BrightSign™ **User Guide**

Network Manager

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Contents

1 2 3
1
2 3
2
• • • •
6
8
9
10
11
13
13
14

Chapter 3	Managing Your BrightSign Network	15
	Adding units to your BrightSign network	15
	Creating distribution groups	16
	Creating reports	17
	Viewing reports Downloading reports Creating custom presentations	17
	Customizing a playlist you create with BrightSign Network Manager Adding a playlist or CSV file to your presentation Updating your BrightSign software	19

Chapter 1 Getting Started

What is BrightSign Network Manager?

BrightSign Network Manager enables you to deliver and manage your digital sign content via an Internet connection. You can use BrightSign Network Manager with Roku BrightSign HD2000 digital signs.

Signing into BrightSign Network Manager

To use BrightSign Network Manager, you must contact Roku to obtain an account name, a user name and a password. Once you have received your account information, you can sign into the BrightSign website so you can create and manage your digital sign content.

- 1 Go to www.BrightSignNetworkManager.com.
- 2 Click **Account** and enter your account name.
- 3 Click **User name** and enter your user name.
- 4 Click **Password** and enter your password.
- 5 Click Sign In.

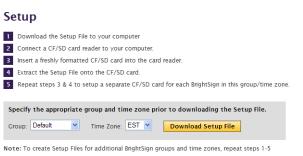


Setting up a BrightSign network

To use BrightSign Manager, you must first set up the BrightSign HD2000 units and connect them to a network with Internet access as described in the HD2000 documentation. Next, you must prepare your CF/SD cards for use on a BrightSign network.

To prepare CF/SD cards for a BrightSign network:

- Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).
- 2 Create the group for which you want to prepare the CF/SD card (see <u>"Creating distribution groups"</u> for details).
- 3 Download the Setup File to your computer:
 - a Click Setup in the upper-right corner of the screen.
 - **b** Click the **Group** list, and select the group for which you want to prepare the CF/SD card.
 - c Click the **Time Zone** list and select the time zone for which you want to prepare the CF/SD card.
 - d Click **Download Setup File**.
- 4 Extract the Setup File onto your CF/SD card:
 - a Insert the CF/SD card into a card reader that is connected to your computer.
 - **b** Extract the **Setup File** onto the CF/SD card.
 - c Repeat steps 4a and 4b to prepare a separate CF/SD card for each BrightSign in this group and time zone.
- 5 Prepare CF/SD cards for other BrightSign groups and time zones by repeating steps 2–4 and selecting the appropriate options for the other groups and time zones.



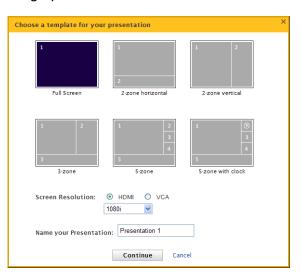
Chapter 2 Managing Presentations

This chapter shows you how to create presentations and deliver them to the units in your BrightSign network.

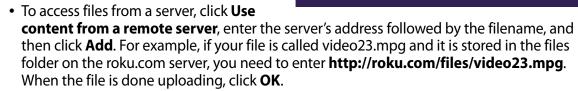
Creating a presentation

When you create a presentation, you select the overall layout of the screen and the content you want to include. For example, you can specify that you want to split the screen vertically into two regions: one region for video and the other region for graphics.

- Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).
- **2** Select the layout for your presentation:
 - a Click Create Presentation.
 - b Click one of the template samples: Full screen, 2-zone horizontal, 2-zone vertical,
 3-zone, 5-zone, or 5-zone with clock.
 - c Click **HDMI** or **VGA** and then select the resolution setting from the list.
 - **d** Enter a name for your presentation, and then click **Continue**.



- **3** Upload files to your library:
 - a Click Upload New Files.
 - **b** Do either of the following:
 - To add files from your local computer drives, click Upload content from your local drive, select the files you want to add, and then click Open. The upload status appears next to each filename while the files are uploading, and a check appears next to each filename when the upload is done.



