



Player Quick Start Guide

Scala

Quick Start Guide **PLAYER**

Release 5.0

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RELEASE 5.0

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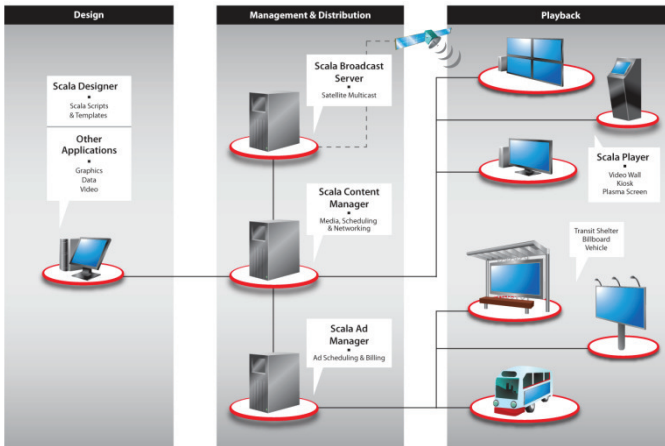
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1.0 Player Overview

Scala Player is part of the Scala software system that allows users to play content produced in Designer⁵ and published to Content Manager⁵ for distribution, scheduling and management. Allowing companies to easily and effectively organize, schedule, deliver and update information and content across a digital signage network.

Scala Network



Scala Player is designed to play content in real time. It downloads updates while playing, and new messages show up according to schedule.

Players also report their status back to Content Manager so you can monitor network status remotely. The Player software is designed to run on a dedicated PC. The system should be set up to automatically log in and run Player at startup.

Additionally, using Content Manager provides the capability for your networks and players to be fully managed and monitored keeping your players up and running.

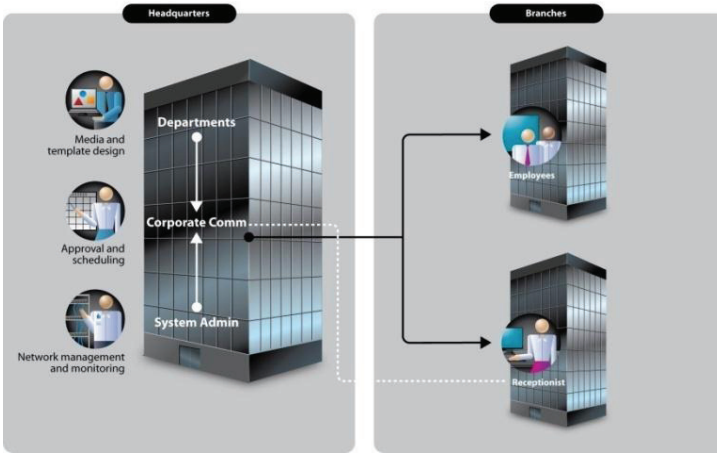
It is important for users to read through the quick start guide **BEFORE** you install the software. This will make sure you have a thorough understanding of the options which can be selected, and the settings and configurations you can choose as you install Player.

1.1 Corporate Messaging

A common use of a Scala digital signage system is to enable corporations to communicate more effectively with their employees and customers. Player lets different stakeholders in an organization communicate their messages without requiring email or time-consuming meetings.

For example, a screen might be placed in the break room, cafeteria or office area with key announcements and messages. Many companies also use Scala in the front lobby to welcome visitors or VIPs.

Corporate Network

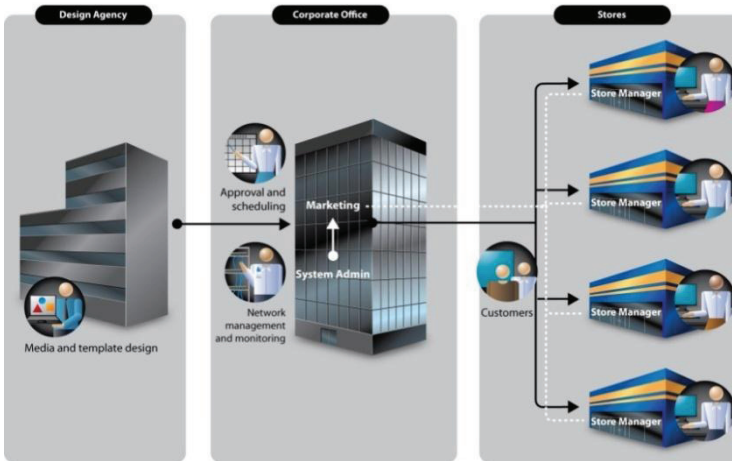


1.2 Retail Advertising

The key to effective digital signage in retail is being able to target your message with accuracy, make it relevant to the customer, and display it at the right time and location where it can affect purchase decisions the most.

Different **channels** can be created for different areas of the store, and playlists within those channels can be scheduled to appear at different times of day, based on customer traffic and store hours.

Retail Network

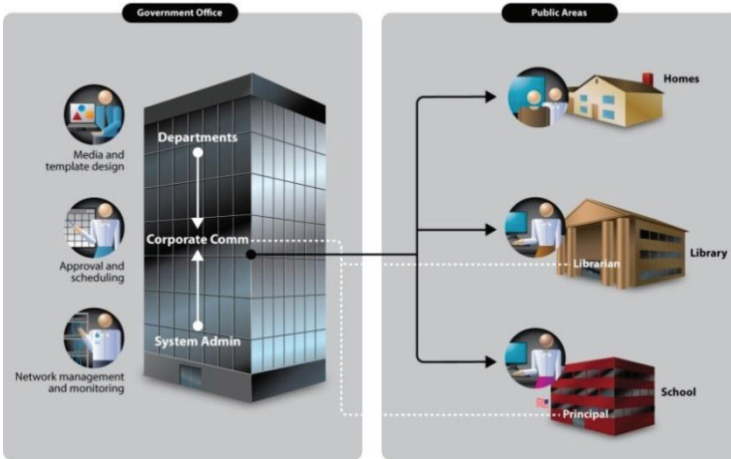


In networks where each location has unique criteria such as type of weather, local branding or services, **metadata** can be used to place alternative entries in a single playlist instead of having to make a different playlist for every location.

1.3 Public Information

Information for the general public can be distributed via TV channels or digital signage to communities, hotel guests, students on campus or in a variety of other important settings.

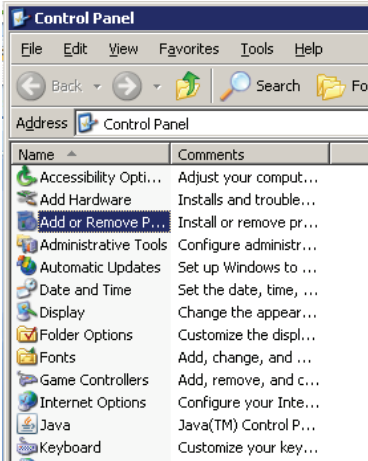
Public Network



1.4 System Requirements

- Windows XP SP2 (Pro or Embedded)
- Windows Media Player 9
- DirectX 9.0c
- Python 2.3 (special Scala version)
- MainConcept MPEG 2 and H.264 Decoders
- Adobe Flash (recommended to play Flash files)

