PrismView

Customer Manual for v.8x

YESCO Electronics

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Customer Support
For questions regarding software use or custom message creation, please call **(866)-989-3726** (8am-5pm—MST), and ask for MediaServices. Also available by email: ***mediaservices@yesco.com.***

For concerns regarding sign operation or problems with communications, please call the YESCO Service Department **(800) 741-6721** (available 24-7), or by email: ***esupport@yesco.com.***

General Information
For general information about YESCO or YESCO products, please visit: ***www.yesco.com,*** or email us at ***info@yesco.com.***

Trademarks
PrismView is a registered trademark of YESCO.

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INTRODUCTION

Welcome

Congratulations on your purchase of a YESCO LED display. Purchasing a sign such as this represents a sizable investment and YESCO is dedicated to providing you with the very best in signage and software. This software manual will guide you through the operation of YESCO's PrismView Client. The PrismView Client is an innovative, powerful, yet simple program that allows you to create, edit, and schedule messages for display on your sign. Whether it is the uncluttered interface or the intuitive ease with which messages are made and scheduled, you will find the PrismView Client to be a program that will take only minutes to master.

This version brings a few new features that will make using the program much more productive. One of the most popular has been the 'drag-and-drop' capability, which allows the user to select compatible files (*.bmp, *.jpg, *.png, *.avi, *.mov, or *.wmv) on the desktop and drag them into the content window of PrismView. There is no need to go through a laborious importing process.

With re-sizeable windows, copy-and-pasteable schedules, and other advancements, the Prism-View Client is the best choice for running single or multiple signs.

Using this manual

This manual is written to help you familiarize yourself with the PrismView software. Due to multiple configuration options within PrismView, the screen shots shown in this manual may not imitate exactly what you see on your own monitor. This manual shows PrismView with all functions enabled. If you notice a large difference in how your version of PrismView appears and what is shown in this manual, it is likely the result of some functions not being enabled during the installation and configuration of your copy of PrismView. Please contact YESCO Service, at **(800) 741-6721**, if you have questions about enabling or disabling certain functions of PrismView.

This manual also includes the installation discs for the third-party software packaged with the sign. Please keep the discs and serial numbers in a safe place. YESCO does not track which serial numbers are sent to each customer. If the numbers are lost, re-installation of the third-party software may not be possible.

MediaServices

YESCO has a group of professional designers who create both animated and static image mes-sages for customers across the United States. This group is called MediaServices. A brochure (.pdf) showing current design package rates and a demo reel (.wmv) displaying examples of their work are available on the YESCO web site: ***www.yesco.com/media_services.html.***

You will also find free generic animations created by MediaServices on the YESCO web site: ***www.yesco.com/animation_gallery.html***. These animations are designed for full color signs in

three standard sizes. If your sign is one color (monochromatic) or is not close to any of the sizes available, please include the name of the animation(s), your sign's pixel dimensions, and state whether or not your sign is full color or one color, and send your request to: ***mediaservices@yesco.com.*** The animations will be re-sized and sent back to you at no charge.

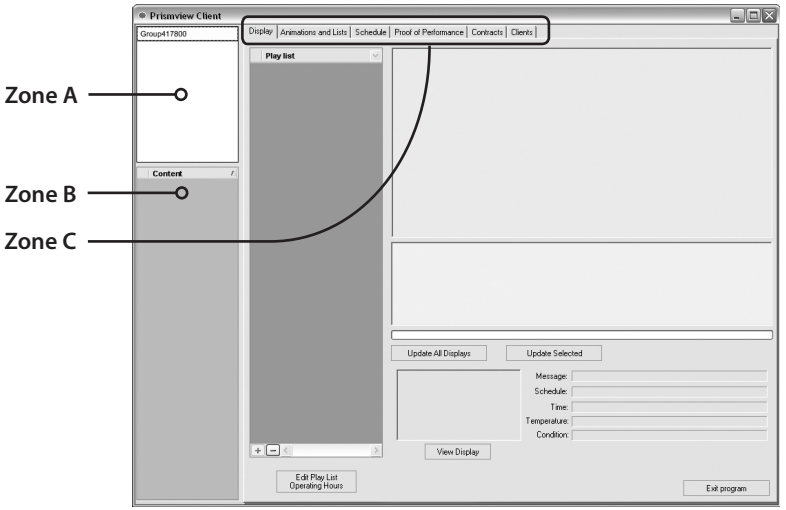
MediaServices also offers software support for all software that comes packaged with the sign. If you encounter difficulties while operating any of the software that was packaged with your sign, you may call MediaServices at ***(866) 989-3726*** (8am-5pm MST), or email them at: ***mediaservices@yesco.com.***

