MEDIAZONE PRO EDITOR™

USER MANUAL

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INTRODUCTION

Thank you for choosing MediaZone Pro Editor™, the content creation application for use with the MediaZone Pro™ digital signage software suite. This guide will show you how to find and use the most important features of MediaZone Pro Editor, so you can quickly begin creating and delivering high quality content to your digital signage.

KEY FEATURES

- The Microsoft Ribbon interface provides an organized palette of tools and commands
- The configurable Media Pane simplifies content browsing
- Drag and drop functionality increases ease of use and performance
- The Wizard-style Edit And Send tool provides step-by-step guidance for scheduling and sending playlists

SYSTEM REQUIREMENTS

MediaZone Pro Editor was developed on and for Windows 7, but can also perform adequately on Windows XP or Vista. For best performance, the system requirements for MediaZone Pro Editor should match the recommended requirements of Windows 7.

- 1 gigahertz (GHz) or faster 32-bit (x86) or 64-bit (x64) processor
- 1 gigabyte (GB) RAM (32-bit) or 2 GB RAM (64-bit)
- 850 megabyte (MB) available hard disk space (32-bit) or 2 GB (64-bit)
- DirectX 9 graphics device with WDDM 1.0 or higher driver

INSTALLATION

Additional components may be installed during The MediaZone Pro Editor installation, including the .NET Framework, DirectX and others. Each installation may vary. A reboot may also be required prior to completion.

1. Insert the Installation CD into a CD-ROM compatible drive.
2. Open My Computer, navigate to the CD drive and double-click the Setup.exe.
3. The Welcome screen will appear.
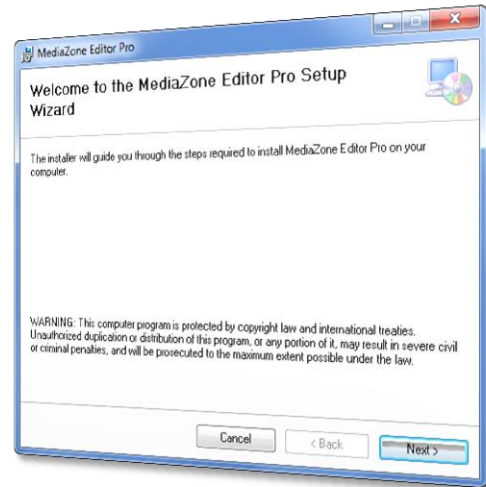
4. Press next to read the Software Licensing and Services Agreement. You must select the I Agree button to continue.

5. Specify the installation folder and users that will have access to this software and press Next.
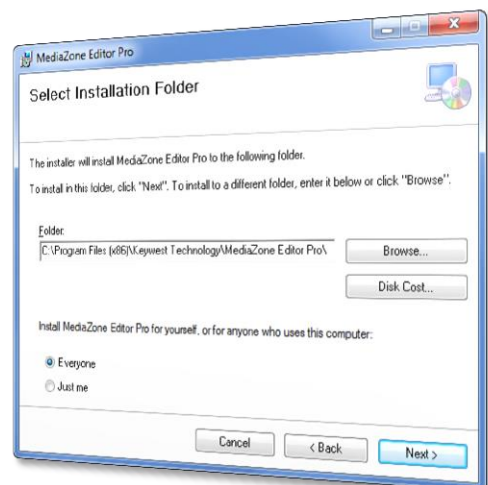
6. A confirmation message will appear. Press Next to proceed with the installation.
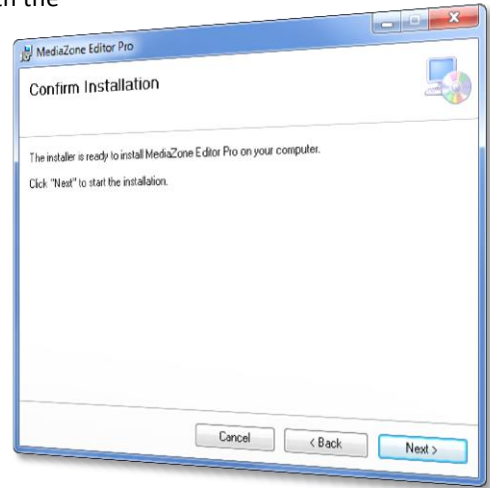
7. MediaZone Pro Editor installation is now complete.

INTERFACE

The following sections describe the MediaZone Pro Editor interface. Upon initial launch of the application, the software attempts to load the sample media. If not found, the following message will appear. Press **Yes** to install the sample media or **No** to dismiss this message and display the MediaZone Pro Editor main window.
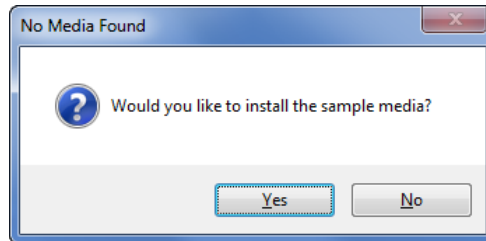
MAIN WINDOW
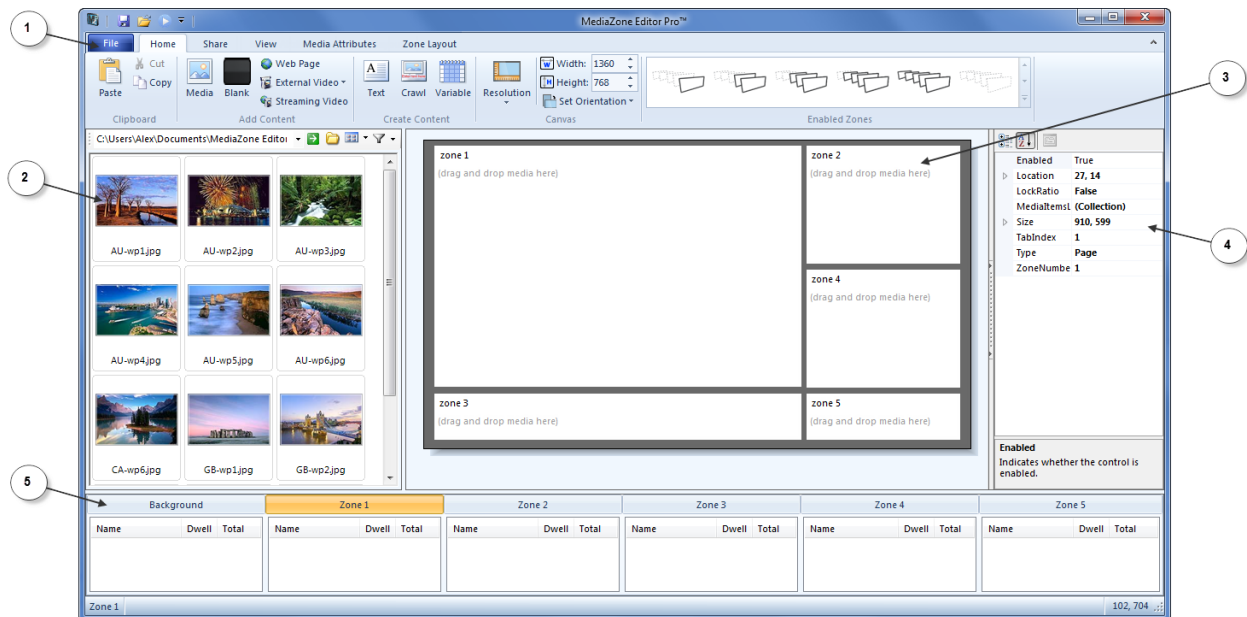
The following sections describe a detailed description of the interface. Skip forward to the **How To Use** section to begin creating a playlist straight away.

The MediaZone Pro Editor interface contains five regions:

1. Ribbon
2. Media Pane
3. Zone Layout
4. Properties Pane
5. Zone Manager Pane

The ribbon control organizes the tools and commands you'll need to create a content set, or playlist. Tabs on the ribbon control are used to group together similar tasks.

APPLICATION MENU

The application menu contains miscellaneous application and file management commands. Depending on the current visual theme, the application menu can look like a round button in the upper left corner of the window, or like a ribbon tab named "File", as shown below.

The application menu contains eight common file management commands.

- The **New** button creates a new, empty playlist with zones based on the default template
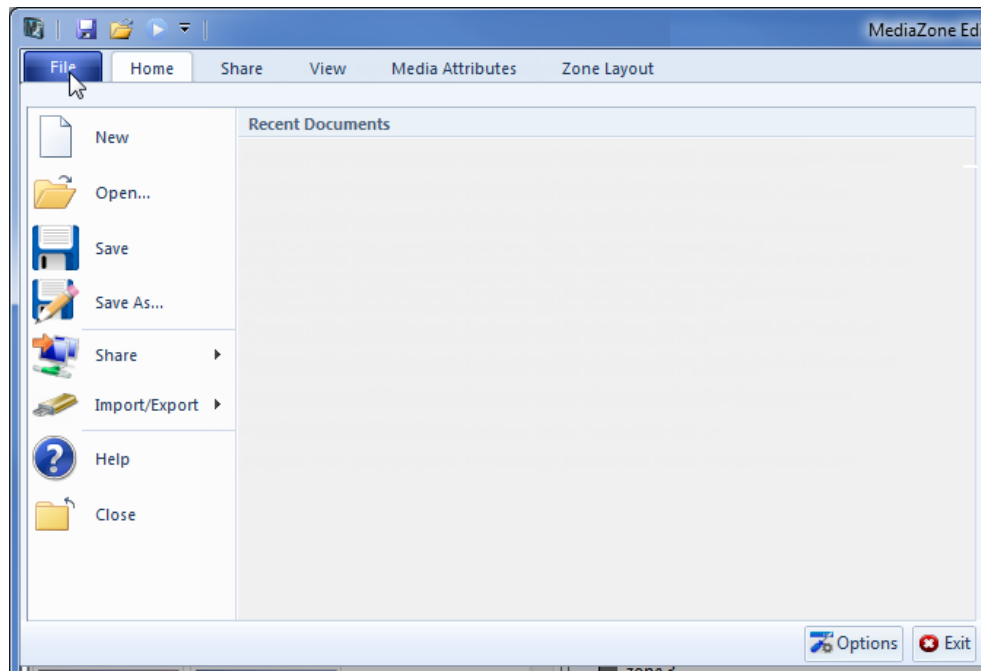- The **Open** button launches the Open Dialog, and allows the user to navigate to a Windows folder to open an existing playlist. A preview of the playlist is included on the right side of this dialog
- The **Save** button saves an existing playlist, or displays a SaveAs dialog if the playlist has not yet been saved
- The **Save As** button launches the SaveAs dialog, for navigating to a Windows folder and naming the playlist
- The **Share** button reveals a pane with various tools for sharing information with players. The available tools are described further in the Send Options and Player Management section
- The **Import/Export** button reveals a pane with tools to Import or Export playlists to a USB drive
- The **Help** button launches the User Manual in pdf format
- The **Close** button closes the current playlist and exits MediaZone Pro

In addition to the Exit button, an Options button appears in the lower right corner of the application menu. Pressing this button launches the options dialog, as described below.

The Options dialog contains four tabs, selectable along the left pane of the dialog.

The General tab includes the following functions:

- A numeric control for setting the number of **Recent Documents** to show on the application menu
- An **Install Sample Media** button to install a set of sample media to the default media folder
- A default **Dwell** control
- A default **Transition** drop-down menu
- A set of **Clear History** buttons, for removing various folder and filenames from the application history
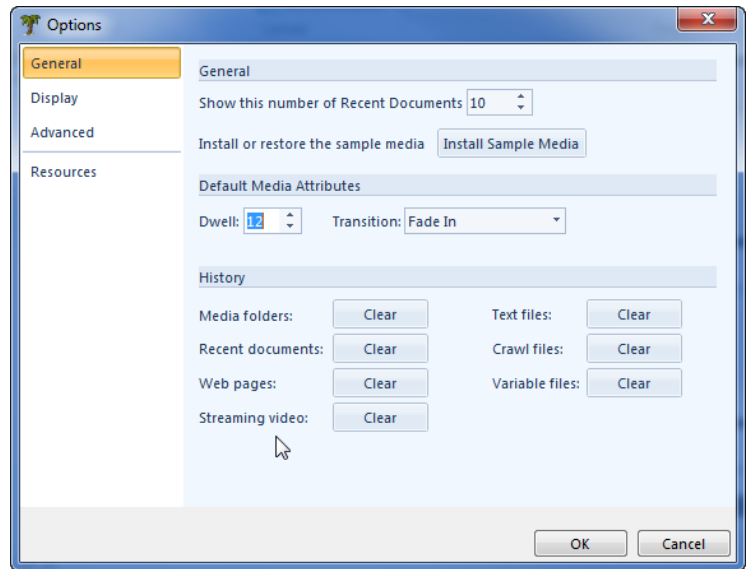
The Display tab includes the following controls:

- A checkbox to always launch the application in a **Maximized** state
- A **Default View** drop-down to set the preferred view of the Media Pane
- A **Thumbnail Size** drop-down menu to set the preferred size of thumbnails
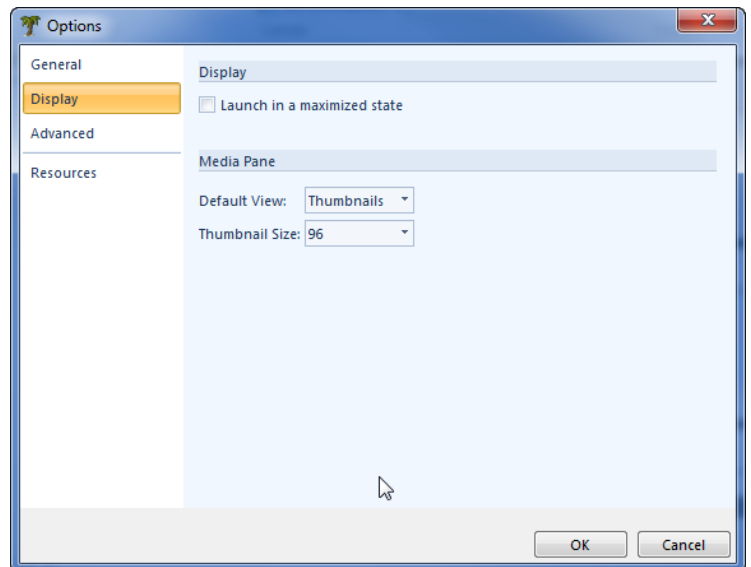
The Advanced tab includes the following controls:

- A checkbox to **Update Media Item Transparency in Real-time**. This setting corresponds with the transparency slider control on the Media Attributes ribbon tab. *Note: Checking this box may decrease performance while changing the transparency percentage of a media item*
- An **FTP Password** textbox for entering the password used when sending playlists to players
- An **Always Prompt for Password** checkbox for hiding or showing the password prompt when sending playlists to players
- A **Use Passive Transfer Protocol** checkbox for sending files via FTP. This checkbox should remain checked, except in those cases where an internal firewall or proxy server requires FTP transfers to occur via an active protocol
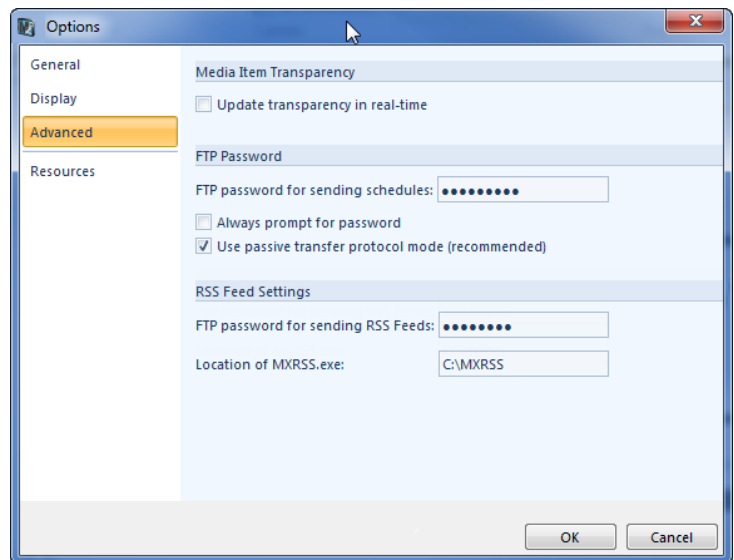- An **RSS FTP Password** textbox for saving the password used when sending RSS Feed data to players. RSS Feeds are discussed further in the Crawl Editor section
- A text box for specifying the **Location of the MXRSS.exe** file on the players

The resources tab includes the following information:

- A **Version** label that indicates the current version of the software
- A **Check for Updates** button to launch a browser window and direct the user to the Keywest Technology support site where MediaZone Pro Editor software updates can be downloaded
- A **Contact Us** button to launch a browser window and direct the user to the Keywest Technology website where contact information can be found
- An **Additional Credits** button that launches a dialog that lists additional attribution for the software
- The **Copyright Warning** statement

HOME TAB
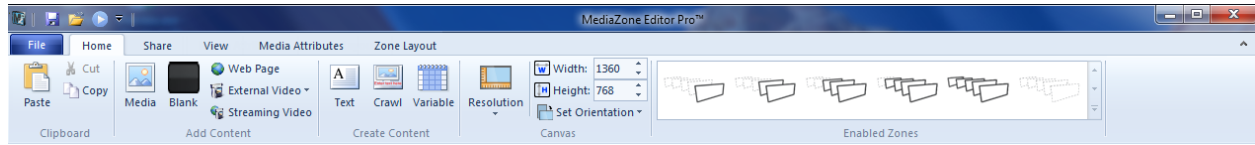
The Home tab contains five groups.

The **Clipboard** group contains the standard Windows clipboard tools Cut, Copy and Paste. These can be used to transfer media to and from the Windows clipboard and the currently selected zone. This includes content saved to the clipboard from other applications, such as Windows Explorer or a web browser.

The **Add Content** group contains six buttons for adding different types of content to a zone. All of these are discussed in more detail in the **Add Content** section of this manual.

- The Media button inserts the currently selected items in the Media pane into the current zone
- The Blank button inserts a blank into the currently selected zone. Blanks are used to separate media during playlist playback by the amount of time specified in the dwell property
- The Web Page button launches a dialog that allows a URL to be specified as a media item, with options to size and crop the web page area to be displayed
- The External Video button allows devices to deliver video via different types of input. For instance, a DVD player could deliver video through an S-Video input
- The Streaming Video button launches a dialog to configure a URL as a streaming video source

The **Create Content** group contains three buttons, each of which launches a dialog to create media content. All three of these are discussed in more detail in the Create Content section of this manual.

- The Text button launches the Text Editor, which is used to create a text-based image
- The Crawl button launches the Crawl Editor, which is used to create an image for crawling, or horizontally scrolling, across the display
- The Variable button launches the Variable Editor, which is used to create a text-based overlay image with variables such as date, time or temperature

The **Canvas** group contains a Resolution drop-down menu for selecting standard or custom resolutions for the intended display, as well as a Set Orientation drop-down menu to toggle between landscape and portrait view. Matching the playlist resolution to that of the digital signage display ensures the content will look its best. Changes made to these values will be reflected in the zone layout area.

The **Enabled Zones** group contains a gallery of buttons to quickly select the number of zones to enable. The last button disables all zones except the background.

SHARE TAB
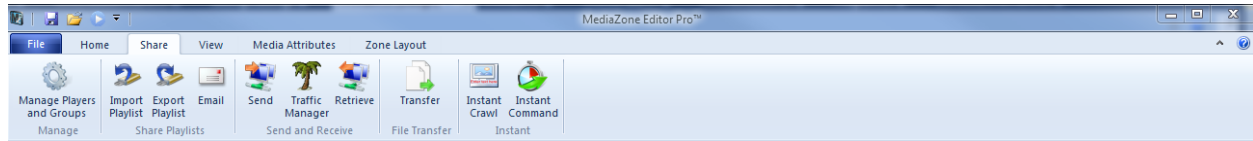
The Share tab consists of several buttons for sharing content, and contains five groups.

The **Manage** group contains the Manage Players and Groups button. This tool is used to configure players and groups of players, and is described in more detail below.

MANAGE PLAYERS AND GROUPS

To configure players to receive content, use the Manage Players and Groups tool.
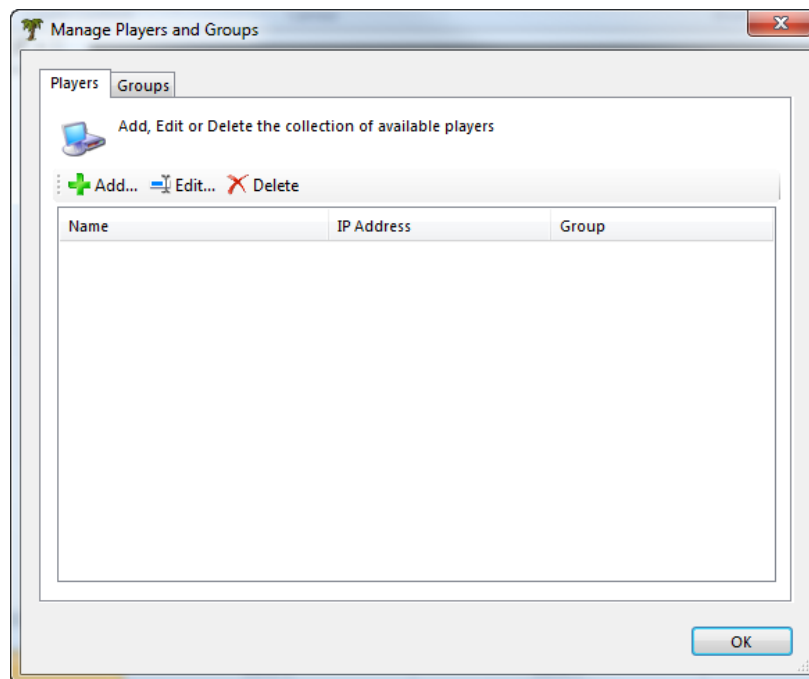
The Players tab contains a list view with three columns, Name, IP Address and Group. A toolstrip with three buttons appears above the list view.

- The Add button launches a dialog to enter the player Name, IP Address and Port
- The Edit button launches a dialog box to edit existing player data
- The Delete button removes the player

Additionally, the Add and Edit player dialog button includes a Verify IP Address button, to check network connectivity to the player. The most common port used for network connection to a player is 21. Consult the local system administrator for additional ports.
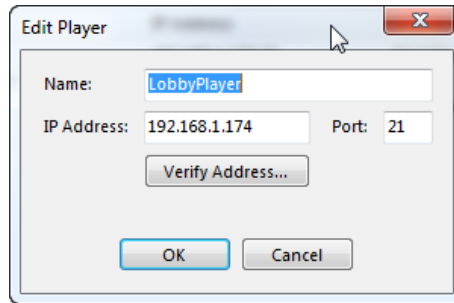
Note: the use of Groups is optional, but can be helpful when multiple players will share the same content, scheduling, etc.

The Groups tab is divided into two sides. The left hand side contains the Players list and buttons similar to the Players tab, complete with Add and Delete toolstrip buttons. The right hand side contains a Groups list, and three buttons for creating and managing groups.
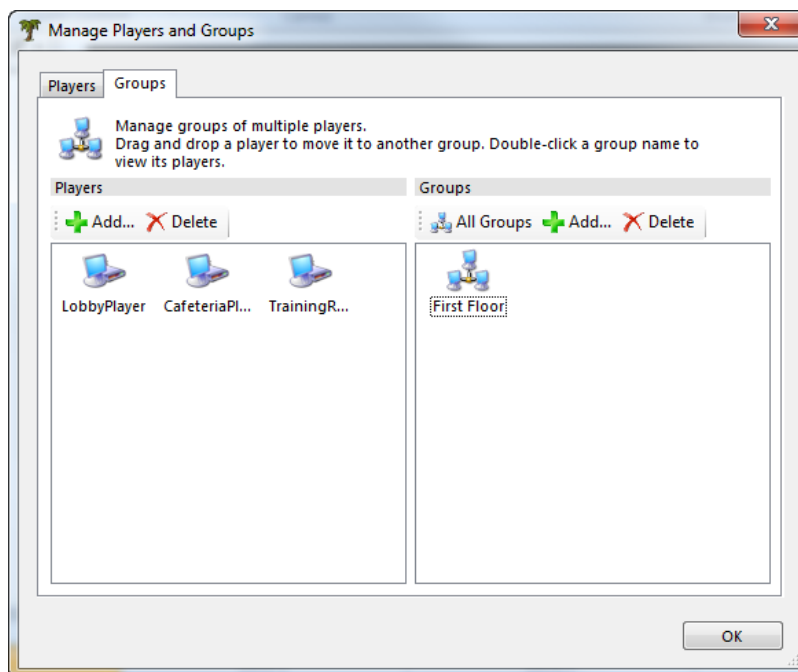
- The All Groups button displays all groups in the list, and is helpful to return to displaying all groups after double-clicking a group to view it's players
- The Add button allows a new group to be created. A player must be added to the group for it to be retained, otherwise it will be removed when the Manage Players and Groups window is closed
- The Delete button is used in two ways. First, if the current view displays all groups, then this button is used to delete a group, which does not delete any players in the group. Alternatively, if the current view displays players within a selected groups, the delete button is used to delete the selected player from the group, which does not delete the player itself but merely removes it from the group

The Groups tab also allows drag and drop control. A player can be added from the list on the left hand side to a group on the right hand side via drag and drop.

Note: A player can only belong to one group

The **Share Playlists** group contains three buttons: Import Playlist, Export Playlist and Mail. The Import and Export playlist buttons are designed for saving and retrieving playlists to/from a USB drive. Once a playlist is saved to a USB drive, it can be inserted into a USB port on a player to begin immediate playback. This drive can also be used to share a playlist with another computer that has MediaZone Pro Editor installed.

IMPORT PLAYLIST

To import a playlist from a USB drive, insert the drive into an available USB port and click the Import Playlist button. A wizard provides step-by-step instructions, as described below.

Select USB Drive

The first step of the wizard displays a list of all available drives, including any removable drives (USB, SD Card, etc.).

Note: although the purpose of this tool is to store playlists on a USB drive, the user is not limited to USB. For instance, an SD card, CD-RW drive, or mapped network drive can all be utilized instead of a USB drive.

