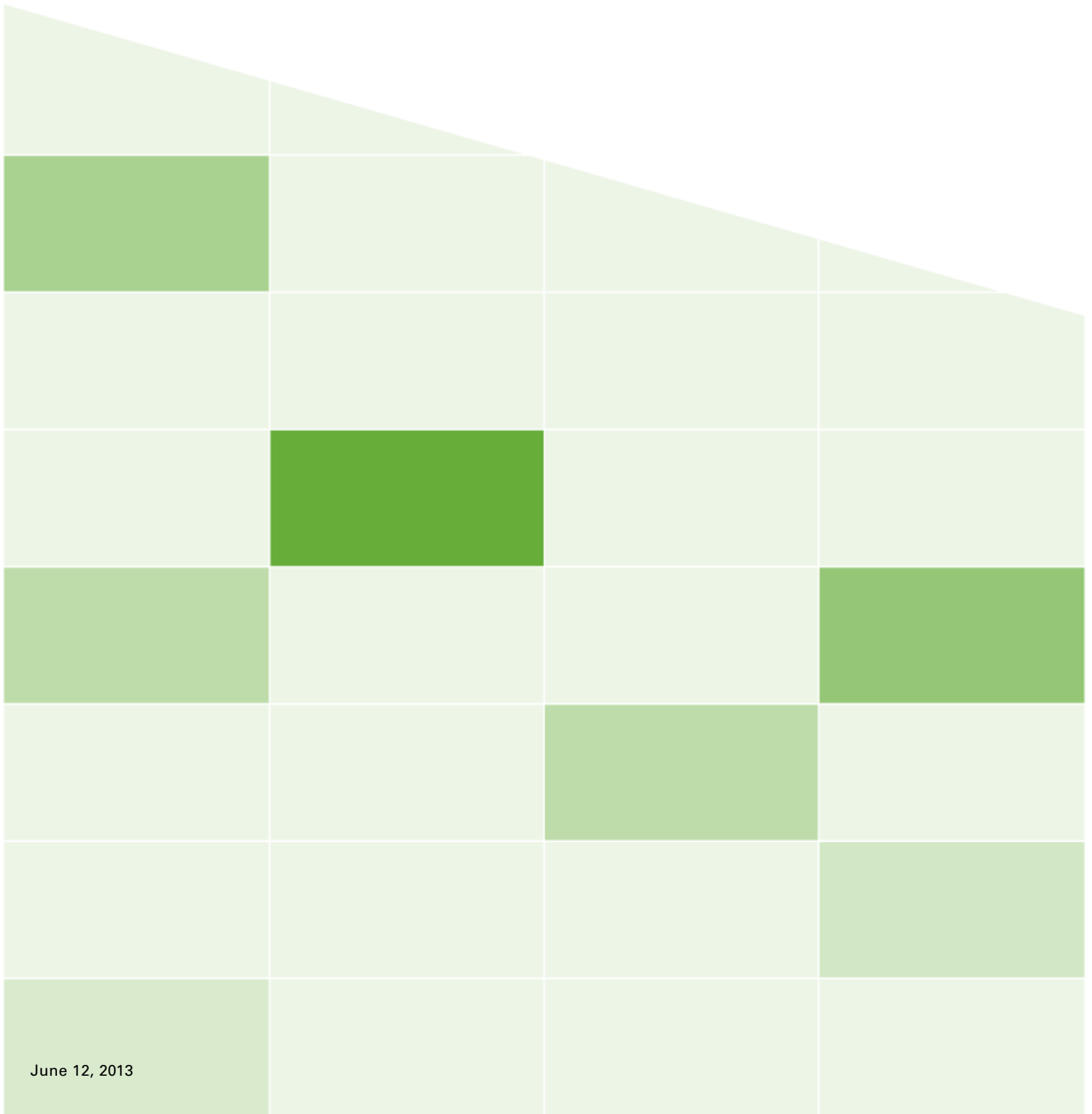




VBrick Digital Signage

VBrick Digital Signage v4.0

Training Guide



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About VBrick Systems

Founded in 1997, VBrick Systems, an ISO 9001 certified vendor, is a privately held company that has enjoyed rapid growth by helping our customers successfully introduce mission critical video applications across their enterprise networks. Since our founding, VBrick has been setting the standard for quality, performance and innovation in the delivery of live and stored video over IP networks—LANs, WANs and the Internet. With thousands of video appliances installed world-wide, VBrick is the recognized leader in reliable, high-performance, easy-to-use networked video solutions.

VBrick is an active participant in the development of industry standards and continues to play an influential role in the Internet Streaming Media Alliance (ISMA), the MPEG Industry Forum, and Internet2. In 1998 VBrick invented and shipped the world's first MPEG Video Network Appliance designed to provide affordable DVD-quality video across the network. Since then, VBrick's video solutions have grown to include Video on Demand, Management, Security and Access Control, Scheduling, and Rich Media Integration. VBrick solutions are successfully supporting a broad variety of applications including distance learning and training, conferencing and remote office communications, security, process monitoring, traffic monitoring, business and news feeds to the desktop, webcasting, corporate communications, collaboration, command and control, and telemedicine. VBrick serves customers in education, government, healthcare, and financial services markets among others.

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Welcome to VBrick Digital Signage Training

Welcome to VBrick Digital Signage Training! VBrick Digital Signage is a robust digital signage software application that helps organizations present dynamic, creative, and relevant information to their audiences utilizing a variety of display methods.

The VBrick Digital Signage Comprehensive Training Package consists of six training modules. Each has been designed to help you learn how to best use VBrick Digital Signage to foster communication within and among fast-moving, ever-shifting organizations.

How this Book is Organized

The VBrick Digital Signage Training Manual is organized into seven sections:

- System Overview
- Content Creation
- Managing Content
- Layout Design
- Template Creation
- System Administration
- Configuring Users and Settings

The materials are designed to go hand-in-hand with our web-based training sessions. Each section contains step-by-step instructions and screen shots for each VBrick Digital Signage function that is covered.

We hope you enjoy your training and find it to be a productive and rewarding process as you learn more about VBrick Digital Signage Software!

The VBrick Digital Signage Training Team

System Overview

VBrick Digital Signage System Overview

VBrick Digital Signage Digital Communications Software allows you to create dynamic content using different types of data inputs such as text, graphics, and event schedules for delivery on a wide variety of devices including flat panel displays, LCDs, interactive room signs and web pages.



Inputs to Endpoints

A Basic VBrick Digital Signage System

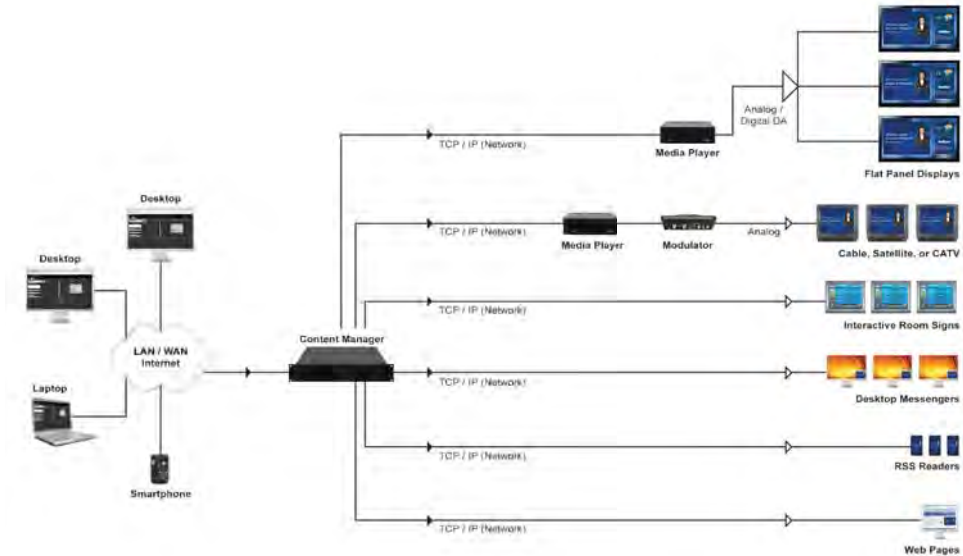
VBrick Digital Signage has specific hardware requirements and needs access to your organization's network for maximum functionality. The basic components of an VBrick Digital Signage Digital Signage System include at least:

- One (1) Content Manager with VBrick Digital Signage Content Management Software installed
- One (1) or more Signage Player(s) with the VBrick Digital Signage Player Software installed
- One (1) or more Display(s)
- WAN/LAN and/or Internet access

A sample VBrick Digital Signage system diagram appears on the following page. A basic list of hardware requirements can be found in the System Administration portion of this Training Guide and in the *VBrick Digital Signage Technical Manual*.

How VBrick Digital Signage Works

The PC's on the left side of the Sample System Diagram represent you accessing the VBrick Content Manager using a web browser via the network (LAN/WAN) or the Internet. A Content Manager is a computer or server on your organization's network with the VBrick Digital Signage Content Manager Software installed. It hosts the browser-based user interface that is used to create and manage message content.



Sample System Diagram

The Content Manager connects to the Signage Player(s) through the TCP/IP network. A Signage Player, also known as a Media Player, is another computer on your network that sends the content that you create to the display(s). Several displays can be served by a single Signage Player; therefore, if there are multiple displays connected to a specific player, all of those displays will show the same content at the same time. VBrick Digital Signage accommodates video streams.

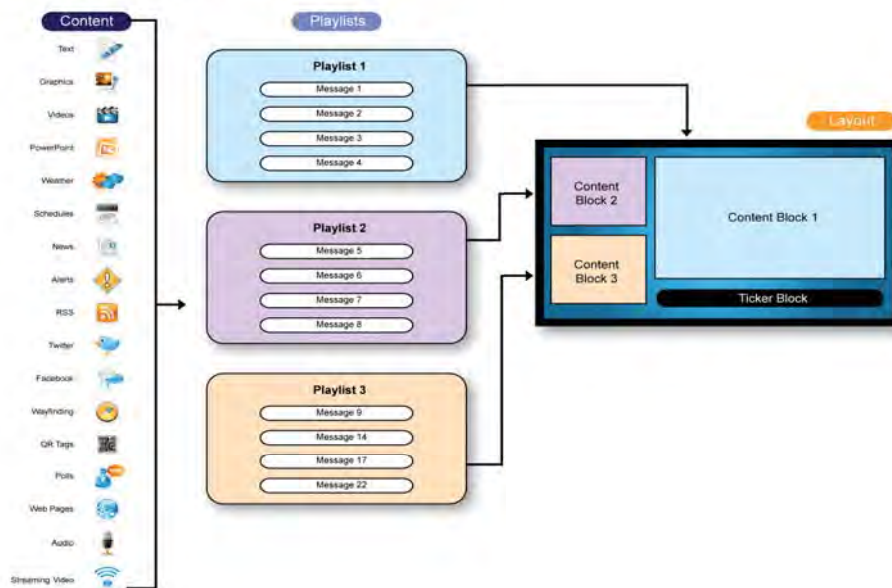
Simple Content Management

VBrick Digital Signage uses a simple content management system. Various types of data are used to create messages and tickers. Messages are scheduled to playlists. Tickers (crawls) are scheduled to crawllists. Playlists and crawllists are organized into layouts that appear on the display(s).

Layouts can be created and scheduled to accommodate a variety of playlists and crawllists. As messages and tickers are created, changed, and

removed, the content that displays in the layouts changes accordingly.

Creating and Scheduling Content



Simple Content Management

Supported Browsers

VBrick Digital Signage has been developed for and tested on current versions of Internet Explorer (IE). Mozilla Firefox is also supported. Other browsers can be used but may not provide full functionality. See the *System Administration* section of the training guide for more information about supported browsers.

Microsoft Silverlight

Starting with VBrick Digital Signage version 4.0, Microsoft Silverlight must be installed on client computers in order to:

- view the Dashboard¹
- use the **Import | Batch** feature²
- use the Web Page Message feature³

If Silverlight is not installed, the Batch Import and Web Page Message options will appear as blank windows and the Dashboard will be replaced with a

¹ See the System Overview for more information about the Dashboard.

² See *Content Creation* for instructions on using **Import | Batch**.

³ See *Content Creation* for instructions on using Web Page Message.

Welcome Screen with of a list of all playlists licensed in your VBrick Digital Signage system.

For more information about Microsoft Silverlight and to download Silverlight, visit <http://www.microsoft.com/getsilverlight/Get-Started/Install/Default.aspx>.

Active Directory

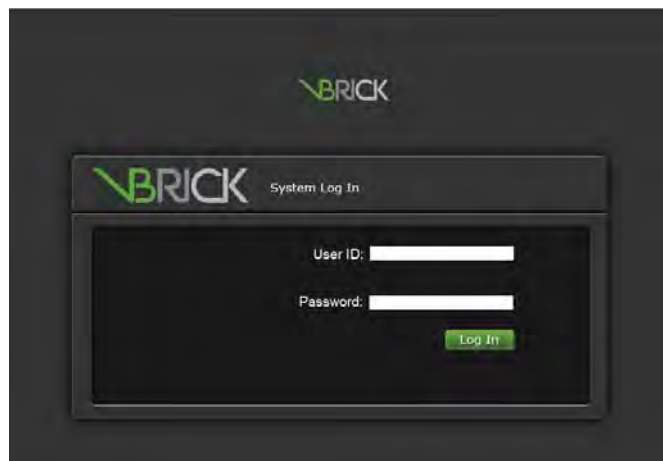
The VBrick Digital Signage System Administrator will set up each user in VBrick Digital Signage. The options that a user can view on the navigation tabs at the top of the screen depend on what role and permissions the system administrator has assigned to the user. The enterprise edition of VBrick Digital Signage supports Active Directory Authentication.

The Login Screen

VBrick Digital Signage is a browser-based application. You can use a standard web browser such as Internet Explorer® to access the VBrick Digital Signage User Interface. The VBrick Digital Signage System Administrator will provide a URL, a user ID, and a password to access the system. We recommend book-marking the URL for easy access.

To login to VBrick Digital Signage:

- o Enter the URL of the Content Manager in the address bar of your browser
- o Press the Enter key on your keyboard
- o Enter your UserID in the User Name field
- o Enter your Password in the Password field
- o Press the Login button



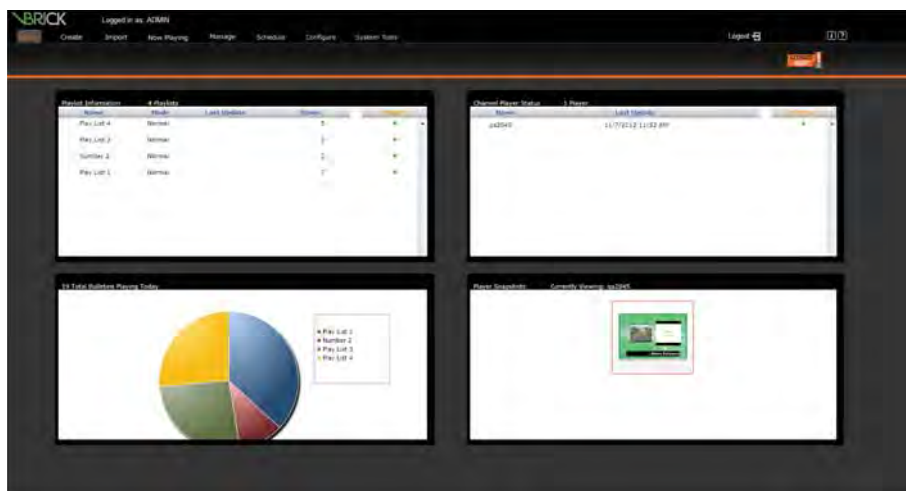
VBrick Digital Signage Login Screen

The Home Page

After login, users will see the VBrick Digital Signage Home Page. The Home Page features a tabbed Navigation Menu, the **Help** and **Information** buttons, and four information pods:

- Playlist Information
- Signage Player Status
- Messages Playing Today
- Player Snapshots

The Dashboard is best displayed at the following resolutions: 1920x1080, 1680x1050, 1440x900, 1360x768, 1280x1024, 1280x960, 1152x864, 1024x768.



VBrick Digital Signage Home Page

The Playlist Information Pod

The Playlist Information pod displays information about the playlists you have access to including the playlist name, mode of play, date of the last update, the number of items scheduled for play and the playlists' current status. A green dot in the status column indicates there are no messages requiring

Playlist Information				
4 Playlists				
Name	Mode	Last Update	Items	Status
Play List 4	Normal		5	●
Play List 3	Normal		5	●
Number 2	Normal		2	●
Play List 1	Normal		7	●

Playlist Information Pod

approval. A yellow warning triangle in the status column indicates at least one message on the playlist requires approval. Playlists with warning status will appear at the top of the list. Clicking the status icon for a playlist will take you to the *Now Playing* screen where you can select the desired playlist from the Playlist pull down menu to view the scheduled content.

The Signage Player Status Pod

The Signage Player Status Pod provides a list of the Signage Players in the system that you have been given access to by the VBrick Digital Signage System Administrator. You also will see the last date and time the players were updated by the Content Manager and the status of the Signage Player. If the Content Manager is having difficulty pinging the Media player, a red dot will appear in the status column. A green dot indicates that the Content Manager can ping the Signage Player.

NOTE: If you do not have access to any players, you will see an icon indicating no players have been detected.



The screenshot shows a window titled "Channel Player Status" with a subtitle "1 Player". It contains a table with two columns: "Name" and "Last Update". The table has one row with the following data:

Name	Last Update
ca2045	11/7/2012 11:52 AM

Signage Player Status Pod

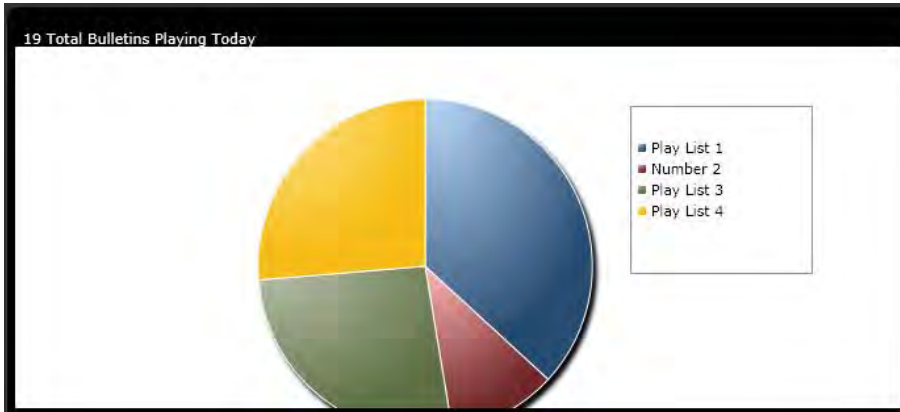
The Messages Playing Today Pod

The Messages Playing Today Pod shows a pie chart with the percentage of messages scheduled to play on the current date. This pie chart refers only to the playlists you have access to, which may not be all of the playlists licensed in the system. Hovering your cursor over a slice of the pie chart will bring up a hint box showing the number of messages scheduled to the associated playlist and the percentage of all content that number represents.

The Player Snapshots Pod

The Player Snapshots Pod gives you a preview of the Signage Players you have access to in the system. Arrows in the Snapshot pod allow you to navigate forward and backward to view snapshots of additional Signage Players if you have access to more than three players.

NOTE: If you do not have access to any players, you will see an icon indicating no players have been detected.



Messages Playing Today Pod



Player Snapshots Pod

The Information and the Help Buttons

Two buttons that can offer assistance while navigating through the VBrick Digital Signage system appear in the upper right corner of the VBrick Digital Signage window.

The "i" is the **Information** button. If an VBrick Digital Signage internal error message appears on screen, click the **Information** button for details about the error. You can copy and paste the information into an e-mail and sent to VBrick Technical Support at support@vbrick.com.





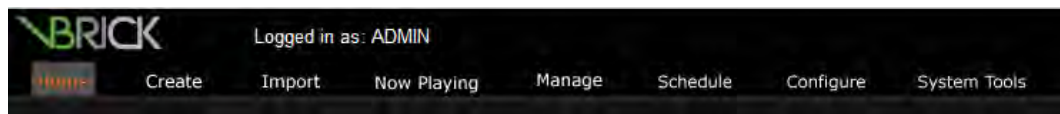
The **Help** button appears as a question mark next to the **Information** button in the upper right corner of the VBrick Digital Signage window. Clicking the **Help** button will open the online help file in a new window or tab in your browser. The help file will open to display information related to the VBrick Digital Signage function currently in use. You can find help using Contents, the Index, or the Search tabs on the left side of the help window.

Navigation Menu

The tabbed Navigation Menu on the top of the window facilitates movement around the system. Menu options are grouped by function. Clicking the main menu function opens an action bar with icons for each of the options available for the function.

The main functions within VBrick Digital Signage are:

- Create
- Import
- Now Playing
- Manage
- Schedule
- Configure
- System Tools



Navigation Tabs

Logout appears at the end of the menu bar. For clients using Mass Alert, the **Activate Alert** option appears at the end of the action bar.



Mass Alert Notification

The Mass Alert Notification feature allows users who have been given responsibility for activating mass alert messages to override all scheduled content and send an alert message to all media players in the VBrick Digital Signage deployment using just a few mouse clicks. Customers with an Enterprise License may choose to specify groups of players to receive Alert Messages. **Activate Alert** will be available only to those users who have been assigned responsibility for activating mass alerts in the VBrick Digital Signage System.

Mass Alert Notification is a licensed feature. If the system is licensed for Mass Alerts, system administrators will see the **Activate Alert** button on the right side of the action bar. The system can be activated manually by clicking this button, or through

a trigger from an external source via an email, a SOAP Web Service, a post to the CAP (Common Alerting Protocol) listener, or through CAP Polling. CAP Listener and CAP Polling are mutually exclusive of one another.

System Tools

Change Password

The VBrick Digital Signage System Administrator will provide you with a UserID and password for accessing the system. You should change your password upon accessing the system the first time. Changing the password in VBrick Digital Signage is similar to changing passwords in other Windows applications.



To change your VBrick Digital Signage password:

1. Click **System Tools** on the Navigation Menu
2. Click the **Password** icon in the action bar
3. Type the current password in the **Old Password** field
4. Type the new password in the **New Password** field
5. Type the new password in the **Verify** field
6. Click the **Done** button

Password Settings	
The following password rules are currently in effect:	
Minimum Length	None Set
Maximum Length	None Set
Numbers Count	Upper and Lower case letters are optional No numbers are required in the password
Special Characters Count	No special characters (non alphanumeric) are required in the password

Change Password Screen

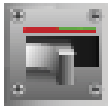
VBrick Digital Signage System Administrators do not have to know the old password in order to change a user's password. Instead of seeing a static UserID, Administrators will see a pull down menu containing a list of all the users configured in the system.

To change the password for a user:

1. Click **System Tools** on the Navigation Menu
2. Click the **Password** icon in the action bar

3. Select the desired UserID from the pull down menu
4. Type the new password in the **New Password** field
5. Type the new password in the **Verify** field
6. Click the **Done** button

The password rules that are in effect for your VBrick Digital Signage system appear below the password fields.



Change Mode

The Change Mode Screen is used to change the current display mode of one or more media players which often are referred to as displays. By default, all systems have a Normal Mode of play and an Alert Mode of play. Clients who are licensed for Mass Alert Notification will see additional options in the *New Mode* pull down list.

To change the mode of a media player:

1. Click **System Tools** on the Navigation Menu
2. Click the **Mode** button on the action bar
3. Select the desired mode from the drop down list under **New Mode** for the appropriate media player
4. Click the **Activate** button

Note: When changing the mode from this screen, users must click the **Activate** button beside each media player being changed.

When you schedule a message to an alert playlist, you will be prompted to activate alert mode from the schedule screen. In this case, it is not necessary to use the **System Tools | Mode** screen.



Install and Configure Desktop Clients

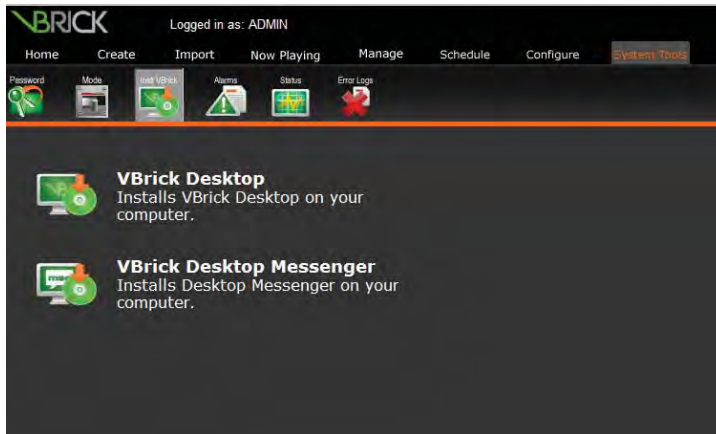
VBrick Digital Signage has two client applications that can be installed for use on desktop computers: VBrick Desktop and Desktop Messenger.

VBrick Desktop

VBrick Desktop is a client application that connects to the VBrick Digital Signage Content Manager. It is comprised of four tools:

- Free Form Editor
- Template Editor
- Display Layout Editor
- Media Importer

Depending on how your role and privileges have been configured by your VBrick Digital Signage System Administrator, you may have access to some or all of these functions.



Install Client Applications Screen

To install VBrick Desktop:

1. Click System Tools on the Navigation Menu
2. Click the Install VBrick Digital Signage icon on the action bar
3. Click VBrick Desktop in the window
4. A Windows® security dialog box will appear on screen
5. Press the Save button to store the setup file to the hard drive to install later

OR

Press the Run button to install the application from the Content Manager

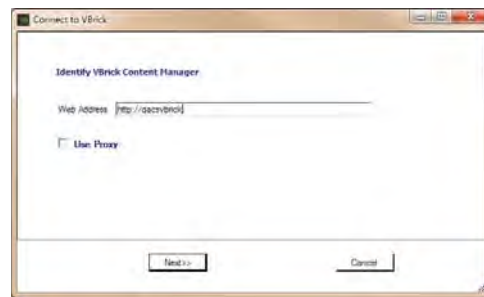
6. If the setup file was saved to the hard drive, browse to the file location and double click the setup icon to begin installation
7. Follow the on-screen instructions to complete the installation

The first time you open VBrick Desktop the application will need to connect to the Content Manager. You will need the same URL and UserID information provided by the VBrick Digital Signage System Administrator to access the system via the web interface.



To connect to the Content Manager using VBrick Desktop:

1. Enter the URL for the Content Manager in the *Web Address* field
2. If the organization uses a proxy server, check the *Use Proxy* check box and click the **Edit Proxy Settings** button to enter the proxy settings⁴
3. Press the **Next** button to go to the login screen
4. Enter the *UserID* and *password*
5. Press the **Finished** button



Connect to Content Manager Dialog Box



Desktop Messenger

Desktop Messenger is a publisher that shows VBrick Digital Signage messages as pop-ups on the screen of computers that have the Desktop Messenger client installed and configured.

To install Desktop Messenger:

1. Click System Tools on the Navigation Menu
2. Click the Install VBrick Digital Signage icon on the action bar
3. Click VBrick Desktop Messenger in the window
4. A Windows® security dialog box will appear on screen
5. Press the Save button to store the setup file to the hard drive to install later

OR

Press the **Run** button to install the application from the Content Manager

6. If the setup file was saved to the hard drive, browse to the location of the setup file and double click the setup icon to begin installation

⁴ If needed, proxy settings will be provided by your VBrick Digital Signage System Administrator.

7. Follow the on-screen instructions to complete the installation

To configure VBrick Desktop Messenger:

1. Enter the URL of your publisher server followed by */DesktopPublisher/DesktopGateway.asmx*
2. Click **Test**.
3. If using a proxy server, enter proxy information.
4. Click the **Add/Change** button to subscribe to a distribution list.

Note: Some distribution lists are password protected. If so, user must enter the password in order to subscribe.

Configure Desktop Messenger Dialog Box

Alarms

The Active Alarms screen will list all current alarms on the VBrick Digital Signage System as long as the device reporting the alarm is able to communicate with the Content Manager.

The Active Alarms screen will show the alarm description, the device reporting the alarm, and the most recent date and time of the alarm. If an alarm is active, it can be cleared manually by clicking the **Clear** button.

If there are no active alarms, the text indicating that there are no alarms currently active will be displayed. Clicking the **Configure** button will take you to the screen where Alarms can be turned on or off and can be configured.

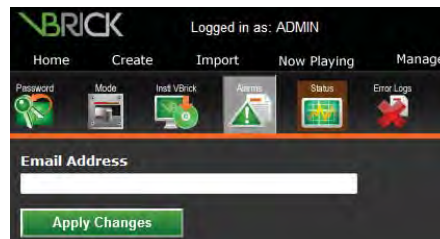


Configure Alarms

To receive alarm notification via email:

1. Click **System Tools** on the Navigation Menu
2. Click the **Alarms** icon on the action bar
3. Click the **Configure** button on the Alarms screen
4. On the next screen, enter the email address to receive the notifications
5. Click **Apply Changes**

Note: Outgoing email must be configured for this feature to work. See the *Configuring Users and Settings* portion of the training guide for details.



Configure Email Address for Alarm Notifications

Each available alarm is listed on this screen, along with a brief description of the alarm.

To configure an alarm:

1. For the desired alarm, check the check box beside Enable the alarm for this condition
2. Specify the parameters of the alarm that are requested in the area below the check box
3. Check the box labeled send email if wish to receive an email notification of the alarm
4. Click the Apply Changes button under each alarm to save the settings



Configure Alarms

Status Reports

The Status screen shows a list of the VBrick Digital Signage Services currently running along with a description of each of the services, the current software version of each service, and a time and date stamp of the most recent status check for each service.



To view, print, or save a status report:

1. Click **System Tools** on the Navigation Menu
2. Click the **Status** icon on the action bar
3. Select a device from the *Select Device* pull down menu
4. Click the Status Report link at the top of the page to access an html version of the status report

When you request a software update from VBrick, we may request a system configuration report to verify information on your system.

To view, print, or save a System Configuration Report:

- Click the System Configuration Report link at the top of the page

Note: You can send the Status and/or System Configuration Report(s) to VBrick Technical Support by saving the html file(s) to the local PCs or to a network location then emailing the attachment(s) to support@vbrick.com.

Service Name	OK as of	Version	Description
VBrick Alarm Service	11/8/2012 11:40:57 AM	4.0.1.0	Monitors critical VBrick device functions and reacts to error conditions, based on settings established by an VBrick administrator.
VBrick Alert Service	11/8/2012 11:41:13 AM	4.0.1.0	Provides a mechanism for monitoring alerts in VBrick.
VBrick Boot Service	11/8/2012 11:40:58 AM	4.0.1.0	Bricks/Reboots VBrick devices automatically.
VBrick CEO Software Adapter	11/8/2012 11:41:13 AM	4.0.1.0	Regularly adapts data from the CEO Software Scheduler Plus software to the VBrick database.
VBrick ColleagueAdapter	11/8/2012 11:41:13 AM	4.0.1.0	Regularly adapts data from the Colleague software to the VBrick database.
VBrick Content Purge Service	11/8/2012 11:40:58 AM	4.0.1.0	Purges the VBrick Content Server of old playlists and residual items automatically.
VBrick Content Server	11/8/2012 11:41:03 AM	4.0.1.0	Provides services from the VBrick Content Server to client software.
VBrick Dean Evans EMS Adapter	11/8/2012 11:41:14 AM	4.0.1.0	Regularly adapts data from the Dean Evans EMS software to the VBrick database.
VBrick Delphi Adapter	11/8/2012 11:41:14 AM	4.0.1.0	Regularly adapts data from the Delphi Export File to the VBrick database.
VBrick Email Plugin	11/8/2012 11:41:14 AM	4.0.1.0	Adapts and processes content for bulletins and crawls from external e-mail messages.
VBrick Event Scheduler Plugin	11/8/2012 11:41:13 AM	4.0.1.0	Regularly regenerates all Event Scheduler bulletins within VBrick.
VBrick External Graphic Bulletin Generator	11/8/2012 11:41:14 AM	4.0.1.0	Regularly generates/regenerates External Graphic bulletins in VBrick.
VBrick National Weather Service Adapter	11/8/2012 11:41:13 AM	4.0.1.0	Regularly updates weather data within VBrick from the National Weather Service public sites.
VBrick News Plugin	11/8/2012 11:41:13 AM	4.0.1.0	Regularly regenerates all Premium news bulletins and crawls within VBrick.
VBrick Repository Data Adapter	11/8/2012 11:41:14 AM	4.0.1.0	Regularly exports all advertisements content and exports it to the Repository Data Adapters.
VBrick Script Service	11/8/2012 11:41:14 AM	4.0.1.0	Executes VBrick scripts according to a predefined schedule.
VBrick Status Service	11/8/2012 11:41:00 AM	4.0.1.0	Provides a mechanism for forwarding status and error messages from one VBrick device to another.

Status Report Screen



Error Logs

The Error Logs screen displays errors reported by all devices within the VBrick Digital Signage installation. This screen records all internal application errors and many logical errors that can occur while running the system. The most recent errors will be listed first.

To view errors on a device:

1. Click **System Tools** on the Navigation Menu
2. Click the **Error Logs** icon on the action bar
3. Select a device from the *Select Device* pull down menu
4. Press the **Refresh** button to refresh the data
5. Click the Error Report link at the top of the page to view, print, or save the error report

For your convenience, there is a link to the System Configuration Report at the top of the Error Reports page as well.

Timestamp	Error Code	Description
11/8/2012 11:42:01 AM	Tel.Common.ScriptsSchedule.ScheduleTasks_V99	System.IO.FileNotFoundException: Could not find file 'C:\Program Files (x86)\VBrick\Digital Signage\Content Services\Tel.Common.Scripts\Tasks.v99'. File name: 'C:\Program Files (x86)\VBrick\Digital Signage\Content Services\Tel.Common.Scripts\Tasks.v99'. System.IO.FileNotFoundException: Could not find file 'C:\Program Files (x86)\VBrick\Digital Signage\Content Services\Tel.Common.Scripts\Tasks.v99'. File name: 'C:\Program Files (x86)\VBrick\Digital Signage\Content Services\Tel.Common.Scripts\Tasks.v99'. System.IO.FileNotFoundException: Could not find file 'C:\Program Files (x86)\VBrick\Digital Signage\Content Services\Tel.Common.Scripts\Tasks.v99'. File name: 'C:\Program Files (x86)\VBrick\Digital Signage\Content Services\Tel.Common.Scripts\Tasks.v99'.
11/8/2012 10:41:28 AM	Tel.Common.BusinessObject.BO_ContentPublish.PublishContent_999	System.Exception for assembly: Tel.Common.BusinessObject.PublishContent.999. Error Code: Tel.Common.BusinessObject.PublishContent.999. Description: Cannot insert data. The VBrick device needs to be updated to the latest version.
11/8/2012 10:20:08 AM	Tel.Content.Update.ExecuteImportNewData_4	System.Exception for assembly: Tel.Content.Update.ExecuteImportNewData.4. Error Code: Tel.Content.Update.ExecuteImportNewData.4. Description: Cannot insert data. The VBrick device needs to be updated to the latest version.
11/8/2012 9:30:04 AM	Tel.Content.ScreenSaverPlugin.Core.OnStart_401	System.Exception for assembly: Tel.Content.ScreenSaverPlugin.Core.OnStart.401. Error Code: Tel.Content.ScreenSaverPlugin.Core.OnStart.401. Description: The VBrick ScreenSaver Plugin is not installed on this device. The device is running but it will not show any content.
11/8/2012 9:30:04 AM	Tel.Content.ScreenSaverServer.Core.OnStart_401	System.Exception for assembly: Tel.Content.ScreenSaverServer.Core.OnStart.401. Error Code: Tel.Content.ScreenSaverServer.Core.OnStart.401. Description: The VBrick ScreenSaver Server is not installed on this server. The server is running but it will not show any content.

Error Logs Screen

Section I

Content Creation

Welcome to Content Creation Training

Welcome to Content Creation Training for VBrick Digital Signage Software! The purpose of this course is to introduce you to the VBrick Digital Signage browser-based interface and to show you how to quickly and easily create dynamic, eye-catching content for your audiences.

