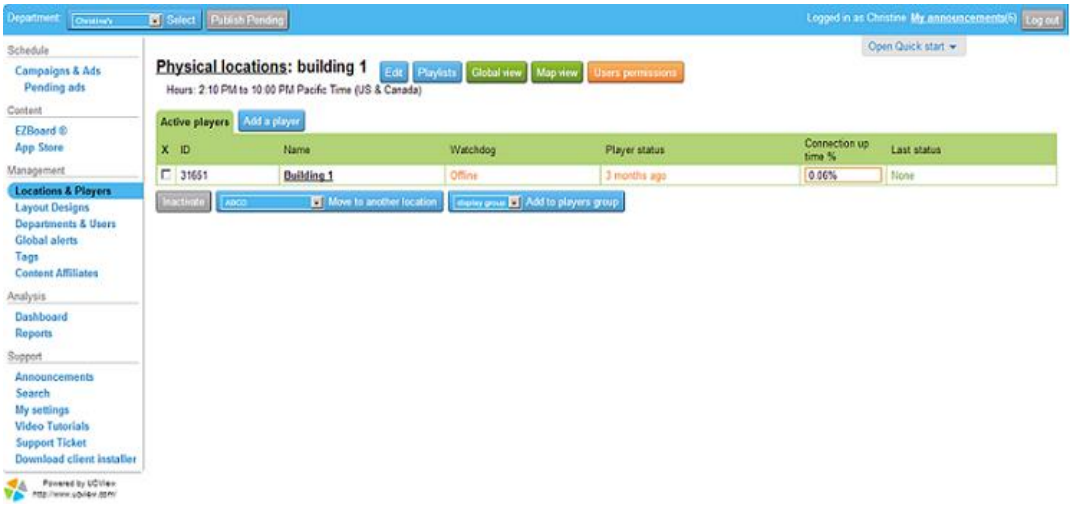
PLAYLIST: Click this button to edit the playlist for this specific display. To edit playlists for a Player Group, go to **MANAGING PLAYER GROUP** section of this manual. For additional information on editing playlists, go to **MANAGING PLAYLISTS** section of this manual.

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.

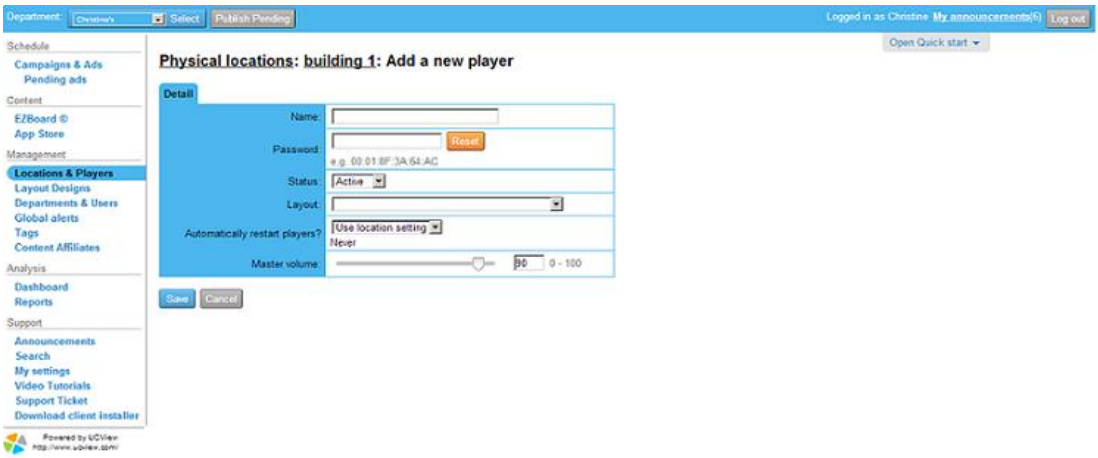
Global View: Click this button to display a live screen image from the display. This is an excellent way to check any error messages on the display.

Watch Current Loop: Click this button to watch a preview of your content before it's released to the public.

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



ADD A PLAYER: Click this button to add a player to your desired location.



ADD A NEW PLAYER: In order to add a new player, completely fill out the *Detail* form and press *Save*. Your new Player will be added with your location.

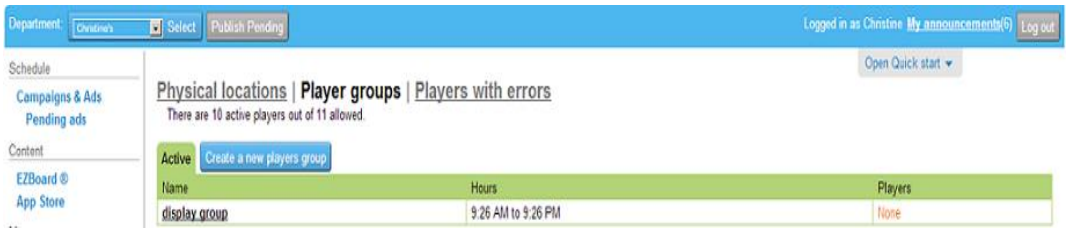
QUICK START:

Quick Start has links for the most used features available in the web-interface. Each image, once clicked, will direct the user to their desired section in the web-interface.

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

MANAGING PLAYER GROUPS

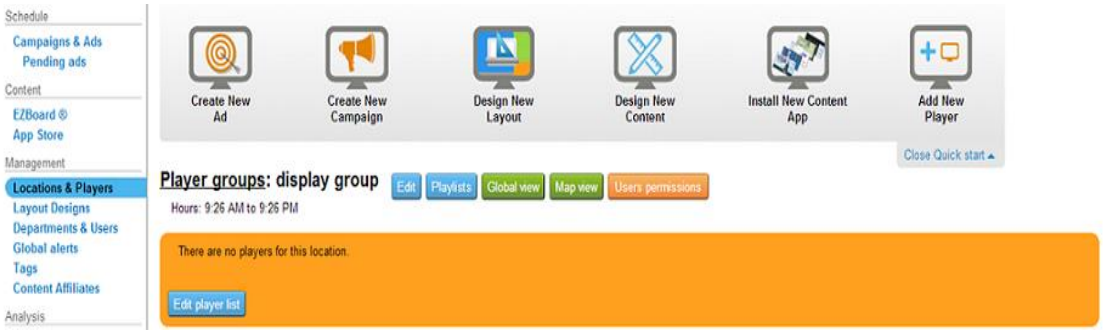
From either the *PHYSICAL LOCATIONS* page or the *LOCATIONS & PLAYERS* main menu:



▶*Click* the *PLAYER GROUPS* link.

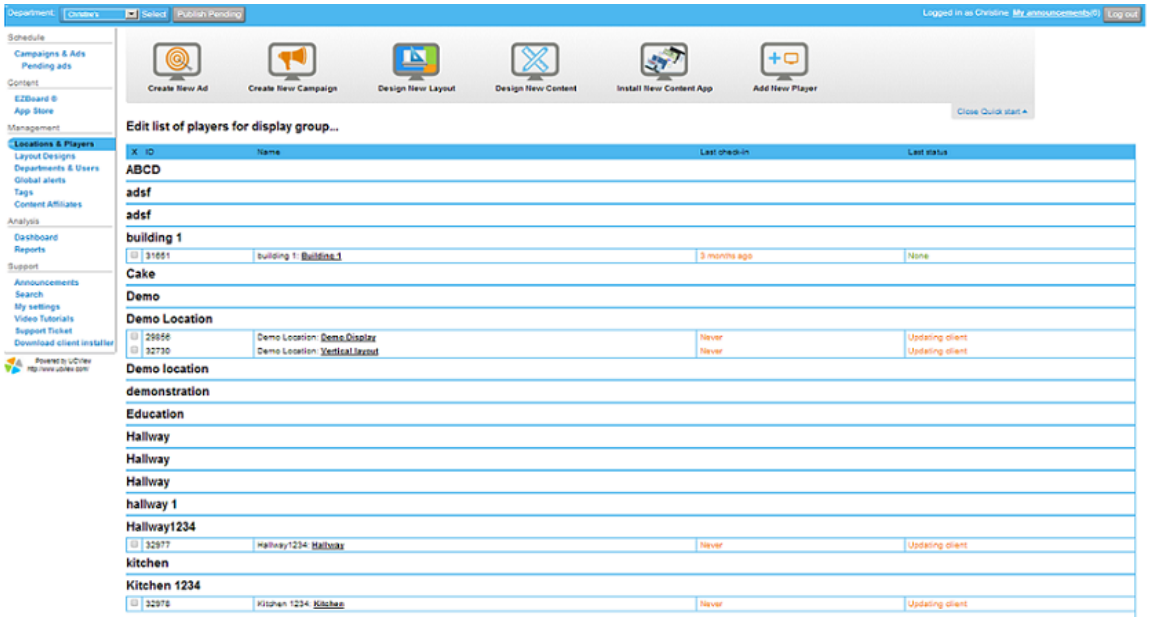
▶*Click* the name of the player group you wish to edit.

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



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.



▶*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.

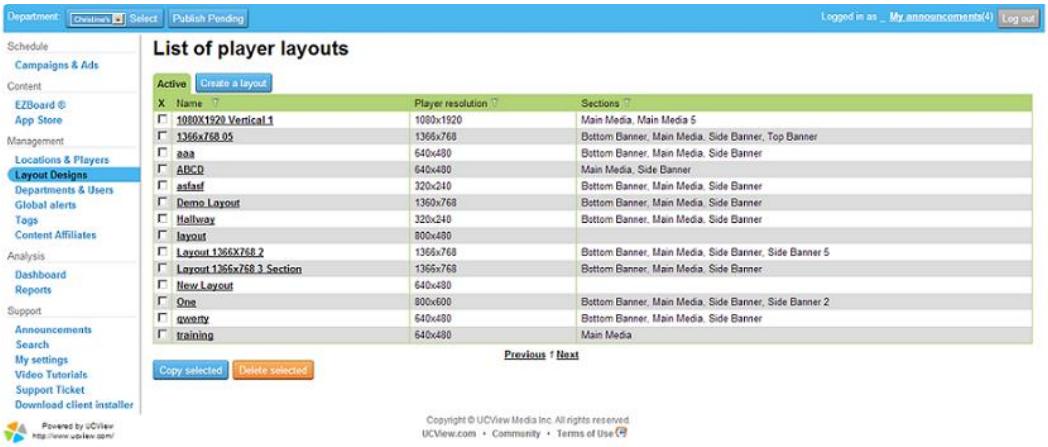
CREATING AND MANAGING LAYOUTS

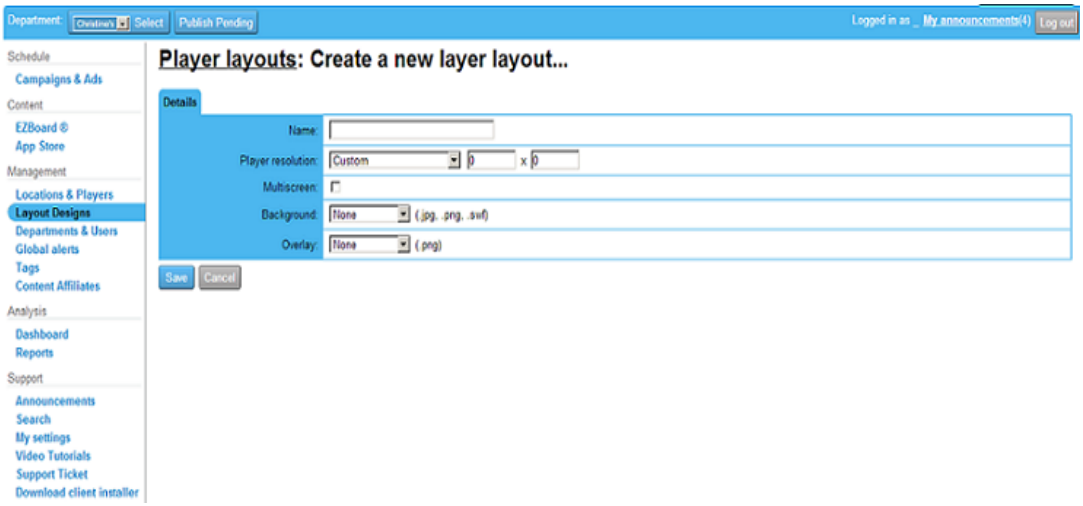
The *LAYOUTS DESIGNS* module enables you to create new layouts, upload layouts from your computer and edit existing layouts.

