



DYNASIGN®



RELIABLE AND INTELLIGENT CONTENT MANAGEMENT PLATFORM FOR DIGITAL SIGNAGE SINCE 2003

DYNASIGN ONLINE V3.8 USER'S GUIDE

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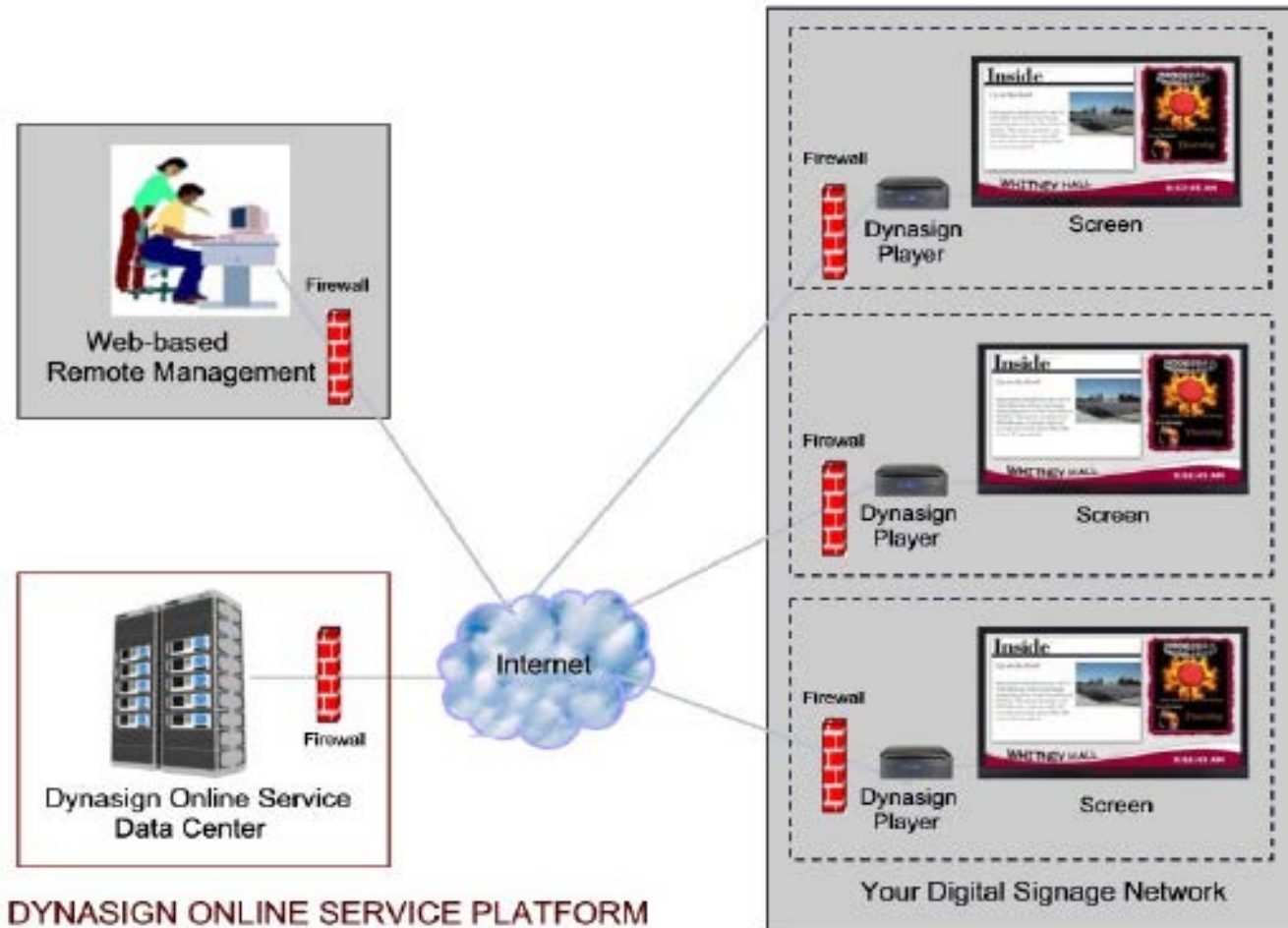
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INTRODUCTION:

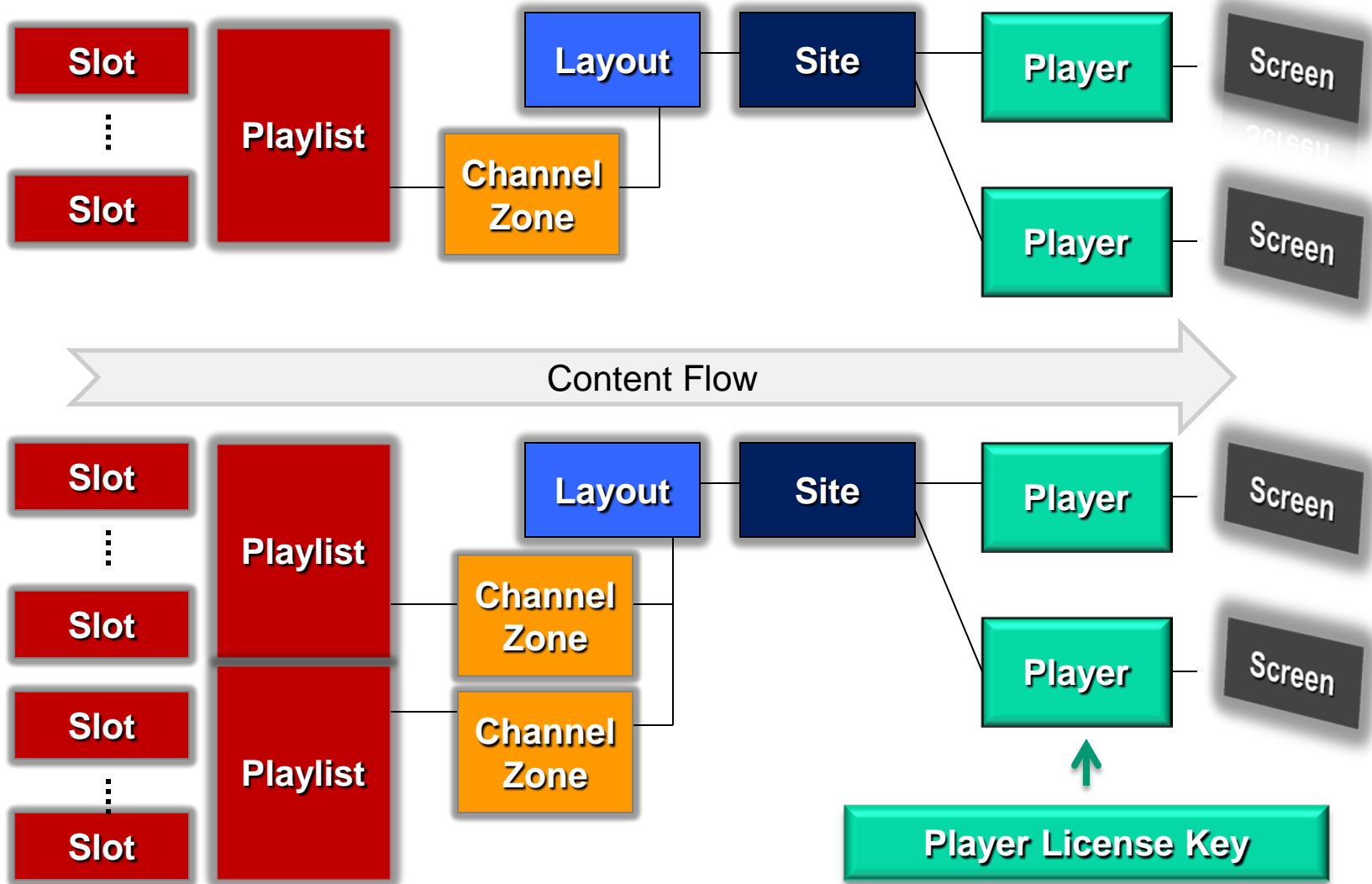
DYNASIGN ONLINE BASICS

- How Dynasign Online works
- Dynasign Terminology
- Network Hierarchy
- Content Formats

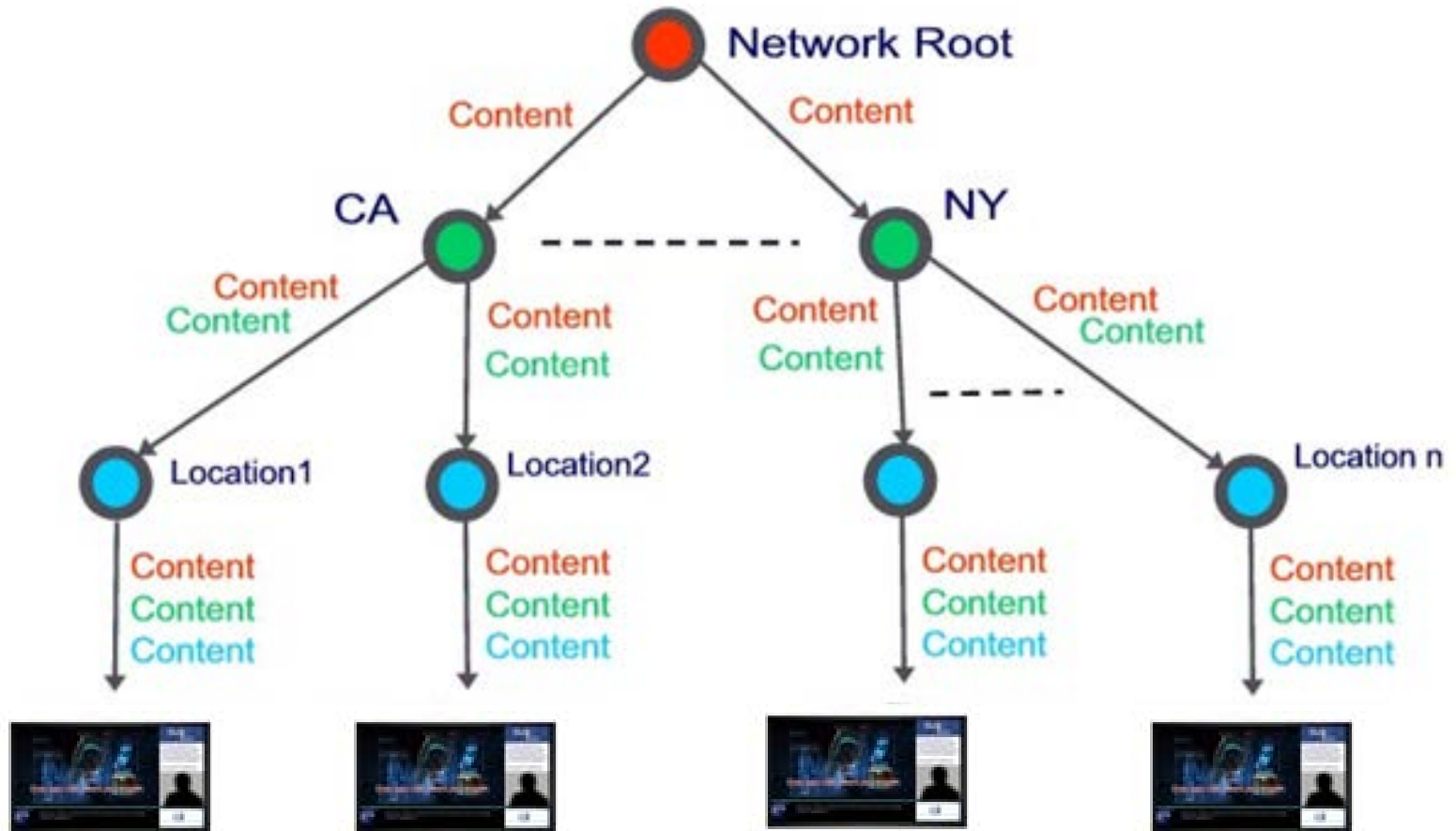
How Dynasign Online Works?



