

# **Cyber DAN 4.1 User Manual**



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## I. Quick Start

You will need a CyberDAN Player and the CyberDAN Controller software. Here is what the DAN Player looks like:



Put the player into service by plugging in a screen (TV or Monitor but not both at once!!) and also plug in the network connection, power, and speakers.



## ***Getting CyberDAN Controller Software***

The CyberDAN Controller software is available from your sales person or directly from Cyber Operations. The software is generally free to use with a CyberDAN player purchase.

### ***Requirements***

1. Any computer that runs Windows 2000, XP, or better.
2. Cyber DAN Ad Controller software by Cyber Operations, INC.

### ***Installation***

1. Insert the installation CD, the program should run automatically. If not, click the Install folder; and then, click the Setup icon.
2. Follow the prompts on your screen to install CyberDAN Controller.

## Initial Setup

1. Activate the CyberDAN Controller by clicking the CyberDAN icon or starting the program from *Start* → *Programs* → *Cyber DAN* → *Cyber DAN*. The Controller interface will pop up.

Cyber DAN Controller 4.1

File Edit Deploy Reports Help

Unit #	Notes	Status	Last Player Call-In	Next Scheduled Call-In
834173	New York	OK	Thu Mar 16 13:10:32 2006	Thu Mar 16 13:15:32 2006
786236	Miami	OK	Thu Mar 16 13:10:26 2006	Thu Mar 16 13:15:26 2006
989008	Atlanta	OK	Thu Mar 16 13:11:00 2006	Thu Mar 16 13:16:00 2006
202899	Los Angeles, CA	OK	Thu Mar 16 13:11:29 2006	Thu Mar 16 13:16:29 2006
580578	Cyber Ops	OK	Thu Mar 16 13:11:21 2006	Thu Mar 16 13:16:21 2006

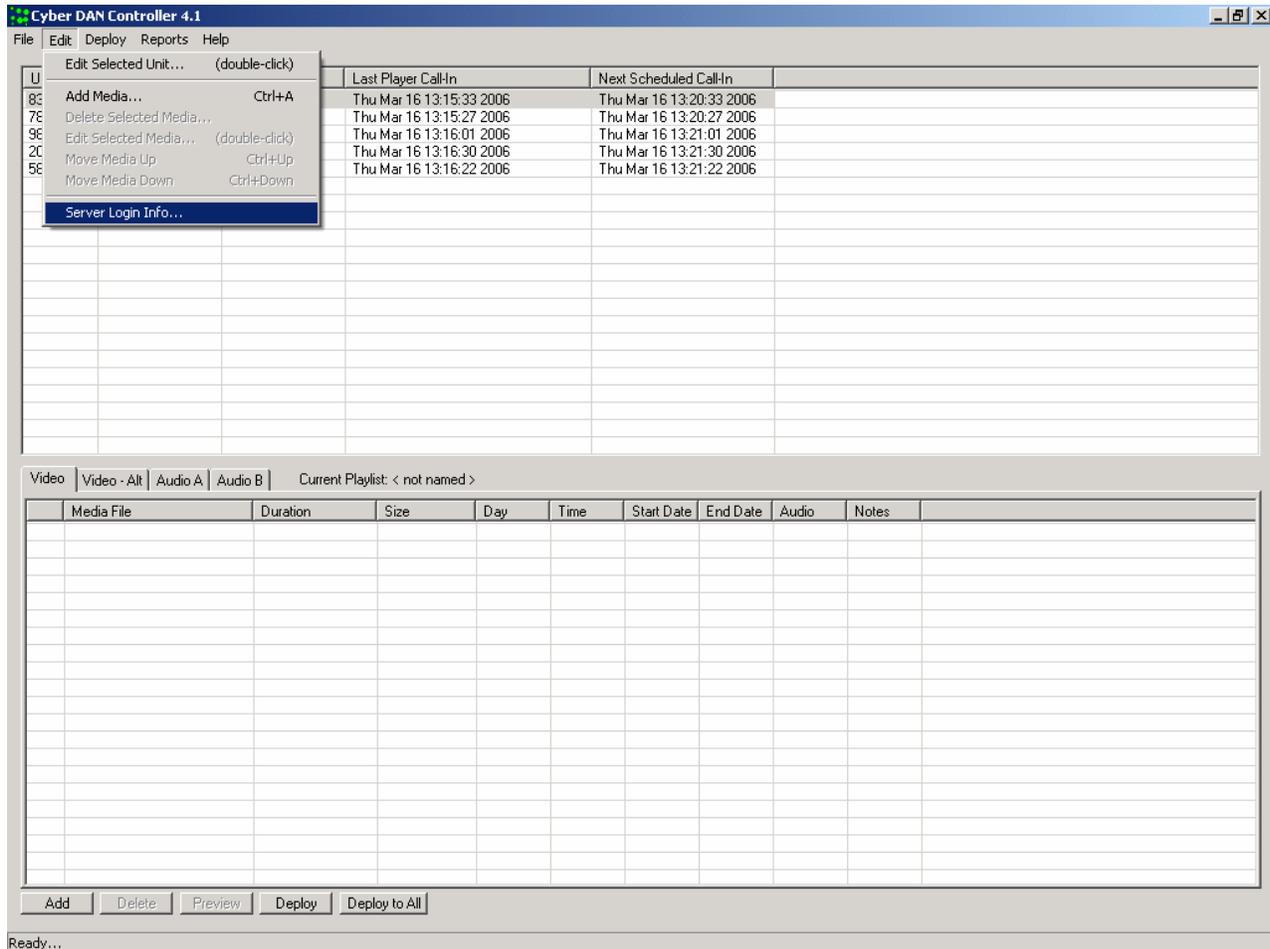
Video Video - Alt Audio A Audio B

Media File	Duration	Size	Day	Time	Start Date	End Date	Audio	Notes
------------	----------	------	-----	------	------------	----------	-------	-------

Add Delete Preview Deploy Deploy to All

Ready...