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.





▶*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 use the existing background:

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

To upload a new background:

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

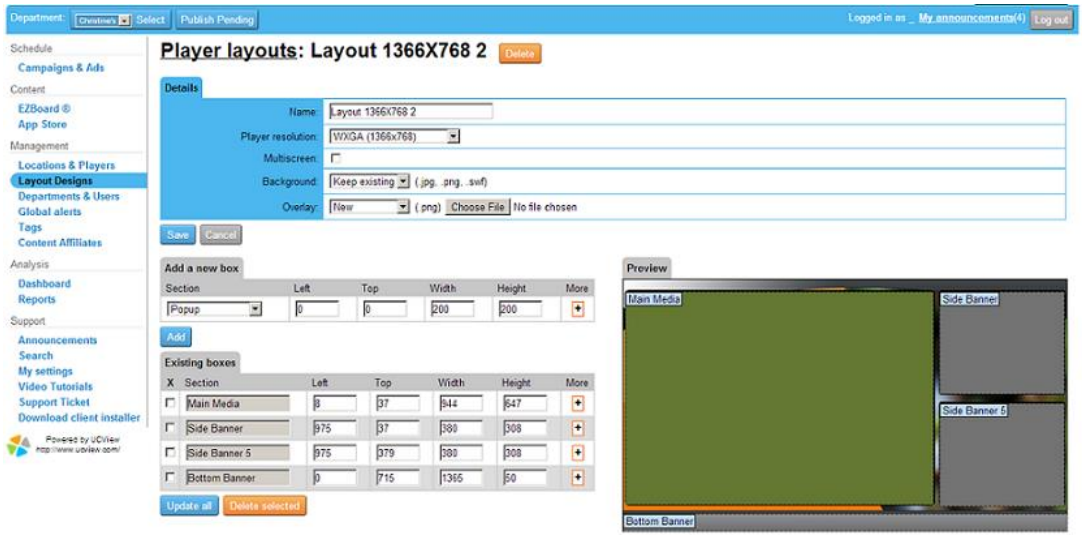
Now you need to define the screen division within the layout. You should divide your screen into the number of sections needed for the various content you will display. UCView recommends you discuss your needs with your customer support representative prior to creating your layout.

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.

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 & ADS* module for information regarding setting the duration of *Full Screen* mode. Make sure to set full screen size to allow critical content in other sections to play during *Full Screen* mode.

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

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

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

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

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

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

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

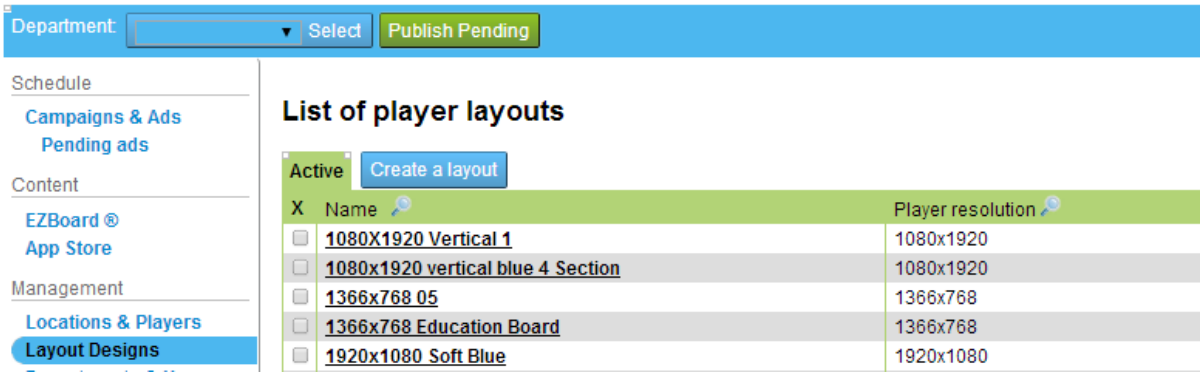
Click UPDATE ALL.

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

How to Create a Multi-Screen Layout:

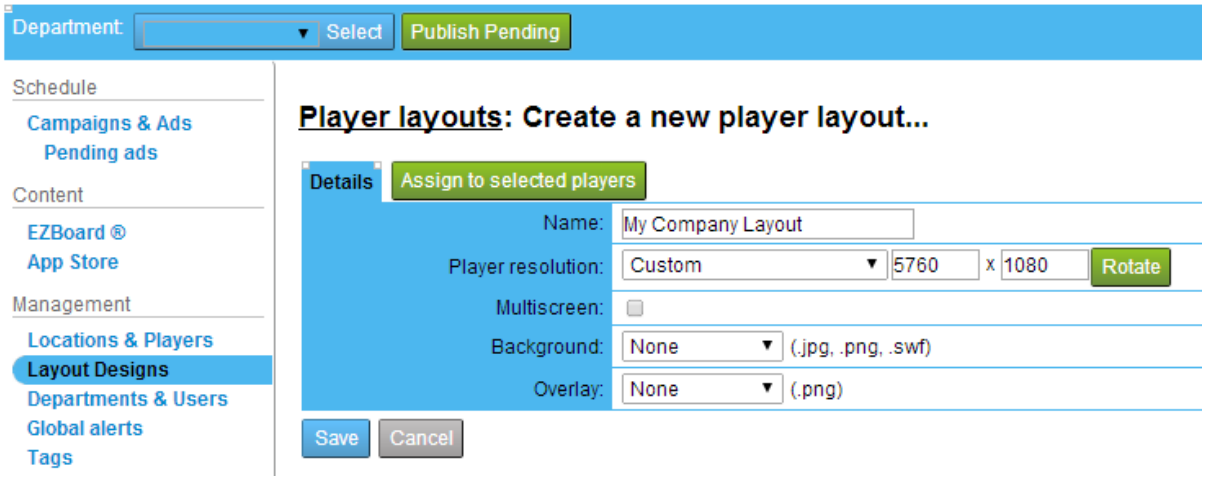
In your user interface, select *Layout Designs* in your Menu.

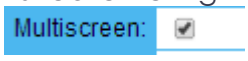
Click *Create a Layout*.



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.



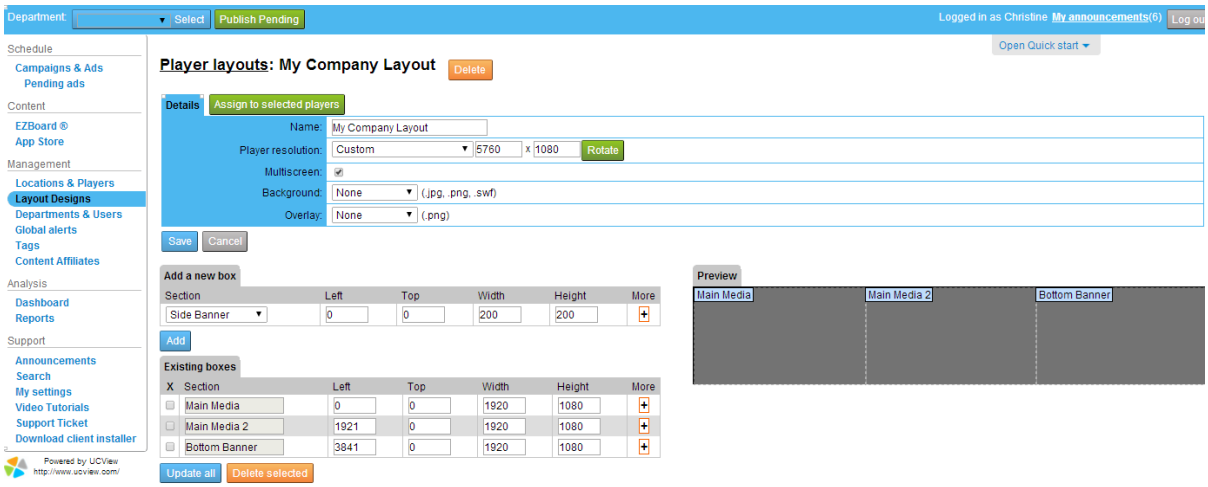
If you would like for your video wall to be four screens and square shaped, you must multiply each dimension by two. For instance, 1920 x 2 and 1080 x 2.
When you finished entering in the correct calculations, make sure to checkmark the box adjacent to Multiscreen. 

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.

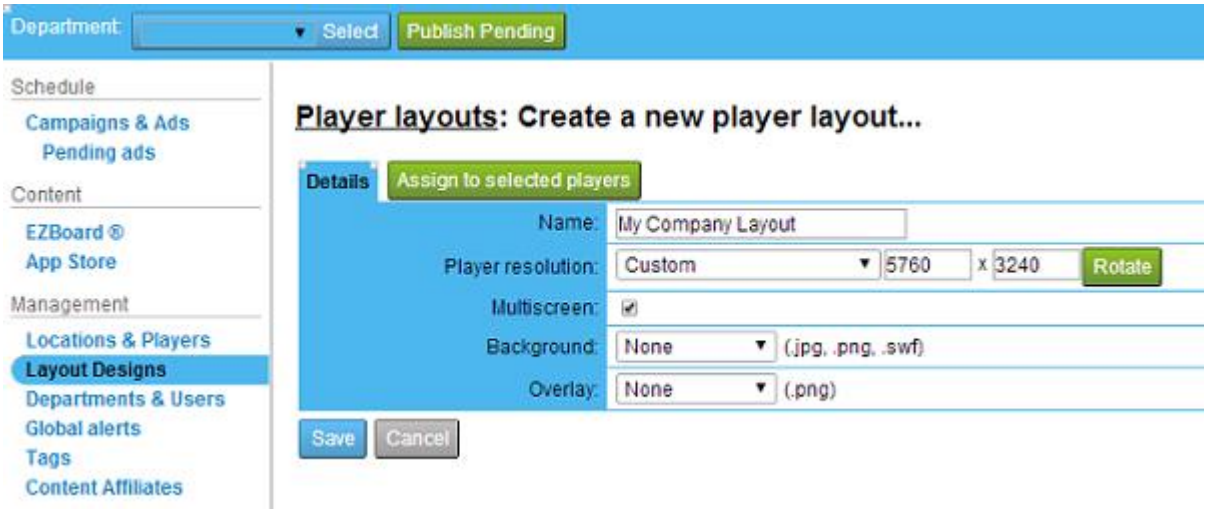
Now, if you have a third screen, you will need to add 1921 with 1920 and enter in that amount in the third "Left" field.
Click "Update All" when you are finished.



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.



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.

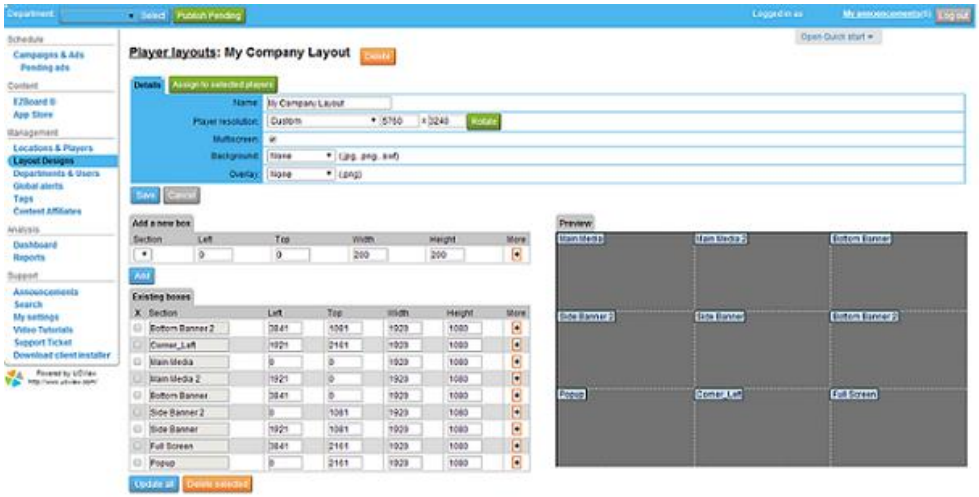
In add a new box, select a section and enter in the width and height which is 1920 x 1080. This should be entered for each box you are creating. Click the Add button to move it over to the Existing Boxes.

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.