Thank you for choosing YESCO.

OPERATION
OF THE PRISMVIEW CLIENT

When PrismView is installed on the computer, a shortcut to the program is placed in the Start Menu. To access the PrismView Client go to the **Start Menu > All Programs > YESCO > Prism-View Client.**

In the screen shot below, the interface is divided in to zones A, B, and C with up to six different tabs running across the top. The last three tabs are optional and may not be visible using the default settings. If the ***Proof of Performance, Contracts and Clients*** tabs need to be made visible, call the YESCO Service Department for configuration assistance **(800) 741-6721.**



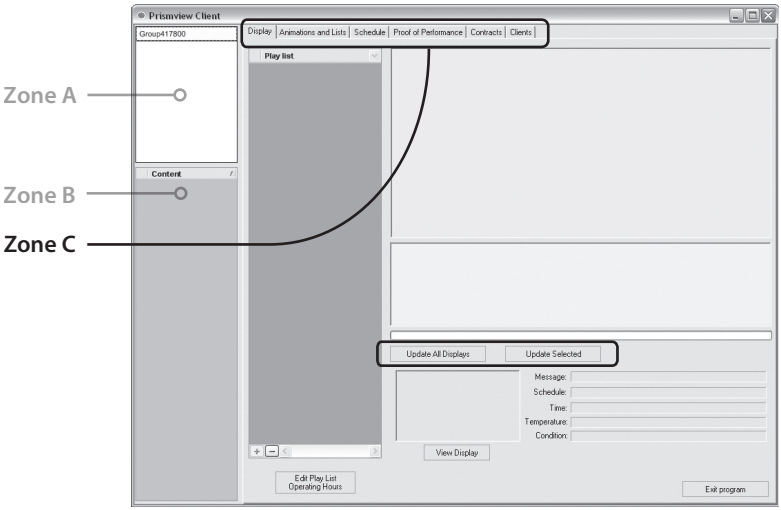
Zone A. This area shows the group(s) that have been setup during configuration. Double-click on a group name and it will expand to show all displays within that group.

Zone B. The **'Content'** window displays all messages that are currently available to be played. Drag-and-drop compatible files from the desktop into this area. Compatible file types include: ***bmp, jpg, png, un-compressed avi, wmv. and mov.***

Zone C. The **'Display'** tab is the first of six tabs in this zone. Within the Display tab is the **'Play List.'** The **Play List** shows all messages that will play on the sign ***unless*** there is an active schedule. Play List messages will play in a continuous loop until removed. Generally speaking, only standard or generic messages—those without starting or stopping parameters—are inserted into the Play List.

> Add messages into the Play List by either dragging-and-dropping them from the **'Content'** list, or by selecting them in the **'Content'** list and clicking the (+) button at the bottom of the Play List window. To remove messages from the Play List, select them and click the (-) button found next to the (+) button.

