MEDIAZONE PRO-CSV INTEGRATION DOCUMENTATION
VERSION 1.1

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TABLE OF CONTENTS

INTRODUCTION

Digital reader boards are dynamically updating signs used to keep employees, customers, students, and many others informed of frequently changing information.

The **MediaZone Event Display** software is used to interpret and display spreadsheet data exported in a **Comma-Separated Values** format. **CSV Mode** functionality was added to the **MediaZone Event Display** software after its initial launch and many of its attributes, such as the title, are associated with displaying daily event data. However, there is a definite relationship between displaying daily event information and frequently changing tabular data.

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

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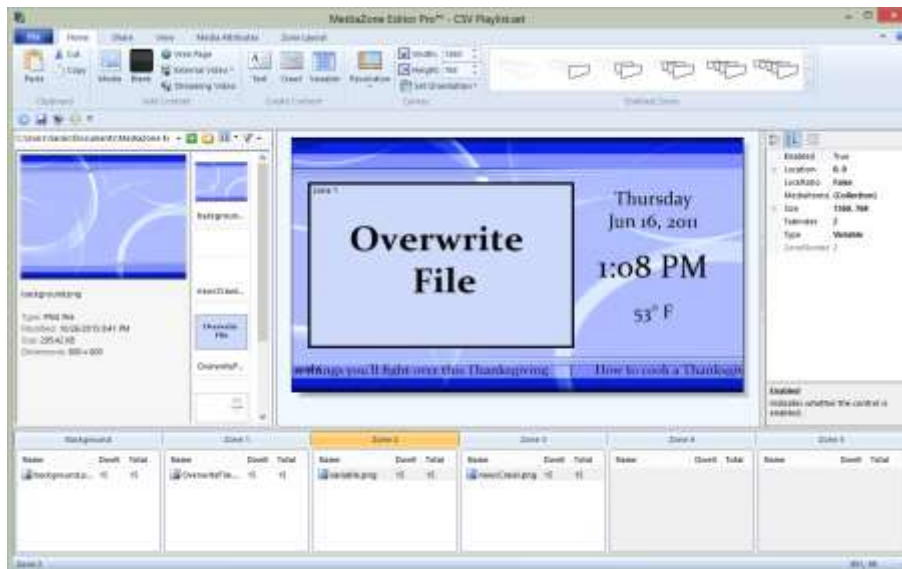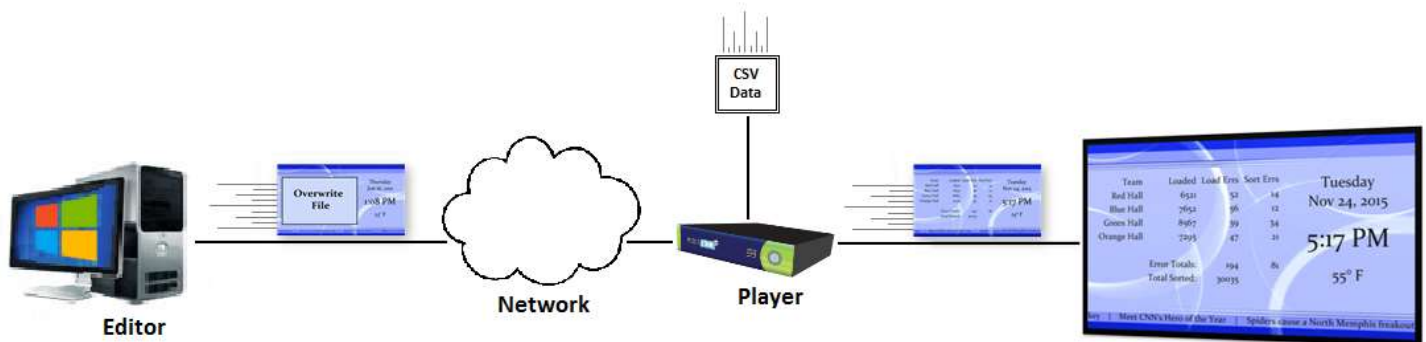
MEDIAZONE PRO EDITOR

MediaZone Pro is a complete digital signage software system featuring all of the tools needed to build compelling playlists using text, graphics, videos, and other animations. Applications for **MediaZone Pro** range from keeping viewers informed of community news and local weather to influencing a targeted group of consumers by displaying the right media 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 displaying the spreadsheet data.

Playlists are created in **MediaZone Pro Editor**, and sent over the local area network to a **MediaZone Pro Player** connected to a display screen. A digital signage playlist is a file created in a digital signage editor program containing audio, video, image, and other media items to be played back on a media player in a particular sequence. Because the spreadsheet data is sent to the **MediaZone Pro Player**, it will not be available in the **MediaZone Pro Editor** while a playlist is being designed. Instead, a specific image file will be overwritten with the spreadsheet data after the playlist is sent to a **MediaZone Pro Player**.

MediaZone Pro Editor is used to design all content that will be displayed along with the spreadsheet data, such as images, videos, digital clocks, local weather, ads, and more. For information on how to use **MediaZone Pro Editor**, please refer to the user manual accessed within the **MediaZone Pro Editor** software or to the user manual located at this link: http://helpdesk.keywesttechnology.com/index.php?/Knowledgebase/Article/View/4/31/mediazone-editor-pro-user- manual

