MULTIMEDIA
ELECTRONIC PROGRAMMABLE SIGNS

2MScheduler User Manual

This document will help you understand and use the 2MScheduler controller software for the eMedia and eVidia display systems.

Introduction

2MScheduler controller software functions in two capacities: As a standalone scheduler for directly managing text, ticker, graphics, animation and video show schedules for eMedia and eVidia display controllers, and as a show scheduler for eClips.*

When used alone, it provides the ability to schedule shows days, weeks or months in advance using a variety of media types as well as XML or text-based ticker (traveling or scrolling text) messages. It allows assignment of media clips or shows to advertisers, providing detailed reporting for delivery accountability.

2MScheduler is available as an upgrade to FlyerPro 3.

*If used with eClips, refer instead to the eClips User Manual, which includes coverage of the functions of 2MScheduler.

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2MScheduler Overview

2MScheduler is designed to work with Multimedia's LED video controllers: the eVidia and eMedia. It provides a convenient user interface for organizing sound, video, animation and graphic images into scheduled shows, and provides detailed accounting of play time and duration for advertiser accountability.

User Activities:

Import media clips: Select graphics, video and animation clips from local or networked storage devices and import them. This process mirrors the files to the controller and to the authoring station.

Assign Advertiser: By assigning unique advertiser names to each clip that is imported, play time can be recorded and detailed reports can be generated.

View Reports: This area provides reporting of ad exposure. These reports can be read within 2MScheduler or exported in various formats.

Create Text: Enter text for immediate or future use in the show.

Choose Templates: Templates predefine areas of the display for different types of content. A live video source can be displayed picture-in-picture with a graphic, animation or another video, with text overlayed and scrolling or paging across any area of the display. Seperate Template Editor software allows you to design custom templates.

Video Sources: 2MScheduler supports multiple displays. The Video Sources window identifies and specifies each display available for use.

Position: The positioning of the clips on the display can be adjusted to pixel perfect position, or simply centered, aligned to the upper left, or stretched to fit.
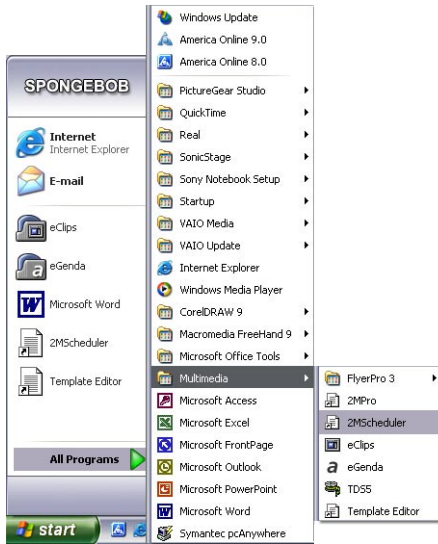
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Getting Started

Windows "Start" menu

"Sign" window

Launching, Viewing "Sign" Window

When 2MScheduler is launched, the "Select Sign" window opens first. This allows those with multiple signs and controllers to choose which sign will be used from the list on the left side of this screen. Most users will have one sign, and will not need to make this choice.

- The sign's vital statistics appear on the right side of the screen. This is both useful for recognizing which screen is selected, but also allows those specifications to be changed. Do not make changes without contacting Multimedia Support.

- Once the sign is selected, click the "OK" button.

- If you need to return to this screen to make changes later, you can click the "Signs" button.
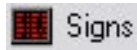
Player Mode vs. Scheduler Mode

When using 2MScheduler with eClips, 2MScheduler must be in "Scheduler" mode. When used as a standalone program, it must be in "Player" mode.

- When in "Player" mode, there will be a black window without a frame in the upper-right corner of the screen. This "Player Window" displays the clips when the "Play" button in the menu bar is clicked.

- To switch between modes, select "Run as Player" from the "Options" menu and then quit and restart 2MScheduler. Note that a check mark will appear next to "Run as Player" if it has been selected.
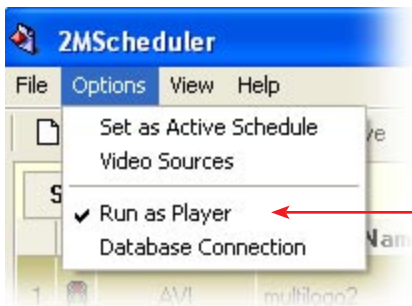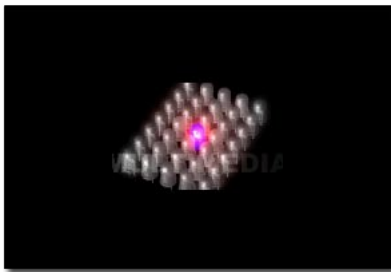
Adding Files (Clips)

Events are clips or text that has been scheduled to play in a particular sequence or at a particular time. To add graphics, animations or video files, you must first import them into 2MScheduler.