Who Should Attend?

Anyone who will create VBrick Digital Signage content should attend the Content Creation course.

Course Objectives

After completing this course, participants should be able to:

- Locate and login to the VBrick Digital Signage web user interface
- Import content from other applications to create messages
- Create content using VBrick Digital Signage browser tools
- Schedule content (time, date, and location)
- Create content using the Free Form Editor in VBrick Desktop

Course Outline

- I. Create Messages
 1. Importing content to create messages
 2. Creating messages using VBrick Digital Signage web tools
 - a. Message
 - i. Simple Message
 - ii. Message from Template
 - b. Graphic Link Message
 - c. Web Page Message
 - d. Event Schedule Message
 - e. Weather Message
 - f. News Message
- II. Create Tickers
 1. Text Ticker
 - a. Scheduling Tickers
 2. Weather Ticker
 3. News Ticker
- III. VBrick Desktop
 1. Connect to the Content Manager
 2. Free Form Editor
- IV. Q & A

Creating Messages

Importing Content

The fastest way to get started creating exciting message content in VBrick Digital Signage is to import files that already have been created using other applications such as PowerPoint®, Flash®, and Photoshop®. You can import multiples files of different types at one time as long as they are in the same folder and their combined file size does not exceed 20 MB. All of the files will be imported as a group of messages that will play on the same schedule and play rotation. When using the *Choose an Existing file* option, only one file at a time can be used to create a message.

Importing a file to create a message

To create a message using an existing image, video, or PowerPoint file:

1. Click **Import** on the navigation menu
2. Enter a name for the message in the *Name Your Message* field
3. Choose the correct aspect ratio from the pull down menu
4. Select a file for upload by clicking the **Browse** button to browse to the file location
OR

Choose an Existing File using the pull down menu and choosing the desired file from the list

5. Click the **Next** button

When you click the **Next** button, the message is saved into the VBrick Digital Signage database. You will be taken to the scheduling screen.

Import Screen

NOTE: If you have imported multiple files, you can toggle through the previews of the messages using the back (<) and forward (>) buttons underneath the message preview. Only image files (e.g. .jpg, .png) will show a thumbnail preview of the image. PowerPoint and video files will display as a *Media Selected* thumbnail.

Scheduling Messages

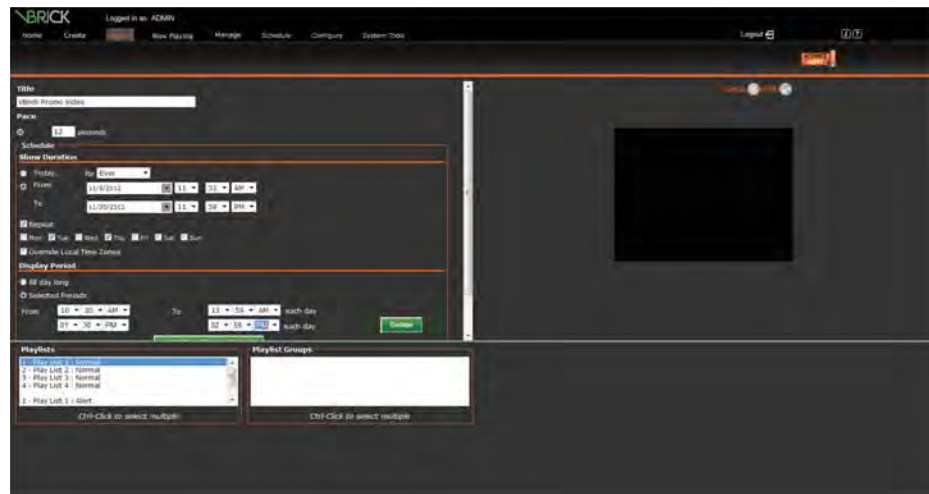
After creating a message and pressing the **Next** button, you will be taken to the scheduling screen. On the left side of the screen you will find various scheduling options that must be set to ensure your message plays for the appropriate amount of time and in the desired location.

Title

The title of the message will carry over from the previous screen.

Pace

The **Pace** option allows you to set the length of time the message remains on screen each time it is displayed. The default option for Text Messages is *Automatic, based on amount of text*. This option lets VBrick Digital Signage determine the pace of display for the message based on settings configured by your VBrick Digital Signage System Administrator.



Schedule Message Screen

To set the pace manually for any message:

1. Select the **Seconds** radio button
2. Enter the number of seconds you want the message to be displayed on-screen

Schedule

You will set the date range and time(s) of day that you wish your message to be displayed in the *Schedule* section.

Show Duration

The *Show Duration* options allow you to set the days or dates during which the content will be displayed. Using the radio buttons you can:

1. Select the **Today** radio button, and
2. Use the pull down menu to choose the number of days, weeks, months, or years you wish the content to play
OR
3. Select the **From** radio button, and

Use the *From* date pull down menu to access the calendar to choose the date you want to start showing the content

4. Use the corresponding time pull downs to choose the start hour, minute, and am/pm
5. Use the *To* date pull down menu to access the calendar to choose the date you want to stop showing the content
6. Use the corresponding time pull downs to choose the end hour, minute, and am/pm

Under the *Show Duration* option you also can set specific days for the message to be shown within the selected date range by checking the *Repeat* box and then checking the corresponding box for the day(s) you want the message to appear.

In the example below, we have chosen to schedule the new message from *Today* for *2 months* with the message to show on the displays only on Tuesdays and Thursdays during that two month period.

Display Period

The default setting for the times of the day the message will play is *All Day Long*; however, VBrick Digital Signage also offers a day-parting option.

Day-parting refers to segmenting the day into specific times so the message or set of messages will display only during those times. Day-parting can be

useful for showing targeted messages to audiences you know will be in the vicinity of the digital signage display during a specific time period.

To use the day-parting option:

1. Select the **Selected Periods** radio button
2. Select the time using the *From* and *To* hour, minute, and am/pm pull down menus
3. If more time periods are desired, press the **Add More Display Period** button and repeat step two

Repeat step three until all desired time periods have been added

Playlists

Messages are scheduled to playlists. Which playlists you can access depends on how your VBrick Digital Signage System Administrator configures your UserID.

Playlist Groups

If *Playlist Groups* have been defined and are available, you can select groups of playlists where you want the message to play.

Publishers

If VBrick Desktop Messenger is licensed for your VBrick Digital Signage System, you can schedule standard messages to the publisher if you have appropriate permissions.

If you want the message to play in Desktop Messenger, you will have to schedule the date(s) and time for the message to pop up on client computer screens. This scheduling will be done on a separate screen.

After you have selected the options for the message scheduling, press the **Done** button on the upper right side of the screen.

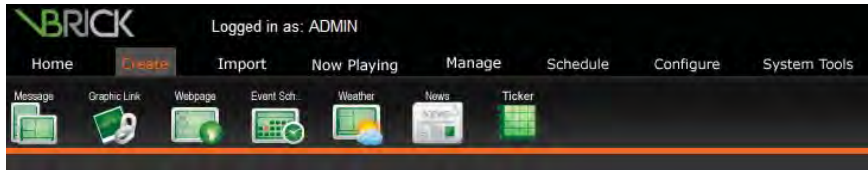
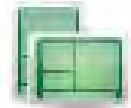
Creating Messages Using Web Tools

Several types of messages and tickers can be created in VBrick Digital Signage ranging from simple messages consisting of text only to highly customizable messages containing text and graphic images. All messages and tickers are created on the **Create** menu.

Message

The **Message** button allows you to create three types of messages:

- Simple Message
- Message from Template
- Free Form Message¹



Create Tab

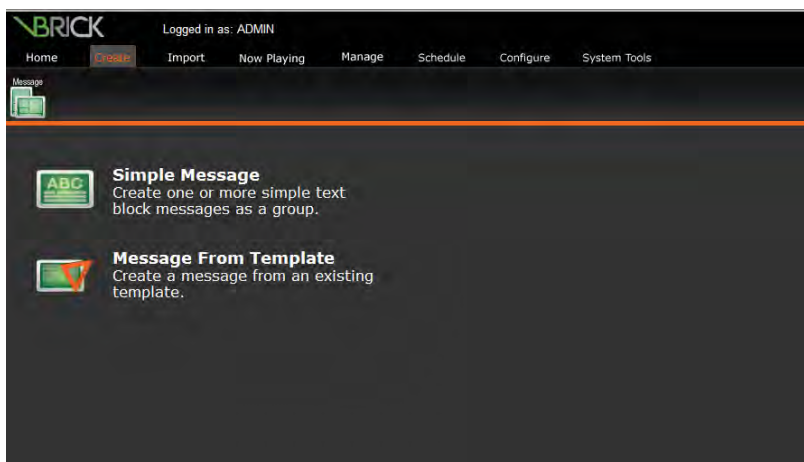
Simple Message

The Simple Message is the easiest message to create using VBrick Digital Signage tools. Simple Messages are text only messages.



To create a simple message:

1. Click **Create** on the Navigation Menu
2. Click the **Message** button on the action bar
3. Click **Simple Message** in the window
4. If desired, check the *Add Title* box to add a title field onto the message
5. Type your message into the *Text* field(s)
6. Type a name for the message in the *Name Your Message* field
7. Use the pull down menu labeled *Select Background Folder* to choose one of the message backgrounds within a folder



Create Message Screen

¹ Free Form Message is not activated in the web-interface by default. See your System Administrator to have this flag turned "on."

OR

Select *Non-Foldered* to choose a message background that is not grouped into a folder

8. Click the **Background Browser** button above the pull down menu to get a preview of the available message backgrounds

To navigate the message backgrounds preview window, use the First, Previous, Next, and Last buttons at the bottom of the window.

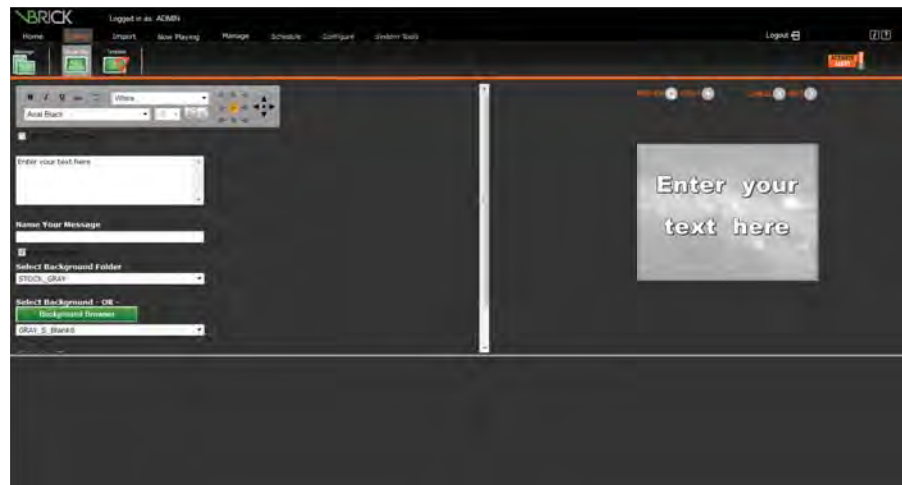
To select a message background, click the preview of the desired message background.

OR

Use the pull down menu labeled *Select Background* to select a message background from a list

9. To add an audio file to the message, use the pull down menu labeled *Select Audio* to choose a file that is already available in the VBrick Digital Signage system²

Note: Audio files cannot be heard if they are scheduled into a layout along with a video file that contains audio.



Create Simple Message Screen

² Depending on the role and privileges associated with the UserID, users may have the ability to import, preview, and delete Audio files. Check with the VBrick Digital Signage system administrator for details about specific roles and privileges.

Modifying Text

You can modify the text using the tools above the text field. The following text options are available:

- Click the **Spell Check** button to check the spelling
- The **B / U** and ~~abc~~ icons are used to apply bold, italics, underline, and strike through formatting
- The pull down menus allow modification of the color, size and typeface; a preview of the available font colors appears in the color pull down menu
- The **Alignment** buttons change where the text is anchored within its existing text box
- The black arrows are **Nudge** buttons and are used to move the entire section of text a little at a time

Creating a Message Group

In VBrick Digital Signage, you also can create a group of messages that will play in order on the same playlist and schedule.

To create a group of messages:

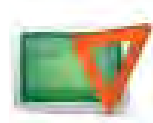
1. After creating the first message, press the **Group +** button on the upper right side of the screen above the message thumbnail
2. You will then have the ability to create another message and modify the text formatting as described in the previous section
3. Toggle between your messages using the arrow buttons on either side of the message preview
4. Create additional messages by pressing the **Group +** button
5. After all of the messages in the group have been created and formatted, click the **Next** button to move to the scheduling screen

Scheduling a Simple Message

Simple messages are scheduled in the same manner as all other messages. See the *Scheduling Messages* section of the training guide.

Message from Template

Message from Template is a quick way to create attractive messages without spending time on design elements. Templates are designed and

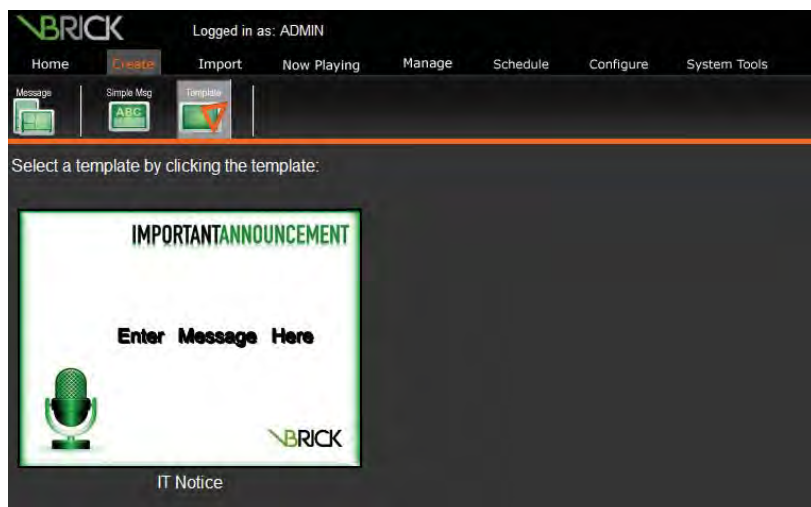


created by staff within your organization. Templates are designed to meet your organization's communication goals and branding guidelines.

To create a message from template:

1. Click **Message from Template** on the Message screen
OR
Click the **Template** icon on the action bar
2. Click the desired template thumbnail to select it to create your message using the template
3. Type text into the text field(s)
4. Modify text using the available options
5. If the options are available to you, add images and/or audio to the message

Note: You may have access to none, some, or all of the text editing options that are available under Text Message depending on how the template was designed.



Create Message from Template Screen

Scheduling a Message from Template

Messages created from templates are scheduled in the same manner as all other messages. See the *Scheduling Messages* section of the training guide.

Auto-Updating Messages

Graphic Link Message

The Graphic Link option allows you to create messages by linking to an image somewhere else on your network or on the Internet. Graphic Link is best utilized with images that update periodically and provide useful or entertaining information to

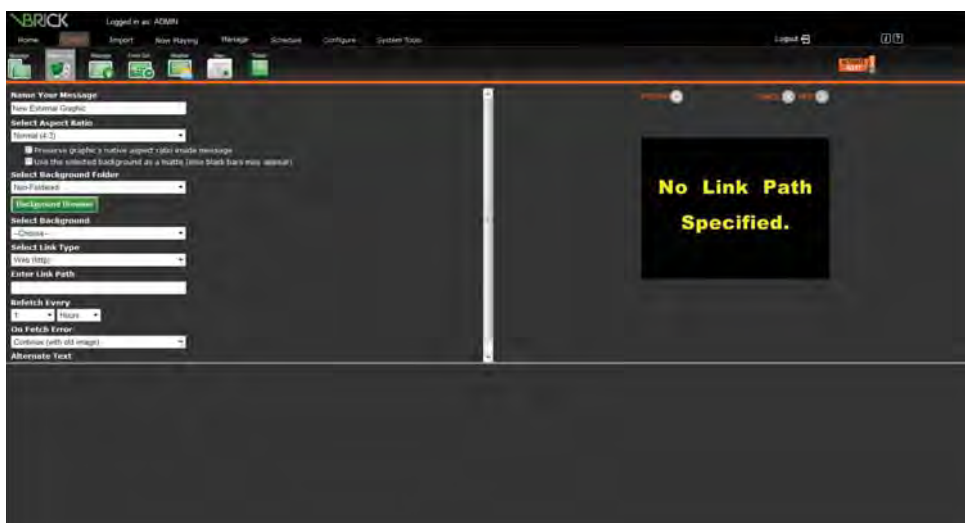


your audience. Some examples of the types of images that work well with Graphic Link are:

- Traffic camera images
- Weather maps
- Images that update based on database information (for example, sports statistics or poll results)

To use the Graphic Link feature:

1. Click **Create | Graphic Link** on the Navigation Menu
2. Enter a name for your message
3. Select the desired aspect ratio for the message
4. If desired, choose the option to preserve the aspect ratio of the original image by checking the box next to the option
5. If desired, select a message background for your event message by choosing a message background from the *Select Background Folder* pull down menu and selecting a message background from the **Background Browser**
6. Select the appropriate link type from the pull down menu
 - Web (http)
 - Secured Web (https)
 - FTP (ftp)
 - Passive FTP (ftp)
 - File Share (\\server\share\dir)
7. Type or copy and paste the file location into the *Enter Link Path* field



Create Graphic Link Message Screen

8. Select how often VBrick Digital Signage should fetch image updates using the pull down menus
 9. Use the pull down menu to select what VBrick Digital Signage should do in the event of an error when fetching the updated image
 - a. Continue (with old image)
 - b. Make Blank
 - c. Display Alternate Text/Background
- Note:** If VBrick Digital Signage is set to display alternate text in the event of an error, select a message background and enter the alternate text in the Alternate Text field
10. Click the **Preview** button
 11. Click the **Next** button to move to the scheduling page

Scheduling a Graphic Link Message

Graphic Link Messages are scheduled in the same manner as all other messages. See the *Scheduling Messages* section of the training guide.



Web Page Message

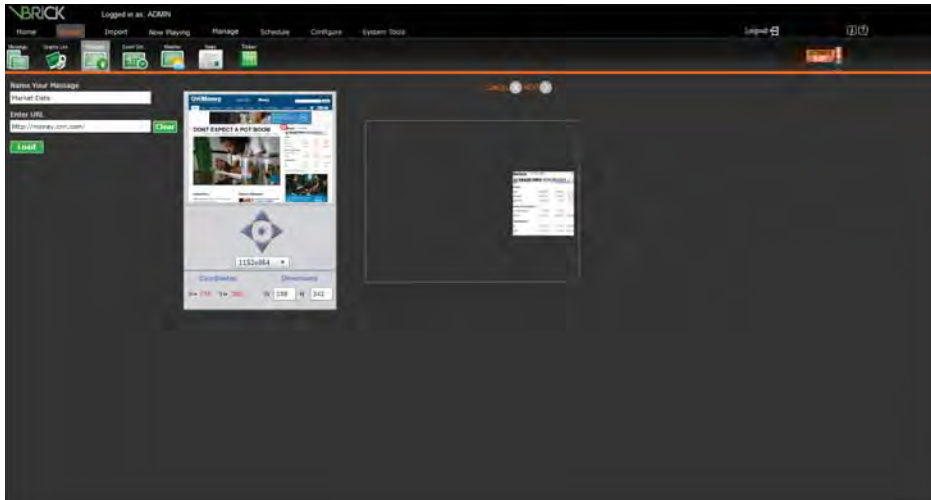
Like the Graphic Link option, Web Page Message offers you the option to schedule content using links to auto-updating content. The Web Page Message is a great way to keep the audience up to date on what's happening with the organization's external and/or internal web site(s) or other web-based information.

To create a Web Page Message:

1. Click **Create | Webpage** on the Navigation Menu
2. Enter a name for the new message
3. Type or copy and paste the URL of the web page into the *Enter URL* field
4. Press the **Load** button to ensure the link to load the web page into the preview window
5. Use the pull down list under the preview window in the center of the screen to select a screen resolution as a reference point
 - a. To show the web page from the upper left corner of the page to the height and width of the selected screen resolution, use the default dimensions

- b. To select a specific section of the web page, type the desired width and height in pixels in the dimensions fields

then use the arrow buttons to select the desired area of the web site for display
3. Press the **Next** button to move to the scheduling page



Create Web Page Message Screen

Scheduling a Web Page Message

Web Page Messages are scheduled in the same manner as all other messages. See the *Scheduling Messages* section of the training guide.

Event Schedule Message

The Event Schedule Message provides a means to share scheduling information for conference rooms, meetings, classes, and other events on your displays. Several event schedule adapters are available for importing schedule information into VBrick Digital Signage including:

- EMS® Software Adapter
- Scheduler+® Software Adapter
- CollegeNet® Software Adapter
- Delphi Adapter
- Text Adapter/Periodic Text Import, and
- Exchange Adapter

Configuration of the event schedule feature is discussed in *Configuring Users & Settings*. For the purposes of Content Creation, we will discuss how to create and configure an Event Schedule Message after the event data has been imported into VBrick Digital Signage.



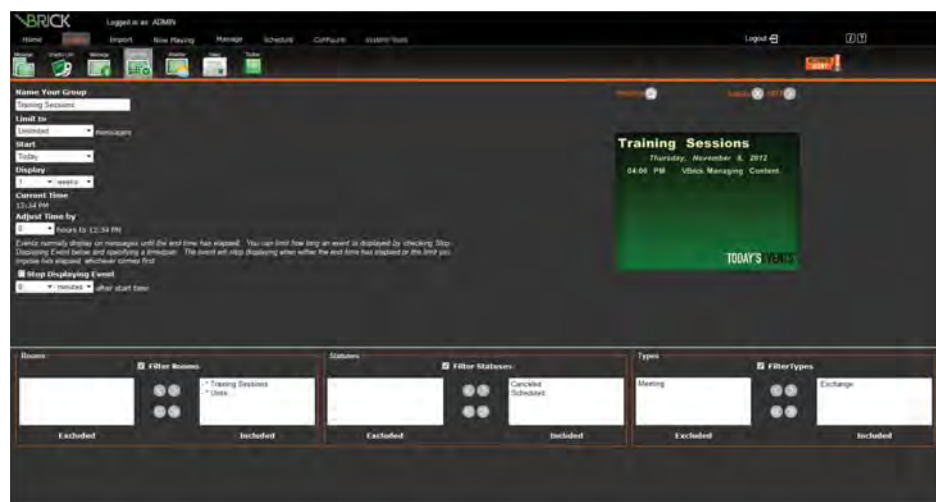
To create an Event Schedule Message:

1. Click **Create | Event Sch.** from the navigation menu
2. Enter a name for the message in the *Name Your Group* field
3. To limit the number of messages, choose the maximum number of messages from *Limit to* pull down menu
4. Use the pull down menu to select when the event schedule should start pulling data for display using the *Start* pull down menu
5. Choose how many days, hours, or weeks of scheduling data VBrick Digital Signage will display using the *Display* pull down lists
6. If necessary, adjust the time using the *Adjust Time by* pull down list
7. To set a specific time after the start time for the event to stop displaying on screen, check the *Stop Displaying Event* box and choose the amount of time from the pull down menu

Note: If the box remains unchecked, the default setting is for VBrick Digital Signage to automatically stop showing an event on the schedule after it has ended.

8. To show all data from all available resources, deselect the filtering options for room, status and type.

OR



Create Event Schedule Message Screen

Filter the available data by room (as defined by the creator of the database the information is coming from), status (e.g. Scheduled/Tentative/Cancelled), and/or Types (e.g. Exchange, Meetings, etc.) by checking the filter boxes and moving selections from the excluded column to the included column so the data will appear on the message.

9. Click the **Next** button to move to the message formatting screen

Formatting an Event Schedule Message

The formatting screen for Event Schedule Message allows you to modify how and where the scheduling data will appear on the message. Everything from the color and size of text to what information will or will not appear on the message can be configured on the formatting screen.

Name Your Group

The name of the message can be changed here.

Select Aspect Ratio

Use the pull down list labeled *Select Aspect Ratio* to choose the appropriate aspect ratio for your message.

Select Background Folder

1. Use the pull down menu labeled *Select Background Folder* to choose one of the message backgrounds within a folder

OR

- Select *Non-Foldered* to choose a message background that is not grouped into a folder
2. Press the **Background Browser** button above the pull down menu to get a preview of the available message backgrounds
 3. To navigate the message backgrounds preview window, use the First, Previous, Next, and Last buttons at the bottom of the window

To select a message background, click the preview of the desired message background.

OR

Use the pull down menu labeled *Select Background* to select a message background from a list

Select Audio

To add an audio file to the message, use the pull down menu labeled *Select Audio* to choose a file that is already available in the VBrick Digital Signage system.³

Note: Audio files cannot be heard if they are scheduled into a layout along with a video file that contains audio.

Select Message Pacing

Select the amount of time each message will appear on screen from the *Select Message Pacing* pull down list.

Enter Group Padding

Enter the amount of space, in pixels, that you wish to appear on screen between each event's information in the *Enter Group Padding* field.

Text for NO EVENTS

Enter the text you wish to appear on the message when there are no scheduled events.

Format Text Sections

Event Message text (Date, Title, Event Attributes, Location, Cancelled Event Attributes, and Time) can be formatted in much the same way as the text on a Simple Text Message is formatted. You can modify the text using the tools in the upper left side of the window.

To format the text for each section of the Event Message:

1. Using the check boxes next to each of the message element options at the bottom of the screen, select which items will appear on the message
2. Select the *Edit Attributes* radio button for the section of text you wish to edit
3. Use the available options to edit the text for the selected section:
 - The **B** / U and ~~abc~~ icons are used to apply bold, italics, underline, and strike through formatting

³ Depending on the role and privileges associated with the UserID, users may have the ability to import, preview, and delete Audio files. Check with the VBrick Digital Signage system administrator for details about specific roles and privileges.

- The pull down menus allow modification of the color, size and typeface; a preview of the available font colors appears in the color pull down menu
4. Repeat the above steps for each section of text you want to format

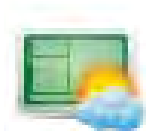
After each change, the message preview on the right side of the window will update. After you have finished formatting the message, press the **Next** button to move to the scheduling screen.

Scheduling an Event Schedule Message

Event Schedule Messages are scheduled in the same manner as all other messages. See the *Scheduling Messages* section of the training guide.

Weather Message

A Weather Message is another type of auto-updating content. Once the Weather Adapter has been configured by the VBrick Digital Signage System Administrator, the weather information will be available to create weather messages and tickers. Weather adapter configuration is covered in *Configuring Users & Settings* Training. In Content Creation we will focus on creating and scheduling weather messages after the weather data has been imported into the system.



To create a Weather Message:

1. Click **Create | Weather** on the Navigation Menu
2. Choose a location from the *Select Location* pull down list
3. If desired, change the name of the message in the *Name Your Message* field
4. Choose length of time for the forecast using the pull down menu labeled *Forecast starts*
5. Choose the desired aspect ratio from the *Aspect Ratio* pull down list
6. Use the pull down menu labeled *Select Background Folder* to choose one of the message backgrounds within a folder

OR

- select *Non-Foldered* to choose a message background that is not grouped into a folder
7. Press the **Background Browser** button above the pull down menu to get a preview of the available message backgrounds
To navigate the message backgrounds pre-

view window, use the First, Previous, Next, and Last buttons at the bottom of the window.

To select a message background, click the preview of the desired message background

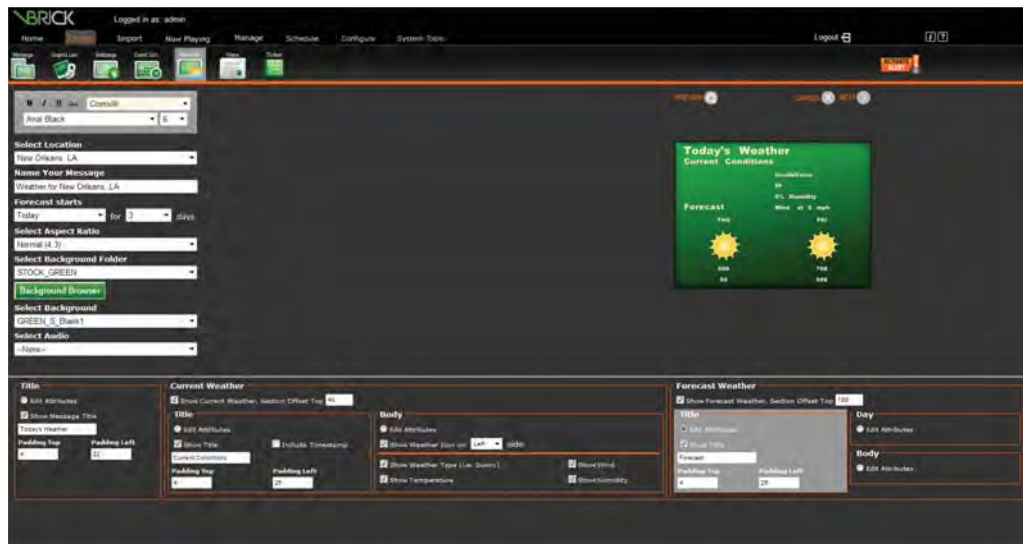
OR

Use the pull down menu labeled *Select Background* to select a message background from a list

8. To add an audio file to the message, use the pull down menu labeled *Select Audio* to choose a file that is already available in the VBrick Digital Signage system⁴

Note: Audio files cannot be heard if they are scheduled into a layout along with a video file that contains audio.

9. Using the check boxes next to each of the message element options at the bottom of the screen, select which items will appear on the message
10. Select the *Edit Attributes* radio button for the section of text you wish to edit
11. Use the available options to edit the text for the selected section:



Create Weather Message Screen

⁴ Depending on the role and privileges associated with the UserID, users may have the ability to import, preview, and delete Audio files. Check with the VBrick Digital Signage system administrator for details about specific roles and privileges.

- The **B** / U and ~~abc~~ icons are used to apply bold, italics, underline, and strike through formatting
- The pull down menus allow modification of the color, size and typeface; a preview of the available font colors appears in the color pull down menu

12. Repeat the above steps for each section of text you want to format

After each change is selected the message preview on the right side of the window will update. After formatting is complete, press the **Next** button to move to the scheduling screen.

Scheduling a Weather Message

Weather Messages are scheduled in the same manner as all other messages. See the *Scheduling Messages* section in the training guide.

News Message

Like the Weather Message, the News Adapter that pulls in the data for News Messages will be configured by your VBrick Digital Signage System Administrator. Configuration of the News Adapter is covered in the *Configuring Users & Settings* Course.



To create a News Message:

1. Click **Create | News** on the Navigation Menu
2. Type a name for the news message in the *Name Your Group* field
3. Select the news source from the *Select Category* pull down list
4. Choose the age of the oldest story that will be shown on the message using the *Select Oldest Story* pull down list
5. Choose the number of stories per category using the *Limit Stories per Categories* to pull down list
6. Click the **Next** button to move to the News Message formatting screen

Formatting a News Message

The formatting screen for News Message allows you to modify how and where the scheduling data will appear on the message. Everything from the color and size of text to what information will or will not appear on the message can be configured on the formatting screen.

Name Your Group

The name of the message(s) can be changed here.

Select Aspect Ratio

Use the pull down list labeled *Select Aspect Ratio* to choose the appropriate Aspect Ratio for your message.

Select Background Folder

1. Use the pull down menu labeled *Select Background Folder* to choose one of the message backgrounds within a folder

OR

select *Non-Foldered* to choose a message background that is not grouped into a folder

2. Press the **Background Browser** button above the pull down menu to get a preview of the available message backgrounds

To navigate the message backgrounds preview window, use the First, Previous, Next, and Last buttons at the bottom of the window.

To select a message background, click the preview of the desired message background

OR

Use the pull down menu labeled *Select Background* to select a message background from a list

Select Audio

To add an audio file to the message, use the pull down menu labeled *Select Audio* to choose a file that is already available in the VBrick Digital Signage system⁵

Note: Audio files cannot be heard if they are scheduled into a layout along with a video file that contains audio.

⁵ Depending on the role and privileges associated with the UserID, users may have the ability to import, preview, and delete Audio files. Check with the VBrick Digital Signage system administrator for details about specific roles and privileges.

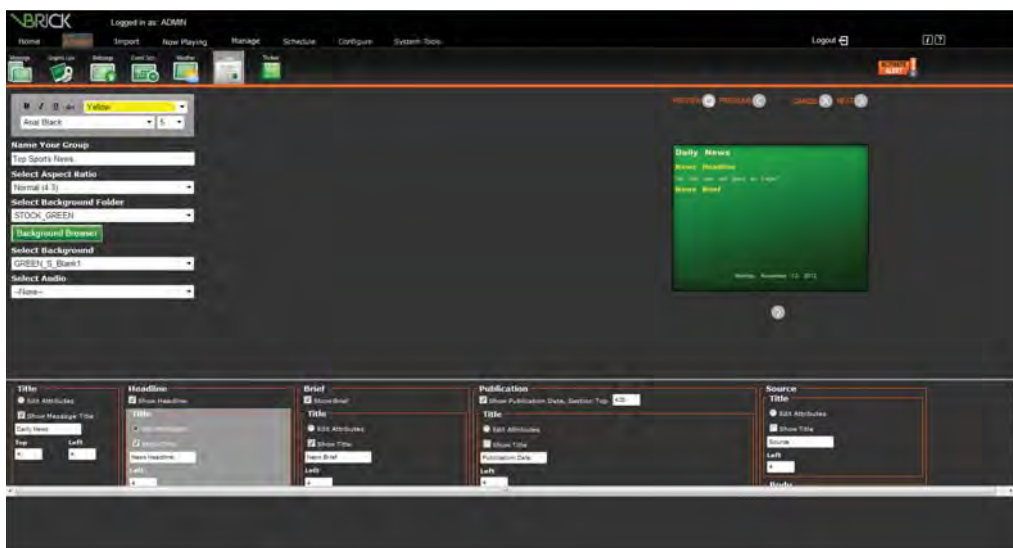
Format Text Sections

News message text (Date, Title, Event Attributes, Location, Cancelled Event Attributes, and Time) can be formatted in much the same way as the text on a Simple Text Message is formatted. You can modify the text using the tools in the upper left side of the window.

To edit the text for each section of the News Message:

1. Using the check boxes next to each of the message element options at the bottom of the screen, select which items will appear on the message
1. Select the *Edit Attributes* radio button for the section of text you wish to edit
2. Use the available options to edit the text for that section:
 - The **B** / U and ~~abc~~ icons are used to apply bold, italics, underline, and strike through formatting
 - The pull down menus allow modification of the color, size and typeface; a preview of the available font colors appears in the color pull down menu
3. Repeat the above steps for each section of text you want to format

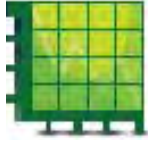
After each change the message preview on the right side of the window will update. After formatting is complete, press the **Next** button to move to the scheduling screen.



Format News Message Screen

Scheduling a News Message

News Messages are scheduled in the same manner as other messages. See the *Scheduling Messages* section of the training guide.

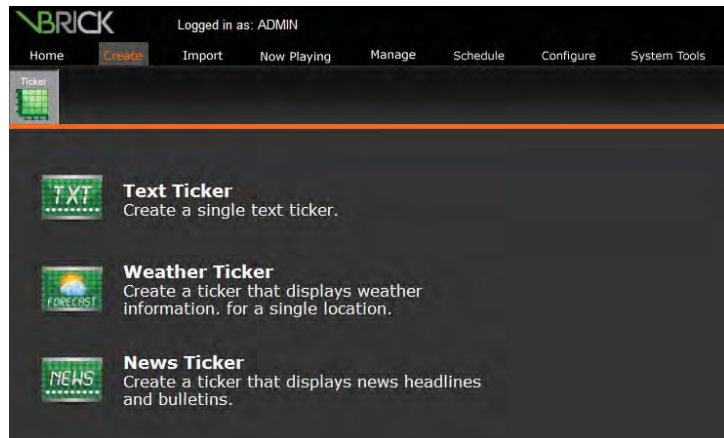


Creating Tickers

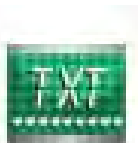
Another type of content users can create in VBrick Digital Signage is called a Ticker. A ticker, also known as a crawl, is a line of text data that scrolls across the screen. It is similar to the text that runs across the screen of some television news programs.

