



Microsoft Exchange-Readerboard User Manual

Version 2.1

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INTRODUCTION

Thank you for choosing **Breeze**, **Keywest Technology's** cloud-based digital signage software. This manual describes the tools and features of the **Breeze Readerboard** widget, so you can quickly begin creating a high quality display of event data on your digital signage.



TECHNICAL SUPPORT

Questions and issues can be submitted to the **Keywest Technology Support** department via e-mail or the helpdesk ticketing system.

Contact information:

- E-mail: tech@keywesttechnology.com
- Helpdesk: <http://helpdesk.keywesttechnology.com>

This user manual details interactions in the **Readerboard** widget only. Please refer to the [Breeze Quick Start Guide](#) for information about how to update the signs, schedule content, and more.

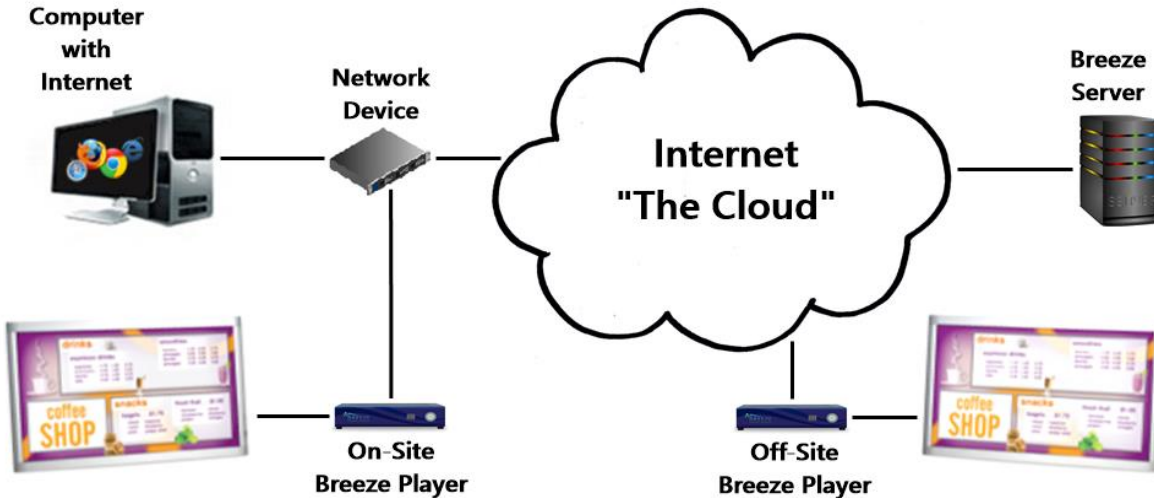
Knowledgebase:

<http://helpdesk.keywesttechnology.com/index.php?/Knowledgebase/List/Index/113/breeze-version-2>

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BREEZE ARCHITECTURE

The **Breeze** server is a **SaaS** (Software-as-a-Service) software model. [Wikipedia](#) states "...software as a service is a...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."



A **Breeze Player** is the application that maintains the digital sign's operations, such as playback, evaluation of time-sensitive media, updating of dynamic media and more. A playlist, in its most basic form, is a sequence of media content. Playlists are built in the **Editor**, encased in a schedule in the **Scheduler** tool and delivered to the signs in the **Players** tool.

Different layouts and designs can be applied to different digital signs by creating different playlists. In a similar process, different playlists can be scheduled to display during specific time periods such as during the lunch hour or the holidays.

Readerboard displays a list of events automatically gathered from an event management system on the digital sign. A **Readerboard** widget is placed in a **Breeze** playlist and behaves the same as any other **Breeze** widget during the playlist design process.

This user manual details interactions pertaining to the **Breeze Readerboard** only. Please refer to the [Breeze Quick Start Guide](#) for information about how to build playlists, update content on the digital sign, and more.



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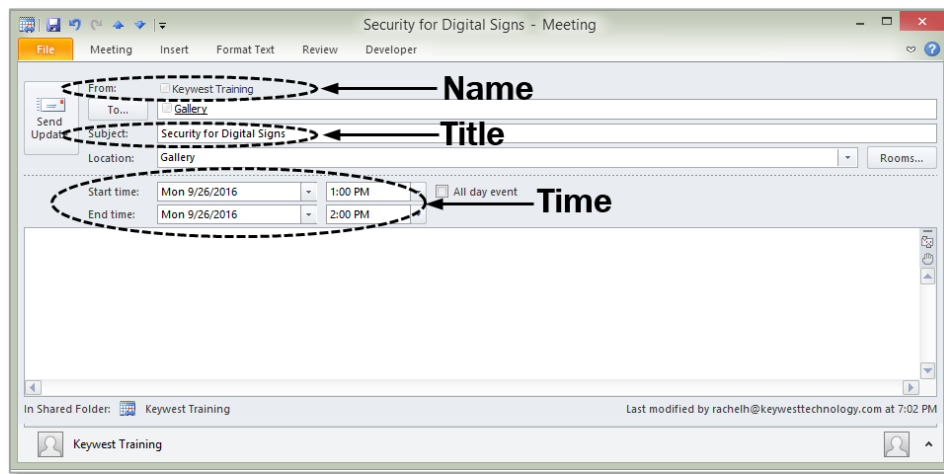
EVENT DATA OVERVIEW

Four pieces of data are obtained from a **Microsoft Exchange** server to use in conjunction with **Readerboard**. These pieces of event data are:

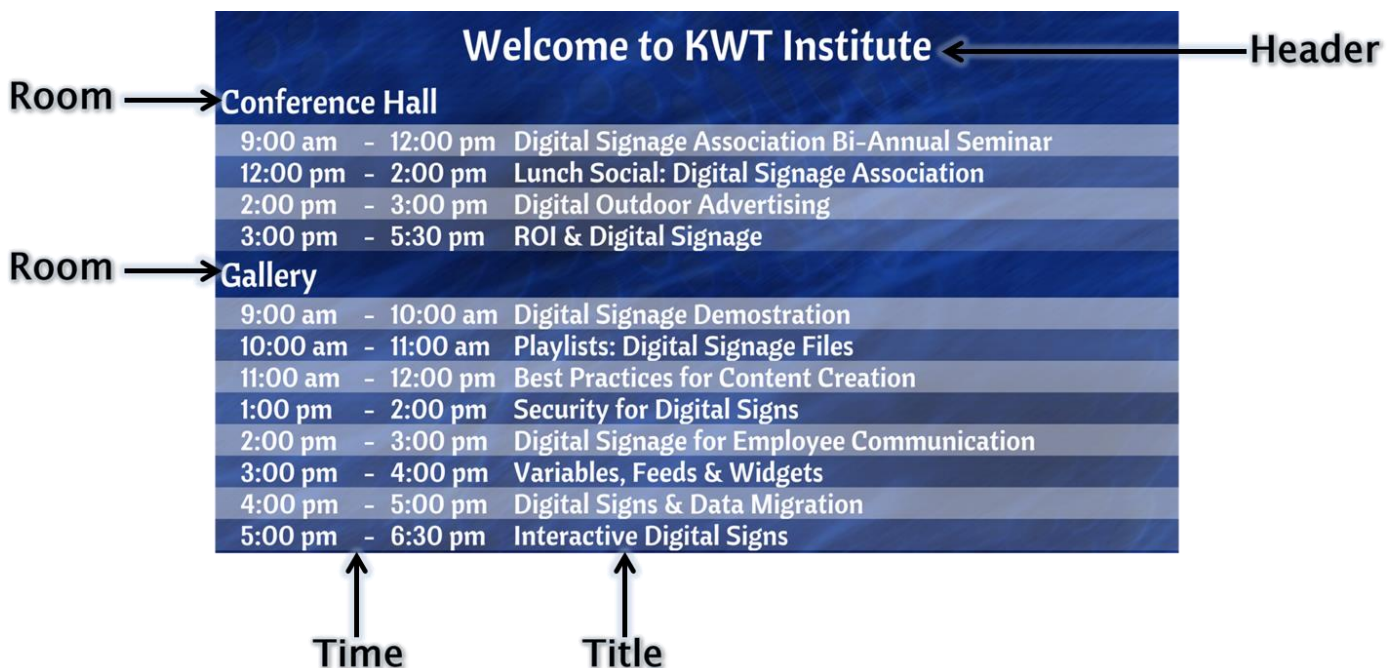
1. Location
2. Subject
3. Event “booker,” or the name of the email address requesting the meeting
4. Start and end time of the event

In **Readerboard**, these four pieces of event data are referred to as:

1. **Room**
2. **Title**
3. **Name**
4. **Time**



The **Readerboard** widget offers multiple layouts to organize event data. By default, events are sorted by **Room** event data and the **Name** event data is omitted.

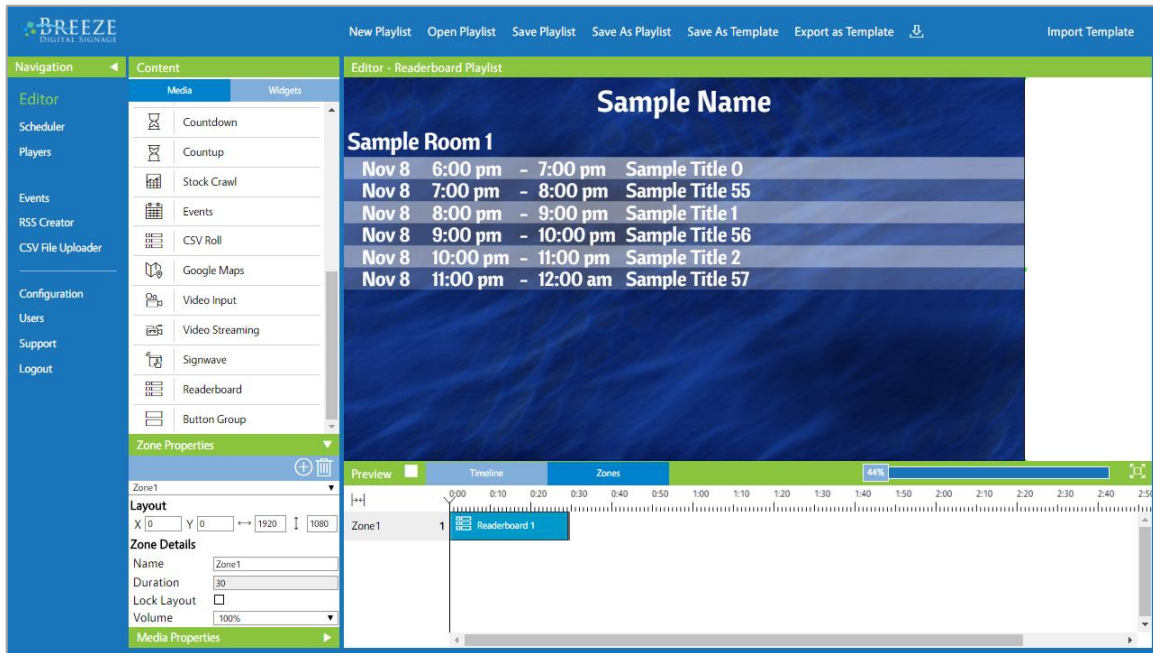


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THE READERBOARD WIDGET

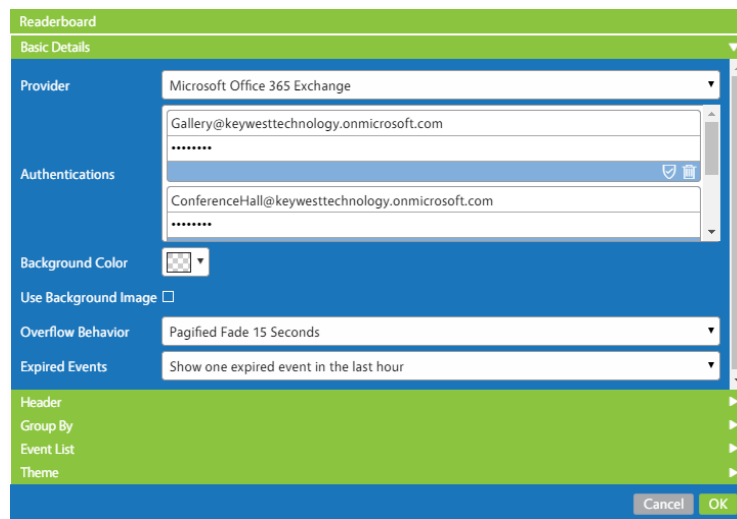
The **Readerboard** widget creates an image to display a list of dynamic event data on a digital sign. “Dynamic event data” refers to the automatic updating of events on the sign without user interaction. While the majority of **Readerboard** settings are defined in the **Editor**, a few items, such as locations and **Header** text, are defined in the **Players** tool (on a per-player basis).

Genuine event data is not displayed in the **Canvas** or the **Preview** because a location, or **Room**, from which to retrieve event data is not yet assigned. Locations can only be assigned to a player, or sign, via the **Players** tool. Mock event data is provided to simulate the appearance of the **Readerboard** image in the **Editor**.



The **Readerboard** widget window is composed of five panels organized in an **accordion-style menu**. The controls, or settings, in each panel are group based on functionality. These functions are:

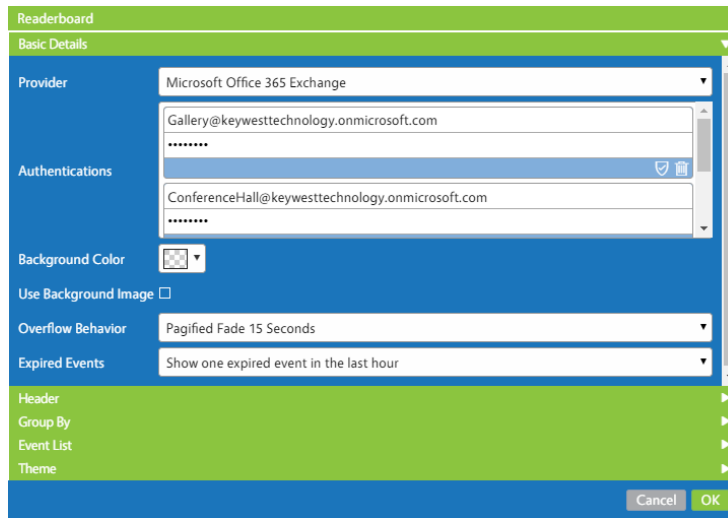
1. **Basic Details** - event data integration & other general design parameters
2. **Header** - incorporates a title into the **Readerboard** image
3. **Group By** – determines the **Readerboard** image layout, or how events are organized
4. **Event List** - determines event text aesthetics and the items of event data to display



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THE READERBOARD WIDGET (CONTINUED)

At the most basic level of functionality, the **Readerboard** widget requires just valid credentials to produce a playlist capable of testing the sign. Credentials are entered in the **Basic Details** panel.