2. Set up server login info from the “Edit” menu which is on the upper left of the Controller interface. This action will bring up the dialog for login info setup. The login info is provided on the Password Card.



## Building a Play List and Deploying to an Ad Player



A **play list** is a group of media files that are sent to the chosen Ad Players.

1. Select the unit that will be the destination of your play list.

Cyber DAN Controller 4.1

File Edit Deploy Reports Help

Unit #	Notes	Status	Last Player Call-In	Next Scheduled Call-In
834173	New York	OK	Thu Mar 16 13:20:34 2006	Thu Mar 16 13:25:33 2006
786236	Miami	OK	Thu Mar 16 13:20:28 2006	Thu Mar 16 13:25:28 2006
988008	Atlanta	OK	Thu Mar 16 13:21:02 2006	Thu Mar 16 13:26:02 2006
202899	Los Angeles, CA	OK	Thu Mar 16 13:21:31 2006	Thu Mar 16 13:26:30 2006
580578	Cyber Dps	OK	Thu Mar 16 13:21:22 2006	Thu Mar 16 13:26:22 2006

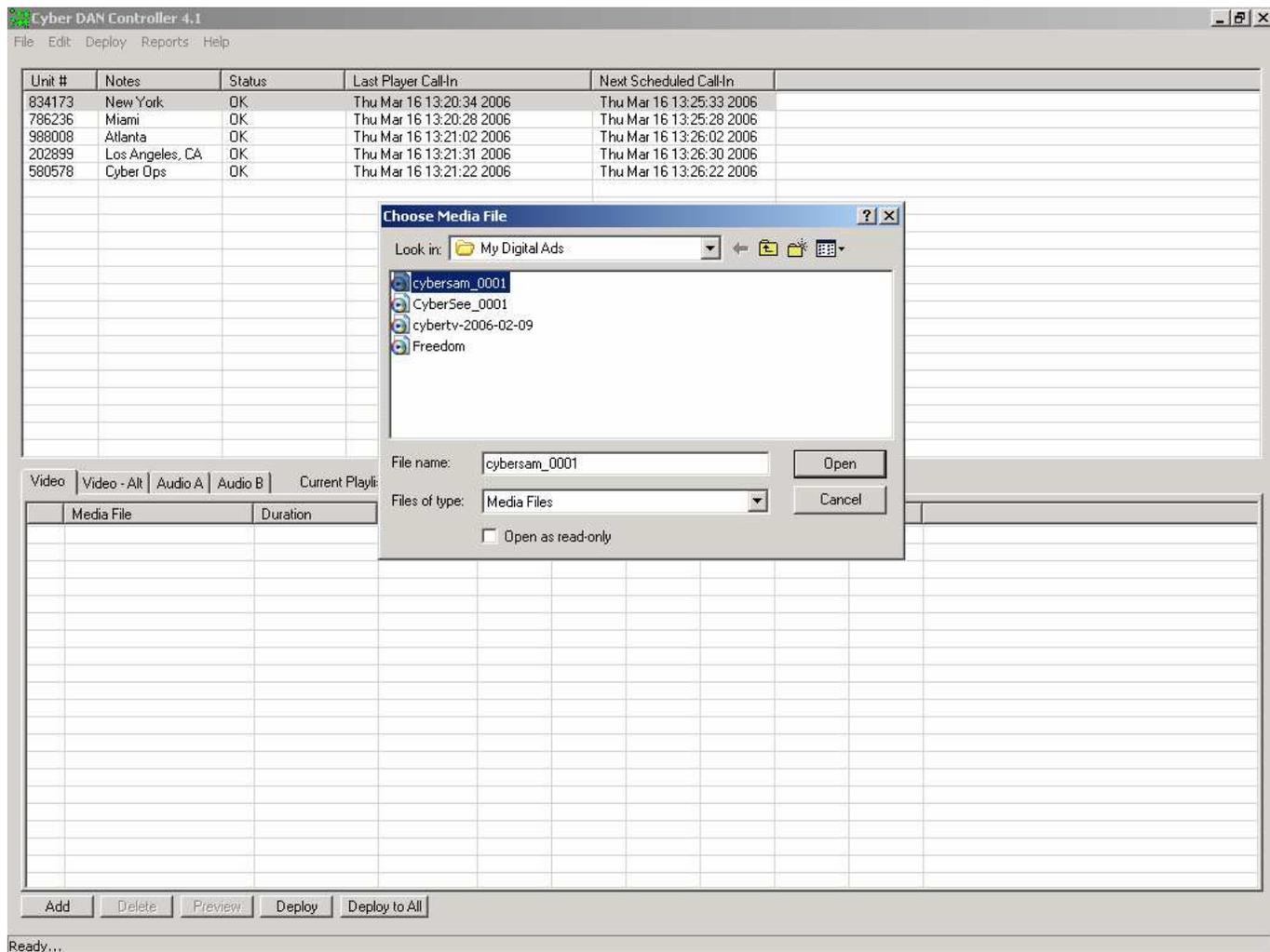
Video | Video - Alt | Audio A | Audio B

Media File	Duration	Size	Day	Time	Start Date	End Date	Audio	Notes
------------	----------	------	-----	------	------------	----------	-------	-------

