



~sedna **presenter**®



Presenter 2.8
Manual

~sedna **presenter**®

Digital Signage for Mac

Version 2.8 Rev. A
User Manual

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1 Introduction

Thank you for purchasing ~sedna **presenter**® software, the first complete Digital Signage solution for Mac OS X.

~sedna **presenter**® is an application designed to easily manage, schedule, and display a wide variety of digital media assets.

Media assets — such as movies, pictures, graphics, web pages, Quartz compositions, etc. — can be compiled in playlists and scheduled according to playout plans: From single displays to perfectly synchronized video walls, ~sedna **presenter**® allows you to manage, schedule and deliver digital content to any display anywhere in the world. Powerful, scalable, easy to use.

This manual has been designed to help you get started, and also contains some handy tips on how to use your new software.

If you require further assistance, please contact your local representative or visit the support section of our web page:

<http://support.sedna-presenter.com/support-form/>

For more information about Scheduler Plus, see page 121.

Important Installation Notes:

~sedna **presenter**® requires **Mac OSX 10.6 (Snow Leopard)** or later on all Player, Scheduler, and Publisher computers.



Important

Although Player version 2 can play back projects created with version 1, you may get unusual or undesirable results during play-back. It is therefore highly recommended that you commit your projects from the Scheduler after upgrading your Players.

Overview

~sedna **presenter**® has a client server architecture. Resources of one or more display computers are administered and managed via a user interface. Administration takes place locally first, then the playout system is synchronized via a network connection.

~sedna **presenter**® consists of the following software applications:

- *Presenter Scheduler*

The control and management application for compiling and displaying media contents.

- *Presenter Player*

The playout application displays the digital assets according to schedules developed in Presenter Scheduler. The Player must be installed on the computer(s) that control the display(s).

- *Presenter Publisher*

The publishing application distributes Presenter Scheduler Projects over the Internet.

Media Formats

~sedna **presenter**® makes it easy to manage a variety of media formats to be used on image-generating systems. The following media formats are supported:

- movies (including transparency / alpha channel support)
- pictures (including transparency support)
- video streaming
- realtime video capture (up to HD-SDI)
- realtime computer capture (HDMI, DVI)
- text
- text crawls (RSS feeds, etc.)
- Quartz compositions (qtz)
- web pages (HTML, interactive HTML)
- Flash files (swf)
- audio (mp3, mp2, wma, m4a, mpa, wav, aif)
- any third-party application via VNC (PowerPoint, Director, Office, etc.)

2 Technical Information

~sedna **presenter**® was specifically designed for the Mac platform. Its features and interaction concepts follow current Mac systems.

System Requirements

You need a Presenter Player License for every Playout Mac (Mac mini, iMac, or Mac Pro) and at least one Scheduler License (ideally on a separate Mac) with a network connection to all Player Macs to provide the Players with assets, playlists, and schedules. If no network is available, read section 9.6 (*Export Playlist via “Sneaker Network”*).

- Presenter Scheduler
- Presenter Player
- Presenter Player Light (plays only one content layer plus one ticker)
- Presenter Player for iPad
- Presenter Player Pro
- Presenter Publisher
- Presenter Toolbox

All of these versions run on any IntelMac, Mac mini, iMac, MacBook, MacBook Pro with MacOSX 10.6 or higher.

- Recommended Configuration for Players
Intel Core 2 Duo 2.0 GHz or faster, 1 GB RAM or more

Note: Your Mac’s speed and capabilities determine the resolution and complexity of the media you can play back on it. The faster your Mac and graphics card, the better.

Content Options	Presenter Player for iPad	Presenter Player Light	Presenter Player	Presenter Player Pro
Movies (incl. Audio)	*	*	*	*
Pictures	*	*	*	*
Quartz Compositions	*	*	*	*
PDF Support	*	*	*	*
Flash (.swf)	*	*	*	*
Web Pages (.html)	*	*	*	*
Interactive Web Pages (.html)	*	*	*	*
RSS Feeds	*	*	*	*
Ticker Texts	*	*	*	*
Text Messages	*	*	*	*
Audio	*	*	*	*
Compositions	*	*	*	*
Overlays	*	*	1	4
VNC (Remote Desktop)	*	*	*	*
Streaming Video	*	*	*	*
Video Wall Mode	*	*	*	*
Multiscreen support	*	*	*	*
Control of External Devices	*	*	*	*
iTunes Playlist Control	*	*	*	*
Web/Cloud Updates (Subscriptions)	*	*	*	*
Self Publishing	*	*	*	*
Video Capture (SD)	*	*	*	*
Video Capture (HiD)	*	*	*	*
HDMI Capture	*	*	*	*
Content Layers	1	1	4	4
No. of Tickers	1	1	4	4
No. of Screens per Player Computer	1	1	1	up to 4
Playlists and Overlays can be triggered with external Devices	*	*	*	*
Presenter RFID support	*	*	*	*
Kiosk Mode	*	*	*	*
Playlist on touch	*	*	*	*

Feature Comparison List

3 Setup

You need an Internet connection for registration and licensing your software. You should not install the Player License and Scheduler License on the same Mac. Please make sure you install both, the Scheduler and at least one Player, do not mix versions!

Please remember that, once activated, the license key is permanently and irrevocably associated with the computer on which the activation process is executed.

Important Installation Notes:

~sedna **presenter**® requires **Mac OS X 10.6 (Snow Leopard)** or later on all Player and Scheduler computers!

Although Player version 2 can play back projects created with version 1, you may get unusual or undesirable results during play-back. It is therefore highly recommended that you commit your projects from the Scheduler after upgrading your Players.

3.1 Installing the Presenter Scheduler

1. Ensure that all of the latest MacOSX updates (10.6 or later) have been installed.

Important: After upgrading your Players, you need to commit your projects from the Scheduler.

2. Double-click on “*sedna-presenter-x.y.dmg*” to open the image (“x.y” stands for the current version).

3. Drag the “*Presenter Scheduler*” application icon to the applications folder on your Mac or use the embedded link.

Note: If you cannot place the icon into your applications folder, try restarting your Mac.

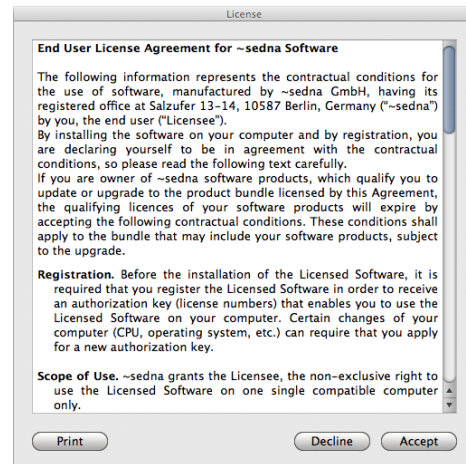


sedna-presenter-x.y.dmg

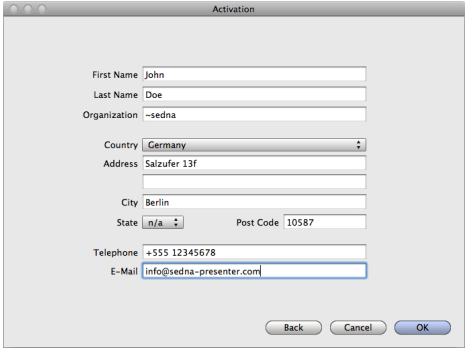


4. Double-click on “*Presenter Scheduler*” icon in the applications folder to launch the program.

5. Be sure to review the License Agreement and click “Accept” or “Decline”. Declining the terms of the “*End User License Agreement*” stops the installation process.
6. Enter your serial number.
Important: A serial number can only be used once and will be permanently associated with the computer you are installing the software on. This cannot be undone!



7. Enter your contact details.

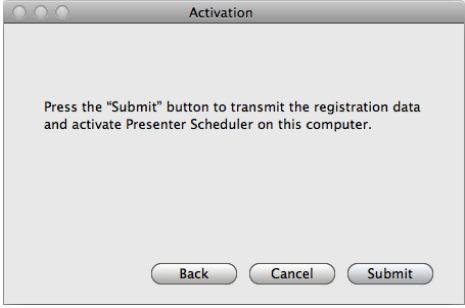


The 'Activation' dialog box contains the following fields and values:

Field	Value
First Name	John
Last Name	Doe
Organization	--sedna
Country	Germany
Address	Salzufer 13f
City	Berlin
State	n/a
Post Code	10587
Telephone	+555 12345678
E-Mail	info@sedna-presenter.com

Buttons: Back, Cancel, OK

8. Click "Submit" once the activation server is successfully connected.



The 'Activation' dialog box displays the following text:

Press the "Submit" button to transmit the registration data and activate Presenter Scheduler on this computer.

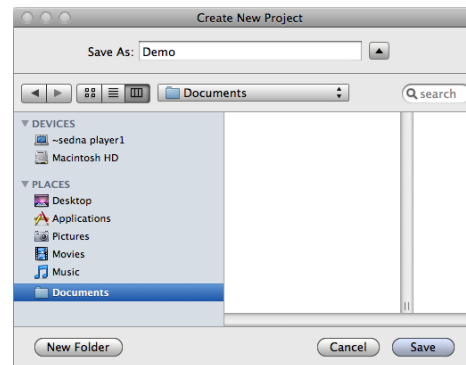
Buttons: Back, Cancel, Submit

9. Write down (or print) your registration info and keep it in a safe place.
Click on “Close”.



10. Select a location in which to create and save your projects. For example, you might want to select your “Documents” folder.

11. Give your project a name and click “Save”.



3.2 Installing the Presenter Player

Note: The installation process for Presenter Player is quite different, please follow these steps carefully.

1. Choose a system for the Presenter Player installation. Make sure you have all of the latest Mac OS updates installed. We recommend installing the Scheduler and the Player on different Macs.

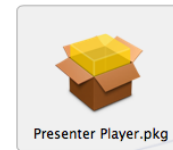
(If you don't have a second Mac for the Player, you can run the Player software on the same computer as the Scheduler, but you have to keep switching between the two.)

2. Make sure that both Macs are in the same network, which—ideally—should be physically wired (Ethernet).
3. Double-click on the “*sedna-presenter-x.y.dmg*” disk image.

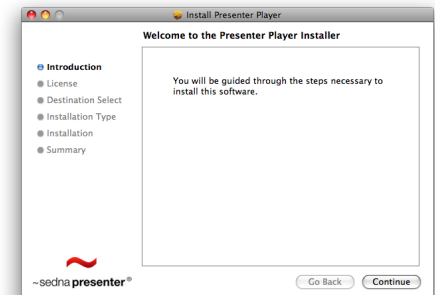


sedna-presenter-x.y.dmg

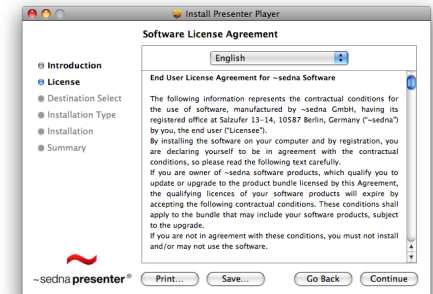
4. Double-click on the “*Presenter Player*” package (.pkg) to launch the installer.



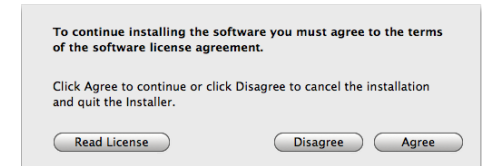
5. Click “*Continue*” when the installer is ready to proceed.



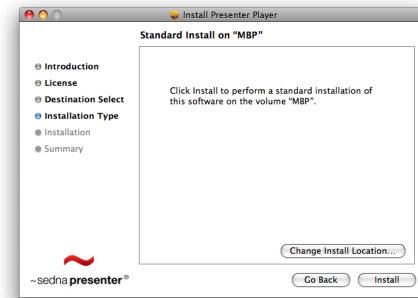
- Please review the End User License Agreement and click “Continue” to proceed if you agree to the terms.



- You now see a dialog box, requesting a final confirmation of acceptance: You may click “Agree” or “Disagree”. Declining the terms of the End User License Agreement stops the installation process.



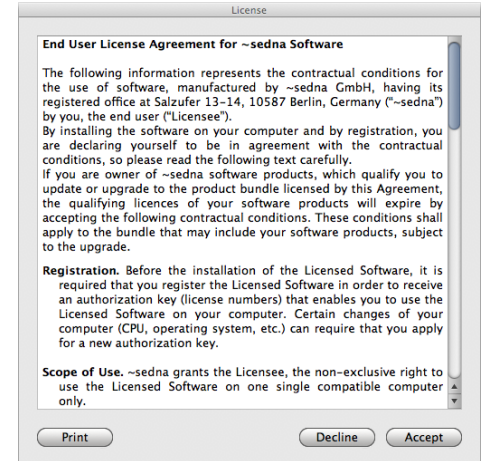
8. Click “*Install*” to install Presenter Player.



9. Once the installer is complete, the system must be restarted. After the restart, go to the applications folder and double-click on the “*Presenter Player*” application.

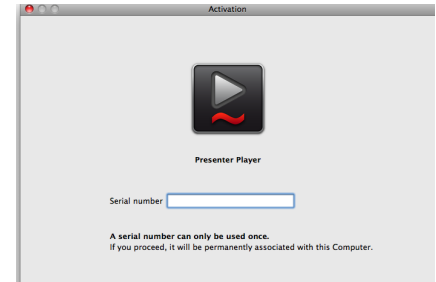


10. Please review the License terms carefully and click “Accept” or “Decline”. Declining the terms of the End User License Agreement stops the installation process.



11. Enter your serial number.

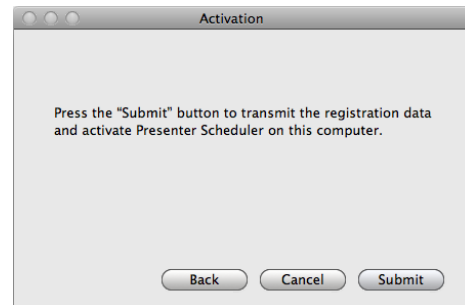
Important: A serial number can only be used once and will be permanently associated with the computer you are installing the software on. This cannot be undone!



12. Enter your contact details.

A screenshot of a macOS-style window titled "Activation". It contains a form with the following fields: "First Name" (John), "Last Name" (Doe), "Organization" (sedna), "Country" (Germany), "Address" (Salzufer 13f), "City" (Berlin), "State" (n/a), "Post Code" (10587), "Telephone" (+555 12345678), and "E-Mail" (info@sedna-presenter.com). At the bottom right are three buttons: "Back", "Cancel", and "OK".

13. When the activation server is successfully connected, click “*Submit*” to activate Presenter Player on your computer.

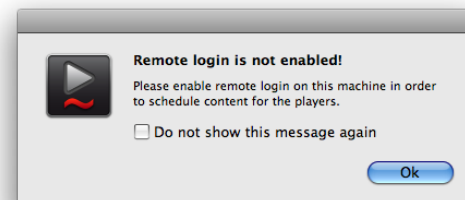


14. Write down (or print) your registration info and keep it in a safe place. Click on “*Close*”.

15. Start Presenter Player.

The Scheduler and Player communicate via SSH, which means you have to activate remote login on the Mac the Player is installed on.

16. If remote login is not enabled a dialog window comes up. Select *OK* and go to the “*Apple Menu / System preferences / Sharing*”



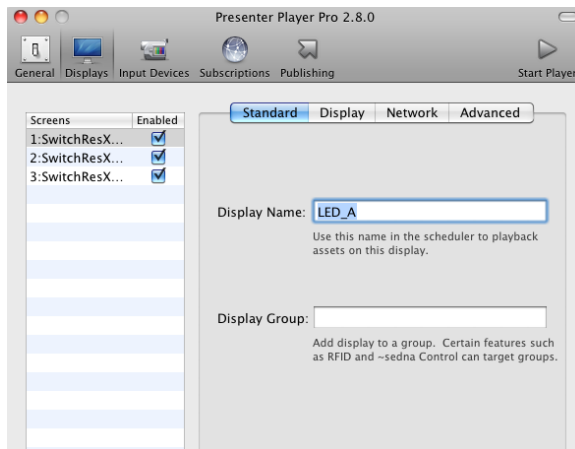
17. Enable remote login with a check mark (you may have to enter your administrator password).



18. Switch back to the Presenter Player Application and give your Display a unique name in the Display Name field. You will need this ID later to run playlists on explicit Displays, e.g. via Multiscreen assets, external control, or RFID Readers.

You can also put several Displays into one Group, if you want to send one playlist to a number of displays.

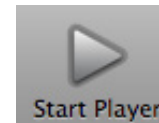
It is not necessary to assign names, a default name is provided, but it is recommended to choose a meaningful ID.



19. Now click on the “*Start Player*” icon at the upper-right corner of the Player setup window.

Player Start

The Player starts as soon as you click on “*Start Player*”. The Player Setup Tool closes automatically if the “*Keep Player alive*” function is enabled. If you want to change something in your Player Settings, you have to open the Player Setup Tool again. This closes the currently running Player.



You should now see the ~sedna **presenter**[®] logo on the designated display of the playout system.

Note: If you are using the same computer for both Player and Scheduler you can hide Presenter Player by typing “⌘ + H”. To quit the Player you can use “⌘ + Q” or “alt + ⌘ + Q”. Then use the “⌘ + Tab” keys to switch between apps.



3.3 Connecting the Player and the Scheduler

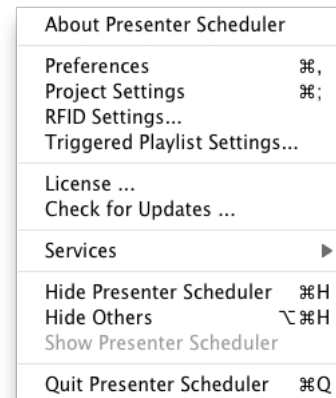
Please see *Tutorial A (Network Setup)* for the configurations:

- Fixed IP address
- Dynamic IP address
- Multiple Player via Internet connected by a router

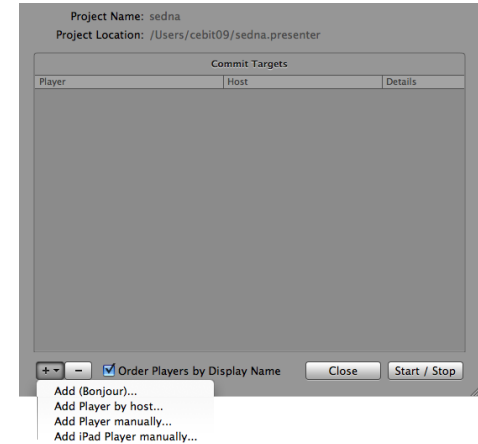
Example: Configure Player in your local network (LAN)

If the Scheduler Mac and the Playout Mac are arranged in the same subnet, DHCP can be used, as “Bonjour” finds all Playout Macs automatically. Select the desired Players in your Project Settings:

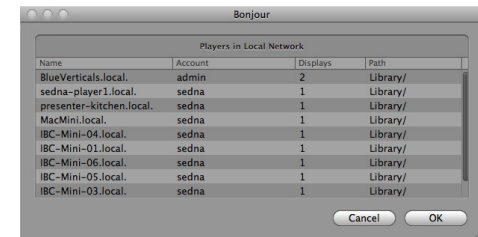
1. Go to the Scheduler Mac and select “*Project Settings*” in the “*Presenter Scheduler*” menu.



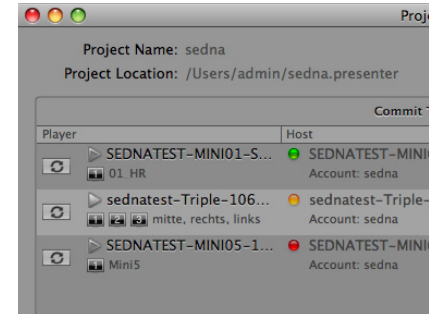
2. Add a Player via the + Button and choose your preferred method.



3. You now see a list of all of the systems running Presenter Player. Select one or several playout systems for your project and click on "OK".



- A green light indicates an active connection between the Scheduler and Player Mac.
- A yellow light indicates that no Player application can be found or that the version found is outdated.
- A red light indicates that there is no connection between the Scheduler and the Player Mac.



4 First Steps — Presenter Scheduler

Start Scheduler

Using the Presenter Scheduler is quite easy. There are three basic concepts:

Importing assets

The basis for using ~sedna **presenter**[®] is organizing media contents (movies, pictures, etc.) or creating them directly in the Presenter Scheduler.

Generating playlists

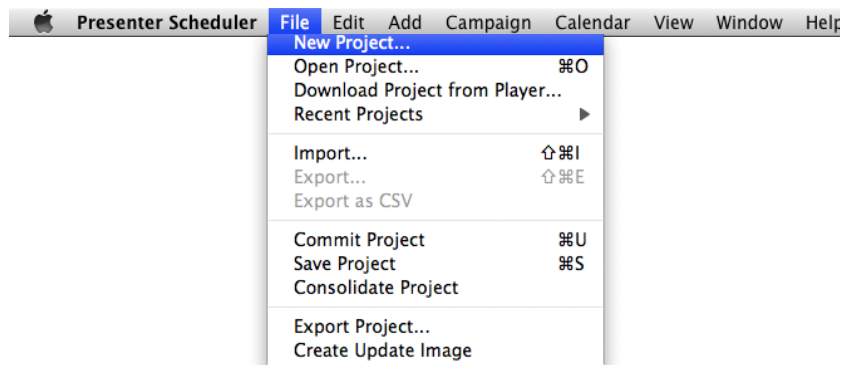
Similar to standard media management tools, assets can be arranged in playlists and combined as desired.

Day Templates

Scheduling playlists into daily programs and synchronizing them with the Player of the corresponding display.

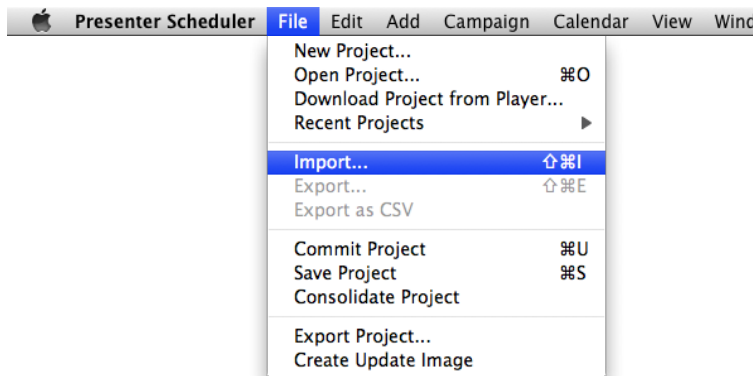
The user interface and program are structured so that users can work intuitively. Many features are operated by simple *drag & drop*.

