



SYSTEM OPERATIONS MANUAL

KEYWEST TECHNOLOGY 14563 W. 96th TERRACE LENEXA, KANSAS 66215 <u>www.keywesttechnology.com</u> 800-331-2019

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Media POD is the most flexible Digital Signage and Information Channel appliance on the market. It's set-top box design and footprint meets both form and function. The rugged unit features fan-less operation and solid milled metal frame forming a sleek silhouette. Media POD is packed with convenience and versatility including intuitive drag & drop scheduling and simple CG media creation. The Media POD is capable of playing still images of various graphic formats; MPEG1, MPEG2, MPEG4, AVI, VOB, and WMV video formats; live video



inputs (composite or Y/C); Microsoft PowerPoint[®] and Macromedia Flash[®] movies, HTML and other proprietary formats. Playlists can be Day-Parted or run a continual loop. For a wide range of applications--CCTV, CATV, broadcast video, schools, corporate video, info channels, kiosk, and more--the Media POD delivers composite, Y/C, and RGBHV (Progressive) NTSC or PAL video to your system. Stereo audio output rounds out the display offerings. Media POD is controllable stand-alone or via serial or even the Internet through a stand-alone interface or an integrated web interface (MX-Live). This is your high-quality, low-cost, ultra-reliable media machine.

FEATURES

- Composite or Y/C and RGBHV output
- Composite or Y/C Live Video Input
- Multiple USB and Firewire ports
- NTSC and PAL—4:3 or 16:9
- Stand-alone or remote control software
- Built-in Ethernet Control
- Stereo audio output
- Serial Controllable for System Integration and System Control
- Ruggedized and fan-less chassis
- Microsoft Windows XP EmbeddedTM based system for security, stability and networkability
- Interactivity Capable (Touch Screens)

ORDERING INFORMATION

Part #	Options
Media POD	None Required

APPLICATIONS

- Interactive Digital Signage
- Touch Screen
- Photo-Classified Channels
- Any television system with need to schedule and playback pages
- ➤ Kiosk
- Dormitory, Barracks, Rec Centers, Clubs, TV & Movie Shelters, Tent City, Command Post, Headquarters

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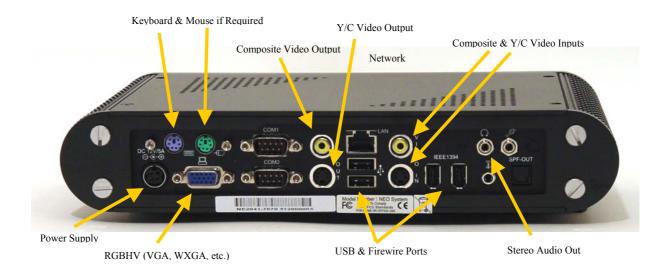
CAUTION

Unit operates on +12 VDC. Inadequate power grounding can result in equipment damage or destruction and could void warranty. Ensure you utilize provided power supply unit only. Use of improper power supply can damage or destroy the unit and will void the warranty.

Lethal operating voltages present at system power supply unit—internal and external units. Completely disconnect main power cord prior to opening cover or removing any panels. Appropriately trained and authorized personnel only should attempt any internal modifications, repairs, or service.

CONNECTIONS

Media POD Mini-Chassis Rear Panel Overview



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Standard PC Connections (* = required connection for Media POD normal operation; ** = required for setup or troubleshooting but not for day to day operation—all other connections not marked with '*' or '**' are optional. Note that while Composite Video, Y/C Video and RGBHV video are not "required" for day to day operation, they are the only connectors available for video output; therefore to view your creation at least one of them must be connected to your video distribution system. Audio line out will also be typically used to broadcast sound with your presentations—see the typical wiring diagrams in the quick start section for more details)

**MOUSE: Standard PS/2 style mouse

**KEYBOARD: Standard PS/2 style keyboard

USB 1 & 2: Universal Serial Buss (any number of add-in peripherals such as printer, mouse, keyboard)

COM1 & COM2: Standard RS-232 serial port

AUDIO LINE OUT: Connect with 3/8" Stereo plug to audio amplifier or switcher for audio broadcast over cable or broadcast television system. Required if you desire audio on-air capability.

AUDIO LINE IN: Use 3/8" stereo plug to connect radio receiver, CD player, tape player, etc... to line-in to loop through external audio source over the video presentation. Not normally used in an MPEG player application.

COMPOSITE OUT: RCA connector outputting standard NTSC or PAL base-band composite video. This is the main video output to be used in cable and broadcast video applications.

S-VIDEO OUT: 4-pin Mini-Din connector outputting standard NTSC or PAL base-band Y/C video.

**MON: This is the normal VGA-style connector. It is an industry standard High-Density 15pin connector, used to interface with any computer monitor. Video output of this connector is designed for higher, progressive scan resolution applications (Flat Panel LCD, PDP, CRT PC Monitors or Projectors). This video output is referred to as RGBHV (Red Green Blue Horizontal Vertical (sync pulses)).

NETWORK: This is a 10/100 Base-T LAN connector. Connect your MEDIA POD to your network via this port, to allow for remote control of the device. Factory default setting for the device is DHCP—automatically acquire and IP address. If you are not familiar with setting IP addresses in network capable devices, contact a trained IT professional for assistance.

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COMPOSITE IN: RCA connector accepting standard NTSC or PAL base-band composite video.

S-VIDEO IN: 4-pin Mini-Din connector accepting standard NTSC or PAL base-band Y/C video.

*12 VDC: Standard +12 VDC input. Utilize only power supply provided with your unit.

Connect this only when you are ready to run the unit, as it is set to "auto-power" (safety against power outages). As soon as you plug in the AC, the device will power-up, boot-up, and begin to run stored play lists.

MEDIA POD THEORY of OPERATION

The Media POD player itself is a fire-and-forget device. Once you have made the appropriate connections (including video output) and powered up the unit, it will begin to play the last valid playlist unless the playback was terminated prior to power shut-down. In that case, the unit will boot up to the graphical user interface (GUI) screen.

Should Media POD be shut down through normal Embedded Windows XPTM means, you'll need to power the unit with the front panel momentary power switch.

Out of the box, Media POD has sample pages and playlists installed and active.

NOTE Media POD may take up to 60 seconds to complete initialization and begin video playback. Please be patient during this process.

There are three methods of operation with the Media POD: 1.) The first method is to control the device, including creating pages, importing graphics and video, adding audio, creating schedules and managing inventories, directly on the player itself. This is normally referred to as "on-line" operation because any viewers of your content will also view your creation and scheduling. 2.) The device can also be controlled remotely through a network (Ethernet, Internet, LAN, WAN, any of those terms apply) or serially via the copy of controller software included with your unit. The software you use to control the Media POD remotely is the same software running on the Media POD itself—the learning curve is short! 3.) Finally, Media POD comes with a built in Web Interface making it controllable from any location in the world as long as the player and the controller are on the internet—all without any remote software loaded.

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Media POD

To control the Media POD remotely through its GUI, follow the directions below and install the Media POD software on a computer of your choice (with the following minimum requirements):

--Pentium III, AMD or Celeron CPU greater than 200 MHz

- --64 MB Ram
- --100 MB HDD Space
- --Network connection capable of reaching the Media POD (see IT if necessary)

Control Software Installation

Insert the CD that came with your Media POD, or your demo CD into your PC (this is your "creation" station, where you will be able to create and schedule your display—DO NOT INSTALL THIS SOFTWARE DIRECTLY ON YOUR MEDIA POD). A splash screen should appear with a button to setup the application—click Install and you should see a setup similar to the screen below (note the version number and name may vary).

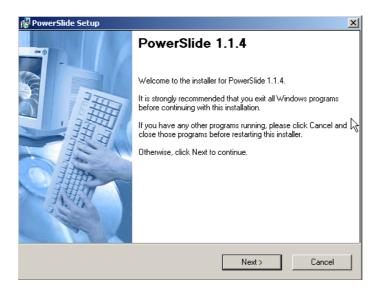


Figure 2

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Click NEXT and follow the prompts to complete the installation. You will see a progress bar as shown in Figure 3.

nstalling Files	Media 1
The program files are being installed.	ISEALA ESEM
Please wait while the necessary files are installed.	
Installing	
C:\WINNT\system32\quartz.dll	
	Cancel

The progress bar will show you the status of the installation. You may cancel installation at any time, and reinstall later if necessary.

After installation is complete, you'll find the Media POD Scheduler shortcut icon on your desktop (figure 4).





Alternatively you can access the program from your Windows© Start Button or by browsing to the installation directory and clicking the MediaPOD executable file (.exe).

Once software is installed, you are almost ready to begin making Pages, Playlists and Schedules.

expire in 30 days if you do n	is not registered. This is a temporary copy of MX3VP that will ot register it. Please contact Keywest Technology at wer the phone or go to www.mediaxtreme.tv to register online.	10

The first time you run the software, and each time after until you register your product you will see a registration reminder screen.

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If you are not ready to register your software and hardware click OK. You have 30 days from the point of software installation to register. If not registered after 30 days, the software will cease to function—you will have to contact your dealer or Keywest Technology to change registration status.

If you click OK, and run unregistered, you will get one more reminder.

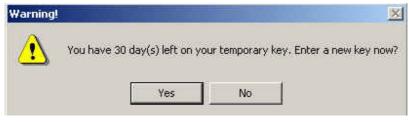


Figure 7

Click NO to proceed, or click YES and enter the security key provided when you registered your Media POD.

