



Content Manager Quick Start Guide

Scala

Quick Start Guide **CONTENT MANAGER**

Release 5

www.scala.com



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RELEASE 5

AUGUST 1, 2009

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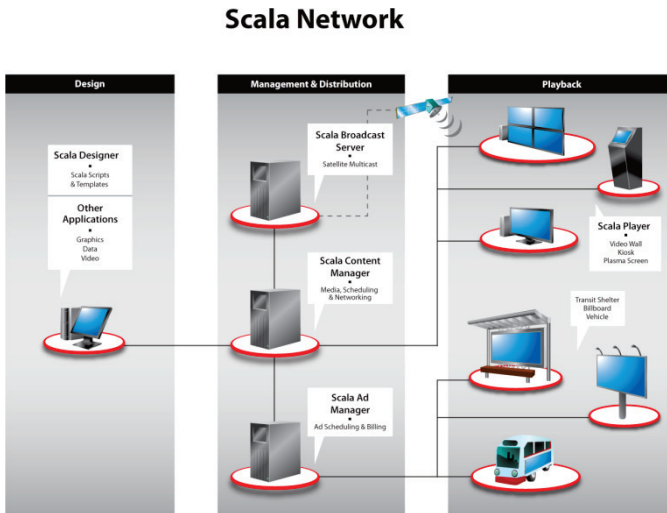
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1.0 Content Manager Overview

Scala Content Manager is a breakthrough in media broadcast distribution, scheduling and management technology. The product set allows the user to create content (Designer), manage the content (Content Manager) and publish or play the content (Player).



Using Content Manager your networks and players can be fully managed and monitored, thereby easily keeping your players up and running.

It will be important for users to read through the quick start guide **BEFORE** you install the software to understand the options, settings and configurations you can choose as you install Content Manager.

2.0 Hardware Requirements

Carefully follow the recommendation for all hardware requirements to insure the maximum performance of your Content Manager System.

NETWORK SIZE	SMALL	MEDIUM	LARGE	ENTERPRISE
	1-10 Players, less than 100MB/hour of content	<50 Players, less than 500MB/hour of content.	<200 Players, less than 2000MB/hour of content.	<2000 Players, less than 10GB/hour of content.
Recommended Minimum Storage	40GB or larger, but less than 750GB, HDD. RAID-1 encouraged	Two 60GB or larger, but less than 750GB, HDD's in a RAID-1 configuration.	Four HDD's of 36GB or larger size in a RAID-1+0 or RAID-6 configuration. OS+Apps, Temp_Swap, Database, Media; is encouraged	Two HDD's of 36GB or larger, but less than 80GB, size as a RAID-1 boot volume. Four HDD's or 36GB or larger size, but less than 750GB, in a RAID-1+0 or RAID-6 configuration for data.
Recommended Operating Systems	Windows XP Professional Service Pack 3 or Windows Server 2003SP2, Web Edition	Windows Server 2003SP2, Web Edition	Windows Server 2003SP2, Web Edition or Windows Server 2003SP2 32-bit Standard or Enterprise Edition	Windows Server 2003SP2 32-bit Standard or Enterprise Edition
Minimum Processor Speed and Type	Intel PentiumDualCore 2180 or better. Core2Duo E6300 or better suggested. AMD AM2 Athlon-X2 BE4350 or faster	Intel PentiumDualCore 2180 or better. Core2Duo E6300 or better suggested. AMD AM2 Athlon-X2 BE4350 or faster	Intel Core2Duo E6400 or better suggested. AMD AM2 Athlon-X2 5000+, Phenom, or Opteron	Intel Core2Quad Q6600, XEON E5405, or better suggested. AMD Quad-Core Phenom or Opteron
System Memory	Dual-bank, DDR2-5300 or better, 2 GB total	Dual-bank, DDR2-5300 or better, 2 GB total	Dual-bank, DDR2-5300 or better, 2 GB total. [4 GB (2.8 to 3.25GB available) with Standard or Enterprise Windows Server 2003, 32-bit, in PAE mode	Dual-bank/Triple-bank/Quad-bank/Hex-bank, DDR2-5300 or better, 2 GB total. [4 GB (2.8 to 3.25GB available) with Standard or Enterprise Windows Server 2003, 32-bit, in PAE mode
Minimum RAM Size	512 MB	512 MB	1024 MB	2048 MB

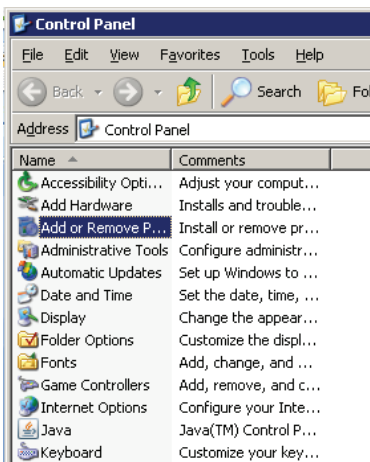
3.0 Installation

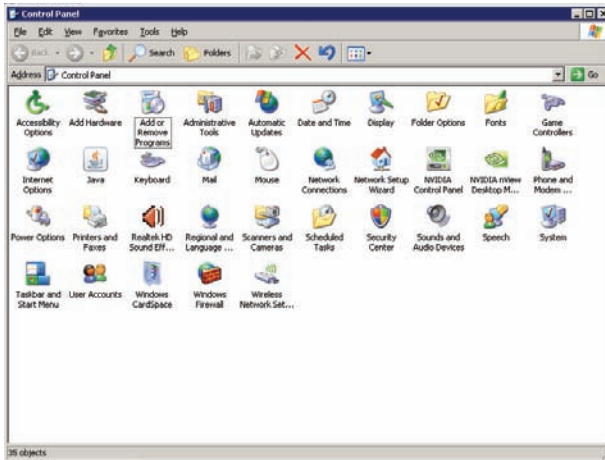
Installing Scala Content Manager is a relatively simple process when followed closely. The install wizard will allow the user to quickly install the product.

Insert the Content Manager disk into your computer. The installer should run automatically.

The Content Manager DVD now opens a setup-chooser letting you easily pick which of the products or extensions you wish to install.

However if the startup exe does not begin, Select on Start /Control Panel/Add or Remove Programs.

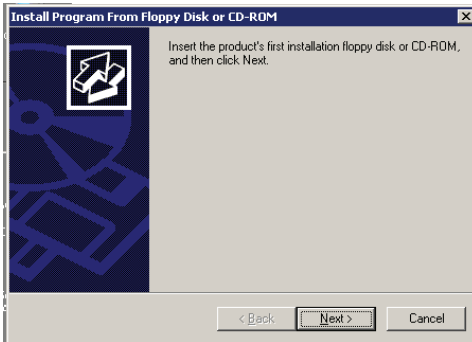




The list will either be by detailed view or by icon view. Select Add or Remove Programs.

The dialog box will instruct the user to select either: Add a program from CD-ROM or Add programs from Microsoft explorer.

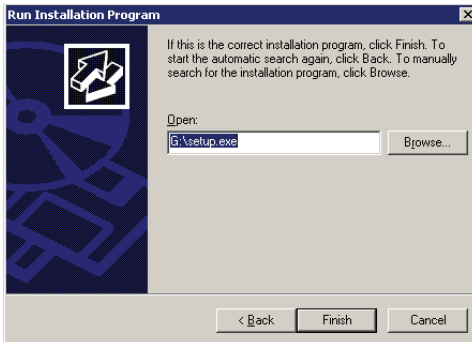


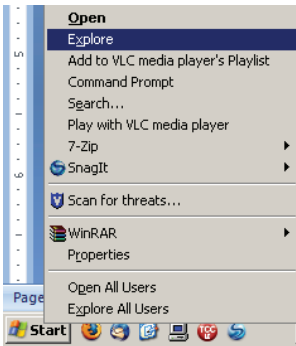


Select the button that says CD or Floppy.

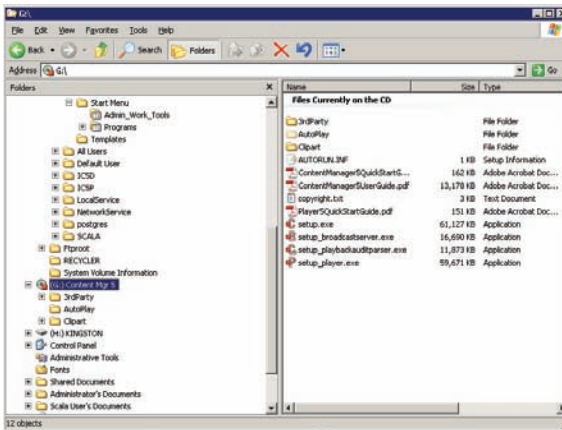
Your Content Manager software also comes with a USB key that you must insert into a USB slot on your computer in order to use Scala Content Manager.

The dialog box will appear allowing you to begin the installation from the DVD. Select Next.





Another option is to right click on Start and select Explore.



Identify the drive for the DVD. Select it from the menu options. The list of items on the DVD includes everything you will need to install Content Manager.