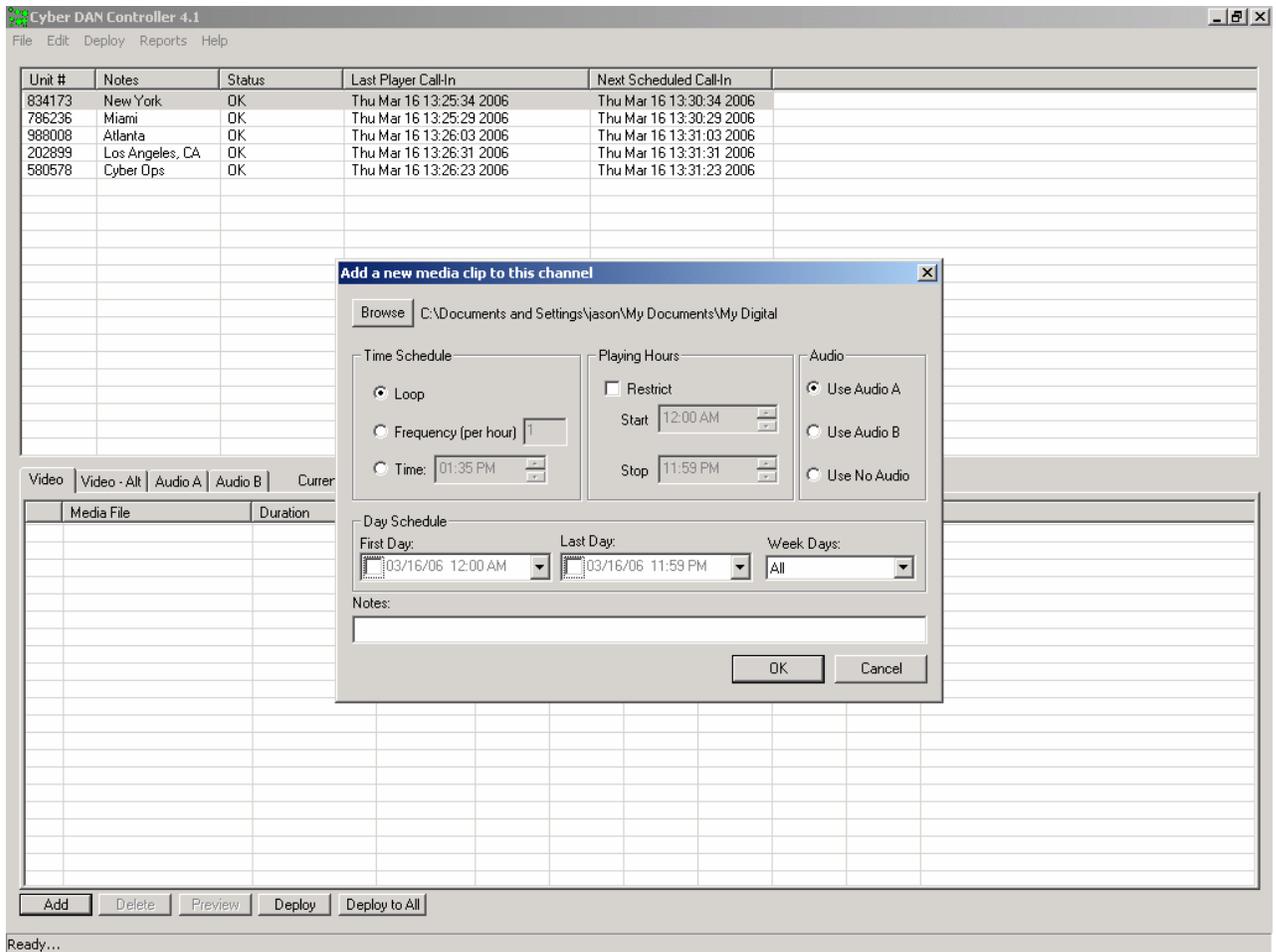
Add Delete Preview Deploy Deploy to All

Ready...

- Build up a play list by clicking the “Add” button under the lower panel of the Controller interface. The unit for which you want to deploy a list to must be selected in the upper section of the screen. The screen shown below appears.



