

# **“Store Front”** Digital Signage



## **User's Guide**

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## Installation

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System Requirements:

- Windows NT/ME/2000/XP/Vista
- Sun Java JRE-1.6 and above  
(<http://java.sun.com/javase/downloads/index.jsp>)

1. Run **Store Front** Digital Signage-[version].exe to start the installation process.

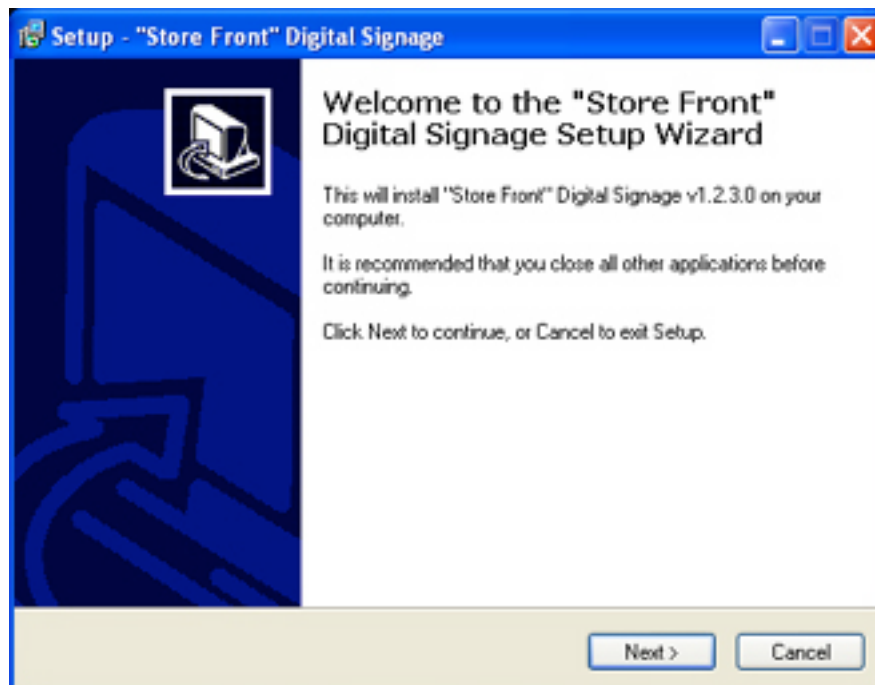


Figure 1.1 : Setup Wizard.

2. Read the software license agreement. Click **Next** after accepting to proceed.

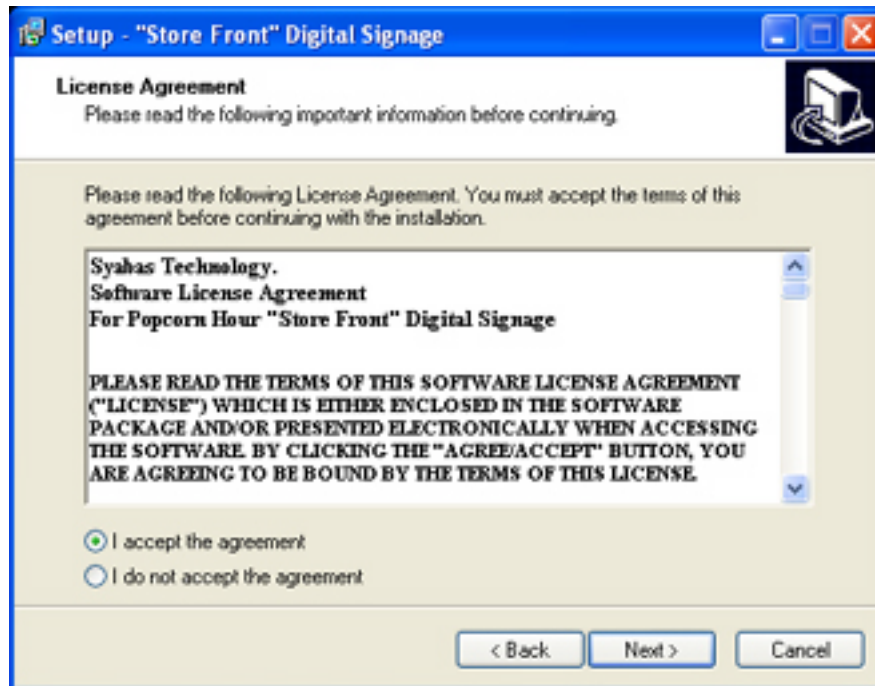


Figure 1.2 : License Agreement.

3. Modify the desired installation path or leave the default path and click **Next** to proceed.

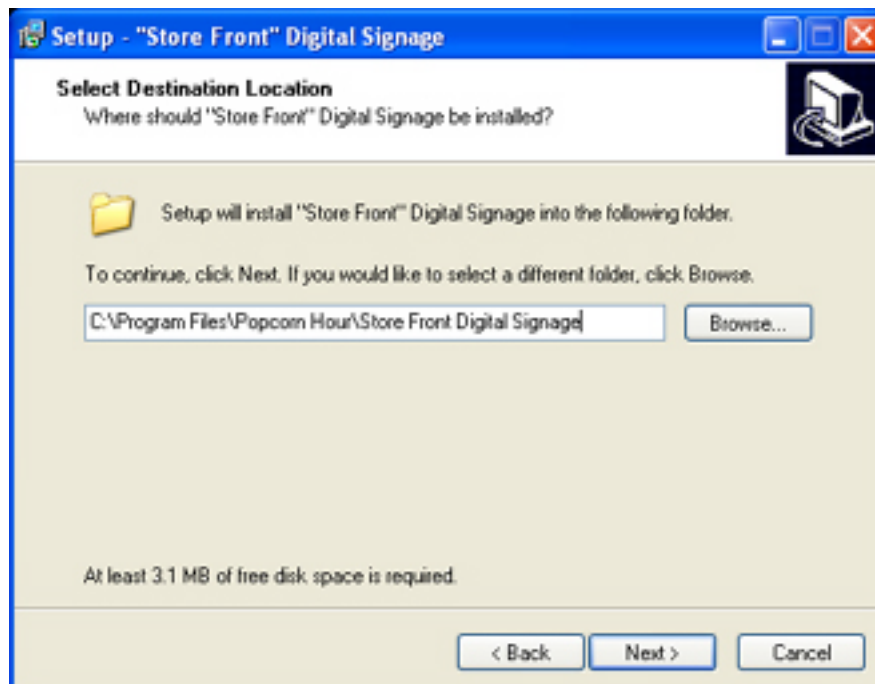


Figure 1.3 : Select Installation Destination.