There are two types of tickers:

1. Manual – You type the text that will display as a ticker.
 - Text Ticker
2. Auto-updating – You select a category or categories of data that has been brought into VBrick Digital Signage by an adapter. That text will be displayed as a ticker.
 - Weather Ticker
 - News Ticker



Create Ticker Screen

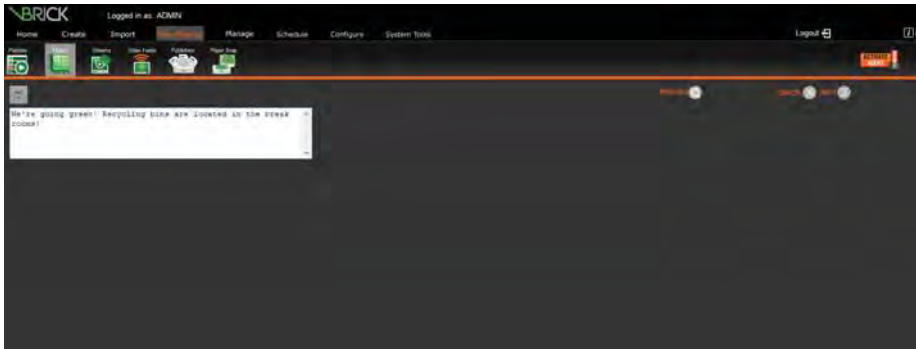


Text Ticker

To create a Text Ticker:

1. Click **Create | Ticker** on the Navigation Menu
2. Click **Text Ticker**
3. Enter the text for the ticker in the field provided
4. Spell check the text by pressing the *abc✓* icon above the text field

5. Press the **Next** button to move to the scheduling screen



Create Text Ticker Screen

There are no formatting options for tickers. See *Configuring Users & Settings* for ticker configuration.

Scheduling a Ticker

Schedule

You will set the date range and time(s) of day that you wish your ticker to be displayed in the *Schedule* section.

Show Duration

The *Show Duration* options allow you to set the days or dates during which the ticker will be displayed. Using the radio buttons you can:

1. Select the **Today** radio button
2. Use the pull down menu to choose the number of days, weeks, months, or years you wish the ticker to play

OR

3. Select the **From** radio button
4. Use the *From* date pull down menu to access the calendar to choose the date you want to start showing the ticker
5. Use the corresponding time pull downs to choose the start hour, minute, and am/pm
6. Use the *To* date pull down menu to access the calendar to choose the date you want to stop showing the ticker
7. Use the corresponding time pull downs to choose the end hour, minute, and am/pm

Under the *Show* options you also have the option to set specific days for the ticker to be shown within the

scheduled date range that was selected by checking the *Repeat* box and then checking the corresponding box(s) for the day(s) you want the message to appear.

Display Period

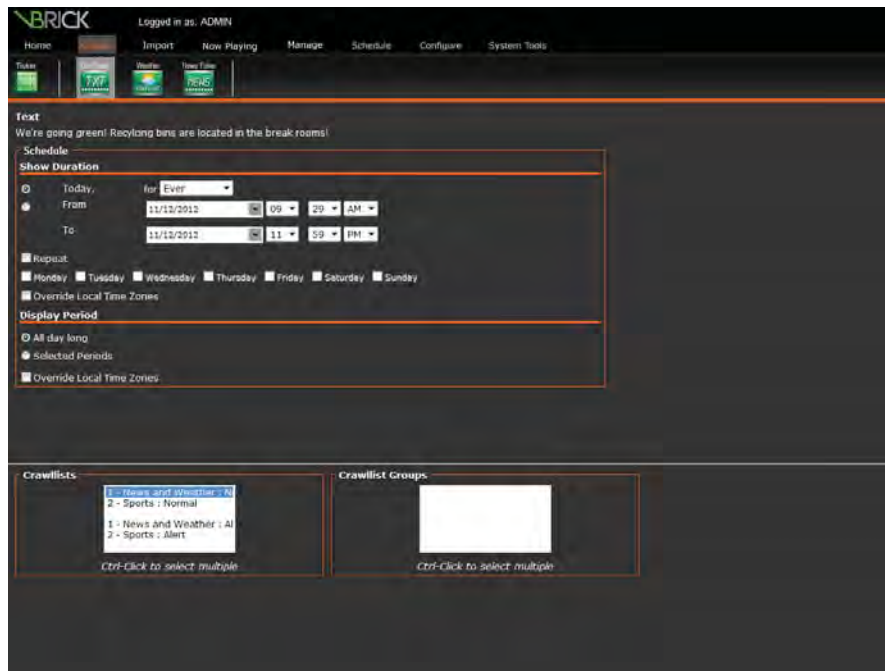
The default setting for the times of the day the ticker will play is *All Day Long*; however, VBrick Digital Signage also offers a day-parting option.

Day-parting refers to segmenting the day into specific times so the ticker will display only during those times. Day-parting can be useful for showing targeted messages to audiences you know will be in the vicinity of the digital signage display during a set time period.

To use the day-parting option:

1. Select the **Selected Periods** radio button
2. Select the time using the *From* and *To* hour, minute, and am/pm pull down menus
3. If more time periods are desired, press the **Add More Display Periods** button and repeat step two

Repeat step three until all desired time periods have been added



Schedule Ticker Screen

- a. After all scheduling options have been selected press the **Next** Button to complete scheduling

Crawllists

Tickers are scheduled to Crawllists. The Crawllists that are available to you may vary depending on how your UserID was configured by your VBrick Digital Signage System Administrator.

Crawllist Groups

If *Crawllist Groups* have been defined and are available, you can select a group of crawllists where you want the ticker to play.

Auto-Updating Tickers

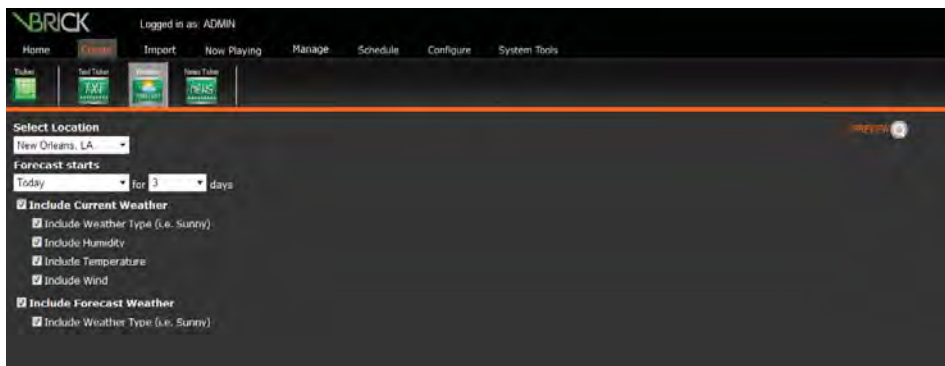
Weather Ticker

The Weather Ticker pulls data from the same adapter as the Weather Message. Once the weather adapter has been configured, creating a Weather Ticker is a simple process.



To create a Weather Ticker:

1. Click **Create | WEA Ticker** from the Navigation Menu
2. Choose the desired location from the *Select Location* pull down menu
3. Choose the length of time for the forecast using the pull down menus labeled *Forecast starts*
4. Deselect any items you do not wish to display in the ticker
5. Click the **Next** button to move to the scheduling screen



Create Weather Ticker Screen

Scheduling a Weather Ticker

Weather Tickers are scheduled in the same manner as all other tickers. See the *Scheduling a Ticker* section of the training guide for details.

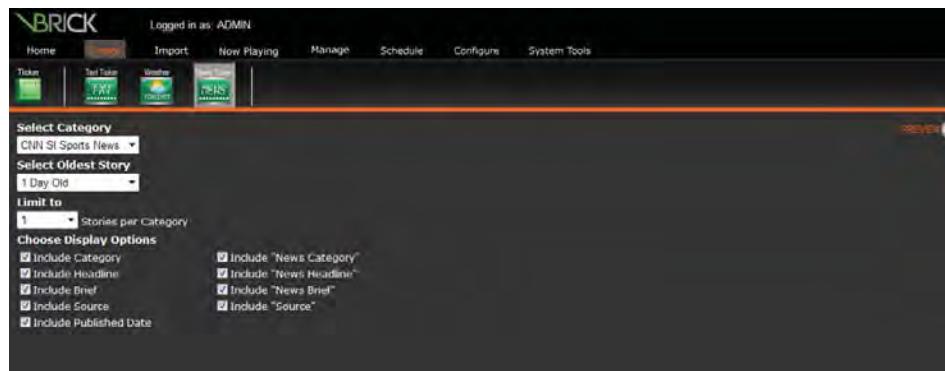


News Ticker

News tickers pull their content from the same news sources that messages do. If your organization is using the news adapter, it will be configured by your VBrick Digital Signage System Administrator.

To create a News Ticker:

1. Click **Create | News Ticker** from the Navigation Menu
2. Choose the desired news source from the *Select Category* pull down list
3. Choose the maximum age of the oldest story from the *Select Oldest Story* pull down list
4. Choose the maximum number of stories per category from the *Limit to* pull down list
5. Deselect any information and/or labels you do not want to include in the ticker:
 - Information:
 - Include Category
 - Include Headline
 - Include Brief
 - Include Source
 - Include Published Date
 - Labels:
 - Include "News Category"
 - Include "News Headline"
 - Include "News Brief"
 - Include "Source"
6. Press the **Next** button to move to the scheduling screen



Create News Ticker Screen

Scheduling a News Ticker

News Tickers are scheduled in the same manner as other tickers. See the *Scheduling a Ticker* section of the training guide.

Creating Messages Using VBrick Desktop

If you want to use VBrick Desktop to create messages, the VBrick Desktop client application must be installed on your PC. Once the application is installed, you will be able to create highly customizable messages using VBrick Desktop.

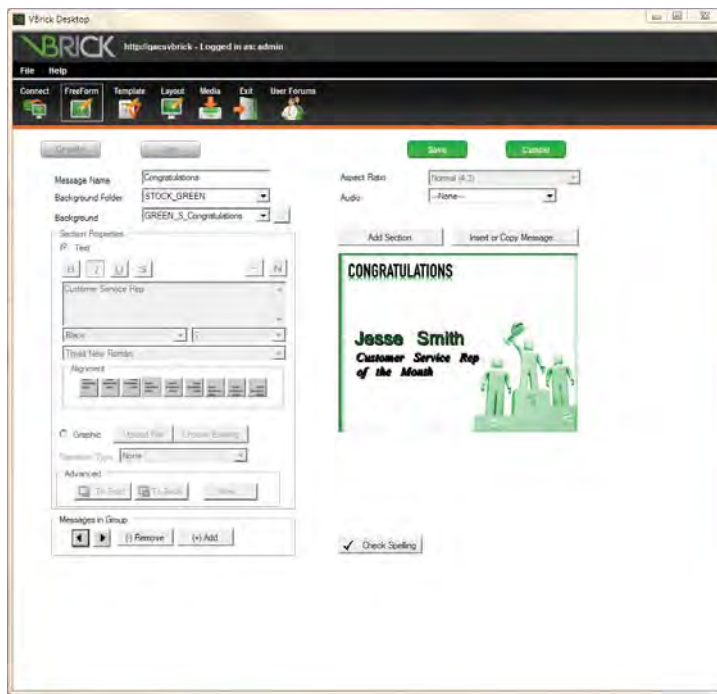
To open VBrick Desktop:

1. Click the **Start** button
2. Go to **All Programs**
3. Select **VBrick**
4. Select **VBrick Desktop**

See the *System Overview* for details about installing VBrick Desktop and connecting to your Content Manager.

Free Form Editor

Free Form is a creation tool that allows you to manipulate various aspects of the messages to create customized messages.

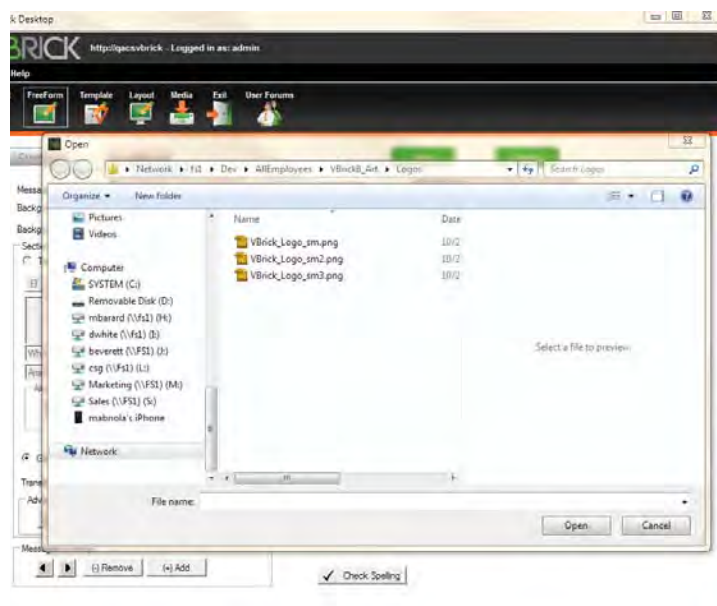


VBrick Desktop Free Form Editor

Creating Messages using Free Form Editor

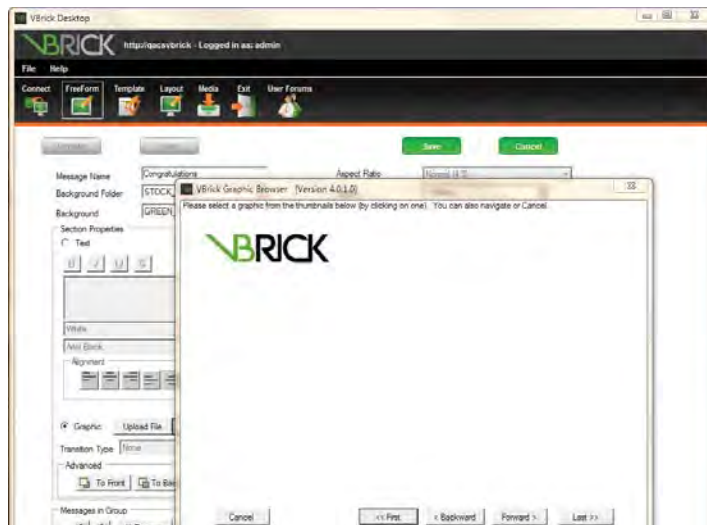
To create a new message using the Free Form Editor:

1. Press the **Create Message** button
2. Name the message
3. Choose a message background from either the drop down menu or select the **Browse** button to open the Background Browser
4. Choose audio, if desired
5. Click the **Add Section** button to add text or graphic components to the message preview
6. You can alter the shape and size of the selected section using the square handle bars on the section box
7. Click in the center of the section and drag the mouse to move the section to another part of the message
8. Section Properties - Choose text or graphic element
 - a. Text
 - i. Enter text
 - ii. Choose font, font color, and font size
 - iii. Apply font styles: Bold, Italic, Underline, and Strike through
 - iv. Check spelling



VBrick Desktop Browse and Select an Image Dialog Box

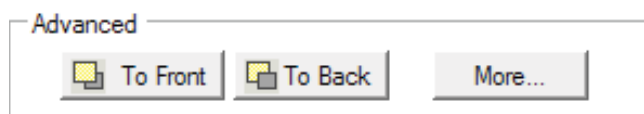
- v. Choose the placement and alignment of text within the section
- b. Graphic
 - i. Click the **Upload File** button to open a browser window to choose a file to upload
 - ii. Click the **Choose Existing** button to view the image library
 - 1. Use navigation buttons to browse through the image library
 - 2. Click on an image to choose graphic



VBrick Desktop Choose an Existing Image Dialog Box

Navigating the Sections of Your Message

Buttons in the **Section Properties | Advanced** portion of the VBrick Desktop screen assist with navigating around messages and managing graphic images.



To Front Moves the selected section to the front, in relationship to all other sections

To Back Moves the selected section to the back, in relationship to all other sections

More This button will show fly out menus with more formatting options for the selected section

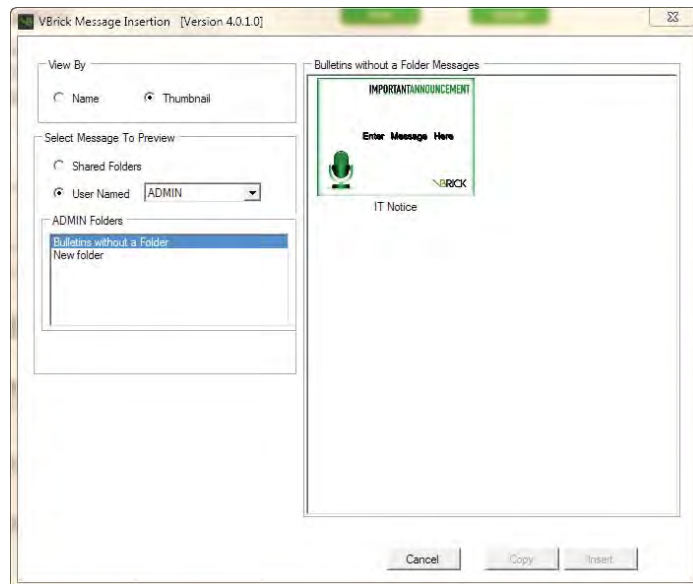
- Bring to front: Brings a section to the front in relation to the other sections
- Push to back: Pushes a section to the back in relation to the other sections
- Snap to: This option will align your section to the center, left, right, top or bottom of the message
- Fill: The section will fill the entire message aspect ratio
- Delete section: Deletes the selected section

Messages in Group: This section allows users to manage the current message group

- **(+) Add** to add a message to form a group of messages
- **Remove** Removes the current message from the group



Insert or Copy Message Brings up a dialog box that allows you to insert or copy another message into the current design



Insert and Copy Message Screen

Scheduling Free Form Messages

Messages created or edited using the Free Form Editor are scheduled in the same manner as all other messages. See the *Scheduling Messages* section of the training guide.

Editing Messages using Free Form Editor

To edit an existing message:

1. Press the **Edit Existing Message** button to go to the *Select Existing Message* dialog box
2. Choose how to view the existing messages using the radio button in the *View By* section
 - a. Choose *Name* to see the messages as a list of names
 - b. Choose *Thumbnail* to see a preview of the messages
3. Select the message(s) to view using the radio button under *Select Message to Preview*
 - a. Choose *Shared Folders* to see existing messages in shared folders on the VBrick Digital Signage System
 - b. Choose *User Name* to view messages inside specific users' folders
 - i. If you have created messages that are not located inside a folder, choose the *Messages without a Folder* option from the list
4. Select the message to edit and press the **Edit** button at the bottom of the screen

Copying a Message

To copy an existing message:

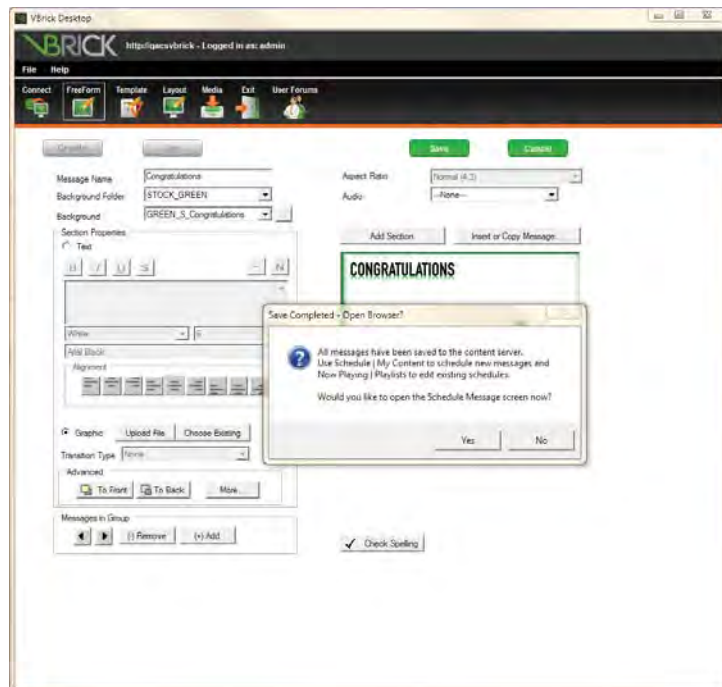
1. Press the **Insert or Copy Message** button to go to the *Select Existing Message* dialog box
2. Choose how to view the existing messages using the radio button in the *View By* section
 - a. Choose *Name* to see the messages as a list of names
 - b. Choose *Thumbnail* to see a preview of the messages
3. Select the message(s) to view using the radio button under *Select Message to Preview*
 - a. Choose *Shared Folders* to see existing messages in shared folders on the VBrick Digital Signage System
 - b. Choose *User Name* to view messages inside specific users' folders
 - i. If you have created messages that are not located inside a folder, choose the *Messages without a Folder* option from the list

4. Select the message to copy and press the **Copy** button at the bottom of the screen
5. Make your changes and name your new message before saving

Saving Changes to a Message

To save a message:

1. Press the **Save Message** button at the top of the window
2. A dialog box will pop up to offer the option to schedule the message
3. To schedule the message, press the **Yes** button to open the Schedule Message Screen in the web interface



Save Completed Message Dialog Box

Cancelling Changes to a Message

To cancel changes to a message:

1. Press the **Cancel Operation** button at the top of the window
2. A dialog box will pop up to confirm the choice
 - a. To continue with the cancellation, press the **Yes** button
 - b. To resume work on the message or to save the message, press the **No** button

Section II

Managing Content

Welcome to Managing Content Training

Welcome to Managing Content training for VBrick Digital Signage Software! The purpose of this course is to introduce you to the VBrick Digital Signage web-based interface and to show you how to access, organize, modify, and delete content in VBrick Digital Signage.

Who Should Attend?

Any individual who will create or approve VBrick Digital Signage content should attend this training.

Course Objectives

After completing this course, participants should be able to:

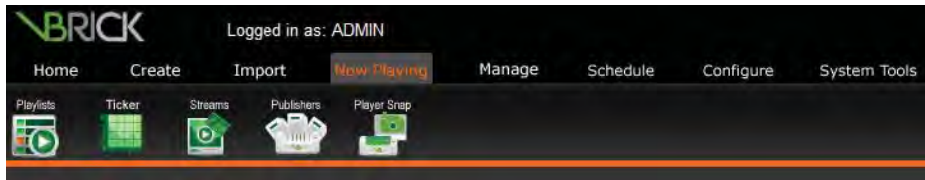
- Access the Now Playing menu to manage playlists, crawllists, and streams
- Use the Manage menu to organize, edit, and delete content
- Use the Schedule menu to view and schedule user-created content
- Import files using the Media Importer tool in VBrick Desktop

Course Outline

- I. Using Now Playing
 - 1. Playlists
 - 2. Tickers
 - 3. Streams
 - 4. Publishers
 - 5. Player Snapshots
- II. Managing Content
 - 1. Approval
 - 2. My Content
 - 3. My Tickers
 - 4. My Templates
 - 5. Events
 - 6. Graphic Files
 - 7. Video Files
 - 8. Audio Files
 - 9. Background Library
- III. Schedule
 - 1. My Content
 - 2. My Tickers
- IV. VBrick Desktop
 - 1. Media Importer
- V. Q & A

Now Playing

You can check the status of the content that has been scheduled to play on the **Now Playing** menu. You can view and edit messages and tickers that are scheduled to playlists and crawllists and make adjustments to the play rotation and/or scheduling.



Now Playing Tab

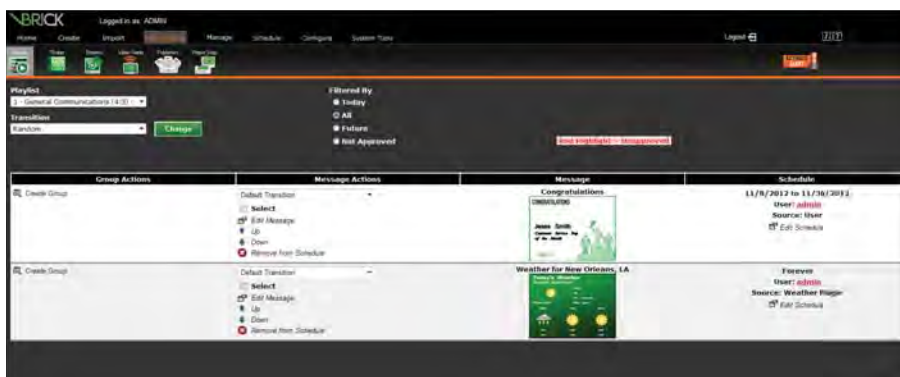
Playlists

Under the Playlists menu option, you can view and edit messages that are scheduled to available playlists.



To view content scheduled to playlists:

1. Click **Now Playing** on the navigation menu
2. Click **Playlists**
3. Use the pull down menu labeled *Playlist* to select a playlist to view
4. Select the appropriate radio button to view the playlist content
 - **Today** – filters for content scheduled for the current date
 - **All** – filters for all content scheduled currently and into the future
 - **Future** – filters for content scheduled to begin at a future date only
 - **Not Approved** – filters for content that has been created and scheduled to the playlist but has not been released by a Content Approver to begin to display in the play rotation



Now Playing Playlists Screen

There are several useful options available from the Playlists feature including the ability to edit a message, edit the schedule, and rearrange the order of messages in a playlist. Also, users with approval privileges can approve messages created by users who do not have approval privileges.

To edit a message:

- Click the image preview of the message

OR

- Click the **Edit Message** icon

You will be taken to an appropriate screen to make changes to the message

To edit the schedule for a message to display:

1. Click the *Edit Schedule* icon next to the desired message
2. Schedule message as described in the *Scheduling Messages in VBrick Digital Signage* section of the training guide

Approving and Rearranging Messages

To approve messages:

1. Click **Now Playing** on the Navigation Menu
2. Click **Playlists**
3. Select the correct playlist from the *Playlist* pull down menu
4. Messages requiring approval will appear in the main window inside a pink band
5. Approve the message by clicking the **Approve** icon
6. Move the message up or down in the play rotation using the **Up** and **Down** buttons next to the message



Approving Messages

Once the message has been approved, it will be released into the playlist rotation and will play on the displays and/or publishers according the schedule.

To remove a message from a playlist:

- Press the **Remove from Schedule** button next to the message Preview PowerPoint® Message Before Approval

To preview a PowerPoint Message before approval:¹

1. PowerPoint Messages requiring approval will appear with a PowerPoint Selected icon inside a pink band in the main window
2. Double-click the *Media Selected* icon
3. A dialog box will offer the option to **Open** or **Save** the PowerPoint file
4. Select the desired option to either Open or Save a copy of the presentation to view it in PowerPoint

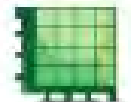
Changes made to the PowerPoint will not be saved to the message. Changes will have to be saved to the local computer. You will have to import the presentation into VBrick Digital Signage again.

To make changes to a PowerPoint Message prior to approval:

1. Preview the message using the instructions above
2. Make the desired changes to the file in PowerPoint
3. Save the file with a new name
4. In VBrick Digital Signage, select **Now Playing | Playlists**
5. Choose the appropriate Playlist from the *Playlist* pull down menu
6. Press the **Remove from Schedule** icon for the PowerPoint® message you wish to replace
7. Use the **Import | PowerPoint** menu option to create a new PowerPoint message using the new file²

Tickers

The Tickers option operates in much the same way as Playlists; however, only tickers are shown here. The same function as that are available for messages under **Now Playing | Playlists** are available for tickers with the exception of grouping.

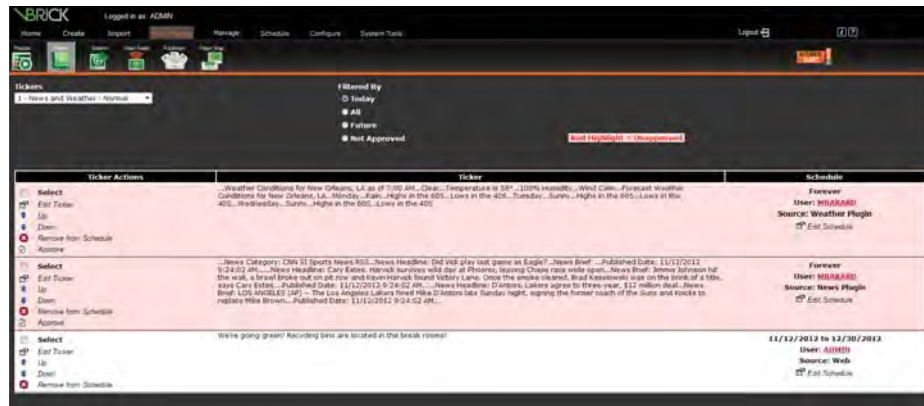


¹ PowerPoint® must be installed on your computer to preview PowerPoint Messages.

² See [Content Creation](#) for information about creating a PowerPoint message.

To manage your tickers using **Now Playing** | **Tickers**:

1. Click **Now Playing** on the Navigation Menu
2. Click **Tickers**
3. Select the correct crawllist from the *Crawllist* pull down menu
4. Tickers requiring approval will appear in the main window inside a pink band
5. In this window, the content approver can:
 - Edit the ticker by clicking the **Edit Crawl** icon next to the ticker
 - Move the ticker up or down in the crawllist rotation using the **Up** and **Down** icons
 - Remove the ticker from the crawllist rotation by clicking the **Remove from Schedule** icon
 - Approve the ticker by clicking the **Approve** icon, or
 - Edit the schedule for the ticker to show by clicking the **Edit Schedule** icon



Approving Tickers



Video Streams

If Video Streams are configured for your VBrick Digital Signage system, a content approver can view, add, edit, approve, and delete video streams. The Video Stream option must be configured in the software and designed into the layouts. Contact your VBrick Digital Signage System Administrator for details about whether or not Video Streams are available on your system.

To view the scheduling of a video stream:

1. Click **Now Playing** on the Navigation Menu
2. Click **Streams**

3. Choose the desired media player and mode of play from the pull down menu labeled *Display Server*
4. Select the desired date on the calendar to view streams that are scheduled

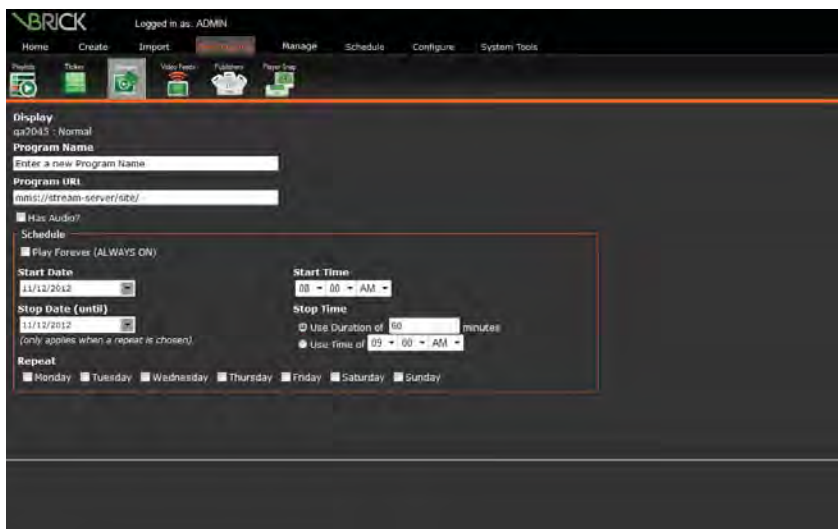
To add a video stream:

1. Click **Now Playing** on the Navigation Menu
2. Click **Streams**
3. Choose the desired media player and mode of play from the pull down menu labeled *Display Server*
4. Press the Add Program link to go to the scheduling screen
5. On the scheduling screen, enter a name for the stream in the *Program Name* field
6. Enter the URL for the stream in the field labeled *Program URL*
7. Indicate whether or not the stream has audio using the *Has Audio* check box
8. To schedule the stream to be always on, check the *Play forever* box

if not

Choose a start and end times and choose the start and end dates using the options under *Schedule*

9. Click the **Done** button



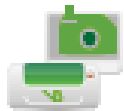
Schedule Streams Screen



Publishers

To view content scheduled to a publisher:

1. Click **Now Playing** on the Navigation Menu
2. Click **Publishers**
3. Choose the desired distribution list from the pull down menu labeled *Distribution List*
4. Filter the content using the *Filtered By* radio buttons:
 - Today
 - All
 - Future


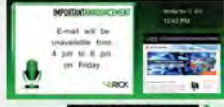


Player Snapshots

If you have access to Signage Players in your VBrick Digital Signage system, you can view a thumbnail of each player on the Player Snapshot screen. The thumbnails will have a date and time stamps to show when the Content Manager took the snapshot. Double click the thumbnail image to see a larger view of the snapshot.

To sort the player snapshots:

1. Click **Now Playing | Player Snap** on the Navigation Menu
2. Sort the available player using the *Sorted By* radio buttons:
 - Device Name
 - Description
 - DNS Name
 - Snapshot Time

Select	Device Name	Description	DNS Name / Address	Snapshot
<input type="checkbox"/>	cp124567	cp124567	amsN124567	11/12/2012 12:42:49 PM 
<input type="checkbox"/>	qa2045	qa2045	qa2045	11/7/2012 3:20:51 PM 

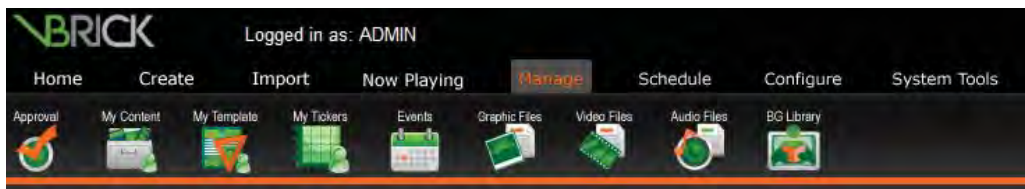
Player Snapshot Screen

To update a player snapshot:

1. Check the *Select* box next to the device name
2. Click the **Refresh** button

Managing Content

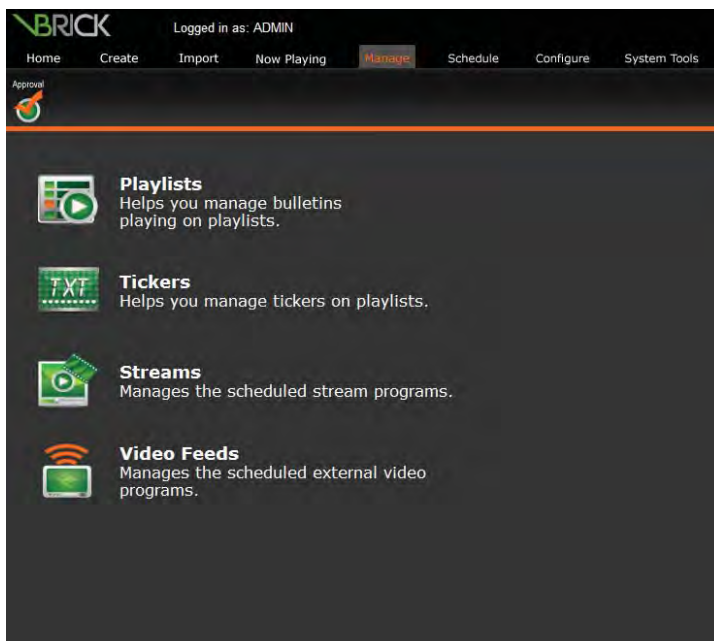
VBrick Digital Signage has several tools to help you manage various aspects of the system. The level of control over the system you have will depend upon the role and privileges associated with your UserID. Roles and privileges are configured by your VBrick Digital Signage System Administrator.