4.1 Create New Project



4.2 Import Assets

Clicking on “File/Import...” or pressing the keys “⌘ + ⌘ + I” opens the dialog to import media contents. Choose and import your assets in the dialog box. Newly imported elements are listed at the end of the assets list.



You can also add assets by simple drag & drop. Mark one or more elements in the source folder, drag them into the asset area. You can import several elements or even entire folders simultaneously, including their labels.

After importing, the elements are displayed in the asset area with file names and a symbol showing the media type (picture, movie, etc.).

The properties of an asset can be viewed in the Inspector window and some of them can be edited (name, duration, scaling, etc.). You can add labels and comments to the elements.

Double-click an item in the asset library to get a preview.

Double-clicking in the playlist view will not start the preview, but rather show the playlist in the schedule view.

Note: See *Assets and Functions* (chapter 8) for more information.

4.3 Asset Inspector

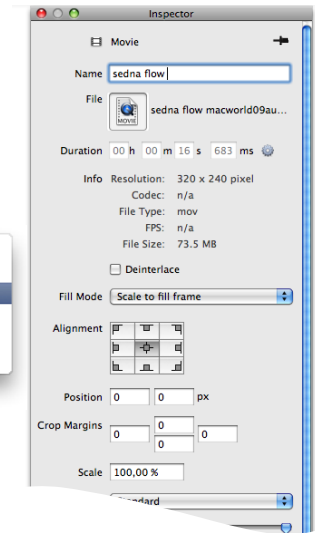
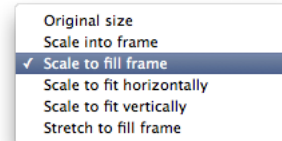
Use the Inspector (at the right top) to view and adjust asset details:

- *Duration*
Choose the desired time.
- *Deinterlace*
Choose this option if you need deinterlacing for the stream.
- *Fill Mode*
Size your asset to the screen.
- *Background*
Create transparent backgrounds in certain assets (e.g. HTML).
- *Alignment*
Assign a rough position (e.g. upper left corner).
- *Position*
Add or subtract pixels for fine tuning.
- *Crop Margins*
Crop pixels out of the asset (top, left, right and bottom).
- *Scale*
Scale the size of your objects.

Note: Use the pin in the upper right corner to keep the display of inspector parameters for the selected asset. This is helpful for e.g. Multi-screen assets, so you can select other assets and playlists to add them to your video wall setup.



Inspector



Orientation

Turn the asset 90, 180 or 270 degrees.

- *Volume*

Control the volume of the audio stream in some assets.

- *Transparency*

Make assets transparent.

- *Fade in*

Define the time the asset should appear.

- *Fade out*

Define the time the asset should disappear.

- *Label*

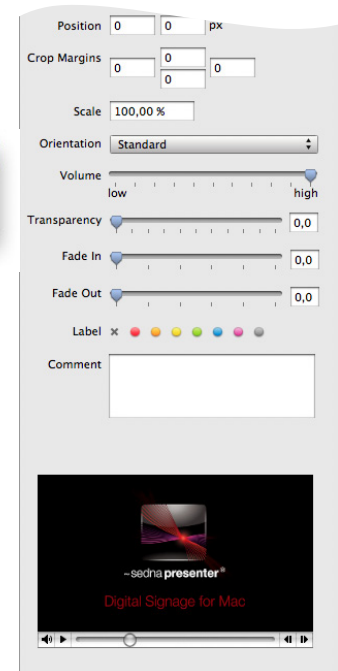
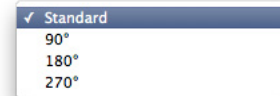
Assign a color label.

- *Comment*

Enter a comment for later reference, e.g. name production, notes, etc.

- *Preview Window*

Click on the "►" to see a preview.



Note: Some of the assets that cannot be played back with QuickTime may give unexpected results when you click on the *Preview* triangle.

4.4 Create a Playlist

New Playlist

Use the “*Playlist*” option in the “*Add*” menu or the key combination “⌘+N” to add a new playlist.

New iPad Playlist

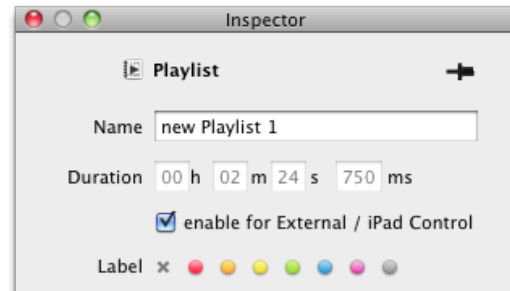
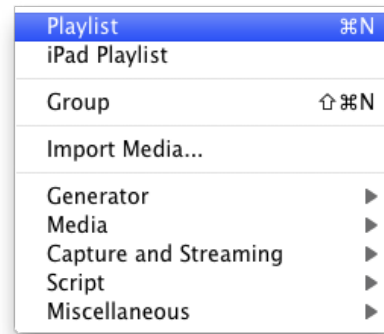
Use the “*iPad Playlist*” option in the “*Add*” menu to add a playlist which can be used for Player for iPad projects.

Note: For further information, see the Player for iPad manual.

Double-clicking on the Playlist activates it. Its existing contents are displayed in the “Contents Field”. The Inspector shows the properties of the playlist.

Enable External / iPad Control in the Inspector, if you want to use playlist(s) with the Presenter Control Light application or control iPad playlist(s) externally.

See *Tutorial F (Presenter Control Light)* for more information.



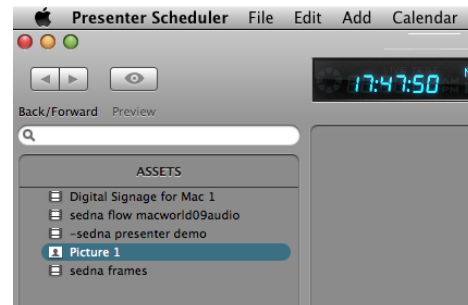
4.5 Fill Playlist with Assets

The media elements listed in the “Assets Section” can now be compiled in playlists. When Presenter Scheduler is first opened, the “Playlists Field” is empty.

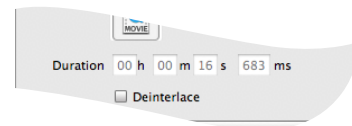
To fill the playlist, drag elements with the mouse from the Assets Section to the Contents Field. It’s possible to move several items to the playlist simultaneously. The items appear in the order of their compilation and are shown with details such as *Start Time*, *End Time*, *Duration* and the four layers: *Foreground 2/Foreground 1/Content/Background*.

Note: Presenter Player Light

When creating playlists for Presenter Player Light, remember that it will only play back assets that are placed in the “Content Layer”. All other layers are ignored.



The labels are displayed in the playlist as well. The specified start times are automatically calculated according to the length of the contents. The total duration is automatically updated and shown in the header of the playlist. The duration is also visible in the properties display in the Inspector.

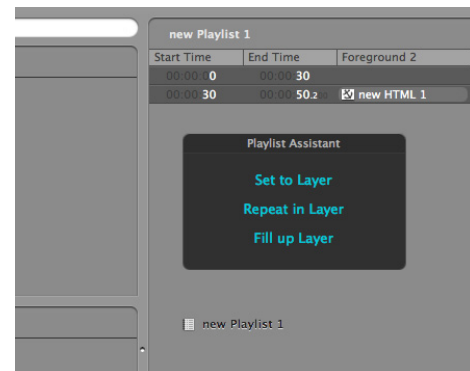


Additional insert options are available if an item is moved to the playlist while holding the **⌘** key.

Playlist Assistant

You can select the following modes:

- *Set to Layer*
- *Repeat in Layer*
- *Fill up Layer*



A particularly powerful feature of the Presenter Scheduler is nested playlists. This allows playlists to be included as elements in other playlists.

To delete elements from a playlist, simply mark the relevant element and delete it using the Backspace  key, the “Delete” key, or use the “Delete” function in the “Edit” menu.

Note that a change to a playlist affects all locations where the playlist is used.

Example: If a movie is added to a playlist, this movie is always shown whenever this playlist is used.

4.6 Preview

Settings for *Local Preview* are defined under *Presenter Scheduler/Preferences* in the *Preview Section*. Here you can enter the ID of the display to preview content on, if you are working with several displays.

To see a playlist or a playlist item in the preview, mark the relevant item in the content window and click on *Preview* button in the upper part of the program window.

Additionally, you can also use a *Local Preview*. Clicking on an item of a playlist or a calendar entry in the content window while holding the CTRL key, opens the *Preview from 00:00:00* option. This starts the preview at the designated time.



Preview

4.7 Commit

Click on “Commit” or use “⌘ + U” to verify the changes in your playlists and schedules and to transfer them to the Player.

Keep in mind that changes in the playout (e.g. modified playlists) only take effect after using “Commit”.



Commit

4.8 Live Test

Click “Live Test” to display your content on your playout system.

“Live Test” allows you to play back and examine the playlists or calendar entries on the target displays. For this purpose, synchronization is done with the display computer(s). In some cases, the system may ask the user for a password (Player and Scheduler account). “Live Test” only works when the computers are in your own network.

After the “Live Test” ends, digital replay of the display computer(s) are reset into their initial status.



Live Test

5 Scheduler Preferences

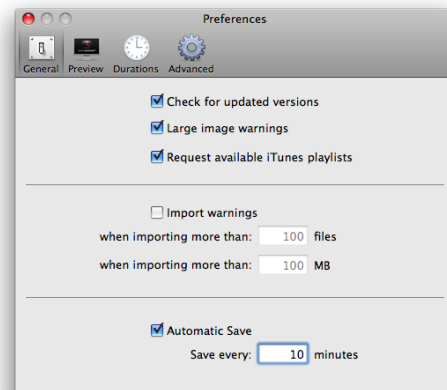
Using the *Preferences* option in the *Presenter Scheduler* menu, or using “⌘ +”, allows you to define the basic settings of Presenter Scheduler. Four sections are available to look at the review settings and edit them if needed.

General

Check if you want to be informed about updates or when importing large images (these can be specified at the bottom).

Activate “*Request available iTunes playlist*” if you want to integrate iTunes playlists into your schedules (see section 8.2.14 *iTunes Playlist*).

Use the “*Automatic Save*” option to define a save interval for your project.

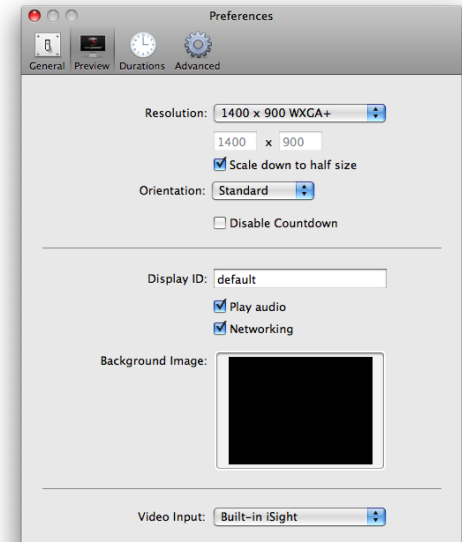


Preview

Preview settings are saved individually for each project. New projects start with the settings from the previous project.

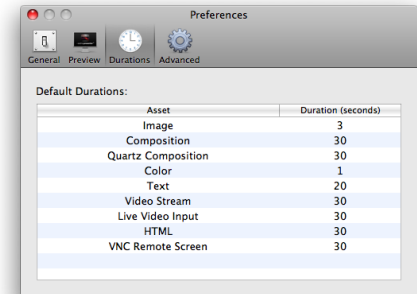
You can set:

- *Resolution*
Choose the resolution of the Preview Display — or define one.
- *Scale down to half size*
Reduce the size of the preview by half.
- *Orientation*
Stored in project.
- *Disable Countdown*
Disable the countdown before each preview. Disabling this option might cause assets to play back out of sync.
- *Play Audio*
Enable or disable audio for preview play-back.
- *Networking*
Enable network traffic from assets scheduled in Preview Player.
- *Background Image*
Place a background image for your Preview Player if desired.
- *Video Input*
Choose your video input device if needed.



Durations

Define standard durations for the different types of assets.

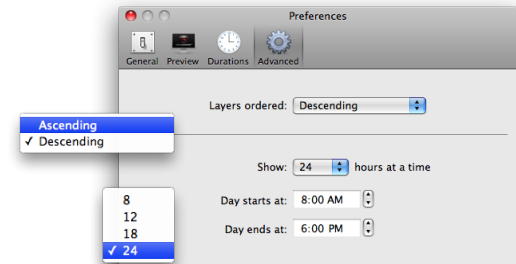


Advanced

Choose advanced settings for the display of your content window in your Scheduler, if desired:

Layers ordered - defines the arrangement (not the playout order) of the Layers Background, Content, Foreground 1, and Foreground 2.

You can also choose the number of hours (8, 12, 18 or 24) and define the start and end of a day for your displays.



6 Presenter Scheduler — Project Settings

6.1 Connecting Scheduler and Player in a Local Network (LAN)

(see chapter 3 *Setup*).

6.2 Connecting Scheduler and Player outside a Subnetwork (WAN)

If the Scheduler and the Playout Mac/iPad are located in different sub-networks, a fixed IP address must be assigned to the Playout Mac/iPad since “Bonjour” does not operate beyond network borders. Playout Macs/iPad can be added in the project settings using the “Add by Host...” or the “Add (iPad) Player manually...” options.

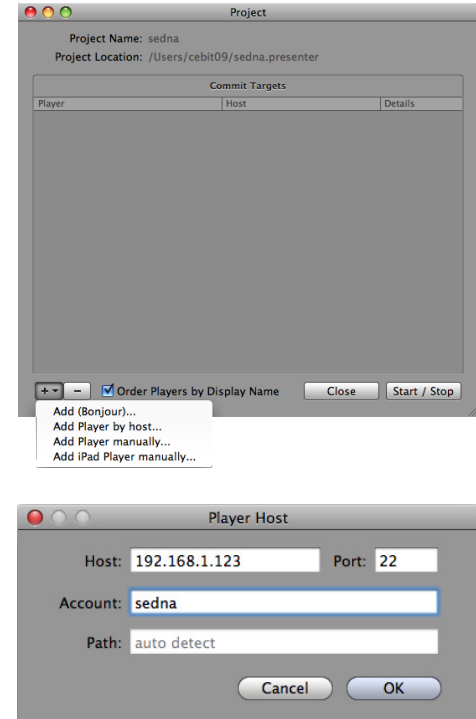
6.3 Connecting Scheduler and Player via the Internet

(with a fixed IP address)

If Scheduler and Playout Mac/iPad are located at different sites and if a fixed IP address has been assigned to them by the Internet provider, they can be added to the project settings using “Add Player by host...”.
Note: For Internet connections with a dynamic IP address via DynDNS connection and further possibilities, see *Tutorial A (Network Setup)*.

6.4 Player for iPad Licensing

This is a feature for iPad. See the Player for iPad manual for more information.



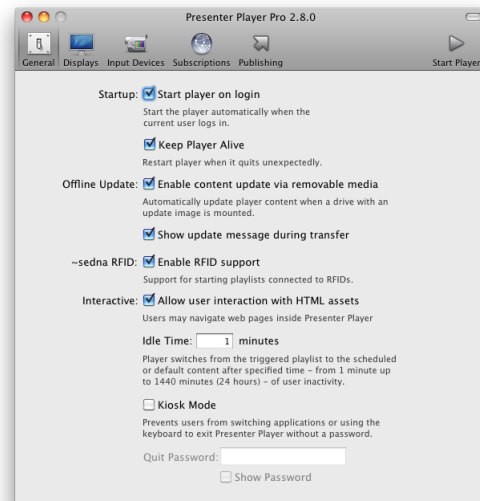
6.5 Order Players

If you have added several Players to your project, you can sort them by Display Name. This is very useful for Multiscreen Setups (Video Walls), where the order of the Players is used for the list of Displays. Check “Order Players by Display Name” in the Project Settings. Alternatively, you can sort them individually by drag & drop in the list.

7 Presenter Player — Setup

General

- *Start Player on login*
Start the Player automatically when the current user logs in.
- *Keep Player alive*
Restart Player when it quits unexpectedly.
- *Offline Update*
Enable for “Sneaker Network” (e. g. CD, DVD or USB storage devices).
Note that the offline update via removable media does not work if you do not use the default data path.
- *Enable RFID support*
This option must be checked if you want to use a Presenter RFID Reader with this Player.
- *Interactive: Allow user interaction with HTML assets*
Check to allow user interaction via mouse, keyboard, or touch display with HTML assets.
- *Idle Time*
Define a timeout for returning to the default or scheduled playlist after user interaction.
- *Interactive: Kiosk Mode*
This option must be checked if you want to have lock down functionality. You can set a password for administrative purposes.



Displays

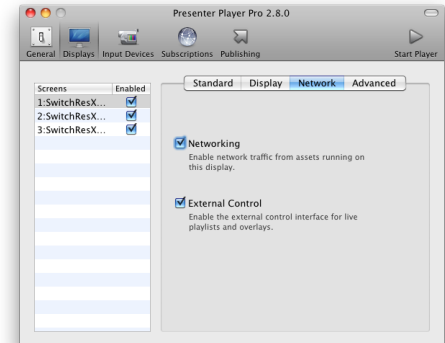
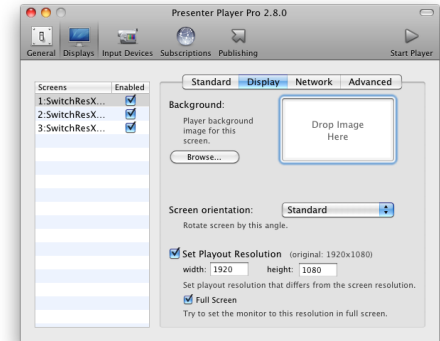
Choose a background image to display when no content is scheduled. The default image is the ~sedna **presenter**® logo.

Choose “Standard” or select the preferred screen orientation.

Let the Player adjust the format according to the connected screen—or choose “Set *Playout Resolution*” for individual resolutions that may differ from the standard screen resolution.

Network

See *Tutorial E (External Control)*.



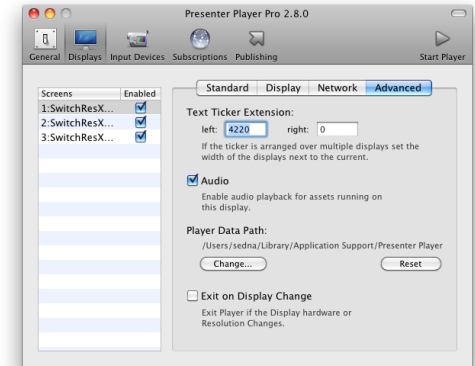
Advanced

See *Tutorial B (How to display a Text Ticker across several screens)*.

With the audio option, you can choose whether your Player plays audio or not.

The “Exit on Display Change” option is checked by default. You need to deactivate this option if you are using, for example, a MacBook Pro, where the Display Configuration can change within the runtime. If this option is checked, the Player restarts when the Display setup changes to make sure the Player is running in Full Screen.

If you use the default path all Players will use the same playout data. By changing the Player data path you can specify an individual Player data path for each Player/Display. This allows you to have up to 4 individual Players on a Mac Pro configuration. Please note that the offline update via removable media does not work if you do not use the default data path.



7.1 Mac Pro

Player Setup for Mac Pro

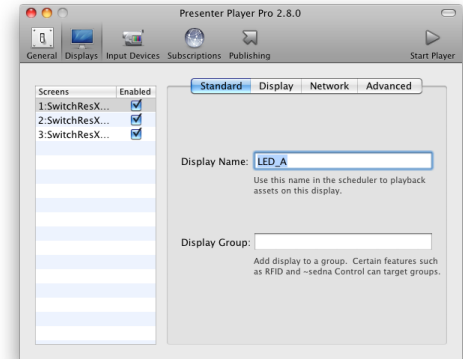
With a Presenter Player Pro license, a maximum of four displays can be used on one Mac. It is strongly recommended to install a separate graphics card for each Player in the Mac Pro. If using a second port of a graphics card, you may experience performance problems. One Player can only be used on one monitor output.

The Player setup requires the following settings to be specified under “Standard”:

The column view lists all connected displays. Upon selection, you receive an ID for identifying the relevant display.

You can now activate/deactivate each display by marking the “*Enable display*” checkbox.

On the right side, you can assign a Display Name (and Display Group) to each display. This is necessary for the Presenter Scheduler when using Multiscreen assets (see section 8.2.9 *Multiscreen*) to differentiate between the displays.



The “*Start Player*” button on the upper right allows you to start all activated Players immediately. If no content was provided in the Scheduler, all activated displays show the ~sedna **presenter**® logo.

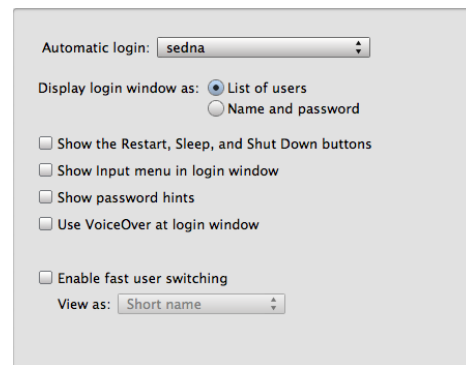
You may store your own background images for each display under “*Display*” by using drag & drop.

If displays are deleted, added or connected to other graphics outputs, it may be necessary to reconfigure the Player setup.

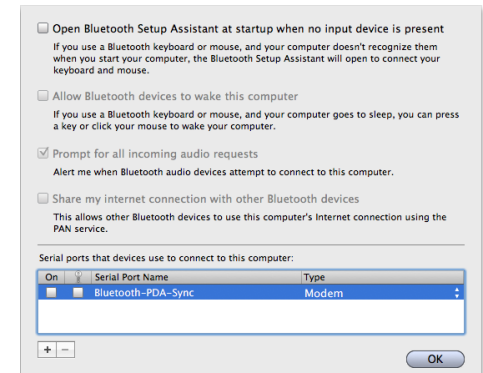
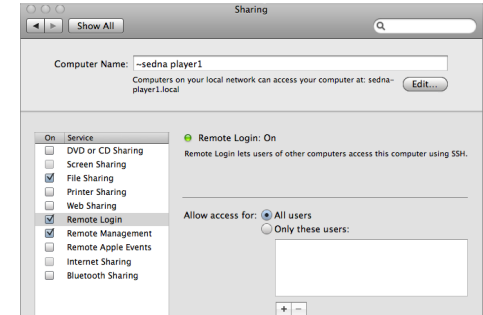
7.2 Setup Recommendations

Preparation of a Mac for ~sedna **presenter**®:

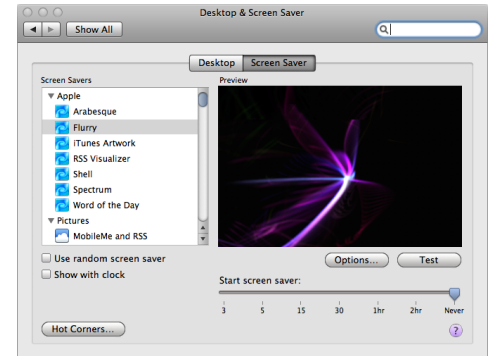
1. Operating system: OSX 10.6 (or later).
2. Install the latest updates
(if the systems are cloned, install firmware-updates manually).
3. Give every system a unique name.
4. Adjust the appearance of each system
(icons, dock, background image, ...).
5. Activate auto-login for the Presenter user account
(*Preferences / Accounts / Login Options*).