Re-registration may be required if significant modifications are made to your creator computer. Contact Keywest Technology with questions.

NOTE

You will not be eligible for telephone technical support until your software and/or hardware is registered—Email support is always available at tech@keywesttechnology.com

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To register, go to www.keywesttechnology.com or www.mediaxtreme.tv .

Select PRODUCT REGISTRATION, choose Media POD from the drop-down menu and follow all on screen prompts. You will receive your permanent security key through email no-later-than the next business day after you have completed registration. If registering on-line is not possible call 800-331-2019 and inform the TotalCare engineer that you need to register via telephone.

Enter that Key into the Security Key window (which appears if you click YES, or ENTER)

The next step is to setup the Media POD player itself.



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SETUP IP

CAUTION

DO NOT connect any network enabled device directly to a cable modem or DSL modem unless you are in search of worms, trojans, and viruses—the internet is crawling with damaging, infectious programs. Always ensure your devices are connected to a safe and secure firewall router and are on a safe and CLEAN network. If you do not have an IT department, contact Keywest Technology for further assistance in safe connections.

The best connection to make is network. There are several settings and precautions to take. First, ensure you have a keyboard, RGBHV (VGA) monitor, mouse, and active network cable attached to the player—restart the player if any of those peripherals seem to not function.

Once the unit is initialized and you see pages playing, you'll need enter diagnostics mode—press ESC and END keys on the keyboard simultaneously or RIGHT CLICK any attached mouse. You should see the pages stop, and the player ID screen.



If the machine continues to play despite pushing ESC and END, try CTL-ALT-DEL and end the player.

Once you see the Player ID Screen, LEFT-CLICK the mouse anywhere on the screen. The options menu will appear at the top.

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Left-Click LOG OFF. A standard Windows XP Embedded Log On Dialogue box will appear.

Enter the User Name "administrator" (without the quotes), and leave any other text boxes blank (no password, no domain if available). Note: You may change user passwords, but ensure you remember those changes—Keywest Technology TotalCare will have no way to determine any passwords you may have set.

Click OK to proceed to the player desktop.

		ows ^{xp}	
overget () 1985-2001 Screed Corporator			Micro
Password:			4
Log on to:			
A0223 6	on using dial-up	20 A	1



Locate the MY NETWORK PLACES ICON and right click on it.

Select PROPERTIES.

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LAN or High-Sp	oeed Interne	t	
📥 1394 Connectio		LAN	Disabled,
(^(P) Wireless Netwo	ork Connection	LAN	Connecte
Local Area Con	nection Er	able	P: pled,
Virtual Private	Netwo St	atus	
🧼 kwtypn		eate Shorto lete	pnnec
₩T MA5	Re	ename	onnec
• •	Pri	operties	

Next, right-click on the Network adapter, and select properties again:

On the network properties page, scroll down to TCP/IP, highlight that, and then left-click on the PROPERTIES button:

🚣 Local Area Connection Properties 📃 🙁 🗙
General Advanced
Connect using:
Intel(R) PR0/100 VE Network Conne Configure
This connection uses the following items:
🗹 📮 QoS Packet Scheduler 📃
AEGIS Protocol (IEEE 802.1x) v2.2.1.0
Internet Protocol (TCP/IP)
Install Uninstall Properties
Description
Transmission Control Protocol/Internet Protocol. The default wide area network protocol that provides communication across diverse interconnected networks.
Show icon in notification area when connected
Notify me when this connection has limited or no connectivity
OK Cancel

There's a decision to make at the next step (if it hasn't already been made) and that is to either run the player with a dynamic or static IP. The best selection for the operator is a static IP address...this is an address that doesn't change unless someone changes it manually. Your IP department will have to assign the Static IP address to you. The second method is Dynamic—this method means the IP address will change each time your system's router resets or possibly every time the Media POD is power cycled. The danger in this method is that you may not know from day to day the

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ternet Protocol (TCP/IP) Prope General	erties 🤶 🔀
	utomatically if your network supports d to ask your network administrator for
Obtain an IP address automa	tically
Use the following IP address:	
IP address:	192.168.1.182
Subnet mask:	255 . 255 . 255 . 0
Default gateway:	192 . 168 . 1 . 231
C Obtain DNS server address a	utomatically
─● Use the following DNS serve	r addresses:
Preferred DNS server:	6.1.3.6
Alternate DNS server:	
	Advanced
	OK Cancel

address of the unit you are trying to control. Let's address static IP's first:

A static IP forces you to enter the IP Address and the Subnet Mask (numbers provided to you by those in charge of your network). Gateways and DNS servers are not completely necessary, but would have to be added to facilitate remote troubleshooting from Keywest Technology as well as efficient FTP data transfers from remote sites.

DYNAMIC IPs

The dynamic IP takes whatever address is assigned by a controlling router...setup the Internet Protocol (TCP/IP) Properties as shown below:

Internet Protocol (TCP/IP) Propert	ies 🤶	×
General Alternate Configuration		
You can get IP settings assigned auto this capability. Otherwise, you need to the appropriate IP settings.		
Obtain an IP address automatical	ally	
C Use the following IP address: —		
IP address:		
Subnet mask:	a a a	
Default gateway:		
Obtain DNS server address auto	omatically	
C Use the following DNS server a	ddresses:	
Preferred DNS server:		
Alternate DNS server:		
	Advanced	
	OK Cancel	

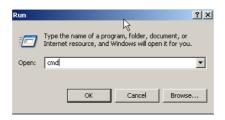
In this case, IPs, subnets, gateways, and DNS servers are all selected by the router...you could operate like this but you may have to check into the unit periodically to verify the IP address...or, if you are on an intranet, you could simply address the unit by its network name. If you go DYNAMIC then, two networking functions you'll need to know after you exit the IP Properties Windows:

DETERMINE YOUR IP ADDRESS

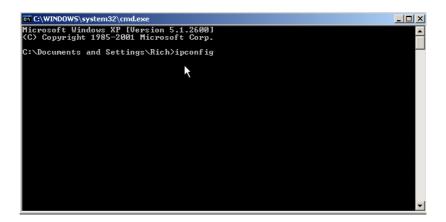
Click on the START button, select RUN, and type cmd in the run window

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Next, a COMMAND PROMPT window will appear (affectionately known as a DOS window)...in the command window, type IPCONFIG on the current command line as shown below, then press the ENTER button:



The command window should respond with some important data

icrosoft Windows XP [C) Copyright 1985-200				
:\Documents and Setti				
indows IP Configurati	on	K		
thernet adapter Wirel	ess Network Con	nectio	n:	
IP Address Subnet Mask .	cific DNS Suff:		192.168.1.102 255.255.255.0	
:\Documents and Setti	ngs\Rich>			

The IP address of your Media POD will be displayed along with the subnet mask and the gateway. Write down this IP address, as we will need it to connect to the player remotely.

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VIRUS PROTECTION

A word about virus protection here...safe computing...the Media POD runs on a Windows XP Embedded platform. This is already safer than other Operating Systems but still any device on an open network needs to be adequately protected by a firewall—a software firewall can potentially interfere with the graphics and transitions, but hardware firewalls have proven to be extremely efficient if properly setup. Hardware routers can be setup to allow only authorized users access to the player. DO NOT connect any network enabled device directly to a cable modem or DSL modem unless you are in search of worms, trojans, and viruses—the internet is crawling with damaging, infectious programs. Always ensure your devices are connected to a safe and secure router and are on a safe and CLEAN network. If you do not have an IT department, contact Keywest Technology for further assistance in safe connections.

PLAYER NETWORK NAME

In Dynamic mode, you can address your player by its name rather than an IP address. This will allow you to function on a Dynamic (or DHCP) system without worry of changing addresses. To find or change the name of the player, right-click MY COMPUTER on the desktop.



Next select the COMPUTER NAME tab...there you can either view the name of the machine or change it with the CHANGE button. If you choose to change the IP address, you will be prompted to restart the player—changes will not take effect until you do restart.

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800.331.2019 www.keywesttechnology.com TECHNOLOGY KWT TM 2-1-MEDIAPOD 24 July 2006 Change 01

Player Name XX

Computer description: For example: "Kitchen Computer" or "May's Computer name: XX Workgroup: WORKGROUP To rename the computer or join a workgroup, click Change...

Automatic Updates

Hardware

Computer Name

Windows

? X

Remote

After you have set all the player functions, it will be necessary to start it playing pages again. Click the START button in the lower left corner of the desktop. Select SHUT DOWN then select LOG OFF ADMINISTRATOR and click OK.

The LOG ON dialogue will appear. Enter USER NAME "mediaPOD" (no quotes, one word, no spaces) and click OK. The Media POD ID screen will appear as your last valid schedule is loaded into memory. The schedule will begin playing automatically.

After the IP address is set and the unit is back in playback mode, you can remove the keyboard, monitor, and mouse if you desire. Unless you are going to control the unit in "on-line" mode that is directly on the player itself you will not need those user interface devices.

This manual will now cover the creation & scheduling software...all functions apply to remote software as well as the player itself—remember, the software is the same, it's only a matter of where you create the schedules that determines if you are doing local control or remote control.

