



Breeze Digital Signage Quick Start Guide

Quick Start Manual 2.3

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INTRODUCTION

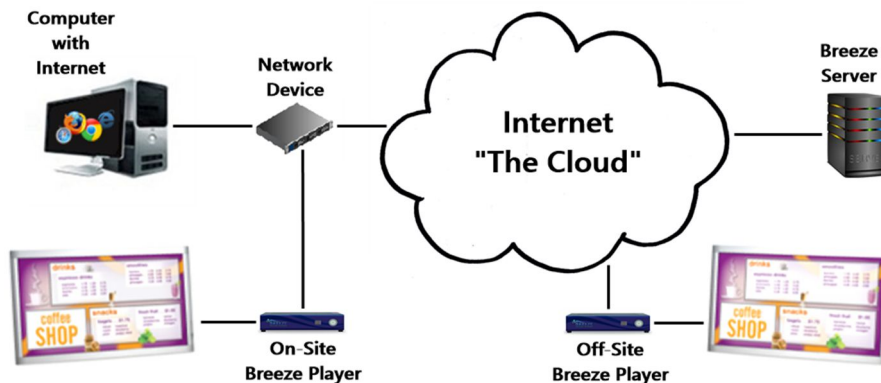
Thank you for choosing **Breeze**, a cloud-based digital signage solution developed by **Keywest Technology**. This brief manual describes the basics of **Breeze**, so you can quickly begin creating and delivering high quality content to your digital signage.

BREEZE ARCHITECTURE

Breeze is a **SaaS** (Software-as-a-Service) product. **Wikipedia** states "Software as a service is a software model in which software is licensed on a subscription basis and is centrally hosted...sometimes referred to as "on-demand software." **SaaS** software is typically accessed by users...via a web browser."

Accessing the software with a web browser means access is reliant upon the local Internet connection. The advantage **SaaS** software offers is the hardware, operating system, system updates, etc. sustaining the **Breeze** server are not maintained by the organization using the software. The IT department does not have to upkeep the system and users can access the **SaaS** software from anywhere with an Internet connection.

Breeze players, the devices that sit behind screens and run the digital signage, can be located on-site or off-site. **Breeze** players rely on the network and the Internet to communicate with the **Breeze** server. If the network connection between the server and players is interrupted or absent, the players are not able to receive updated content from the **Breeze** server.



ACCESSING THE BREEZE SERVER

Keywest Technology provides a secure URL to the **Breeze** server, accessed with a username and password. One username and password is provided by **Keywest Technology** at startup, and additional users can be created within the software.

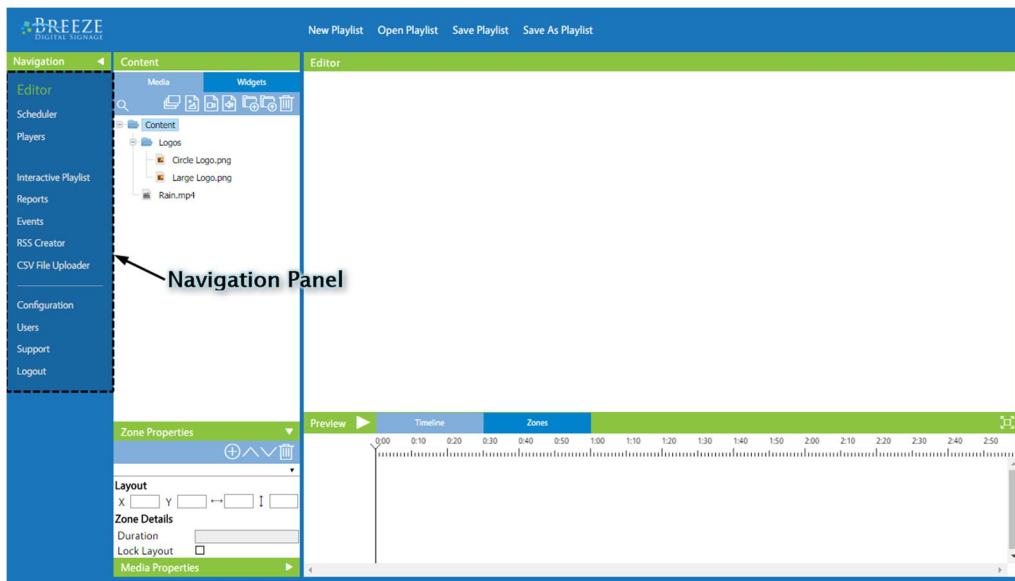
The screenshot shows the login page for Breeze Digital Signage. The page has a green header with the word 'Login'. Below the header is the Breeze logo, which consists of the word 'BREEZE' in a stylized font with a blue and green wave-like graphic above it, and 'DIGITAL SIGNAGE' in a smaller font below it. Below the logo is a message: 'Enter your username and password.' There are two input fields: one for 'Username' with a '@' icon and one for 'Password' with a lock icon. A green 'LOGIN' button is located at the bottom right of the form.

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NAVIGATING THE BREEZE SERVER

After successfully logging into the **Breeze** server, users are directed to the **Editor** tool. Users who do not have permission to access the **Editor** tool will be directed to a tool to which they have permission to instead.

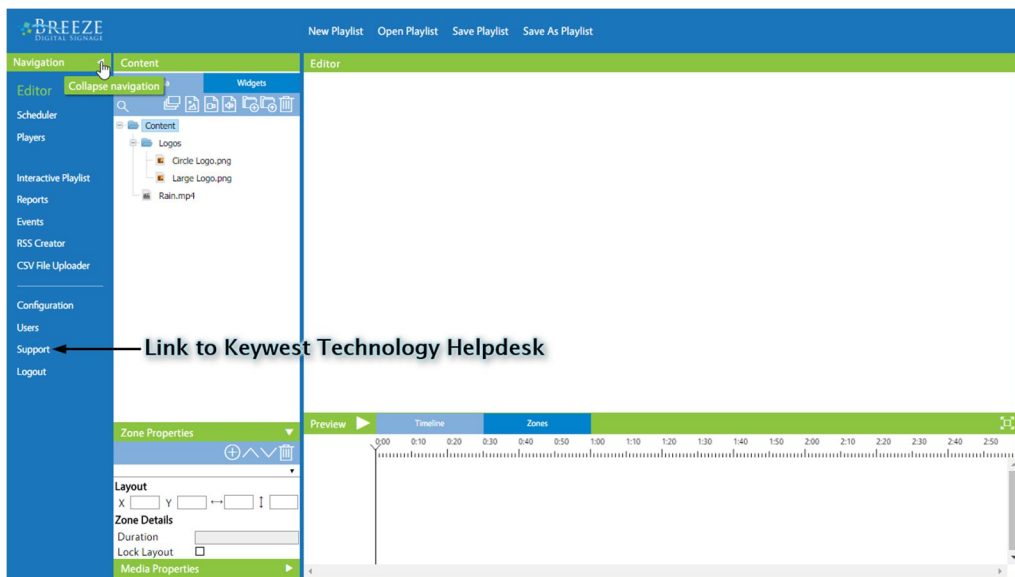
Each tool, or webpage, in the **Breeze** server is accessed using the **Navigation** panel on the left. Each item, or link, in the **Navigation** panel is a **Breeze** tool with the exception of the **Support** and **Logout** links. A user travels through the various tools in the **Breeze** server by clicking on links in the **Navigation** panel. The first three tools: **Editor**, **Scheduler**, and **Players** are by far the most important and most used tools in **Breeze** and thus are placed in a group at the top of the list.



The next set of tools are features of the **Breeze** system, tools that may or may not be implemented by **Breeze** users to assist in creation or maintenance of playlists. The last group of tools pertains to the **Breeze** server software, such as creating secure logins for each user in the **Users** tool or setting the server to local time in the **Configuration** tool.

The **Navigation** panel can be collapsed to display icons for each tool instead of the tool name by selecting the arrow in the panel header. This expands the amount of space a user has to work on the screen. Hovering over an icon on the collapsed **Navigation** panel generates a tooltip providing the tool name.

Clicking on **Support** takes the user to the home page of the **Keywest Technology** helpdesk.



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EDITOR

The **Editor** is where playlists are created, updated, and refined. This is where users spend the majority of their time in the **Breeze** software. The **Editor** offers many features to assist users in creating attractive and inviting displays of media content.

The **Editor** interface is divided into four areas: the **Content**, **Properties**, **Timeline & Zone View**, and the **Canvas**, where a playlist is seen as it is being built. **Playlist Tools** as well as a **Status Area** are provided along the top of the **Editor** tool.



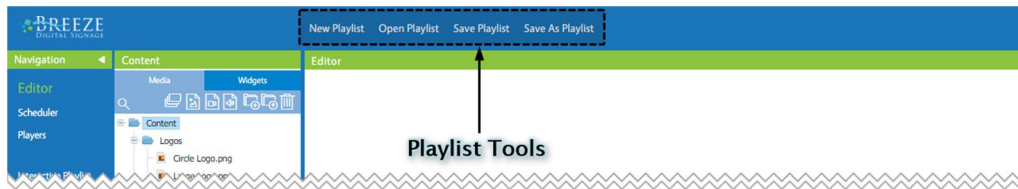
Each of these areas and its functions are discussed on the following pages. The order in which each area is addressed is intended to follow the typical process of a new user exploring the **Breeze** server and attempting to design their first playlist.

Before media can be added, a playlist must be available. The first section addresses creating new playlists as well as the other playlist tools. The next step is typically to upload media files to the server and so functions of the **Content** area are covered next. Once a user has an empty playlist ready and media files to add to it, it is time to address the **Canvas** and **Timeline & Zone View** areas. Finally, formatting and styles applied the playlist add the polishing touches, and these are the tools and settings located in the **Properties** area.

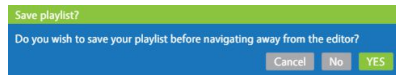
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PLAYLIST TOOLS

Playlist Tools are used to manage playlists: tasks such as creating, opening, copying, saving, and deleting playlists.



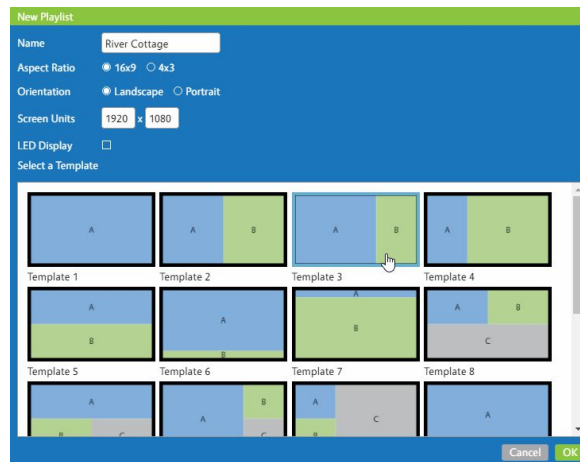
Clicking on the **New Playlist**, **Open Playlist**, or **Save As Playlist** tools generate a pop-up window to address each task's specific operations. Clicking on **Save Playlist** does not generate a pop-up window. Instead, unsaved changes to a playlist are indicated to users by an asterisk following the playlist name in the **Canvas** header. Also, users are warned before exiting the **Editor** tool or opening a different playlist when changes have not been saved.