Performance Definitions	Low End Player	Mid Range/Basic Player	High-end Player
Maximum Supported Display Resolution	Up to 1024x768	Up to 1366x768 or 1440x900	Up to 2x1920x1200 (up to 6x1360x768 with special design and careful consideration of systemic limitations)
Video files: PAL and NTSC resolution-class formats	(720x480/576ip 25/50, 29.97/59.94, 25, 30 Hz; MPEG-2: 6-8MbpsVideo, 224KbpsAudio CBR, H.264 to 2Mbps CBR, MPEG-4SP/vi/MV9 to 4Mbps)	(720x480/576ip @ 25/50, 29.97/59.94, 25, 30 Hz; 1280x720p at 50 or 60 Hz; MPEG-2: 12-16MbpsVideo, 320KbpsAudio CBR, H.264 to 8Mbps CBR, MPEG-4SP/vi/MV9 to 10Mbps); Two NTSC/PAL-class or a single ATSC 720p class video displaying at one time!	(720x480/576ip @ 25/50, 29.97/59.94, 25, 30 Hz; 1280x720p at 50 or 60 Hz; 1920x1080 at 24, 25, 30 Hz; MPEG-2: 30MbpsVideo, 320KbpsAudio CBR; H.264 to 16Mbps CBR, MPEG-4SP/vi/MV9 to 20Mbps); Two ATSC 1080p class, or Multiple PAL/NTSC videos displaying at one time!
Display	Two Fractional, up to full display, Picture, (.BMP, .JPG, .PNG, .TIF), elements with up to full display transition effects	Multiple Fractional to full screen Picture, (.BMP, .JPG, .PNG, .TIF), elements with up to full display transition effects	Multiple Fractional to full screen Picture, (.BMP, .JPG, .PNG, .TIF), elements with up to full display transition effects
Screen width text crawl feed	A single 80pt full horizontal screen width text crawl feed filled by text file or RSS	Up to two 80pt full horizontal screen width text crawl feeds filled by text file or RSS	Up to four 80pt full horizontal screen width text crawl feeds filled by text file or RSS
Zones	Two "Zones"	Up to three "Zones"	Up to six "Zones"
Channel Playback	Single channel playback	Dual channel playback at: 2x(1024x768 @ 60 Hz) or 1x(1366x768 @ 60 Hz) or (1440x900 @ 50 or 75 Hz) [With care full design 2x1366-type displays might be supported as long as the video components are of lower, (<8Mbps MPEG-2) bit rates.	Dual channel playback at: 2x(1920x1080 @ 60 Hz) or 6x(1360x768 @ 60 Hz) with the use of EXTERNAL Matrox "Triple Head To Go" Graphics Expansion Module!
Graphics sub-system and System Memory	An Integrated Graphics Processor, (IGP—also known as "Chipset, Built-in, Graphics") with 512MB of either Dual-Bank PC2-533, or Single-Bank PC2-800, system memory. At least 128MB of this "Shared Memory must be allocated to the IGP - or - a dedicated, minimally with 64-bit wide video memory data bus, 128MB PCIe/x16, PEG, Graphics Card.	An Integrated Graphics Processor, (IGP—also known as "Chipset, Built-in, Graphics") with 1024MB of Dual-Bank PC2-667 or better memory. At least 256MB of this "Shared Memory must be allocated to the IGP - or - a dedicated, minimally with 128-bit wide video memory data bus, 256MB PCIe/x16, PEG, Graphics Card.	A Discrete Graphics Processor—a "Graphics Card" with, minimally, 256-bit wide video memory data bus, 512MB PCIe/x16. The system motherboard chipset and specific motherboard implementation must support a full 16 lanes to the PCIe/x16, PEG, slot. System memory must be at least 2048MB of Dual-Bank PC2-667 or better—PC2-800 and PC2-1066 strongly encouraged!
CPU	At least a Single Physical Core of a minimum rated core-speed of 1.6GHz and with 512KB of L2 cache.	CPU: At least a Single Physical Core with two virtual CPUs—or two Physical Cores, with Two Physical Execution units, of a minimum rated core-speed of 1.6GHz and with at least 1024KB of L2 cache.	At least two Physical Cores of a minimum rated core-speed of 2.0GHz and with at least 4MB of L2 cache. On processors with "Front Side Bus" architectures—at least an FSB of 800 MHz.
Audio	Minimally conformant to the AC'97 specification.	Minimally conformant to the "HDA", (High Definition Audio—A.K.A. "Azalia").	Minimally conformant to the "HDA", (High Definition Audio—A.K.A. "Azalia"), specification
Storage	At least 4 GB	At least 20 GB	At least 36 GB
Hardware	CPU: "Intel Celeron-L 4###", CoreSolo T1300+, or better, AMD Sempron 3100+	Intel Pentium Dual CoreE2### or CoreDuo T23### or Core2Duo E43###, AMD "Athlon-X2 3400e + " or Athlon-X2 BE-2### or better.	Intel Core2Duo E6450+ or Xeon 5120+, [FSB 1066 MHz or better] AMD "Athlon64-X2 4200+", Athlon-X2 BE-2### or Opteron 22## or better. Intel "Quad Core" CPUs are highly recommended—especially the "Core i7" generation parts!
RAM	512MB of DDR2-533 or better, (Dual-Bank == 2x256MB, preferable over "Single-Bank", 1x512MB)	1024MB of DDR2-667, (Dual-Bank == 2x512MB), or better.	2048MB of DDR2-800, (Dual-Bank == 2x1024MB REQUIRED), or better.
Integrated Graphics	Intel Integrated Graphics— SPECIAL CONSIDERATION: i945GSE, i945GZ, i946G, G365, G33, G45—NIGHTLY REBOOT REQUIRED!! ATI RADEON Xpress 1200-[1250, 1270, HD3200, HD3400, nVidia GeForce 6150LE or better (7050, 7150, 8200, 9300, 9400).	IGP: Single Channel/Integrated Graphics: ATI RADEON Xpress 1200+(1250, 1270, HD3200, HD3400, nVidia GeForce 6150LE or better (7050, 7150, 8200, 9300, 9400).	Does not apply
Discrete Graphics	Single Channel/Discrete Graphics - "STRONGLY PREFERABLE TO IGP". PCIe/x16, (a.k.a. "PEG" cards): ATI RADEON HD2400PRO or better, nVidia [[GeForce400GS] or better.	Single Channel/Discrete Graphics - "STRONGLY PREFERABLE TO IGP". PCIe/x16, (a.k.a. "PEG" cards): ATI RADEON HD3600 or better, nVidia [GeForce400GS] or better.	ATI RADEON HD3850/512MB or better, NVIDIA GeForce8800/512MB or better. Dual DVH connectors or DMS-58 "Y-Cable".
Video Storage	Does not apply	Does not apply	This class of Player tends to be extremely "Video Data Intensive". As such, Two hard disk drives—or if RAID, two independent, minimally RAID-1, storage volumes—one for the Operating System and one for the Player Data are encouraged.



1.5 Installing Player

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

Insert the Player CD-ROM into your computer. The installer should run automatically.

However if the installer does not begin, click 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.

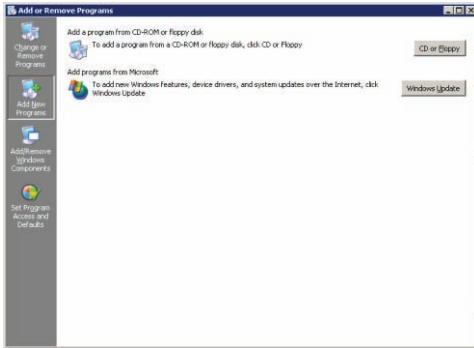
The dialog box will instruct the user to select either:

- Add a program from CD-ROM

Or

- Add programs from Microsoft.

Click the button that says CD or Floppy.

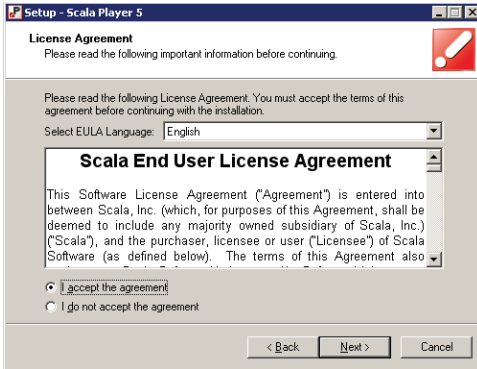


The first option you will have is to view this Quick Start Guide as a .pdf.



Once you are ready to install click on Next.

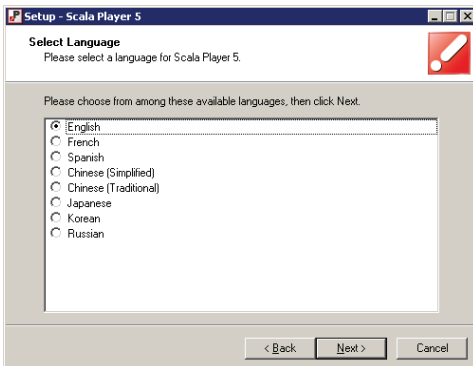
When the Welcome to Setup Wizard dialog box opens, you must select the “I accept the agreement” button in the Scala End User License Agreement box.



Select Next to continue.

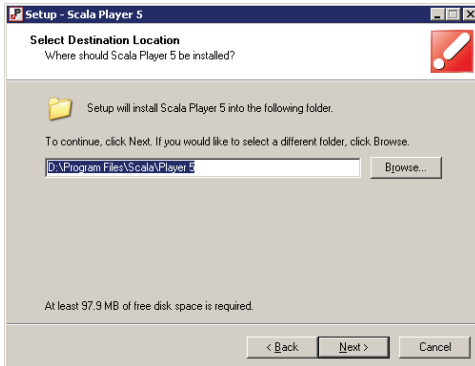
The full EULA can be read here or is also available at the end of this document.

