



# MEDIAZONE EVENT DISPLAY



**MEDIAZONE EVENT DISPLAY DOCUMENTATION**

**VERSION 1.2**

JUNE 2015

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# MEDIAZONE EVENT DISPLAY DOCUMENTATION

## INTRODUCTION

Digital reader boards are dynamically updating signs used to keep guests, students, employees, event attendees, and many others informed of meeting rooms, schedules, and activities for the day.

The **MediaZone Event Display** software works in combination with **SignWave** and **MediaZone Pro** to automatically obtain and display daily event and scheduling information on the reader boards. **SignWave** is **Keywest Technology's** digital door card solution. **MediaZone Pro** is **Keywest Technology's** digital sign solution. As facility bookings change, the **MediaZone Event Display** software automatically collects appropriate data and updates events displayed on the reader board.

The **MediaZone Event Display** software allows for other media content to be displayed alongside or alternate of event information, such as time, date, local weather, local news, important announcements, personalized messages, videos, and more.

**HOTEL** 12:46 PM  
Wednesday, September 22

### Today's Events

Category	Time	Event Name	Room
ACME DISTRIBUTORS	8:00 AM - 8:30 PM	WELCOME	CONFERENCE B
	8:30 AM - 11:30 PM	GENERAL MEETING	CONFERENCE B
	11:30 AM - 1:30 PM	BOX LUNCH	CONFERENCE B
	1:30 PM - 3:30 PM	BREAKOUT SESSION	CONFERENCE C
	3:30 PM - 6:00 PM	BOARD MEETING	CONFERENCE B
CORPORATE EXPRESS	3:30 PM - 5:30 PM	TRAINING	CONFERENCE F
	5:30 PM - 6:00 PM	DINNER	
DIGITAL FRAMEWORKS	8:30 AM - 11:30 PM	GENERAL MEETING	CONFERENCE G
	11:30 AM - 1:30 PM	BOX LUNCH	CONFERENCE G
	1:30 PM - 3:30 PM	BREAKOUT SESSION	CONFERENCE H
	1:30 PM - 3:30 PM	BREAKOUT SESSION	CONFERENCE I
	1:30 PM - 3:30 PM	BREAKOUT SESSION	CONFERENCE J
KEYWEST TECHNOLOGY	9:00 AM - 5:30 PM	TRAINING	CONFERENCE K
	9:00 AM - 5:30 PM	TRAINING	CONFERENCE L
	9:00 AM - 5:30 PM	TRAINING	CONFERENCE M

**Relax**  
Call x225 or stop by for an appointment.

Cloudy 76° H: 83° L: 71°  
Friday Saturday Sunday

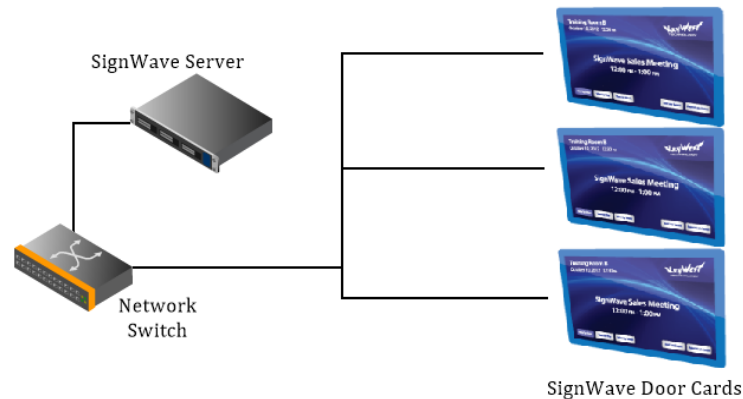
sample crawl. This is a sample crawl. This is a sample crawl. This is a sample crawl.

# MEDIAZONE EVENT DISPLAY DOCUMENTATION

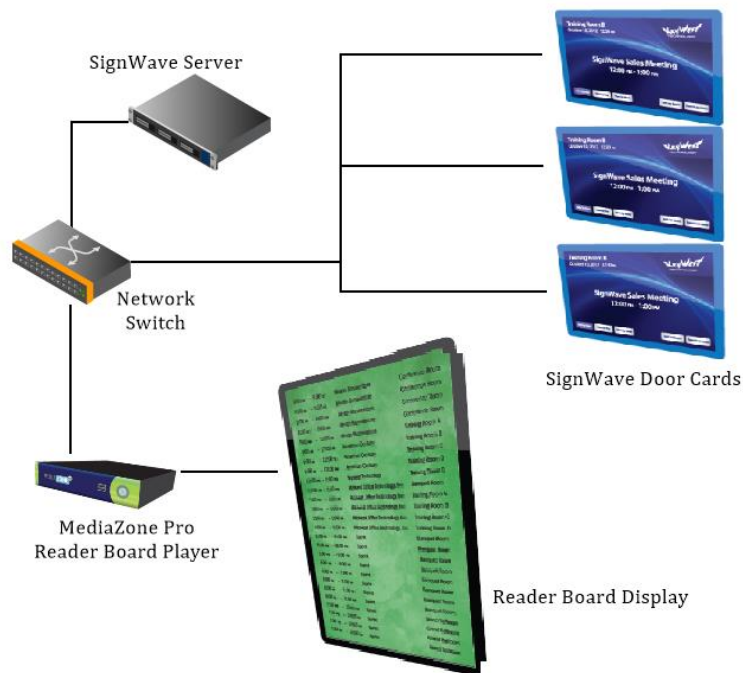
## SIGNWAVE AND MEDIAZONE EVENT DISPLAY

A basic understanding of the **SignWave** digital door card system will aid in the understanding of **MediaZone Event Display's** software operations.

**SignWave** consists of **SignWave** door cards: a system of touchscreen tablets used to display event and room information, and the **SignWave Service**: a central hub distributing event information for each room to the appropriate door card. The diagram below represents a very simple **SignWave** system utilizing three door cards.