Roku BrightSign Network Manager

Upload New Files

Upload content from your local drive Use content from a remote server

Upload a custom playlist file (advanced editing)

Upload a CVS file (advanced editing)

Home My Files Scheduling Reports Groups Unit

- c Click **Finished**.
- d Repeat steps **3a 3c** to add other files to your library.
- 4 Add files from your library to your presentation:
 - a Under Files, check the boxes next to the files you want to include in this presentation.
 Files



TIP: To quickly check or uncheck all your files, click the box next to the **Name** column heading.

- b Click Add to Presentation.
- **c** Do either of the following:
 - Click **Continue** to add other files to your presentation.
 - Click Layout to position the files within your template.

NOTE: If your presentation has only one zone, the **Layout** option is replaced by **Play Order**. This option enables you to define the sequence in which the files play.

5 (Optional) Add an RSS feed to your presentation:

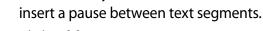
NOTE: If your presentation includes more than one zone, you can add either an RSS feed or text in the zone that is designated for this type of content.

Add a widget to the selected presentation above

Type or paste the URL below

RSS Feed Widget

- Under Widgets, click RSSFeed Widget.
- b Enter the web address for the RSS feed.
- c Click Every 30 minutes and select how often you want to refresh this RSS feed.
- d Click Add.
- 6 (Optional) Add text to your presentation:
 - a Under Widgets, click Text Widget.
 - b Enter the text you want to include. To insert a pause between text segments, press Enter. Do not press Enter unless you want to

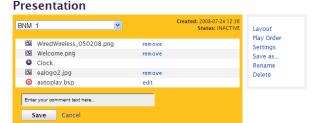


Click Add.



Every 30 minutes V

- 7 (Optional) Enter a comment for this presentation:
 - Under Presentation, click Add a comment.
 - Enter a description or any other notes you want to include about this presentation.
 The comment does not appear during playback of the presentation.
 - c Click Save.



Arranging the files in your presentation

After you select the screen layout and the files you want to include in your presentation, you need to indicate where you want each file to appear on the screen and in which order you want the files to appear.

- 1 If necessary, open the presentation you want to arrange:
 - a Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).
 - **b** Click the **My Files** tab.
 - c Click the **Presentations** list and select the presentation you want to arrange.
- 2 If you presentation includes more than one zone, indicate where you want each file to appear on the screen:
 - a Click Layout.
 - **b** Move a file to another zone by clicking the circle in the new zone.

TIP: Use the thumbnail image in the upper-left corner of the screen to see where the various zones are located on the screen. By default, files are placed in Zone 1. Other items such as text, an RSS feed, and the clock, cannot be moved to other zones.

c Click **Save** to confirm your changes and proceed to defining the play order.

Layout



- 3 Indicate the order in which you want the files to play:
 - a Under **Zone 1**, change the numbers next to each file to indicate the playback sequence for that zone.
 - **b** Click **Update Zone 1**.
 - c Repeat this process for any other zones that have been assigned multiple files.
 - **d** After you update all of the zones, click **Finished**.



Testing a presentation

After you arrange the files in your presentation, you need to test the presentation to make sure it plays as you intended. To test the presentation, run it on a BrightSign that is attached to your local network.

- Prepare a CF/SD card for the LocalTest group (see <u>"Setting up a BrightSign network"</u> for details.)
- 2 Select the presentation you want to test:
 - a Click the **Scheduling** tab.

TIP: You can also access the scheduling screen by clicking **Schedule Presentation** on the home screen.

- **b** Under **Unscheduled Presentations**, click the presentation you want to test.
- **3** Test the presentation:
 - a Click Test Presentation.
 - b Insert the LocalTest group card you prepared in step 1 into a BrightSign that is connected to your network and is currently turned off.
 - c Click Start Test.
 - **d** Turn on the BrightSign.
 - Wait for the presentation to download and play on the BrightSign.