Note: Playlists cannot be sent directly to a player, but must first be encased in a schedule. Please refer to the **Scheduler** section on page 23 for more information about this topic.

NEW PLAYLIST

New Playlist creates an empty playlist for a user to fill with media. Several settings are needed before a playlist can be created, such as a name and screen resolution. The settings selected by default in the **New Playlist** window support most common widescreen television and LCD screens.



The **New Playlist** pop-up window offers twenty templates, or layouts, to assist users in building playlists with zones that correspond to their needs. A user can also build a layout from scratch by adding new zones and positioning these zones as desired. For more information about zones, please refer to the **Zones** section on page 14.

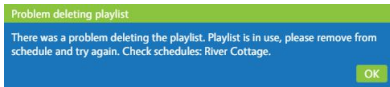
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OPEN PLAYLIST

After a playlist has been saved, it is opened with the **Open Playlist** tool. A thumbnail image and name for each playlist is displayed in the **Open Playlist** window. Clicking on a playlist selects it, and the selected playlist is indicated by a blue outline around the thumbnail image. A **Search** box is provided in the upper left corner to assist a user in quickly and easily locating a playlist by name.



The **Open Playlist** window is also used to delete playlists. To delete a playlist, select the playlist and click the **Delete Selected** button located in the bottom left of the window. A playlist cannot be deleted if it is part of a schedule. This includes any **Schedule Blocks** that have been created within a schedule. (Please refer to the **Schedule Blocks** section on page 27 for more information about **Schedule Blocks**.) An error message provides name of the schedule or schedules to which the playlist is currently assigned.



SAVE PLAYLIST

Save Playlist saves a newly created playlist or the changes made to an existing playlist. Unsaved changes in a playlist are indicated by an asterisk in the **Canvas** header. When the playlist is saved, an asterisk no longer appears after the playlist title.

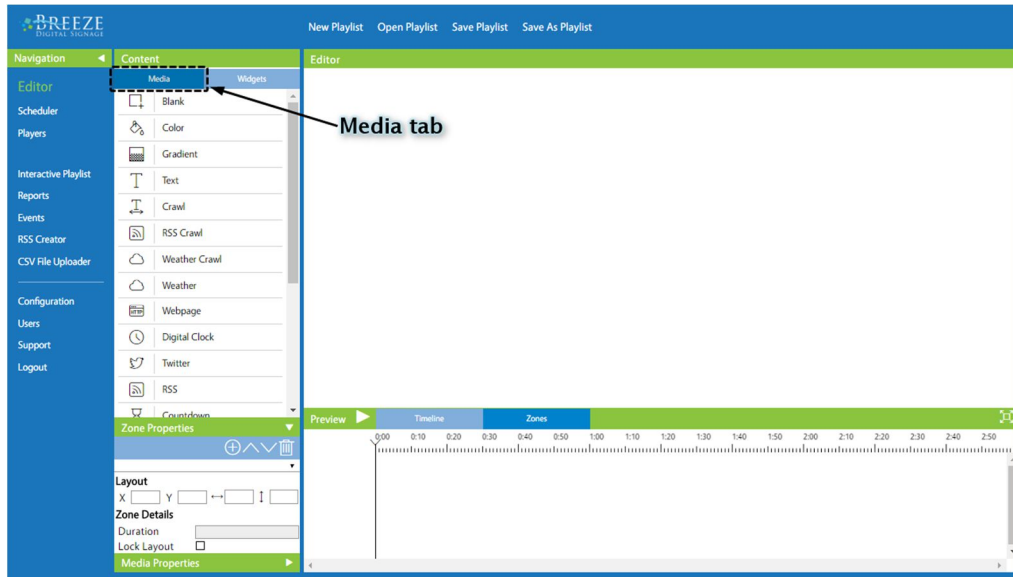
The **Save As Playlist** tool can be used to rename a playlist or to create a copy of an existing playlist. Clicking on **Save As Playlist** generates a pop-up window with a **Name** field and two buttons. To rename a playlist, type the new name in the **Save Playlist As** pop-up window and then delete the playlist with the old name.



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CONTENT

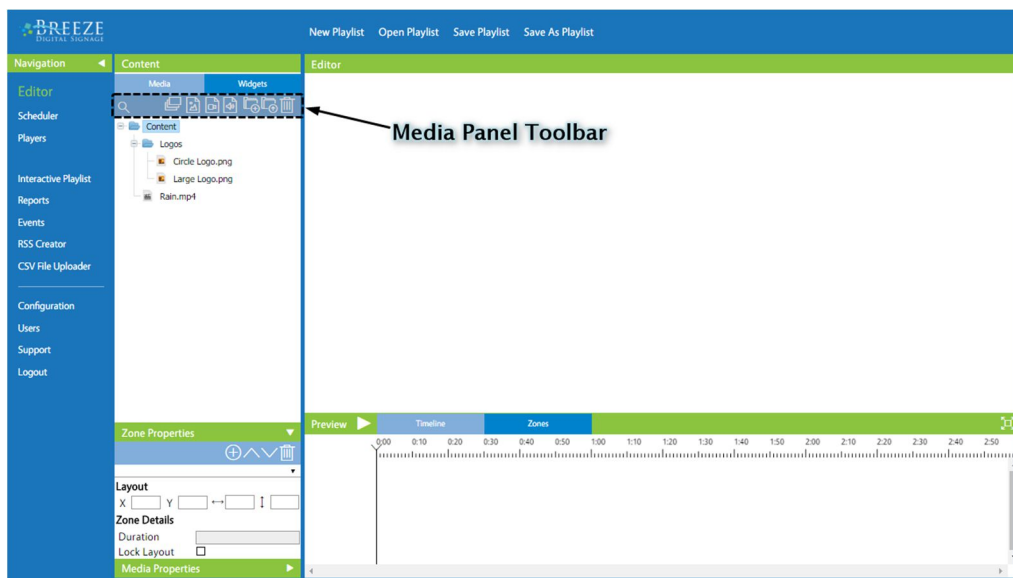
The **Content** area holds all media that can be added to a playlist. The **Media** panel and the **Widgets** panel shares a space, and are accessed by clicking on their respective tabs at the top of the **Content** area. **Widgets** are mini-applications used to add dynamic media content to a playlist, such as digital clocks, news feeds and web pages.



MEDIA PANEL

New users typically begin playlist creation with media files, such as images, videos, and audio clips. Examples of media files are image files such as the company logo or video files presenting the company's mission.

The **Media** panel stores and manages media files. The **Media** panel toolbar provides buttons to sort, upload, organize, and remove media files. Media files are added to a playlist by dragging the files from the **Media** panel into the **Canvas** or **Timeline & Zone View** area.




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UPLOADING MEDIA FILES

Uploading files to a **Breeze** server is accomplished using one of two methods: by clicking on the **Upload** button in the toolbar and then selecting the media file, or by drag-and-dropping a file from the computer desktop into the **Media** panel.


TO UPLOAD VIA THE UPLOAD BUTTON:

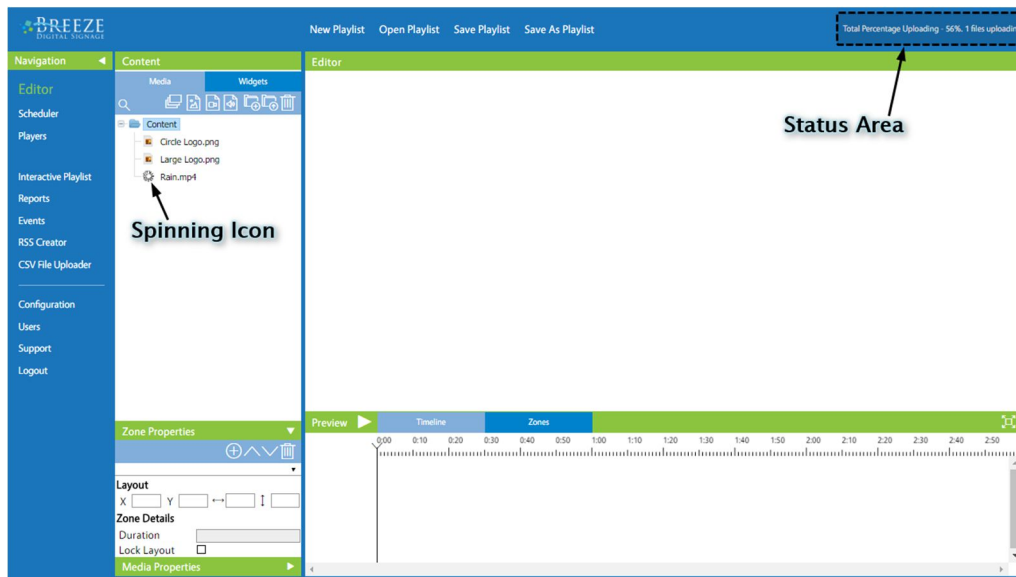
1. Click on the **Upload**  button in the **Media** panel toolbar.
2. In the File Explorer window, select the file to upload.
3. After the desired file or files are selected, click the **Open** button.

TO UPLOAD VIA DRAG-AND-DROP:

1. Select a group in the **Media** panel.
2. Locate the desired file on the computer.
3. Click on the file and hold the mouse button.
4. Drag the file into the **Media** panel.

Note: The **Breeze** software is limited to a file upload size of one Gigabyte (or 1,000,000 kilobytes) at a time.

Multiple files can be selected to upload and convert simultaneously. Files display an animated spinning icon  while they are uploading and converting. Media files are converted to a slightly reduced quality for the **Preview** feature in the **Editor**. Retaining the quality of files dramatically increases the length of time a file requires to upload and convert and the load time required by the **Preview** feature.