4. Modify the desired start menu folder or leave the default choice and click **Next** to proceed.

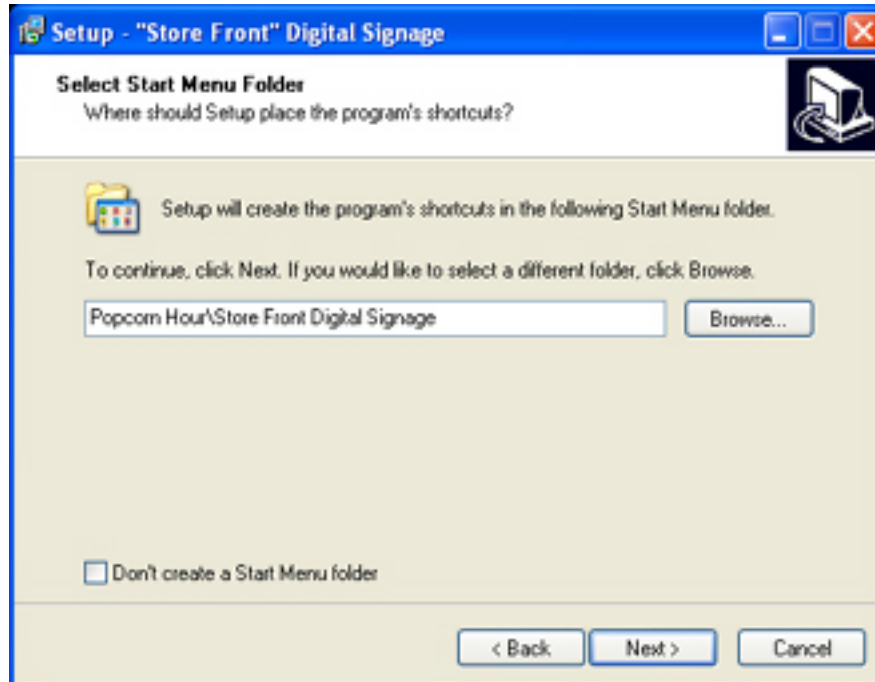


Figure 1.4 : Start Menu Folder Selection.

5. Modify optional icon/shortcut creation or leave the default choice and click **Next** to proceed.

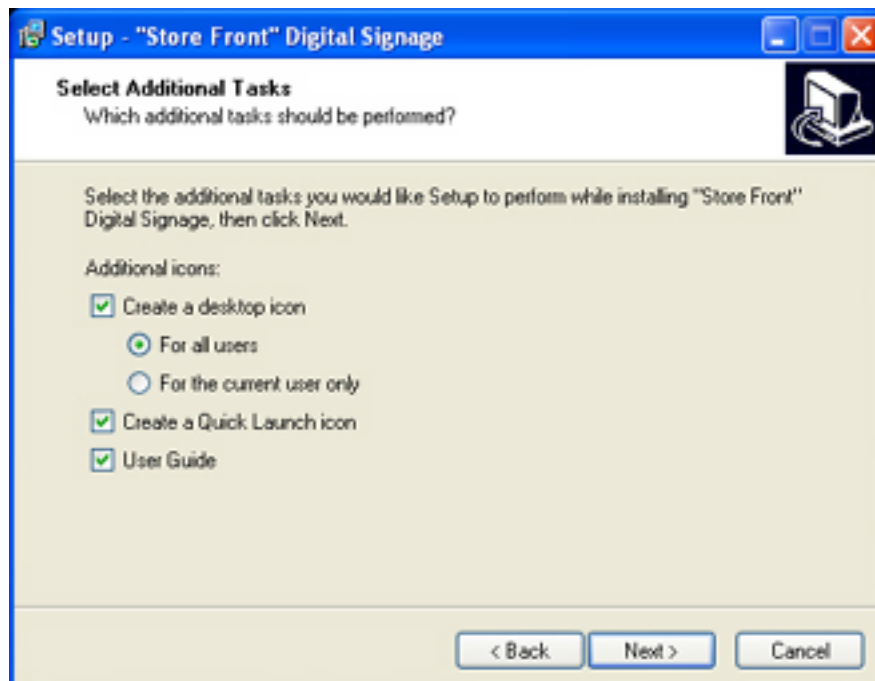


Figure 1.5 : Select Additional Tasks.

6. Review the previously selected installation options and click **Next** to proceed.

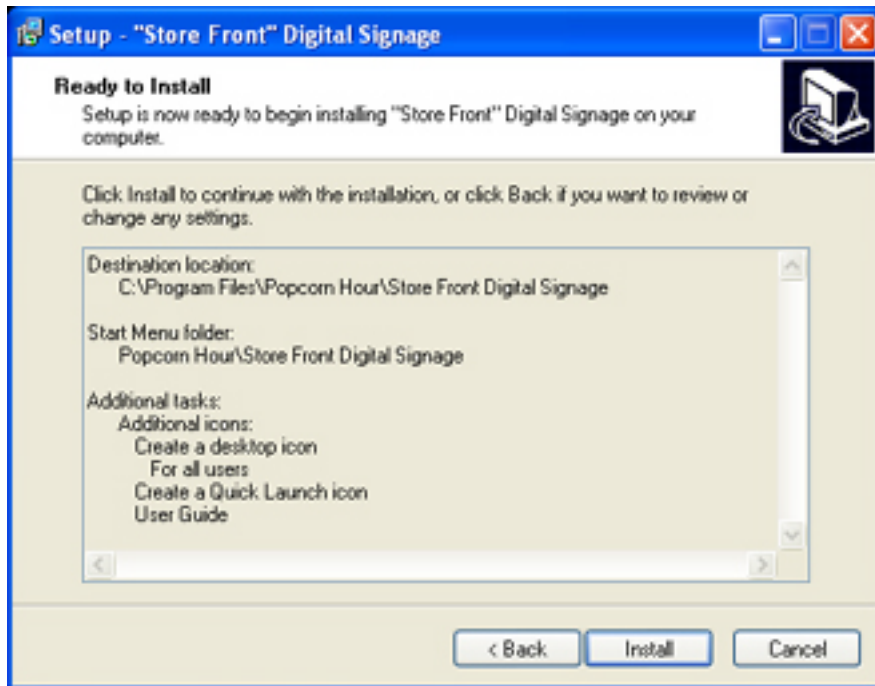


Figure 1.6 : Installation Choices Review.