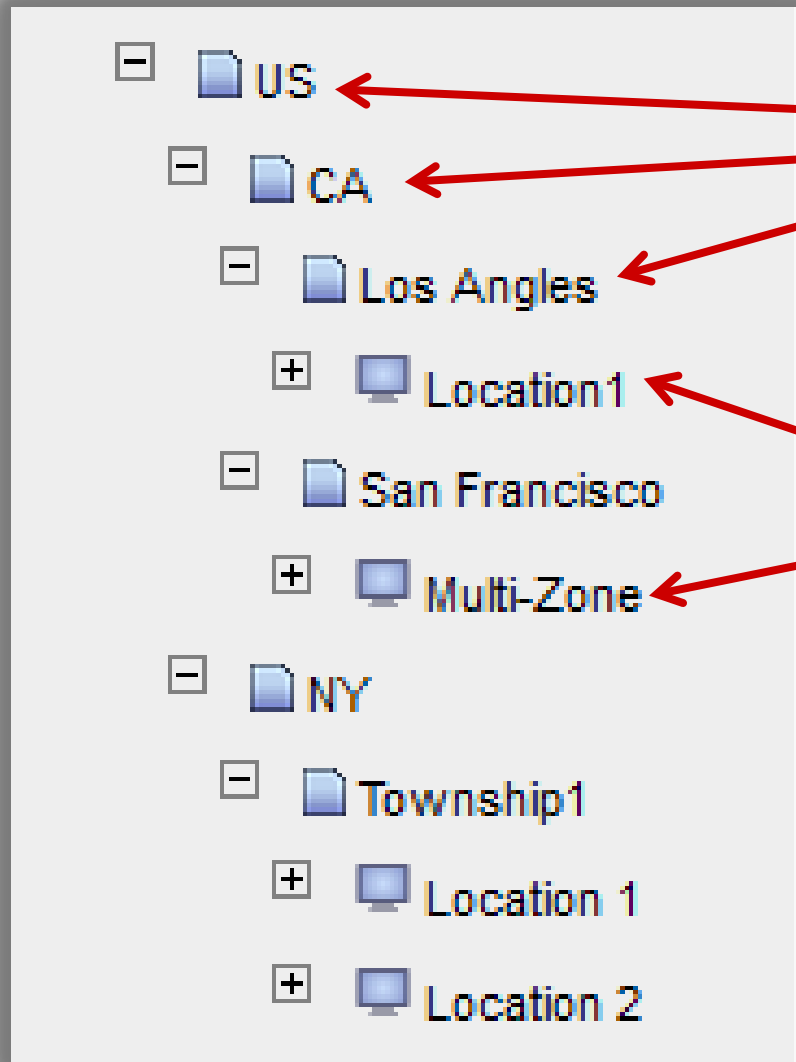
Dynasign Terminology



Network Hierarchy



Virtual and Physical Sites



Virtual Site

- Represents “regions”
- Content Channels
- No player directly attached

Physical Site

- Represents “physical locations”
- Screen layouts
- Content Channels->Zones
- Players directly attached

Content Formats

- Image: JPG, PNG, GIF
- Video: WMV, MOV, MP4 ...
- Flash: SWF, FLV
- URL/HTML
- Streaming/Web Cam
- TV
- XML
- RSS



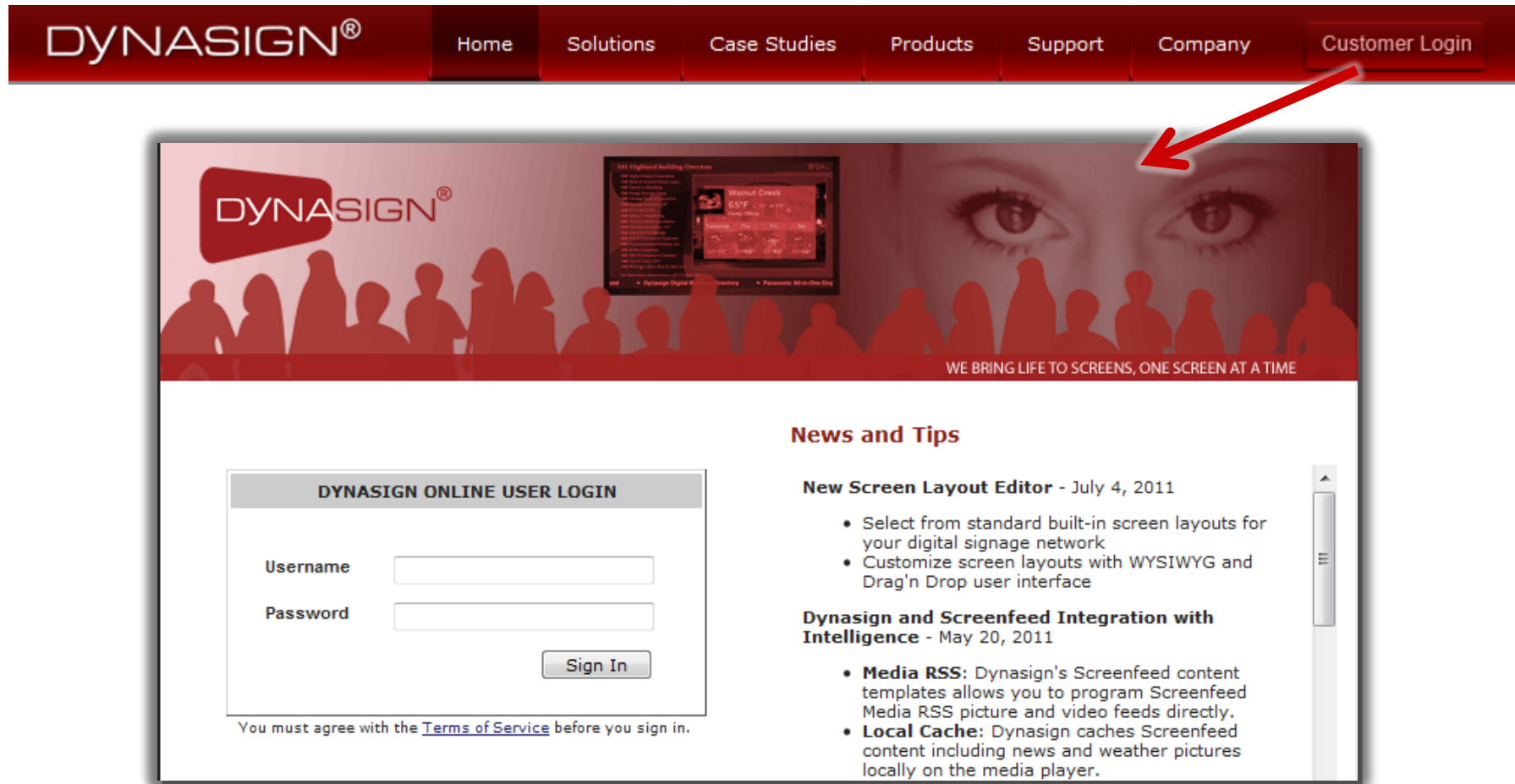
INTRODUCTION:

DYNASIGN ONLINE USER INTERFACE

- Customer Login
- User Interface
- Basic Functions

Customer Login

- From IE or FF, enter <http://www.dynasign.net/>



The screenshot shows the Dynasign website interface. At the top, a dark red navigation bar contains the Dynasign logo and several menu items: Home, Solutions, Case Studies, Products, Support, Company, and Customer Login. A red arrow points to the 'Customer Login' link. Below the navigation bar is a large banner featuring the Dynasign logo, a silhouette of a crowd, and a digital display showing a weather forecast for Walnut Creek. The banner text reads 'WE BRING LIFE TO SCREENS, ONE SCREEN AT A TIME'. The main content area is divided into two columns. The left column contains a 'DYNASIGN ONLINE USER LOGIN' form with fields for 'Username' and 'Password', and a 'Sign In' button. Below the form is a note: 'You must agree with the [Terms of Service](#) before you sign in.' The right column is titled 'News and Tips' and contains two news items: 'New Screen Layout Editor - July 4, 2011' and 'Dynasign and Screenfeed Integration with Intelligence - May 20, 2011'. Each news item includes a bulleted list of features or details.

DYNASIGN ONLINE USER LOGIN

Username

Password

You must agree with the [Terms of Service](#) before you sign in.

News and Tips

New Screen Layout Editor - July 4, 2011

- Select from standard built-in screen layouts for your digital signage network
- Customize screen layouts with WYSIWYG and Drag'n Drop user interface

Dynasign and Screenfeed Integration with Intelligence - May 20, 2011

- **Media RSS:** Dynasign's Screenfeed content templates allows you to program Screenfeed Media RSS picture and video feeds directly.
- **Local Cache:** Dynasign caches Screenfeed content including news and weather pictures locally on the media player.

User Interface Overview

The screenshot displays the Dynasign Online Service user interface. At the top, the 'Application Title Bar' contains the text 'DYNASIGN ONLINE™' on the left and 'Welcome training | Dynasign Support | Download | Help | Settings | About | Logout |' on the right. Below this is the 'Menu Bar' with options: 'My Dynasign', 'Network Management', and 'Reporting'. On the left side, the 'Dynasign Explorer' panel shows a tree view with 'Demo Hierarchy'. The main 'Main Working Area' is titled 'My Account' and contains the following information:

Welcome to Dynasign Online Service - SitePublisher
The Web-based control console for scheduling and publishing content to remote screens.

Login Name: training
Last Login Time: Wed 11/23/2011 00:31:52 CST
Successful Logins in the Past 7 Days: 11
Failed Login Attempts in the Past 7 Days: 0

To publish or update content:
Step 1. Expand network sites from Dynasign Explorer to Locate a site:
Step 2. Click on a site for publishing to go to Site Info screen
Step 3. Click on a show (or channel) to go to Play List screen
Step 4. Review the current play list
Step 5. Add a new slot into the play list (using one of the presentation templates)
Step 6. Schedule, preview, approve, save to publish

To check out player status: [go to Reporting->Player Report](#)
To find published content: [go to Reporting->Content Report](#)

To change user profile and password: click on the Settings link in the top bar.

Basic Functions

| Dynasign Support | Download | Help | Settings | About | Logout |

Send Support Tickets

Dynasign Player Installers

Account Profile

Logout

Account Profile

Please select and edit the items you wish to modify from the list below. Once completed click on the **Apply** button to save your modifications.

User Name	training
First Name	<input type="text"/>
Last Name	<input type="text"/>
Email	support@dynasign.net
Phone #	<input type="text"/>
Password	••••••••
Re-Type Password	••••••••

Apply Close

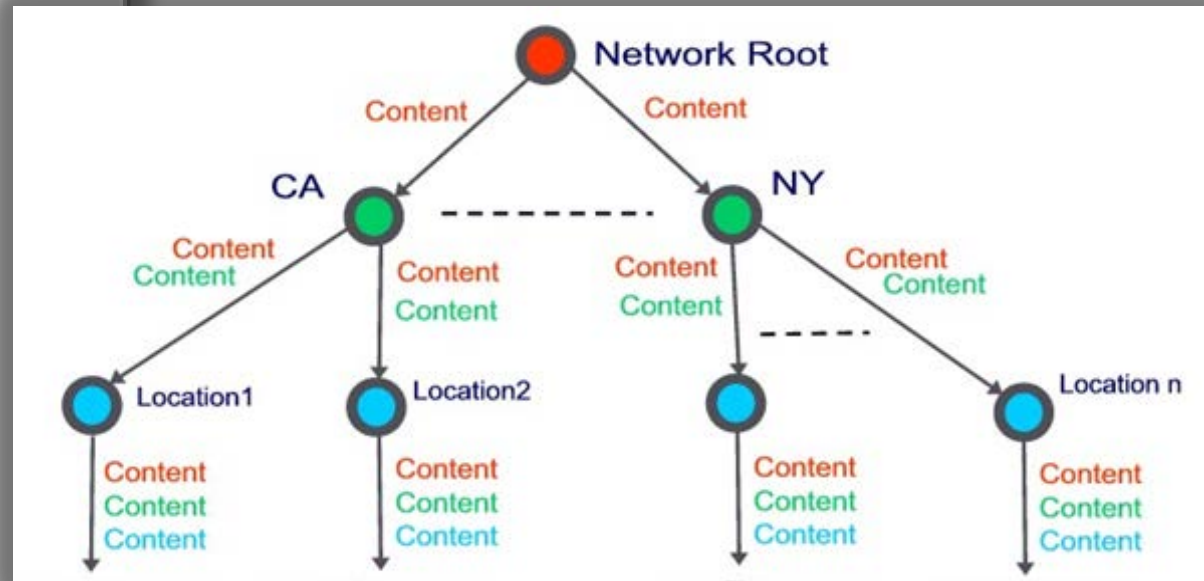
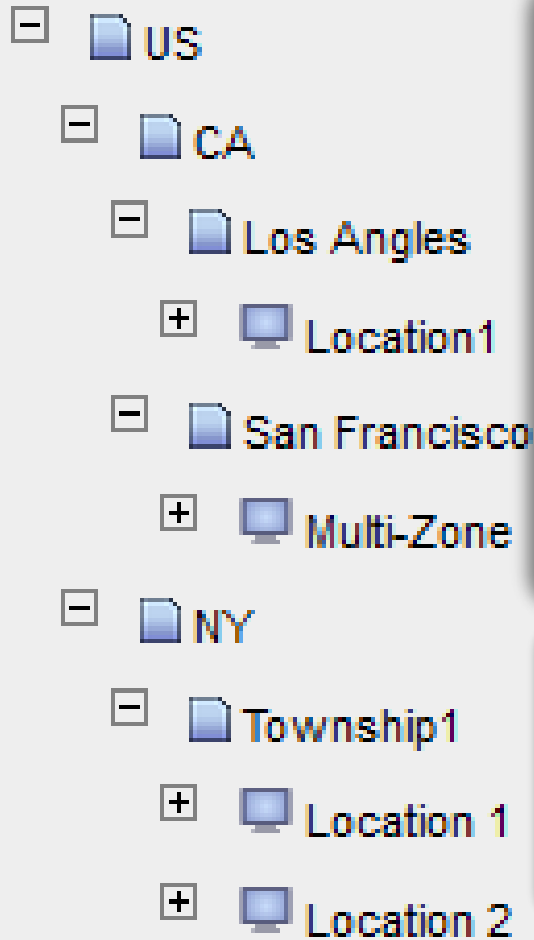
Email