The **Breeze** player checks for updated event data every 5 minutes. However, a newly scheduled event may not appear on the sign for up to 20 minutes, as event provider software can require 5-15 minutes to output the newly scheduled event.

While **Readerboard** examples in this manual are all full screen, the **Readerboard** widget can be placed in any size of zone and displayed alongside other media. The **Readerboard** image can be the focus of the sign, displaying continuously on the screen, or just one piece of media in a series, displaying the **Readerboard** image intermittently as it rotates on and off the screen within a sequence of media.



Welcome to KWT Institute		
Conference Hall		
9:00 am - 12:00 pm	Digital Signage Association Bi-Annual Se...	
12:00 pm - 2:00 pm	Lunch Social: Digital Signage Association	
2:00 pm - 3:00 pm	Digital Outdoor Advertising	
3:00 pm - 5:30 pm	ROI & Digital Signage	
Gallery		
9:00 am - 10:00 am	Digital Signage Demonstration	
10:00 am - 11:00 am	Playlists: Digital Signage Files	
11:00 am - 12:00 pm	Best Practices for Content Creation	
1:00 pm - 2:00 pm	Security for Digital Signs	
2:00 pm - 3:00 pm	Digital Signage for Employee Communic...	
...Continued		
M unveils fastest Corvette ever: The new 755 horsepower Chevrolet C		

81°F
73°/75°
Wednesday
66°/71°
Thursday
59°/79°
Friday
59°/79°
Key West, FL

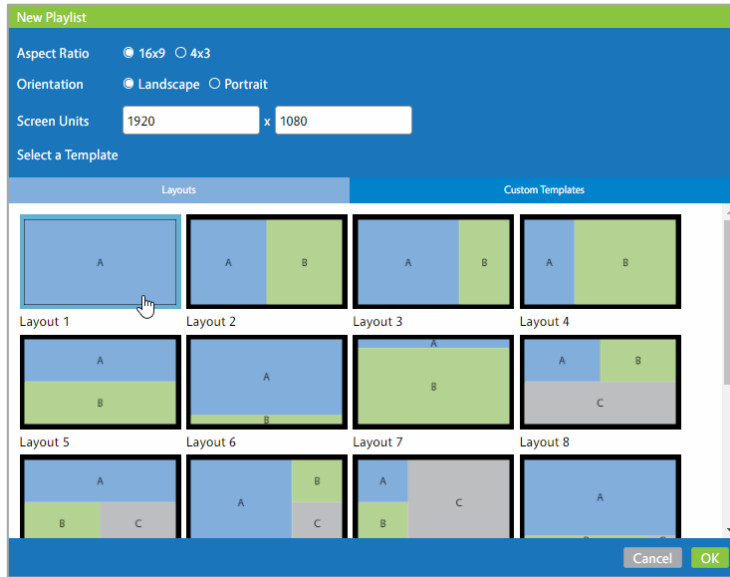
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CREATING READERBOARD WIDGETS

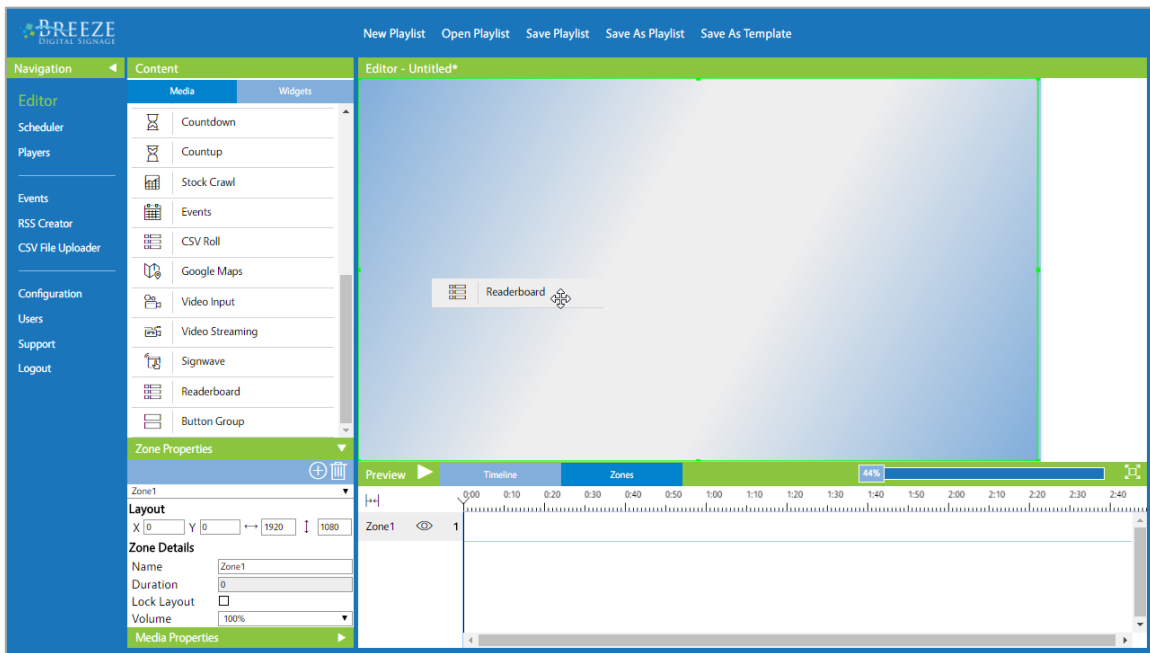
A **Readerboard** widget is simply a media item placed within a zone in a playlist. Please refer to the [Breeze Quick Start Guide](#) for more information about the **New Playlist** tool, screen units, zones, and widgets.

TO CREATE A NEW READERBOARD WIDGET:

1. Select the **New Playlist** button in the **Editor**.
2. Select **Layout 1** to begin with one full-screen zone, ideal for displaying event data across the entire screen.



3. Locate the **Readerboard** widget in the **Widgets** panel. Click on the **Readerboard** widget button and drag it into the zone in the **Canvas**.

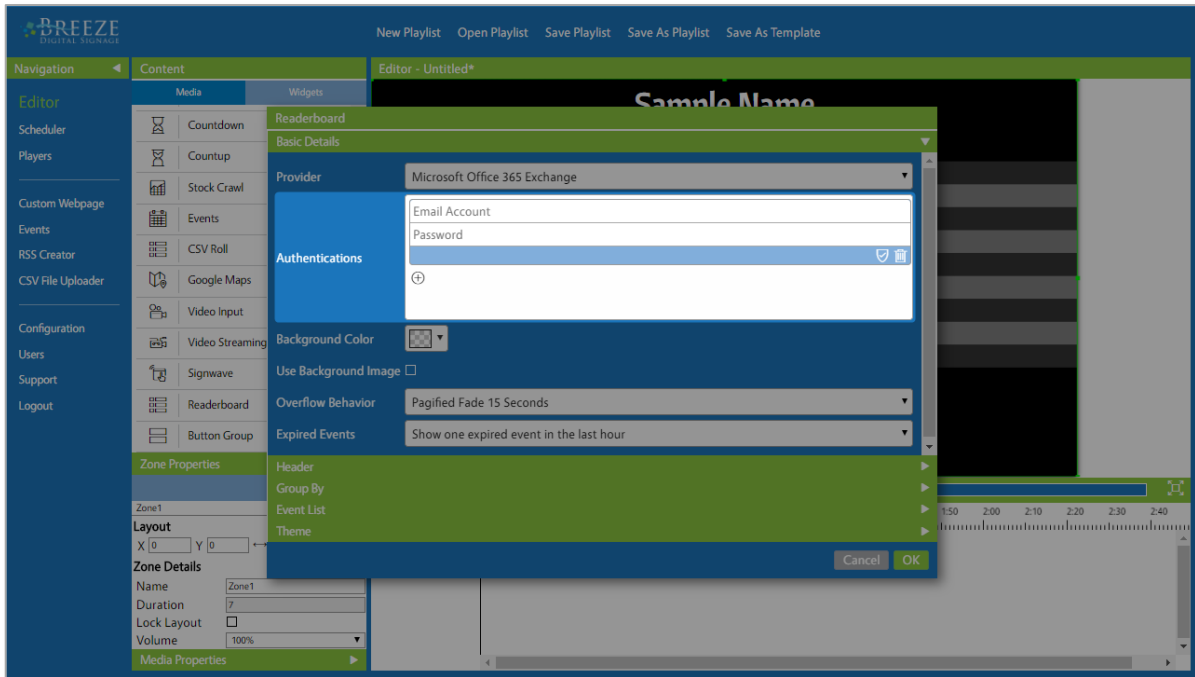


4. When the mouse button is released, the **Readerboard** widget window opens.

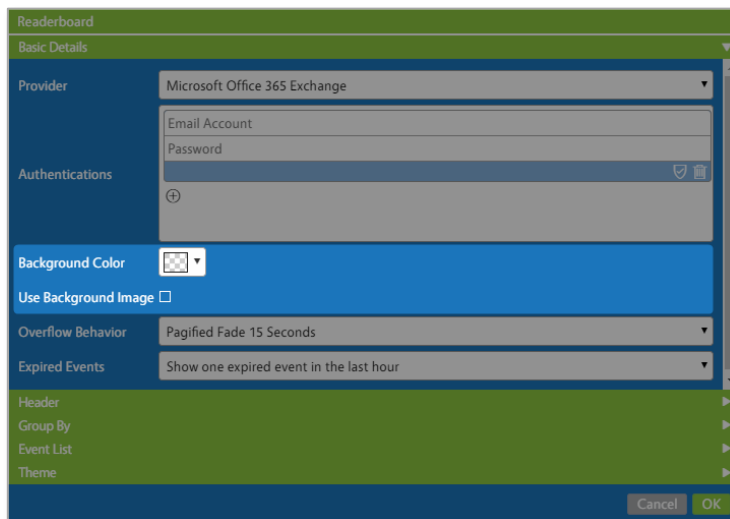
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BASIC DETAILS

The most important item in the **Basic Details** panel is the **Authentications** area. The credentials entered in the **Authentications** area provide integration of dynamically updating event data to **Breeze**.



Other fields in the **Basic Details** panel are related to the general design of a **Readerboard** widget. **Background Color** and **Use Background Image** both include background graphics as part of the **Readerboard** image. Enabling the **Use Background Image** checkbox generates additional controls related to a background image as part of the **Readerboard** widget.





Overflow Behavior determines how event data is rotated when the amount of events to display exceeds the amount of space provided.

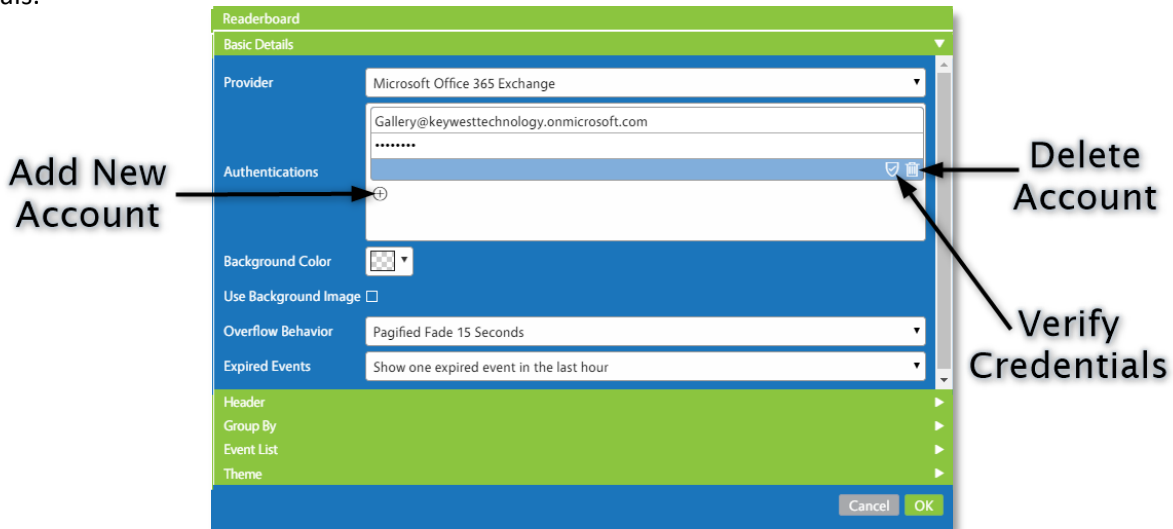
The **Expired Events** feature provides an option to remove past events from the **Readerboard** image after they conclude or display all events throughout the day, even after their conclusion.

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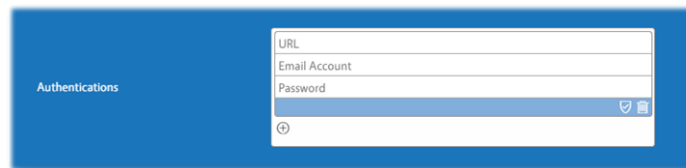
PROVIDER & AUTHENTICATION

Microsoft Office 365 Exchange is selected by default in the **Provider** field. **Authentications** consist of an **Exchange** account email address and the corresponding account password. It is the **Provider** and **Authentications** credentials that enable **Breeze** to automatically retrieve event data booked on an **Exchange** calendar.

To enter credentials, type the full email address of the account in the **Username** field and the password in the **Password** field. The **Verify Credentials** button  validates account information and ensures the **Exchange** server event data is accessible to the **Breeze** software. Click the small plus icon  to add another set of account credentials.




A selection called **Microsoft Server Exchange** is available in the **Provider** field for on-premise **Exchange** servers. **Authentications** for on-premise **Exchange** servers require an additional URL field to serve as the portal between the **Breeze** server in the cloud and the on-premise **Exchange** server.

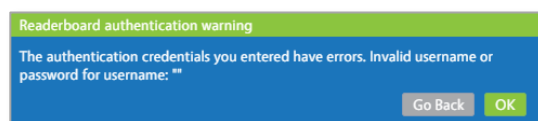


The **Provider** and **Authentications** fields provide access to event data. However, a sign will not function until it has been assigned at least one **Readerboard** location. This structure allows a system of **Readerboard** signs to be as universal or customizable as needed.