The **MediaZone Event Display** software bridges a gap between **SignWave** and **MediaZone Pro**, enabling door cards *and* digital signs to display information pulled from the same source: event management software (EMS). The **MediaZone Event Display** software is installed on a **MediaZone Pro Player**, and a playlist containing a specific media file is sent to the player in order to display the dynamically updating event information. The diagram below is the same as the diagram above, but with **MediaZone Event Display** software, loaded on a **MediaZone Pro Player**, connected to a display screen.

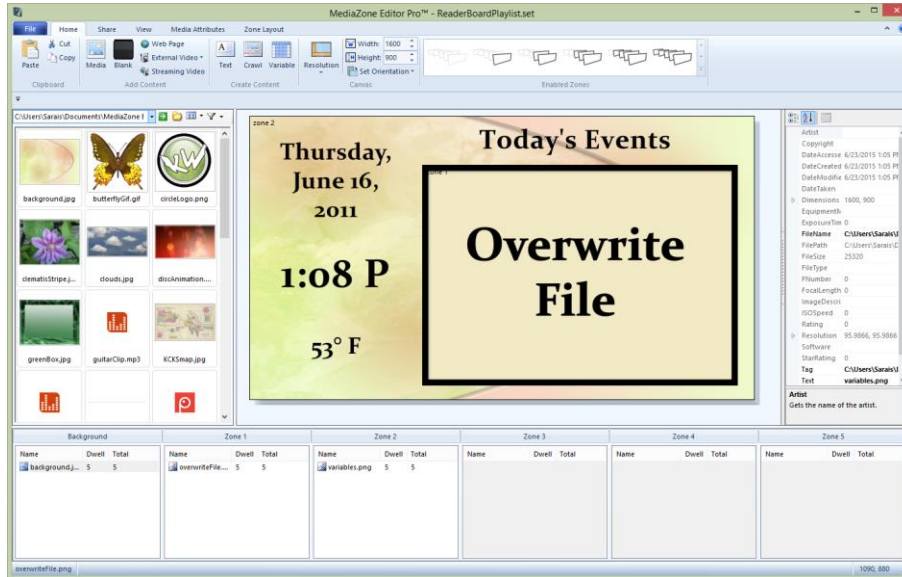


The reader board playlist is created and edited utilizing two different software interfaces: **MediaZone Pro Editor** and **MediaZone Event Display** configuration utility, accessed from the **MediaZone Pro Player** desktop.

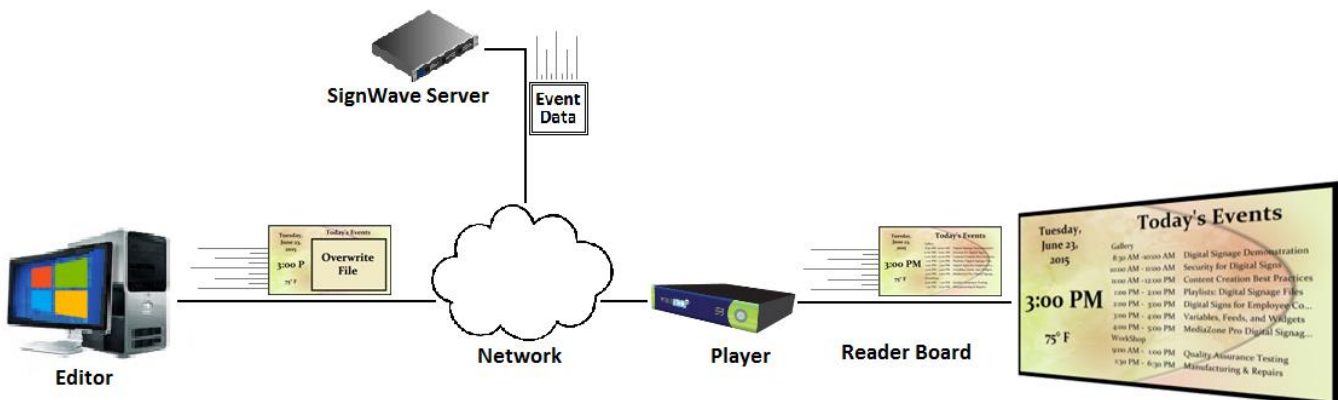
# MEDIAZONE EVENT DISPLAY DOCUMENTATION

## MEDIAZONE PRO EDITOR

**MediaZone Pro** is a complete digital signage software system featuring all of the tools needed to build compelling playlists using text, graphics, video, and animation. Applications for **MediaZone Pro** range from keeping viewers informed of community news or local weather to influencing a targeted group of consumers by displaying the right media content in the right place at the right time. Since the **MediaZone Event Display** software works in combination with a **MediaZone Pro Player**, all of the features available in **MediaZone Pro** can be used alongside or alternate of the dynamically updating event information.



Playlists are created in **MediaZone Pro Editor**, and sent over the network to a **MediaZone Pro Player** connected to a display screen. A digital signage playlist is a file created by a digital signage editor program containing audio, video, image, and other media files that will be played back on a player in a particular sequence. Because **MediaZone Event Display** utilizes the same EMS file as **SignWave** to acquire event information, the event information is not available in the **MediaZone Pro Editor** while a playlist is being designed. Instead, a specific image file will be overwritten with the event information after a playlist is sent to the **MediaZone Pro Player**.