You may customize your screens to display whatever you need to reach your audience.

Make sure you click Update All when you are done.

4 Content distribution & management

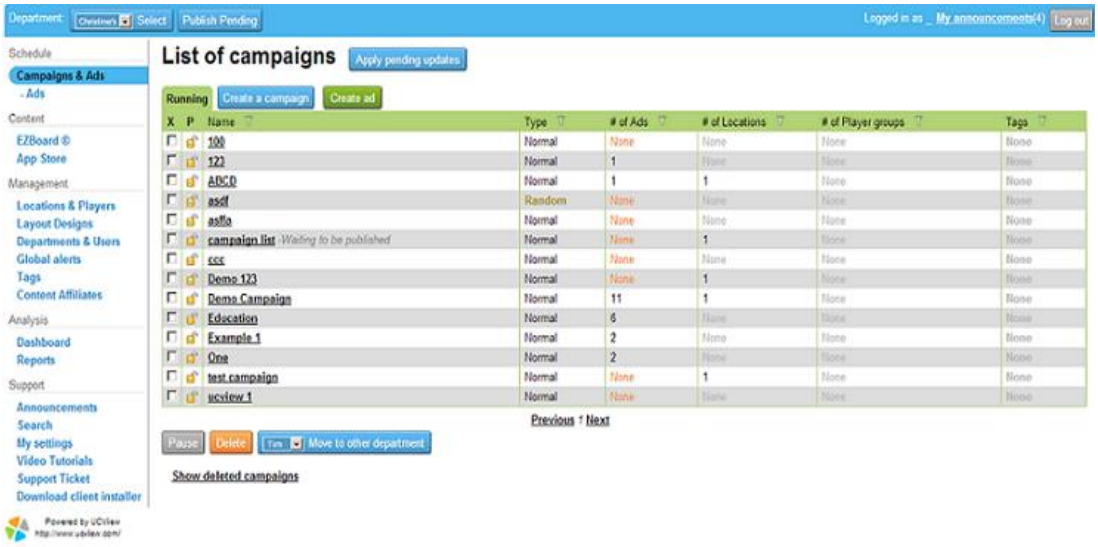
CREATING AND MANAGING CAMPAIGNS

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

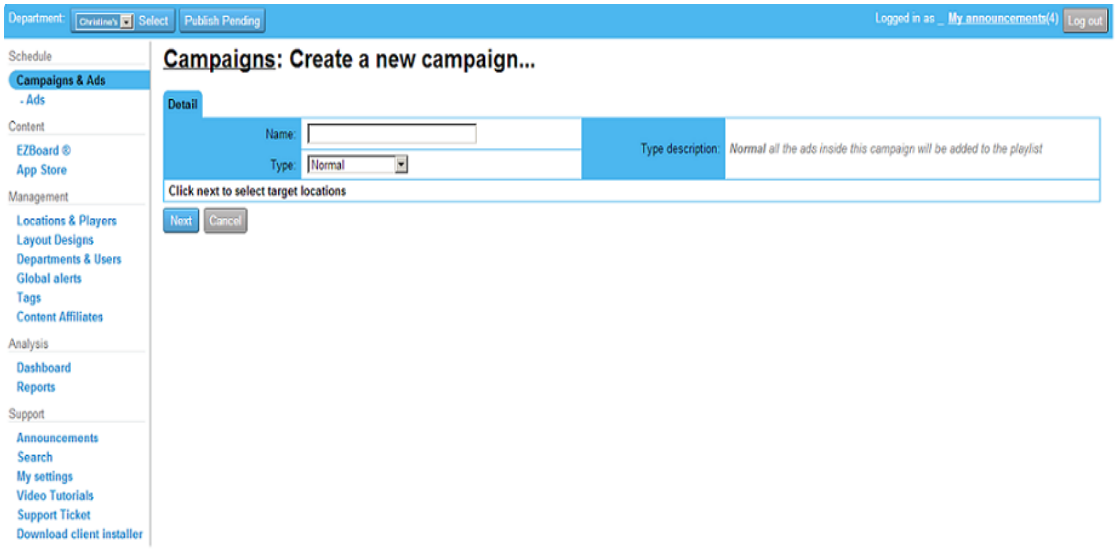
Note: When creating a new Campaign, you must specify the location(s) or player group(s) where an ad or group of ads will be playing or this content will not play.

To create a new Campaign:

- Click CAMPAIGNS & ADS menu tab.
- Click CREATE A CAMPAIGN.



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



▶*NAME: Enter* the campaign name.

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

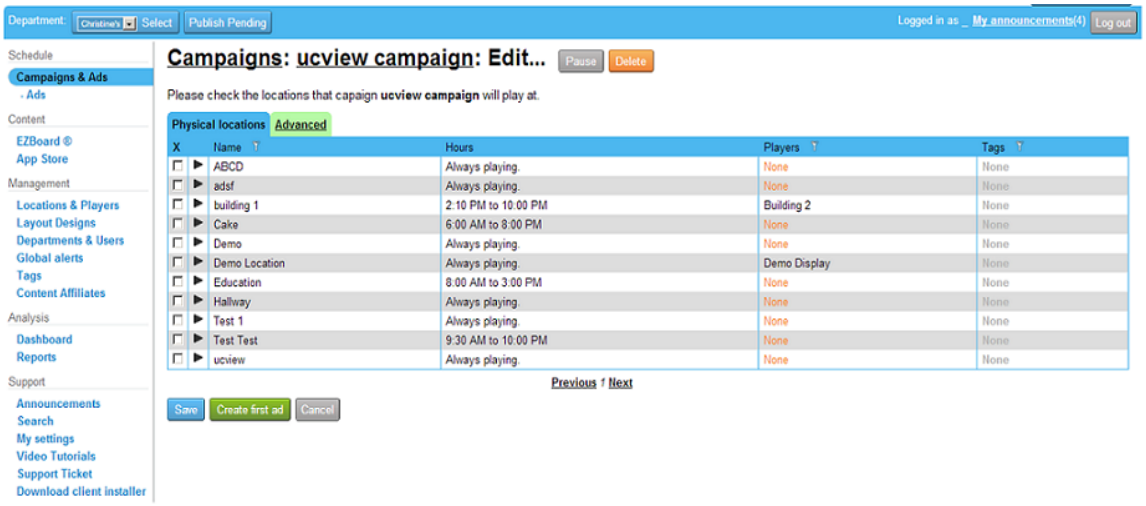
Normal. Every ad in the campaign plays in sequential order.

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

Random. Only one ad in each campaign plays at a time, each ad will play in random order each time a campaign begins in the loop.

Change of Layout Campaigns. This feature allows you to group multiple ads 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.

▶*Click SAVE*.



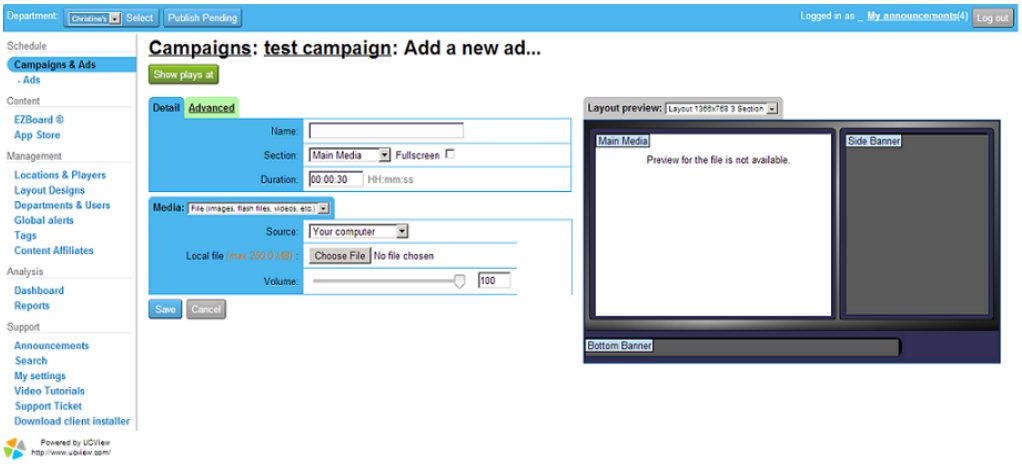
▶*Click* the *ADD A NEW AD* button. Ads created here are automatically placed in the campaign just made. From anywhere else in the UCView Portal, see the next section.

CREATING A NEW AD (WITHIN A CAMPAIGN)

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

To create a new ad:
▶*Click CAMPAIGNS & ADS* link under the *SCHEDULE MENU*
▶*Click* the underlined campaign name you want add a new ad to. Do not click the check box next to the campaign name.

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



▶*Name:* Specify a Name for your ad.

▶ *SECTION:* Section and select the zone you would like for your layout to play in.

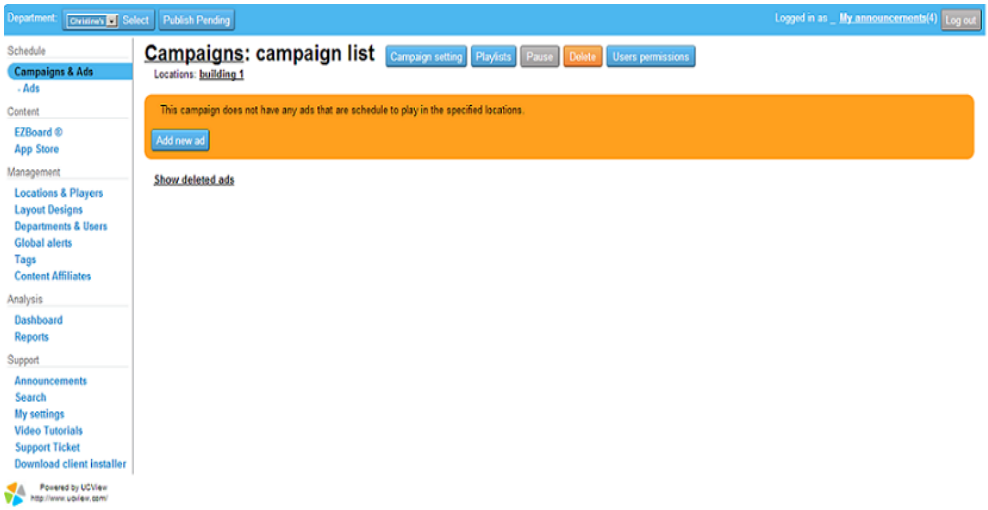
FULL SCREEN: Check the *FULL SCREEN* box to activate full screen mode. To assign and control scheduling of content that plays in full screen mode, you must allow Full Screen mode for all ads and all displays that will play the ads. Please see *LAYOUT DESIGNS* module to set Full Screen mode.

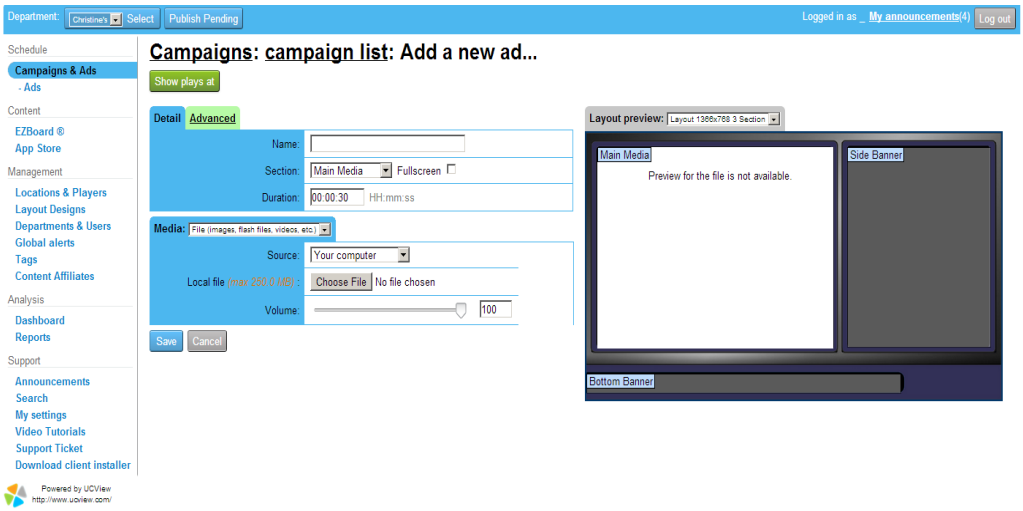
DURATION: Multiple ads play in timed loops one after the other. *Enter* the duration the new ad will play before the next ad in the loop begins.