Accounts entered in the **Authentications** area return data from the **Exchange** account calendar associated with the account. Any event on a verified account calendar is returned as event data. Please refer to the **Players Tool & Readerboard** section on page 24 for more information about assigning a **Readerboard** location to a player, or sign, in the **Widget: Readerboard Options** panel.

It is highly recommended to create each room as a non-licensed user mailbox in the **Exchange** server. This practice ensures a password is required to access the room calendar AND maintains all account capabilities. Please refer to the **Playlist Management** section on page 29 for more information about **Readerboard** locations.

To remove an **Exchange** account, select the **Delete** button.  Unused fields in the **Authentications** area should be deleted, or an error message is evoked by the **Readerboard** widget when saving:

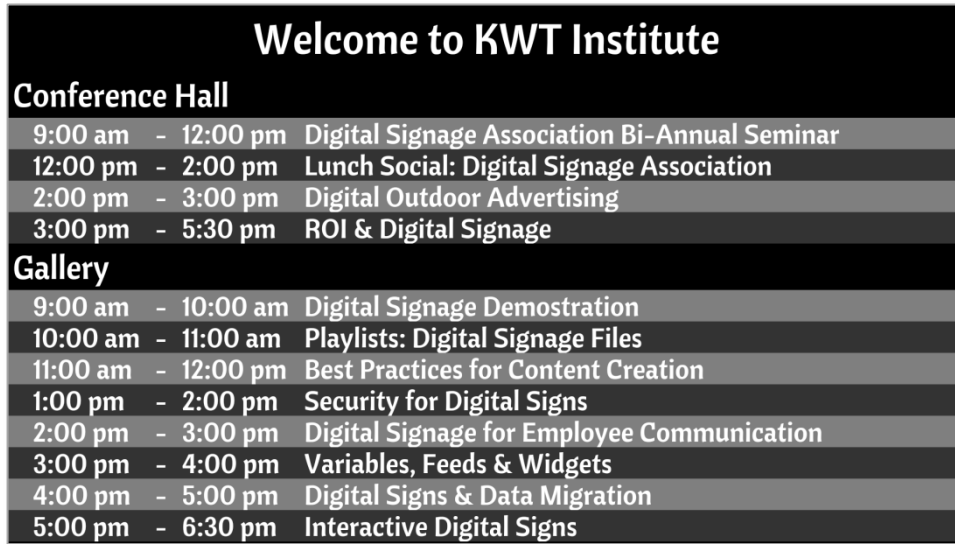


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BACKGROUND IMAGE

Readerboard begins to function as soon as a playlist with a **Readerboard** widget containing valid credentials has been sent and a **Readerboard** location (or locations) provided to the player. Please refer to the **Players** section of the [Breeze Quick Start Guide](#) for more information about sending playlists to a player.

The default settings of a **Readerboard** widget generate a list of events grouped by location, or the **Room** event data, on semi-transparent white background rows.



Welcome to KWT Institute		
Conference Hall		
9:00 am - 12:00 pm	Digital Signage Association Bi-Annual Seminar	
12:00 pm - 2:00 pm	Lunch Social: Digital Signage Association	
2:00 pm - 3:00 pm	Digital Outdoor Advertising	
3:00 pm - 5:30 pm	ROI & Digital Signage	
Gallery		
9:00 am - 10:00 am	Digital Signage Demonstration	
10:00 am - 11:00 am	Playlists: Digital Signage Files	
11:00 am - 12:00 pm	Best Practices for Content Creation	
1:00 pm - 2:00 pm	Security for Digital Signs	
2:00 pm - 3:00 pm	Digital Signage for Employee Communication	
3:00 pm - 4:00 pm	Variables, Feeds & Widgets	
4:00 pm - 5:00 pm	Digital Signs & Data Migration	
5:00 pm - 6:30 pm	Interactive Digital Signs	

Adding a background image greatly improves the appearance of the sign!



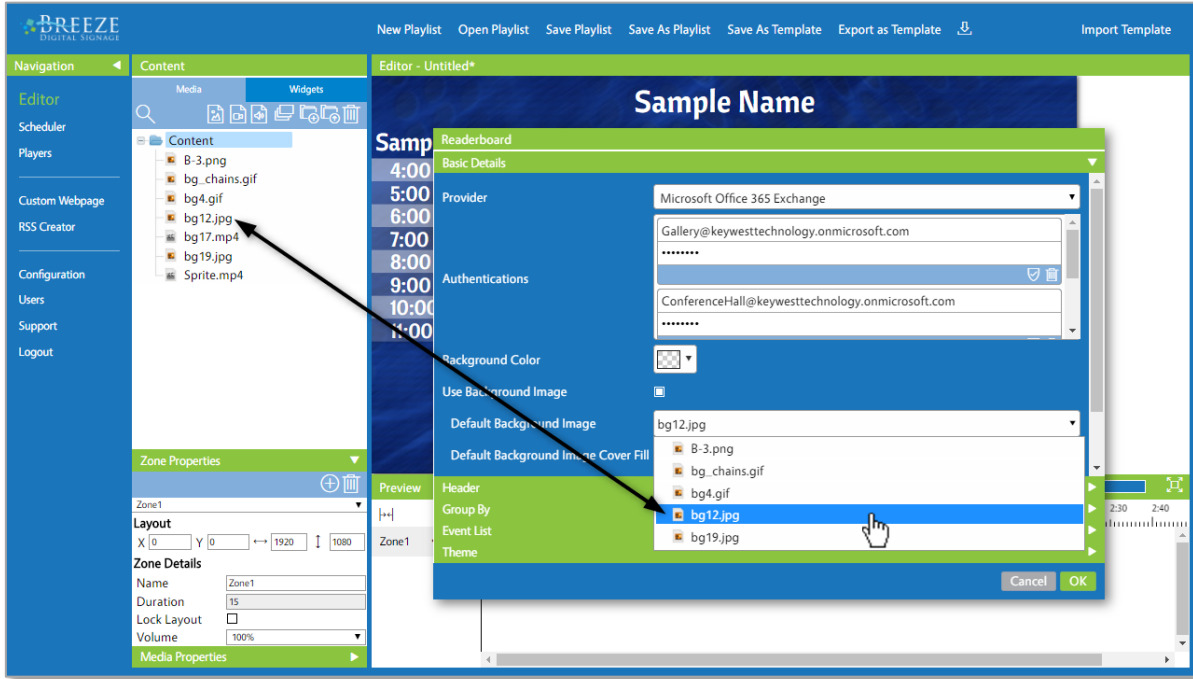
Welcome to KWT Institute		
Conference Hall		
9:00 am - 12:00 pm	Digital Signage Association Bi-Annual Seminar	
12:00 pm - 2:00 pm	Lunch Social: Digital Signage Association	
2:00 pm - 3:00 pm	Digital Outdoor Advertising	
3:00 pm - 5:30 pm	ROI & Digital Signage	
Gallery		
9:00 am - 10:00 am	Digital Signage Demonstration	
10:00 am - 11:00 am	Playlists: Digital Signage Files	
11:00 am - 12:00 pm	Best Practices for Content Creation	
1:00 pm - 2:00 pm	Security for Digital Signs	
2:00 pm - 3:00 pm	Digital Signage for Employee Communication	
3:00 pm - 4:00 pm	Variables, Feeds & Widgets	
4:00 pm - 5:00 pm	Digital Signs & Data Migration	
5:00 pm - 6:30 pm	Interactive Digital Signs	

The **Use Background Image** feature is optional: a **Background Color** can be selected instead or the **Readerboard** widget can be layered over other content in a playlist, such as a moving video background or sequence of images. However, **Use Background Image** can greatly simplify the process of creating an attractive **Readerboard** widget for new users.

The **Use Background Image** checkbox must be enabled before the **Default Background Image** and **Default Background Image Cover Fill** fields are visible.

BACKGROUND IMAGE (CONTINUED)

The images available in the **Default Background Image** drop down list correspond to compatible image files in the **Media** panel of the **Breeze Editor**. Please refer to the **Media** panel section of the [Breeze Quick Start Guide](#) for information about how to upload images to the **Breeze** server.



By default, a background image is stretched to fill behind the **Readerboard** area. The **Default Background Image Cover Fill** feature maintains aspect ratio of a background image so stretching is eliminated. When **Default Background Image Cover Fill** is selected, the image fills the background area of the **Readerboard** image while cropping out two edges.

If a zone containing the **Readerboard** widget is a resolution of 1920 x 1080 and the image selected in the **Default Background Image** is 1440 x 1080, the image is stretched 480 pixels in the horizontal direction by default to fill a background area of 1920 x 1080.

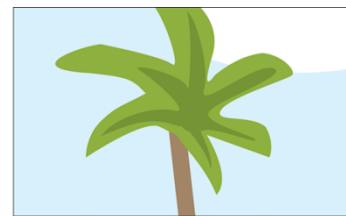
When images are stretched in the horizontal direction, the image is cropped evenly at the top and bottom edges.



Original Size



Stretched to Fill Horizontally



"Default Background Image Cover Fill"

For images stretched in the vertical direction, selecting **Default Background Image Cover Fill** crops the image evenly at the left and right edges.

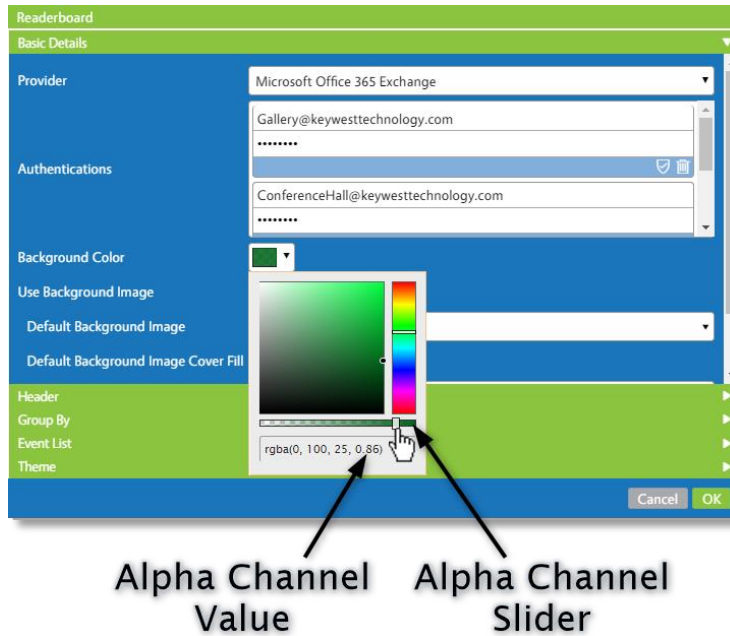
A different image can be selected as the background image in the **Players** tool when the **Default Background Image** feature is in use, distributing unique background images to individual players while managing just one playlist. Please refer to the **Override Background Image** section on page 28 for more information.

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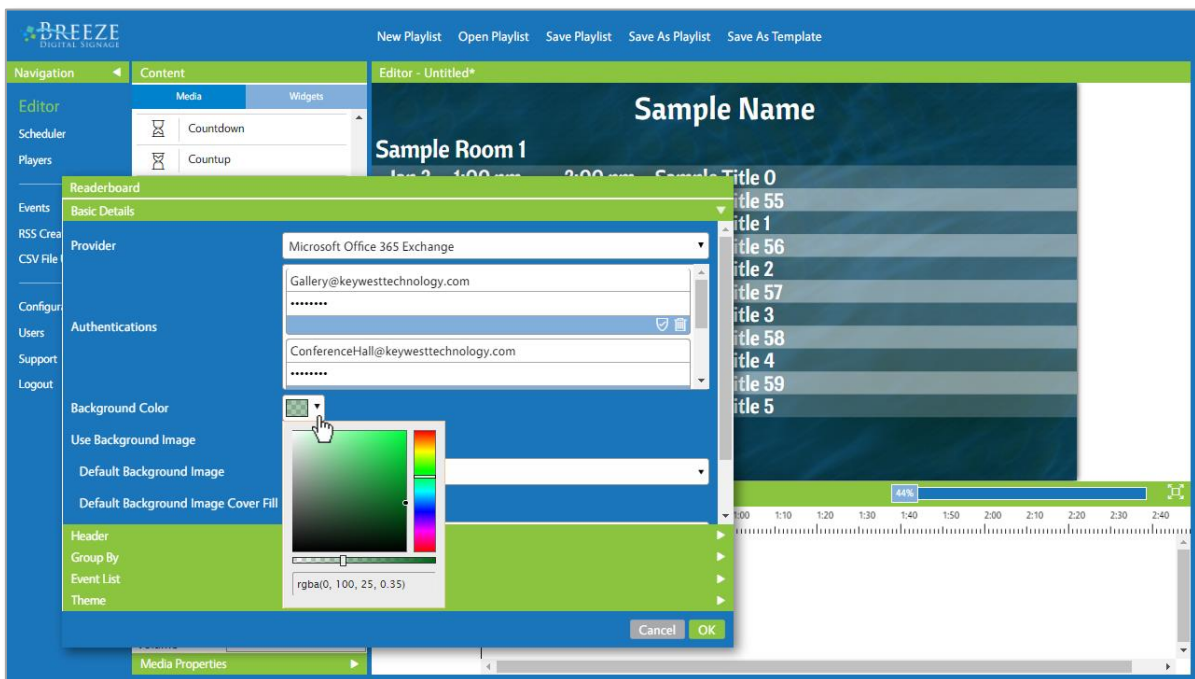
BACKGROUND COLOR

The **Background Color** control includes a color behind the event data as part of the **Readerboard** image. This feature is optional not only because of the **Use Background Image** feature but also because a **Readerboard** widget can be layered over other content in a playlist.

By default, the **Background Color** control is set to 100% transparency, or an alpha channel value of “0”. A solid colored background is produced by dragging the slider below the color field to the right to increase the alpha channel value and decrease transparency. When the “a” value reaches 100, or 0% transparency, a solid colored background is created.