If the USB drive was added after the Import Playlists wizard was launched, a refresh button ↻ is available to search for all drives again. The default view of the drive list is large icons, but the drop-down menu in the upper right corner can be used to view the list in Details view. The details view displays rows and columns, including a column for drive type.

Playlist Selection

After selecting a drive and pressing Next, the Playlist Selection step displays the playlist that is currently saved to the drive. If additional scheduled playlists are also saved to the drive, the drop-down menu will display them, as well.
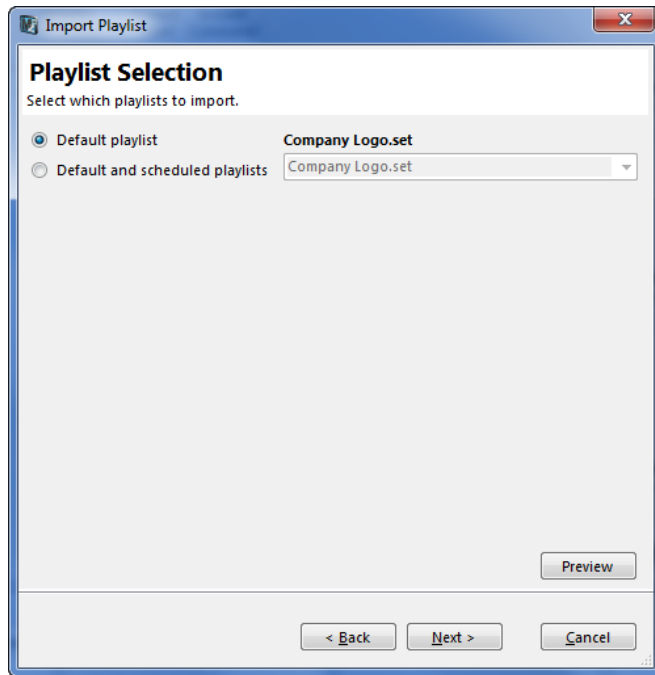
To ensure that the selected playlist is indeed the desired one, a preview button in the lower-right corner will download and display a preview image of the playlist, if available.
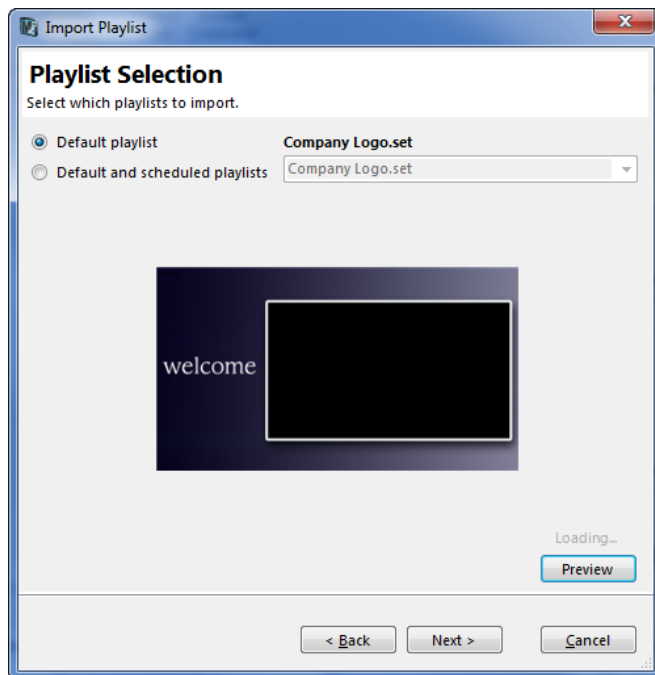
Finish

The last step of the Import Playlist wizard is to specify the options for importing media from the USB drive. Four option buttons appear in this step to determine exactly which files are to be imported.

- Don't import media. This option will import the playlists, scheduling and layout template information, but will not import media content
- Only import files that don't exist on the local computer
- Import all files and compare dates. This is the recommended option, and will only import updated media files, and not bother importing the files which are identical
- Import all files and overwrite. This option will import all media in the selected playlists, and can be used to ensure an import of all the content is performed. Depending on the number and size of media files to import, this option could take a very long time to complete
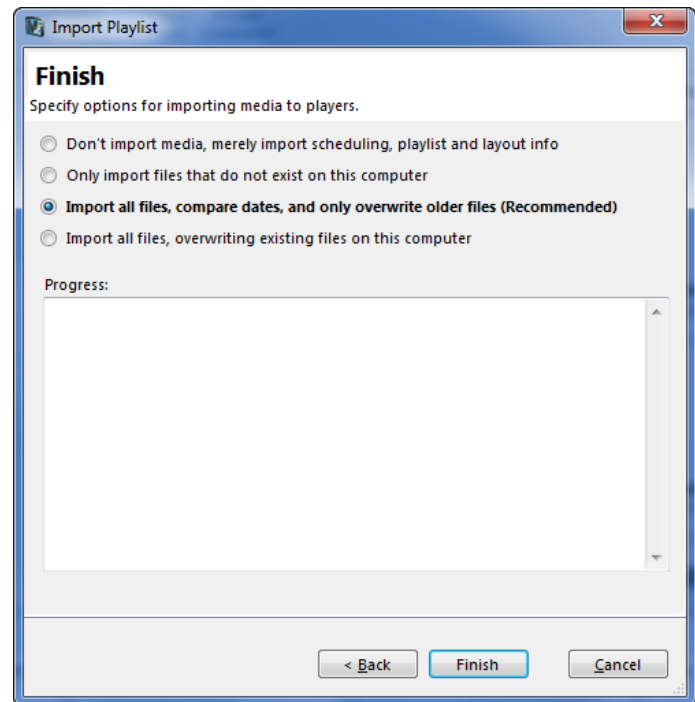
When importing is underway, the Progress window updates with detailed information about the files being imported, including success or failure. This information is helpful when troubleshooting a failure. A progress bar is also used to indicate the transmission status when a large media file is imported.

Once complete, the Import Playlists dialog will display a Done button for closing the window and returning to the main MediaZone Pro Editor interface.

To export a playlist to a USB drive, insert the drive into an available USB port and click the Export Playlist button. A wizard provides step-by-step instructions, as described below.

Select USB Drive

The first step of the wizard displays a list of all available drives, including any removable drives (USB, SD Card, etc.).

Note: although the purpose of this tool is to store playlists on a USB drive, the user is not limited to USB. For instance, an SD card, CD-RW drive, or mapped network drive can all be utilized instead of a USB drive.

If the USB drive was added after the Import Playlists wizard was launched, a refresh button is available to search for all drives again. The default view of the drive list is large icons, but the drop-down menu in the upper right corner can be used to view the list in Details view. The details view displays rows and columns, including a column for drive type.

Export From Existing Player

This step of the wizard allows the option to export the playlist of an existing player. If so desired, select the player from the list and press next to continue. The default option is to choose a playlist directly.
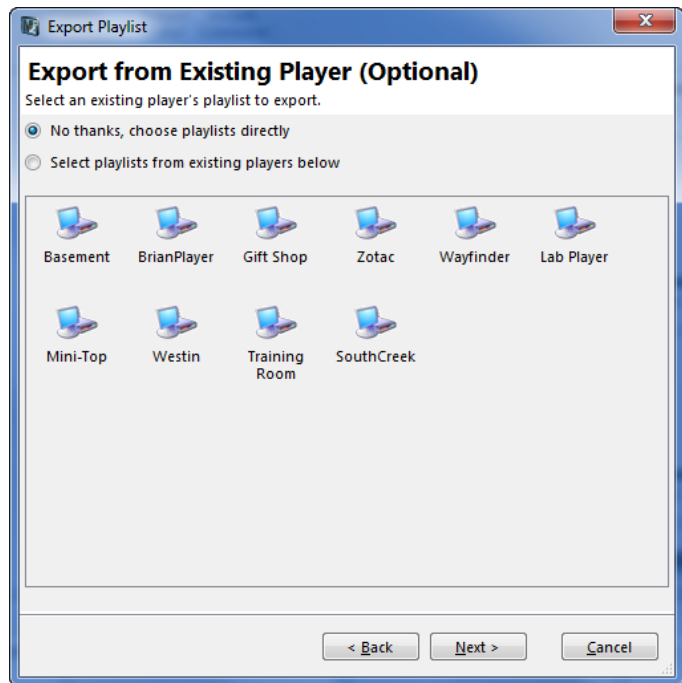
Playlist Selection

After selecting a drive and pressing Next, the Playlist Selection step displays the playlist that is currently saved to the drive. If additional scheduled playlists are also saved to the drive, the drop-down menu will display them, as well.
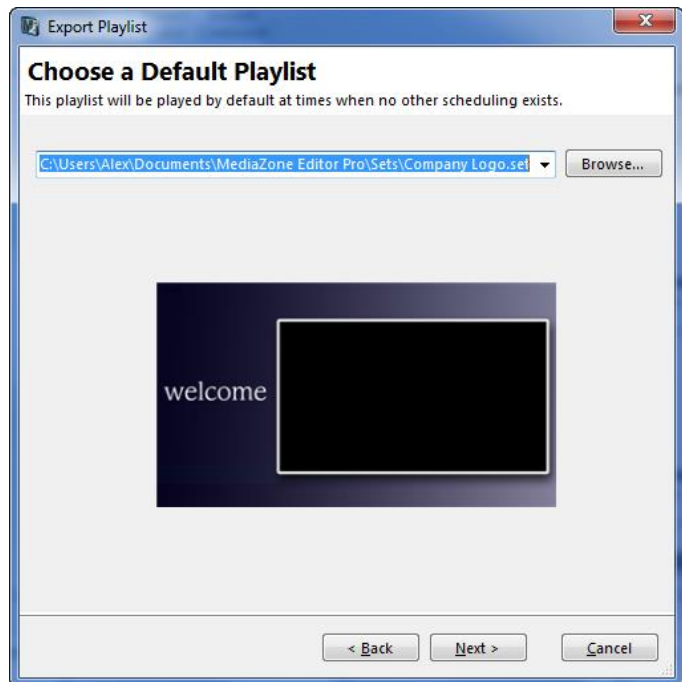
Add Playlists

This step is optional. If the intent is to play only one playlist all of the time, this part of the wizard can be skipped. However, this step can be used to schedule other playlists to play on specific dates at certain times.

For detailed information on adding scheduled playlists, refer to the Send Playlists section of this manual.

When finished adding scheduled playlists, press the Next button to proceed to the next step in the wizard.
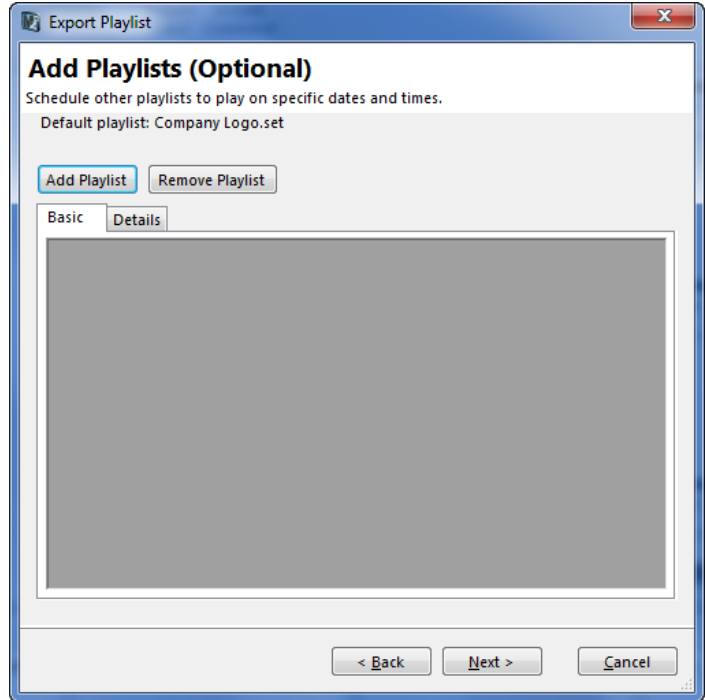
Finish

The final step of the wizard is shown below. Pressing finish commences the export.

When exporting is underway, the Progress window updates with detailed information about the files being exported, including success or failure. This information is helpful when troubleshooting a failure. A progress bar is also used to indicate the transmission status when a large media file is exported.

Once complete, the Export Playlists dialog will display a Done button for closing the window and returning to the main MediaZone Pro Editor interface.
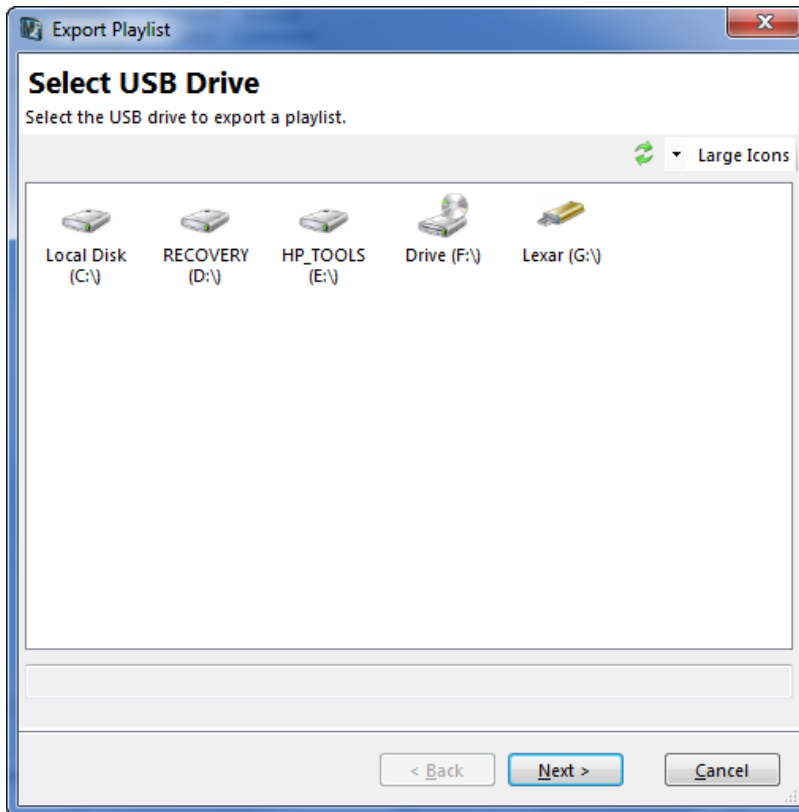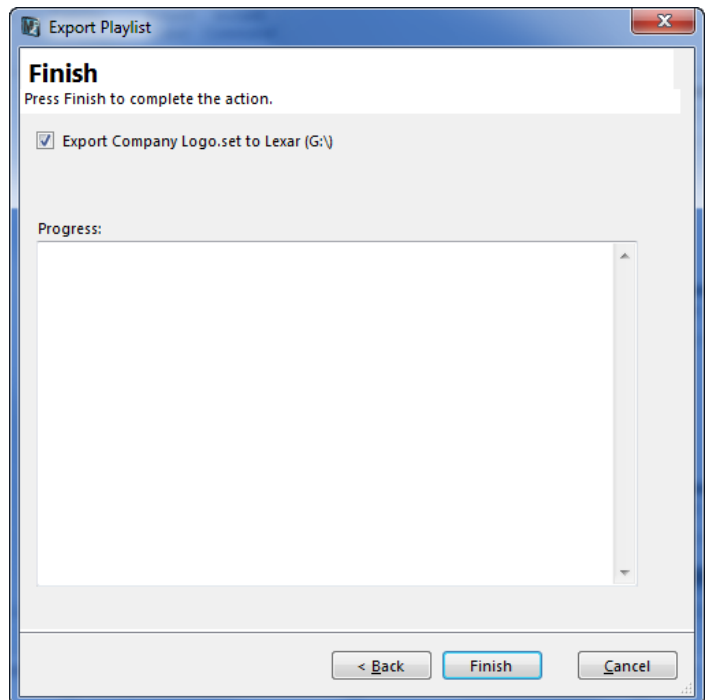
EMAIL PLAYLIST

To email a playlist, open the desired playlist in MediaZone Pro Editor and click the Email Playlist button. A new email message will be created in the default email client (IE: Outlook) with all playlist files included as attachments. Specify the recipients to send.

Note: some media files can be large and may not succeed when sending in an email, depending on mail server configuration.

The **Send and Receive** group contains three buttons: Send, Traffic Manager and Retrieve. The Send and Retrieve buttons are designed for sending and retrieving playlists to/from a MediaZone Pro Player. The Traffic Manager button launches the external Traffic Manager Scheduler application, for sending a schedule of playlists to Traffic Manager Server, an integral part of the InfoZone Server suite of products.

SEND PLAYLIST

The Send button launches a wizard for sending a playlist to a player or group of players, including options for scheduling additional playlists to play on specific dates at specific times. The Send Playlists wizard includes several steps, to allow the user to select exactly what content to send to the player, with multiple options. Each step is described below.

Select Recipient

The first step of the wizard displays a list of all available players or groups. If none are shown, the user must first add them via Manage Players and Groups. The default view of this list is large icons, but the drop-down menu in the upper right corner can be used to view the list in Details view. The details view displays rows and columns, including a column for IP Address.

The Next button is disabled until a player or group is selected.
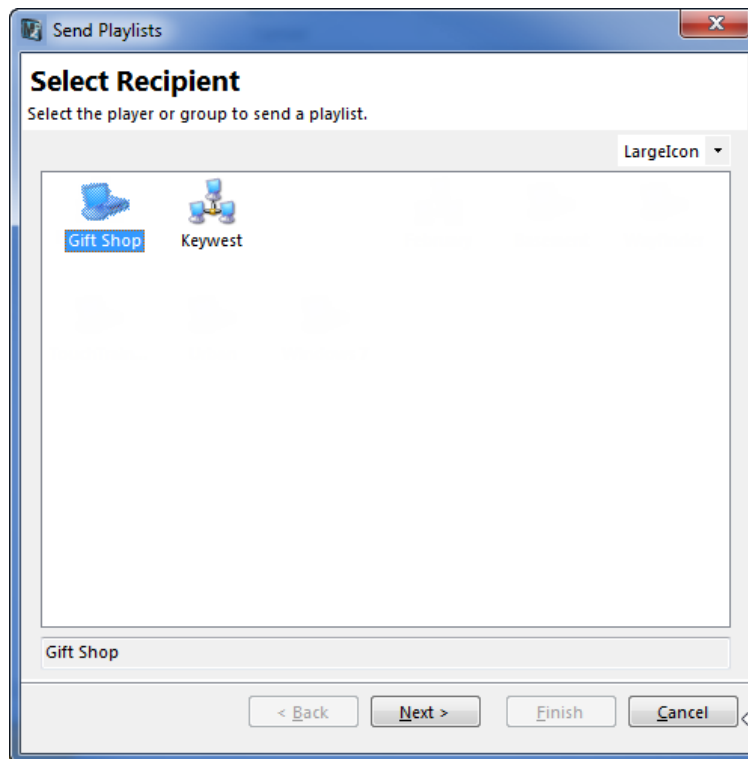
Choose a Default Playlist

The next stop of the wizard is to choose the default playlist. This is the playlist that will be played by default at times when no other playlist is scheduled to play.

A drop-down menu appears that lists a history of saved playlists, sorted by the most recently saved playlist at the top. Additionally, a Browse button is available to navigate to a folder and select a playlist.

Once a default playlist is chosen, the user can proceed to the next step in the wizard. Optionally, the user can go directly to the end of the wizard by pressing the Finish button.
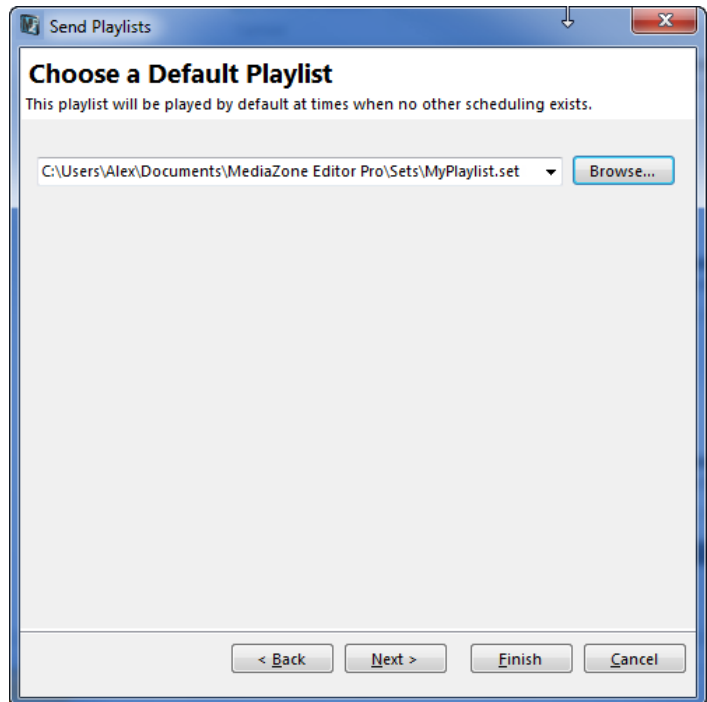
Add Playlists

This step is optional. If the intent is to play only one playlist all of the time, this part of the wizard can be skipped. However, this step can be used to schedule other playlists to play on specific dates at certain times.

Consider a scenario where two playlists are desired: One is the default playlist, which plays when no others are valid, and the other playlist plays only during the month of December between the hours of 12:00 PM and 2:00 PM. This is a powerful tool if the digital signage is to be used for matching advertising to time of day demographics, or selling time blocks on a schedule, or just to target content for different audiences. Not only can time and date be specified, so can specific days of the week.

Scheduling of additional playlists can be accomplished by following the steps outlined below.
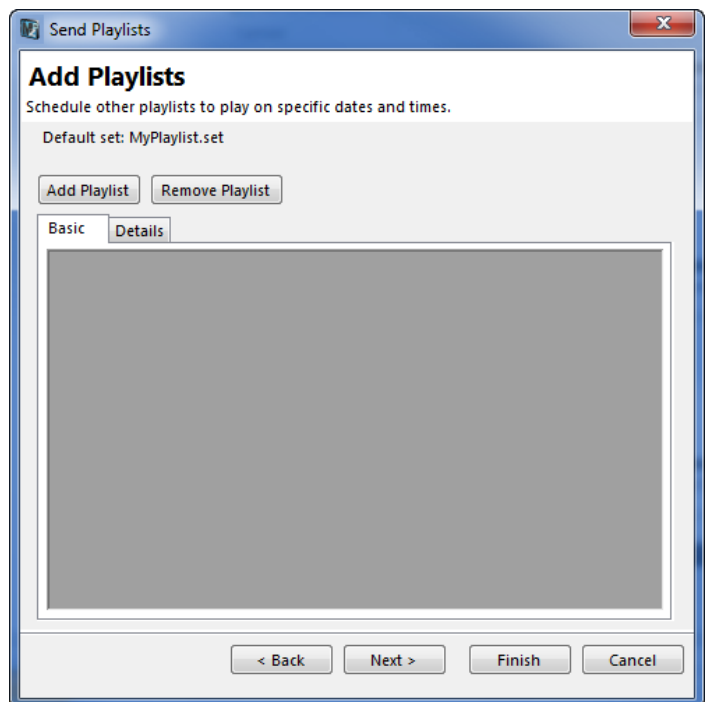
- Press the Add Playlist button. A scheduled playlist block will appear in the list area of the basic tab
- Within this block, select the playlist from the drop-down menu. This menu is automatically populated with the list of playlists saved to the history. If the desired playlist is not shown, select the Browse button to navigate to and select the playlist
- Enter the start and end dates, or click the calendar controls to specify the date range for this scheduled playlist
- Enter the start and end times to specify the time range for this scheduled playlist
- Note that when a scheduled playlist is selected, the End Time control is automatically adjusted to calculate the total dwell time. This total dwell time is also adjusted when changing the Start Time. Although the End Time can be manually overridden, do not change the calculated End Time if the playlist is to be played only once
- Check the days of the week that are valid for this scheduled playlist
- In the example on the right, a scheduled playlist will play weekdays between 12:00 and 1:00 PM for several years
- For a recurring playlist to play each hour, check recurrence and specify the minute after the hour to begin playback. A label will indicate 24 occurrences per day, but will adjust accordingly if the start or end times are changed
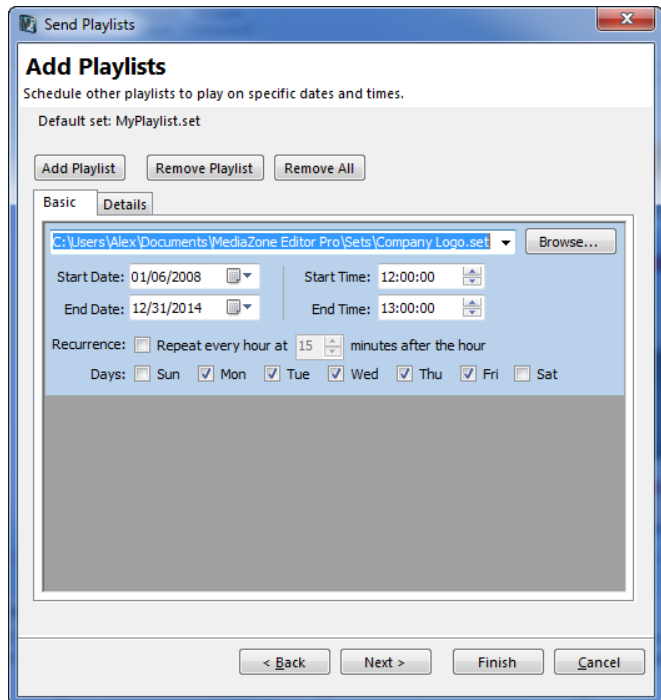
To remove a scheduled playlist, click to select the scheduled playlist block to delete and select Remove Playlist.

To view all playlists, both default and scheduled, at once, select the Details tab. A grid view appears with rows for each of the playlists, and columns for specific playlist data. Please note that the columnar data in the grid view is read-only, and cannot be changed directly. Changes can be made on the Basic tab, however.