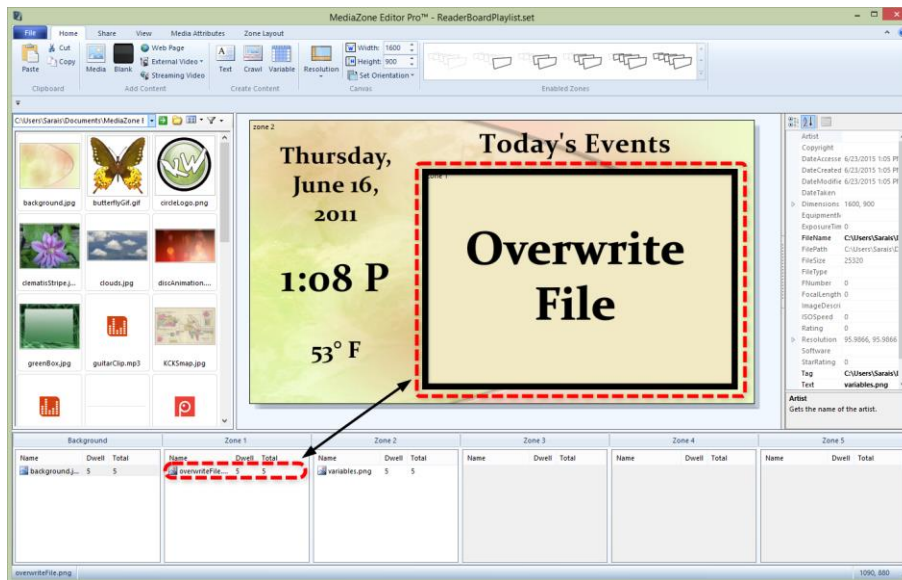


The image file seen in the **MediaZone Pro Editor** will not be seen on the display screen because the image is replaced with event information. The file that will be overwritten is defined in the **MediaZone Event Display** software. This image file will be referred to as the 'overwrite file' throughout the remainder of this document.

# MEDIAZONE EVENT DISPLAY DOCUMENTATION

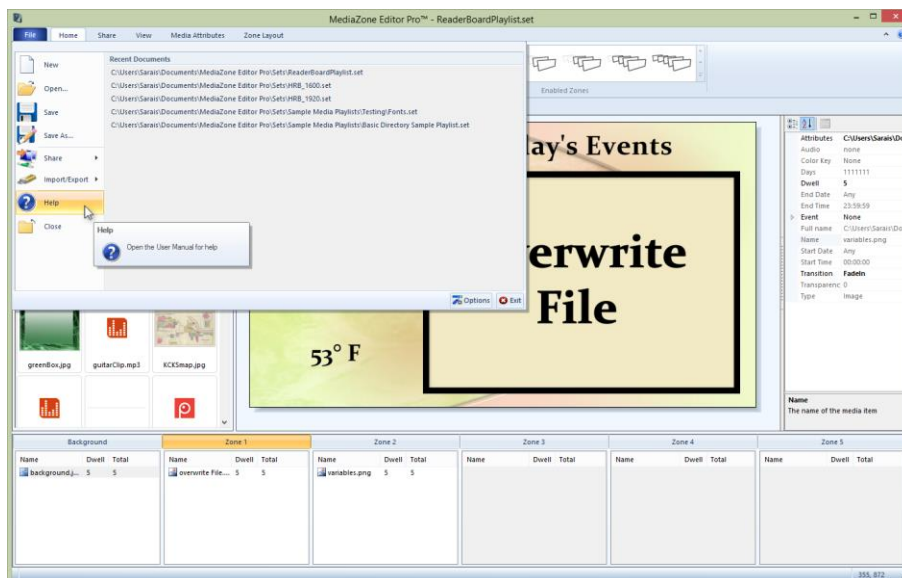
## OVERWRITE FILE

The overwrite file is an image file in a playlist that will be replaced with event information by the **MediaZone Event Display** software on the player. In the image below, the overwrite file is located in **Zone 1**. (The overwrite file is defined by the file path and filename entered in the **MediaZone Event Display** configuration utility. Please see the **Filename** section on page 9 for more information about selecting the overwrite file.)



**MediaZone Pro Editor** is used to design other content to show along with the daily event information, such local weather, news, ads, videos, images, and more. The overwrite file can also be interspersed with media content in one zone so the dynamically updating event information alternates with other content in one portion of the screen.

For information on how to use **MediaZone Pro Editor**, please refer to the user manual at this link: <http://helpdesk.keywesttechnology.com/index.php?/Knowledgebase/Article/View/4/31/mediazone-editor-pro-user-manual> or to the user manual accessed within the **MediaZone Pro Editor** software.





# MEDIAZONE EVENT DISPLAY DOCUMENTATION

## MEDIAZONE EVENT CONFIGURATION UTILITY

Because the **MediaZone Event Display** software is installed on a **MediaZone Pro Player**, the **MediaZone Event Display** configuration utility must be accessed from the player desktop. It is advisable to stop the **Background Application** while working on the player desktop. If the **Background Application** is not stopped, it will automatically restart the player program approximately every two minutes. For steps detailing how to stop the **Background Application**, please see the **MediaZone Pro Player Installation Guide** at:

<http://helpdesk.keywesttechnology.com/index.php?Knowledgebase/Article/View/250/68/mediazone-pro-player-installation-guide--rev-03>



The **MediaZone Event Display** configuration utility provides controls to modify settings of the **MediaZone Event Display** output image. After the setup process is complete, the configuration utility is still used to modify the font, size, and color of the event text and modify the image file displayed when no events are scheduled. **MediaZone Event Display** also offers a preview of the event text output image.