- **4** Do one of the following:
 - If your presentation did not play as intended, click **Cancel** and follow the steps in the next section, <u>"Revising a presentation"</u> before you continue.
 - If the test was successful and your presentation played as intended, click Skip Test and follow
 the steps in <u>"Scheduling a presentation"</u> to continue.

Revising a presentation

If your presentation does not play as you intended, or you simply want to make enhancements, you can revise your presentation.

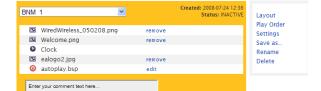
NOTE: Once you create a delivery schedule for you presentation, you cannot change the content in your presentation unless you cancel the schedule.

- Open the presentation you want to revise:
 - Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).

Presentation

Cancel

- **b** Click the **My Files** tab.
- c Click the Presentations list and select the presentation you want to revise.
- 2 Do any of the following:
 - Remove a file from the presentation. Under Presentation, click remove next to the file name.
 - Assign files to a specific area on the screen (see <u>"Arranging the files in your</u> <u>presentation"</u> for details.)
 - Set the order in which the files play (see <u>"Arranging the files in your presentation"</u> for details.)



- Add a file, widget, text, or comment to the presentation (see <u>"Creating a presentation"</u> for details).
- Edit a text widget on a Windows PC. Under Widgets, highlight the text on the screen and then press Ctrl + C. Open Notepad and paste the text into a new note by pressing Ctrl + P. Revise the note in Notepad, and then highlight all of the text and press Ctrl + C. Return to the BrightSign Network Manager screen, and under Presentation, click remove next to Text. Under Widgets, click Text Widget, and then press Ctrl + P to paste the revised text into the text widget. Click Add to accept the revised text.

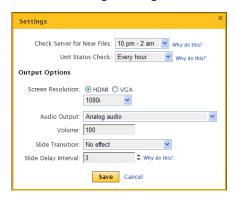
- Edit a comment for a file. Under **Files**, click **Edit** in the comments column for that file.
- View a file. Under **Files**, click the file name.
- View a specific group of files. Under Files, click the Filter By list and select the type of files you
 want to view.

TIP: If you want to use this presentation as a template for other presentations, save a copy of it with a different name (see "Copying a presentation" for details).

Changing your presentation settings

Before you schedule a presentation, you can change general settings for the presentation.

- 1 Open the presentation for which you want to change the settings:
 - a Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).
 - b Click the My Files tab.
 - Click the Presentations list and select the presentation you want to revise.
- 2 Under **Presentation**, click **Settings**, and then adjust any of the following settings:
 - Check Server for New Files: Specify when BrightSign units check for new content. You can choose a time range such as 10 pm 2am or a frequency such as every 12 hours. If you choose a time range, the units connect at random within the specified time frame. We recommend this method if you have several units that need to receive the same content.
 - Unit Status Check: Specify how often BrightSign units contact the network to indicate that they are up and running. This feature enables you to identify units that are not functioning or communicating with the network properly. To view the information collected by the unit status feature, create a report and look at the Last Connect Time data.



- **Screen Resolution:** Select the **HDMI** or **VGA** video output connector, and then select the resolution setting of your video monitor. If you're using component video, select **HDMI**.
- Audio Output: Select the method used to output audio from the BrightSign units:
 - · Analog audio
 - SPDIF audio with stereo PCM (HDMI audio)
 - SPDIF audio with raw AC3
 - Analog audio with raw AC3 output on the SPDIF connector
- **Volume:** Set the audio volume by selecting a number from 1–100.
- **Slide Transition:** Select the effect used to transition from one image to the next image. The selected transition applies to all zones in your presentation.
- **Slide Delay Interval:** Set how many seconds an image appears onscreen before moving to the next file in the playlist. The selected interval applies to all zones in your presentation.
- 3 Click Save.