Select the setup.exe by double Selecting on the icon.

Name	Size	Type
Files Currently on the CD		
3rdParty		File Folder
AutoPlay		File Folder
Clipart		File Folder
AUTORUN.INF	1 KB	Setup Information
ContentManager5QuickStartG...	162 KB	Adobe Acrobat Doc...
ContentManager5UserGuide.pdf	13,178 KB	Adobe Acrobat Doc...
copyright.txt	3 KB	Text Document
player5QuickStartGuide.pdf	151 KB	Adobe Acrobat Doc...
setup.exe	61,127 KB	Application
setup_broadcastserver.exe	16,690 KB	Application
setup_playbackaudtparser.exe	11,873 KB	Application
setup_player.exe	59,671 KB	Application

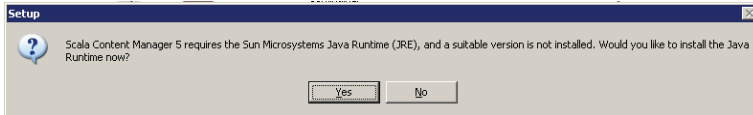
The first option you will have is to view this Quick Start Guide as a .pdf.



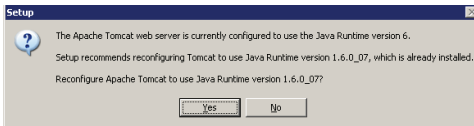
Once you are ready to install select Next.

3.1 Microsystems Sun Java Runtime

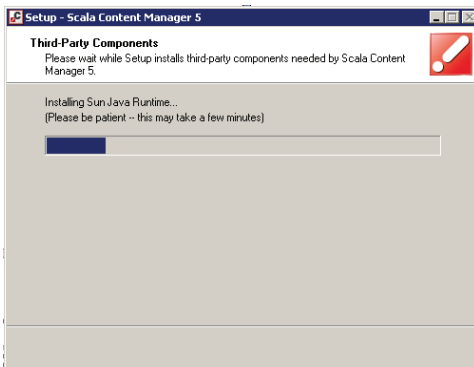
If you do not have a version of Microsystems Sun Java Runtime installed on your computer, the Content Manager installer will require that you install this now.



Select Yes to continue. The Content Manager software will recommend the version of Runtime to install.



Select Yes to continue.

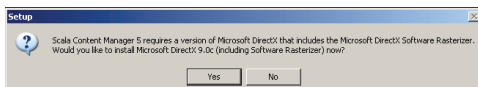


The installer will install Sun Java Runtime. The installer dialog box will provide information about the progress of the install.

Note: The Java Runtime Environment (JRE), also known as Java Runtime is part of the set of programming tools for developing Java applications.

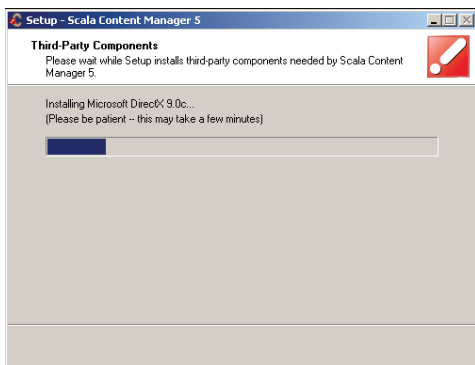
3.2 DirectX 9.0

Scala Content Manager requires that the user have Microsoft DirectX 9.0c (with Software Rasterizer).



If the installer cannot identify that your machine has this program installed, a dialog box will ask that you install it.

Select Yes to continue.



The installer dialog box will provide information about the progress of the install.

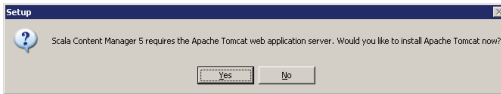
Once DirectX 9.0c installs the dialog box will close automatically.

3.3 Apache Tomcat Server

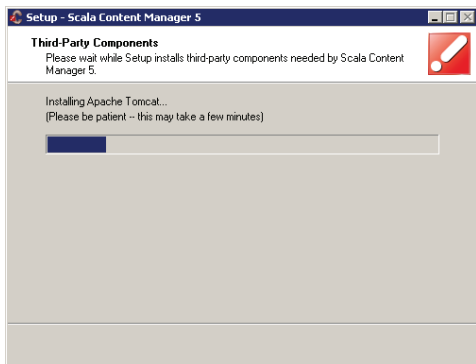
Scala Content Manager requires that the user have Apache Tomcat web application server.

If the installer cannot identify that your machine has this program, a dialog box will ask that you install it.

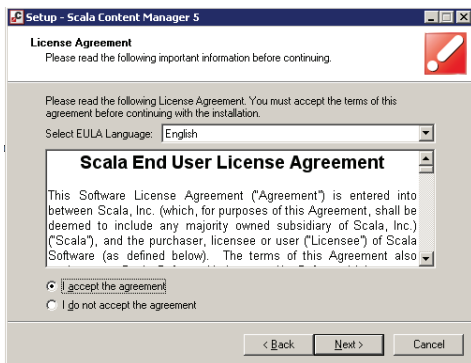
Select Yes to continue.



Note: Apache Tomcat implements the Java Servlet and the Java Server Pages (JSP) specifications from Sun Microsystems, and provides a "pure Java" HTTP web server environment for Java code to run.



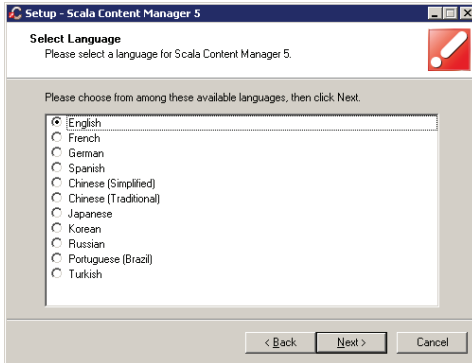
The installer dialog box will provide information about the progress of the install.



When the Welcome to Scala Content Manager Setup Wizard dialog box opens, you must select the “I accept the agreement” button in the Scala End User License Agreement box.

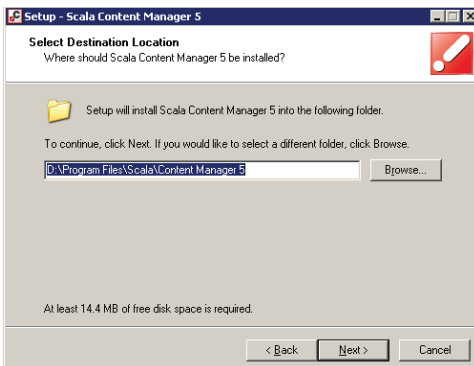
The full EULA can be read [here](#) or is also available at the end of this document.

Select the language for Content Manager. The list of the available languages appears in the dialog box. Choose the appropriate radio button and then select Next.

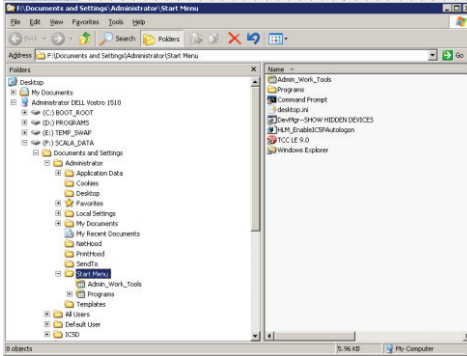


Note: New in Release 5 for Content Manager are Portuguese (Brazil) and Turkish.

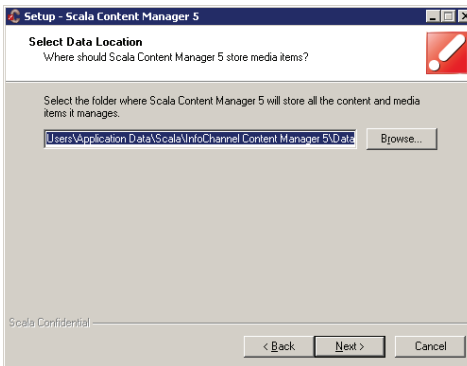
The destination location dialog box will default to the typical C:\Program Files location.



You can choose a different location by choosing the browse button in the dialog box.

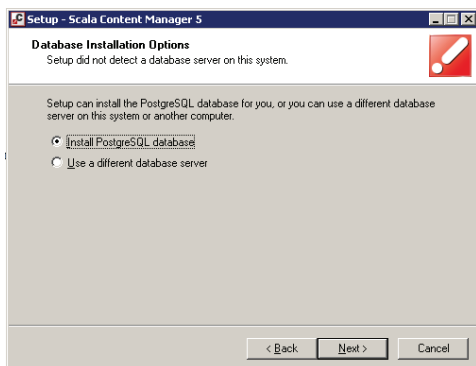


Select the appropriate Data Location. This will default to store media items in a specific location.