Change Password

NETWORK SETUP

- Setup network sites
- Setup content channels, zones and layout
- Map players to sites

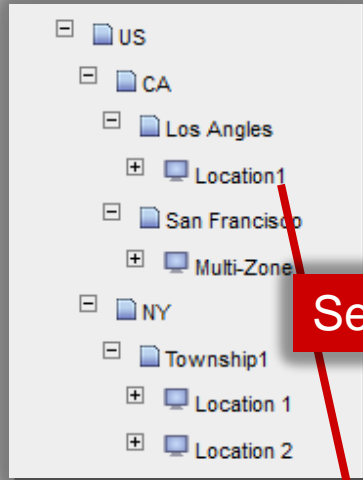
Setup Network Hierarchy



As part of Dynasign Online Managed Service, Dynasign Support team will help setup your network hierarchy according to your requirement. Email helpdesk@dynasign.net to submit your request

Define Site Properties

Site Name is a system assigned name.
Use Site Description for display name



Select a site

Edit Site Info

The 'Edit Site Info' form contains the following fields and values:

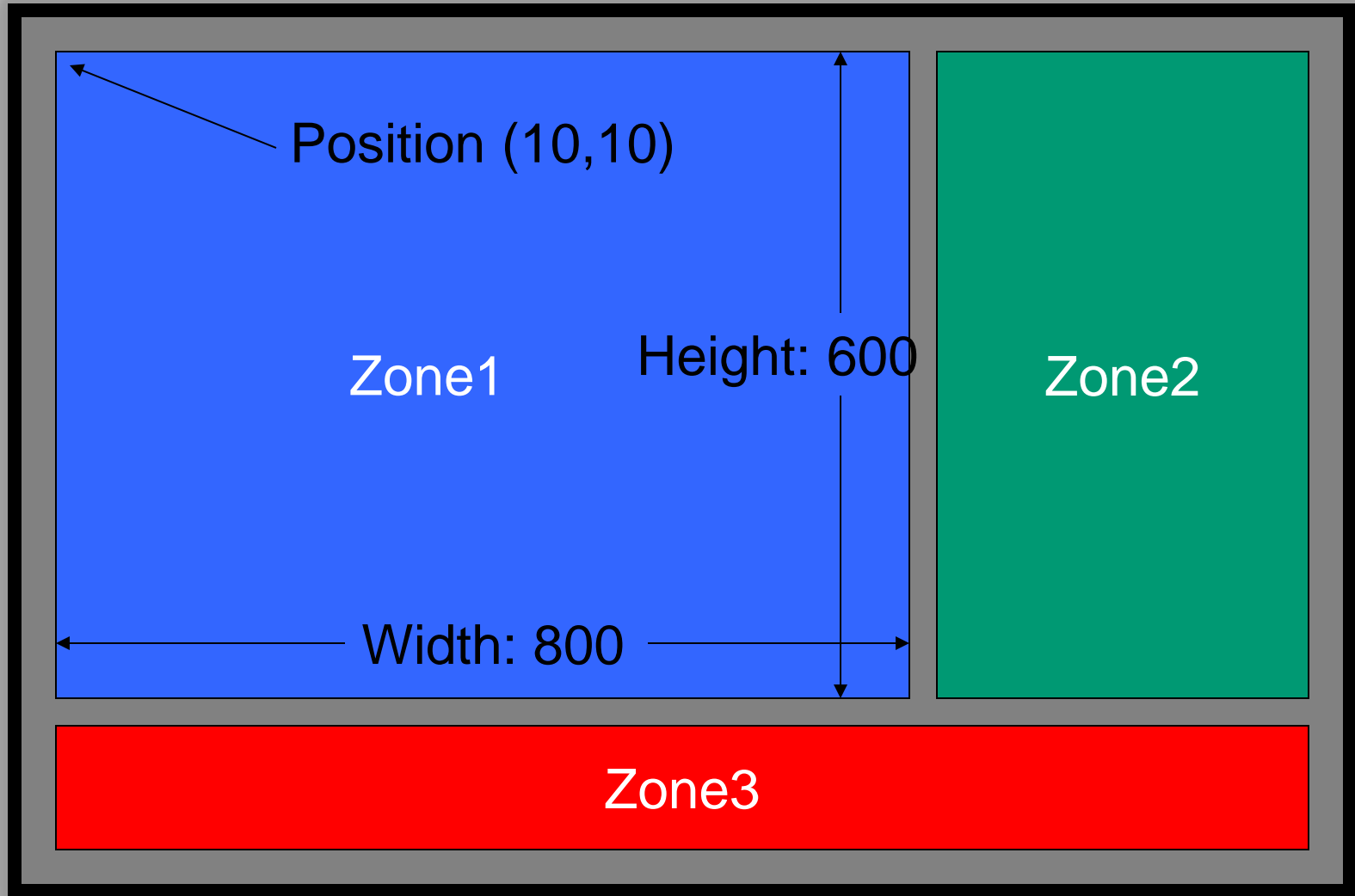
- Site Name: root_r1_s02_a01
- Site Description: Location1
- Time Zone: US Pacific Time
- Day Light Saving: Yes
- Street: (empty)
- City: (empty)
- State: (empty)
- Zip: (empty)
- Country: (empty)
- Location Type: (empty)
- Contact: (empty)
- Phone: (empty)
- Operation Hours: (empty)
- DMA: (empty)

Enter and save site properties

The 'Site Info' summary page displays the following information:

- Site Name: root_r1_s02_a01
- Site Description: Location1
- Site Tags: bank,outdoor
- Content Source: Self + Parent Site
- Parent Site: Los Angeles, CA, US
- Site Group: bpd
- Time Zone: PST
- Screen Resolution: 1920x1080
- Select a channel to program content:
 - Main Show (show1)
 - Emergency Alert Channel (show5)
 - Full Screen 1920x1080 (show2)

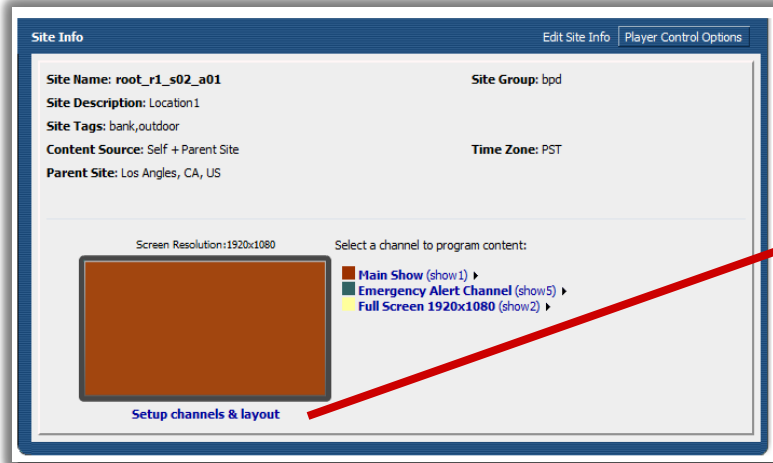
What is Screen Layout ?



What is Screen Layout ?

- **Screen Resolutions:** Dynasign supports any resolutions that are supported by a PC.
 - 4:3 Landscape: 640x480, 800x600, 1024x768
 - Widescreen Landscape: 1280x768, 1360(6)x768, 1920x1080
 - Portrait: 768x1024, 768x1280, 768x1360(6), 1080x1920
- **One-Zone Screen**
 - The simplest screen is a one-zone screen.
- **Multiple-Zone Screen**
 - A screen can be partitioned into more than one zones based on its resolutions
 - A zone is defined by its position (x, y) and its size (width x height)
 - A screen layout is defined by one or more zones positioned on the screens.
 - Position (0,0) is the top and left corner.

Setup Layout (Physical Site)



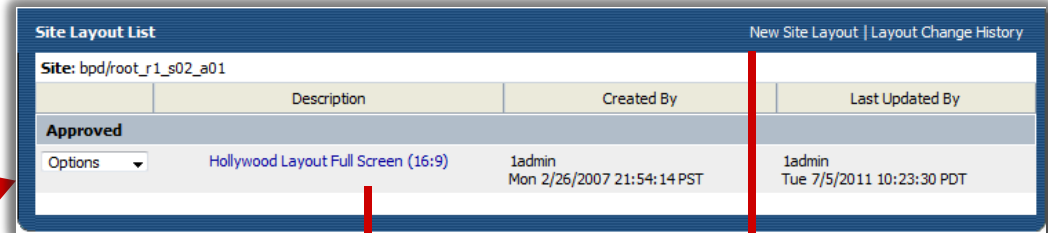
Site Info

Site Name: root_r1_s02_a01 Site Group: bpd
Site Description: Location1
Site Tags: bank,outdoor
Content Source: Self + Parent Site Time Zone: PST
Parent Site: Los Angeles, CA, US

Screen Resolution: 1920x1080 Select a channel to program content:

- Main Show (show1) ▶
- Emergency Alert Channel (show5) ▶
- Full Screen 1920x1080 (show2) ▶

Setup channels & layout



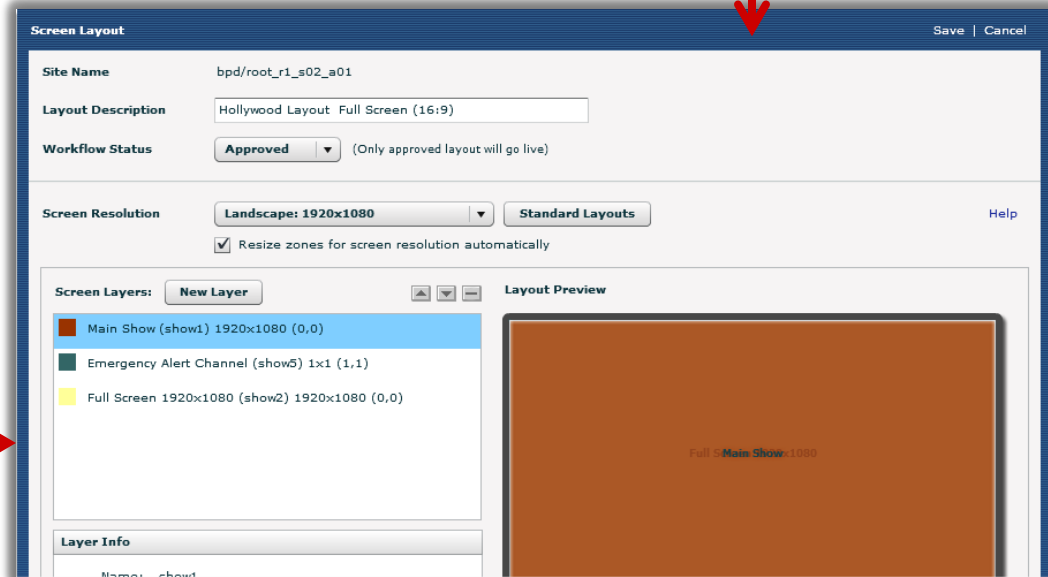
Site Layout List New Site Layout | Layout Change History

Site: bpd/root_r1_s02_a01

	Description	Created By	Last Updated By
Approved			
Options ▼	Hollywood Layout Full Screen (16:9)	1admin Mon 2/26/2007 21:54:14 PST	1admin Tue 7/5/2011 10:23:30 PDT

Edit Layout

New Layout



Screen Layout Save | Cancel

Site Name: bpd/root_r1_s02_a01
Layout Description: Hollywood Layout Full Screen (16:9)
Workflow Status: Approved ▼ (Only approved layout will go live)
Screen Resolution: Landscape: 1920x1080 Standard Layouts Help
 Resize zones for screen resolution automatically

Screen Layers: New Layer ▲ ▼

- Main Show (show1) 1920x1080 (0,0)
- Emergency Alert Channel (show5) 1x1 (1,1)
- Full Screen 1920x1080 (show2) 1920x1080 (0,0)

Layer Info

Layout Preview

Full S Main Show 1080

Setup Channel & Layout

WYSIWYG Layout Editor

Setup Content Channel (Virtual Site)

Site Info

Site Name: demo Site Group: bpd
Site Description: Tradeshow Demo
Content Source: Self + Parent Site Time Zone: PST
Parent Site:

Select a channel to program content:

- Background (background)
- Footer 2 (marquee_message2)
- Footer 1 (marquee_message)
- Alert Remote (show12)
- Alert (show11)
- Vertical Channel 2 (show7)
- Vertical Channel 1 (show6)
- Main Channel 3 (4:3 small) (show3)
- Main Channel 2 (16:9) (show2)
- Main Channel 1 (4:3) (show1)