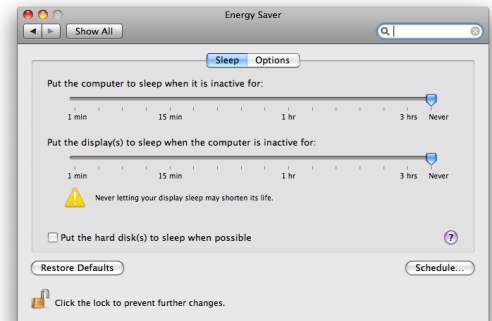
6. For the Scheduler: Show all desktop items
(*Finder / Preferences / General*).
 7. Set the name of the system volume to the name of the system
(you may want to use remote desktop).
 8. Activate file sharing, remote login, and remote management
(full options) in system preferences.
 9. Deactivate unused network interfaces (airport, bluetooth, firewall, ...).
10. Deactivate “Open Bluetooth Setup Assistant at startup when no input device is present”
in
- > *System Preferences*
 - > *Bluetooth*
 - > *Advanced*



11. Deactivate the screen saver in system preferences.



12. Deactivate energy saver in system preferences.



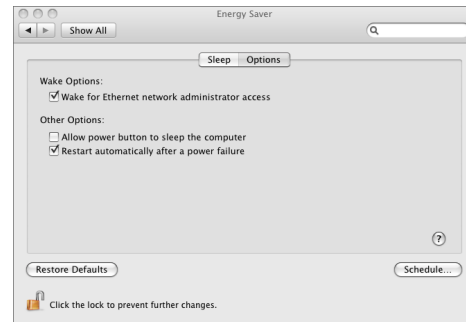
13. Deactivate *“Allow power button to sleep the computer”*.

14. Activate *“Restart automatically after a power failure”*.

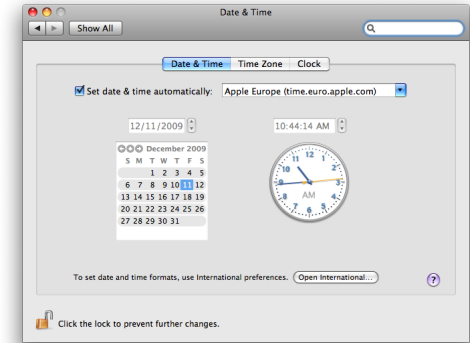
15. Deactivate *“Check for updates”*

in

> *System Preferences*
> *Software Update*

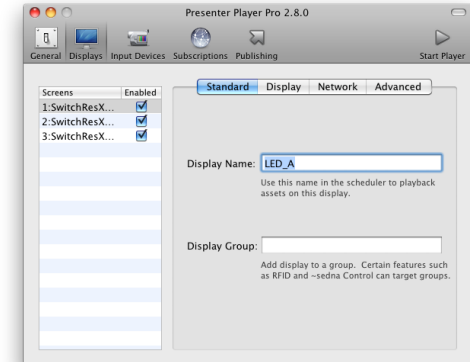


16. If possible, use a time server for time synchronization.



17. Install and activate Presenter Player or Presenter Scheduler.

18. In *Presenter Player / Setup / Displays*:
Give every display a unique Display Name.



8 Assets and Functions

8.1 Supported Formats

Pictures/Graphic Formats

- JPG
- GIF (excluding animated)
- PNG
- TIF or TIFF

Flash Files Formats

- SWF
- FLV
- Flash embedded in HTML

Quartz compositions*

- QTZ

** Important:* Some Quartz compositions do not work properly or are displayed differently than expected. This is due to the nature of Quartz Composer. You may have to experiment with Quartz Composer to achieve the results you desire, especially if you have a vertical display orientation.

Movies — supported Video Formats

MOV/M4V H.264 Video · AAC

MOV/M4V H.264 Video · AAC 5.1

MOV/M4V H.264 Video · 16-bit Integer (Big Endian)

MOV/M4V H.264 Video · 16-bit Integer (Little Endian)

MOV/M4V Apple XDCAM EX · 16-bit Integer (Big Endian)

MOV/M4V Uncompressed 8-bit 4:2:2 · AAC

MOV/M4V Sorenson Video3 Decompressor · 16-bit Integer (Big Endian)

MOV/M4V Sorenson Video3 Decompressor · 16-bit Integer (Little Endian)

MOV/M4V Apple OpenDML JPEG Video with 8-bit Unsigned Integer

MOV/M4V Mpegable · AAC

MOV/M4V Apple Animation · AAC

MOV/M4V Apple Animation · AAC 5.1

MOV/M4V Apple Animation · 16-bit Integer (Big Endian)

MOV/M4V Apple Animation · 16-bit Integer (Little Endian)

MP4 Apple Photo JPG Video · 16-bit Integer (Big Endian)

MP4 H.264 Video with AAC Audio

MP4 MPEG 4 Decompressor libavcodec with AAC

MPG MPEG2 Muxed 4:2:0 or 4:2:2

MPEG MPEG2 Muxed 4:2:0 or 4:2:2

MPG MPEG1 Muxed

MPEG	MPEG 1 Muxed
WMV	Windows Media Audio 9 Standard Video with Windows Media Video 8 Audio
WMV	Windows Media Audio 9 Standard Video with Windows Media Video 9 Audio

Audio — supported formats

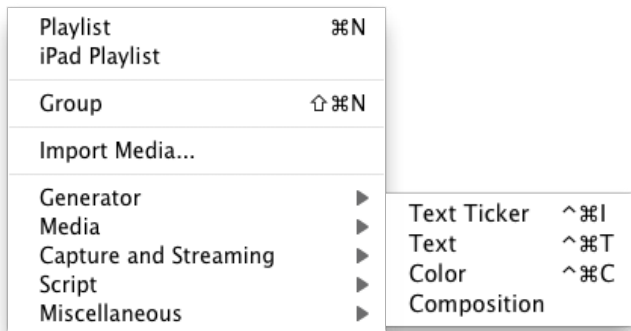
mp3, mp2, wma, m4a, mpa, wav, aif
iTunes playlists

Note: ~sedna **presenter**® currently does not play back AC3 audio tracks. Use AAC5.1 if you need surround sound encoding.

8.2 Generator Assets

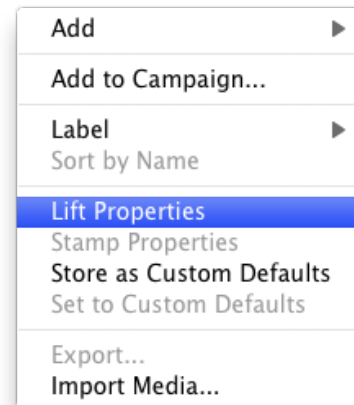
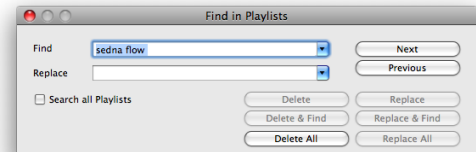
In addition to the existing media elements, such as pictures and movies, you can generate assets directly in Presenter Scheduler. For example, you can create ticker texts, or text, new colors, and compositions.

As with external assets, the Inspector allows you to display information and properties of the generated assets.



Note: You can use the search field to search for assets and playlists in the list. Use the “Find/Replace/Delete” function to update content files in any playlist.

Note: The Lift & Stamp option allows you to copy the Inspector settings from one asset to another. “Set to Custom Defaults” – overwrites the properties on the selected assets with what was “Stored as Custom Defaults”.



8.2.1 Add Text Ticker

The “Text Ticker” option is used to create a new Ticker Text. The properties of the ticker are defined in the Inspector window. You can also determine manual text or dynamic ticker texts, for example generated from RSS feeds.

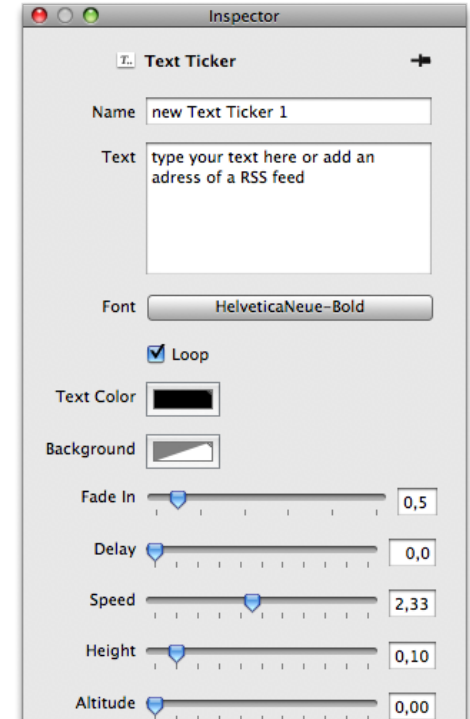
Give Text Ticker a name and enter your text or an RSS feed into the frame. An RSS feed can only be used if the Player is connected to the Internet.

Other options:

- loop it
- font and background color (or transparency)
- speed
- time to fade in
- time to delay the ticker (max. 10 sec.)
- the height of the characters
- the altitude you want the ticker to run across the screen

Note: The Text Ticker should be on top of a playlist. To stop the ticker (even if it is looped), simply add a new Text Ticker without text.

See *Tutorial B (How to display a Text Ticker across several screens)*.



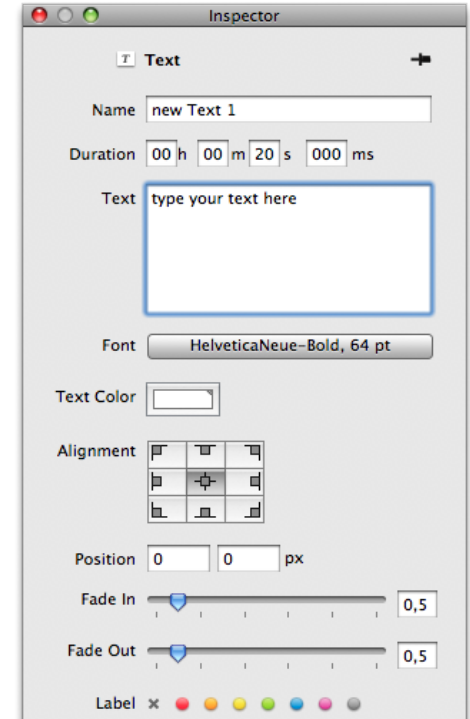
8.2.2 Add Text

Static text elements can be created using the “Text” option. Relevant properties are defined in the Inspector window.

Give the text a name and time of duration, type (or copy) your text into the frame, and choose a font and color.

Alignment

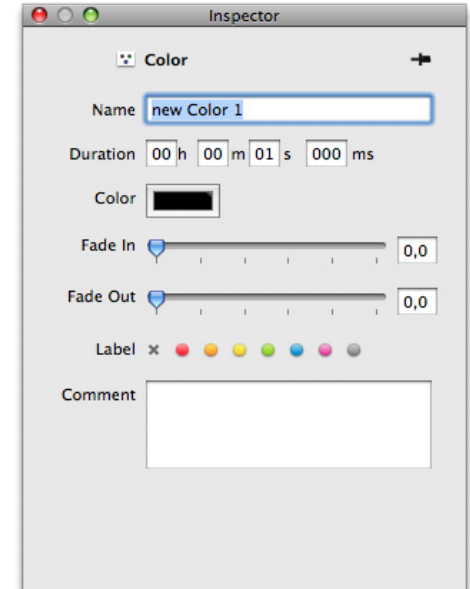
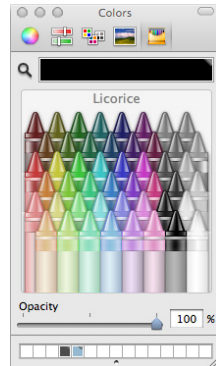
Assign a rough position (e.g. upper left corner) and add or subtract pixels in the “Position” (if desired) for fine tuning. Fade In, Fade Out, and Labels are adjustable as well.



8.2.3 Add a Color

The “Color” option allows you to define a color which can be used, for example, as interim picture during a transition from one movie to the next. The corresponding settings are defined in the Inspector window.

To change the color, simply click on black and choose a new color. Use the color picker (magnifying glass) to copy colors from anywhere on your screen. You may also define a time of duration and a time to fade the color in and out. A label can be assigned, too.

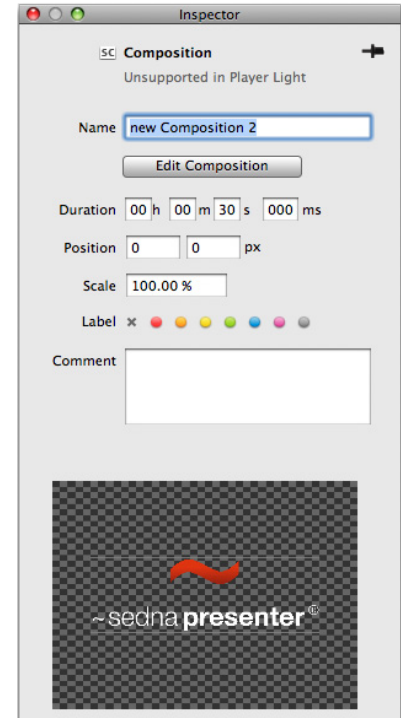


8.2.4 Composition Creator

The Composition Creator is a powerful tool that makes graphical generation of dynamic layouts and templates (compositions) possible for the following assets:

- RSS Feed
- date / time
- color and gradient color rectangle
- image
- movie
- text
- Quartz composition

Data such as time and date, an optional number of RSS feeds, videos, images and text objects or generate semi-transparent masks with the Rectangle Tool — can be easily and intuitively added to the Composition creator with drag&drop. Furthermore, all assets can have special effects, known as in and out transitions. You can use the generated compositions in the Presenter Scheduler as separate assets in your playlist.

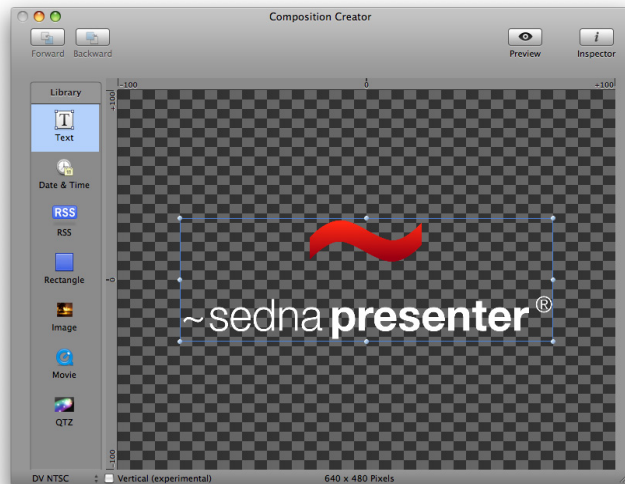


How to Use it

Generate a new “*Composition*” asset “*Menu / Add / Composition*”.

Select the composition and activate the Inspector.

Use “*Edit Composition*” to start the Composition Creator.



Using drag&drop, you can place, scale, and position the assets on a work surface. The size of this surface can be adjusted as desired and defined in accordance with the resolution and aspect ratio of the displays. At the lower left margin of the Composition Creator, you can see a drop-down menu where you can set the resolution. The work surface is transparent but can be filled either with a color or an image using the Inspector.

Assets placed on the work surface are selected by using the mouse or the tab key.

Shortcut: “**⌘ + Tab**” (selection forward)

“**⌘ + ⇧ + Tab**” (selection backward)

Assets can be freely arranged at levels either above or below each other.

Shortcut: “**⌘ + F**” (bring forward)

“**⌘ + B**” (sent backward)

It is possible to duplicate assets.

Shortcut: “**⌘ + D**”

Inspector

Use the preview option (shortcut: “⌘ + R”) to get a preview of the generated composition.

Relevant properties, parameters, etc. can be individually defined using the Inspector (“⌘ + I”).

Save the composition and close the Composition Creator to return to the Scheduler. There you can place the composition in the playlists as this is possible with any other asset.

While editing a composition, you cannot work in the Scheduler.

Global/General Settings/Parameters in the Inspector

Reload

Click on the name of the image to load the latest version from your file system (e.g. if it has been changed in an image editing program).

Transparency

You can specify an individual transparency value for all objects/assets.

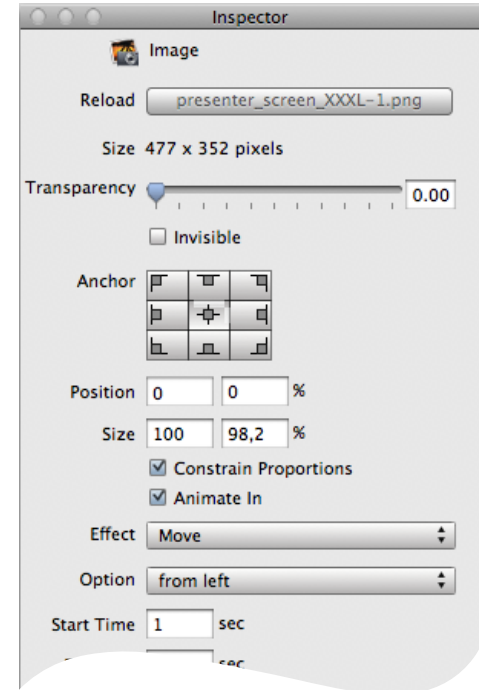
Invisible

This option is used to place invisible assets/objects, e.g. duplicates as placeholders.

Anchor-Position-Size

In the Composition Creator, the positions of objects are not defined in absolute terms but relative to the zero-point (center) of the work surface: This means that the position of an object is defined in $\pm 100\%$ relative to the zero-point.

Example: The center of an object is located exactly in the center of the workspace if the value 0/0% is entered in the Inspector. By using the *Anchor* function, you can define the midpoint of the object as the point of reference to the zero-point.



Imported assets (movie, picture, Quartz composition) are usually placed as follows:

Position: 0/0 %

Size: horizontal: 100 % (from -50 to +50)

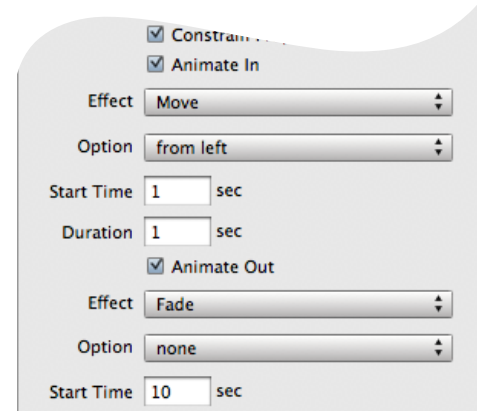
vertical: in proportion to its horizontal size

Scaling is done proportionally if you activate the “*Constrain Proportions*” option.

Using the shortcut “⌘ + N”, you can always restore the relative proportional size of imported assets.

Animate In/Animate Out

Use the function “*Animation In & Out*” to assign special dynamic effects (so-called transitions) to assets such as dissolve, move, expand, and contract. The starting time and duration of a transition can be defined in seconds.



Assets and Specific Settings/Parameters in the Inspector

Text

This function allows you to generate text objects.

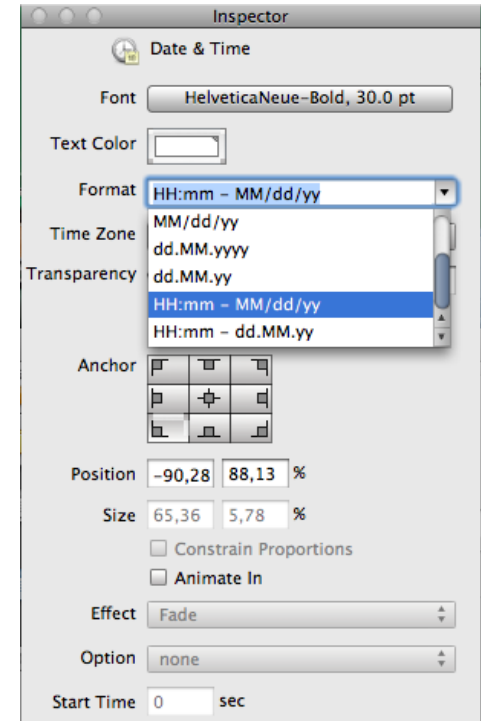
Specific settings/parameters: font type, font size, font color, alignment

Date & Time

Specify the time zone relevant for the Player in the Inspector. Define the desired format for time and/or date. You can directly edit the format.

Format:

G	Era designator	D	Day in year
y	Year	F	Day of week in month
M	Month in year	w	Week in year
d	Day in month	W	Week in month
h	Hour in am/pm (1–12)	a	AM/PM marker
H	Hours in day (0–23)	k	Hour in day (1–24)
m	Minute in hour	K	Hour in am/pm (0–11)
s	Second in minute	Z	Time zone (0–11)
SSS	Millisecond	'	Escape for text
E	Day in week	"	Single quote



RSS Feed

In the URL field, you can enter the URL of a feed using copy&paste.

Important: You must be connected to the Internet to display RSS feeds (as preview in the Scheduler or as playout on the Player).

Specific settings/parameters: font type, font size, font color, direction, content, speed, and smoothing.

Rectangle

Generate rectangles.

Specific settings/parameters:

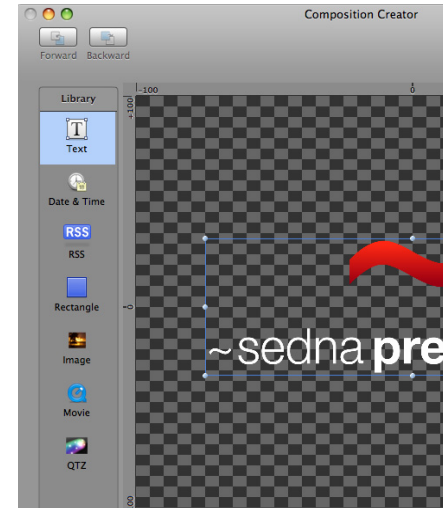
- Fill Type: Color Fill
- Fill Type: Gradient Fill, Color, End Color, Angle

Recommendation: Define the opacity of the colors in “Gradient Fill” to generate semi-transparent masks.

Image

This option allows you to import image formats.

Note: Alpha channels are supported.



Movie

This option allows you to import movie formats.

Note: Alpha channels are supported.