Select the language for Player. The list of the available languages appears in the dialog box.



Choose the appropriate radio button and then select Next.

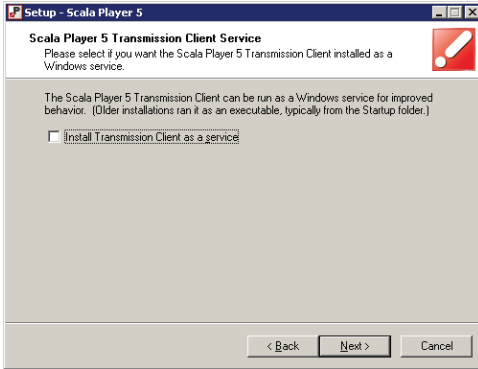
The destination location dialog box will default to the typical “C:\Program Files” location.



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

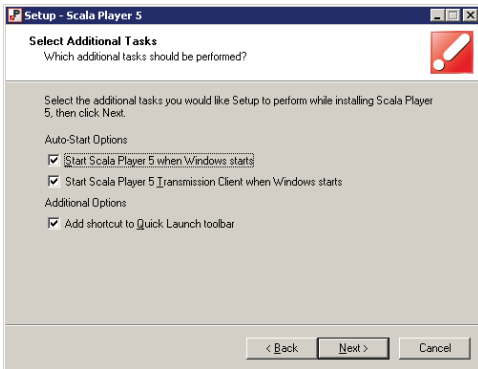
Select Next to continue.

The Player Transmission Client can be run as a Windows service.



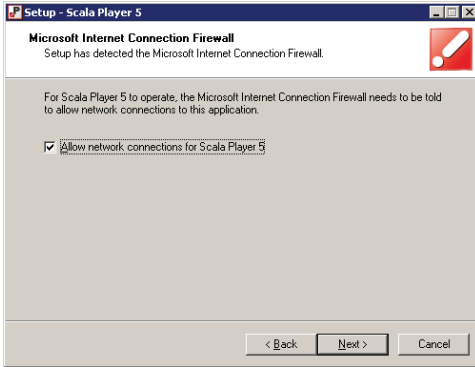
To install the Transmission Client as a service, check the box otherwise click Next to continue.

You may also need to add “additional tasks”.



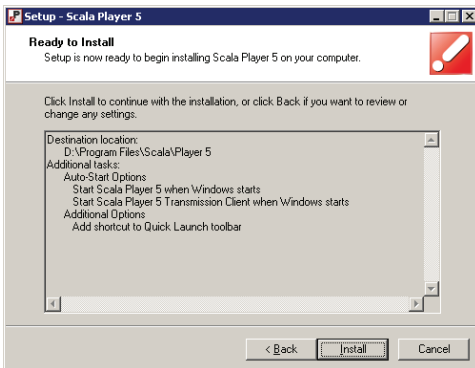
Select any additional tasks, and select Next to continue.

The Microsoft Internet Connection Firewall must allow network connections to access this application.



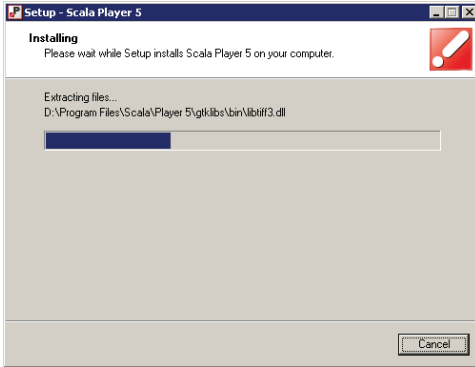
Select Next to continue.

You are now ready to install Player.



Select Install to continue.

Player will now be installed on your system. The file extraction can be monitored with the progress bar. This may take several minutes.



Once the install is complete the progress bar will be at the 100% line and the Cancel option will no longer be available.

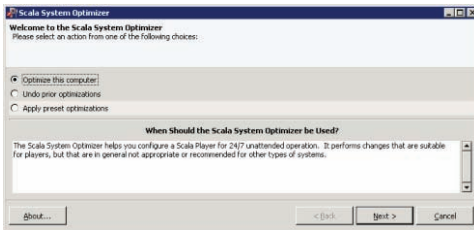
Once the file extraction is complete, you will have the option of viewing the release notes and starting Designer. Click Finish.



You will now be able to select to use Scala's System Optimizer for this computer.

Please read this section carefully before proceeding.

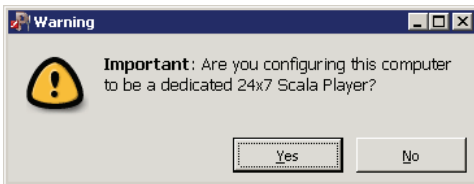
The System Optimizer helps you configure a Player for 24/7 unattended operation. It performs changes that are suitable for players, and are not appropriate or recommended for other types of systems.



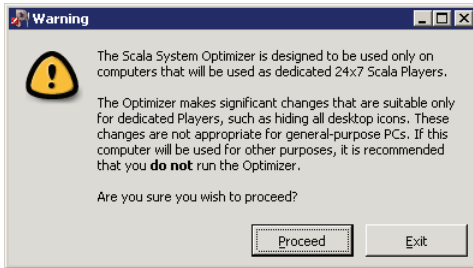
Select the appropriate radio button or cancel optimization. When you are ready to proceed, select Next to continue.

This warning dialog box will pop up with informing you that continuing with optimizing this computer will make it a dedicated 24 x 7 Player.

Click Yes if you want to complete this process.



A second warning dialog box will further define the action of making this computer a dedicated Player.



Click Proceed to continue.

Note: System Optimizer should only be run on computers intended to be used as players. Do not run it on your desktop PC.

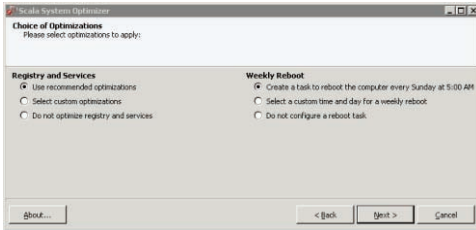
Unlike a typical Windows desktop system, a Player runs 24/7 without an operator. The stability and security of Player systems can be optimized by disabling various services and notifications that are not appropriate for such systems. Disabling these items may be good for performance, security, stability, or ease of administration or the items may be inappropriate for systems with no operator.

For example:

- Limiting the size of the Windows Event Log
- Setting Windows crash handling policy
- Disabling unnecessary services
- Disabling Administrative shared drives
- Hiding all desktop icons
- Disabling Windows pop-ups and wizards
- Setting the Windows backdrop to black
- Disabling Autoplay for all drives
- Disable the Windows screen saver

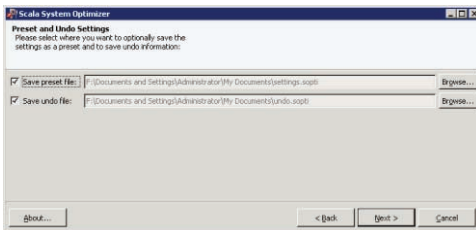
You will now be able to complete the system Optimization.

Choose the appropriate Registry and Services using the radio buttons and choose the weekly reboot schedule also using the appropriate radio buttons.



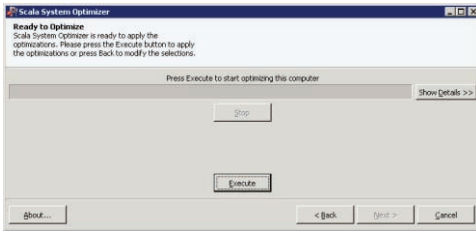
Select Next to continue.

The System Optimizer will save preset files and save undo files to your Documents and Settings folder. If you would like to save them in another location, select the Browse button and choose the appropriate location.

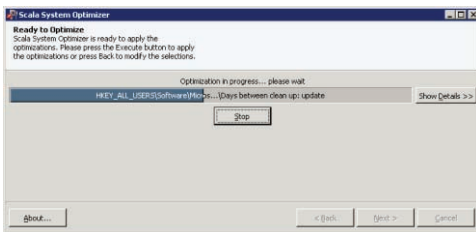


Once you have completed this, select Next to continue.