OVERWRITE FILE

The overwrite file is an image file in a playlist that will be replaced with spreadsheet data by the **MediaZone Event Display** software on the player. The image file that will be overwritten will not be seen on the display screen because the entire image is replaced with spreadsheet data. The image file that will be overwritten is used akin to a placeholder for the spreadsheet data.
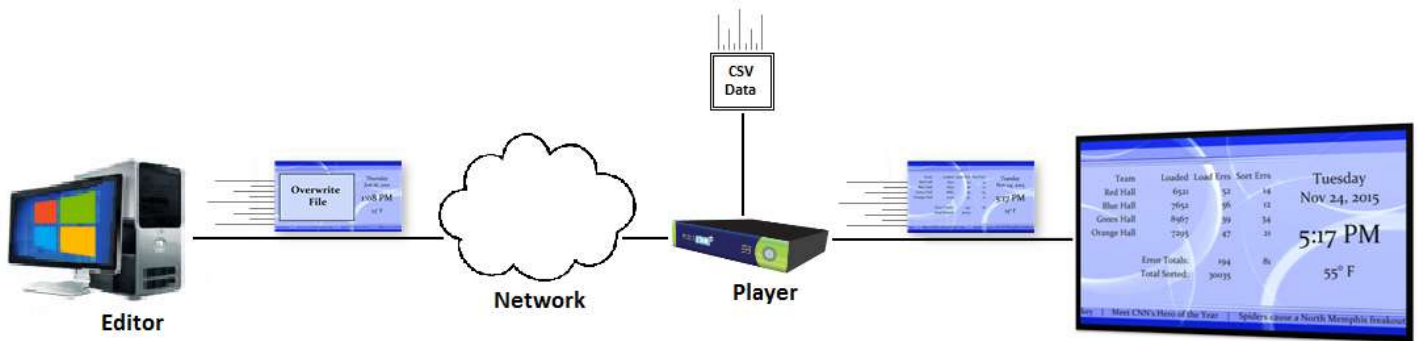
The file that will be overwritten is defined in the **MediaZone Event Display** software. This image file will be referred to as the 'overwrite file' throughout the remainder of this document.

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.)
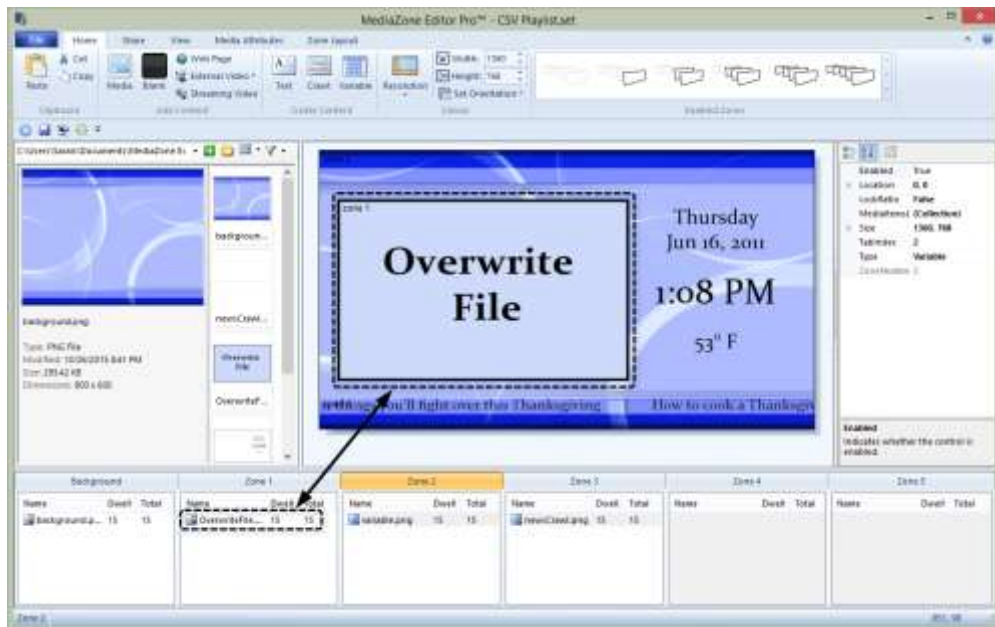
The overwrite file can be interspersed with media content in one zone so the spreadsheet data alternates with other content in one portion of the screen.
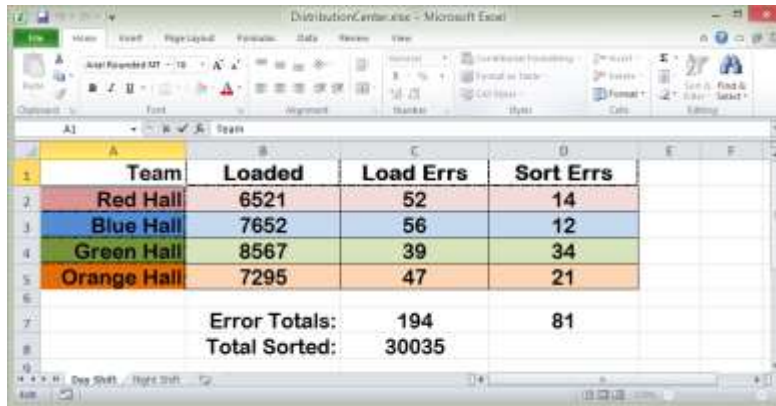
A **Microsoft Excel** spreadsheet used as the example in this manual, but any table that can be saved in **CSV** (**Comma-Separated Values**) format can be utilized with **MediaZone Event Display** in **CSV Mode**.

COMMA SEPERATED VALUES FORMAT

Wikipedia states "**CSV** [**Comma-Separated Values**] is a common data exchange format that is widely supported by consumer, business, and scientific applications. Among its most common uses is moving tabular data between programs that…operate on incompatible (often proprietary) formats." The **CSV** file format allows for **MediaZone Event Display** to interpret spreadsheet data and display it as part of the digital signage playlist. The **MediaZone Event Display** software also updates spreadsheet data in the playlist automatically when a new **CSV** file is delivered to the **MediaZone Pro Player**. This saves the user from having to edit and resend the playlist in **MediaZone Pro Editor** each time the spreadsheet data changes.
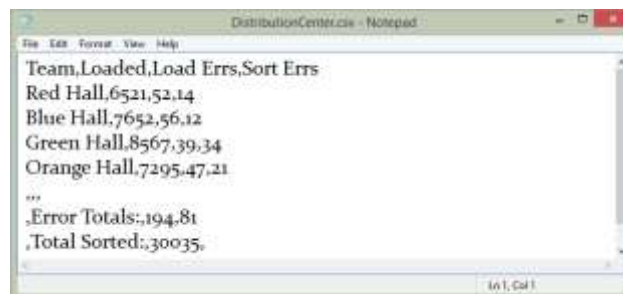
Microsoft Excel offers three "**Comma Separated Values**" (.**csv**) file formats: **CSV (Comma delimited) (*.csv)**, **CSV (Macintosh) (*.csv)**, and **CSV (MS-DOS) (*.csv)**. All three formats are compatible with the **MediaZone Event Display** software.