Manage Tab

Approval

Users with roles such as Template User and Content Creator can create and schedule content; however, their content will not begin to play until it has been approved. Users with approval privileges have the ability to approve content created by those users who do not have approval privileges.

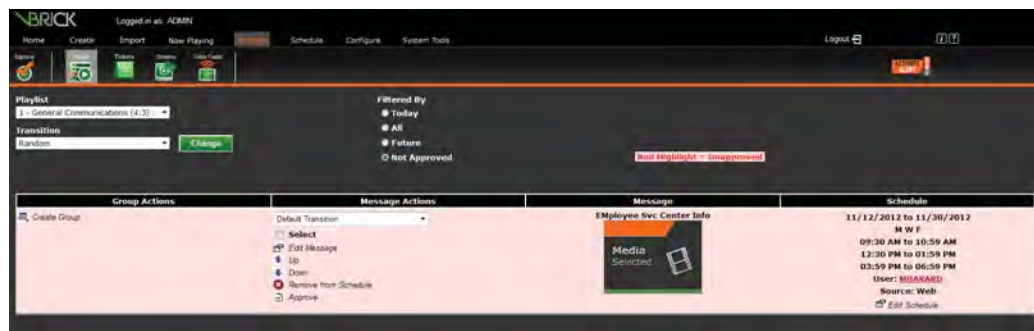


Manage Approval Screen

Approving Messages on a Playlist

To approve messages:

1. Click **Manage | Approval** on the Navigation Menu
2. Click **Playlists**
3. Select the desired playlist from the *Playlist* pull down menu
4. Messages requiring approval will appear in the main window inside a pink band
5. Approve messages by clicking the **Approve** icon.



Manage Approval Playlists Screen

Preview PowerPoint Message Before Approval

To preview a PowerPoint Message before approval:³

1. PowerPoint Messages requiring approval will appear with a PowerPoint Selected icon inside a pink band in the main window
2. Double-click the *Media Selected* icon
3. A dialog box will offer the option to **Open** or **Save** the PowerPoint file
4. Select the desired option to either Open or Save a copy of the presentation to view it in PowerPoint

Changes made to the PowerPoint will not be saved to the message. Changes will have to be saved to the local computer. You will have to import the presentation into VBrick Digital Signage again.

To make changes to a PowerPoint Message prior to approval:

1. Preview the message using the instructions above
2. Make the desired changes to the file in PowerPoint

³ PowerPoint must be installed on your computer to preview PowerPoint Messages.

3. Save the file with a new name
4. In VBrick Digital Signage, select **Now Playing | Playlists**
5. Choose the appropriate Playlist from the *Playlist* pull down menu
6. Press the **Remove from Schedule** icon for the PowerPoint® message you wish to replace
7. Use the **Import | PowerPoint** menu option to create a new PowerPoint message using the new file⁴

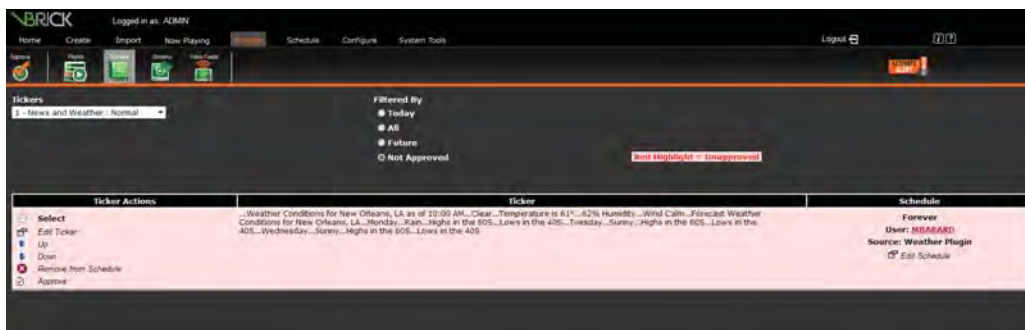
Approving Tickers

The process for approving tickers is the same as for approving messages.

To approve tickers:

1. Click **Manage** on the Navigation Menu
2. Click **Approval**
3. Click **Tickers**
4. Select the correct crawl list from the *Crawl list* pull down menu
5. Tickers requiring approval will appear in the main window inside a pink band

Approval | Tickers has works in much the same way as **Approval | Playlists**; however, only tickers are shown here. The same functions that are available for messages under **Now Playing | Playlists** are available for tickers by clicking the **Approve** icon.



Manage Approval Tickers Screen

Approving Streams

To approve a stream:

1. Click **Manage** on the Navigation Menu
2. Click **Approval**

⁴ See [Content Creation](#) for information about creating a PowerPoint message.



3. Click **Streams**
4. Choose the correct media player from the pull down menu labeled *Display Server*
5. Click the **Approve** icon

My Content

My Content allows you to view, edit, move, and delete content that had been previously created in VBrick Digital Signage. My Content also gives you access to content created by other users via a folder system. Your role in the VBrick Digital Signage system will determine what functions you can perform with other users' content.

To access My Content:

1. Click **Manage** on the Navigation Menu
2. Click **My Content**
3. The main screen contains two sections:
 - a. The first section contains two fields:
 - **Folders for** contains folders created under the selected UserID
 - **Create Folder Named** allows you to create folders for organizing VBrick Digital Signage messages
 - b. The second labeled **Messages for** shows messages created under the selected UserID that are not organized into folders

Creating and Using Folders

You can create folders to organize your messages in VBrick Digital Signage and can move non-foldered messages into folders.

To create a folder:

1. Click **Manage** on the Navigation Menu
2. Click **My Content**
3. Enter a name for the new folder in the *Create Folder Named* field
4. Press the **Add Folder** button represented by a folder with a plus sign next to the field

The default setting for **Manage | My Content** is to show the content created under the UserID that is currently in use. You also can view content created by other users.

To view the contents of a folder:

- Click the icon representing the folder you wish to open

To view another user's foldered messages:

1. Choose the UserID whose folders you wish to view from the pull down menu labeled *Folders for*
2. Click the folder icon for the folder to open

To view another user's non-foldered messages:

- Choose a UserID from the pull down menu labeled *Messages for* under the *Folders* portion of the window

To add messages to a folder:

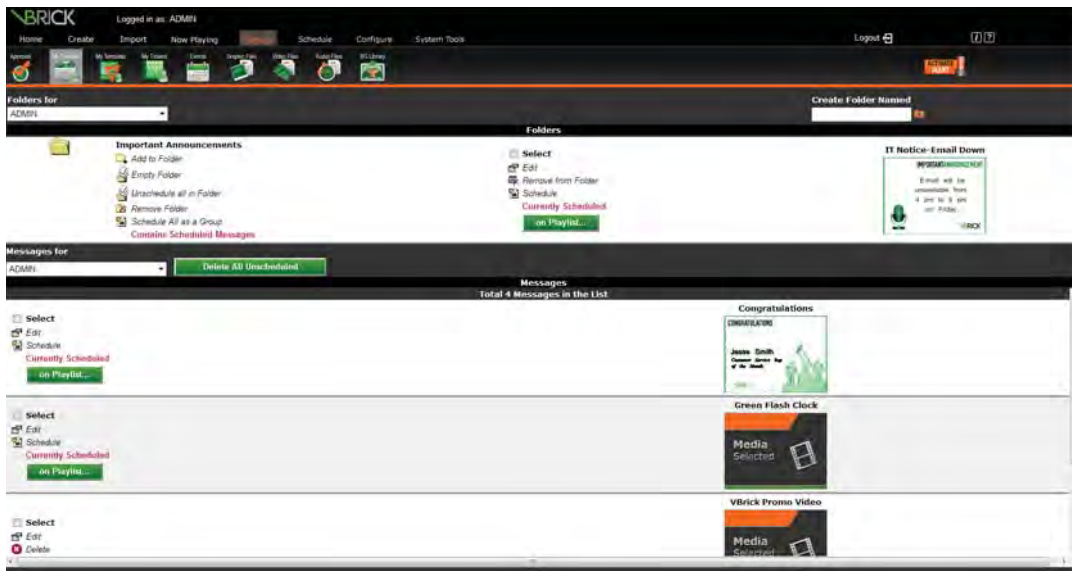
1. Check the *Select* check box for the message(s) being moved
2. Click the **Add to Folder** icon for the folder the message is being moved into

To remove a message from a folder:

1. Open the folder by clicking the icon representing the folder you want to open
2. Select the content(s) being removed from the folder using the *Select* check box(es)
3. Press the **Remove from Folder** icon
4. The selected message(s) will be moved into the non-foldered messages section below

To remove all messages from a folder:

1. Click the **Empty Folder** icon
2. All messages will be moved into the non-foldered messages section below



Manage My Content Screen

To unschedule all content in a folder:

- Click the **Unschedule all in Folder** icon

To schedule all contents of a folder:

1. Click the **Schedule All as Group** icon
2. Schedule message(s) in the same manner as all other messages in VBrick Digital Signage. See Scheduling Content in VBrick Digital Signage in the Creating Content course guide for details on scheduling.
3. All of the contents of the folder will be scheduled on the same playlist(s) using the same schedule

Editing, Scheduling, and Deleting Messages

To edit a message:

- Click the image preview of the message
OR
- Click the **Edit** icon

You will be taken an appropriate screen to make changes to the message

To schedule a message:

1. Click the **Schedule** icon
2. Schedule message as described in the *Scheduling Content in VBrick Digital Signage* section of the training guide.

You can delete unscheduled messages under the **Manage | My Content** option. Content that is scheduled to play cannot be deleted. Scheduled content must be removed from all playlists or crawllists before you can delete it. In My Content, a scheduled message will be labelled **Currently Scheduled** and will have an **on Playlist** button next to its preview.

To unschedule and delete a message:

1. Press the **on Playlist** button
2. On the Unschedule Message screen, select the playlists to remove the message from and press the **Unschedule** button

OR

Press the **Unschedule All** button

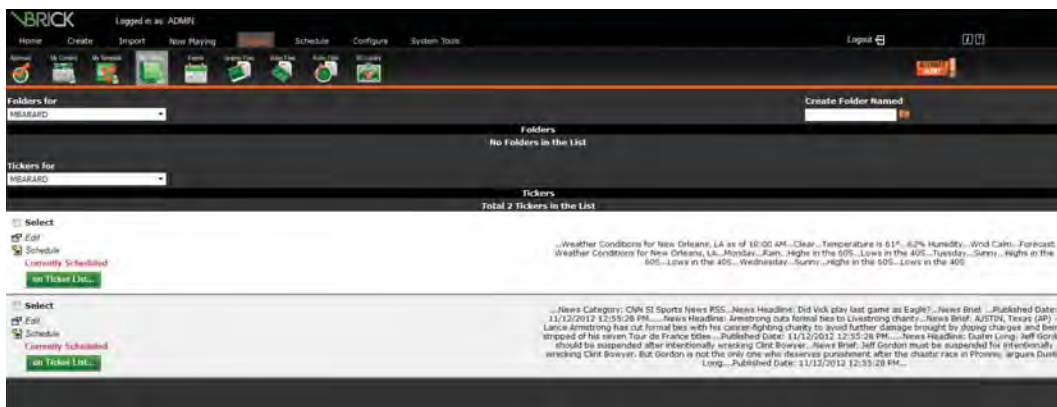
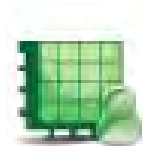
3. Once the message has been unscheduled, the delete option will appear next to the message preview in the My Content window. Press the **Delete** icon to delete the message.

My Tickers

My Tickers works in much the same way as My Content; however, only tickers are shown here. Creating a folder

under My Content will create another one with the same name under My Tickers and vice versa.

Similarly, removing a folder under My Content or My Tickers will remove the companion folder under the other heading. Any remaining content or tickers will be moved back into the non-folded content (or tickers) area of the screen. You can edit, schedule, move and delete tickers in **My Tickers**.



Manage My Tickers Screen

My Templates

My Templates allows users with the appropriate permissions to manage templates that have already been created in VBrick Digital Signage. The default setting for **Manage | My Templates** is to show the templates created under the UserID that is currently in use. You can view templates created by other users by selecting another UserID from the *Custom Templates Created by* pull down menu.

You can create a message from a template by pressing the **Create Message** icon or can delete a template by clicking the **Delete** icon for the appropriate template.

To delete more than one template at a time:

1. Select the templates you wish to delete using the *Select* check boxes
2. Press the **Delete** icon





Events

There are several ways to show event information in VBrick Digital Signage. The features under **Manage | Events** allow you to manually configure event information for use in the system. The following components will need to be configured to use event scheduling:

- Statuses
- Types
- Rooms
- Daily Events

Configuration of Event Schedule Adapters will be discussed in *Configuring Users & Settings*.



Rooms

To define the rooms or other locations for use in event messages:

1. Click **Manage** on the Navigation Menu
2. Click **Events**
3. Click **Rooms**
4. Under the heading *Building* enter the name of the building where the room is located
5. Under the heading *Room* enter the name of the room where events will be held
6. Press the **Add** button



Types

To define the type of event for use in event messages:

1. Click **Manage** on the Navigation Menu
2. Click **Events**
3. Click **Types**
4. Under the heading *Name or Description* enter the name of the type of event (for example, seminar)
5. Press the **Add** button



Statuses

To define the status for use in event messages:

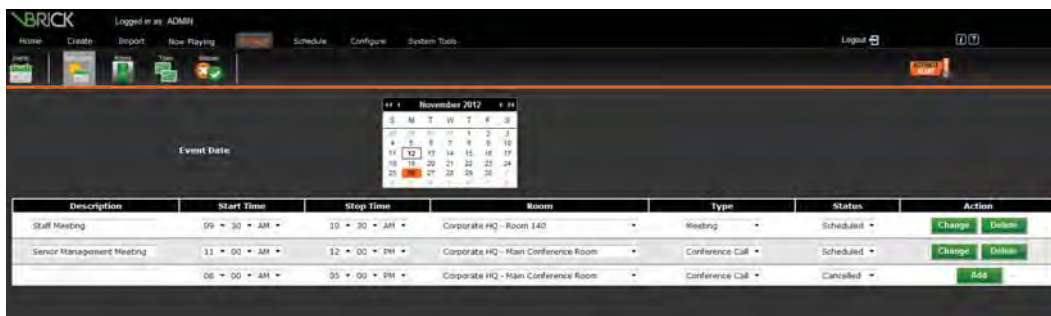
1. Click **Manage** on the Navigation Menu
2. Click **Events**
3. Click **Statuses**
4. Under the heading *Name or Description* enter the name of the meeting status (for example, tentative)

5. Under the heading *Represents canceled?* choose *Yes* or *No* from the pull down menu
6. Press the **Add** button

Daily Events

To configure an event for use in event messages:

1. Select the date(s) of the event on the calendar
2. Enter a name for the event in the *Description* field
3. Select the *start* and *end times* using the pull down menus
4. Select the room where the event will be held using the *Room* pull down menu
5. Select the type of meeting from the *Type* pull down menu
6. Select the status from the *Status* pull down menu
7. Press the **Add** button



Manage Daily Events Screen

Graphic Files

The **Manage | Graphic Files** option in VBrick Digital Signage allows you to view existing images, upload new images, and delete images that have been uploaded to VBrick Digital Signage.



To view available graphic files:

1. Click **Manage** on the Navigation Menu
2. Click **Graphic Files**
3. Any images that have been uploaded for use in VBrick Digital Signage will appear in the main window under the label *Manage Existing Still Images* or click here to Upload a Still Image

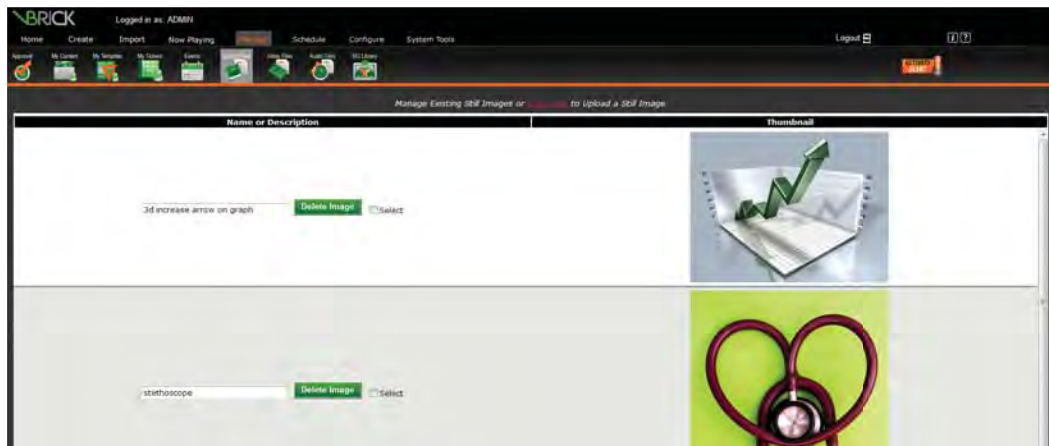
To upload a new graphic image:

1. Click the [click here](#) link in the main window labeled *Manage Existing Still Images* or click here to Upload a Still Image
2. On the upload screen, enter the name for the image file in the *Name/Description* field
3. Browse to the file location and select the file for upload
4. Press the **Upload Now** button at the bottom of the screen

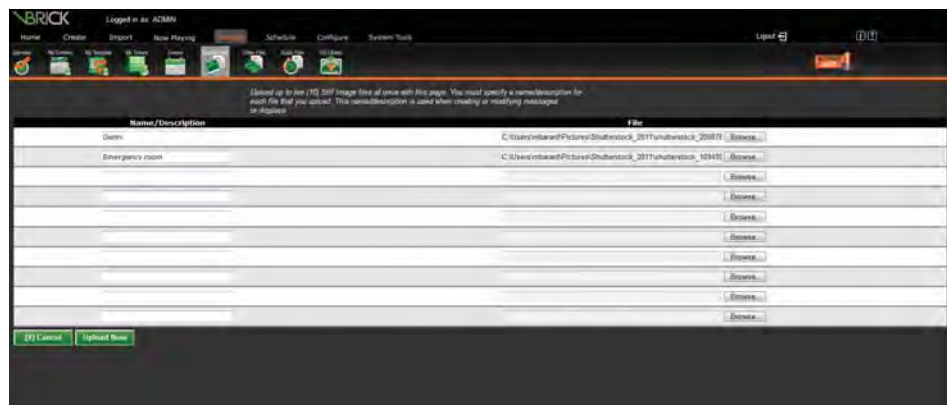
You can upload up to ten images at a time through the web interface.

To delete available graphic files:

1. Click **Manage** on the navigation Menu
2. Click **Graphic Files**
3. Select an image or images for deletion by checking the *Select* box next to the image
4. Press the **Delete** button



Manage Graphic Files Screen



Upload Graphic Files

Video Files

Like the **Manage | Graphic Files** feature, the **Manage | Video Files** feature allows you to view existing video, upload new video, and delete video that has been uploaded to VBrick Digital Signage.



To upload a new video:

1. Click the [click here](#) link in the main window label *Manage Existing Video Clips or click here to Upload a Video Clip*
2. On the upload screen, enter a name for the video in the *Name/Description* field
3. Browse to the file location and select the video file for upload
4. Press the **Upload Now** button at the bottom of the screen

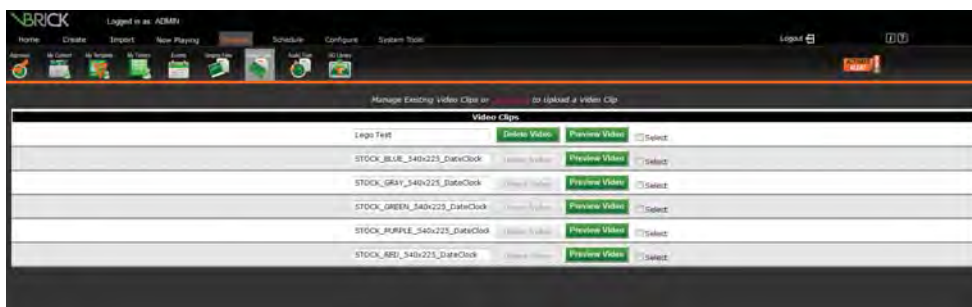
You can upload up to ten videos at a time through the web interface.

To delete available video files:

1. Click **Manage** on the navigation menu
2. Click **Video Files**
3. Select a video for deletion by checking the *Select* box next to the *Preview* button
4. Press the **Delete Video** button

To preview available video files:

1. Click **Manage** on the navigation Menu
2. Click **Video Files**
3. Click the **Preview** button next to the video



Manage Video Files Screen

Audio Files

The **Manage | Audio Files** option in VBrick Digital Signage allows you to preview audio, upload new audio, and delete audio that has been uploaded to VBrick Digital Signage.



To preview available audio files:

1. Click **Manage** on the navigation Menu
2. Click **Audio Files**
3. Any audio files that have been uploaded for use in VBrick Digital Signage will appear in the main window under the label **Manage Existing Audio** or **click here to Upload an Audio File**

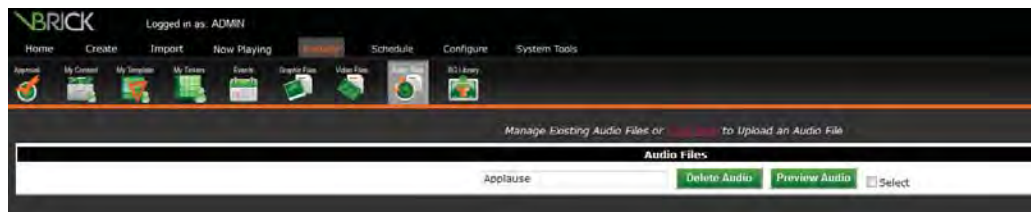
To upload a new audio file:

1. Click the [click here](#) link in the main window label *Manage Existing Audio* or *click here to Upload an Audio File*
2. On the upload screen, enter a name for the audio file in the *Name/Description* field
3. Browse to the file location and select the audio file for upload
4. Press the **Upload Now** button at the bottom of the screen

You can upload up to ten audio files at a time through the web interface.

To delete available audio files:

1. Click **Manage** on the navigation Menu
2. Click **Audio Files**
3. Press the **Delete** button next to the file name



Manage Audio Files Screen



Background Library

All message backgrounds and layout backgrounds are stored in the Background Library. To see the image files available in the Background Library go to **Manage | Background Library** on the tree-style navigation menu. VBrick Digital Signage comes with message backgrounds and layout backgrounds already installed. A new Archive folder will be created when the Content Manager is upgraded to version 4.0. The following items will be moved into the Archive folder:

- all of the images from the old Alert folder
- all of the images from the old Elegant folders, and

- any image from the Non-Foldered folder whose name starts with "A-", "B-" or "S-"

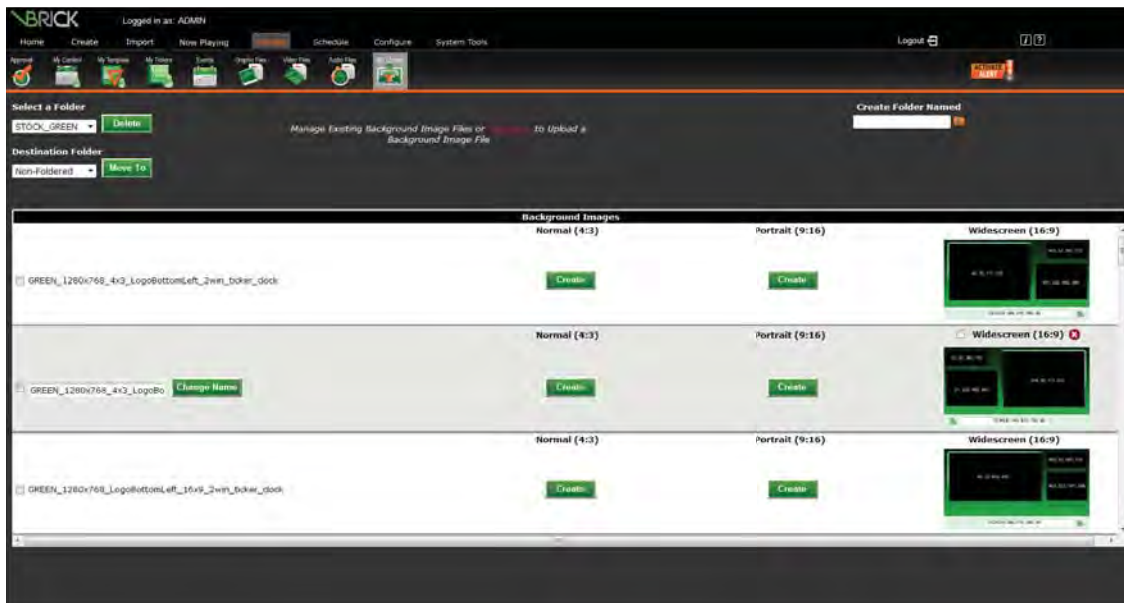
Weather images that begin with "W-" remain in the Non-Foldered folder. New message background and layout background images have been created and will be placed into a folder that designates their color. These new folders are called STOCK_BLUE, STOCK_GRAY, STOCK_GREEN, STOCK_PURPLE, and STOCK_RED. New layout background images are created in the Widescreen format only. New message background images are created in both Normal and Widescreen formats.

By default, the main screen will show any message backgrounds and/or layout backgrounds that are not organized into folders; however, you may want to create folders for organization purposes. Message and layout backgrounds that are provided with the VBrick Digital Signage system are organized into folders named for the primary color of the images, for example: STOCK_BLUE.

Managing Background Folders

To view the contents of a message background folder:

- Go to **Manage | Background Library**
- Click the arrow for the pull down menu labeled *Select a Folder*
- Select the desired folder from the list. The window will update to show the contents of the folder



Manage Background Library Screen

To create a message background folder:

1. Type a name for the new folder in the field labeled *Create Folder Named*
2. Press the **Add Folder** button represented by a file folder with a plus sign

To move a message background into a folder:

1. Select the desired message background by placing a check in the check box at the beginning of the message background's row
2. Select the desired destination folder from the pull down menu labeled *Destination Folder*
3. Press the **Move To** button

To delete a message background folder:

1. Select the desired folder using the pull down menu labeled *Select a Folder*
2. The **Delete** button will now be available for use
3. Press the **Delete** button next to the pull down box
4. At the dialog box, press the **Yes** button to confirm deletion

Message and Layout Backgrounds in Other Aspect Ratios

The Background Library is organized on the screen somewhat like a spreadsheet – there are rows for the individual images and the columns are for the aspect ratios available in the VBrick Digital Signage system. Not every image will appear under each aspect ratio. For example, some images will only have a *Normal (4:3)* version in which case only one copy of the image will appear in the row. Others may have additional versions of the image in which case there may be several versions of the image in the row, for example: a *Normal (4:3)* image, a *Portrait (9:16)* image and a *Widescreen (16:9)* image.



Manage Background Library Aspect Ratios

VBrick Digital Signage can create additional versions of an image in the other aspect ratios that are configured in the system. This simplifies the message background and layout background creation process

for you. You need only create the message background image in one aspect ratio such as 4:3. VBrick Digital Signage can create its duplicate in the other aspect ratio(s) on demand.

To create message background images in another aspect ratio:

1. Go to **Manage | Background Library**
2. Select the desired image by checking the box above the image
3. Press the **Create** button in the column for the desired aspect ratio

Importing Message and Layout Backgrounds

You can create custom message backgrounds and layout backgrounds that can be imported into VBrick Digital Signage. Up to five files at a time can be uploaded using the web interface. To upload more than five message backgrounds or layout backgrounds at one time or to upload files that exceed 20 MB in size, use the Media Importer tool in VBrick Desktop.

To upload message backgrounds/layout backgrounds in the web interface:

1. Go to **Manage | Background Library**
2. Click the red [click here](#) link at the top of the page to go to the upload screen
3. Use the pull down menu labeled *Import to Background Folder* to select the folder you want to import the file(s) into
4. Type a name for the file into the *Name/Description* field
5. Press the **Browse** button to navigate to the file location in the computer or network
6. Choose the primary aspect ratio for the file using the pull down menu labeled *Primary Aspect Ratio*
7. Press the **Upload Now** button

Deleting Message and Layout Backgrounds

You also can delete message backgrounds and layout backgrounds in the Background Library. Message and layout backgrounds that are in use in a message, template or layout cannot be deleted from the VBrick Digital Signage system. If a message background or layout background is not being used in a message or a layout, a small red circle with a white "x" will appear above the image.

To delete a message background/layout background:

- Click the red circle with the white "x" that appears above the image of the message background or wall paper to be deleted



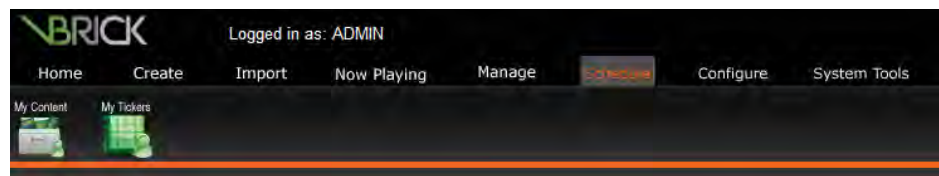
Schedule

In addition to scheduling content immediately after it is created, you can schedule content that already has been created in VBrick Digital Signage using the **Schedule** feature. Under the **Schedule | My Content** and **Schedule | My Tickers** functions you have access to the same options as under the **Manage | My Content** and **Manage | My Tickers** functions.

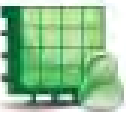
My Content

To schedule a message from **Schedule | My Content**:

1. Click **Schedule** on the Navigation Menu
2. Click **My Content**
3. Click the **Schedule** icon on the row of the message being scheduled
4. Schedule message as described in the *Scheduling Content* section of the Training Guide.



Schedule Tab



My Tickers

To schedule a ticker from **Schedule | My Tickers**:

1. Click **Schedule** on the Navigation Menu
2. Click **My Tickers**
3. Click the **Schedule** icon on the row of the ticker being scheduled
4. Schedule ticker as described in *Scheduling a Ticker in VBrick Digital Signage* section of the Creating Content training guide.

Importing Files Using VBrick Desktop

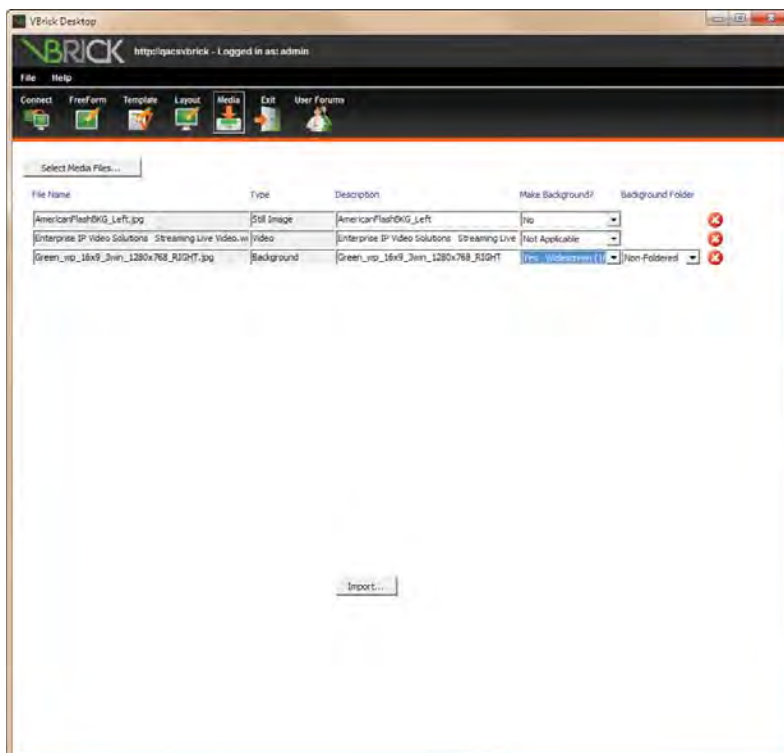
To create import large files, VBrick Desktop must be installed on your PC. Once the application is installed, you will be able to import media files that are larger than 20 MB in size.

Media Importer

Media Importer is a tool within VBrick Desktop that allows you to import files that are larger than 20MB in size. You can upload multiple images and/or videos at one time using the **Media Importer**.

To upload graphic and/or video files using the Media Importer:

1. Click the **Media Importer** tab in VBrick Desktop
2. Press the **Select Media Files** button at the top of the screen
3. Browse to the file location and select the file for upload
4. When the file information appears in the import screen, enter a name in the *Description* field



VBrick Desktop Media Importer Screen

5. If the file is an image, choose whether or not to make the image available as a message background in VBrick Digital Signage by selecting *Yes* (and the aspect ratio for the message background image) or *No* from the pull down menu labeled *Background?*
6. Repeat steps 2 through 5 until all of the desired files have been selected for upload⁵
7. Press the **Import** button at the bottom of the screen

The image(s)/video(s) will now be available for use in VBrick Digital Signage.

⁵ There is no limit to the number of files that can be imported at one time using the Media Importer; however, the total maximum files size of all files being imported cannot exceed 1.9 GB.

Section III

Layout Design

Welcome to Layout Design Training

Welcome to Layout Design training for VBrick Digital Signage Digital Signage Software! The purpose of this course is to teach VBrick Digital Signage you how to conceptualize, design, create, and schedule display layouts.

Who should attend?

Personnel responsible for the overall appearance of the VBrick Digital Signage displays, including where content will appear on the displays and the use of branded or custom layouts, should attend this training session.

Course Objectives

After completing this course, participants should be able to:

- Create, copy and modify display layouts using the Display Layout Editor tool in VBrick Desktop
- Apply a layout to a media player
- Create a layout schedule

Course Outline

- I. Elements of a display layout
 1. Layout backgrounds
 2. Content blocks
 3. Overlays
 4. Aspect ratio and resolution
- II. Configuring signage player settings
 1. The Channel Player Hardware Screen
 2. The Channel Player Layouts Screen
 - a. Applying layouts manually
 - b. Creating a layout schedule
 - c. Scheduling layouts
- III. Using the Display Layout Editor in VBrick Desktop
 1. Creating layouts
 2. Modifying and deleting layouts
 3. Copying layouts to other signage players
- IV. Q & A

Components of a Display Layout

A display layout is the positioning of content on a display. Below is an example of a Display Layout with a total of four content blocks. Four blocks contain Playlists and one block contains a Ticker List.

Elements of a Display Layout



Elements of a Display Layout

Layout backgrounds

A layout background is a JPEG image that covers the entire display area. It appears behind content blocks and overlays. When creating custom layout backgrounds for VBrick Digital Signage, it is best to create the image at the same width and height in pixels as the display resolution configured (i.e. 1280 x 768).

VBrick Digital Signage theme pack layout backgrounds (included with your VBrick Digital Signage system) include predefined areas for content blocks and overlays. Custom layout backgrounds may also include predefined areas for content blocks and overlays to appear.



Sample Layout Background

Content Blocks

Content Blocks contain either:

1. a Playlist (which contains messages)



OR

2. a Ticker List (which contains a ticker list)

Highs in the 60S...Lows in the 30S...

Overlays

Overlays appear on top of content blocks or on top of the layout background. A single layout may contain only one overlay. There are two types of overlay:

- **Video Stream Overlay (streaming server)**

A video stream overlay (VSO) in a display layout is a defined area on the display hardware that shows live or recorded video using a streaming media source such as a streaming server or a web-based URL that links to a video stream.

- **Date and Time Overlay**

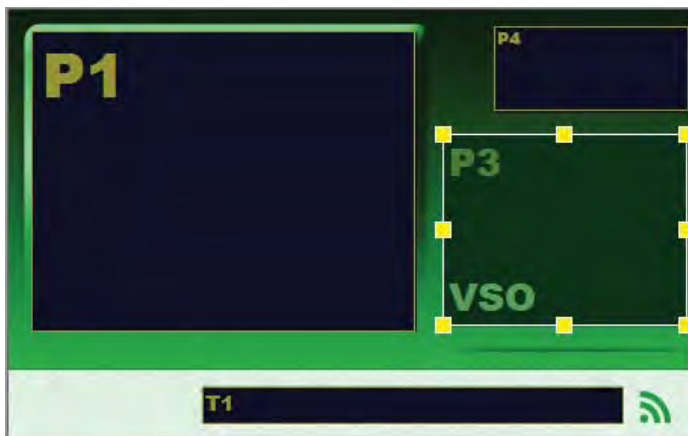
A date and time overlay (DTO) in a display layout is a defined area on the display hardware that shows the date and/or time on top of a content block or a layout background.