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

▶*VOLUME: Enter* the playback volume of the ad's audio (if any). 100 is loudest. The playback volume of the display itself is controlled in the *DISPLAY* module and will affect the overall volume of all ads campaigned on the display. Adjust the volume to your liking, highest number is 100 and lowest number is 0.

Ad Advanced Features: To see more features under the ad menu click on the Advanced Tab





Ad 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 ads, apps, and other content 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 ads, (e.g. you can allow one ad to trigger

another ad in a different section.) If two or more ads complement each other, you may arrange for those ads to play together during the same duration period. Synchronized ads 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 ads 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 ad that has a long duration period, but play it only for small interval from the ad 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 ad in the playlist. The player will play this ad when its location is within the GPS coordinate assigned to the ad.

Cyclic: The new cyclic feature allows for an ad to reoccur every couple of minutes. For example, the ad will show up every twenty minutes. Even when the ad is timed to play at a certain interval, it will wait for another ad to finish before it appears on the screen. The cyclic feature is beneficial for any industry that has a large number of customers.

Transparent: This feature allows you to upload transparency ads 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 ad.

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

Sync with other ads: Checkmark this box if you would like to sync two or more ads.

Play Every# of Loops: This feature allows you to play an ad every number of loops. By default the ad will play every loop. Enter every number of loops you want this ad to play.

Media: Select from Files (images, flash files, videos, etc.), you can select from news, weather, text message, EZBoard, web page, social media, and content store.

Based on what you have selected in the media, you will be provided with different categories.

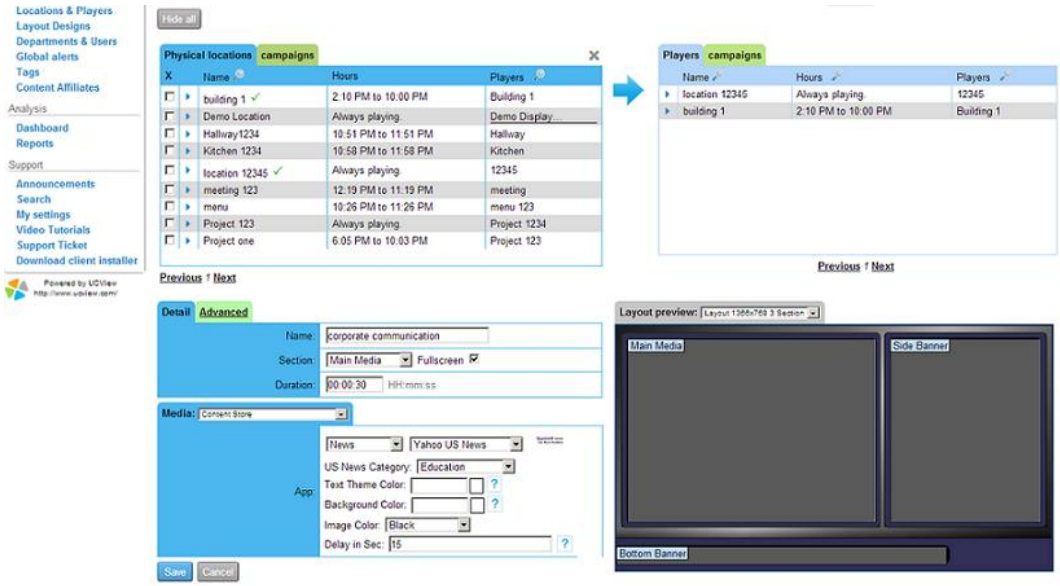
After you have finished customizing your ad, click on Save. Your ad will play on the layout preview screen, allowing for you to view the screen before it's made public to your audience. Continue on to **page 32** for further description on Media types.

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

EDIT TARGET PLAYERS: This button allows for you to assign location(s) and campaign(s) to your ad 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 ad.



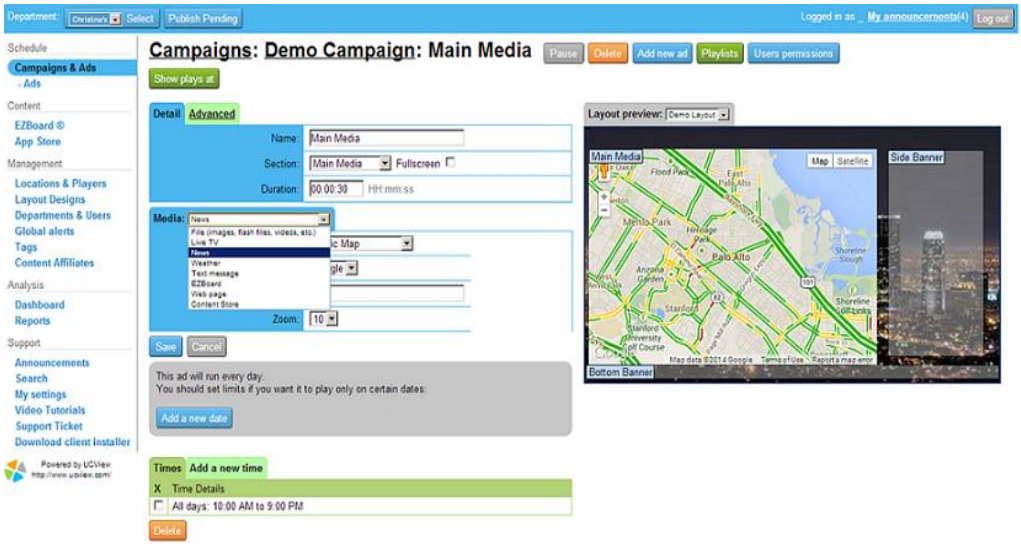
DATE AND TIME SCHEDULING:

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

Add a New Date: This feature allows for you to display ads on specified days.

Add a New Time: Customize the time you would like for your ads to play. Include the day of the week, the start time, and the end time.

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



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

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

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

Click the *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 ads from the *FTP File* drop down list. *REMOTE FTP SERVER*. Select this option to retrieve files on a remote FTP server. *Remote FTP Server*. *Enter* the URL of the remote FTP server.

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

Remote FTP Password. *Enter* your password.

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

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

VIDEO INPUT: *Select* the type of video connection between your UCView Media Player and your display.

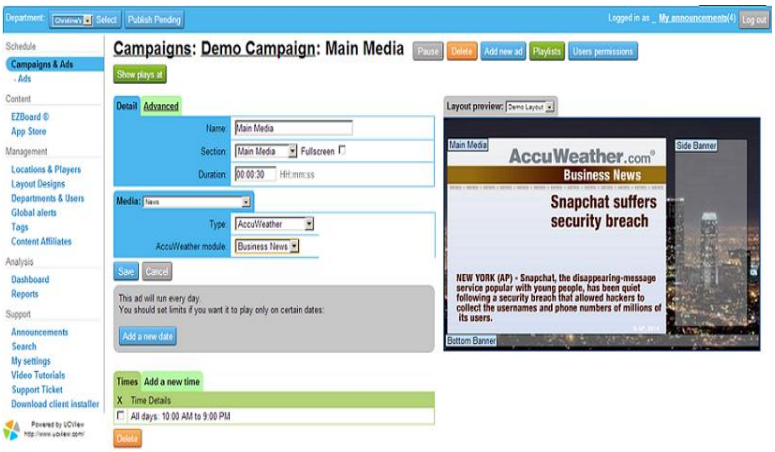
AUDIO INPUT: Select the type of audio connection between your UCView Media Player and your display or separate audio system.

CHANNEL: Select the channel for the content you wish to display. Choose this option *only* when

attaching cable TV coaxial cable directly to the tuner card or device.

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

Note: Not all channels support this option.



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

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

BUSINESS 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.

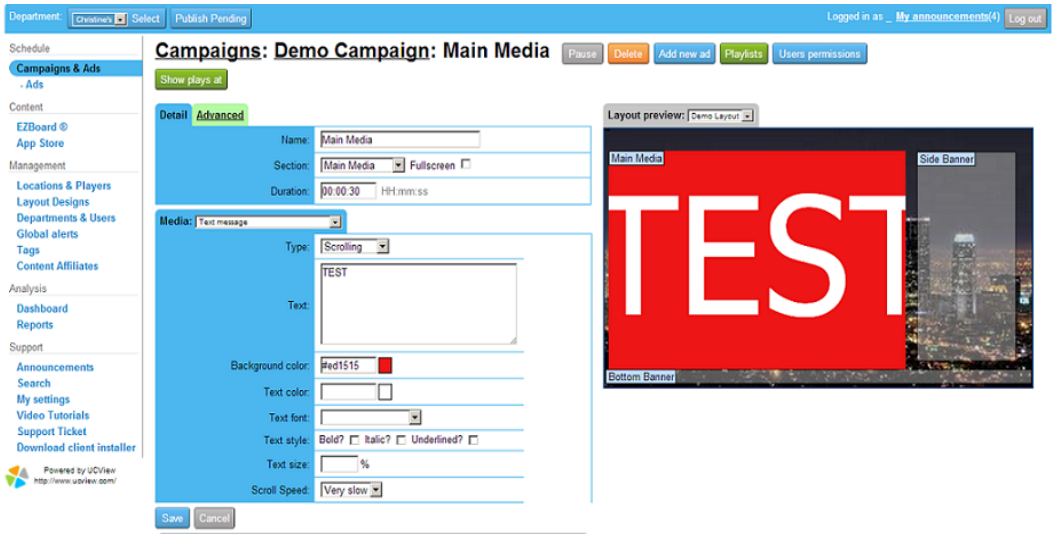
NEWSCAST & NEWS SCROLLER: Select the *NEWSCAST* option in the *NEWS TYPE* drop down list for a wide variety of available graphic RSS feeds from Yahoo News. Select *NEWS SCROLLER* for the same feeds that scroll in a banner section of your display without image graphics. The choices for either of these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

BUSINESS
ELECTIONS
ENTERTAINMENT
HEALTH
MOST RECOMMENDED
MOST VIEWED

OBITUARIES

ODD NEWS
SCIENCE
SPORTS
TECHNOLOGY
TOP STORIES
US NEWS
WORLD NEWS

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



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

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

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

Enter the text you would like to display.

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

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

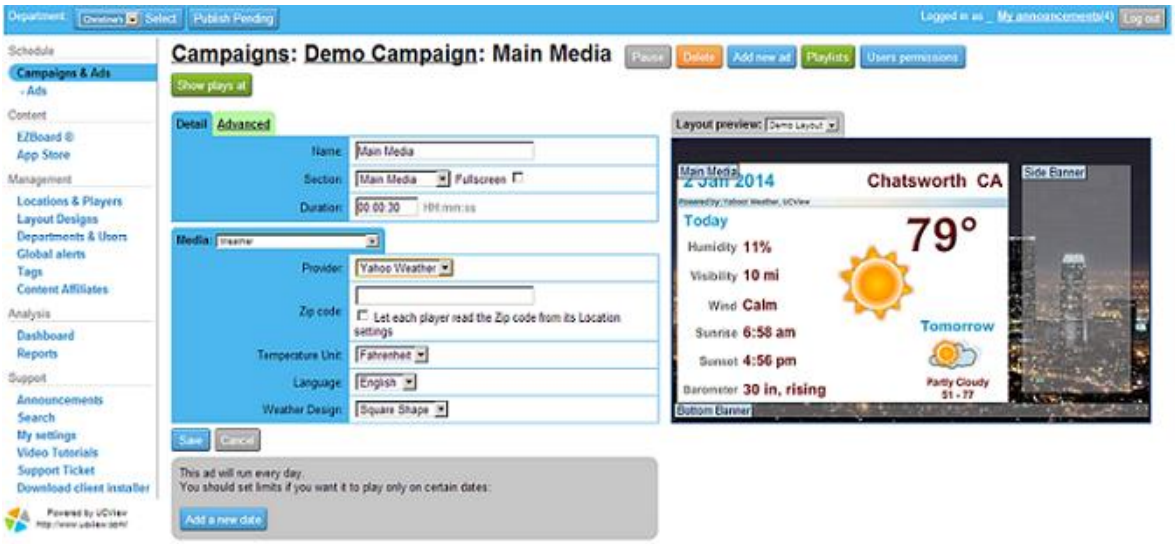
BACKGROUND and *TEXT COLOR* - By default, the background color is white and the text is gray. To change these settings, *Click* in the white box next to the *BACKGROUND COLOR* and/or *TEXT COLOR* boxes and choose a color from the pop-up color picker.