CSV format is literally just as the title describes: data values separated by commas. For this reason, the spreadsheet is read from the first row to the last row, preserving blank lines that exist in between. The first row of the table determines the number of columns exported to the **CSV** file. If the first row in the spreadsheet is just one column, such as a table header, then the number of columns exported to the **CSV** file will be just one.

In addition, spaces typed in a cell or any formatting applied to an empty cell is considered a row in use, and blank lines will be added to the table when it is exported as a **CSV** file. This is also true of copying and pasting empty rows from one spreadsheet to another.

Formatting applied to the text or cells in the spreadsheet will not be retained through the exportation process. However, the **MediaZone Event Display Configuration Utility** offers settings to adjust many aesthetic properties, such as font, text size, and text color.

A **CSV** file is the equivalent of one table, with one set of column titles and one set of data. The active spreadsheet in a **Microsoft Excel** workbook (**.xlsx**) is the table that is exported as a **CSV** file. To export multiple spreadsheets from one **Excel** workbook (to be shown on different **MediaZone Pro Players**), the exportation process must be repeated for each spreadsheet.

CSV FILE EXPORTATION PROCESS

TO EXPORT AN **EXCEL** SPREADSHEET AS A **CSV** FILE:

1. Click on **File** in the **Tool Ribbon**, and select **Save As** from the menu.
2. Navigate to the location where the **CSV** file will be saved. If needed, the file name may be edited.
3. Below the **File name** field is the **Save as type** field. Click on the arrow to see a drop-down list of possible file formats, as demonstrated in the image below.
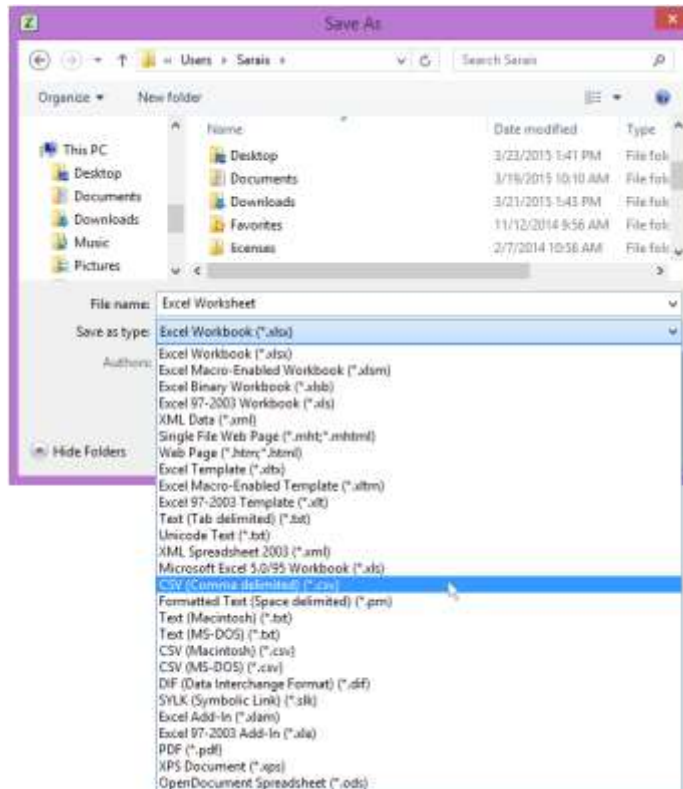
4. Select either **CSV (Comma delimited) (*.csv)** or **CSV (Macintosh) (*.csv)** or **CSV (MS-DOS) (*.csv)**.
5. Click the **Save** button.

    A window opens informing the user that only one spreadsheet can be saved as a **CSV** file. Click **OK** to proceed.

    Another window opens, this one informing the user some **Excel** features are not compatible with the **CSV** file format. This is warning all formatting will be lost in the transfer from an **Excel** spreadsheet to the **CSV** file. Click **Yes** to finish exportation process.

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, interrupting the user's configuration process. 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 initial setup process is complete, the configuration utility is still used to modify the font, size, and color of the spreadsheet data. **MediaZone Event Display** also offers a preview of the spreadsheet data output image.

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 or in close proximity to the digital signs, gaining access to a player's desktop on a regular basis can present a precarious situation for the user.