7. Click **Finish** to complete the installation and launch the application.

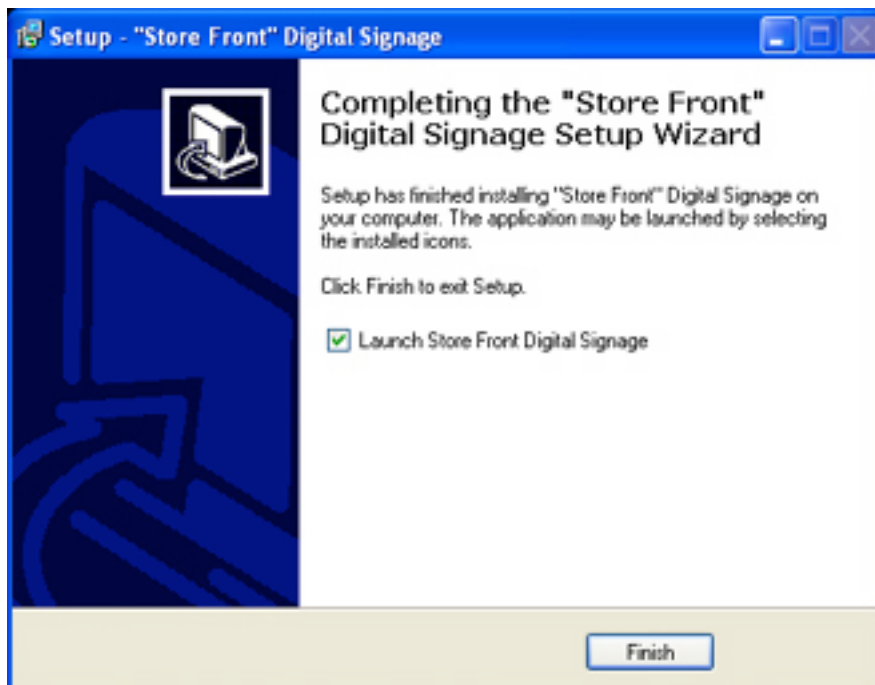


Figure 1.7 : Installation completion.

# Start “Store Front” Digital Signage

## Layout

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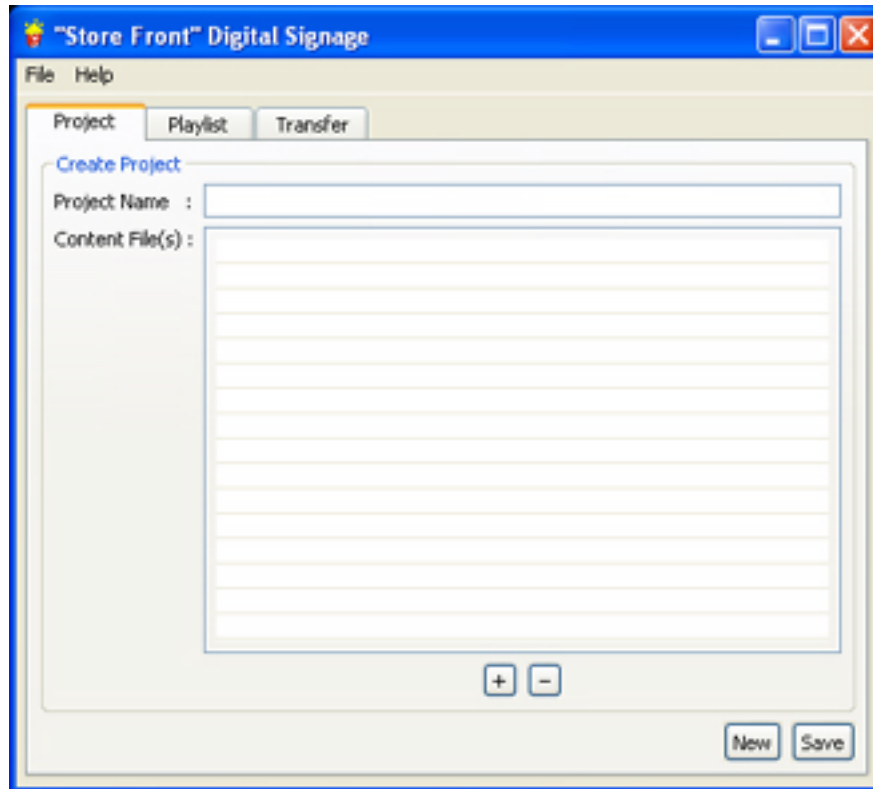


Figure 1.8 : **Store Front** Digital Signage.

### Menu Bar

#### • **File**

##### ◇ **New Project**

Create a new project. Clears all fields and resets options back to default.

##### ◇ **Open Project**

Opens an existing project for editing. Default path is <installation folder>/Project/.

##### ◇ **Save All**

Saves the Project and Playlist.

# Start “Store Front” Digital Signage

- ◇ **Exit**  
Shutdown the application without saving.

- **Help**

- ◇ **User Guide**  
Shows the application guide.
- ◇ **Check for Updates**  
Check for latest firmware or software download.
- ◇ **About**  
Version and copyright information.

## Tabs

- ◇ **Project**  
Add and manage media for a specific project.
- ◇ **Playlist**  
Customize playlist size, order and transition effects.
- ◇ **Transfer**  
Select which method to use for transferring media to the player.

## Introduction

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Begin with creating a new project and adding media files to the project. Different formats and types can be mixed.

All supported media :

- **Video containers:**

- ◇ MPEG2 Transport Stream (TS, TP, TRP, M2T, M2TS, MTS)
- ◇ AVI, ASF, WMV
- ◇ Matroska (MKV)
- ◇ MOV (H.264), MP4, RMP4

- **Video codecs:**

- ◇ XVID SD/HD
- ◇ MPEG-4.2 (ASP@L5, 720p, 1-point GMC)
- ◇ WMV9 (MP@HL)
- ◇ H.264 (BP@L3, MP@L4.0, HP@L4.0, HP@L4.1)
- ◇ VC-1 (MP@HL, AP@L3)

- **Audio codecs:**

- ◇ WMA, WMA Pro
- ◇ AAC
- ◇ MP1, MP2, MP3
- ◇ LPCM

- **Photo formats:**

- ◇ JPEG
- ◇ BMP
- ◇ PNG
- ◇ GIF

## Create Project

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1. Click the **New** button to clear all files and start with the default settings.
2. Name the project (e.g. Project1)
3. Click the **[+]** button to open the file dialog. Select media files that are to be included in the project.
4. Click the **[-]** button to remove unwanted media files from the project list.
5. Click the **Save** button to save the current project to the application's installation folder (<projectname>.dsg).