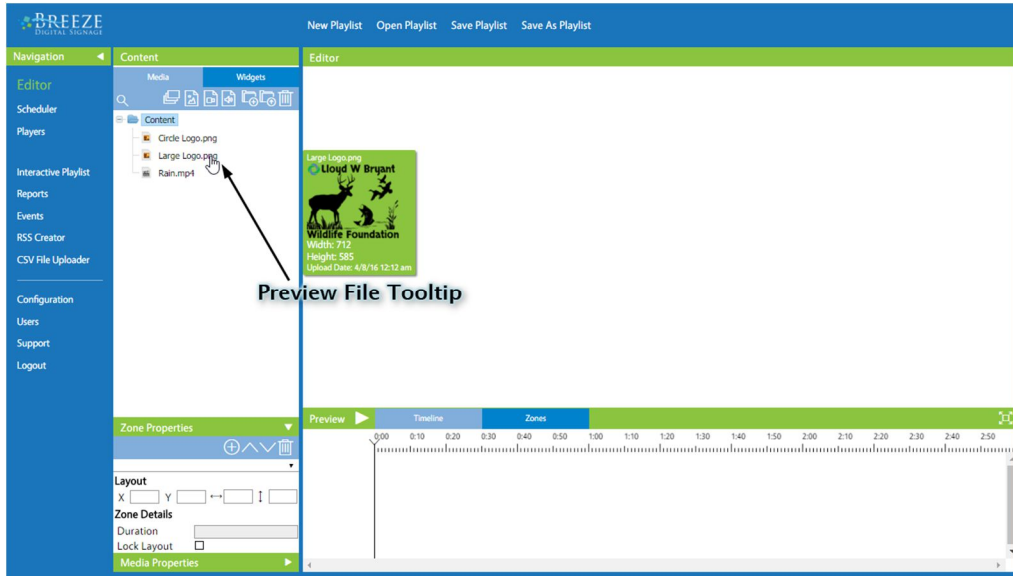
The upload process needs extra attention when working with **SaaS** software, due to its reliance on an Internet connection. While media files are uploading, the connection to the **Breeze Editor** tool **MUST** remain open! Navigating away from the **Editor** to a different **Breeze** tool or to another Internet site interrupts the upload process. This does not mean a user has to sit and watch idly while their files upload. Opening a new browser window, shifting to another tab in the browser, or minimizing the browser window and working from the desktop all leave the connection open and the upload process undisturbed. When the upload process is interrupted, files in the process of uploading can appear in the **Media** panel in a corrupted state or do not appear in the **Media** panel at all after refreshing the **Editor** tool webpage.

The **Status Area** in the upper right corner displays what percentage of the upload is complete. Once the conversion process begins, it is no longer necessary to remain in the **Editor** tool.

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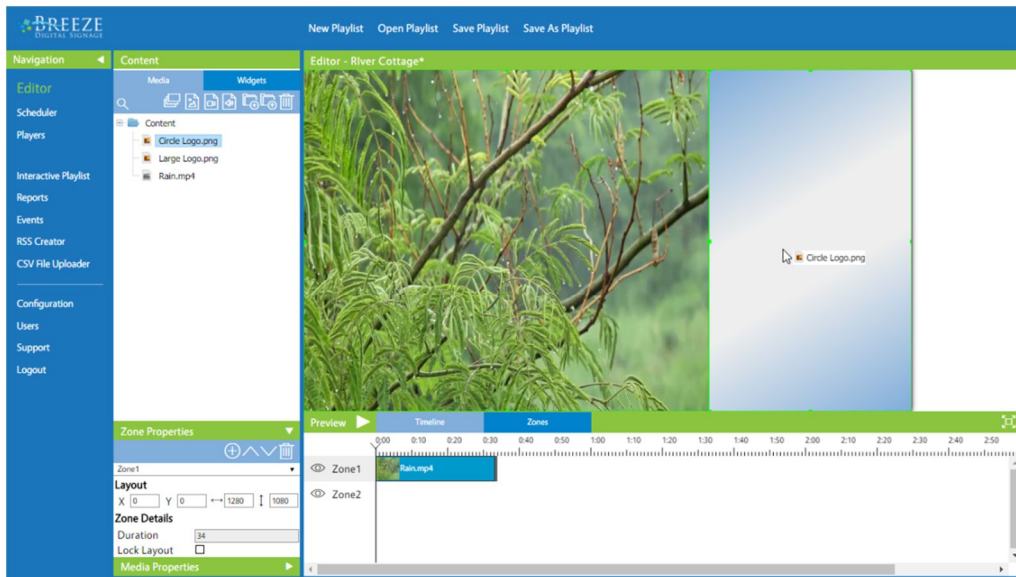
MEDIA FILE PREVIEWS

Once media files are uploaded and converted, they can be previewed in the **Media** panel. There are two methods of previewing a media file: a tooltip generated when the cursor hovers on a media file icon or a **Media File Preview Window** generated when users double-click on an icon.



ADDING MEDIA FILES TO A PLAYLIST

Media files can be added to a playlist using one of two methods: by clicking on the media file icon and dragging it into the **Canvas** or by clicking on the media file icon and dragging it into the **Timeline & Zone View** area. A playlist must be open in order to add media content to a zone.




When multiple file icons are selected, dragging them into the **Canvas** or **Timeline & Zone View** adds all selected files to the zone they are dropped in. The order in which the files are selected is the sequence in which they will be ordered in the zone. A **Group** icon can also be dragged and dropped into a zone, and all media files in the **Group** will populate the zone. Please read further for more information about zones, the **Canvas**, and the **Timeline & Zone View**.

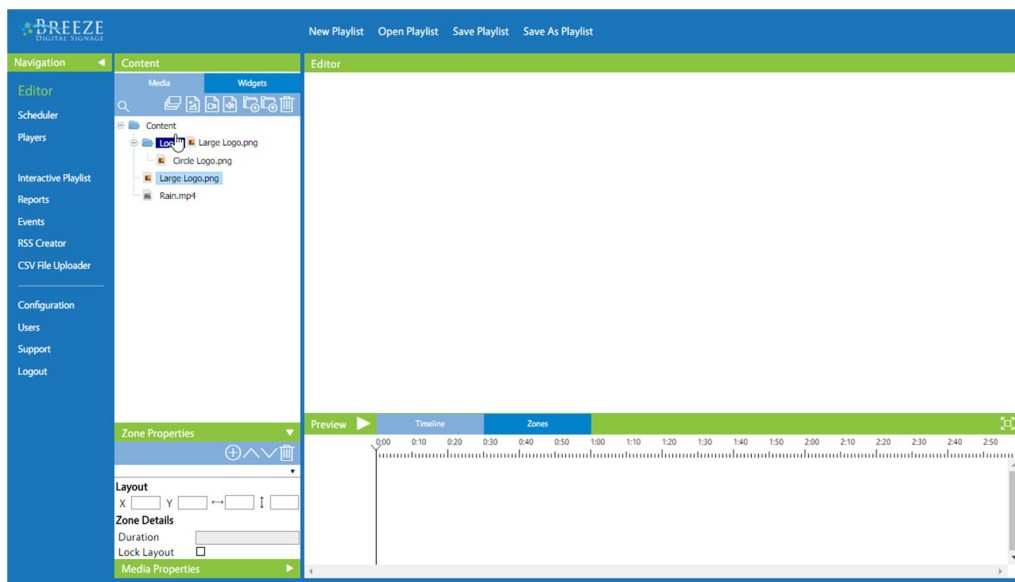
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GROUPS

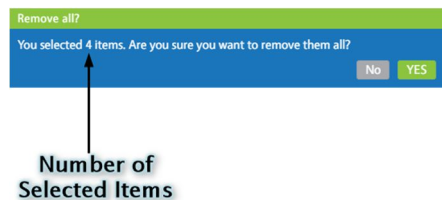
Groups assist in organizing media files. The use of **Groups** is a recurring organizational pattern throughout the **Breeze** software. The **Content** group is the root location, or folder, in the **Media** panel and it cannot be moved, renamed, or deleted. All media files uploaded to the **Breeze** server will be stored in the **Content** group. **Groups** are much like directories, or containers for files and other directories. New media files must be uploaded to a **Group**, in the same manner that a new **Group** must be created within an existing **Group**.

Click on the add **Group** button  to create a new **Group**. After a new **Group** is created, it can be renamed by double-clicking on the name "**New Group**," deleting the existing characters, and typing the desired name for the **Group**.

After a **Group** is created, media files can be uploaded to the **Group** or existing media files can be dragged into the **Group**. **Groups** can be dragged into other **Groups** and the **Group** structure behaves similar to a typical tree-based hierarchy software structure.



Media files and **Groups** are removed by selecting a file or **Group** icon and clicking the **Delete** button  in the **Media** panel toolbar. Selecting multiple files or **Groups** allows for all items to be removed at one time. It is recommended to check the number of selected items (files + **Groups**) reported in the **Remove all?** warning message to ensure the desired items are being removed before proceeding.



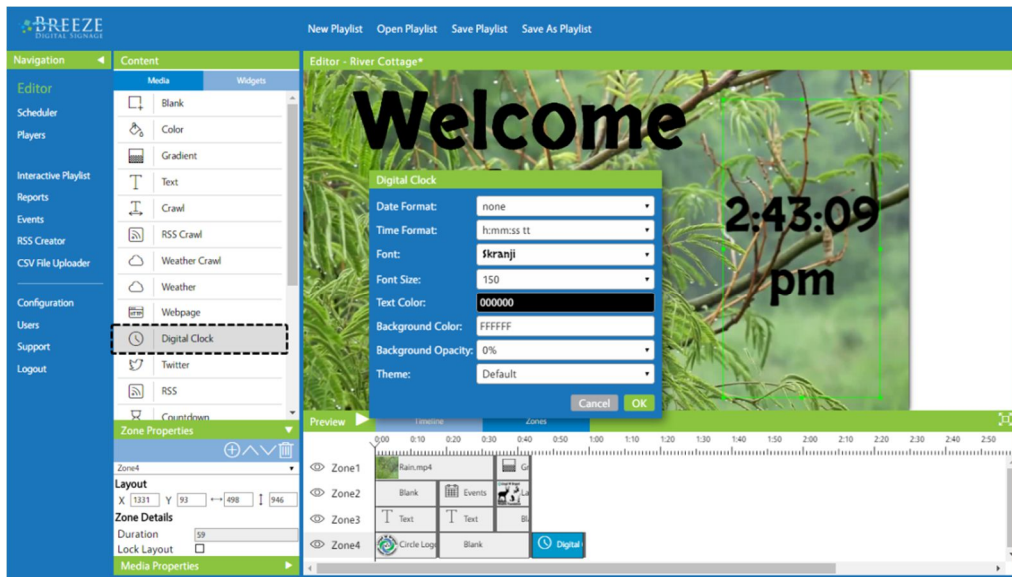
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WIDGETS PANEL

The **Widgets** panel holds tools used to add all content to digital signage playlists that are not media files. Examples of non-file content are digital clocks, web pages, and local weather information. Many widgets offer functions which update content on the sign dynamically, without any interaction from a user.

Wikipedia defines a software widget as “a relatively simple and easy-to-use software application or component.” **Widgets** are mini-applications that operate within the **Breeze** server to create content for the digital signs. Each **Breeze** widget has a different function, and additional information is required for each widget to operate. The required information is obtained in a pop-up window after the widget is added to a zone in the playlist.