Setup channels

Setup Channel & Layout

Site Channel List

Site: bpd/demo

	Description	Created By	Last Updated By
Approved	Channel Lineup1	1admin Tue 12/12/2006 14:28:41 PST	1admin Wed 9/21/2011 21:37:41 PDT

Edit Channels

New Setup

Channel Editor

Site Channel Selection

Site Name: bpd/demo
Description: Channel Lineup1
Workflow Status: Approved

Select Site Channels:

show	Description	Interactive
<input checked="" type="checkbox"/> show1	Main Channel 1 (4:3)	
<input checked="" type="checkbox"/> show2	Main Channel 2 (16:9)	
<input checked="" type="checkbox"/> show3	Main Channel 3 (4:3 small)	
<input type="checkbox"/> show4	Show 4	
<input type="checkbox"/> show5	interactive	<input checked="" type="checkbox"/> Interactive
<input checked="" type="checkbox"/> show6	Vertical Channel 1	
<input checked="" type="checkbox"/> show7	Vertical Channel 2	
<input type="checkbox"/> show8	Show 8	
<input type="checkbox"/> show9	Show 9	
<input type="checkbox"/> show10	Show 10	

Selected Channels:

- show1 (Main Channel 1 (4:3))
- show2 (Main Channel 2 (16:9))
- show3 (Main Channel 3 (4:3 small))
- show6 (Vertical Channel 1)
- show7 (Vertical Channel 2)
- show11 (Alert)
- show12 (Alert Remote)
- marquee message1 (Footer 1)
- marquee message2 (Footer 2)
- background (Background)

Map Player to Site

Site Info

Site Name: root_staging Site Group: bpd
Site Description: US Staging
Content Source: Self + Parent Site Time Zone: PST
Parent Site: US

Screen Resolution: 1360x768

Select a channel to program content:

- Footer (marquee_message) ▶
- Side Zone (show6) ▶
- Logo/Time (show4) ▶
- Main Zone (show1) ▶

Setup channels & layout

Total Players 1

Monitor	Last Contact	Player Key	Site
<input type="checkbox"/>	76, 246, 222, 203 Mon 8/1/2011 16:56 PDT	aopen_000p [edit]	US Staging

Click on a player key to capture a live screen shot from that remote player

Click on edit player

Select a site for the player

Edit Player

Off-Peak Download | Save | Cancel

Player Key* aopen_000p

Player Description

Site Group Demo Hierarchy (bpd)

Site US Staging (root_staging)

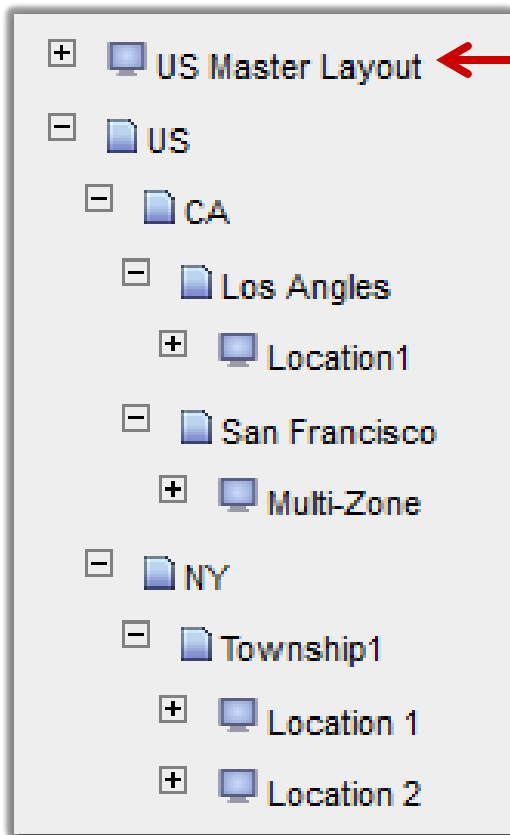
RS232 Control None RS232 Port COM1

Player Offline Email Alerting ON OFF Email Addresses

Seamless Interactivity ON OFF Interactive Timeout 120 (Seconds)

Save

Use Master Layout



Find a master layout site under your network

Master layout allows you to globally define a layout for all sites in a network

The 'Edit Site Info' form displays the following fields:

Site Name	root_r1_s02_a01
Site Description	<input type="text" value="Location1"/>
Time Zone	<input type="text" value="US Pacific Time"/>
Day Light Saving	<input type="text" value="Yes"/>
Master Layout Site	<input type="text" value="US Master Layout (masterlayout)"/> (Note: selecting a master layout site)

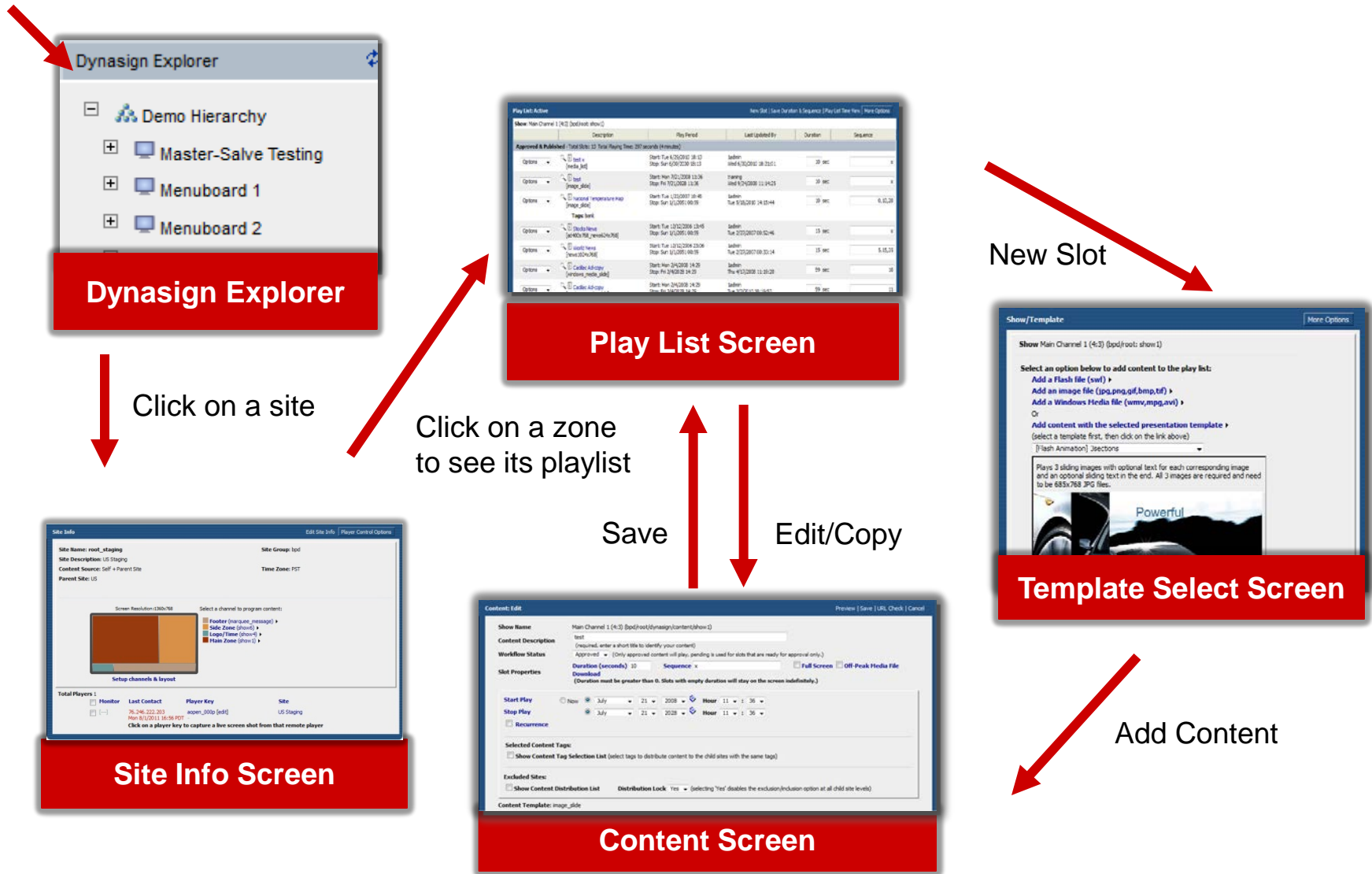
A red arrow points from the 'Master Layout Site' dropdown menu to the second red callout box.

Select a master layout for each site that will share the same master layout.

CONTENT PUBLISHING BASICS

- Content Publishing Process
- Basic Publishing Functions

Content Publishing Process



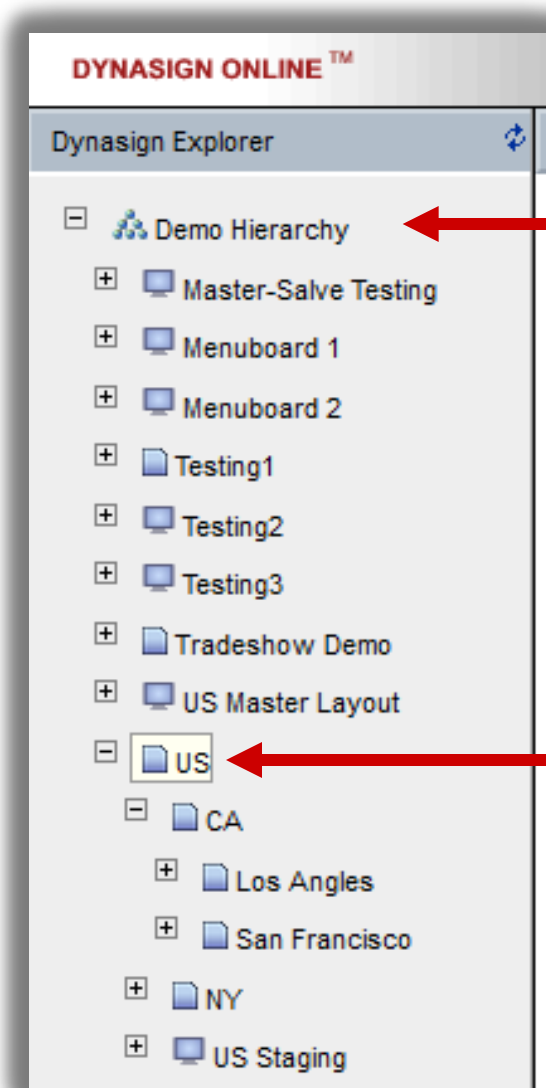
Publishing Steps

- **Prepare your content for publishing**
- **Find sites & channels/zones**
- **Add a new slot to a playlist**
- **Edit a slot in a playlist**
- **Change slot properties**
- **Use content presentation templates**

Content Preparation

- Understanding different content types (JPG, SWF, WMV, MPEG)
- Understanding dimension and resolution (pixels, width, height)
- Understanding image resizing: images need to be resized to the right size before being on Dynasign for best result. Use 1024x768 images for all 4:3 screen zones.
- Most Dynasign templates require specific content size for best presentation results
- Progressive JPG can not be used on any flash based templates.

Find your sites



Click to network name to expand

Click on a top level site to drill down and find your site – Site Info Screen

Site Info Screen

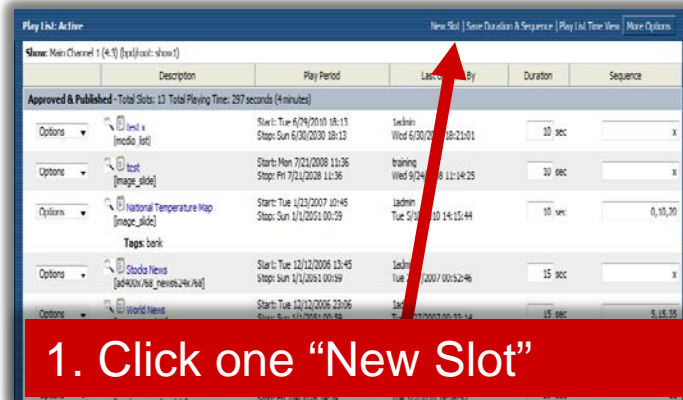
The screenshot shows the 'Site Info' interface with the following details:

- Site Name:** root_staging
- Site Description:** US Staging
- Content Source:** Self + Parent Site
- Parent Site:** US
- Site Group:** bpd
- Time Zone:** PST
- Screen Resolution:** 1360x768
- Channel Selection:** Footer (marquee_message), Side Zone (show6), Logo/Time (show4), Main Zone (show1)
- Player List:** Total Players 1, with one player 'aopen_000p' at 'US Staging' with last contact on 'Mon 8/1/2011 16:56 PDT'.