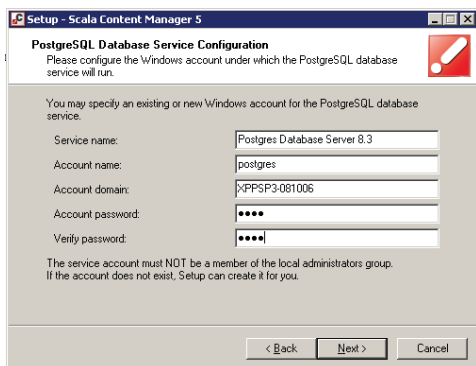
If the default location is acceptable, select Next to continue.

Choose the appropriate radio button for the Database Installation option.



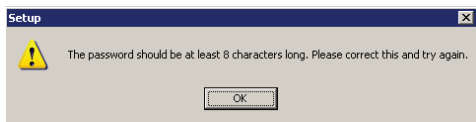
Select Next to continue.

The PostgreSQL Database Service defaults to the Service that occurs as part of the database installation process.

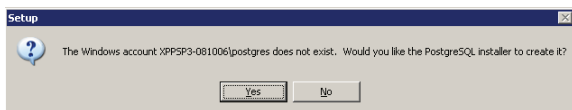


You must choose an account password, verify the account password and Select Next to continue.

You must choose a password that is a minimum of eight characters.

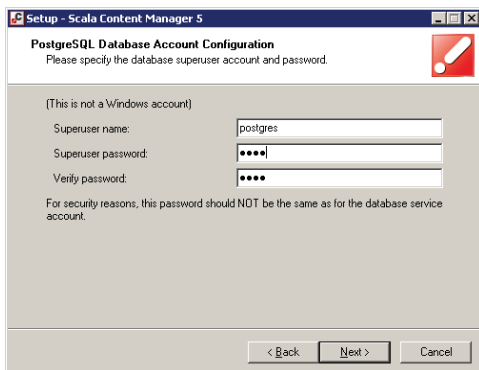


Because there are different passwords needed for parts of the installation, be sure to record your passwords in a secure place where they can be accessed at a later time.



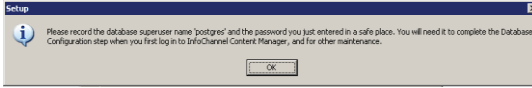
Since this account does not exist, select Yes to create the account.

Next you must select a password for the database account configuration. There are no limits on the length of the password.

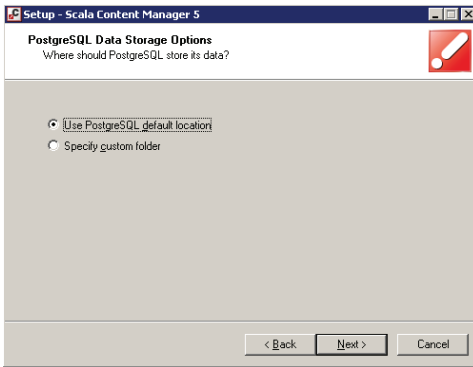


Select a strong password and again record your passwords in a secure place where they can be accessed at a later time.

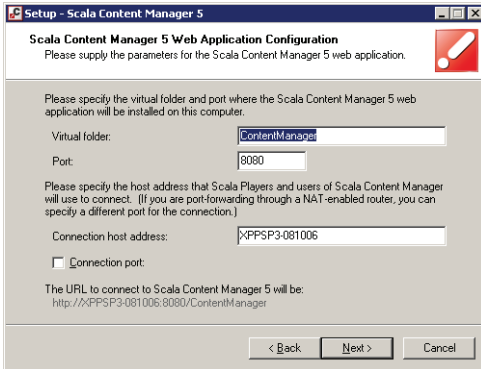
You can also change the Superuser name. The Superuser name should also be recorded in a secure place where it can be accessed at a later time.



Select Next to continue.

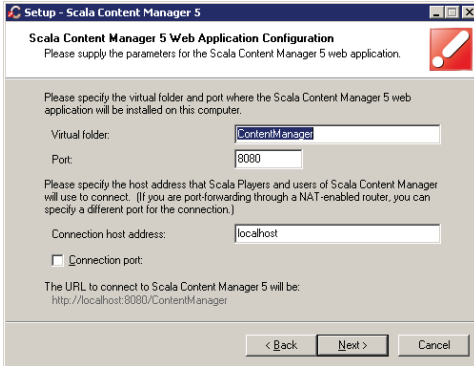


The installer will use PostgreSQL default location. Select Next to continue or specify a custom folder and then continue.



You can identify the parameters for Content Manager's web application including the virtual folder, port and connection host address.

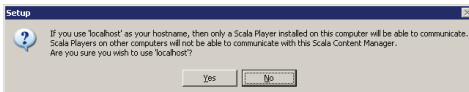
Select Next to continue.



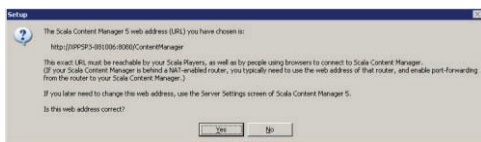
If you choose use localhost as your Connection Host Address, then only a Scala Player installed on the computer on which you are installing Content Manager will be able to communicate with Content Manger.

A dialog box will appear to warn you of this option.

Correct the target Connection Host Address or Select Next to continue.

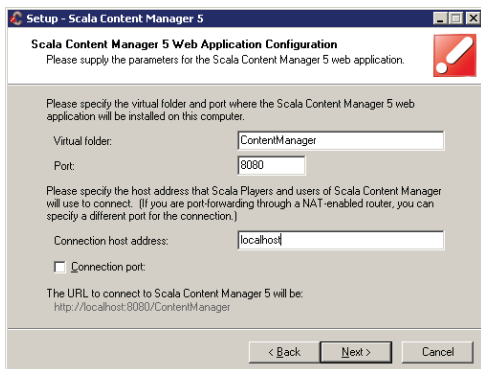


The web address must be the exact URL that is reachable by your player.



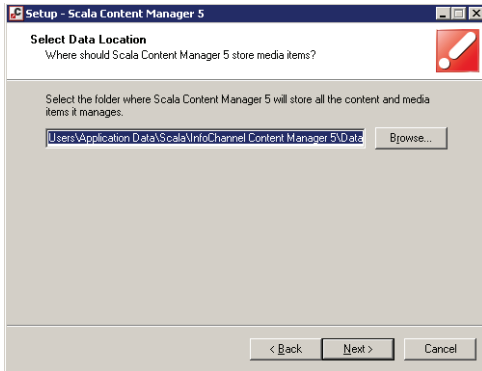
Select Yes to continue.

The installer will specify the virtual folder and port where Content Manager web application will be installed.

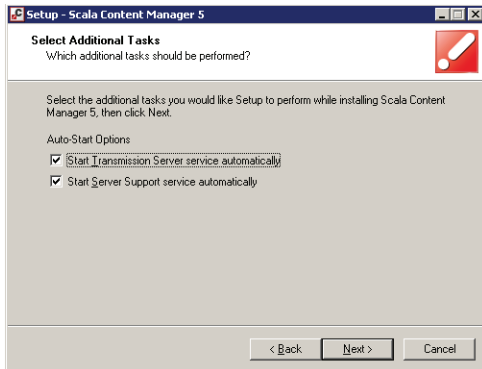


Select Next to continue.

The installation will choose a data location.



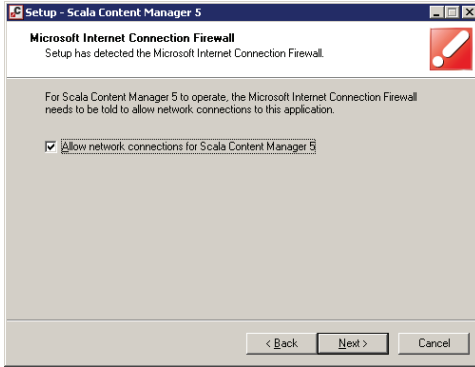
If this is the accurate location, Select Yes or change the location using the Browse button and then Select Yes to continue.



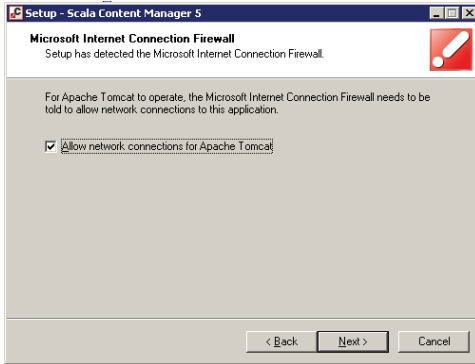
Select any additional tasks that should be performed. The system defaults to select both services automatically.

Select Next to continue.

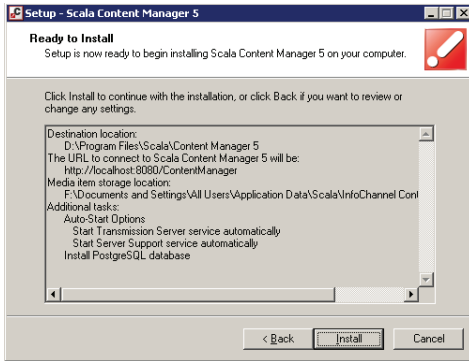
The setup will identify the connection firewall using Microsoft Internet Connection Firewall.