When finished adding scheduled playlists, press the Next button. If multiple scheduled playlists are found, a validation process begins to check for conflicts between all scheduled playlists. Depending on the number of scheduled playlist occurrences, the validation process could take some time. A progress bar appears to indicate the completion percentage. If conflicts are found, a prompt appears to indicate which playlists conflict with each other. If conflicts are not found, the wizard proceeds to the next step.
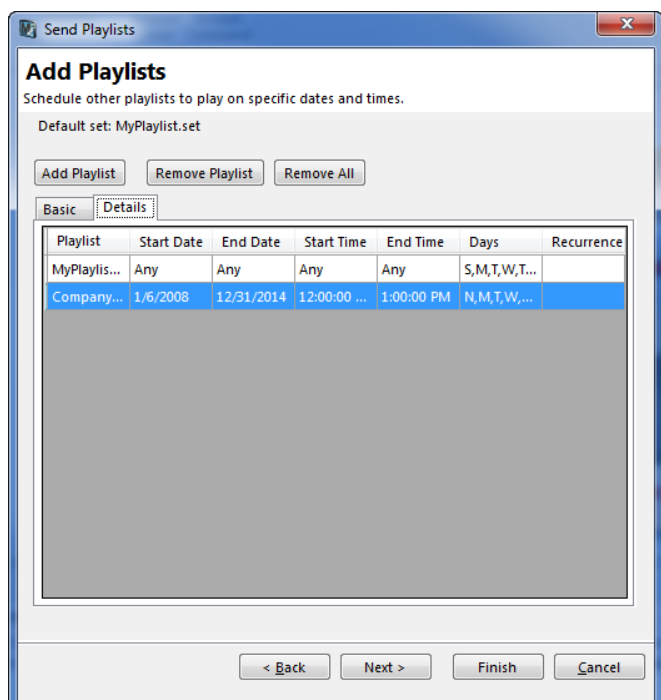
Send Options

The final step of the wizard is to specify options for sending media. Four option buttons appear in this step to determine exactly which files are to be sent.

- **Don't send media**. This option will send the playlists, scheduling and layout template information, but will not send media content
- **Only send files that don't exist on the player**
- **Send all files and compare dates**. This is the recommended option, and includes a feature called Smart Uploads. This option will only send updated media files, and not bother sending the files which are identical
- **Send all files and overwrite**. This option will upload all media in the selected playlists, and can be used to ensure an upload of all the content is performed. Depending on the number and size of media files to send, this option could take a very long time to complete
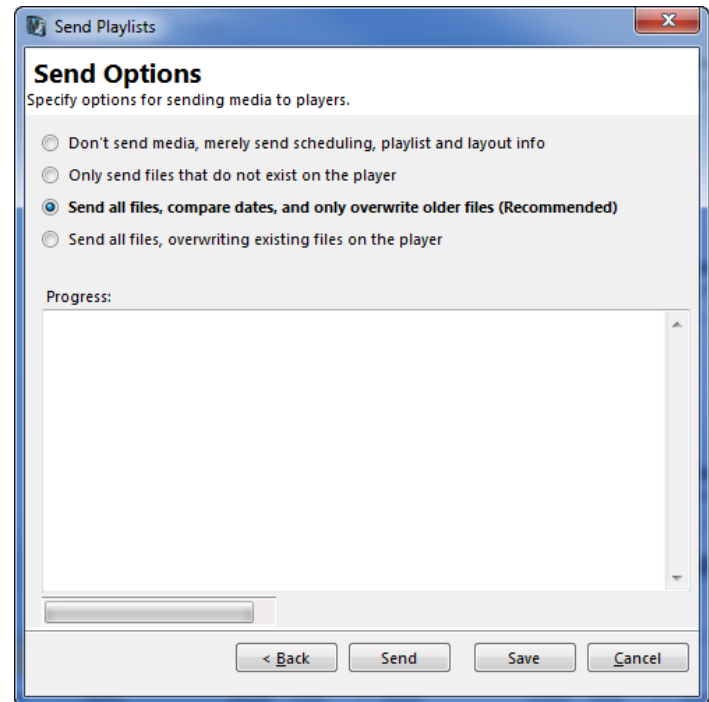
Pressing the **Send** button may prompt for the FTP password that is used to transmit files to the player. If the password is not known, contact the system administrator for help. To disable this prompt and always use a stored password, uncheck the "Always Prompt for FTP Password" checkbox in the Options dialog, which is found on the application menu.

When sending is underway, the Progress window updates with detailed information about the files being sent, and the transmission success or failure. This information is helpful when troubleshooting a communication failure. A progress bar is also used to indicate the transmission status when a large media file is sending.

Once complete, the Send Playlists dialog will display a **Done** button for closing the window and returning to the main MediaZone Pro Editor interface.

The **Save** button offers a means to save all scheduling information without connecting and sending to the player.

TRAFFIC MANAGER

For networks that utilize the InfoZone Pro Server suite of products from Keywest Technology, a button appears on the Send menu to launch and send content to a network of players from the Traffic Manager Scheduler software.
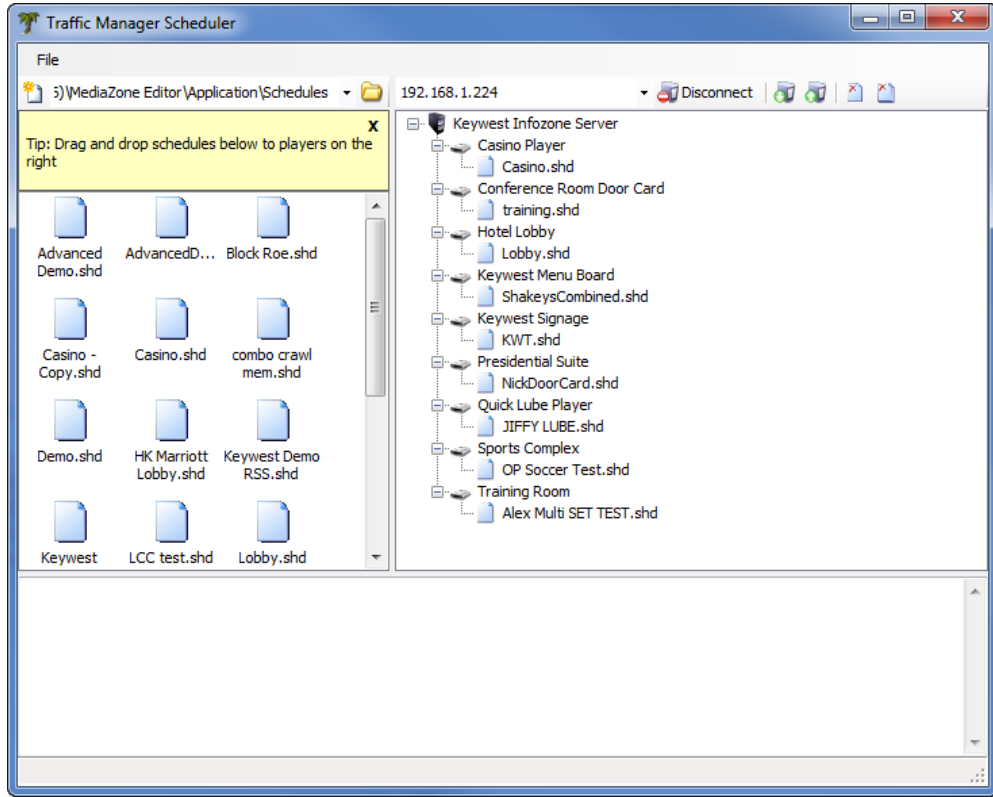
The InfoZone Pro software suite includes powerful digital signage network products to manage and control content on a group of players, as described below.

> Keywest Technology's InfoZone Pro is suitable and affordable for any enterprise needing centralized control of MediaZone digital signage players. InfoZone greatly enhances digital media scheduling and manageability through a web browser and application interface. It also offers the flexibility to allow local content control in specific on-screen zones on a permission-only basis.

> Designed to be easy yet powerful to use, InfoZone provides the tools to schedule content playout, including video, graphics and text, monitor playback in near real-time, and alert operators to potential errors on digital signs across an entire digital signage network spanning cities, states or even multiple continents.

> Relying solely on an outbound Internet connection, Keywest Technology's digital signage players can be configured to continuously poll an InfoZone server for new content, scheduling updates and automatically download them.

Please consult the Traffic Manager Scheduler User Manual for more information.

RETRIEVE PLAYLISTS

The Retrieve button launches a wizard for retrieving a playlist from a player. The Retrieve Playlists wizard includes several steps, to allow the user to select exactly what content to retrieve from the player, with multiple options. Each step is described below.

Select Recipient

The first step of the wizard displays a list of all available players or groups. If none are shown, the user must first add them via Manage Players and Groups. The default view of this list is large icons, but the drop-down menu in the upper right corner can be used to view the list in Details view. The details view displays rows and columns, including a column for IP Address.

The Next button proceeds to the next step only if a player is selected.
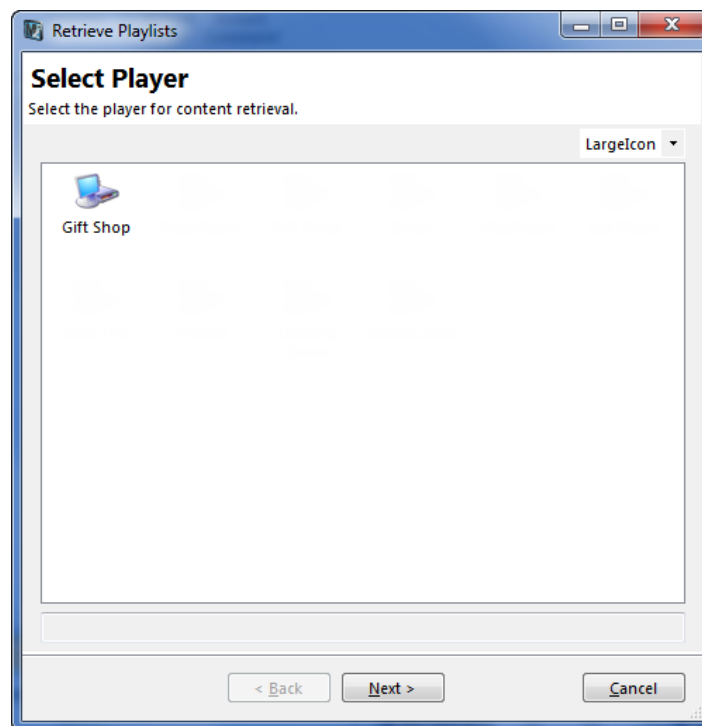
Playlist

The next stop of the wizard is to choose the playlist to retrieve. The default playlist is automatically selected when entering this step of the wizard, but two other options exist:

- A Default and Scheduled Playlists option allows all playlists, including those scheduled for specific dates and times, to be retrieved. A drop-down menu appears that lists all scheduled playlists for reference.
- An Other Playlist option, when checked, will populate a drop-down menu with all available playlists present on the player. Select this option and select the desired playlist from the drop-down list to retrieve it.
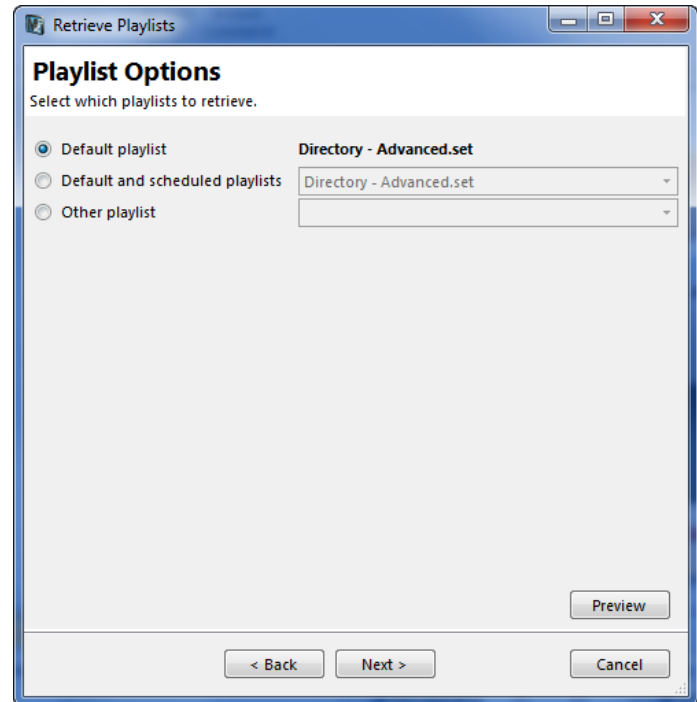
A preview button in the lower-right corner will download and display a preview image of the playlist, if available, as shown here.

Once a playlist is chosen, the user can proceed to the next step in the wizard.

Retrieve Options

The final step of the wizard is to specify options for retrieving media. Four option buttons appear in this step to determine exactly which files are to be sent.

- Don't retrieve media. This option will retrieve the playlists, scheduling and layout template information, but will not retrieve media content
- Only retrieve files that don't exist on the player
- Retrieve all files and compare dates. This is the recommended option, and includes a feature called Smart Uploads. This option will only retrieve updated media files, and not bother sending the files which are identical
- Retrieve all files and overwrite. This option will download all media in the selected playlists, and can be used to ensure all the content is retrieved. Depending on the number and size of media files to retrieve, this option could take a very long time to complete
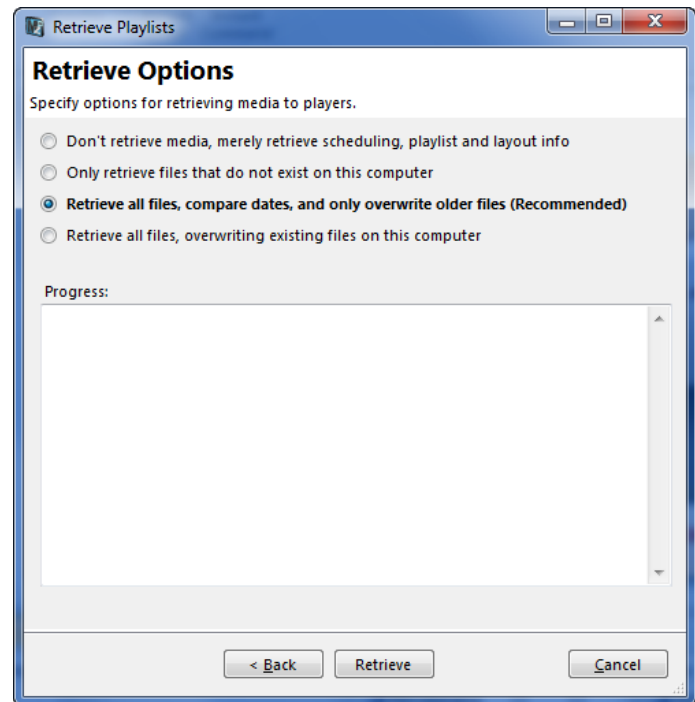
Pressing the Retrieve button may prompt for the FTP password that is used to transmit files to the player. If the password is not known, contact the system administrator for help. To disable this prompt and always use a stored password, uncheck the "Always Prompt for FTP Password" checkbox in the Options dialog, which is found on the application menu.

When retrieving is underway, the Progress window updates with detailed information about the files being retrieved, and the transmission success or failure. This information is helpful when troubleshooting a communication failure. A progress bar is also used to indicate the transmission status when a large media file is retrieving.

Once complete, the Retrieve Playlists dialog will display a Done button for closing the window and returning to the main MediaZone Pro Editor interface.

The **File Transfer** group contains the Transfer button. This tool is used to transfer files to and from players, and is described in more detail below.

FILE TRANSFER

To transfer individual files to and from players, use the File Transfer tool shown below.
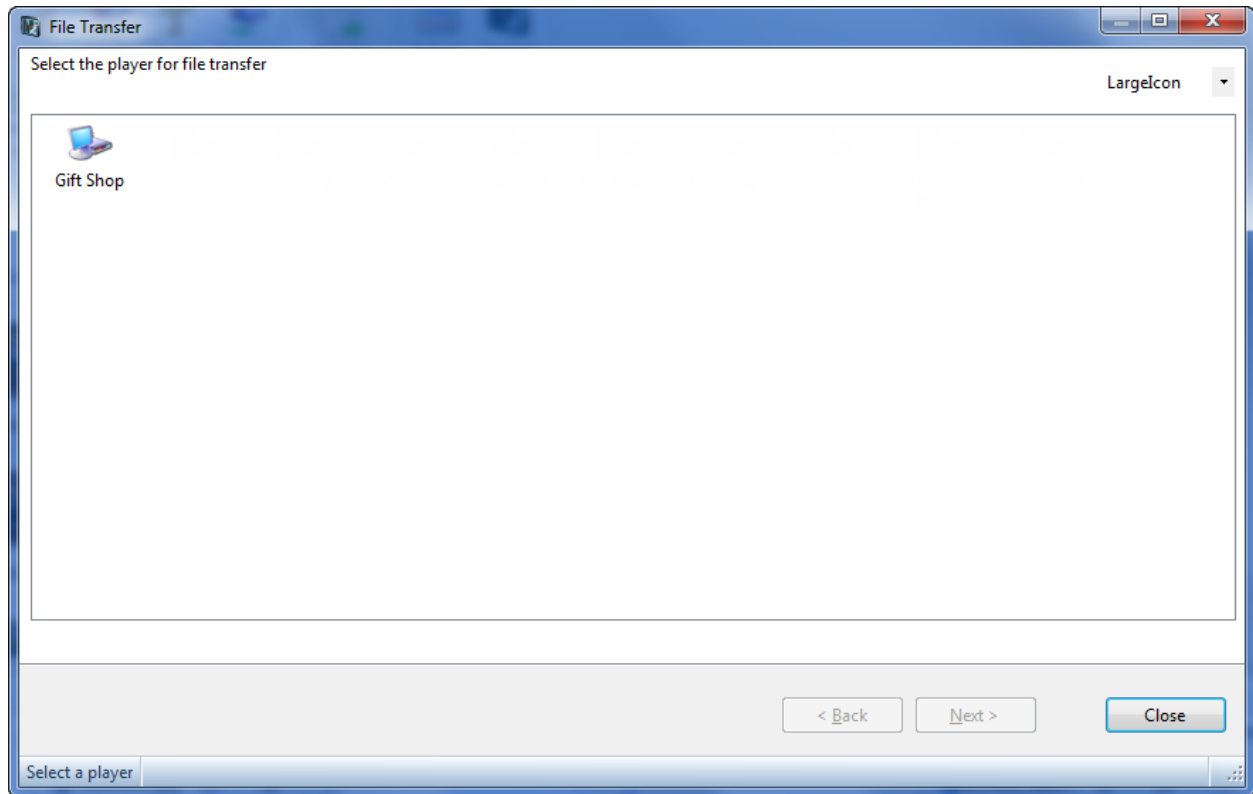
The default view of the player list is large icons, but the drop-down menu in the upper right corner can be used to view the list in Details view. The details view displays rows and columns, including a column for IP Address. Select a player and click Next, or double-click on the desired player to proceed to the next step.

File Transfer

The file transfer view is split into two sides: your local computer on the left and the remote player on the right.

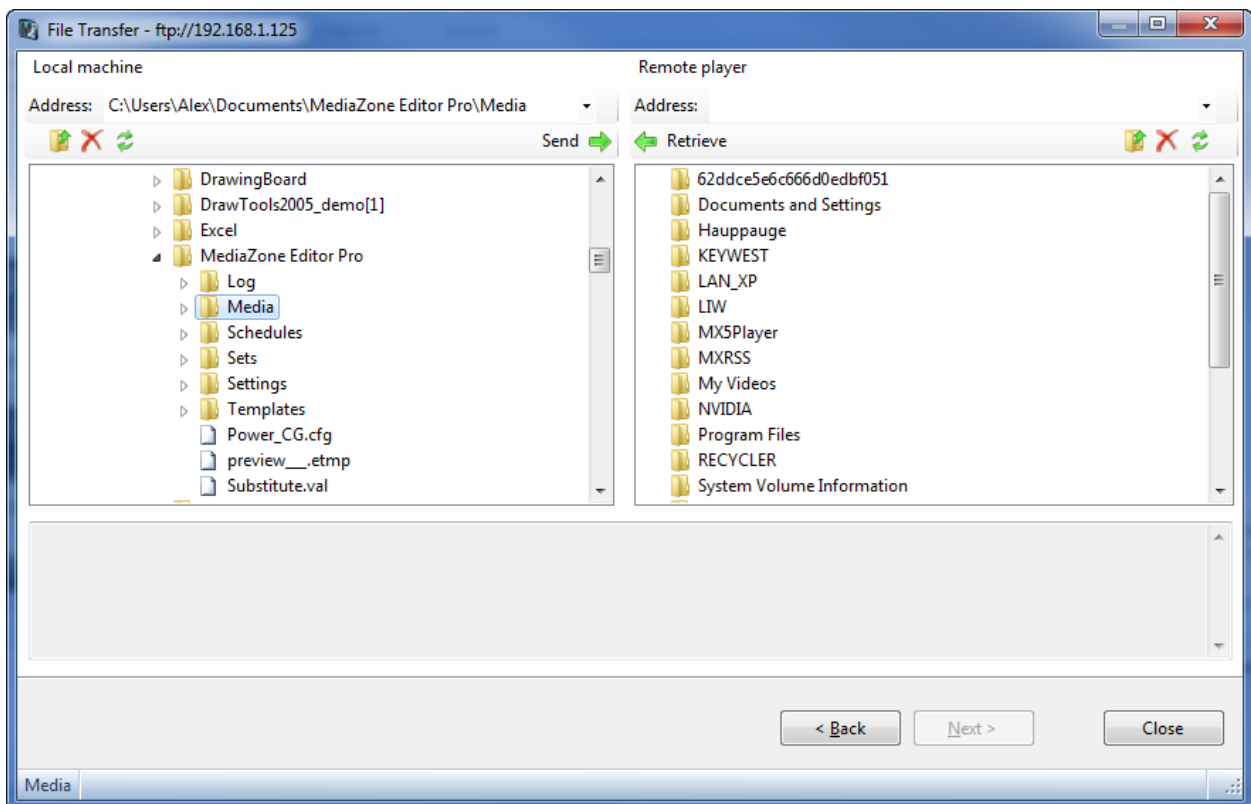Each side includes a set of buttons and controls:

- An **Address** bar to indicate what folder is currently shown in the folder view
- An **Up Folder** button to navigate to one folder up, to the parent folder
- A **Delete** button to delete the currently selected file
- A **Refresh** button to refresh the current folder view
- **Send and Retrieve** buttons to transfer the selected file from one folder view to the folder selected in the other folder view
- A **Folder View** that displays the folder structure. The folder view for the local machine resembles Windows Explorer, with a hierarchical structure of the files and folders on the computer. The folder view of the remote machine is merely a list, and requires a double-click of a folder to reveal its contents
- A **Status** window to log the status of each file transfer

In addition to using the Send and Retrieve buttons, drag and drop can be used to transfer files.

Example

In the example shown below, a file named Basic_1.png is selected from the Media folder on the remote player. To retrieve this file to the local machine, select the target folder in the left folder view and press the Retrieve arrow.
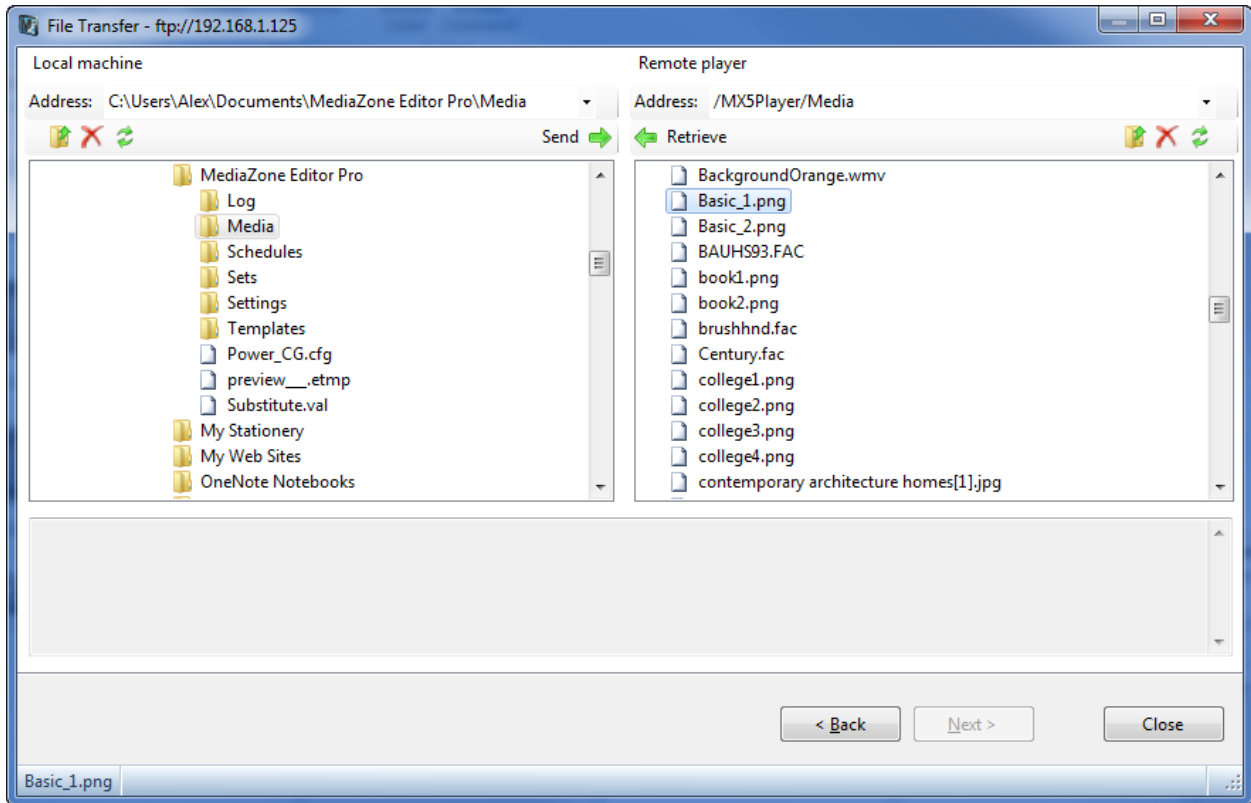
Alternately, drag and drop this file to the target folder in the left folder view. Once complete, the status window will indicate the success or failure of the file transfer. To further verify the success of the file transfer, navigate inside the target folder and press the refresh button to ensure the file is present.