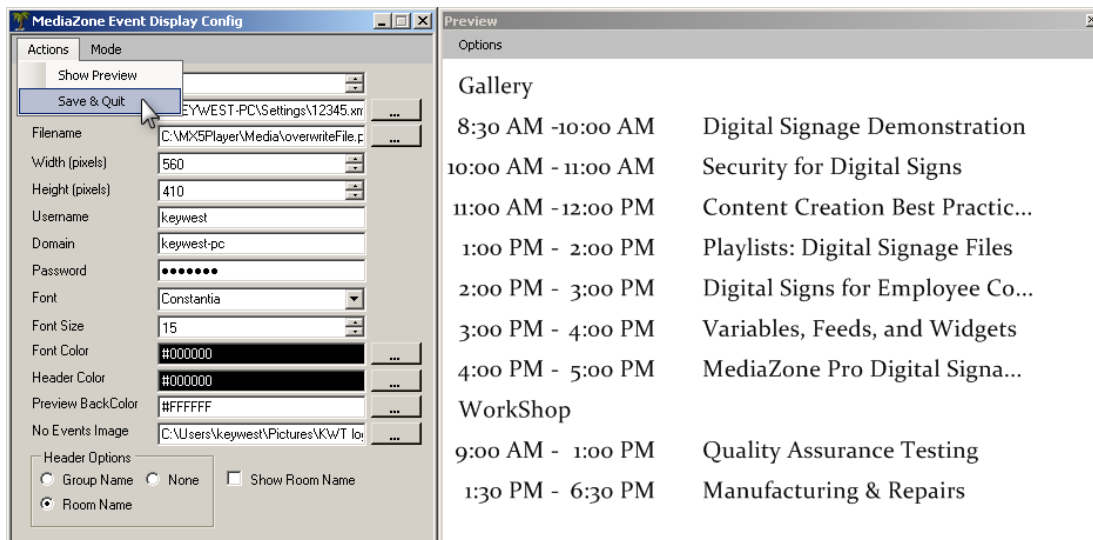
**Note:** As stated earlier, the majority of a playlist is created and edited using **MediaZone Pro Editor**. Please refer to the **MediaZone Pro Editor User Manual** for settings or features not described in this document.

Remote access software can be installed on the player desktop to accommodate virtual access to the **MediaZone Event Display** configuration utility. Since players are typically located behind digital signs or in close proximity to the digital signs, gaining access to a player's desktop on a regular basis can present a precarious situation.

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## MEDIAZONE EVENT CONFIGURATION UTILITY TOOLBAR

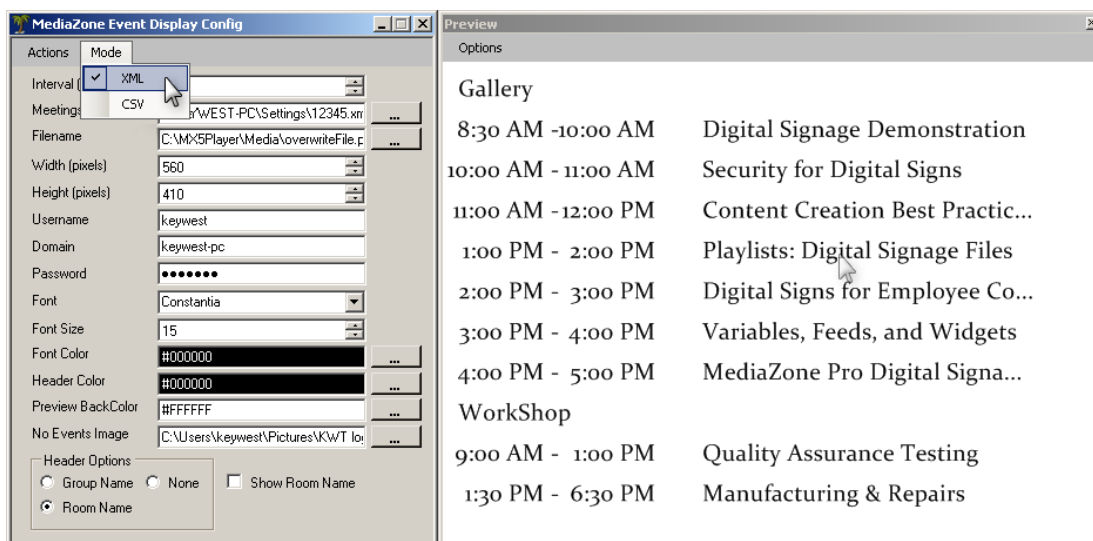
The Toolbar spans the top of the **MediaZone Event Display** configuration utility and holds two menus: **Actions** and **Mode**.



The **Actions** menu is used to save the changes made in the configuration utility. If the **Preview** window is closed, **Show Preview** will open the **Preview** window again. Please see the **Preview** section on page 11 for more information about the **Preview** window.

**MediaZone Event Display** has two modes: **XML** and **CSV**. These modes determine the file format, or type of dynamically updating information, that **MediaZone Event Display** is configured to read. **XML** is an acronym for Extensible Markup Language, and this language is widely used to communicate text over a network. **XML** is the format of the file generated by **SignWave** containing the event information.

**CSV** is an acronym for comma-separated values, and this format communicates a table of data in plain text over the network. This mode is typically used to display dynamically updating information from a spreadsheet. The **MediaZone Event Display** software can only operate in one mode at a time.