Specific settings/parameters: loop function

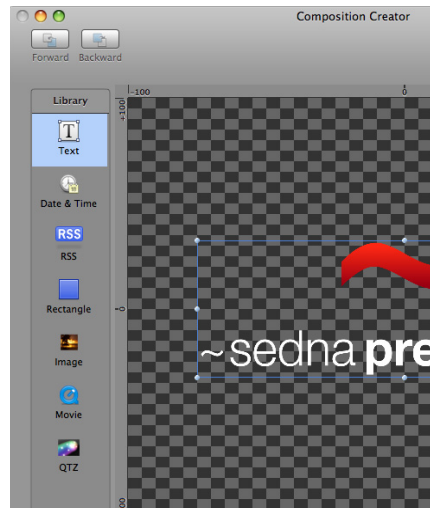
Recommendation: Use the Creator only for short movies, e. g. logo animations. If you use longer movies, it's better to import and place them as assets in the Scheduler, not in compositions.

QTZ

This function allows you to import Quartz compositions.

Specific settings/parameters: loop function

Note: Due to the nature of Quartz Composer, some files may not be displayed as expected. You may have to experiment with Quartz Composer to achieve the desired results.



8.3 Media Assets

8.3.1 Image

Using this function opens a open dialog with an Image only file filter enabled. Use this to import your images into the assets list.

8.3.2 Video

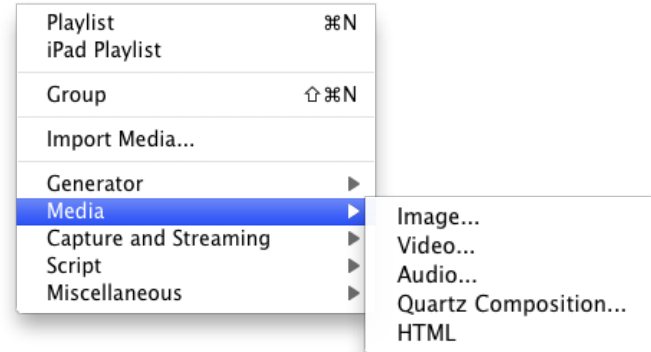
Using this function opens an open dialog with a Video only file filter enabled. Use this to import your videos into the assets list.

8.3.3 Audio

Using this function opens an open dialog with an Audio only file filter enabled. Use this to import your audio files into the assets list.

8.3.4 Quartz Composition

Using this function opens an open dialog with a QTZ only file filter enabled. Use this to import your external Quartz Compositions into the assets list.



8.3.5 HTML

To add a web page to your play out, simply copy a URL into the HTML Inspector and adjust it as desired.

Example: <http://www.sedna.de>

Note: The HTML asset requires an Internet connection on your play-out computer. Some web pages do not work correctly, e.g. embedded QuickTime cannot be displayed. You may have to experiment to achieve the desired results.

- *Force reload*

Check if you want to reload the complete web page (instead of just using the cached version from memory).

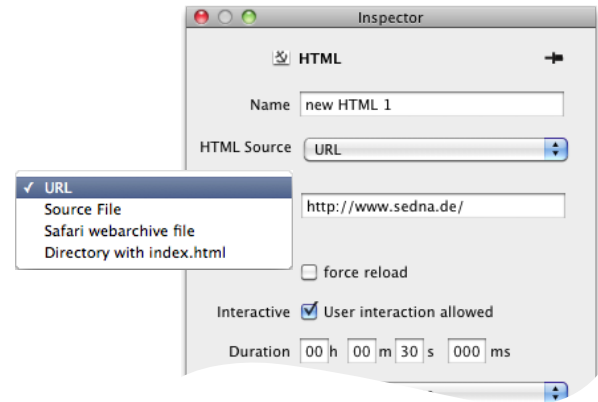
- *Interactive - User interaction allowed*

Check to allow interaction via mouse, keyboard or touch display for this website on your Player Mac.

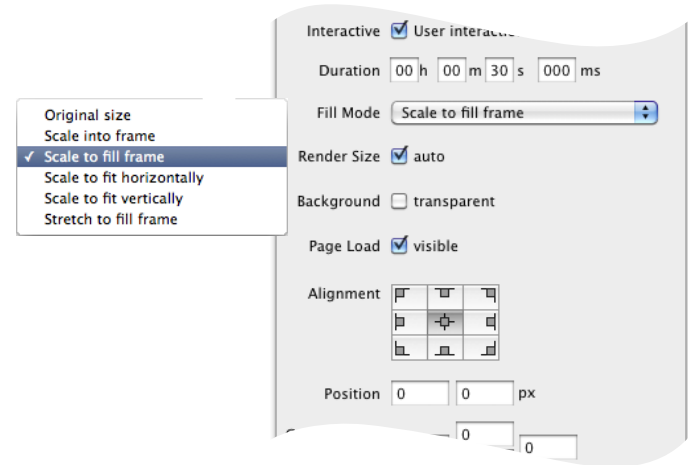
Note: Check your Player settings if “Allow user interaction with HTML assets” is enabled.

- *Duration*

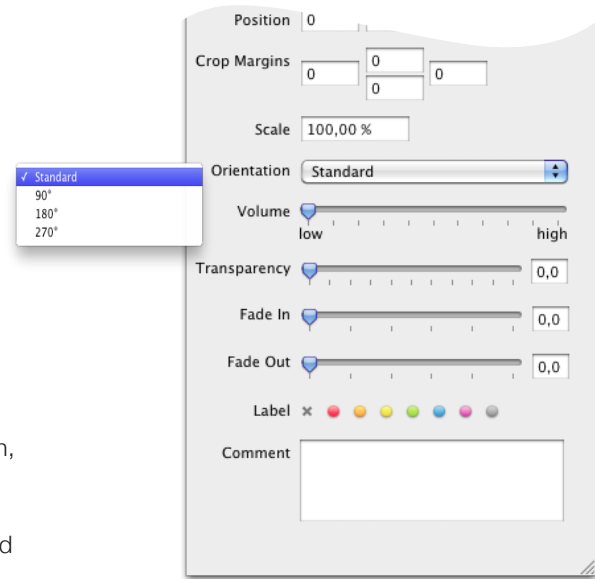
Choose the desired time.



- *Fill Mode*
Choose a function to scale the web page.
- *Render Size*
Choose “auto” to display the whole web page or set separate values.
- *Page Load*
Show a web page while it is loading.
If deactivated the web page will be displayed as soon as the page is loaded completely.
- *Background*
Set to transparent (if a background is defined within the web page).
- *Alignment*
Assign a rough position (e.g. upper left corner).
- *Position*
Add or subtract pixels for fine tuning.



- *Crop Margins*
Add Pixels that should be cut off the web page (top, left, right and bottom).
 - *Orientation*
Turn the web page 90, 180 or 270 degrees.
 - *Volume*
Control the volume of the Audio Stream.
 - *Transparency**
Make the whole web page transparent if desired.
 - *Fade In / Fade Out*
Define the time the web page should appear / disappear.
 - *Label*
Give the asset a color for easy organization.
 - *Comment*
Enter a comment for later reference, e.g. name, production, notes, etc.
- * Transparency does not work with Flash files and may lead to unexpected results with some web pages.



Interactive HTML

Interactivity is supported for HTML assets (except Presenter Player Light and Player for iPad)*. You can use HTML controlled by touch systems, keyboard entries and mouse easily.

Simply add an HTML asset in Presenter Scheduler and open the Inspector. Be sure to check the “*Interactive*” option.

Next, open the Presenter Player settings where you want to commit the project. In the *General* section, you can find two more checkboxes.

“*Allow user interaction with HTML asset*” needs to be checked.

Furthermore, you can restrict user interaction by activating “*Kiosk Mode*”. This entry prevents users from switching applications or using the keyboard to exit Presenter Player.

Note: We recommend deactivating FrontRow, VoiceOver, Screen Capture (check shortcuts), etc.

- * *Important:* Interactive HTML is different from a browser engine like Safari. Not all functions that you might expect are supported. You may have to experiment to achieve the results you desire.

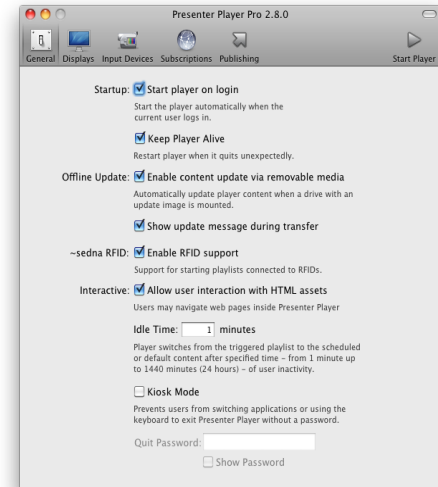


The lockdown feature can be password protected as well. For this, you assign an administrator password in the box (Presenter Player Setup / General Section), which can be entered via the keyboard to unlock the Presenter Player system again.

The interactivity feature needs to be checked on both sides of Presenter Scheduler and Presenter Player.

Note:

Tutorial files are available on our website www.sedna-presenter.com



8.4 Capture and Streaming Assets

Capture and Streaming assets allow you to add high quality videos, both live and recorded, to a playlist. These assets make it possible to utilize video sources from various inputs and to show them on your Players.

8.4.1 Live Video Input

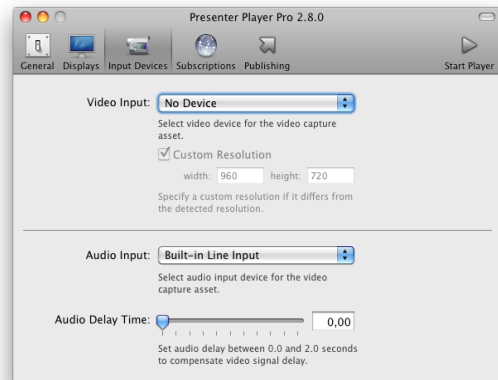
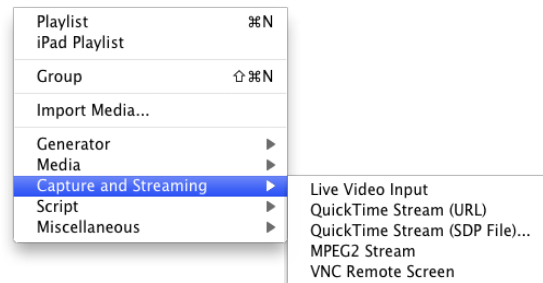
To add a Live Video Signal to your playout, you need a capture device on your playout systems. This can be, for example, an iSight or PCI, Firewire, USB, or capture card.

If you have more than one playout system and want to show live video, you need a QuickTime compatible capture device on each playout system.

Note: To use these capture devices, you have to select a device for video and audio in the Presenter Player for each playout system:

- *Video Input*

Select your video device for the Capture asset.



- *Custom Input Resolution*

In the Input Devices section of the presenter Player Setup Tool, you will find the “*Custom Resolution*” option. This option can be used to set the input device resolution. Some devices (e.g. the Canopus ADVC 55) only work if you use this option. Choose e.g. 640 x 480 or 720x480 or 960x720 for SD content. Depending on the input signal other values may work, too.

- *Audio Input*

Select your audio input device for the capture asset.

- *Audio Delay Time*

If there is a video delay caused by the capture device, you can manually set an Audio Delay Time.

Note: Using DV input devices (attached via Firewire) Presenter Player only supports Video-In and not audio. Use the analog audio input of your Mac to feed the audio signal into the Player.

Now you can set your adjustments in the Inspector of your Presenter Scheduler as desired:

- *Duration*

Choose the desired time.

- *Fill Mode*

Choose a function to scale the live video input.

- *Alignment*

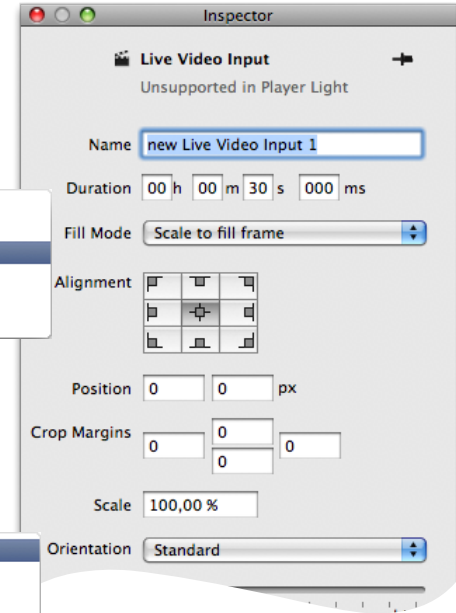
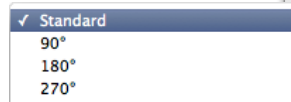
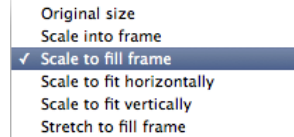
Assign a rough position (e.g. upper left corner) and add or subtract pixels in the “Position” (if desired) for fine tuning.

- *Crop Margins*

Add pixels that should be cropped out of the live video input (top, left, right, and bottom).

- *Orientation*

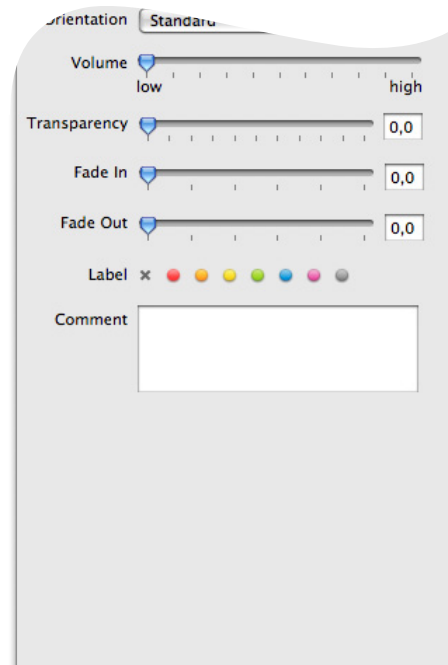
Turn the live video input 90, 180 or 270 degrees.



- *Volume*
Control the volume of the audio input.
- *Transparency*
Make the whole live video input transparent.
- *Fade In/Fade Out*
Define the time the live video input should appear/disappear.
- *Label*
Give the asset a color for easy organization.
- *Comment*
Enter a comment for later reference, e.g. name, production, notes, etc.

Recommended Video Hardware:

- Blackmagic Design Intensity Pro capture card
 - Blackmagic Multibridge Pro capture card
 - Blackmagic Design Decklink Extreme HD or SDI capture card
 - AJA Kona LHe
- or any QuickTime compatible capture device (up to Full HD and higher).
You may have to experiment with your favorite capture device.

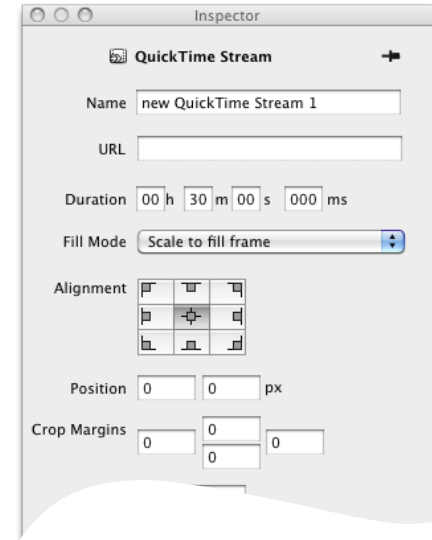


8.4.2 QuickTime Stream (URL)

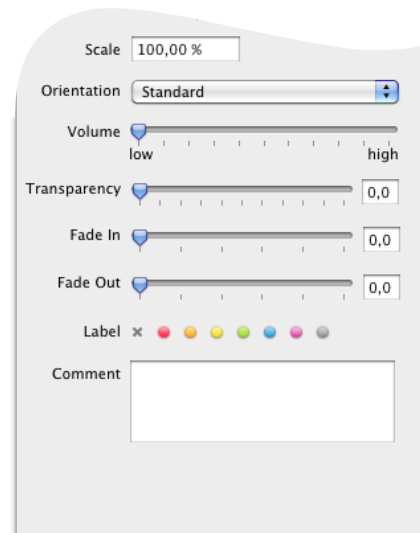
The “*QuickTime Stream (URL)*” option allows you to add a video to your playout by way of real-time streaming. This makes it possible to acquire streaming video, such as live TV, broadcast announcements, and so forth.

To add a QuickTime Stream to your playout, simply add the corresponding URL (RTP/RTSP) to the URL field. Now you can make adjustments in the Inspector as desired:

- *Duration*
Choose the desired time.
- *Fill Mode*
Choose a function to scale the live video input.
- *Alignment*
Assign a rough position (e.g. upper left corner) and add or subtract pixels in the “*Position*” (if desired) for fine tuning.
- *Crop Margins*
Add pixels that should be cropped out of the live video input (top, left, right, and bottom).



- *Orientation*
Turns the live video input 90, 180 or 270 degrees.
- *Volume*
Control the volume of the audio input.
- *Transparency*
Make the whole live video input transparent.
- *Fade In/Fade Out*
Define the time the live video input should appear/disappear.
- *Label*
Give the asset a color for easy organization.
- *Comment*
Enter a comment for later reference, e.g. name, production, notes, etc.



8.4.3 QuickTime Stream (SDP)

You can also add QuickTime Streams to a presentation with the “*QuickTime Stream (SDP)*” option. This allows you to add the stream with predetermined settings and parameters stored in the .sdp file.

To add a QuickTime Stream (SDP), simply select the file from the dialog box.

The advantage to an .sdp file is that all of the relevant settings for the stream have already been determined. These appear automatically in the Inspector once you’ve added the QuickTime Stream (SDP) asset.

Please refer to the manual of your Streaming Application (e.g. QuickTime Broadcaster) on how to create SDP files.

8.4.4 MPEG2 Stream

The “*MPEG2 Stream*” option creates an asset for a stream source. Settings such as stream address, port, orientation, volume, hiding modulus, etc. are available in the Inspector window.

To add a streaming signal to your presentation, simply set the Multicast IP Address and Port of a stream into the Video Stream Inspector and adjust it as desired:

- *Duration*

Choose the desired time.

- *Address*

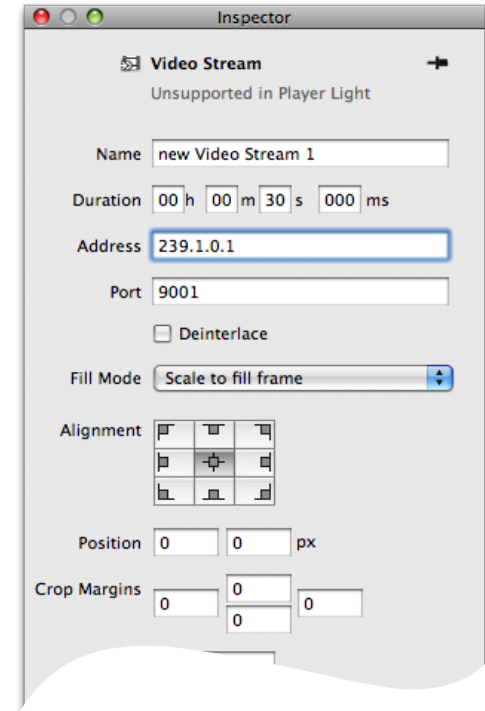
Insert the Multicast Streaming IP Address Port — insert the Port where you receive the Multicast Stream.

- *Deinterlace*

Choose this option if you need deinterlacing for the stream.

- *Fill Mode*

Choose a mode to scale the Video Stream.



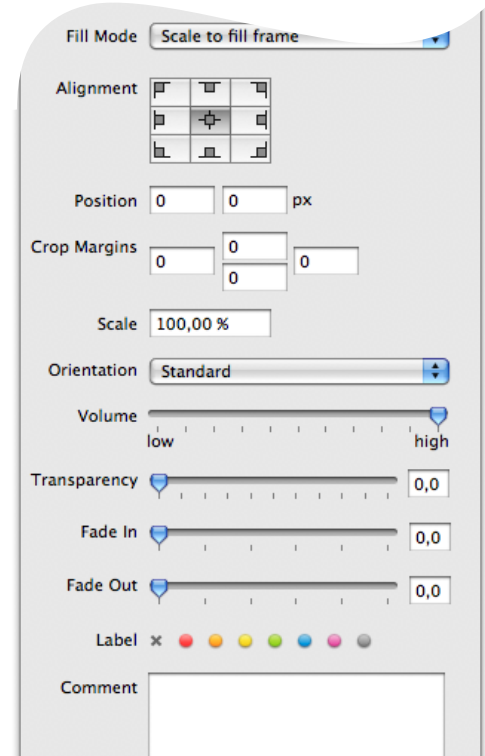
- *Alignment*
Assign a rough position (e.g. upper left corner) and add pixels in “Position” for fine tuning.
- *Crop Margins*
Define the pixels to be cropped out of the Video Stream (top, left, right, and bottom).
- *Orientation*
Turns the Video Stream 90, 180 or 270 degrees.
- *Volume*
Controls the Volume of the Audio Stream.
- *Transparency*
Makes the whole Video Stream transparent.
- *Fade in/Fade out*
Defines the time the Video Stream should appear/disappear.
- *Label*
Can be assigned.

The following streaming formats are supported:

UDP Multicast Mpeg2 TS

Recommended Hardware Mpeg2 TS Encoder (SD):

Teracue ENC-100 (www.teracue.de)

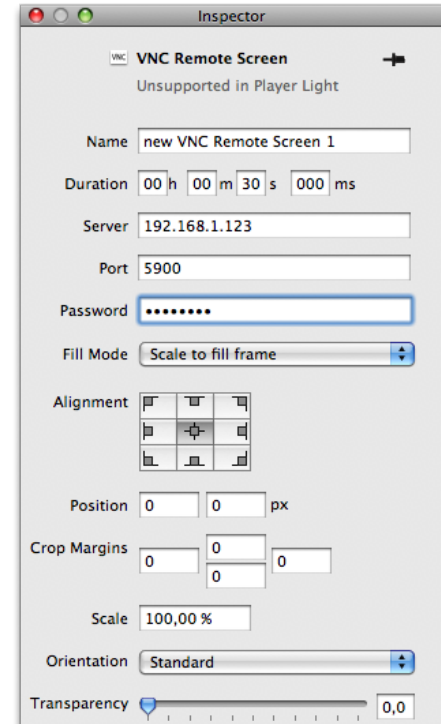


8.4.5 VNC Remote Screen

The “VNC Remote Screen” option links to a new external computer source. This is a powerful feature because it allows you to include the displays of other computers on the network into your playlists and schedules, independent of their operating system. For instance, you can access a Windows or Linux PC with any application e.g. PowerPoint running on it. The required properties such as server and port name, as well as the password, are specified in the Inspector window. MacOSX Leopard and Snow Leopard have a VNC Server built in. Refer to MacOSX help for help setting it up (go to the Finder help menu and type “VNC” to begin).