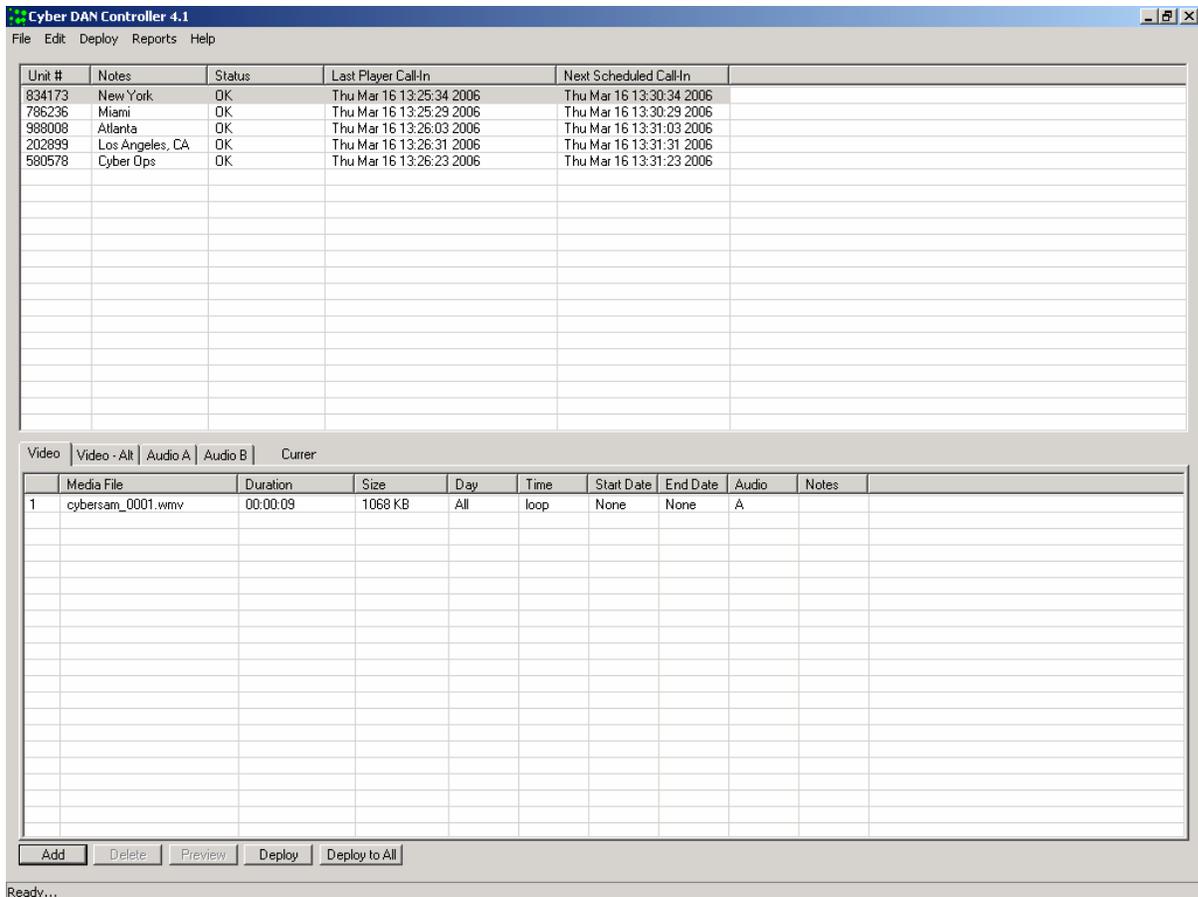
- Browse to the location of your media files, and choose the one you want to add to the list. Click OK, and the screen below appears.



4. In this window, there are four grouped areas:

- i. **Time Schedule**\_ Tells the ad player the frequency of which to play your ad, for example, every hour, or you can choose a specific time to play the ad by selecting the “Time” radio button.
- ii. **Playing Hours**\_ Use playing hours to tell the ad player the times to start playing your ad, and the time it should stop playing your ad using the start and stop drop down menus. To restrict an ad from playing during those same hours, choose the “Restrict” check box.
- iii. **Audio**\_ Use the audio group to tell the ad player which audio channel to use while playing your ad. Audio Channels are described in a later section.
- iv. **Day Schedule**\_ Use the day schedule to tell the ad player which days to play your ad.

5. Choose your desired settings and click ok. Notice your ad is added to the play list in the bottom grid.



6. Repeat the previous steps to add more media to the play list.



Optionally, open the location of your media through “My Computer”, select the media by clicking it, and drag it onto the play list with your mouse.

7. Now you will deploy the ad to a unit. Select the unit to which you want to deploy your ads.
8. Push the “Deploy” button at the bottom of the screen.
9. Type “yes” in the pop up window. Your ad is deployed to the selected unit.
10. Note that by pressing the “Deploy to All” button you can deploy your play list to all of your units at the same time.