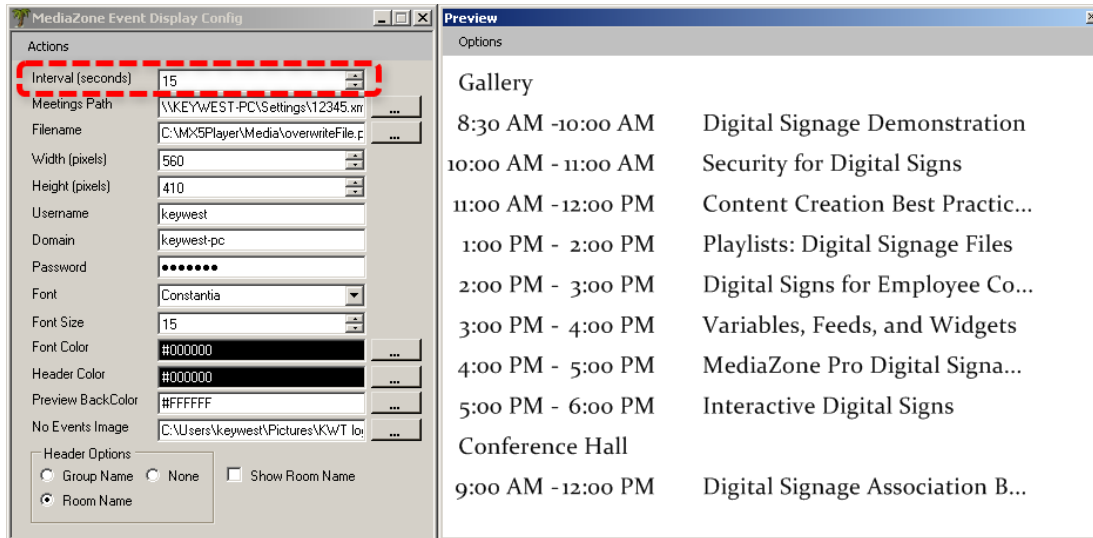




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## INTERVAL

When a multitude of events are scheduled on one day, often the entirety of event text output image cannot be displayed at one time in the designated zone, or screen area. In this scenario, the software splits the event text output image into rotating pages of information. The length of time each page is displayed on the screen is the **Interval**. For example, if the **Interval** is set to 20 seconds, each page of event text will be displayed for 20 seconds before rotating to the next page of event text.



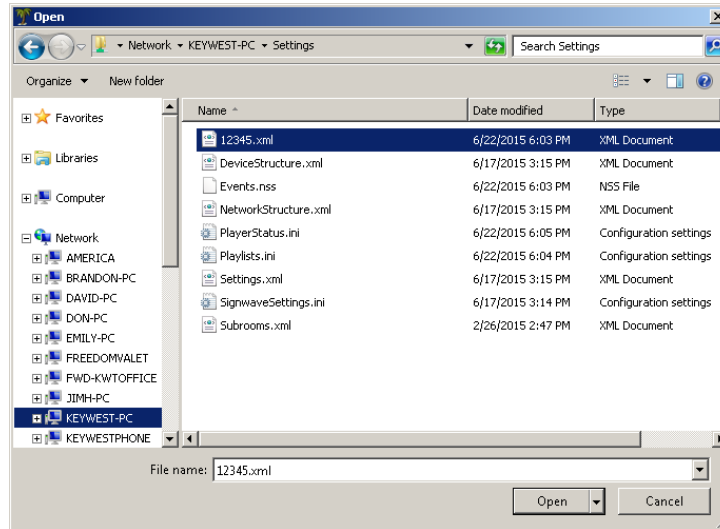
Reducing the font size allows for more events to display on a page at once, but it is almost inevitable that the number of events will vary dramatically from day to day. It is much easier to display rotating pages of the event text than to adjust the font size daily so the all events will fit on the screen.



# MEDIAZONE EVENT DISPLAY DOCUMENTATION

## MEETINGS PATH

The **Meetings Path** field requires the file path and filename of the .xml file, found on the **SignWave** server. This is the file containing the event data. A **Meetings Path** file must be in .xml file format, unless special configurations are made to accommodate a .txt file.



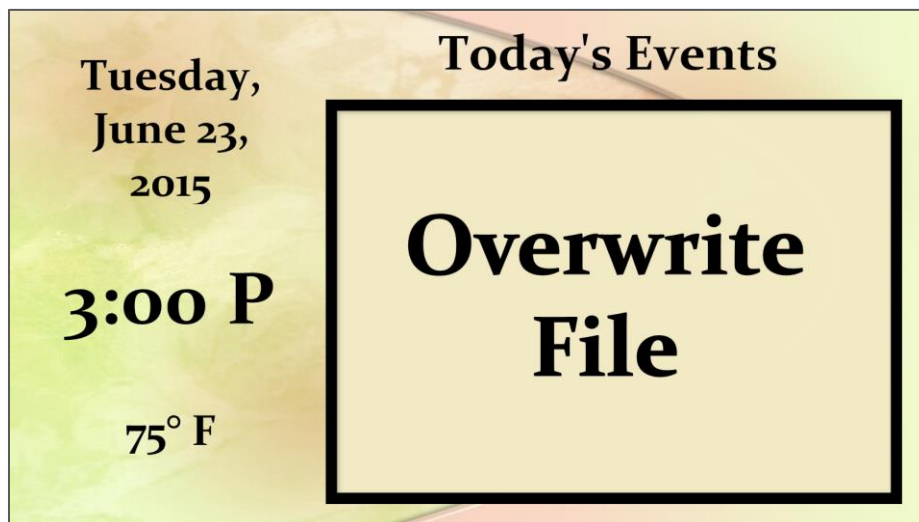
The .xml file must be transported from the **SignWave** server to the **MediaZone Pro Player** on a daily basis. This can be accomplished by one of two methods: sharing the file over the local area network or delivering the file to the player using FTP software. FTP software programs, such as **Smart FTP** or **FTP Voyager**, include scheduling features that can automate the daily delivery of this file.

After selecting an appropriate file path and filename in the **Meetings Path** field, event information will begin to display in the **MediaZone Event Display** configuration utility **Preview** window.

## FILENAME

The **Filename** field is the file path and filename of the overwrite file. This is the file that will be replaced with the event text output image on the player. This file must be part of the current playlist for event information to show. Any supported image file format can be added to the playlist in **MediaZone Pro Editor** as the file that will be overwritten. **Browse** enables a user to select the overwrite file by navigating to it in a **File Explorer** window.