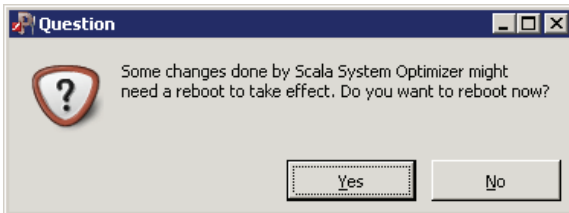
You are now ready to optimize this computer. Select Execute to Continue.



A status bar will show you the progress of the optimization.



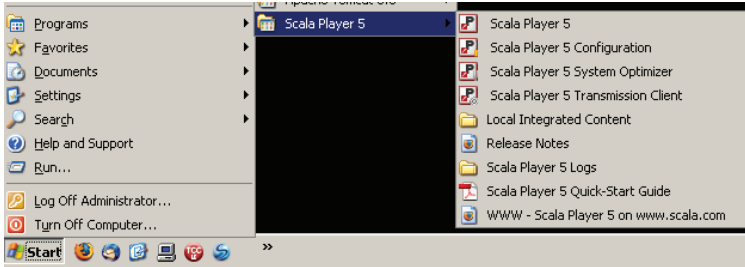
When completed, the installer will ask if you want to reboot now.



It is recommended that you reboot your computer for all system optimization to take effect.

If you chose this computer as a 24 x 7 Player, Scala Player will automatically start up whenever you turn on your computer.

You can also start Player by selecting Start>Programs>Scala Player 5>Scala Player 5.



2.0 PC Player Setup

In order to play media or scripts on Player, you must have already defined a channel(s), and made playlists from the media. Then you must schedule playlists to appear in the channels.

The next step is to make the channel play on a Player. To accomplish this we need to add the player to your network in **Content Manager**.

2.1 Create a New Player Entry

Since the Player Configuration program relies on a pre-existing player entry in Content Manager, it is important to define the player first in Content Manager before setting up the player.

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

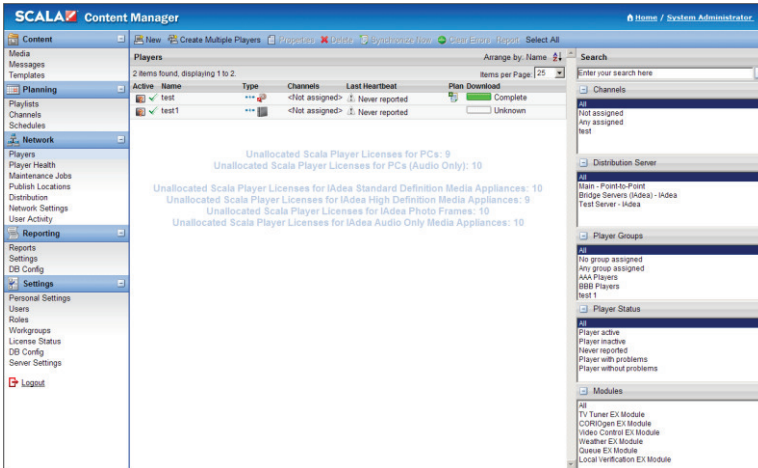
From this location, you will be able to add new or delete players, control properties and channels of players and manage other aspects of the player list. Any players already added will appear in the primary center pane of the dashboard.

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.

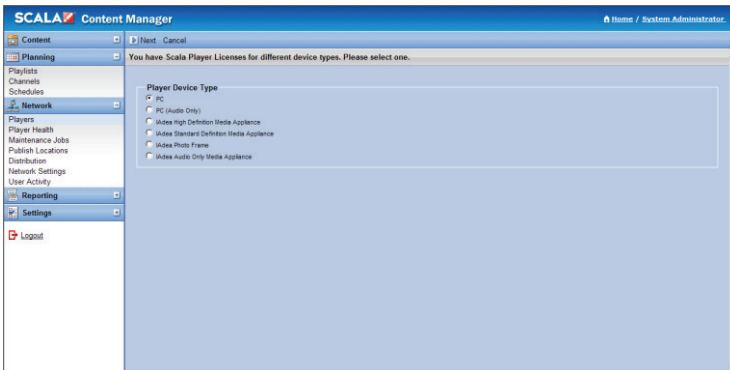
Clicking on the Players button will open the Players panel. The first time you open this panel the list of players will be blank so you will have to create one by clicking on the New button at the top of the panel. Input the player name and description properties and select a channel where it will play 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.



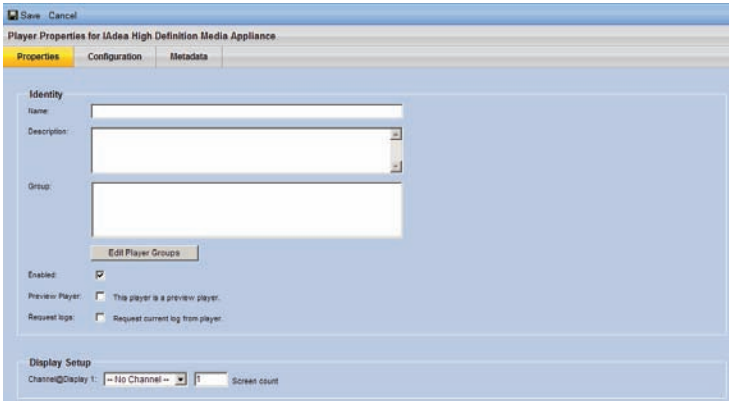
9.1 Adding New Players in Content Manager

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.

1. Open the **Network** tab.
2. Click on **Players**.
3. Click **New**.
4. Name the Player '**My Player**'.
5. Go to the **Configuration** tab.
6. Under **Distribution Server**, select '**Main - Point-to-Point**'.
7. Under Plan Delivery, the choose Content Manager Direct.
8. Go to the **EX Modules** panel. This is where you would enable add-on modules for your players. Select modules according to the license purchased for the system.
9. Click the Save button.

At a minimum, you should change the Player Authentication password. Navigate to Network>Network Settings and change the Player password.

2.2 Configuring Player

On each Player machine in your Network, the Player software must be installed and configured. The configuration on the Player end complements the Content Manager player, identifying how the plan gets delivered to the Scala Player. You can make settings within the Player software governing how the Player physically accesses the plan in Content Manager, as well as other playback-related settings.

The Scala Player configuration utility is the tool you use to set up the Player software on a Player machine. Every Player in a Network must be individually configured using this utility. Configuration of Player machines should be done after the definition of the Players in the Content Manager application. This section discusses configuring Players for all types of connections: Push to Player, Pull from Content Manager and Player-Direct FTP.

Before configuring the Player, you need to know a few details about the Content Manager:

Content Manager URL – Players require a hostname or IP address. The URL will look something like:

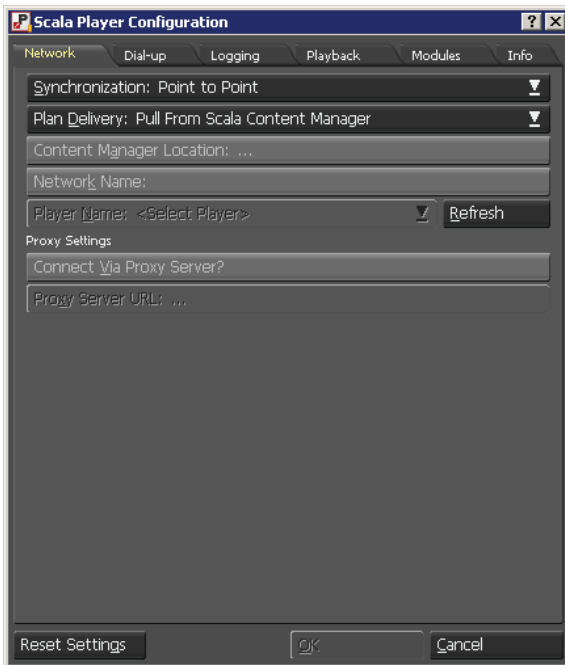
`http://hostname:8080/ContentManager (or)`

`http://1.2.3.4:8080/ContentManager (where 1.2.3.4 is the Content Manager IP address).`

Player Authentication – Content Manager has a special user account for players. The user name defaults to player_[name of your network] and the password is ‘scala’.

In the most basic network configuration, Scala Content Manager is configured to store the player plans in the web folder (Content Manager Direct option).

Start the Player Configuration tool by navigating to Start>Scala Player 5>Scala Player 5 Configuration. The Scala Player Configuration dialog is shown.



Fill in the settings for Network, Dial-up, Logging, Playback and Modules tabs.