Widgets are listed roughly in order of their popularity, and are added to a playlist in the same manner as media files: click on a widget in the **Widgets** panel, hold, and drag it into the desired zone in the **Canvas** or **Timeline & Zone View** area.



The first three widgets: **Blank**, **Color**, and **Gradient** fill a zone with coloration rather than media. The **Blank** widget fills the zone with a transparent image, or rather the lack of color, and is typically used to maintain a zone without media for a certain period of time. This same type of coloration can be created within the **Color** or **Gradient** tools by choosing 0% in the **Opacity** field (or fields). However, the transparent coloration is used often in advanced digital signage techniques and the **Blank** widget has been provided to save users the steps of creating a **Color** widget with 0% **Opacity** each time a transparent media item is needed.

Four types of crawl widgets are offered. Crawl widgets are used to add horizontally scrolling text to a digital sign. Text typed by a user is scrolled in the **Crawl** widget, and the **RSS Crawl**, **Weather Crawl**, and **Stock Crawl** widgets provide dynamically updating information in the form of scrolling text. Crawls are often thought of as “news tickers.”

Key West, FL Mon: Sunny 70F | 81F Tue: Sunny 70F | 81F Wed: Sunny 70F | 82F Thu: Partly Cloudy 67F | 84F Fri: Sunny 76F | 84F

Some widgets function solely within the **Editor**, such as text, crawls, and clocks. Other widgets are designed to work in conjunction with other **Breeze** tools, such as the **Events** widget and **CSV Roll** widget. These widgets provide little to no functionality until tasks are first performed in the associated tool.

After a widget is added to a playlist, it can be edited by double-clicking on the widget image produced in the **Canvas** or by double-clicking on the widget icon in the **Timeline**.

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CANVAS

The **Canvas** encompasses the largest area in the **Editor** interface, and displays a playlist while it is being designed. The **Canvas** header displays the name of the playlist that is currently open in the **Canvas**. (When changes are made to a playlist, an asterisk follows the playlist name in the header. Once the playlist has been saved, the asterisk is removed.)

The currently selected zone is indicated in the **Canvas** by a thin, green border around the zone. A second thin, green border appears in the **Canvas** when the cursor hovers over a zone that is not currently selected. The text, "Welcome to River Cottage," is the selected zone in the image below. However, a second thin, green border surrounds the zone containing the logo image to the right; this is because the cursor is hovering over that zone.



When the correct resolution is selected, the **Canvas** is perfectly sized to match that of the digital signage screen, but scaled down to fit in the **Canvas** area. This ensures the content looks the same on the screen of the digital sign as it does while it is being designed in the **Editor**.

An **Expand Canvas** button  exists just below the **Canvas** area on the right. This button removes the scaling that allows the entire playlist to be seen within the **Canvas** and displays the playlist at full resolution. The expanded view provides scroll bars to inspect different areas of the playlist. The **Expand Canvas** button  becomes the **Fit Playlist to Canvas** button  once the expanded view is selected. Selecting the **Fit Playlist to Canvas** button  returns the playlist to the scaled size so it can all be seen at once in the **Canvas**.



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ZONES

Zones are simply containers for media. Zones allow a user to divide the digital signage screen into several sections to show different media content in different areas of the screen simultaneously. A layout of zones can be built by the user, or a variety of popular zone layouts are offered as templates in the **New Playlist** window. If a template is selected, the zone layout is constructed when a playlist is created. A custom zone layout can also be created by adding, resizing, and repositioning zones.

The example playlist used throughout this guide employs four zones. At the start of the example playlist, **Zone 1** contains the “Rain.mp4” video used as the background, **Zone 3** contains the “Welcome to River Cottage” text, and **Zone 4** contains the “Circle Logo.png” image. **Zone 2** contains a **Blank** widget and is not utilized until later in the playlist duration. Please refer to the images in **Timeline Indicator** section on page 17 or the **Media Properties Transitions** section on page 23 to view **Zone 2** with media content rather than a **Blank** widget.



The green border that appears surrounds the selected zone can be used to resize the zone. When the cursor changes to a resize cursor \leftrightarrow while hovering over a green zone border, the zone width and height can be expanded or reduced by clicking and holding the mouse button and dragging.

A zone can be repositioned by clicking on it, holding, and dragging it about the **Canvas**. A zone will not shift outside of the **Canvas** boundaries when being either resized or repositioned.



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TIMELINE & ZONE VIEW

The **Timeline** and **Zone View** both provide a method of reviewing all media items that are part of a playlist. Just as the **Media** panel shares a space with the **Widgets** panel, the **Timeline** and **Zone View** share a space and are accessed by clicking on their respective tabs. Probably the most important feature in this area is the **Preview**.



PREVIEW

The **Preview** feature displays a simplified replica of a playlist with animation, so users can preview playlists in full operation before sending to a player. This preview will loop at the end of the media sequence in each zone, just as the actual player will do.

The **Preview** is of a lesser quality than will show on an actual **Breeze** player. Decreasing the quality of media files, especially videos, for the **Preview** feature dramatically reduces the amount of time required to upload media files and the loading time of the **Preview**. For this reason, videos can appear pixelated in the **Preview**.

After the **Preview** is started, a red line moves through the **Timeline** indicating the exact second of the playlist the **Preview** is showing. This line is called the **Preview Indicator**.






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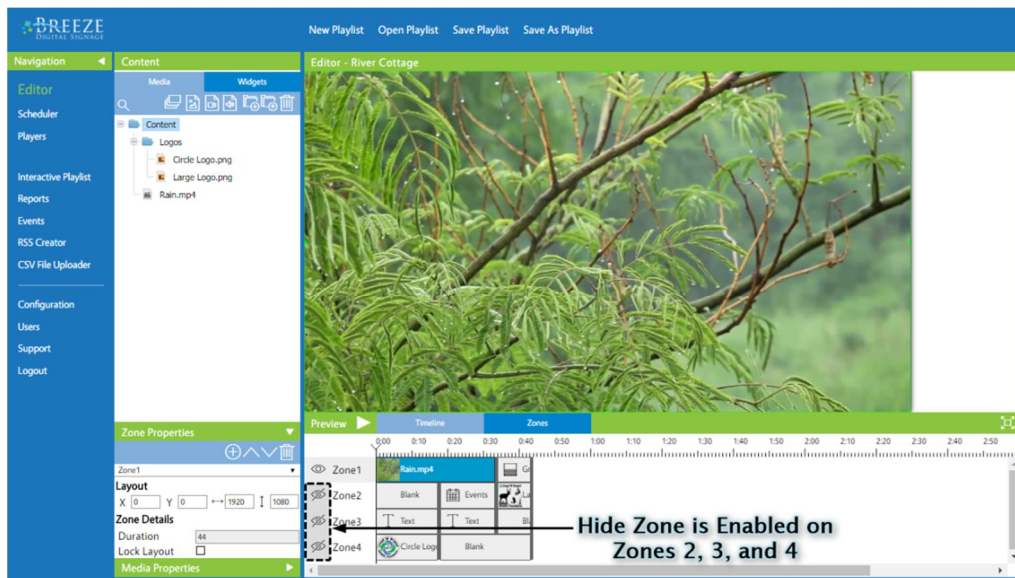
TIMELINE VIEW

The **Timeline** view provides a visual representation, or diagram, of a playlist. Zones are listed in ascending order in a column on the left of the **Timeline**, and rows of media icons span horizontally, corresponding to the zone they are located in. Media icons are listed in sequence, and icon size roughly denotes the run time of media items. The icon of the currently selected media item is filled with blue.



Zones are layered as they are added to a playlist. The first zone is the lowest, and each corresponding zone is one layer higher. When a template is selected at playlist creation, the letters A through D indicate the layer of each zone. (The zone labeled A is the bottom layer while the zone labeled D is the three layers higher than A). When zones overlap, a user cannot click in the **Canvas** to select a zone below a higher-layered zone. The **Timeline & Zone View** area provide users a method to select the desired zone and/or media content regardless of if it is below a higher-layered zone.

The **Timeline** offers a method to select lower-layered media content in the **Canvas** using the **Hide** function. The **Hide** function is enabled by the eye button  to the left of each zone label in the **Timeline**. Enabling the **Hide** function allows for zones and/or media content below the hidden zone to be accessed by clicking in the **Canvas**. The eye button displays a slash  when the **Hide** function is enabled; clicking on the slashed eye button  disables the **Hide** function and displays the media content in the zone again.

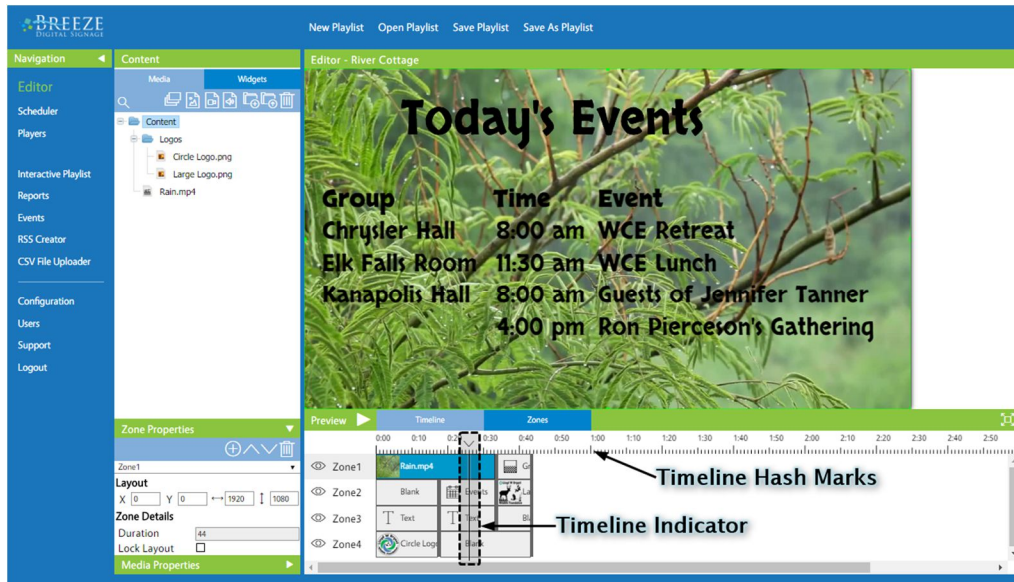


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TIMELINE INDICATOR

The **Timeline Indicator**, located at the first or second of the playlist by default, can be moved throughout the **Timeline** to examine the playlist at a particular second in a static view, rather than using the **Preview** feature to watch the playlist in action at a particular time. The **Timeline Indicator** cannot be dragged, but is moved by clicking on the hash marks at the desired location in the **Timeline**.

Clicking on the hash marks at the top of the **Timeline** area changes the media content in the **Canvas** to display that particular second in the playlist, demonstrated in the image below.