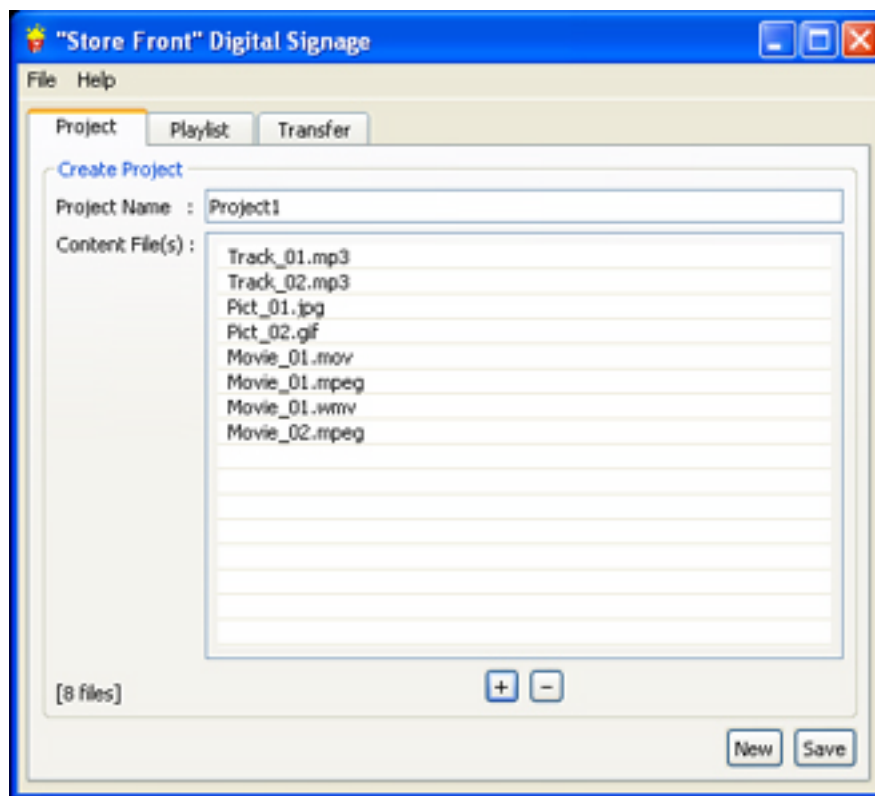


Figure 2.1 : Project Creation.



**Note:** The number of files added is shown on the lower left hand corner of the window. Files are limited to a maximum size of **4GB** each due to **FAT32** filesystem limitations.

# Playlist

## Introduction

Once the project has been created, the media files added to it needs to be organized into a playlist. The playlist will control the order media is played in and the transition effects/delay for images.

## Playlist

1. Click the **New** button to create a new playlist.
2. Select the **USB Drive Capacity**. Set it to match the value of the internal USB storage of the player for proper handling of playlist size.

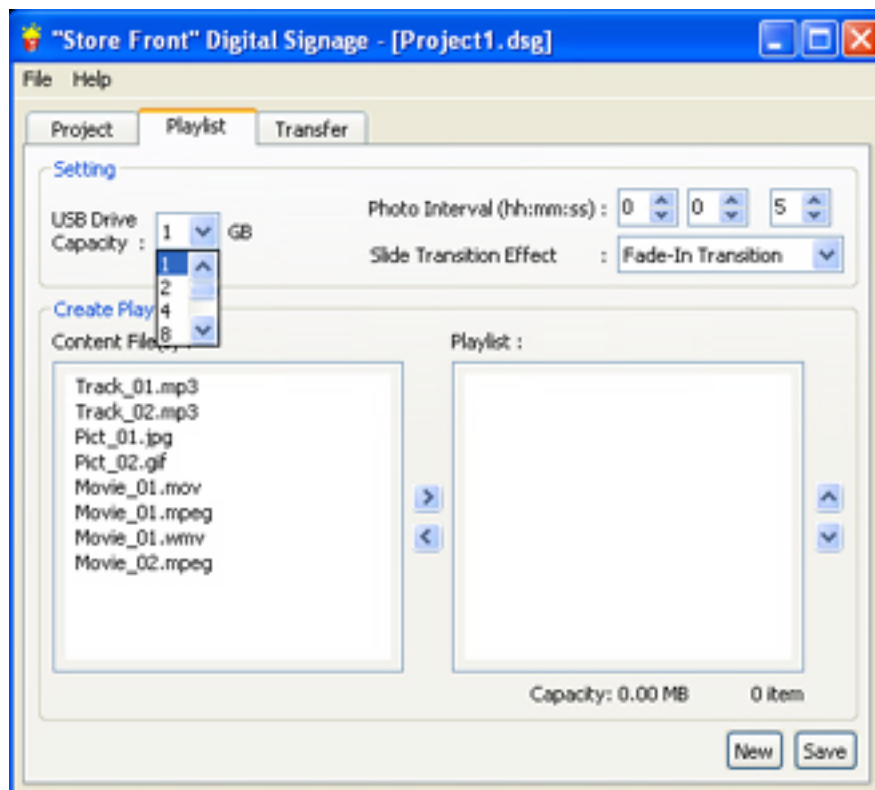


Figure 3.1 : Select USB Drive Capacity.

# Playlist



**Note:** The playlist size is limited by the USB storage available on the player. The available sizes are 1, 2, 4, 8, 16, 32 and 64 GB with 2 GB being the default value.