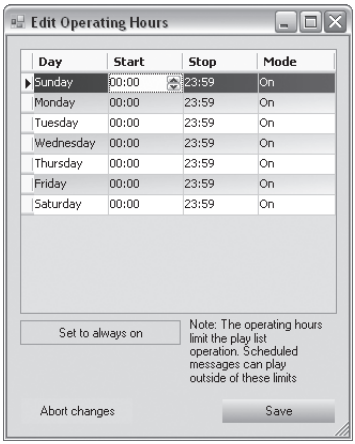
The rest of the Display tab is taken up by the two communications readout windows, and the buttons at the bottom of the screen. The upper communications readout will list all processes and data being sent and received by PrismView during the sign update process. The lower, pinkish window will display any communication errors and the associated error codes. If an error occurs, write down the code message before contacting YESCO Support, as the codes will help YESCO support diagnose the cause of the error.



The two update buttons, **'Update All Displays'** and **'Update Selected,'** found beneath the communications windows will be used later, to send messages and schedules to the sign. If there is only one sign, either button will update it. For multiple signs or sign groups, the **Update Selected** button allows only the selected sign or group to receive the 'update' command. The other signs and groups will remain unchanged.

The **'View Display'** button will make a snapshot of the current message playing on the sign appear in the space provided. First, select the display to view from the display list (zone A) and click **'View Display.'**

The last button in zone C is the **'Edit Play List Operating Hours'** button. In PrismView, the order of message priority is basically two levels deep. Messages in a schedule have priority over messages in the Play List. With that understanding, setting the Play List's operating hours is potentially setting the sign's on and off times. The Edit Play List Operating Hours button allows you to determine a single block of time, during any day of the week, that the Play List will or will not play. The Mode, switched to 'On' or 'Off', specifies whether or not the Play List will be active. ***Scheduled messages will still play, regardless of these parameters.*** However, once a schedule is no longer valid, and if the Play List is set to off, the sign will be blank.



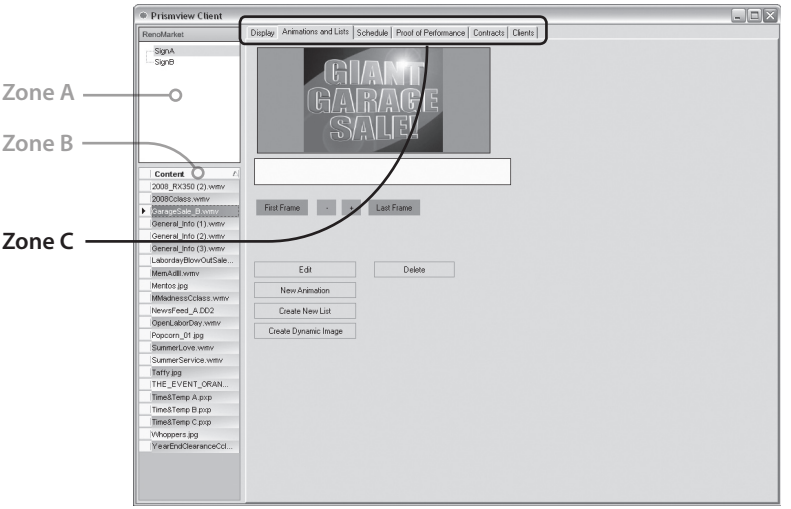
Make any necessary changes and then click the 'Save' button to exit.

Note: *The operating hours are set on each sign individually, so if multiple signs are being adjusted, be sure the correct sign is selected before making changes.*

The '**Animations and Lists'** tab is the second tab in zone C, and allows for messages to be made, edited, or deleted. This is also the tab where dynamic image messages are made. Zones A & B will be visible throughout the message creating process. In the example below, zone A has two signs in one group called RenoMarket. There are also several ads in zone B.

> Note: *If multiple signs will be controlled from this computer, and they are NOT all the same size, PrismView will always use the dimensions from largest sign. All signs should be either the same size or at least have the same aspect ratio in order to be controlled from the same instance of the PrismView Client. If the signs are not the same , then additional instances of the Prismview Cient will need to be installed and configured to work with those signs of differing dimensions.*

Preview animations and messages by selecting the message in zone B and moving the mouse across the light yellow region below the message's thumbnail image. These buttons provide frame-by-frame navigation through a message:



The '**Edit'** button is for changing previously made messages that were created with either the PrismView Message Editor (files ending with a '.pxp'), or the Dynamic Data Editor (files ending with a '.DD2').

