



Web Signage Player User's manual

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1 Introduction

Web Signage player is designed to manage clip execution, schedule-planning logics, interactive events and connection to peripherals and devices. The software is compatible with all Microsoft platforms, starting from Windows XP SP2 and is equipped with a guided installation procedure. At the first start up, all you have to do is submit your account data and the player will register automatically into the Web Signage Server platform and update the content. Other important functionalities (monitoring, watch dog and self-diagnosis) will start up at the same time to ensure reliability and continuous remote management.

1.1 Web Signage

Web Signage, an integrated software platform complete with Digital Signage, Audio Diffusion and Proximity Marketing, allows you to easily and quickly create eye-catching multimedia contents, develop interactive kiosk applications, schedules and digital catalogues. Information and promotional clips are displayed on remote screens, audio players and, using the Bluetooth technology, to mobile devices.

1.2 Digital Marketing

Digital signage, kiosk, audio diffusion and Bluetooth marketing, all in a one software.

Our digital signage platform offers the following features:

- Multimedia Content Management to create and plan multimedia schedules to be displayed on remote digital signs, radio diffusion and delivery of content to mobile devices via Bluetooth
- Resilient and dependable application and service management platform hosted in a BS-7799:2002 certified Data Center
- Free player software for execution of audio/video content and Bluetooth content dissemination
- Ready-made multimedia templates to create dynamic content easily and quickly
- Ready-to-use catalogues and advanced functionalities for different vertical markets
- Software tools and source files for development and testing of advanced Digital Signage projects
- Assistance, including unlimited updates, dedicated documentation and support

What to expect from digital signage:

- Freedom to use any kind of hardware device you wish
- Simple wizards to start working straight away with no need for specialized support
- Native integration with any external video source such as satellite TV and digital terrestrial TV
- Complete set of commands for kiosk applications development
- Support of peripherals and domotic systems enabling the development of interactive applications and hardware integration
- Webcam-based computer vision system for automatic audience analysis

2 Web Signage Player

2.1 Requirements

To run Web Signage Player we suggest the follow requirements:

Minimum hardware requirements

- Intel® Pentium® II at 450 Mhz or faster CPU
- 128 MB RAM

System requirements for Bluetooth functionalities

- Windows XP2 or Windows Vista
- Supported Bluetooth drivers:
 - BlueSoleil
 - Microsoft
 - Toshiba 4.2 o sup.
 - WidComm 5.1.0.1100 o sup.

Suggested hardware for audience analysis

- Intel® Core™ Duo at 1,8 GHz or faster CPU
- 512 MB RAM
- Fixed focus 1280 x 960 USB camera

Suggested hardware for main video resolutions

- 852 x 480 (480p), 24 fps
 - Intel® Pentium® 4 at 2,33 GHz or faster CPU
 - 128 MB RAM
 - 64 MB VRAM
- 1280 x 720 (720p), 24-30 fps
 - Intel® Pentium® 4 at 3 GHz or faster CPU
 - 128 MB RAM
 - 64 MB VRAM
- 1920 x 1080 (1080p), 24 fps
 - Intel® Core™ Duo at 1,8 GHz or faster CPU
 - 128 MB RAM
 - 64 MB VRAM

Operating system

- Windows XP SP2
- Windows Vista
- Windows 7

The platform connection and the playlist execution relies on a active Internet connection. There is no bandwidth requisite. The required bandwidth depends on the updates frequency and the connections to external videos and resources. The player uses an intelligent download system with a local content cache.

Firewall rules

The following ports are used by Web Signage Player:

- HTTP port 80, bidirectional (download and upload to the Internet).
- Optional, SMTP port 25 used to error notifications to the technical support (only if expressly enabled)

2.2 Bluetooth

For the Bluetooth marketing, Web Signage Player needs a supported Bluetooth peripheral. If not available, the related functionalities will be the disabled automatically.

The Bluetooth functions are available for the following operating systems:

- Windows XP SP2
- Windows Vista

The following Bluetooth drivers are supported:

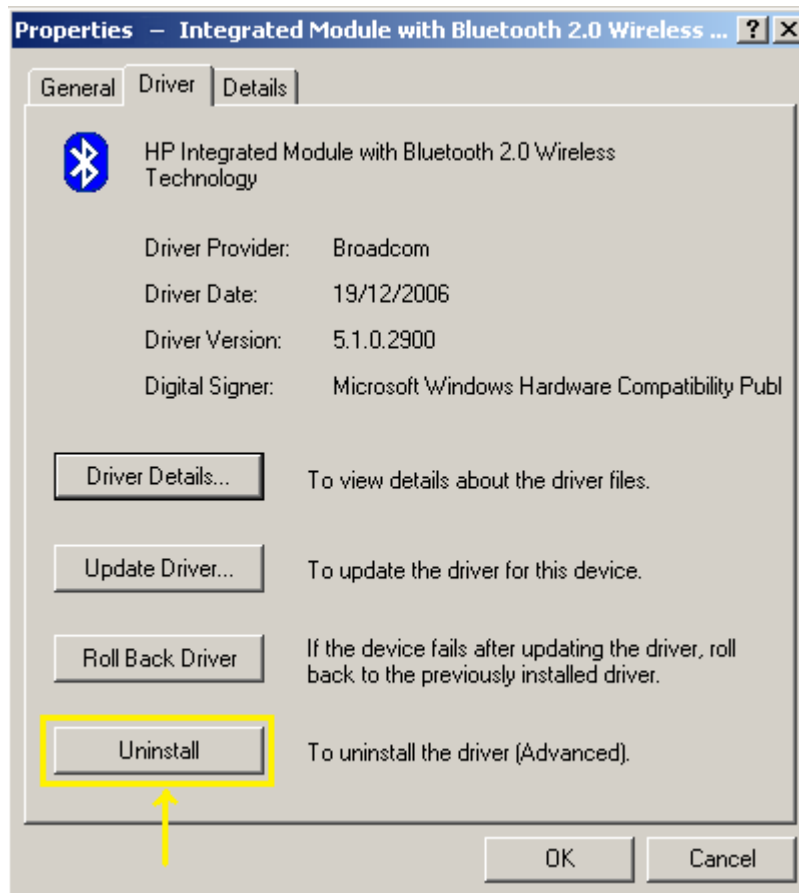
- BlueSoleil
- Microsoft
- Toshiba 4.2 o sup.
- WidComm 5.1.0.1100 o sup.

The Broadcom drivers are not supported. Anyway it is possible to use any Bluetooth interface with the native Microsoft drivers of the operating system. To force the use of Microsoft drivers, refer to the following instructions.

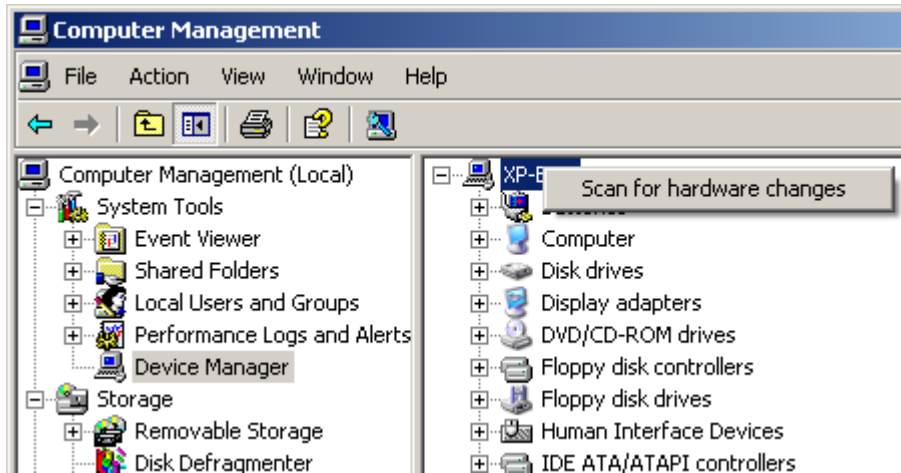
Procedure A - The drivers are already installed

If you still haven't installed the drivers for your Bluetooth peripheral, follow the procedure B.