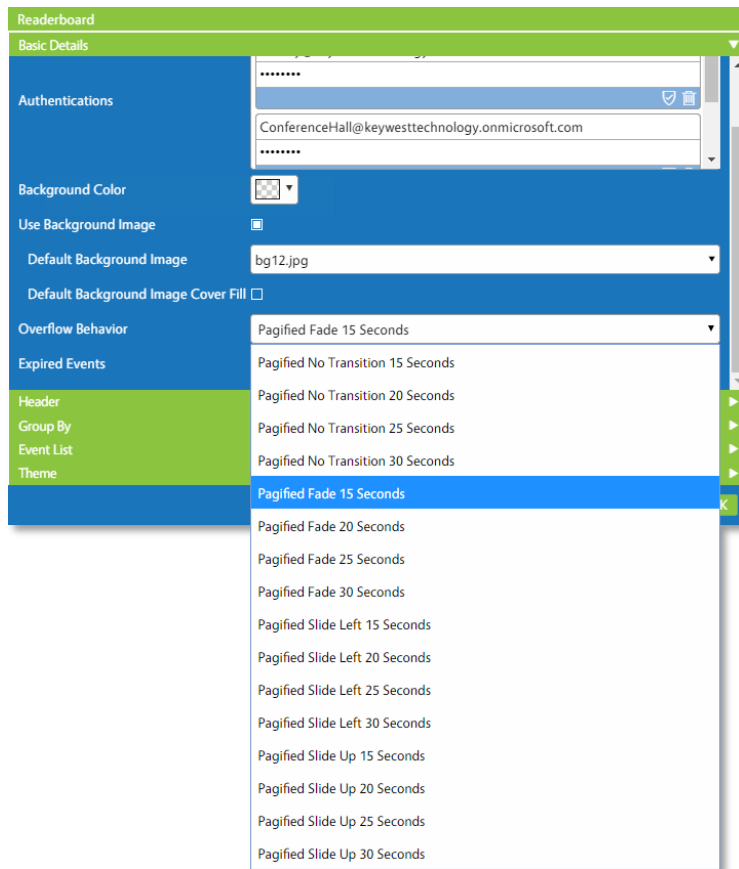
A partially transparent **Background Color** can be used in conjunction with the **Use Background Image** feature to provide a tint over the background image.



OVERFLOW BEHAVIOR

When the amount of events to display exceeds the area provided for event data, the events are “Pagified.” In the **Breeze** software, the term “pagify” means to split an oversized list of event data into pages and automatically rotate the pages in the area provided. **Overflow Behavior** offers two parameters to determine how pages of event data are rotated: the animation of pages moving on and off the screen and the duration each page is displayed.

Four options are offered for the duration each page is displayed on the screen before rotating to the next page: 15, 20, 25 or 30 seconds. Four options are also offered for the animation of pages moving on and off the screen: **No Transition**, **Fade**, **Slide Left** or **Slide Up**. This results in 16 possibilities in the **Overflow Behavior** drop down list.



The **Slide Left** and **Slide Up** animations, also known as **Transitions**, look very similar to scrolling: one page of events slides out while the next page slides in. This effect is almost identical to **Slide Entry Transition** and **Slide Exit Transition** set on media in a **Breeze** playlist.

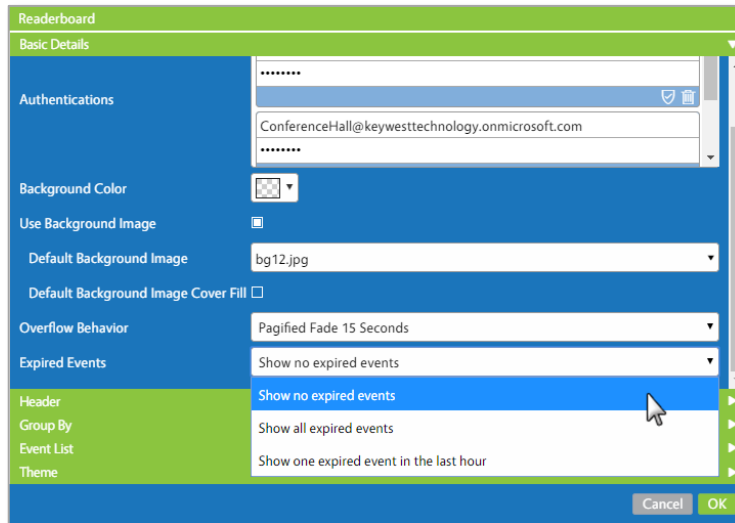
On digital signage screens that are capable of touch, the “pagify” action is also evoked when a viewer touches the **Readerboard** image. This feature allows a viewer to flip through the various **Readerboard** “pages” to locate an event on a particular “page” in the series.

The **Header**, if enabled, remains on the screen while the group headers and events are rotated. The amount of events which fit on the screen at one time is dependent on the various font sizes (**Header**, **Group By** and **Event List**) and the size of the zone containing the **Readerboard** widget.

The **Upcoming Event Count** feature can limit the number of events displayed when **Overflow Behavior** is undesirable.

EXPIRED EVENTS

The **Show Expired Events** checkbox allows a facility to choose to display only ongoing and upcoming events or to display all events that occurred on that day.



Three options are provided in the **Expired Events** drop-down list:

1. **Show all expired events** is selected by default and displays all events occurring on that day even after conclusion
2. **Show no expired events** removes an event from **Readerboard** the minute the event concludes, displaying only the current and future events
3. **Show one expired event in the last hour** removes an event from **Readerboard** after it concluded one hour earlier or longer

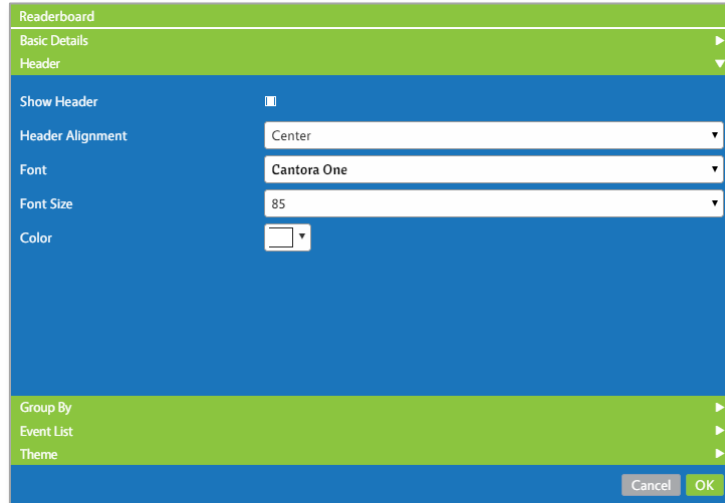
When **Show no expired events** or **Show one expired event in the last hour** is selected, events are automatically removed from the **Readerboard** image throughout the day.



In the scenario that all events conclude and **Show no expired events** is selected, the **Readerboard** image can be replaced with a different image or series of images via the **No Events Images** feature.

HEADER

The **Header** panel includes a title for the sign as part of the **Readerboard** image. The **Header** text is defined individually for each sign, or player, via the **Players** tool. This allows a user to assign different headers to each sign while managing a single playlist. Please refer to the **Players Tool & Readerboard** section on page 24 for more information about this topic.



The **Header** is disabled by unselecting the **Show Header** checkbox. The **Header** is also disabled if text is not entered in the **Header** field of the **Widget: Readerboard Options** panel in the **Players** tool.

The font, size, alignment and color of the **Header** text are defined in the **Readerboard** widget. **Header Alignment** determines where the header is placed within the image produced by **Readerboard**. When the zone containing a **Readerboard** image does not fill the screen, the **Header** is centered within the dimensions of the zone, not the screen.

The **Font Size** of the **Header** dramatically impacts the size of the area provided to display event data in the **Readerboard** image. A large **Header** reduces the event data area while a lack of **Header** increases the event data area.



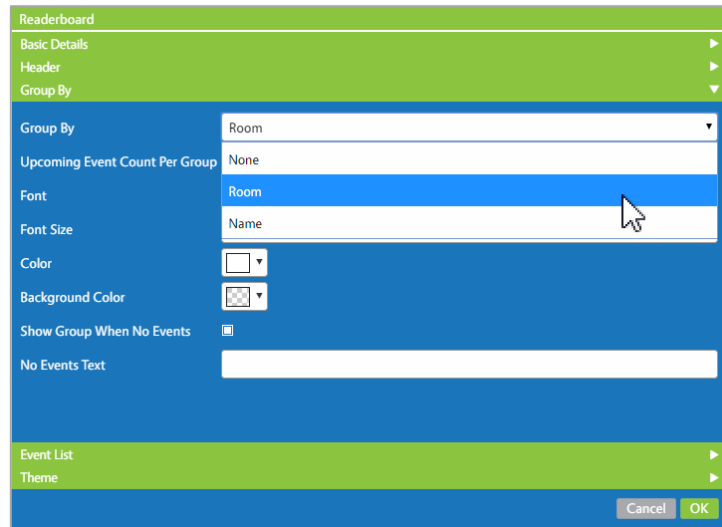
Note: An alternate header can be created outside of the **Readerboard** widget using a **Text** widget. The **Text** widget will display the same text on all signs assigned the playlist and eliminates the need to enter a title in the **Header** field for each player if the same header will be displayed on all signs.

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GROUP BY

Different applications of **Readerboard** could require hundreds of different layouts to achieve the desired appearance of various facilities. A multitude of layouts can be created due to the flexibility of the **Readerboard** widget design.

The **Group By** panel defines how event data is sorted. Three options are available in the **Group By** field: **None**, **Room** and **Name**.



Room is selected by default: this option groups the events based on location, or the **Room** event data associated with each event. Events are sorted in chronological order below each **Room** or **Name** group header. **Group By: Name** is nearly the same as **Group By: Room** but events are grouped based on the **Name** event data, otherwise known as the event organizer or event booker.

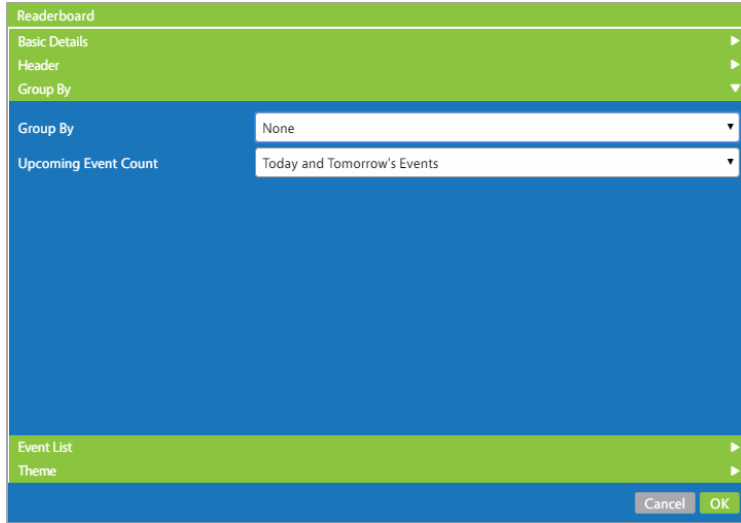
The **Font**, **Font Size**, **Color** and **Background Color** fields alter the format of the **Group By: Room** and **Group By: Name** headers.

Group	
By:Room Header	Welcome to KWT Institute
	Conference Hall
	3:00 pm - 5:30 pm ROI & Digital Signage
	9:00 am - 12:00 pm Digital Signage Association Bi-Annual Seminar
	12:00 pm - 2:00 pm Lunch Social: Digital Signage Association
	2:00 pm - 3:00 pm Digital Outdoor Advertising
Group By:Room Header	Gallery
	4:00 pm - 5:00 pm Digital Signs & Data Migration
	5:00 pm - 6:30 pm Interactive Digital Signs
	9:00 am - 10:00 am Digital Signage Demostration
	10:00 am - 11:00 am Playlists: Digital Signage Files
	11:00 am - 12:00 pm Best Practices for Content Creation
	1:00 pm - 2:00 pm Security for Digital Signs
	2:00 pm - 3:00 pm Digital Signage for Employee Communication
	3:00 pm - 4:00 pm Variables, Feeds & Widgets

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GROUP BY (CONTINUED)

The majority of fields are hidden when **Group By: None** is selected because without group headers, many of the options in the **Group By** panel are no longer applicable. **Group By: None** displays all events for all **Readerboard** locations listed in chronological order.



It is common for a third column of **Room** event data to be added when **None** is selected in the **Group By** field. Please refer to the **Event List** section on page 22 for more information about including an additional column of event data in the **Readerboard** image.

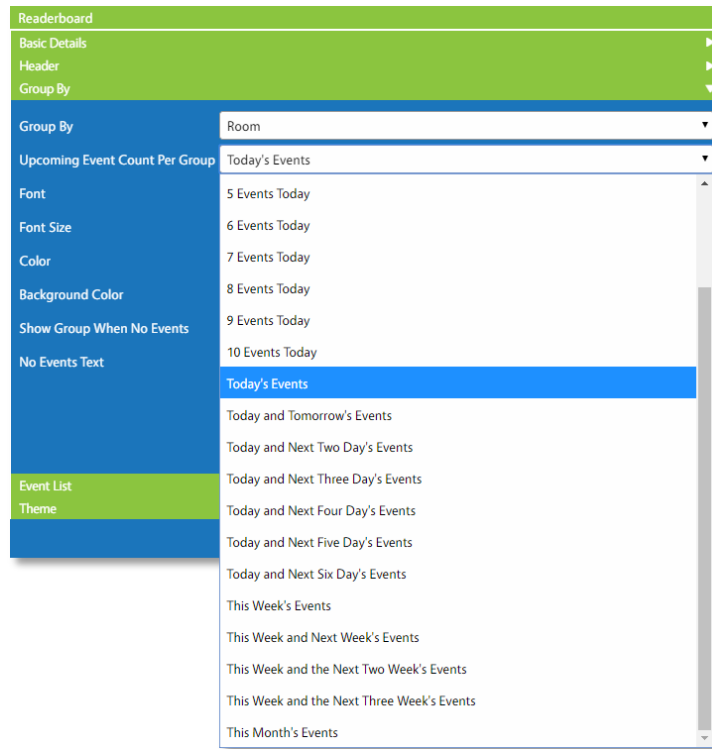
Welcome to KWT Institute		
8:30 am - 12:30 pm	Quality Assurance Testing	WorkShop
9:00 am - 10:00 am	Digital Signage Demostration	Gallery
9:00 am - 12:00 pm	Digital Signage Association Bi-Annual S...	Conference Hall
10:00 am - 11:00 am	Playlists: Digital Signage Files	Gallery
11:00 am - 12:00 pm	Best Practices for Content Creation	Gallery
12:00 pm - 2:00 pm	Lunch Social: Digital Signage Association	Conference Hall
1:00 pm - 2:00 pm	Security for Digital Signs	Gallery
1:00 pm - 6:00 pm	Manufacturing & Repairs	WorkShop
2:00 pm - 3:00 pm	Digital Outdoor Advertising	Conference Hall
2:00 pm - 3:00 pm	Digital Signage for Employee Communic...	Gallery
3:00 pm - 5:30 pm	ROI & Digital Signage	Conference Hall
3:00 pm - 4:00 pm	Variables, Feeds & Widgets	Gallery
4:00 pm - 5:00 pm	Digital Signs & Data Migration	Gallery
5:00 pm - 6:30 pm	Interactive Digital Signs	Gallery

The **Group By** field is significantly influenced by the selection in the **Upcoming Event Count/Upcoming Event Count Per Group** field.