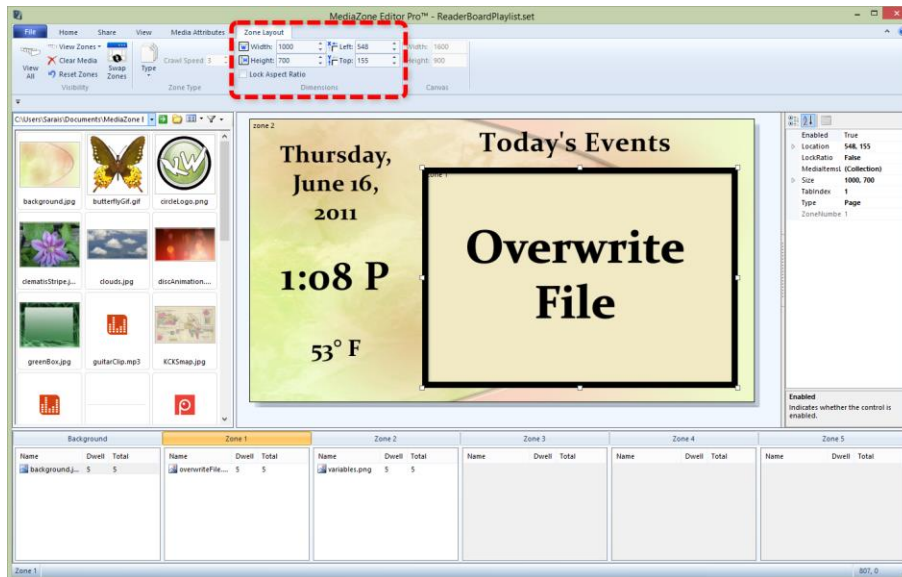
**Note:** *If the image that is supposed to be overwritten is showing on the player, the **MediaZone Event Display** program is most likely not running or cannot locate the **Meetings Path** .xml file. Another possibility is a new playlist has just been sent and the overwrite file has not yet updated; it will update at the next automated system save.*



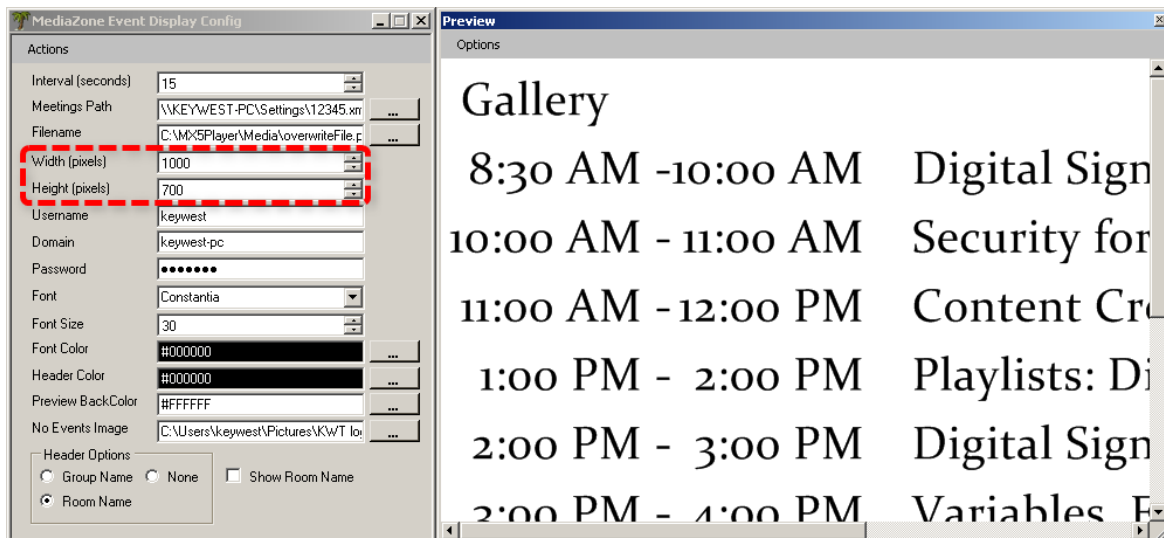
# MEDIAZONE EVENT DISPLAY DOCUMENTATION

## WIDTH AND HEIGHT

The **Width** and **Height** fields determine the dimensions of the event text output image; for best results, these fields should correspond exactly to the dimensions of the zone containing the overwrite file in **MediaZone Pro Editor**. Matching these dimensions exactly ensures the event information area is properly sized, and the text will not be distorted.



Throughout this document, the width and height used in the **MediaZone Event Display** configuration utility images is 560x410. This is so the **Preview** window is minimized for editorial and instructional purposes in this document. It is much more educational to see the entire event text output image in the **Preview** window, than to see a portion of the event text output image at its actual size.



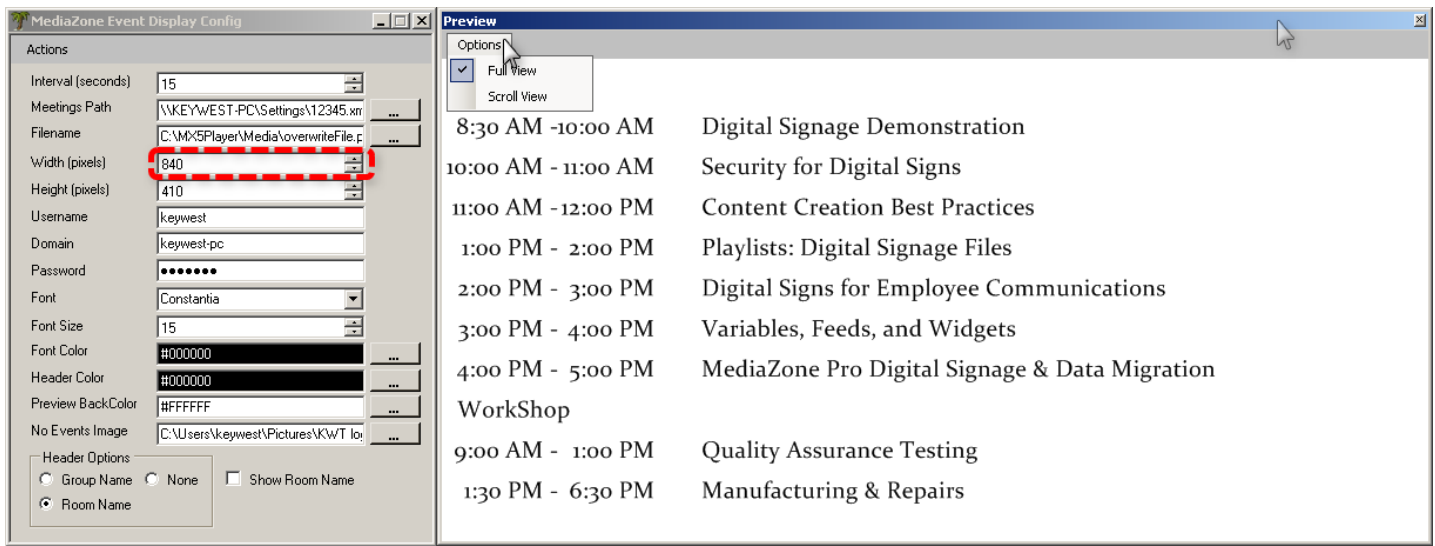
When a playlist image is shown, the dimensions correspond to the width and height of the zone containing the overwrite file in **MediaZone Pro Editor**: 1000 x 700. Only a portion of the event text output image can be seen when the proper dimensions are entered in the **Width** and **Height** fields, as demonstrated in the image above.