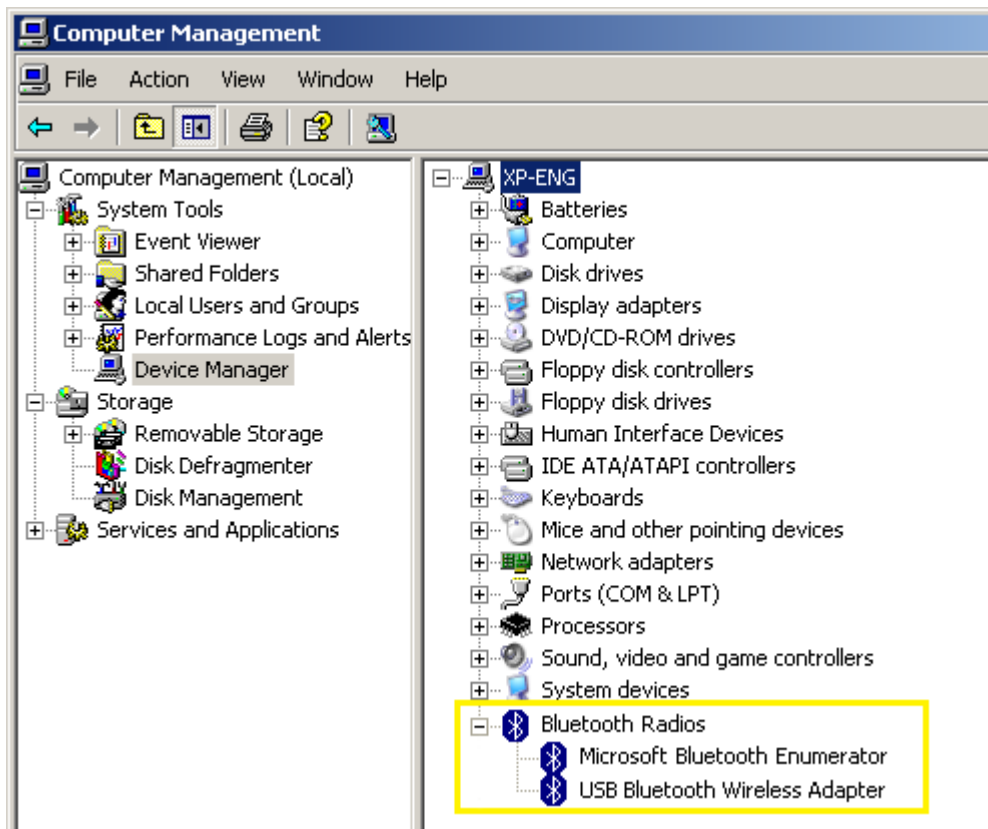
1. Uninstall the drivers supplied with the Bluetooth device and restart your PC.



2. In Computer Management, let Windows detect your Bluetooth peripheral and install the generic USB Bluetooth Wireless Adapter drivers. Be sure to remove all drivers supplied with your device. Do not use the driver disk.



3. If the installation of the generic drivers is successful, you can start using your Bluetooth device. Pay attention that the installation procedure may take a while.

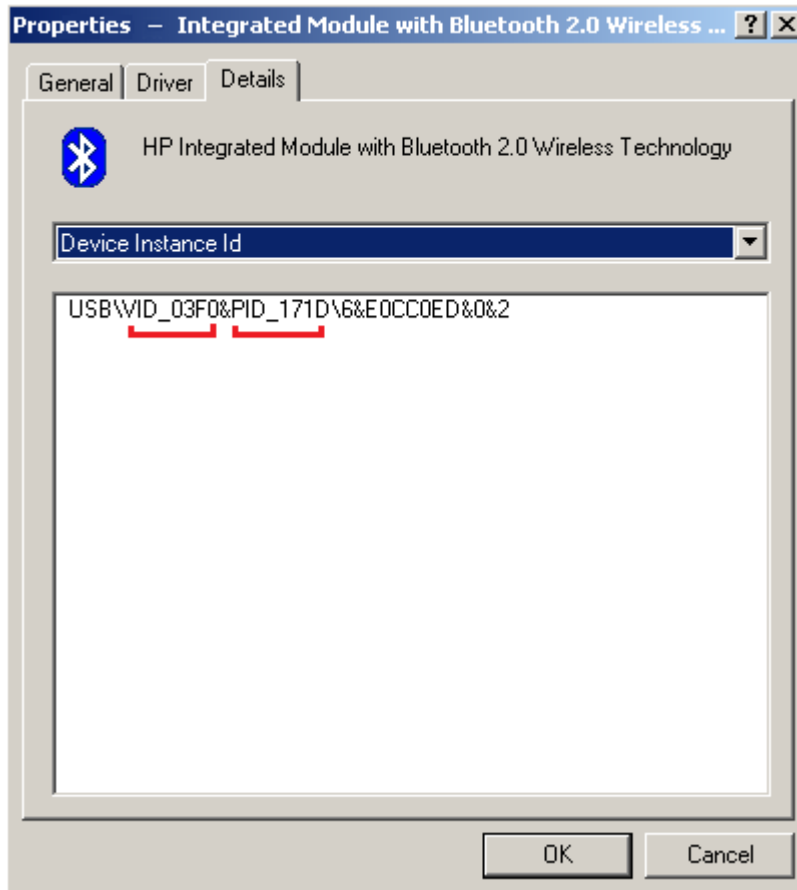


Procedure B - The device driver is not installed

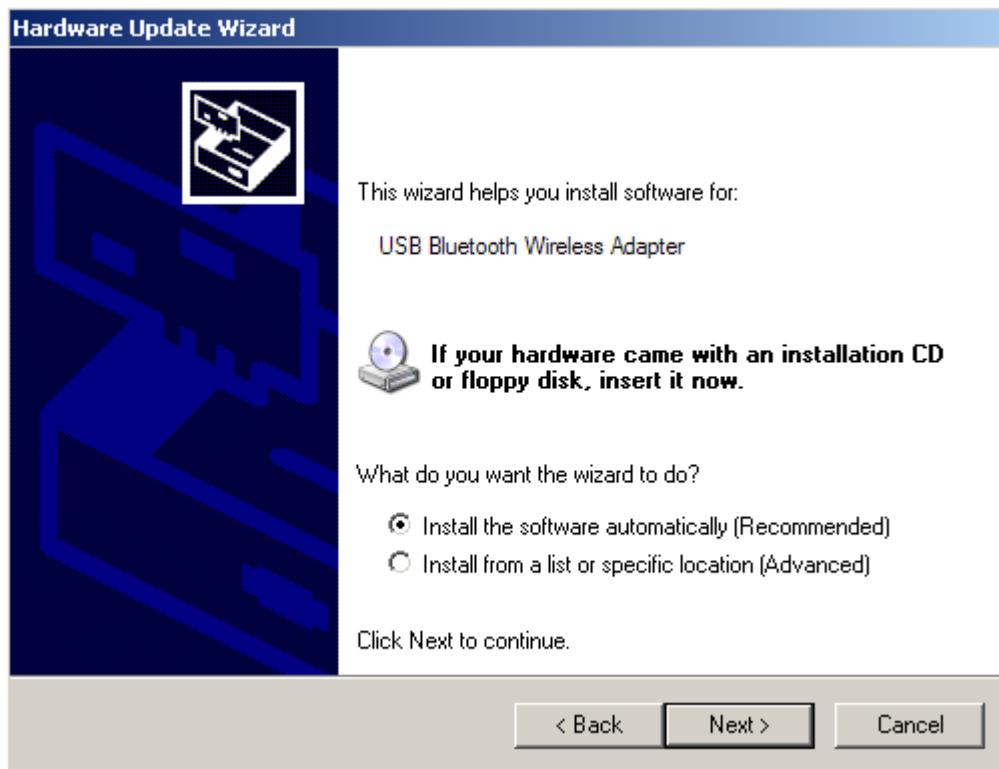
If the drivers are not installed, Windows will probably show in the Device Manager the peripheral with a yellow question mark icon.