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UPCOMING EVENT COUNT

Upcoming Event Count determines how many events are displayed. Two types of event counts are possible: a range, or all the events that occur within the date range, and a count, or a specific number of events.



Upcoming Event Count is set to **Today's Events** range selection by default as this is by far the most common implementation. The range selection of **This Week and the Next Three Week's Events** is similar to displaying events for the upcoming 30 days. **This Month's Events** displays all the upcoming events for that calendar month, such as the events in **April**.

A **Readerboard** "week" begins at 12:00am on Sunday and runs through 11:59pm Saturday night. If a user chooses to display more than just daily event data by selecting options such as **Today and Tomorrow's Events**, a date is automatically added in front of the time as part of the **Time** event data.

Welcome to KWT Institute			
Conference Hall			
Mar 13	9:00 am	- 12:00 pm	Digital Signage Association Bi-Annual Seminar
Mar 13	12:00 pm	- 2:00 pm	Lunch Social: Digital Signage Association
Mar 13	2:00 pm	- 3:00 pm	Digital Outdoor Advertising
Mar 13	3:00 pm	- 5:30 pm	ROI & Digital Signage
Mar 14	10:00 am	- 11:30 am	Guest Speaker: LCD Engineer Gary Moure
Mar 14	1:00 pm	- 2:00 pm	Resolution Demystified
Mar 14	3:00 pm	- 4:30 pm	Guest Speaker: LCD Engineer Gary Moure
Gallery			
Mar 13	9:00 am	- 10:00 am	Digital Signage Demonstration
Mar 13	10:00 am	- 11:00 am	Playlists: Digital Signage Files
Mar 13	11:00 am	- 12:00 pm	Best Practices for Content Creation
...Continued			

UPCOMING EVENT COUNT (CONTINUED)

When a count selection is utilized, the number of events displayed is significantly influenced by the selection in the **Group By** field. When groups are utilized, the event count is applied to each group. When **None** is selected in the **Group By** field, the **Upcoming Event Count Per Group** field label becomes just **Upcoming Event Count**.

When **Room** is selected in the **Group By** field and **1 Event Today** is selected in the **Upcoming Event Count Per Group** field, then just one event is displayed below each **Room** group header.



If **None** is selected in the **Group By** field and **1 Event Today** is selected in the **Upcoming Event Count** field, then a single upcoming event is all that is displayed.

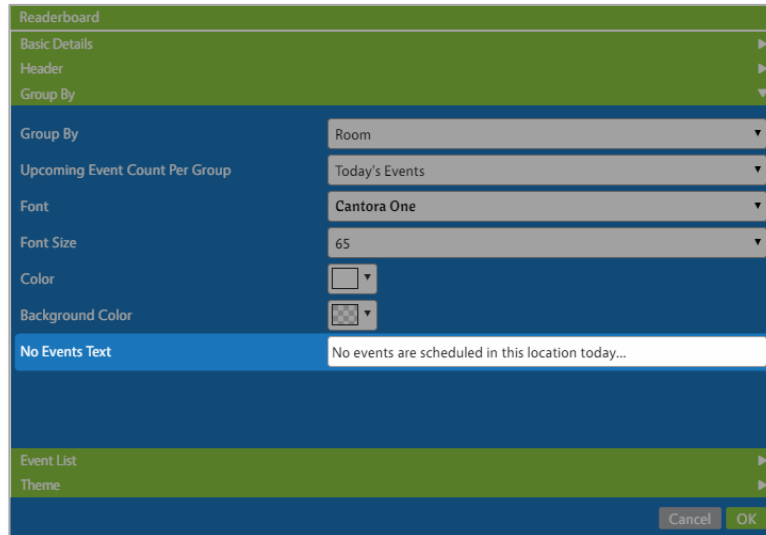


When **Overflow Behavior** is undesirable, the **Upcoming Event Count/Per Group** feature can limit the number of events displayed at one time. When the number of events displayed is strictly defined, the size of the **Readerboard** image is restricted and the need for **Overflow Behavior**, or to "pagify" event data, can be eradicated.

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NO EVENTS TEXT

No Events Text is a feature displaying alternate text below group headers when no events are scheduled in that location. This feature is only valid when **Room** or **Name** is selected in the **Group By** field.



Readerboard

Basic Details

Header

Group By

Group By: Room

Upcoming Event Count Per Group: Today's Events

Font: Cantora One

Font Size: 65

Color: [Color Picker]

Background Color: [Color Picker]

No Events Text: No events are scheduled in this location today...

Event List

Theme

Cancel OK

The **No Events Text** font, size and color are identical to the events text and defined by selections in the **Event List** panel. When the **No Events Text** field is left empty, the group header without events is simply omitted from the **Readerboard** image until an event should be displayed under the header again.

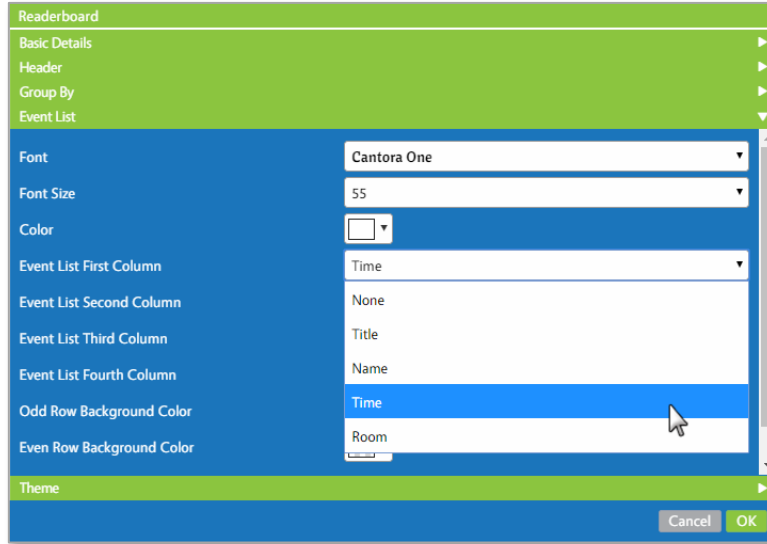


When **None** is selected in the **Group By** field, a feature called **Use No Events Image** takes priority over **No Events Text**. To have a lack of events to display when **Group By: None** is selected is the equivalent of a total lack of events. In a scenario where a complete lack of events occurs, the **No Events Images** are displayed instead. Please refer to the **No Events Images** section on page 23 for information about this feature.

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EVENT LIST

The **Event List** panel determines aesthetics of event text but also what information is displayed about the events. Four possible items of event data are available: **Title**, **Name**, **Time**, and **Room**. All four data items can be displayed in event rows by selecting a different data type in each of the four **Event List Column** fields.



By default, two columns are enabled in a new **Readerboard** widget: **Time** and **Title**. Because **None** is selected in the **Event List Third Column** and the **Event List Fourth Column**, these columns are omitted from the **Readerboard** image. If **Room** is selected in the **Event List Third Column**, a third piece of information is displayed in each event row: the location.

It becomes unnecessary to utilize **Group By: Room** when the room is displayed in each event row. (**Group By: None** was also selected to create the **Readerboard** image shown below.)

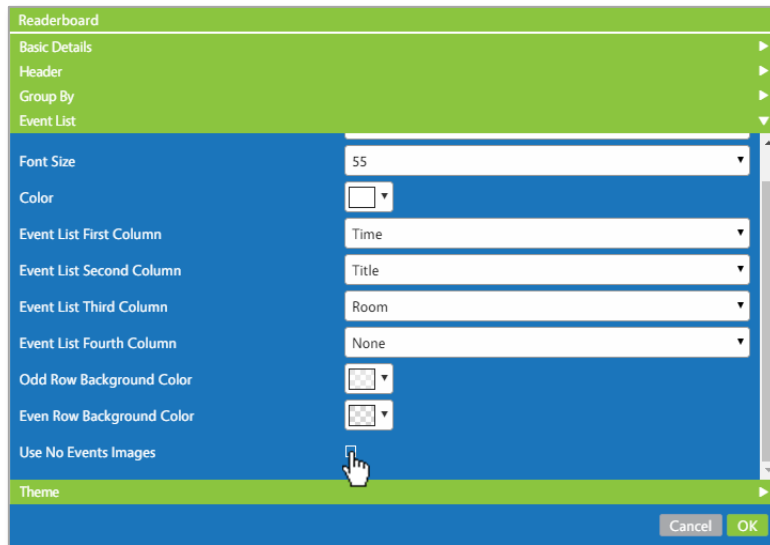
Welcome to KWT Institute			
8:30 am - 12:30 pm	Quality Assurance Testing	WorkShop	
9:00 am - 10:00 am	Digital Signage Demonstrati...	Gallery	
9:00 am - 12:00 pm	Digital Signage Association...	Conference Hall	
10:00 am - 11:00 am	Playlists: Digital Signage Fi...	Gallery	
11:00 am - 12:00 pm	Best Practices for Content ...	Gallery	
12:00 pm - 2:00 pm	Lunch Social: Digital Signa...	Conference Hall	
1:00 pm - 6:00 pm	Manufacturing & Repairs	WorkShop	
1:00 pm - 2:00 pm	Security for Digital Signs	Gallery	
2:00 pm - 3:00 pm	Digital Outdoor Advertising	Conference Hall	
2:00 pm - 3:00 pm	Digital Signage for Employ...	Gallery	
3:00 pm - 5:30 pm	ROI & Digital Signage	Conference Hall	
3:00 pm - 4:00 pm	Variables, Feeds & Widgets	Gallery	
4:00 pm - 5:00 pm	Digital Signs & Data Migrat...	Gallery	
5:00 pm - 6:30 pm	Interactive Digital Signs	Gallery	

Note: If “event data items” is an unfamiliar concept, please refer to the **Event Data Overview** section on page 5.

NO EVENTS IMAGES

When a total lack of events occurs, the area normally displaying event data is blank. A total lack of events occurs when no events are scheduled in all of the **Readerboard** locations assigned in the **Widget: Readerboard Options** panel. The **No Events Images** feature displays a completely different sequence of images when no event data is available, effectively turning the **Readerboard** sign into a regular digital sign.

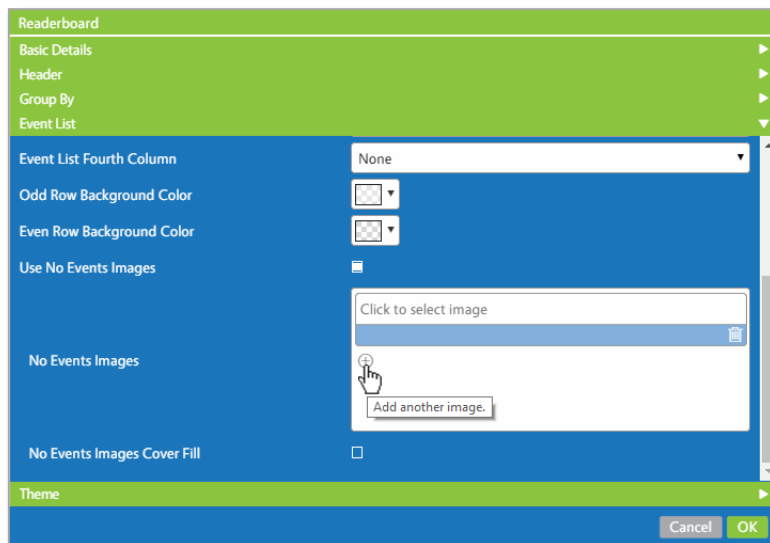
Enabling the **Use No Events Images** checkbox reveals two additional controls: **No Events Images** and **No Events Images Cover Fill**.



When **No Events Images** is enabled, click on the small plus icon \oplus to add an image selection field. The images available in the drop down list correspond to compatible image files in the **Media** panel of the **Breeze Editor**; this is the same process as selecting an image in the **Use Background Image** feature. Please refer to the **Background Image** section on page 11 for information about the image selection field drop down list functionality.

Each image selected in the **No Events Image** area displays on the screen for ten seconds before transitioning to the next image.

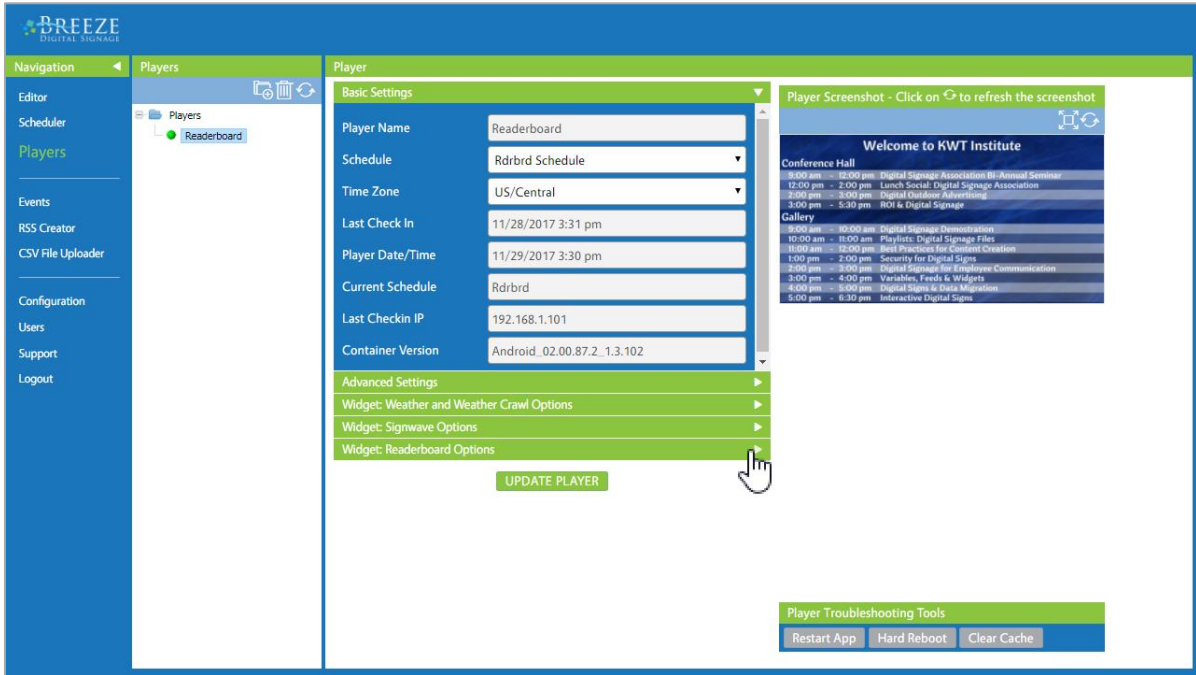
No Events Images Cover Fill maintains aspect ratio of each of the images while filling as much of the zone as possible. **No Events Images Cover Fill** functions in the same manner as **Default Background Image Cover Fill** but is applied to each image added to the **No Events Images** panel instead of just the background image.