3. Select the **Photo Interval** period. The interval will be applied to all images in the playlist.

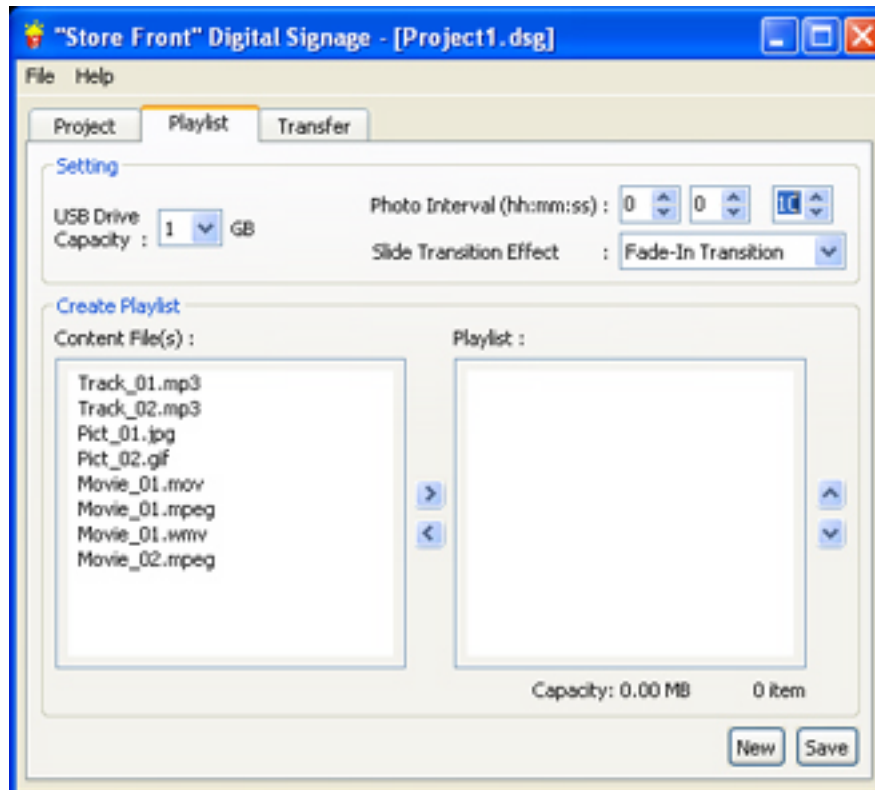


Figure 3.2 : Select Photo Interval period.

4. Select a **Slide Transition Effect**. The transition effect will be applied to all images in the playlist.

# Playlist

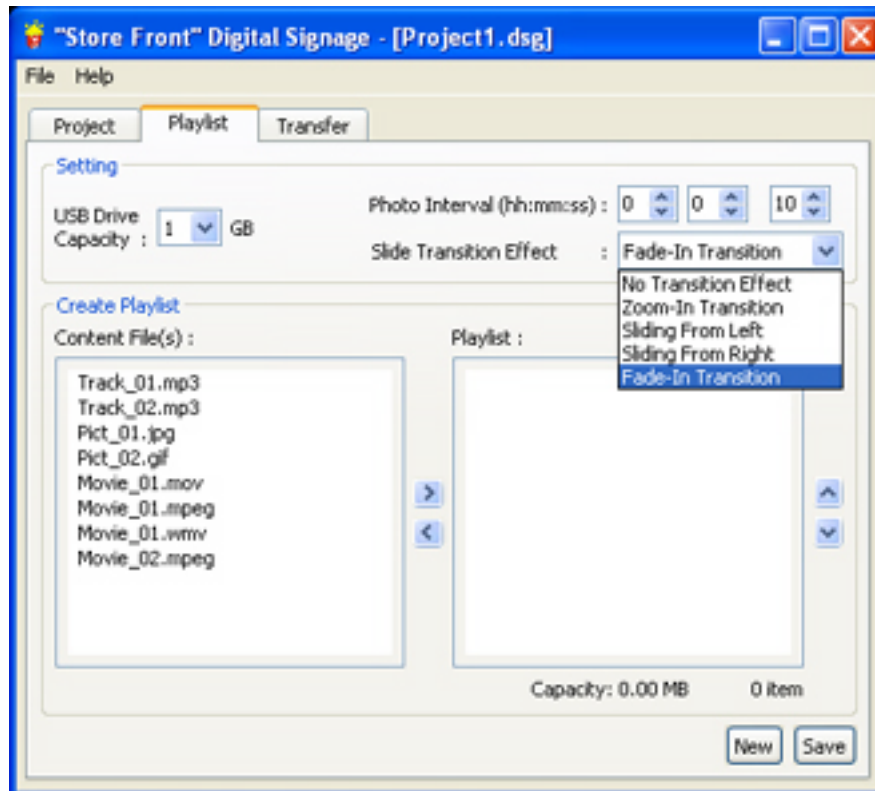


Figure 3.3 : Select Slide Transition effect.

5. Select the items to be added to the playlist from the left box listing. Multiple items can be selected by holding down Ctrl-key or Shift-key while clicking on items. Items can be dragged across to the right box with the mouse as well. Click the [**>**] button to add the selected items to the current playlist.
6. Select media in the right box listing and click the [**<**] button to remove unwanted items from the playlist.
7. Select media in the right box and click the [**^**] and [**v**] buttons to change the playback sequence. Items at the top of the list will be played first.

# Playlist

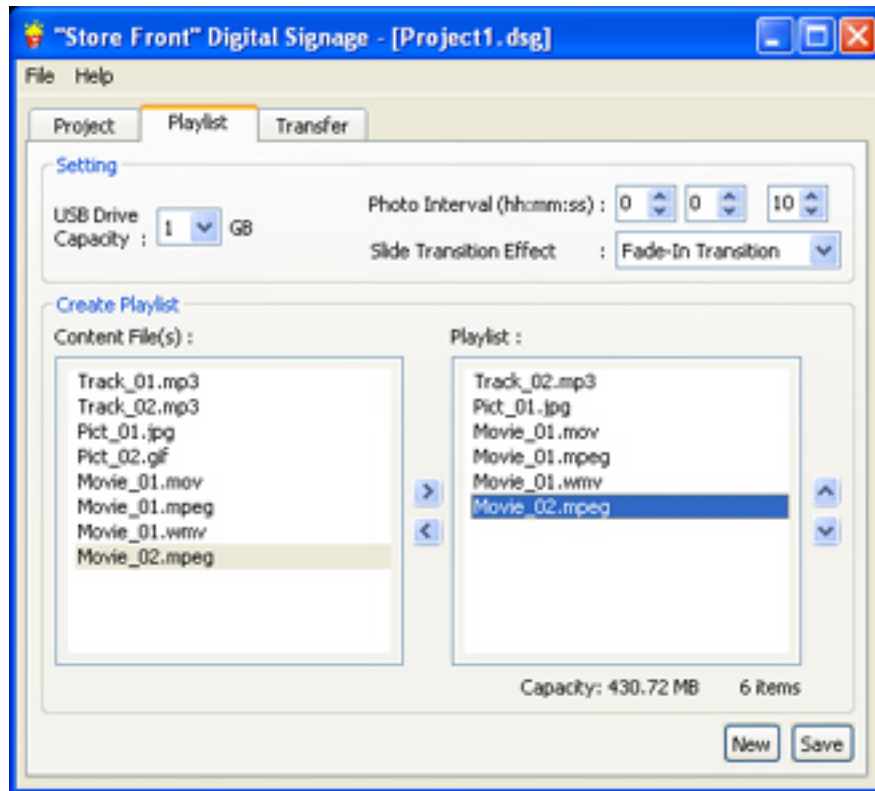


Figure 3.4 : Add items to playlist.