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.*

MEDIAZONE EVENT CONFIGURATION UTILITY TOOLBAR

A toolbar spans the top of the **MediaZone Event Display Configuration Utility** window containing two menus: **Actions** and **Mode**.
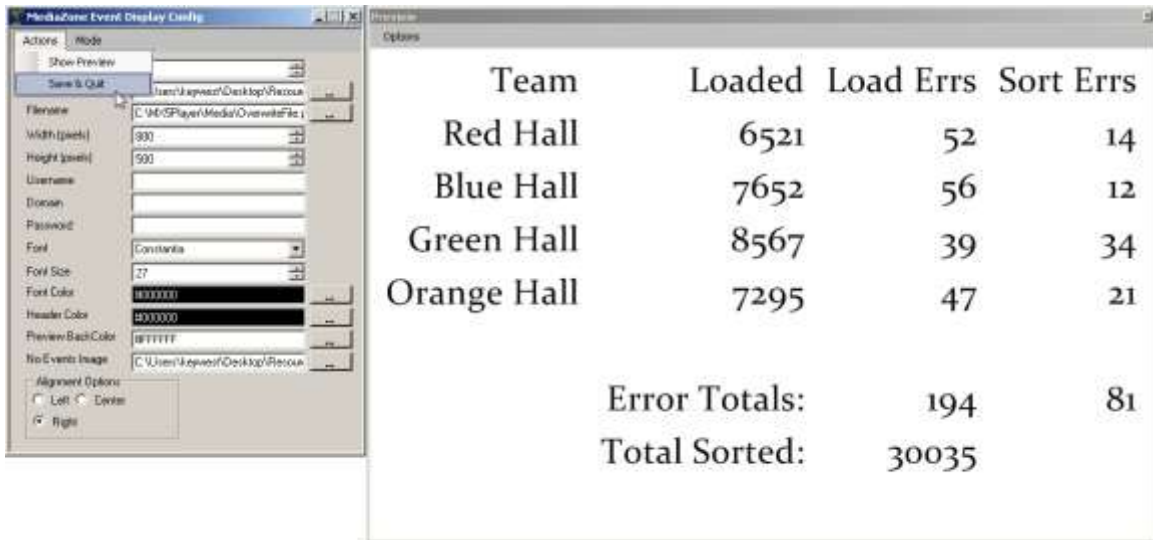

The **Actions** menu is used to save changes made in the configuration utility. If the **Preview** window is closed, **Show Preview** opens the **Preview** window again. Please see the **Preview Window** section on page 13 for more information about the **Preview** window.

MediaZone Event Display offers two modes: **XML** and **CSV**. These modes determine the file format, or type of information, the **MediaZone Event Display** software is configured to read. **XML** is an acronym for **Extensible Markup Language**; this language is widely used to communicate text over a network. The **CSV** format communicates a table of data in text over the network. The **MediaZone Event Display** software can only operate in one mode at a time.
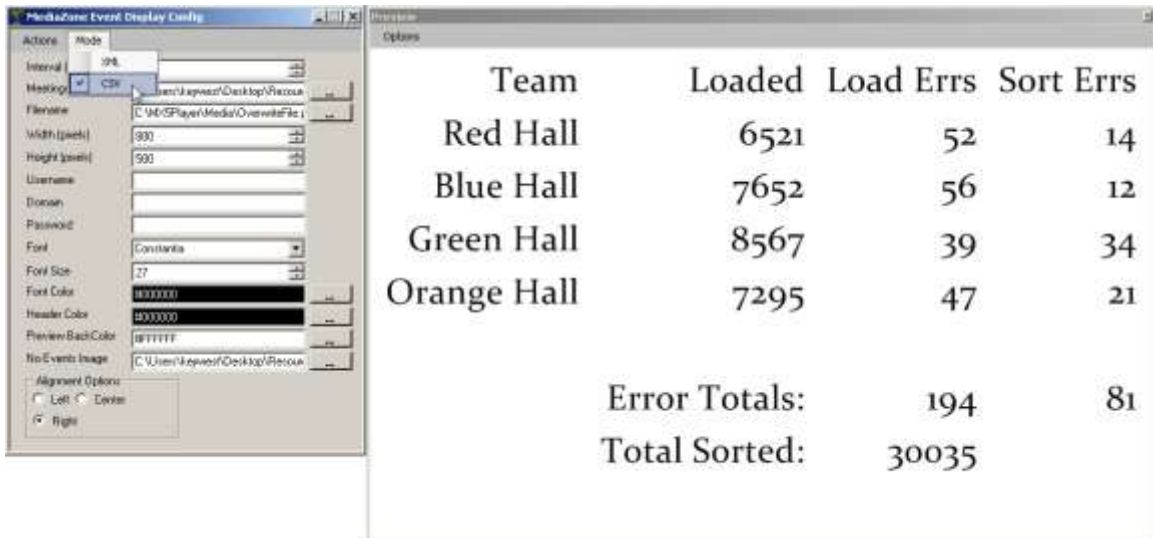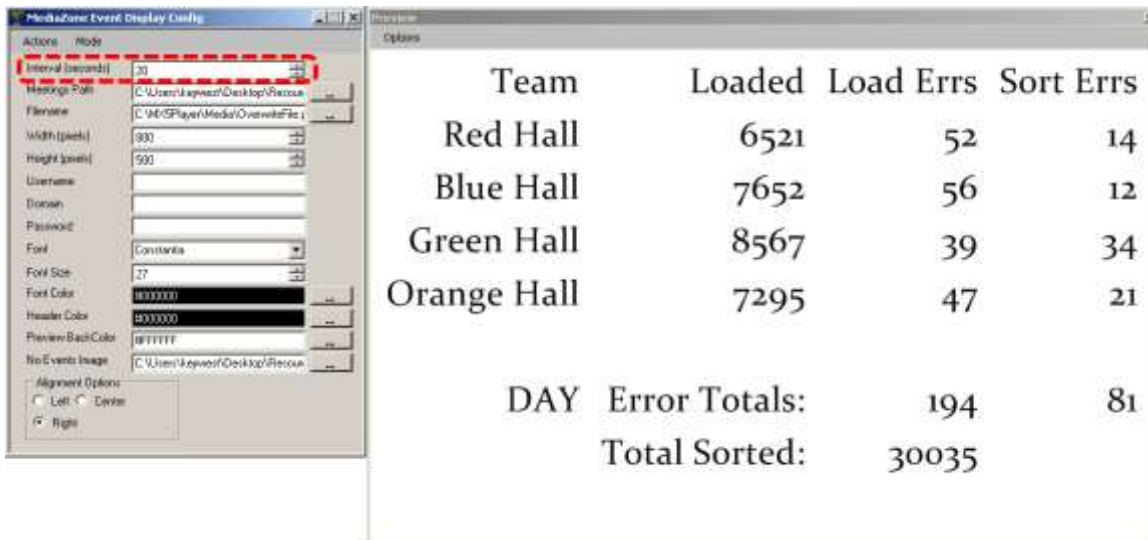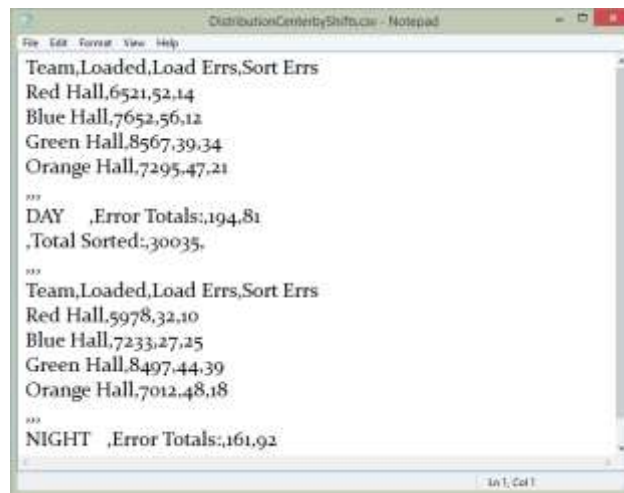
The spreadsheet data output image can be split into rotating pages of information. This feature is extremely useful for displaying large amounts of tabular information.