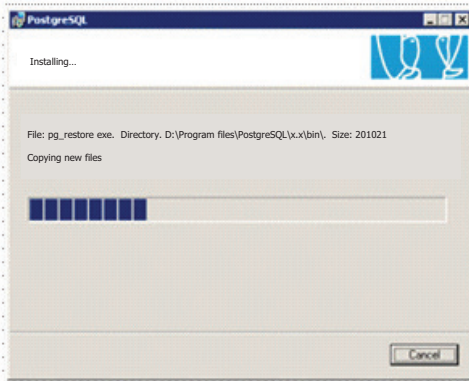
Select Next to Continue to allow network connections for Content Manager.



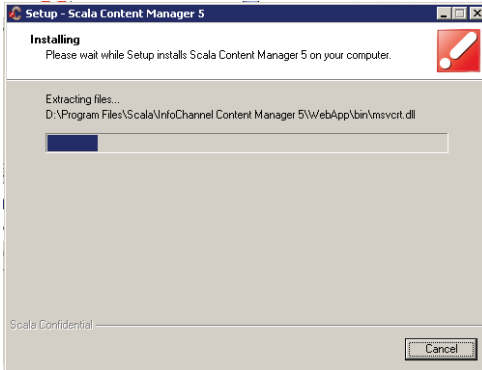
Select Next to continue to allow network connections for Apache Tomcat.



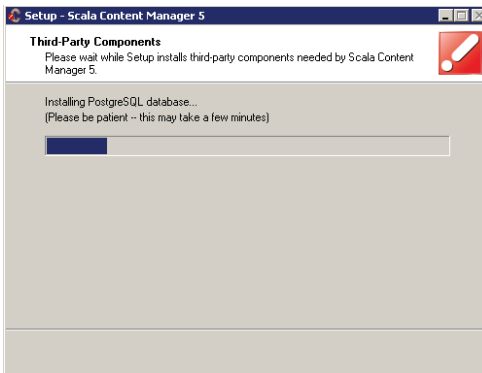
You are now ready to install. Select Install to continue.



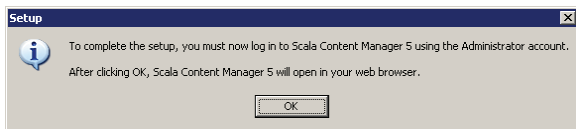
At this point, the system is ready to copy files for the PostgreSQL database. The installer dialog box will provide information about the progress of the install.



Content Manager will automatically begin extracting files. The installer dialog box will provide information about the progress of the install.



And automatically install any third party components. Content Manager will be installed on your system. The file extraction can be monitored with the progress bar.



Once the install is complete, an information dialog box will note that the setup must be completed by the software Administrator.



Select Finish completing the installation.

If you select View the Release Notes you can view and read them during the installation process.

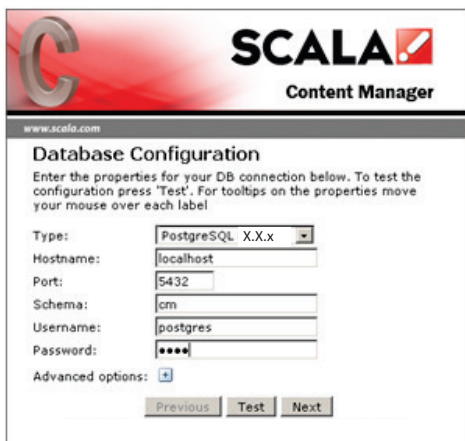
You can now proceed with the set up Wizard. Select Next to continue.



Enter the Administrator password. Select Next to continue.

A screenshot of the Scala Content Manager Administrator Password screen. The page features the Scala Content Manager logo at the top, which includes a large 'C' and the text 'SCALA Content Manager'. Below the logo, the URL 'www.scala.com' is displayed. The main heading is 'Administrator Password'. The text below reads: 'Please enter a password for the system administrator below. This is the password for the "administrator" user, and you'll have to use this when logging in to Scala Content Manager with this user. Press "Next" to continue the setup wizard.' There are two password input fields: 'New password:' and 'Confirm password:', both with masked characters (dots). At the bottom are three buttons: 'Previous', 'Cancel', and 'Next'.

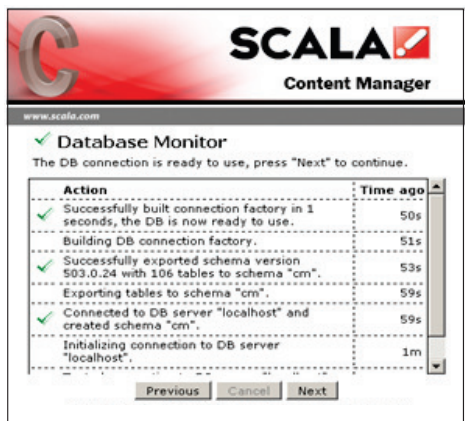
Select the "Type" of database configuration. The typical install uses PostgreSQL.



The screenshot shows the 'Database Configuration' screen in the SCALA Content Manager. It features a header with the SCALA logo and 'Content Manager' text. Below the header, there's a sub-header 'Database Configuration' and a paragraph of instructions: 'Enter the properties for your DB connection below. To test the configuration press "Test". For tooltips on the properties move your mouse over each label'. The form contains several input fields: 'Type' (a dropdown menu set to 'PostgreSQL X.X.x'), 'Hostname' (text box with 'localhost'), 'Port' (text box with '5432'), 'Schema' (text box with 'cm'), 'Username' (text box with 'postgres'), and 'Password' (password field with four dots). There is also an 'Advanced options' section with a plus sign icon. At the bottom, there are three buttons: 'Previous', 'Test', and 'Next'.

Choose that from the drop down, enter your database password and select Next to continue.

(You can Test the connection by selecting Test.)



The screenshot shows the 'Database Monitor' screen in the SCALA Content Manager. It features a header with the SCALA logo and 'Content Manager' text. Below the header, there's a sub-header 'Database Monitor' and a paragraph of instructions: 'The DB connection is ready to use, press "Next" to continue.'. The main area contains a table with two columns: 'Action' and 'Time ago'. The table lists several actions with green checkmarks, indicating successful completion. At the bottom, there are three buttons: 'Previous', 'Cancel', and 'Next'.

Action	Time ago
✓ Successfully built connection factory in 1 seconds, the DB is now ready to use.	50s
Building DB connection factory.	51s
✓ Successfully exported schema version 503.0.24 with 106 tables to schema "cm".	53s
Exporting tables to schema "cm".	59s
✓ Connected to DB server "localhost" and created schema "cm".	59s
Initializing connection to DB server "localhost".	1m

The Database Monitor will show your successful connections. The database monitor will establish the connection and create the database schema. Once created, Select the Next button.



The screenshot shows the SCALA Content Manager login interface. At the top left is a large 'C' logo. To its right is the text 'SCALA' in a bold, black font, followed by a red square icon containing a white pencil. Below this is 'Content Manager'. A dark grey bar contains the URL 'www.scala.com'. The main heading is 'Login to Scala Content Manager'. Below this are two input fields: 'Username:' with the text 'Administrator' and 'Password:' with four black dots. A 'Login' button is positioned below the password field.

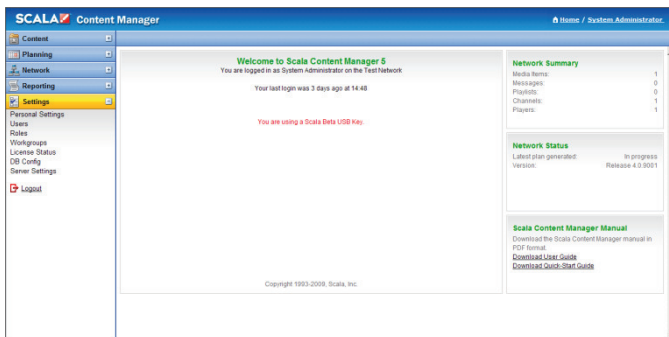
Enter the Username (Administrator) and password (previously selected) and select Login.



The screenshot shows the SCALA Content Manager network creation interface. At the top left is a large 'C' logo. To its right is the text 'SCALA' in a bold, black font, followed by a red square icon containing a white pencil. Below this is 'Content Manager'. A dark grey bar contains the URL 'www.scala.com'. The main heading is 'Please specify a name for your network'. Below this is a 'Network:' label followed by an empty text input field. A 'Create' button is positioned below the input field.

Select a name for your Network. Enter it and choose Create.

The primary screen for the Scala Content Manager is now available to use. This screen is the place where the user can access the entire application and its various components.



The User Guide and the Quick Start Guide are available for download from these links.