**Note:** Repeating the same media item in the playlist requires adding the item multiple times to the same playlist. This will not increase the used capacity.

# Playlist

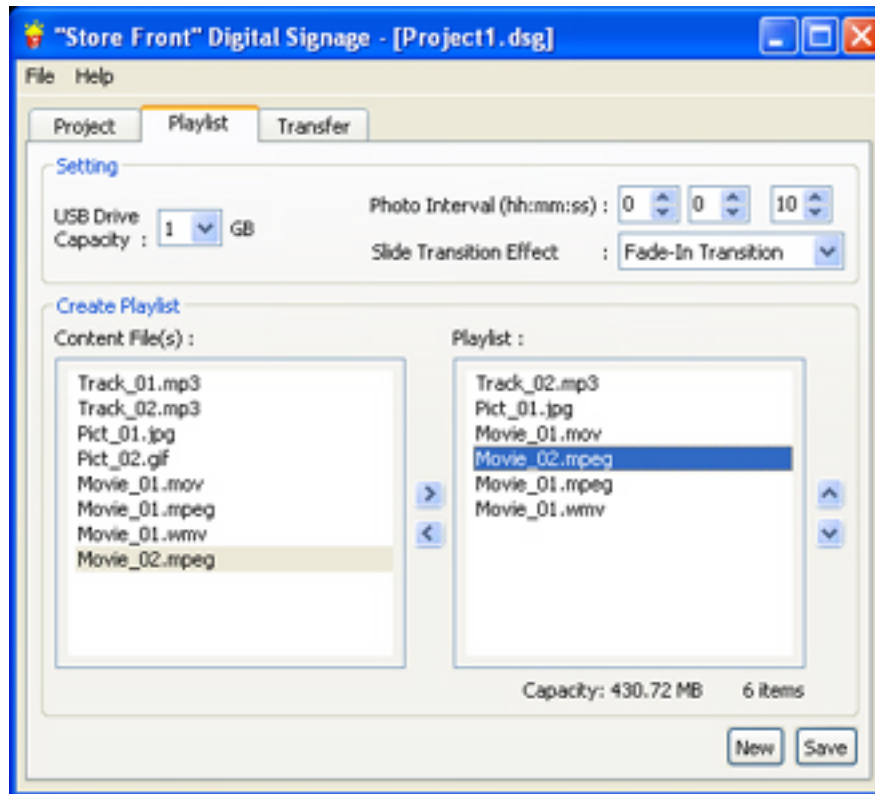


Figure 3.5 : Adjusting playlist order.



**Note:** The capacity value shown at the bottom of the right box listing is the current size of the playlist.

8. Click the **Save** button to save the playlist file. The file will be saved in the same folder as the project file previously created. (<projectname>.pls)

## Introduction

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There are a variety of methods to transfer the playlist to the Digital Signage player:



**Note:** The Digital Signage Player's internal USB storage must be prepared before first usage. The following steps **MUST** be performed before deployment:

1. Internal USB storage must be formatted to the **FAT** or **FAT32** filesystem.
  2. Initialize the internal USB storage structure by transferring the playlist via the **Copy to USB Storage** method.
- 
- a) **FTP**
    - Connects to the Digital Signage player through the FTP protocol and transfers the files immediately.
  - b) **USB**
    - Copies the playlist to a connected USB thumbdrive storage device, which can be transferred to the player later.
  - c) **Folder**
    - Writes the project files to a folder on a local disk.

## FTP to Digital Signage Player



**Note:** The default login for the Digital Signage Player is as follows:

**Username = ftpuser**

**Password = ftpuser**

1. Select the **FTP to Digital Signage** method.
2. Connect the Digital Signage Player to the same network as the PC this application is installed.
3. Enter the IP address of the Digital Signage Player into the box and click the **Connect** button.
4. Click the **Start** button to begin the transfer. The application will check for a existing project on the Digital Signage's internal storage before uploading the media and configuration files. The transfer speed will vary depending on network traffic.
5. Click the **Stop** button to interrupt the process at any time.

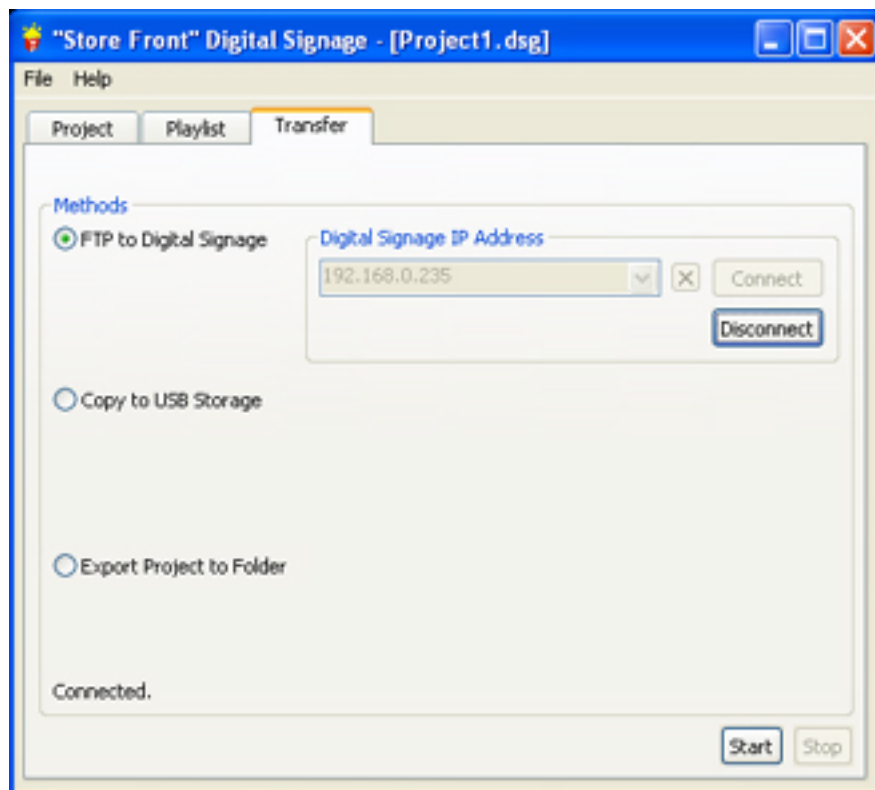


Figure 4.1 : Transfer project to the Digital Signage Player via FTP.