The length of time each page is displayed on the screen is determined using the **Interval** field. For example, when the **Interval** is set to 20 seconds, each page of spreadsheet data will be displayed for 20 seconds before rotating to the next page of spreadsheet data. The **CSV** file shown above is split into two pages displaying the sorting and loading statistics for both the day shift and the night shift.
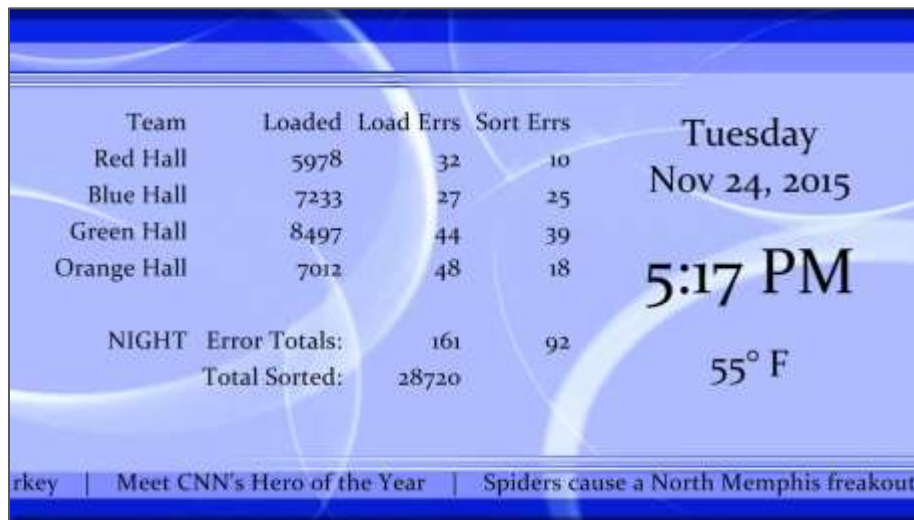
MEETINGS PATH

The **Meetings Path** field requires the file path to and filename of the **CSV** file. The **CSV** file must be transported to the **MediaZone Pro Player** to display updated information. This can be accomplished automatically by one of two methods: sharing the file over the local area network or delivering the file to the player using **FTP** (**File Transfer Protocol**) software. **FTP** software programs, such as **Smart FTP** or **FTP Voyager**, include scheduling features that can automate the delivery of this file.
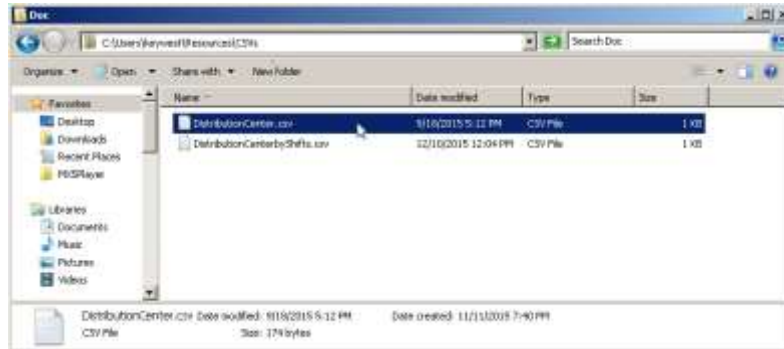

After selecting an appropriate file path and filename in the **Meetings Path** field, the spreadsheet data from the **CSV** file is displayed in the **MediaZone Event Display Configuration Utility Preview** window.

FILENAME

The **Filename** field is the file path and filename of the overwrite file. This is the file that will be replaced with the spreadsheet data output image on the player. This file must be part of the current playlist for spreadsheet data to be displayed. Any image file format supported by **MediaZone Pro** can be added to the playlist in **MediaZone Pro Editor** as the file that will be overwritten (such as a .png, .jpg, .bmp, etc). The **Browse** button enables a user to select the overwrite file once it has been sent to the player as part of the playlist 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. 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.*
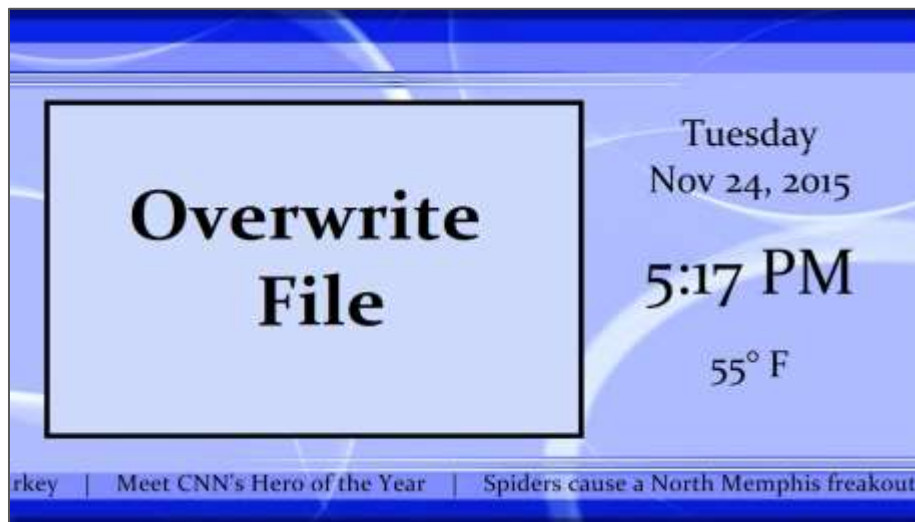
WIDTH AND HEIGHT   12