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## PREVIEW WINDOW

The **Preview** window displays the event text output image that will replace the overwrite image in the playlist. The text is displayed on a solid white background, but it is rendered with a transparent background on the actual player.

When **Full View** is selected in the **Preview Options** menu, the size of the window exactly matches the **Width** and **Height** fields entered in the configuration utility. This allows the user to adjust the font size and assess exactly how much of the given area is filled by that day's event text. **Scroll View** minimizes the **Preview** window to 630 x 470 pixels, and scroll bars are used to view to different areas of the text event output image. **Scroll View** is shown on the previous page.



If the dimensions entered in the **Width** and **Height** fields don't correspond exactly to the dimensions of the zone with the overwrite file in **MediaZone Pro Editor**, then the preview will not be accurate. The image generated in the preview will be scaled to fit within the dimensions of the zone containing the overwrite file.

Glancing at the **Preview** window in the image above, it is obvious the event text output image is much wider than the image it will replace in the playlist. The letters are not distorted in the in the **Preview** window, but when the image is scaled to fit within the zone of the overwrite file, it is compressed in the horizontal direction. Compressing this image in the horizontal direction produces the vertically stretched text shown below.

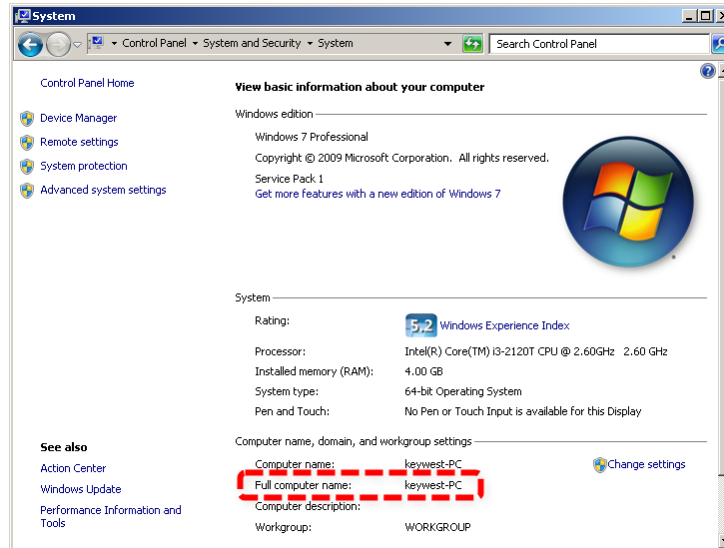


**Note:** Dimensions of 1500 x 700 were used to replicate this concept in the playlist.

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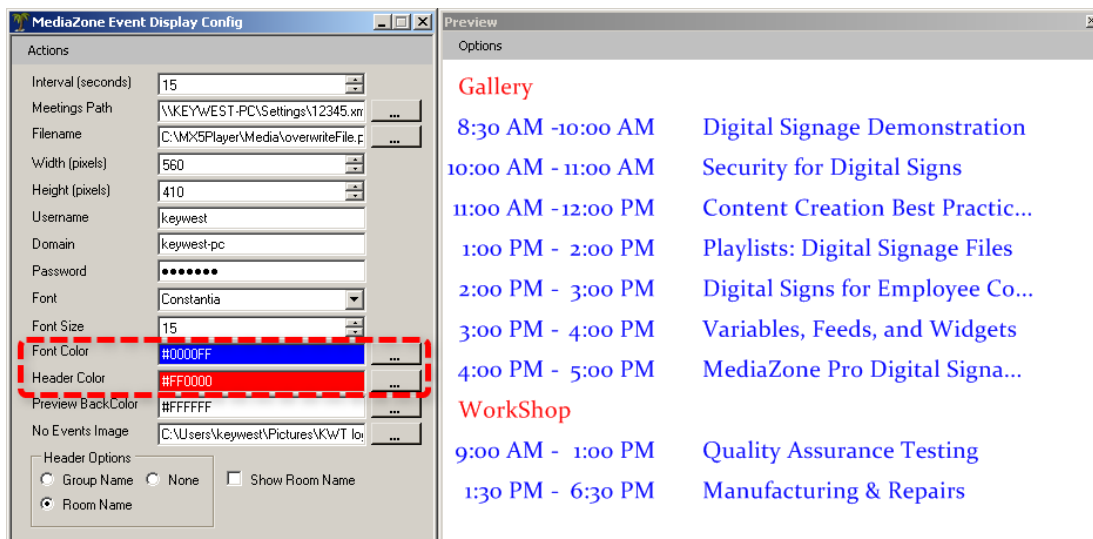
## USERNAME, DOMAIN, AND PASSWORD

To share the .xml file (in the **Meetings Path** field) over the local area network, the **Username**, **Domain**, and **Password** of the **SignWave Server** is required. The **Username** and **Password** fields are the credentials required to login to the **SignWave Server Windows** login at boot up. The **Domain** is the **Full Computer Name**. The **Full Computer Name** can be found in the **System** window.