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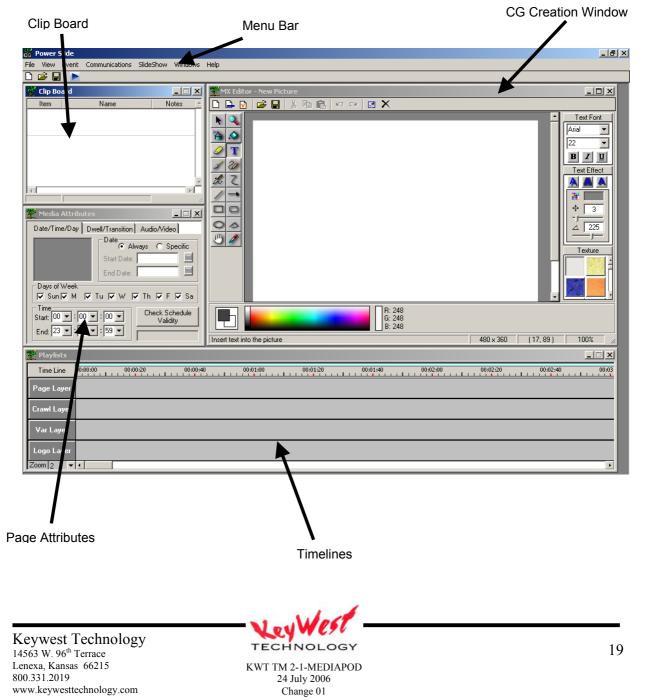


CREATION and SCHEDULING

Pages, Playlists, and Schedules

Earlier in the manual, we installed the Media POD Scheduler software on the computer of your choice (given some minimum requirements). That software is the same software that runs the player, giving you the ability to remotely control or locally control the function of the CG.

First things first, we'll need to get acquainted with areas of the GUI:



Media POD

The five "arrowed" sections are just about all there is to it! We will now cover each section so you can get creative.

CLIP BOARD (Import Pages)

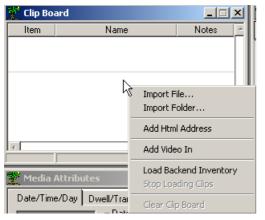
The clip board will come up empty when you start the application.

The clip board is the location pages, movies, crawl pages, and variables are stored for your use in time lines.

You can import your pages to the clip board where they will appear as a thumbnail with a brief text description. This is what we'll use to drag and drop Playlist order.



To have something to work with, you're going to need to import some pages or images.



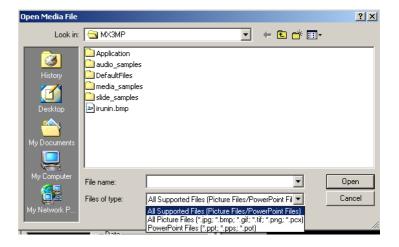
Right Click anywhere within the Clip board and a new menu window should appear. There will be five options to begin with: Import File, Import Folder, Add HTML Address, Add Video In, and Load Backend Inventory.

Click IMPORT FILE

The Open Med	ia File file	e manager	window
will appear.			

On the drop down box, you can see the different formats of pages the Media POD supports.

Browse to the location of your page or image and double-click it, or click OPEN on the file manager window.



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	<u>_ </u>
Name	Notes 🔺
Theme010.jpg 800 x 600 214.45 KB	
	Name Theme010.jpg 800 x 600

After importing the file/page a thumbnail and a text box that displays name, extension, run time, and actual creation size will be displayed in the clip board.

The listed page is now available for use in a time line.

The next option when right-clicking in the clip board window is Import Folder. Import Folder will import all the video pages contained in the selected folder.

Browse For Folder	
Select Directory to Import:	
🖃 c:	
State C:\ MX3VP MX3VP	
🔁 Media	
Folder: C:\MX3VP\Application\Media	
OK Cancel	

Be careful importing folders...if you instruct the software to download terabytes of MPEG2 video from a server that is exactly what it will attempt to do until your local hard drive is full.

Files can be imported from any connected drive (network drives, local drives, external drives, etc...) allowing for easy file sharing.

The third right-click option is **ADD HTML ADDRESS**. The Media POD is capable of playing back active web pages as well as any other HTML content. This clip board option allows us to

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Media POD

place a virtual website thumbnail in the clip board for use within a time line. Click on ADD HTML ADDRESS

🌋 Clip Bo	ard		📡 New HTML File	
Item	Name	Notes 🗠		
			File Name:html	
			Html Address: http://	
			(E.g.: http://www.google.com; http://www.mediaxtreme.tv)	
	\mathbf{k}			
	·		OK Can	cel
	ļ			

Use the NEW HTML FILE dialogue box to enter a name for the HTML element (this name is of your choosing so you can recognize what HTML content is represented by the virtual thumbnail) and enter the actual HTML address below

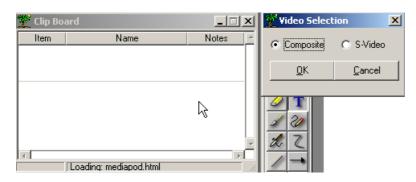
🍸 Clip Board		🏆 New HTML	File	×
Item Name	Notes	File Name:		
		Html Address:	http://www.mediaxtreme.tv (E.g.: http://www.google.com; http://www.mediaxtreme.tv)	
			Cancel]

When you click OK, the HTML thumbnail will be entered into the clip board. You may verify the validity of the HTML address by double clicking on the text box to the right of the thumbnail...a live preview window will appear.



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The fourth right-click option on the clip board is **ADD VIDEO IN**. Media POD features live Composite or Y/C video inputs. These inputs can be used as PiP windows on other pages or as stand alone live video pages. Just as with HTML, constant thumbnail images are not always available, so creating a generic virtual thumbnail is required. Click ADD VIDEO IN



Select Composite or S-Video and click OK. The virtual thumbnail is created and is now available in the clip board for use in timelines.

Item Name Notes Composite.vin Uxidec.In	🏆 Clip Bo	ard		×
Video.In.	Item	Name	Notes	٨
k	Video.In.	Composite.vin 0 x 0		
		<u>k</u>		
1 Items Loading: Composite.vin				Ŧ

The fifth element in clip board importation is LOAD BACKEND INVENTORY. When you click this option, the GUI will load up the last retrieved inventory list from a player. Each time you connect to a player to send pages and schedules, the software will retrieve a list of available media loaded onto the player. You can also retrieve these lists manually through the communications window which we'll cover shortly. When you select Load Backend Inventory, all media from that inventory list will be loaded into the clip board. This is a very efficient means to manage content that is already on the player. If a piece of content media exists on the player, but doesn't exist on your local computer, instead of an actual thumbnail in the clipboard you will see a file type place holder. Thumbnails can only be created for media that accessed by the local machine (your PC).

When loading a BACKEND INVENTORY, the STOP LOADING right-click option on the clip board becomes available. This is used as it says, to halt loading operations.

Also, when the clip board is populated with at least one item, the last right-click option becomes available...CLEAR CLIPBOARD—use to remove all clipboard contents.

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TIMELINES & PLAYLISTS

The TIMELINE is where you build your Playlists. A Playlist is nothing more than a playout order of your content. The Timeline is "filled" by dragging and dropping media from the clip board.

The Media POD is a multi-layer device, and therefore features multiple timelines.

🍸 Playlists	
Time Line	00-00400 00-00-20 00-00-40 00-01-00 00-01-20 00-01-40 00-02-20 00-02-40 00-03
Page Layer	
Crawl Layer	
Var Layer	
Logo Layer	
Zoom 2	

Each timeline is specific to the type of content that is allowed in that layer. Each layer has its own unique set of attributes and functions. We will cover each, but first let's look at the Page Layer.

The Page Layer is the most fundamental layer of a CG. This is where you drag your content or media that is created in the CG window, or in Photoshop©, or in PowerPoint©, or Flash©, Premier©, Vegas Video©...well, you get the idea...this is the basic building block and the base layer of a CG.

Drag and drop media to your pages layer by using your mouse and left clicking on the image thumbnail in the Clip board. (Note: You must click on the THUMBNAIL, not the text box, and you must hold your left mouse button down while you drag).

"Drag" the piece of content by its thumbnail from the Clip board down to the Timeline, and "Drop" it on any open space on the Page Layer Timeline by releasing your left mouse button.

🏆 Clip Boa	ard	>	<
Item	Name	Notes	4
KeyWest	kwtLogo bmp 168 x 61 29 4B		
	<u>რე</u>		
		- F	×
1 Items			//

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💇 Playlists		
Time Line 00:00:00	00:00:20 00:00:40 00:01:40 00:01:20 00:01:40 00:02:20 00:02:40	00:03
Page Layer		
Cra w l Layer		
Var Layer		
Logo Layer		

When you drag a page to the Timeline, it will "rest" on any open space you drop it on by releasing the left mouse button

ļ	🍸 Playlists										×
	Time Line	00:00:00	00:00:20	00:00:	40 00:01	1:00 00:01:20	00:01:4	10 00:02:00	00:02:20	00:02:40	00:03
	Page Layer	KeyWest	Ś								
	Crawl Layer			⊳							
	Var Layer										
	Logo Layer										
	Zoom 2 🔻	4									•

Don't worry about the open space before the media (if any). That will be compacted by the GUI when the save or play buttons are used...you can drop sloppy!

The page layer supports the following common formats:

Still Graphics:

.bmp: standard Bitmap .jpg: standard JPEG .gif: standard GIF

Video Files:

.avi: uncompressed video file or MPEG4 such as DivX, 3IVX, H264
.mpeg: compressed video file, usually MPEG1 video CD
.mpg: quality compressed video MPEG1, MPEG2, or MPEG4
.vob: authored DVD chapters/sections
.wmv: Windows Media Video

Proprietary Formats:

.ppt: PowerPoint© (.pps also) .swf: Flash© Movie .html: Web Page Content

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- .evt: event file created by Media POD
- .cgs: character generator pages created by Media POD
- .vin: Composite or S-Video windows

A Timeline is a PLAYLIST. When you complete a timeline, and save it, it becomes a PLAYLIST that you can include in a schedule, or can simply play by clicking the blue play arrow at the top of the GUI.