TEXT FONT - The default type face is Arial. To use a different type face, *Select* one from the *Text Font* drop down list. 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 a weather ad 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)

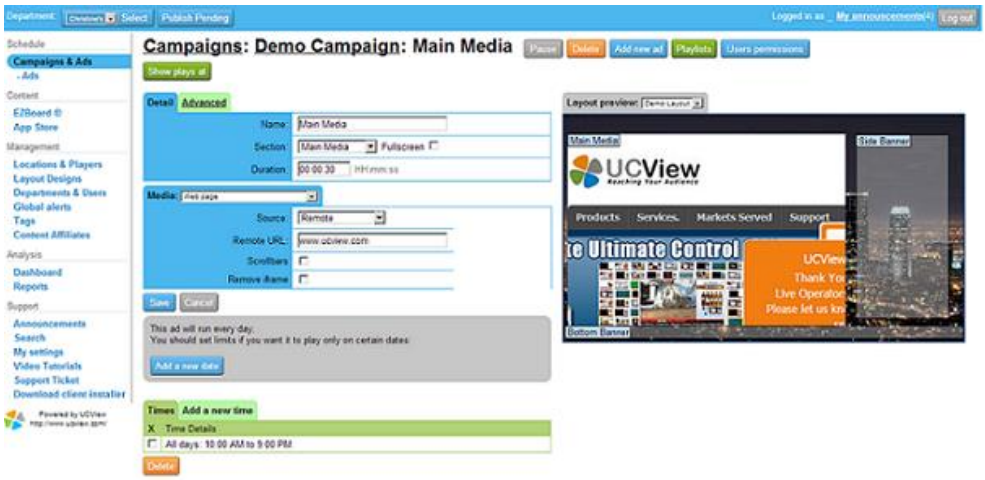
3-DAY FORECAST (SPANISH)

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

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

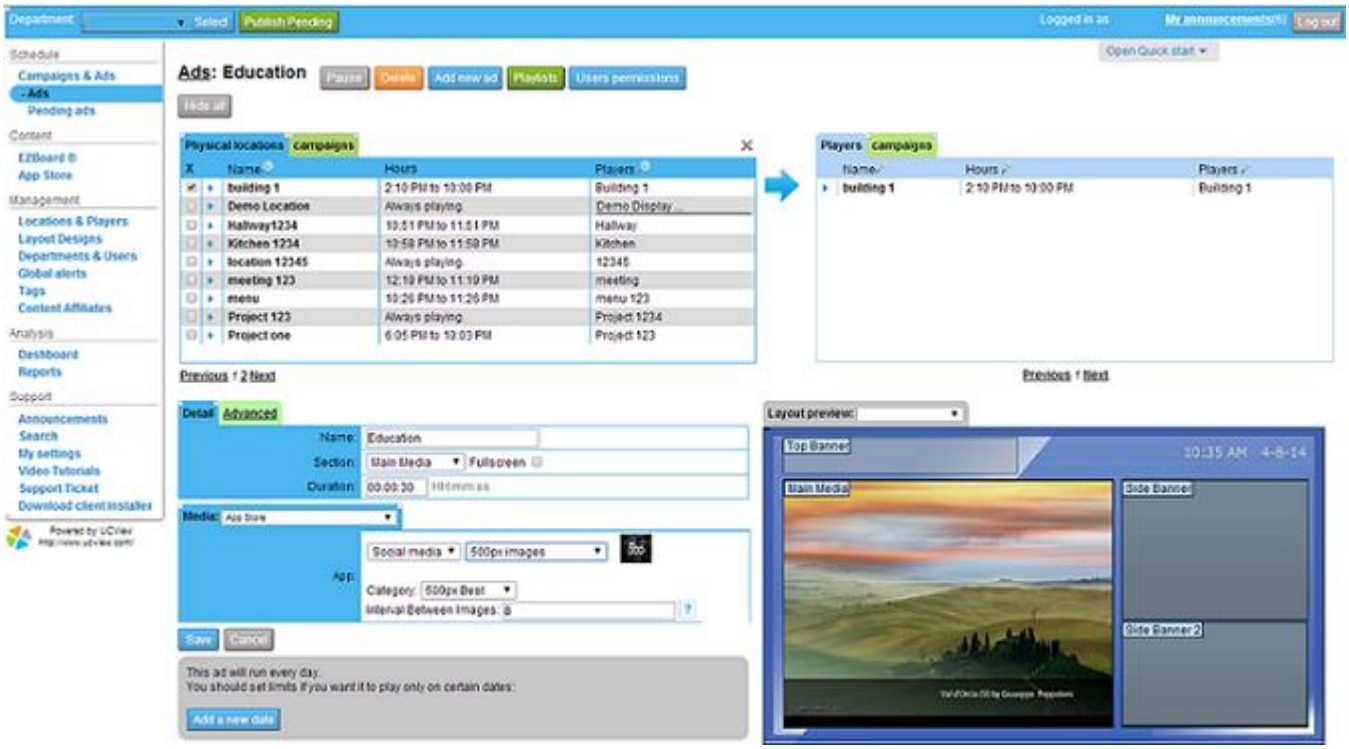
▶*Scrollbar:* Check box here if you want to display the scrollbar on the page

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

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

▶*Click SAVE* after making your updates. Click on the *Publish Pending* button, next to Departments, in order to update your display.

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



ADS

Click ADS to view the list of ads that were created. This section includes:

Name: This states the name of your ad. Click on the hyperlink in order to edit your ad.

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

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

Media: This displays the media section each ad is placed in.

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

Duration: This displays the duration time an ad will play on the display.

Clock image: Hover mouse over each circular image to view the schedule for each ad.

Updated by: This displays the name of the person who last updated the ad.

Advertiser: This displays the Advertiser associated with each ad.

Ads: Colored tabs state the current ad status. Click on each tab to view your list of ads for each section.

MANAGING PLAYLISTS

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 an ad 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 & ADS* module. Use *LOCATIONS & PLAYERS* to view and edit ads playing at specific locations only. Use *CAMPAIGNS & ADS* to view and edit ads playing across an entire campaign.

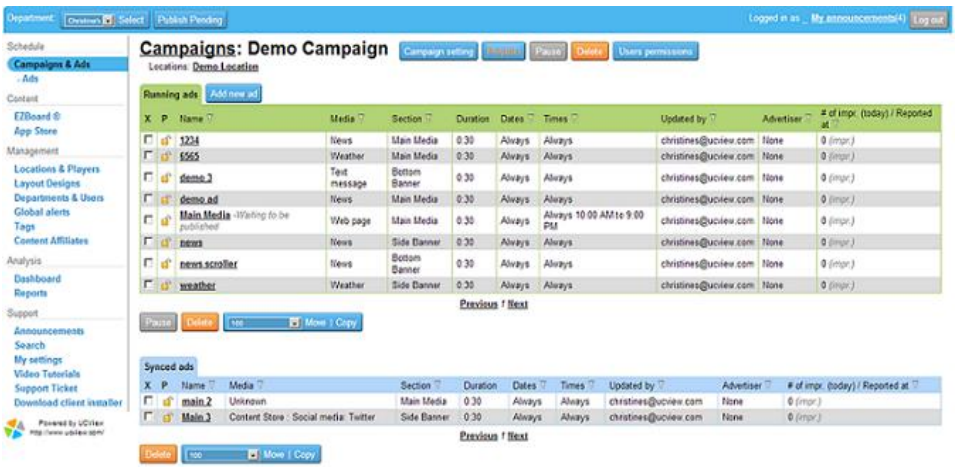
To edit a playlist:

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 & ADS* link under the *SCHEDULE MENU:*
▶*Click* the name of the campaign with the playlist you wish to edit.



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

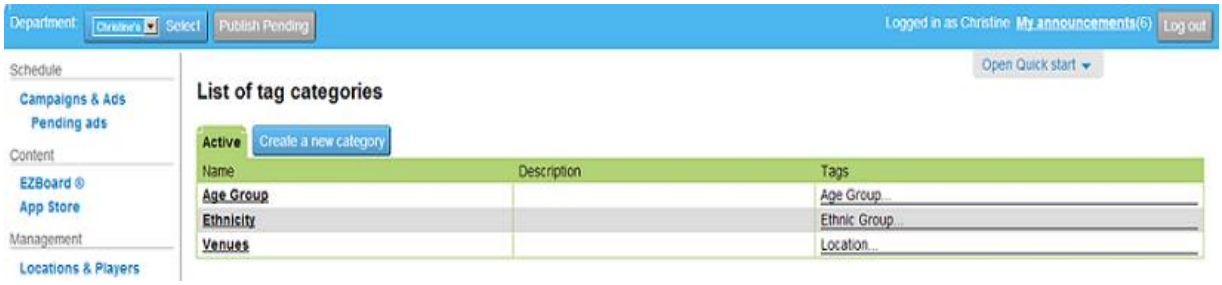
Shuffle Playlist: Click on this button in order to randomly shuffle your playlist.

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

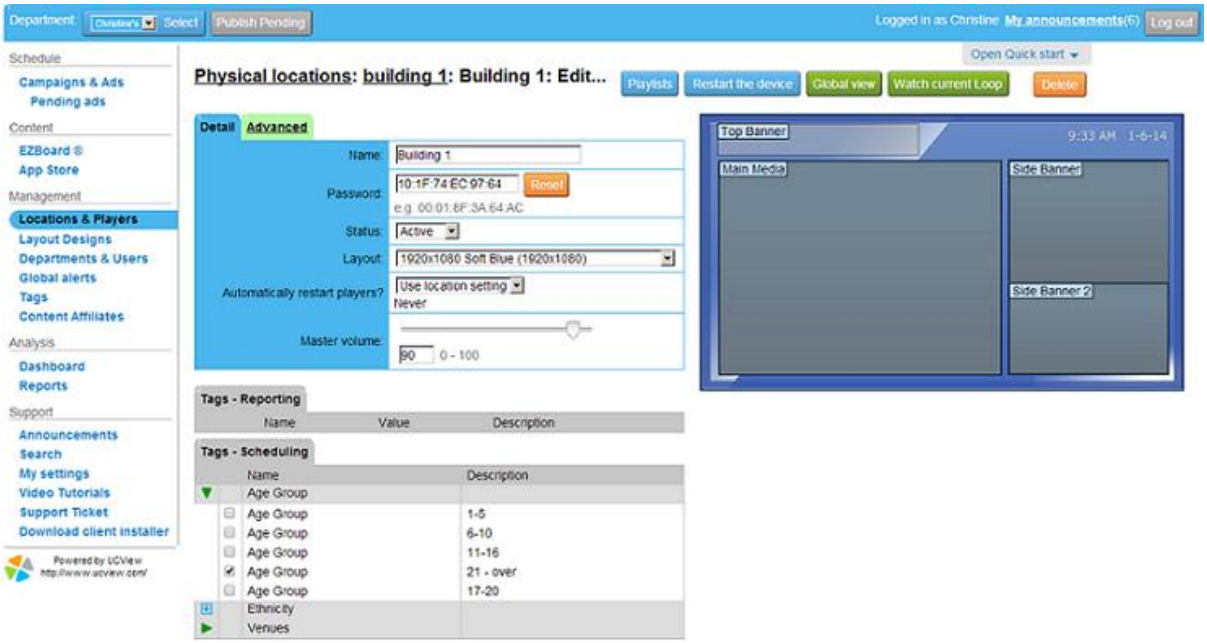
Repeat above steps until all the content is in the desired order.
▶*Click SAVE* to record changes.

CREATING TAGS

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.



Your selected tags will also show up in Locations & Players. You can select the tags you want to assign to a display by clicking on Tag-Scheduling and selecting the tags you want to show up at your location.