2.3 Network Tab

The Network panel of the dialog contains options related to how the Player Transmission Engine—the Player’s networking and data management background task—communicates with Content Manager and or Broadcast Server.

2.3.1 Synchronization

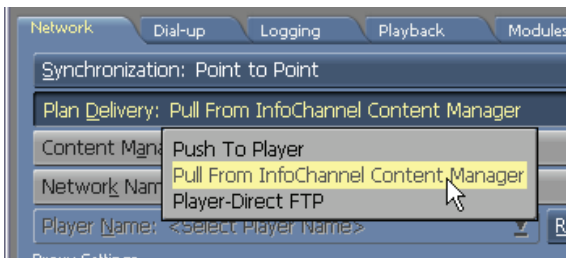
Point to Point - Player synchronizes by individually communicating with Content Manager over HTTP, HTTPS, etc.

Broadcast - Player synchronizes by IP Multicast, HughesNet, or file transmissions. The Synchronization button lets you specify how Player synchronizes its plan and media with Content Manager. The two choices are:

2.3.2 Synchronization: Point to Point

Plan Delivery

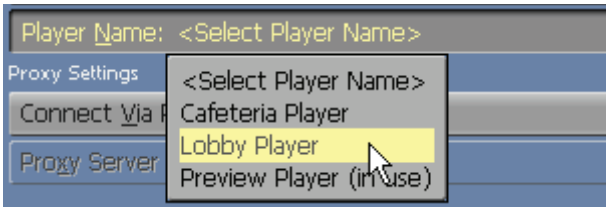
The Plan Delivery: pop-up lets you specify how the player retrieves its plan: The choices are:



- Push to Player – This option is used for Networks that get the plan from a local or shared folder. By selecting this option, you can pick a folder for which the player will check for the plan.
- Pull from Content Manager – This option is used for Networks that get the plan directly from Content Manager. Once this option is chosen, click the Content Manager Location button, and follow these steps:
 1. Protocol – Choose the protocol in which to connect to Content Manager. The default is HTTP. If Content Manager PC was configured to support https, you can select HTTPS for the protocol choice.
 2. URL: – Enter the URL to the Content Manager. The URL that you enter is case sensitive. Depending on how Content Manager was configured, you may need to specify a port number in the URL. IE:

`http://myserver:8080/ContentManager` (note the port number in this case is 8080).
 3. Username: – Enter the username used to connect to Content Manager.
 4. Password: – Enter the password that is associated with the chosen username.
 5. Confirm Password: – Re-enter the password that is associated with the chosen username

6. Click OK to exit the dialog, then click the Refresh button. This will search for any available Networks AND Players which you can use.
7. If you have defined your players in Content Manager, you can select the Player that you want to use from the Player Name button.



Note: Once you have chosen a player and it has received a plan from Content Manager, you cannot use that player definition on another player installation. Please refer to the Content Manager 5 manual for more information.

- Player-Direct FTP – This option is used for Networks that have Content Manager deliver the plan file directly to the player using the player’s built-in FTP server. When you choose Player-Direct FTP, you do not need to enter a site name or username—those are established automatically. All that is required is a password/confirm password.
1. Password: – Enter a password of at least eight characters. (Only asterisks appear.). This must match the password that you used for Player-Direct FTP in the Content Manager Player Properties form.

2. Confirm Password: – Enter the password again for confirmation.

2.3.3 Synchronization: Broadcast

Driver Type

1. Select the driver type you require. You can choose from:
 - IP Multicast
 - File Delivery
 - HughesNet
2. Click the configure button to configure the driver type you have selected.

2.4 Broadcast Distribution

In a typical network, the communication between Players and the Content Manager server is “Point-to-Point”, meaning that each player individually downloads its plans and media from the server. This uses standard internet HTTP(S) technology which is easy to deploy and there are tools that can be used to ensure that such a network can scale well.

However, there is a different way to distribute data, which is to broadcast it. When broadcasting, a signal goes out simultaneously to a group of Players, all of whom listen to the data being broadcast at the same time, in parallel. From the broadcast, each Player picks out the data it needs and processes it accordingly.

2.4.1 Benefits of Using Broadcast

Broadcast typically supports high-bandwidth delivery to Players.

Adding players usually does not directly cause more bandwidth needs at the server, because all Players can listen to the same data being broadcast.

Broadcast delivery can be very cost-effective for larger networks with large media downloads.

Broadcast support also enables transmission over satellite, which is a way to get high bandwidth to remote locations where a broadband terrestrial connection would be impractical.

2.4.2 Network Topology

To use the broadcast support, you need a group of players (or all of them) to be connected via a broadcast-capable link. This could be any IP-Multicast network or a proprietary broadcast connection, such as Hughes package delivery.

2.5 IP Multicast

If the network between Content Manager and a group of Players can support standard IP-Multicast, then those players can be connected via broadcast. In the most common case, the IP multicast connection would be over satellite, but wired IP multicast networks do exist and are supported, as are terrestrial transmitters (e.g. TV transmitter, Wi-Fi), as long as they are IP-Multicast enabled.

In an IP-Multicast network, you broadcast at a certain data rate. If this is a satellite or transmitter-based network, the

customer typically reserves a certain slice of dedicated bandwidth, which is therefore always available when you need it.

2.6 Proprietary Connections

Many satellite providers offer a proprietary broadcast connection type that offers certain advantages to the provider or the customer when compared with IP-Multicast.

Scala currently supports the HughesNet protocol.

2.7 Delivery of Plans and Content

Broadcast connected Players receive their plans and media files (content) via broadcast/multicast, in a true push configuration.

Target Folder

Choose this option if your network uses the Broadcast server module. The options you choose here must match the options on the Broadcast server. See the Content Manager User's Guide for a detailed description of the options available to you.

The target folder specifies the folder where broadcast files are stored once they have been received through the selected driver. Enter the folder destination (including the full path).

Player ID

Specify a player identification number for this player.

Additional Options

Once a synchronization type has been selected and the pertinent information entered, the following additional options are available:

Connect Via Proxy Server? – Allows you to configure the player to connect to the Content Manager using a proxy server. When enabled, a Proxy Server URL: button becomes available so you can configure the URL, and optional username and password used to access the proxy server.

2.8 Dial-up options

Communications in a Network can use modems rather than Ethernet cards, by taking advantage of the dial-up networking capabilities in the Windows operating system.

The steps required to configure dial-up are a matter of creating connections in Windows Dial-up Networking and using that entry in the Player configuration.

Step 1: Turn off auto-dial

You need to configure the Player's Internet Explorer properties to not use system-wide auto-dialing, since the Player handles the dialing directly.

1. In Internet Explorer choose Tools > Internet Options.
2. In the Internet Properties sheet, go to the Connections panel.
3. Select Never dial a connection.
4. Click OK exit the Internet Properties sheet.

Step 2: Create the dial-up connection on the Player

IMPORTANT: The procedure outline below assumes that you have a modem connected to your Player system and properly configured in Windows. You also must have an ISP account that offers dial-up service, with the dialup phone number, account username, and password handy.



1. On the Dial-up panel, turn on the Connect Using Dial-up? option.
2. Click the Dial-up Connection: button to open the Select a Phonebook entry dialog.
3. If a Windows Phonebook entry has already been set up to dial the Internet, select its name from the

Phonebook: pop-up and skip to “Step 3: Adjust connection options”.

If you have not already created a Windows Phonebook entry to dial the Internet, you have two choices: Create a phonebook entry or create a simple dialing connection right in this dialog. To create a phonebook entry, click Add. This opens the Windows Network Connection Wizard:

1. For Type of Connection, choose Dial-up to private network and click Next.
2. For Phone Number to Dial, enter your Internet service provider’s dial-up access number.
3. Click Next.
4. For Connection Availability, select Only for myself and click Next.
5. In the final dialog, give the connection a name and click Finish.
6. Choose <Manual> in the Phonebook: pop-up. This enables the text boxes for steps 2 through 4.
7. Enter the number to dial for the Internet in the b. Phone Number: field.
8. Enter the Internet service provider’s required login information in the User Name: and Password: boxes. Passwords are case-sensitive.
9. Enter the password again in the Confirm Password: box.
10. Click the Test button.
11. This should cause the Player to dial the ISP, connect, and display a success dialog. If you see a dialog saying a connection could not be established instead, review your settings to try to diagnose the problem.