Callouts and their targets:

- Edit Site Info** (points to the top right button)
- Player Control** (points to the top right button)
- Real-time Monitor Requires port 5222** (points to the 'Monitor' checkbox in the player list)
- Link to Play Lists** (points to the 'Side Zone' dropdown)
- Screen Layout with Zones** (points to the 'Setup channels & layout' section)
- Player Last Contact Time** (points to the 'Last Contact' column in the player list)
- One or more players can be mapped to a site, Click on edit to edit player properties** (points to the '[edit]' link in the player list)

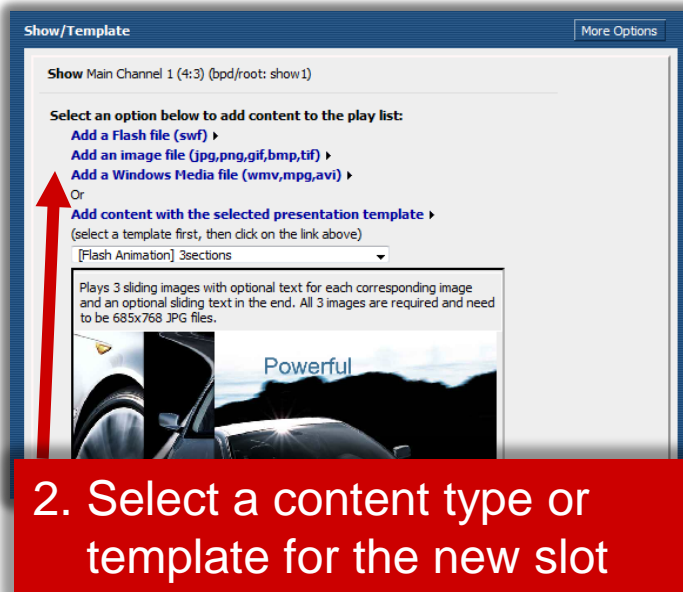
Add a Slot to a Playlist



Play List: Active

Description	Play Period	Library	By	Duration	Sequence
Approved & Published - Total Slots: 13 Total Playing Time: 297 seconds (4 minutes)					
lms1 x [media_list]	Start: Tue 4/29/2010 18:13 Stop: Sun 6/30/2010 18:13	lcheln	Wed 6/30/2010 18:21:01	10 sec	
test [image_slide]	Start: Mon 7/21/2008 11:36 Stop: Fri 7/21/2008 11:36	training	Wed 9/24/08 11:14:25	10 sec	
National Temperature Map [image_slide]	Start: Tue 1/23/2007 10:45 Stop: Sun 1/1/2001 00:59	Jadwin	Tue 5/10/06 13:14:44	10 sec	0, 10, 20
Stocks News [ad400x300_news24x194]	Start: Tue 12/12/2006 13:45 Stop: Sun 1/1/2001 00:59	Jadwin	Tue 5/10/06 13:14:44	15 sec	
World News [ad400x300_news24x194]	Start: Tue 12/12/2006 13:45 Stop: Sun 1/1/2001 00:59	Jadwin	Tue 5/10/06 13:14:44	15 sec	5, 15, 35

1. Click one "New Slot"



Show/Template

Show Main Channel 1 (4:3) (bpd/root: show1)

Select an option below to add content to the play list:

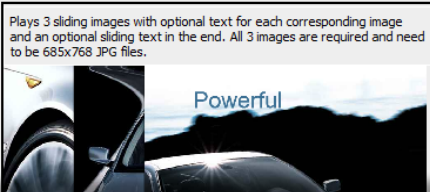
- Add a Flash file (.swf) ▶
- Add an image file (.jpg,.png,.gif,.bmp,.tif) ▶
- Add a Windows Media file (.wmv,.mpg,.avi) ▶

Or

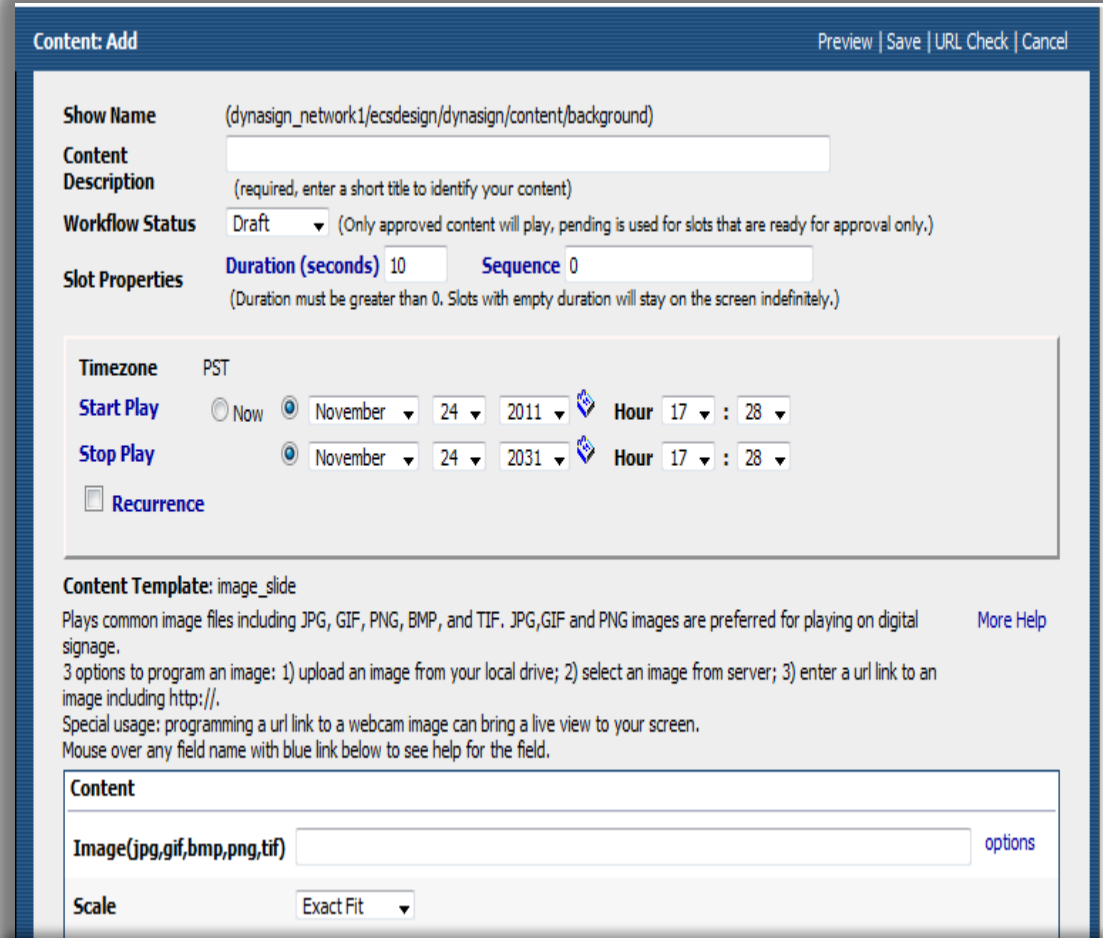
- Add content with the selected presentation template ▶
(select a template first, then click on the link above)

[Flash Animation] 3sections

Plays 3 sliding images with optional text for each corresponding image and an optional sliding text in the end. All 3 images are required and need to be 685x768 JPG files.



2. Select a content type or template for the new slot



Content: Add

Preview | Save | URL Check | Cancel

Show Name: (dynasign_network1/ecsdesign/dynasign/content/background)

Content Description: (required, enter a short title to identify your content)

Workflow Status: Draft (Only approved content will play, pending is used for slots that are ready for approval only.)

Slot Properties: Duration (seconds) 10 Sequence 0 (Duration must be greater than 0. Slots with empty duration will stay on the screen indefinitely.)

Timezone: PST

Start Play: Now (selected) November 24, 2011 Hour 17:28

Stop Play: November 24, 2031 Hour 17:28

Recurrence

Content Template: image_slide

Plays common image files including JPG, GIF, PNG, BMP, and TIF. JPG, GIF and PNG images are preferred for playing on digital signage. [More Help](#)

3 options to program an image: 1) upload an image from your local drive; 2) select an image from server; 3) enter a url link to an image including http://.

Special usage: programming a url link to a webcam image can bring a live view to your screen.

Mouse over any field name with blue link below to see help for the field.

Content

Image(jpg,gif,bmp,png,tif) [input field] [options](#)

Scale: Exact Fit

3. Program your content and save the slot

Playlist Screen

Total Length

Save Duration & Seq

Time-based View

Add new Slot

New Slot | Save Duration & Sequence | Play List Time View | More Options

Show: Main Channel 1 (3) (bpd/root: show1)

	Description	Play Period	Last Updated By	Duration	Sequence
Approved & Published - Total Slots: 13 Total Playing Time: 297 seconds (4 minutes)					
Options	test x [media_list]	Start: Tue 6/29/2010 18:13 Stop: Sun 6/30/2030 18:13	1admin Wed 6/30/2010 18:21:01	10 sec	x
Options	test [image_slide]	Start: Mon 7/21/2008 11:36 Stop: Fri 7/21/2028 11:36	training Wed 9/24/2008 11:14:25	10 sec	x
Options	National Temperature Map [image_slide]	Start: Tue 1/23/2007 10:45 Stop: Sun 1/1/2051 00:59	1admin Tue 5/18/2010 14:15:44	10 sec	0,10,20
Tags: bank					
Options	Stocks News [ad400x768_news624x768]	Start: Tue 12/12/2006 13:45 Stop: Sun 1/1/2051 00:59	1admin Tue 2/27/2007 00:52:46	15 sec	x
Options	World News [news1024x768]	Start: Tue 12/12/2006 23:06 Stop: Sun 1/1/2051 00:59	1admin Tue 2/27/2007 00:33:14	15 sec	5,15,35
Options	Cadillac Ad-copy [windows_media_slid_1]	Start: Mon 2/4/2008 14:29 Stop: Fri 2/4/2028 14:29	1admin Thu 4/17/2008 11:19:20	59 sec	10
Options	Cadillac Ad-copy	Start: Mon 2/4/2008 14:29 Stop: Fri 2/4/2028 14:29	1admin Tue 3/2/2010 18:16:52	59 sec	11

Options

Each row represents a slot in the playlist

Duration

Seq

Dynamic Playlist

- Dynasign playlist is a loop-based dynamic playlist. It is not a “TV schedule” like time-based programming.
- Each content slot in the playlist has its own schedule and other properties.
- Approved content slots from the channel in the parents sites will become part of the playlist.
- Only approved slots with the schedule matching to current time will play.

Content Screen

Content: Add Preview | Save | URL Check | Cancel

Show Name (dynamagn_network1/ecsdesign/dynamagn/content/background)

Content Description
(required, enter a short title to identify your content)

Workflow Status Draft (Only approved content will play, pending is used for slots that are ready for approval only.)

Slot Properties
Duration (seconds) 10 **Sequence** 0
(Duration must be greater than 0. Slots with empty duration will stay on the screen indefinitely.)

Timezone PST

Start Play Now November 24 2011 **Hour** 17 : 28

Stop Play November 24 2031 **Hour** 17 : 28

Recurrence

Content Template: image_slide
Plays common image files including JPG, GIF, PNG, BMP, and TIF. JPG, GIF and PNG images are preferred for playing on digital signage.
3 options to program an image: 1) upload an image from your local drive; 2) select an image from server; 3) enter a url link to an image including http://.
Special usage: programming a url link to a webcam image can bring a live view to your screen.
Mouse over any field name with blue link below to see help for the field.

Content

Image(jpg,gif,bmp,png,tif) [options](#)

Scale Exact Fit

Content Description

Duration and Seq

Schedule

Day Parting

Content Area

Slot Properties

- **Description:** text/note for the content you program.
- **Workflow:**
 - **Draft:** content should be set to draft when it's not ready
 - **Pending:** content should be set to pending when content is ready for testing
 - **Approved:** once a slot is approved, it will play when its scheduling logic becomes true
- **Schedule:** start time and end time
- **Duration**
- **Sequence**
- **Full Screen**
- **Start Play and Stop Play Time**
- **Recurrence**
 - Recurring Time
 - Recurring Day
- **Content Distribution with exception**
- **Advanced Slot Properties(QR Code, Extended Play)**

Slot Sequence

Duration	Sequence
10 sec	10
10 sec	20,55,75
30 sec	30
10 sec	40
15 sec	50
40 sec	60
10 sec	70
10 sec	80

Single Seq Number

Combo Seq, comma separated
Takes multiple positions in a playlist

- Seq can be any zero or greater integer
- Leave some space between numbers to allow future insertion
- If 2 slots have the same seq, the order will be determined by the last update time

QR Code Auto Generation

- Generate QR code for content automatically.
- Select “Advanced Slot Properties”
- Choose to position the QR code at one of the 4 corners
- Enter the info for QR Code, for URL, starts with http://

Content: Edit

Show Name Main Show (campus_link/root_a09/dynasign/content/show1)

Content Description AF youtube (required, enter a short title)

Workflow Status Approved (Only approved content will play, pending is used for slots that are ready for approval only.)