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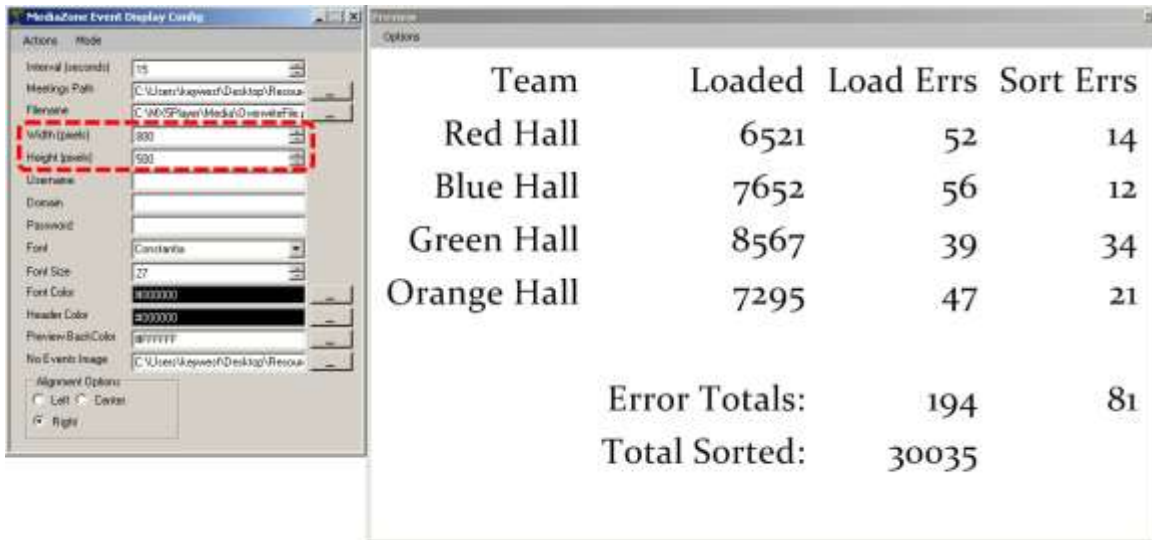
For best results, these fields should correspond exactly to the dimensions of the zone containing the overwrite file in **MediaZone Pro Editor**. Matching these dimensions exactly ensures the area designated for the spreadsheet data is properly sized, and the text will not be distorted on the player.

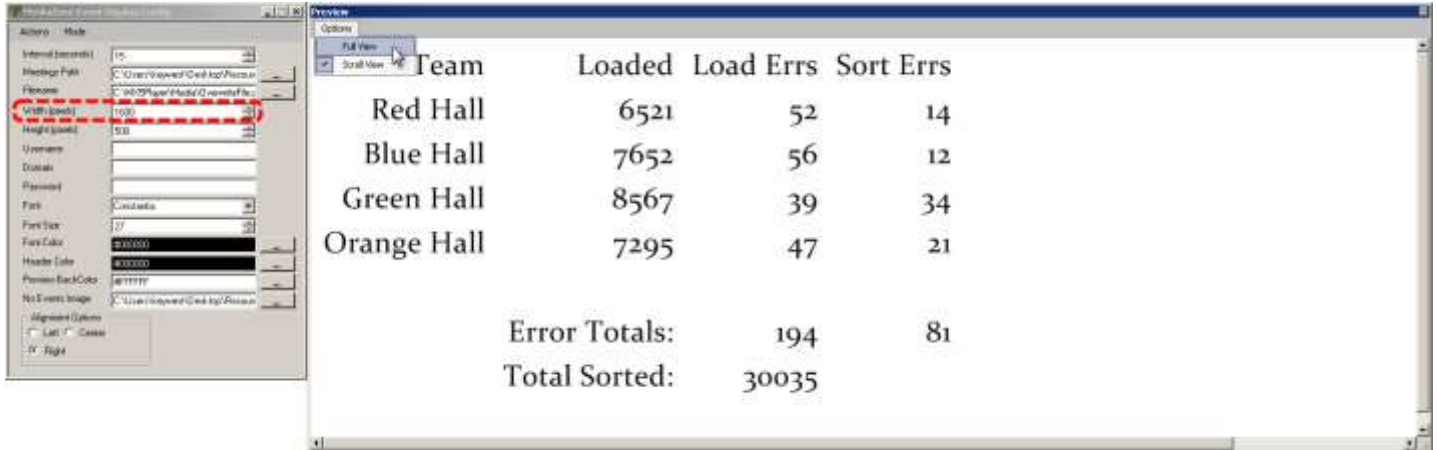### TO SET THE WIDTH AND HEIGHT FOR THE OUTPUT IMAGE:

1. In the **MediaZone Pro Editor**, click on the zone that contains the overwrite file.
2. In the **Dimensions** field of the toolbar, record the **Width** and **Height** of the zone.
3. Open the **MediaZone Event Display Configuration Utility** on the **MediaZone Pro Player** desktop.
4. Enter the recorded width and height of the zone (from the **MediaZone Pro Editor**) in the **Width** and **Height** fields (of the **MediaZone Event Display Configuration Utility**).