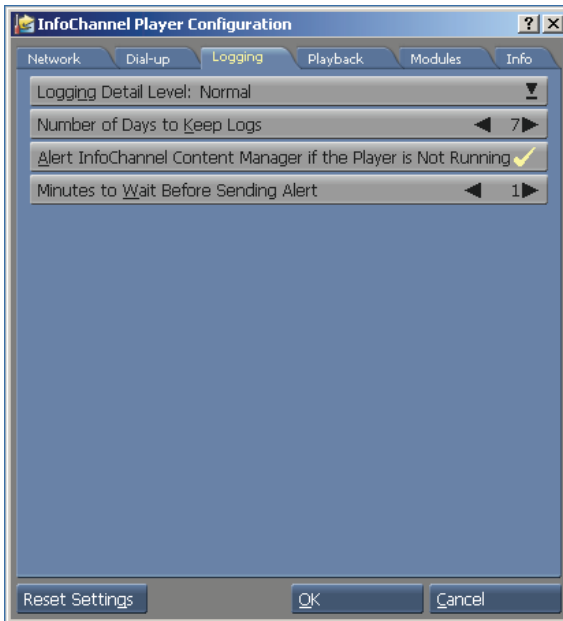
Step 3: Adjust connection options

You can adjust the settings of a phonebook connection by clicking the Edit button to open the Windows connection settings dialog.

The Redial Attempts, Seconds Between Attempts, and Idle Time Hang Up (Minutes) options in the lower section of this panel have default values that should work well in most cases. If you have reason to expect that the Player will have problems connecting or remaining connected, you may want to modify these values.

2.9 Logging Options

The Logging panel has options related to the amount of detail the Player logs contain and how often the Player reports its activity back to Content Manager.



Changing the amount of log information and how long to retain it

Players write messages describing their activities to daily log files. You can specify the level of detail included in the Player log files, depending on whether you want to make them easier to read through, or gather further information to help you troubleshoot a problem.

Choose a level of detail from the Activity Logging Detail popup. The two choices, in increasing level of detail, are:

- Normal
- Diagnostic

Keeping track of the Player's playback status

Number of Days to Keep Logs: You can choose the number of days the software should keep the player logs.

To change this setting increase or decrease the number.

Because Players are generally assumed to be playing back scripts at all times, it is important to know if anything has happened to interrupt playback. The Player can be set to notice if its playback window has been closed or minimized and automatically send an alert to Content Manager if this happens. This precaution is designed to catch occasions when someone accidentally closes the playback window without restoring it.

Alert Content Manager if the Player Is Not Running? option is on by default. You can turn it off to avoid unnecessary alerts if a Player machine needs to be used for some purpose other than script playback. Typically the only reasons to turn this option off are if you intend to run only the Network Transmission Engine and not the Player, or you wish to allow people to use the machine for other purposes than as a Player some of the time.

Minutes to Wait Before Sending Alert – If Alert Content Manager if the Player is Not Running? option is enabled, this value allows you to specify the amount of time the Player waits before sending an alert to Content Manager. The default value is one (1).

2.10 Playback Options

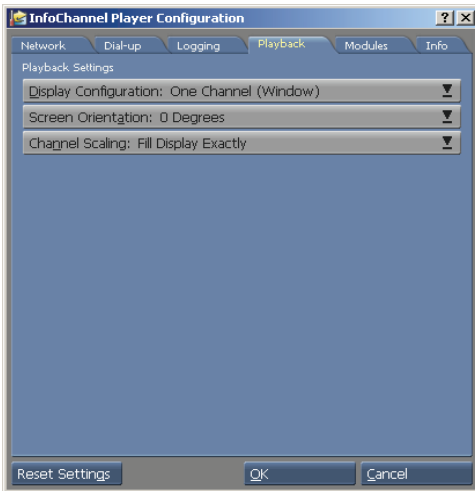
A dual-head graphic card is installed

One Screen Player

The Playback tabbed panel allows you to customize how scripts will be played back on your system. There are a possible five Display Configuration: options. However, the Two Screen Player choices are only available when:

By picking either One Channel (Window) or One Channel (One Screen), the options on this panel will change depending on which setting is chosen.

One Channel (Window)

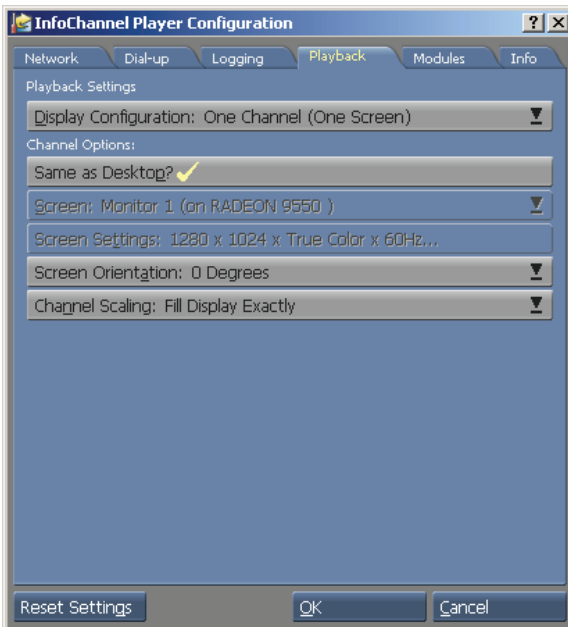


To make the Player playback in a window:

1. Set Display Configuration: to One Channel (Window).

2. Select the desired Screen Orientation: (in 90 degree increments).
3. Using the Content Scaling: selector, choose your desired method of filling the screen:
 - Fit Inside Display (Preserves Aspect Ratio)
 - Fill and Trim to Display (Preserves Aspect Ratio)
 - Fill Display Exactly (which stretches the script to the edges of the display boundaries).

One Channel (One Screen)



The default for playback is full screen. To make scripts fill the screen when the Player is started:

1. Set Display Configuration: to One Channel (One Screen).
2. To keep the display mode from changing from the current. Windows setting, turn on the Same As Desktop? option.
3. Using the Content Scaling: selector, choose your desired method of filling the screen:
 - Fit Inside Display (Preserves Aspect Ratio)
 - Fill and Trim to Display (Preserves Aspect Ratio)
 - Fill Display Exactly (which stretches the script to the edges of the display boundaries).

Custom Full Screen Playback

1. Set Display Configuration: to One Channel (One Screen).
2. Click the Same As Desktop? button (unchecked or Off) to activate the selectors.
3. Choose the active Screen: as well as the resolution and color depth you prefer, from the Screen Settings: selector.
4. Select the desired Screen Orientation: (in 90 degree increments)
5. Using the Content Scaling: selector, choose your desired method of filling the screen:
 - Fit Inside Display (Preserves Aspect Ratio)

- Fill and Trim to Display (Preserves Aspect Ratio)
- Fill Display Exactly (which stretches the script to the edges of the display boundaries).

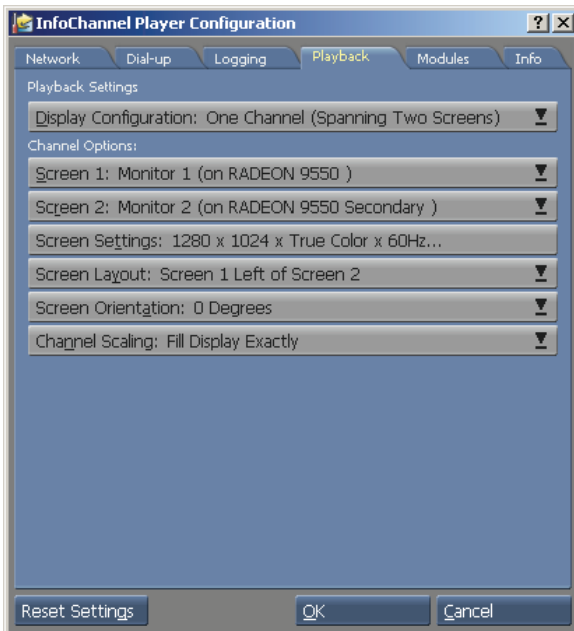
Player will allow any script to be played back with a specified resolution, color depth, or refresh rate. An example for using this customizable feature would be if you were using a laptop computer which offered only one display mode. To ensure full screen playback in a particular display mode:

Two Screen Player

- One Channel (Spanning Two Screens)
- One Channel (Cloned on Two Screens) If the computer meets the two screen player criteria, you can also pick one of these additional choices:
- Two Channel (Two Screens)

Channel (Spanning Two Screens)

The options on this panel will change depending on which setting is chosen.