The **'New Animation'** button is for creating new messages or frame based animations from within the PrismView Message Editor.

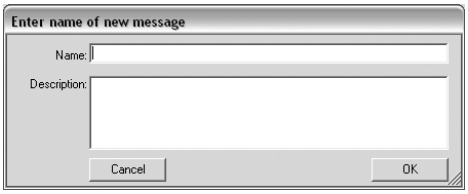
The **'Create New List'** button is for creating a cycling list of messages.

The **'Create Dynamic Image'** button is used for creating dynamic data messages from within the Dynamic Data Editor.

The **'Delete'** button permanently deletes any selected message from the Content list.

Creating and Editing Messages

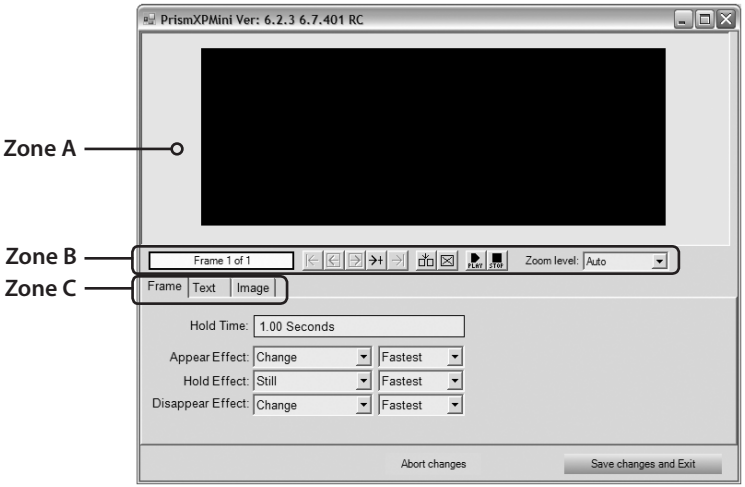
To create a new message or animation, click the **'New Animation'** button. Give the message a name in the window that appears. Descriptions can be useful, but are not required. Click **'OK'** when finished.



To edit an existing PrismView message (.pxp file), select it from within the Content list (zone B) and click the **'Edit'** button.

The PrismView Message Editor will appear. The Message Editor is used for creating frame-based animations and picture slide-shows, and for inserting a variety of dynamic text options to display time, temperature, and date.

The editor is divided into zones A, B, and C.



Zone A. This gives a representation of what will actually be shown by the sign. The black box will auto scale to fit the size of the editor window.

Zone B. This displays the number of the current frame, the frame navigation bar and zoom level.

The navigation bar  has three groups.

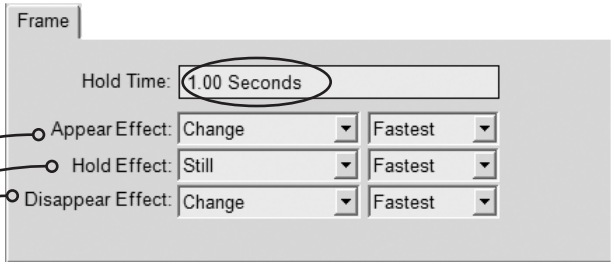
The first group of 5 buttons navigates through frames and the arrow with the (+) sign adds a frame after the current frame.

The first button in the middle group inserts a frame before the current frame.