Proceed as follows:

1. Open Windows Explorer and go to the **Windows** folder. Make sure to have the "Hide protected operating system files" option unchecked on the Folder options window.
2. Find and open, from within the **inf** folder, the file **bth.inf**
3. Open the Device Manager and look at the device properties (right click/Properties on the yellow question mark icon):



4. Find and note down the two codes starting with VID_ and PID_, for example VID_03F0&PID_171D
5. Within the *bth.inf* file, find the **USB Bluetooth Wireless Adapter** string and replace the values of the VID and PID codes with those found earlier.
6. Save the bth.inf file and restart Windows
7. If the device is not found automatically, try to scan for hardware changes or disconnect and reconnect the peripheral.
8. Be sure to select "**Install the software automatically (Recommended)**"



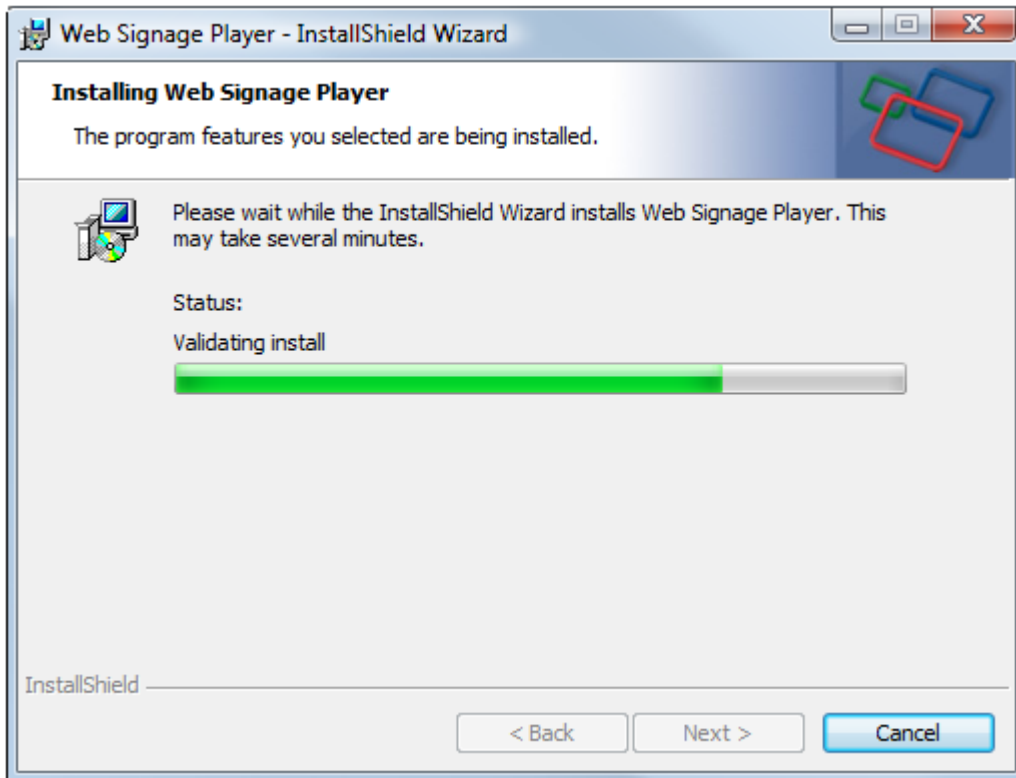
Bluetooth devices are available in three power classes:

Class	Power (mW)	Power (dBm)	Approx. range (m)
Class 1	100	20	100
Class 2	2,5	4	10
Class 3	1	0	1

3 Install

3.1 First setup

The player creation wizard procedure is started automatically when the setup is complete. Follow the wizard to the end, changing the options if required. Restart your PC to complete the player install.



The first window of the wizard summarizes the information required to complete the process.



You need to have a valid user account for the Web Signage platform and your application code.

- Every platform has a **unique application code**

- The application code is **related to the platform URL**:
http://[your-application-code].websignage.eu

Web Signage Player - Activation wizard

Login credentials
Please type your Web Signage platform login credentials

Application code:
demo

Username:
ric

Password:

The access credentials are supplied by your system administrator. A free time limited demo login is available at www.websignage.eu

Test login

✓ Connection OK
✓ Login OK

< Back Next > Cancel

If you have a valid user account you can proceed by clicking on the **Test login** button. This test is required.

The screenshot shows a Windows-style dialog box titled "Web Signage Player - Activation wizard". The main heading is "Player properties" with the instruction "Please specify the player identification data and execution options".

Fields and options include:

- Player name:** A text box containing "Demo Player".
- Description:** A text box containing "Demo Point".
- Serial code:** A text box containing "6DC1AD457A9A00149770CA29CE105A079E".
- Player type:** Radio buttons for "Video" (selected) and "Video & Audio".
- Run on system startup:** A checked checkbox.

On the right side, there is explanatory text: "Selecting the Run on system startup option will enable the following behaviours:" followed by a list:

- The player will start up automatically.
- the player will be on top of every other running applications.
- A watchdog service will be enabled. If the player hangs or shuts down a restart is forced.
- The simplified access to the configuration window by pressing the ESC button is disabled. The configuration window is shown by pressing the keys CTRL+ALT+SHIFT+H at the same time.

At the bottom right, there are three buttons: "< Back", "Next >", and "Cancel".

The **Player name** is the only mandatory field..

The **Run on system startup** option enables the following player behaviour:

- The player is started automatically at the end of the wizard and every time the computer is restarted
- The player will have a topmost window, covering all other applications
- A **watch dog** feature is enabled, forcing a player restart every time it is closed or deadlocked.
- The configuration window is no longer available hitting the ESC button. After pressing the ESC button you have to use the **CTRL+ALT+SHIFT+H** within 10 seconds.

We strongly advice to install the player on a dedicated computer to achieve a proper full screen image and ensure the best service continuity.



3.2 Player configuration

If you skipped the player creation wizard with the automatic player registration within the platform or if you need to make an advanced configuration, the Player configuration window is the place where all settings are available.

To open the configuration window, you need to keep pressed the ESC button for a while. If the player is not running in the automatic execution mode, the Player configuration window is shown immediately. If running in the automatic execution mode, you need to use the security sequence as shown by the popup window.

Actions

You can control player and computer from the configuration window.