For access to a PC: Be sure that a VNC Server (e.g. UltraVNC) is installed.

For access to a Mac: Be sure that “screen sharing” is activated in “sharing” in your settings and that a VNC password is generated.



8.5 Script Assets

Script assets allow you to automate certain aspects of the playout system and gain more flexibility and control from other assets.

8.5.1 AppleScript

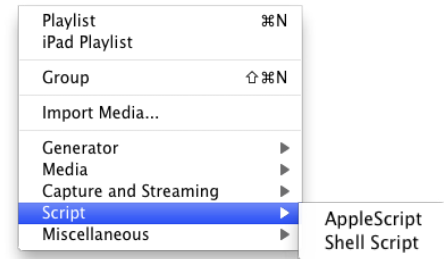
AppleScript allows system-wide control of all Player computers (Mac Pro, Mac mini etc.). Theoretically, any system process or service can be started/stopped, any command can be executed, and additional applications can be used.

Example:

You can use the new “iTunes Playlist” asset to play local music playlists in the background of a Presenter playlist.

Here is an example of how to fade out a music playlist, before starting a video with sound, and fade in the music after the video is over.

Note: Check the Apple website for further information on AppleScript.



iTunes Script 1: Fade out music playlist

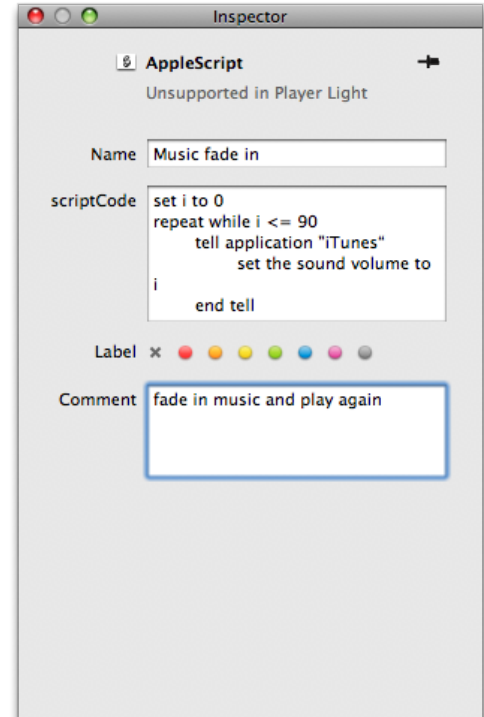
```
set i to 90
repeat while i >= 0
tell application "iTunes"
```

```
set the sound volume to i
end tell
set i to i - 1
delay 0.02
end repeat
```

iTunes Script 2: Fade in music playlist again

```
set i to 0
repeat while i <= 90
tell application "iTunes"
```

```
set the sound volume to i
end tell
set i to i + 1
delay 0.02
end repeat
```



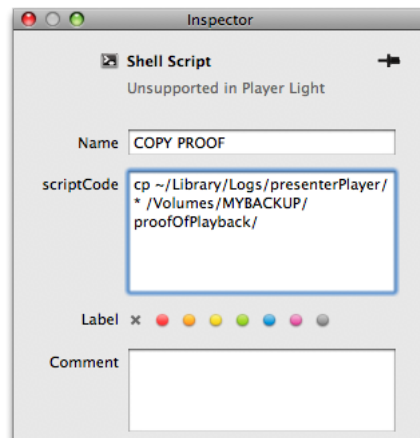
8.5.2 Shell Script

The Shell Script asset allows you to execute custom shell commands on your playback Mac (e.g. mount or unmount external volumes or move or copy files for backups).

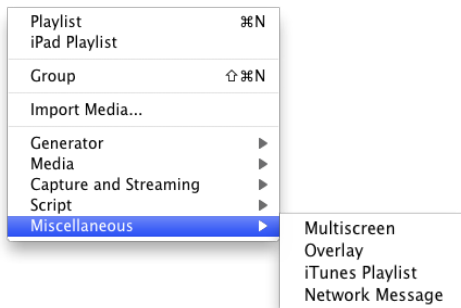
Note: Be sure that you hold the necessary user rights for the commands on the Player Macs.

Example: Copy proof-of-playback files to backup volume.

```
cp ~/Library/Logs/presenterPlayer/* /Volumes/MYBACKUP/  
proofOfPlayback/
```

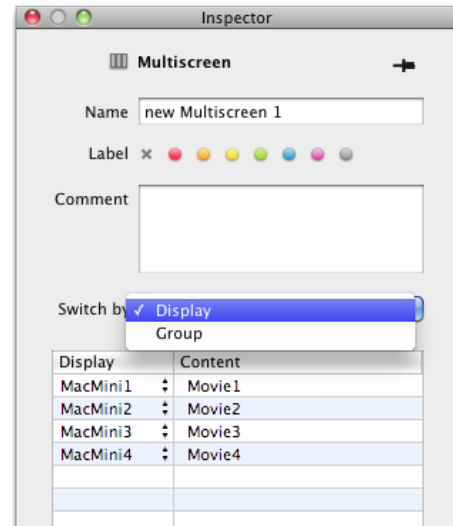


8.6 Miscellaneous Assets



8.6.1 Multiscreen

The Multiscreen asset can be used to synchronize several displays e.g. create a video wall. With the Multiscreen asset all Players (Mac Pro, Mac mini, etc.) of a Scheduler project can be equipped with different assets and different playlists. This way, each commit target addressed in the Presenter Scheduler under project settings can replay individual contents. Generate panorama pictures or high-resolution movies as separate elements (according to their resolution and the aspect ratio of the displays) and present them on several displays as a combined picture again.



Example: Use the Multiscreen asset on a Mac Pro with a Presenter Player Pro License to run different playlists or assets on up to 4 connected displays simultaneously.

Note: For each of the maximal four Players, the Mac Pro needs a separate graphics card, so that a synchronous frame-accurate output of all Players can be archived. Using the second graphics port of a graphics card is not recommended. Synchronous and frame-accurate output even works in a computer network, e.g. several interconnected Mac Pros (Gigabit Ethernet is recommended) can be combined to form a video wall.

The Multiscreen asset also allows you to assign individual content to a number of Mac minis. In this case, the contents are played synchronously and in a frame-accurate form as long as all Mac minis belong to one network (Gigabit Ethernet is recommended).

Note: A mix of Mac Pros and Mac minis is possible, but due to their varying graphics hardware, it may be the case that contents are not displayed frame-accurately.

How to Use it

Presenter Scheduler / Menu / Add / Multiscreen

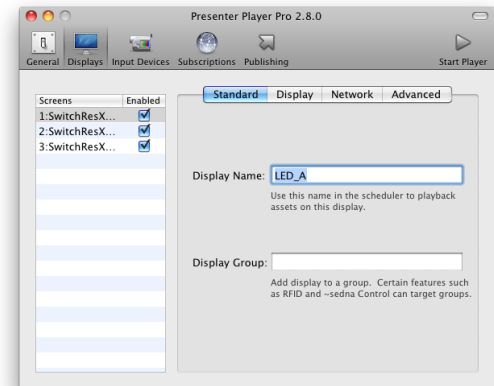
Select a Multiscreen asset and activate the Inspector. Using the mouse, pull assets or playlists (without clicking the mouse) directly to the content column of the Inspector.

Switch by: Display / Group

This setting helps you to take advantage of Display Groups in Multiscreen assets. You can either control your Multiscreens by Display Name or Display Group.

In the left column, you can assign the desired target Display or Display Name of the desired Player to the content—either via pull-down menu or by entering text manually. Then you can place the Multiscreen asset in a playlist—as with any other asset.

Note: In a Multiscreen asset, you can only place either playlists or assets: Mixing both is not possible. If you're only using assets, they must be all of the same type. Mixing movies, images, HTML, compositions, etc. is not possible, however, it can be done by using playlists.

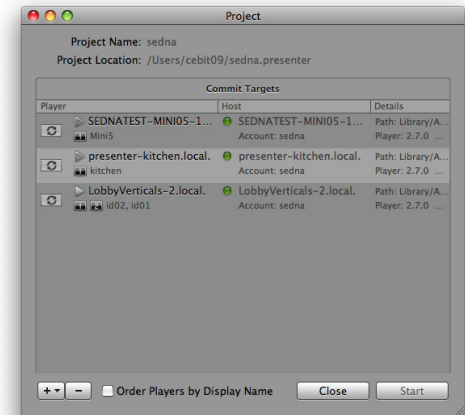


Specific Settings/Parameters: *Duration*

The asset placed first, or the playlist placed first, defines the duration of the Multiscreen asset. If you change the duration of this asset or this playlist, this change is also made for and updated in the Multiscreen asset. The duration of the Multiscreen assets can be modified manually. Assets/playlists with a longer duration are “cut off”. Assets/playlists which are shorter are stopped and the background image defined in the Player setup is shown (see section 7.1 *Mac Pro*).

Note: The Display Name and Display Group are specified in the Player setup of the Presenter Player (see section 7.1 *Mac Pro*).

Under “Menu / Presenter Scheduler / Project Settings” you can define the commit targets or Players (see chapter 6 *Presenter Scheduler*). In the Player column, the user can check which Display Names are active by computer (Mac Pro: max. 4 Players / Mac mini: max. 1 Player).



How to work with the Multiscreen group feature:

Imagine you have a large store with different floors and you want to use ~sedna **presenter**® to control all signage displays in this store with one project. Your players on each floor are in one separate group like floor01, floor02, etc. By using the Multiscreen asset with groups, you can control all displays on all floors without knowing exactly how many Players are on each floor. New Players can be added easily to the project by setting this Player into the right group, add it to the Project Settings and commit again. You do not need to change your playlist or assets because the Multiscreen group only takes care of groups. All Players in one group play the same content synchronously. You can expand this Multiscreen experience by using RFID or interactive triggered playlists to control either the groups or single displays in your setup.

Hint:

If you have a lot of groups or Players you can pin the inspector (upper right corner) to add multiple items to the Multiscreen asset. Presenter Scheduler adds the assets/playlists to your players/groups automatically. You can also change this arrangement manually.

8.6.2 Overlay

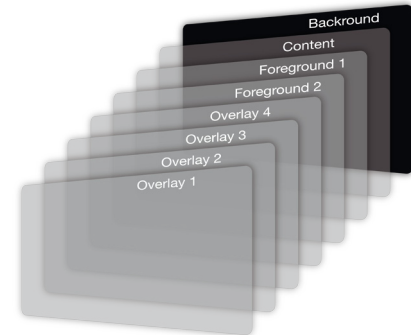
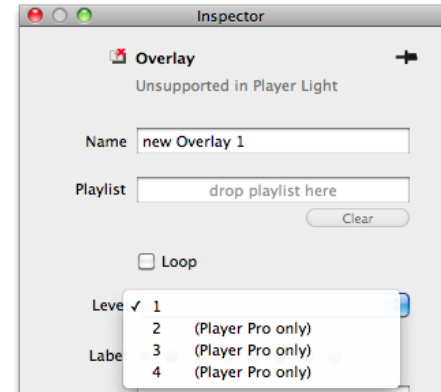
You can use an Overlay if you want to display a playlist on top of several other playlists.* Simply drag&drop the desired playlist into the Inspector.

Playlist: The length of the Overlay is defined by the length of the chosen playlist.

Level: You can use up to 4 independent Overlays with Presenter Player Pro. Each Overlay runs on a separate layer (level). To stop an Overlay, you can use an empty Overlay on the level you want to stop. The Display order is as follows: RFID and Interactivity Overlays are on top of all other Overlays followed by Level Overlay 1 (also displayed by Presenter Player Standard), Overlay Level 2, Overlay Level 3, Overlay, Level 4, Foreground 2, Foreground 1, Content, Background (see diagram on the right).

Note: To stop an Overlay at any time, simply add a new Overlay without any content — similar to the Text Ticker.

*This can be used to play asynchronous playlists, e.g. a picture slide shown on top of several movies or Live TV.



8.6.3 iTunes Playlist

The “*iTunes Playlist*” asset is designed to help you to include iTunes playlists in your schedules. Activate “*Request available iTunes playlists*” in your preferences first.

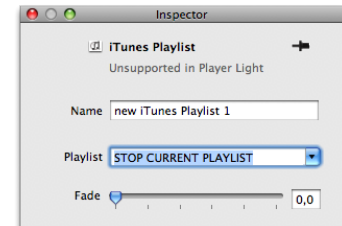
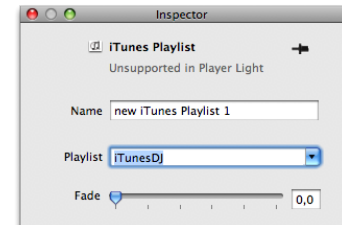
To use iTunes Playlists you have to create the desired playlist on your Player first.

Note: Make sure iTunes updates are disabled.

Open the iTunes asset and the Scheduler will search through your active Players for all available playlists. Choose the desired playlist.

To stop the playback, add a second iTunes asset and choose “STOP CURRENT PLAYLIST” in the playlist field.

Note: The playlist is only played on the Player computer. Player systems without available playlists still open iTunes but don't play back.



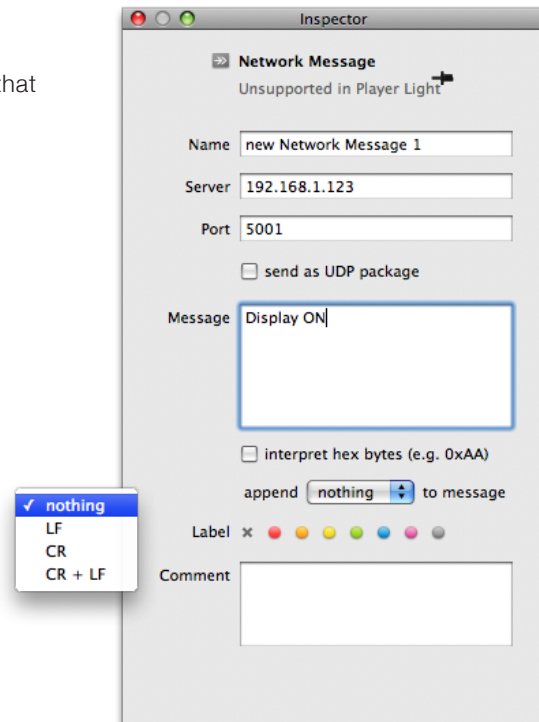
8.6.4 Network Message

This feature allows you to send control commands or text messages that are part of a playlist to external devices. This makes it possible to activate and deactivate displays, to control light and sound systems, or to transmit text information to third systems. Communication with external devices takes place via TCP/IP or UDP.

The following parameters must be defined in the Inspector:

- *Server*
IP address of the external device/system.
- *Port*
Port number through which the device/system can receive commands/messages from external sources.
- *Message*
Here you enter the message or the specific command for the external device/system.
- *interpret hex bytes*
Check this option if you want to use hex bytes in the Message window (e.g. 0x540x450x530x54 or 0x54est).

Note: Many devices have a protocol description documenting the accessible commands.



- *append to message*

Some devices/systems require a line break at the end of a command line, depending on the ASCII format a line feed (LF), a carriage return (CR), or both (LR+CR). If commands are not executed, the cause of the error is often a line break that was not set.

Note: To control devices with a serial communication interface (e.g. RS232), you can use standard serial device servers with an ethernet-to-serial interface. Such converters have a LAN interface and an IP address and can receive a network message of the Presenter Player via the connected network and forward it to external devices using your own serial interface.

A Network message can be placed in any layer of a playlist entry. However, please note that it has a duration of “0” and therefore cannot be placed on the same line as time-based assets that have a defined duration like movies, pictures, web pages, etc. The network message needs a separate line or may possibly be combined with other “timeless” assets such as text ticker, overlay, multiscreen and AppleScript in one line. The network message is sent out immediately after the line is reached in the playlist.

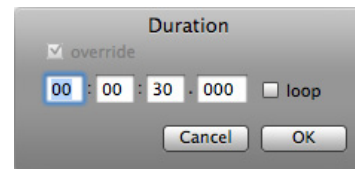
Important:

In the Player Setup, you must activate the “*Networking*” option under “*Displays / Network*”. This is the second most common cause for failed messages/commands.

9 Playlists/Projects

9.1 Length/Duration

Define the length of the duration or use “CTRL+click” for more options.

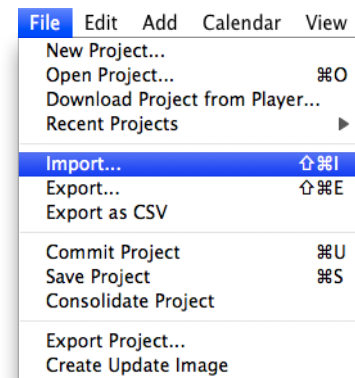


9.2 Import Playlists

Assets of an imported playlist are only shown in the assets window after they have been double-clicked in the playlist. This helps to keep the assets window organized.

Special Case: Importing a playlist from older versions.

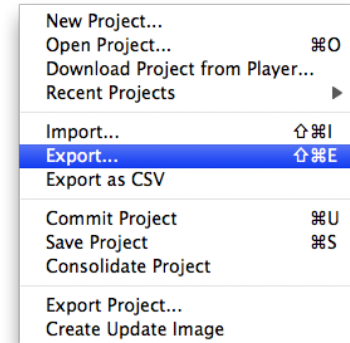
Your old projects can be used with newer versions. If you open an old project with the Presenter Scheduler, you will be asked whether you want to convert the project into the new version, or save a backup.



9.3 Export Playlists

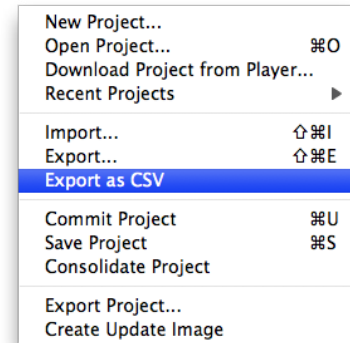
Playlists can be exported in order to use them in other Presenter Schedulers or to archive them. To do so, use the “*Export...*” option accessible via the context menu of the Playlists field (click on the desired Playlist while simultaneously pressing the CTRL-key).

A dialog window appears asking you to enter the name and storage location of the Playlist.



9.4 Export as CSV / Billing, Reporting, Proof-of-Playback

A chart of playlists, day templates or of a specific date can be exported as CSV (.csv) files from the Scheduler (CTRL-click Playlist/ Day Template or a Date in the calendar) for documentation. These CSV files can be opened and edited with a spreadsheet-program (e.g. Numbers, Excel, ...)



A Proof-of-Playback incl. a time stamp (the actual transmitted program of a Player) can be found as a CSV file on the respective Player Mac:

User / Library / Logs / presenterPlayer /

Choose the desired date and open it with a spreadsheet-program. The duration time is specified in milliseconds (ms).

playout for display 0 id="kitchen" on sedna@presenter-kitchen.local					01/29/2009...
END TIME	START TIME	DURATION	COMPLETED	NAME	TYPE
08:02:02 AM	08:00:54 AM	147188	NO	sedna Movies	QuartzComposi
08:02:02 AM	08:00:54 AM	147188	NO	Ice Age3	Movie
08:02:02 AM	08:00:54 AM	147188	NO	Cinemaxx New	QuartzComposi
08:02:02 AM	08:00:54 AM	147188	NO	icpage	QuartzComposi
08:02:02 AM	08:00:54 AM	0	YES	Ticker off	TextTicker
08:02:32 AM	08:02:02 AM	30000	YES	sedna Webcam	QuartzComposi
08:02:32 AM	08:02:02 AM	30000	YES	webcam Rotes	QuartzComposi
08:02:32 AM	08:02:02 AM	30000	YES	webcam icon	QuartzComposi
08:03:02 AM	08:02:32 AM	30000	YES	sedna Webcam	QuartzComposi
08:03:02 AM	08:02:32 AM	30000	YES	webcam error	QuartzComposi
08:03:02 AM	08:02:32 AM	30000	YES	webcam icon	QuartzComposi
08:03:32 AM	08:03:02 AM	30000	YES	sedna Web New	QuartzComposi
08:03:32 AM	08:03:02 AM	30000	YES	webcam enter	QuartzComposi
08:03:32 AM	08:03:02 AM	30000	YES	webcam icon	QuartzComposi
08:04:02 AM	08:03:32 AM	30000	YES	sedna Web New	QuartzComposi
08:04:02 AM	08:03:32 AM	30000	YES	webcam musel	QuartzComposi
08:04:02 AM	08:03:32 AM	30000	YES	webcam icon	QuartzComposi
08:04:32 AM	08:04:02 AM	30000	YES	sedna Web New	QuartzComposi

9.5 Export Projects

Projects can be exported in order to use them in other Presenter Schedulers or to archive them. To do so, use the option “Export...” accessible via the context menu of the Playlists field (click on the desired Playlist while holding the CTRL-key).

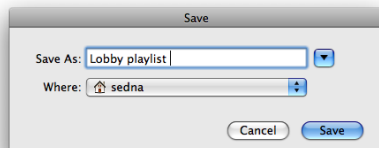
Choose “Complete Export” if you want to include all media files (assets).

Commit Project ⌘U
Save Project ⌘S
Export Project...
Create Update Image

9.6 Export Projects via “Sneaker Network”

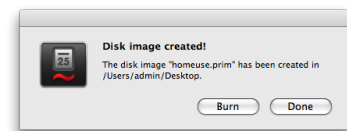
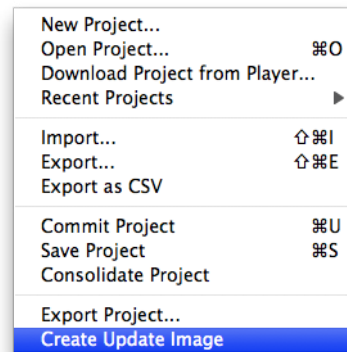
If your Scheduler and Player(s) don't have a network connection, you can export your project and transfer it physically.

Choose: *File / Create Update Image* and save it on your Desktop.



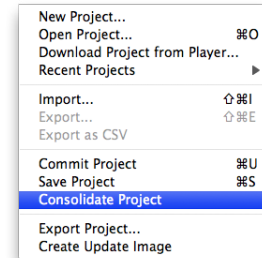
Choose this option to burn the playlist on a CD or save it and transfer it by removable media (e.g. USB device).

Simply connect the USB Stick to the computer on which the Player is installed, start the Player (or insert the USB Stick while the Player is running) and the Player will update automatically. You can set an update message in the Player settings to be shown while updating.



9.7 Consolidate Project

The function “*Consolidate Project*” cleans up your project files. It deletes unused and previously deleted files from your project. If you use this function, you also lose all undo steps.