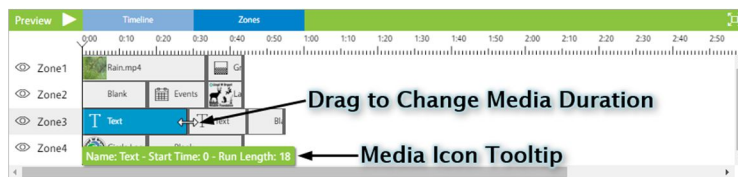
The **Preview** will start the playlist at the second the **Timeline Indicator** is located. This can be extremely useful when reviewing the end of a long playlist.

EDITING IN THE TIMELINE

A tooltip is displayed when the cursor hovers over a media icon, providing the start time and run length of a media item. This information is also provided in the **Media Properties** but the **Timeline** tooltip does not require the media item to be selected to view this information.

The **Timeline** area offers an easy means of reviewing and modifying the sequence of media in each zone. The sequence of media can be modified by simply clicking on a media icon in the **Timeline** and dragging it to the left or right of other media icons in the zone.

The duration of a media item can be edited by grabbing the back bar, or back border, of the media icon in the **Timeline** and expanding or reducing the size to shorten or lengthen the media's duration.



When a media icon is selected in the **Timeline**, pressing delete on the keyboard removes the media item from the playlist.

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ZONE VIEW

The **Zone View** provides a set of columns corresponding to each zone in the playlist, and each column lists all media content in the zone by filename. The **Timeline** is ideal for obtaining a general scheme of the playlist and for synchronization of zone content, but it can be difficult to see filenames of media with short durations or to see all zone content when working with long media durations.



EDITING IN THE ZONE VIEW

The **Zone View** not only provides a method to easily review media content by name, but it also offers additional ways to edit media items in each zone.



Each zone contains a toolbar with buttons to adjust the sequence of media content in that zone. The first button is the hide function denoted by the eye icon. This concept is detailed in the **Timeline** section on page 16. The next two buttons modify the sequence of the media content in the zone, moving the media earlier or later in the sequence of media content. The **Delete Selected Media** button removes the selected media item from the playlist.

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ZONE & MEDIA PROPERTIES

The **Zone Properties** panel shares a space with the **Media Properties** panel. When the **Media Properties** panel is selected, the **Zone Properties** panel can be expanded by clicking on the arrow to the right in the **Zone Properties** header. Clicking on the arrow to the right in the **Media Properties** header expands the **Media Properties** panel.



The **Zone Properties** panel is automatically selected when a playlist is opened, and the **Media Properties** panel is automatically selected when a user clicks on a media icon in the **Timeline**. Clicking in the **Canvas** retains whichever **Properties** panel that was previously selected.

ZONE PROPERTIES

The **Zone Properties** panel contains properties and tools associated with zones. For more information about zones, please refer to the **Zones** section on page 14. The **Zone Properties** panel is divided into three areas: the **Zone Properties** toolbar, the zone selection tool, and the **Zone Properties** settings.



BREEZE DIGITAL SIGNAGE QUICK START GUIDE

ZONE PROPERTIES TOOLBAR



The **Zone Properties** toolbar holds four buttons: **Add new zone** (+), **Move zone lower** (↓), **Move zone higher** (↑), and **Delete zone** (🗑).

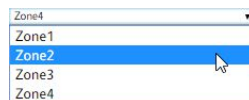
Clicking on the **Add new zone** (+) button creates a zone and adds it in the middle of the **Canvas**. This zone is placed on a layer higher than the existing zones and is added to the zone list in the **Timeline**. The **Add new zone** button enables users to create their own template from scratch, or to add a zone or zones to an existing template.

The **Move zone lower** (↓) and **Move zone higher** (↑) buttons modify the order in which zones are layered. Layering can be extremely important when zones overlap, as the layer number will determine which media content shows on the screen and which media content is hidden. Please refer to the **Timeline** section on page 16 for more information about zone layering.

The **Delete zone** (🗑) button removes the zone from the **Canvas** AND any media content the zone contains. The functions of these buttons are very different than buttons with similar icons in the **Zone View** toolbars, described in the **Zone View** section on page 18.

ZONE SELECTION TOOL

The zone selection tool is merely a dropdown box listing all zones in a playlist. It identifies the currently selected zone, whose settings are displayed in the **Zone Properties** panel.



BREEZE DIGITAL SIGNAGE QUICK START GUIDE

ZONE PROPERTIES SETTINGS



The **Zone Properties** settings are organized under the **Layout** and **Zone Details** field headings. The **Layout** fields display a zone's position and size in the **Canvas** in pixels. The position (**X** and **Y**) of a zone is counted in pixels from the top left corner of the **Canvas**. The **X** field denotes the number of pixels from the left edge, while the **Y** field denotes the pixels from the top. The ↔ icon indicates the width of a zone and ↓ indicates the height.

Changing the size and position of a zone using these fields provides methods to line up zones pixel to pixel and to size zones to perfectly match the aspect ratio of media files placed in them. (When media files of different sizes will be placed in one zone, similar fields in the **Media Properties** allow for sizing of individual media items within one zone.)

The **Zone Details Duration** field is the sum of the run lengths of all media items in the zone, displayed in seconds. This field cannot be edited and is dependent on the combined durations of all media items in the zone.

Lock Layout allows a user to lock each zone so changes to size and position cannot be made after the desired layout is achieved, such as by accident when a user is modifying media content.

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MEDIA PROPERTIES

The **Media Properties** panel is also divided into three areas: the **Media Properties** toolbar, the media selection tool, and the **Media Properties** settings.

MEDIA PROPERTIES TOOLBAR

The **Media Properties** toolbar holds just one tool: the **Expand to Fit Zone** button. When an image or video is added to a zone, the image or video fills the zone by default. This is similar to placing water in a container; the water will take on the size and shape of any container it is placed in. When a media item does not have the same ratio of width to height as the zone it is placed in, the media item is stretched to fill the zone.

Several settings can be used to adjust the size and position of media within a zone. The **Expand to Fit Zone** button removes all size and position settings and returns the media content to the default style of filling the zone.

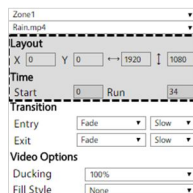


MEDIA PROPERTIES SETTINGS

When media is initially added to a zone, the **Layout** fields indicating position (**X** and **Y**) are zero, and the width (--) and height (|) match the width and height of the zone. This is because, once again, the media fills the zone by default. The **Layout** fields in the **Media Properties** settings allow for each media item to be individually sized and positioned within the zone.

The **Layout** settings can be extremely helpful when a **Fill Style** setting causes the size and position of a media item to differ from that of the size and position of the zone. Once a **Fill Style** is selected, many of the **Layout** fields will be greyed out, as the width, height, and position are determined by a chosen **Fill Style**. Please refer to page 24 for more information about this topic.

The **Time** settings consist of two fields: **Start** and **Run**. **Start Time** is the second in a playlist that the selected media item begins showing. **Run Time** is amount of time a media item will show on the screen. The **Run Time** of video and audio files cannot be altered; these files play out their duration. The **Run Time** field is included to give users an accurate duration to synchronize video and audio files with other media content.



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MEDIA PROPERTIES TRANSITION

A **Transition** is the animated movement of media on and off the screen. The function of transitions in digital signage is nearly the same as they are in film production: transitions soften the contrast of content changing on the screen and entertains the human eye during this conversion process.

The **Entry Transition** is the method by which a media item moves onto the screen, and **Exit Transition** is the method by which it moves off the screen. The default **Transition of None** is the absence of a transition, or a straight cut from one second to the next. This is much like a commercial on cable programming.

When a **Fade Entry Transition** is applied to the media item entering the zone and a **Fade Exit Transition** is applied to the media item leaving the zone, a crossfade is produced.



MEDIA PROPERTIES OPTIONS

The fields that are present in the **Options** area differ based on the type of media selected. Image and video files offer **Fill Style**, video and audio files offer **Ducking**, and most widgets do not offer any fields in the **Options** area.

Fill Style is another setting used to adjust the size and position of media within a zone. The **Fill Style** selection of **Aspect Ratio** retains the original ratio of width to height of an image or video. Selecting the **Aspect Ratio Fill Style** is extremely helpful when an image or video is stretched to a point of dissatisfaction. **Aspect Ratio** fills the as much of the zone as possible while maintaining the original width to height ratio; any area in the zone not filled by the video or image using this **Fill Style** becomes transparent.

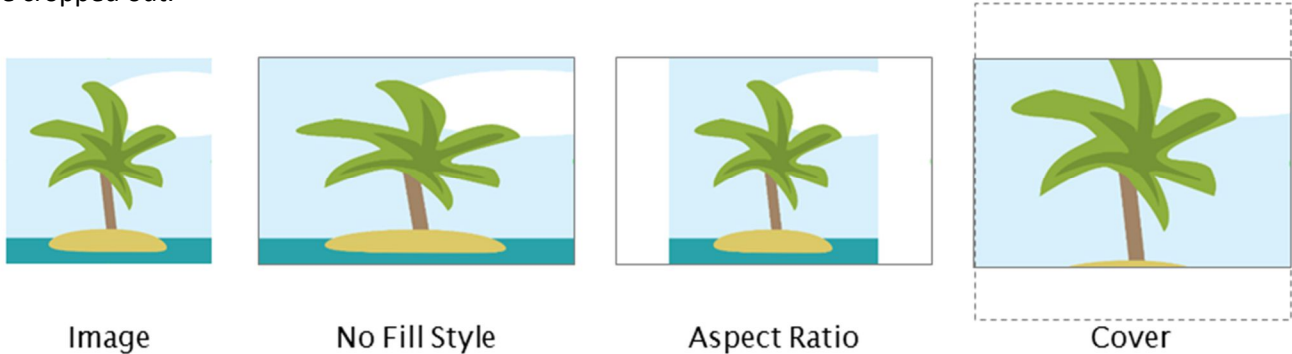
In the example playlist used throughout this manual, **Aspect Ratio Fill Style** is applied to the “Circle Logo” image in **Zone 3**. When the **Fill Style** of this image is set to **None**, the image is stretched to fill the height of the zone as well as the width, illustrated in the image below.



BREEZE DIGITAL SIGNAGE QUICK START GUIDE

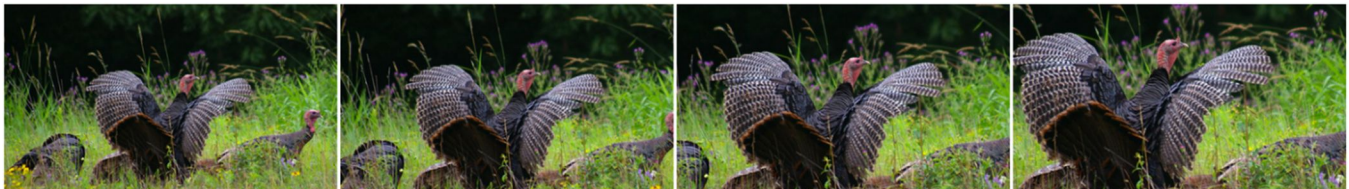
MEDIA PROPERTIES OPTIONS (CONTINUED)

The **Fill Style** selection of **Cover** also fills a zone while maintaining the aspect ratio of an image or video. However, rather than adding transparent areas to fill the zone, the **Cover Fill Style** trim the edges of the image or video. The **Layout** settings in **Media Properties** fields can be used to adjust which areas of the image or video are cropped out.