## TEXT SETTINGS

The **MediaZone Event Display** configuration utility offers fields to alter the font, size, and color of the event text. The **Font** and **Font Size** fields apply to both the header text and the event text. The **Font Color** field determines the color of text the events are displayed in, and the **Header Color** field allows for a different color to be selected for the text in the header.

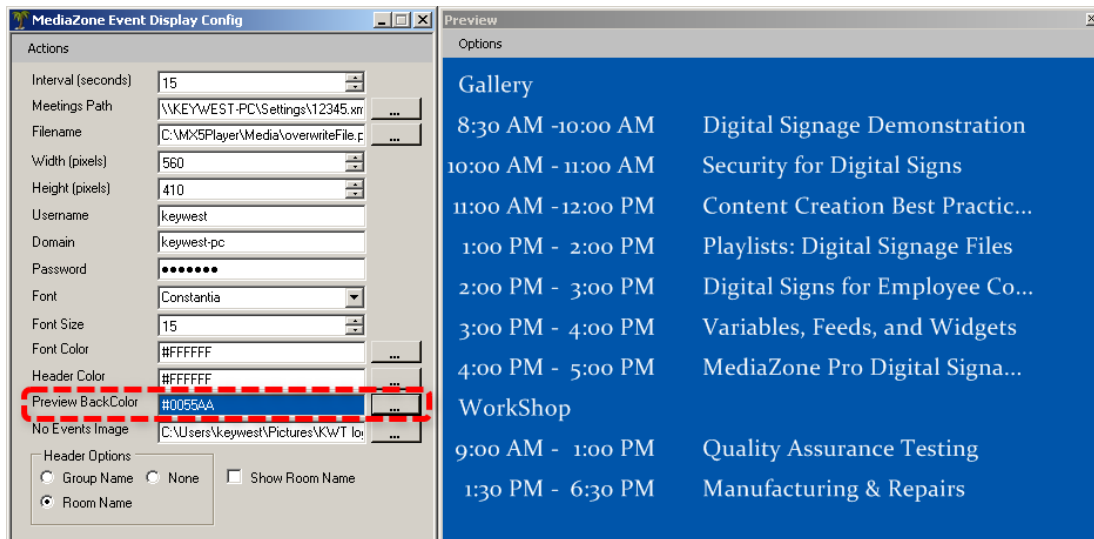




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## PREVIEW BACKGROUND COLOR

The **Preview Background Color** field changes the background color of the preview window. This allows users to preview the event text output image with white text.



## NO EVENTS IMAGE

When no events are scheduled, the event text output image is blank. The **No Events Image** field allows for an image to be displayed in place of the event text output image when no events are scheduled for that day.

This image will be stretched to fill the event area, and it is not affected by the **Width** and **Height** fields of the configuration utility. To maintain the Aspect Ratio of the image, the image resolution must match the exact dimensions of the zone containing the overwrite file in **MediaZone Pro Editor**. (The image can be resized and Aspect Ratio maintained as long as the ratio of width to height remains the same.)

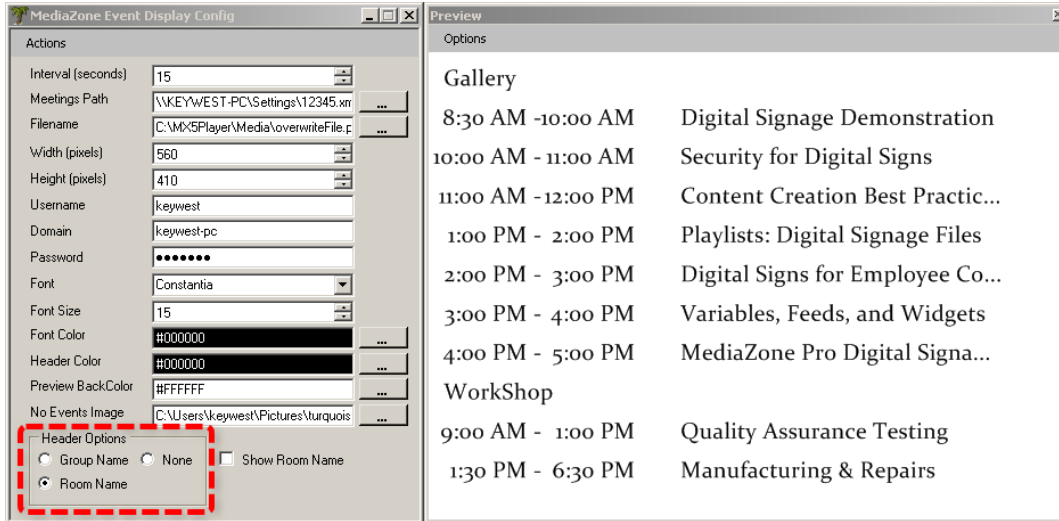




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## HEADER OPTIONS

The **Header Options** area allows a user to sort events by **Group Name** or **Room Name**. **Group Name** is the name of the event booker, or the user name belonging to the email address that scheduled the event. When **None** is selected, all of the events are displayed in chronological order.



When **Room Name** is selected as the **Header Option**, the events are sorted according to the room name and preceded with a room name header. It would be redundant to show the room name as the header, and to the right of every event. The events can be displayed without listing the room name by disabling the **Show Room Name** checkbox.