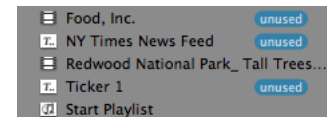
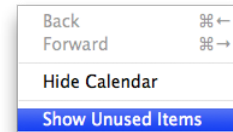


9.8 Show Unused Items

This function, available via “*View / Show Unused Items*”, marks

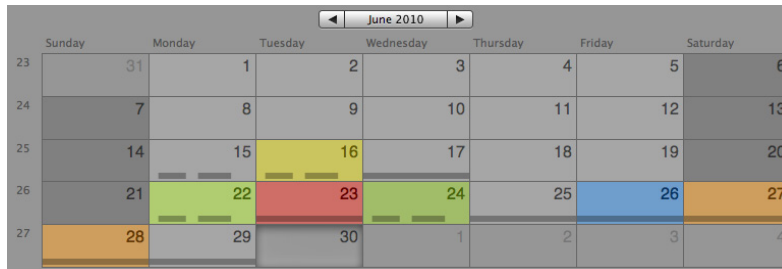
- all items in your asset library which are not used in a playlist
- all playlists which are not used in any schedule

with a small “unused” tag.



10 Calendar

You can use the Calender to compile playlists into daily schedules for displays. In the day fields, a colored bar at the lower margin shows for which part of the day digital contents have already been scheduled.



When double-clicking on a day field, the system shows the overview of this day with all its entries in the contents window.

10.1 Creating Schedules

To use playlists for day schedules, various options are available:

Drag & drop in the day view in the content window:

Double-clicking on a day in the calendar view displays that day's schedule. You can add playlists easily using drag & drop to the opened day view. Just move the playlist to the desired date (a blue marker shows the current insert position).

To insert more than one playlist, mark all the desired playlists and drag & drop them together.

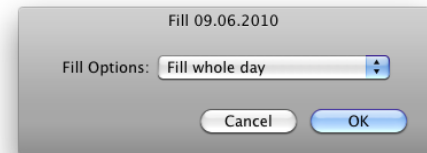
Drag & drop on the calendar's day field:

Alternatively, you can move a playlist directly to the desired day field of the calendar. A dialog window appears in this case, here you can select the insert mode for the playlist to be added.

Available options are:

- *Fill whole day*

Fills the entire day with the playlist to be inserted. If the playlist's duration is shorter than 24 hours, it is repeated as often as needed. When a backlog occurs it is marked in red.



- ✓ Fill whole day
- Append to schedule
- Fill until date ...
- Fill period of time ...

- *Append to schedule*

Places the playlist at the end of any program elements that have already been scheduled. If this leads to a backlog, it is marked in red. If the day has no entries yet, the playlist is placed at the top.

- *Fill until date...*

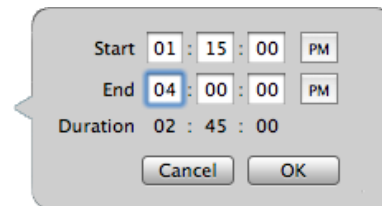
The inserted playlist is repeated until the date specified in the option menu. There are additional options for daily repetitions, repetitions on certain days of the week, or repetitions on every second day.

- *Fill period of time...*

The inserted playlist fills the period of time defined in the option menu according to the pattern specified (every day/every other day/etc.).

10.2 Day/Week View

Drag & drop a playlist into the schedule view (day or week view). Switch between the day and a week view and roughly adjust the start and end time of a playlist by pulling on the upper or lower end. Double-click on the start or end time of a playlist (a window will pop up) to define them more precisely.



Use “CTRL+click” or right-click on the desired playlist for the following options:

·*Use Playlist's Original Duration...*

plays exactly the duration of the playlist.

·*Complete Last Item...*

completes playing the last item even if it exceeds the schedule.

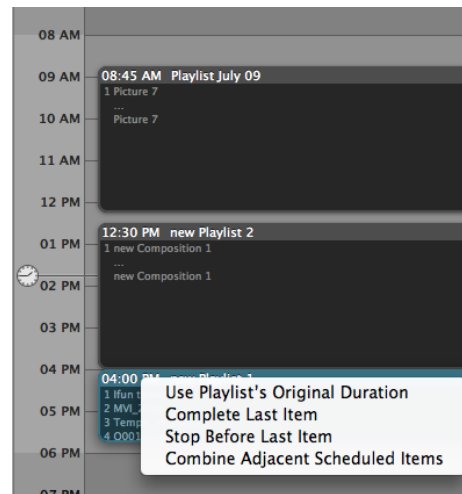
·*Stop Before Last Item...*

stops the last item from playing if it exceeds the schedule.

·*Combine Adjacent Scheduled Items...*

selects two (or more) identical playlists and combines them into one.

If no playlist is scheduled, the default content (background image or playlist) is displayed.



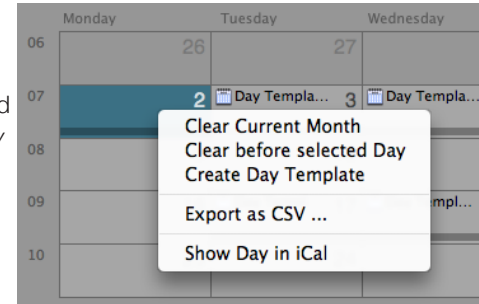
10.3 Day Template

Complete day entries can be saved as Day Templates in order to use them for other days. To do so, CTRL+click or right click on the desired date which is filled with a whole day schedule and choose “*Create Day Template*”.

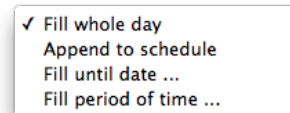
Using day templates

To use day templates, move them to the desired calendar day.

An option menu opens, offering you various fill options.

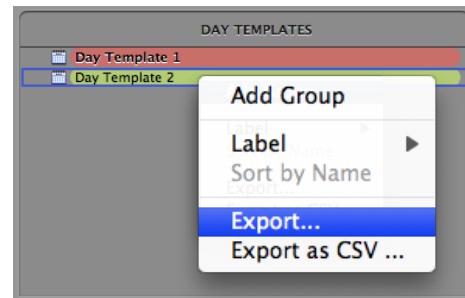


- *Fill whole day...*
schedules the template for the entire day.
- *Fill until date...*
inserts the template and repeats it up to the date specified in the option menu. Additional options exist that allow daily repetition, repetitions on certain days of the week, and repetitions on every second day.
- *Fill period of time...*
inserts the template and fills the period of time defined in the option menu and according to the pattern specified in the option menu (every day/every second day/etc.).



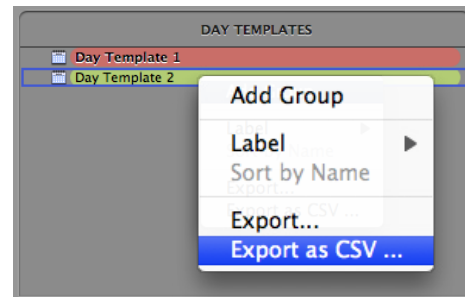
10.4 Export Day Templates

You can export Day Templates in order to use them in other Presenter Schedulers or to archive them. To do so use the “*Export...*” option.



10.5 Export as CSV / Billing, Reporting, Proof-of-Playback

You can export Day Templates as a CSV (.csv) file from the Scheduler (CTRL-Click Day Template) for documentation. CSV files can be opened and edited with a spread-sheet-program (e.g. Numbers, Excel...).

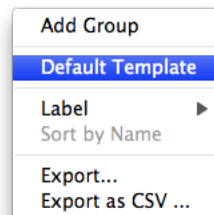


10.6 Default Day Template

You can set a Day Template to be the default Day Template by right clicking on the Day Template and choose “*Default Template*”.

The playback priority is:

Scheduled Playlists > Default Day Template > Default Playlist.



11 Miscellaneous

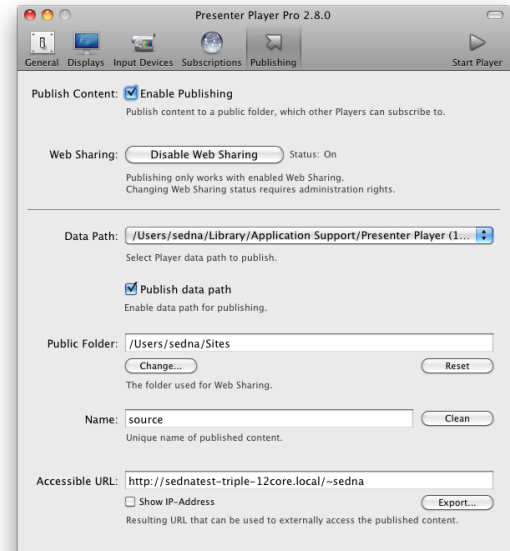
Player Pro Self Publishing

The Presenter Player Pro can publish its own content to other available Player(s) in a network. To activate this function, simply open the Player Setup Tool and click on “*Publish*” (only available in Presenter Player Pro) and check the “*Enable Publishing*” function. If web sharing is not yet active on this system, you need to click on “*Activate Web-Sharing*”.

If you are using all default values from Presenter Publisher, you only need to type a name and export the settings. After the export, you can import these settings files into any other Player as a subscriptions setting. All these Players will start to update their content from the Player Pro as a Master.

If you have different data path values, e.g. for several displays, you need to distribute these separately by selecting them in the data path drop down menu.

In a standard installation, where content is committed to the Player Pro via Scheduler or Sneakernet, it always publishes the whole project to all other Players.

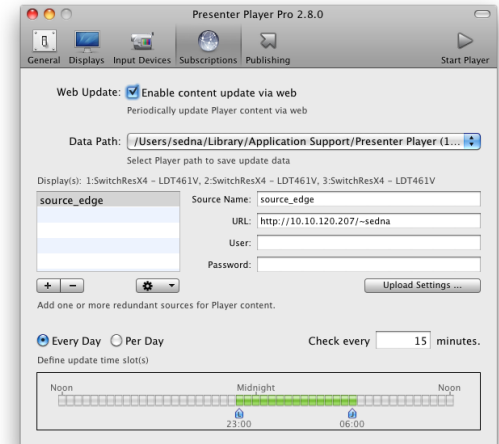


Player Subscription to Player Pro

With the standard license of Presenter Player, you can subscribe the Player to update the content from another Presenter Player Pro in the same network.

You need to configure Presenter Player to download a Presenter Scheduler project from a Player Pro. Every Presenter Player (except Presenter Player Light) has a section called Subscription.

1. Open the Presenter Player Setup Tool.
2. Click *"Subscriptions"*.
3. Activate *"Enable content update"* (see the red #1).
4. Click *"Import"* (see the red #2).
5. Load the exported settings from the Player Pro. Importing these settings is the easiest way to set up the Player but you can also use "+" to add a new location manually.



6. The next step is to set up the day(s), time slot and time interval for updating the Players project data. For example, a timeframe from 04:00 to 04:00 means that the Player looks for updates for 24h a day.
7. Please activate “Start Player on login” and “Keep Player alive” in the general section to make sure the download settings will proceed accurately and without interruptions.
8. Now start Presenter Player – as soon as Player Pro is done publishing of its content, the Player will start updating accordingly to its update timeframe.
9. If you are not sure about your settings, you can check the connection to the project data on the webspace. You can also trigger the update manually by using the update function. Both options, Test and Update, can be found in the subscription section.

Workflow Example:

If there are a lot of Players in one network, it will normally take a long time to commit content to all Players. Instead of committing projects to all Players, you can use one Player Pro with activated self publishing. All Players in the network with a subscription to this Player Pro will start updating their content automatically at the desired time.

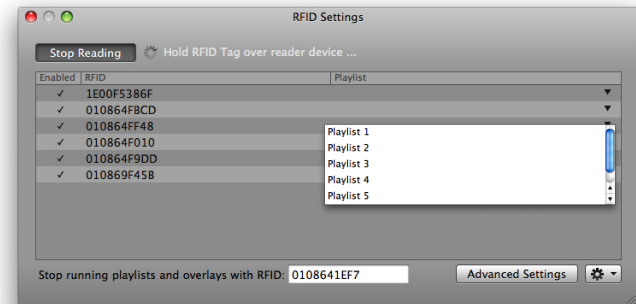
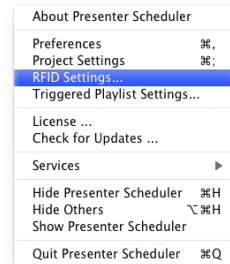
Define update time slots here.

Select player data path to update.

Presenter RFID Reader

With the Presenter RFID Reader (available in the ~sedna **presenter**® Online Store) you can trigger playlists on your Presenter Player(s) via RFID tags. The Presenter RFID Reader is a small box with a USB interface that works with standard RFID tags.

1. Connect the Presenter RFID Reader to your Scheduler Mac via USB.
2. Start Presenter Scheduler and go to the “*RFID Settings*” menu.
You have to enter your admin account password once if you open this dialog the first time. The dialog comes up in activated RFID reading mode.
3. Place an RFID tag near to the reader and it will be automatically added to the list.
4. Choose a playlist from your project via the drop down menu on the right side – this playlist starts by using the connected RFID tag.
5. Click into the text field on the bottom and place a tag next to the reader to set it to stop a running playlist and/or for returning to a default playlist.
6. Commit your project to your Player(s) and connect the RFID Reader to your Player Mac to use it as RFID trigger.



- Open the Player Setup on your Player Mac and enable the RFID Support (see chapter 7 *Presenter Player*).

Advanced Settings

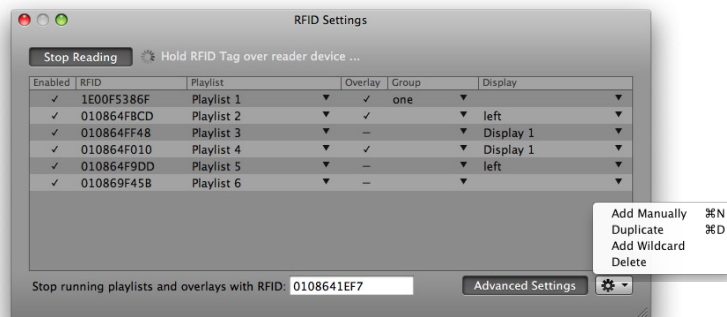
Use these settings to

- define a triggered playlist to start as an overlay by making a check
- define groups of Players to run triggered playlists from the drop down menu
- define screens to run triggered playlists from the drop down menu (Player Pro only)

If you leave all settings blank, a triggered playlist will play on every available Player in your network and on all screens (Player Pro only).

Add or delete RFID tags manually or duplicate entries on the right side at the bottom.

Use “Duplicate” to trigger two or more playlists in e.g. different groups and/or displays with only one RFID tag.



Wildcard

The Wildcard is essentially a generic RFID tag setting that allows your Players to react to RFID tags regardless of what their actual number is. This saves you time if you're working with a large amount of RFID tags since you don't have to enter each card into the system individually.

To enable the Wildcard feature,

1. open the *RFID Settings...* menu and add your RFID tags as described above.
2. set all of the tags to the relevant playlists and displays and be sure that the RFID settings on the Players are enabled.
3. add a Wildcard to the list of tags and assign a playlist to it.

Any time a Player detects an unknown RFID tag, it starts the playlist that you assigned to the Wildcard. This gives you a chance for some personalization.

Workflow Example:

In a store with four Players with RFID abilities, you can create a contest by distributing hundreds to RFID tags to the customers. When they swipe the cards, unrecognized RFID tags (Wildcards) will start a generic playlist, perhaps a message or an advertisement. The card or cards with a specifically assigned RFID tag will indicate the winner.

Interactive HTML - Idle Mode

Interactivity (HTML) is supported with an optional idle mode.

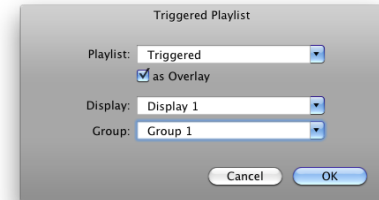
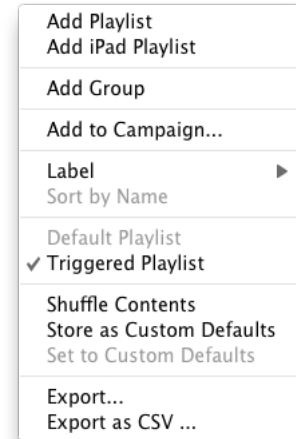
Define a timeout continuing the default or scheduled playlist after user interaction.

To enable this mode you have to make some changes in the Presenter Player as well as in Presenter Scheduler, which are as follows.:

Add a Playlist in Presenter Player and check *Triggered Playlist* from context menu. The dialog box "*Triggered Playlist*" opens automatically.

The Triggered Playlist can be played as *Overlay*. Select the Display and Group for the playout(s) where the Triggered Playlist belongs to.

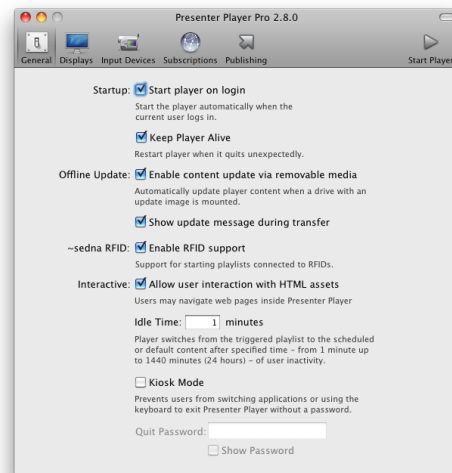
Example: You may want to play default content scheduled as a default playlist or as a day schedule. The triggered playlist is meant for user interaction. As long as there is no interaction, the default playlist/day schedule continues playing. When user interaction starts, e.g. by touching the screen or using the mouse or keyboard, the content of the triggered playlist will start playing at the desired display or group. The default playlist is shown again after the defined idle time without user interaction.



Activate the HTML asset functionality and define the idle time in Presenter Player.

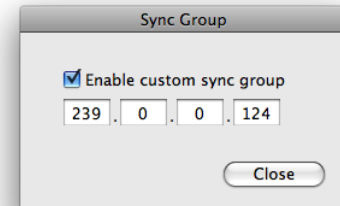
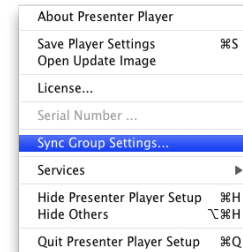
In the Presenter Player setup under *General*, check *Interactive: Allow user interaction with HTML assets*.

The idle time can be set in minutes.



Sync Group Settings

In Presenter Player, you can change the sync group for each Player. All Players with the same sync group are synced. We strongly recommend using only addresses in the 239.0/16 space because this space is not be used by other devices. In some special cases, you may need to try a different IP address space.



Presenter Scheduler Plus

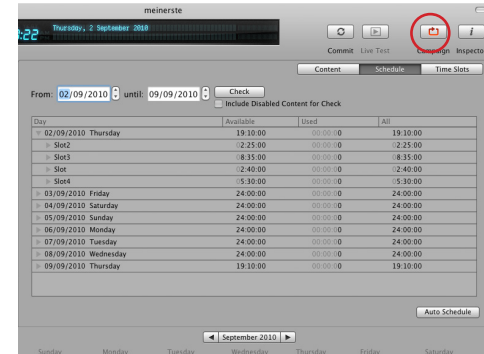
Introduction

Presenter Scheduler Plus is an enhanced version of the award-winning Presenter Scheduler Application. The Plus version includes a powerful, yet easy-to-use, module for creating ad campaigns and automatic schedule creation. You can define time slots and validation dates for your assets and playlists and simply define how many times you would like your assets to play back in your slots. Presenter Scheduler Plus will do all the math for you, creates schedules automatically and even fills in the gaps with the content you define.



12 The Campaign Editor

The Campaign Editor is the module you can activate to access these powerful features.

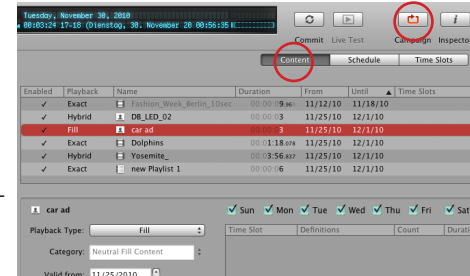


12.1 How to Use It

1. Open a new project in the menu.
2. Click on the “*Campaign*” button.
3. Select a time slot option in the *Campaign Setup*.
4. Define the time slot setup in the now following window.
5. The defined time slots are displayed in *Time Slots*.
6. Click on the button *Content*.
7. Add assets and/or playlists from the libraries on the left side into the *Content* field.

Note: The *Campaign Setup* can also be started via toolbar *Campaign / Campaign Setup*.

Note: You can click on the check mark in front of the content for deactivation. You can activate it again with a single click. This can be used to quickly exclude/include an entry for the campaign.



In the Parameters sub-window, you can set:

- the playback type (see note below),
- the category (see note below),
- the weekdays (see note below),
- the period of time (by checking *No Expiration Date*, the asset will never expire),
- the numbers of repeats in the slot,
- the slot where the content should be played.

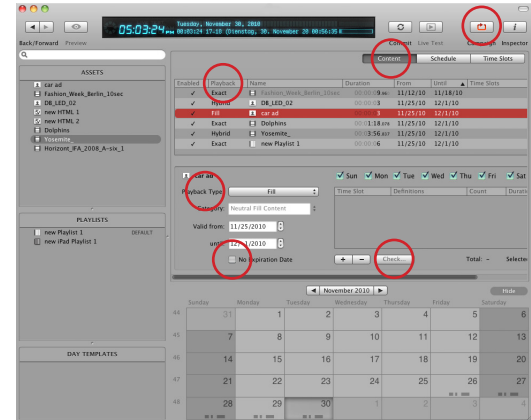
Note: If assets belong to the same category, the Campaign Editor always tries to play them so that they don't appear directly after another, if possible. It also tries to place fill content or other content in between.

In the drop-down-menu *Playback Type*, you can define the playback behavior of each asset/playlist. There are three options:

Exact - plays the content back as defined in *Count* (see next page).

Hybrid - plays content back as defined and if there is time left in the time slot, it plays back more often (depending on the duration of *Hybrid* content).

Fill Content - is for filling gaps between playlist items. To use the same asset as *Fill Content*, you need to add the item a second time into the *Content Editor*.



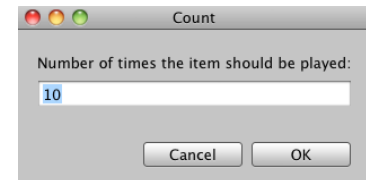
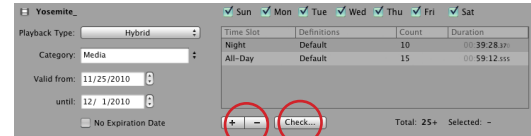
Adding of time slots to an item.