Restart player: Closes and restarts the player

Close player: Shuts down the player

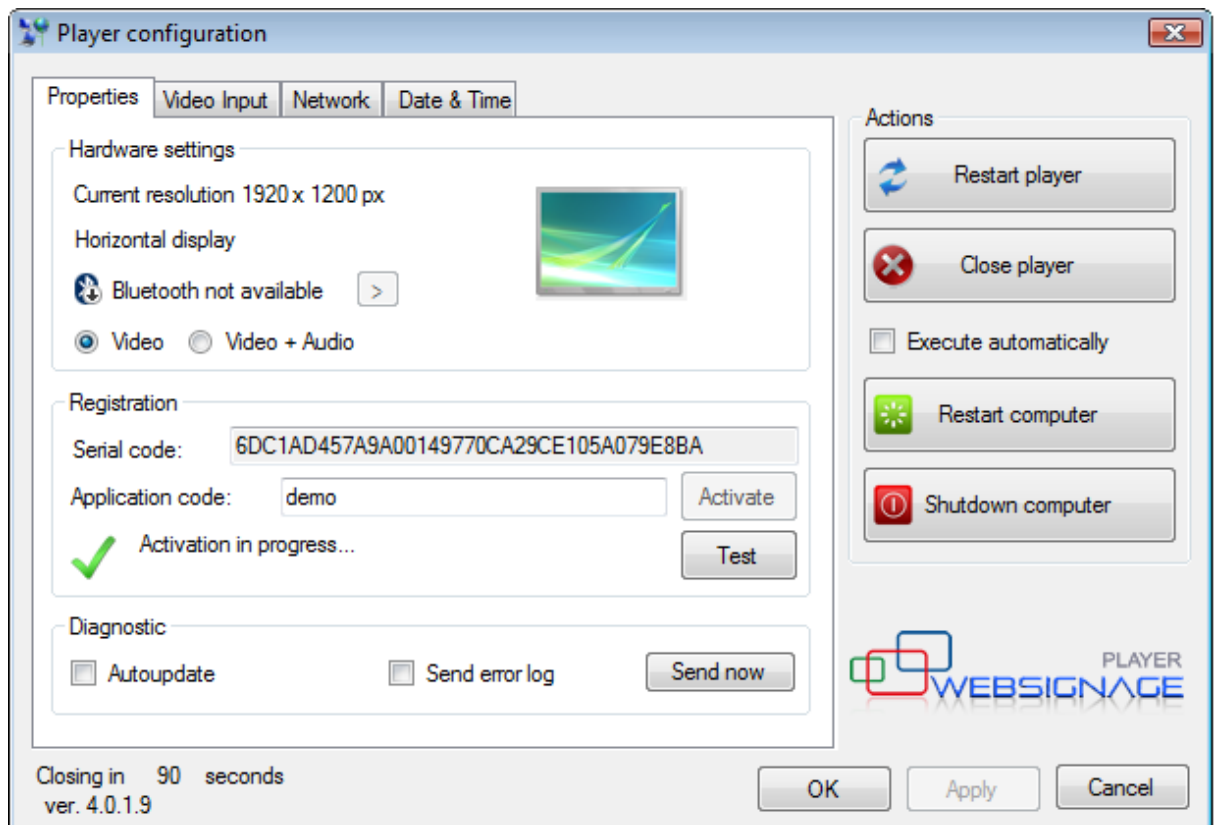
The **Execute automatically** option enables the following player behaviour:

- The player is started automatically at the end of the wizard and every time the computer is restarted
- The player will have a topmost window, covering all other applications
- A **watch dog** feature is enabled, forcing a player restart every time it is closed or deadlocked.
- The configuration window is no longer available hitting the ESC button. After pressing the ESC button you have to use the **CTRL+ALT+SHIFT+H** within 10 seconds.

We strongly advice to keep the **Execute automatically** option enabled on all production machines.



Restart computer: Restarts the computer. All unsaved changes will be lost.

Shutdown computer: The computer will be turned off. All unsaved changes will be lost.



Hardware settings

The player detects automatically the current video resolution and the Bluetooth device availability.

When the Bluetooth interface is available the  icon is shown and the test message button  is enabled. Using this button it is possible to send a test message to all Bluetooth devices nearby. Be sure that the receiving device has the Bluetooth active.

The video orientation depends on the video card settings. If you are installing a display showing an horizontal image vertically, you need to change the video card settings, selecting a rotation of 270°.

The player can execute video schedules, audio schedules or both. You need to select the desired function. If you planned to execute the video schedule only, selecting the Video option will slightly improve the player's performance.

Player registration

You can register the player automatically using the wizard or create it manually on the platform.

Prerequisites:

1. The player needs an Internet connection
2. You need to have a valid username and password for platform
3. You need to know the application code or the platform URL (**[http://\[your-application-code\].websignage.eu](http://[your-application-code].websignage.eu)**)
If you are using a demo account the application code is **demo** (**<http://demo.websignage.eu>**).

In order to manually register a player in the platform, you need to do the following:

- Take note of the serial number generated automatically by the player.
- Put the serial code, as shown in the player configuration window, in the serial number field in the Video player detail sheet of the Web Signage platform.

Video player

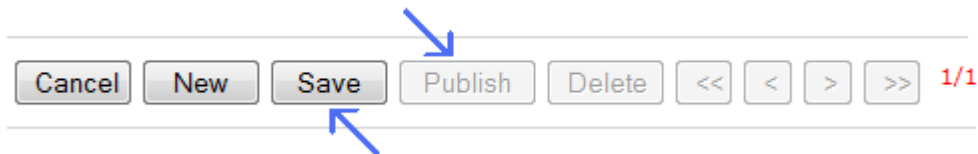
New record

Name*: Group:

Refresh: Volume:

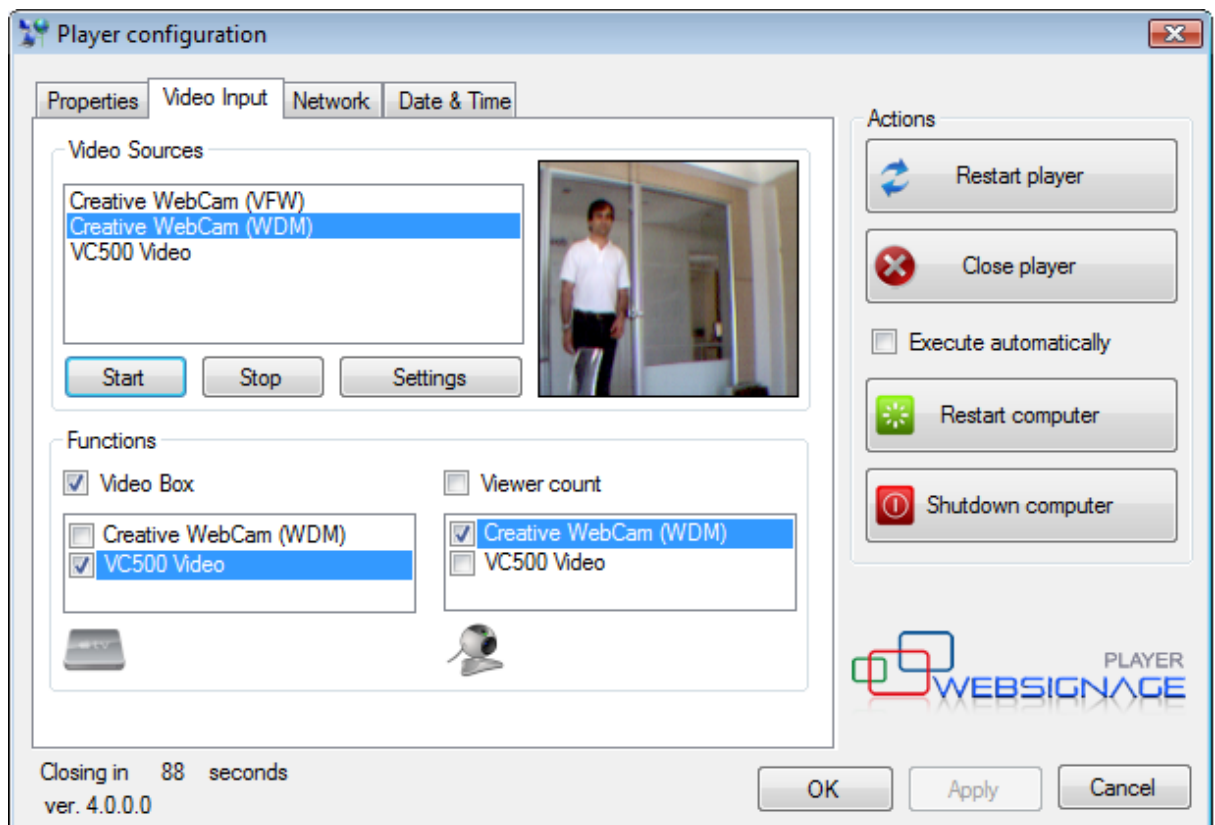
Serial no:

