



Overview

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Digital Signage

Introduction

ezeVue™ is part of an emerging technology known as Digital Signage. Many passive information displays are being replaced by this technology – reception welcome boards, advertising posters and estate agents' window displays are examples where this change is taking place. Through computerisation, information is updated flexibly and quickly, without necessarily visiting the display site or incurring printing costs. By broadcasting moving images, advertising displays are more eye-catching, especially at night. However, digital signage goes much further – the technology is so flexible that public information displays can act like small television stations, the broadcasting schedules controlled by the owner and audiences targeted in unexpected ways.

How does Digital Signage work?

All digital signage requires computer software to organise and distribute media, and a method of displaying it (usually a flat-panel screen or by projection as used for the BBC news). A very simple digital signage setup is a stand-alone computer running a DVD, but it can stretch to a huge network of display systems at remote locations receiving constantly updated information.

How does ezeVue™ work?

ezeVue™ is composed of two software applications.

- ezeVue™ Media Manager organises and distributes media; is installed on the computer which will be used to organise and send out media.
- ezeVue™ Media Player controls the way media is displayed; it is installed on computers (players) at remote locations which are connected to display screens or projectors. These players also need to be set up on a LAN or Web network.

Using ezeVue™

Access our website at www.ezevue.com for up-to-date information about ezeVue products

Region – Network – Player – Device

Players are known to Media Manager by their Name, so Region and Network are useful for categorising players. A Network can be named by location (e.g. London shop) or by type (e.g. Perfume counter) or any other way which suits a business. Players have some naming restrictions (see the Media Player Installation Guide).

A Player usually has one screen/projection unit (device) attached to it, but it is possible to drive video walls of up to 16 screens through ezeVue™ Media Player software (specialised hardware may be required)

Resolution - Template

When Players are set up in Media Manager, they are set to a 'resolution'. This is the number of pixels displayed on the entire screen. A low resolution (800x600) does not matter if the screen is small, but quality soon falls off if the image is stretched to fit a much larger screen. High resolutions (1600x1200) produce high quality images but require more powerful hardware to maintain performance. 1024x768 is the most commonly-used landscape resolution.

Players are linked to Templates which are set up for each type of resolution. Templates describe the number of devices attached to a Player and how they are laid out. A Player could drive three screens in a row or a block of nine screens. The most commonly used Template is a 1024x768 single landscape screen linked to a Player.

Template – Layout

Templates are descriptions of physical hardware. Layouts are ways of dividing up a screen formation so media can be displayed on different parts of it. The simplest Layout is a single window where one image plays followed by another. Layouts are very flexible – windows can be drawn anywhere on the screen, of any size. Only hardware performance limits the number of windows in a layout. Windows can be overlaid on top of each other or drawn in narrow bands. A company house style can be set up and used consistently or Layouts can be created for any occasion. Once a Template has been created it is easy to set up as many layouts under it as is required.

Media Library

ezeVue™ does not provide facilities to create content for your digital displays. Images may be sourced from the internet (copyright permitting), commissioned or created in-house. Flash is a particularly popular way to animate images, but some programming experience is required. The full range of media types appears in the appendix, but, in summary, ezeVue™ handles

- Static image files
- Video files
- Sound files
- Flash
- Live Web feeds
- Website display
- Webcam display
- DVD sources
- Instant messaging (created within ezeVue™ Media Manager)
- Microsoft Office & PowerPoint (requires extra set-up)

The Media Library loads files and URL's into ezeVue™ Media Manager. Once an item exists within the Media Library it is possible to adjust the way it is displayed (e.g. set up a length of time it normally plays for). The Media Viewer plays a media item while the Search facility helps find media items identified by keywords.

Packages, Programmes and Playlists

This section of ezeVue™ Media Manager is where a sequence of media items is placed on a layout window to create a Playlist. When every window of a layout is populated with a sequence, a complete programme has been created. Each programme is fixed to a layout; a package is composed of several programmes, each of which may use a different layout. Packages and Programmes are previewable in ezeVue™ Media Manager

An Example:

These are the steps to create PackageA, which has two programmes. ProgrammeA1 uses a full-screen, one-window layout; ProgrammeA2 has a different layout - a narrow bar window along the bottom of the screen and another window for the rest of the screen.

- Find a Template linked to an installed Player
- Create LayoutA1 and LayoutA2 (as described above) under the Template
- Create PackageA in the Packages, Programmes and Playlists screen, using the same Template
- Add ProgrammeA1 under PackageA and choose LayoutA1
- While ProgrammeA1 is open, open the Media Library and drag one or more media items over to the Playlist or on to the Layout window. Save and close.
- Add ProgrammeA2 under PackageA and choose LayoutA2
- Drag media items from the Media Library to the top window. Use the bottom window for an Instant Message or an RSS feed.
- Preview PackageA using the Preview facility

Transmission

To display a package or a programme to the public, it must be transmitted to a Player running ezeVue™ Media Player with one or more connected screens or projectors.