Channel Options

1. Choose the correct Screen 1.
2. Choose the correct Screen 2.
3. Screen Settings: Choose the size and color depth you prefer.
4. Screen Layout: Choose the position in which screen 1 is relative to screen 1. The options are:
 - Screen 1 Left of Screen 2
 - Screen 1 Right of Screen 2
 - Screen 1 Below Screen 2
 - Screen 1 Above Screen 2

5. Select the desired Screen Orientation: (in 90 degree increments).
6. Using the Content Scaling: selector, choose your desired method of filling the screen:
 - Fit Inside Display (Preserves Aspect Ratio)
 - Fill and Trim to Display (Preserves Aspect Ratio)
 - Fill Display Exactly (which stretches the script to the edges of the display boundaries).

One Channel (Cloned on Two Screens)



Screen 1 Options

1. Choose the active Screen.

2. Screen Settings: Choose the size and color depth you prefer.
3. Select the desired Screen Orientation: (in 90 degree increments)
4. Using the Content Scaling: selector, choose your desired method of filling the screen:
 - Fit Inside Display (Preserves Aspect Ratio)
 - Fill and Trim to Display (Preserves Aspect Ratio)
 - Fill Display Exactly (which stretches the script to the edges of the display boundaries).

Screen 2 Options

1. Choose the correct Screen.
2. Screen Settings: Choose the size and color depth you prefer.
3. Select the desired Screen Orientation: (in 90 degree increments)
4. Using the Content Scaling: selector, choose your desired method of filling the screen:
 - Fit Inside Display (Preserves Aspect Ratio)
 - Fill and Trim to Display (Preserves Aspect Ratio)
 - Fill Display Exactly (which stretches the script to the edges of the display boundaries).

Two Channels (Two Screens)



Channel 1 Options

1. Choose the correct Screen.
2. Screen Settings: Choose the size and color depth you prefer.
3. Select the desired Screen Orientation: (in 90 degree increments).
4. Using the Content Scaling: selector, choose your desired method of filling the screen:
 - Fit Inside Display (Preserves Aspect Ratio)
 - Fill and Trim to Display (Preserves Aspect Ratio)

- Fill Display Exactly (which stretches the script to the edges of the display boundaries).
5. Audio Hardware: Choose the audio device that you want to use. The options are:
 - Default Sound Device
 - No Sound
 - <Name of your audio device>
 6. Speakers: Choose the speakers you want to use. The options are:
 - All
 - Stereo, Front Speakers
 - Stereo, Back Speakers
 - Mono, Front Left Speaker
 - Mono, Front Right Speaker
 - Mono, Back Left Speaker
 - Mono, Back Right Speaker

Channel 2 Options

1. Choose the correct Screen.
2. Screen Settings: Choose the size and color depth you prefer.
3. Select the desired Screen Orientation: (in 90 degree increments).
4. Using the Content Scaling: selector, choose your desired method of filling the screen:
 - Fit Inside Display (Preserves Aspect Ratio)
 - Fill and Trim to Display (Preserves Aspect Ratio)

- Fill Display Exactly (which stretches the script to the edges of the display boundaries).
5. Audio Hardware: Choose the audio device that you want to use. The options are:
 - Default Sound Device
 - No Sound
 - <Name of your audio device>
 6. Speakers: Choose the speakers you want to use. The options are:
 - All
 - Stereo, Front Speakers
 - Stereo, Back Speakers
 - Mono, Front Left Speaker
 - Mono, Front Right Speaker
 - Mono, Back Left Speaker
 - Mono, Back Right Speaker

An Important Note when configuring audio in Two Channels (Two Screens) mode

The Player Configuration utility allows you to pick an audio device per channel when using Two Channels (Two Screens) mode. For instance, you can have two separate audio devices in your computer and dedicate one to channel A and the other channel B.

However, many audio devices **do not** work in a multiple audio device environment. This is especially true when both audio devices use the same or similar chipsets. In this case, Scala recommends using two different audio devices. For instance,

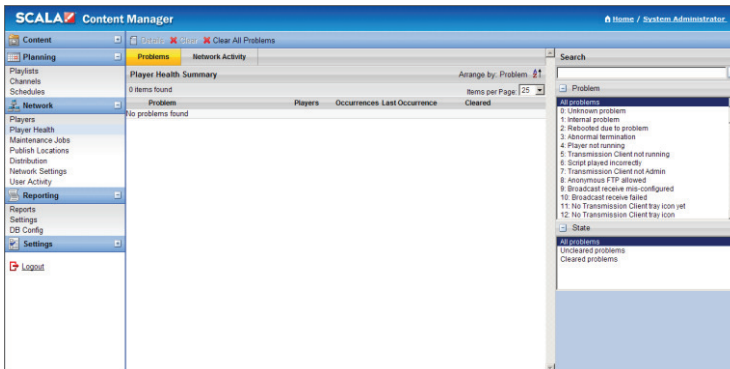
the computer’s motherboard audio and a dedicated sound card.

If you want to only use one audio device, each channel can be configured to use a subset of connected speakers. This must be configured correctly, otherwise audio will not playback properly. Even if your audio device asks you what speaker is connected to a particular input, it typically does not modify the Windows speaker setup. In order to configure this properly, go to:

Control Panel > Sounds and Audio Devices. On the Volume tab, click the Advanced button in Speaker settings.

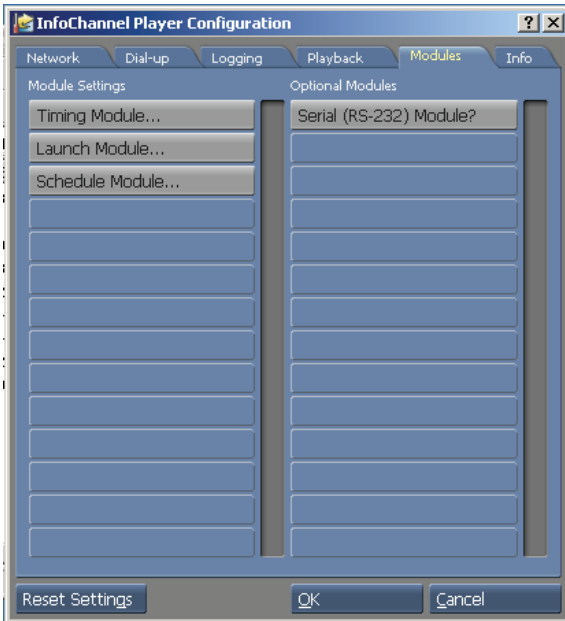
Click the Speaker setup: popup menu to configure how many speakers are attached to the audio device.

At least some hardware vendors have a custom control panel applet to select the number of speakers. This custom applet typically overrides the setting used Sounds and Audio Devices.



4.0 Module options

You can configure standard and optional modules by clicking the Modules panel. Modules used by scripts must be enabled and configured just as they were on the systems from which they were authored in order to play back correctly.



When Modules that have configuration options are turned on in the Optional Modules column, buttons for them appear in the Module Settings column. Click a button in this column to display an Options dialog for that Module. How to configure the Timing and Launch Modules can be found in chapter 16 of the Designer 5 User’s Guide.

2.12 Version Information

You can view version information on the various software modules that make up the Player 5 software by selecting the Info panel.

Resetting to defaults

You can reset the settings in the Player 5 Configuration dialog to back to the default settings by clicking Reset Settings.

Storing your changes

When you have finished configuring this Player, click OK to save the changes and exit the utility.

Engine restart required

The changes you make do not actually take effect until the next time the Player Transmission Engine is restarted.

2.13 Miscellaneous Player issues

Virus scanning on Players

Although the use of virus scanning software is strongly recommended for security maintenance in a Network installation, Scala does not recommend that such software be installed on Players.

Testing by Scala has shown that even virus scanning products by the most reputable companies are a stability hazard on

computers for which 24-hour, 7-day-a-week reliability is crucial.

The first line of defense in preventing virus infection of Players is simply not allowing them to become compromised:

- Players should remain dedicated systems, never used for email, Web surfing, or other high-risk activities.
- Software other than Windows and Player 5 should be installed on a Player only if absolutely necessary, and should be scanned before installation.
- Content Manager should be frequently virus-scanned, so that all files transmitted to Players are verified as clean.
- Scala does recommend that Player machines be scanned for viruses periodically. Ideally, the scan should be done from a virus scanner running on a remote machine with a network connection to the Player. If remote scanning is not possible, virus checking software should be temporarily installed on the Player. After being used to perform a thorough scan, the virus software should then be uninstalled from the Player.