Slot Properties
Duration (seconds) 33 **Sequence** 2 Full Screen
(Duration must be greater than 0. Slots with empty duration will stay on the screen indefinitely.)

Timezone EST

Start Play September 9 2013 **Hour** 10 : 32

Stop Play December 31 9999 **Hour** 3 : 00

Recurrence

Advanced Slot Properties

QR Code Overlay **Display** Top Right **Size** Medium **Text** <http://www.youtube.com/watch?v=Rllx9dZbNNO>

Tracking ID (up to 50 chars)

Extended Zone

Off-Peak Download



Extended Zone PLayer

- Allow content in one zone to play in an extended zone
- Select “Advanced Slot Properties”, then check “Extended Zone”
- Extended zone size and position are defined in the screen layout.

The image displays two overlapping windows from the Dynasign Content Management System. The background window is titled "Content: Edit" and shows the configuration for a content slot. Under the "Slot Properties" section, the "Advanced Slot Properties" checkbox is checked, indicated by a red arrow. The "Extended Zone" checkbox is also checked. The foreground window is titled "Screen Layout" and shows the configuration for a screen layout. The "Screen Layers" list includes an "extended zone" with dimensions 1253x533 at position (13,90), highlighted by a red arrow. The "Layout Preview" shows a visual representation of the screen layout with a red box highlighting the "Main Show: extended zone" and "Vertical Banner" areas.

New Slot - Content Type/Template

Content Type

Show/Template More Options

Show Main Show (dynasign_group/demo: show 1)

Select an option below to add content to the play list:

- Add a Flash file (swf) ▶
- Add an image file (jpg,png,gif,bmp,tif) ▶
- Add a Windows Media file (wmv,mpg,avi) ▶

Or

Add content with the selected presentation template ▶
(select a template first, then click on the link above)

[Flash Animation] 3sections ▼

Plays 3 sliding images with optional text for each corresponding image and an optional sliding text in the end. All 3 images are required and need to be 685x768 JPG files.

Content Template

Preview Pending/Future Content

- Using a player running Dynasign in your office
- Bring up Player Configuration screen with Cltr F4
- Select the play mode
 - Approved
 - Pending
 - All (Approved + Pending)
- Setup play time
 - Current Time
 - Select a future date

BASIC CONTENT TEMPLATES

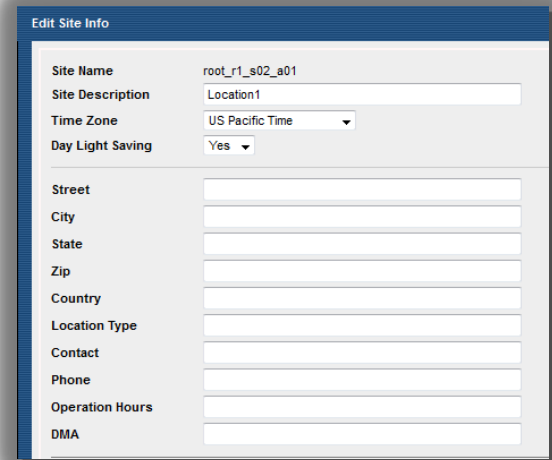
- Image
- Flash
- Video
- URL
- Media List
- Media Folder
- TV

NETWORK DEPLOYMENT

- Checklist before deployment
- Checklist after installation
- Use “staging site” for large deployment

Checklist Before Deployment

- Check all network sites for
 - Description
 - Timezone and Daylight Saving Flag
 - Location attributes
 - Location tags if applied
- Make sure the screens to be deployed will support the resolution defined in the layout
- Test media players on all sites to verify playlists
- Make sure all media players to be deployed with Dynasign Player Key clearly labeled.
- Setup auto reboot once a day for all media players
- All media players should be mapped to either a staging site or their assigned site.
- Make sure media players can start without keyboard and mouse plugged-in



The screenshot shows a web form titled "Edit Site Info". The form has the following fields and values:

Site Name	root_r1_s02_a01
Site Description	Location1
Time Zone	US Pacific Time
Day Light Saving	Yes
Street	
City	
State	
Zip	
Country	
Location Type	
Contact	
Phone	
Operation Hours	
DMA	

Checklist After Installation

Installer should contact network helpdesk verify if the installation is successful.

1. Verify if the installed player has contacted server and maintain good network condition

2. Verify if content has been played properly

- Remote Screen shots
- Visually verify content on the screen at the location by the installer

The screenshot displays the 'Site Info' configuration page. At the top, it shows 'Site Group: bpd' and 'Time Zone: PST'. Below this is a 'Setup channels & layout' section with a preview window and a list of channels: Main Show (show1), Clock (show7), Marquee (marquee_message), Side window bottom (show4), side window top (show3), Background (background), Event (show5), and Alert Remote (show12). At the bottom, there is a table titled 'Total Players 3' with columns for 'Monitor', 'Last Contact', 'Player Key', and 'Site'. The table lists three players, with the third one marked as '[running]'. A red arrow points from the '1. Verify...' text to the 'Total Players 3' table. Another red arrow points from the '2. Verify...' text to the 'Channel' list. A third red arrow points from the '3. Verify...' text to the 'Site' column of the table.

Monitor	Last Contact	Player Key	Site
<input type="checkbox"/>	108.29.72.88 Sat 11/12/2011 16:28 PST	dynasign_023 [edit]	demo_a10 - Loyola Univ. Show with Interactive
<input type="checkbox"/>	99.204.40.67 Thu 2/24/2011 16:48 PST	dynasign_251 [edit] -DSE 2011 Campus and training video demo	demo_a10 - Loyola Univ. Show with Interactive
<input checked="" type="checkbox"/>	76.246.222.203 Wed 12/7/2011 15:44 PST	office_007 [edit] -HP Slimline s7620n	demo_a10 - Loyola Univ. Show with Interactive

3. Verify if the installed player is mapped to the correct site

Use Staging Site for Large Deployment

The screenshot shows the 'Site Info' configuration window for a staging site. The window has a blue header with 'Site Info' on the left and 'Edit Site Info' and 'Player Control Options' on the right. The main content area is divided into two columns. The left column contains: 'Site Name: root_staging', 'Site Description: US Staging', 'Content Source: Self + Parent Site', and 'Parent Site: US'. The right column contains: 'Site Group: bpd' and 'Time Zone: PST'. Below this is a section for channel selection. It shows 'Screen Resolution: 1360x768' and a visual representation of a screen layout with four colored zones: a large brown 'Main Zone', a smaller orange 'Side Zone', a teal 'Logo/Time' zone, and a grey 'Footer' zone. To the right of the visual is a list of channels: 'Footer (marquee_message)', 'Side Zone (show6)', 'Logo/Time (show4)', and 'Main Zone (show1)'. Below the visual is a link 'Setup channels & layout'. At the bottom, there is a table titled 'Total Players 1' with columns for 'Monitor', 'Last Contact', 'Player Key', and 'Site'. The table contains one row with a checkbox, '[--]', '76.246.222.203', 'aopen_000p [edit]', and 'US Staging'. Below the table is a note: 'Click on a player key to capture a live screen shot from that remote player'.

Site Info Edit Site Info Player Control Options

Site Name: root_staging **Site Group:** bpd
Site Description: US Staging
Content Source: Self + Parent Site **Time Zone:** PST
Parent Site: US

Screen Resolution: 1360x768 Select a channel to program content:

- Footer (marquee_message) ▶
- Side Zone (show6) ▶
- Logo/Time (show4) ▶
- Main Zone (show1) ▶

Setup channels & layout

Total Players 1

Monitor	Last Contact	Player Key	Site
<input type="checkbox"/> [--]	76.246.222.203 Mon 8/1/2011 16:56 PDT -	aopen_000p [edit]	US Staging

Click on a player key to capture a live screen shot from that remote player

- Map players to be deployed to a staging site
- Switch the player to its assigned site during installation
- Verify the player is assigned the correct site after installation is complete

NETWORK MONITORING & REMOTE MANAGEMENT

- Setup Player Properties
- Content Programming Search/Report
- Content Playback Report
- Export Content Playback Report

Switch Player to Another Site

The screenshot shows the 'Site Info' window with the 'Player Control Options' tab selected. It displays site details such as 'Site Name: root_staging', 'Site Group: bpd', and 'Time Zone: PST'. Below this is a 'Setup channels & layout' section with a preview of a channel layout and a list of channels: Footer, Side Zone, Logo/Time, and Main Zone. At the bottom, there is a 'Total Players 1' table with columns for Monitor, Last Contact, Player Key, and Site.

Monitor	Last Contact	Player Key	Site
<input type="checkbox"/>	76, 246, 222, 203 Mon 8/1/2011 16:56 PDT	aopen_000p [edit]	US Staging

Click on edit player

Select a site for the player

The screenshot shows the 'Edit Player' window with the following configuration options:

- Player Key*: aopen_000p
- Player Description: [Empty text field]
- Site Group: Demo Hierarchy (bpd)
- Site: US Staging (root_staging)
- RS232 Control: None
- RS232 Port: COM1
- Player Offline Email Alerting: ON OFF
- Email Addresses: [Empty text field]
- Seamless Interactivity: ON OFF
- Interactive Timeout: 120 (Seconds)

Buttons at the top right include 'Off-Peak Download', 'Save', and 'Cancel'.

Save

Set Player Offline Alert

Off-Peak Download | Save | Cancel

Player Key* dynasign_013

Player Description Panasonic Plug-in PC 1G

Site Group Demo Hierarchy (bpd)

Site Location 1 (root_r2_s01_a01)

RS232 Control Panasonic RS232 RS232 Port COM1

Player Offline Email Alerting ON OFF Email Addresses

Seamless Interactivity ON OFF Interactive Timeout 40 (Seconds)

Mouse Cursor ON OFF

Video Screen Shot ON OFF (Video Screen Shot On allows remote screen capture of video.)

Set to ON

To receive email, enter your emails, separate multiple addresses by comma

To receive text message from your mobile phone:

- AT&T: [10-digit phone number]@txt.att.net, example: 2125551212@txt.att.net
- Verizon: [10-digit phone number]@vtext.com
- Sprint: [10-digit phone number]@messaging.sprintpcs.com
- T-Mobile: [10-digit phone number]@tmomail.net

Schedule Display On/Off

Display On/Off Schedule

Select a display on/off schedule for every day or customize different display on/off schedules for each day of the week.

Everyday Schedule

Start Time (Hour:Minute) Stop Time (Hour:Minute)

00 : 00 00 : 00

Daily Schedule (option available only to Dynasign Player 2.6.5.1 or later)

 = ON  = OFF

Midnight 4:00 am 8:00 am Noon 4:00 pm 8:00 pm

Sun	12:00 am - 11:59 pm	edit						
Mon	12:00 am - 11:59 pm	edit						
Tue	12:00 am - 11:59 pm	edit						
Wed	12:00 am - 11:59 pm	edit						
Thu	12:00 am - 11:59 pm	edit						
Fri	12:00 am - 11:59 pm	edit						
Sat	12:00 am - 11:59 pm	edit						

Multiple ON/OFF periods can be setup.