1. Click on the plus button.
2. Choose between one or more slots.
3. Enter the playback counts of the slot in the now opened window.
In case of multi-selecting slots, select a spreading option of the slots in the now opened window (see note below). After it, go back to the *Content* window.
4. Set the parameters on the left side and on the top of the *Time Slots* table.
5. Click on the *Check* button for automatically controlling free spaces for new time slots. If there is not enough space for them, you will get an error message.

Note: The weekday selection is the major instrument to decide whether an item is played or not on a specific weekday.

Note: The *Playback Count* dialog offers three different ways of spreading items. Here you can determine if items are spread proportionally, uniformly, or the same time over each slot.

Note: The number of counts can also be changed later by double-clicking in the *Count* field.



12.2 Time Slots

The *Time Slots* category defines and visualizes the slots to be played. Here you can:

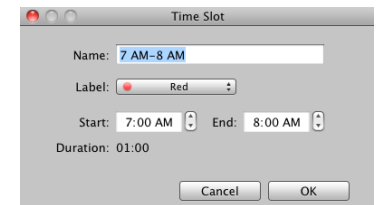
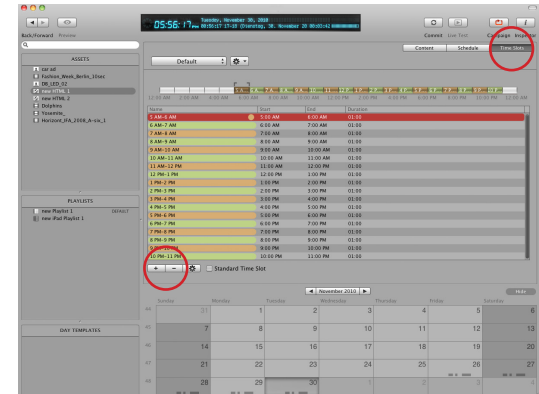
- add or delete time slots,
- name the time slot,
- change the duration,
- give the time slot a colored label
- define a time slot to be the standard slot for new items.

To add a new time slot:

1. Click on the plus button.
2. Give it a name in the new window.
3. Choose a start and an end time with the up/down arrows in the fields *Start* and *End*.
4. Open the *Label* drop-down-menu to select a color for the slot.

Note: You can change the parameters by double-clicking on a time slot.

Note: You can change the start and the end time of a slot with the colored bar on top. Click on a visualized slot, grab the hooks with the mouse and move them sideways.



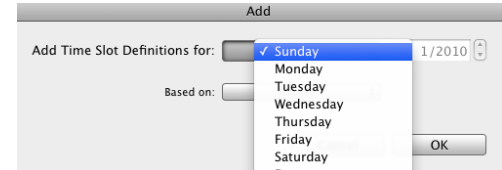
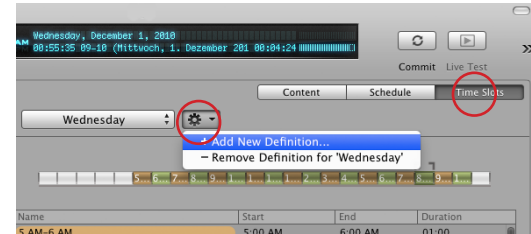
12.3 Editing of Presets

You can define time slots presets for every day of the week or special dates.

For defining presets of time slots:

1. Click on the gearwheel icon.
2. Click on *Add New Definition*.
3. Select a day of the week or a calendar date.
4. Select another preset for the time slot.
5. Click *OK* to confirm the settings.

Note: Presets are overwritten when using the *Setup Assistant*.



12.4 The Schedule

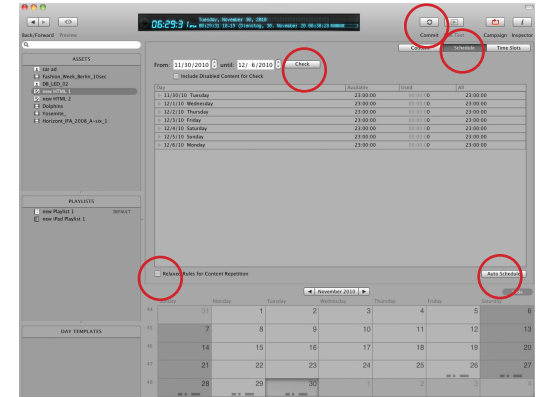
The Schedule category is an overview of the defined duration in the *Content* window.

Here you can:

- set the period of time
- see the content assigned to each day.

For operation:

1. Click on the *Schedule* button.
2. Click on the *Check* button for the validation of all settings (see how much time is used in each time slot).
3. Optionally, you can check *Include Disabled Content for Check* and include content you disabled in the *Content* window to see how much time is used with these items included.
4. Click on the *Auto Schedule* button to generate the final schedule. You can see that the calendar will be filled while this process is running.
5. Click on the *Commit* button to transmit the final schedule to your Presenter Players (or use Presenter Publisher to upload it to your Web Server).



The generated Playlists cannot be edited as normal Playlists. You can only change the sorting and you can add zero duration items to it, like a ticker. The changes are overwritten if you click *Auto Schedule* again for the same timeframe.

Checking *Relaxed Rules for Content Repetition* breaks the algorithm of not playing the same assets successively. This functionality is designed for situations where there are only assets of the same type.

13 Tutorials

Tutorial A Network Setup

Connecting Scheduler and Player via the Internet with dynamic IP addresses using DynDNS

If Scheduler Mac and Playout Mac are located at different sites and the Internet provider assigned a dynamic IP address to the Playout Mac, we recommend the use of the DNS service “DynDNS” (www.dnyns.org). At DynDNS, you can register and enter an Internet address for your Playout Mac (e.g. myPlayer1.dnyns.org). Then you install the “DynDNS Updater for Mac” (<http://www.dnyns.com/support/clients/Mac.html>) which sends your dynamic IP address to the DynDNS service and ensures accessibility to your Playout Mac at the address “myPlayer1.dnyns.org”.

Connecting Scheduler and multiple Players via Internet behind a Router

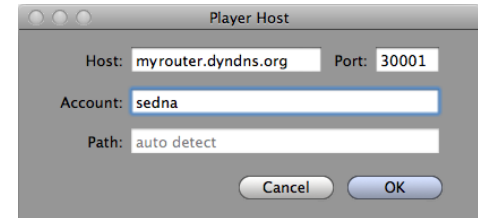
If you want to access several Playout Macs via the Internet which are located behind an Internet router, we recommend assigning fixed IP addresses to the Playout Macs. If the Internet provider only assigns a dynamic IP address to the router, we recommend using the DNS service “DynDNS” (www.dnyns.org).

At DynDNS, you can register and enter an Internet address for your router computer (e.g. myrouter1.dyndns.org) via which it can be accessed from the Internet. The standard routers already have an integrated updater function for DynDNS so that you only have to enter the user name and password of the DynDNS service here. The router thus transmits the dynamically allocated IP address to the DynDNS service.

If your router does not offer this option, you can install the “DynDNS Updater for Mac” (<http://www.dyndns.com/support/clients/Mac.html>) on one of the Playout Macs. The dynamic IP address is then transmitted from this Mac to the DynDNS service and allows accessibility of the router using the address myrouter1.dyndns.org.

To access several Playout Macs behind the router, “*Port Forwarding*” must be set up on the router. Normally, a Playout Mac can be accessed at port 22 (SSH). To access more than one Playout Mac, a separate port is allocated for each playout computer which is routed to a specific Playout Mac (IP) with port 22,

e.g. 30001 for the first Playout Mac with the internal IP address 192.168.1.11, 30002 for the second with the internal IP address 192.168.1.12, 30003 — etc.



Example: Apple Airport Extreme

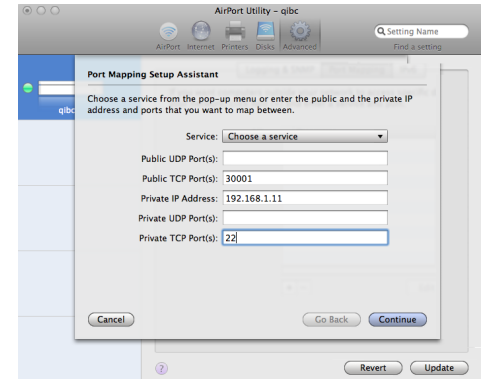
The playout computers can then be added in the project settings under *“Add by Host”* as follows:

As *“Host”* you enter your DynDNS address:
e.g. *“myrouter1.dyndns.org”*.

Under *“Port”*, you can specify the port you have assigned to the Playout Mac on the router when *“Port Forwarding”*:
For the Playout Mac with the internal IP address *“192.168.1.11”*, the port is *“30001”*.

If you want to use Apple Remote Desktop, you have to enter the relevant ports in *“Port Forwarding”* as well.

The needed ports are:
Public TCP and UDP port(s): 3283, 5900



Connecting Scheduler and multiple Players via VPN

Connect multiple Players (subNet) via a VPN

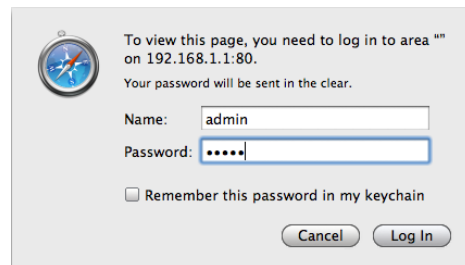
Via a VPN endpoint router, you can use a remote subNet with Playout Macs per VPN via the Internet. In this case, the Playout Macs should have fixed internal IP addresses assigned to them (e.g. 192.168.1.1:80...). Then set up a connection via the VPN to access the remote network. You can access the Playout Macs at the internal IP addresses (e.g. 192.168.1.1:80...) and add them in the project settings via *"Add by Host"* with standard port 22.

Note: You can only access and synchronize the remote Playout Macs as long as they are connected via the VPN.

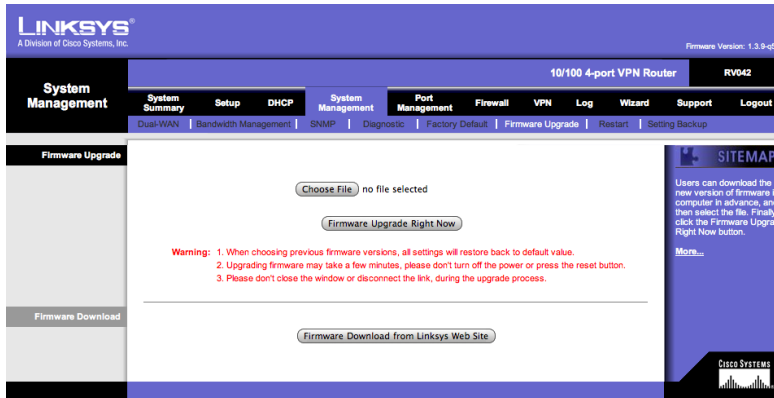
Excursus:

Sample configuration of a Cisco Linksys RV042 VPN router

1. Download the latest firmware for the router from the Linksys website (www.linksys.com):
<http://www.cisco.com/en/US/products/ps9925/index.html>
2. Connect the router to your computer or integrate it into your network.
3. Via the browser, go to the router setup by entering 192.168.1.1 (IP address of the router when first delivered). Log on as “admin” using the password “admin”.



4. On the main page of the router you will see in the upper right corner the information about the currently installed firmware of the router. If it is older than the software downloaded previously, go to the “*System Management*” section, then to “*Firmware Upgrade*” and finally to “*Search for*”. In the window displayed, select the firmware downloaded previously.



5. The firmware is now updated and the router will then be restarted.

LINKSYS

A Division of Cisco Systems, Inc.

Firmware Version: 1.3.9-r40

Setup

System Summary

Setup

DHCP

System Management

Port Management

Firewall

VPN

Log

Wizard

Support

Logout

10/100 4-port VPN Router

RV042

Network

Network

Password

Time

DMZ Host

Forwarding

UPnP

One-to-One NAT

More... >>

LAN Setting

Host Name:

rv01

(Required by some ISPs)

Domain Name:

here.local

(Required by some ISPs)

(MAC Address: 00-16-b6-8e-4a-78)

Device IP Address

Subnet Mask

192 . 168 . 1 . 1

255.255.255.0

Multiple Subnet Setting

☐ Multiple Subnet

Add / Edit

Dual WAN / DMZ Setting

☐ Dual WAN

☒ DMZ

WAN Connection Type

WAN

Static IP

Specify WAN IP Address:

213 . 61 . 119 . 13

Subnet Mask:

255 . 255 . 255 . 0

Default Gateway Address:

213 . 61 . 119 . 1

SITEMAP

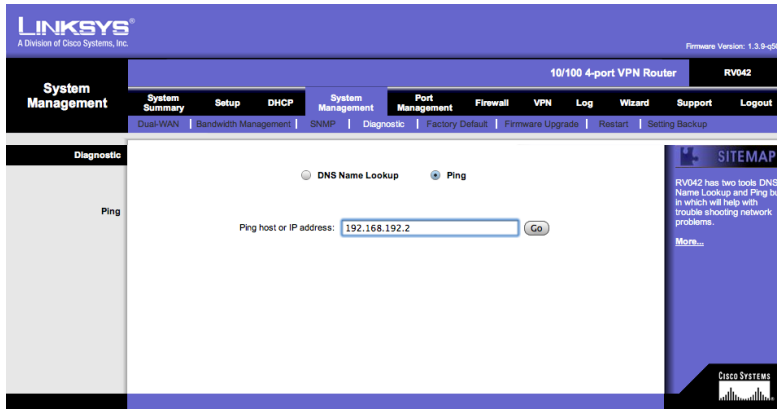
The Setup screen contains all of the router's basic setup functions. The device can be used in most network settings without changing any of the default values. Some users may need to enter additional information in order to connect to the Internet through an ISP (Internet Service Provider) or broadband (DSL, cable modem) carrier.

Host Name & Domain Name:
Enter a host and domain name for the Router. Some ISPs (Internet Service Providers) may require these names as identification, and these settings can be obtained from your ISP. In most cases, leaving these fields blank will work.

LAN Setting:
This is the Router's LAN IP Address and Subnet Mask. The default value is 192.168.1.1 for IP address and 255.255.255.0 for the Subnet Mask.

[More...](#)

6. After restarting the router you can log on again and change the router's allocated internal IP address as desired by going to "Setup" and then to "Network".
7. The WAN IP of the router is also configured on this page. You can change the admin password under "Setup/Password".



8. After the IP addresses has been entered, you can check the oper-
ability of the router's Internet connection under “*System Manage-
ment / Diagnostic*”.

LINKSYS®
A Division of Cisco Systems, Inc.

Firmware Version: 1.3.9-q00

10/100 4-port VPN Router RV042

Setup

System Summary Setup DHCP System Management Port Management Firewall VPN Log Wizard Support Logout

Dual-WAN Bandwidth Management SNMP Diagnostic Factory Default Firmware Upgrade Restart Setting Backup

Bandwidth Management

The Maximum Bandwidth provided by ISP

Interface	Upstream (Kbit/Sec)	Downstream (Kbit/Sec)
WAN1	512	512
WAN2	512	512

Bandwidth Management Type

Type: ☒ Rate Control ☐ Priority

SITEMAP

Bandwidth Management refers to the capability of a network to provide better service to selected network traffic. One is Rate Control for minimum bandwidth (guarantee bandwidth) and maximum bandwidth (limit bandwidth) by Service and/or IP Address. The other is Priority for service. Both functionalities can control Inbound or Outbound traffic.

9. Going to “*System Management / Bandwidth Management*” you can configure the maximum bandwidth of the WAN interfaces separately for upstream and downstream. By doing so, the network traffic transmitted via the router can be limited.

LINKSYS®
A Division of Cisco Systems, Inc.

10/100 4-port VPN Router RV042
Firmware Version: 1.3.9-u00

DHCP

System Summary Setup DHCP System Management Port Management Firewall VPN Log Wizard Support Logout

Setup | Status

Setup

Dynamic IP

☒ Enable DHCP Server

Client Lease Time 1440 Minutes

Dynamic IP Range

Range Start : 192.168.1.100

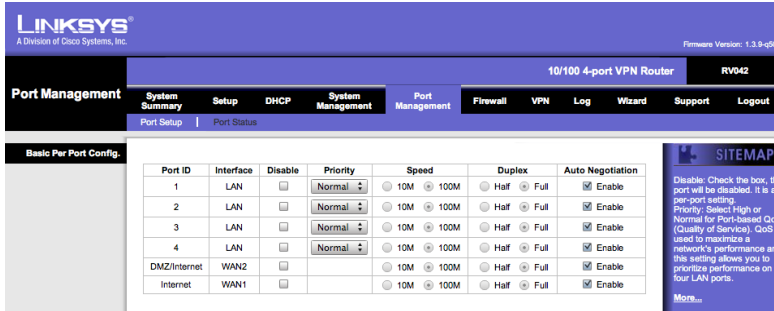
Range End : 192.168.1.149

SITEMAP

The Router can be used as a DHCP (Dynamic Host Configuration Protocol) server on your network. A DHCP server assigns available IP addresses to each computer on your network automatically.

[More...](#)

10. The DHCP server of the router can be activated and configured under “*DHCP/Setup*”.
11. Under “*Port Management/Port Setup*”, you can specify the connection speed of the router’s ports or deactivate them.



LINKSYS
A Division of Cisco Systems, Inc.

Firmware Version: 1.3.9-g90

Port Management | 10/100 4-port VPN Router | RV042

System Summary | **Setup** | DHCP | System Management | **Port Management** | Firewall | VPN | Log | Wizard | Support | Logout

Port Setup | Port Status

Basic Per Port Config.

Port ID	Interface	Disable	Priority	Speed	Duplex	Auto Negotiation
1	LAN	☐	Normal	10M 100M	Half Full	☒ Enable
2	LAN	☐	Normal	10M 100M	Half Full	☒ Enable
3	LAN	☐	Normal	10M 100M	Half Full	☒ Enable
4	LAN	☐	Normal	10M 100M	Half Full	☒ Enable
DMZ/Internet	WAN2	☐		10M 100M	Half Full	☒ Enable
Internet	WAN1	☐		10M 100M	Half Full	☒ Enable

SITEMAP

Disable: Check the box, the port will be disabled. It is a per-port setting.
Priority: Select High or Normal for Port-based QoS (Quality of Service). QoS is used to maximize a network's performance and this setting allows you to prioritize performance on four LAN ports.
More...

12. For routers connected to the Internet by dial-up and for which the Internet provider has assigned a dynamic IP address, you can enter under the menu item “*Setup/More/DDNS*” the dynamic registration of the router selecting a provider of dynamic DNS (e.g. DynDNS www.dyndns.org).

LINKSYS
A Division of Cisco Systems, Inc. Firmware Version: 1.3.9-00

VPN 10/100 4-port VPN Router **RV042**

System Summary Setup DHCP System Management Port Management Firewall VPN Log Wizard Support Logout

Summary Gateway to Gateway Client to Gateway VPN Client Access VPN Pass Through PPTP Server

Summary

0 Tunnel(s) Used 50 Tunnel(s) Available [Detail](#)

Tunnel Status

[Add New Tunnel](#)

Jump to [1](#) / 1 page [3](#) entries per page

No.	Name	Status	Phase2 Enc/Auth/Grp	Local Group	Remote Group	Remote Gateway	Tunnel Test	Config.
0 Tunnel(s) Enabled 0 Tunnel(s) Defined								

GroupVPN Status

Group Name	Connected Tunnels	Phase2 Enc/Auth/Grp	Local Group	Remote Client	Remote Client Status	Tunnel Test	Config.
------------	-------------------	---------------------	-------------	---------------	----------------------	-------------	---------

SITEMAP

The VPN Summary displays the Summary, Tunnel Status, GroupVPN Status and VPN Client Status.

Summary: It shows the amount of Tunnel(s) Used and Tunnel(s) Available. RV042 supports 50 tunnels.

Detail: Click the Detail button to see the details of VPN Summary, and users can use the tools on the top to save, export or print the details of VPN Summary.

[More...](#)

13. VPN dial-in is configured on the topic “VPN” (at the beginning of this tutorial). The final configuration can be exported or imported on the topic “*System Management / Setting Backup*” (at the beginning of this tutorial).

As soon as the “*Enable PPTP Server*” option is activated, users can connect to the router via PPTP over the Internet. The usernames and the related passwords are also specified on this page. Connected users are listed in “*VPN / Summary*”. If the VPN router is not directly connected to the Internet, ports 47 and 1723 must be forwarded from the Internet gateway to the VPN router.

The screenshot displays the Linksys web interface for a 10/100 4-port VPN Router. The top navigation bar includes links for System Summary, Setup, DHCP, System Management, Port Management, Firewall, VPN, Log, Wizard, Support, and Logout. The 'VPN' section is active, showing sub-links for Summary, Gateway in Gateway, Client to Gateway, VPN Client Access, VPN Pass Through, and PPTP Server. The 'PPTP Server' configuration page is shown, with the 'Enable PPTP Server' checkbox checked. Below this, the 'IP Address Range' is set to 192.168.1.1 to 192.168.1.204. The 'Users Setting' section contains a table for adding new users, with columns for User Name, New Password, and Confirm New Password. A 'Delete selected users' button is also present.

User Name	New Password	Confirm New Password

[Add to list](#)

[Delete selected users](#)

Tutorial B Text Ticker

How to create a Ticker that runs across several screens

Example: a Ticker Extension using three 32" standard LCD, placing them directly next to each other (no “air” between them):

The setup is as follows:

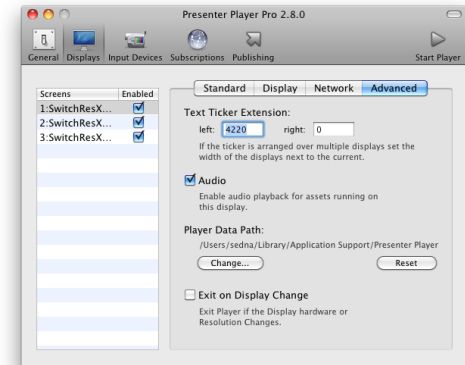
- permanently horizontal resolution for each display: 1360 pixels,
- mullion width: 213 pixels (convert the broad of the mullion in pixels)

Total amount of “canvas” pixels (including both mullions) comes up to:
 $1360 \times 3 + 213 \times 2 = 4506$ pixels.

Hence the pixel extension for each Player is:

- ID1 (left screen): Left: 0, Right: 3146 ($1360 \times 2 + 213 \times 2 \rightarrow$ two mullions plus two other screens)
- ID2 (center screen): Left: 1573, Right: 1573 (one mullion plus one screen on each side)
- ID3 (right screen): Left: 3146, Right: 0

Note: You can use the free tool “Ticker Extension Calculation” provided on the installation disk image.



Tutorial C Picture-in-Picture

How to create Picture-in-Picture playback

Summary

Although it is a good habit not to overwhelm your audience with too much information at once, sometimes it is practical to have two or three bits of information presented at the same time. This tutorial will show you how to quickly create a video picture-in-picture (PiP) effect with a Text Ticker Overlay.