Scheduling a presentation

After you test your presentation and confirm that it plays as you intended, you're ready to create a delivery schedule. The delivery schedule determines which units in your BrightSign network will play the presentation and the dates and times the presentation begins to play.

A scheduled presentation has one of three statuses:

- **Active:** The presentation is currently running on the assigned BrightSign.
- Pending: The presentation is scheduled to run in the future.
- **Expired:** The presentation has reached its end date and been replaced by an active presentation.

Each BrightSign can contain only one active and one pending presentation. You can, however, schedule multiple pending presentations in BrightSign Network Manager, but only one pending presentation resides on a BrightSign at any given time. Each time a BrightSign connects to the network, it compares its active and pending presentation with the schedule on the server, and if necessary, it downloads a new active presentation and the next pending presentation. When a BrightSign is scheduled to switch presentations, playback stops, the card is modified to use the new content, and the unit reboots.

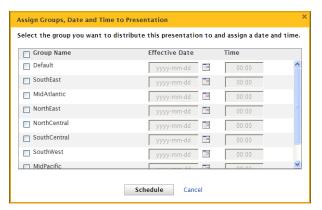
- 1 Open the scheduling screen:
 - a Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).
 - **b** Click **Schedule Presentation**.

TIP: If you're already signed in to BrightSign Network Manager, you can access the scheduling screen by clicking the **Scheduling** tab.

- 2 Assign the presentation to groups, dates, and times:
 - a Under **Unscheduled Presentations**, click the presentation you want to schedule.
 - b Click the boxes next to the groups to which you want to assign this presentation. (See "Creating distribution groups" for details on creating groups.)
 - Enter an effective date for each of the assigned groups.
 - d Enter the time you want the presentation to play for each of the assigned groups.
 (Be sure to specify the time based on the time)

(Be sure to specify the time based on the time zone in which the unit is located).

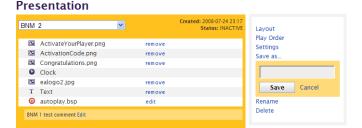
e Click **Schedule**.



Copying a presentation

If you need to create a new presentation that is based on another presentation, you can use the Save As option to make a copy of an existing presentation.

- 1 Open the presentation you want to copy:
 - a Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).
 - **b** Click the **My Files** tab.
 - c Click the **Presentations** list and select the presentation you want to copy.
- 2 Save the copy:
 - a Under Presentation, click Save As.
 - **b** Enter a name for the copy of the presentation.
 - **c** Click **Save** to create the copy.



Renaming a presentation

You can rename a presentation at any time.

- 1 Open the presentation you want to rename:
 - a Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).
 - **b** Click the **My Files** tab.
 - c Click the **Presentations** list and select the presentation you want to rename.

- **2** Rename the presentation:
 - a Under Presentation, click Rename.
 - **b** Enter a new name for the presentation.
 - c Click **Save** to keep the new name.

Created: 2008-07-24 23:17 BNM 2 Status: INACTIVE Layout Play Order ActivateYourPlayer.png Settings ActivationCode.png Save as.. □ Congratulations.png remove Clock ealogo2.jpg Save autoplay.bsp **BNM 1 test comment Edit**

Deleting a presentation

You can delete any presentation that has not been assigned to a delivery schedule. Once you create a schedule for a presentation, you cannot delete it unless you cancel the schedule.

Presentation

- 1 Open the presentation you want to delete:
 - a Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).
 - **b** Click the **My Files** tab.
 - c Click the **Presentations** list and select the presentation you want to delete.
- 2 Delete the presentation:
 - a Under Presentation, click Delete.
 - **b** Click **Yes** to confirm deletion, or click **Cancel** to keep the presentation.

Chapter 3 Managing Your BrightSign Network

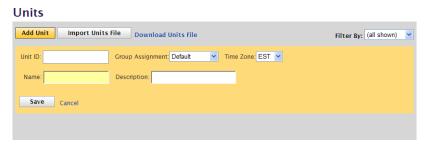
This chapter shows you how to add units to your BrightSign network and how to create distribution groups, reports, and custom scripts.