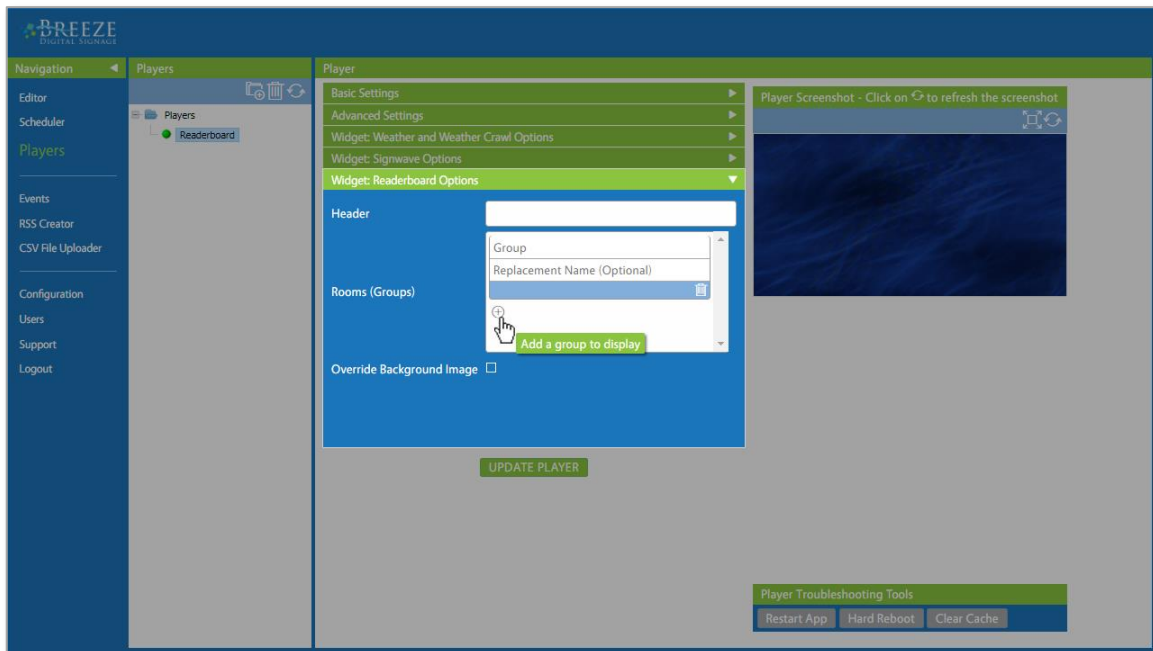
MICROSOFT EXCHANGE-READERBOARD USER MANUAL

THE PLAYERS TOOL & READERBOARD

The **Players** tool is the control panel for the **Breeze** players, providing a place to review player information and manage certain player operations. The **Widget: Readerboard Options** panel contains the controls for **Readerboard** parameters that are defined per player. Player settings are grouped in an accordion-style panel; click on the **Widget: Readerboard Options** header while a player is selected.



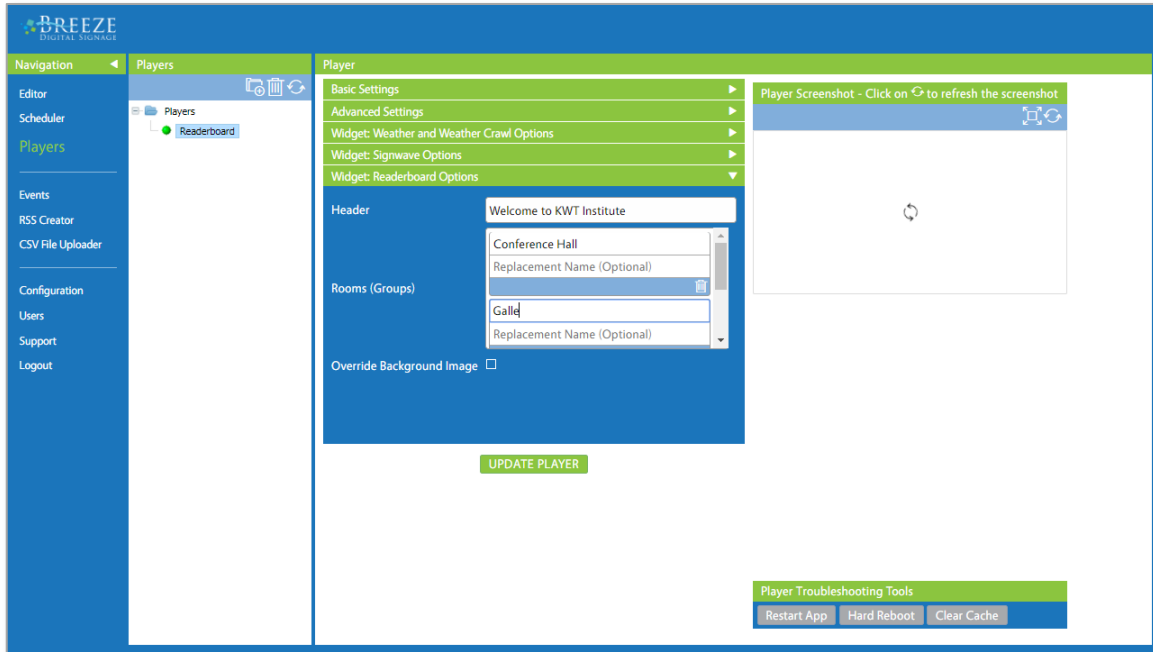
Readerboard locations are defined for each player, or sign. **Readerboard** locations must be entered in the **(Rooms) Groups** field of the **Widget: Readerboard Options** panel for **Readerboard** to function. **Readerboard** locations are a necessary requirement for **Readerboard** to retrieve and display event data.



MICROSOFT EXCHANGE-READERBOARD USER MANUAL

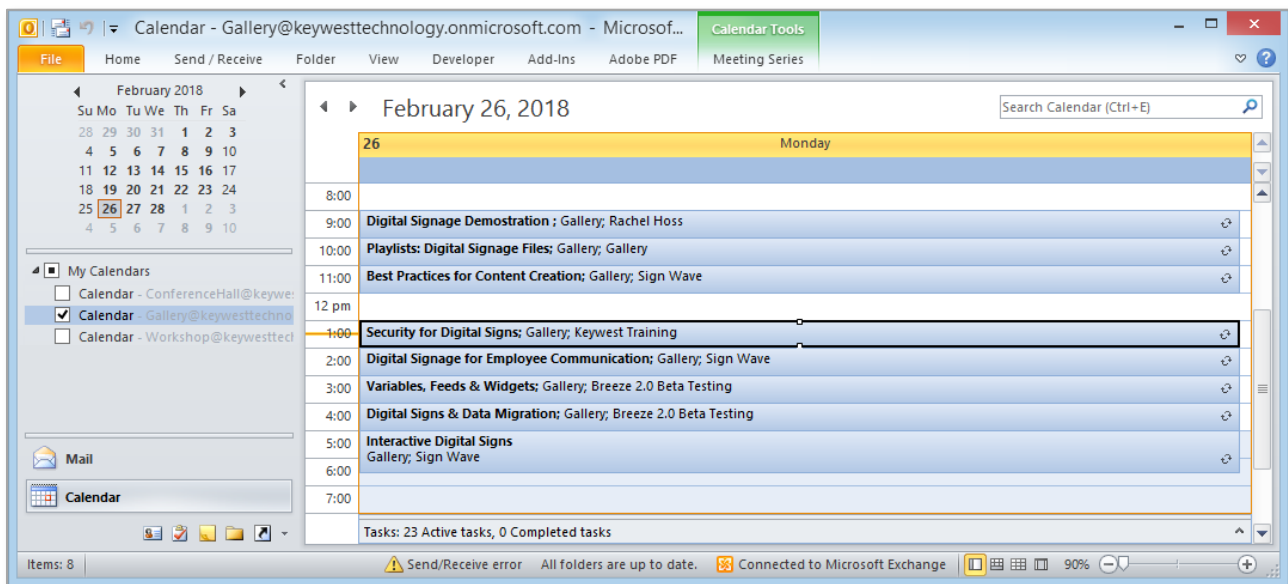
READERBOARD LOCATIONS & THE WIDGET: READERBOARD OPTIONS PANEL

Successfully displaying a **Readerboard** image requires 3 components: a **Readerboard** widget with valid credentials, sending a playlist with a **Readerboard** widget to a player, and **Readerboard** locations assigned to the player that correspond to the authorized event locations. Defining locations on each player adds flexibility to the system and enables users to quickly change the locations assigned to a player when needed.



Readerboard locations correspond to the **Room** event data values from the account calendar(s) and must be entered *exactly* as the location appears on the calendar(s). While multiple types of locations on an **Exchange** account calendar can be entered **Readerboard** locations, it is the recommendation of **Keywest Technology** to use non-licensed **Exchange** user mailboxes dedicated to a room or location.

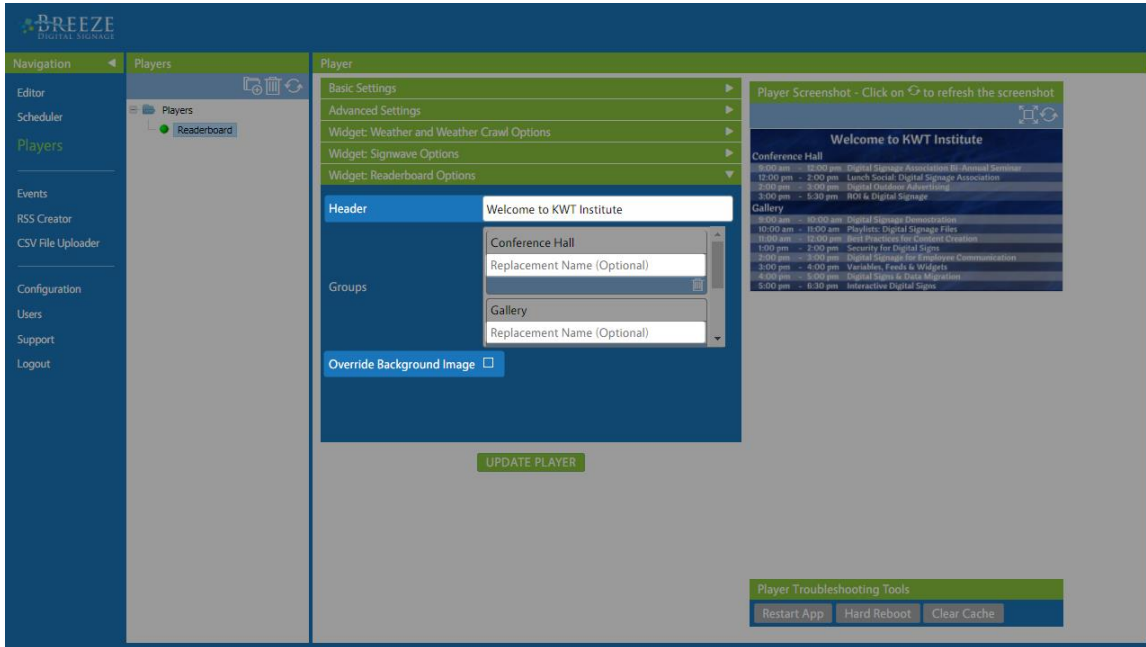
Please refer to the **Playlist Management** section on page 29 and the **Exchange Integration** section on page 30 for detailed information about interactions between the event data, **Readerboard** widgets, and the **Widget: Readerboard Options** panel.



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OTHER FEATURES IN THE WIDGET: READERBOARD OPTIONS PANEL

All parameters defined in **Widget: Readerboard Options** panel besides **Readerboard** locations are optional. These features include the **Header**, **Replacement Name** field for each **Readerboard** location and **Override Background Image**.



The **Header** feature includes a title for each player, or sign, as part of the **Readerboard** image. If this field is left empty, the **Header** and space for the **Header** is eliminated from the **Readerboard** image. Please refer to the **Header** section on page 16 for all other information about this feature.