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12

PREVIEW WINDOW

The **Preview** window displays the spreadsheet data output image that will replace the overwrite image in the playlist. The text is displayed on a solid white background, but will be rendered with a transparent background on the digital sign.

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 the current spreadsheet data. **Scroll View** minimizes the **Preview** window to 630 x 470 pixels, and scroll bars are used to move to different areas of the spreadsheet data output image.

If the dimensions entered in the **Width** and **Height** fields do not correspond exactly to the dimensions of the **MediaZone Pro Editor** zone containing the overwrite file, then the **Preview** window is not accurate. The output image generated in the preview will be scaled to fit within the dimensions of the zone containing the overwrite file, resulting in distortion of the spreadsheet data output image.

Examining the **Preview** window in the image above, it is obvious the width of spreadsheet data output image is much larger than the width of the image it will replace. The letters are not distorted in the in the **Preview** window, but when the spreadsheet data output 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.
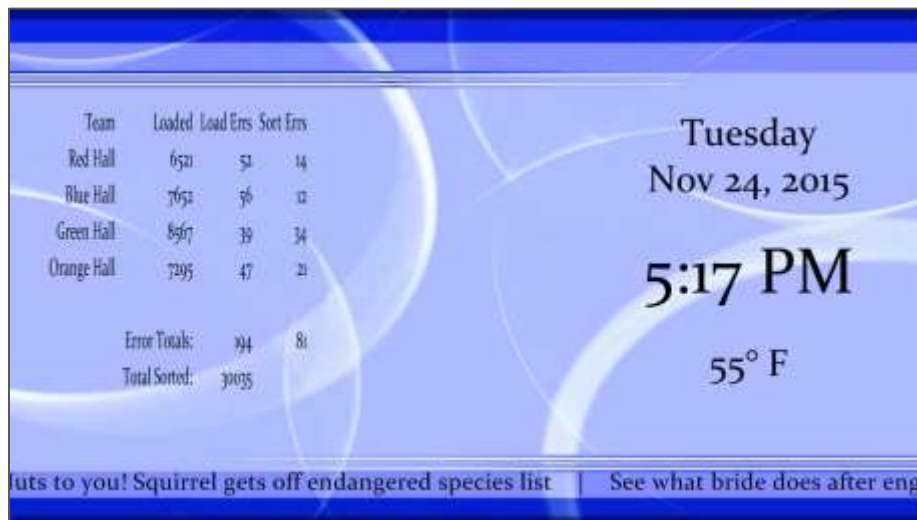
USERNAME, DOMAIN, AND PASSWORD

Often, using an **FTP** program to transport the **CSV** file (entered in the **Meetings Path** field) over the local area network automatically requires the **Username**, **Domain**, and **Password** of the computer hosting the file. This is a security feature and may or may not be disabled, depending on the **FTP** program used.
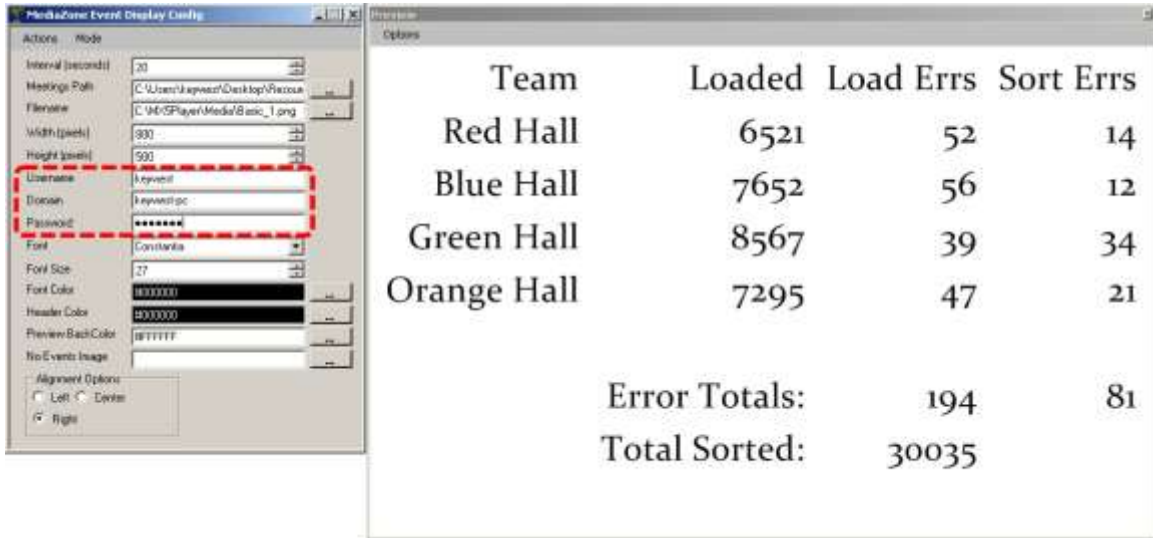
The **Username** and **Password** fields are the credentials required to login to computer hosting the **CSV** file at boot up. The **Domain** is the **Full Computer Name**. In a Windows system, the **Full Computer Name** can be found in the **System** window.


If the **CSV** file is being hand-delivered to the **MediaZone Pro Player** or security is not a concern, these fields can remain blank.