It is important to remember that content by itself can't be scheduled to play. It must be part of a PLAYLIST to be activated by a schedule.

This simple timeline we've created so far is really enough to get on air...yes, it's overly simple and doesn't have a message, but it is indeed a timeline playlist that could be saved, sent, and played.

Of course though, there's much more sophistication we can utilize. You can drag up to 9-hours worth of media per timeline—or nothing at all.

PAGE ATTRIBUTES

As you may notice, when we dragged the media onto the timeline, the text portion of the information flag became not much more than a sliver of useless information. This occurs because the size of the information flag and thumbnail itself is relative to the time the page is set to dwell. By default, anything dragged to the timeline defaults to a dwell time of 10-seconds.

We can change that, as well as set a few other attributes. For tutorial sake, we will go ahead and drag a second media file to the Page Layer.

💇 Playlists									- 🗆 🗙
Time Line	00:00:00 00:00:20	00:00:40	00:01:00	00:01:20	00:01:40	00:02:00	00:02:20	00:02:40	00:03
Page Layer	VayWell o R W	л О							
Crawl Layer									
Var Layer									
Logo Layer									
Zoom 2 🔻									•

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To select either page for Media Attributes settings, simply click on the thumbnail or information flag. You will then see your page appear in the Attributes window.

There are three tabs we can work with to tweak up the clip—Date/Time Validity, Dwell/Transition, and Audio/Video. We'll use all three to make a truly professional display.

The media attributes window is the location to make schedule specific settings for your pages.

🏆 Set Attributes: 1	. kwtLogo.bmp 📃 🗖 🗙
Date/Time/Day Dv	vell Time/Transition Audio/Video
KeyWest	Date Always Specific Start Date: 03/02/2005 End Date: 03/02/2005
Days of Week	Tu 🔽 W 🔽 Th 🔽 F 🔽 Sa
Time Start: 00 💌 : 00 💌 End: 23 💌 : 59 💌	

Date/Time Validity

A schedule can consist of many Playlists. Each Playlist will have its own attribute (as in, a Playlist may be scheduled to play a certain day of the week only, or a certain time only). Within the Playlists, are pages. The pages can also have date, day, and time specific settings

Imagine you have made two Playlists--one for the weekend, and one for weekdays. Perhaps you have a page that you want to only run during the week and only from 7:00 PM to Midnight. You would include that page in your weekdays Playlist, and then use this Attribute Window to set the page Valid only from 7:00 PM to Midnight. When your schedule plays, if the time is outside the 7 - Midnight setting, the page will hibernate, even though it is in the currently active Playlist. At 7:00 PM, it will join the play rotation, until Midnight, when it will return to hibernation again for the next 19 hours.

To make a page active and valid on all dates (this doesn't affect TIME or DAYS), simply click the ALWAYS radio button.

Date • Alv	ways 🔿 Spec	ific
Start Date:	06/24/2003	
End Date:	07/24/2003	

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If you want to make it date specific, click the SPECIFIC radio button.

Once you've made the page "SPECIFIC" you will now have to set the date(s) on which the page is valid. You can make it valid for one day or up to the year 2050.

Clip Attributes: 1. NFLFever.mpg			Ionth	Jun	•	۲ I	'ear 2	2003	•
A REAL PROPERTY AND ADDRESS OF	Date C Always ⓒ Specific		s	M	Т	w	Т	F	s
Sal Materia	Start Date: 06/24/2003 🔳		25	26	27	28	29	30	31
- Andrewski Andr	End Date: 07/24/2003 💻		1	2	3	4	5	6	7
	Time Start Time: 07 💌 : 00 💌		8	9	10	11	12	13	14
	End Time: 19 - : 59 -		15	16	17	18	19	20	21
				23	24	25	26	27	28
Days of Week Su 🔽 M 🔽 Tu 🗆 W 🔽 Th 🔽 F 🗆 Sa			29	30	1	2	3	4	5
Check Schedule Validity						Close			

Setting the Date to ALWAYS or SPECIFIC doesn't affect the Day and Time validity. You still need to ensure the days you want the page to play are checked and you do need to make sure the valid times are selected.

To make the page valid 24 hours a day, select a start time of 00:00:00 and end time of 23:59:00.

The MEDIA POD does use the 24-hour clock to keep AM and PM confusion out of the mix.



You can use the CHECK SCHEDULE VALIDITY "button" to ensure the attribute selections are indeed valid. An invalid condition, for example, would be something like choosing a page to play on July 4, 2006, but having only Monday and Friday checked. Since July 4, 2006 was a Tuesday, the SCHEDULE VALIDITY will return "INVALID" when you click the button.

DWELL/TRANSISTION

In the attributes window, one of the TABS at the top is for DWELL. Dwell refers to the amount of time, in seconds, that a page stays on the screen during playback.

You can set the page to "dwell" from 1 to 32767 seconds (about 9 hours) by typing in the text box, or by clicking on and "sliding" the pager bar.

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🎬 Media Attributes: 2. Theme002.jpg 💦 📃 🗙
Date/Time/Day Dwell/Transition Background Audio
Dwell Time
-)
Transition
Select Transition No Transition

Preview Window

The Dwell window also has provisions for setting the page transition. The transition is the "style" the page uses to enter the screen during playback. Click SELECT TRANSITION to select the style.

You will see a new window, the TRANSITION window.

To select a transition, click in the "radio" button to the left of the desired transition effect.

To preview the transition, click on the button containing the transition name (VERTICAL CLOSE for example

Set Cancel

×

AUDIO/VIDEO

The Attributes window also contains a tab for adding audio or video to a page or set of pages.

Click on the Audio/Video Tab.

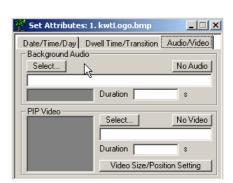
Audio is an effective tool to add to a page. This can be a voice over describing a house that you are trying to sell...the picture on the page alone is nice, but an audio description to accompany it is what makes the sale. Or perhaps adding a musical score to your presentation is enough to keep the viewers entertained enough to watch the entire presentation.

To add audio to a page you must first select the page. Move the mouse over the page you wish to work with and left click to select. The selected page is indicated by the yellow box in its thumbnail upper left corner. The page thumbnail will also appear in the attributes window.

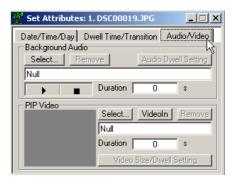
💇 Playlists			
Time Line	00:00:00 00:00:20		
Page Layer			
Crawl Layer			

Next click the AUDIO/VIDEO tab in the ATTRIBUTES WINDOW.

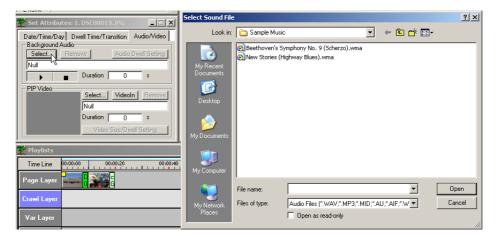
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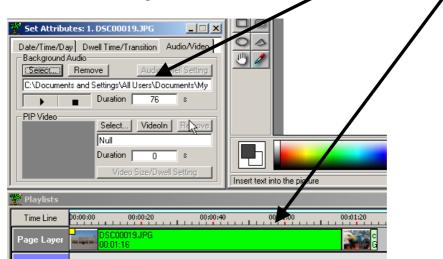
Note when no clip (audio or video) is attached, the path text boxes will indicate NULL and duration times are zeroed.



To choose an audio clip to attach click SELECT and browse all connected drives to locate your audio selection.



Once the selection is made, the path will be entered in the audio select text box and the dwell time of the page will match the audio clip duration.



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Audio may also be added to multiple pages simultaneously. For example, a multi-page advertisement may include two or more images, but one sound track. Or, you wish to create a simple page montage with audio background. Simply multi-select the CONSECUTIVE pages you wish to add your audio clip to by holding down the SHIFT key on the keyboard while left-clicking with the mouse on each page to include. All pages selected are indicated by the yellow box in the upper left corner of its timeline thumbnail.



Next, RIGHT-CLICK on any selected page and select ADD AUDIO/PIP

🎬 Playlists			
Time Line	00:00:00	00:00:20 00:00:40	
Page Layer			
		Copy Item	
Crawl Layer		Cut Item	
Var Layer		Remove Item Del	
		Set Item Attributes	
Logo Layer		Add PIP/Audio	
Zoom 2 🔻	•	Preview Item	

The MULTI-SELECT attributes window will become active (be sure all desired pages are selected as indicated by yellow boxes in each thumbnail). Select your desired audio clip.