## Controlling the Ad Player Settings

### Setting the Physical Address of Your Ad Player

1. Double click any unit on your Ad Player list, as shown below.

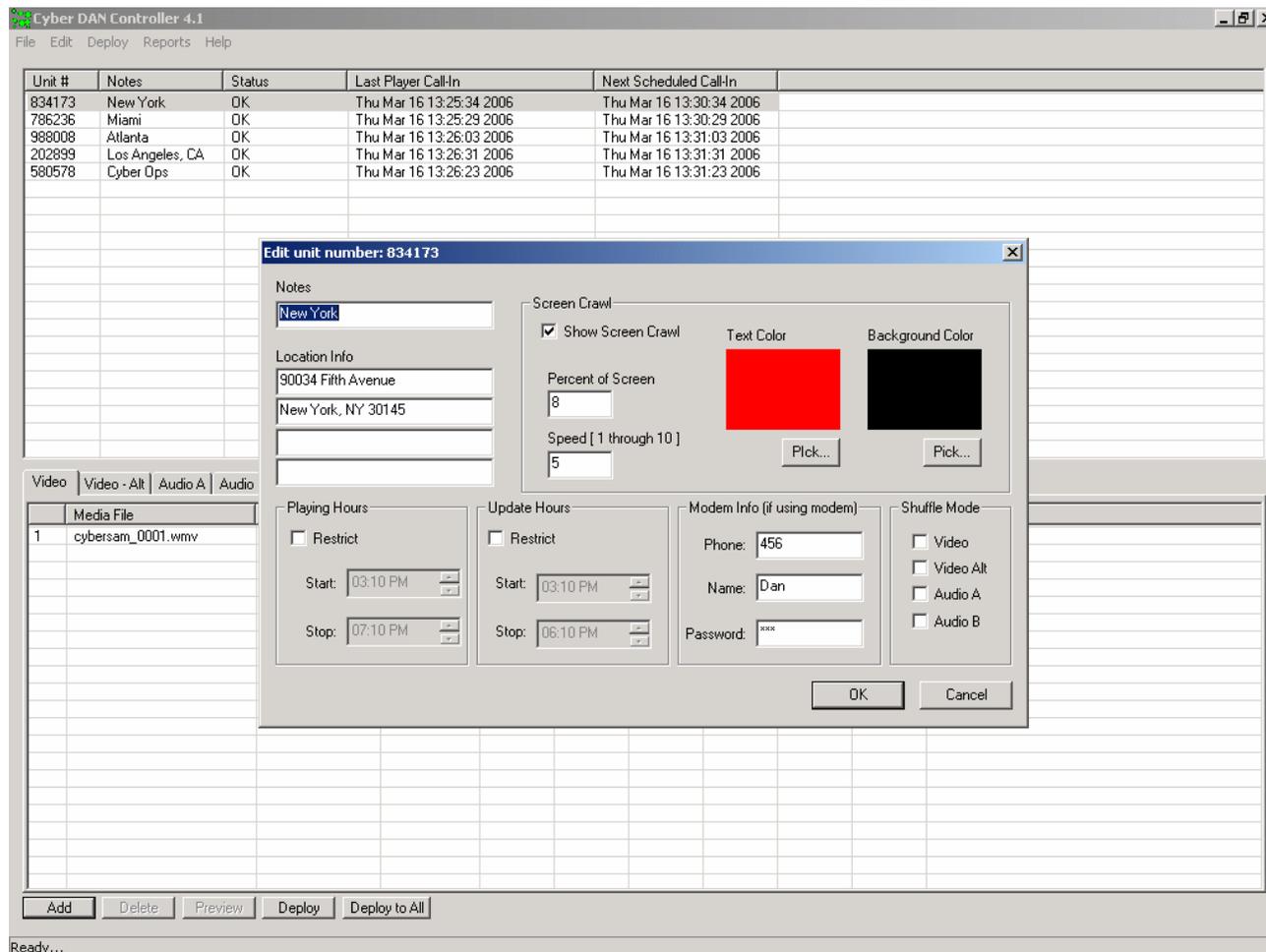


Fig A

2. Enter the location information into the “Location Info” section of the screen. Click OK.

### Controlling the Settings for Screen Crawl

(Refer to figure A on Page 9)

1. Double click any unit on your Ad Player list
2. To show the screen crawl, click the “Show Screen Crawl” check box.
3. The Percent of screen box is the percent of the screen the crawl text will cover.

4. Choose a speed of 1-10 in the speed text box. 1 is the slowest, and 10 is the fastest speed. Experiment with this feature to configure the speed that suites your needs the best.

### **Restricting Ad Playing Hours**

(Refer to figure A on Page 9)

1. Double click any unit on your Ad Player list
2. Check the “restrict” check box.
3. Choose a starting time for the ad player to begin playing ads from the start drop down box.
4. Choose an ending time for the ad player to begin playing ads from the stop drop down menu.
5. Click OK. The ad player will only play ads between the selected times.

### **Setting Update Times for the Ad Player**

(Refer to figure A on Page 9)

1. Double click any unit on your Ad Player list
2. Click the “restrict” check box
3. Select a start time from the start drop down box.
4. Select a stop time from the stop drop down box.
5. The ad player unit will only update during the selected hours.