- Save and publish the player



Diagnostics

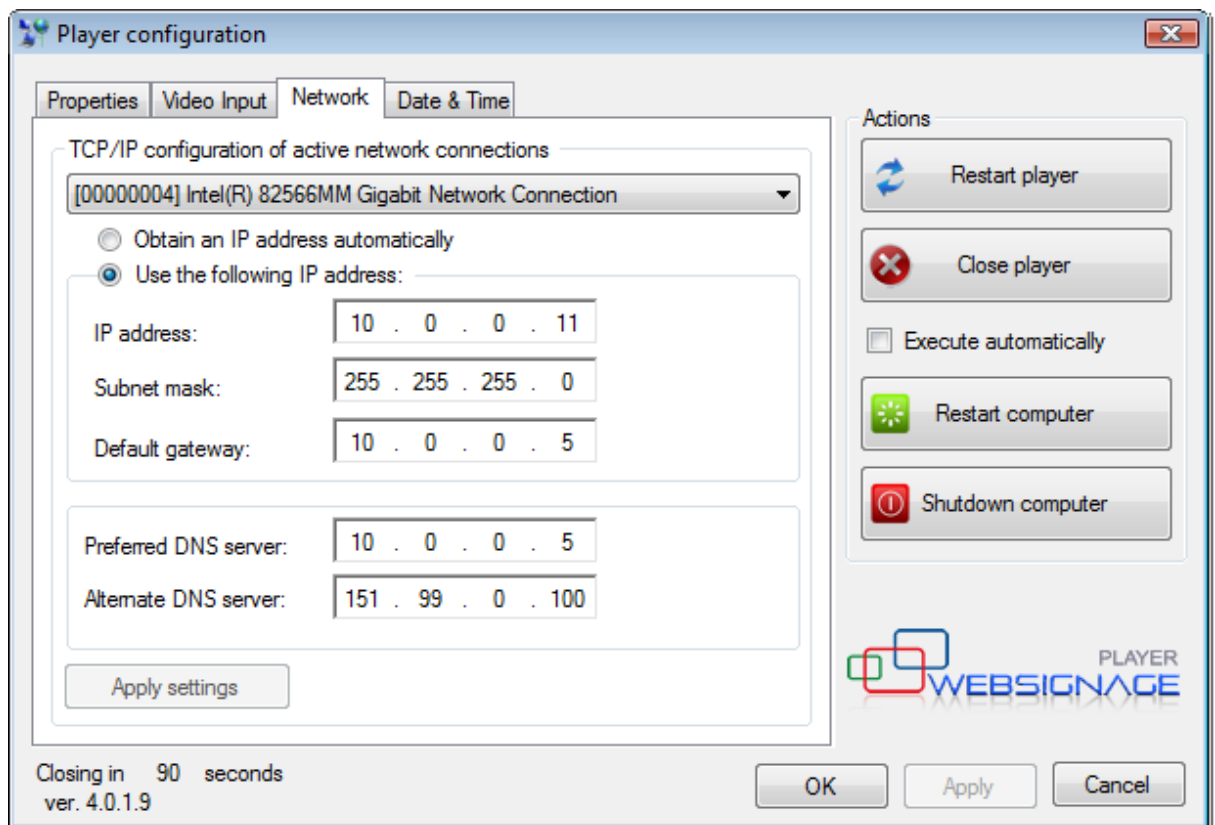
It is possible to activate an **Auto update** option to automatically download and install the player updates. The Send error log option enables an automatic notification of all player errors to the technical support center. By clicking on the send now button it is also possible to send the error log manually.



- The player is able to route any Microsoft DirectShow® compliant video source to the following functions:
1. Video Box, to display video sources from DTV, SAT, camcorders or DVD and use the Video Input planning functionalities of the Web Signage platform.
 2. Viewer count, to use the optional Web Signage audience analysis module.

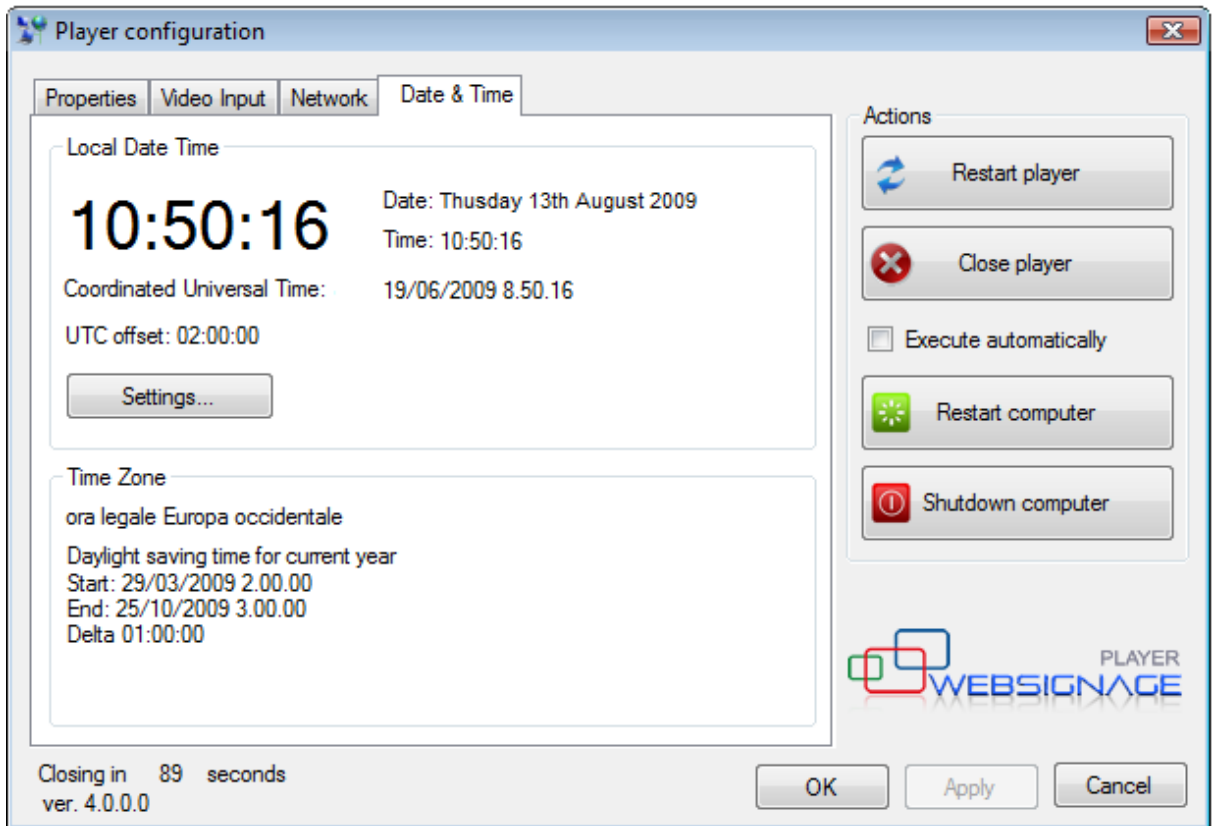
A video source can be used for one function only, selecting the checkbox within the list. Clicking on the

Start button it is possible to test the video input.