**Note:** The FTP transfer method does not support UTF-8/16 encoded (Chinese/Japanese) filenames. Media must either be renamed to ANSI/ISO-8859-1 encoded filenames, or be transferred using the **Copy to USB** method.

## Copy to USB Storage

1. Select the **Copy to USB Storage** method.

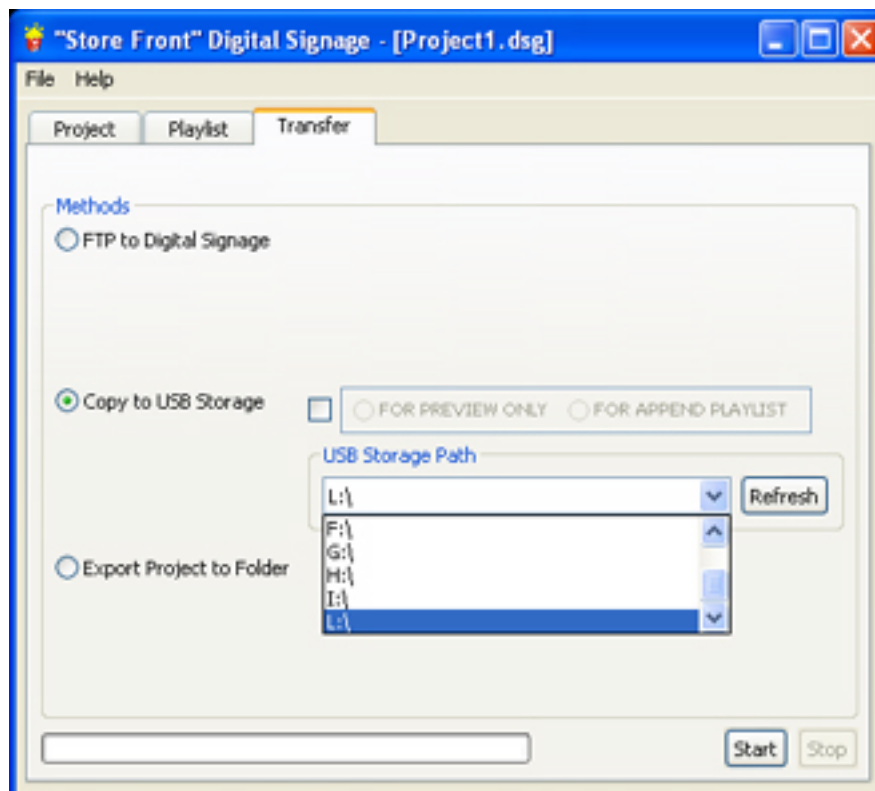


Figure 4.2 : Copy project to USB storage.

2. Plug in the USB thumbdrive that will be used for transferring the playlist to the Digital Signage Player.
3. Select the thumbdrive path from the drop down menu. Press the **Refresh** button to update the list of drives.

# Transfer

4. Leave the checkbox untouched to force the Digital Signage Player to copy all project files and the playlist from the USB thumbdrive to it's internal storage when inserted. Clicking the checkbox will provide two additional options:

i) **For Preview Only**

- Project files in the USB thumbdrive will not be transferred to the Digital Signage Player's internal storage. The Player will immediately start playing the playlist directly from the thumbdrive when inserted.

ii) **For Append Playlist**

- Project files in the USB thumbdrive will not be transferred to the Digital Signage Player's internal storage. The playlist items will be appended to the existing playlist stored in the Digital Signage Player's internal storage and play directly from the USB thumbdrive when the internal media items have completed playback.

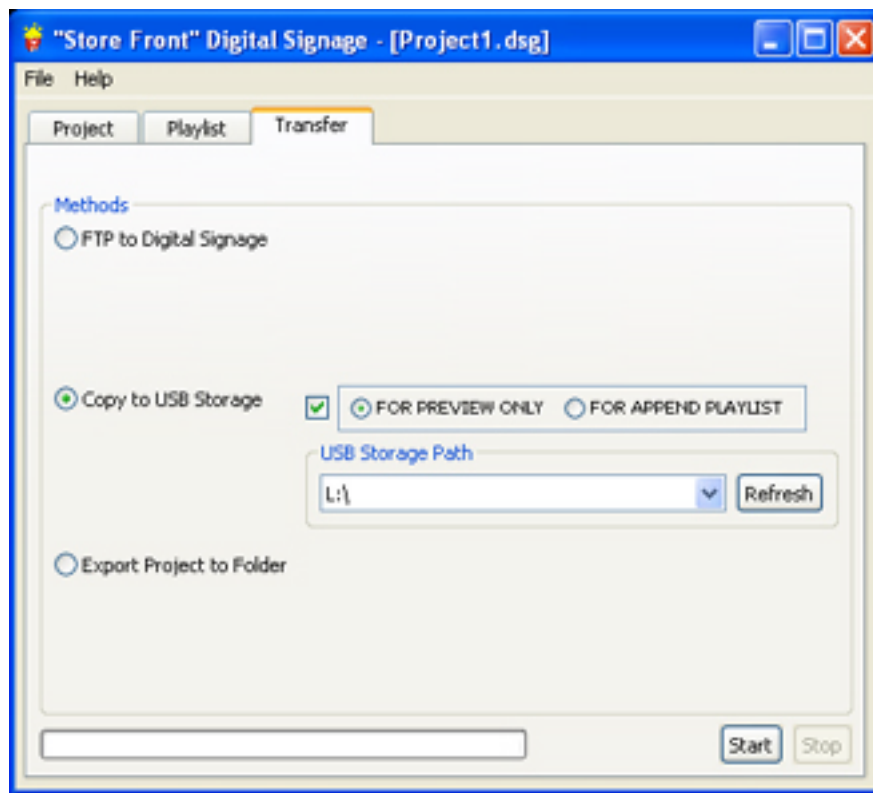


Figure 4.3 : Project Preview option.