Player software and Windows services

- Alerter service
- Indexing service
- Messenger service You should be aware that the message dialog boxes that can be put up by certain standard Windows services can disrupt Player operation. For example, the Messenger service

puts up dialogs for certain events. When the Player is running a script in full-screen mode, as it normally is, it must be “switched out” to allow the dialog box to appear, interrupting normal playback. The Player software attempts to intercept as many system dialogs as possible, but not every situation can be anticipated. A system administrator knowledgeable in Windows should disable services that may cause disruptive dialogs. For operation as a Player, many standard services are not necessary. The following services, at a minimum, should be disabled on dedicated Player machines:

If a problem service cannot be disabled, achieving non-interruptible playback requires finding a way to prevent the dialog boxes from having to appear.

Windows event log overflow

It is possible for a PC to freeze if its Windows event logs fill up and no further events can be recorded. To prevent this from happening, the Windows System, Application, and Security logs on all Players should be set so that the oldest events are overwritten when the log becomes full:

1. Open the Event Viewer.
2. Right-click on the System log and choose Properties.
3. In the Properties sheet, make sure that Overwrite events as needed is enabled.
4. Click OK.
5. Repeat steps 2–4 for the Application and Security logs.
6. Close Event Viewer

To use a simple dialing connection: The Player should now be set up to dial the ISP that provides the Internet service. It is

recommended that you test the connection before proceeding to the Step 3. To test the dial-up connection:

3.0 Running the Player

The Player software is actually two modules that work together. The Transmission Client communicates with Content Manager and manages files that are downloaded. The Player itself follows the schedule and plays the actual content.

3.1 Run Player from the Windows Start Menu

1. Start the **Transmission Client**.
2. Start the **Player**.

If you later run Player Configuration while the Player Transmission Client is running, you may need to stop and restart the client. When running, there will be an icon in the Windows system tray.

Right click on it to stop the client. Then restart it from the Windows Start menu. If it is not running, there is nothing extra to do. The Transmission Client will use the new settings the next time it is started.

Note: On a typical Player PC, these programs would be launched at startup.

3.2 Set the Player's Channel

When first installed, if the player's network settings haven't been configured, it shows a "Ready" script with the Scala logo. This script has hotkeys for testing system settings and audio.

When the network options have been chosen, the moment the Player starts communicating with Content Manager, it will check if it has been assigned a channel and start downloading content. At that point the screen will go blank until the channel is ready to play.

3.3 Select the Channel

1. In Content Manager, open the **Network** tab.
2. Click on **Players**.
3. Click **New**.
4. Name the Player '**My Player**'.
5. Scroll down to **Display Setup**.
6. Set the Player's channel.
7. Click **Save**.

3.4 Synchronize the Player Plan

Everything a Player will actually play is a combination of the Schedules, Channels, and Playlists we have put together. This is called the **Plan**. Each Player has a separate Plan that defines what it needs to play and when.

When a player has the latest version of its plan, it is said to be **synchronized**. The player compares the media and schedules specified in the plan to what it currently has, and will download any new or updated files as necessary.

The plan files are set to update automatically at a default interval of 10 minutes. To see content changes sooner, do a manual update.

3.5 Manually Synchronize the Player

1. Log in to Content Manager (if not already logged in).

2. Open the **Network** tab.
3. Click on **Distribution**.
4. Click **Synchronize Now**.
5. After the summary is ready, click **Inspect**.
6. Click the **Send** button at the top of the page.
7. Watch the Player play new content (within a minute or two).

The top of the page contains an overall summary of players receiving new plans and media being retrieved by players.

The list below shows the files that will be distributed to players. Although plan settings do allow push (eg: Player-Direct FTP), media files are always pulled by the players. The files needed by each player may be different, as they only retrieve the files that are either new or changed from their last update.

Note: The Synchronize Now button is only active when changes have been made to content, playlists, channels, schedules or other settings that players need to update. If it is disabled, then Content Manager is indicating that nothing needs to be updated on the players.

Synchronizing is scheduled to occur automatically. You only need to click this button if you want to update players immediately and not wait for the next scheduled time.

3.6 Set up a Preview Player

It is highly recommended to have an extra player in your design office to preview content before it is sent out on the network. To make it easy to preview components of a channel

individually instead of having to make a complete schedule, you can select a Player to be the Preview Player. When you click Preview in various parts of Content Manager, the item you are currently editing will be sent to the Preview Player.

3.6.1 Preview the playlist

1. Open the Network tab and click on Players.
2. Select your Player, click Properties.
3. Turn on the Preview Player option.
4. Click Save.
5. Open the Planning tab.
6. Click on Playlists.
7. Select a playlist, click Properties.
8. Click Preview.

You should see the playlist appear on the Preview Player.

4.0 Player Metadata

Player Metadata allows the system to make choices about playback of items in a playlist, based on values you assign to players.

Note: Although they are both called metadata, Media Metadata is applied to media and used in Smart Playlists and Player Metadata applied to players and used in normal playlists.

4.1 Player Metadata used with Playlist Items

With player metadata you can set items in playlists to play only when their metadata matches the Player metadata. If you

have many players, you can have a single playlist instead of having to create and maintain separate playlists for each player. Items in the playlist that don't have specific metadata conditions will play on all players, and items with conditions will only play on selected players.

4.1.1 Examples

- Location of Players (city, building, floor, etc.)
- Location attributes (stores with additional services, players near emergency exits)
- Variations of a type of message (language, branding, etc).

4.1.2 Create New Player Metadata Values from Content Manager

Metadata items in a playlist will only play in Player if they match metadata in Content Manager.

1. Open the Network tab and click on Players.
2. Select your player and click Properties.
3. Go to the Metadata tab and click on Edit Player Metadata.
4. Enter the following:

Name: Location
Type: String
Allowed Values: Pick from List

5. Click the Add icon on the far right.
6. Click the Edit Pick List button.
7. Enter the following values: Lobby, Office
8. Click Close, then go Back to Form.

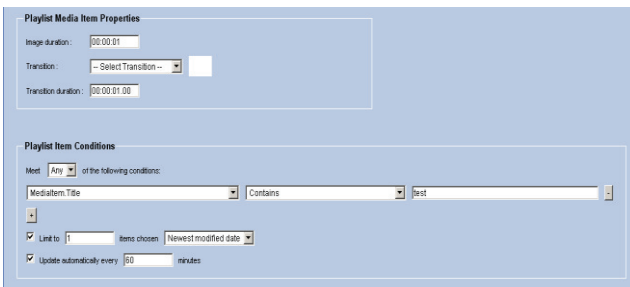
9. The new metadata values will now be available.
10. Select a location for your player, then click Save.

4.1.3 Setting Metadata Values in a Playlist

From the Content Manager Planning tab, click on Playlists, double click on Playlist (or create a New Playlist).



Right click on Media Item, select properties, click on Conditions, click “+”, select condition.



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.



4.2 Player Metadata Used with Channels

You can also add metadata to channels. In this situation you will be warned if you target a channel to a Player and their metadata do not match. This prevents the user from mistakenly assigning the wrong channel to the wrong player.

4.2.1 Use Player Metadata with Channels Conditions

1. Create a new player metadata value called 'Screen Type' with 'Portrait' and 'Landscape' as the values.
2. Assign one of the values to your player.
3. Make a new channel and assign it a different value.
4. Now try to change the player to the new channel. You should see a warning saying the variable 'Screen Type' does not match what is set in the chosen channel.

5.0 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:

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

2. 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.
3. In Content Manager, go to Network -> Players and select a Player and click Synchronize Now. In Content Manager check Network -> Network Monitor for the Player "New Plan revision downloaded" message. This may take a minute or two to for the message to show. If not go to Step 4. If yes then go to Step 9.
4. On the Player system, check to see if the Player Transmission Client is running.
5. In the Player 5 Configuration tool, check to see if you are able to connect to Content Manager, by clicking the "Refresh" button. If so, the Player should load the Network name. If not go to Step 7.
6. 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.

7. 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.

8. 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.

9. 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.

10. 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-click on Administrative Tools, then Services.

11. Try rebooting the Content Manager system.
12. Check the Scala Transmission Server Service IC.log file for errors.
13. Check the Player's IC.log for errors. (The shortcut to the log folder is in the start menu).
- 14. 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.**
15. In Content Manager, navigate to: Network -> Players select a player, click the properties button, then click 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.

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.

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