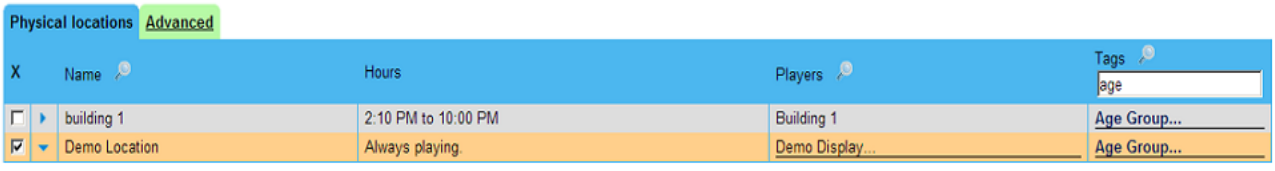


Click on Campaigns & Ads. You can access your tags by selecting a campaign and then clicking on Edit or Create a Campaign. If you click on Edit, the list of physical locations will show up below with the tags indicted on the right hand side.

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 hand side.

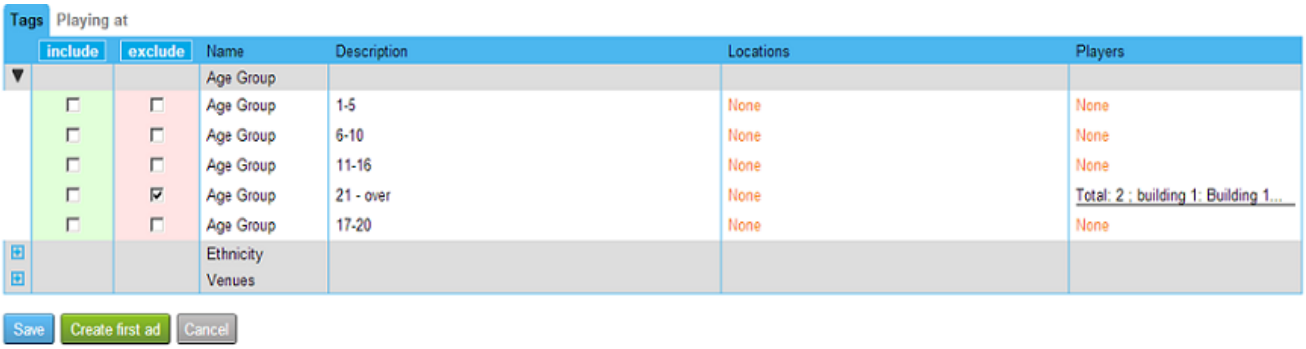
Filter Tags: In order to filter your tags, you can click on the filter box

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. In order to specify your search, two or more tags can be typed into the filter box. You can use AND/OR tools to provide a more detailed search. If you are looking for a combination of one tag AND another tag, then you must indicate that in the filter box. Indicate an AND tag by including two exclamation marks (!!) at the end of your tags in the filter box. If you want to look for one tag OR another tag, then you have to enter the two tags in the filter box. Indicate an OR tag by including two pipe keys (| |) at the end of your tags in the filter box. The filter box will filter through your selections, providing you with only the tags you typed in.



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.

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.



EZBOARD

UCView's *EZBoard* module allows you to create Flash-based ads 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.

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.

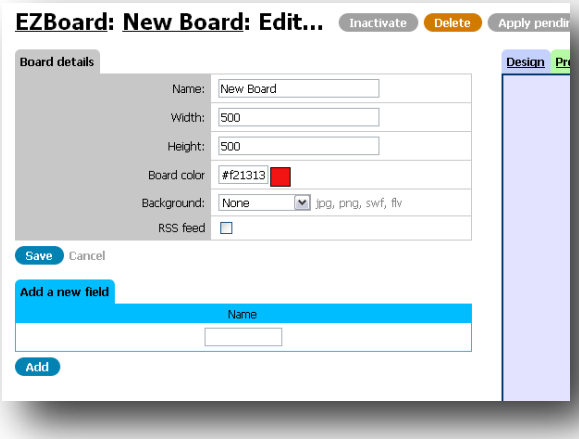
To create a new template:

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*).
Press Save when you are finished.

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.
i. None.
ii. Keep existing.
iii. 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.

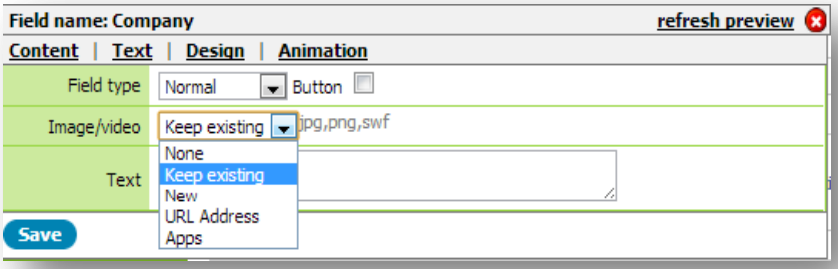
Note: You must choose between a colored background or file.

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:
i. Normal (*simple text/pictures*)
ii. List of Items (*will be reviewed later in manual)*
iii. RSS (*will be reviewed later in the manual*)

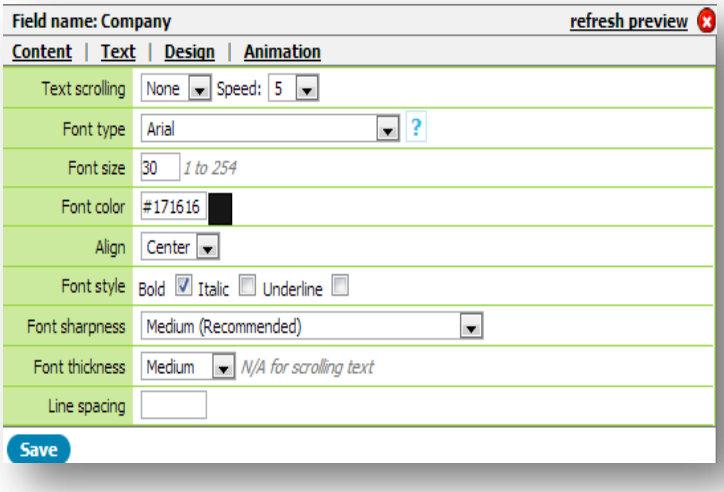


B. Image/Video: Select from the dropdown list.
i. None
ii. Keep existing
iii. New (*if New, click "Choose File" under the dropdown list to browse and import flash videos or images: jpeg, png, and swf files only.*)
iv. URL Address (*if you have a direct link to a video, enter it here)*
v. Apps (you may 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.
i. Very low
ii. Low
iii. Medium (*Recommended*)
iv. High
v. 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.

- **i.** Very low
- **ii.** Low
- **iii.** Medium *(Default)*
- **iv.** High
- **v.** Very High

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.

- **i.** 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.
- **ii.** 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.

- **i.** In the first dropdown list, choose between fade out, leave left, leave right, leave up, leave down, shrink, or shrink spin.
- **ii.** 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.

i. Enter the feed's link in the given space in Board Details.
ii. Include the transition duration, which is the amount of seconds you would like for your display to appear for.
iii. 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.
iv. 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.
v. In the empty field box, next to RSS tag, you will need to type in the following options for description, image, or title.
vi. Description- In order to get the full news description, you will need to type in "rss/channel/item/description".
vii. Image- In order for images to appear, you will need to select image from the dropdown list and type in "rss/channel/item/enclosure"
viii. 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 ad you would like to use. Select from Ad, EZBoard field, or EZBoard.

i. **Ad:** These are ads created in the "Campaigns & Ads" directory that either you or another user may have created.
ii. **EZBoard Field:** Select this field if you only want particular areas on your screen to be touch screen capable.
iii. **EZBoard:** These are ads that were created in EZBoard.

B. In Ad, you can select the type of ad 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.

i. **On Mouse Over:** Select from None, Keep Existing, New, or URL address. *(jpg, png, swf only)*
ii. **On Mouse Click:** Select from None, Keep Exisitng, New, or URL address. *(jpg, png, swf only)*
iii. **Click Sound:** Select from None, Keep Existing, or New. *(mp3 files only)*

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 continous rotation of content.

10. 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. 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.

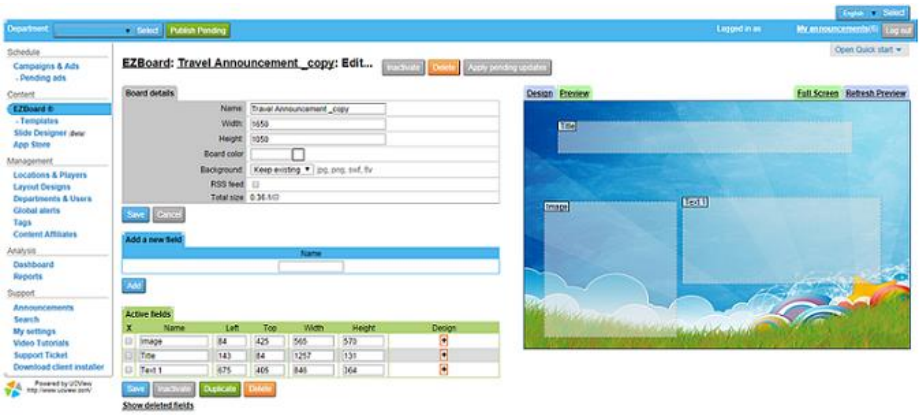
A. Now, move your mouse cursor to the top of the page where it says "EZBoard:" and then your board's name.

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.

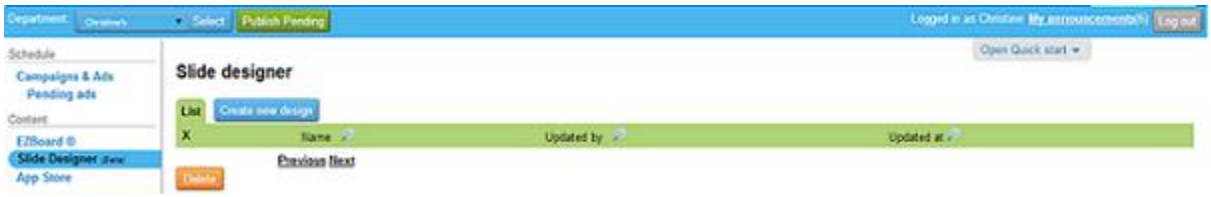
12. Using the Design/Preview Window: To use this feature, simply click either design, to edit and arrange your board's configuration of items, or preview, to view an actual preview of your board. Select Full Screen in order to view a larger version of your preview in another window. Select Refresh Preview 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.



Slide Designer: Slide Designer is an editor which allows for operators to get creative by using digital signage. The slide designer module contains a toolbar with a variety of image-editing functions. This allows for the user to create customized content.

To create a design, select the Slide Designer module in the left menu.

Select the blue *Create New Design* button.



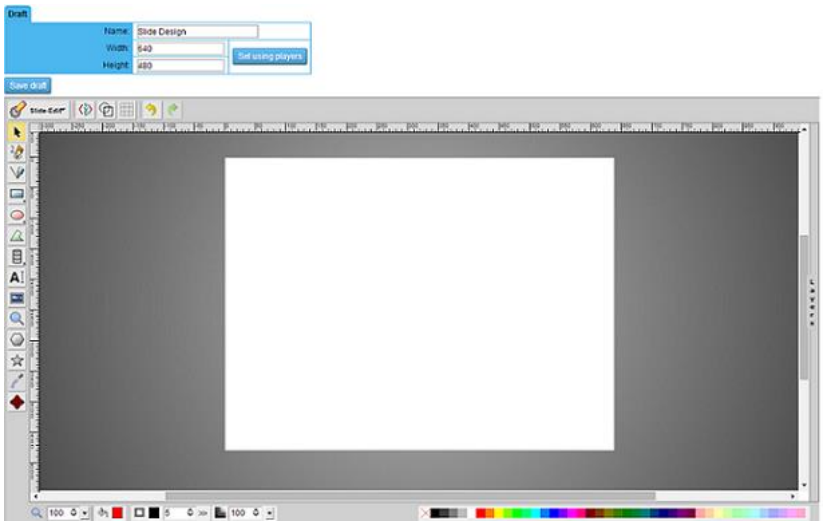
Type in a name in the textbox provided.

Select the *Next* button.

Once the above information has been entered, the width and height can be customized to fit the dimensions of the screen.

If you would like to use Slide Designer with a player, select the *Set Using Players* button. Click on the location below and then choose a player by selecting the checkbox next to it.

The template below displays toolbars with a variety of image-editing functions. The Slide Designer module allows for you to customize your content to best meet your business needs. Tools allow for you to measure, draw, upload images, select from a color palette, and more.