TCP/IP configuration

This tab shows the settings for the network configuration of all machine's connections. To use the player a connection through the HTTP port 80 is needed. You can check your setting using the Test button in the Properties tab. If you already configured the network adapters using the network settings of Windows, you don't need to make any change.



It's very important to keep the system clock synchronized with the correct time. If set wrong, the server will not be able to keep the contents in sync correctly.

The **Settings** button opens the system clock control panel.

To save your changes, click on the **Apply** button. To close the window click on **OK**.

3.3 Environment configuration

To play multimedia contents, you need an unattended PC running the player software continuously, even if a power outage occurs. So it is advisable to use an uninterruptible power supply, possibly able to cleanly shut down the computer if a prolonged outage occurs.

The following instructions are meant for Windows XP but can be easily applied to Windows Vista.

Autologon

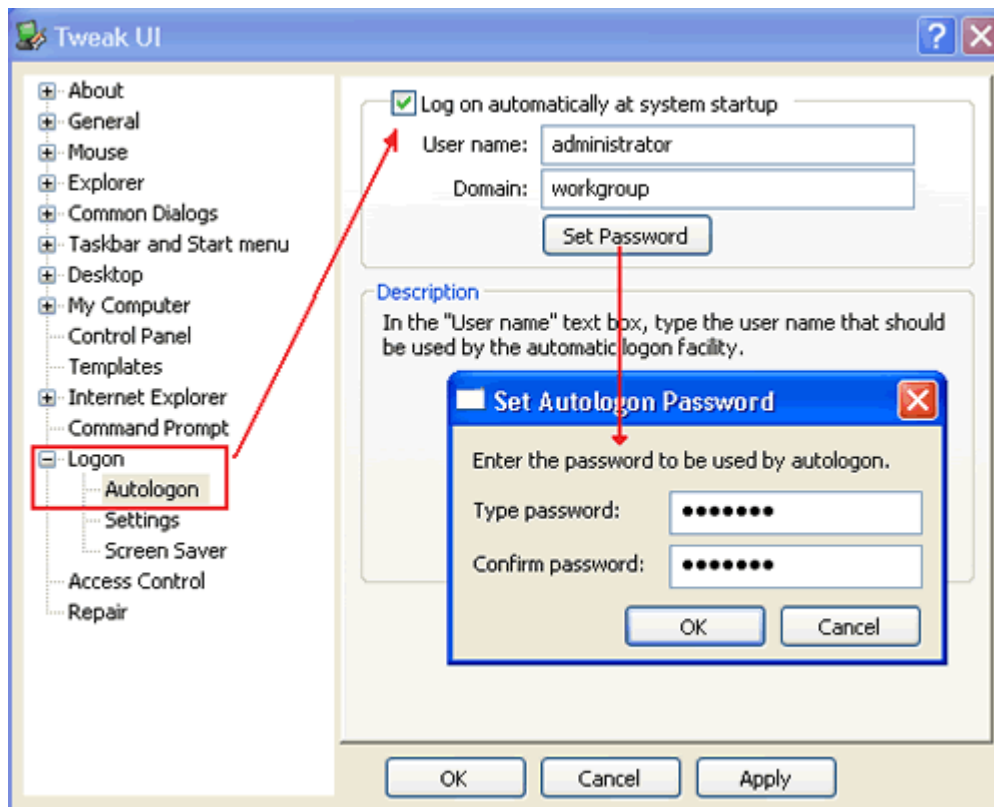
It's important for our purposes to provide an automatic startup skipping the operating system authentication process. This is achieved by maintaining only one administrator account within the user control panel (default configuration).

If an additional user is needed, the operating system will start to ask to select the user account at logon, stopping an unattended startup.

We need to setup an automatic logon using an appropriate software like Tweak UI, a free tool supplied with Microsoft PowerToys for Windows XP.

Download the PowerToys from <http://download.microsoft.com/download/whistler/Install/2/WXP/EN-US/CmdHerePowertoySetup.exe>, install (you need to be a system administrator) and proceed as follows:

- Start TweakUI: **Start > All Programs > Powertoys for Windows XP > Tweak UI**



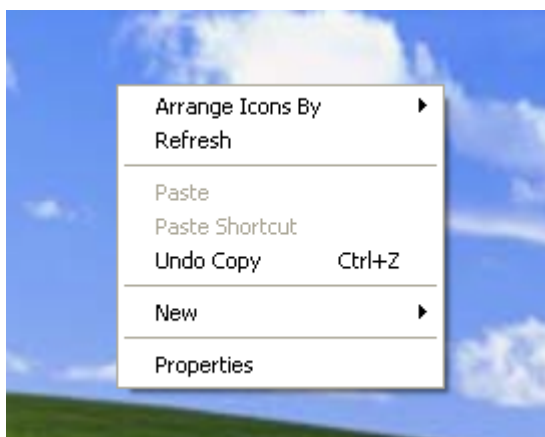
- Expand the **Logon** node and select **Autologon**
- Check **Log on automatically at system startup**, click on **Set Password**. A popup is shown. Type the administrator password and click on **OK**

From now on (at least until you don't make changes to the administrator password or you disable the autologon feature) the PC will be able to make a unattended boot.

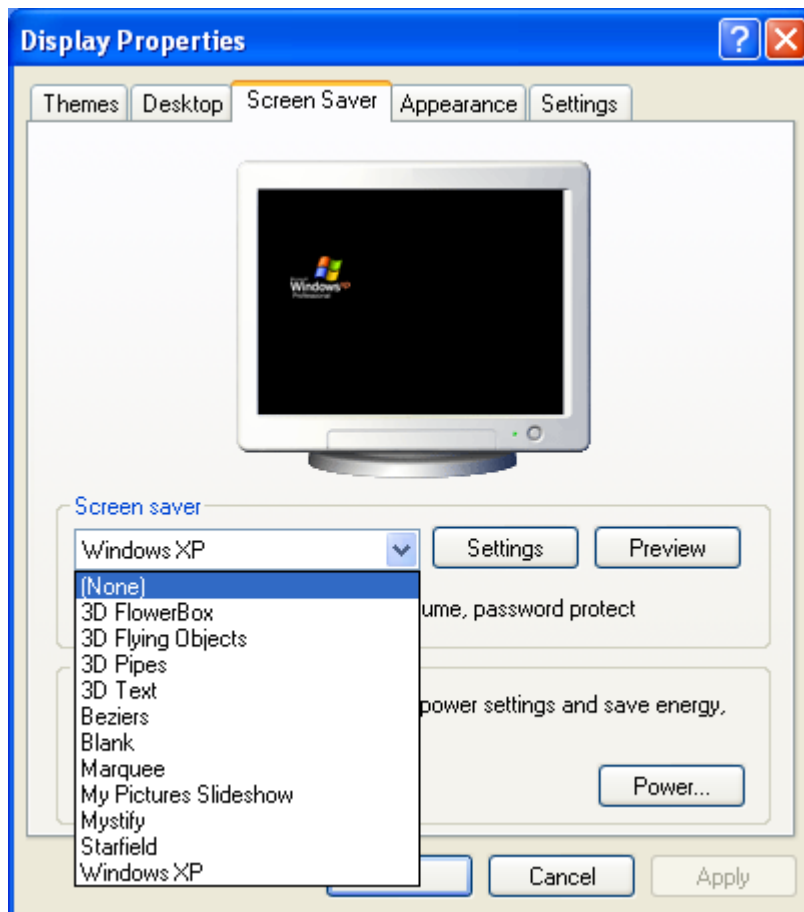
Other settings

For best results we strongly advice the following settings.