Every media player is assigned an aspect ratio and display resolution. The display resolution is the number of pixels across the width of the display and from top to bottom of the display (height). When creating or editing layouts, you must define where content blocks and overlays will appear on the display based on coordinates derived from the display resolution (i.e. 1280 x 768).

The area where each content block and overlay appears is defined using four coordinates (x,y,w,h):

- x: the number of pixels from the left side of the display
- y: the number of pixels from the top of the display
- w: the number of pixels that is the width of the block
- h: the number of pixels that is the height of the block.

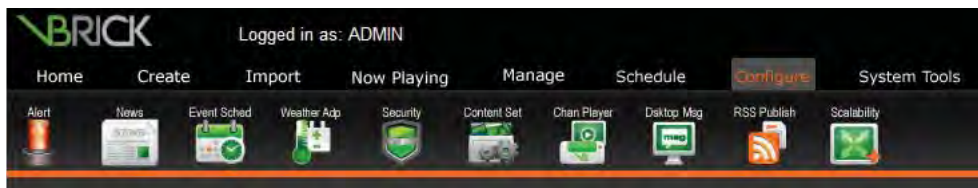
Content blocks cannot overlap one another, however, one overlay (i.e. Video Stream Overlay) may be positioned on top of a content block or directly on top of the layout background without any content blocks behind it. Every layout must contain at least one content block.



Layout with Overlay

Configuring Signage Player Settings

There are several useful options under the **Configure | Channel Players** menu.



Configure Tab

The Channel Player Hardware Screen

The **Signage Players | Hardware** function allows you to view a list of Signage Players that are active in the VBrick Digital Signage System. If you have access to the Hardware screen, you can select a specific Signage Player by placing a check in the



box in front of the Signage Player name to make changes; however, it is best to consult with technical support prior to making any changes to the information on this screen. A list of the options available on the Hardware screen appears below.

- **Update** – applies any changes you make to the selected player(s)
- **Delete** – deletes the selected player(s) from the Content Manager
- **Republish** –republishes all content to the selected media player

NOTE: You should only use **Republish** if instructed to do so by an VBrick Digital Signage technical support team member. This function can interfere with the operation of the system when used improperly.

- **Reboot** – is used to reboot a media player
- **Shutdown** – is used to shut down a media player
- **Add** – allows you to add a networked player using its DNS/Network address, a friendly name or description and the TCP port.
- **DNS/IP Address** – is the network address used to reach the media player on the network
- **Description** – is a friendly name and may be used to describe the physical location of the display associated with a media player
- **Port** – is typically 6500
- **Aspect Ratio** – represents the Aspect Ratio configuration for the display
- **Display Width and Display Height** – represents the display resolutions in pixels
- **Stream Window, Web Pages, Interactive** – are options that may be checked if they are available to the specific



The screenshot shows the VBrick software interface. At the top, it says "VBRICK" and "Logged in as: ADMIN". Below that is a navigation bar with tabs: Home, Create, Import, Now Playing, Manage, Schedule, and System Tools. There are several icons for actions like "Add Player", "Update", "Delete", "Republish", "Reboot", and "Shutdown". Below the navigation bar is a table with columns: Select, DNS/IP Address, Description, Port, Aspect Ratio, Display Width, Display Height, Video Window Type, Stream Window, Web Pages, and Interactive. The table contains two rows of data.

Select	DNS/IP Address	Description	Port	Aspect Ratio	Display Width	Display Height	Video Window Type	Stream Window	Web Pages	Interactive
<input type="checkbox"/>	sp124557	sp124557	6500	Widescreen (16:9)	1280	720	None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	sp2045	sp2045	6500	Normal (4:3)	1440	900	None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Hardware Screen

media player. Interactive will be selected only if the display and player support interactive touch capability (e.g. Interactive Meeting Minder or other touch screen display)

The Channel Player Layouts Screen

The **Channel Player | Layouts** screen allows you to generate the stock layouts provided with the VBrick Digital Signage system, view detailed information about the layout that is currently applied to a media player, and to apply a new layout. You also can access the scheduling screen to create a layout schedule for available media players.



The Layouts screen provides details about the layout that is selected in the **Layout** pull down menu. The *Summary* section of the screen provides the following information about the selected layout:

- the Aspect Ratio
- the Display Resolution
- the name of the Wallpaper, also called Layout Background, in use
- whether or not Background audio is attached to the layout
- whether or not Transitions are enabled for the layout

The *Content Blocks* section of the screen provides details about the content blocks that have been assigned to the layout, including:

- the name(s) and number(s) of the Playlist(s) and/or Ticker Lists
- the Playlist(s) placement (coordinates)
- information about any Overlay(s) that may be in use:
 - Type of Overlay
 - Overlay placement (coordinates)
 - Other details specific to the type of Overlay

Generating Stock Layouts

The VBrick Digital Signage system comes with stock layouts and layout backgrounds. These layout backgrounds and layouts can be used to help get the VBrick Digital Signage system up and running immediately and can assist you with learning the most effective ways to use layout backgrounds and layouts.

To generate stock layouts:

1. Select **Signage Player|Layouts** from the navigation menu
2. Choose the desired media player from the pull down menu labeled *Select Signage Player*
3. Press the **Generate Stock** button
4. The newly generated layouts will appear on the pull down menu labeled *Layout*

Viewing and Applying Layouts

From the Layouts screen you can view information about the currently applied layout(s) as well as other layouts that are available for use on the Signage Player(s). This information can be helpful when planning designs for custom layout backgrounds and for planning efficient layout use. You also can manually apply layouts to a media player.

To view layout information for a specific player:

1. Choose the desired media player from the pull down menu labeled *Select Channel Player*
2. The *Layout* pull down menu will show the name of the layout that is currently applied to the Signage Player and the *Summary* and *Content Blocks* sections of the screen will show information about the currently applied layout
3. Choose the desired layout from the *Select Layout* pull down menu
4. The *Summary* and *Content Blocks* sections of the screen will update to show the information for the selected layout



Layouts Screen

To manually apply a new layout to a media player:

1. Choose the desired media player from the pull down menu labeled *Select Signage Player*
2. The *Select Layout* pull down menu will show the name of the layout that is currently applied to the Signage Player; the *Summary* and *Content Blocks* sections of the screen will show information about the currently applied layout
3. Choose the desired layout from the *Select Layout* pull down menu
4. The *Summary* and *Content Blocks* sections of the screen will update to show the information for the selected layout
5. Press the **Apply to Player** button

Scheduling Layouts to Signage Players

Instead of applying layouts to players manually using the **Apply to Player** button, you can create a *Layout Schedule* to manage layout changes. Layout schedules must have a *Default Timeline*. The term *default timeline* refers to a layout that will be displayed on a media player if no other layout is applied. Layout schedules may also have one or more *Override Timeline(s)*. An *override timeline* is a layout that replaces the default timeline layout during specific periods of time.

Layout schedules can range from very simple, using only a default timeline or a default timeline with a single override timeline, to complex utilizing several overrides that change daily. The complexity of the layout schedule is a matter of preference. A sample layout schedule appears below:

Channel Player	Beginning Date	Ending Date	Color	Layout	Time	Date Scheduled
Corporate Communications	10/29/2012	11/4/2012	Halloween	Halloween_2win_Left	All Day	10/19/2012
Corporate Communications	10/29/2012	11/4/2012	Halloween	Halloween_2win_Right	10 a - 10:59 a	10/19/2012
Corporate Communications	10/29/2012	11/4/2012	Halloween	Halloween_1win	11 a - 12:59 p	10/19/2012
Corporate Communications	10/29/2012	11/4/2012	Halloween	Halloween_2win_Right	1 p - 1:59 p	10/19/2012
Corporate Communications	10/29/2012	11/4/2012	Halloween	Halloween_1win	4 p - 4:59 p	10/19/2012
Corporate Communications	10/29/2012	11/4/2012	Halloween	Halloween_2win_Right	5 p - 6:59 p	10/19/2012
Corporate Communications	11/5/2012	11/11/2012	Warm Mocha	Mocha_Left_2winTic_WDT	All Day	11/2/2012
Corporate Communications	11/5/2012	11/11/2012	Warm Mocha	Mocha_Left_2winTic	10 a - 10:59 a	11/2/2012
Corporate Communications	11/5/2012	11/11/2012	Warm Mocha	Mocha_Right_2win_Flip_Tic_WDT	11 a - 12:59 p	11/2/2012
Corporate Communications	11/5/2012	11/11/2012	Warm Mocha	Mocha_1winTic_WDT	1 p - 1:59 p	11/2/2012
Corporate Communications	11/5/2012	11/11/2012	Warm Mocha	Mocha_Right_2winTic_WDT	4 p - 4:59 p	11/2/2012
Corporate Communications	11/5/2012	11/11/2012	Warm Mocha	Mocha_Right_2win_Flip_Tic_WDT	5 p - 6:59 p	11/2/2012
Corporate Communications	11/12/2012	11/18/2012	Veteran's Day	FuturisticGlass_Flag_1280x768_2BlockLeft	All Day	11/9/2012
Corporate Communications	11/12/2012	11/18/2012	Veteran's Day	FuturisticGlass_Flag_1280x768_2BlockRight	10 a - 10:59 a	11/9/2012
Corporate Communications	11/12/2012	11/18/2012	Veteran's Day	FuturisticGlass_Flag_1280x768_1Block	11 a - 12:59 p	11/9/2012
Corporate Communications	11/12/2012	11/18/2012	Veteran's Day	FuturisticGlass_Flag_1280x768_2BlockRight	1 p - 1:59 p	11/9/2012
Corporate Communications	11/12/2012	11/18/2012	Veteran's Day	FuturisticGlass_Flag_1280x768_1Block	4 p - 4:59 p	11/9/2012
Corporate Communications	11/12/2012	11/18/2012	Veteran's Day	FuturisticGlass_Flag_1280x768_2BlockRight	5 p - 6:59 p	11/9/2012

Sample Layout Schedule

A well-planned and implemented Layout Schedule has certain advantages.

- Changing a layout periodically throughout the day helps keep the interest of people who pass the display regularly
- Content can be scheduled to various Playlists and Ticker Lists which, when used in combination with a layout schedule, provides a means of publishing a variety of content with minimal time commitment
- Layout schedules allow you to plan the appearance and content categories well into the future, improving efficiency by cutting the need for manual layout management
- Layout schedules also help prevent image retention on the displays

We recommend at least three layout changes per day for maximum impact.

To schedule a *default timeline* to a media player:

1. Choose the desired media player from the pull down menu labeled *Select Signage Player*
2. Choose the desired layout from the *Layout* pull down menu
3. Press the **Schedule** button to go to the scheduling screen
4. Select **Default Timeline** radio button
5. Select the desired radio button for scheduling the dates the layout will be active:
 - *Today*, and choose the length of time from the pull down menu

OR

 - *From/to* and choose the desired dates from the pull down menu
6. Select the desired radio button for scheduling the time of day the layout will be active:
 - *All day long*

OR

 - *From/to* and choose the desired times from the pull down menu

7. Select the day(s) on which the layout will be active by checking the appropriate box(es) for the day(s) of the week
8. Press the **Done** Button

To schedule an *override timeline* to a media player:

1. Choose the desired media player from the pull down menu labeled *Select Signage Player*
2. Choose the desired layout from the *Layout* pull down menu
3. Press the **Schedule** button to go to the scheduling screen
4. Select **Override Timeline** radio button
5. Select the desired radio button for scheduling the dates the layout will be active:
 - **Today**, and choose the length of time from the pull down menu

OR

 - **From/to** and choose the desired dates from the pull down menu
6. Select the desired radio button for scheduling the time of day the layout will be active:
 - **All day long**

OR

 - **From/to** and choose the desired times from the pull down menu
7. Select the day(s) on which the layout will be active by checking the appropriate box(es) for the day(s) of the week
8. Press the **Done** Button



Schedule a Layout



The Channel Player Layout Schedule Screen

The **Channel Players | Layout Schedule** menu option allows you to view layout schedules that are currently active for the signage player(s). Information about the Layout will appear on the left side of the screen, a preview of the layout in the center, and information about the schedule for the layout on the right side.

To view the *Layout Schedule* for a media player:

1. Go to **Channel Players | Layout Schedule** on the navigation menu
2. Select the desired media player from the pull down menu
3. Select the desired days of the week by checking the box(es) next to the appropriate day(s)
4. The bottom portion of the screen will update to show the schedule that is active for the selected player on the selected days
 - a. The default timeline(s) are shown in a pale blue band
 - b. The override timeline(s) are shown in a pink band



Layout Schedule Screen

To edit the schedule for a layout:

1. Select the desired media player from the pull down menu
2. Select the desired days of the week by checking the box(es) next to the appropriate day(s)
3. Press the **Edit Schedule** icon next to the desired layout preview to return to the layout scheduling screen
4. Make desired changes to the layout schedule according to the directions in the *Scheduling Layouts to a Signage Player* section

To remove a layout from a schedule:

1. Select the desired media player from the pull down menu
2. Select the desired days of the week by checking the box(es) next to the appropriate day(s)
3. Press the **Remove from Schedule** icon next to the desired layout preview

Creating Display Layouts Using VBrick Desktop

VBrick Desktop includes the Display Layout Editor tool for the creation and management of display layouts. You can create, modify, copy, and delete layouts using the Display Layout Editor. You can create an unlimited number of layouts for the Normal mode of play. Every signage player has at least one layout defined for each Play Mode.

By default, there are two modes of play in VBrick Digital Signage: Normal and Alert. Normal Mode refers to the playback of everyday messages such as campus events, weather forecasts, and news.



Sample Normal Layout with Messages

Alert Mode, when activated by a system administrator, replaces the Normal Mode Layout for a specific player, and, by default, the Alert Mode layout contains only one content block that fills the entire display area. That content block contains Play List 1 – *Alert*.

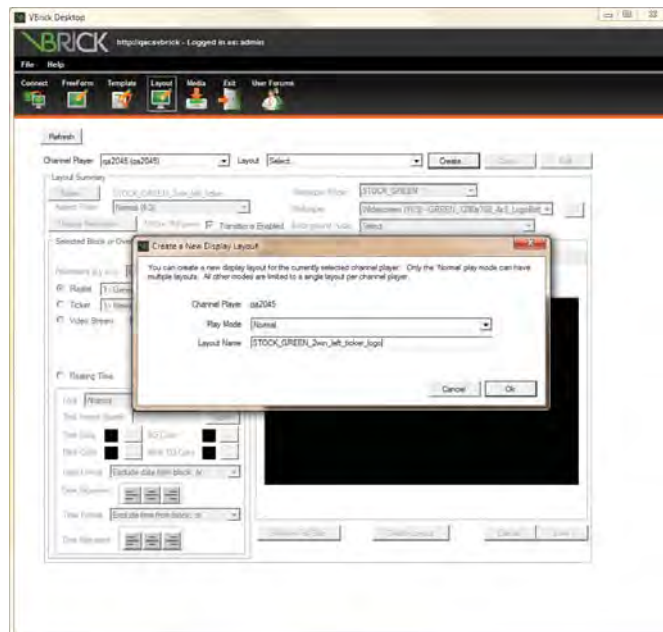


Sample Alert Layout with Message

Creating a Display Layout

To create a layout:

1. Open VBrick Desktop
2. Select the *Display Layout Editor* tab
3. Select a Player from the drop-down list
4. Click the **Create** button
5. Enter a Layout Name in the dialog box that pops up



VBrick Desktop Display Layout Editor Screen

6. Press the **OK** button to return to the layout editor.
7. Click the **Edit** button next to the *Layout* pull down menu to activate the “Layout Summary” and “Content Blocks and Overlays” sections of the layout editor
8. When the *Content Blocks and Overlays* section of the window becomes active, editing of the layout can begin

The Content Blocks and Overlays drawing area image will include a large content block labeled P1, which specifies the play list number in the normal mode of play that will be displayed in this area. By default, Play List 1 – Normal, is always the default play list when creating a new layout and there is no layout background applied.


By default, the yellow arrow above the layout preview will be highlighted, indicating that you can select the content block to modify its location in the display area and/or change the Play List number. Once a content block or overlay is selected, yellow sizing handles appear. Selecting the content block also activates the Selected Block and Overlay Details to the left of the drawing area.

VBrick Desktop Selected Block or Overlay Details

The placement coordinates for a content block or overlay are defined by coordinates that specify, in pixels, where the content block is located in the total display resolution. The “x” and “y” coordinates represent the upper left corner of the content block. The “w” and “h” coordinates represent the width and height respectively.

Layout Summary

The **Layout Summary** section of the Display Layout Editor Screen provides information for you and allows you to make changes to the name, aspect ratio, display resolution, and layout background as well as to set other options for the layout.



The screenshot shows a dialog box titled "Layout Summary". It contains several fields and controls:

- A "Name..." button followed by the text "STOCK_GREEN_2win_left_ticker_logo".
- An "Aspect Ratio" dropdown menu currently set to "Normal (4:3)".
- A "Display Resolution..." button followed by the text "1440 x 900 pixels".
- A checked checkbox labeled "Transitions Enabled".

Layout Name

To change the name of the layout:

VBrick Desktop Layout Summary Information

1. Select the desired media player from the pull down menu labeled *Select Signage Player*
2. Select the desired layout from the pull down menu labeled *Layout*
3. Press the **Edit** button
4. Press the **Name** button underneath the selected media player
5. At the dialog box, enter the new name for the layout
6. Press the **OK** button

Aspect Ratio

The Aspect Ratio is automatically selected based on the configuration of the media player hardware. Using the wrong aspect ratio may cause the content to display incorrectly.

Display Resolution

The Display Resolution is automatically selected based on the configuration of the media player

hardware. Using the wrong display resolution for the display may cause the content to display incorrectly. The display resolution should match the display resolution information found on the **Configure | Signage Player | Hardware** screen.

To change the display resolution:

1. Press the **Display Resolution** button
2. Select the appropriate option using the radio buttons:
 - a. Set the layout resolution to the display's current resolution
 - b. Select from a list of popular resolutions
 - Use the pull down menu to select the desired resolution
 - OR
 - c. Enter a resolution manually
 - Type the width and height into the appropriate fields
3. To have VBrick Desktop scale the content blocks to match the new resolution, check the box next to *Scale content blocks and overlays automatically*
4. Press the **OK** button

Transitions Enabled

The Transitions Enabled box is selected by default. Disabling transitions would only be selected for media players that are constrained in some way (i.e. graphics card, CPU or memory) in order to achieve better visual performance.

To disable transitions:

- Uncheck the box labeled *Transitions Enabled*

Wallpaper Folder and Layout Backgrounds

To access layout backgrounds in the VBrick Digital Signage system, select the appropriate folder from the pull down list labeled **Wallpaper Folder**. If the desired layout background or message background does not reside in a folder, select "Non-Foldered" from the Wallpaper Folder drop-down menu.

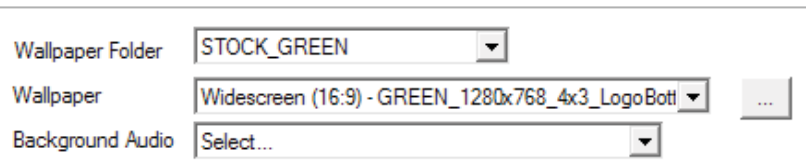
To apply a layout background to the layout:

1. Select the desired Wallpaper folder using the pull down menu labeled *Wallpaper Folder*
2. Select the desired layout background using the pull down menu labeled *Wallpaper*

OR

Press the **Browse** button next to the pull down menu labeled *Wallpaper*

3. At the dialog box, select the Aspect Ratio from the pull down menu to get a preview of the message backgrounds and layout backgrounds
4. Navigate the browse window using the **First**, **Backward**, **Forward**, and **Last** buttons at the bottom of the window
5. Click the preview of the desired layout background to return to the Display layout Editor




If audio files have been uploaded to the **Manage | Graphic Files** Library, an audio file can be selected to play along with a layout. A speaker will be displayed in the lower-right corner when audio is associated with the layout. To use the background audio option the display hardware must also have audio output enabled. Streaming Media with audio enabled will override Background Audio in a layout.

To apply background audio:

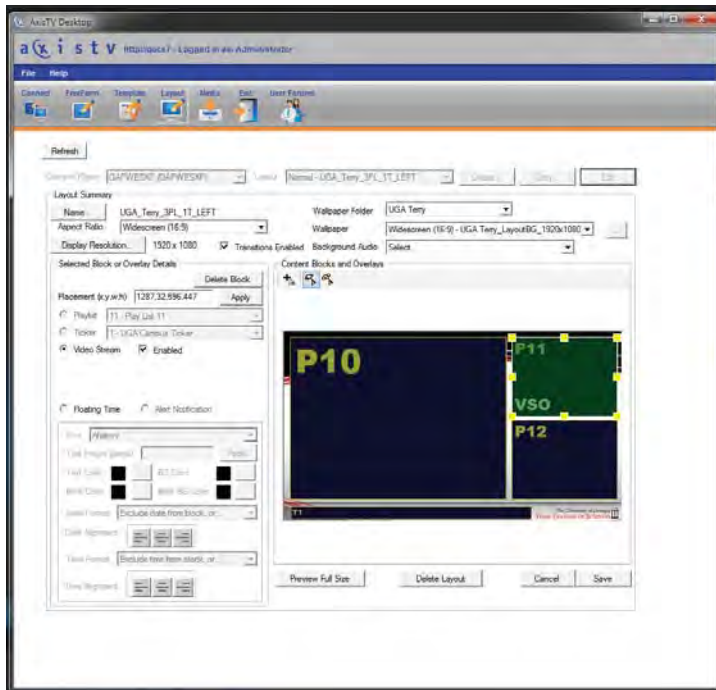
- Select the desired audio file from the pull down menu labeled *Background Audio*

To resize a content block:

1. Select the yellow arrow on the bar above the layout preview 
2. Click the cursor on the desired content block
3. Use the square handles that appear on the edges of the content block to click and drag the content block to the desired size

OR

1. Select the yellow arrow on the bar above the layout preview
2. Click the cursor on the desired content block
3. Type the desired coordinates into the *Placement* field on the left side of the screen



VBrick Desktop Display Layout Editor with Overlay Block Selected

To move a content block:

1. Select the yellow arrow on the bar above the layout preview
2. Click the cursor in the center of the desired content block
3. Click and drag the content block to the desired location

OR

1. Select the yellow arrow on the bar above the layout preview
2. Click the cursor on the desired content block
3. Type the desired coordinates into the *Placement* field on the left side of the screen

To add a content block:




1. Select the arrow with a plus sign icon on the bar above the layout preview

2. Click the cursor on the layout preview
 - a. At the dialog box, select the type of content block to add to the layout using the radio buttons
 - i. Playlist
 - ii. Ticker
 - iii. Video Stream
 - iv. Floating Time
 - b. If desired, choose an initial size for the content block by typing the width and height into the fields on the dialog box; otherwise, use the defaults of 50 pixels
 - c. Press the **OK** button

Note: Playlists and tickers cannot overlap other playlists or tickers. Only overlays can be placed on top of playlists or tickers. After adding an overlay, there will be three icons above the layout preview:

- 1) to add a content block,
- 2) to select the overlay, and
- 3) to select the content block that is below the overlay.

To assign a playlist or ticker to a content block:

1. Select the desired content block using the yellow arrow icon above the layout preview 
2. Select either Playlist or Ticker using the radio buttons on the left side of the screen
3. Use the appropriate pull down list to select the desired playlist or ticker list
4. Press the **Apply** button

Streaming Video Overlay

VBrick Digital Signage offers media stream playback, allowing you to display a compatible media stream on one or more media players. VBrick Digital Signage supports several media streaming formats: WMV (Windows Media®), MPEG-1, M4V (requires VBrick Digital Signage v.3.x or higher), H.264 (requires VBrick Digital Signage v.3.x) and MPEG-2 streams originated by VBrick® encoders or servers.

One copy of the VBrick Stream Player Plus software is required for each media player using *MPEG-2* media streaming. Additional information about the software can be found at <http://www.vbrick.com>. VBrick does not warrant or claim to support all video stream encoders or decoders. When using a layout with an overlay, it is important to make sure a video stream is scheduled.

Floating Date and Time

The Floating Date and Time Overlay is used to show any of the three following combinations: Date and Time; Date Only; Time Only

1. Choose a **Font Style**
2. Enter *Text Height* and click the Apply button
3. Choose the *Font Color*
4. Choose a *Date Format* if displaying the date
5. Choose the *Date Alignment* (left, center, right) if displaying the date.
6. Choose a *Time Format* if displaying the time
7. Choose the *Time Alignment* (left, center, right) if displaying the time

Modifying, Copying, and Deleting Display Layouts

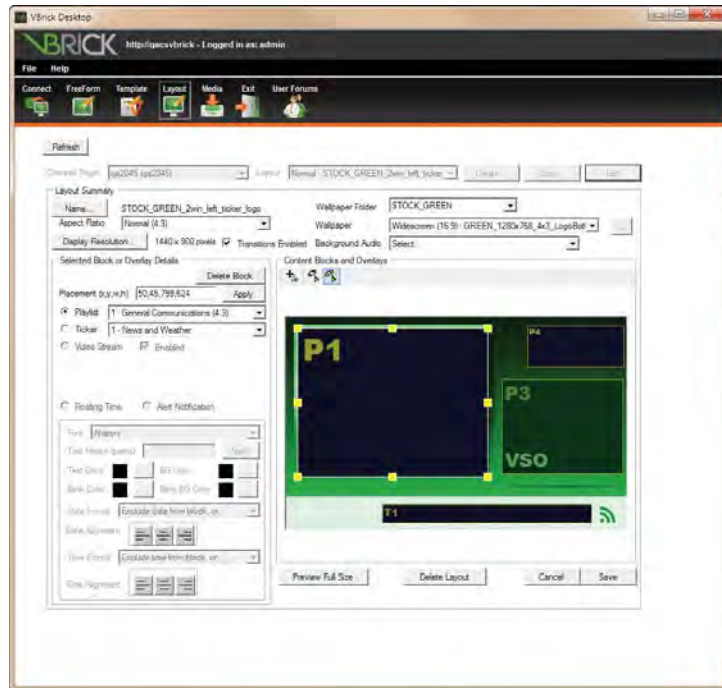
To modify an existing layout:

1. Select the desired media player from the pull down list
2. Select the desired layout from the layout pull down menu
3. Press the **Edit** button to proceed
4. Make desired changes to the layout
5. Press the **Save** button to save any changes

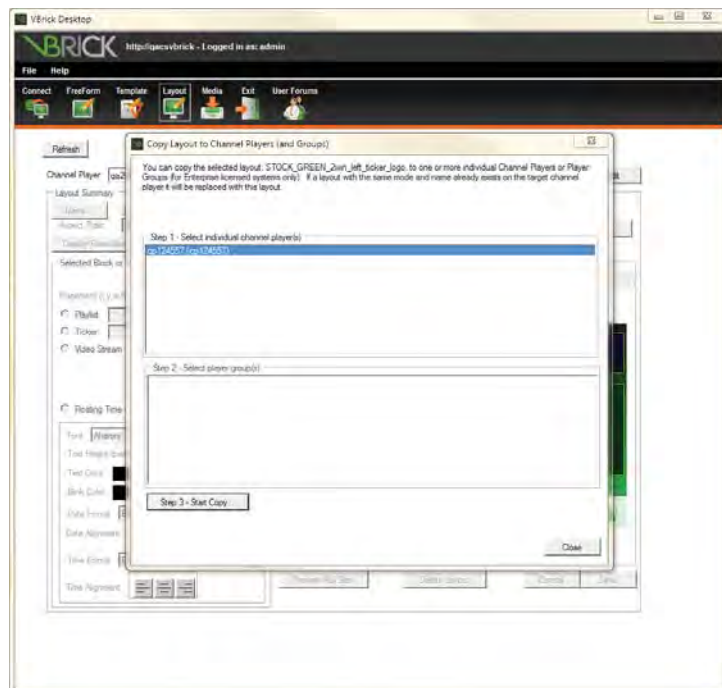
To delete a display layout:

1. Select the desired media player from the pull down list
2. Select the desired layout from the layout pull down menu
3. Press the **Edit** button to proceed

4. Press the **Delete Layout** button under the layout preview
5. At the dialog box, press the **Yes** button to complete the deletion



VBrick Desktop Display Layout Editor with Content Block Selected



VBrick Desktop Copy Existing Layout

To copy an existing layout to another media player:

1. Select a Player from the drop-down list
2. Select a layout from the layout selection drop-down menu
3. Click the **Copy** button
4. A dialog box will pop up on screen
5. Select the player(s) and/or player group(s) to copy the layout to
6. Press the **Start Copy** button

Section IV

Template Design

Welcome to Template Design Training

Welcome to Template Design training for VBrick Digital Signage Digital Signage Software! The purpose of this course is to teach VBrick Digital Signage users how to conceptualize, design, and create message templates.

Who should attend?

Personnel responsible for the overall appearance of the VBrick Digital Signage displays, including where content will appear on the displays and the use of branded or custom message designs, should attend this training session.

Course Objectives

After completing this course, participants should be able to:

- Create a Message Template Using the Template Editor in VBrick Desktop
- Manage the Template Library in the VBrick Digital Signage web interface

Course Outline

- I. Creative Guidelines
 - 1. Aspect Ratios and Resolutions
 - 2. Color and Contrast
 - 3. Message backgrounds and Graphics
 - 4. Text Blocks and Styles
 - 5. Focus Techniques
 - 6. Policies and Administration
- II. Using the VBrick Desktop Template Editor to Create Message Templates
 - 1. Launching VBrick Desktop
 - 2. Why create a library of message templates?
 - 3. Considerations for Template Creation
 - 4. Create Template Options
- III. Managing Templates
- IV. Q & A

Creative Guidelines

Developing messages for digital displays is a fun, creative process that lets you experiment with the design elements of color, contrast, text and arrangement. In order to retain readability within an artistic presentation space, several basic rules should be understood.

- Aspect Ratios and Resolution
- Color and Contrast
- Message backgrounds and Graphics
- Text Blocks and Styles
- Focus Techniques
- Policies and Administration



Aspect Ratios and Resolution

The aspect ratio of a graphic is its width divided by its height. Aspect ratio is written as x:y and spoken as “x by y.” The most common aspect ratios are 4:3 (standard definition) and 16:9 (high definition or widescreen).

The resolution of a display typically refers to the number of columns and rows of pixels used in creating an image, and is expressed as width x height. Common resolutions for large-screen displays are 1280x768 and 1366x768.



4:3 Aspect Ratio



16:9 Aspect Ratio

There are multiple places in the VBrick Digital Signage application where resolution and aspect ratio will affect the output of your visual communications. If you don't consider these both when you're creating your content, and when you're setting up your libraries and layouts, you can wind up with skewed results.

Designing - Whether you're designing content in VBrick Digital Signage or in an external application, you need to consider the aspect ratio of the content block(s) that it will be displayed in. The Free Form Editor in VBrick Digital Signage has a drop down menu with your aspect ratio choices. If you're using a full-screen design, consider the resolution of your displays.

Always design messages in the same aspect ratio that you will be using for the content block(s). Otherwise, your beautiful designs may look stretched or squished on screen. VBrick Digital Signage scales video files to fit each content block, while maintaining the aspect ratio of the movie. When aspect ratios are different, black bars will appear on top and bottom, or on the left and right sides of the movie.

Importing - When importing message backgrounds into the VBrick Digital Signage Background Library, be sure to use the same aspect ratio that the image

was created in. Otherwise, the file will be converted to fit the aspect ratio that you choose which may cause distortion. The same consideration should be given when using VBrick Digital Signage's option to convert an existing message background to a new aspect ratio.

Make sure you choose the appropriate aspect ratio when importing media files and the appropriate aspect ratio and display resolution when creating layouts. In most cases, layout backgrounds used for layouts and widescreen video and message designs will use the 16:9 option, with standard media using 4:3. Again, keep the end product in mind when designing these elements and design at the resolution and aspect ratio you plan to use in VBrick Digital Signage.

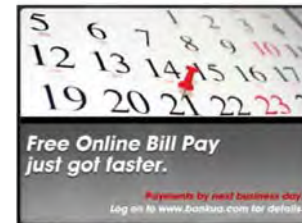
Hardware - VBrick media players have display resolutions assigned to them. The default display resolution is set to 1024x768, but this can be changed during setup. For best results, we recommend that you always run your displays at their native resolution and set the media player to match. (To find the native resolution of your displays, refer to the manufacturer's documentation.) If you can't set the media player to the native resolution, then we recommend you maintain the same aspect ratio, and choose a lower resolution.

Lastly, if you are running the same content on a group of displays, they may not all have the same native resolution. If not, you'll have to experiment to see if your content still looks attractive when played back across various resolutions. If not, you may need to design different content for each resolution.

Color and Contrast

Color creates good contrast, and color choices should place foreground elements perceptually in front of the message background. Basic understanding of color theory is important for appropriate color selection in creating messages.

- The three primary colors used in digital displays for color mixing are RED, GREEN, and BLUE.
- Secondary colors resulting from the primaries include CYAN, MAGENTA and YELLOW.
- WHITE is considered to be the combination of all three primaries and BLACK is considered to be the absence of light.
- The human eye is most sensitive to GREEN, with RED coming in second for optical sensitivity.
- Our eyes are least sensitive to BLUE.



To improve your messages:

- Use contrasting colors.
- Understand what the viewer's eye is drawn to.
- Control impact of information.

The best message may be lost if the viewer cannot easily see the information displayed on the screen. Contrast is the primary factor for legibility--poor contrast reduces legibility, good contrast improves legibility.

Contrast background and foreground colors.



Message Backgrounds and Graphics

Don't think of your message background as a backdrop, but as the foundation of your message.

A good tip is to have a printed library of message backgrounds that you can reference. If possible, categorize and cross-reference them so that others can find them quickly and easily.

Graphics draw the eye. A clever or appealing graphic can be the difference between someone stopping to

learn more or moving on. You can either design your message background with graphics embedded in it, or layer eye-catching images over your message backgrounds.

Be sure to size graphics appropriately. Don't use small images and blow them up – they will get pixilated and look fuzzy on the screen. Also, use PNG or GIF images with transparent backgrounds if you don't want a "box" around your graphic.

Consider these questions and suggestions when choosing your message background and graphics:

- Will this design draw attention to my message?
- Will my image overpower the content? Keep in mind that light text should be on darker backgrounds and vice versa. If your message has graphics inserted, you want to keep the background simple.
- Does my imagery match the mood of my message? You wouldn't want to use a dark, sober image to announce a Spring Fling.
- Will this be seen with other content (other messages, videos, crawls, audio, etc.)? Consider the complete visual layout and what clashes with what.

Remember to keep your content fresh by periodically infusing your background library with new selections. Staying abreast of current design trends popular with your audience in magazines and on web sites can be a great resource for message background ideas.

Be sure to honor copyrights. Don't use copyrighted images without the permission of the owner. There are lots of great sources for royalty-free images – here are a few:

www.shutterstock.com
www.comstock.com
www.istockphoto.com
www.gettyimages.com
www.jupiterimages.com

Text Blocks and Styles

Words on the screen are there to communicate clear, concise information. Remember to keep your messages uncluttered. Keep the type size large for legibility at a distance, and present only the most important ideas.

Unless you are duplicating a brand or logotype, keep the font simple and legible. Never use more than two font styles in a single message and use italics sparingly, as they can be hard to read from a

distance. Keep in mind that text size and the use of **bold** can help improve readability.

A "serif" font is a typeface having small strokes at the end of the main strokes of each character, such as Times New Roman. Fonts like Arial and Tahoma that do not have serifs are referred to as "sans serif." Sans Serif fonts tend to be easier to read in short messages, and serif fonts are better for large quantities of text (a paragraph or more). In long texts, serif fonts help the human eye track from one word to the next.