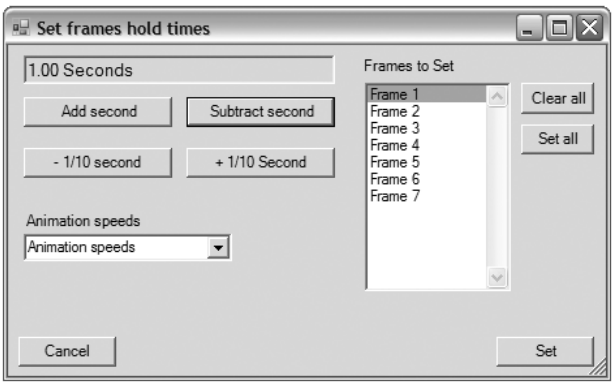
The second button deletes the current frame. The last group plays and stops the animation.

Zone C. This zone has three tabs: Frame, Text, and Image. Each of these tabs will be addressed over the next several pages.

The **Frame** tab is where the Hold Time and transition effects for each frame are set. To change the number of seconds a frame will hold, click where the seconds are displayed.



A window similar to the one below will appear. Adding or subtracting seconds (or 10ths of seconds) for individual frames can be done by clicking on the appropriate buttons. To make these changes for all frames, click the **'Set all'** button. Make any necessary changes and click the 'Set' button at the bottom right of the window.



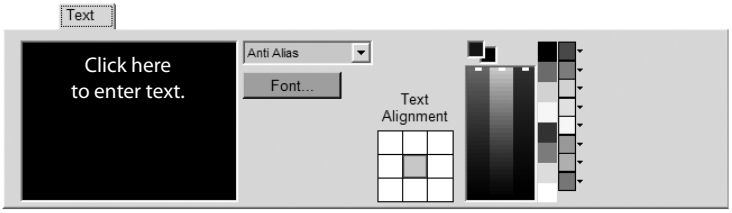
Transition effects give greater visual appeal to any message. The **Appear Effect** is how the frame will transition into view. The **Disappear Effect** controls how the frame will transition out, or into the next frame. ***"Change,"*** which is the default, quickly cuts from one frame to the next. Multiple transition options exist in both drop-down menus.

Transition speed can be changed from the next drop-down menu; the default is set to ***"Fastest".***

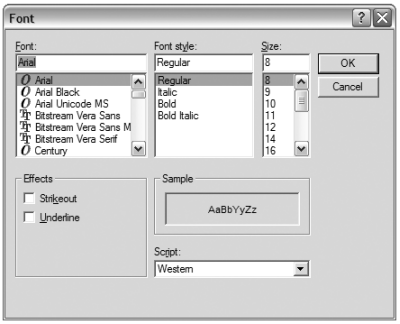
The **Hold Effect** determines how text on a frame will behave once the Appear Effect, or transition, is complete. There are four Hold Effect options:

"Still," (leaves the text static)
"Travel" (moves text from right to left)
"Scroll" (moves text from bottom off the top)
"Marquee" (places a frame of traveling lights around the message

The **Text** tab is for entering and aligning text, and for choosing a font and color.



Click in the black box to enter text. Once the text is entered, highlight it and click the greenish *'Font'* button. This brings up all fonts that are currently loaded on the computer.

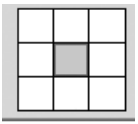


It is necessary to use discretion when choosing fonts for the sign. As a general rule, simple 'san-serif' fonts (such as Arial, or Helvetica) are best. The loopy and ornate fonts usually lack the necessary substance to be readable on this type of media. High contrasting colors between text and background are also best. Avoid using large areas of pure white. Black text on a white background will not show up as well as white text on a black background.

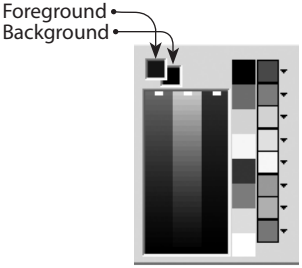
Choose the font, the style and the size then click **'OK'.**

To insert time, temperature, or date into a message, type the word in brackets like this: **[time]** or **[temp]**. A complete list of these macro values is available in Section 2.