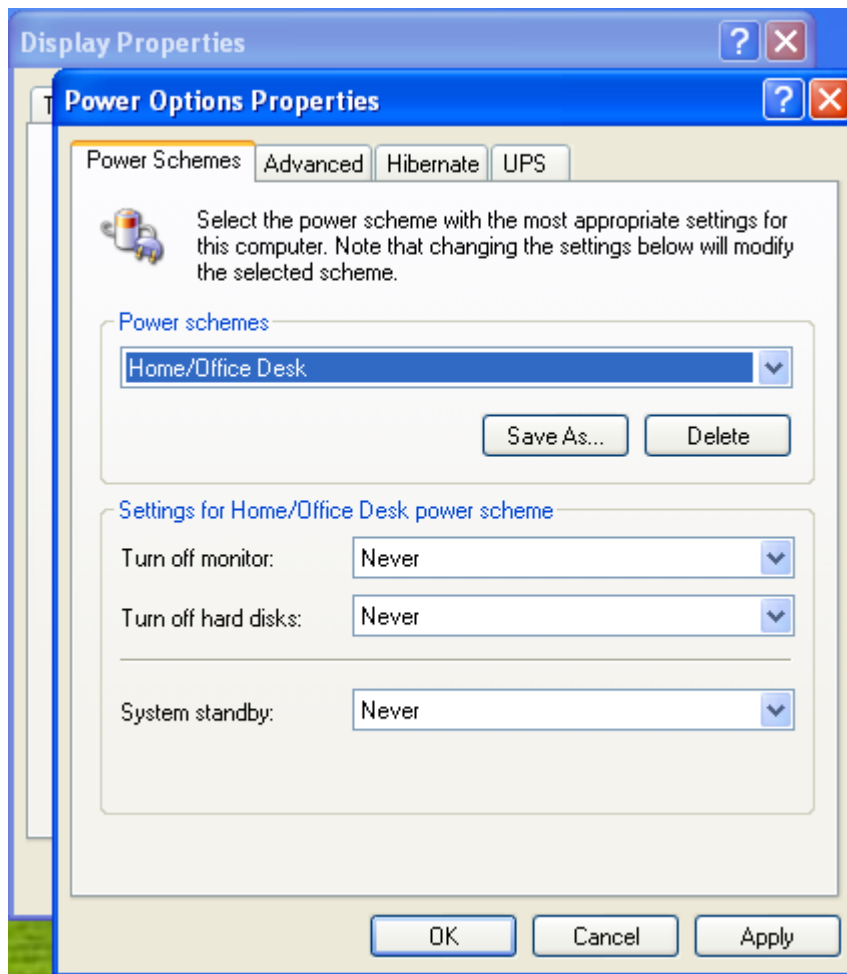
- Right click on the desktop and select **Properties**.



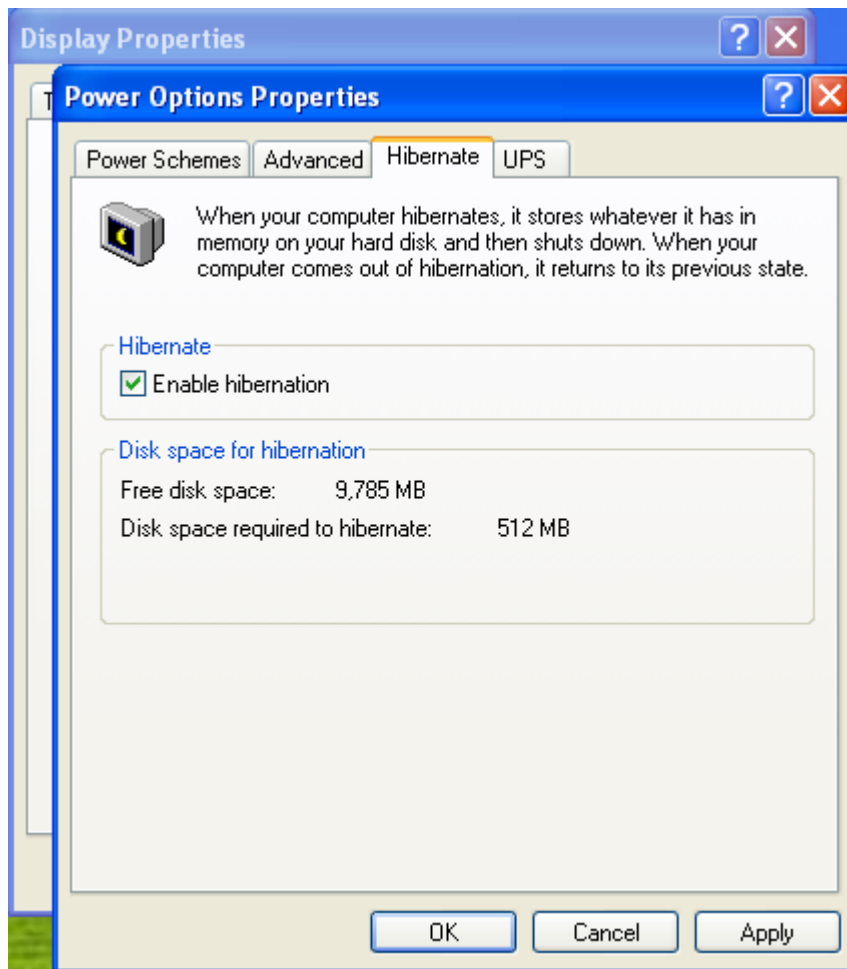
- The **Display Properties** window opens. Select the **Screen saver** tab. Disable the screen saver selecting **(None)** from the drop down list.



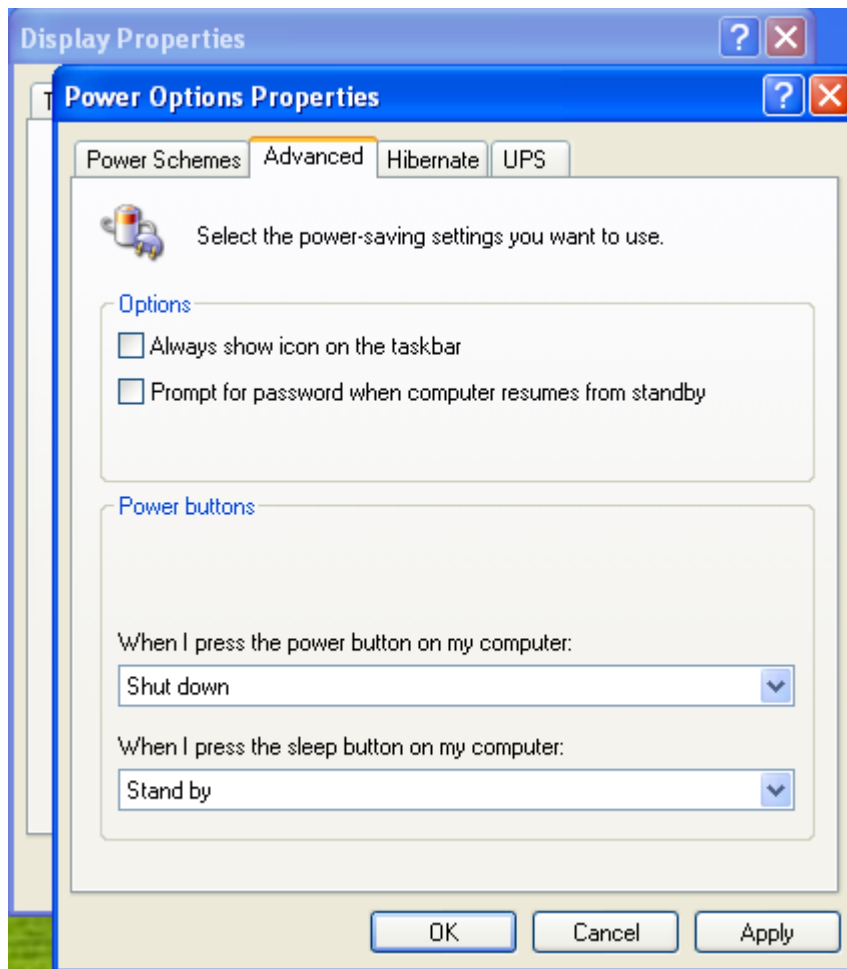
- Click on the **Power...** button at bottom left; the **Power Option Properties** is shown. In the **Power Schemes** tab, select **Never** for the following options:
 - Turn off monitor:
 - Turn off hard disks
 - System standby