Scala Content Manager Manual

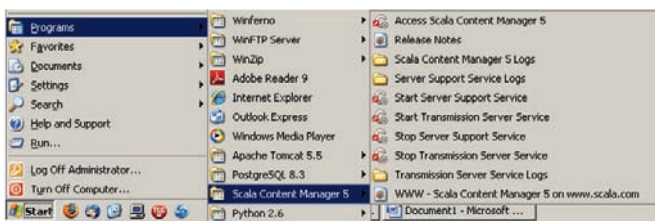
Download the Scala Content Manager manual in PDF format.

[Download User Guide](#)

[Download Quick-Start Guide](#)

3.5 Logging On To Content Manager

To access Content Manager, find the Scala Content Manager program in the list of Programs and select Scala Content Manager.



Start/Programs/Scala Content Manager. This will allow you to logon to Content Manager.

4.0 Getting Started

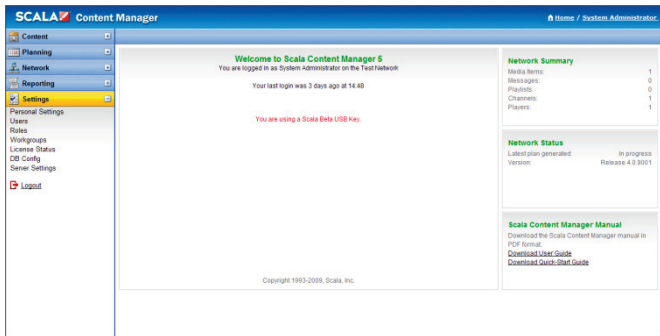
All users will need to enter their Username and Password in order to access the information in Content Manager.

Note: Since much of the content in Content Manager is user driven and user specific and since Content Manager uses workflow for assignments and approvals, it is important that all users have separate Usernames. It is also important that Passwords are set according to the security policies of your company in order to keep content secure.

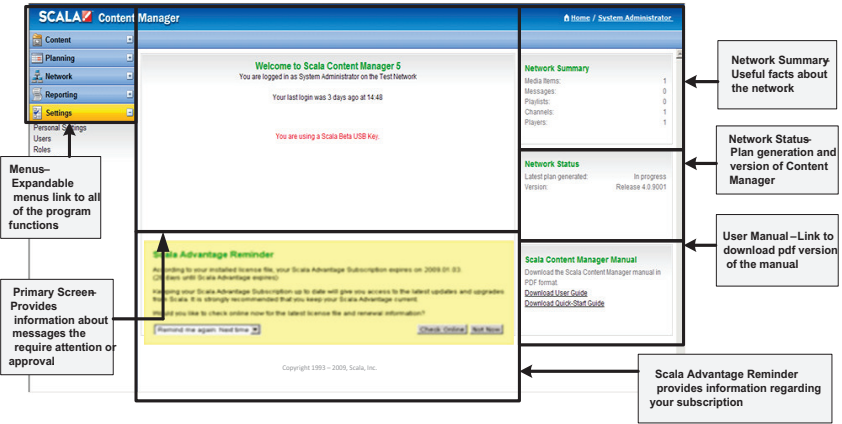
Enter the Administrator username and password and select the Login button.



The Content Manager dashboard provides a full array of operations for every type of user.



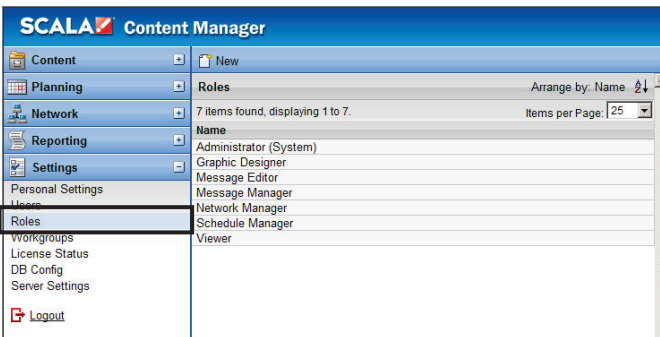
The primary screen provides messaging and workflow activities. Users will be able to access approvals and messages and review rejected messages for re-editing.



Prior to adding users, it is important for users to understand the “roles” that they will be assigned to and how to modify roles using the roles tool in Content Manager.

4.1 Roles

Select the roles option in the left pane. This will provide a list of available and predetermined roles in Content Manager.

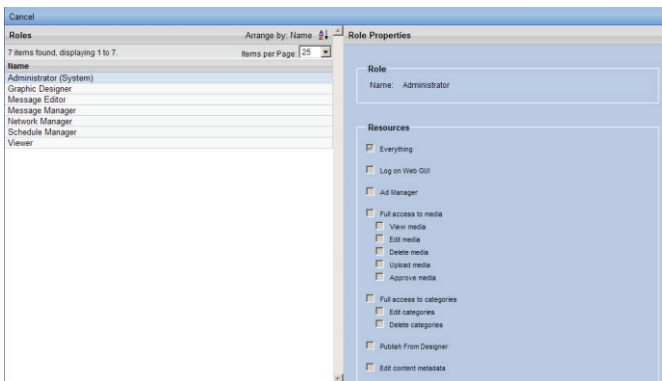


Each of those roles has a fixed set of actions that will limit what actions and activities the user will be allowed to take when using the Content Manager.

Additionally, workgroups should also be configured prior to users being added to the system.

4.2 System Administrator

The System Administrator is a set role and the only role that cannot be managed.



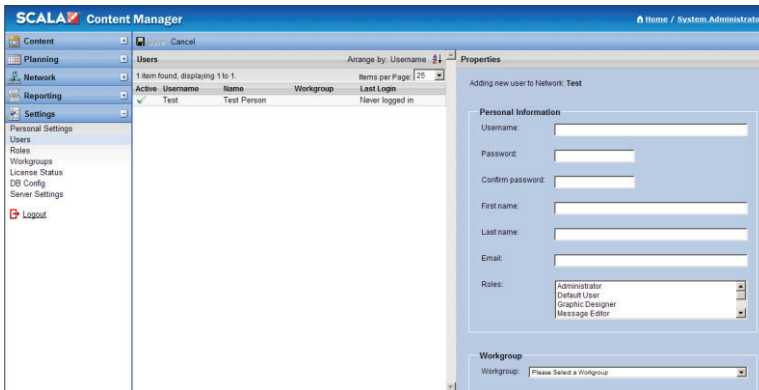
It allows the administrator full access to the system. In all other roles, the administrator can rename the role and change the actions, activities or resources available to and associated with that role.

4.3 Creating New Users

To create new users select New at the top of the middle panel on the Content Manager dashboard.

The right hand panel will allow you to add user – assigning a username and password and assigning roles. If workgroups have been set up they can be assigned to a workgroup.

Regional Settings and other Miscellaneous Settings can be applied.



Create a username and assign the user a password.

The screenshot shows a user registration form with the following sections:

- Personal Information:** Fields for Username, Password, Confirm password, First name, Last name, and Email. A Roles dropdown menu is open, showing Administrator, Default User, Graphic Designer, and Message Editor.
- Workgroup:** A single empty text input field.
- Regional Settings:** Default language (English), Date format (MM-dd-yyyy), and Clock (24 or 12 hour).
- Miscellaneous Settings:** Five checkboxes, all of which are checked: User account is active, Approve all content from this user, User can change password, User must change password at next logon, and Receive email alerts.

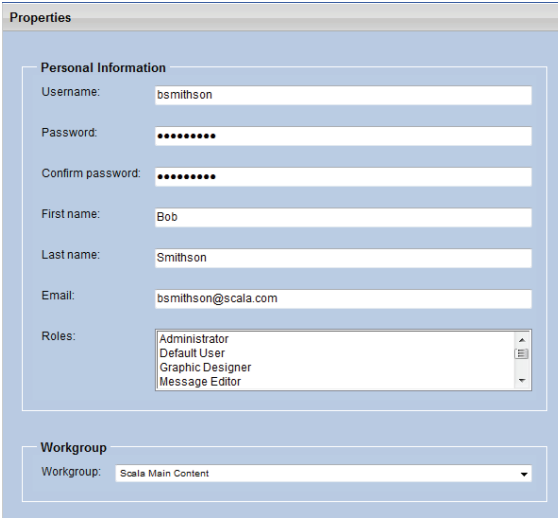
The user can be required to change their password when they login for the first time (see Miscellaneous Settings).

Based on the setting selected by the administrator, the user will be able to maintain and change their passwords when they login onto the system.

Enter the user's first name and last name and email address in the appropriate fields.

Note: Including email addresses at this point is an important step since player error notifications are sent out by email as well as shown within the Content Manager dashboard.

Assign the user's role by highlighting the role from the drop down list.



The screenshot shows a 'Properties' dialog box with a light blue background. It is divided into two main sections: 'Personal Information' and 'Workgroup'. The 'Personal Information' section contains several text input fields: 'Username' (bsmithson), 'Password' (masked with dots), 'Confirm password' (masked with dots), 'First name' (Bob), 'Last name' (Smithson), and 'Email' (bsmithson@scala.com). Below these is a 'Roles' dropdown menu with a list of options: Administrator, Default User, Graphic Designer, and Message Editor. The 'Workgroup' section at the bottom has a 'Workgroup' dropdown menu with 'Scala Main Content' selected.