There are two ways to add files:

1. Select "Files" from the "File" menu.

    • You will be presented with a "Files" window which lists already imported files. Click the "Add Files" button.

    • You will be presented with a standard Windows "Open" window, where you can browse to where you've stored the video files. Select the files you want and click "Open". You will see the files being imported and will be returned to the "Files" window.

2. Click the "Add Files" button.

    • You will be presented with a standard Windows "Open" window, where you can browse to where you've stored the video files. Select the files you want and click "Open". You will return to the same menu and the files will appear in the "Files List".
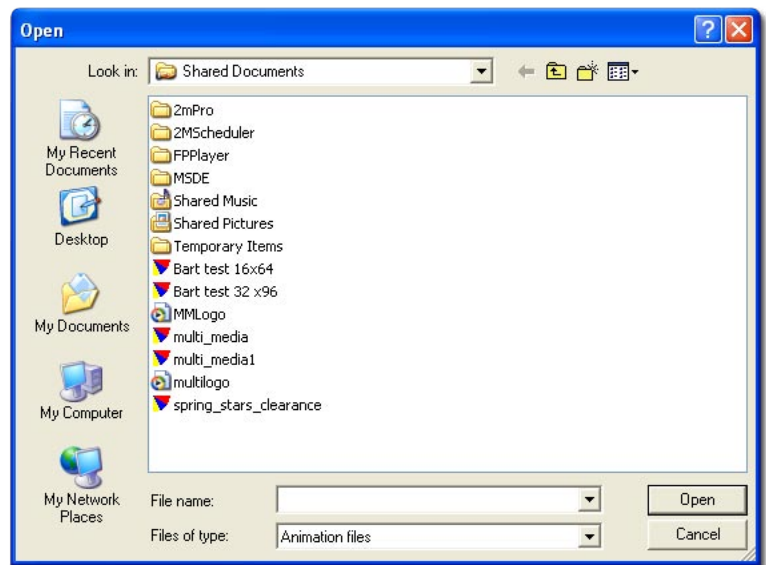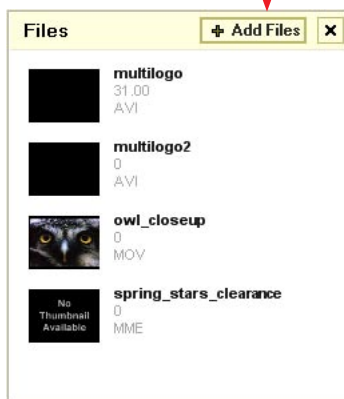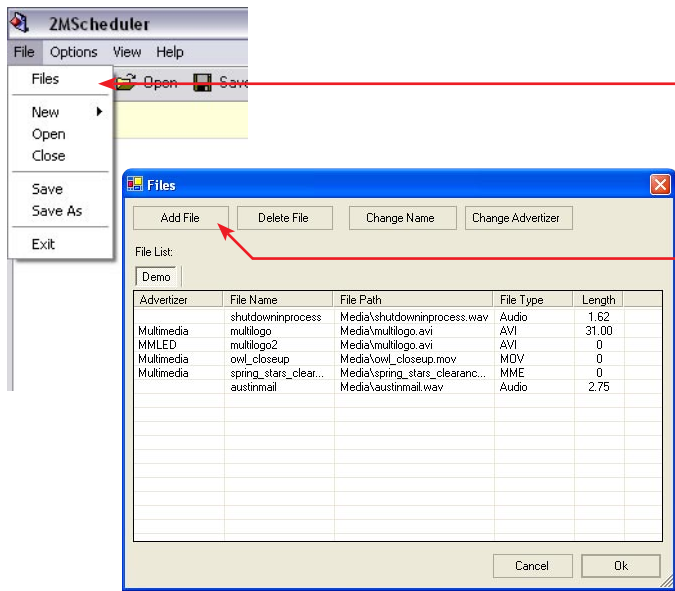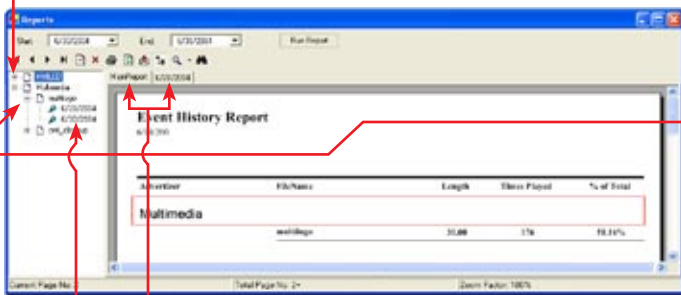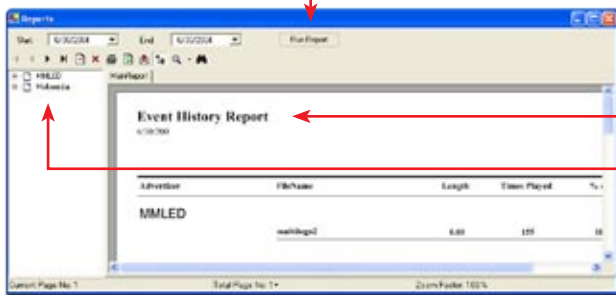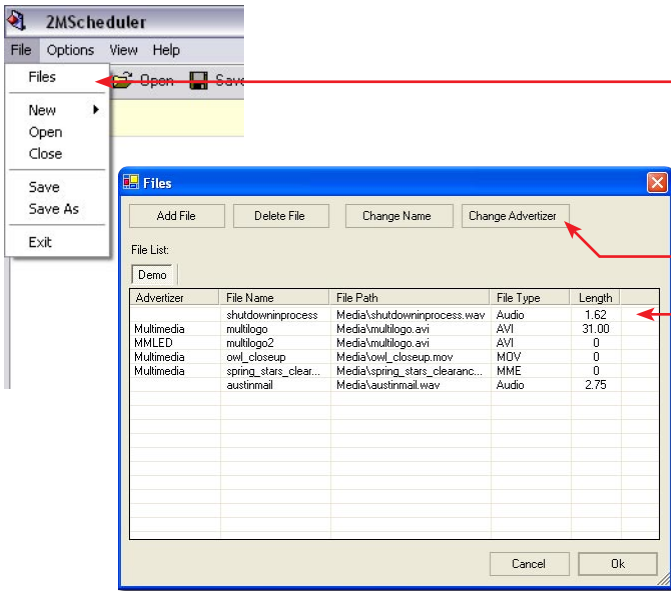
Advertisers