Don't use large blocks of text in your messages. Instead, focus on the Who, What, Where, When and How answers. People need to know what you're talking about and what they are supposed to do with that information.

If it's absolutely necessary to convey a lot of text, spread it out over several messages that play in sequence or use an animation like Flash or video to keep the text limited and dynamic.

Keep in mind that the fewer words you use in your messages, the more impact they will have. Also, concise messaging allows you to rotate messages more frequently, exposing your audience to more communications in less time.

- Never bury the lead. Present the most important facts first.
- Highlight information by using color, contrast and text styles.
- Drop unnecessary words. Eliminate unimportant phrases and prepositions.
- Be specific. Make sure places, dates and times are complete and exact.
- Present all the facts. You don't want to leave out any important details.
- Avoid clichés. Strive to be clear and personable and avoid trite expressions.



Focus Techniques

Use various techniques to pull the viewer's focus to critical information first. Guide the eye and provide a visual hierarchy by utilizing the tips we've provided on text styles and color. Graphics, flow and white space also give visual "clues" to guide viewing patterns.

Spatial arrangement of design elements determines the hierarchy for the eye. What's more prominent, your graphic or your text? Very colorful and/or high contrast items will pull the eye first. Size will also play a part in determining what is considered high priority to the viewer.

A consistent presentation of information over time can help train your audience to look for important information in familiar formats. Consider developing design templates or guidelines to preserve continuity.

When previewing your messages, consider where your eye goes first and adjust your design to ensure that the most critical elements take priority. Test readability and visibility on your monitor before publishing or scheduling.

Stand back from your monitor at least five feet to preview your designs – this simulates your audience's perspective for viewing digital displays.

Policies and Administration

Don't forget to consider your organization's identity or branding scheme. There may be stylistic guidelines that you need to follow – certain fonts, colors, logos or images that have to be used.

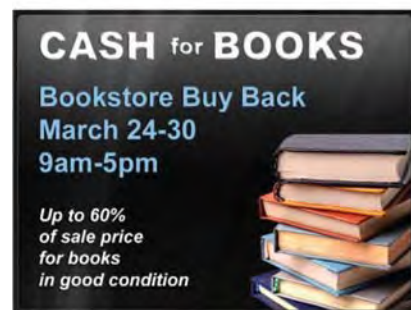
Also, some clients use color coding to show specific types of messages, such as emergency alerts. Reference your organization's VBrick Digital Signage policies, if any exists, or confer with your VBrick Digital Signage system administrator.

The last thing you want to do is spend time creating a masterpiece that will never be shown.

Designing Message Templates

Using message templates in VBrick Digital Signage can help to create a consistent look and feel for the content being displayed. Message templates can help users adhere to branding guidelines for the organization by having templates designed using the organization's official colors and logo.

Templates provide content and quality control for system administrators and content approvers. And, because the content creation process is easier and



Message templates can make it easier for users to create content while maintaining a consistent look and feel across the messaging.

more efficient when using templates, content contributors are more likely to publish content.

Message templates can be particularly useful for creating recurring messages, such as:

- Welcome messages, new hire and birthday announcements
- Community and social activities
- Student Organization activities
- Recognition for outstanding achievement, honor, award or completion of project or program
- Menus
- Using VBrick Digital Signage Theme Backgrounds or Customer Imported Backgrounds

Templates are created using VBrick Desktop which can be downloaded and installed from the VBrick Digital Signage web-based user interface. Please see the System Tools section of the training manual for detailed information on the installation process.

Considerations for Template Creation

Here are a few elements that should be considered when designing a template for users:

- What items are needed for the completion of the message on the user side?
- What sections (Text/Images) cannot be changed by the user and must be locked?
- Who will be able to use this template to create new messages?
- Have you given enough space for text entry in the unlocked section(s)?

Creating a Template Using VBrick Desktop

To create a template:

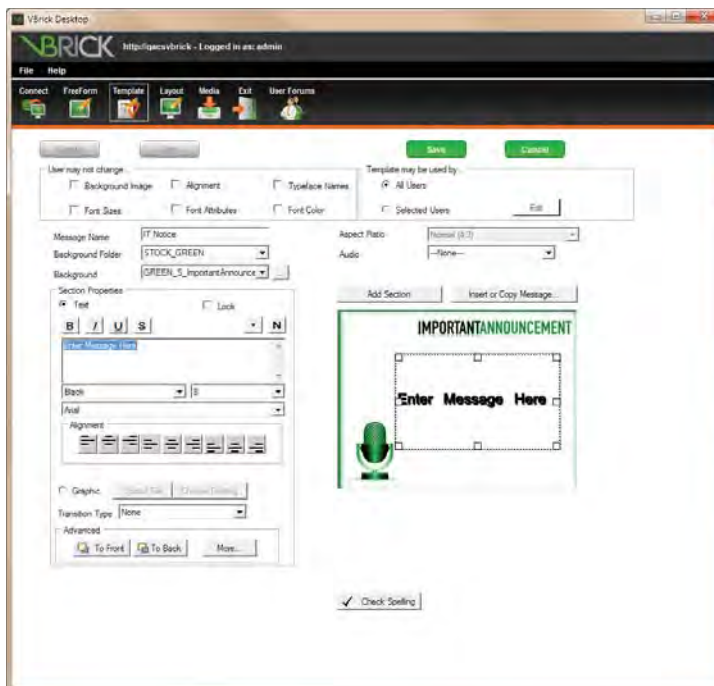
1. Open VBrick Desktop from the start menu
2. Select the *Template Editor* tab
3. Press the **Create Template** button
4. Name the message template
5. Select the desired background folder from the *Background Folder* pull down menu
6. Select the desired Message Background from the *Background* pull down menu
7. Choose the desired Aspect Ratio from the *Aspect Ratio* pull down menu

8. If desired, select an Audio file to attach to the template from the *Audio* pull down menu
9. Press the **Add Section** button and click the preview of the message template to place text and/or graphics on the template
10. When the *Section Properties* area of the screen becomes active, choose either the **Text** or **Graphic** radio button to designate what type of data will appear in the section

If *text*, type the desired text into the text field and format as needed – including typeface, size, color, alignment, bullets or numbering, and transition

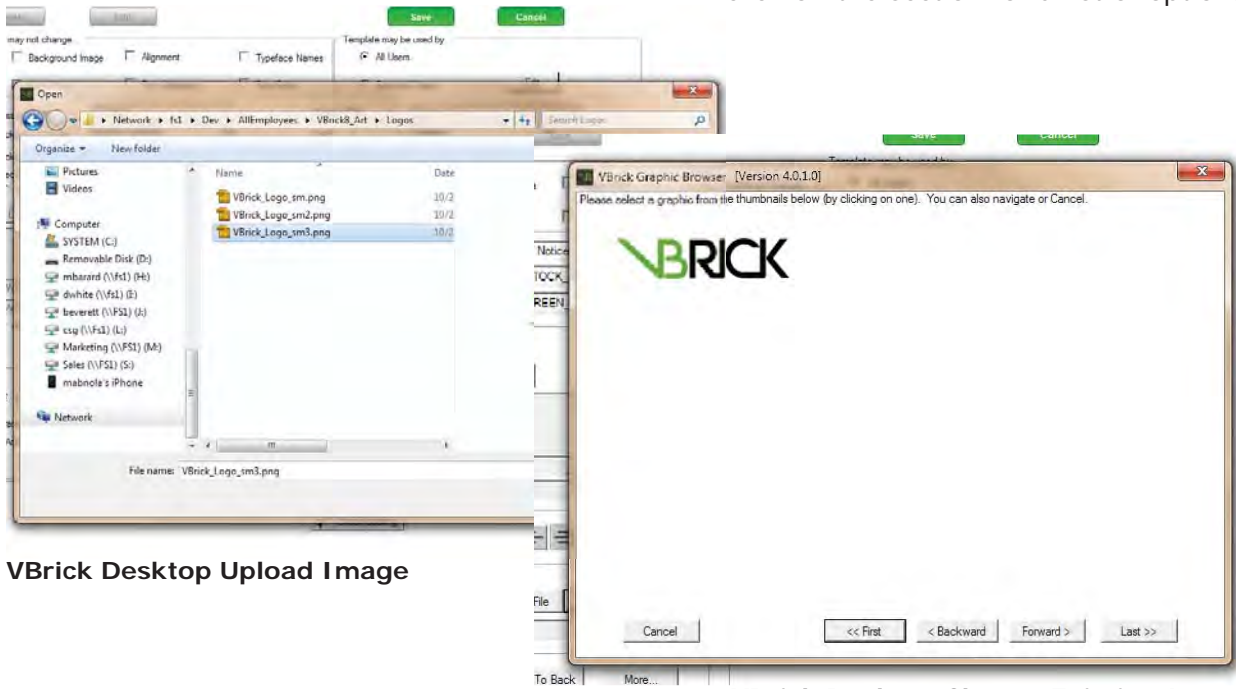
If *graphic*, select a graphic image either by choosing the **Upload File** button or the **Choose Existing** button

- a. **Upload File** - Opens a window to browse to the graphic image. Image files must be less than 20 MB in size (See the appendix for a complete list of file types that can be imported into VBrick Digital Signage)
 - Select the desired image and press the **Open** button



VBrick Desktop Template Editor Screen

- b. **Choose Existing** – Opens a window that displays thumbnail images of all graphics stored in **Manage | Graphic Files**
 - i. Use the **First**, **Backward**, **Forward**, and **Last** buttons to browse the images in the Graphics Files Library
 - ii. Click the desired image to place it into the template
 - iii. To delete or modify a graphic right click on the section for a list of options



VBrick Desktop Upload Image

VBrick Desktop Choose Existing Image

11. If the template user should not change the text or graphic element, check the *Lock* check box in the *Section Properties*
12. Continue adding sections for text and/or graphics until all of the desired elements are in the template

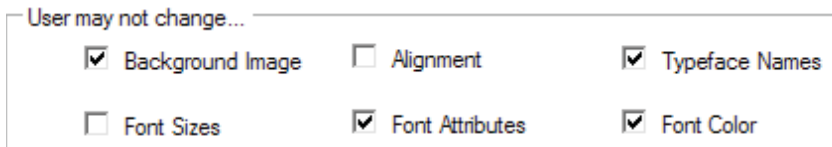
Lock Property

The Lock Property section is accessible once the Create Template or Edit Existing Template buttons are selected, allowing the Template Creator to lock one or all features listed. When a property is checked, an VBrick Digital Signage user with the ability to create messages from a template will not be able to alter that property. Do not lock sections that the user(s) should change when creating a message.

After design of the template is complete, lock any additional areas of the template that should not be

changed by checking the respective check boxes in the *User may not change* section of the design window:

- Background Image
- Font Sizes
- Alignment
- Font Attributes
- Typeface Names
- Font Color



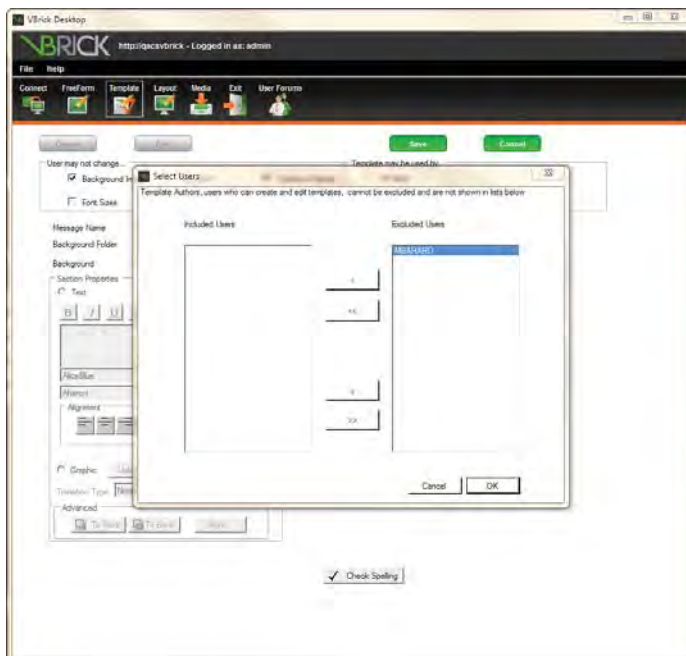
Designating Template Users

The Template Editor allows template creators to select who may use the template by selecting the respective radio button in the *Template may be used by* section of the design window:

- All Users
- Selected Users

Choosing **Selected Users** will open a window to move user accounts into the included or excluded column. The list of users excludes any user with a role that includes the privilege to approve content or create custom templates.

Carefully decide which aspects of the templates to lock, balancing users' needs to communicate creatively with your organization's branding and messaging guidelines.



VBrick Desktop Select Users Dialog Box

To add a specific user to the list of users permitted to use the template:

1. Select the name(s) from the *Excluded Users* list
2. Press the < button to move names one at a time to the *Included Users* list

OR

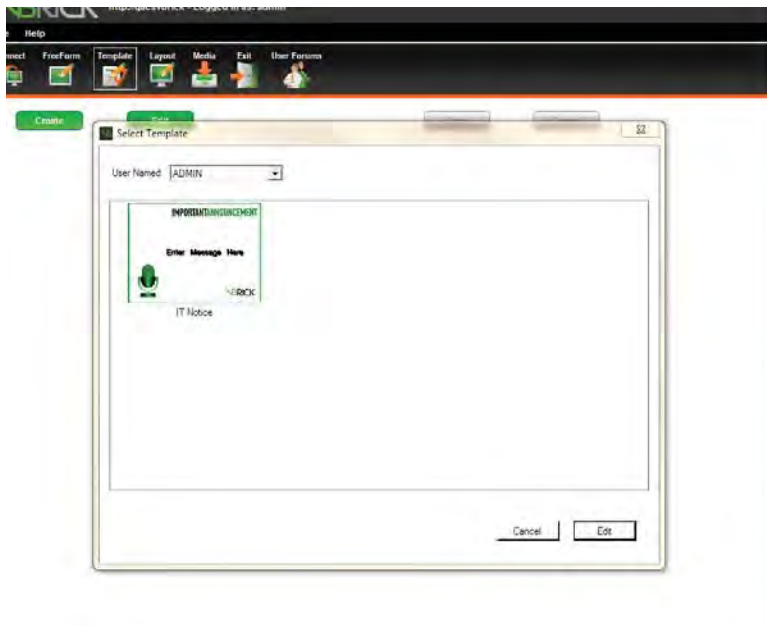
Press the << button to move all of the names at one time

3. Press the **OK** button

Editing an Existing Template

To edit a template:

1. Open VBrick Desktop from the start menu
2. Select the *Template Editor* tab
3. Press the **Edit Existing Template** button
4. At the dialog box, choose the name of the user who created the template to be edited from the *User Named* pull down list
 - a. The default user name will be the one that was used to log into the system
 - b. The user name drop-down menu lists only users that have the privilege to create message templates that have already created and saved Message Templates
5. Click the desired template
6. Click the **Edit** button in the bottom right



VBrick Desktop Edit Existing Template Dialog Box

corner of the *Select Template* window to open the template and return to the template editor window

Select sections of text and/or graphics to make changes by using the mouse to select sections. When a text or graphics section is selected, the Section Properties area of the template editor window will become active allowing editing of the text or graphics. The Aspect Ratio is the only option that cannot be modified. The option will be grayed out and inaccessible. All other aspects of the template can be modified including the name, locked items, and selected users.

Insert or Copy Message

Selecting this option when creating a new message template or when editing an existing message template will open a window in which users can view any available message by name or thumbnail image in shared folders or by user account. The default user name will be the one that was used to log into the system.

If the user has created folders under **Manage | My Content** or **Schedule | My Content** there will be an option to choose a message from a specific folder or to select *Messages without a Folder*. A list of message names appear in the area to the right under *Messages* if the **View by Name** radio button is selected. Users must select a message in order to see a thumbnail preview.

Previews of messages populate the area to the right if the **View by Thumbnail** radio button is selected.

Section V

System Administration

Welcome to System Administration Training

Welcome to System Administration training for VBrick Digital Signage Software! The purpose of this course is to introduce you to how VBrick Digital Signage works from a hardware, software and networking perspective and to show you how to perform various administrative tasks.

Who Should Attend?

Participants who will be managing the VBrick Digital Signage System as a whole, including hardware, software and network support should attend System Administration training.

Course Objectives

After completing this course, participants should:

- Be able to manage Alarms, Error Logs, and Status Reports
- Understand hardware, software and network requirements for VBrick Digital Signage
- Be able to access the Signage Player and Content Manager for maintenance and troubleshooting
- Understand the process for VBrick Digital Signage data backups

Course Outline

- I. System Tools
 - 1. Alarms
 - 2. Status Reports
 - 3. Error Logs
- II. Software, Hardware and Network Considerations
 - 1. Hardware Requirements
 - 2. Software Considerations
 - 3. Network Requirements
- III. Data Backups
- IV. Q & A

Hardware, Software, and Network Requirements

Hardware Components

Content Manager

The VBrick Digital Signage Content Manager Software is designed to be installed on a standalone server. Hardware for the VBrick Digital Signage Content Manager can be purchased from VBrick or provided by the customer. If hardware is purchased from VBrick, it will come pre-loaded with VBrick Digital Signage software and meets or exceeds all specifications listed below.

Hardware Recommendations¹

- Processor: 2.5 GHz Intel Core 2 Duo or better
- RAM: 2.0 GB or more
- Motherboard: Intel Q45 or better
- Graphics: OnBoard
- Network: OnBoard 10/100/1000
- HDD: 160GB or more
- Removable media drives: 52x CD-ROM

Virtual Machine

VBrick Digital Signage Content Manager Software can be installed on a virtual machine, the minimum hardware requirements need to be dedicated to the server instance on which VBrick Digital Signage will be installed.

Signage Player

VBrick Digital Signage Channel Player software comes pre-installed on the following hardware options when hardware is purchased from VBrick.

- Ultra-Mini
- Mini Form Factor

Hardware for the Signage Player must be purchased from VBrick and will come pre-loaded with the VBrick Digital Signage Player software.

¹ Some hardware configurations that meet the minimum hardware requirements can have other factors that prevent the VBrick Digital Signage software from operating at its maximum performance.

Software Components

Supported Operating Systems

VBrick Digital Signage v.3.0

32-bit Operating Systems

Content Manager

- Windows Server 2008 Web Edition or better
- Windows Embedded Enterprise (only when installed on imaged hardware purchased from VBrick)

To avoid problematic installations, VBrick STRONGLY RECOMMENDS the following operating system configurations:

- Install VBrick Digital Signage Content Manager Software on a machine that is not part of a Network Domain or has had Group Policies applied²
- Disable screen saver and power saving settings, since they can prevent the automatic VBrick Digital Signage weekly reboot from occurring
- Apply the latest Important Windows Updates

Signage Players

- Windows 7 with limitations and special configuration
- Windows Embedded Enterprise & Windows Embedded Standard (only when installed on imaged hardware purchased from VBrick)

VBrick Digital Signage v.4.0

Content Manager

Windows Server 2008

32-bit or 64-bit Operating Systems

The VBrick Digital Signage Content Manager software is designed to be installed and operated on a dedicated server. Sharing system resources with other applications can cause system performance issues and is therefore not supported. When installing the Content Manager software on a clean operating system, the installation should be run against a local administrator account to ensure the properties and services will be installed correctly.

² Contact your Digital Signage Software Specialist to obtain more information about Domains and Group Policies.

Once the installation of the Content Services is completed, users can add the Content Manager to a domain. Security policies should be applied one at a time and tested for any conflicts.

The use of Standard images for larger clients has proven to be problematic and should be avoided whenever possible.

- Windows Server 2008 Web Edition or better

To avoid problematic installations, we STRONGLY RECOMMEND the following operating system configurations:

- Install VBrick Digital Signage Content Manager Software on a machine that is not part of a Network Domain or has had Group Policies applied³
- Disable screen saver and power saving settings, since they can prevent the automatic VBrick Digital Signage weekly reboot from occurring
- Apply the latest Important Windows Updates

VBrick Digital Signage Software

A complete VBrick Digital Signage installation consists of the following:

- VBrick Digital Signage Content Services (Content Manager)
- VBrick Digital Signage Channel Player
- VBrick Desktop (client application)
- VBrick Desktop Messenger (a licensed client application)

Supported Browsers

Internet Explorer (IE) is the recommended browser for accessing the VBrick Digital Signage web interface. VBrick Digital Signage has been developed for and tested on current versions of Internet Explorer.

VBrick Digital Signage also is compatible with the Firefox web browser. There are three features in VBrick Digital Signage that require Firefox add-ons to function properly:

- previewing QuickTime files
- previewing Windows Media Player files
- the file download/run option

The QuickTime plug-in is required to preview QuickTime files in Firefox. QuickTime will automatically install the plug-in when it is downloaded. QuickTime version 7.7 or higher is required. The QuickTime

³ Contact your Digital Signage Software Specialist to obtain more information about Domains and Group Policies.

installer is available and included with the VBrick Digital Signage software. Or you can visit <http://www.apple.com/quicktime/download/> to download QuickTime.

The Windows Media Player plug-in is required to preview Windows Media Player files in Firefox. This plug-in is not available through the Firefox add-ons manager but can be accessed at <http://www.interoperabilitybridges.com/windows-media-player-firefox-plugin-download>.

By default, Firefox automatically saves downloads to the computer hard drive. An extension is available through Firefox add-ons that will add the **Run** option.

To access the add-on:

1. Launch Firefox
2. Navigate to **Tools | Add-ons**
3. Search for *OpenDownload*
4. Install the extension

Firefox will need to be closed and re-opened for the extension to take effect. Other browsers can be used but may not provide full functionality.

Microsoft Silverlight

Microsoft Silverlight must be installed on client computers accessing the VBrick Digital Signage browser-based user interface in order to:

- view the Dashboard⁴
- use the **Import** feature⁵
- use the Web Page Message feature⁶

If Silverlight is not installed, the Import and Web Page Message options will appear as blank windows and the Dashboard will be replaced with the standard Welcome Screen displaying the playlists licensed in the VBrick Digital Signage system.

Internet Information Services

VBrick Digital Signage uses Microsoft Internet Information Services (IIS) to host the web user interface.

When the system has 5+ media players and/or 10+ users, a Microsoft Server operating system is strongly recommended due to IIS limitations on other Windows operating systems.

⁴ See the *System Overview* for more information about the Dashboard.

⁵ See *Content Creation* for instructions on using **Import**.

⁶ See *Content Creation* for instructions on using Web Page Message.

Microsoft .NET Framework

VBrick Digital Signage v.3.x

Microsoft .NET frameworks versions 1.0 through 4.0 are required for the VBrick Digital Signage Content Manager application. For VBrick Digital Signage v.3.x and earlier, Microsoft .NET versions 1.0 and 2.0 are bundled with the VBrick Digital Signage Content Services installer. All other required versions should be installed separately.

On Windows Server, the ASP.NET runtime associated with the default Web Site must be version 4 and the MIME type *"*,application/octet-stream"* must be added to the default Web Site.

If .NET 4 is not on the computer, VBrick Digital Signage will install; however, it must be manually configured in IIS. If it is not properly configured in IIS login will not be possible. A reboot may be necessary after configuring IIS.

To select .NET 4 in Server 2008:

1. Go to **Control Panel | Administrative Tools**
2. Open the IIS manager
3. Select Application Pools
4. Double click **DefaultAppPools**
5. Select .NET Framework v.4.0

VBrick Digital Signage v.4.0

Microsoft .NET Framework versions 3.5.1 and 4.0 are required. .NET Framework version 3.5.1 is a |Windows feature that can be activated on the **Control Panel | Programs & Features** screen. Microsoft .NET Framework version 4.0 is bundled into the installer.

SQL Server

VBrick Digital Signage v.3.0

The default installation of the VBrick Digital Signage Content Manager Software will install an instance of SQL Server 2005 Express.

VBrick Digital Signage v.4.0

The default installation of the VBrick Digital Signage Content Manager Software will install an instance of SQL Server 2008 Express.

VBrick Digital Signage versions v.3.0 and v.4.0

Customers can install SQL Server 2005 or 2008 on the VBrick Digital Signage Content Manager prior to installing the VBrick Digital Signage Software, but the following must be observed:

- SQL Server must be installed with the default instance of **MSSQLSERVER**
- The local Windows user account, *vbuser*, (member of the local Administrators group) must be able to authenticate and connect to SQL Server Database Engine via Windows Authentication
- Best practice is to install SQL Server while logged in as this account

In addition, for SQL Server 2008:

- During installation, SQL Server Database Engine must be set to 'SQL Server and Windows Authentication mode' (Mixed Mode Authentication)

NOTE: The VBrick Digital Signage Content Services installer will attempt to install SQL Server 2008 Express. Allow it to attempt the install and fail. Then, answer 'Yes' to allow the installer to complete the VBrick Digital Signage Content Services installation.

Flash Player, QuickTime Player

In order to play Flash and QuickTime files, the players need to be installed on each Signage Player. Signage Players purchased from VBrick include these players, however, you will want to download updates to the players periodically to ensure that files created in recent versions of Flash or QuickTime will play on the Signage Player.

Proxy Servers

A proxy server can be used with the Content Manager Software. The proxy credentials must be entered to allow the VBrick Digital Signage service account to access the Internet to obtain the latest VBrick Digital Signage installation scripts and updates.

Import PowerPoint® (Native Playback)

Users can import a .ppt or .pptx file directly to the Signage Player for playback of PowerPoint in its native mode. This feature requires a full, licensed version of PowerPoint 2007 or 2010 to be installed on every Signage Player where PowerPoint presenta-

tions will be shown using Native Playback. If a Signage Player does not have PowerPoint installed, the presentation will be skipped in the playlist.

PowerPoint is being used to play natively on Signage Players and therefore exhibits the same functionality. Presentations must be configured for non-human interaction for correct performance of both PowerPoint and its use with VBrick Digital Signage.

The guidelines for using PowerPoint with your VBrick Digital Signage System are:

- PowerPoint must be installed by choosing Custom Installation and selecting 'Run all from My Computer' for Microsoft Office PowerPoint, Office Shared Features, and Office Tools. Please refer to the instructions *How to install PowerPoint on the Media Player (Signage Player)* below.
- PowerPoint is played as a presentation (slide show) on the Signage Player (provided that you have already installed PowerPoint on the machine). Therefore, the **Advance Slide** option found under the **Transitions** tab should be set with *On Mouse Click* checked and *After* (or *Automatically After*: depending on what version of PowerPoint you have) unchecked. This allows for automatic playback of the presentation.
- Time between slides is handled by VBrick Digital Signage on the Scheduling Page. If you do not wish for all slides to play at the same time interval, they must be imported separately.
- Custom Animations are supported. Under the **Timing** tab The *Start:* must be set to either *After Previous* or *With Previous*.
- You cannot schedule the same powerpoint file to play simultaneously on a single Signage Player.
- Error notification will need to be disabled on each Signage Player that will play PowerPoint in order for native playback of PowerPoint files to work properly. This prevents the notification window from popping up on the screen if a PowerPoint presentation ends abruptly. It does not prevent error logging.

To disable Error Reporting Notification in Windows 7:

1. Click Start then Run
2. Type "gpedit.msc" and click OK
3. Locate the Windows Error Reporting menu

If the Signage Player does not have PowerPoint installed, the PowerPoint file will be skipped in the playlist.

Do not schedule the same PowerPoint file to play simultaneously in multiple content blocks on a single Signage Player layout.

4. Display Error Notification should be set to *Disabled*
5. Configure Error Reporting should be set to *Enabled*
6. Restart the computer

To Install PowerPoint on the Signage Player from a Microsoft Office installation disk⁷:

1. Select Custom Installation
2. Select the following programs by checking their respective boxes:
 - a. Microsoft PowerPoint
 - b. Office Shared Features
 - c. Office Tools
3. Select *Run all from my computer*
4. Deselect all other Microsoft Office products

To uninstall PowerPoint:

1. Go to **Add/Remove Programs** in the Control Panel
2. Find Microsoft Office in the applications list
3. Select the *Change* option

Custom Font Installations

VBrick Digital Signage Content Manager and players come with all default Windows fonts. Custom fonts can be used in VBrick Digital Signage. This requires a TrueType font to be imported into Windows®. To ensure proper display of the fonts, TrueType fonts must be installed in all of the following locations:

- User PC
- Content Manager
- Signage Player(s)

To install fonts:

1. Go to the Control Panel in Windows
2. Select **Fonts**
3. Copy the new fonts into the Fonts folder.

***BOLD and ITALIC** are regarded as special requirements and may require separate font files*

⁷ Selecting the complete installation option during install will require you to uninstall PowerPoint and reinstall the application using the custom installation option.

Background Library

A new Archive folder will be created when the Content Manager is upgraded to version 4.0. The following items will be moved into the Archive folder:

- all of the images from the old Alert folder
- all of the images from the old Elegant folders, and
- any image from the Non-Foldered folder whose name starts with "A-", "B-" or "S-"

Weather images that begin with "W-" remain in the Non-Foldered folder. New message background and layout background images have been created and will be placed into a folder that designates their color. These new folders are called STOCK_BLUE, STOCK_GRAY, STOCK_GREEN, STOCK_PURPLE, and STOCK_RED. New layout background images are created in the Widescreen format only. New message background images are created in both Normal and Widescreen formats.

Network Requirements

Static Identification

All VBrick Digital Signage devices need a static identifier on the network. This can be:

- Static IP Address
- Static IP Address reserved via DHCP
- DNS Name
- Net BIOS Host Name
(NetBIOS must be enabled over IP)

If for any reason, you need to change the name or IP address of any VBrick Digital Signage device after installation, it is important to follow the instructions in the VBrick Digital Signage Technical Manual.

Required Ports

The VBrick Digital Signage Content Manager will need to communicate over specific TCP and UDP ports, as follows:

- TCP port 21 (FTP) National Weather Service Adapter
- TCP port 25 (SMTP) Outgoing Email
- TCP port 80 (HTTP)
- TCP port 110 (POP3) Incoming Email
- UDP port 123 (NTP)
- TCP port 6500 (Multimedia Protocol Commands to VBrick Digital Signage Channel Players)

- TCP port 6501 (Fast File transfer between Content Manager/Server and Signage Player)
- TCP port 6502 (Fast File transfer between Content Manager/Server and Signage Player)

Optional Features:

- UPD port 28500 (Desktop Messenger)
- TCP port 28501 (Desktop Messenger – client and client listener)
- TCP port 28502 (RSS Publisher)

Connectivity for the VBrick Digital Signage Content Manager is required if any of the following VBrick Digital Signage components are installed:

- The VBrick Digital Signage EMS® Adapter requires network access to the EMS database.
- The VBrick Digital Signage Microsoft® Exchange Adapter requires network access to the designated Exchange Server
- The VBrick Digital Signage CEO® Adapter requires network access to the CEO database.
- The VBrick Digital Signage Delphi® Adapter requires network access to the Delphi EMS file.
- The VBrick Digital Signage CollegeNET® Adapter requires network access to the CollegeNET database.
- The VBrick Digital Signage Text Adapter requires network access to the text file.

Security

All computers need protection from intrusion and other malicious or mischievous activities. VBrick Digital Signage is built on Microsoft® Windows® and uses Microsoft Internet Information Services (IIS). Both of these are frequent targets for malicious or mischievous attacks. It is strongly recommended that all VBrick Digital Signage devices, and especially Content Managers, be protected from the Internet and from local traffic where applicable.

VBrick recommends the use of anti-virus software and firewalls as deemed necessary by the customer's network administrator. Hardware purchased from VBrick does not come with anti-virus software installed.

Spy-aware and Ad-aware software have been known to cause issues with VBrick Digital Signage and are not recommended. Customers may install these types of applications at their own risk. It may

Regular updates to the anti-virus definitions will help protect your organization's VBrick Digital Signage system.

be necessary to uninstall them if the applications interfere with the operation of your VBrick Digital Signage software.

Recommended Windows Firewall Settings

Hardware purchased from VBrick ships with the Windows Firewall turned off. The firewall can be turned on by the administrator if preferred. Use the following settings.

To enable the Windows firewall:

1. Start | Settings | Control Panel | Windows Firewall
 - a. Set firewall On
 - b. Exceptions tab
 - c. Select Remote Desktop ONLY
 - d. Advanced tab | Local Area Connection | Settings button**
2. Add new services
 - a. Desc: NetBIOS Name Server, IP: Localhost, Ext. Port: 137, UDP
 - b. Select existing service
3. Web Server (HTTP), IP: Localhost
4. Other options may be required depending on which features have been licensed in the VBrick Digital Signage system

Windows Updates

VBrick recommends applying all critical patches and service packs. Should any Windows® update adversely affect the operation of the VBrick Digital Signage system VBrick will work with the client to resolve the problem immediately.

Hardware purchased from VBrick ships with Automatic Windows® Updates disabled. This is because the behavior of the Signage Players cannot be guaranteed during and after an update. Your organization should develop a plan to push updates down to the Content Manager and Signage Players on a regular basis.

Default User Accounts and Passwords⁸

Content Manager

Windows user account/service account:

Username: vbuser
Password: vbrick

VBrick Digital Signage administrator account:

Username: admin
Password: admin

Signage Player

Windows user account/service account

Username: vbuser
Password: vbrick

VBrick Digital Signage administrator account (to access the Signage Player console)

Username: admin
Password: admin

Accessing the Channel Player Console

The Signage Player Interface (Console) is designed to enable you quick access to a number of tools to manipulate Signage Player settings. You can access each setting with a mouse or the shortcut key in parentheses next to each setting title.



Signage Player Console Login

Signage Player Settings

play! (p) – launches the Signage Player delivering scheduled content to associated displays. Puts the Signage Player I playback mode (displaying the scheduled content).

⁸ As part of network security, it is highly recommended to change the default passwords.

display (1) – allows the user to view and set the Players display settings, including resolution. For advanced settings, use Display Properties on the Windows desktop

video window (2) – provides testing and control over the video window option if available

sound (3) – allows users to manipulate the audio input settings of the Signage Player

communications (4) – view and configure communications settings, i.e. DHCP (automatic addressing) or static IP

address. For advanced settings, configure these settings in the Windows OS

date & time (5) – allows the user to view or set the current local date, time and time zone for the Player

security (6) – change the user name and password to prevent unauthorized access

statistics (7) – Not activated in version 3.x and above

command prompt (c) – opens a VBrick Multimedia Player Command session to the Signage Player

To exit the Signage Player shell and access Windows, connect a keyboard and mouse to the Signage Player. If the display associated with the Signage Player is not readily viewable, a local monitor will be useful. If you prefer, you can use Remote Desktop Connection to access the players. Players purchased from VBrick come with RDP enabled by default.



Signage Player Console

NOTE: While connected via RDP the windows login screen will be shown on the displays. After using RDP, reboot the player when finished.

To access the Windows shell:

1. With the Signage Player playing, click the mouse and press ESC
2. Login to the player menu.
3. Select the Command Prompt(c) option
4. At the C: Type *maintenancemode*

NOTE: At this stage the Windows desktop is visible; however, icons and other items will be hidden. Drag the mouse to the lower part of the screen to view the Windows task bar.

```
VBrick Multimedia Player Command Console
QA2045> login admin
Enter Password>
OK
QA2045> maintenancemode
```

Command Prompt

To exit maintenance mode:

1. Go to **Start | Programs | VBrick | Launch Signage Player**
2. Login to the player console
3. Select **Reboot**
A dialog box will pop up to confirm whether or not the Signage Player should start playing automatically when restarted.
4. Click the **Yes** button so that VBrick Digital Signage content begins to play automatically on reboot.