Note: when using the Send and Retrieve buttons, files are transferred to the folder shown in the address bar. However, with drag and drop, files can be transferred into folders other than the folder shown in the address bar.

The File Transfer tool is only for transferring individual files, it cannot transfer multiple files simultaneously or folders.

INSTANT CRAWL

Instant Crawl is an external application for sending crawl text to a player. It can be used to send an emergency message without interrupting the normal playlist.

The Instant Crawl button launches the external MX Instant Crawl application, as shown below.
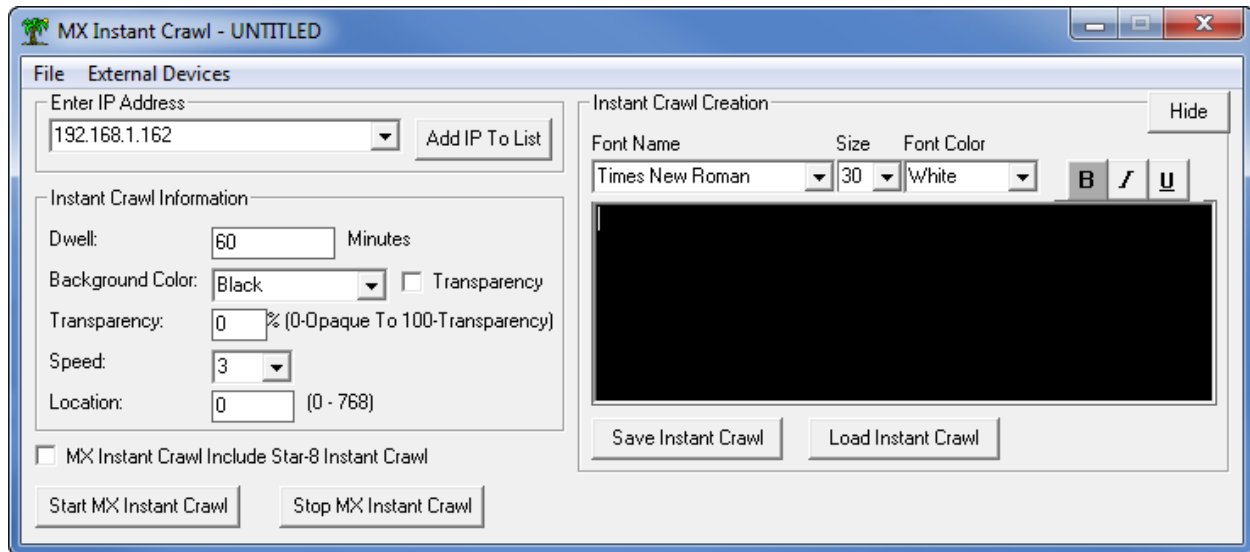
Upon launch, a system check is performed to determine if the current user has administrator privileges in Windows. If so, the IP address of each configured player is added to the **Enter IP Address** drop-down. The **Add IP To List** button is to add additional IP addresses to the drop-down list in the future, however, this requires administrator privileges in Windows.

The Instant Crawl Information pane contains the following controls for configuring the Instant Crawl.

- The **Dwell** control sets the duration of the crawl, in minutes
- The **Background Color** provides a drop-down list of several colors to choose as backgrounds to the crawl text
- The Background Color **Transparency** checkbox, when checked, completely hides the background from the crawl
- The **Transparency** percentage control specifies the opacity of the entire crawl text, both foreground and background
- The **Speed** setting determines how fast or slow the crawl travels. Positive speed values will move right to left; negative speed values will move left to right
- The **Location** control sets the distance of the crawl, from the top of the display

The Instant Crawl Creation pane includes several options to control the crawl styling

- The **Font Name** drop-down contains a list of available fonts
- The **Size** drop-down contains a list of available font heights
- The **Font** Color drop-down contains a list of available colors
- The **Bold**, **Italic** and **Underline** buttons toggle the respective text attributes

- The **Save Instant Crawl** button saves the crawl information file before sending to the player. Pressing this button is required prior to successfully sending an instant crawl
- The **Load Instant Crawl** button retrieves a saved crawl information file
- The **Hide** button minimizes the Instant Crawl application to the system tray

The **Start MX Instant Crawl** and **Stop MX Instant Crawl** buttons are used to send the crawl to the player and clear the crawl from the player, respectively. Sending an Instant Crawl will prompt for the player password. The password is preset as "123456", but can be changed to a more secure password by selecting "Change Password" on the File menu.

The Instant Crawl application includes two features related to the obsolete Star-8 products: a checkbox for the **MX Instant Crawl Include Star-8 Instant Crawl** and the **External Devices** menu. These items can be ignored.

INSTANT COMMANDS

To access the instant command functions, select the instant commands button. A wizard provides a series of steps to send several types of instant commands to a player or group of players, as shown below.

Select Recipient

The first step of the wizard displays a list of all available players or groups. If none are shown, the user must first add them via Manage Players and Groups. The default view of this list is large icons, but the drop-down menu in the upper right corner can be used to view the list in Details view. The details view displays rows and columns, including a column for IP Address.

Note: not all commands can be sent to a group of players. Those which are invalid will be disabled.

The Next button is inactive until a player or group is selected.
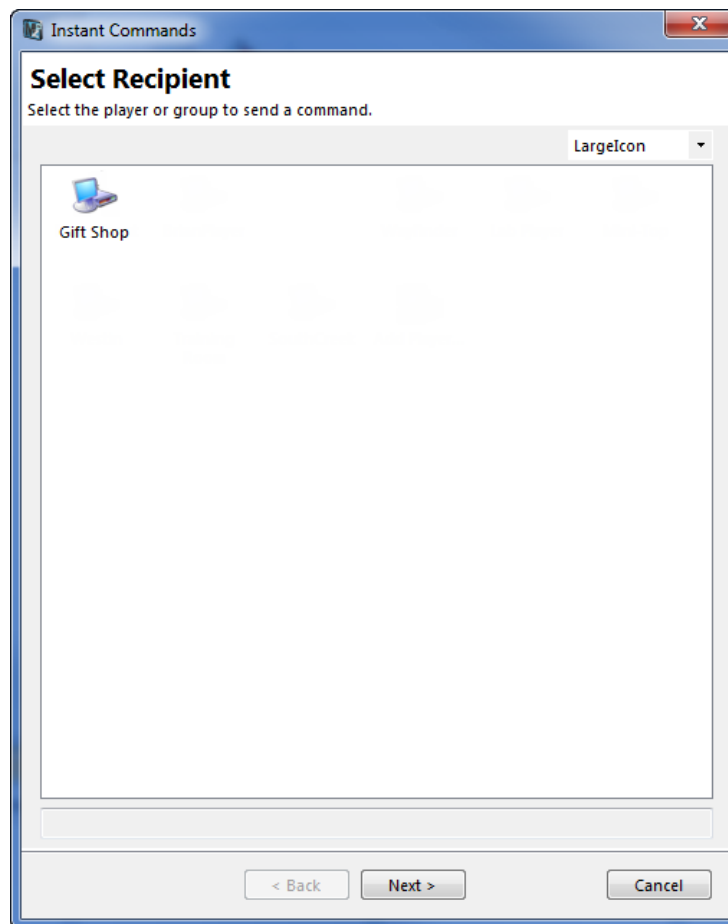
Select a Command

This step provides a list of the available instant commands, separated into two types: Actions and Queries. Selecting an Action command will change the playback on the player. Selecting a Query will not.

Four playlist commands are available to change the behavior of the playlist.

- The **Restart Current** button stops and restarts the current playlist from the beginning
- The **Play New Playlist** button launches a dialog to select and play a different playlist on the player. See the Play New Playlist section for more information
- The **Pause Current** button freezes the playback to maintain the currently visible frame
- The **Resume Current** button resumes normal playback after a pause command has been issued

Two instant commands are available to play and stop a specific file

- The **Play Media File** button launches a dialog to select and play a specific file on the player. See the Play Media File section for more information
- The **Stop Media File** button stops the specific media file from playing and resumes normal playback

Several player commands are available for the player

- **Reboot Player** stops the player software and reboots the machine
- The **Sync On** button sets the displays power to the "On" state
- The **Sync Off** button sets the displays power to the "Off" state
- The **Retrieve Log** buttons launches a dialog to select a log file from the player for preview or download
- The **Synchronize Time** buttons sets the machine's system time and date to synchronize with the local computer
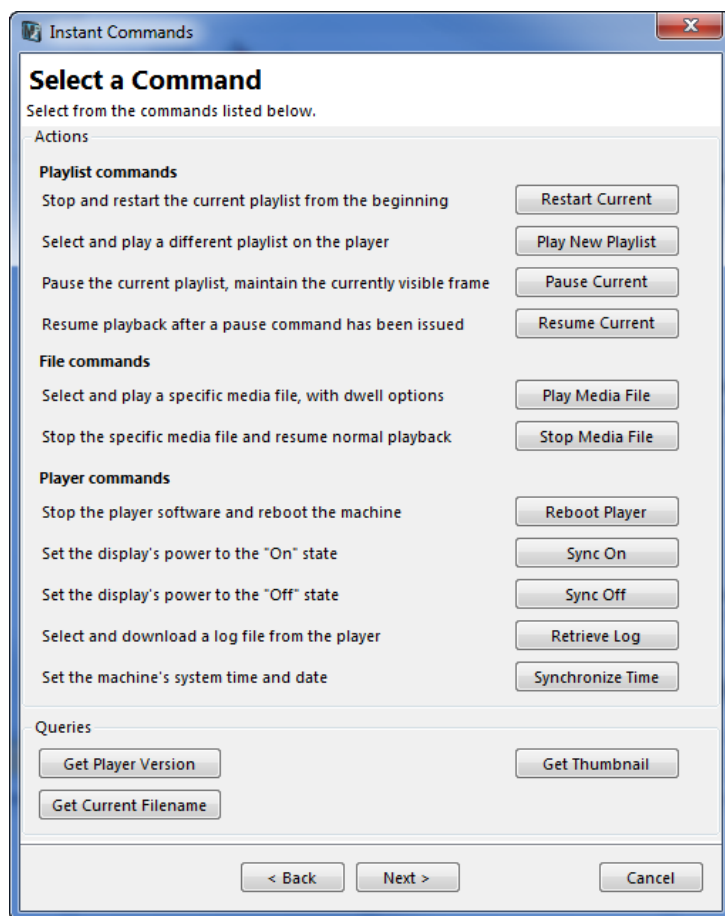
Three buttons in the Queries group are available to retrieve information from the player

- The **Get Player Version** button retrieves the version of MediaZone Pro Player software running on the player
- The **Get Current Filename** button retrieves and displays the name of the file currently running on the player

- The **Get Thumbnail** button retrieves a recent thumbnail image from the player. This functionality requires that the InfoZone Player software is running on the player

Play New Playlist

This instant command launches a dialog to select from a set of playlists, as shown below.
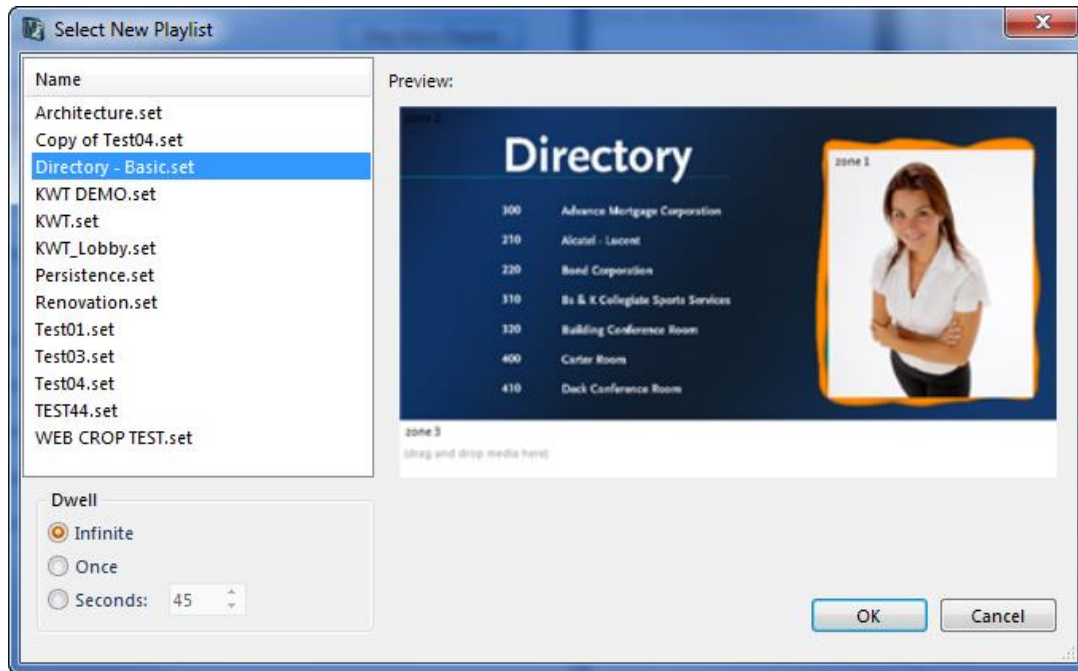
When first launched, a list of all available playlists that exist on the player are retrieved and displayed in the list on the left. Selecting a playlist attempts to show a playlist preview on the right.

The Dwell area allows three different options.

- **Infinite** will play the selected playlist indefinitely, or until another playlist is sent to the player
- **Once** will play the selected playlist once, then play the normally scheduled playlist
- **Seconds** allows a predetermined amount of time, in seconds, that the selected playlist will play, then play the normally scheduled playlist

Press OK to begin playback of the selected playlist on the player, or Cancel to return.

Play Media File

This instant command launches a dialog to select from media files, as shown below.

When first launched, a list of all available media files that exist on the player are retrieved and displayed in the list on the left. Selecting a file attempts to show a preview on the right. Because audi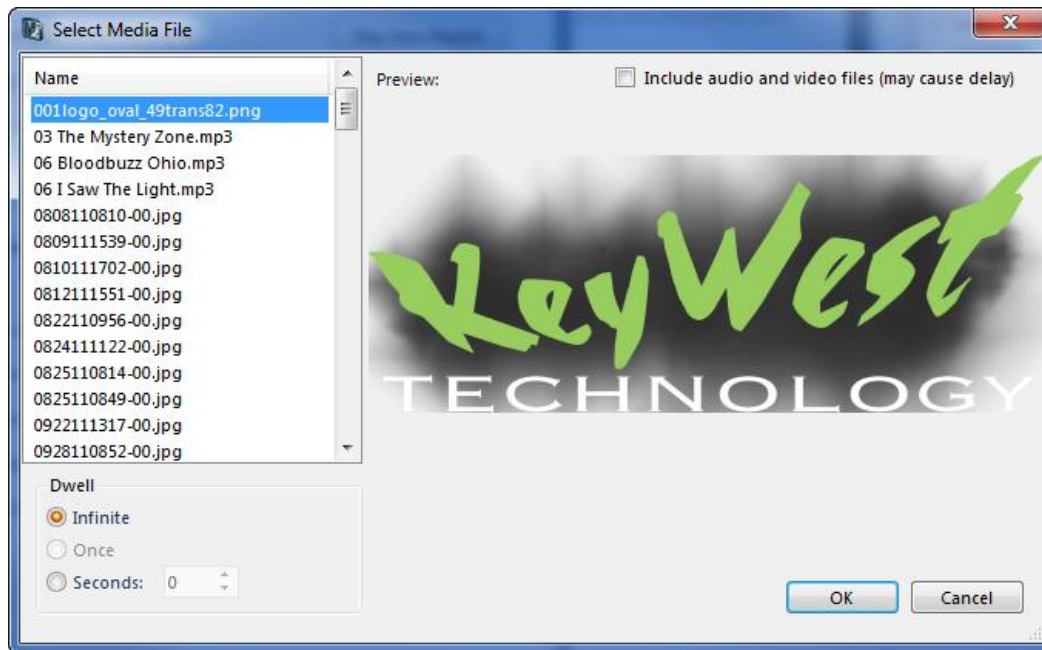o and video files can be large and take some time to be downloaded and previewed, a checkbox in the preview area is unchecked by default. To preview audio and video files, check this checkbox and select a file.

The Dwell area allows three different options.

- **Infinite** will play the selected file indefinitely, or until another playlist or file is sent to the player
- **Once** will play the selected file once, then play the normally scheduled playlist
- **Seconds** allows a predetermined amount of time, in seconds, that the selected file will play, then play the normally scheduled playlist

Press OK to begin playback of the selected file on the player, or Cancel to return.

Retrieve Log

This instant command launches a dialog to select from log files, as shown below.
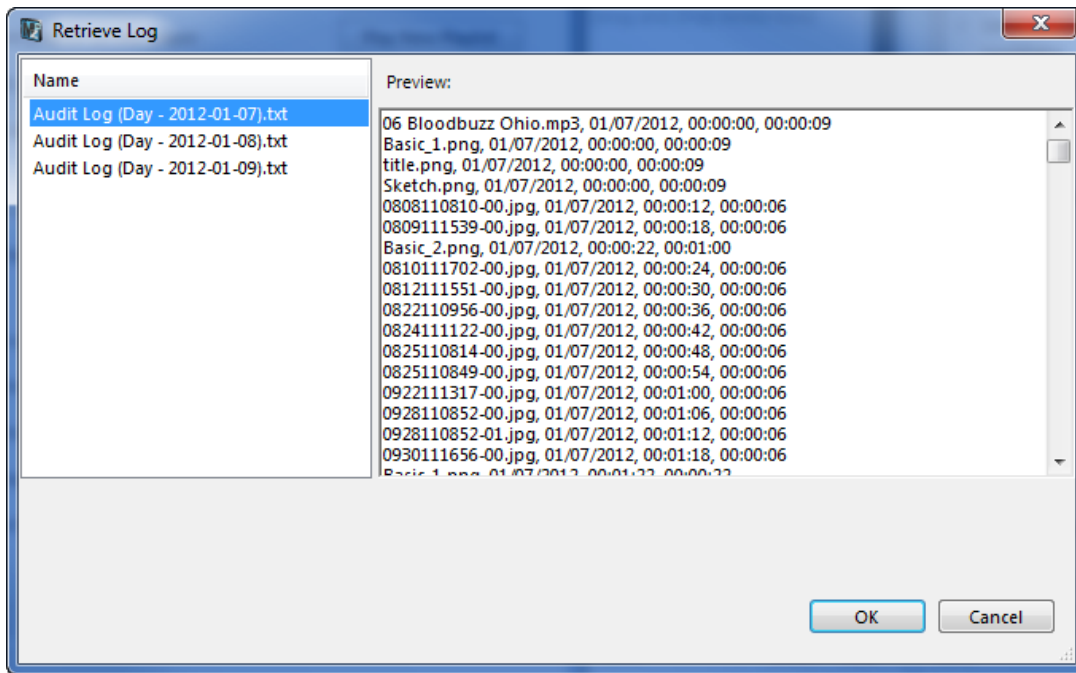
When first launched, a list of log files that exist on the player are retrieved and displayed in the list on the left. Selecting a file attempts to show a preview on the right.

Note: if a file is currently in use on the player, such as the case with the current day's log file, it cannot be previewed.

Press OK to save the selected log file to the local drive.

VIEW TAB

The View tab contains five groups.

The **Visual Theme** group contains a drop-down menu to select from multiple application themes. These themes change the look and feel of MediaZone Pro Editor to better impact the user experience.

The **Media Pane** group contains three buttons, including a Hide toggle button to hide or show the pane, a View drop-down button to customize the display of the media pane, and a filter drop-down menu to customize the contents of the media pane.

Different ways of displaying files in the Media Pane		
Selection	Type	Comments
Details	View	A list that includes various file properties. Useful for sorting
Thumbnails	View	Provides a small thumbnail image for graphics files
Gallery	View	Uses large icons and a horizontal scrollbar
Pane	View	Uses large icons and a vertical scrollbar. Also provides some information such as size
All	Filter	Lists all valid media file types
Crawls	Filter	A list that only includes files eligible for use in a crawl zone
Variables	Filter	A list that only includes files eligible for use in a variable zone

The **Zone Lists Pane** group includes a Hide toggle button to hide or show the pane, and a toggle button to expand the selected zone to the entire width of the application. This button can be selected again to restore the zone lists pane to its default state.

The **Property Pane** group includes a Hide toggle button to hide or show the pane.

The **Preview Pane** group includes a Play and Stop button. Pressing the Play button launches Preview.exe, an external application that closely mimics how the current playlist will be displayed on the digital sign. It is not necessary to save your playlist, making it easy to first check the appearance of a playlist without sending to a digital sign. The launch of Preview.exe can take several seconds to complete, and creates a window directly on top of the canvas area. Pressing the Stop button or closing the Preview window with the red "X" in the upper right corner returns the user to MediaZone Pro Editor.

Note: the Preview window is designed as a quick way to review a playlist's content. It produces much lower quality graphics when compared with the digital signage player software.

MEDIA ATTRIBUTES TAB

The Media Attributes is context sensitive, and is automatically displayed when a media item is selected in the zone lists pane. When multiple items are selected in the zone lists pane, changes made on this tab will apply to all items. The Media Attributes tab contains three groups.

The **Properties** group includes a Dwell numeric control for specifying the duration time in seconds, and a Transition drop-down menu for selecting the type of effect at the beginning of each media item. The Fade In transition, for instance, makes the item gradually appear from the previous item. The Cut transition is actually no transition.
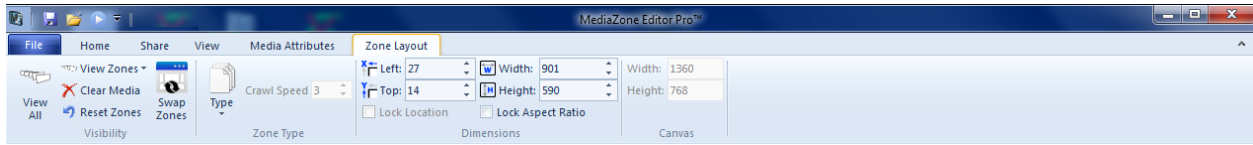
The **Transparency** group contains the following controls:

- The Set Color Key button launches a color dialog to select the transparency color key. A color key is used by the digital signage software to "key out", or make transparent, a specific color value
- The color key textbox indicates the hex code for the color, preceded by the hash tag (#). This textbox is automatically populated when a color is selected in the color dialog, or can accept valid color hex codes which are typed into it directly. This textbox is self-validating, whereby invalid color codes are shown in red and valid ones in black
- The color key preview appears above the textbox, filled with the desired color
- The Adjust Transparency button displays a slider control when selected. This slider is similar to the Windows speaker volume control, with a sliding thumb along a track. Sliding the thumb along the track changes the overall media item transparency, from 0 to 100%. A media item set to 100% transparency will be invisible. It is required to press OK to dismiss the slider control and set the transparency value

The **Date Time Validity** group includes two controls for specifying when a media item is to be valid and displayed. By default, media items are set to always be displayed. Pressing the Specific button reveals a panel of controls for setting specific validity dates, and specific validity times within the selected date range. Individual day of week checkboxes are also available for further refining the validity of a media item. Pressing OK is required to dismiss the panel and set the specific values.

When a playlist is ran on a digital signage player, Date time validity properties are evaluated for each media item in the playlist. If Always is selected, any time the player encounters the item in a playlist, it will display. If Specific is selected, when the player encounters the item, it will validate if the current date falls within the start and end dates – if so, it will then validate if the current time falls within the start and end times. If so, it will display the item, and if not, it will ignore the item

ZONE LAYOUT TAB

The Zone Layout tab is used to controls zone properties, and contains four groups.

The **Visibility** group contains the following controls:

- The View All button enables every zone
- The View Zones drop-down menu allows selection of the number of enabled zones
- The Clear Media button removes media items from the currently selected zone
- The Reset Zones button restores the zones to their original state, as saved in the playlist
- The Swap Zones launches a dialog box to swap the media of two zones, with an option to also swap their type, size and location, as shown below
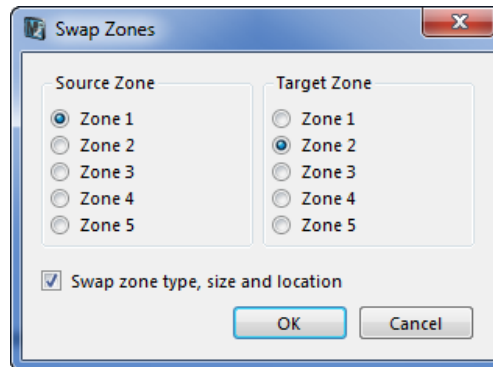

The **Zone Type** group includes a drop-down menu for the three types of zones: Page, Crawl and Variable. Selecting a new option will change the currently selected zone to that type. The Crawl Speed numeric control is enabled when the current zone is a crawl type. The value specified will change the speed and direction of the crawl as it scrolls across the display. Positive values 1 through 7 scroll from right to left, with 1 as the slowest and 7 as the fastest speed. Negative values -1 through -7 scroll left to right, with -1 as the slowest and -7 as the fastest speed.

The **Dimensions** group includes numeric controls for specifying the size and location of each zone. Note: maximizing the application before changing these values will decrease rounding and increase precision. The Lock Aspect Ratio prevents the currently selected zone from changing its rectangular shape while resizing. Changing these values may require re-selection of the zone for the values to update.

The **Canvas** group includes the width and height dimensions for the entire canvas. These controls are read-only. Changes to these values can be made on the Home tab.