Player Remote Control Features

- **Monitor Status:**
 - From either SiteGroupInfo or SiteInfo Screen
 - Real-time status - running, idle, no response
 - Last Contact Time stamp: last content update request
- **Remote Screen Capture:**
 - Live screen shot
 - Video issue
- **Remote Control:**
 - From SiteInfo – Player Control Option
 - Capture player hardware and real-time processing information
 - Turn Display On/Off
 - Restart Shows
 - Update Programmed Content
 - Update Feed Content
 - Player Audio Volume Control
 - Reboot Player
 - Refresh Player Content
- **Logmein**

NETWORK REPORTING

- Player Reporting
- Content Reporting

Player Reporting

- **Player Health Report**
 - **Application Bar->Reporting->Player Health Report**
 - Gives a quick and 1-click report of the players that may have problems
 - Players that contacted the server in the past hour
 - Players that never contacted the server
 - Players that have not contacted the server in the past hour
 - Players that have not contacted the server in the past 24 hours
- **Player Advanced Report**
 - **Application Bar->Reporting->Player Advanced Report**
 - Search players based on network hierarchy, last contact time, player key,

Content Reporting

- **Content Reporting**
 - **Application Bar->Reporting->Content Report**
 - Search/Find Content->Content Publishing Report
 - From Content Publishing Report, find the content
 - Link to **Play Log Report**
 - Link to Play List
 - Link to Content Detail
- **Content Playback Log Reporting**
 - Provides “Proof of Playback” on a given ad
 - Monthly Report
 - Daily Report
 - Hourly Report
 - Export to Excel
 - Merge with additional information if necessary
 - Generate “number of times ” playback report for a given ad across all players and locations

TIPS AND TRICKS

Tips & Tricks

- **Exit Dynasign Player:** Ctrl F1
- **Check Dynasign Player Key:** Ctrl F3 to bring up Player Key Window
- **Exit Dynasign Watcher:** Prevent Dynasign Player from restarting when you need to perform player side troubleshooting, quit Dynasign Watcher from task bar
- **Invalid Player Key:** when you change hardware or network setup on your player, you may encounter “invalid player key” message. Please contact support@dynasign.net with your player key and your account information
- **Content not updating:** check “last contact time” from site info screen to make sure player has been contacting server
- **Black Screen:** verify if scheduled content slots should play at present time (use Playlist Time View); verify player timezone.
- **Web Browser:** Firefox performs better

DYNASIGN ONLINE FEATURE HIGHLIGHTS

FEATURE HIGHLIGHTS

- CUSTOMIZED TEMPLATES

Content Templates

- Develop reusable templates to present content

Content

Title

IMAGES & TEXT

Image(1024x768,JPG) options



Customized Template Service

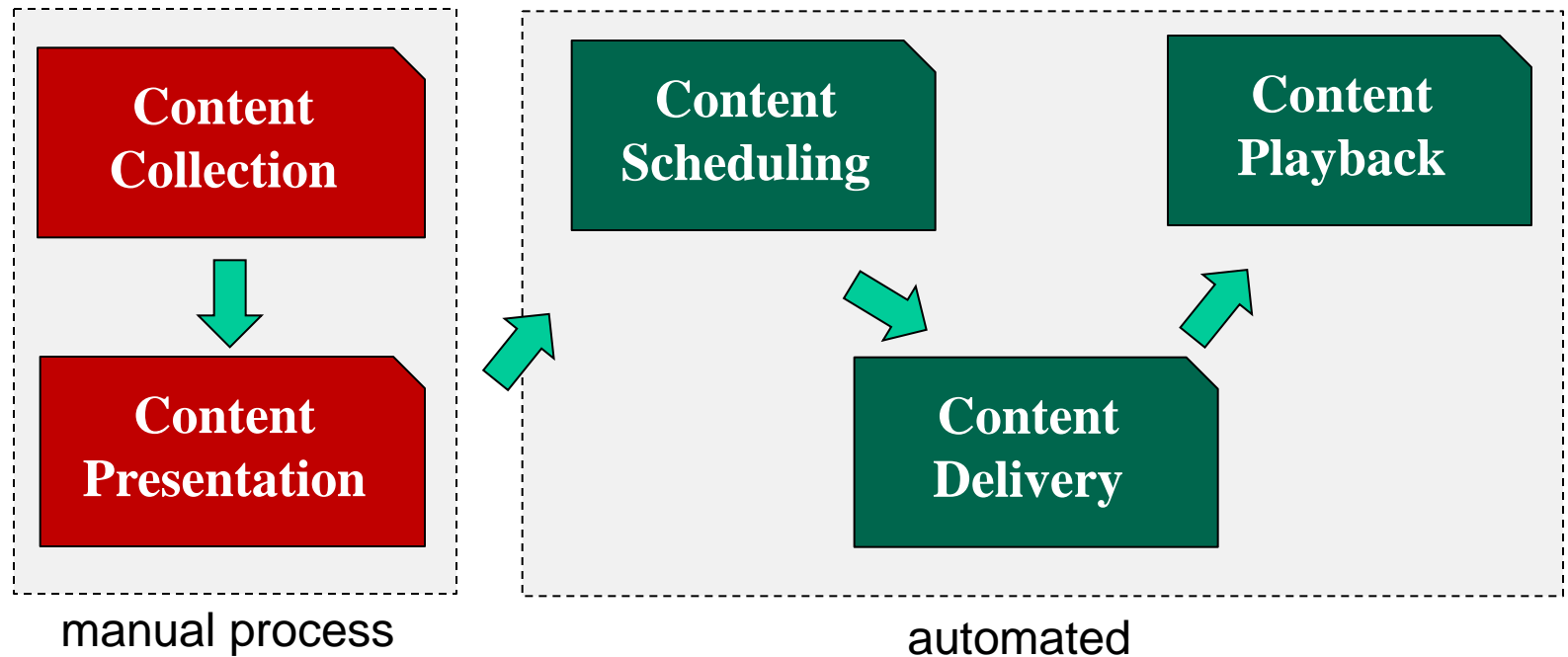
- Customized visual
- Customized variables
- Fully integrated with Dynasign Online
- Develop once, reuse many times
- End user friendly
- Consistent look and feel
- Contact support@dynasign.net for detail

FEATURE HIGHLIGHTS

CONTENT AUTOMATION

- Concept Overview
- Real-life Challenges
- Solution

Content Flow Process



- Disadvantages of manual process
 - Labor intensive
 - Error-prone
 - Impossible for real-time content updates

Content Automation



- Automate the entire content flow process including content collection and presentation
- The 80-20 Rule: automate as much as possible

Content Source and Content Mapping

- **Content Source**
 - Websites
 - Business Applications (Events, Google Cal, SharePoint ...)
 - Corporate Databases (Today in History ...)
 - Social Networks (Tweeters, Flickr, Facebook ...)
- **Content Mapping**
 - Content Elements: identify content elements from source that will be used for digital signage
 - Content Mapping: define business rules to map the content elements from source to the content elements on digital signage screens
 - Automation: develop content connector and presentation template
- Not all RSS feeds are equal, many RSS feeds were developed for use on Websites. In order to automate those RSS feeds for digital signage, you will need to be able to define content mapping rules.

Content Mapping Challenges

Finance Year- EndDeadlineSubmitYourExpenseReportsfor2011

Contact: USA HR EmployeeCommunications

Target Audiences: 1ff1febc-167b-4d48-8776-bde74ad25516;...

Page Content:

The end of the year is quickly approaching! It is important to all of us to have the 2011 expenses applied against the 2011 budget. Your assistance is needed to ensure that this will be done in time. Please submit your expenses by the deadlines and to the appropriate groups listed below. Please make sure your 2011 expenses are properly coded because corrections **cannot be recorded in 2012.**

Free style RSS feeds
from business applications

- Identify all content elements from source
- determine what to display
- Define mapping rules
- If mapping rules cannot be defined, you may have to change source based on your display requirements

???

Digital Signage Screen

Solution



http://api.flickr.com/services/feeds/photos_public.gne?tags=NBA&lang=en-us&format=rss_200



Content Source



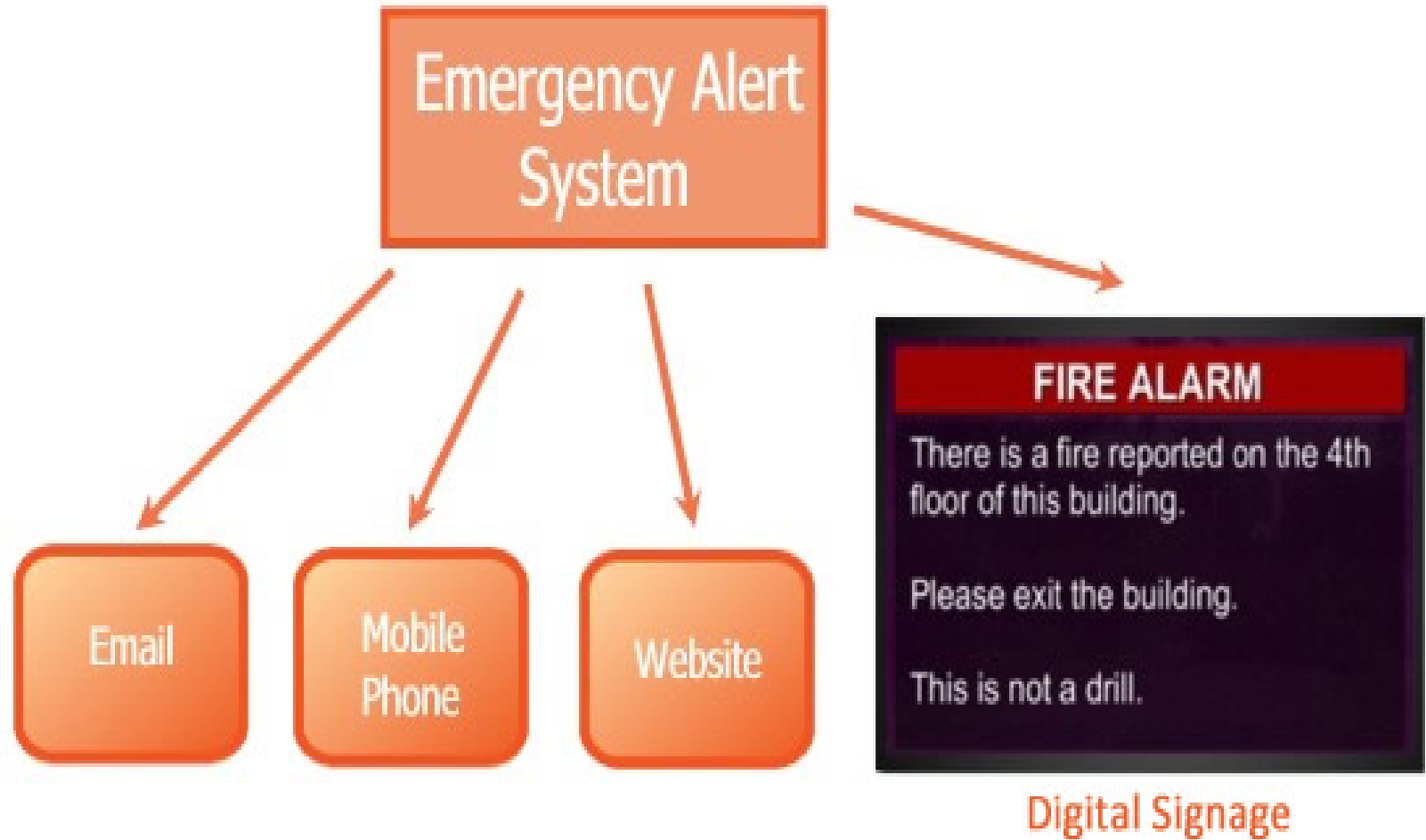
Dynasign Content Connector



Content Presentation Template

Example: Map pictures in a flickr feed to the visual presentation on digital signage screens using Dynasign's content presentation template.

Content Automation Examples

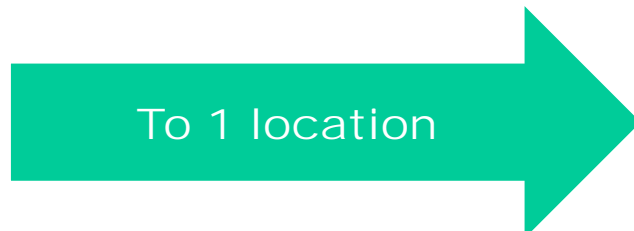
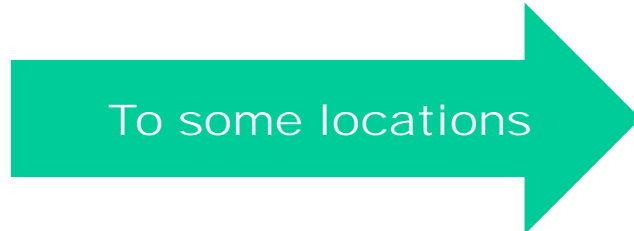
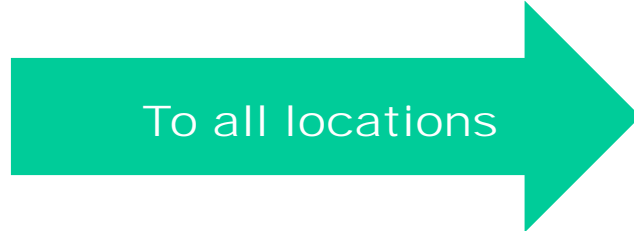