🝸 Set PIP Video/BG Audio	Select Sound File	<u>?</u> ×
Audio/Video Background Audio	Look in: 🧰 Sample Music 💌 🖛 🛍 🏕 🏢 -	
Select Remove Audio Dwell Setting	Beethoven's Symphony No. 9 (Scherzo).wma	
Duration 0 s	My Recent Documents	
PIP Video Select VideoIn Remove		
Nul	Desktop	
Duration 0 \$ Video Size/Dwell Setting	My Documents	
🕎 Playlists	Thy Documents	
Time Line 00:00:00 00:00:20 00:00:40		
Page Layer	My Computer	
Crawl Layer	File name: Beethoven's Symphony No. 9 (Scherzo) wma 💌	Open
	My Network	Cancel
Var Layer	Places Open as read-only	
		//,

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📡 Set PIP Video/BG Audio	
Audio/Video Background Audio <u>CSelect</u> Remove Audio Dwell Setting C:\Documents and Settings\All Users\Documents\My Duration 76 s PIP Video Select VideoIn Remove Null Duration 0 s Video Size/Divel Setting	Click to set the foreground colo
Playlists	
Time Line 00;00:00 00;00:20 00;00:40	00:01:00
Page Layer DSC00019.JPG 00:00:38	commanderschannel.JPG 00:00:38

Media POD software automatically equally distributes the audio clip over the selected pages.

In our example, the 76 second audio file is distributed over two pages at 38 seconds each. Also, notice the RED BOX in the bottom left corner of each attached audio page, indicating the link.

There are instances however when you may desire a clip to not be equally distributed over the selected pages. The dwell times can be adjusted. With all attached pages selected, click the AUDIO DWELL SETTING button. A secondary attributes window will open.

💯 Set PIP Video/BG Audio	🎬 PIP Video/BG Audio Setting	X
Audio/Video Background Audio Select Remove Audio Dwell Setting C:\Documents and Settings\All Users\Documents\My\As Duration 76 s	Dwell Time setting Media Infomation Media File: [C:\Documents and Settings\All Users\Document Duration: 76 Seconds Dwell Time List	ts\
PIP Video Select VideoIn Remove	Name Dwell (S	
Null	14ame	_
Duration 0 s	38	
Video Size/Dwell Setting		
T Playlists		
Time Line 00:00:00 00:00:20 00:00:40		
Page Layer DSC00019JPG 00:00:38		
Crawl Layer	Set Dwell Time Running Time Total (secon Used: 76 s / 76	
Var Layer	s Set Available: 0	s
Logo Layer	OK Car	ncet)

In this window, you may change the dwell of the individual pages within the linked set of pages. Highlight the page you wish to adjust type the new dwell time in SET DWELL TIME and click the SET button.

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There are special considerations. Media POD makes the assumption that an audio clip was intended to play for its total duration...in our example that is 76 seconds. If you then reduce the dwell time of one page, you will have to increase the dwell time of other pages to balance the 76 second audio duration.

For example, if page one is reduced to 34 seconds, you will see RUNNING TIME TOTAL indicate that there are four seconds of audio still available. Those four seconds must be used. For our example, we would select the second page and increase its dwell time to 42 seconds, thereby balancing the equation.

A warning box will appear if the equation is not balanced prior to clicking OK.

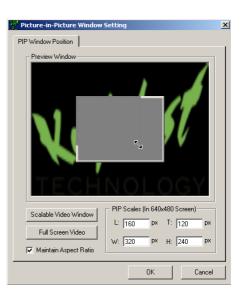
MediaPod Editor		×
The total used time should be equal to	o the media duration time, please adjust	the dwell time for each item again.
R	ОК	

PIP Video/BG Audio Setting X Dwell Time setting 2 Media Information Media File: C:\Documents and Settings\All Users\Documents\ Duration: 76 Seconds Dwell Time List Dwell (S. Name 34 38 Set Dwell Time Running Time Total (second) Used: 72 \$776\$ s (Set) Available: 34 4 OK Cancel

Just as audio can be added to a page, so can video in the form of a Picture-in-Picture window. These videos can be MPG, AVI, VOB, WMV etc...the same formats that can be included in playlists as stand alone "movies". Also, live video windows (.vin) can be added to pages.

To add a video PiP to a page, click the SELECT button or the VIDEO IN button in the Video section of the attributes window and browse to the desired video file. Once selected click VIDEO POSITIONING AND SIZE.

Drag the grey box in size and position to set the window size and position, and then click OK. When this page plays back, now the video window will be filled with your selected video file.



You can create video windows that are standard 4:3 and maintain that by ensuring MAINTAIN ASPECT RATIO is checked...if that box is not checked, you will be able to create any size

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rectangular window—the window will be filled with the video you select regardless of odd sizes and dimensions.

Also as with audio, Video can be added to multiple pages. Select the pages you wish to add video to (must be consecutive pages) by holding the SHIFT key on the keyboard and LEFT-CLICK the pages you wish to link with video. Notice the yellow boxes in the upper left corner of all linked and selected pages.

Y Playlists			
Time Line	00:00:00	00:00:20 00:00	1:40 1 1
Page Layer		Copy Item	
Crawl Layer		Cut Item	_[
Var Layer		Remove Item Del	_[
		Set Item Attributes	
Logo Layer		Add PIP/Audio	
Zoom 2 🔻	•	Preview Item	~

Next, right click on one of the linked pages and select ADD PIP/AUDIO.

This will activate a linked page attribute window.



Click the SELECT button or the VIDEO IN button to browse to your desired video to attach. If you should choose VIDEO IN, no browsing is required, simply choose COMPOSITE or S-VIDEO and set your duration for the video window.



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Next, click the VIDEO SIZE/DWELL SETTING button. A secondary attributes window will open. This window will allow you to set the dwell time of each page.

Media POD software assumes the attached video clip was intended to play for its full duration. Therefore, when attached to multiple pages, the duration is equally distributed over all attached pages. In our example, the 20 second video is divided over the two pages at 10 seconds each.

You may adjust the dwell of all the pages, but the end result must be balanced as indicated by a value of ZERO in the RUNNING TIME TOTAL AVAILABLE text box at the bottom right of this attributes window.

Media POD will give you a reminder message if the total duration and page dwell times are not balanced.

🌋 PIP Video/BG Audio Setting		×
PIP Window Position Dwell Time setting		
Media Infomation		
Media File: C:\MediaPOD\Application\Me	dia\flag.mpg	
Duration: 20 Se	conds	
Dwell Time List		
Name	Dwell (S	
DSC00019.JPG	10	
commanderschannel.JPG	10	
Set Dwell Time Running Used: Availab	1.44	cond) / 20 s
	к	Cancel

Another important facet of adding video to multiple pages is the size and position of that video. Click the PIP WINDOW POSITION tab of the secondary attributes window.

💇 PIP Video/BG Audio Setting	x
PIP Window Position Dwell Time setting	
Preview Window	
PIP Scales (In 640x480 Screen) Show Default Position	1
L: 38 px T: 34 px Set as Default Position]
W: 320 PX H: 240 PX Full Screen Video]
OKCancel	

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Use the grey PIP box to size and position the attached video by dragging it over the image and dragging the corners to size. A very useful and important tool when attaching video over multiple pages is the SET AS DEFAULT POSITION and SHOW DEFAULT POSITION.

Once you have set a PiP window where you want it to appear on the set of pages with attached video, click SET AS DEFAULT POSITION. This will set the same size and position for all subsequent pages in the group, ensuring your video windows do not jump around in size or position from page to page.

You can also use the SHOW DEFAULT POSITION button to set the same size and position PiP window on all non-attached pages.

Static video windows add a great deal of professionalism to your final output and are highly recommended.

CRAWLS, LOGOS, VARIABLES

2	🖉 Playlists	
l	Time Line	ponojpo ovnozo ovnoval
I	Page Layer	
l	Crawl Layer	
	∀ar Layer	
	Logo Layer	
IĒ	Zoom 2	

CRAWL LAYER

Besides simply playing pages, audio, and video, the Media POD is capable of overlaying a crawl on the display.

Media POD Crawl layers are unique in that they are not simple text lines that move from right to left at a constant rate. Keywest Technology has discovered, as have a lot of users, that constant motion crawls are not always desirable especially in a digital signage application utilizing flat panel displays. These displays tend to have varying refresh rates which can add to negative effects of constant motion crawls such as stuttering.

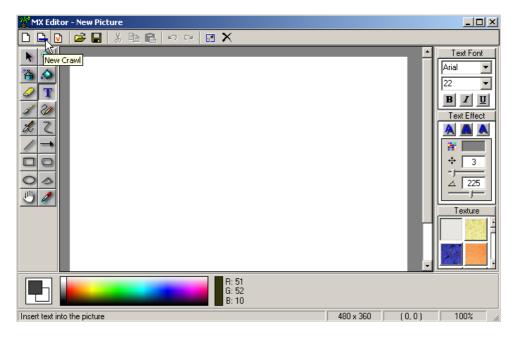
To bring a higher quality information text line to our users, we have improved our technology to deliver a transitioning TEXT SLIDE CRAWL, eliminating all negative crawl artifacts.

This TEXT SLIDE has several options for direction and speed—the function of the line is to slide the desired text on screen in preset intervals, pause on the page for a time, and then slide off the page—thus presenting a very neat and readable informational text line to all your viewers.

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First, creating Text Slide Crawls. Crawls must be created in the CG Editor window. To get started, click on the New Crawl Button.



This will open up a new crawl page in which you may create your crawl. On the right edge of the editor window are attributes you can set:

- 1. Font—this will allow you to chose any True Type font loaded on your PC already (same fonts you use with any Windows program)
- 2. Size—sets the size in points; number of sizes available depends on the font chosen
- 3. Bold, Italic, Underline—same functions as word processors
- 4. Text Effect—add shadows, outlines, or both to text and choose the color of the shadow, or outline
- 5. Fill—choose a solid fill to generate colors or a texture to create a custom look

With the color picker at the bottom of the screen, you can choose the color of the text (as opposed to color of outline/shadow)



The work left to do amounts to typing text. Once you have your crawl message typed out, click the SAVE CRAWL icon. Note, to segment the slide, use the "|" bar symbol—this will serve as the delimiter in your crawl. Alternately, you can allow Media POD to automatically delimit your crawls based on screen width.