Assign the user to the appropriate workgroup. Select any regional settings from the drop down and radio button. Choose any miscellaneous settings that are appropriate for this user.

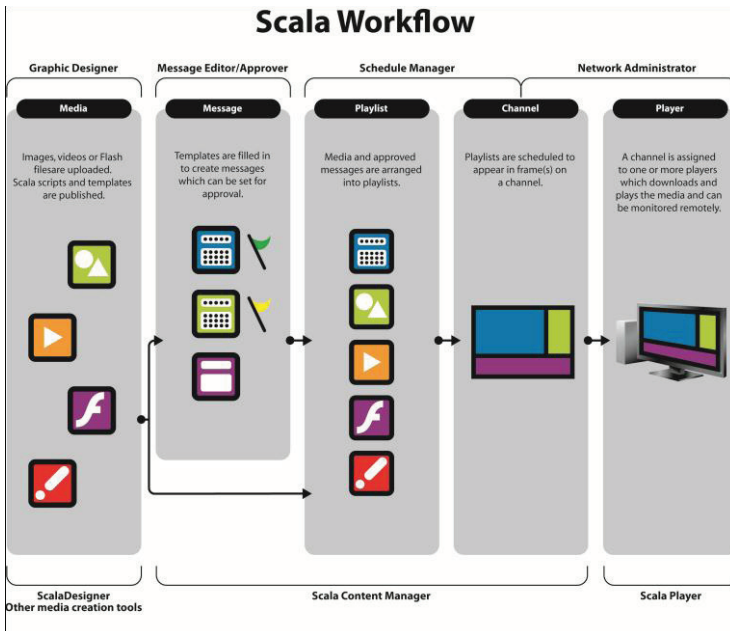
5.0 Scala Workflow

Inside the Content Manager program, there is a workflow that allows the user to perform certain prescribed roles involving a

range of activity from creating content to reviewing or approving content to setting up playlists and managing players. Each of these roles is listed in Content Manager and allows specific activities.

The Network Administrator has full rights and responsibilities to perform any task.

Typically workflow moves from Graphic Designers who create content in Designer and move it to Content Manager for review and approval – to Message Editors and Approvers who can edit content – to the Schedule Manager who sets up playlists and determines what content will be viewed on which areas and on which players.



6.0 Uploading Content

The Content Menu is the area where the user will upload and manage all content for the Content Manager system. In this section we will outline how to find and upload content and manage that content for use.

Select the Media menu item in the Content drop down.

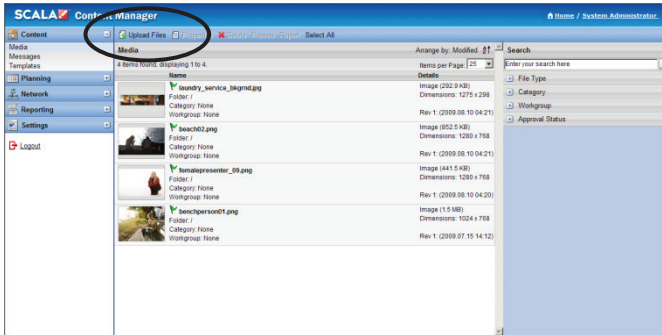
If there are media items in the media library they will appear here. If this is the first time you are using Content Manager, you will need to add media files to the library.

Items created using Scala's Designer can be published into Content Manager.

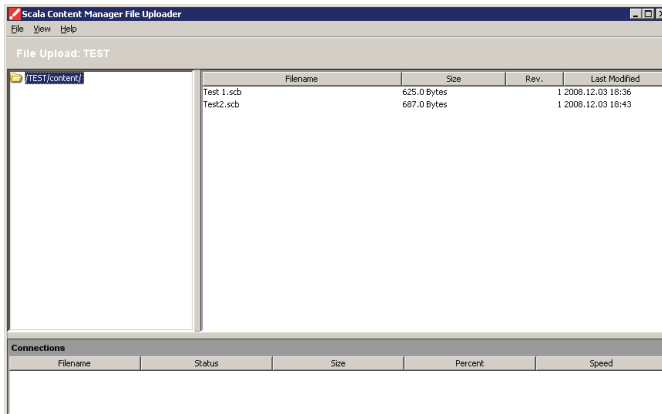
6.1 Media Files

Media files are either uploaded directly into Content Manager or published to Content Manager from Designer.

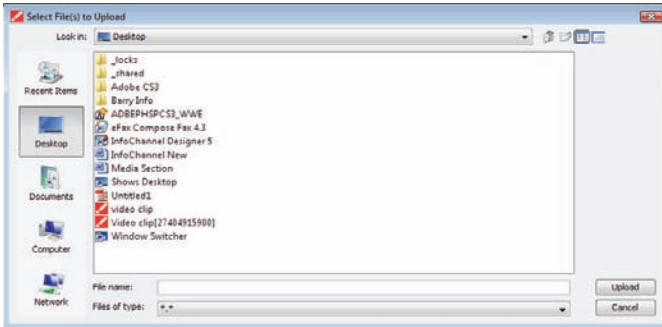
To add Media files - Select on Upload Files



Selecting on Upload Files will open Scala File Uploader in a separate window.

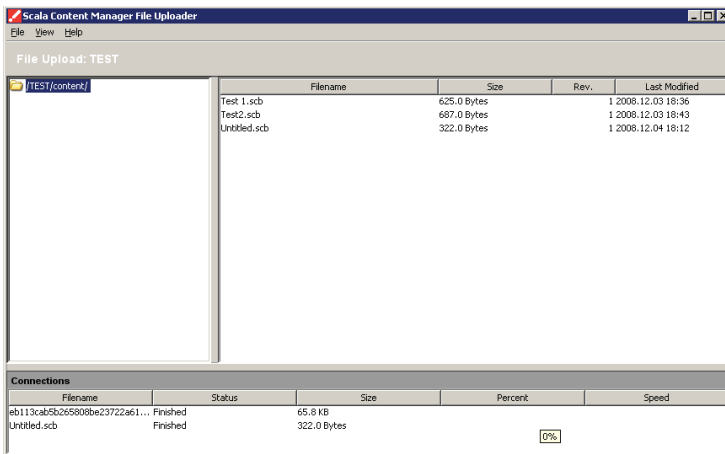


Select File/Select File(s) to Upload (users can also use shortcut keys by selecting ALT+U).

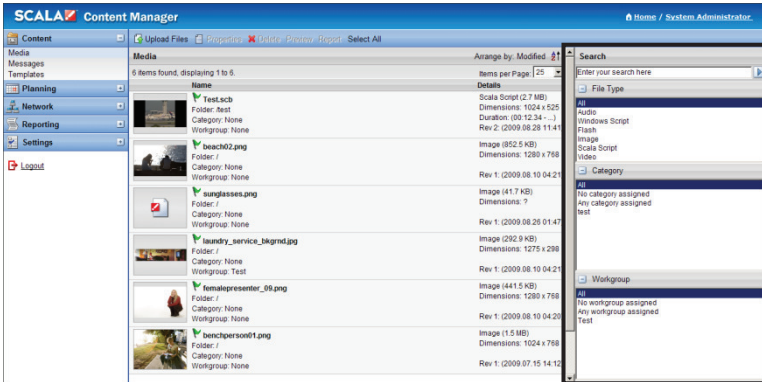


Double Selecting on the selected file will add it to the Scala File Uploader or highlight the appropriate file and select the “Upload” tab in the bottom right corner of the Uploader. You can add multiple files at the same time to the Uploader to add to Content Manager.

The files are now available for use.

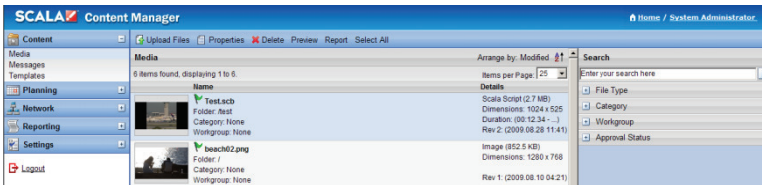


Select on the Media menu item in the Content drop down to refresh the list and add the items to Content Manager.

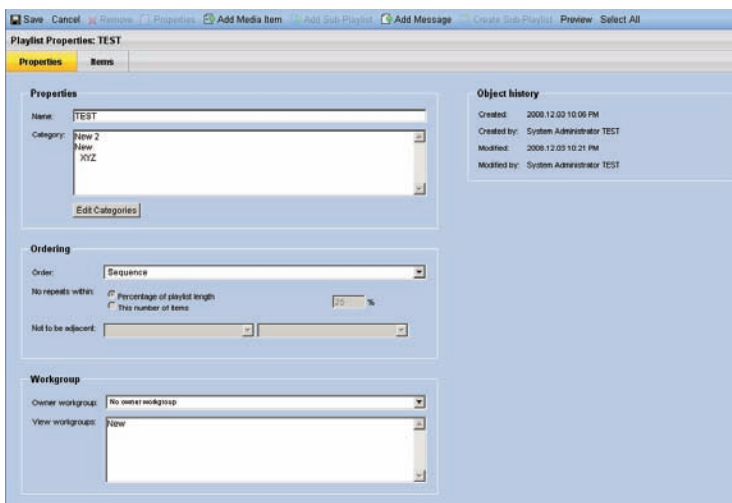


7.0 Creating Playlists

Select New from the menu items at the top of the toolbar. This will allow the user to create new playlists.