MEDIA PANE

The Media Pane displays media files of a selected folder. The pane can be customized to display items in multiple ways. Items in the media pane can be dragged and dropped into a zone.
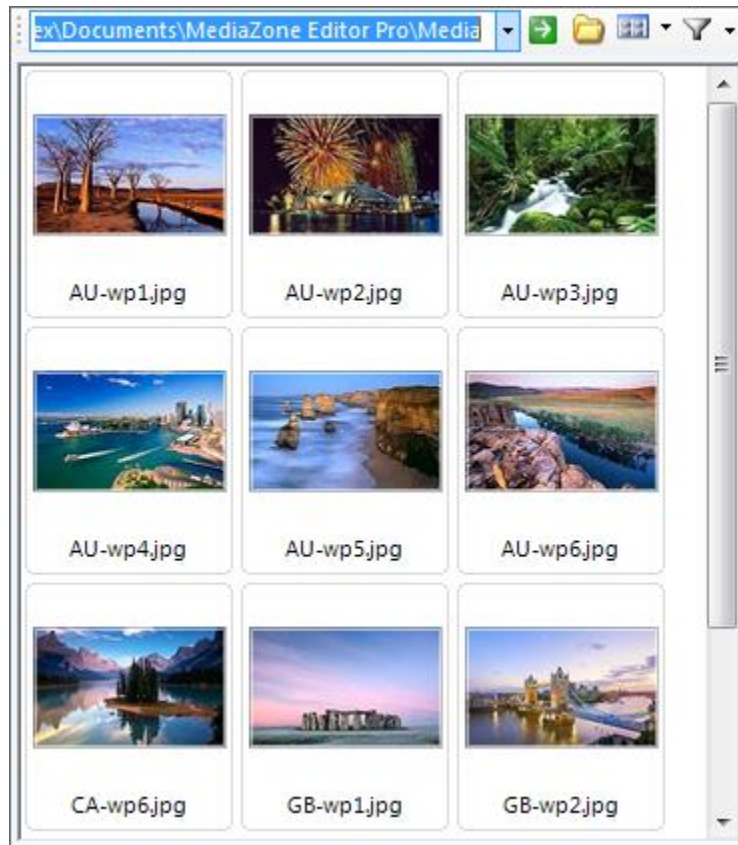
The Media Pane includes a toolstrip with five controls:

- The **Folder Menu** is a drop-down box that displays the current folder name. A folder is typically added with the browse button, described below. Selecting the arrow on the right side of the drop-down reveals the history of previously selected folders. Folder names can also be typed directly into the drop-down box.
- The **Go** button forces the Media Pane to reload the folder in the drop-down box. This is necessary when the folder name is typed directly into the drop-down box, or when the folder needs to be refreshed for displaying new media content.
- The **Browse Button** launches the open dialog, to allow navigation to and selection of a folder name. This dialog not only shows folder names, but also filenames. This allows the user to see the contents of a folder. Selecting the Open button of the dialog loads the selected folder name into the folder menu and loads the media items into the Media Pane.
- The **View Menu** and **Filter Menu** are used to customize the display of the media pane, as shown in the chart below

Different ways of displaying files in the Media Pane		
Selection	Type	Comments
Details	View	A list that includes various file properties. Useful for sorting
Thumbnails	View	Provides a small thumbnail image for graphics files. (As shown above)
Gallery	View	Uses large icons and a horizontal scrollbar
Pane	View	Uses large icons and a vertical scrollbar. Also provides some information such as size
All	Filter	Lists all valid media file types
Crawls	Filter	A list that only includes files eligible for use in a crawl zone
Variables	Filter	A list that only includes files eligible for use in a variable zone

The Details view includes columns for sorting media files by date, size, etc. but does not include a thumbnail image.
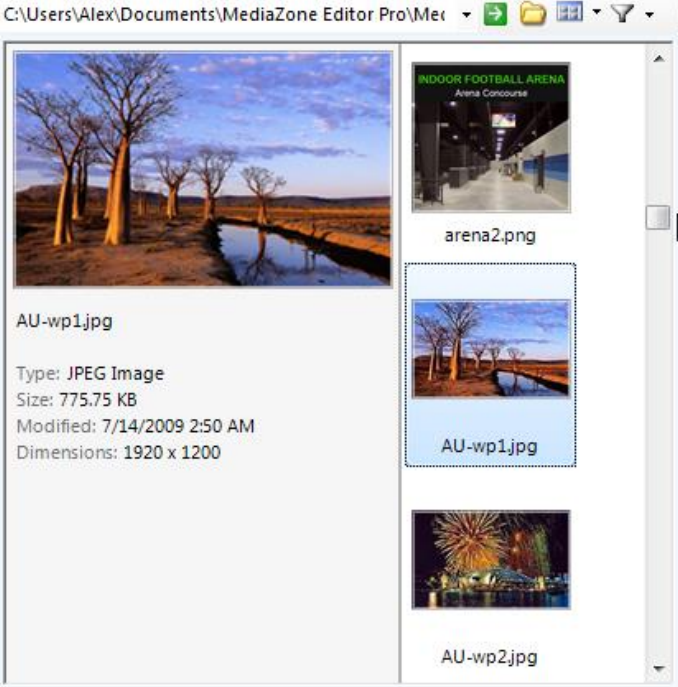
The Thumbnails view includes a vertical scrollbar, and displays a small image of the media files.
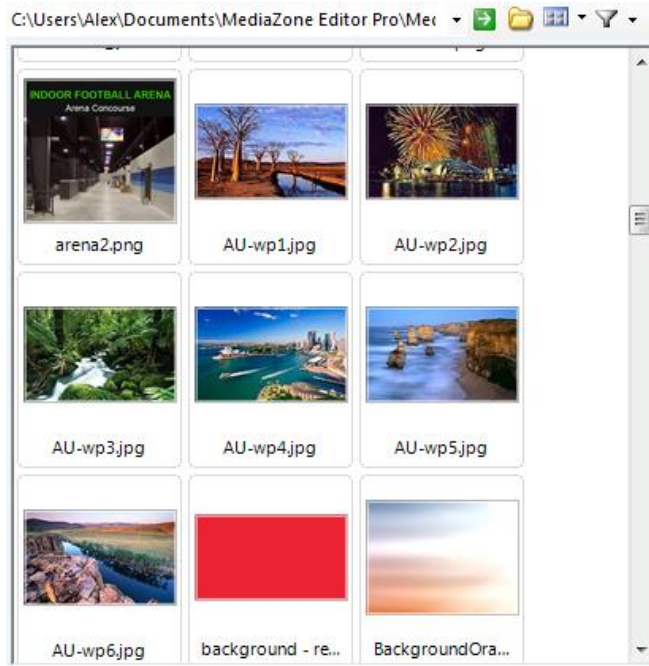
The Gallery view includes a horizontal scrollbar, and displays a large image of the selected file.
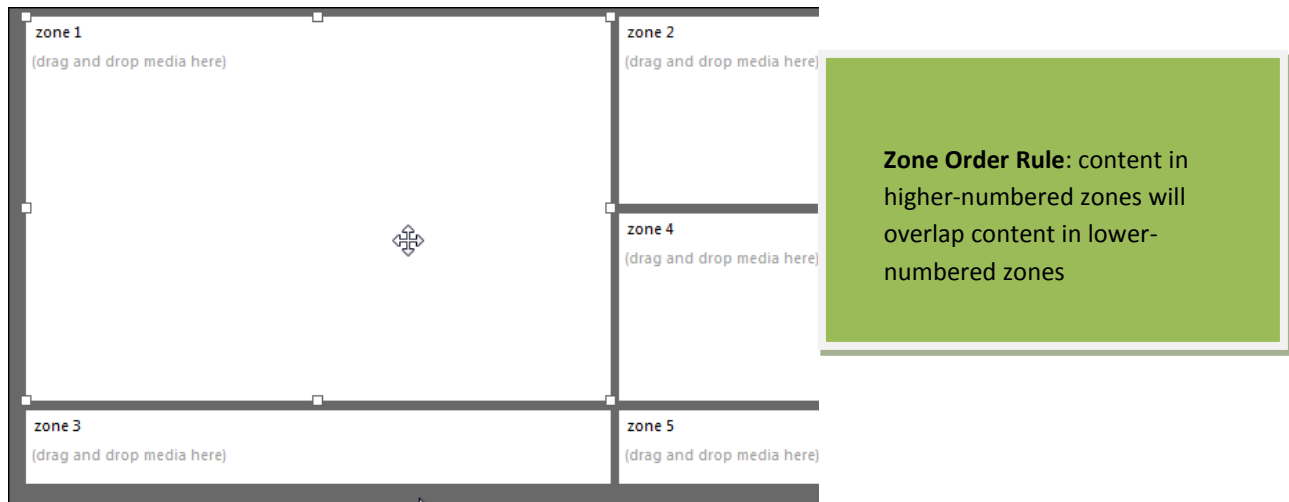
The Pane view includes a vertical scrollbar, displays a large image of the selected file, and includes file details such as size, date and dimensions.

CANVAS AREA

The canvas area is for configuring the zones in MediaZone Pro Editor.


The initial configuration, shown above, has five enabled zones plus the background. Selecting a zone change the cursor to indicate the zone can now be moved, and also reveals the eight resizing glyphs around its edges, as shown above. Click and drag within the zone to move it, click and drag a glyph to resize it.

Some notes on configuring zones:

- The size of the background zone always matches that of the resolution
- Other zones can be a maximum size of the background, or a minimum of 20 x 20
- Zones are prevented from moving outside the boundaries of the background, and will appear to butt against the boundary
- The selected zone can be moved with the up, down, right and left arrow keys on the keyboard
- If the Lock Aspect Ratio (Zone Layout ribbon tab) checkbox is checked, resizing the zone is best accomplished with the left and right side glyphs
- A zone can overlap another or even completely hide another zone. Selecting a hidden zone can be accomplished with the zone buttons in the Zone Lists pane, which always brings the selected zone to the top in the canvas area. Overlapped zones, when viewed on the digital signage player however, will be ordered by the zone with the larger zone number on top. See the Zone Order Rule
- Variable zones cannot be resized. Their size matches the background
- The background of a Crawl zone becomes transparent once a crawl item is added
- Additional tools for configuring zones can be found on the Zone Layout ribbon tab
- Some zone properties can be adjusted in the property pane

PROPERTY PANE

The property pane displays detailed properties of the selected zone or media item.
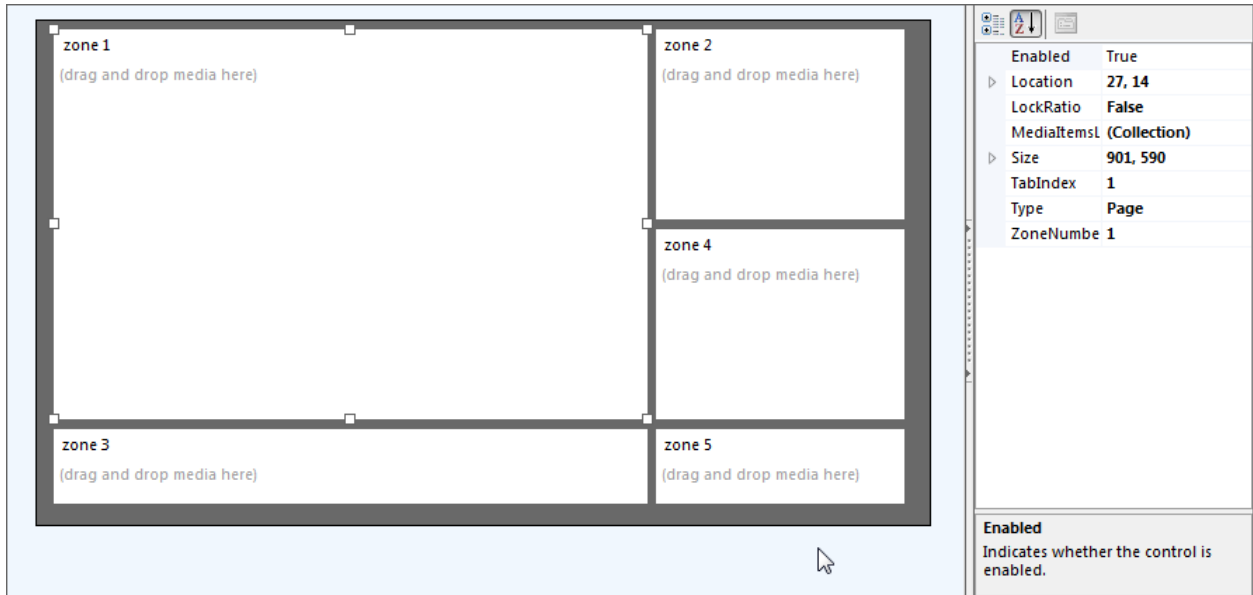
When a zone is selected, the property pane displays a grid of zone properties, as shown above. The left column states the property name, the right column its value. The bottom area briefly describes the property. Different editing options are available, depending on the type of property. For instance, a zone can be either enabled or disabled. Therefore, the right column of the Enabled property includes a drop-down menu for selection of True or False. Other properties can accept numeric input, text, or even launch a dialog.

The toolstrip at the top of the property pane includes two buttons. These buttons toggle between categorized and alphabetical views.

Property names with an arrow are expandable, such as Location or Size. Press the arrow to see their subproperties.

When a background zone or a media item is selected, the property pane changes to reflect their properties. The property pane is read-only when a media item is selected.

ZONE LISTS PANE

The zone lists pane is the zone manager for media items.

As discussed earlier, media items can be dragged and dropped from the Media Pane directly into a zone. As they are added to a zone, they appear in the associated zone list. Each zone list is a grid, with columns for Name, Dwell, and Total. The total column is a tally of all item's dwell time, in seconds.

Media items can also be dragged and dropped directly into a zone list. As the mouse cursor hovers over the zone list about to drop a media item, any existing media items will be sensed, and a horizontal red line with arrows is shown to help identify where among the existing items the new media shall be added. See below.


This same red line appears when changing the order of existing items up or down within the zone, and pertains to both single and multiple selections of items.

When too many media items appear to fit into a zone list, select the zone button to reveal a vertical scroll bar.

Adjusting the height of the zone lists pane may also reveal any hidden media items. Placing the cursor on the upper boundary of the pane changes the cursor to the double-sided arrow. Clicking and dragging allows resizing of the pane.
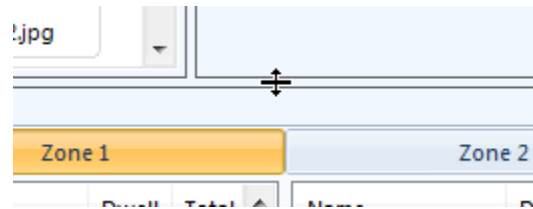
Media items can be moved from one zone to another by dragging and dropping. The red line will indicate where in the target zone list the items are to be place. Dropping outside the MediaZone Pro Editor interface will delete the item. Some media items cannot be moved from one zone into another. For instance, crawl images cannot be moved to a zone which is not a crawl zone. Illegal operations such as these will be either ignored or produce an error message.

The zone lists include a pop-up menu that appears after a right-click, as shown below.
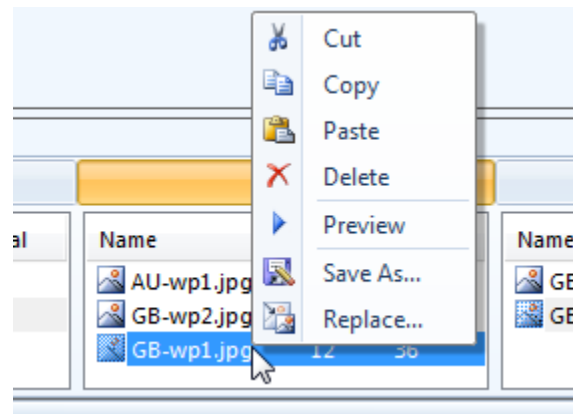
In addition to the Cut, Copy and Paste clipboard commands, the following commands are available:

- **Delete** removes a media item from the playlist
- **Preview** launches the default application to view the file
- **Save As** launches the Save dialog box, to rename and save the file
- **Replace** launches the open dialog box, to select another media file to use in its place
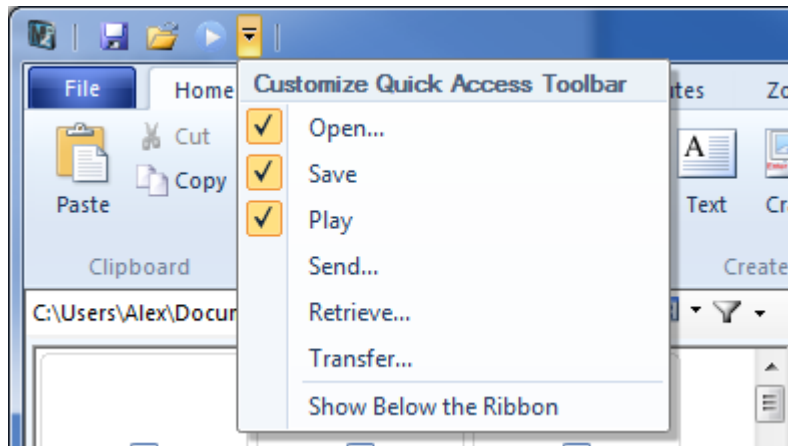
OTHER INTERFACE REGIONS

In addition to the five main regions of MediaZone Pro Editor, two other regions provide benefit and are described below.

QUICK ACCESS TOOLBAR

The Quick Access Toolbar includes a set of controls that are always available regardless of which ribbon tab is currently selected. Located either above or below the ribbon, the Quick Access Toolbar can be customized to add or remove commonly used commands. The default commands that are configured to appear in MediaZone Pro Editor are Save, Open and Play, as shown below.

To customize the location and content of the Quick Access Toolbar, click the drop-down arrow on the right and select or deselect the menu items, as shown below.
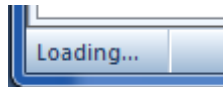
STATUS BAR

The status bar resides at the bottom of the MediaZone Pro Editor interface. This region provides general application information, such as status messages, selection verification and coordinate system indicator.

The left side of the status bar includes a notifications area for status message and verification of the selected item. When MediaZone Pro Editor is first launched, the selected item is Zone 1, as shown above.

While a playlist is being opened, the notification area reads "Loading", as shown here.

When a media item within a zone is selected, the notification area displays the name of the item.
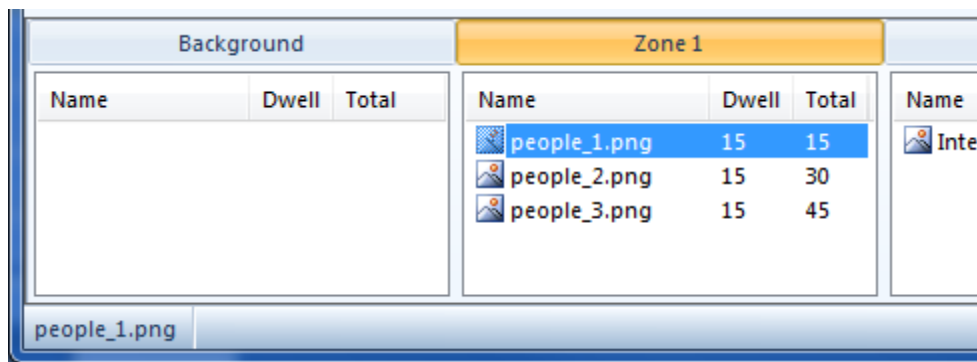
If multiple items are selected, the notification area lists multiple names.
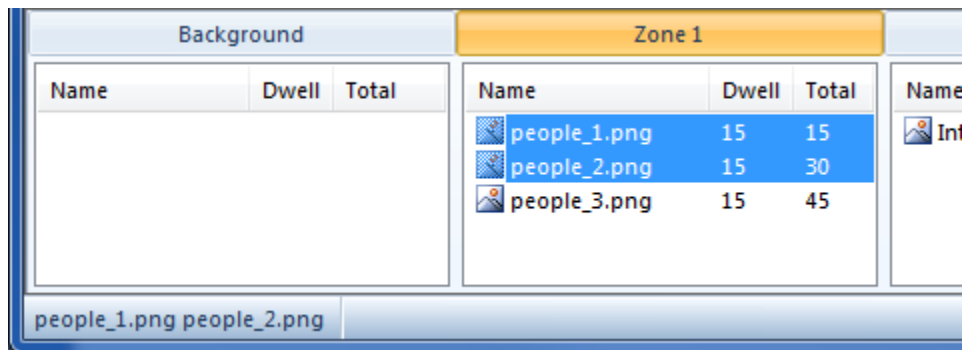
The right side of the status bar includes a coordinate system indicator, that provides the X and Y coordinates of the cursor location within the zone layout area. The coordinates are updated in real-time as the cursor is moved about the canvas.

The coordinate system is based on a 0,0 location in the upper left corner of the canvas. In the example below, the cursor is located near the lower right corner of a canvas whose size is 1920 x 1080.
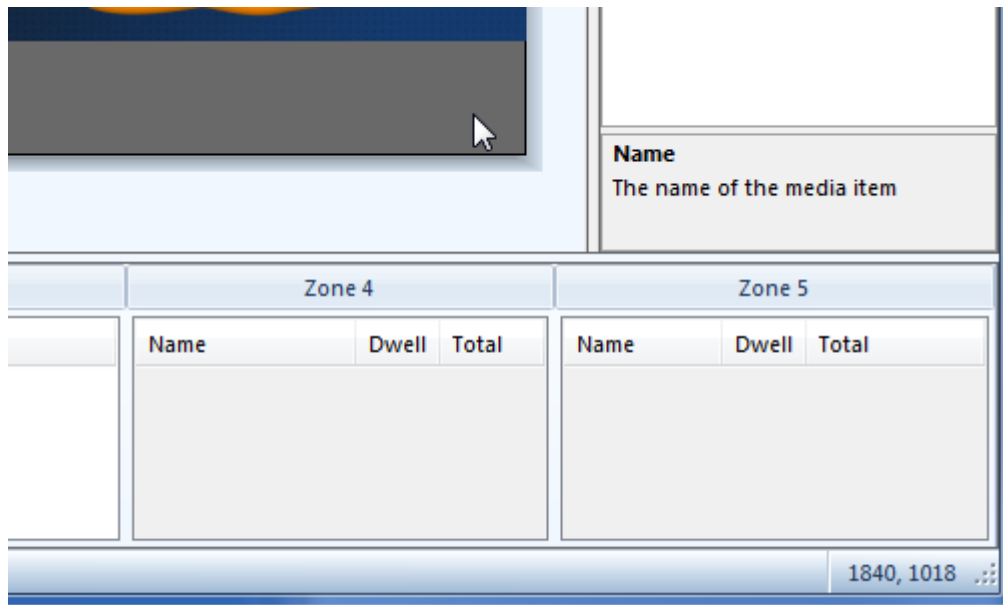
ADD CONTENT

There are many different types of content that can be added to a playlist. The following section describes adding content in more detail.

MEDIA

There are multiple types of media that can be added to a zone. Image file types include bmp, jpg, png, tif, gif and additional types that are valid. Video file types include avi, mpeg, wmv, mov, divx, swf and others. There are special considerations for other file types.

Adding media can be done in one of three methods. First, select the desired media file(s) in the media pane, then:

- Click the Media button on the Home tab
- Drag and drop into a zone in the zone layout canvas
- Drag and drop into a zone in the zone list pane

Regarding the playlist order when adding media, in the first two methods described above, the media will be added at the end of all other media. The last method, dropping into the zone list pane, allows media to be added in any desired order among existing media. This is described in more detail in the **Zone Lists Pane** section of this manual.

Audio Files

Audio file types include mp3, au, wav, midi, wma and others. Audio files can be added to the background, but not to other zones. Furthermore, consideration should be taken when adding multiple files to the background. The duration of an audio file, when added, will be calculated and this value set as the dwell. This dwell time can be overridden, of course, but could result in "clipped" audio if the overridden value is too short or a "repeat loop" if the value is too long.

Playback of an audio clip does not include a visual file, and instead includes a blank screen. If a background zone contains both images and audio, they do not overlap. For instance, a playlist may include both MySong.mp3 and Sunrise.jpg in the background. During playback, MySong may play for 214 seconds with a blank background, immediately followed by the Sunrise image for 15 seconds with silence.

Because video files can contain audio and be added to any zone, be careful to avoid audio conflicts. For instance, a music video in Zone 2 could play simultaneously with MySong.mp3 in the background, producing overlapping audio tracks.

PowerPoint Files

PowerPoint files can be added to the background zone, but there are some limitations. PowerPoint files have priority over all other media, so the presentation will be full screen and the only visible media of the playlist. Other zones, including crawl zones, are hidden. All content must therefore be embedded inside the PowerPoint presentation file.

BLANK

The Blank button inserts a blank into the currently selected zone. Blanks are used to separate media during playlist playback by the amount of time specified in the dwell property. Blanks cannot include transitions, and instead use the Cut transition. During playback, a blank is displayed differently depending on the zone in which it resides, per the following.

- A blank in the Background zone is displayed as black, although future versions of MediaZone Pro Player software may provide the ability to choose another color
- A blank in Zone 1 – 5 will display as transparent, allowing content from lower-numbered zones to "show through"

The real value of using blanks is in creating a playlist where all zones have the same total dwell. Because media items such as audio or video files can have disparate durations, blanks can assist in "stretching" another zone's total dwell to equal the dwell of the entire playlist. This results in a more professional playlist that can recycle and repeat properly.