Accessing Content Manager Tools

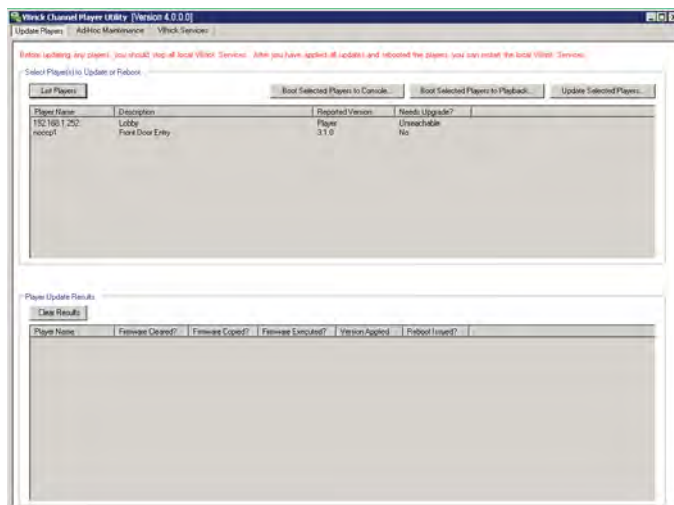
Once logged into Windows on the Content Manager, go to **Start | Programs | VBrick**. Here, you will find a list of tools available only to the system administrator. These tools are not available in the Web User Interface. Use caution with these tools. Changes to the system configuration, if not applied properly, can result in serious problems with the operation of the VBrick Digital Signage software.

Some of these tools should only be used by VBrick support personnel. Tools commonly used by the administrator are as follows:

Channel Player Utility

The Channel Player Utility is a valuable tool for use by the administrator. The tool can be used to Check the Status of all VBrick Digital Signage services, stop the services and restart the services.

Click **List Players** to check the connection status of each player to the Content Manager and perform basic troubleshooting of the player. This tool is also used to push software updates out from the Content Manager to each player eliminating the need to visit each player individually to update the software.



Channel Player Utility

Configure Device

This tool is used to change the name or IP address of the Content Manager or Signage Player within the VBrick Digital Signage Software.

Reference the *VBrick Digital Signage Technical Manual* for instructions on properly changing the name of a device within the VBrick Digital Signage Software.

License Manager

VBrick Digital Signage license keys are stored on the Content Manager in the licenses directory under VBrick Digital Signage Content Services, by default, C:\Program Files\VBrick\Digital Signage\Content Services\License.

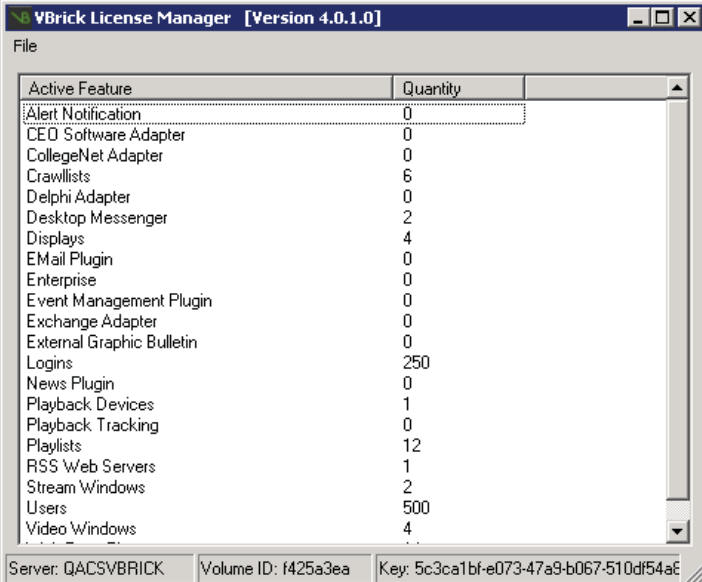
Licensing for your initial order is activated during the implementation of your system. If you purchase

additional Signage Players or features after the initial implementation of your system, new license files will be sent to you and will need to be copied into the license directory. Next, the licenses will need to be activated using the License Manager utility on the Content Manager.

When viewing the license manager, you may notice some features are listed with a quantity of zero. This means that your system is licensed for that feature but that there is no quantity associated with that feature. This is normal. If a license is not activated, it will not be seen on this screen. For Example: Graphic link: 0 means that the Graphic link option is activated.

To activate licenses:

1. Go to **File**
2. Select Activate Feature.
3. On step 1, Select *I already have an activation key*
4. Click Next (takes you to Step 3).
5. On Step 3, click *Import Activation Key*,
6. Browse to the license key file for the feature being activated
7. Click *Open*
8. Click **Verify Key** to view the feature and quantity in the key.
9. If it is correct, click *Activate*



Active Feature	Quantity
Alert Notification	0
CEO Software Adapter	0
CollegeNet Adapter	0
Crawllists	6
Delphi Adapter	0
Desktop Messenger	2
Displays	4
E-Mail Plugin	0
Enterprise	0
Event Management Plugin	0
Exchange Adapter	0
External Graphic Bulletin	0
Logins	250
News Plugin	0
Playback Devices	1
Playback Tracking	0
Playlists	12
RSS Web Servers	1
Stream Windows	2
Users	500
Video Windows	4

Server: QACSVBRICK Volume ID: f425a3ea Key: 5c3ca1bf-e073-47a9-b067-510df54ae

License Manager

Data Backups

To avoid loss of data in the event that a problem occurs during the update, it is imperative that you perform a backup prior to proceeding.

A complete VBrick Digital Signage backup consists of the following items:

- Copy of all Binary Storage files
- VBrickBackup.bak
- License Folder
- Tei.settings.xml
- Web.config

The frequency with which the VBrick Digital Signage database should be backed up depends on the organization's usage habits. The frequency of the changes to the settings and messages, coupled with the tolerance for data loss will indicate the proper frequency.

To backup your VBrick Digital Signage data:

1. Download the VBrickBackup.bat file using the Support Download Utility on the Content Server, e.g., **Run | Programs | VBrick | Support Download Utility**
2. The file will download to the *C:\Program Files\VBrick\Digital Signage\Content Services\Support* folder
3. Execute the batch file from the Support folder

This process will stop all the VBrick services and make a backup of the VBrick Digital Signage database, the Binary Storage folder, the License folder, and the tei.settings.xml file.

Data Restoration

This procedure assumes the data will be restored onto the same Content Manager from which it was originally taken. If this is not the case, please see the following section for Migration Instructions.

Be sure to restore both the database and Binary Storage folder at the same time while no processes are acting on either, to avoid the possibility of them becoming misaligned and ruining the data restore.

1. Go to **Start | Programs | VBrick**
2. Launch the Channel Player Utility
3. Use the Services tab to stop all VBrick Digital Signage Services
4. Use the IIS Manager to stop the Default Web Site

5. Rename the existing Binary Storage usually located at *C:\Program Files\VBrick\Digital Signage\Content Services*

Example: Binary Storage Old

NOTE: You can delete the old Binary Storage folder once the restore has completed successfully.

6. Copy the Binary Storage from the Backup into the installation directory usually located at: *C:\Program Files\VBrick\Digital Signage\Content Services*
7. Open the SQL Server Management Studio and connect to the SQL Server; expand the Databases folder and right-click on the VBrick Digital Signage database; select the option Tasks | Restore | Database
8. Point to the .bak file that was created by the VBrickBackup.bat and restore it to the current database
9. Run the VBrick Digital Signage Upgrade Device wizard at **Start | Programs | VBrick**
NOTE: If you get a message that Upgrade Device cannot run because it has already been successfully executed, delete the *Tei.Common.UpgradeDevice.dat* file from the VBrick Digital Signage Content Services folder.
10. Use the IIS Manager to start the Default Web Site
11. Reboot the Content Manager
12. Login to the web interface

Migration Instructions

1. Back up the existing VBrick Digital Signage system using the *Back Up* instructions on the previous page
2. Obtain new license keys for the new Content Manager.
3. Send the Volume ID of the new device to [VBrick Technical Support](#) then we will send the licenses via email
 - a. To find the volume ID, from the new Content Manager:
 - i. Hit Start | Run | Type in "Cmd" | "dir" | and the Volume Serial Number is what I need. It's an eight digit number including both letters and numbers XXXX-XXXX. If you are using a Vir-

tual Machine (VM), then we will need the volume ID of the C: Drive of that virtual machine.

4. Install the VBrick Digital Signage software on the new Content Manager
(See the *Software Only Installation Instructions-Content Manager* section of the Technical Manual).
5. Restore the database
(see *Restore* instructions above)
6. Contact [VBrick Technical Support](#) to schedule a support session for necessary configuration changes
7. Run **Upgrade Device**.
8. If upgrade is successful, reboot. If you encounter an error, contact [VBrick Technical Support](#)

NOTE: Step 6 is only required if you are installing a newer version of software on your new server. If the version is the same as the one on your current system, skip this step.

Section VI

Configuring Users & Settings

Welcome to Configuring Users and Settings Training

Welcome to Configuring Users & Settings training for VBrick Digital Signage Software! The purpose of this course is to teach you how to administer system configuration and security options within the VBrick Digital Signage user interface, create and edit users, and assign roles and privileges to users.

Who Should Attend?

Participants who will be managing user accounts, roles, and privileges as well as those who will be configuring system options that are available to users should attend Configuring Users & Settings training. Participants who will be managing the VBrick Digital Signage System as a whole, including hardware, software and network support of the system are also encouraged to attend System Administration Training.

Course Objectives

After completing this course, participants should be able to:

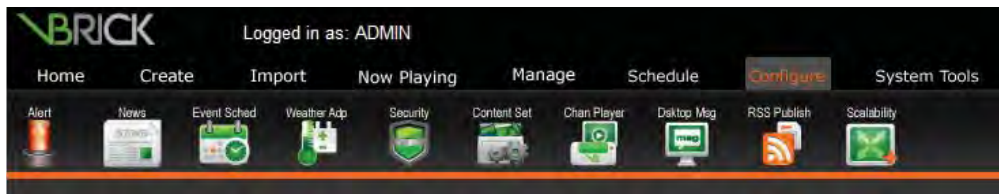
- Configure VBrick Digital Signage Content Settings
- Configure Adapters for Auto-updating Content
- Administer system security within the VBrick Digital Signage Web User Interface
- Assign privileges to users by creating, modifying, and deleting user roles
- Create, modify and delete user accounts

Course Outline

- I. Configuring System Options
 1. Content Settings
 - a. Playlists
 - b. Crawllists
 - c. Settings
 - i. Aspect Ratio
 - ii. Boot Schedule
 - iii. Player Snapshots
 - iv. Play Modes
 - v. SMTP
 - vi. Text and Template
 - d. Plugins
 - i. E-mail
 - ii. Event Management
 - iii. News
 - iv. Weather
 2. Adapters for Auto-Updating Content
 - a. News
 - b. Weather
- II. Manage System Security
 1. Security Settings
 2. Intrusion Policy
- III. Users, Roles and Privileges
 1. Creating and Editing Roles Using Privileges
 2. Creating and Editing Users
- IV. Q & A

Configure System Options

The **Configure** menu is where you will specify how various aspects of your VBrick Digital Signage System operate. You can also configure default system settings and manage system security, roles, and users.



Configure Tab

Content Settings

Playlists

In VBrick Digital Signage, Playlists are licensed. Each VBrick Digital Signage system includes a default number of Playlists. The number of Playlists you have depends on your VBrick Digital Signage purchase. You can purchase additional playlist licenses at any time.

By default, four Playlists and two Ticker Lists will be configured under the default administrator UserID at implementation of the system. To use additional licensed playlists, the System Administrator will have to create additional playlists. Playlists are added to the system in the web interface under **Configure | Content Settings | Playlists**.

By default, playlists are identified with a number (i.e. Playlist 1, Playlist 2, Playlist 3). Playlists may be renamed for easy Content Recognition, Departmental or Location Allocation. Playlists can be renamed for easier recognition by users. You must click change for each individual row, before moving onto the next. Each licensed playlist has a playlist for both the Normal and Alert modes of play. Changing the name of one will automatically change the name of the other. The names cannot be different for different modes.

Playlist Names

Playlist Name Samples: Higher-Education

- Playlist 1 - Campus Communications
- Playlist 2 – News, Weather & Traffic
- Playlist 3 – Dining Commons
- Playlist 4 – Learning Commons
- Playlist 5 – Student Center
- Playlist 6 – Computer Labs - Room 1-A
- Playlist 7 – Computer Labs – Room 1-B



Playlist Name Samples: Corporate

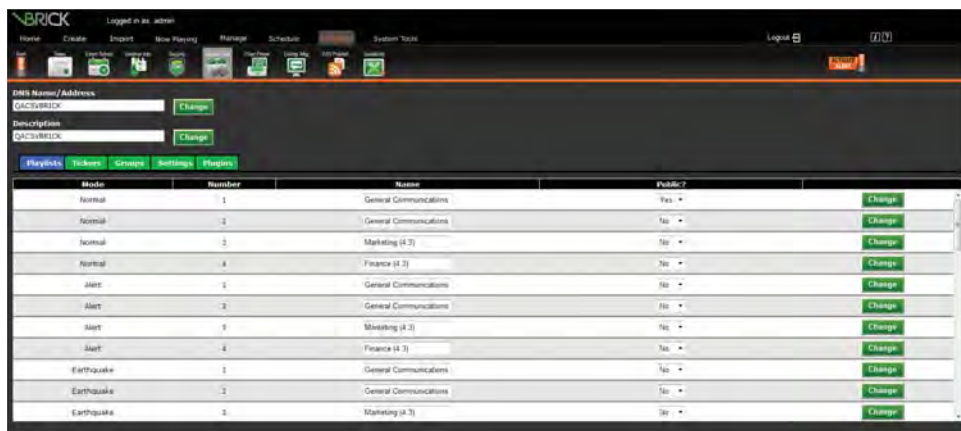
- Playlist 1 – Corporate Communications
- Playlist 2 – News, Weather & Traffic (Atlanta)
- Playlist 3 – Lobby (Atlanta)
- Playlist 4 – Employee Break room (Atlanta)
- Playlist 5 – News, Weather & Traffic (Denver)
- Playlist 6 – Lobby (Denver)
- Playlist 6 – Employee Break Room (Denver)

To rename a playlist:

1. Click the **Configure** tab
2. Click the **Content Settings** icon
3. Click the **Playlists** tab-based submenu
4. Enter the new name in the name field for the desired playlist
5. Press the **Change** button
6. Repeat steps 4 and 5 until you have finished configuring playlists

Playlists should only be set to *Public* if your system uses any of the following options:

- Public Web Viewer
- RSS Publisher



Content Settings | Playlists

The public URL would look like:

<http://HOST/public/playlistview.aspx?playlistNbr=PLAYLISTNUMBER&mode=DISPLAYMODE&height=PIXELS&installationLabel=large&banner=PIXELS&navigation=PIXELS>

where the parts in capital letters should be changed as follows:

- **HOST** = the friendly name or IP address of the Content Manager
- **PLAYLISTNUMBER** = the number of the public playlist

- **DISPLAYMODE** = the public playlist's mode of play
- **PIXELS** = the height of the message content, the banner, and the navigation bar respectively in pixels

To make a playlist public:

- Select *Yes* on the *Public?* Pull down menu



Sample Public Playlist Content

Tickers

Like Playlists, Tickers are licensed. Each VBrick Digital Signage system includes a default number of Tickers. The number of Tickers available in the system depends on your organization's VBrick Digital Signage purchase.

Ticker Names

Tickers are identified with a number (i.e. Ticker 1, Ticker 2, Ticker 3). You must click the **Change** button for each row before moving to the next one to make changes.

Each licensed Ticker List has a Ticker for both the Normal and Alert modes of play. Changing the name of one will automatically change the name of the other. The names cannot be different for different modes. The speed and appearance tickers can be adjusted.

Sample Ticker List (Tickers) Names: Higher-education

- Ticker 1 – Campus RSS Feed
- Ticker 2 – News and Weather
- Ticker 3 – Campus Technology RSS Feed

Sample Ticker List (Tickers) Names: Corporate

- Ticker 1 – Company RSS Feed
- Ticker 2 – News and Weather (Atlanta)
- Ticker 3 – News and Weather (Denver)
- Ticker 4 – NY Times RSS Feed

Ticker Speed and Appearance Controls:

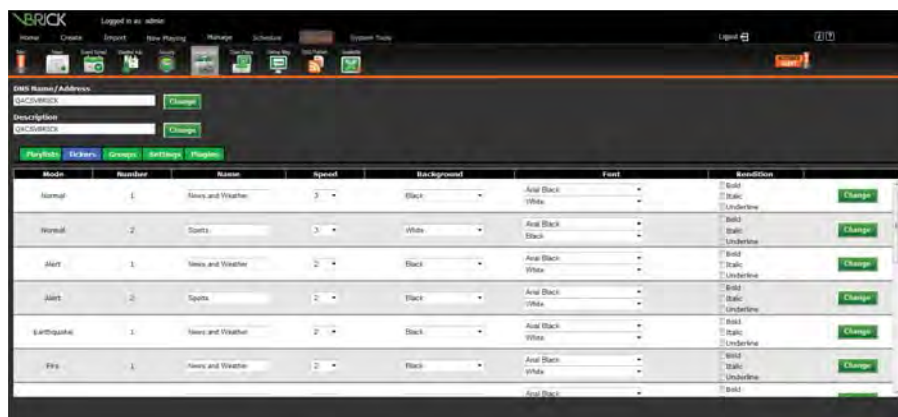
- Speeds range from 5 (fastest) to 1 (slowest)
- Default background color for tickers is black
- Default typeface color for tickers is white
- Default typeface for tickers is Arial Black

To rename a Ticker List:

1. Click the **Configure** tab
2. Click the **Content Settings** icon
3. Click the **Tickers** tab-based submenu
4. Enter the new name in the **Name** field
5. Press the **Change** button

To change the appearance of a Ticker:

1. Select the desired Speed
2. Select the desired Background Color
3. Select the desired Text characteristics
4. Press the Change button



Content Settings | Tickers

Settings

Groups

This feature is only available with the Enterprise license. The Groups feature allows the administrator to configure groups of Playlists and/or Tickers so that users can schedule messages or tickers to multiple lists without having to select each individual playlist or ticker during the scheduling process.

Aspect Ratios

Aspect ratio is the relationship of an area's width to its height. In VBrick Digital Signage, aspect ratio is used to define display resolutions (width and height in pixels) and content blocks (width and height in pixels).

Aspect ratios are used to ensure that content fits into a defined area and are mathematically expressed as x:y. The standard display aspect ratio is 4:3. The widescreen aspect ratio is 16:9.

By default, VBrick Digital Signage has three standard Aspect Ratios available to users.

- Normal (4:3)
- Widescreen (16:9)
- Portrait (9:16)

Administrators can define custom aspect ratios. Once an aspect ratio is created, it is available to users to



Standard Aspect Ratios

create messages, message backgrounds and layouts.

Modifying and Adding Aspect Ratios

In the VBrick Digital Signage web interface, authorized users can modify the default width and height of the three VBrick Digital Signage default aspect ratios. They also can add aspect ratios to match specific display resolution(s) and/or atypical content blocks.

Modifications and additions will affect several options in VBrick Digital Signage and will change the overall look of your display and/or the content being displayed.

Changes to Background Library

A new column to support the import of message backgrounds and layout backgrounds for the new aspect ratio will appear under **Manage | Background Library**.

Changes to Aspect Ratio Drop-down Menus

Multiple content creation tools allow you to choose an aspect ratio to create or import content. Aspect ratios appear in these menus in alphabetical order, so consideration for naming new aspect ratios should include the order they will appear.

If Normal 4:3 is going to be the most commonly used aspect ratio when creating content, any additional aspect ratios should not appear before the letters used in “normal”.

To add an aspect ratio:

1. Click the **Configure** tab
2. Click the **Content Settings** icon
3. Click the **Settings** tab-based submenu
4. Select *Aspect Ratio* from the pull down menu
5. Enter the name of the new Aspect Ratio
6. Enter the Width and Height of the new aspect ratio in pixels
7. Enter the Max Lines (default is 10)

This indicates the maximum lines of text available for a message created using the aspect ratio

8. Select a word pacing

Word pacing determines the amount of time a message created in that aspect ratio will be displayed before moving to the next message in the playlist rotation. The default is 0.5 seconds per word

9. Click the **Add** button



Content Settings | Settings | Aspect Ratio

Boot Schedule

For stability with the Windows OS, all Signage Players and the Content Manager will automatically reboot once a week on the day and time of day that indicated on this screen. By default, the weekly reboot will occur Monday at 3:00 AM.

To change the Boot Schedule:

1. Click the **Configure** tab
2. Click the **Content Settings** icon
3. Click the **Settings** tab-based submenu

4. Select *Boot Schedule* from the pull down menu
5. Selecting the desired Day/Time in the corresponding drop down lists
6. Click **Save Settings** to save Changes.
7. Click **Boot Now** to reboot the Content Manager and all devices it can reach

NOTE: Devices will reboot at the time indicated in their local time zone. If you prefer for all devices to reboot according to the local time zone of the Content Manager, Select **Yes** from the *Override Local Timezone* pull down list.

Content Settings | Settings | Boot Schedule

Signage Player Snapshots

The Signage Player Snapshots screen provides a list of all media players currently added to the system and provides a 'snapshot' of what each media player is currently playing.

Administrators can configure how often users would like the snapshots to be taken by going to **Configure | Content Settings | Signage Player Snapshots**.

The fetch rate (or time that the system will automatically take another snapshot) is set to 60 minutes by default.

To change the signage player snapshots time interval:

1. Click the **Configure** tab
2. Click the **Content Settings** icon
3. Click the **Settings** tab-based submenu
4. Select *Signage Player Snapshots* from the pull down menu

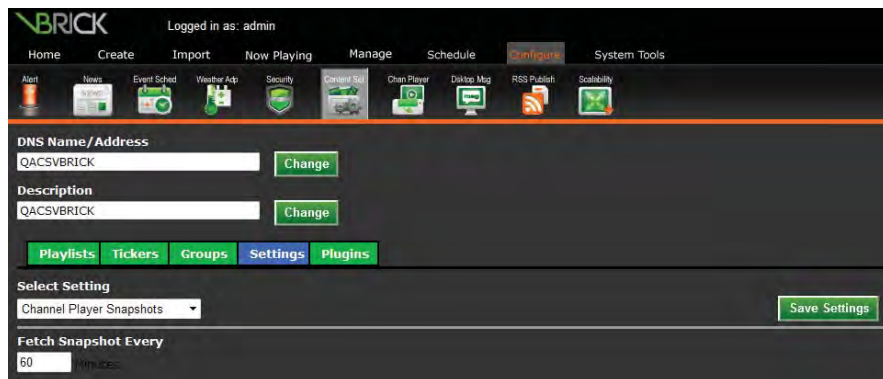
5. Enter the desired time interval in minutes in the *Minutes* field
6. Press the **Save Settings** button

To view the Signage Player Snapshots:

1. Click the **Now Playing** tab
2. Click the **Player Snapshots** icon
3. Select the desired device(s) by placing a check into the corresponding box under *Select*
4. Press the **Refresh** button

If you have access to a large number of players it may be helpful to sort the players by *Device Name*, *Description*, *DNS Name*, or *Snapshot Time* using the **Sorted By** radio buttons above the player snapshots.

If a thumbnail image appears with the text "No Snapshot Available," select the media player by clicking the check box beside the Device Name, then click the Refresh button on the top right of this screen.



Content Settings | Settings | Signage Player Snapshots

Play Modes

By default, all systems have a **Normal Mode** of play and an **Alert Mode** of play.

Customers who are licensed for *Mass Alert Notification* will see additional options on this screen. See the *System Overview* section of the training guide for more information.

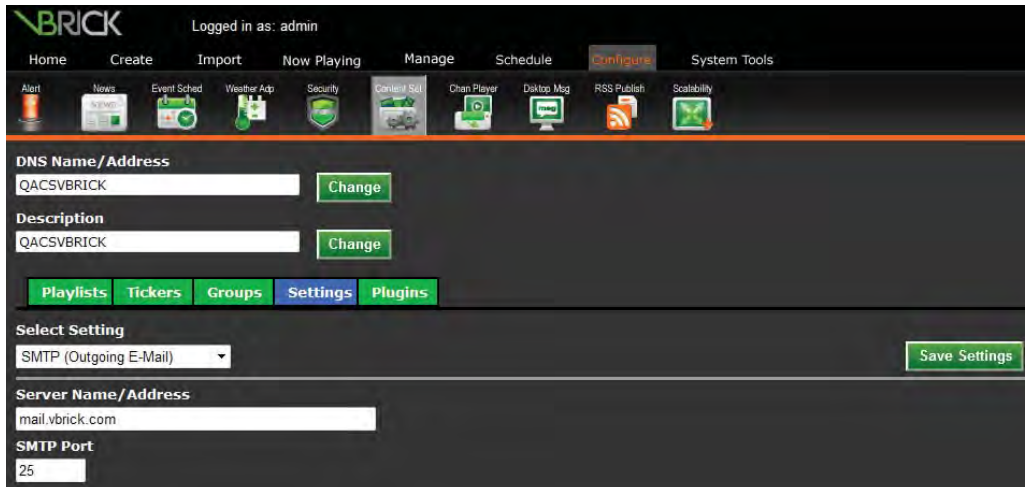
SMTP (Outgoing E-mail)

In order to use any of the VBrick Digital Signage System's e-mail notification features, you will need to configure the outgoing e-mail settings.

To configure outgoing e-mail settings:

1. Click the **Configure** tab
2. Click the **Content Settings** icon
3. Click the **Settings** tab-based submenu

4. Select *SMTP (Outgoing E-mail)* from the pull down menu
5. Enter the server name or address of your SMTP server
6. Enter the SMTP Port
7. Press the **Save Settings** button



Content Settings | Settings | SMTP

Text and Template Settings

The Text and Template Settings is where the default message background is set for two Content Creation tools: *Text Message* and *Text Message with Title*. The default message background can be changed by VBrick Digital Signage users when they create a message.

To change the default message background for either the Text Message or Text Message with Title:

1. Click the **Configure** tab
2. Click the **Content Settings** icon
3. Click the **Settings** tab-based submenu
4. Select *Text and Template* from the pull down menu
5. Select the desired message background from the pull down menu and press the **Change** button

In addition, the Text and Template Settings option is where two text features can be set: *Outline All Text* and *Shadow All Text*. These options impact the appearance of text in any message created with VBrick Digital Signage content creation web tools including:

- Text Message
- Text with Title Message
- Weather Message

- News Message
- Free Form Message
- Event Schedule Message

Once these text options are configured, VBrick Digital Signage system users who are not granted access to the Content Settings will be unable to change them.

To change the default appearance of text on messages using Outline All Text or Shadow All Text:

- Select *Yes* or *No* from the pull down menu for the appropriate option and press the **Change** button



Content Settings | Settings | Text and Template

Plugins

E-mail

The E-mail Plugin allows users to submit messages via email to create a Text Message with Title only. All messages submitted via incoming email will require approval from a user with administrator or content approval.

1. Click the **Configure** tab
2. Click the **Content Settings** icon
3. Click the **Plugins** tab-based submenu
4. Select *E-Mail* from the pull down menu
5. Enter POP Server and POP Account and Port information in the corresponding fields
6. Click on **Save Settings** to save changes

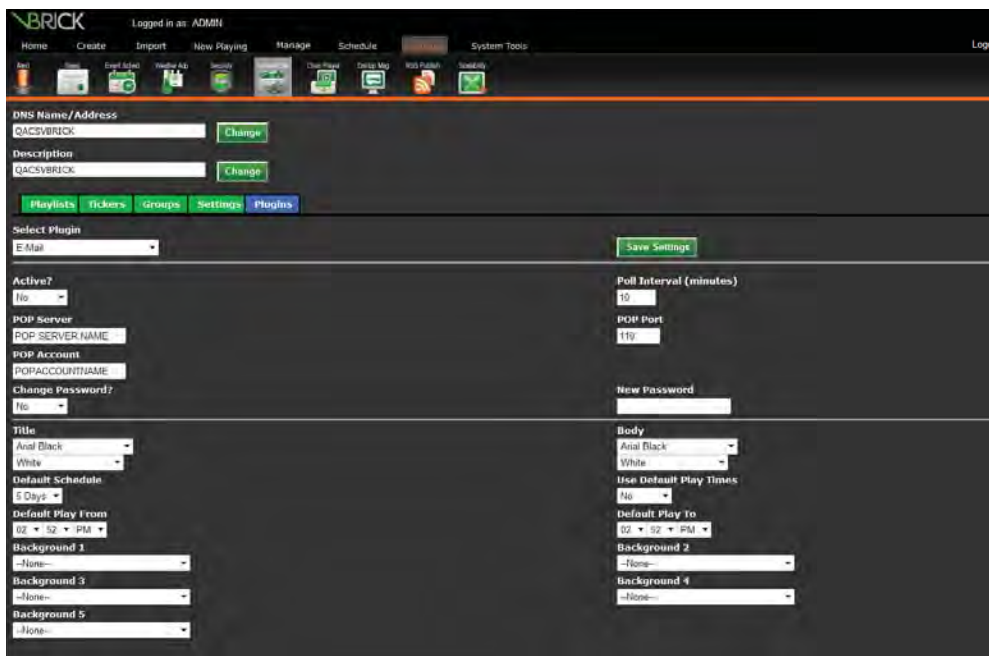
Default message backgrounds and play information for messages submitted via email can be changed on the Email Plug-in screen or at the individual user level.

Event Management

The Event Management settings allow you to set defaults for Event Messages.

To configure defaults for Event Messages:

1. Click the **Configure** tab
2. Click the **Content Settings** icon
3. Click the **Plugins** tab-based submenu
4. Select *Event Management* from the pull down menu



Content Settings | Plugins | Email



Content Settings | Plugins | Event Management

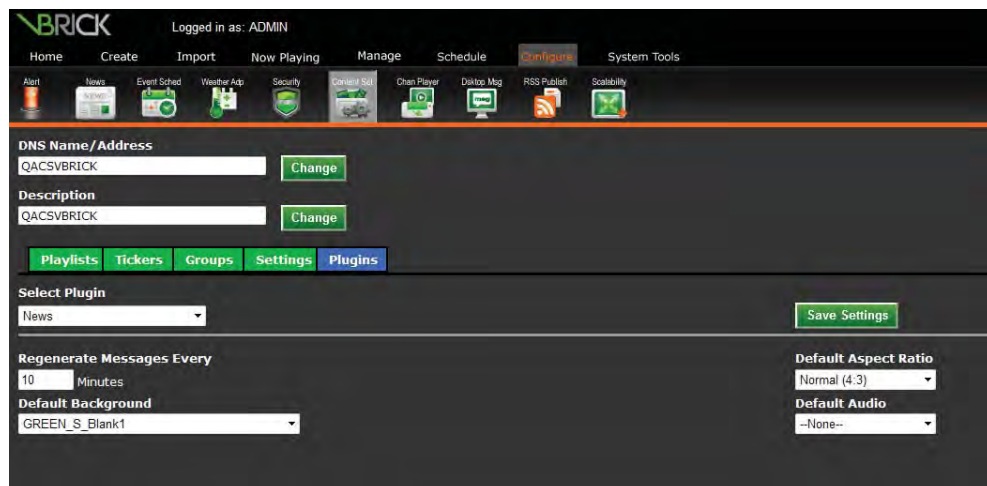
5. Entering the desired number of minutes interval for the system to regenerate event messages in the *Regenerate Messages Every* field¹
6. Select the default message background for event messages using the *Default Background* pull down menu
7. Select the default aspect ratio from the *Default Aspect Ratio* pull down menu
8. If desired, select the default audio to play along with event messages from the *Default Audio* pull down menu
9. Click **Save Settings** to save changes

News

The News Plugin option allows you to set the default settings for News Messages.

To configure defaults for News Messages:

1. Click the **Configure** tab
2. Click the **Content Settings** icon
3. Click the **Plugins** tab-based submenu
4. Select *News* from the pull down menu
5. Entering the desired number of minutes interval for the system to regenerate news messages in the *Regenerate Messages Every* field
6. Select the default message background for news messages using the *Default Background* pull down menu



Content Settings | Plugins | News

¹ *Regenerate Messages Every* tells the system how often to refresh the messages themselves, not how often to reach out to the relevant files for updated information.

7. Select the default aspect ratio from the *Default Aspect Ratio* pull down menu
8. If desired, select the default audio to play along with news messages from the *Default Audio* pull down menu
9. Click **Save Settings** to save changes

Weather

The Weather Plugin option allows you to set the default settings for Weather Messages.

To configure defaults for Weather Messages:

1. Click the **Configure** tab
2. Click the **Content Settings** icon
3. Click the **Plugins** tab-based submenu
4. Select *Weather* from the pull down menu
5. Entering the desired number of minutes interval for the system to regenerate weather messages in the *Regenerate Messages Every* field
6. Select the default message background for news messages using the *Default Background* pull down menu
7. Entering the desired number of minutes interval for the system to request updated weather information in the *Poll Weather Service Every* field

NOTE: Do not set this interval for less than 59 minutes. If you set the interval for less than 59 minutes, your system may be locked out of the ftp service that provides the weather information.

The screenshot displays the BRICK software interface. At the top, it shows 'Logged in as: ADMIN' and a navigation bar with options: Home, Create, Import, Now Playing, Manage, Schedule, and System Tools. Below this is a toolbar with icons for Mail, News, Event Sched, Weather App, Security, Channel, On-air Player, Data Log, RSS Publish, and Tooltips. The main content area is divided into sections for DNS Name/Address, Description, and a tabbed interface with Playlists, Tickers, Groups, Settings, and Plugins. The 'Settings' tab is active, showing the 'Weather' plugin selected. The configuration fields include: 'Regenerate Messages Every' set to 59 minutes; 'Default Background' set to 'GREEN_S_Diana2'; 'Poll Weather Service Every' set to 59 minutes; 'Current Conditions Directory' set to '/data/observations/state_roundup'; 'Use Passive FTP' set to 'Yes'; 'Default Aspect Ratio' set to 'Normal (4:3)'; 'Default Audio' set to 'None'; 'Weather Service DNS/Address' set to 'ftp.mws.noaa.gov'; and 'Forecast Directory' set to '/data/forecasts/zone'. A 'Save Settings' button is located at the top right of the configuration area.

8. The current conditions directory should already be configured for you. If it is not, enter `/data/observations/state_roundup` in the *Current Conditions Directory* field
9. Select *Yes* from the *Use Passive FTP* pull down list if it not already selected
10. Select the default aspect ratio from the *Default Aspect Ratio* pull down menu
11. If desired, select the default audio to play along with weather messages from the *Default Audio* pull down menu
12. If the *Weather Service DNS/Address* field is blank, enter `tgftp.nws.noaa.gov` in the field
13. If the *Forecast Directory* field is empty, enter `/data/forecasts/zone` in the field
14. Click **Save Settings** to save changes

Configuring Adapters for Auto-Updating Content

News Plug-in

Auto-updating news messages and tickers can be created in VBrick Digital Signage once the applicable news source(s) have been configured. There are two options:

- VBrick News Service
 - requires a license and subscription from VBrick
- RSS Feeds
 - requires a license
 - does not require as subscription from VBrick

These two options can be utilized together in the VBrick Digital Signage system.