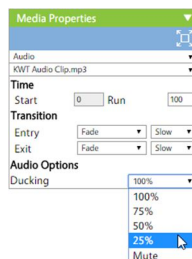


Images offer an additional field labeled **Zoom Pan**; this setting applies the “Ken Burns” effect. **Wikipedia** states the “Ken Burns effect is a...technique [in which]...Action is given to still photographs by slowly zooming in.”

The **Standard Zoom Pan** setting creates the effect demonstrated in the image below. When the image first comes on screen, the image is displayed in full. Slowly, the image is zoomed into, creating the “Ken Burns” effect. This effect can be quite charming, essentially adding movement to a still image and retaining the interest of the human eye for longer periods of time.



Video and audio files offer a **Ducking** field; ducking reduces or mutes an audio signal when the presence of another audio signal is detected. When several audio signals are present at the same time in a playlist, all sets of acoustics are played at the same time by default. **Ducking** allows the volume of audio signals belonging to selected media items to be muted or adjusted.



If an audio clip plays as background music throughout the duration of a playlist, **Ducking** allows a user to modify the volume of the audio clip when a second audio signal is detected. For example, applying **25% Ducking** to the audio clip reduces the audio clip volume when a video containing audio begins to play to a quarter of the prior volume. This allows the video’s sound to take priority, but also maintains the background music at a lowered volume.

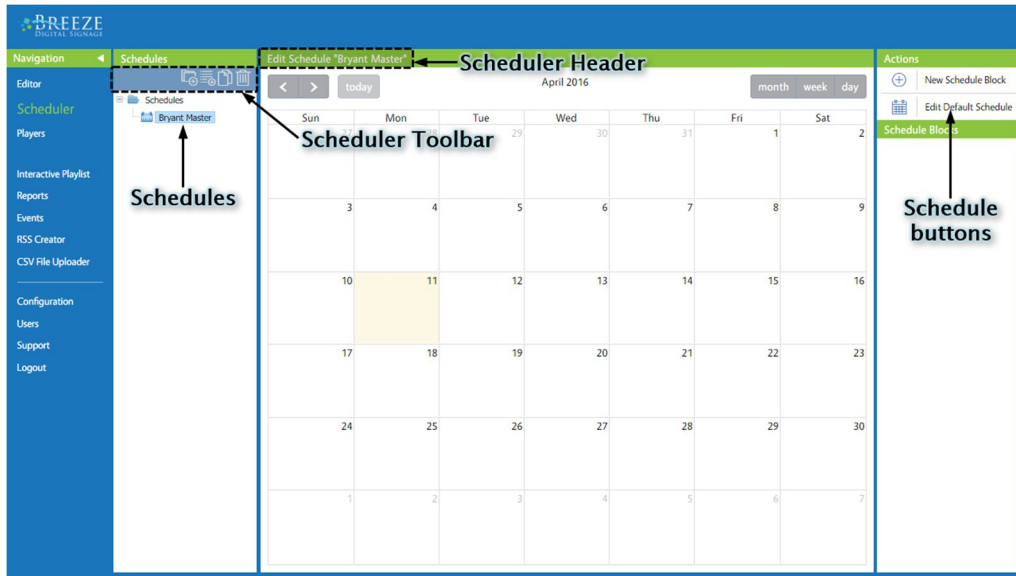
Inversely, given the same scenario, a user could apply **100% Ducking** to the video to mute the video’s audio signal and allow the background music to play uninterrupted at a consistent volume.

BREEZE DIGITAL SIGNAGE QUICK START GUIDE





SCHEDULER

The **Scheduler** tool accommodates and manages a multitude of schedules. The **Scheduler** tool's most prized feature is its ability to customize media content to play at certain times of the day, week, month, or even year. Customization is flexible, reliable, and can be drafted far in advance.

A playlist must be encased in a schedule before it can be sent to a player! A **Breeze** schedule provides to a playlist what an envelope provides to a USPS letter. When mailing a multiple-page letter, of course an envelope is needed to keep all the pages together until delivery. However, if a sender folds a one-page letter and adds a stamp and address to the back of the page, the postman refuses to deliver this letter because it is not in an envelope. The same is true of a **Breeze** playlist; it must be in a schedule before it can be delivered to a player.



The **Scheduler** tool seems a bit empty upon arrival in the tool because the root **Group** called **Schedules** is selected by default. Once a schedule is selected instead of a **Group**, the main window fills with a calendar for the selected schedule. The current location in the **Scheduler** tool is indicated to the user by the title in the **Scheduler** header.


The **Scheduler** toolbar offers buttons to create a **New Schedule** , add **Group** , **Duplicate Selected Schedule** , and **Delete**  a schedule or **Group**.

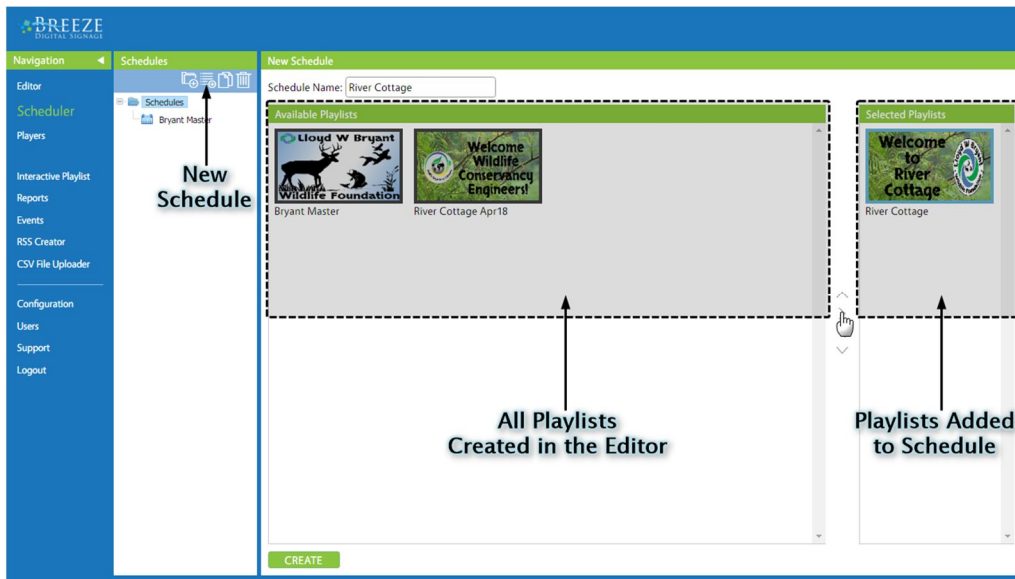
The **Schedule** buttons in the panel on the right provide actions that pertain to each schedule. The **New Schedule Block** button is used to schedule playlists to show during specific times and dates. The **Edit Default Schedule** button, located below the **New Schedule Block** button, is used to review and edit the playlist or playlists in the **Default Schedule**.

BREEZE DIGITAL SIGNAGE QUICK START GUIDE


DEFAULT PLAYLIST

Requiring a schedule to send even one playlist to a player creates a type of hierarchy in the **Breeze** server structure. Playlists created in the **Editor** tool are added to schedules and, in turn, the schedules created in the **Scheduler** tool are sent to **Breeze** players. Please refer to the **Players** section on page 29 for information about sending schedules to players.

To create a schedule, click on the **New Schedule**  button in the **Scheduler** toolbar. A new schedule requires “base” content, to prevent the player from ever having a lack of content to show. This “base” content is referred to as the **Default Schedule** and is shown on the player at all times, unless a **Schedule Block** is programmed. If just one playlist is being utilized on the player, then that playlist IS the **Default Schedule**.




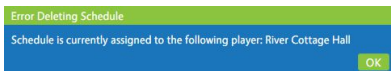
TO CREATE A NEW SCHEDULE:

1. Click on the **New Schedule** button. 
2. Enter a name for the schedule.
3. Select a playlist; a selected playlist is surrounded by a blue border.
4. Use the arrow buttons to move a playlist from the **Available Playlists** area to the **Selected Playlists** area.
5. Click **Create**.

An icon for the newly created schedule is added to the **Schedules** panel on the left. To review the playlist in the “base” content of a schedule, select the schedule icon and click on the **Edit Default Schedule** button. This window looks very similar to the **New Schedule** window but playlists are already located in the **Selected Playlists** area. Also, notice the **Scheduler** header is **Edit Schedule Name's Default Schedule**.

More than one playlist can be added to a schedule. For example, a second playlist can be added to the **Default Schedule** for the month of December containing holiday messages, such as “Merry Christmas,” “Happy Hanukkah,” information about the facility closings for the holiday season, etc. When the month of December is over, this additional “holiday” playlist can be removed and the regular playlist content remains unmodified.

The **Delete** button  deletes a schedule, and all **Schedule Blocks** within that schedule. A schedule that is currently assigned to a player cannot be deleted, and an error message alerts a user to which player or players that schedule is currently assigned to.

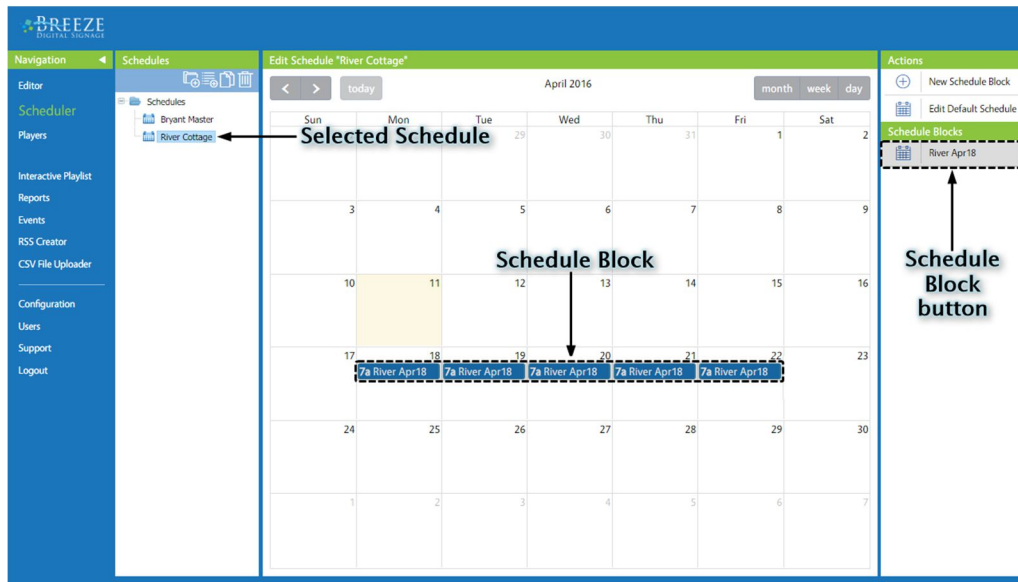


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SCHEDULE BLOCKS

When a **Schedule Block** is added, the player shows the playlist or playlists in the **Schedule Block** and ceases to show the **Default Schedule**. When the scheduled time block is over, the player resumes showing the **Default Schedule** again (unless another **Schedule Block** is programmed to begin, of course).