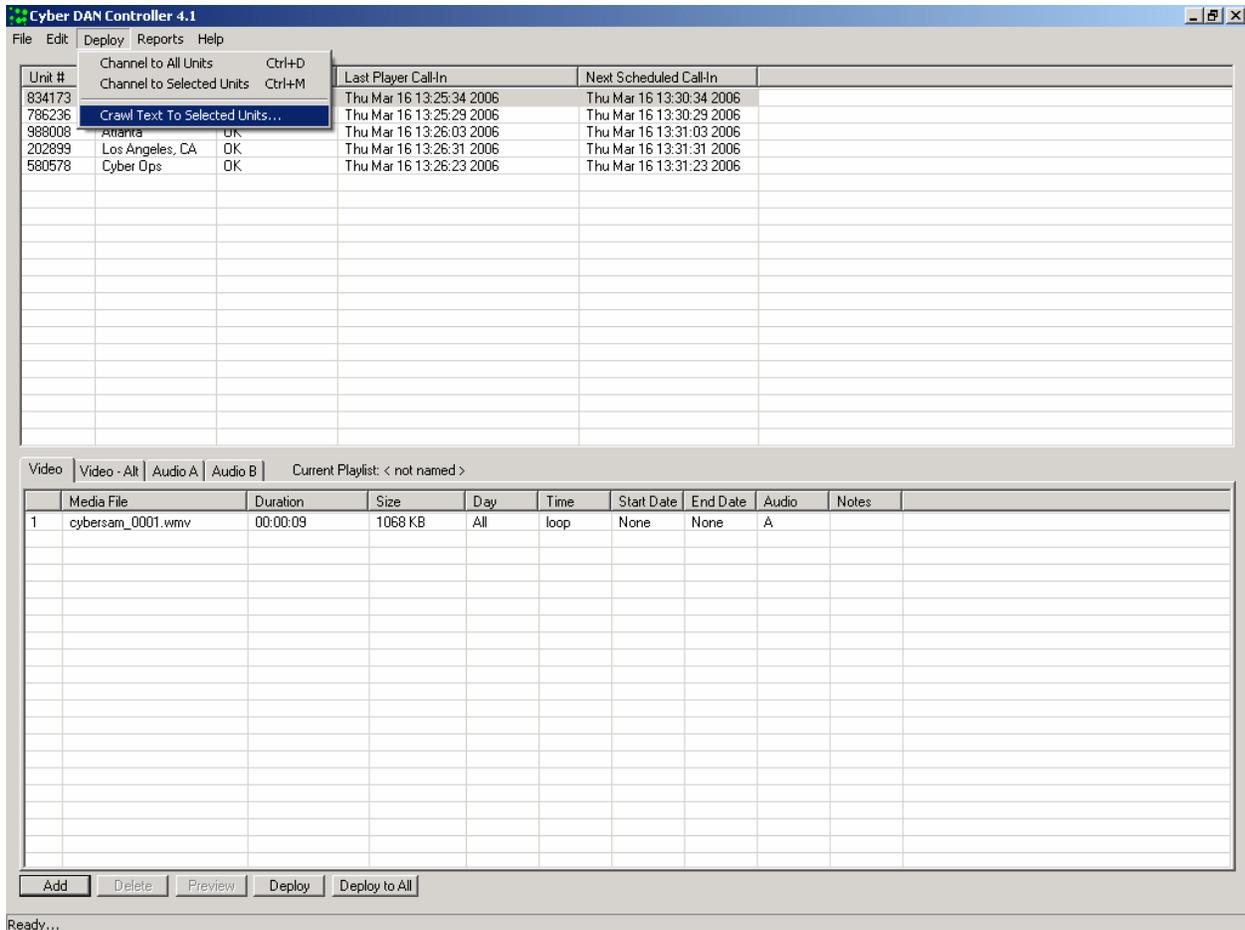
### **Configuring an Ad Player to use a Modem**

(Refer to figure A on Page 9)

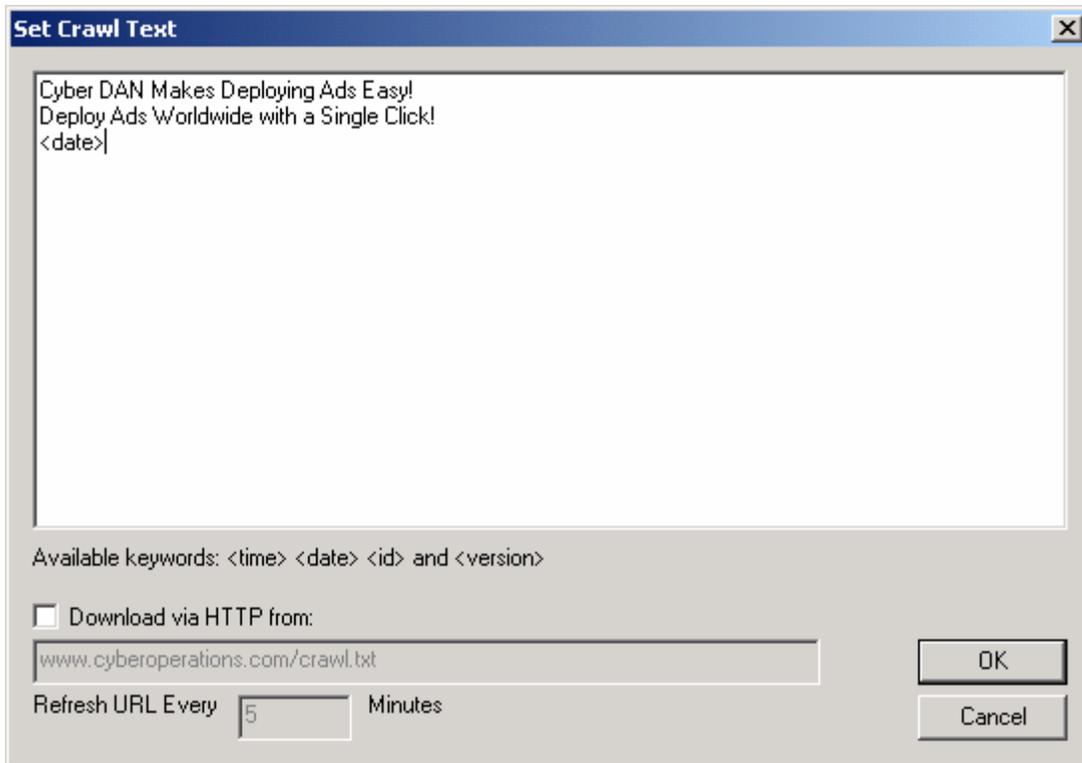
1. Double click any unit on your Ad Player list
2. Type the phone number for your dial up connection in the phone number text box.
3. Type the user name for your internet account in the name text box.
4. Type your internet account password in the password text box.
5. Click OK.

## Adding Crawl Text to Your Screens

1. Select “Deploy” from the main menu, and then select “Crawl Text to Selected Units...” as shown below.



2. The “Set Crawl Text” dialog box appears.



3. Type in the text you want to scroll across the screen, one statement per line. Notice the statement `<date>` typed on the last line. This statement is a keyword that allows you to display the date on the screen. Other keywords are `<time>`, `<id>`, and `<version>`. Click OK.