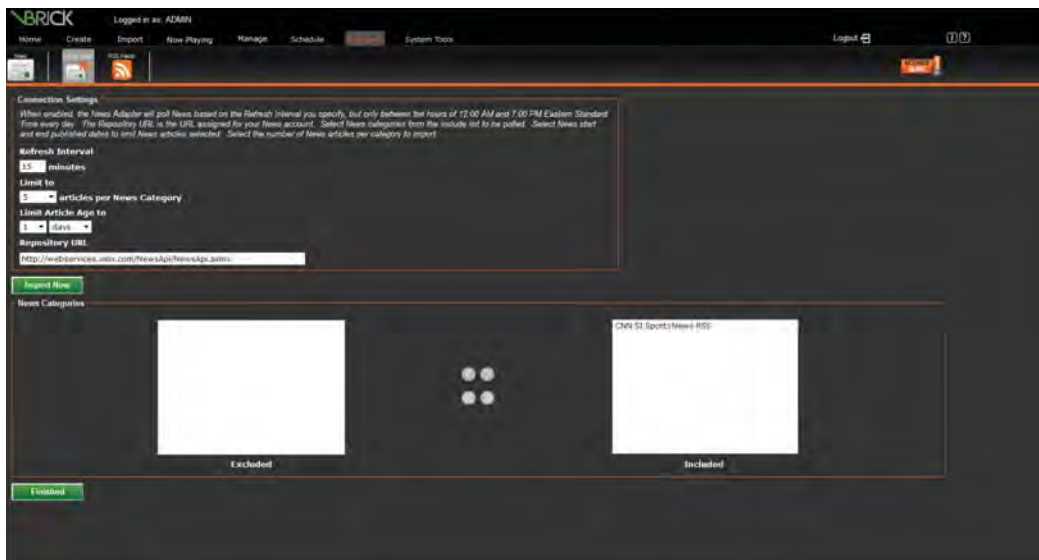
Configure the VBrick News Service

To configure the VBrick News Service:

1. Click the **Configure** tab
2. Click the **News** icon
3. Click the **VBrick News Service** icon
4. Enter desired number of minutes in the *Refresh Interval* field to tell the system how often (in minutes) the news adapter to poll the news server for updates (the default is 15 minutes)



5. Select the maximum number of articles per category that you want the adapter to retrieve using the **Limit to** drop down list
6. Select the categories that you wish to use by highlighting one or more of the categories in the *Excluded* column and clicking the arrow button to move the selected categories to the *Included* column
 - o Business
 - o Business Health
 - o Consumer Health
 - o Entertainment
 - o Quirks in the News
 - o Sports
 - o Top News
7. The *Repository URL* field should be configured (if not, please contact VBrick Technical Support)
8. Press the Import Now button to test the connection
 - o If articles are imported they will be listed on the next screen. If they are not, an error will be displayed.
9. Click **Finished** to save your settings



Configure VBrick News Service Screen



Configure RSS Feeds

Once RSS Feeds are configured, the articles from this feed are available to users to create news messages. Each RSS feed becomes a news category.

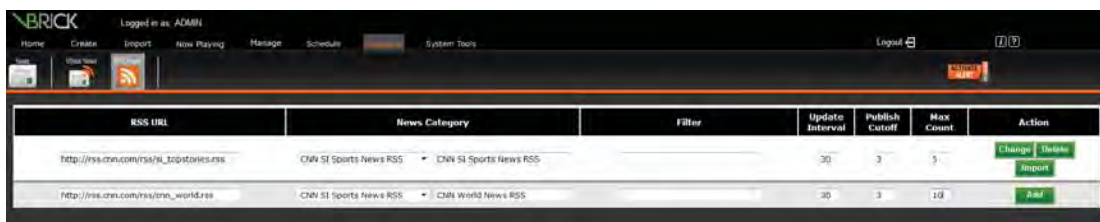
VBrick Digital Signage uses the RSS 2.0 standard. Only feeds conforming to this standard should be imported into VBrick Digital Signage.

To configure RSS Feeds:

1. Click the **Configure** tab
2. Click the **News** icon
3. Click the **RSS Feeds** icon
4. Enter the URL of the desired RSS feed
5. Enter a category name in the News Category field or select an existing category from the pull down list
6. If desired, enter a key word or phrase to filter the news feed to limit the articles that are returned so that only the articles with the key word(s) and/or phrase(s) in the title will be displayed
7. Enter the update interval to tell the system how often (in minutes) the RSS adapter should update from the RSS Feed (the default is 15 minutes)
8. Enter a number in the *Publish Cutoff* field to tell the system the maximum number of days old a story can be
9. Enter a number in the Max Count field to limit the number or articles that can be imported
10. Click the **Add** button to save the Settings
11. Click the **Import Now** button to test the feed
12. If articles are displayed then the connection was successful
13. Press the **Finished** button to end the operation

or

Press the **Back** button to return to the RSS Feed screen



RSS Feeds Screen

To change an RSS Feed:

- Make the changes in the desired fields and click the **Change** button to the right of the feed

NOTE: You must change each row and press the corresponding **Change** button before making changes to another row.

To remove an RSS Feed:

- Click the **Delete** button at the end of the row

Event Management Plug-in

In VBrick Digital Signage, you can use licensed adapters for many common event scheduling applications to pull building, room and event information for display on messages.

Customers using Dean Evans EMS, CEO, CollegeNet, Delphi, or Microsoft Exchange 2003 or 2007 can use the corresponding plug-in to automatically import Event Schedule data. Configuration of these adapters is typically done by VBrick Technical Support during the implementation phase. You will need to provide VBrick Technical Support with information such as the address of the database or file location and any required login credentials so they can configure the Event Adapter.

If you are not using an adapter, you can manually enter the schedule information into VBrick Digital Signage or export the data from your event scheduling application to a text file with a specified format. You can then use the Text Adapter to import the data.

To configure your event adapter:

- Click the **Configure** tab
- Click the **Event Schedule** icon
- Click the appropriate icon for the adapter you will be using
- Complete the required fields and save your changes

NOTE: VBrick Digital Signage versions 3.0 and higher support the Dean Evans API. The API has to be installed on the Dean Evans server to use this feature. In addition, VBrick scripts will need to be run on the Dean Evans server. Contact VBrick Support at support@VBrick.com to obtain these scripts.



Once the event adapter has been configured, you can create an event message. See the *Content Creation* section of the training guide for details.

Manual Event Management

If you are not using an event adapter, you can manually enter event information into VBrick Digital Signage. Detailed instructions for manual event management can be found in the *Managing Content* section of the training guide.

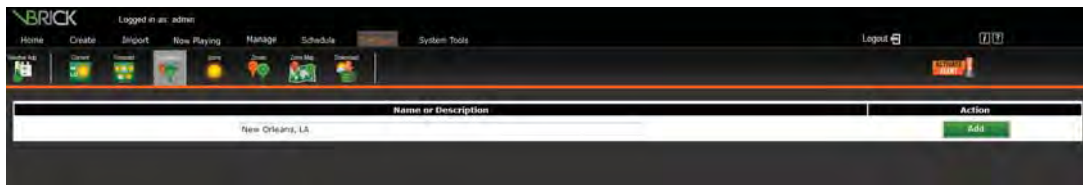
Weather Adapter²

This section contains instructions on how to configure locations within the weather adapter that is standard for all versions of VBrick Digital Signage. This adapter pulls weather reports from the National Weather Service (NOAA). Alternatively, the customer can purchase a subscription for Premium Weather provided by AccuWeather. The premium weather service does not use this adapter.

Typically, during implementation, weather for your organization's primary location will be configured by VBrick. Once a location is configured within the adapter, that location (ex: Atlanta, GA) is available for users to create automatically regenerating weather messages or tickers. You can add additional locations to the adapter. Configuring the weather adapter is a multi-step process.

To configure the weather adapter:

1. Click the **Configure** tab
2. Click the **Weather Adapter** icon
3. Click the **Locations** icon
4. Enter the city or location name in the **Name or Description** field
5. Click the **Add** button



Configure Locations Screen



6. Click the **Zone Map** icon
7. Select the Location Name that you just added from the Locations drop down list

² The standard weather service only covers the United States of America. International clients should inquire about the premium weather service, *AccuWeather*.

8. Select the NOAA weather zone for the desired location
 - o These zones are listed by state and county
9. Click the red link above *Zone City Name*

For example:

ftp://tgftp.nws.noaa.gov/data/observations/state_roundup/ga/gaz034.txt

10. When the current conditions document opens in its own window or tab, highlight and copy the city name that matches your area and paste the city name in the **Zone City Name** field
11. Select **Yes** for *Pull Current Conditions*
12. Select **Yes** on the *Pull Forecasts*
13. Click the **Map** button

Configure Zone Map Screen

14. Click the **Download** icon
15. Select the new location from the Locations pull down list
16. Click the **Download** button
 - o If successful, the screen will populate with the current weather conditions and the Forecast information



Forecast Date	Weather Summary	High Temperature	Low Temperature
11/8/2012	Sunny	80S	50
11/9/2012	Sunny	70S	50S
11/12/2012	Mostly Cloudy	70S	50S

Download Weather Information Screen

Note: Most weather zones already exist in VBrick Digital Signage. If your zone does not exist, it can be added on the **Configure | Weather Adapter | Zones** screen.

The **Download** screen will display the weather information that is available at any given time. The number of days of forecast information may vary.

Managing System Security

Security

The Security screen allows you to set the security parameters for your VBrick Digital Signage installation. The security policy covers password rules, intrusion rules, and new account rules. All System Security changes take effect immediately. Changes to password rules may require you to adjust your password immediately in order to comply with the new rules. When a user logs in the password is checked against the existing password rules; if the password does not comply with the rules, he/she will be forced to change the password.



Security Policy

Password Rules

To set security parameters:

1. Click the **Configure** tab
2. Click the **Security** icon
3. Click the **Security Policy** icon
4. Click the **Password Rules** tab-based sub-menu
5. Select a minimum number of characters for system passwords from the *Select Minimum Length* pull down menu

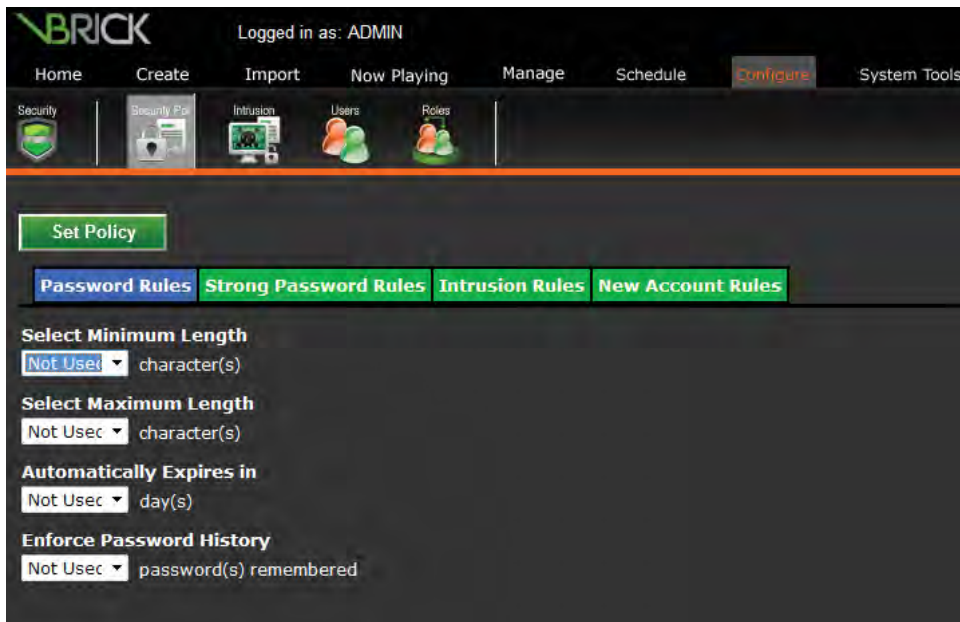
NOTE: This value must be large enough to accommodate rules such as upper/lower case and inclusion of numbers and special characters. The system will validate this number against the other rules before applying any changes.

6. Select a maximum number of characters for system passwords from the *Select Maximum Length* pull down menu
7. Select the number of days a user's password will be valid from the *Automatically Expires in* field

8. Select the number of times a user's password will be remembered by the system from the *Enforce Password History* field

NOTE: This feature prevents a user from reusing the same password when it expires.

9. Press the **Set Policy** button to save the settings



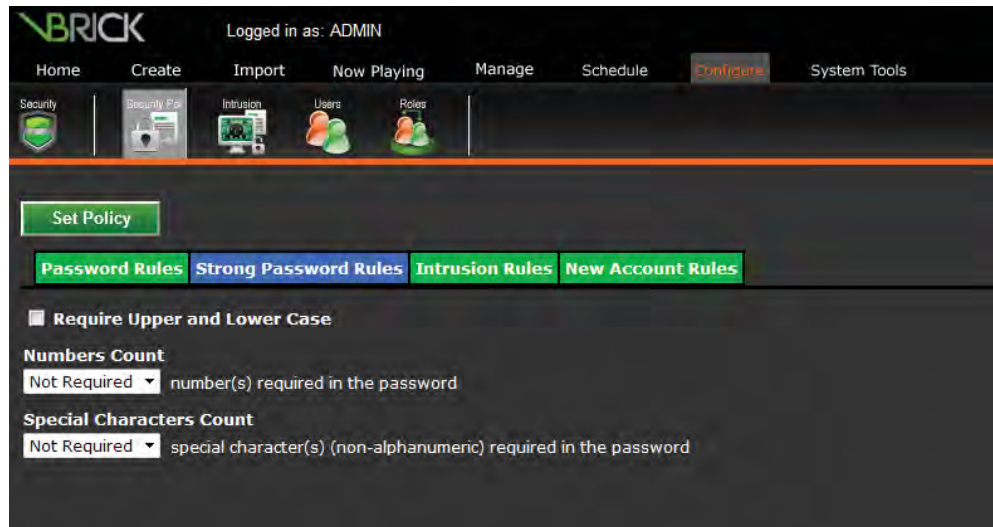
Security Policy | Password Rules

Strong Password Rules

To use strong password rules:

1. Click the **Configure** tab
2. Click the **Security** icon
3. Click the **Security Policy** icon
4. Click the **Strong Password Rules** tab-based submenu
5. Check the *Require Upper and Lower Case* check box to require users to use at least one upper case and one lower case letter in their passwords
6. To require users to use numbers in their passwords, select a number of digits from the *Numbers Count* pull down menu
7. To require users to special characters in their passwords, select a number of special characters from the *Special Characters Count* pull down menu

8. Press the **Set Policy** button to save the settings

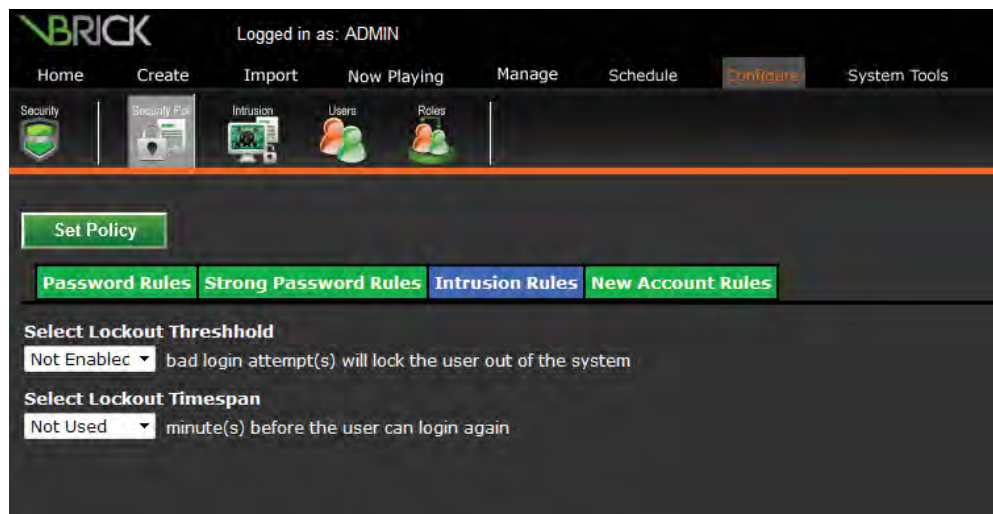


Security Policy | Strong Password Rules

Intrusion Rules

To set the rules the system should use to detect intrusion attempts:

1. Click the **Configure** tab
2. Click the **Security** icon
3. Click the **Security Policy** icon
4. Click the **Intrusion Rules** tab-based submenu
5. To set a maximum number of bad login attempts, select a number from the *Select Lockout Threshold* pull down menu



Security Policy | Intrusion Rules

6. To set a maximum number of minutes to lock a user out of the system after the maximum number of bad login attempts, select a number from the *Select Lockout Timespan* pull down menu
7. Press the **Set Policy** button to save the settings

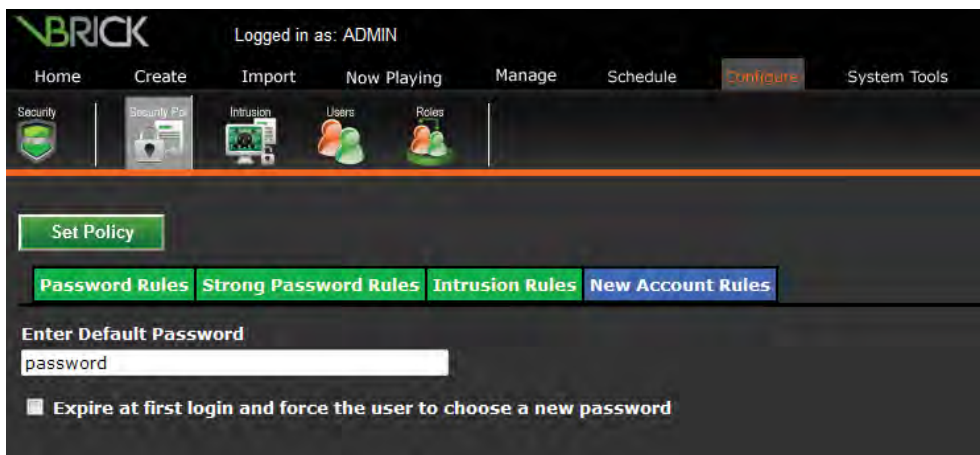
New Account Rules

To set the password rules for new user accounts:

1. Click the **Configure** tab
2. Click the **Security** icon
3. Click the **Security Policy** icon
4. Click the **New Account Rules** tab-based submenu
5. Enter a default password for all new account in the *Enter Default Password* field
6. To force new users to change their password when they first login to the system, check the *Expire at first login* check box

NOTE: VBrick recommends using the *Expire at first login option* because Default Passwords, by nature, is not secure.

7. Press the **Set Policy** button to save the settings



Security Policy | New Account Rules

Intrusion Policy

This screen allows you to view intrusion attempts that have been detected by the system and to manually clear lockouts for users who have exceeded the maximum number of bad login attempts.



Users, Roles and Privileges

Defining Roles Using Privileges

In VBrick Digital Signage, Users are given roles that determine which functions in the User interface they will be able to access. Each role consists of a group of privileges. There are four default roles in the VBrick Digital Signage system. Administrators can create custom roles to fit the needs of their organizations.

System Administrator

The System Administrator role includes all available features in the VBrick Digital Signage user interface. The default user account for the System Administrator is:

Username: admin

Password: admin

As a security measure, we recommend that you change the default administrator password after implementation is complete.

Content Approver

Content Approvers have all of the privileges of a Content Creator. In addition, Content Approvers can approve content that is created by others. Messages and tickers created by users with the role of Content Approver do not require approval. Once scheduled, the content will play on the displays as soon as the content manager updates the player.

Content Creator

A Content Creator can create all types of messages and tickers within VBrick Digital Signage, import media files and PowerPoint presentations into VBrick Digital Signage, and schedule content to play on a playlist. However, someone else will have to approve their content before it will actually be displayed on the Signage Player. Content Creators can view the Now Playing lists. They can also create and schedule video streams. Users with the role of Content Creator can organize and edit content that they have created. They can view content that others have created but they cannot edit it.

Template User

A Template User can only create messages from templates. A user with this role cannot create original messages or tickers.

Modifying Default Roles

Default roles with the exception of System Administrator can be modified under **Configure | Security | Roles**.

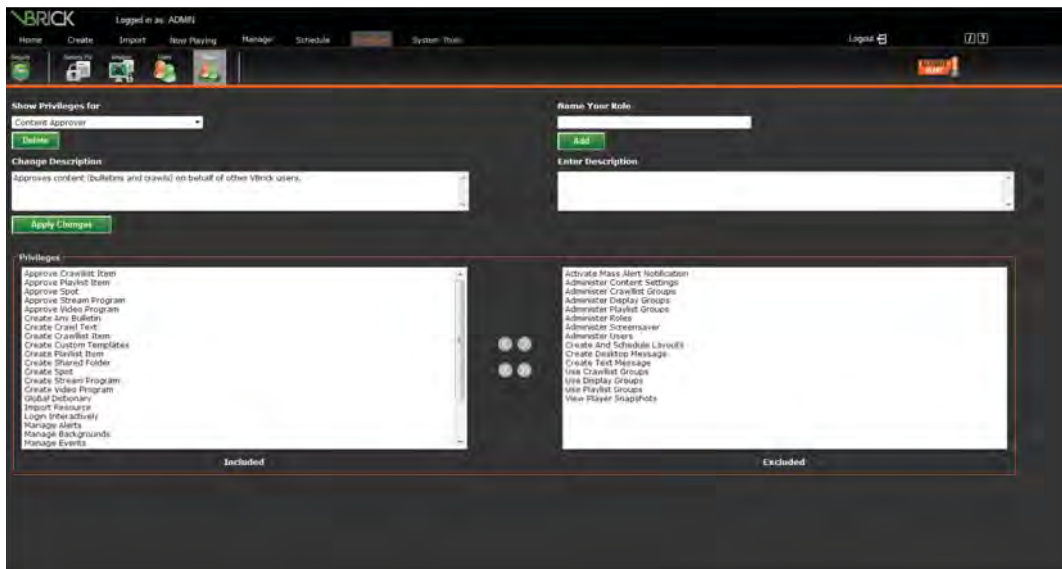


To modify an existing role:

1. Click the **Configure** tab
2. Click the **Security** icon
3. Click the **Roles** icon
4. Select a role from the **Show Privileges for** drop down list
5. To remove a privilege, select items in the *Included* privileges column and move them to the *Excluded* column by clicking on the right > arrow

Select multiple privileges and move them at once by holding down the control key or shift key while clicking on each privilege

6. To add privileges to a role, click on the privileges in the *Excluded* column then move them to the *Included* column by clicking on the left < arrow
7. Add or edit a role description by typing in the *Description* field
8. Click **Apply Changes** to save the changes to the role



Configure Roles Screen

To add a custom role:

1. Type the name of the new role into the *Add Role* field
2. Type a description in the *Description* field (required)
3. Click the **Add** button
4. Select the desired privileges in the Excluded Privileges column. Use the *Control* key or the *Shift* key while selecting the privileges to select multiple privileges at once
5. Click the left arrow < to move the highlighted privileges to the Included Privileges column
6. Click **Apply Changes** to save changes to the role

To delete a role:

1. Select the role that you wish to delete from the **Show Privileges for** drop down list
2. Click **Delete**
3. At the confirmation screen select **Yes** to delete the role

or

Select **No** if you do not want to delete the role

NOTE: Selecting No will return you to the Roles screen



Managing Users

Default User Accounts

All versions of VBrick Digital Signage come with two standard user accounts. Administrators can remove or change these accounts. For security reasons, we recommend changing the password for these accounts. The default password is **tech** for both users.

- administrator – has the role of System Administrator
- default – has the role of Content Approver

Create Users and Assign Roles

Individual user accounts are created using the roles defined above.

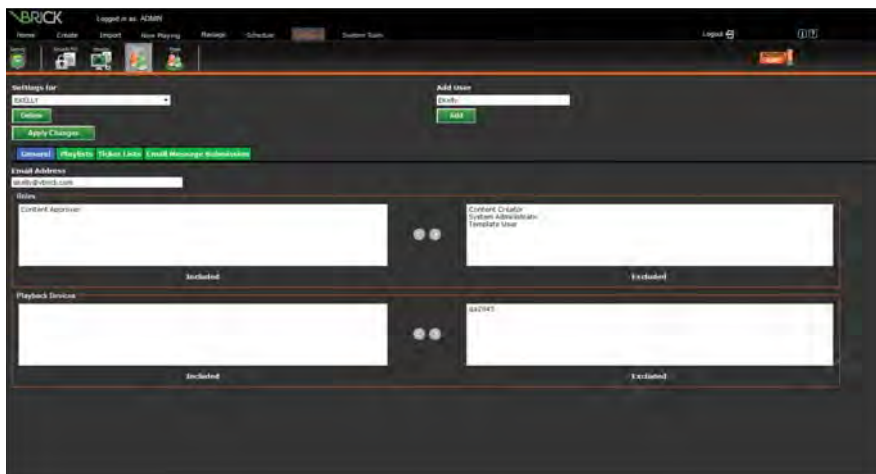
To create a new user:

1. Click the **Configure** tab
2. Click the **Security** icon
3. Click the **Users** icon

4. Enter the user name in the *Add User* field and click the **Add** button

The new user name will appear in the *Settings for* field.

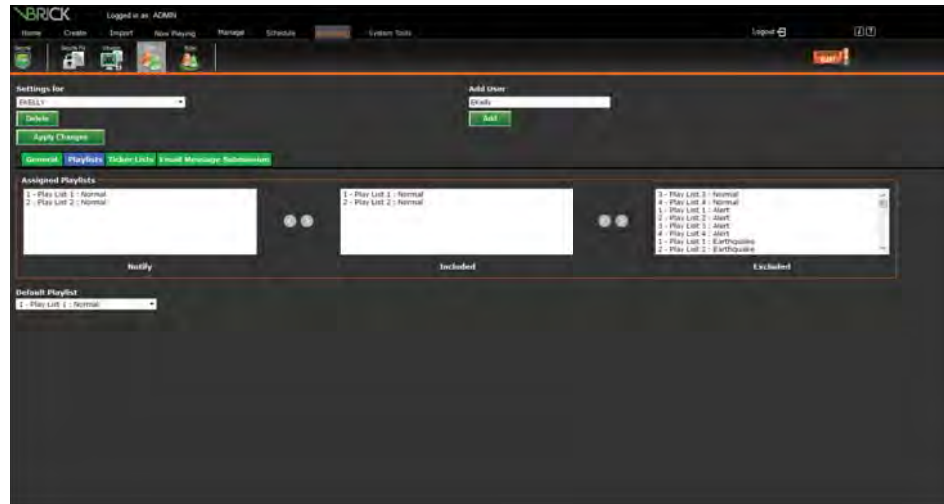
5. Click the **General** tab-based submenu
 - a. Enter the user's e-mail address in the *E-mail Address* field
 - b. Select the User's Role by moving the desired role from the excluded column
 - c. Select the player(s) the user will need access to for the purpose of creating and scheduling layouts. Move the selected players from the Excluded Players column to the Included Players column.



Configure Users | General

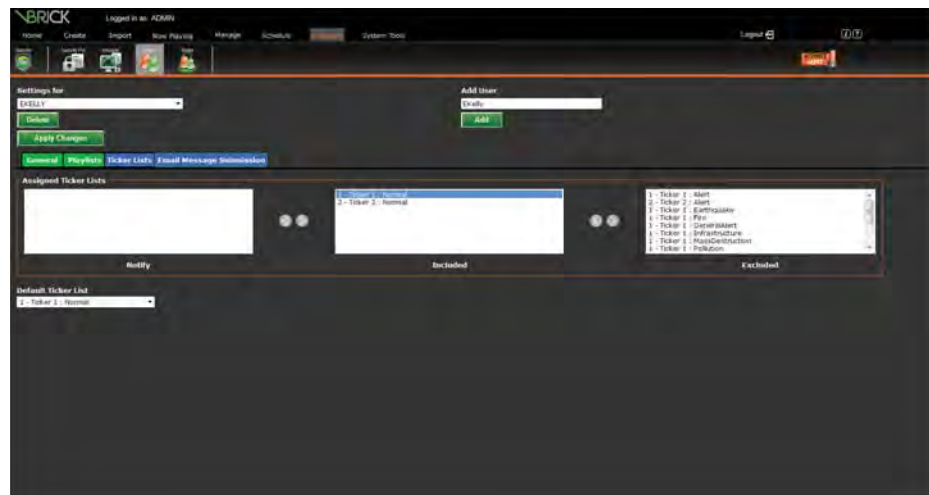
6. Click the **Playlists** tab
 - a. Select the playlists that the user will have the ability to schedule content to. Use **Control+Click** or **Shift+Click** to select multiple playlists in the excluded column.
 - b. Use the left arrow button < to move the selected playlist(s) into the included playlists.
 - c. If the user will have the ability to approve content created by others, use the left arrows to copy items from the included Playlist into the Notify Playlists column. This will allow the user to be notified via email when there is content requiring approval in the selected playlists
 - d. Select the Default Playlist for the User. When scheduling content, the user will

schedule to the default playlist if no other playlists are selected



Configure Users | Playlists

7. Click the **Ticker Lists** tab
 - a. Select the Tickers (tickers) that the user will have the ability to schedule to. Use Control/Click or Shift Click to select multiple Tickers in the excluded column
 - b. Use the left arrow button < to move the selected ticker lists into the included ticker lists
 - c. If the user will have the ability to approve Tickers created by others, use the left arrows to copy items from the Included Tickers into the Notify Tickers column. This will allow the user to be notified via email when there is content requiring approval in the selected ticker list(s)



Configure Users | Ticker Lists

8. If the user will be permitted to create and schedule messages via e-mail, click the **Email Message Submission Settings** tab
 - a. Set the default message backgrounds and playback schedule for the user's messages submitted via e-mail

The screenshot shows the BRICK web interface. At the top, it says 'Logged in as: ADMIN'. The navigation menu includes Home, Create, Import, Now Playing, Manage, Schedule, **Configure**, and System Tools. Below the menu, there are icons for Security, Security Pkg, Intrusion, Users, and Pkg. The main content area is titled 'Settings for EKELLY' and includes a 'Delete' button, an 'Apply Changes' button, and an 'Add User' section with a text input 'EKelly' and an 'Add' button. The 'Email Message Submission' tab is selected. The settings are organized into three sections:

- Backgrounds:** A list of five dropdown menus labeled 1) through 5). The options are: 1) GREEN_S_Blank5, 2) GREEN_S_Blank3, 3) GRAY_S_Blank2, 4) GRAY_S_Blank1, and 5) GRAY_S_Blank6.
- Fonts:** Two rows of dropdown menus. The first row is for 'Title' with options 'Arial Black' and 'DarkGreen'. The second row is for 'Body' with options 'Arial' and 'Black'.
- Schedule:** A 'Default' dropdown menu set to '5 Days'. Below it, 'Default Play Times' are set with a checked checkbox, 'From 09:00 AM' to 'to 09:30 PM'.

Configure Users | Email Message Submission

Messages created via email will require approval within the web interface regardless of the user's assigned role. All message submitted via email will be assigned to the user's default playlist.

The new user's password will be the system default unless it is changed by the user or the administrator.

To modify a user account:

1. Click the **Configure** tab
2. Click the **Security** icon
3. Click the **Users** icon
4. Select the desired user account from the *Setting for* pull down list
5. Make the desired changes on each of the tabs in the workspace
6. Click the **Apply Changes** button

To delete a user account:

1. Click the **Configure** tab
2. Click the **Security** icon
3. Click the **Users** icon

4. Select the desired user account from the *Setting for* drop down list
5. Click the **Delete** button
6. Click **Yes** on the confirmation screen

Appendix

Key Terms

Account – a function by which users are granted access and privileges within a software system.

Adapter – a function that allows the user to retrieve and display content from an external source.

Administrator – a default user role that allows the user to manage and configure all aspects the VBrick Digital Signage system.

Aspect ratio – the relationship between the width and height of an image or a display. Aspect ratios are expressed mathematically as x:y and are used to ensure that messages fit into a defined area. The standard display aspect ratio is 4:3. The widescreen aspect ratio is 16:9.

Audio – a sound file that can be imported into the VBrick Digital Signage system for use with messages, templates, and layouts.

Background – See *Message Background*.

Bulletin – a message content created in the VBrick Digital Signage system. See *Message*.

Configuration – (software) the particular choice of settings within a software program; (hardware) the particular choice of hardware items and their inter-connection that make up a computer system. An VBrick Digital Signage system consists of at least one *Content Manager* and one *Signage Player* connected to one or more displays.

Content - information or creative material designed for display in VBrick Digital Signage.

Content Approver – a default user role in VBrick Digital Signage that allows the user to create, manage and schedule their own content; to edit, manage and schedule others' content; and to approve content for play in the playlist rotation.

Content Block – a defined area for the planned display of a message or messages.

Content Creator – a default user role in VBrick Digital Signage that gives a user the right to create, manage, and schedule their own content but limits access to others' content and denies their content immediate play until a user with approval rights has authorized the content to begin playing in the playlist rotation.

Content Manager - a computer on a network with the VBrick Digital Signage Content Manager software installed which hosts the VBrick Digital Signage web interface (also called a *Content Server*).

Content Server – See *Content Manager*.

Crawllist – a series of tickers that is scheduled for display. See *Ticker List*.

Date and Time Overlay – a date and time overlay (DTO) in a display layout is a defined area on the display hardware that shows the date and/or time on top of a content block or a layout background.

Display – any monitor or TV connected to a signage player (media player) on the VBrick Digital Signage Digital Signage system.

Display Layout Editor – a tool within the VBrick Desktop client applications used to create and edit layouts for VBrick Digital Signage Players.

Editor – the functional part of a software program that allows users to create, change, add, or delete information.

Flash® – an Adobe application for creating, editing, and displaying Adobe Flash® video files.

Free Form Editor – a component of VBrick Desktop that permits users to create messages without the use of a pre-designed template.

Graphics – images created for electronic display.

Import – the act of retrieving information external to the application and incorporating it for use within the application.

Layout – the arrangement of content blocks and ticker blocks within the display area.

Layout Background – decorative graphic images used

to cover the display and to act as a backdrop for the content being displayed through VBrick Digital Signage. Layout Backgrounds may be custom designed and coordinated to include an organization's branding elements such as logos and official colors. *Formerly known as a Wallpaper.*

Media – different types of data that can be stored for use in a computer system. The term *Media* generally refers to video, graphics and/or audio files in a software environment.

Media Importer – a tool within the VBrick Desktop client application used to import media files, e.g. graphics or video, larger than 20 MB in size and/or to import multiple files at once.

Media Player – a computer on the network that runs VBrick Digital Signage Player software which sends content to a display or set of displays, also known as a *Signage Player*.

Message – content created using VBrick Digital Signage tools or by importing images or video created in other applications for display within a

content block. Multiple messages can be displayed simultaneously on a single VBrick Digital Signage *Layout*. Formerly known as a *Bulletin*.

Message Background – an image file that has been imported into the VBrick Digital Signage system for the purpose of creating messages and/or templates. Backgrounds can be custom designed using graphic elements and custom colors for branding purposes and/or to coordinate with *Layout Backgrounds*. Formerly known as a *Background*.

Network – any combination of servers, computers, printers, display devices, and/or telephones interconnected to transmit, receive, and/or share information.

Overlay – a content block that can be placed on top of other content blocks in a display layout.

Permissions – defined sets of functionality within a software system that can be granted to users based on role.

Playlist – a series of messages scheduled for display within content blocks according to a defined sequence and duration.

Play Rotation – the order in which a series of messages or tickers are scheduled to be displayed.

Plugin – software functionality that allows one software application to interact with another for the purpose of accessing data or specific functions that would otherwise be unavailable.

Policy – a rule or set of rules that governs how software is run, accessed, and used.

Role – a set of privileges that define a user's ability to utilize various aspects of a software application.

RSS feed (Really Simple Syndication) – a simple file format used to disseminate up-to-date information based on user subscription to a URL.

Signage Player – See *Media Player*.

Streaming Window – a specialized content block created for the purpose of displaying streaming video content within a display layout.

System – an assembly of hardware, software, and/or data communications devices that interdependently support functional software programs on a network.

Template - a message with a pre-designed format that is ready to be filled in with text and/or graphic elements. Templates are created using the *Template Editor*.

Template Creator – a default role in VBrick Digital Signage that only permits the user to create messages from templates. The *Template Creator* has no other content creation or management privileges within the VBrick Digital Signage system.

Template Editor – a component of *VBrick Desktop* that enables users to create templates for use in VBrick Digital Signage.

Ticker – text data that flows across a defined ticker block within a visual display (also called a *Crawl*).

Ticker List – a series of tickers that is scheduled for display within a ticker block according to a defined sequence and duration.

User – an individual who has access to the VBrick Digital Signage system.

VBrick Desktop – a client application that allows users to connect to the Content Manager using four tools: *Free Form Editor*, *Template Editor*, *Display Layout Editor*, and *Media Importer*.

VBrick Desktop Messenger – a client application that displays messages from assigned playlists on a client computer as a pop up message in the corner of the screen.

Video – an electronic file containing movie images that can be imported into VBrick Digital Signage for display in a content block.

Video Stream – a video stream overlay (VSO) in a display layout is a defined area on the display hardware that shows live or recorded video using a streaming media source such as a streaming server or a web-based URL that links to a video stream.

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