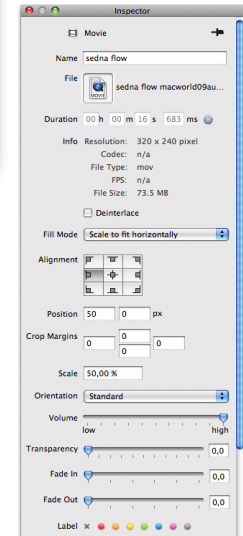
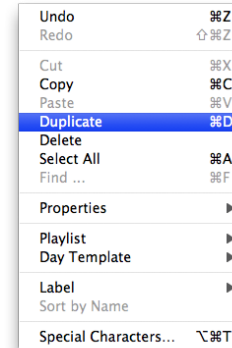
1. Check your preferences. In this example, we are working on a 720p playout resolution so please use the *“Preferences”* command in the *“Presenter Player”* menu and choose the *“Preview”* option to select *“1280 × 720 HD720”* as your output resolution.
2. Import your media files. In this example, a background information chart and a video (Background.jpg, Video.mov). You can do this by dragging the media into your assets pane or by using the *“Import Media...”* command in the *“Add”* menu of Presenter Scheduler.

2.a (optional)

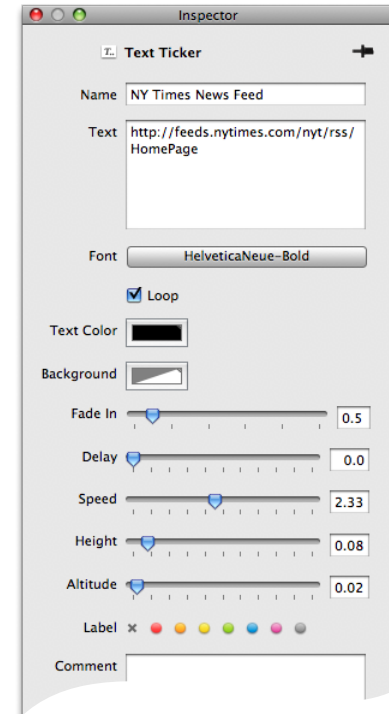
Duplicate the video in your library and rename it “*Video PiP left*”. Presenter Scheduler will not duplicate the file but rather create a reference copy which doesn’t take any hard disk space (actually a few bytes for the parameters, to be exact). This way you can have multiple copies of the same video with different parameters (position, scale, volume, fade values, etc.) for different playlists and uses.

3. Edit the parameters of the video in the Inspector to create a PiP insert: ~sedna **presenter**® tutorials.

- Set the “*Fill Mode*” to “*Scale to fit horizontally*”. This will make sure that the scale parameter is consistent even when distributing the content to screens with different aspect ratios.
- Set the “*Alignment*” to left.



- c. Set the “*Position*” to 50, 0. This adds 50 pixels on the right to the video.
 - d. Set the “*Scale*” to 50 %. Since you’ve set the fill mode to “*Scale to fit horizontally*” the video size will be exactly half of the width of your screen(s).
 - e. Set “*Fade In*” to 2.1
4. Create a new Ticker via “*Text Ticker*” command in the “*Add*” menu.
- a. Rename it to “NY Times News Feed”.
 - b. Open *Safari*, go to www.nytimes.com.
 - c. Click on the RSS button on the very right of the address field.
 - d. Copy the RSS feed URL.
 - e. Go back to Presenter Scheduler, paste the URL into the text field of your new Text Ticker.
 - f. Set the “*Font*” to “Helvetica Neue Light”.



- g. Set the “*Text Color*” to a 25 % gray (use the gray scale slider of the color picker).
- h. Set the “*Background Color*” to be completely transparent.
- i. Set the “*Height*” to “0.08”.
- j. Set the “*Altitude*” to “0.02”.

5. Create a New Playlist. In this example, we’ll call the playlist “*PiP playback*”.

- a. Rename the playlist to “*PiP playback*”.
- b. Drag your PiP video into the playlist. This will set the video to the content layer.
- c. Drag your picture to the background layer behind the video in the playlist view.
- d. Drag your ticker on top of the playlist.

You can now examine your playlist using the “*Preview*” button and tweak your parameters as you wish.

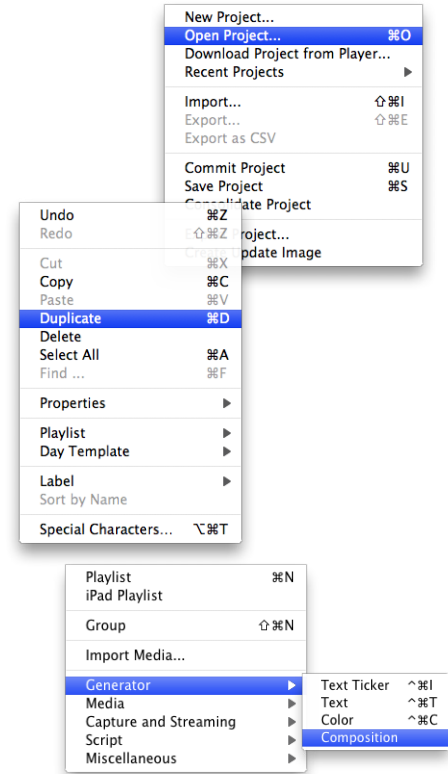
Tutorial D Composition Creator

How to make your Playback with Composition Creator more interesting

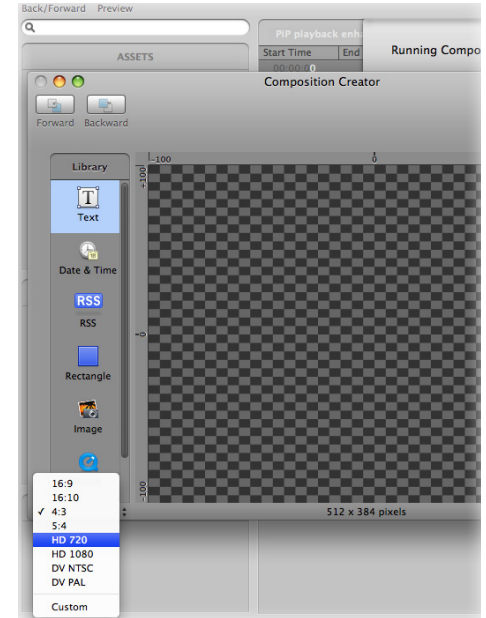
Summary

In Tutorial C, we saw how to create a simple PiP playlist. Now we want to add a little something more to it, like displaying a real-time clock and transitions using the Composition Creator.

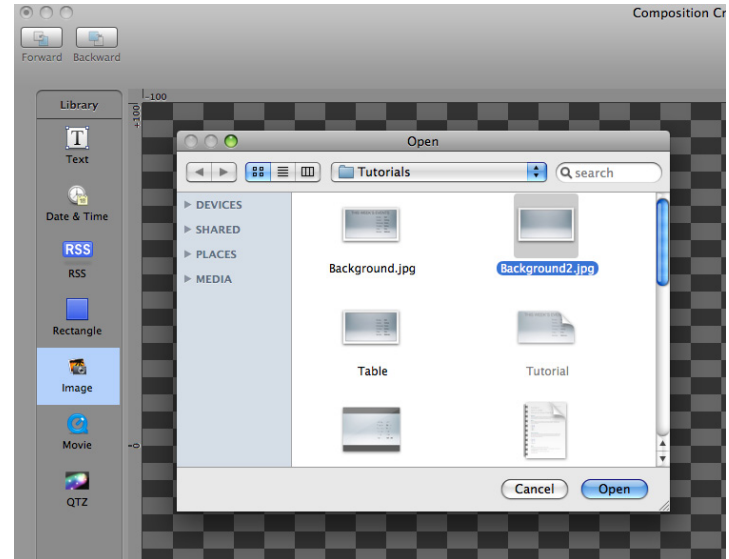
1. Open the project you used to create Tutorial C either by double clicking the project file or using the “*Open Project...*” command in the “*File*” menu.
2. Duplicate the playlist of Tutorial C and rename it “PiP playback enhanced”. We will use the old playlist as a starting point so we don't have to start from scratch.
3. Create a new composition by using the command “*Composition*” of the “*Add*” menu and rename it to “PiP Background”.



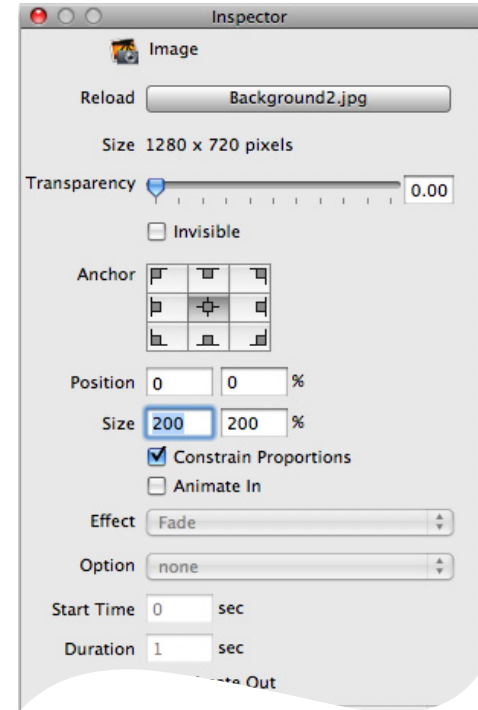
4. Click on the “*Edit Composition*” button in the Inspector to launch the Composition Editor.
 - a. Delete the default image (~sedna **presenter**® logo) by pressing the “*Delete*”  key or using the “*Delete*” command in the “*Edit*” menu.
 - b. Set the aspect ratio of the composition to “HD 720” (the same aspect ratio as your target output).



- c. Double-click the “Image” asset in the library pane to import the background image named “Background2.jpg”.

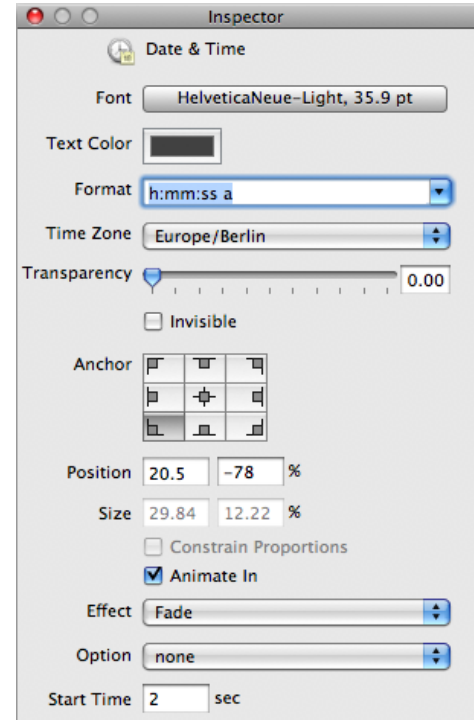


- d. Open the Inspector by pressing the  button and set the parameters for the imported image: Check the “*Constrain Proportions*” box, enter “200” in the first “Size” box. The *Background2* image will fill the complete canvas.
- e. Double-click the “*Image*” asset in the library pane to import the foreground image named “*Table.jpg*”.
- f. Open the Inspector by pressing the  button and set the parameters for the imported image: Check the “*Constrain Proportions*” box, enter “200” in the first “Size” box. The Table image will fill the complete canvas. Check the “*Animate In*” box, set the “*Start Time*” to “2” and the “*Duration*” to “2”.

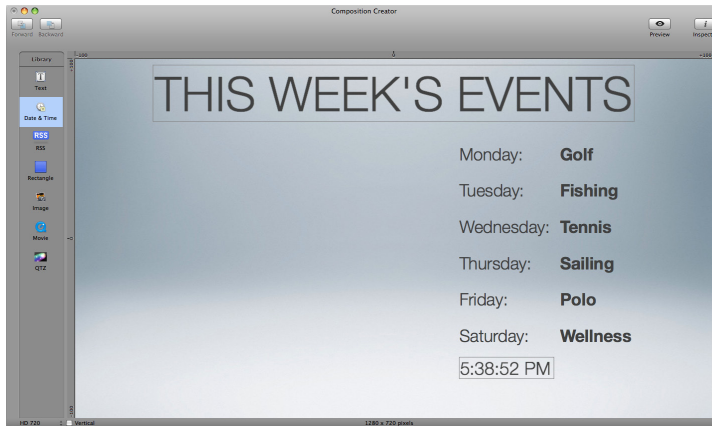


- g. Double-click the “*Text*” asset in the library view to create a new text.
Rename “Text” to “THIS WEEK’S EVENTS” in the Inspector.
- h. Set the “*Alignment*” to center.
- i. Set the “*Font*” to “Helvetica Neue Light, 96pt”.
- j. Set the “*Anchor*” to “Top”.
- k. Set the “*Position*” to “0”, “96”.
- l. Check the “*Animate In*” box.
- m. Set the “*Effect*” to “Move”
- n. Set the “*Option*” to “from left”.
- o. Set the “*Start Time*” to “1” and “*Duration*” to “1”.
- p. Double-click the “*Date & Time*” asset in the library view to create a new real-time clock.
- q. Set the “*Font*” to “Helvetica Neue Light, 36pt”.

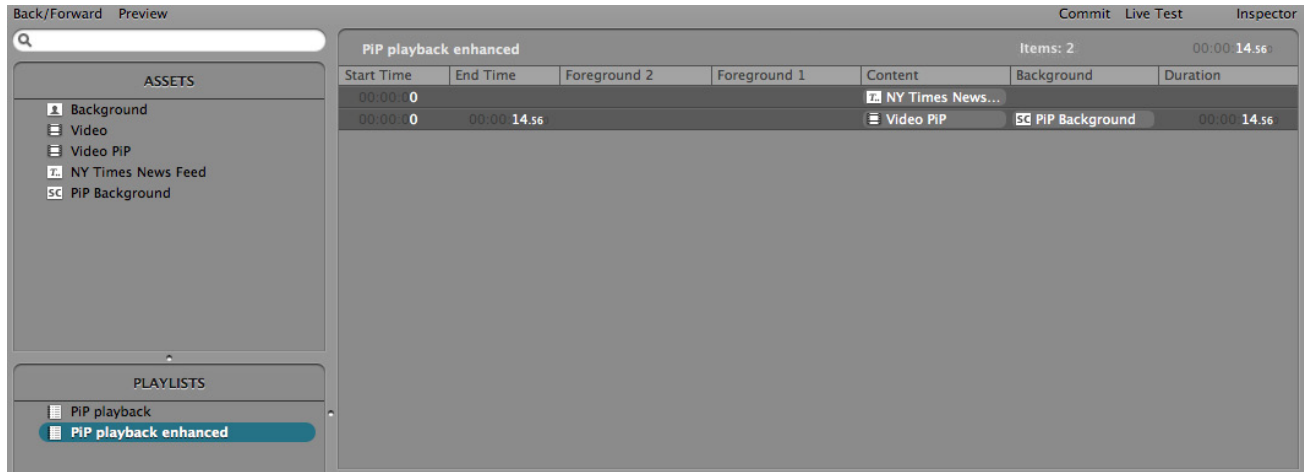
- r. Set the “*Text Color*” to a 25 % gray (use the gray scale slider of the color picker).
- s. Set “*Format*” to “h:mm:ss a”. If this isn’t present in the drop down list, you can enter it manually. Basically, this gives you a 12 hour clock without preceding zeros plus an AM/PM indicator. Set the “*Time Zone*” to whatever is appropriate for your display.
- t. Set the “*Anchor*” to “lower left”.
- u. Set “*Position*” to “20.5”, “-78”.
- v. Check the “*Animate In*” box.
- w. Set “*Start Time*” to “2” and “*Duration*” to “1”.



- x. Your composition is completed. You can preview it by clicking the “*Preview*” button in *Composition Creator*.
- y. Quit *Composition Creator* (and save the changes).
Your final composition should look like this:



5. Double-click the playlist “*PiP playback enhanced*” to edit it.
Drag your new composition “*PiP Background*” onto the background item “Background” to replace it. Your playlist should look like this:



Done! You can examine your playlist using the button “*Preview*” button and tweak your parameters as you wish.

Tutorial E External Control

How to control playlists and overlay playlists externally

All commands need to be sent to a running Presenter Player (also Player for iPad except Overlay) via TCP/IP on port 27182 that has “External Control” enabled. (This option can be found in the “Network” section of the Presenter Player Setup application.)

<command> value:"<string>" id:"<string>" group:"<string>"

<command> is mandatory and may need a value.

id:"<string>" and *group:"<string>"* are optional to constrict the command to a specific group and/or Player.

All values need to be enclosed in quotation marks.

The following commands can be used:

start_playlist

start_overlay

These start a playlist, or overlay a playlist, respectively. The playlist name needs to be the same as it appears in Presenter Scheduler.

stop_playlist

stop_overlay

These stop a playlist, or overlay a playlist that has been invoked by the start commands, respectively.

Examples:

start_playlist value:"Special" group:"Lobby"

This starts the playlist “Special” on all Players in the group “Lobby”.

start_overlay value:"Emergency Message"

This overlays the playlist “Emergency Message” on all Players in the network.

start_overlay value:"Sale" id:"Center" group:"Videowall1"

This overlays the playlist “Sale” on the Player “Center” in the group “Videowall1”.

stop_overlay

This stops all overlay playlists on all Players in the network.

stop_playlist group:"Entrance"

This stops all playlists on all Players in the group “Entrance” and continues their day schedule or default content (if they have any).

Tutorial F Presenter Control Light

Presenter Control Light — the Application for your Mac that controls your ~sedna **presenter**® playlists in your network at a push of a button! Start a playlist to replace the current playout or run it as an overlay, e.g. for stage and shows.

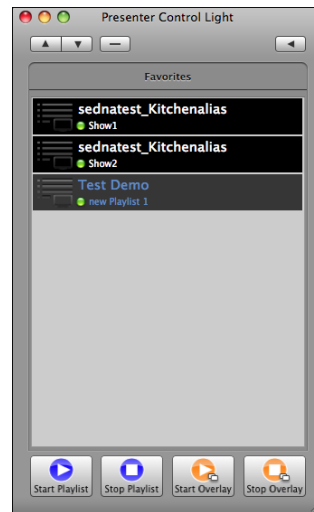
Presenter Control Light works with Presenter Player, Presenter Player Pro, Player for iPad (no Overlay support) and is available:

- for your Mac — as a free download on our website
- for your iPhone / iPod touch / iPad — in the iTunes AppStore

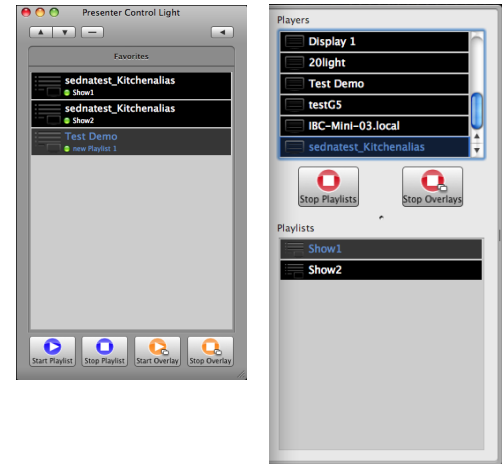
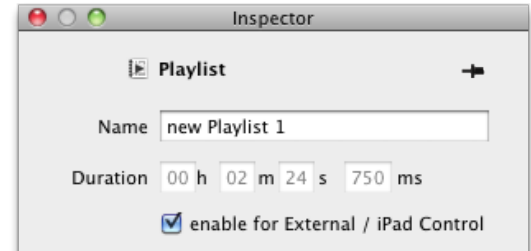
Visit our website for details: www.sedna-presenter.com

How to use Presenter Control Light (for Mac)

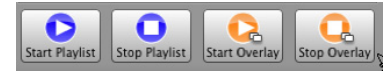
Install your Presenter Control Light on any Mac in your network (we suggest to use your Mac the Scheduler is running on).



1. Start all of your Playout Macs in your local network that you want to control.
2. If you would like to control Presenter Playlists with your Presenter Control Light, you need to enable each playlist with a check mark in the Inspector first.
3. Commit the changes to your Players.
4. Start your Presenter Control Light.
5. Click the icon. 
6. A window will open and show all the available Players in your network.
7. Double-click on the desired Player(s).
8. The Player will show all playlists starting with “<space character>”.
9. Click on the playlist and it will be shown in Favorites.



10. Select a playlist you would like to control. Blue button: start/stop playlist, orange button: start/stop overlay.
(Remember that the overlay plays on top of the current schedule, this may affect the overall performance of the Player.
iPad does not support Overlays)



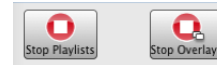
- arrange your selected playlists in the window with



- delete a playlist with



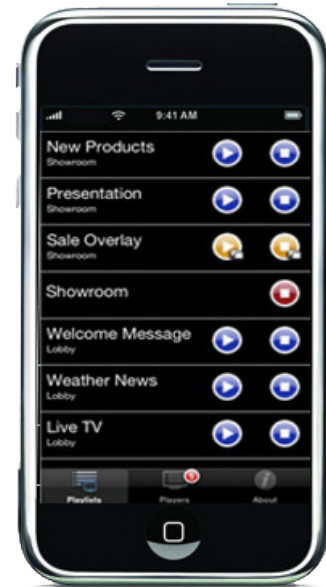
- stop all playlists or overlays from your selection with



How to use Presenter Control Light with an iPhone, iPod touch or iPad

1. Start all your Playout Macs in your local network that you want to control.
2. If you would like to control Presenter Playlists with your Presenter Control Light, you need to rename them first by adding an asterisk (*) followed by a space character at the beginning of the name.
Example: “Live” should be renamed to “* Live”.
3. Connect your iPhone, iPod touch, or iPad to the Wi-Fi Network of your Presenter Players. All Players on your network will be shown in the Players’ section.
4. Tap on the “Playlist” button of a Player of your choice and select a playlist or an overlay you would like to control:
 - Blue button: start/stop playlist,
 - Orange button: start/stop overlay (iPad is not supporting Overlays)

(Remember that the overlay plays on top of the current schedule, this may affect the overall performance of the Player.) The selected playlist will be added to the “Playlist” section of Presenter Control Light.



Known Issues

Some Quartz compositions do not work properly or are displayed differently than expected. This is due to the nature of Quartz Composer. You may have to experiment with Quartz Composer to achieve the results you want, especially if you have a vertical display orientation.

Software Errors

At the time this manual was printed, no information was available about any possible software errors. Despite thorough testing, it cannot be guaranteed that errors may not exist. We kindly ask you to report any software errors that might occur.

Web Content

Some websites may not be displayed as expected. This includes some HTML5 web pages with transitions, animations, etc.

Support

If you require support assistance, please contact your local representative or visit the support section of our web page:
<http://support.sedna-presenter.com/support-form/>

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