Click *Save Draft* if you would like to save a copy of your content.

Click on *Apply Pending Updates* if you would like to update your content with recent changes that were made.

After clicking on Apply Pending Updates, you will see a green button titled *Preview* show up on your user interface. Click on this button to preview your work before it is made public.

In order to add your slide design to your playlist, you will need to click on *Campaigns & Ads.* Select an ad of your choice and go to the *Media* section. Click on the dropdown menu and select *Slide Designer*. Choose a design and click Save.

5 Security and Permissions

MANAGING DEPARTMENTS AND USERS

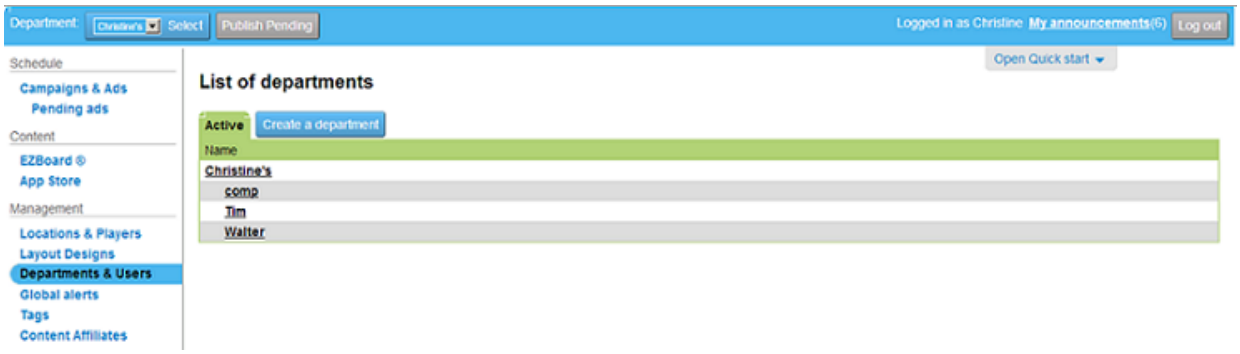
THE DEPARTMENTS AND USERS module allows you to control and define access and use permissions for your digital signage infrastructure. Creating different departments allows you to specify for each user which location they have access to and which section of the screen they can submit content to.

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

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

To create new departments:

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



▶*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.

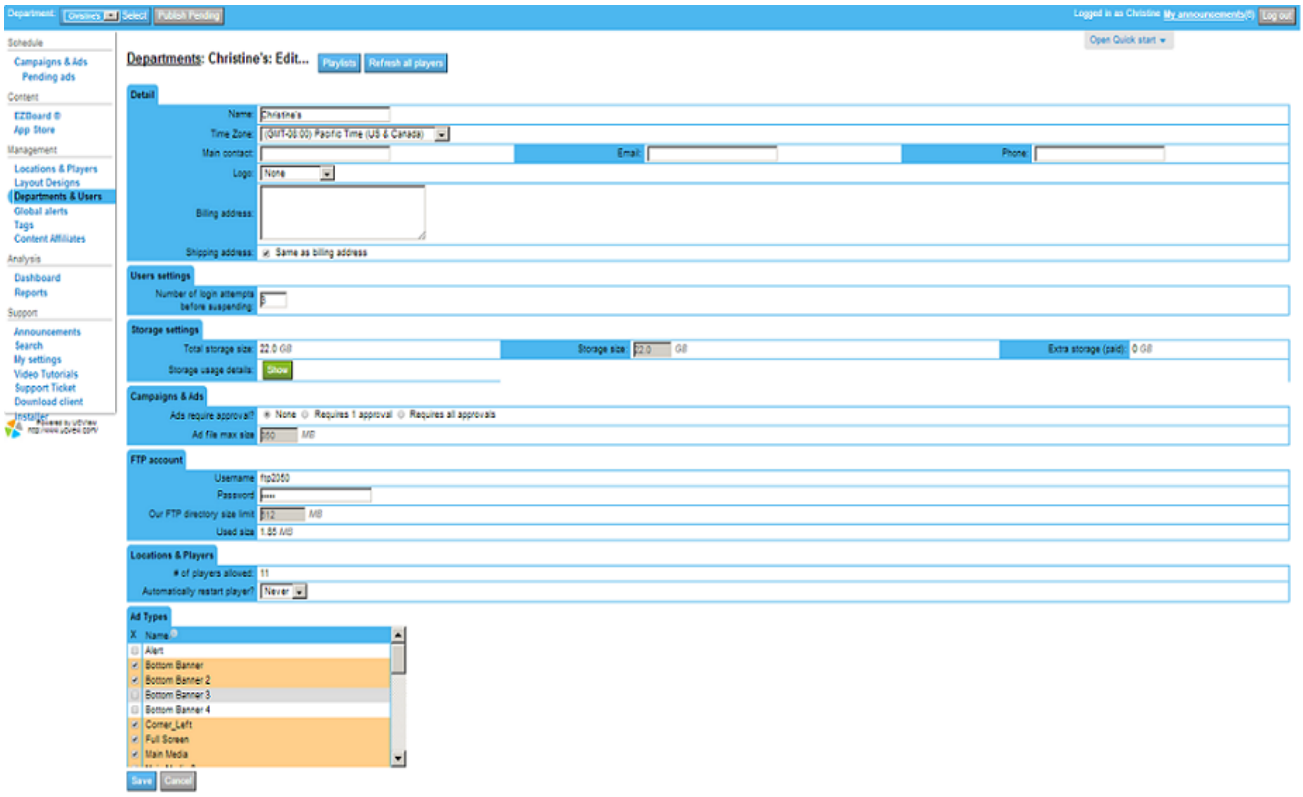
▶*CAMPAIGN & ADS TAB: Check REQUIRE APPROVAL box* to require authorization for an ad to play.

The system will send an e-mail to the e-mail address in the administrator's *E-MAIL Text Box* requesting your approval (see below for instructions to set up users). If you leave this field blank, a message will not be sent requesting your approval.

▶*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:

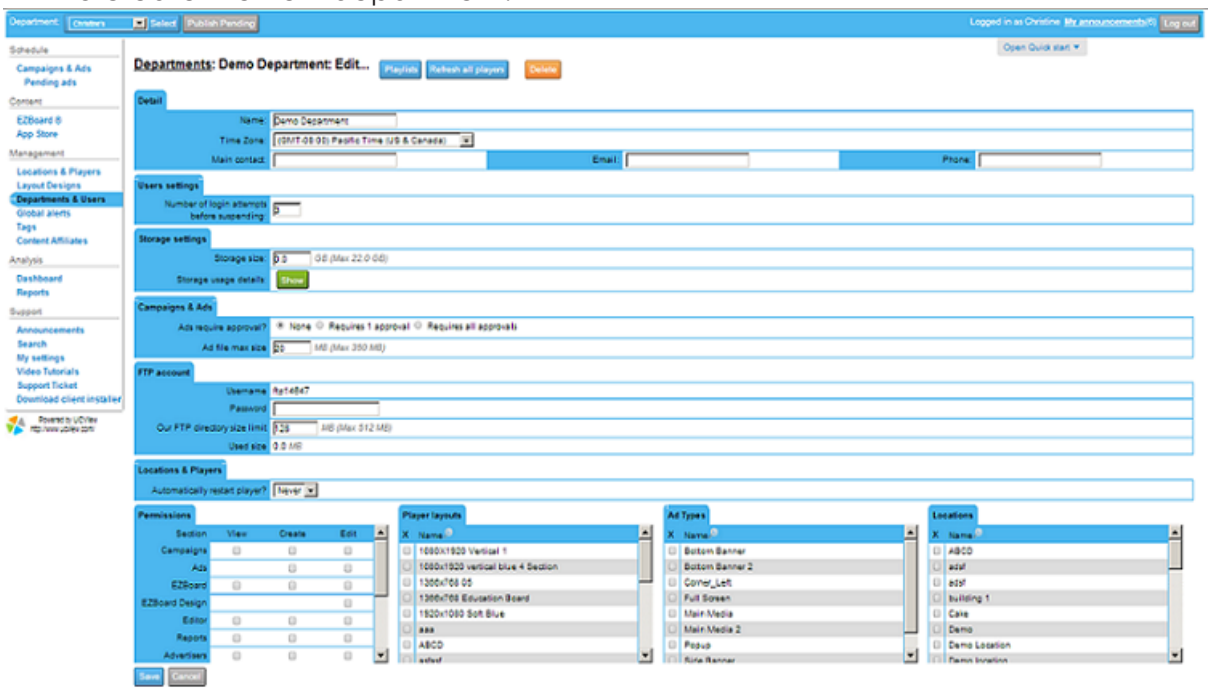
▶*# OF PLAYERS ALLOWED:* This field shows the number of UCView licenses allowed on this network. It is filled in automatically by the UCView server and is not editable by users.

▶*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.
AD: 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.

▶*AD SECTION TYPES TAB*:

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

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

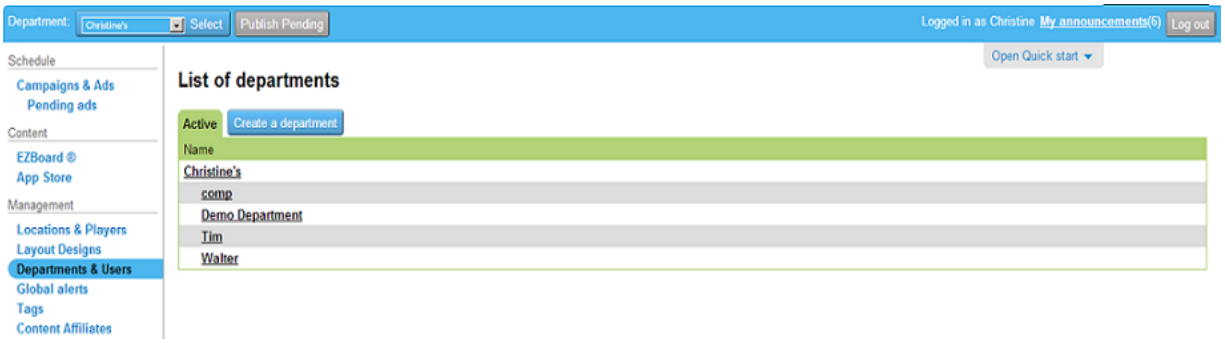
▶*Click SAVE*.

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

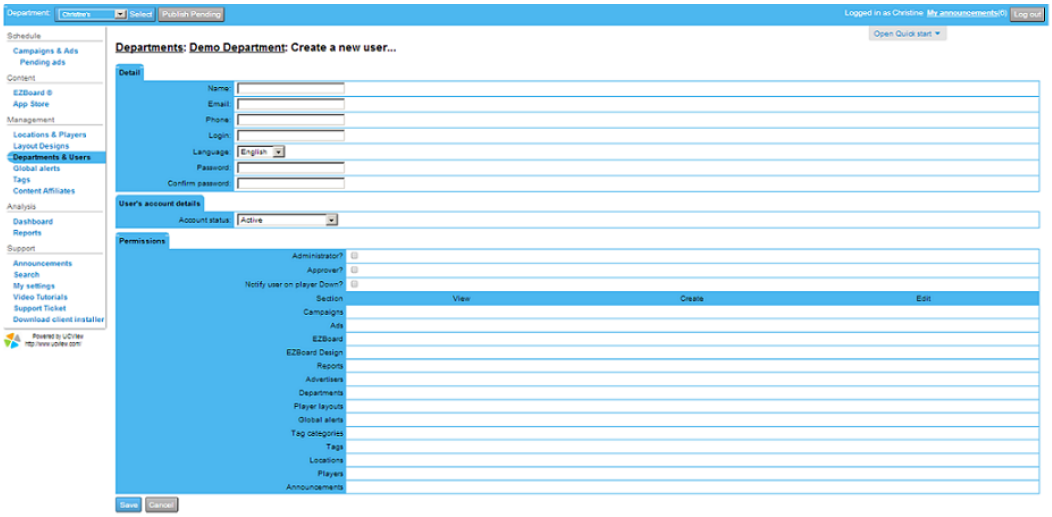
You can create an infinite number of users. For security reasons, UCView recommends setting one administrator with the ability to fully control signage and additional users with restricted access as needed for your particular installation.