6. Click the **Start** button to begin the transfer of the project files and playlist to the USB thumbdrive.

# Transfer

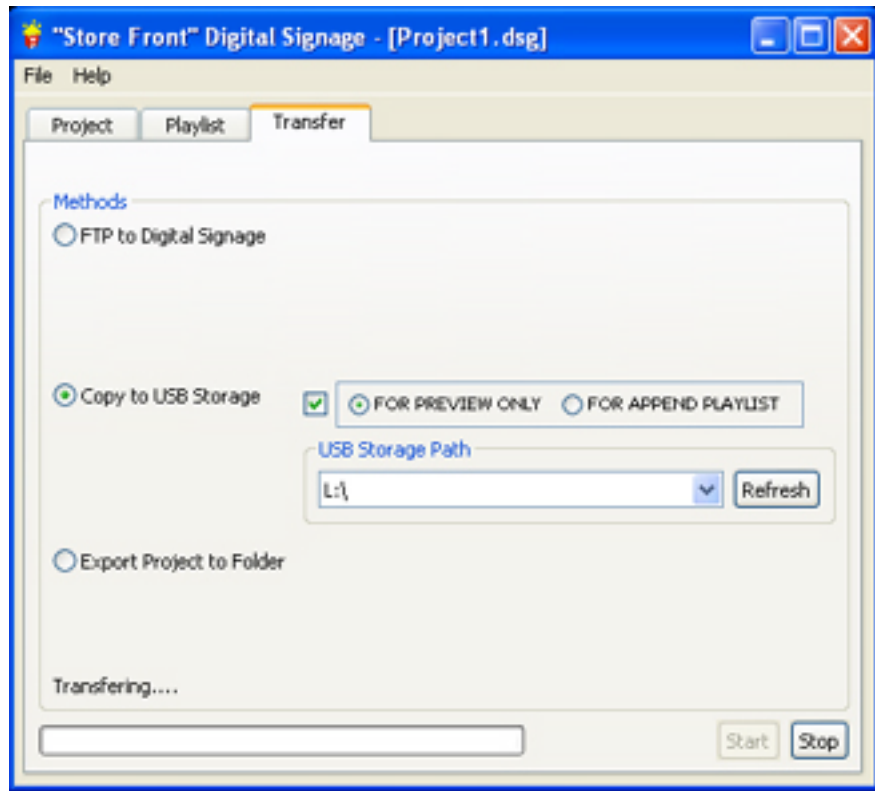


Figure 4.4 : Start project transfer.

## Export Project to Folder

The purpose of this option is to create a playback-ready folder containing all the media, settings and playlist associated with the project. The folder can then be transferred to other storage media or be used with a third party FTP client to manually handle the file transfer.

1. Select the **Export Project to Folder** method.
2. Click the [...] button to select a directory to export the project to.
3. Click the **Start** button to write the project to the folder.

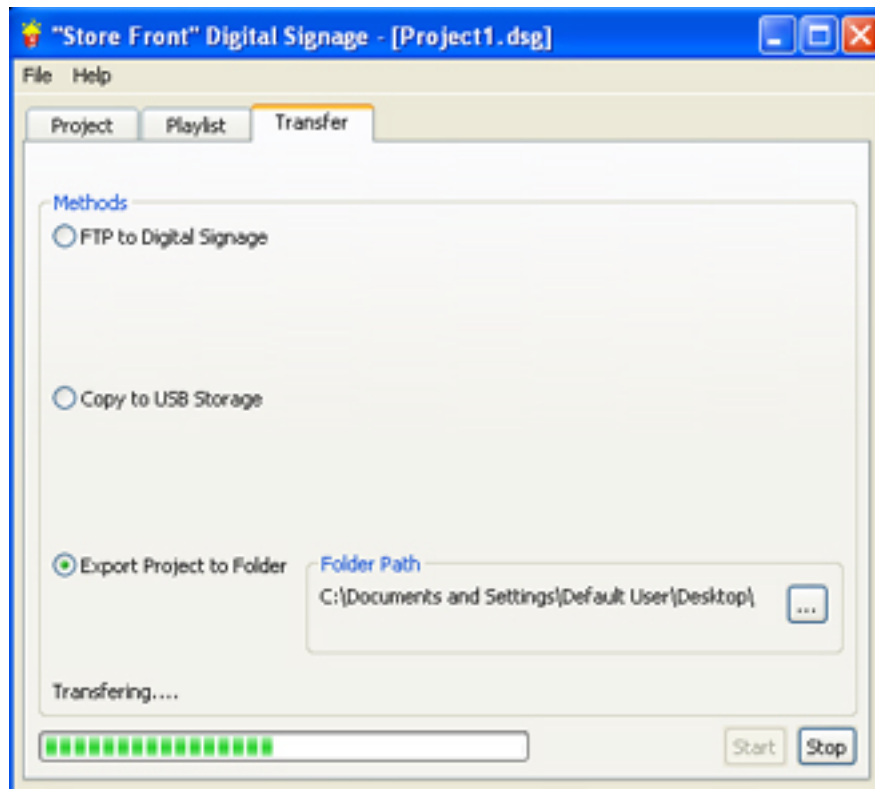


Figure 4.5 : Export Project to Folder.

## Introduction

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### Customization

The look of the Digital Signage Player can be customized to some degree by substituting images files for the various pages. The customized images will be added to the project and transferred along with the media files in the previous step.

The customizable images can be found in the **<Digital Signage PC app installation path>/Default/images** directory. Any number and combination of files can be replaced for customization purposes.

- ◇ *bootbg\_sd.jpg / bootbg\_hd.jpg* : This is the background image shown during bootup before the menu page.
- ◇ *dssbg\_hd.jpg* : This is the background image for the menu page.
- ◇ *ms\_button.png / ms\_button\_on.png* : Images for the **Media Source** button.
- ◇ *ss\_button.png / ss\_button\_on.png* : Images for the **Start Signage** button.



**Note:** The customized image files must match the filenames listed above. Image dimensions should also match the provided files to be compatible with TV screen resolution.

## Folder Structure

The folder heirachy of a Digital Signage project is as follows:

- ➔ *index.htm*
- ➔ *dss/*
  - ➔ *config/*
    - ➔ *menu.htm*
    - ➔ *\*.dss*
    - ➔ *images/*
      - ➔ *bootbg\_hd.jpg*
      - ➔ *bootbg\_sd.jpg*
      - ➔ *dssbg\_hd.jpg*
      - ➔ *ms\_button.png*
      - ➔ *ms\_button\_on.png*
      - ➔ *ss\_button.png*
      - ➔ *ss\_button\_on.png*
  - ➔ *media/*
    - ➔ *<media items copied in the project playlist>*