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38

MX Editor - New Crawl	
this is my crawl, yes it is	Text Fort Arial Black V 22 V B I U Text Effect V 1 V 263 V V 263 V V V V V V V V V V V V V V V V V V V
R: 246 G: 255 B: 24	
Press ENTER or double-click to finish inserting the text; Press Delete to delete the text 453 x 45 (200, 42)	100% //

You will now find that your crawl is available as a thumbnail in the clip board. You may now drag it to the CRAWL timeline (and only the crawl timeline).

For practice, create a crawl and drag it to the CRAWL TIMELINE (remember to use the "|" delimiter if you wish to set the segment sizes yourself.)

🏆 Playlists -	asdf.PSP
Time Line	00;00:00 00:00;20 00:00;40 00:01:00 00:01:20 00:01:40 00:02:00 00:02:20 00:02:40 00:03
Page Layer	w//// kwtLogo.bmp 00:00:25 /// 200:25
Crawl Layer	
Var Layer	
Logo Layer Zoom 2 🔻	۶ ۶

Now, click the CRAWL LAYER label to activate the crawl ATTRIBUTES window.

🏆 Playlists - asdf.PSP		💇 Set Attributes: Cr	awl Layer
Time Line 00:00:00 00:00:20		Date/Time/Day Crav	l Banner
Page Layer		[Crawl Layer]	Date C Always © Specific Start Date: 03/02/2005
Crawl Layer		Days of Week	End Date: 03/02/2005
Var Layer			u 🔽 W 🔽 Th 🔽 F 🔽 Sa
Logo Layer Zoom 2 V 4		Time Start: 22 • : 07 • End: 23 • : 59 •	validity
	KeyWest	<u></u>	,
Keywest Technology	Key were		
14563 W. 96 th Terrace	TECHNOLOGY		
Lenexa, Kansas 66215	KWT TM 2-1-MEDIAPOD		
800.331.2019	24 July 2006		
www.keywesttechnology.com	Change 01		

Crawl attributes differ somewhat from page attributes—there are simply different functions to perform as a text slide crawl.

Date/Time/Day Tab allows you to program the crawl, just as with a page, to be valid only on certain dates and/or times, regardless of the entire schedule's settings.

The next tab is the CRAWL tab...this tab allows you to set crawl speed and direction.

Choose the Crawl Speed, SLOW, MEDIUM, or FAST.

Choose the Text Slide Crawl Direction (Right to Left or Left to Right; Up and Down, or CUT).

🏆 Set Attribute	es: Craw	vl Layer		<u> </u>
Date/Time/Day	Crawl	Banner		
	Crawl Sp Me Crawl Dir R->L Crawl Du 1	edium ection	•	<i>L</i> e

Text Slide Direction Definitions:

R>L: Right to Left $\leftarrow \leftarrow$ Fin

- Finish ←←	DWELL	$\leftarrow \leftarrow$ Start $\leftarrow \leftarrow$
--------------------	-------	---

Start indicates where the text enters the screen. Dwell indicates where the text pauses on the screen. Finish indicates where the text exits the screen. The speed of START and FINISH is set by CRAWL SPEED SLOW, MEDIUM, and FAST. The duration of DWELL is set by CRAWL DURATION from 1 to 60 seconds.

L>R: Left to Right

 \rightarrow Start \rightarrow DWELL \rightarrow Finish \rightarrow

Start indicates where the text enters the screen. Dwell indicates where the text pauses on the screen. Finish indicates where the text exits the screen. The speed of START and FINISH is set by CRAWL SPEED SLOW, MEDIUM, and FAST. The duration of DWELL is set by CRAWL DURATION from 1 to 60 seconds.

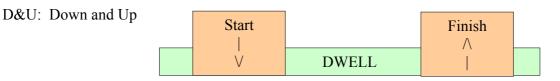
U&D: Up and Down



Start indicates how the text enters the screen. Dwell indicates where the text pauses on the screen. Finish indicates how the text exits the screen. The speed of START and FINISH is set by CRAWL SPEED SLOW, MEDIUM, and FAST. The duration of DWELL is set by CRAWL DURATION from 1 to 60 seconds. This action occurs within the CRAWL BANNER.

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Media POD



Start indicates how the text enters the screen. Dwell indicates where the text pauses on the screen. Finish indicates how the text exits the screen. The speed of START and FINISH is set by CRAWL SPEED SLOW, MEDIUM, and FAST. The duration of DWELL is set by CRAWL DURATION from 1 to 60 seconds. This action occurs within the CRAWL BANNER.

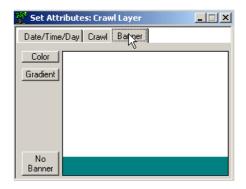
Cut: Cut

DWELL

The text appears on screen at the banner location and is replaced by ensuing text in a cut transition-no movement. The duration of DWELL is set by CRAWL DURATION from 1 to 60 seconds.

Text Slide Crawls can also include background banners to ensure the text stands out against the background pages regardless of content. Click the BANNER tab.

Here, you can set a color banner that will display behind the crawl (banner size is dependent upon font size in the crawl), a collection of colors (gradient) or no banner at all.

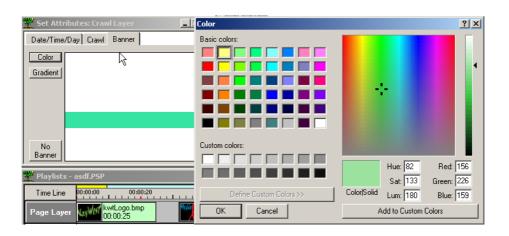


	💇 Set Attributes: Crawl Layer	<u> </u>
The banner position determines the crawl position. Simply click the banner and drag it up or down to set the crawl (and banner) position	Date/Time/Day Crawl Banner	

Click Color set the banner color as a solid color.

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Click Gradient to set the banner as a gradient.

Note that you can change the number of color bars in the gradient and the direction of the bars with the provided drop down boxes.

You can change the color of each gradient bar by clicking on any of the gradient pallet entries and using the color picker.

🗧 Set Attributes: Crawl Layer
Date/Time/Day Crawl Banner
Color
Gradient
Horizontal
2 3
No Banner

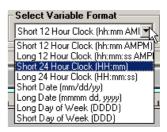
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VARIABLE LAYER

The third layer available for use is the Variable layer. This is a very unique layer that allows you to create dynamic elements for your Media POD system. Dynamic elements include various configurations of Time, Date, and Day of the Week. Click the red V in the editor window to create a variable.

MX Editor 💷 😽 variable		
D 🕒 💦 🚔 🔚 🐰 🖻 💼 🗠 🗠 🖾 🗙 🗉		
		Text Font Chiller V B V U Text Effect V 225 V Texture
R: 64 G: 64 B: 64	Select Variable Format	
Insert text into the picture	23 x 33	(0,0) 100% //.



Use the drop down SELECT VARIABLE FORMAT function to choose the variable you desire.

Next, use the same FONT style controls discussed in the creation of crawls to set the FONT, SIZE, COLOR, SHADOWS, and TEXTURES.

Note that it is unimportant where in the CG you create the variable...we will set that a bit later.

When complete formatting your Variable, click the disk symbol and save it...as in the case of a crawl, it will become a thumbnail in your clipboard, ready for use.



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Drag your new variable into the VARIABLE TIMELINE and drop it there.

🏆 Playlists -	asdf.PSP
Time Line	00:00/00 00:00:20 00:00:40 00:01:00 00:01:20 00:01:40 00:02:00 00:02:40 00:03
Page Layer	www.logo.bmp www.logo.bmp 00:00:25 00:00:25
Crawl Layer	bindelig
Var Layer	
Logo Layer	
Zoom 2 🔻	

Next click on the Variable's thumbnail on the timeline to activate the attributes window.



🌠 Set Attributes: 1. newvariable.var 💦 💶 🗙			
Date/Time/Date	I Time Position		
Days of Week	Date C Always C Specific Start Date: 03/02/2005 ■ End Date: 03/02/2005 ■		
Time Start: 00 ▼ : 00 ▼ End: 23 ▼ : 59 ▼	y analy		

Notice that the Attributes windows are following a pattern. The first tab allows you to set the day, date, and time validity so variables are as easily programmed as a page.

The second tab for a variable allows you to set the dwell, or duration, that the variable will play before moving on to the next item in the timeline.

🚺 🖈 Attributes: 1. newvariable.var 📃 🔳 🗙				
Date/Time/Day Dwell Time Position				
Dwell Time				
J				

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The third tab in the Variable Layer is the most important—this is where you set the potion of the Variable

💇 Set Attributes: 1. newvariable.var 💦 💶 🗙				
Date/Tim	ne/Day Dwell Time	Position		
Left Ratio 0.6 Top Ratio 0.62		¢		

Utilize this tab to drag the variable around the screen...where you drop it is the relative position it will play (as indicated by the Left and Top ration—which gives a percentage of screen position so that actual resolution is unimportant, but relativity becomes the key).

LOGO LAYER

The final layer to cover is the LOGO LAYER. This Layer allows you to place an image anywhere and at any size on the screen as a "bug"...a logo on your screen that can stay as your branding during all playback (including full screen videos).