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



▶*Click* the Department name (<u>underlined</u> and in **bold**) you wish to add a user to.

▶*Click CREATE NEW USER*.



▶*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.

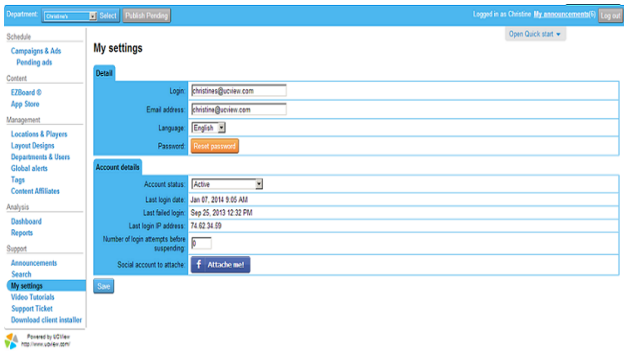
Under the *Create New User* module you will only be able to select a permission level selected under department.

MY SETTINGS

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.
▶*Click SAVE* to create the user.



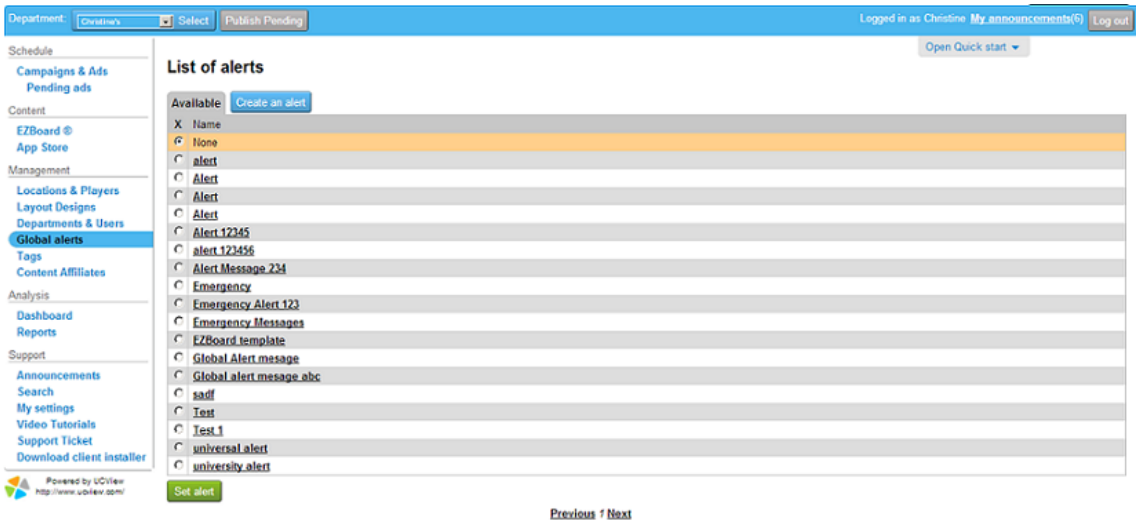
6 Managing Alerts

GLOBAL ALERTS

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

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

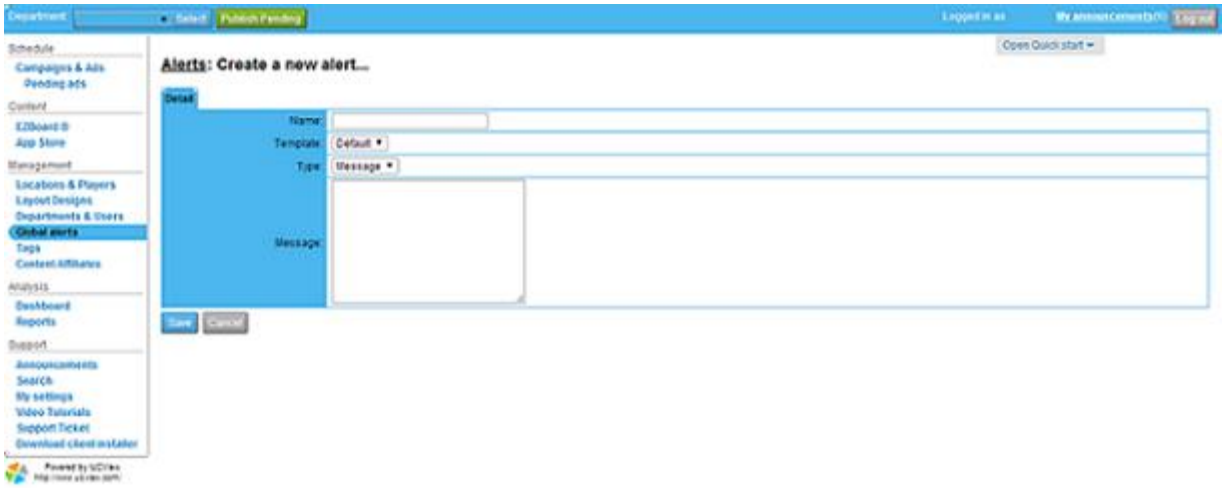


When activated, a global alert will stop all currently playing content and will display your emergency message in full screen mode on all network displays.

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

Click on the 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 or selected network displays.

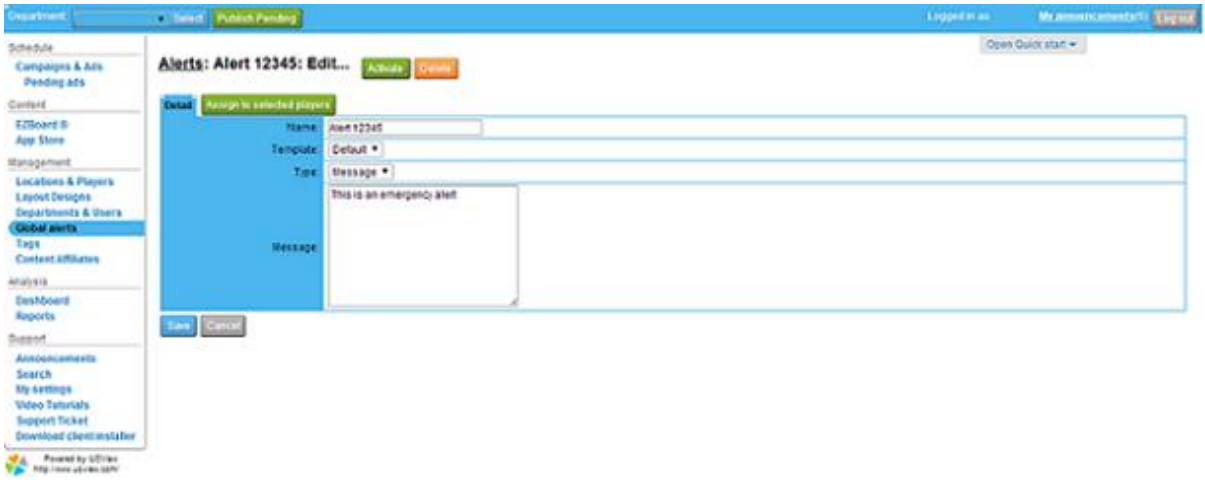
Click the CREATE AN ALERT button.



NAME: Enter an alert name.

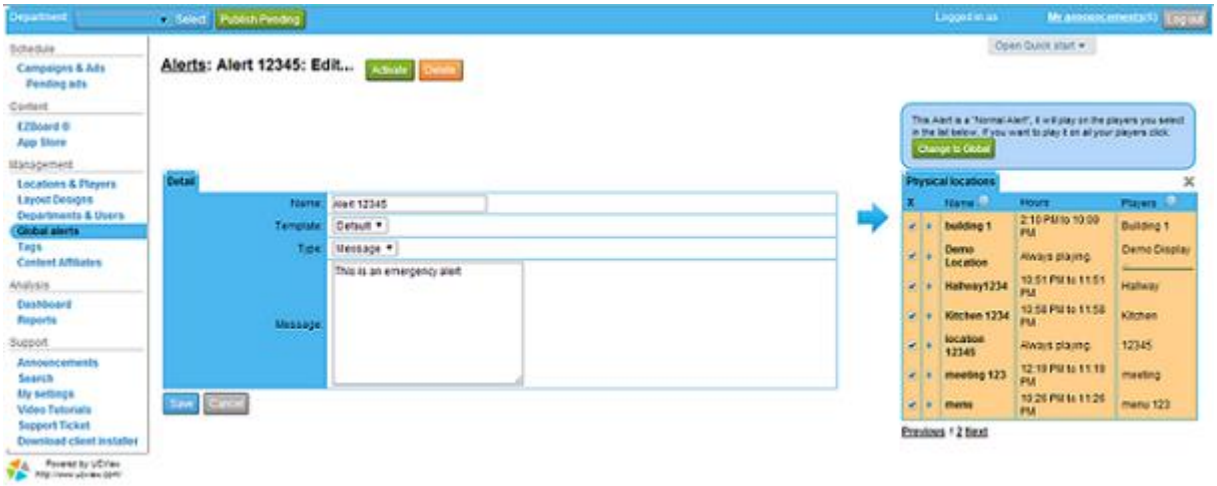
TEMPLATE: Select a template from the drop down list.
Select from either EZBOARD or MESSAGE. If you select message, enter in an appropriate alert message in the text box below. If you select EZBoard, choose one of your templates listed below. EZBoard content creation tool also allows for you to use ready-made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

CLICK SAVE: when you are done.



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.



Press Save.

ACTIVATE AN ALERT

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

If you desire to activate an alert, click on the green Activate button in the Edit Alerts section. This will distribute your message to all of your locations or only specific location based on the selections you made.

Select the desired alert.

Only one EMERGENCY ALERT can play at a time.

Click SET ALERT.

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

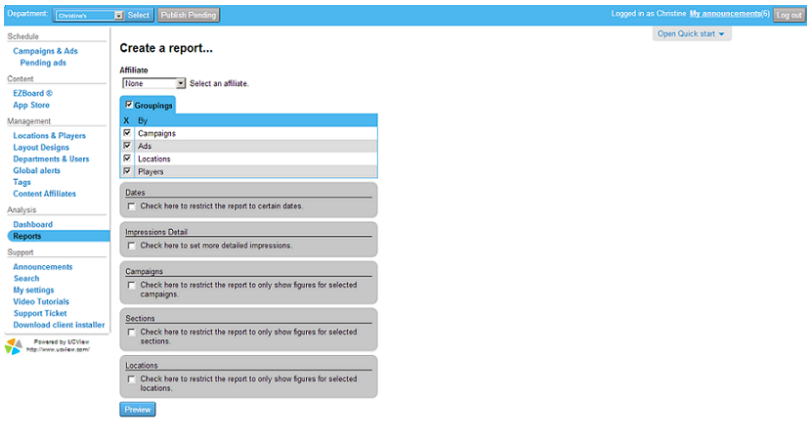
7 Reports

CREATE A NEW REPORT CRITERIA

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, ads, locations and displays. Click the check boxes next to the items you wish to separate in the report.

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

Click the radio button next to the duration you wish to include in the report.

For *FROM/TO*, enter the dates you wish to include in the report.

Impressions Detail: Check this box and select report detail option. The result can be monthly,

weekly, or daily

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

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

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

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

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

Select Ad 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.

Reference

DIGITAL SIGNAGE MEDIA TYPES

PICTURE FORMATS

JPEG

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

The JPEG image is compressed and does not include any of the editing features found in TIFF, PSD, EPS or any other application-specific file types. The degree of compression can be adjusted, allowing a selectable 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).

VIDEO FORMATS

NTSC and PAL

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

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

Video Compression Formats

Windows Media Video (WMV)

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

MPEG

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

- MPEG 1, originally known as simply "MPEG," is the oldest implemented standard for video compression. The MPEG 1 standard al-lows 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

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

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

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

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

MAKE IT FIT: To avoid content that appears compressed and distorted, graphics should be created in the same pixel resolution as the section it appears in. Web pages will not resize when linked to your display, so only choose this option if the site matches the pixel resolution of your signage. Small displays, even in full screen mode, are generally not large enough to fit a web page.

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

TECHNICAL SUPPORT

To contact UCView Media Technical Support:

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

By e-mail: *support@ucview.com*.

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

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

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

WARRANTY POLICY

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

UCView Digital Signage monitor displays are warrantied by their manufacturers.

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