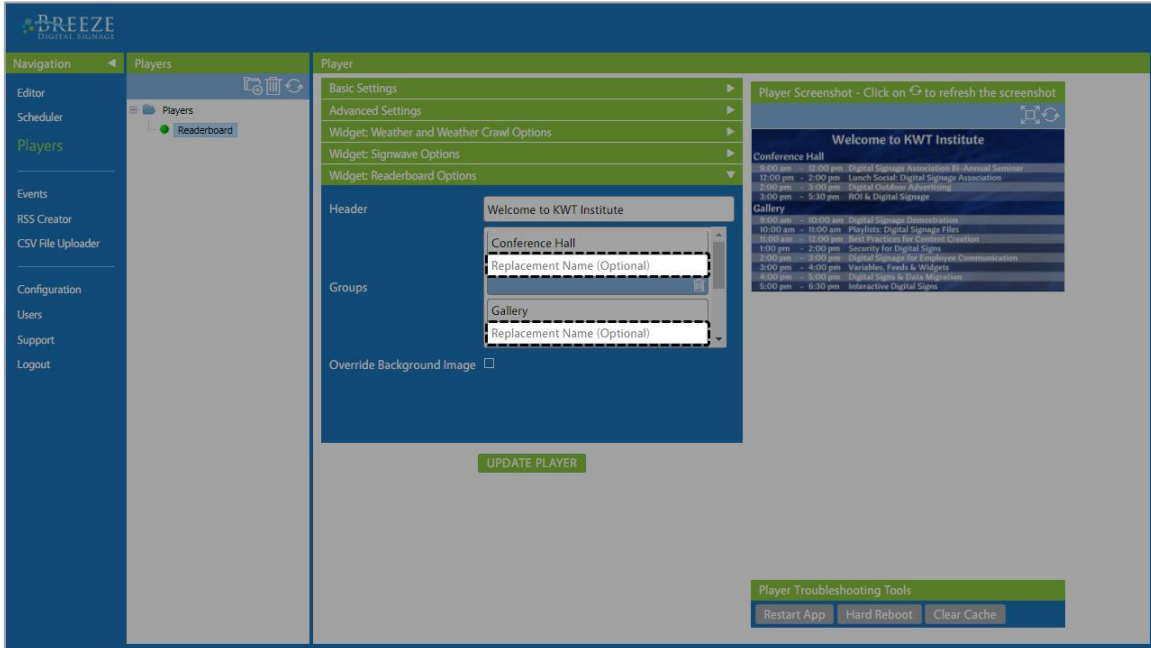
Note: The **Header** text displays on the sign regardless of if event data is successfully returned to the **Breeze** server. This is also true of the **No Event Text**, when it is in use. A lack of event data being returned to the **Breeze** server could be caused by incorrect passwords, lack of communication from the **Exchange** server or other configuration issues.



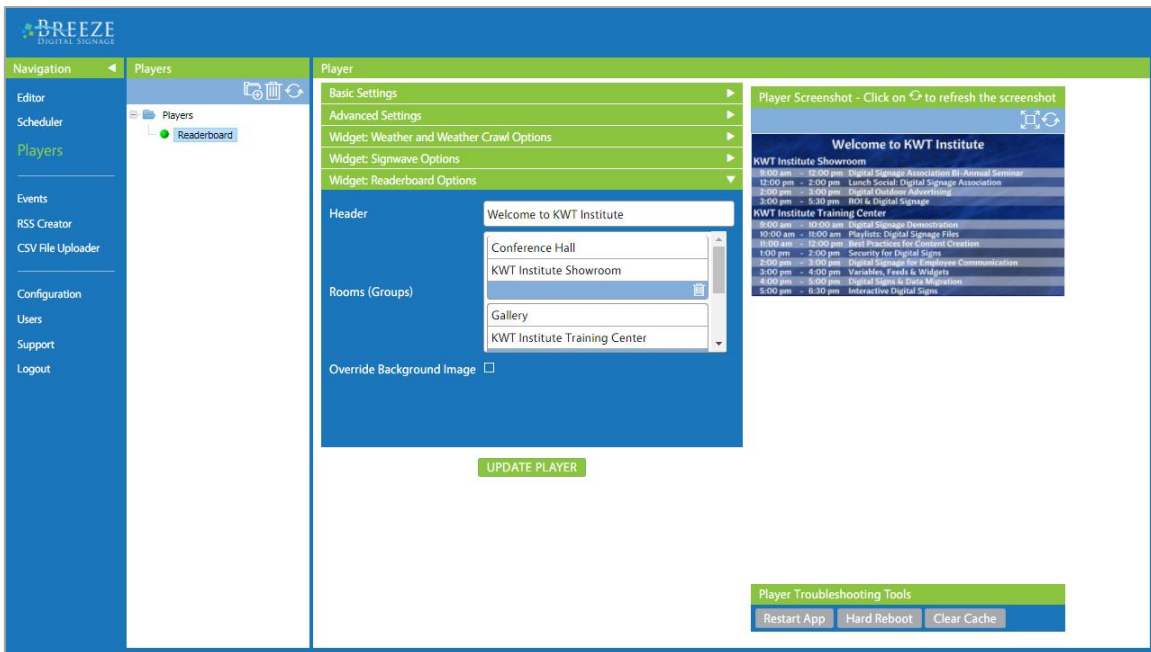
MICROSOFT EXCHANGE-READERBOARD USER MANUAL

REPLACEMENT NAME

Large facilities often name locations according to a labeling system with references to buildings, departments, or other identifiers that should not be displayed as part of the room name. The **Replacement Name (Optional)** field overrides the **Room** event data value and instead displays alternate text entered by the user.



The **Replacement Name (Optional)** field also allows users to temporarily change a location name to accommodate special events or VIP guests for a brief period and easily revert back later.

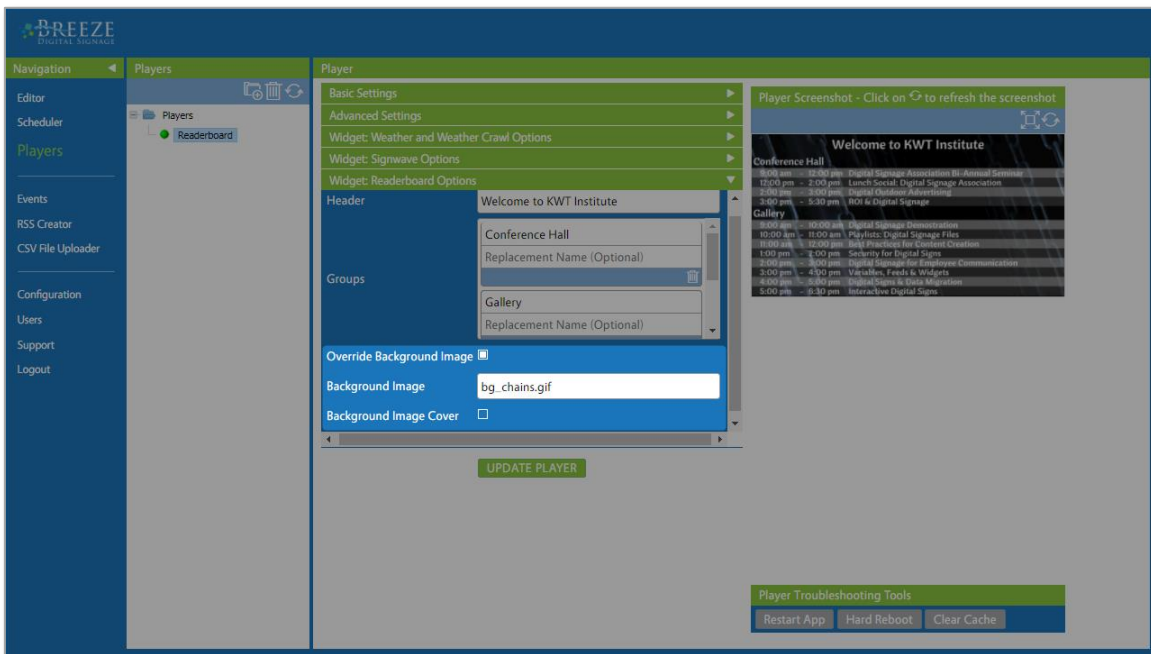


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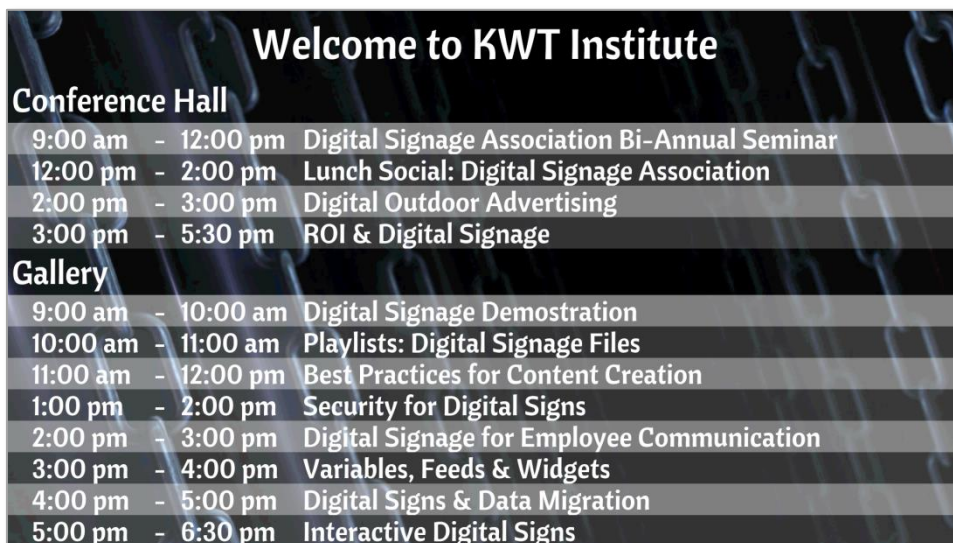
OVERRIDE BACKGROUND IMAGE

Override Background Image works in conjunction with the **Default Background Image** feature (located in the **Basic Details** panel of the **Readerboard** widget). The **Override Background Image** feature enables a user to apply unique background images to individual players in different buildings, wings, floors or halls while maintaining a consistent layout and behavior across the digital signage system. Selecting an image in the **Override Background Image** has no effect if the **Default Background Image** feature is not use.

The **Background Image** field appears when the **Override Background Image** checkbox is selected. The image selected in the **Background Image** field of the **Widget: Readerboard Options** panel replaces the image selected in the **Default Background Image** field in the **Readerboard** widget on a per player basis.



The images available in the **Background Image** drop down list correspond to compatible image files in the **Media** panel of the **Breeze Editor**. Selection of a **Background Image** functions in the same manner as the **Default Background Image** field in the **Basic Details** panel. Please refer to the **Background Image** section on page 11 for more information about the process of selecting an image in the **Background Image** drop down list. (**Background Image Cover** functions in the same manner as **Default Background Image Cover Fill**.)

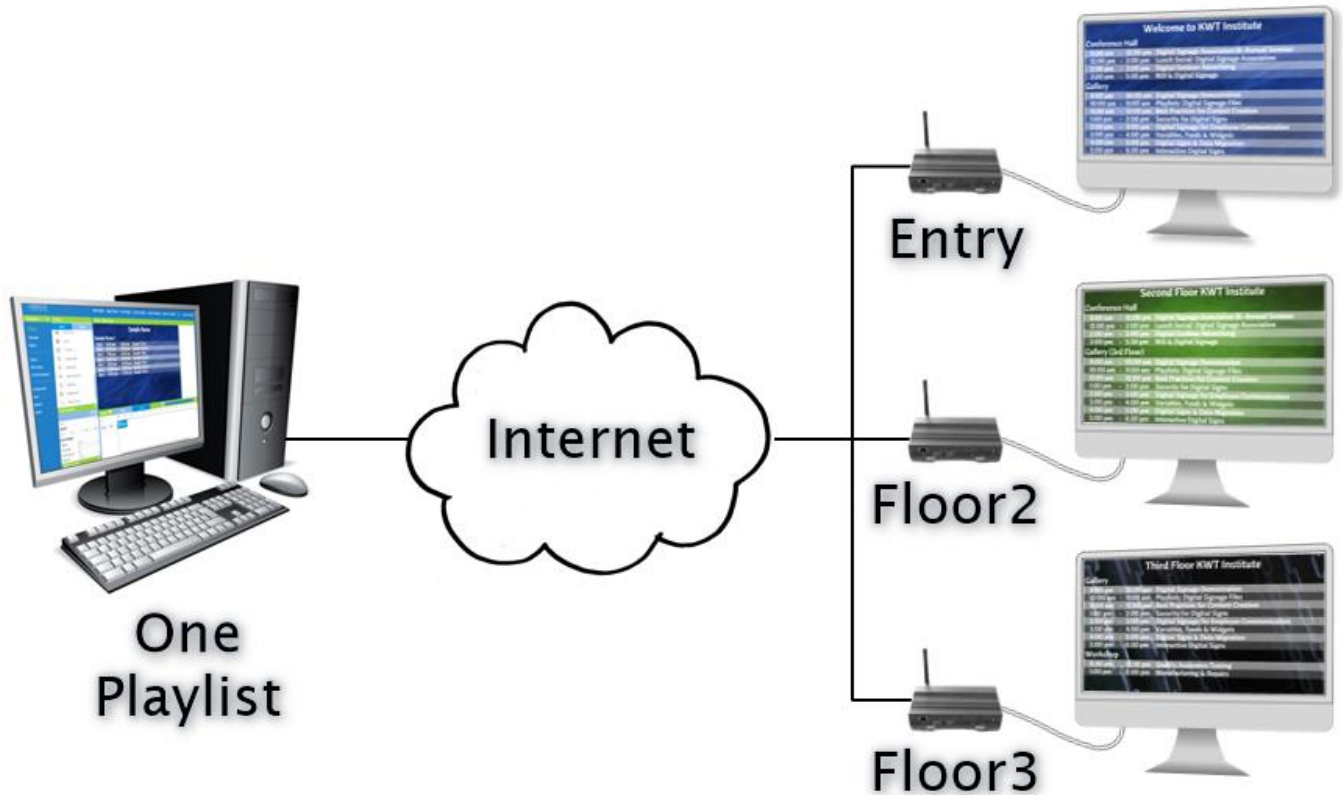


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PLAYLIST MANAGEMENT

The **Breeze Readerboard** application can be as universal or customized as needed. For facilities with just two or three **Readerboard** signs, management of two or three different playlists is trivial. A user can create a customized playlist for each sign and update several playlists as needed.

For facilities with a large number of **Readerboard** signs, maintaining a playlist for each sign while frequently updating content can be very impractical. **Readerboard** offers the ability to send a universal playlist with one **Readerboard** widget to all players and assign different event locations, headers, room names, and background images to each player via the **Players** tool.



To create a universal playlist, add all credentials needed for all locations to which the playlist will be deployed to in the **Authentications** area of the **Readerboard** widget. Then, one **Readerboard** widget in one playlist is packaged in a schedule and delivered to as many players as needed while differences for each player are defined via the **Widget: Readerboard Options** panel.