Adding units to your BrightSign network

Each unit represents a BrightSign that is connected to your network. Units enable you to distribute presentations to and view reports about specific BrightSigns.

When you set up your BrightSign network (see <u>"Setting up a BrightSign network"</u>), the BrightSigns you set up are automatically added as units in BrightSign Network Manager the first time the units connect to the network. You can, however, use the Units tab to add a name and description for each unit and to change the group and time zone you assigned when you created the CF/SD card.

- 1 Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).
- 2 Click the **Units** tab.
- 3 Click Add Unit.
- 4 Enter the **Unit ID**.
- 5 Click the Group Assignment list, select the group to which this unit belongs.



- 6 Click the Time Zone list and select the time zone where this unit is located.
- 7 (Optional) Enter a **Name** and **Description** for this unit.
- 8 Click Save.

TIP: If you prefer to enter your unit information in a spreadsheet, you can download your Units information to your computer by clicking **Download Units File**. Open the file in a spreadsheet on your computer, enter your unit information, and then save the file. When you're ready to upload your unit information to BrightSign Network Manager, click **Import Unit File**, click **Browse** and select the location of the unit file, and then click **Upload**.

Creating distribution groups

Groups enable you to test your presentation and then distribute them to a specific set of BrightSigns. For example, you can create groups based on the region or department in which the BrightSigns reside.

BrightSign Network Manager includes two default groups: Default and LocalTest. LocalTest is the group you use to test your presentations on your local network.

Groups

- Sign into your BrightSign Network Manager account (see <u>"Signing into</u> <u>BrightSign Network Manager"</u> for details).
- 2 Click the **Groups** tab.
- 3 Click Add Group.
- 4 Enter a name for this group.
- 5 Click Save.

TIP: To delete a distribution group, click the **Delete** in icon. When the **Delete Group**

Add Group New Group Name Cancel Save **Group Name Device Count** Active Presentation Pending Presentation Default No active Presentation No pending Presentation SouthEast BNM_1 No active Presentation MidAtlantic No active Presentation RNM 1 NorthFast No active Presentation No pending Presentation NorthCentral No active Presentation No pending Presentation SouthCentral No active Presentation No pending Presentation SouthWest No active Presentation No pending Presentation Ü 0 No active Presentation MidPacific No pending Presentation NorthWest No active Presentation No pending Presentation

message appears, select the group into which you want to transfer any units assigned to the group you're deleting, and then click **OK**.

Creating reports

You can view and download usage information for the BrightSigns in your network. Each entry on the report represents a different BrightSign unit, and includes the following information:

- Last time the unit connected to the network
- Unique unit ID (mac address)
- Unit name and description (if assigned)
- Group and time zone when unit connected to the network
- Active and pending presentations
- IP address
- CF/SD card size

Viewing reports

- Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).
- 2 Click the **Reports** tab.
- 3 Click the **Filter By** list and select the group(s) you want to include in this report.

Downloading reports

You can download report information to your computer and then import the information into another application to format it.

- 1 Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).
- 2 Click the **Reports** tab.
- 3 Click the **Filter By** list and select the group(s) you want to include in this report.
- 4 Click **Download Report Data**.

- 5 Click **Save**, and select the folder in which you want to store the report data.
- 6 Click **Save** to begin the download.
- 7 Import the file into a spreadsheet, database, or another application that can read a CSV (comma separated values) file and format the report.

Creating custom presentations

The web-based BrightSign Network Manager software enables you to create a wide range of presentations. If you need to include features in your presentation that are not supported by the web-based software, you can create a custom presentation in one of the following ways:

- Create a custom playlist from scratch
- Create a custom CSV file from scratch
- Use BrightSign Network Manager to create a playlist, and then customize it

For details on creating custom playlists and CSV files from scratch, see the BrightSign *User Guide* at www.roku.com/brightsign/support/userguide.php. To customize the playlist you create with BrightSign Network Manager, follow the steps in this section.