WEB PAGE

A web page can be added to a zone by selecting the Web Page button. This launches the **Add Web Page** dialog, as shown below.
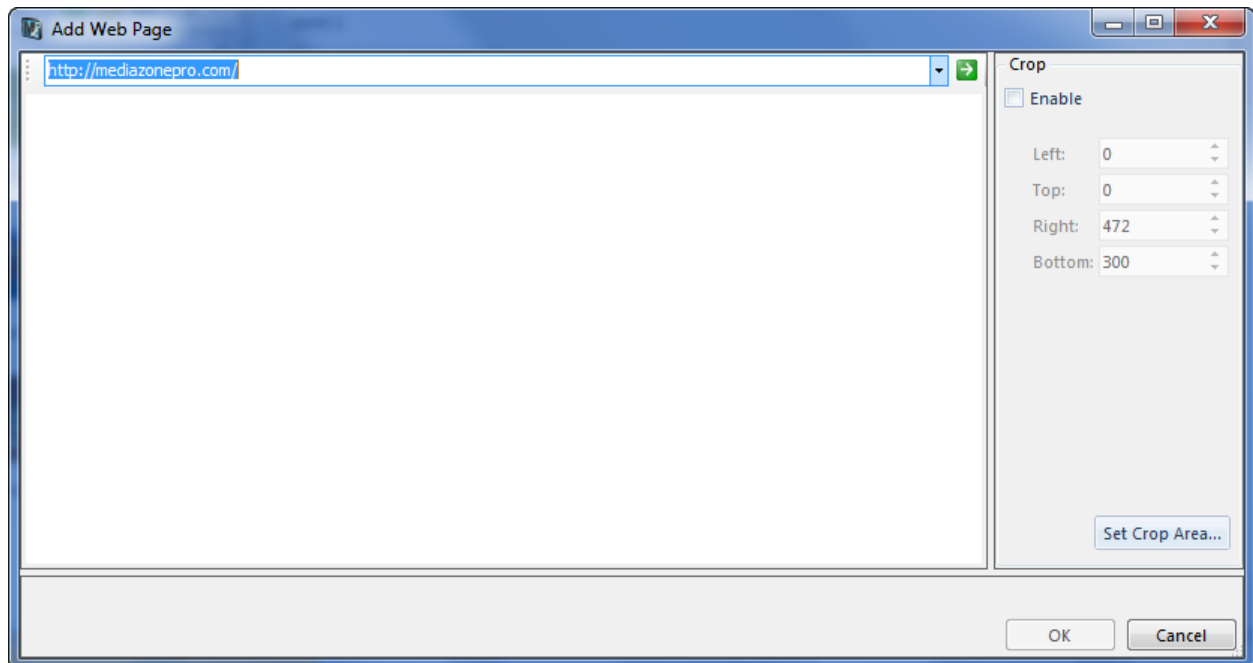
The address drop-down box includes the history of web pages visited with this dialog, with the most recent at the top. Enter the desired web page URL and press Enter or the Go button. The page will be displayed in the preview area.

If the dimensions of the web page are equal to the dimensions of the zone, then the playlist will display the content accurately. Often, however, this is not the case. An additional feature to the Add Web Page dialog is the Crop window tool. This feature allows you to choose just a portion of the web page for display. To use, add the web URL, press enter to show it in the preview area, check the Crop checkbox and press the Set Crop Area button.

The Windows desktop will display the web page in full-screen mode, with a blue crop window in the upper-left corner, as shown below.

The crop window can be resized and moved to any area of the screen, just like any normal window. The outer edges of the crop window are used to dictate the desired cropping area. Real-time size and location pixel values update as the window is resized and positioned.

Note: when moving the crop window in Windows 7, the "snap" feature may attempt to enlarge the window when the edge of the screen is encountered. To prevent this, carefully and precisely move the crop window close to the edge without actually touching the edge.

Once in the proper position, select the **Apply** label inside the crop window to save the position settings and return to MediaZone Pro Editor. Alternately, click the red X in the upper-right corner of the crop window to cancel the crop operation and return to MediaZone Pro Editor.

You may notice a warning in the lower portion of the dialog and the cropping screen that indicates the current resolution does not match the playlist resolution. In such cases, the desired cropping window size and location will vary on the digital signage display. If possible, set the Windows resolution for your computer to match that of the digital signage display and try again.

Note: launching the preview of the current playlist in MediaZone Pro Editor may not accurately represent the crop setting due to screen resolution mismatches.

After a web page item has been added to a playlist, the item can later be edited by double-clicking it in the zone lists pane.

EXTERNAL VIDEO

If the player hardware supports it, a video feed from an external source can be added to a playlist. The type of source can be specified when selecting the External Video drop-down button, as shown below.
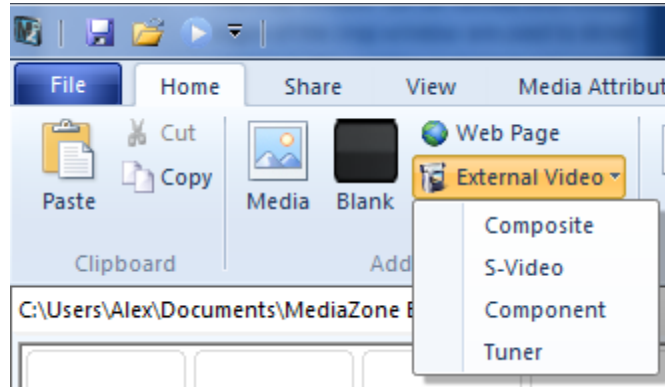
For the first three selections, Composite, S-Video and Component, the media item will be added to the selected zone without any further requirements.

The last selection on the drop-down menu, Tuner, requires further information. A tuner may be a satellite or cable set top box, and therefore the channel setting is required for MediaZone Pro Player to display the correct content. After selecting Tuner, the following dialog will appear.
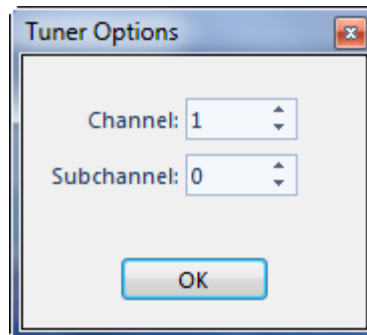

In most instances, setting the desired channel is all that is required. In other instances, perhaps for QAM or Over-the-Air digital receivers, a subchannel will be required. Once these channels are set, press OK to add the tuner item to the playlist.

Like any other media item, the dwell time, transition and other attributes can be set accordingly.

STREAMING VIDEO

For players that have internet access, video can be streamed from the internet during playlist playback. To add a media item from streaming video from the web, select the Add Streaming Video button. The following dialog will appear.
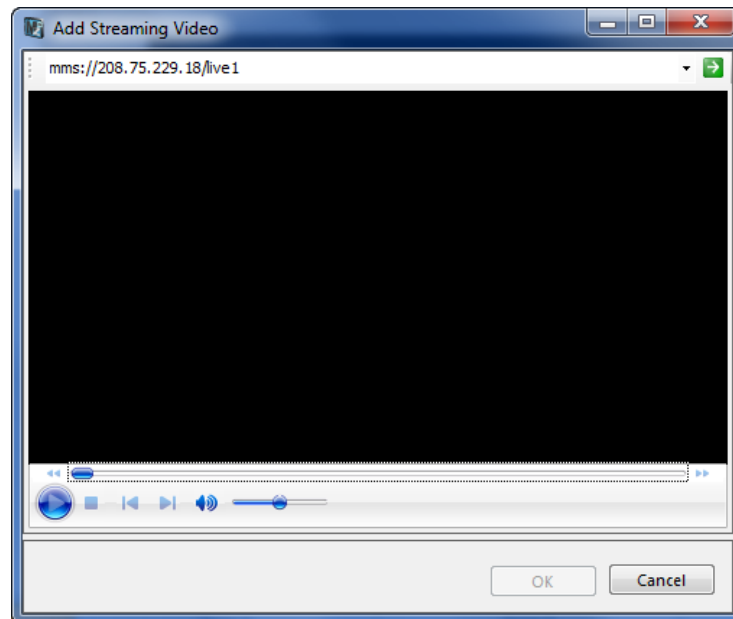
Enter the desired web stream URL in the address bar and click the Go button. A preview of the streaming video content will load into the dialog. Controls for pause, play, mute and volume are available for preview playback. Slower loading streams may require buffering during playback, as shown below.

Press OK to add the streaming video to the playlist. Double-click an existing streaming video item to edit.

CREATE CONTENT

Three editors are available in MediaZone Pro Editor for content creation. Though all three are similar in design and share the same text generation controls, they each serve their own specific purpose for creating rich and impactful content.

The **Text Editor** creates a text-based image file in PNG format for page zones. The image can be any size, have any background color (or have a transparent background), or use another image as a background. There can be any number of text items in the image, with a wide variety of text colors, font and effects.

The **Crawl Editor** creates a text-based image file in PNG format for crawl zones. Crawl images scroll horizontally across the display, and the Crawl Editor provides a means to create the text with numerous styling options. In addition to plain text, text variables can be inserted to intelligently provide dynamically updated information such as date, time and temperature. The ability to include an RSS text feed makes the Crawl Editor a full-featured and powerful tool.

The **Variable Editor** creates a text-based image file in PNG format for variable zones. Variable zones act as transparent overlays, with variable text layered over the content of other zones. Text variables appear on the player as dynamically updated text information such as date, time and temperature. These variables can be interspersed among plain text.

TEXT EDITOR

Clicking the Text button on the Home tab of the MediaZone Pro Editor ribbon launches the Text Editor.
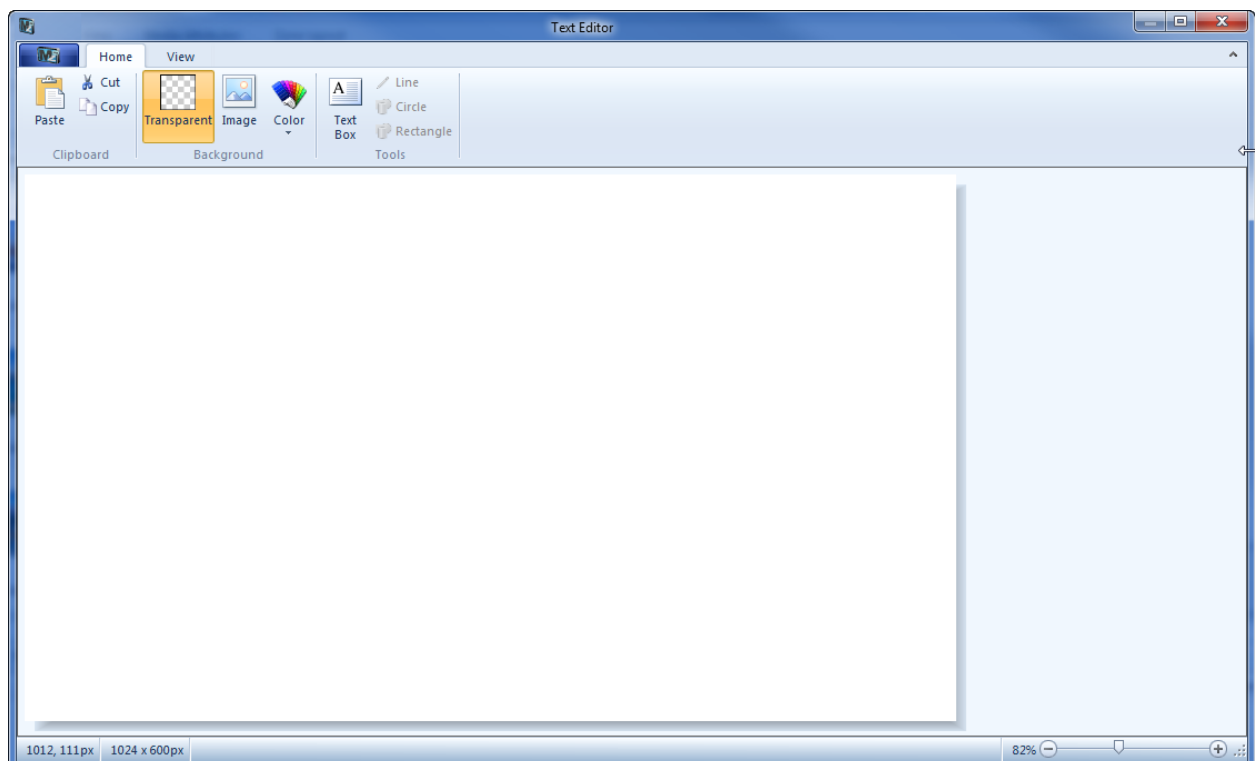
APPLICATION MENU

The application menu contains miscellaneous application and file management commands. Depending on the current visual theme, the application menu can look like a round button in the upper left corner of the window, or like a ribbon tab, as shown below.
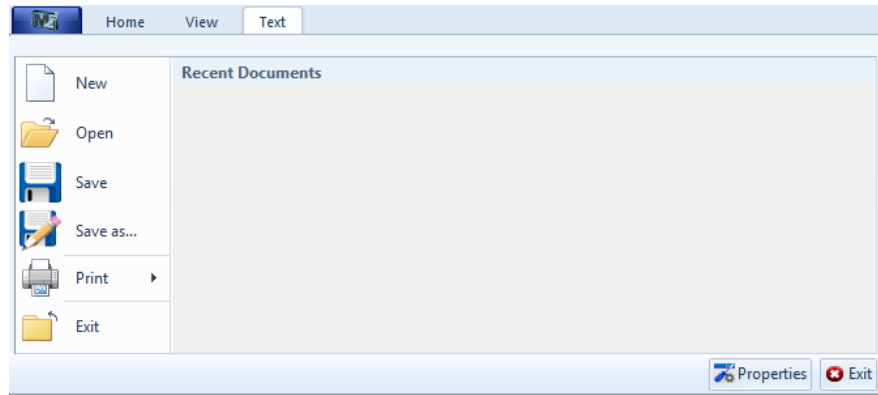
The application menu contains six common file management commands.

- New
- Open
- Save
- Save as
- Print
- Exit

In addition to another Exit button, a Properties button appears in the lower right corner of the application menu. Pressing this button launches the properties dialog, as shown below.
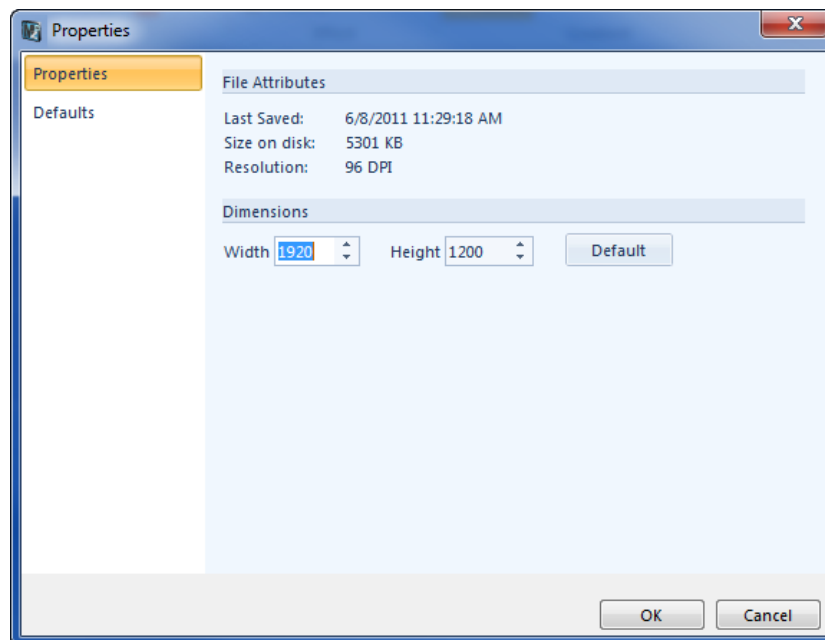
The Properties dialog includes basic file attributes for the currently opened document, and width and height controls for changing the desired values of the current image size.

A Default button resets the image size to the default size stored in the application settings file.

A Defaults tab contains miscellaneous controls for saving default values in the application settings file, as shown below. Adjustments made to these controls will affect the image attributes upon the next launch of Text Editor.
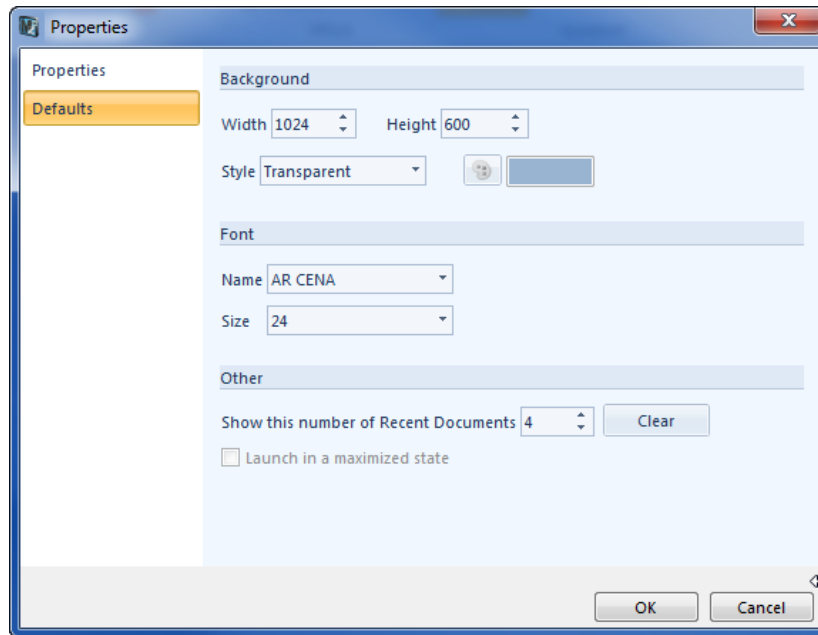
HOME TAB
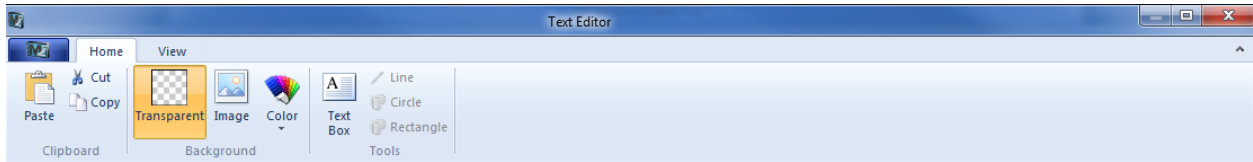
Three buttons are in the Background group of the ribbon Home tab.

- The **Transparent** button is selected by default
- Pressing the **Image** button reveals a Media Pane, where a folder of potential background images is displayed. Clicking an image draws it to the background
- The **Color** drop-down allows 16 pre-defined colors to be selected, or any other color via a color dialog

The Tools group contains four buttons.

- The **Text Box** button adds a new text box to the upper left corner of the image, and automatically enables and displays a third ribbon tab named "Text"
- The **Line** button is not currently supported
- The **Circle** button is not currently supported
- The **Rectangle** button is not currently supported

VIEW TAB
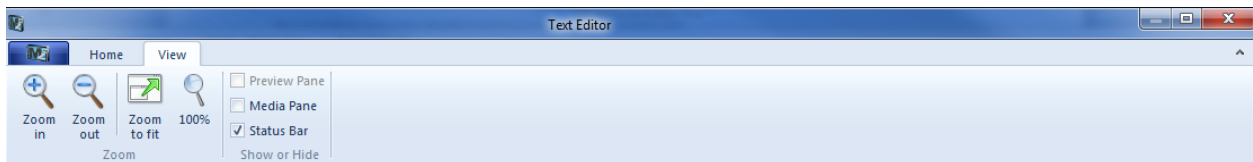
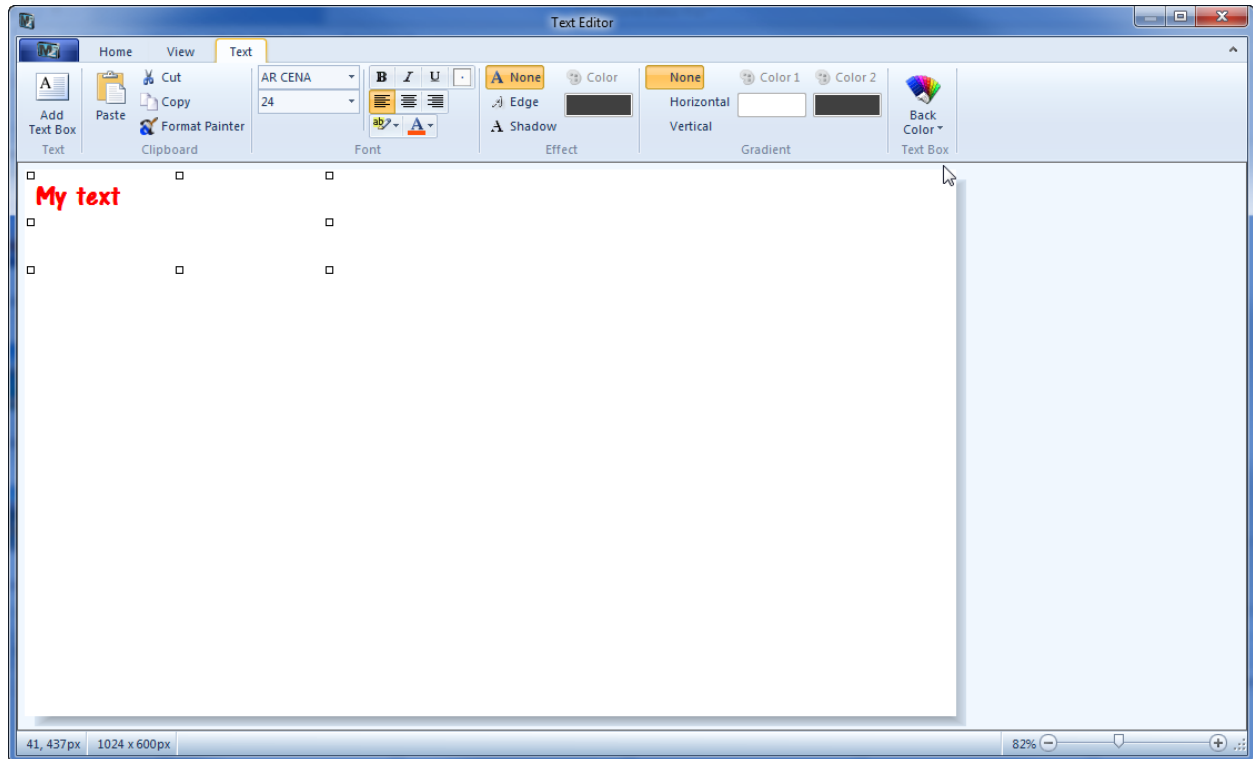The view tab contains a Zoom group with four buttons.

- The **Zoom In** button increases the zoom factor of the image
- The **Zoom Out** button decreases the zoom factor of the image
- The **Zoom To Fit** button adjusts the zoom factor to size the image to fit inside the Text Editor
- The **100%** button adjusts the zoom factor to full size

The Show or Hide group contains three checkboxes.

- The **Preview Pane** checkbox is not currently supported
- The **Media Pane** checkbox shows this pane when checked and hides it when unchecked
- The **Status Bar** checkbox shows the status bar area along the bottom of the application when checked and hides it when unchecked

TEXT TAB

Clicking Text Box on the Home tab reveals the Text ribbon tab and automatically inserts a text box in the upper left corner of the image, as shown below.

The text box includes 8 glyphs. Clicking and dragging a glyph will resize the text box. Placing the cursor at the edge of the text box, between two glyphs, changes the cursor to the four-sided arrow, allowing the user to click and drag to move the position of the text box. The following items should be considered when adding text.
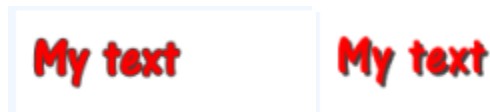
- Typing long strings of text within the text box will automatically word-wrap the text
- If the text string is too long to fit within the extents of the text box, a scrollbar will appear. Resizing the text box to remove the scrollbar will ensure the entirety of the text string is drawn to the image
- Changes made in the Font, Effect and Gradient groups will affect the entirety of text in the current text box. A single text box cannot contain multiple styling options
- Clicking outside the text box ends the edit mode and "prints" the text to the image
- Clicking on text that has printed to the image will restore the text box to edit mode, revealing the glyphs
- Effects and gradients are not shown in the text box during edit mode
- Changing Font, Effect and Gradient styling after clicking outside a text box will affect the previously selected text box. This is recommended for applying effects and gradients
- The background of the text box itself can be changed with the Back Color drop-down menu. This is helpful if the image background is transparent or white, or if the desired font color is white
- A text box must contain text to "print" to the image. If the text box is empty, it is removed
- Delete an existing text box by selecting the text box (by clicking a glyph or the edge of the text box between glyphs) and pressing the delete key on the keyboard

Several paragraph formatting buttons are found in the Font group.

- The **Font Name** drop-down menu contains a list of all available Windows fonts
- The **Font Size** drop-down sets the height of the text
- The **Bold**, **Italic** and **Underline** buttons adjust the font style of the text
- The **Insert Bullet** button inserts the bullet character. This is helpful for making a list of bulleted points
- The **Left**, **Center** and **Right** buttons set the text alignment
- The **Highlight Text** button sets the color behind the text, as if it were marked by a highlighter pen
- The **Color** button sets the color of the text

The Effect group contains four buttons.

- The **None** button toggles of any text effect
- The **Edge** button applies an edge effect around the text characters. Pressing the Edge button enables the color selection button, to set the desired color of the edge effect
- The **Shadow** button applies a drop shadow to the text characters. Pressing the Shadow button enables the color selection button, to set the desired color of the drop shadow effect
- The **Color** button, when enabled, launches the color dialog box for selecting the effect color
- The following images represent Edge and Shadow effects:

The Gradient group contains five buttons. A gradient is a blend of one color to another. Resizing the text box to closely fit the text characters is recommended for best results.

- The **None** button toggles of any text gradient
- The **Horizontal** button applies a gradient effect from left to right. Pressing the Horizontal button enables the color selection buttons, to set the desired colors of the gradient effect
- The **Vertical** button applies a gradient effect from top to bottom. Pressing the Vertical button enables the color selection buttons, to set the desired colors of the gradient effect
- The **Color 1** button, when enabled, launches the color dialog box for selecting the first gradient color
- The **Color 2** button, when enabled, launches the color dialog box for selecting the second gradient color
- The following images represent Horizontal and Vertical gradient effects:

The Text Box group contains one button.

- The **Back Color** drop-down menu contains three items: White, Grey and Black. These control the background color of the textbox itself, while in edit mode. These colors are for use in the Text Editor, and are not reflected in the saved image. Selecting a contrasting color can be helpful in instances where the textbox color matches the image background color, or when the text color matches the image background color. A contrasting color is also helpful when resizing a text box, during which the glyphs are hidden, as shown below:
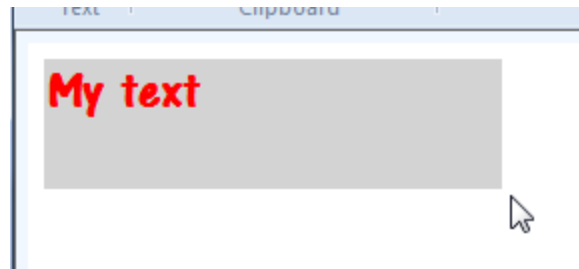
Additional text boxes can be added to the image by pressing the Add Text Box. Each text box can have its own unique styling. The functions in the Clipboard group, Copy, Paste and Format Painter allow for reuse of existing text and text styling.