The system defaults to the Properties tab – allowing the user to edit or select the properties of the playlist including the name that you will use to identify the playlist and choose the Category to which the playlist will belong.



To add or edit a workgroup, choose the Owner Workgroup dropdown and select the appropriate workgroup owner. This will allow you to view the selected workgroup.

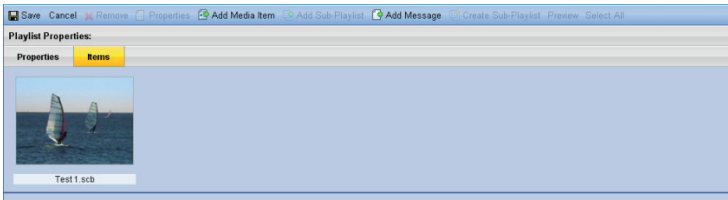
This tool allows the user to choose or modify the duration of the image(s), the type of transition, and the transition duration.



Choose the Playlist Item Conditions. Select the + sign to add conditions that the item(s) will meet. Options include having the item(s) meet any or all of a single or multiple conditions set up in the Playlist Item Conditions tool.

7.1 Adding Media Items to Playlist Properties

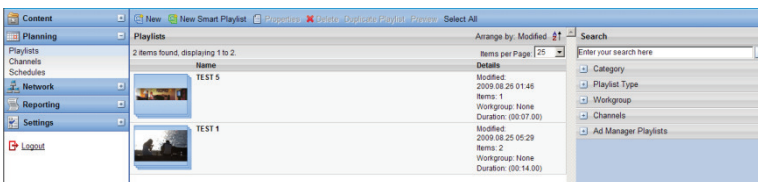
Select the Items tab next to the Properties tab in the Playlist Properties. Then select Add Media Item from the tool bar at the top of the Content Manager dashboard.



Choose the item or items from the list of media items by highlighting the item name. You can select multiple items by selecting on the item in the list.

To deselect the item you will need to Select on the item a second time.

Items that you have selected will appear highlighted in light blue.



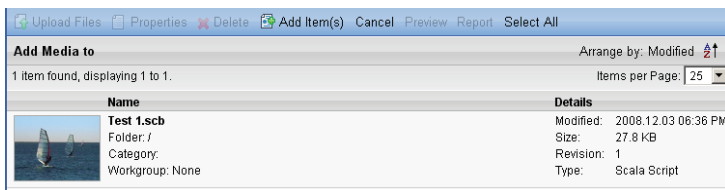
Select Add Item(s) in the tool bar to add the item(s) to the Playlist.



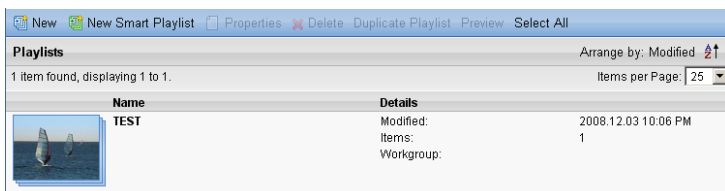
The toolbar also allows you to Select All of the media items which would allow the user to add all of the media items to the playlist properties.

Selecting cancel will not delete any items but will return the user to the Playlist Properties screen and cancel the actions taken including selecting any or all of the media items prior to adding them to the playlist properties.

Once a media item or items have been added to the playlist properties, it will appear in the list of items.

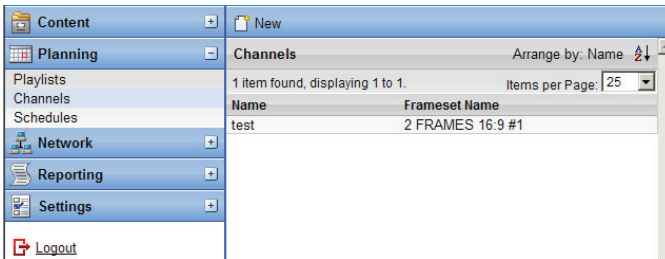


Select Save to add the media item and the system will return the user to the Playlist. The media item will appear in the Playlist.



8.0 Creating Channels

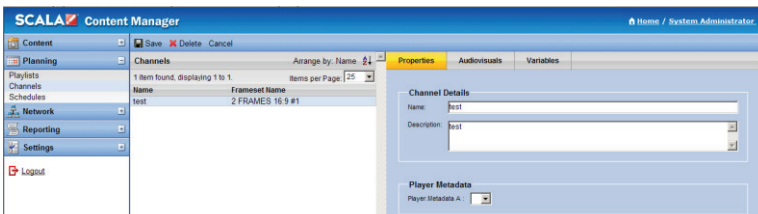
Select the Channels menu from the left hand list. Then select New from the toolbar at the top of the dashboard to create a new Channel.



This will open the Channel Details tool in the right hand pane of the dashboard.

8.1 Channel Properties

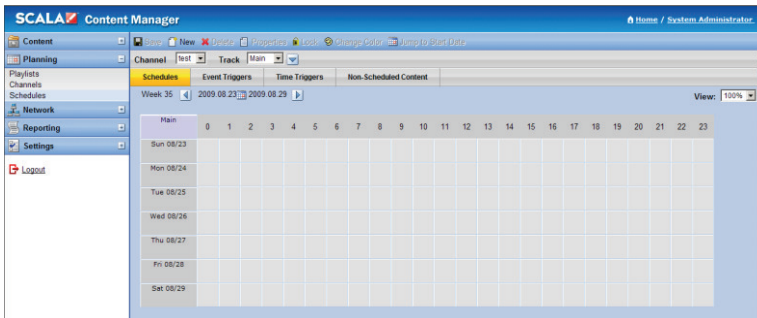
First choose the properties of the Channel including name and description. If there is metadata available it will appear in the properties tab.



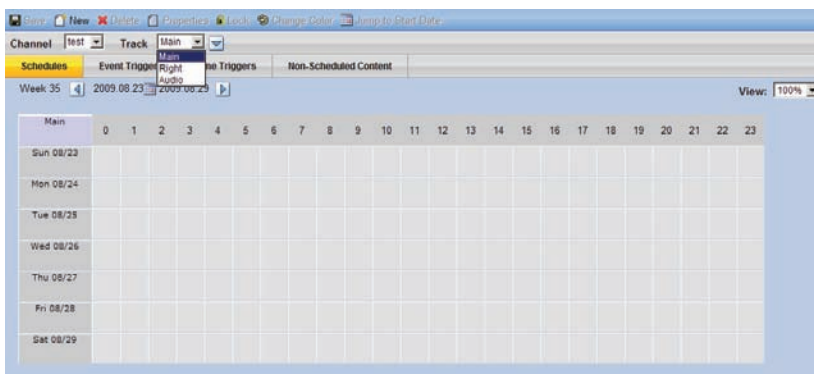
Note: It is important to identify properties by names that clearly mark the information so that it can be located using the search tool at a later time. In large Scala implementations, the size and number of items will require the use of the search tool and this tool will be more effective when appropriate naming conventions are used.

8.2 Creating Schedules

Select the Schedules item in the list in the left pane of the dashboard.



This will open the Schedules tool in the primary pane of the dashboard. This tool can be used to establish schedules for channels, select event triggers and time triggers for content, and allow for non scheduled content as well.



All schedules are related to their specific channel. Select the appropriate channel in the drop down to create or change the schedule.

A new feature in Content Manager allows users to set “audio” for a channel.

9.0 Players

Users can control a number of important activities from the Network Menu.

Select the + sign on the Network menu item on the left pane of the Content Manager dashboard and then select Players from the list.

From this location, you will be able to add new or delete players, control properties and channels of players and manage other aspects of the player list. Any players already added will appear in the primary center pane of the dashboard.

Once you have created channels in Content Manager, you may then create Players to display them. When you create players in Content Manager, they must also be configured on the player computer to be able to communicate with the Content Manager.

On the player, the Player Configuration utility relies on the correct setup being established in Content Manager, so do this step first. This process is described in further detail in the Player Users Guide. Clicking on the Players button will open the Players panel. The first time you open this panel the list of players will be blank so you will have to create one by clicking on the New button at the top of the panel. Input the player name and description properties and select a channel where it will play at the bottom of the panel.

The right hand pane in the dashboard will allow you to filter by Channels, Player Groups, Player Status and Modules.

The screenshot shows the SCALA Content Manager interface. The main area displays a table of players and several unallocated license messages. The right-hand pane shows a search and filter menu.