Configurations for Media Manager and Media Player

- Connect a Media Manager computer to another running Media Player over a LAN or the Web
- Put Media Manager and Media Player on the same computer, switching between the two.
- Burn a Package/Programme to a CD/DVD using Media Manager loaded on one computer, then place the CD/DVD in the D: drive of an unconnected computer running ezeVue™ Media Player

Real time transmission is achieved by highlighting a package or programme and using tick boxes to target players to receive the package/programme. Note that a player with a template which does not match the package/programme template cannot be chosen.

Once a package and the target players have been selected, clicking the 'Transmit to selected players' toolbar icon sends the files to the players and the displays will change once the transmission is complete.

Additional Features

- Check function to see if a LAN Player is connected to the network before transmission commences.
- Player sleep and wake up (i.e. make their screens blank) through Media Manager.
- Switch off Players remotely. (To switch a Player on again, a person has to press the On switch on the machine.)
- Default packages/programmes which play automatically when a Player is switched on. Default packages/programmes can be changed using Media Manager.
- Create Instant Messages in the Media Library, select target Players and use the 'Send Instant Message to selected players' toolbar icon for instant transmission
- Instruct a Player what to do when a package/programme finishes. Normal behaviour is loop continuously, but it can be set to play the package/programme which was played previously. The other alternative is to return to the default package/programme.

- Effects change the way files swap over (subject to hardware limitations)

Scheduling

Packages and programmes can be scheduled for play on one or more occasions in the future on particular Players.

Standard Application Features

Like most applications, ezeVue™ has a suite of standard features

- Login Security
- Username and password setup
- Users linked to roles. Permit access to ezeVue™ Media Manager modules by role
- Help About (details of ezeVue™ Media Manager version / licence)
- Extensive Help accessed by F1 key
- Non-transferable Licence linked to products purchased (30-day free trial)

Technical Section

Minimum Configuration

- Intel Pentium 4 2.6 GHz Processor
- Microsoft Windows XP Professional service pack 2
- Microsoft Internet Explorer 6
- 256Mb RAM (512Mb recommended)
- 128Mb Graphics Card
- 40Mb available hard disk space (for installation)
- 30Gb available hard disk space (for potential media)
- 800x600 Screen Resolution (1024x768 recommended)
- DVD-ROM Drive
- Internet Connection recommended for Product Activation

Hardware Display Options

- CRT screen
- LCD screen
- Gas Plasma screen
- Projector

Screen Resolutions

Landscape	Portrait
800x600	600x800
1024x768	768x1024
1280x1024	1024x1280
1600x1200	1200x1600

Codec Links

To play some media it is necessary to have codec files installed. This site explains what codec's do and provides links to locations where they can be obtained:

<http://www.updatexp.com/codec-for-windows-media-player-10.html>

Support

During your 30 day free trial period you are entitled to free support from ezeVue limited (support@ezeVue.com) as set out in Support.doc. After the end of the free trial period Support is only available if purchased.

Third-Party Updates

Be aware that you are responsible for keeping third-party software up to date on all computers running ezeVue Media Manager and ezeVue Media Player. This includes Microsoft XP updates, firewalls and anti-virus software.

Handled Media Types

Extension	Type	comment
ASF	Video	
ASP	Web	web pages converted to html on viewing
ASPX	Web	web pages converted to html on viewing
ASX	Video	streaming video
AVI	Video	
BMP	Image	
DEV	Video	e.g. webcam
DOC	Office	follow instructions for setting up to play Office files
DVD	Video	played from player DVD drive
GIF	Image	
HTM	Local	
	Web	
HTML	Local	
	Web	
HTTP	Web	
JPG	Image	
M1V	Video	
MMT	Scroller	ezeVue instant message
MP3	Video	
MPE	Video	
MPEG	Video	
MPG	Video	
PEG	Video	
PPS	Office	follow instructions for setting up to play Office files
PPT	Office	follow instructions for setting up to play Office files
RSS	Scroller	streaming text
RTF	Video	
SWF	Flash	Convert pps/ppt files to swf for best results
TIF	Image	
WAV	Video	
WMA	Video	
WMV	Video	
XLS	Office	follow instructions for setting up to play Office files

ezeVue Products & Purchasing

Products

Code	Product
MSP100	EzeVue Lite
MSP101	EzeVue 5
MSP102	EzeVue 10
MSP103	EzeVue 15
MSP104	EzeVue 20
MSP105	EzeVue Site
MSP106	EzeVue Enterprise
MMP100	EzeVue Lite Support - one year
MMP101	EzeVue 5 Support - one year
MMP102	EzeVue 10 Support - one year
MMP103	EzeVue 15 Support - one year
MMP104	EzeVue 20 Support - one year
MMP105	EzeVue Site Support - one year
MMP106	EzeVue Enterprise Support - one year

Purchasing

ezeVue is available for purchase from authorised resellers. If you need to find a reseller check www.ezevue.com to find one. Upgrades and Support are also available from resellers. When you purchase ezeVue your reseller gives you a serial number which you need to obtain your licence.