Customizing a playlist you create with BrightSign Network Manager

- 1 If necessary, open the presentation you want to modify:
 - a Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).
 - **b** Click the **My Files** tab.
 - c Click the **Presentations** list and select the presentation for which you want to customize the playlist.
- 2 Create a playlist by arranging the files in your presentation (see <u>"Arranging the files in your presentation"</u> for details).

- 3 Download the playlist to your computer:
 - a On the autoplay.bsp line under Presentation, click Edit.
 - **b** When the Advanced Script Editing message appears, click **autoplay.bsp**.
 - c Click Save.
 - **d** Select the folder where you want to store the file and then click **Save**.
- 4 On your computer, edit the file you downloaded.

Adding a playlist or CSV file to your presentation

Whether you create a playlist or CSV file from scratch, or customize a playlist that you created with BrightSign Network Manager, you can use the following steps to add the file to your presentation.

- Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).
- 2 Click the My Files tab.
- 3 Under Files, click Upload New Files.
- 4 Select the type of file you want to add:
 - Click Upload a custom playlist file to add a playlist you customized or created from scratch.
 - Click Upload a CSV file to add a CSV you created.
- 5 Select the presentation to which you want to add the file:
 - Select **Create a new presentation** to add the file to a new presentation.
 - Select Add to an existing one and select an existing presentation from the list.



- 6 Click **Browse** and select the playlist or CSV file on your computer.
- 7 Do one of the following depending on the option you selected in step 4:
 - Click Upload a Playlist File.
 - Click **Upload a CSV File**.
- 8 Click Finished.

Updating your BrightSign software

Roku periodically updates the BrightSign Network Manager. When a new version is available, you can download it from the BrightSign website. The update process is very safe. If for some reason the update fails, for example if there is a power failure in the middle of the update, the unit boots in *safe-mode* and completes the update.

- Sign into your BrightSign Network Manager account (see <u>"Signing into BrightSign Network Manager"</u> for details).
- 2 Download the update file to your computer:
 - a Click **Setup** in the upper-right corner.
 - **b** Under **Beta Downloads**, click the version you want to download.
 - c Click **Save**, and select the folder in which you want to store the report data.
 - d Click **Save** to begin the download.
- **3** Extract the update file onto your CF/SD card and give it one of the following names:
 - **update.rok**: Use this file name if you want to auto-delete the update file after the update is complete. This is useful when you want to distribute the update to the field on the same CF/SD card that contains the display content. After the first boot, the BrightSign automatically runs any auto-run content on the CF/SD card.
 - update_save.rok: Use this file name if you want to keep the update file on the CF/SD card
 after the update is complete. This is useful when you want to use the same CF/SD card to
 update multiple BrightSigns.

- **update_newer.rok**: Use this file name if you want to apply the update only if the version is newer than the version currently on the BrightSign. The update file is not deleted.
- **update_different.rok**: Use this file name if you want to apply the update only if the version does not match the version currently on the BrightSign. The file is not deleted.

4 Run the update:

- a Insert the CF/SD card into the BrightSign.
- **b** Apply power and wait for the unit to boot. If a display is connected it will be blank, but the LEDs on the front panel light as the unit boots.
- **c** Wait for the red upgrade LED to light up. During the upgrade, the connector activity LEDs turn on and off to indicate that the upgrade is in progress.
 - If you named the file **update.rok**, the file deletes when the update finishes and the unit reboots.

NOTE: If the card was formatted with NTFS or HFS+, then the **update.rok** file does not delete and the unit does not reboot after the update. Instead, the Video Mode LEDs flash.

• If you named the file **update_save.rok**, the Video Mode LEDs flash when the update finishes. The upgrade file does not delete and the unit does not reboot.