## ***Deploying an RSS Feed***

1. Choose “Deploy” “Crawl text to Selected Unit” from the drop down menu.
2. You will type the RSS feed into the text box.
3. Type “`<rss:rss-url here>`”  
Example: `<rss: http://rss.news.yahoo.com/rss/us>`
4. The following rss feeds are provided for your convenience:

National

<http://rss.news.yahoo.com/rss/us>

world

<http://rss.news.yahoo.com/rss/world>

sports

<http://rss.news.yahoo.com/rss/sports>

weather

<http://xml.weather.yahoo.com/forecastrss?p=35124>

stocks

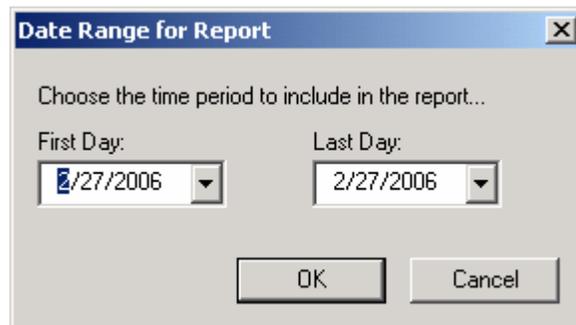
<http://rss.news.yahoo.com/rss/stocks>

## ***Deploying a Timezone***

1. Select “Deploy” “New Timezone to Selected Unit”
2. Select your timezone
3. Click Deploy
4. Type yes to confirm

## ***Proof-of-Run Reports***

The "Report" list panel generates a report according to a user-defined date range for the selected unit(s) or for all unit numbers if none are selected.



A screenshot of a dialog box titled "Date Range for Report". The dialog box has a blue title bar with a close button (X) in the top right corner. Below the title bar, the text "Choose the time period to include in the report..." is displayed. There are two labels, "First Day:" and "Last Day:", each followed by a date selection field. Both fields currently show "2/27/2006" and have a small downward arrow on the right side. At the bottom of the dialog box, there are two buttons: "OK" and "Cancel".



## II. Additional Options

There are a variety of additional peripherals supported by the Ad Player that allow additional functionality to be incorporated into the Cyber DAN System. Some of these devices allow an individual to interact with the system while others provide a richer multimedia experience.

### *Interactivity Devices*

There are a variety of devices by that allow a person to interact with the Ad Player such as motion sensors, buttons, or switches. These devices can be used to display certain ads based on various events in the Ad Player's environment. For example, the Ad Player may normally play commercial ads but switch to a building directory if it detects motion or if a button is pushed.

## ***High-Definition Displays***

The Ad Player supports a variety of high-definition displays and video modes such as LCD, plasma displays, projectors, and HDTV. It also supports S-Video as well as RCA TV-Out (NTSC and PAL).

## ***Wireless Options***

The Ad Player supports wireless VGA connectivity and wireless internet connectivity, allowing it to be deployed in environments where it cannot be located in close proximity to its display device.

## ***Ordering Customizations***

Cyber Operations can provide all types of devices supported by the Ad Player. Just call us at 205-403-2923 to learn more about the devices currently supported or to receive a quotation.

## **III. Detailed User Guide**

### ***Scope and Audience***

This manual is intended for personnel using the Ad Controller software to deploy media content through the Cyber DAN Ad System.

### ***Overview and Terminology***

The Cyber DAN Ad Controller is a power tool for controlling advertising and media content over the Internet.

### **Unit Number**

Each Ad Player in the field has a unique Unit Number. This number uniquely identifies the Ad Player and is used to send media and instructions to a particular Ad Player unit.

## Play List

A "Play List" is a group of media files that are sent to the Ad Players. These can be infomercials, advertisements, tunes, etc. A play list includes details on when and how to play the media. For instance, a tune may be configured in a play list to only play on Saturdays. The primary purpose of the Ad Controller is to disperse media and instructions to the Ad Players.

The Ad Player station can play media files of the following formats:

**mpg, mp3 (some mp4), avi, asf, qt, mov, fli, flc, wav, wma, wmv, ra, rm, m2v.**

Other media formats may need to be converted to the aforementioned formats to be played correctly. For example, a flash file with .fla extension needs to be exported as .avi file to be played. The Ad Player may also play some .gif movies but the behavior of the system is not guaranteed.

## Channels

Typically, Ad Players are capable of playing media on more than one channel. For example, an Ad Player may be playing separate media clips on its Video channel, Audio A channel and Audio B channel. The Video may be playing an info screen while an audio channel may be phone background music, and the third channel may be playing ambient music for an area in the building. It is also possible for video and audio to be synchronized, playing two channels together. Each channel will be assigned its own play list.

The four channels used are "Video," "Video Alt," "Audio A," and "Audio B." The "Video" channel is the main video output, "Audio A" is the first sound card in the Ad Player, and "Audio B" is the second sound card in the Ad Player. The "Video Alt" channel is a special channel that is triggered by some other device. For instance, a motion detector may detect that a person is near the Ad Player's screen and switch the video from the "Video" channel to the "Video Alt" channel which may display other information. The "Video Alt" channel is only used with a switching device and may not be applicable for all Ad Players.

## *Logging into Ad Controller*

Ad Controller requires valid server name, username and password to be fully functional. Enter the login information provided by Cyber Operations when the program starts or through a dialog box activated by clicking Controller→Server Login Info...on the upper left top of the main window of Ad Controller.