Active	Name	Type	Channels	Last Heartbeat	Plan Download
✓	test	***	<Not assigned>	Never reported	Complete
✓	test1	***	<Not assigned>	Never reported	Unknown

Unallocated Scale Player Licenses for PCs: 9
Unallocated Scale Player Licenses for PCs (Audio Only): 10

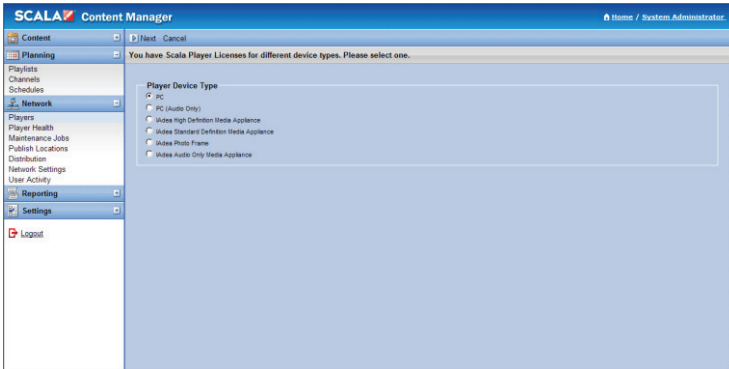
Unallocated Scale Player Licenses for iDexa Standard Definition Media Appliances: 10
Unallocated Scale Player Licenses for iDexa High Definition Media Appliances: 9
Unallocated Scale Player Licenses for iDexa Photo Frames: 10
Unallocated Scale Player Licenses for iDexa Audio Only Media Appliances: 10

Search: Enter your search here

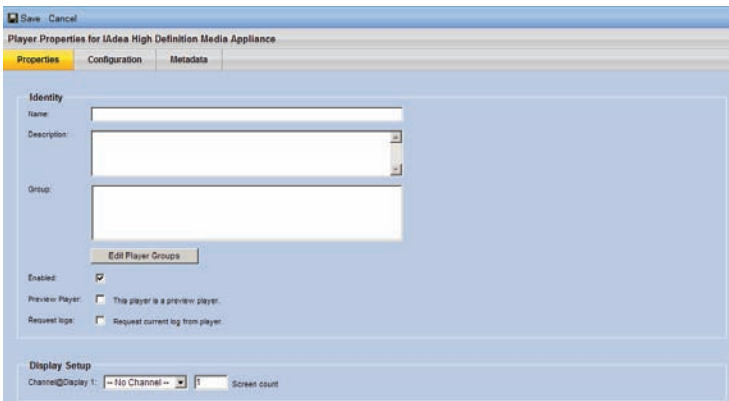
- Channels
 - Not assigned
 - Any assigned
 - test
- Distribution Server
- All
 - Main - Point-to-Point
 - Bridge Servers (iDexa) - iDexa
 - Test Server - iDexa
- Player Groups
 - No group assigned
 - Any group assigned
 - AAA Players
 - BBB Players
 - test 1
- Player Status
 - Player active
 - Player inactive
 - Never reported
 - Player with problems
 - Player without problems

9.1 Adding New Players

Select New from the menu items. This will open up the tools necessary to add new players to the system.



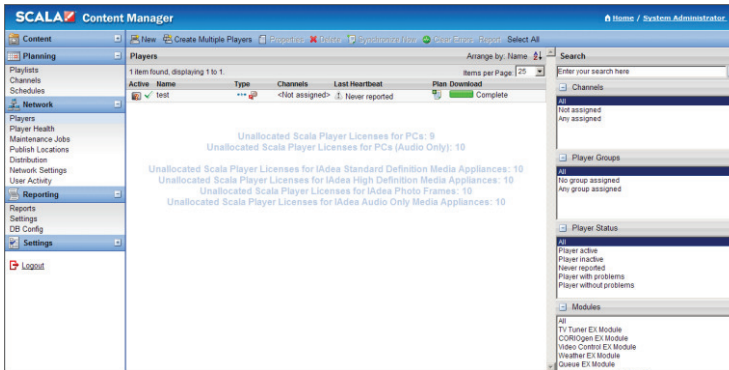
Content Manager allows you to manage a range of new types of players from the primary dashboard. These include PCs, media appliances and photo frames and audio only media appliances as well.



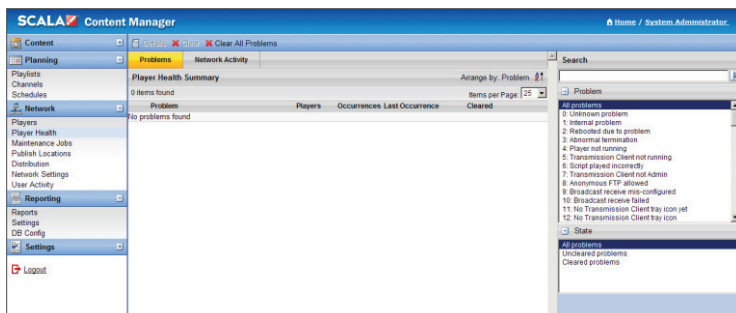
Each of the players can be configured using Content Manager using the Properties, Configuration and Metadata tabs.

9.2 Player Health

The system will report the player status and indicate when the plan and content has been downloaded.



The system also allows the user to identify the type of player, the channels the player has been assigned to, monitoring (heartbeat) information about the player and information about the plan and download status for the player.



10.0 Reporting

The user can generate Playback Audit reports using Content Manager. There are three types of reports that the system supports; Media Item reports, Player reports and audit reports.

In order to for the Content Manager system to generate reports, there are a number of steps that must be initiated.

A number of new report types including an improved reporting style are now available. See Content Manager User Guide to set up and produce reports.

11.0 Using Content Manager

Once you have a channel and a player assigned to the channel, you can upload media and templates, add that to a

playlist, and assign that playlist to a channel and assign a schedule to that channel.

“Synchronize Players” will allow the plan to be sent to the player to begin playing your content based on your schedule.

You must have a player set up in order for it to receive content from Content Manager. Please refer to Player quick start guide for more information.

If you'd like to use templates, you must have the Template Composer EX enabled in your Content Manager License (this comes standard with all starter kits). Designer will let you easily author templates which can then be used to create messages which can be added to a playlist.

For further information, please refer to the Scala Content Manager Users Guide and the Scala Designer Users Guide which are included as PDFs on the DVD. Printed copies are available by contacting your Scala Sales Partner.

Thank you for choosing Scala. If you have additional questions, please contact your Scala Sales and Support Partner or visit us on the web at www.scala.com.

12.0 Troubleshooting Tips

If your Player is not receiving new plans or is not playing what it should be playing, below are some settings you can check:

Check in Content Manager -> Settings -> License Status to see if the License file has been downloaded and is current.

Check to see if the Content Manager and Player are using the current Release. In Content Manager, navigate to Settings -> Server Settings and select the System Information tab. In the Player 5 Configuration, select the Info tab.

In Content Manager, go to Network -> Players and select a Player and Select Synchronize Now. In Content Manager check Network -> Network Monitor for the Player “New Plan revision downloaded” message. This may take a minute or two for the message to show. If not go to Step 4. If yes then go to Step 9.

On the Player system, check to see if the Player Transmission Client is running.

In the Player 5 Configuration tool, check to see if you are able to connect to Content Manager, by Selecting the “Refresh” button. If so, the Player should load the Network name. If not go to Step 7.

Using a web browser on the player, see if you can connect to:

`http://[HostNameOrIP:PortNumber]`

to see if you can view the Apache Tomcat default web page. If the default web page is not shown, check to see if the Apache Tomcat Service is running. Also, check if any firewalls, routers, and anti-virus software are blocking the web port.

Open a command prompt on the Player, and type:

```
PING HostNameOrIP
```

Where HostNameOrIP is the Content Manager's Hostname or IP Address. This is a test to see if the player can talk to the hostname or IP Address of Content Manager. If not, check the network connection and cabling.

Open a command prompt on the Player, and type:

```
TELNET HostNameOrIP:portnumber
```

Where HostNameOrIP is the Content Manager's Hostname or IP Address and portnumber is the web port. This is another connectivity test.

Check the Incoming Messages folder on the Content Manager system. In Windows Explorer, go to:

```
C:\Documents and Settings\All Users\Application  
Data\Scala\InfoChannel Transmission Server  
5\Network\Incoming Messages.
```

If there are .XML files in that directory, then the Scala Transmission Server is not processing them. This can be because Content Manager does not have a valid license or the Scala Transmission Server Service not running.

Check to see if the Scala Transmission Server, and Scala Support Server Services are Started and are set to Automatic. Go to Start -> Settings -> Control Panel. Double-Select on Administrative Tools, then Services.

Try rebooting the Content Manager system.

Check the Scala Transmission Server Service IC.log file for errors.

Check the Player's IC.log for errors. (The shortcut to the log folder is in the start menu).

Note: This is one of the most significant locations to identify issues with your system. The most recent error is at the bottom of the log file.

In Content Manager, navigate to: Network -> Players select a player, Select the properties button, then Select Configuration tab and check to see that the correct Distribution Server is selected. If using the "Main – Point-to-Point" distribution server, verify the correct "Plan Delivery" setting is selected.

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