Schedule Blocks enable different playlists to be shown depending on the time of day, or day of the week, or even month of the year. A **Schedule Block** resides within a schedule, and cannot be accessed outside of that schedule. For this reason, be sure to select the appropriate schedule before creating a new **Schedule Block**.



TO CREATE A NEW SCHEDULE BLOCK:

1. Select the schedule (in the left panel) that the new **Schedule Block** will be part of.
2. Click on the **New Schedule Block** button.
3. Enter a name for the **Schedule Block**.
4. Choose the playlist or playlists for this **Schedule Block**.
5. Select a start time and date and end time and date during which the **Schedule Block** will show.
6. Unselect weekday checkboxes if the **Schedule Block** is to play during specific days of the week.
7. Click **Create**.

Buttons to access each **Schedule Block** in a schedule appear below the **New Schedule Block** and **Edit Default Schedule** buttons, listed in order of the schedule's priority. Multiple **Schedule Blocks** can be added to one schedule and when **Schedule Blocks** overlap, the **Schedule Block Priority** determines which schedule content will show on the player.

To show the same playlist or playlists at several different times throughout a day, multiple **Schedule Blocks** are required. All of these **Schedule Blocks** will have the same playlist or playlists in the **Selected Playlists** area, but each will have different start and end times. When working with a large volume of **Schedule Blocks**, incorporating the desired show time into the **Schedule Block** name can add a great deal of clarity.

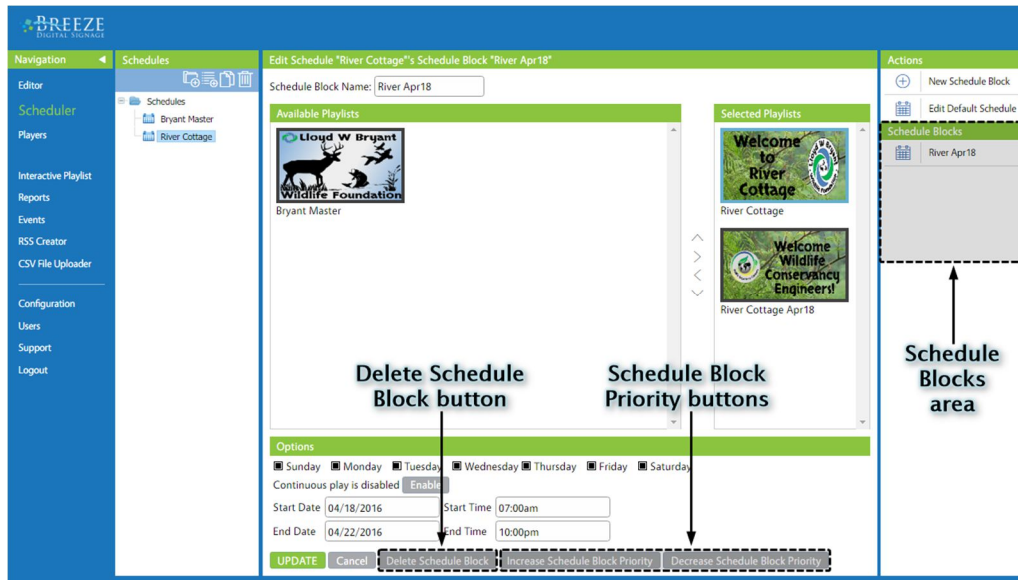
Enabling **Continuous play** shows a **Schedule Block** continuously for several days or weeks in a row. If a **Schedule Block** is created to run for several days and **Continuous play** is not enabled, the **Schedule Block** will restart at midnight, cutting off the current playlist and restarting with the first playlist in the **Selected Playlists** area. When **Continuous play** is enabled, the schedule will not restart at midnight but continue playing continuously for days or weeks until the **Schedule Block** is finished. The **Continuous play** feature is inconsequential for many users because their digital signage does not have viewers at the midnight hour.

BREEZE DIGITAL SIGNAGE QUICK START GUIDE

EDITING SCHEDULE BLOCKS

To review the playlists and settings of a **Schedule Block**, click on the **Schedule Block** button in the right panel or click on the **Schedule Block** in the calendar. Once a **Schedule Block** has been saved and reopened, additional buttons appear along the bottom of the main window: **Increase Schedule Block Priority**, **Decrease Schedule Block Priority**, and **Delete Schedule Block**.


When multiple **Schedule Blocks** are added to one schedule with overlapping times and dates, the **Schedule Block Priority** determines which schedule content will show on the player. By default, the priority of the **Schedule Blocks** is the order in which they are added to the schedule. Clicking on the **Increase Schedule Block Priority** button moves the **Schedule Block** up once in priority and this is reflected in the list of **Schedule Blocks** in panel on the right. The order of this list indicates the **Schedule Block Priority** to the user.



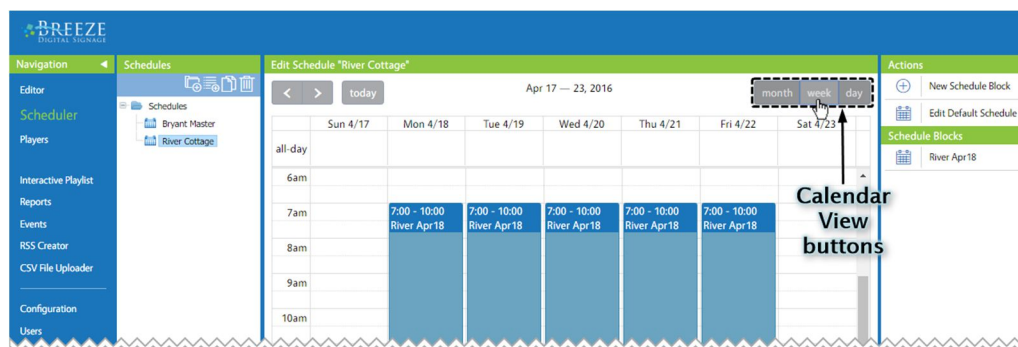
The **Delete Schedule Block** button removes a **Schedule Block** from the schedule.

When changes are made to a **Schedule Block** other than priority or deletion, a user must hit the **Update** button before navigating away from the **Schedule Block** window or any changes will be disregarded.

OTHER SCHEDULER TOOLS

The **Duplicate Selected Schedule**  button located in the **Scheduler** toolbar creates a copy of a schedule and any **Schedule Blocks** residing within that schedule. This feature can be extremely useful in certain scenarios. For example, envision a facility that wants to show different content on digital signs in different divisions but also wants to show the same content, such as a promotional video, across the entire facility during several intervals throughout the day. Rather than building multiple schedules from scratch and adding the same **Schedule Blocks** to each division's schedule, a user can build the **Schedule Blocks** into one schedule, duplicate the schedule, and edit the "base" content in the **Default Schedule** of the duplicated schedules.

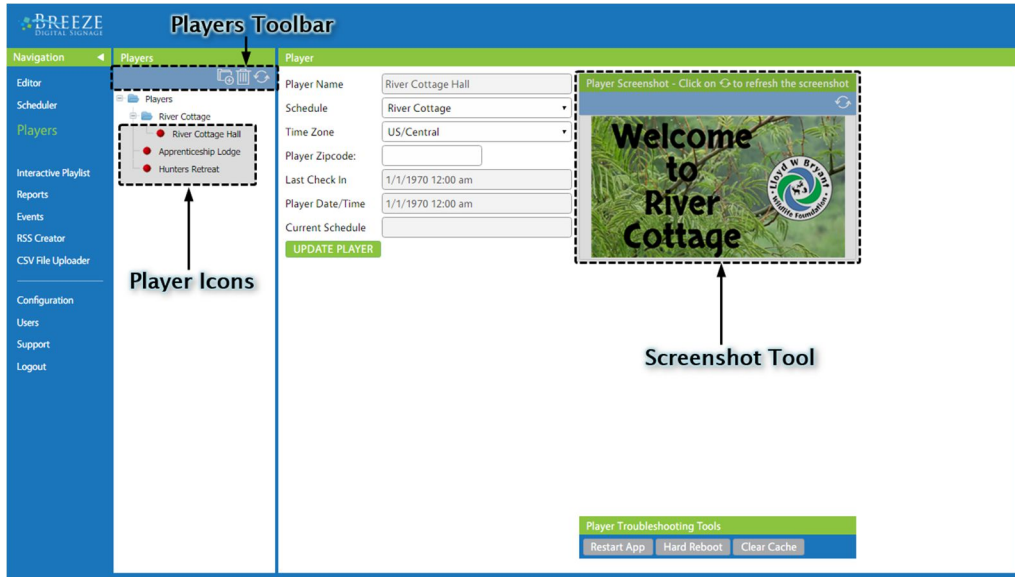
The **Calendar View** buttons offer additional methods to review **Schedule Blocks** and to evaluate past or future **Schedule Blocks**.






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PLAYERS

The root **Group** called **Players** is selected by default when a user arrives in the **Players** tool, and several fields are displayed in the **Player** window, used to update **Groups** of players. Clicking on a player icon fills the **Player** window with information about each selected player. This tool serves as an interface between users and the **Breeze** players, providing a place to review and edit player information and operations. Once a player icon is selected, the **Screenshot Tool** and player settings appear.

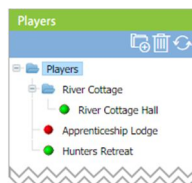


The **Players** toolbar offers a button to **Refresh**  and the typical **Breeze** buttons to add **Group**  and **Delete**  a player or **Group**. The **Refresh** button in this toolbar refreshes the panel of player icons on the left, so a user can update the status of players without having to refresh the entire **Players** tool webpage.

Player Troubleshooting Tools at the bottom of the **Player** window are not needed in everyday operations, and are included strictly for technical support purposes.

PLAYER ICON INDICATOR

Each player icon features a green or red indicator, signaling if that player is functioning normally. A player can still be showing the correct content while an indicator is red. This is because a **Breeze** player will continue to operate using the last good update it received.