STATUS BAR

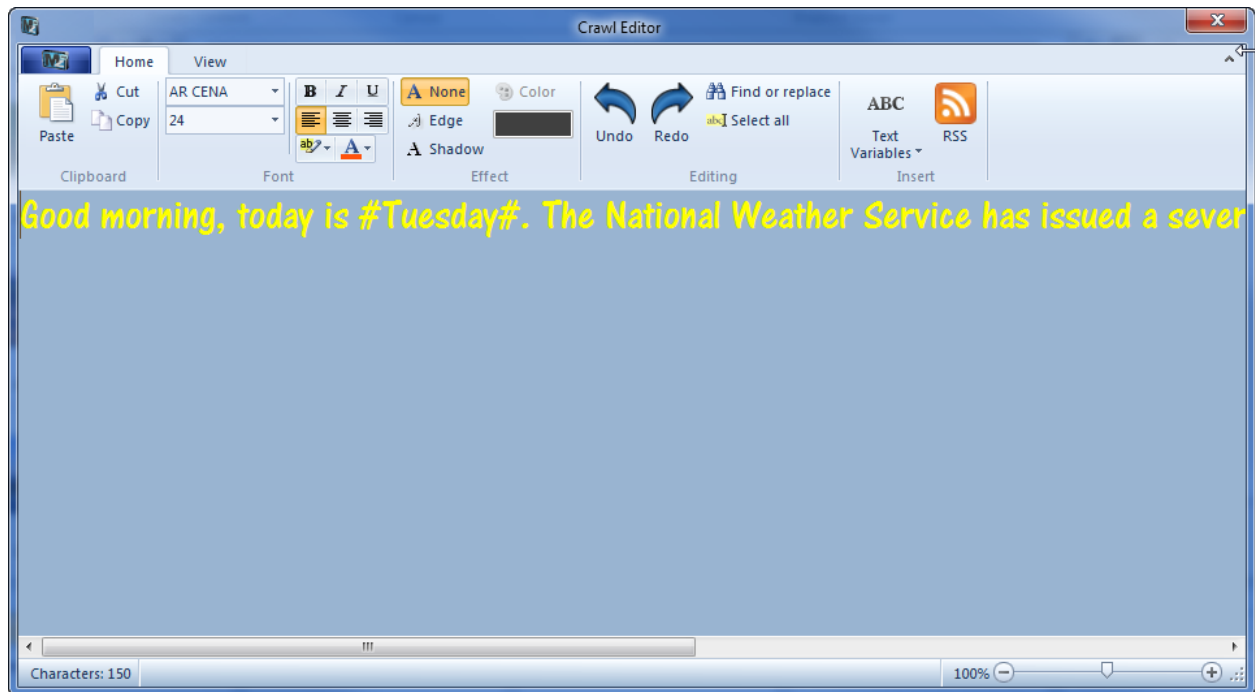The status bar appears at the bottom of the Text Editor. It contains three controls:

- The **Cursor position** indicates the coordinates of the mouse on the image surface in pixels
- The **Image dimensions** indicate the size of the image in pixels
- The **Zoom slider** controls the zoom factor. Pressing the plus and minus buttons on either end of the slider track will increase and decrease the zoom factor by an increment of 1. Clicking the track on either side of the thumb marker will increase or decrease the zoom factor by an increment of 25. *Note: the zoom control is for adjusting the current view of the Text Editor; it does not change the font height or other characteristics of the text itself.*

Saving and closing an image from the text editor may force the media pane to refresh, if this pane is currently displaying the folder where the image resides. The text-based image can then be dragged and dropped into any zone which is a page-type, or the background zone.

CRAWL EDITOR

Clicking the Crawl button on the Home tab of the MediaZone Pro Editor ribbon launches the Crawl Editor.

The Crawl Editor creates a text-based image file in PNG format for crawl zones. Crawl images scroll horizontally across the display, like a news ticker, and the Crawl Editor provides a means to create the text with numerous styling options. In addition to plain text, text variables can be inserted to intelligently provide dynamically updated information such as date, time and temperature. The ability to include an RSS text feed makes the Crawl Editor a full-featured and powerful tool.

APPLICATION MENU

The application menu contains miscellaneous application and file management commands. Depending on the current visual theme, the application menu can look like a round button in the upper left corner of the window, or like a ribbon tab, as shown below.

The application menu contains six common file management commands.

- New
- Open
- Save
- Save as
- Print
- Exit
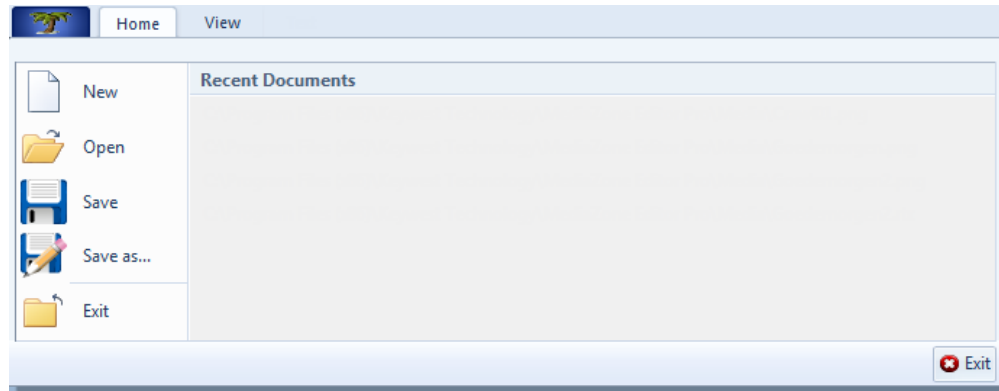
HOME TAB

Three buttons in the Clipboard group of the ribbon Home tab provide standard Windows clipboard functionality of Cut, Copy and Paste for text.

Several paragraph formatting buttons are found in the Font group.

- The **Font Name** drop-down menu contains a list of all available Windows fonts
- The **Font Size** drop-down sets the height of the text
- The **Bold**, **Italic** and **Underline** buttons adjust the font style of the text
- The **Insert Bullet** button inserts the bullet character. This is helpful for making a list of bulleted points
- The **Left**, **Center** and **Right** buttons set the text alignment
- The **Highlight Text** button sets the color behind the text, as if it were marked by a highlighter pen
- The **Color** button sets the color of the text

The Effect group contains four buttons.

- The **None** button toggles off any text effect
- The **Edge** button applies an edge effect around the text characters. Pressing the Edge button enables the color selection button, to set the desired color of the edge effect
- The **Shadow** button applies a drop shadow to the text characters. Pressing the Shadow button enables the color selection button, to set the desired color of the drop shadow effect
- The **Color** button, when enabled, launches the color dialog box for selecting the effect color

Note: text effects are applied when the image is saved, but will not appear in the preview area of the Crawl Editor.

The Editing group contains four buttons.

- **Undo** allows the user to step backward to reverse most changes
- **Redo** allows the user to step forward to discard an undo
- The **Find Or Replace** button launches the a dialog to search for text, with an option to replace a text string with another
- The **Select All** button highlights all text, which can be helpful when intending to change the style of all the text at once

The Insert group contains two buttons, Text Variables and RSS.

The **Text Variables** button contains a drop-down menu with a gallery control. Text variables can be inserted into the crawl text to intelligently provide dynamically updated information such as date, time and temperature. The gallery is divided into three sections: Time, Date and Weather.

Selecting a text variable item from the gallery inserts a special ID character code, surrounded by hash tags. For instance, selecting the Date Full item inserts #MM/DD/YYYY# into the crawl text. When the crawl image scrolls across the digital signage, this special ID character code will be converted to the current date. *Note: The preview window in MediaZone Pro Editor will not convert text variables.*

The RSS button launches a dialog to enter RSS feed information. You must first save the current crawl image to reveal this dialog, as shown below.
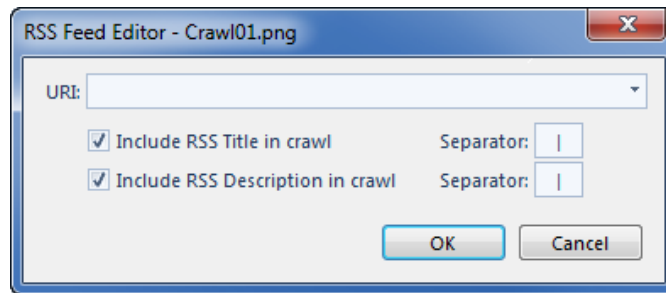
- The **URL** of the RSS Feed is a required field. Once an RSS feed URL is stored it will appear in the URL drop-down menu for future use in other crawl images
- The **Include RSS Title in Crawl** checkbox and Separator character will display the embedded title, followed by the designated separator character
- The **Include RSS Description in Crawl** checkbox and Separator character will display the embedded description, followed by the designated separator character
- At least one of the two checkboxes must be checked to successfully save the RSS Feed data
- Once the dialog is closed, the crawl text will include the special ID Character code #RSS Feed#

VIEW TAB

The view tab contains a Zoom group with three buttons.

- The **Zoom In** button increases the zoom factor of the image
- The **Zoom Out** button decreases the zoom factor of the image
- The **100%** button adjusts the zoom factor to full size

The Settings group contains three controls.

- The **Status Bar** checkbox shows the status bar area along the bottom of the application when checked and hides it when unchecked
- The **Enable Word Wrap** toggle button changes the display of the Crawl Editor to wrap the text. This only affects the view in the Crawl Editor, and does not impact the crawl image which appears on the digital signage. This toggle button is helpful when an excessive amount of text is used
- The **Form Background** drop-down menu includes options to changing the color of the Crawl Editor's text area. The selections include a gallery of 16 colors, a transparent grid pattern, a randomly generated color, or the traditional color dialog for specifying a desired color

STATUS BAR

Characters: 214   100% ⊖————————⎁————⊕

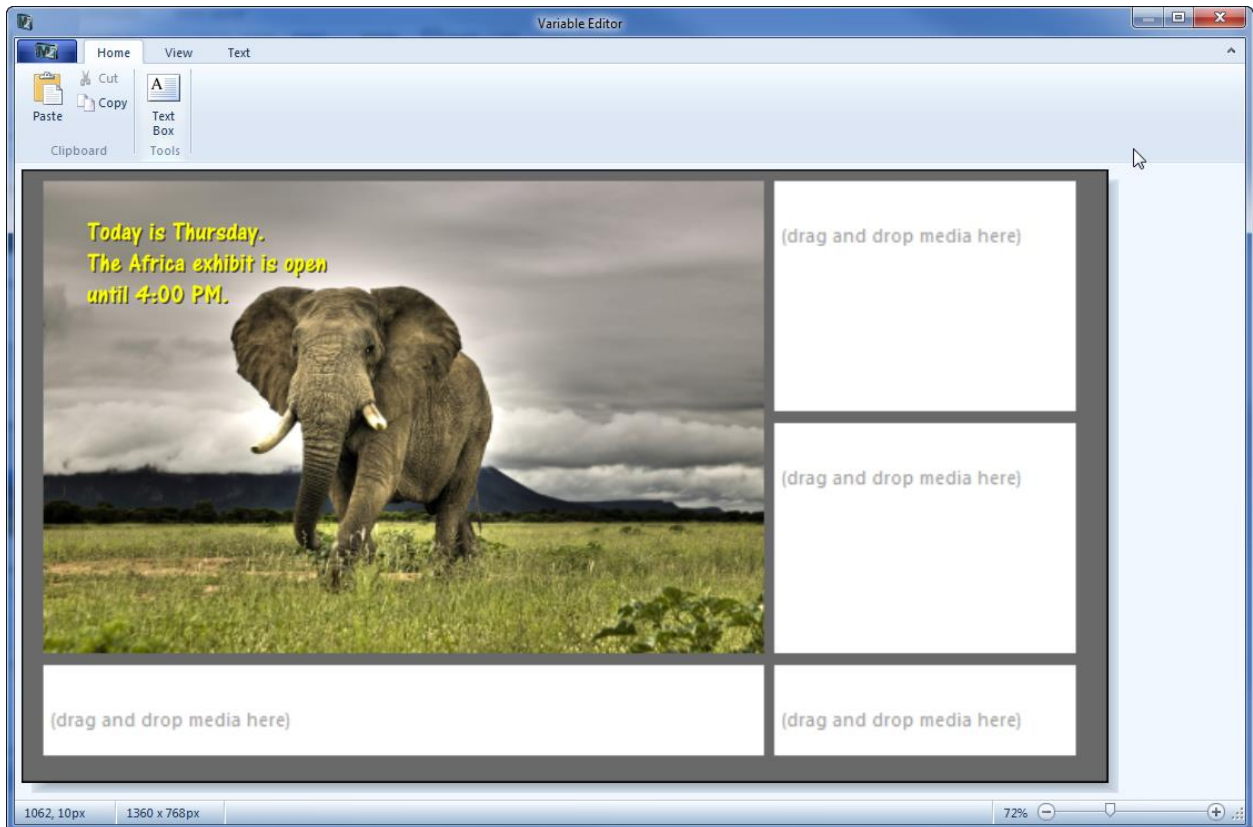The status bar appears at the bottom of the Crawl Editor. It contains two controls:

- The **Character Counter** indicates the number of text characters in the crawl text
- The **Zoom slider** controls the zoom factor. Pressing the plus and minus buttons on either end of the slider track will increase and decrease the zoom factor by an increment of 1. Clicking the track on either side of the thumb marker will increase or decrease the zoom factor by an increment of 25. *Note: the zoom control is for adjusting the current view of the Crawl Editor; it does not change the font height or other characteristics of the crawl text itself.*

Saving and closing an image from the crawl editor may force the media pane to refresh, if this pane is currently displaying the folder where the image resides. The crawl image can then be dragged and dropped into any zone which is a crawl-type, or into any zone which doesn't contain media.

VARIABLE EDITOR

Clicking the Variable button on the Home tab of the MediaZone Pro Editor ribbon launches the Variable Editor. The current state of the canvas area in MediaZone Pro Editor is shown as the background image. This is helpful considering that variable images are full size, transparent images, designed to overlay existing zone content. Having a background image of the current canvas state allows for proper text alignment.

The Variable Editor creates a text-based image file in PNG format for variable zones. Variable zones act as transparent overlays, with variable text layered over the content of other zones. Text variables appear on the player as dynamically updated text information such as date, time and temperature. These variables can be interspersed among plain text.

APPLICATION MENU

The application menu contains miscellaneous application and file management commands. Depending on the current visual theme, the application menu can look like a round button in the upper left corner of the window, or like a ribbon tab, as shown below.

The application menu contains six common file management commands.
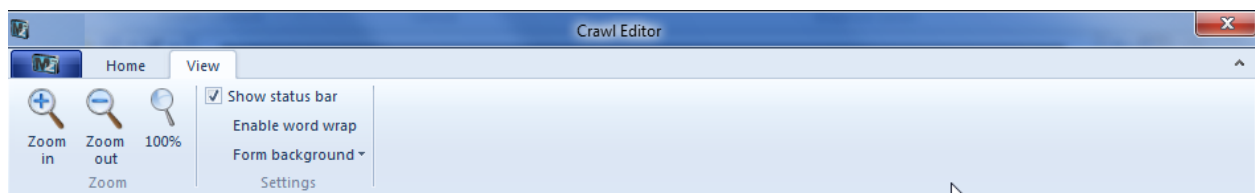
- New
- Open
- Save
- Save as
- Print
- Exit
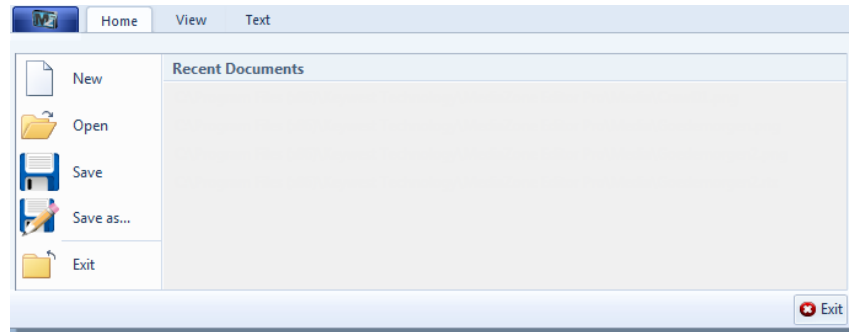
HOME TAB

Three buttons in the Clipboard group of the ribbon Home tab provide standard Windows clipboard functionality of Cut, Copy and Paste for text.

The **Text Box** button inserts a new text box in the upper left corner of the image, and automatically selects the "Text" ribbon tab.

VIEW TAB

The view tab contains a Zoom group with four buttons.

- The **Zoom In** button increases the zoom factor of the image
- The **Zoom Out** button decreases the zoom factor of the image
- The **Zoom To Fit** button adjusts the zoom factor to size the image to fit inside the Variable Editor
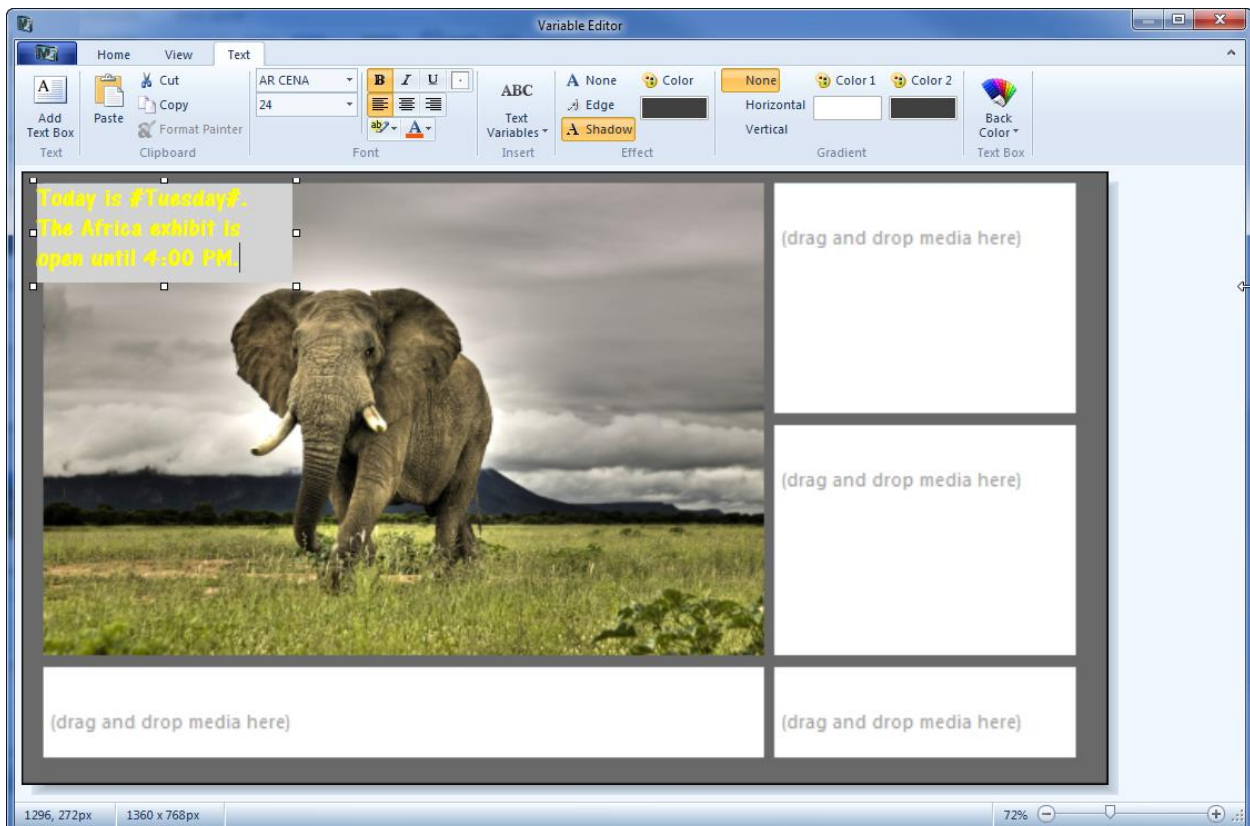- The **100%** button adjusts the zoom factor to full size

The Settings group contains three checkboxes.

- The **Show Zones** checkbox toggles the look of the Variable Editor background area between the canvas image and a grey background
- The **Show Status Bar** checkbox shows the status bar area along the bottom of the application when checked and hides it when unchecked
- The **Show Variables** toggle button changes the way text variables are shown in the Variable editor. When enabled, the text variables are converted to intended text values (01/31/2012), when disabled, the text variables appear as special ID Character codes (#MM/DD/YYYY#)

TEXT TAB

Clicking Text Box on the Home tab reveals the Text ribbon tab and automatically inserts a text box in the upper left corner of the image, as shown below.

The text box includes 8 glyphs. Clicking and dragging a glyph will resize the text box. Placing the cursor at the edge of the text box, between two glyphs, changes the cursor to the four-sided arrow, allowing the user to click and drag to move the position of the text box. The following items should be considered when adding text.

- Typing long strings of text within the text box will automatically word-wrap the text
- If the text string is too long to fit within the extents of the text box, a scrollbar will appear. Resizing the text box to remove the scrollbar will ensure the entirety of the text string is drawn to the image
- Changes made in the Font, Effect and Gradient groups will affect the entirety of text in the current text box. A single text box cannot contain multiple styling options
- Clicking outside the text box ends the edit mode and "prints" the text to the image
- Clicking on text that has printed to the image will restore the text box to edit mode, revealing the glyphs
- Effects and gradients are not shown in the text box during edit mode
- Changing Font, Effect and Gradient styling after clicking outside a text box will affect the previously selected text box. This is recommended for applying effects and gradients
- The background of the text box itself can be changed with the Back Color drop-down menu. This is helpful if the image background is transparent or white, or if the desired font color is white
- A text box must contain text to "print" to the image. If the text box is empty, it is removed
- Delete an existing text box by selecting the text box (by clicking a glyph or the edge of the text box between glyphs) and pressing the delete key on the keyboard

Several paragraph formatting buttons are found in the Font group.

- The **Font Name** drop-down menu contains a list of all available Windows fonts
- The **Font Size** drop-down sets the height of the text
- The **Bold**, **Italic** and **Underline** buttons adjust the font style of the text
- The **Insert Bullet** button inserts the bullet character. This is helpful for making a list of bulleted points
- The **Left**, **Center** and **Right** buttons set the text alignment
- The **Highlight Text** button sets the color behind the text, as if it were marked by a highlighter pen
- The **Color** button sets the color of the text

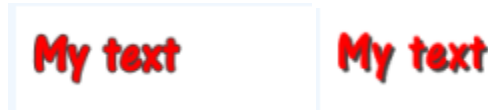The Insert group contains a Text Variables button.

The **Text Variables** button contains a drop-down menu with a gallery control. Text variables can be inserted into the crawl text to intelligently provide dynamically updated information such as date, time and temperature. The gallery is divided into three sections: Time, Date and Weather.

Selecting a text variable item from the gallery inserts a special ID character code, surrounded by hash tags. For instance, selecting the Date Full item inserts #MM/DD/YYYY# into the crawl text. When the crawl image scrolls across the digital signage, this special ID character code will appear as the current date.

The Effect group contains four buttons.

- The **None** button toggles of any text effect
- The **Edge** button applies an edge effect around the text characters. Pressing the Edge button enables the color selection button, to set the desired color of the edge effect
- The **Shadow** button applies a drop shadow to the text characters. Pressing the Shadow button enables the color selection button, to set the desired color of the drop shadow effect
- The **Color** button, when enabled, launches the color dialog box for selecting the effect color
- The following images represent Edge and Shadow effects:

The Gradient group contains five buttons. A gradient is a blend of one color to another. Resizing the text box to closely fit the text characters is recommended for best results.

- The **None** button toggles of any text gradient
- The **Horizontal** button applies a gradient effect from left to right. Pressing the Horizontal button enables the color selection buttons, to set the desired colors of the gradient effect
- The **Vertical** button applies a gradient effect from top to bottom. Pressing the Vertical button enables the color selection buttons, to set the desired colors of the gradient effect
- The **Color 1** button, when enabled, launches the color dialog box for selecting the first gradient color
- The **Color 2** button, when enabled, launches the color dialog box for selecting the second gradient color
- The following images represent Horizontal and Vertical gradient effects:

The Text Box group contains one button.

- The **Back Color** drop-down menu contains three items: White, Grey and Black. These control the background color of the textbox itself, while in edit mode. These colors are for use in the Text Editor, and are not reflected in the saved image. Selecting a contrasting color can be helpful in instances where the textbox color matches the image background color, or when the text color matches the image background color. A contrasting color is also helpful when resizing a text box, during which the glyphs are hidden.

STATUS BAR

The status bar appears at the bottom of the Variable Editor. It contains three controls:

- The **Cursor position** indicates the coordinates of the mouse on the image surface in pixels
- The **Image dimensions** indicate the size of the image in pixels

- The **Zoom slider** controls the zoom factor. Pressing the plus and minus buttons on either end of the slider track will increase and decrease the zoom factor by an increment of 1. Clicking the track on either side of the thumb marker will increase or decrease the zoom factor by an increment of 25. *Note: the zoom control is for adjusting the current view of the Variable Editor; it does not change the font height or other characteristics of the text itself.*

Saving and closing an image from the Variable Editor may force the media pane to refresh, if this pane is currently displaying the folder where the image resides. The variable image can then be dragged and dropped into any zone which is a variable-type, or into any zone which doesn't contain media.

USING MEDIAZONE PRO EDITOR

The following sections provide examples of how to use MediaZone Pro Editor to create playlists for typical digital signage usage, and expose various techniques to achieve the best results. To follow the examples, please ensure the sample content is installed. If not installed, select the Add Sample Content button in the options dialog.