## **Building a Play List**

A play list is one or a group media files to be played by a channel of an Ad Player. The Ad Controller can open one play list at a time. The current open play list is shown in the bottom half panel of the Ad Controller main window. Each of the four channels has its own play list. For example, clicking the "Video" tab will shows the play list in the "Video" channel. There are four main ways to add media to a channel's play list. The fastest way is to drag and drop the media clips onto the play list panel in the main Ad Controller window. The second is to click *Playlist*→*Add Media...* in the main menu. The third way is to double-click an empty line in the play list. The fourth way is to click the "Add" button below the panel.

If the files were dragged into the window, double-click the file to display its options. The options can also be changed later at any time. Be sure to save any changes made to the play list. Be aware that changing a play list does not change any Ad Players. All changes have to be deployed before they will take effect on an Ad Player.

## **Time Schedule**

The first option available with a media clip is the "Time schedule". The clip can be put into the main loop and played in turn which is the "loop" option. It may be played at a set frequency. This causes the Ad Player to force the clip to be played a set number of times per hour. The third option is to play the media clip at a fixed time. This might be used for corporate announcements 15 minutes before store opening or perhaps a 'last call' message at a bar for a local cab service. The default behavior for this feature is to play the clip in the main loop.

## **Playing Hours**

A particular clip may only need to be played during certain hours. For instance, a lunch-special commercial does not need to be played after lunch hours. Set the start and stop times for the particular clip if required.

## **Audio**

The next option is Audio. This option is only available for the play list in the "Video" channel and "Video Alt" channel. The default behavior for a video clip is to play the sound in "Audio A" channel. If the sound channel is playing something else and a video channel reaches a media clip with an associate sound channel, then the audio media playing on the sound channel is substituted by the video's sound, and the video and its corresponding sound will play together.

## **Day Schedule**

A media clip can also be set to run for a certain date range. For example, if a sale will be advertised during the first week of February, then the media can be programmed to only play during that week. These let the Ad Controller personnel schedule and deploy media ahead of when it needs to be played. It also lets them schedule a time for it to stop so that out-of-date commercials will stop playing. Another feature lets the Ad run on specified days of the week. For instance, a vendor may only want the Tuesday special to be advertised on Tuesday.

## **Notes**

The last item is the notes section. This is generally for reference information to the Ad Controller operator and is not used by the Ad Player itself.

## ***Deploying Media***

It is important to remember that only one channel is deployed at a time. The currently shown channel is the only channel that will be deployed. Once the play list has been created, deploying media to the units is simple. First, select the tab of play list media channel that is to be deployed, and click the "Deploy" button or "Deploy to All" button below the play list panel.

After the deployment has been made, the units will obtain the new information on the next call-in. The call-in time is shown on the line with each media player on the control station. Typically the media player will synchronize every hour. This time frame can be adjusted by Cyber Operations if special circumstances require updating more often.

## ***Changing Ad Player Preferences***

Some of the behavior of the Ad Player can be changed remotely from the Ad Controller station. Most of these changes can be made using the "Deploy" menu on the top of the Ad Controller main window.

## ***Proof-of-Run Reports***

Select the units from the list that will be in the report. The report generator lets you customize the report for date ranges, impressions, current play list, summaries, and many other options.

## ***Frequently Asked Questions and Answers***

**Q: I need to run a Flash file on the media player!**

**A:** The media player does not support flash, however "Flash Exporter 8" which comes with Flash Professional 8 from Adobe can export a flash to MPEG which CyberDAN does support.

**Q: I need to run a PowerPoint on the media player!**

**A:** The media player does not support PowerPoint, however you can save the PowerPoint presentation as JPEG slides which are support by CyberDAN.

**Q: If more than one person deploys a different play list to an ad player, which play list will play on the unit?**

**A:** Each time a play list is deployed to a unit for a given video or audio channel, the new play list channel will overwrite the old play list channel, so the last play list channel deployed to a unit will be the one that is played.

**Q: When playing a video clip with sound, if there is an audio channel that is playing sound at the same time, which sound will actually be heard?**

**A:** If there is an audio clip scheduled to be played in one of the audio channels, the video's sound will override the audio channel, so the audio channel will not be played while the video channel is playing sound on that channel.

**Q: I deployed a new play list to the Ad Player; however, it is still playing the old play list.**

**A:** The Ad Player only updates its play list when it calls in to the Ad Server, so the update will not take effect on the player until a call-in has been completed.

**Q: I deployed a new play list to the Ad Player; why is the screen blank?**

**A:** If an unsupported media type is deployed to the player, it will display a blank screen or skip the unknown media file. The Ad Player station can play media files of the following formats: **mpg, mp3 (some mp4), avi, asf, qt, mov, fli, flc, wav, wma, wmv, ra, rm, and m2v.**

**Q: How do I change my password?**

**A:** To change your password, you will need to contact Cyber Operations at 205-403-2923.

**Q: Can the Ad Player display video at a higher resolution?**

**A:** Yes, the Ad Player supports a wide variety of video resolutions. See the section in this manual labeled “Additional Options” for more information on playing video in a higher resolution.

**Q: If two media files are set to play at the same time on the same unit, will both media files be displayed?**

**A:** Both media files will be played. The second one will play after the first finishes.

**Q: What will happen if a video file is sent to the audio channel? Will the sound of the video still be played?**

**A:** If a video clip is sent to an audio channel, the audio channel will play the sound portion of the file and not the video portion.