There are two steps to managing Advertisers: Entering Advertiser IDs and assigning Advertisers to clips (this is one step), and reporting.

1. To enter a new advertiser:

- Select "Files" from the "File" menu.
- Select a file from the "File List"
- Click the "Change Advertiser" button.
- In the "Change Advertiser" window, enter the name of the Advertiser (or client #, or whatever system you choose to track clients). Be sure you spell names consistently or they will appear in the reports as separate advertisers.
- Click "OK"
- The Advertiser's name will appear in the first column of the File List.

2. Viewing Reports:

- Select "Reports" from the "View" menu

- Click the "Run Report" button

- After a fiew seconds an "Event History Report" will appear in the "Reports" window. This is the report for the first Advertiser in the list.

- Click other Advertisers in the Advertiser List to view their Event History Reports.

- Click the small box with the "+" to the left of the Advertiser name to expand the listing to see individual clips assigned to that Advertiser. After clicking, the "+" becomes a "-" to indicate that the menu has expanded. Clicking on "-" will collapse the menu.

- Click the small box with the "+" to the left of the clip name to view individual dates.

- Click on the individual date to view the report for that date.

- A tab will appear to make it easy to navigate between reports.
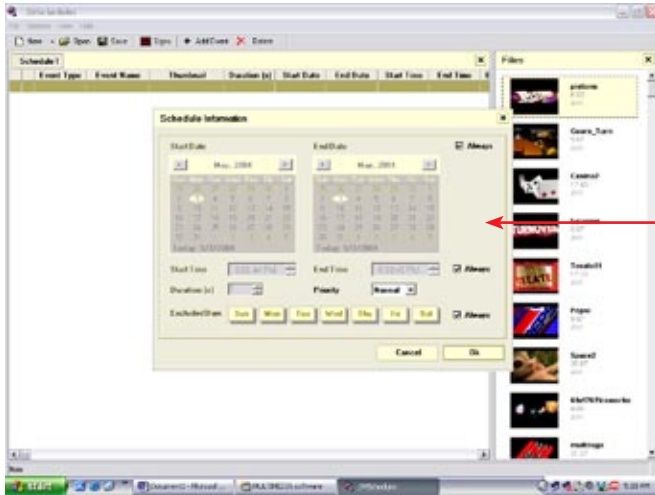
Adding an Event

There are two ways to add an event:

1. Drag and drop a file from the "Files" palette. When the file is dropped into the Schedule Window, a Schedule Information window automatically opens to set the start and end time and date, duration, priority and excluded days. (More on next page.)

    This approach allows you to quickly move Media Clips to the schedule. If you want to make changes you can double-click anywhere in the Event's row in the schedule window. However, it doesn't allow you to add Text or Live Video events.
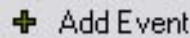
2. Click the Add Event button and you will immediately see a new window which displays the available files, allows you to sort by file type, rename an event, set the date and time, and add text. (More on page 29.)

    This approach allows you to select Media Clips like the first approach. But it also allows you to create Text and Live Video Events.

In addition to adding events to a simple sequential schedule, 2MScheduler can work with Templates designed in Template Editor, creating schedules for each block (zone) of the Template.
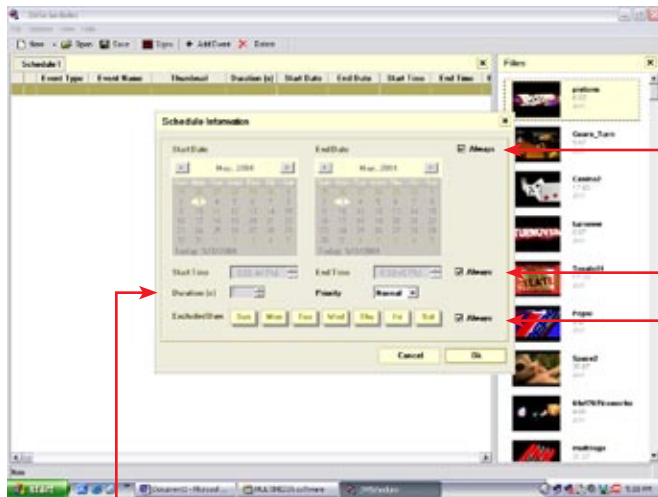
Adding Events using Drag and Drop

1. Select a Media Clip from the Files Palette and drag it into the Schedule Window.

2. A Schedule Information Window opens automatically.

3. By default, the checkboxes marked "Always" is checked. Until they are unchecked, the schedule cannot be changed.

- To simply play the clips, one after another without regard to time or day, leave "Always" checked.

- To play the clip on a specific day, whenever it comes up in the queue, uncheck the "Always" check box next to the calendar, and choose the start (left calendar) and end (right calendar) days. For one day only, select the same date on both calendars.

- To have the clip play at a particular time of day, every day, uncheck ONLY the Always check box next to the Start Time/End Time fields.

- To have the clip play on a specific day at a specific time, uncheck BOTH the "Always" check boxes next to the calendars, and the Start Time/End Time fields.

- To play the clip at all times except a certain day of the week, uncheck the "Always" check box next to the Excluded Days buttons, while leaving BOTH the calendar and Start Time/ End Time fields checked.

Using the Duration(s) Field:

The Duration(s) Field shows the duration of an event in seconds.

- Stored video and animation clips have a built-in duration, which cannot be changed.

- Live Video Events allow you to set the duration.

Using the Priority Field

Setting the priority for a scheduled clip will change how it behaves when another clip overlaps its schedule. The schedules may overlap when an unscheduled event encounters a scheduled event, or a scheduled event is scheduled to begin before another clip is completed.

If a clip encountering another clip has a higher priority, it will interrupt the other clip.