COMPANY LOGO EXAMPLE

The company logo example is suited for users new to MediaZone Pro Editor and digital signage in general. It includes a basic playlist, consisting of two rotating background images and another zone for videos. As part of this example, an exercise is included to add an additional video. Open the Company Logo example by navigating to the My Documents\MediaZone Editor Pro\Sets folder and opening the Company Logo.set file. Once open, the interface will appear as follows:
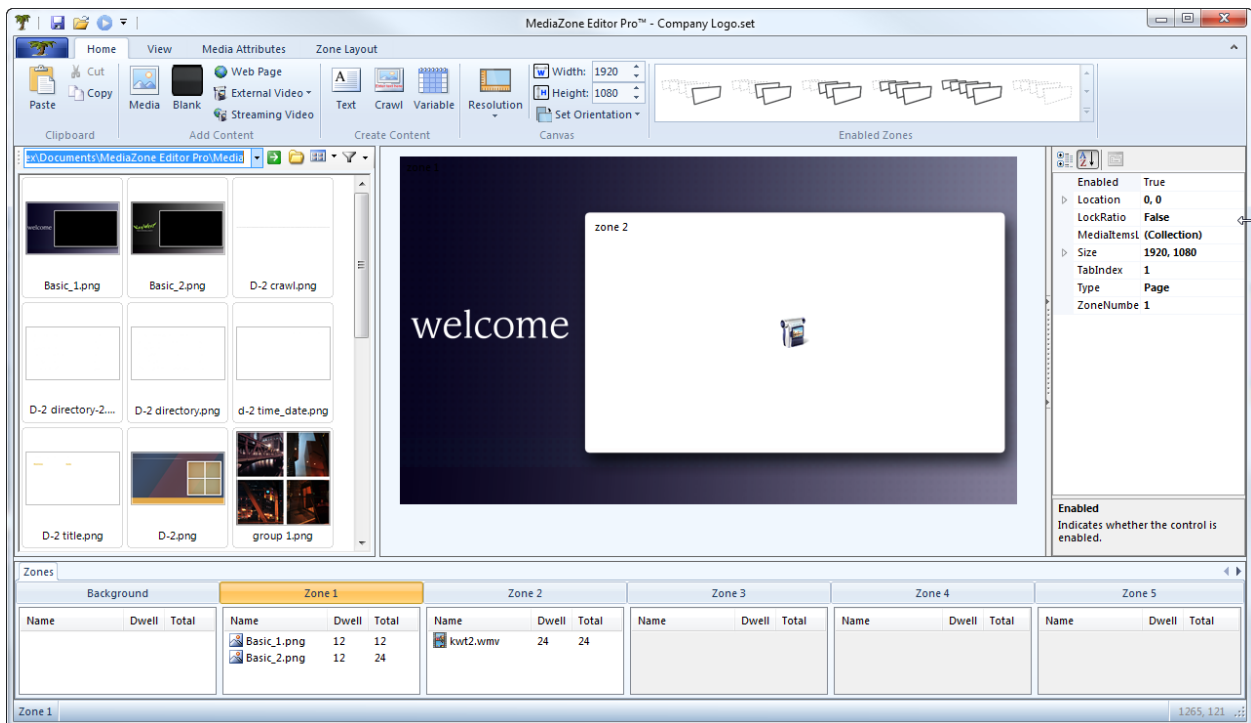
To preview the playlist, press the Play button located on the title bar in the upper left (if this button does not appear in the title bar, use the Play button on the View ribbon tab). A separate preview window will open and load the playlist, as shown below.
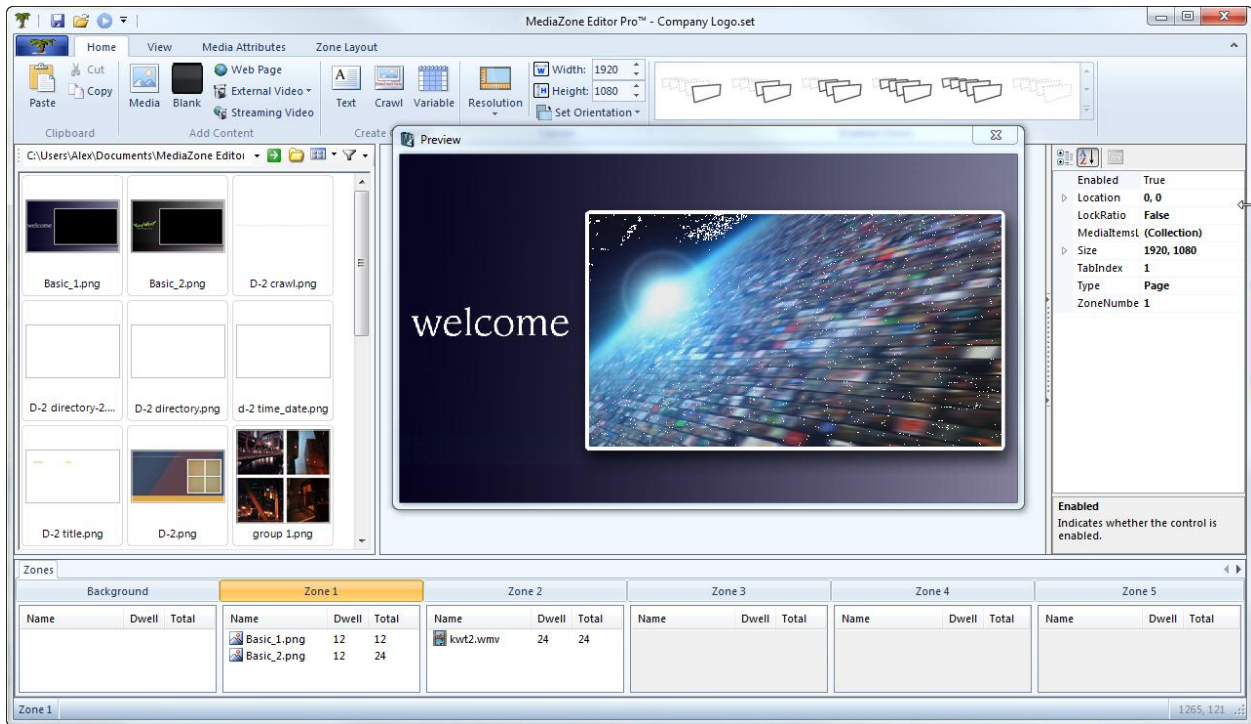
This playlist is designed to be an advertisement for an organization, perhaps to appear on digital signage located in the lobby of the corporate headquarters. It only contains three media files, but is still eye-catching and dynamic. Close the preview window to continue.

In the Company Logo playlist, zone 1 is used like a background zone, sized to fit the full screen. It contains two images, Basic_1.png and Basic_2.png. The reason these images are in zone 1 instead of in the background zone itself is because zones 1-5 can contain transitions while the background zone cannot. The other zone, zone 2, contains a single video. To add two more videos to zone 2 simultaneously, follow the steps below in Exercise 1.

EXERCISE ONE – ADDING VIDEOS

1. In the media pane, scroll to and select the kwt.wmv media item. While holding down the Ctrl key on the keyboard, select the kwt2.wmv media item. Both items appear highlighted. Notice the generic icon for these items, which resembles a photo from an instant camera
2. While pressing the left-mouse button down over the selected media items, drag them to the zone layout area and drop them onto zone 2
3. The zone list for zone 2 now includes kwt.wmv as the second media item and kwt2.wmv as the third
4. After several seconds, the generic icons for kwt.wmv and kwt2.wmv in the media pane are replaced with thumbnail from the videos. The zone layout area automatically refreshes to display the new thumbnail in zone 2, as well

If desired, press the play button to preview these changes.

Adding media by drag-and-drop (or with the Add Media button) places new items at the bottom of the zone list. To better control where a media item is placed among the existing items, it can be dropped directly into the zone list. While dragging a media item over the zone list, a red line appears. This line signifies where in the list the new item

will be added, once dropped. This method can also be used to move items in a zone list. To use the example from Exercise One, click and drag the kwt.png to the top of the zone 2 list.

DIRECTORY BOARD EXAMPLES

A directory board is an informational panel, such as those located in an entry for an office building, hospital or convention center. A directory board usually lists occupants, their location, and sometimes includes map information, as well.

Traditional directory boards use either interchangeable letters or permanent nameplates to display the information. Changing the directory information can often be tedious or expensive. With digital signage, a directory board can be much more dynamic, easy to change, and offer additional information. Take, for instance, a scenario where an occupant is not available on Tuesdays and Thursdays. A digital-signage directory board can inform patrons of this with a different playlist, scheduled to play on those days.

The two examples in the following pages are as follows:

- **Directory – Basic**: a simple directory board playlist that utilizes a color-keyed region
- **Directory – Advanced**: a more complex directory board playlist to demonstrate advanced features

BASIC DIRECTORY BOARD EXAMPLE

The Basic Directory Board playlist includes three images in zone 1 and one image in zone 2. The exercises for this playlist cover the concepts of overlaying images and transparency color-keying. Open this playlist by navigating to the My Documents\MediaZone Editor Pro\Sets folder and opening the Directory - Basic.set file. Once open, the interface will appear as follows:

To preview the playlist, press the Play button ⏵ . During playback, notice how the images of people can be seen with irregularly shaped borders. Close the preview window.

In the zone list area, select people_1.png in zone 1. Clicking this image "brings to front" the selected zone, allowing hidden content to be seen. In MediaZone Pro Editor, all the images in zone 1 are hidden by the full-screen Intermediate_directory.png image in zone 2. However, during playback the images of people in zone 1 become visible. This appears to conflict with the zone order rule, which states that content in higher-numbered zones overlaps the content in lower-numbered zones. To discover how this playlist circumvents this rule, follow the steps below in Exercise 2.

EXERCISE TWO – COLOR KEY TRANSPARENCY

1. In the zone list for zone 2, select Intermediate_directory.png. Note how the glyphs for zone 2 are equal to the full screen size of the canvas area. This indicates that any media item in zone 2 will completely cover any content in the background zone or zone 1, per the zone order rule
2. On the Media Attributes ribbon tab, in the Transparency group, the assigned Color Key value is #FF00FF and the preview box shows a magenta color. Notice the irregular shape on the right side of the image which is also of a magenta color. Because of this color key assignment, any portion of the image that is magenta in color will be "keyed out", or transparency. This explains how the images of people are seen through the magenta region of Intermediate_directory.png during playback
3. On the Media Attributes ribbon tab, in the Transparency group, remove the assigned Color Key value from #FF00FF by typing "None" in the textbox
4. Press the play button ⏵ to preview these changes. The images of people are hidden and the magenta region is visible. Close the preview window
5. Reassign the color key transparency by pressing the Set Color Key button 🎨 and selecting magenta, which is in the last column, second row. Press OK
6. The color key textbox should contain "FF00FF" again, with a preview box showing the magenta color

Although this playlist used an irregularly shaped area for transparency, it could well have been a circle, ellipse, or any other geometric shape. This method of using a color key to make an area of a full screen image transparent can be thought of as using a "window" to see underlying zones. With this technique, a zone no longer must be constrained to a rectangular shape, providing a powerful way to develop creative playlist content.

ADVANCED DIRECTORY BOARD EXAMPLE

The Advanced Directory Board playlist includes five zones of content layered over a stylish background. Open the Directory Board example by navigating to the My Documents\MediaZone Editor Pro\Sets folder and opening Directory - Advanced.set. Once open, the interface will appear as follows:
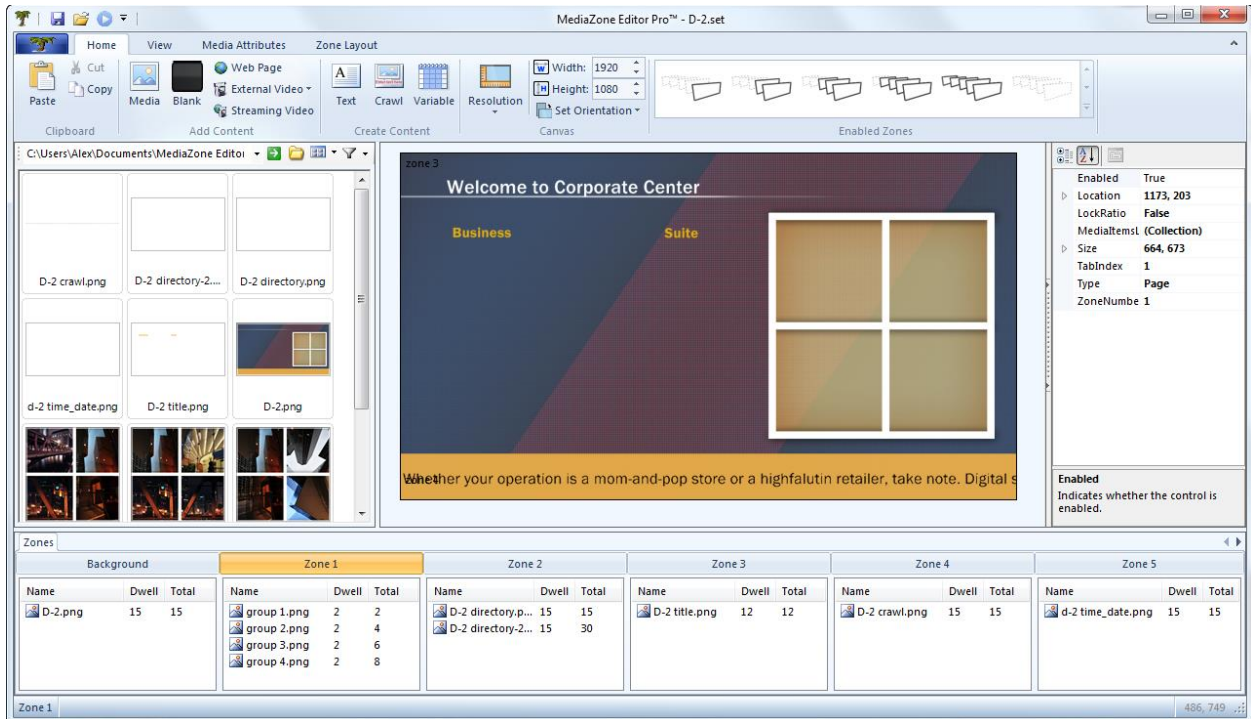
To preview the playlist, press the Play button .

With a rotating bank of images, sliding directory text and horizontal crawl, the dynamic effect of the playlist is immediately impactful. Close the preview window. Note how some of the images which appeared in the preview are not easily seen in the zone layout pane.

Because this playlist makes use of full size zones, which overlay other zones, some of the content is hidden. However, selecting a zone or a zone button performs a "bring to front" to reveal its content. Beginning with the Background button in the zone lists pane, select each of the zone buttons. As each button is selected, the associated content is shown or hidden. The exercises below will demonstrate how to improve the playlist design to eliminate conflicts which hide content.

Next, select the Zone 1 button and notice in the zone layout pane how eight "glyphs" around the square images appear. This indicates that zone 1 is now the active zone, and brings to front its content. In the zone list, select each media item within zone 1 and notice how the images in the zone layout update to reflect each individual image. To demonstrate how easy it is to change the playback of the playlist, follow the steps below in Exercise 1.

EXERCISE THREE – CHANGING TRANSITIONS

1. In the zone 1 list, select group 2.png. The ribbon will automatically select the Media Attributes tab
2. On the Media Attributes tab, select the Transition drop-down menu and change the Fade In transition to another, such as Grow Left
3. Now select group 3.png and change its transition to Spin CW Center, and group 4.png to Cut
4. Select all media items in zone 1 list by holding down the Ctrl key while selecting the top and bottom items
5. On the Media Attributes tab, change the dwell from 2 to 7 seconds

Press the play button ▶ to preview these changes. After each 7 seconds of dwell time, the new transition effects will be shown. Notice how the Cut transition assigned to group 4.png is actually no transition at all.

EXERCISE FOUR – ZONE PRIORITY

To further describe the Zone Order Rule and demonstrate how zones act when layered over one another, follow the steps below. If it is still open, close the preview window.

1. Select the Zone 2 button. Note how the position of zone 2 in the zone layout occupies most of the left side of the canvas
2. Select the Zone 1 button to see how it occupies the right side of the canvas
3. Move the mouse cursor over this zone in the zone layout pane. The cursor changes to a four-sided arrow to imply a move command
4. Click and hold down the left mouse button and drag the cursor to the left until the zone is positioned on the left side of the canvas, in the same general location as zone 2, then release. The zone layout pane should look similar to below:
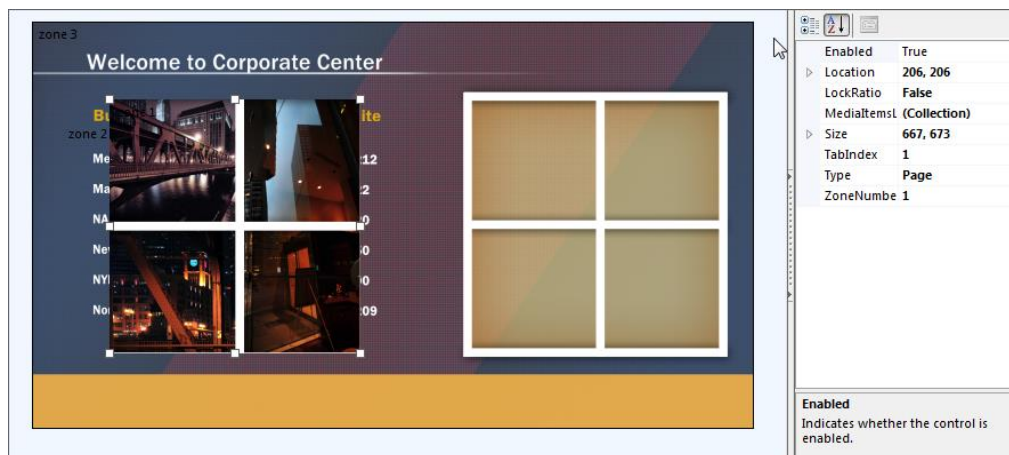
Press the play button to preview this change. It's important to note that although zones 1 and 2 occupy the same space, both can be seen. Also notice how zone 1 was moved *behind* zone 2 and not in front of it. The reason for this is simple; during playback, the number of the zone dictates its depth priority. The larger the zone number, the closest to the foreground it will appear. In this exercise, 2 is greater than 1, so zone 2 appears on top of zone 1. Additionally, the only reason the content in zone 1 can be seen beneath the content in zone 2 is because the
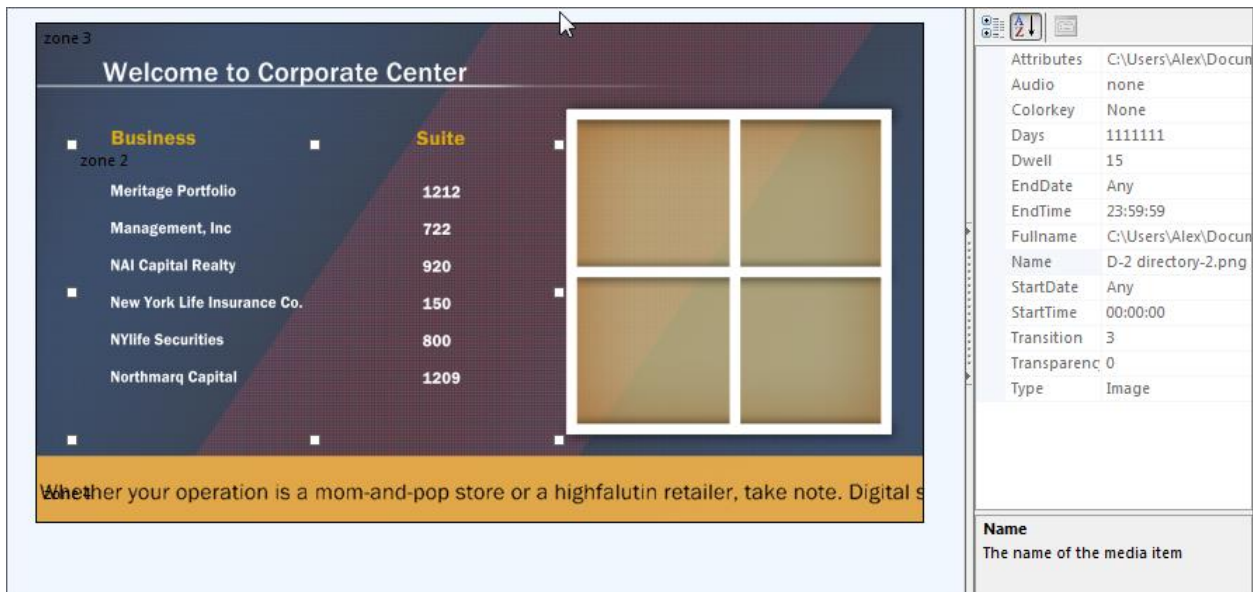
images in zone 2 have a transparent background. If they were not transparent, zone 1 would be hidden during the playback.

Close the preview window and move zone 1 back to its original position, or press the Reset Zones button on the Zone Layout ribbon tab.

EXERCISE FIVE – EDITING A TEXT-BASED IMAGE

To demonstrate how the Text Editor is used to create and edit text-based images, select D-2 directory-2.png from the zone 2 list. Notice the misspelling in the zone layout; the third line of occupants reads, NAI Captial Realty. To correct this spelling error, double-click this media item in the zone list. The Text Editor will launch with what appears to be a blank page. The reason it appears blank is because this image contains white text on a transparent background. To change the view to make it easier to work with white text, follow these steps:

1. On the Home ribbon tab, in the Background group, select the Color drop down menu
2. Move the cursor over Select until the pop out menu appears
3. In the gallery of colors, click one of the non-white colors. For instance, the baby blue in the lower left corner. With the background color set, the white text now becomes readable
4. Select the text that reads **NAI Captial Realty**. A large white textbox now becomes active
5. To change the background of the textbox, select the Back Color drop down menu on the Text ribbon tab and choose Grey
6. With the text now readable, place the cursor near the misspelling and change the word Captial to Capital
7. Select the Home ribbon tab and press the Transparent button in the Background group
8. Save and exit the image. The spelling now appears correct in the zone layout pane

EXERCISE SIX – COMBINING OVERLAY IMAGES

In this playlist, both zone 3 and zone 5 contain full screen, transparent images. Zone 3, a page zone, contains D-2 title.png and zone 5, a variable zone, contains D-2 time_date.png. Because both of these zones are full screen overlays, they compete with one another unnecessarily and should be combined to eliminate viewing conflicts in the zone layout pane. The preferred type for an overlay zone is a variable zone. Perform the following steps to replace the page zone (zone 3) and combine its contents with zone 5. This exercise also demonstrates how to create custom colors.

1. In the zone 5 list, double-click D-2 time_date.png. The Variable Editor will launch

2. On the Home ribbon tab, in the Tools group, select the Text Box button [A]. A text box appears in the drawing area and the current ribbon tab is automatically switched to Text. Type the word "Business"

3. In the Font group of the Text ribbon tab, set the font name to Franklin Gothic Demi (Note: if this font is not shown, select Arial Black). Set the font height to 32. Press the bold button

4. Click the color drop-down menu [A▾] and select More Colors

5. In the Color dialog, press the Define Custom Colors button to expand the dialog

6. In the Red, Green and Blue boxes, enter these values respectively: 225, 169, 76

7. Press the Add to Custom Colors button. The dialog should look similar to the following:
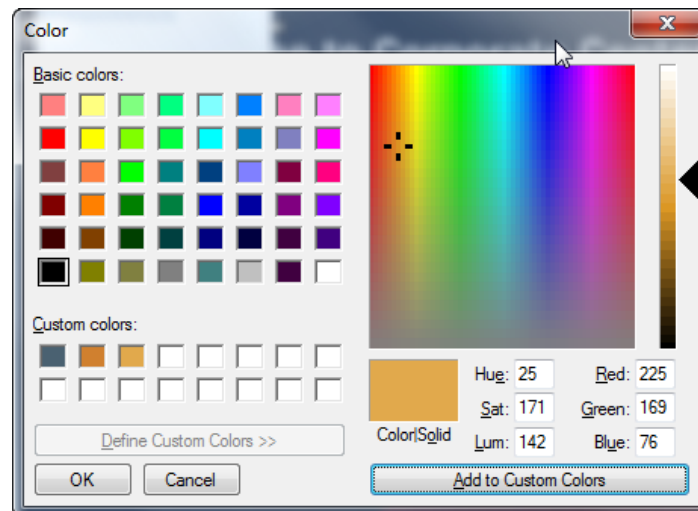
8. Press OK to close the Color dialog

9. Move the Business text box into position over where the word "Business" appears on the background. To move the text box, place the cursor at the edge of the text box, between two glyphs. The cursor will change appearance to the four-sided cursor. Click the left mouse button and drag to move the textbox. Once the text box is in the desired position, release the mouse button, move the cursor outside the text box, and click once to exit the edit mode

10. Press the Add Text Box button [A] and type the word "Suite". The formatting and color of this text box will match the previous style

11. Move the Suite text box into position over the existing background

12. On the View ribbon tab, remove the Show Zones checkbox. The background image is replaced with a dark grey background, leaving only four remaining text boxes

13. Save the image and exit to close the Variable Editor

14. With the updated D-2 time_date.png in zone 5, zone 3 is no longer required. Press the Zone 3 button to make it active, then set the Enabled value to false at the top of the properties pane

With these two images combined into one image on a variable zone, the conflict is resolved and the zone layout can now display all image information.

EXERCISE SEVEN – EDITING A CRAWL IMAGE

The Advanced Directory Board playlist includes a crawl image in zone 4. This exercise will demonstrate how to change the test styling of a crawl, and how to find and replace text. To edit the crawl image with the Crawl Editor, double-click the D-2 crawl.png in the zone 4 list and follow these steps:

1. On the Home ribbon tab, in the Font group, press both the Bold and Italic buttons
2. Change the text color in the Color drop-down menu to yellow
3. In the Effect group, press the Shadow button
4. Select to the View ribbon tab and ensure the Enable Word Wrap button is pressed, to display more text
5. On the Home ribbon tab, in the Editing group, select Find or Replace
6. In the Find Text dialog, type the word "highfalutin" in the Find textbox and "prominent" in the Replace textbox. Press the Replace button, then Cancel. The new text appears highlighted in the Editor
7. Save and exit the image

Note the new text formatting in the zone layout pane, or press the play button to preview this change.