Note: *When using [temp], the editor will display an erroneous reading or the letters 'N.A.' This is because the temperature probe is in the sign and not at the client computer. When the temperature message is sent to the sign, the correct reading will be displayed.*

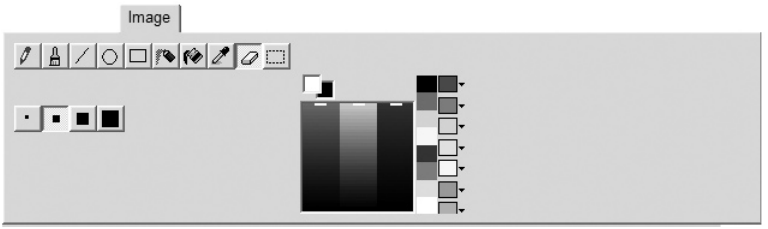


Aligning text is done by clicking on any one of the nine white boxes. The default is set to center.



Choosing a color is also simple. For text, the foreground will be the color used. To choose a color, use the mouse to move the white markers up and down on the red, green, and blue columns, or click on one of the preset color boxes. The small black triangles, on the far right of the color palette, are buttons that will make the entire color spectrum available.

The **Image** tab is for two things—using the mouse to paint an image or importing an image.



Note: *When importing an image, be sure it is created at the sign's pixel dimensions and that the color mode is RGB. PrismView will only accept the following image file formats: .jpg, .bmp, or .png.*

The Image tab tools are set up similar to the tools in Microsoft® Paint. The color palette is the same as in the Text tab, except now the background color is usable. ***Left-clicking*** a color will set it as the foreground, and ***right-clicking*** a color will set it as the background.

The **Pencil** tool is used for drawing freehand lines with the mouse.

The **Paintbrush** tool is similar to the Pencil tool, except there are varying line thicknesses from which to choose.

The **Line** tool creates straight lines by making anchor points with the mouse. Click once to set an anchor point, move the mouse to where the line will stop, and click again to set the other anchor point. This tool also has variable thicknesses.

The **Ellipse and Rectangle** tools are for drawing either an ellipse or rectangle. The tools draw the shape outward from the center. Click once where the center of the shape will be and again where the shape's edge is to stop.

The **Spray Paint** tool acts similar to a spray paint can. Use the mouse to paint with a variety of nozzle sizes.

The **Fill** tool fills an area of same colored pixels with the current foreground color.

The Eyedropper tool is used to select any color in zone A. When clicked on the desired color, it will replace the previous foreground color in the Color Palette.

The **Eraser** tool acts as a background color paint brush. It sets, or erases, any color back to that of the current background color. So it is not necessarily always black.

The **Copy & Paste** tool is used to copy and paste selections of the display, and to import and export images.

These tools determine whether or not the black pixels in the selected area will be transparent.

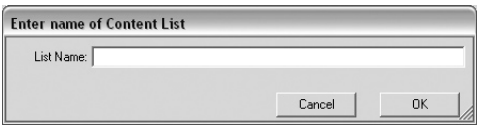
These tools are for cutting, copying and pasting the selection. ***Left-click*** and drag a square around the area to cut or copy. Click either the cut or copy button, then move the selection around on the screen to whatever spot desired by ***left-clicking*** and dragging.

These tools are for exporting and importing an image, respectively. After importing an image, a white boarder will appear around the image. To place the image, position the image as desired, then click the Copy & Paste button and the white border will disappear.