Changing the Event Type

When a media clip is dropped into the calendar, the initial assumption will be that the clip imposes the media type. However, it can be changed. Within the initial Schedule Information Window that automatically opens, the option to change the media type is not there. However, once that window is gone, you can double-click on the event in the schedule, and in THIS Schedule Information window, change the event to a Live Video (Direct Video Feed), XML Text Message or Manual Text Message event by selecting the "Event Type" tab at the top of the window, and clicking next to the new media type. If you change to a Text media type, you can now click on the Text tab and add whatever text you wish to display.
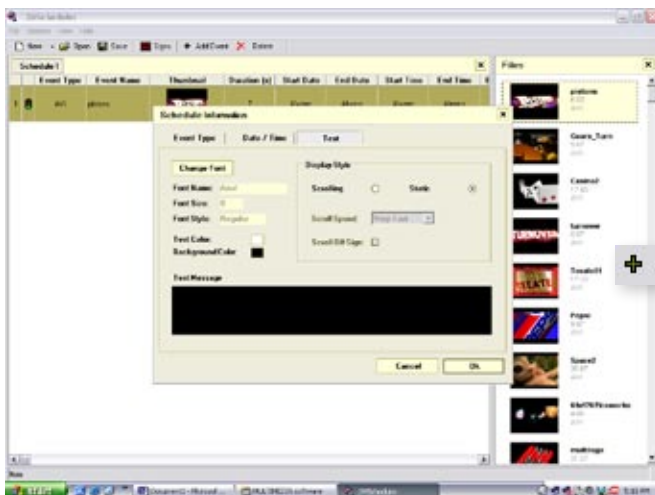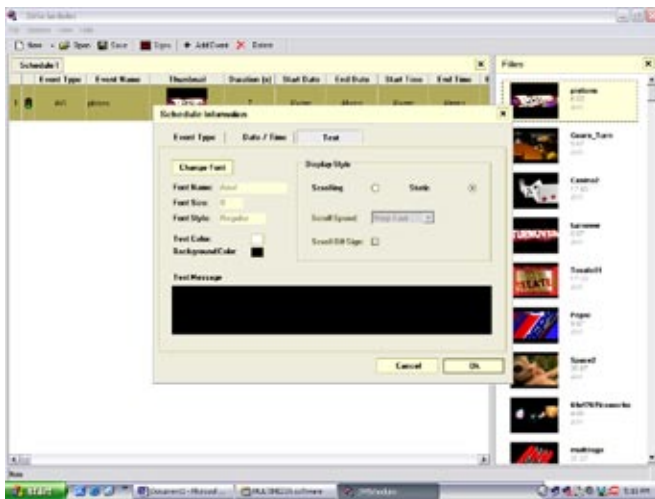
Adding Events using Add Event Button.

Using the "Add Event" button does all the same things as dragging and dropping from the Files palette, but in a different order.

1. Click the "Add Event" button

2. This Schedule Information window, very similar to those mentioned above, allows you to:

    *   Name the Event
    *   Change the Event Type
    *   Select an existing media clip
    *   By clicking the "Date/Time" tab you can set days, dates, priorities, etc. (see previous page for details on how these interact.
   *   By clicking the "Text" tab you can set text messages. (See previous page for details.)

Creating a Schedule Using a Template

1. In the Files menu, select "New –>Template Schedule" or pull down the menu next to the "New" button and select "Template Schedule".

2. In the next window you will be asked to select a Template by name. These templates were previously designed in Template Editor.

    Select a Template.

3. The Template appears in a lower pane of the the Schedule window. Clicking on a Template zone will allow you to create a schedule for that zone, using the media types allowed for that zone.

4. Follow the instructions under "Adding an Event Using Drag and Drop" on Page 28.
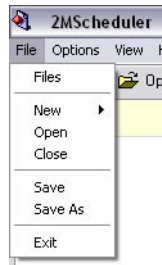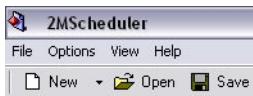
Saving a Schedule

There are two ways to save the schedule:

1. Click the "Save" button.

2. Choose "Save" or "Save As" from the File menu.

    • You will be given the opportunity to name the schedule, and you will be able to see existing schedules.

    • Type a name for the schedule and click "Save".

    It is useful to understand that you are not given the opportunity to choose where the schedule is saved. It always is saved in the same location, and is mirrored on the Controller, automatically.

When you next open eClips, the new schedule will appear in the Schedules window, ready for use.