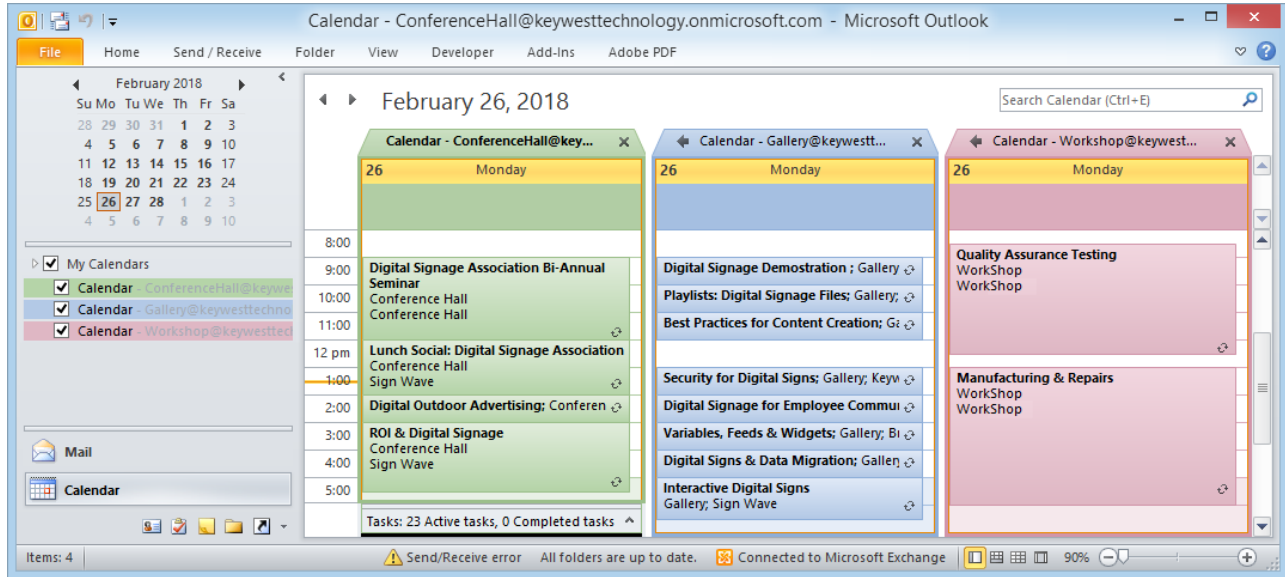
Specifying parameters on each player allows users to deploy one **Readerboard** widget playlist across the digital signage system while assigning unique event locations, headers, room names, and background images to each player.

Certain parameters will be the same for all players assigned the same playlist, such as **Overflow Behavior**, layout, and aesthetics of all text. Please refer to the **Readerboard Locations & the Widget: Readerboard Options Panel** and **Other Features in the Widget: Readerboard Options Panel** sections on pages 25-28 for specific information about parameters defined on a per player basis.

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EXCHANGE INTEGRATION

Any **Exchange** email address and password can be entered in the **Authentications** area to retrieve event data but it is the recommendation of **Keywest Technology** to use non-licensed **Exchange** user mailboxes dedicated to a room or location. This ensures access to the room calendar is secured with a password and maintains all account capabilities.



When account calendars for mailboxes dedicated to locations are utilized, all of the event data on the room calendar is returned and all events scheduled in that room are displayed on the sign. When other types of accounts, such as a licensed user, are used to retrieve event data from that account calendar, any event on THAT account calendar is retrieved as event data. However, even though events for locations on the user's calendar are returned, events not scheduled on the user's calendar in the same location are not returned as part of the event data. Therefore, not all events scheduled in the room are displayed on the sign.

Many **Exchange** calendar processing settings can affect the event data output, such as the default behaviors of "AddOrganizerToSubject" and "DeleteSubject." This Microsoft Support webpage can be helpful in correcting calendar processing settings to work with the **Breeze Readerboard**: <https://support.microsoft.com/en-us/help/2842288/resource-mailbox-s-calendar-shows-the-organizer-s-name-instead-of-the>.

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EXAMPLE LAYOUTS

The following pages provide all relevant settings in a **Readerboard** widget to create three example layouts. Sometimes, a picture can be worth a thousand words!

1 The first example layout is the same as the default layout. The default layout is the example used throughout this manual and is created by adding a background image to the defaults of a newly created **Readerboard** widget. This example layout is included as an educational reference.



Welcome to KWT Institute		
Conference Hall		
9:00 am - 12:00 pm	Digital Signage Association Bi-Annual Seminar	
12:00 pm - 2:00 pm	Lunch Social: Digital Signage Association	
2:00 pm - 3:00 pm	Digital Outdoor Advertising	
3:00 pm - 5:30 pm	ROI & Digital Signage	
Gallery		
9:00 am - 10:00 am	Digital Signage Demonstration	
10:00 am - 11:00 am	Playlists: Digital Signage Files	
11:00 am - 12:00 pm	Best Practices for Content Creation	
1:00 pm - 2:00 pm	Security for Digital Signs	
2:00 pm - 3:00 pm	Digital Signage for Employee Communication	
3:00 pm - 4:00 pm	Variables, Feeds & Widgets	
4:00 pm - 5:00 pm	Digital Signs & Data Migration	
5:00 pm - 6:30 pm	Interactive Digital Signs	

2 The second example does not utilize group headers; this is accomplished by selecting **None** in the **Group By** field. All events for all locations are listed in chronological order and a third column of event data is added to display locations instead.

The illusion of “transparent” text on the **Odd** and **Even Row Background Colors** is created by selecting a text color similar to the background color.



WELCOME TO KWT INSTITUTE		
QUALITY ASSURANCE TESTING	8:30 AM - 12:30 PM	WORKSHOP
DIGITAL SIGNAGE DEMONSTRATION	9:00 AM - 10:00 AM	GALLERY
DIGITAL SIGNAGE ASSOCIATION BI-ANNUAL ...	9:00 AM - 12:00 PM	CONFERENCE HALL
PLAYLISTS: DIGITAL SIGNAGE FILES	10:00 AM - 11:00 AM	GALLERY
BEST PRACTICES FOR CONTENT CREATION	11:00 AM - 12:00 PM	GALLERY
LUNCH SOCIAL: DIGITAL SIGNAGE ASSOCIAT...	12:00 PM - 2:00 PM	CONFERENCE HALL
SECURITY FOR DIGITAL SIGNS	1:00 PM - 2:00 PM	GALLERY
MANUFACTURING & REPAIRS	1:00 PM - 6:00 PM	WORKSHOP
DIGITAL OUTDOOR ADVERTISING	2:00 PM - 3:00 PM	CONFERENCE HALL
DIGITAL SIGNAGE FOR EMPLOYEE COMMUNL...	2:00 PM - 3:00 PM	GALLERY
ROI & DIGITAL SIGNAGE	3:00 PM - 5:30 PM	CONFERENCE HALL
VARIABLES, FEEDS & WIDGETS	3:00 PM - 4:00 PM	GALLERY
DIGITAL SIGNS & DATA MIGRATION	4:00 PM - 5:00 PM	GALLERY
INTERACTIVE DIGITAL SIGNS	5:00 PM - 6:30 PM	GALLERY

3 The third example utilizes a count, or a specific number of events, rather than a time range. When **1 Event Today** is selected in **Upcoming Event Count Per Group**, one event is displayed below each group header.

This layout omits the **Odd** and **Even Row Background Colors** utilized by the first two layouts in favor of the **Background Color** behind group headers instead. This layout also employs the **No Events Text** feature, displaying a message below the idle “Training Center” location.



Welcome to KWT Institute		
Conference Hall		
12:00 pm - 2:00 pm	Lunch Social: Digital Signage Association	
Gallery		
1:00 pm - 2:00 pm	Security for Digital Signs	
Training Center		
No events are scheduled in this location...		
Workshop		
1:00 pm - 6:00 pm	Manufacturing & Repairs	

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EXAMPLE LAYOUT 1 (DEAFULT LAYOUT)

Welcome to KWT Institute		
Conference Hall		
9:00 am - 12:00 pm	Digital Signage Association Bi-Annual Seminar	
12:00 pm - 2:00 pm	Lunch Social: Digital Signage Association	
2:00 pm - 3:00 pm	Digital Outdoor Advertising	
3:00 pm - 5:30 pm	ROI & Digital Signage	
Gallery		
9:00 am - 10:00 am	Digital Signage Demostration	
10:00 am - 11:00 am	Playlists: Digital Signage Files	
11:00 am - 12:00 pm	Best Practices for Content Creation	
1:00 pm - 2:00 pm	Security for Digital Signs	
2:00 pm - 3:00 pm	Digital Signage for Employee Communication	
3:00 pm - 4:00 pm	Variables, Feeds & Widgets	
4:00 pm - 5:00 pm	Digital Signs & Data Migration	
5:00 pm - 6:30 pm	Interactive Digital Signs	

BASIC DETAILS PANEL:

CONFIGURATION	SETTING
USE BACKGROUND IMAGE	enabled
DEFAULT BACKGROUND IMAGE	filename (bg12.jpg)

HEADER PANEL:

CONFIGURATION	DESCRIPTION
SHOW HEADER	enabled
HEADER ALIGNMENT	Center
FONT	Cantora One
FONT SIZE	85 pt
COLOR	White [rgb(255, 255, 255)]

GROUP BY PANEL:

CONFIGURATION	DESCRIPTION
GROUP BY	Room
UPCOMING EVENT COUNT PER GROUP	Today's Events
FONT	Cantora One
FONT SIZE	65 pt
COLOR	White [rgb(255, 255, 255)]
BACKGROUND COLOR	Transparent [rgba(255, 255, 255, 0)]
NO EVENTS TEXT	

EVENT LIST PANEL:

CONFIGURATION	DESCRIPTION
FONT	Cantora One
FONT SIZE	55 pt
COLOR	White [rgb(255, 255, 255)]
EVENT LIST FIRST COLUMN	Time
EVENT LIST SECOND COLUMN	Title
EVENT LIST THIRD COLUMN	None
EVENT LIST FOURTH COLUMN	None
ODD ROW BACKGROUND COLOR	Semi-transparent white [rgba(255, 255, 255, 0.5)]
EVEN ROW BACKGROUND COLOR	Semi-transparent white [rgba(255, 255, 255, 0.2)]

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EXAMPLE LAYOUT 2

WELCOME TO KWT INSTITUTE		
QUALITY ASSURANCE TESTING	8:30 AM - 12:30 PM	WORKSHOP
DIGITAL SIGNAGE DEMONSTRATION	9:00 AM - 10:00 AM	GALLERY
DIGITAL SIGNAGE ASSOCIATION BI-ANNUAL ...	9:00 AM - 12:00 PM	CONFERENCE HALL
PLAYLISTS: DIGITAL SIGNAGE FILES	10:00 AM - 11:00 AM	GALLERY
BEST PRACTICES FOR CONTENT CREATION	11:00 AM - 12:00 PM	GALLERY
LUNCH SOCIAL: DIGITAL SIGNAGE ASSOCIAT...	12:00 PM - 2:00 PM	CONFERENCE HALL
SECURITY FOR DIGITAL SIGNS	1:00 PM - 2:00 PM	GALLERY
MANUFACTURING & REPAIRS	1:00 PM - 6:00 PM	WORKSHOP
DIGITAL OUTDOOR ADVERTISING	2:00 PM - 3:00 PM	CONFERENCE HALL
DIGITAL SIGNAGE FOR EMPLOYEE COMMUNL...	2:00 PM - 3:00 PM	GALLERY
ROI & DIGITAL SIGNAGE	3:00 PM - 5:30 PM	CONFERENCE HALL
VARIABLES, FEEDS & WIDGETS	3:00 PM - 4:00 PM	GALLERY
DIGITAL SIGNS & DATA MIGRATION	4:00 PM - 5:00 PM	GALLERY
INTERACTIVE DIGITAL SIGNS	5:00 PM - 6:30 PM	GALLERY

BASIC DETAILS PANEL:

CONFIGURATION	SETTING
USE DEFAULT BACKGROUND IMAGE	enabled
DEFAULT BACKGROUND IMAGE	filename (B-3.png)

HEADER PANEL:

CONFIGURATION	DESCRIPTION
SHOW HEADER	enabled
HEADER ALIGNMENT	Left
FONT	Bangers
FONT SIZE	120 pt
COLOR	Black [rgb(0, 0, 0)]

GROUP BY PANEL:

CONFIGURATION	DESCRIPTION
GROUP BY	None
UPCOMING EVENT COUNT PER GROUP	Today's Events

EVENT LIST PANEL:

CONFIGURATION	DESCRIPTION
FONT	Bangers
FONT SIZE	50 pt
COLOR	Orange [rgb(243, 175, 27)]
EVENT LIST FIRST COLUMN	Title
EVENT LIST SECOND COLUMN	Time
EVENT LIST THIRD COLUMN	Room
EVENT LIST FOURTH COLUMN	None
ODD ROW BACKGROUND COLOR	Black [rgba(0, 0, 0, 0.55)]
EVEN ROW BACKGROUND COLOR	Black [rgba(0, 0, 0, 0.9)]

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EXAMPLE LAYOUT 3



BASIC DETAILS PANEL:

CONFIGURATION	SETTING
USE DEFAULT BACKGROUND IMAGE	enabled
DEFAULT BACKGROUND IMAGE	filename (bg9.jpg)

HEADER PANEL:

CONFIGURATION	DESCRIPTION
SHOW HEADER	enabled
HEADER ALIGNMENT	Center
FONT	Original Surfer
FONT SIZE	130 pt
COLOR	Light blue [rgb (189, 255, 254)]

GROUP BY PANEL:

CONFIGURATION	DESCRIPTION
GROUP BY	Room
UPCOMING EVENT COUNT PER GROUP	1 Event Today
FONT	Original Surfer
FONT SIZE	55 pt
COLOR	Green [rgb (13, 110, 44)]
BACKGROUND COLOR	Light blue [rgb (30, 58, 98, 0.75)]
NO EVENTS TEXT	No events are scheduled in this location today...

EVENT LIST PANEL:

CONFIGURATION	DESCRIPTION
FONT	Original Surfer
FONT SIZE	55 pt
COLOR	Light blue [rgb (189, 255, 254)]
EVENT LIST FIRST COLUMN	Time
EVENT LIST SECOND COLUMN	Title
EVENT LIST THIRD COLUMN	None
EVENT LIST FOURTH COLUMN	None
ODD ROW BACKGROUND COLOR	Transparent [rgba(255, 255, 255, 0)]
EVEN ROW BACKGROUND COLOR	Transparent [rgba(255, 255, 255, 0)]