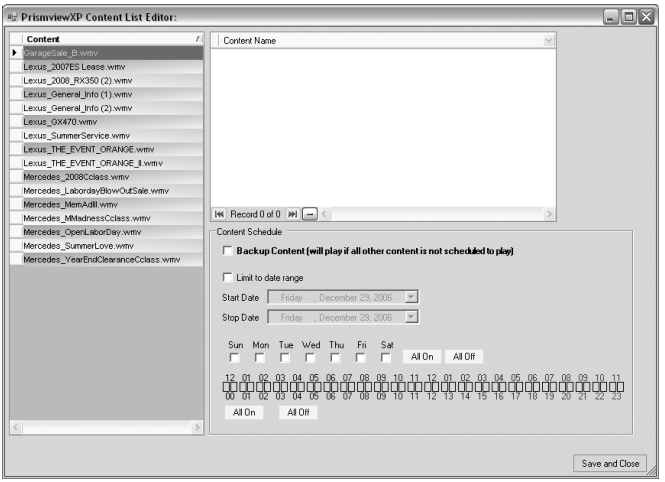
Creating Lists

The third button in the **Animations and List** tab is the '**Create New List**'. Simply put, a **'List'** is a group of messages that will play on a rotating basis. For example, if multiple advertisers want space on the sign, create a **'List'** for each one. Place each advertiser's ads into their **'List.'** This will allow the sign to play the first message in each **'List,'** then go back and cycle through everyone's second message, and then back again for the third message, and so on. This way, the sign is not displaying all of one advertiser's goods before moving on to the next one.

To create a List click the **'Create New List'** button, and this window appears:



Give the list a name. Typically, the name will describe the list's contents. Press 'OK'.



This window now appears. The **Content** list, with all available messages, is readily accessible. Simply drag-and-drop the desired messages from the **Content** list to the central white area provided. Or, if preferred, select the message in the **Content** section to be added to the **List,** and click the (+) at the bottom of the white window. To delete a message from the **List,** select it from the list and click the (-) button at the bottom of the white window.

Messages can all have the same start and stop parameters, or if the ***'Limit to date range'*** box is selected, the start and stop date calendars will be activated. Days of the week can be toggled on or off. The bottom row shows the hours of the day for both the 12 hour and 24 hour clocks. Each hour is split in two, enabling you to schedule in 30 minute segments.

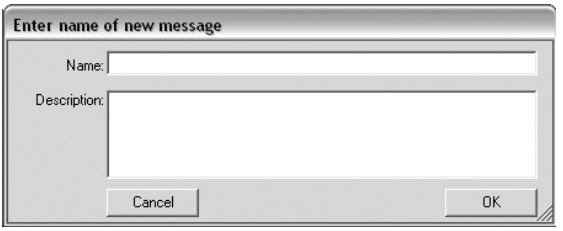
If the ***'Backup Content'*** box is checked for any of the messages in the list, ***then that message will play only if no other content in the list is scheduled to play.*** Multiple messages in a list can be enabled as ***'Backup Content,'*** and each one will play in order when there is no other content scheduled to play in the List.

When finished, be sure to click the **'Save and Close'** button at the bottom right corner. The named **List** will now appear in the **Content** list with the extension **.LST**. The list may be added to the **Play List** or into a schedule. Lists play their messages on a rotating basis. For example, if there are other messages in the **Play List** or schedule, along with a .LST, then the sign will play each regular message and then one message from the .LST, on a rotating basis.

Creating Dynamic Data Images

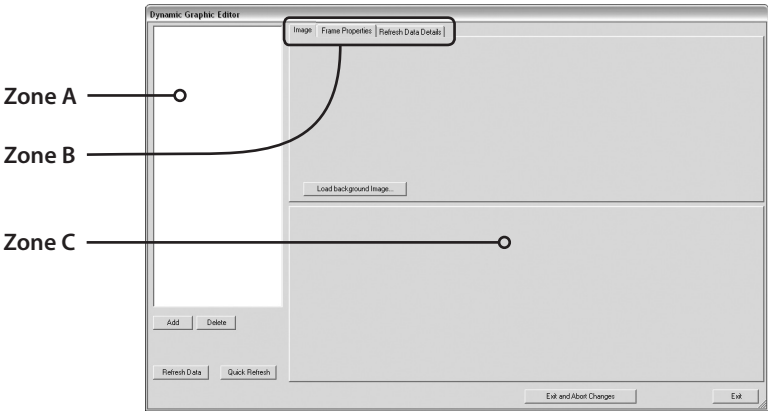
Dynamic Data Images are effective for displaying time and temp, or external webpage information, such as RSS feeds, National Weather Service info, Amber Alerts, etc. While a sign with an open internet connection is required to take full advantage of the features available in the **Dynamic Graphic Editor,** many features are still available for signs without an internet connection.