Drag any suitable graphic file into the LOGO LAYER (bmp, jpg, tiff, gif, pcx, png). NOTE: The Media POD software does not allow you to resize the LOGO...whatever size the image is imported is the size it will playback. Set the logo size in a graphics program such at Photoshop or Ulead, etc...

🍸 Playlists -	asdf.PSP
Time Line	00:00:00 00:00:20 00:00:40 00:01:00 00:01:20 00:01:40 00:02:20 00:02:40 00:03
Page Layer	kwtLogo.bmp 00:00:25 Value (00:025
Crawl Layer	bindul a
Var Layer	Marrie newsaiable.var 00:00:25
Logo Layer	
Zoom 2 🔻	

Click the logo's thumbnail image on the timeline to activate the logo attributes window.

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🏋 Set Attributes: 1.	mxLogo.bmp
Date/Time/Da	II Time Position
Media Com	Date Specific Start Date: 03/02/2005 End Date: 03/02/2005
	u 🗹 W 🔽 Th 🔽 F 🔽 Sa
Time Start: 00 ▼ : 00 ▼ End: 23 ▼ : 59 ▼	

As in the previous layers, the Date/Time/Day tab is used to set time based validity for the Logo.

The next tab, DWELL is used to set the duration of the Logo (it is important to remember that if a timeline has only one entry, it will continue to loop that entry until the schedule/playlist is replaced by something else).

The last tab, POSITION allows you to drag the Logo around anywhere on the screen.

Where you drop the logo is where it will play relatively on the final output.

Also, logo's have the ability to key...any true black (0 Red, 0 Green, 0 Blue) portion of any logo will be keyed out, revealing what is behind—this allows you to create professionally inserted bugs from just about any graphic you may already own!

🍸 Set A	et Attributes: 1. mxLogo.bmp 📃 🔲					
Date/Ti	me/Day Dwell Time Position					
Left Ratio 0.5 Top Ratio 0.39						

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PLAYING THE SHOW

At this point, you could declare yourself complete...we've added at least one thing to each layer and if we were creating on the Media POD player itself, it would be feasible to click PLAY and let it run.

Power Slide		_ 8 >
File View Event Communications Statemow Windows	Help	
The Board	MX Editor - C:\PowerSlide\Application\Media\newvariable.var	
Play Slide Show (Click ESC or End to end sh Item Name Notes	₩) L L L # L %	
kwtLogo.bmp 160 x 61 29 KB		Text Font Chiller
		30 • B I U
hewcrawl.tgs 433 x 45 1 KB		Text Effect
Loading: newvariable.var		* 3
Set Attributes: 1. mxLogo.bmp		
		<u> </u>
Dwell Time		Texture
	B: 241 Select Variable Format Short 24 Hour Clock (HH:mm) Image: Short 24 Hour Clock (HH:mm)	
	Click to set the background color with custom color 80 x 48 (98, 16) 100% //
Tlaylists - asdf.PSP		_ IX
Time Line 00:00:00 00:00:20 00:00:00	0 00:01:00 00:01:20 00:01:40 00:02:00 00:02:20 00:0	2:40 00:03
Page Layer	Logo.bmp	
Crawl Layer		
Var Layer newvariable.var 00:00:25		
Logo Layer		
		•

Or, if you are creating on a separate PC, you can click this blue arrow to run a Preview of your show. Either way, the first time you click the blue arrow, you will have to save the playlist and name it (the software will prompt you to do so).

CREATING A SCHEDULE

If you are not running the Media POD in a stand-alone configuration, you will no doubt wish to send your playlists and schedules to the remote device.

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On the MENU BAR, click the COMMUNICATION item.

The Scheduler Window will open.

😽 Power Slide 👘				
File View Event	Communications	SlideShow Wir	ndows	Help
🗅 🖆 🖬 🕨	Master Schedu	ıle Ctrl+F8		
💇 Clip Board	Export Files	Ctrl+E	1×	💇 MX Editor
Item	Instant Comma	ands F9		
Ney West 160 x 6 29 KB				
Malia 🖉 mxLoo	n hmn			

PowerSlide M	aster Schedu	ile			×			
Set Master Sche	dule Events	Network Con	nection					
Select Item	lect Item Remove Selected Item Load Saved Schedule Load Retieved Schedule							
	01.10.1	E 10 1	01 J T	E 17:				
Playlist Name simpledemo.P	Start Date Any	End Date	Start Time 00:00	End Time 23:59	Days Su.M.Tu.W.Th.F.Sa			
simpledemo.r	Any	Аму	00.00	23.03	50,M,T0,W,TN,F,58			
PlayList Attribut								
Date			Time					
Always	Start:			Start: 00	▼:00 ▼			
C Specifi	c End:			End: 23	▼ : 59 ▼			
Days of We				,				
-	🗸 Mon 🔽 Ti	Je 🔽 Wed	🔽 Thu 🔽	- Fri 🔽 Sa	Set Attributes			
			je ma je					
	1			1				
Save Schedule	e Send So	hedule C	ancel Proces	s Retrie	ve Schedule Exit			

This scheduler has three tabs. Set Master Schedule, Events, and Network Connection. The first step to creating a show based on playlists is to use the first tab.

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The first time you do this, you will find the schedule window blank. Click SELECT ITEM to add one of your playlists.

Open				? ×		x
Look in:	C PlayLists		- 🖛 🗈 💣 🎟 -		stion	
My Recent Documents Desktop My Documents	asdf. PSP dsfdf. PSP psdemo2. PSP simpledemo. PSP zskldfj. PSP		 \}		ad Saved Schedule	Load Retieved Schedule
My Computer		6			Time Start: 00 End: 23	▼ : 00 ▼ ▼ : 59 ▼
	File name:			Open	Thu 🔽 Fri 🔽 S.	at Set Attributes
My Network Places	Files of type:	PowerSlide Project (*.PSP)	•	Cancel		
T laces		Open as read-only		,		
au		Sa	ve Schedule Send S	chedule Car	ncel Process Retrie	eve Schedule Exit

Select the playlist you wish to add from the OPEN dialog window—double-click the playlist name or click OPEN after you've selected it.

Next, you will have to set the attributes for the playlist—the days/dates/and times it's valid...for this manual, a simple playlist that is valid for 10 days and will play from midnight to noon has been entered and set by clicking SET ATTRIBUTES

PowerSlide Master Schedule								
Set Master Schedule Events Network Connection								
Select Item	Remove Selected Item Load Saved Schedule Load Retieved Schedu							
	0	E 10 1	0	E 1 T				
Playlist Name asdf.PSP	Start Date 5/2/2005	End Date 5/12/2005	Start Time 00:00	End Time 12:00	Days Su.M.Tu.W.Th.F.S			
asor.PSP	57272005	5/12/2005	00:00	12:00	5u,M,Tu,W,Th,F,S	a		
		_						
Set PlayList Att	ributes: asdf.PS	iP						
C Always	Start: 5/2	/2005 🔳		Start: 00	▼ : 00 ▼			
	End: 5/1			End: 12	T : 00 T			
		272003						
Days of Wee								
📔 🔽 Sun 🖟	🗸 Mon 🔽 Ti	ue 🔽 Wed	🔽 Thu 🔽	🛛 Fri 🔽 Sa	t Set Attribut	es		
						<u>_k}_</u>		
Save Schedule	Send Sc	hedule C	ancel Proces	s Retrie	ve Schedule	Exit		

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Ĩ	PowerSlide Master Schedule								
Set Master Schedule Events Network Connection									
	Select Item	Remove Selected Item Load Saved Schedule Load Retieved Schedule							
							_		
	Playlist Name	Start Date	End Date	Start Time	End Time	Days			
	asdf.PSP	5/2/2005	5/12/2005	00:00	12:00	Su,M,Tu,W,Th,F,Sa			
	simpledemo.P	5/2/2005	5/12/2005	12:00	23:59	Su,M,Tu,W,Th,F,Sa			
Γ	 Set PlayList Attr 	ributes: simpled	emo.PSP						
	Date			- Time			1		
	O Always	Start: 5/2	/2005 📃		Start: 12	▼:00 ▼			
	Specific	c End: 5/1	2/2005		End: 23	▼ : 59 ▼			
	10 opcom	o ener jori			120				
	- Days of Wee	ek					1		
	🔽 Sun 🖡	🗸 Mon 🔽 Tu	le 🔽 Wed	🔽 Thu 🔽	Fri 🔽 Sa	t Set Attributes			
						<u>L</u>	5		
_						r	0		
	Save Schedule	s Send Sc	hedule Ca	ancel Proces	s Retrie	ve Schedule Exit	1		

Now, just so we can see the possibilities, let's add a second playlist to the schedule

This time we set the attributes as the same 11 day window, but this time set the time to as noon to midnight.

As you've probably already deduced, this schedule, once sent to an MX3-Player, will play "asdf" playlist from midnight to noon, then will switch to the "simpledemo" playlist until midnight rolls

back around. Maybe you have different audiences at different times of the day—this scheduling function allows you to target those audiences as you see fit. You can run with one playlist or a hundred—you could program an entire day as though you were a network executive filling timeslots.

The next step after setting the playlists in the schedule is to transmit them (we are skipping the EVENTS tab for the moment.)

Click the NETWORK CONNECTION tab.