- Select the **Hibernate** tab and check **Enable hibernation**



- Select the **Advanced** tab and uncheck **Prompt for password when computer resumes from standby**



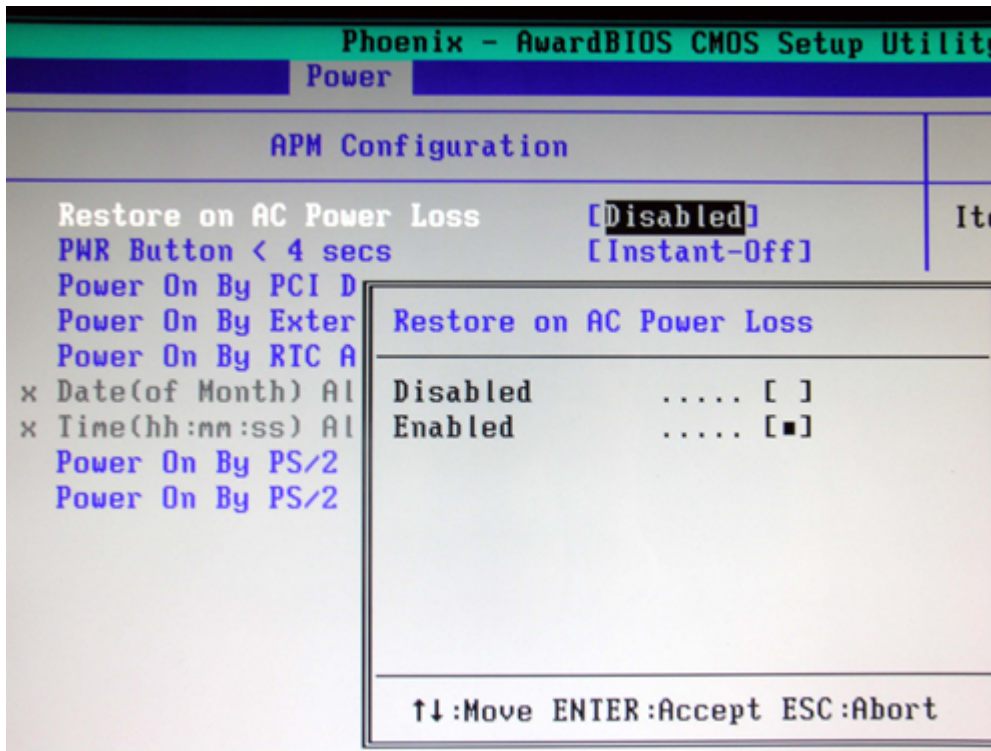
Click on **OK** on the **Power Option Properties** and **Display Properties** windows.

Power outage

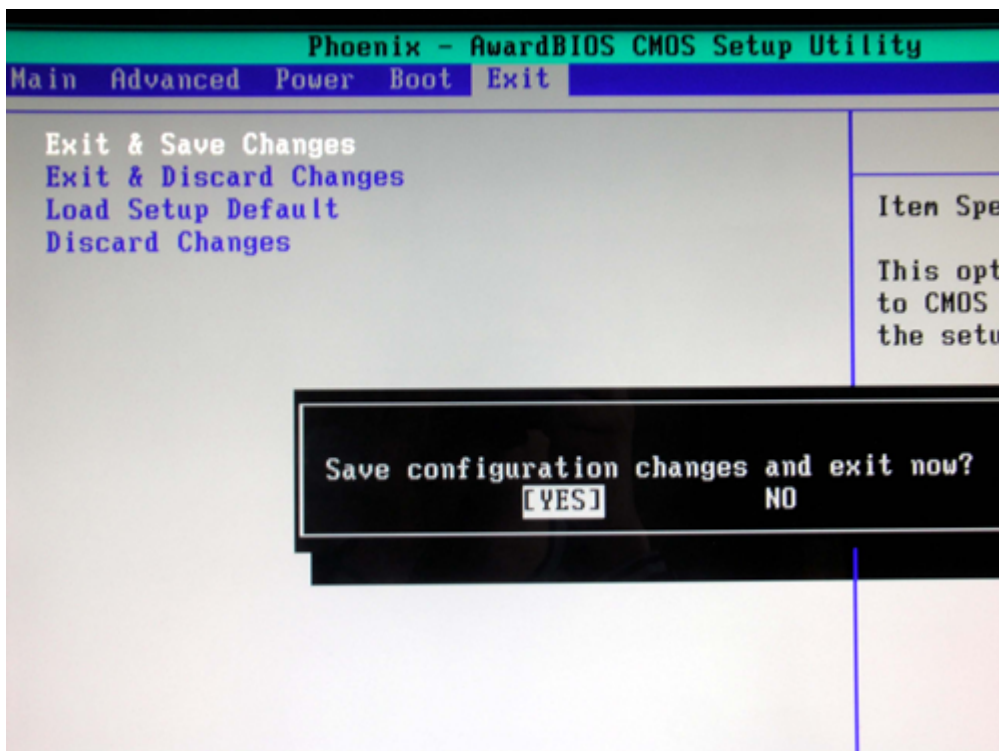
This configuration is not available on every PC. If unavailable the PC will restart automatically in case of power outages. The instructions and screenshots may be slightly different for your BIOS.

To have a system restart after a power outage you can use the options available on latest BIOSes. To enable a system restart on power loss do the following:

- During the POST (Power-On Self Test), hit the **Canc** button to open the BIOS interface;
- Select the *Power* menu using the keyboard arrows;
- Within the *Power* menu, select *Restore on AC Power Loss*;
- Hitting **Enter** the available options are shown;
 - *Disable*: the PC will be left powered off after a power outage
 - *Enable*: the PC will restart itself after a power outage



- Select *Enable* and hit the **Enter** key
- Using the keyboard arrows, move to the Exit menu and select the *Exit & Save Changes* option. Hit Enter two times to confirm saving.



Notice: refer to your main board manual because the BIOS interface can be different.

4 Further information

Web Signage is developed by Edisonweb srl. All rights reserved. Web Signage player can be used to display multimedia content only in association with the Web Signage on line software platform.

A free usage licence is grant by Edisonweb only to users holding a time limited demonstration account for the Web Signage on line software platform.

Edisonweb nevertheless reserves the right to withdraw the free usage grant at any time.

Further information are available on line:

Edisonweb: www.edisonweb.com

Web Signage solutions: www.websignage.eu



Networking Infrastructure Solutions
ISV/Software Solutions



Azienda con Sistema di Qualità
Quality Management System
UNI EN ISO 9001:2000



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