FEATURE HIGHLIGHTS

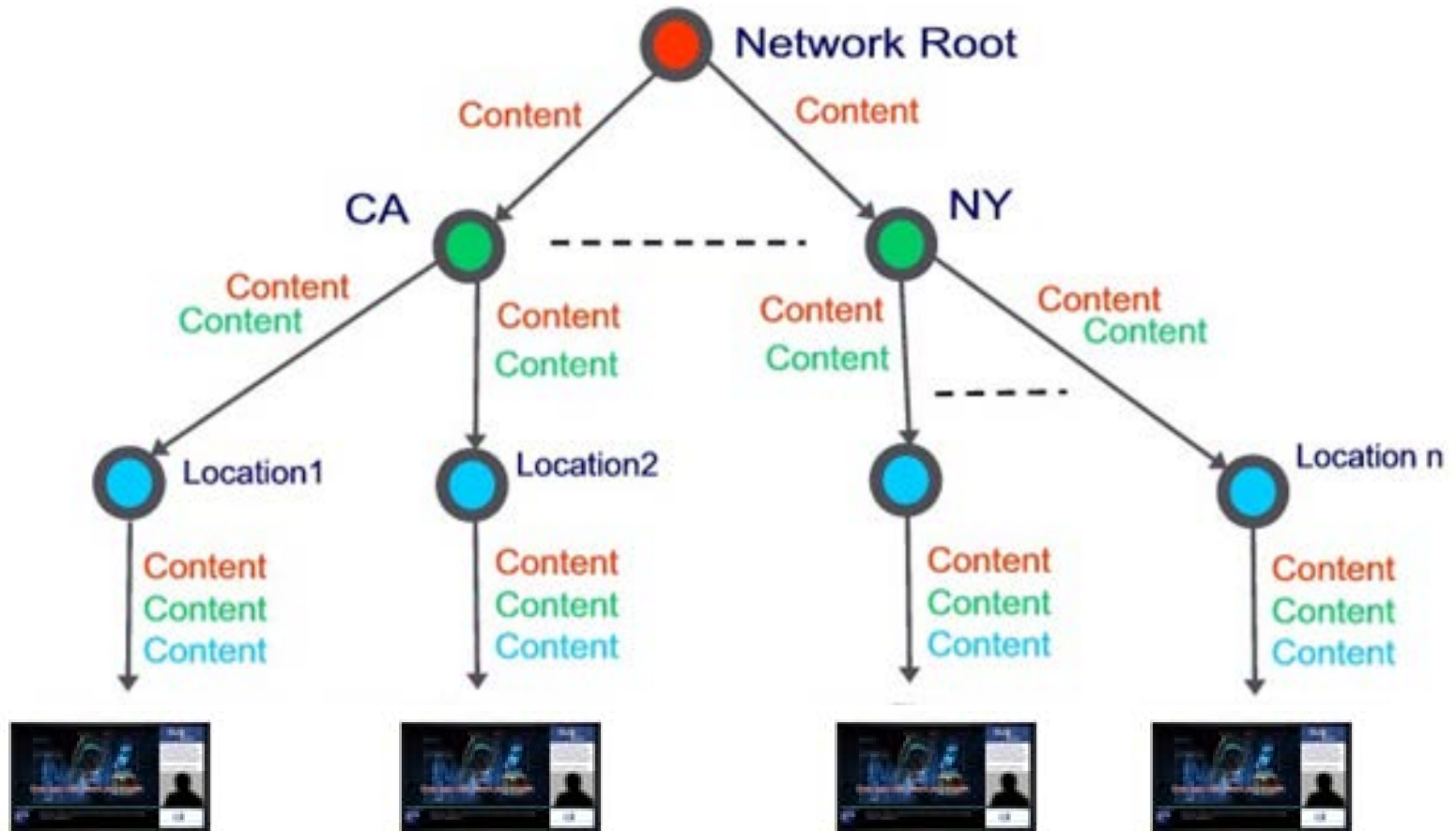
- TARGETCASTING

- Concept
- Targetcasting with Hierarchy
- Targetcasting with Tagging
- Tagrgetcasting with Exception

Targetcasting

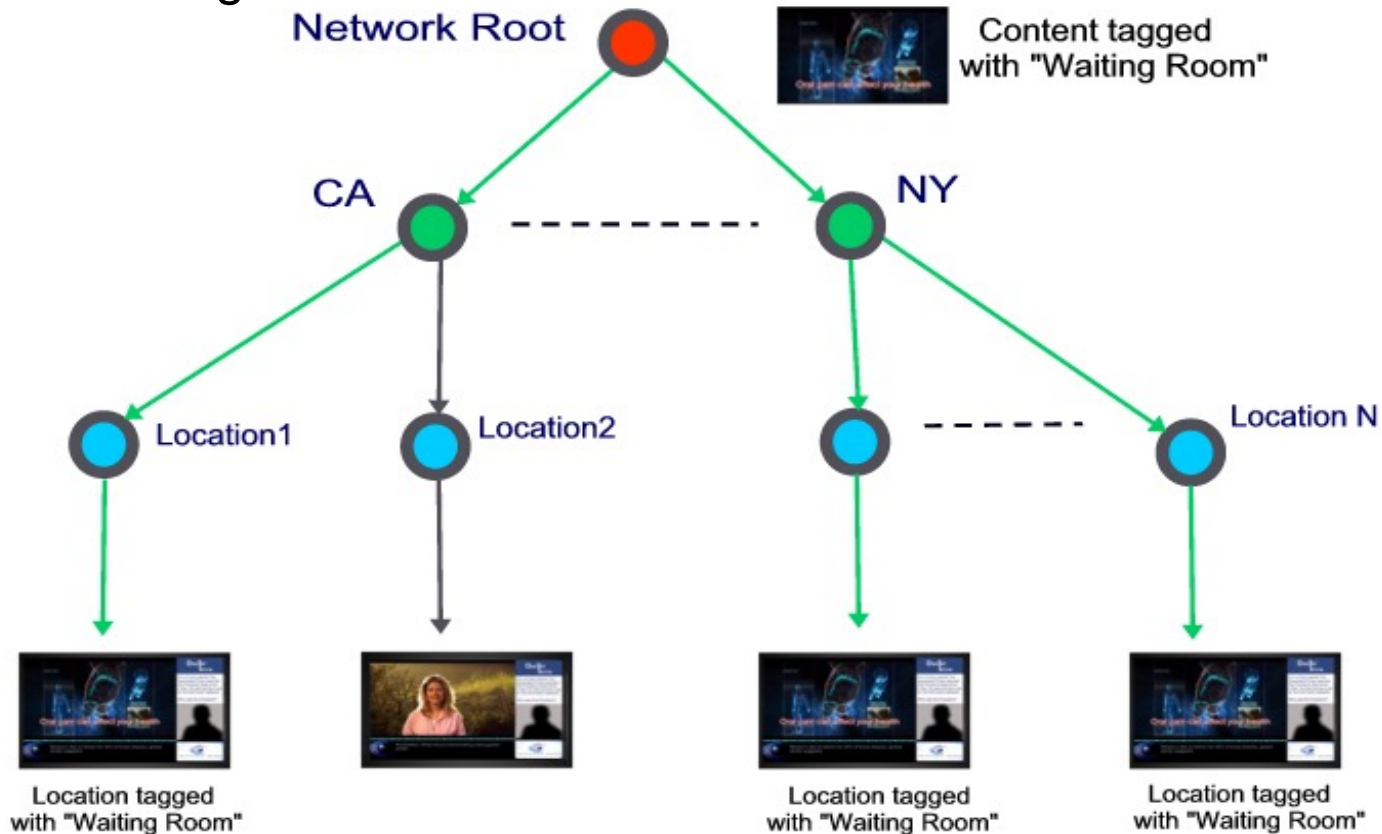


Targetcasting with Hierarchy



Targetcasting with Tagging

- Use of network and content tagging to target specific demographics across a large network.

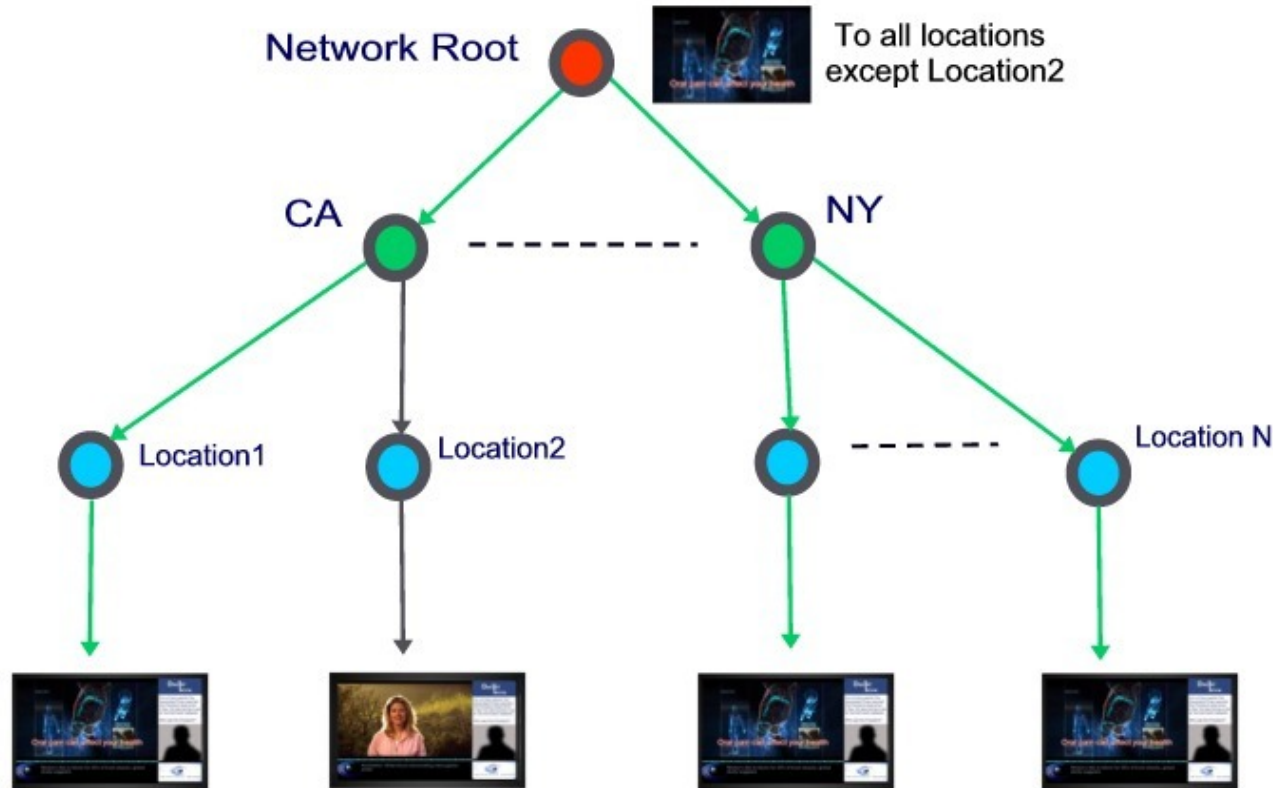


Content can be tagged to target certain locations with the same tags

Contact Dynasign Support to enable tagging feature for your network

Targetcasting with Exception

- Use of exclusion or inclusion to handle exception in content publishing



Exclusion can be used when content should be excluded from a few locations
Inclusion can be used when content should be published to only a few locations

FEATURE HIGHLIGHTS

- VIDEO WALLS

- Dynasign supports video wall of any size
- Setup video walls with multi-head video controllers
- Setup video walls with built-in video wall feature in pro series screens

Video Wall with Multi-Head Video Controllers



3-head



4-head

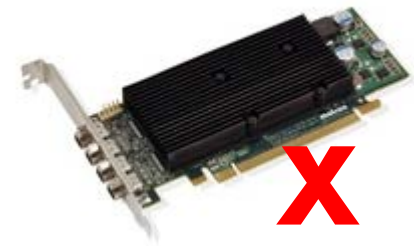


8-head

Built-in Video Wall Feature in Pro Screens



Built-in Feature for most pro-series screens
For example, Panasonic professional displays have built-in support for up to a 5 x 5 video wall



Each screen can be configured to display a portion of the 1920x1080 video output

Ratio & Resolution Limitation

Single Video Output
1920x1080

QR Code Auto Generation

- Generate QR code for content automatically.
- Select “Advanced Slot Properties”
- Choose to position the QR code at one of the 4 corners
- Enter the info for QR Code, for URL, starts with http://

Content: Edit

Show Name Main Show (campus_link/root_a09/dynasign/content/show1)

Content Description AF youtube (required, enter a short title)

Workflow Status Approved (Only approved content will play, pending is used for slots that are ready for approval only.)

Slot Properties **Duration (seconds)** 33 **Sequence** 2 Full Screen
(Duration must be greater than 0. Slots with empty duration will stay on the screen indefinitely.)

Timezone EST

Start Play September 9 2013 **Hour** 10 : 32

Stop Play December 31 9999 **Hour** 3 : 00

Recurrence

Advanced Slot Properties

QR Code Overlay **Display** Top Right **Size** Medium **Text** <http://www.youtube.com/watch?v=Rllx9dZbNNO>

Tracking ID (up to 50 chars)

Extended Zone

Off-Peak Download



Extended Zone PLayer

- Allow content in one zone to play in an extended zone
- Select “Advanced Slot Properties”, then check “Extended Zone”
- Extended zone size and position are defined in the screen layout.

The screenshot displays the 'Content: Edit' interface for a show named 'Main Show (campus_link/root_a09/dynasign/content/show1)'. The 'Slot Properties' section is expanded, showing 'Advanced Slot Properties' checked. A red arrow points to this checkbox. The 'Screen Layout' dialog is open, showing a list of screen layers. The 'extended zone 1253x533 (13,90)' is highlighted in blue, with a red arrow pointing to it. The 'Layer Info' section shows the dimensions and position of the extended zone: Name: extended zone, Size: Width 1253, Height 533, Position: X 13, Y 90. The 'Layout Preview' shows a screen with a 'Main Show' zone and a 'Vertical Banner' zone.



RELIABLE AND INTELLIGENT CONTENT MANAGEMENT PLATFORM FOR DIGITAL SIGNAGE SINCE 2003

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