## TEXT SETTINGS   15

The **MediaZone Event Display Configuration Utility** offers fields to alter the font, size, and color the spreadsheet data text is displayed in. The **Font** and **Font Size** fields apply to both the column titles and the spreadsheet data. The **Font Color** field determines the color of text the data is displayed in, while the **Header Color** field allows for a different color to be selected for the column titles.
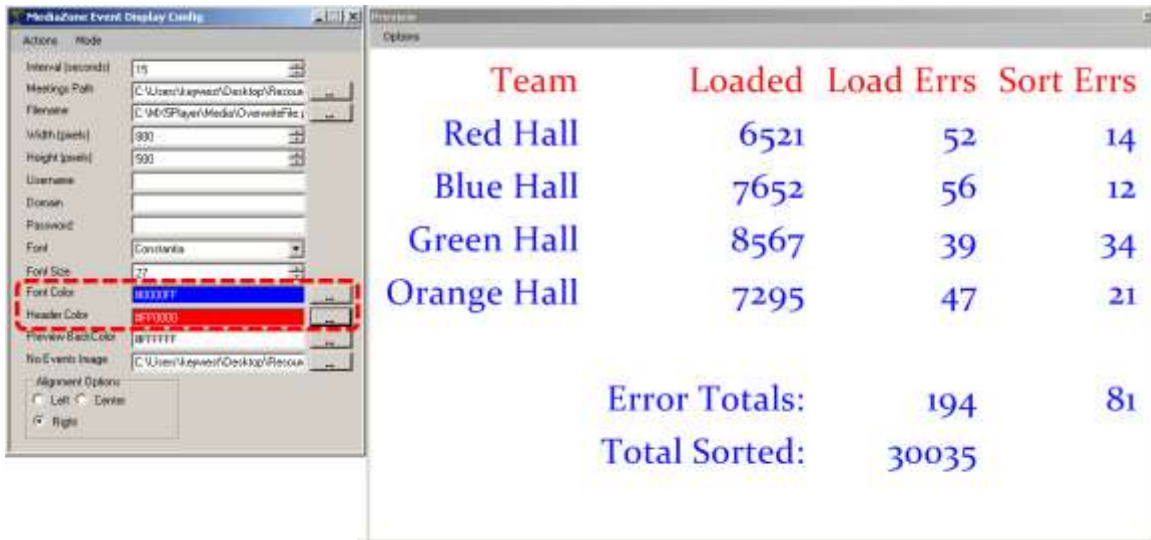
PREVIEW BACKGROUND COLOR

The **Preview Background Color** field changes the background color of the preview window. This allows a user to preview the spreadsheet data output image when the selected text color is white.
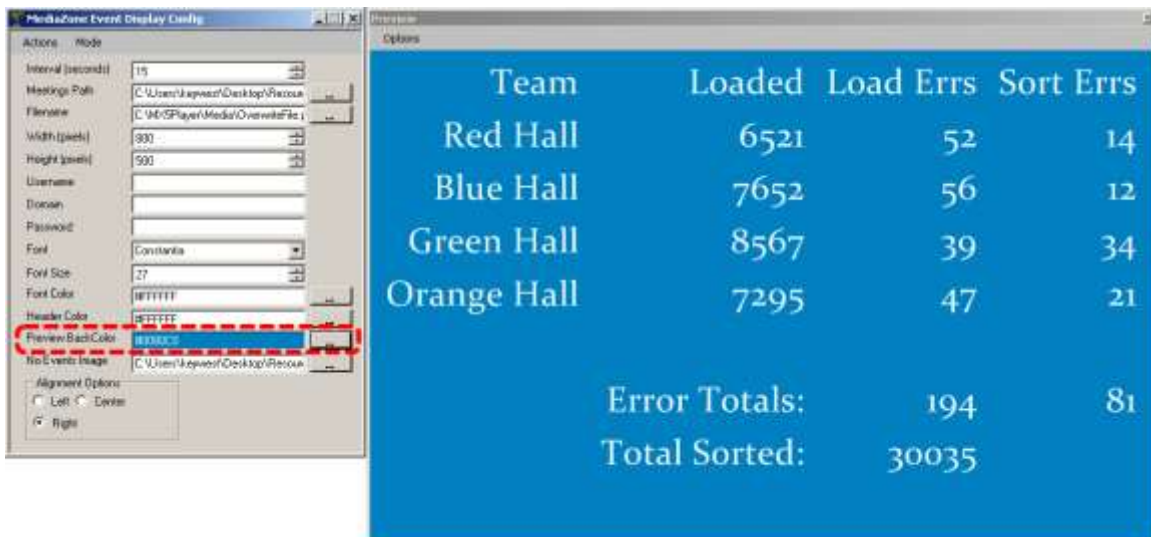
NO EVENTS IMAGE

When the **CSV** file is empty or the designated **CSV** file cannot be located, the spreadsheet data output image is blank. In this scenario, an image can be displayed in place of a blank output image using the **No Events Image** field.

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 as long as the ratio of width to height remains the same.)
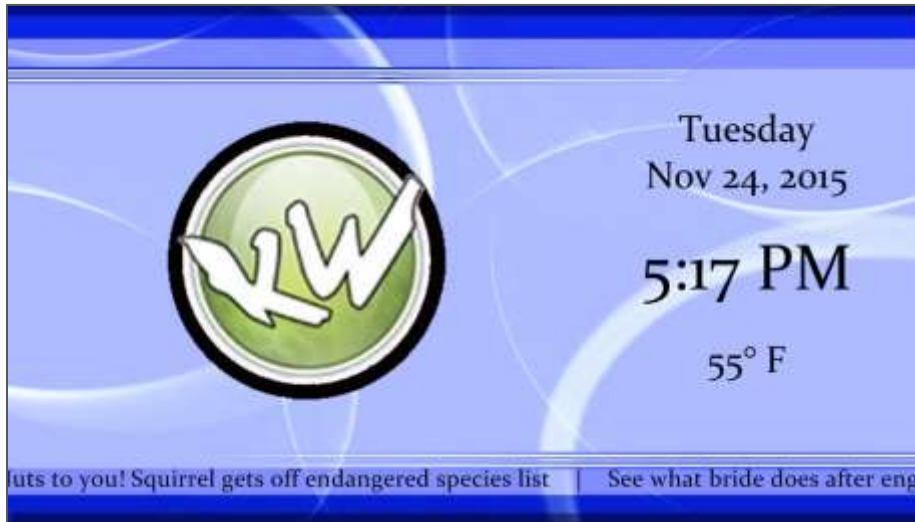
ALIGNMENT OPTIONS

The **Alignment Options** area allows a user to specify the manner in which to align the columns and corresponding spreadsheet data.