🏆 PowerSlide M	aster Schedule					×
Set Master Sche	dule Events N	etwor	k Connection			_
Saved	IP Addresses			Destination I	P Addresses	
IP Address	Note		Add> [IP Address	Note	
192.168.1.74				192.168.1.77		
192.168.1.77 192.168.1.78	élm		Add New			-11
192,168,1.75						1
192.168.1.76						
192.168.1.80						-11
192.168.1.81		-				-11
192 168 1 79		•	Remove			
Process Message	r					
						- 1
		_				
						_
Save Schedule	e Send Scheo	lule	Cancel Pr	DCess Retrieve S	chedule Exit	

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TECHNOLOGY KWT TM 2-1-MEDIAPOD 24 July 2006 Change 01 This tab will allow you to transmit your schedule to a remote player—all you need to know is the player's IP address or network name. If you've set things up so, you could even transmit your schedules and content to a player in Juneau while you're relaxing in New Zealand.

You can also transmit the schedule to hundreds of players at once...simply add in multiple IP addresses by clicking ADD NEW. Enter the IP address you're adding and a note if you'd like (the note is only for your convenience to help you remember what display is what!)

[. [Add New				
	IP Address: Your Note:				
	<u></u>	 Ad	d	Exit	

Once you've added all your displays, it's time to save the schedule (if you like) and send it. Click the SEND SCHEDULE button to begin transmission.

Upload Options			
Upload Media Options			
How dd you want to upload the Media Files?			
 Don't upload the Media Files. 			
 Upload all the Media Files in MX3Scheduler\Application\Media folder. 			
Only upload the Media Files that do not existed in the MX3 Player.			
Upload Font Options			
Do you want to upload the Fonts to the MX3Players?			
Don't upload the fonts			
O Yes, upload the new fonts.			
OK Cancel			

There are several important options to sending a schedule to a remote player. The first is "Don't upload the Media Files." Use this option if you have already transmitted the content to the player and are simply rearranging the playlists and schedules.

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Media POD

The next is "Upload all the Media Files in MX3Scheduler\Application\Media folder. Use this option if you wish to send all of your content to the player regardless if it is in a playlist or schedule.

The final option is referred to as Smart Uploads—this option will send only media files that are not already present on the player...thus potentially saving huge amounts of time while still ensuring all the media is present—use this option as a standard.

The final two selections of sending regard FONTS...unless you are running on a memory short machine, always select "upload new fonts".

Finally, after you click OK to send, you will get feedback in the sending script window that will inform you of the processes. If sending is a success, ultimately you will receive a green check mark next to each successful IP address, and a red X next to those that failed for some reason.

PowerSlide Mas	ster Schedule			×
Set Master Schedu	ile Events Netwo	rk Connection		
Saved IP Addresses			Destination I	P Addresses
	Note 🔼 🔺	Add>	IP Address	Note
192.168.1.74			192.168.1.77	
192.168.1.77		Add New		
192.168.1.78				
192.168.1.75				
192.168.1.80				
192.168.1.81				
192.168.1.82		Remove		
192 168 1 79	_			
Process Message:				
5/9/2005 21:14:36	6 - Saved Master/Eve	nts Schedule		
5/9/2005 21:20:46	6 - Saved Master/Eve	nts Schedule		
5/9/2005 21:20:48 - Saved Master/Events Schedule				
5/9/2005 21:20:59 - Retrieving Files from PowerSlide Unit (192.168.1.77)				
Retrieving Files from PowerSlide Unit (192,168,1,77)				
Save Schedule	Send Schedule	Cancel Pr	ocess Retrieve S	chedule Exit

Once your schedule arrives at the player, you see the green checkmarks, you should see your newly sent playlists running just as you programmed them to run!

EVENTS

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The Events tab we skipped earlier while talking about schedules is a very unique function that allows you to control RS-232 controllable devices directly from the Media POD. The first thing you must do to use an event is to create one

Click the EVENT menu item and select EVENT SCHEDULE		Event Communications
	March	
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Lenexa, Kansas 66215	KWT TM 2-1-MEDIAPOD	

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Change 01

This will open the EVENT CREATOR window.

Here you can create custom RS-232 output. Enter your command string in the COMMAND text box and click ADD COMMAND (for ASCII Commands). Use the HEX VALUE controls to control devices that utilize true hexadecimal commands.

Add delays between commands by typing seconds in DELAY TIME and clicking ADD DELAY TIME.

Set your comm port number and parameters directly in the software.

Choose an icon for your event so you can drop it right into a playlist—or use it in a schedule independently

A completed Event might look like the image on the

Here a string has been created that sends out a command "play", then waits 12 seconds and sends "play" out again. It sends this out Comm Port 1, at 9600 baud, with 8 data bits, 1 stop bit, negative

The even has a flag image icon in case we want to

polarity, and no hardware flow control.

💇 Device Event 🛛 🗵
Play Item © Video Clip C Playlist Clear
Select
Command String
Create Command String Command: Add Command
Hex Value: Add Hex Value
Delay Time: s Add DelayTime
Port Setting
Baud: 9600 ▼ Data Bits: 8 ▼ Parity: n ▼ Stop Bits: 1 ▼
CommPort: 1
Event Icon
Select Icon Clear
Save Exit

Event	
- Play Item Video Clip O Playlist	Clear
	Select
Command String	
<play>*12*<play></play></play>	Clear
Create Command String Send Out String: play Seconds of Delay: 12 Add To S	
Port Setting Baud: 9600 V Data Bits: 8 Parity: n V Stop Bits: 1 CommPort: 1	•
Event Icon C:\MX5\Application\Media\flag.jpg Clear Clear	(/
Save	Exit

Custom serial events like this are typically used to turn displays on and off, or control lighting effects, or even set input devices on external switchers. The possibilities are virtually limitless.

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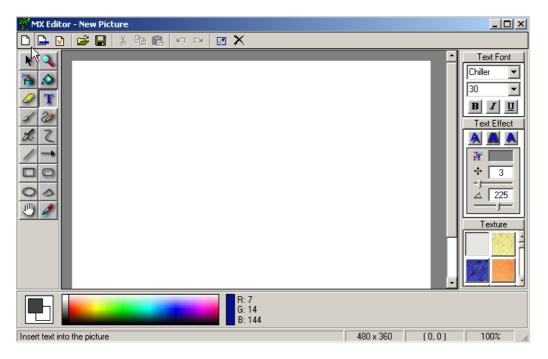
drop it into a timeline.

right.

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Character Generator

The Media POD stands apart in many ways...one of those is the inclusion of a simple CG module. Click the NEW PAGE icon in the CG module to begin creating from scratch.



Using the same functions we used with the crawls and variables, you can create content from scratch....add text, draw lines, make boxes, add color background fills, etc....

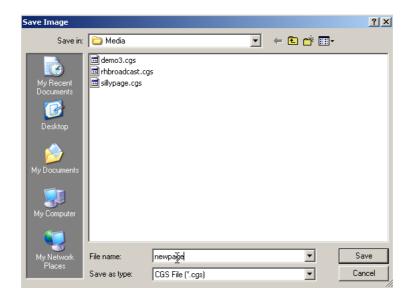
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Or, you can start with an image



To which you can add text or drawing elements, or simply leave it be.



After you have created your page/page, save it by clicking the disk/save image

Note the file format of Media POD created pages is .cgs...these are proprietary formats used only in this application.

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APPENDIX A

Valid Video Formats

Output:

Media POD can play back in various formats depending upon the output connector being used.

Composite Out	NTSC or PAL composite base-band video
S-Video Out	NTSC or PAL base-band Y/C video
RGBHV	800 x 600 @ 60Hz (SVGA)
	1024 x 768 @ 60Hz (XGA)
	1366 x 768 @ 60Hz (WXGA)

Valid Video Clip Resolutions:

Media POD can accept and playback standard definition video clips of various formats.

Category	Approved Values
Compression Format	MPEG1, MPEG2, MPEG4, H.264, WMV,
	VOB
Maximum Bit Rate	8 Mbps
Recommended Average Bit Rate Maximum	6 Mbps
Minimum Bit Rate	28.8 Kbps
Maximum Clip Resolution	720 x 480 or 852 x 480

Other format possibilities exist but may require additional CODECs to be loaded on the player and your creation computer. Contact Keywest Technology with any problems—this may require that you upload your clips or send your clips via hard media to Keywest Technology for validation.

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APPENDIX B

System Configuration

Affected S/N	Hardware Config	Operating System	Initial Software Version	Date Released
POD00001 to POD00024	А	Windows XP Professional SP2	1.0.0	1 May 2006
POD00025 to Current	A	Windows XP Embedded	1.1.5	1 July 2006

Software Change Log

Version 1.1.5, Issued 1 July 2006: Latest version includes support for interactive touch screens and motion sensors

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KEYWEST TECHNOLOGY does hereby declare that the said product be covered under limited warranty for defective materials and workmanship. This warranty is extended to the original purchaser only, for the amount of time indicated below, effective from the original purchase date and subject to the following:

****THIS WARRANTY DOES NOT COVER****

- A. Products that have been subjected to abuse, accident, alteration, modification, tampering, negligence, misuse, or if repaired or attempted repair performed by anyone other than a service facility authorized to render such service, or if the model or serial number has been altered, tampered with, defaced, or removed
- B. Operational adjustments covered in this manual

WARRANTY PERIOD: 1 Year Parts & Labor

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Cut and return the following page to register your product

PRODUCT WARRANTY REGISTRATION

Complete and mail within 10 days of purchase or Register On-Line

Purchaser's Name		
Title:	Phone:	
Company Name:		
Address:		
City:	State:	Zip:
Purchased From:		
Comments:		

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