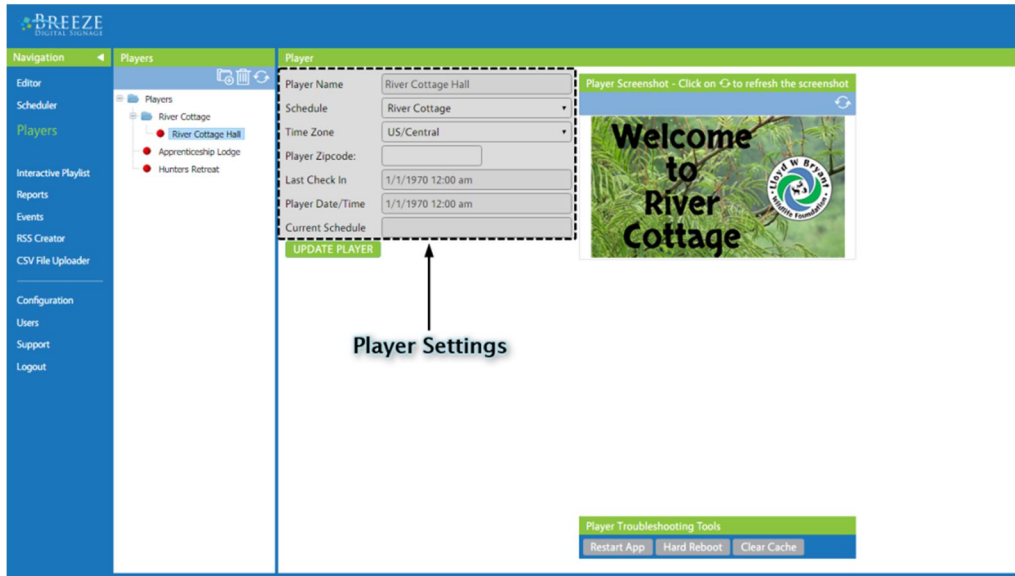
The most common reason an indicator turns red is the player has not checked in with the server for more than five minutes. There are many network issues that can interfere with communication between a player and the **Breeze** server. When a player's indicator is red, look for a significant time difference between the **Last Check In** and **Player Date/Time**. If the **Last Check In** and **Player Date/Time** are close in times, then the player is most likely still functioning normally but could be experiencing a temporary loss of network connectivity. If there is a large time difference between the **Last Check In** and **Player Date/Time**, the next step is to ensure the **Breeze** player has access to the Internet.

An indicator can also turn red when the **Schedule** is set to **None**, signaling the player has been programmed to show nothing, or a blank screen.

BREEZE DIGITAL SIGNAGE QUICK START GUIDE

PLAYER SETTINGS

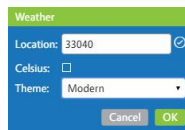
The fields in the **Player** window provide important player information and allow a user to modify player settings, such as the **Schedule** or **Time Zone**. When a player's settings are changed, the **UPDATE PLAYER** button communicates these changes from the **Breeze** server to the player device.



The first field is the **Player Name**. This field is not editable, but a player's name can be modified by double-clicking on the icon in the **Players** panel on the left.

The next two fields are drop-down boxes used to select the schedule and time zone for the player. The **Schedule** drop-down box assigns a schedule to a player, and every schedule created in the **Scheduler** tool is listed as a selection in this list. The next field, **Time Zone**, corresponds to the time zone of the player. This setting ensures the player displays digital clocks and time-sensitive **Schedule Blocks** correctly, especially when the player is located in a different time zone than the **Breeze** server.

Player Zipcode is used to override the zip code entered in a **Weather** widget or **Weather Crawl** widget window to a zip code more suitable for that particular player. This feature eliminates the need to create multiple playlists to show different local weather on a digital signage system distributed over a large region. If the zip code entered for the **Weather** widget or **Weather Crawl** widget in the **Breeze Editor** is appropriate for all players, then the **Player Zipcode** field is not needed and can remain empty. (The zip code entered in the **Weather** widget or **Weather Crawl** widget window is used by default.) The **Player Zipcode** field also is not needed if the **Weather** widget or **Weather Crawl** widget are not being utilized.



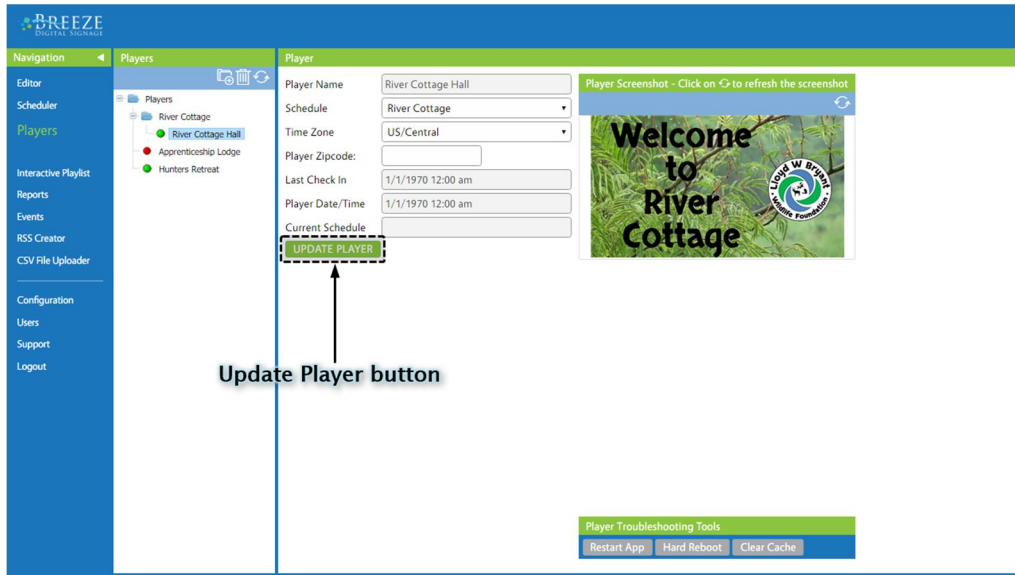
The **Player Date/Time** is the date and time according to the player device. This time is determined by the operating system of the computer running the player software (the player device). **Last Check In** is the time according to the **Breeze** server that the player last checked in, or communicated, with the **Breeze** server. When a player is functioning normally, the **Player Date/Time** and the **Last Check In** have very little time difference, indicating the player has checked in recently. When the server and players are located in different time zones, the times are reported with a difference in hours, as the **Last Check In** time is according to the server's time zone, and **Player Date/Time** is according to the player's time zone.

The **Current Schedule** identifies the schedule currently showing on the player, or the name of the last schedule the player reported successfully receiving. If a new schedule is sent but the player is not in communication with the server, the **Current Schedule** continues to display the last schedule the player received.


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PLAYER SETTINGS (CONTINUED)

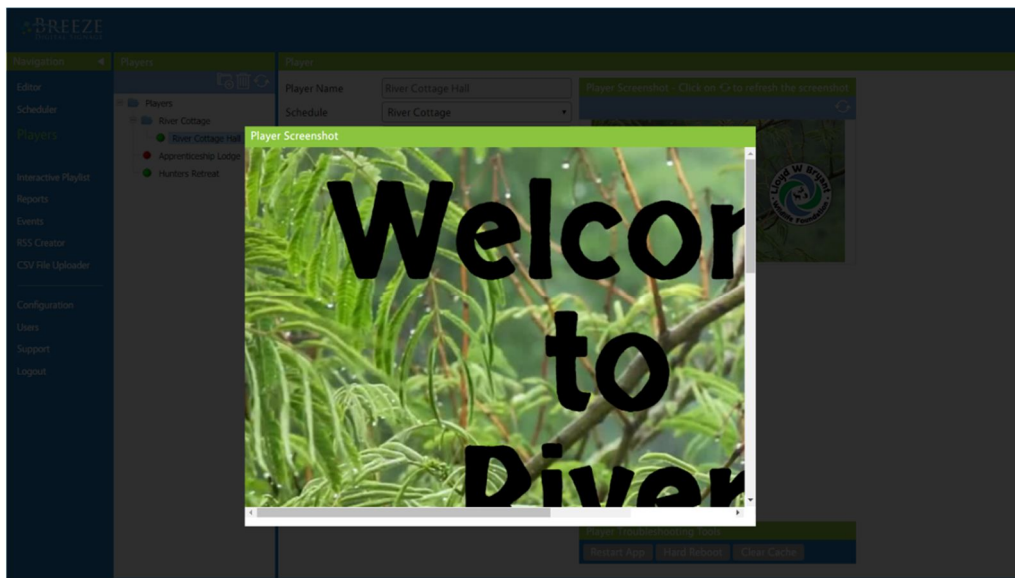
Every time a change is made, the player must be notified before the changes will be implemented. The **UPDATE PLAYER** button sends all current information about playlists, schedules, and player settings to the player device. If changes are made to the **Schedule**, **Time Zone**, or **Player Zipcode** fields in the **Players** tool, but the user does not click **UPDATE PLAYER** before navigating away, these changes are disregarded. If a schedule or playlist is modified after it has been sent to a player, the player will not be aware of any changes in the schedule or playlist until an update is sent.



SCREENSHOT TOOL

The Screenshot tool captures a still image of the screen connected to a player. This screen capture, also called a screenshot, displays exactly how the screen looked at the moment the screenshot was taken. Clicking **Refresh**  in the **Screenshot** toolbar retrieves a new screenshot from the player.


Clicking on the screenshot image creates a pop-up window where an expanded screenshot is displayed, allowing for more detail in the playlist to be seen. This is an excellent way to check on a player when it is not physically accessible.

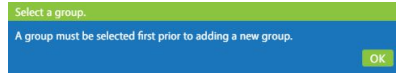


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PLAYER GROUPS

The **Players tool** uses the same **Groups** structure to assist in organizing players as is used throughout the rest of the **Breeze** software. (Please refer to the **Groups** section on page 11 for more information about this topic.) The **Players** group is the root location in the **Players** panel and cannot be moved, renamed, or deleted.

Clicking on the **Group** button  adds a new **Group** to the selected **Group**. **Groups** are renamed by double-clicking on the icon, in the same manner as the players are renamed. If a player is selected when the **Group** button is clicked on, an error message states:



While grouping is used mostly for organization throughout **Breeze**, the **Groups** structure in the **Players** tool allow multiple players to be updated and modified at the same time. Clicking on a **Group** icon changes the **UPDATE PLAYER** button into the **UPDATE GROUP** button. The **Players** window reveals several fields with information regarding the entire **Group** of players.

Selecting a setting, such as **Time Zone** or **Schedule**, assigns the selection to the entire group of players. If several players will be showing the same content, for example, this feature can save valuable time by assigning the schedule to a group of players at once.