To create a **Dynamic Data Image,** click on the **'Create Dynamic Image'** button in the 'Animations and List' tab.



Give the message a name (the description is optional) and click **'OK'.**

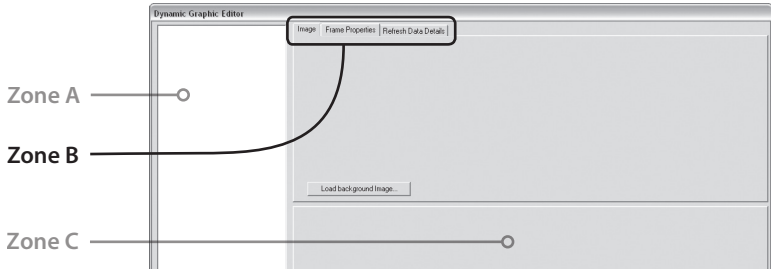
With the **Dynamic Graphic Editor,** the user can bring in an image and place on top of it two kinds of text: ***dynamic text,*** which changes over time, and ***static text,*** which does not change. This makes simple, sometimes dull information, such as time and temperature, much more interesting. The interface is divided into zones A, B and C.



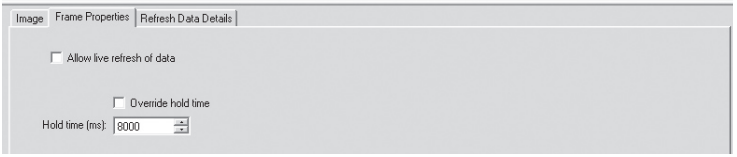
Zone A. This zone displays all data layers, and allows layers to be added, deleted or re-ordered. This zone also contains the refresh commands.

> As data layers are added, they will list up at the top of zone A. Near the bottom of zone A is an **'Add'** button for adding data layers, and a **'Delete'** button for removing data layers. To re-order data layers, click-and-drag them above or below other data layers.
>
> At the bottom of zone A are two refresh buttons. The **'Refresh Data'** button is used to grab all new data for all layers. This can take a few seconds if the data layers have external, or web based, sources. The **'Quick Refresh'** button just refreshes the display layout using data saved in the cache. This refresh method is instantaneous.

Zone B. This zone has three tabs: **'Image,' 'Frame Properties'** and **'Refresh Data Details'.** The **'Image'** tab allows the user to import a background image, and shows how each data layer will appear on top of the background image.



The **'Frame Properties'** tab enables the live refreshing of dynamic data. You can also override the default hold time for images by checking the ***'Override hold time'*** box and inputting the desired hold time. The hold time is set in milli-seconds.



The **'Refresh Data Details'** tab shows all processes relating to the acquisition of data, whether it be from an external source or a local source.

Zone C. This zone will change, depending on the type of data layer created. There are currently 12 different types of data layers available: ***Text, RSS, Web Page Image, HTTP Simple Parse, Local File XML, Odometer, HTML XML Parse, Local File XML, Stock, HTTP HTTP Parse, Countdown, and Conditional Image.***

Due to the large variety of markets and possible applications for each type of data layer, ***basic*** functionality of each type of data layer will be shown over the next several pages. In demonstrating the potential use of each data layer this manual may use images that may not be immediately accessible to the user. If you wish to ***"follow along,"*** as in a tutorial, you will need to substitute these images with images that are available. You are encouraged to experiment with each data layer to find possible application for your unique situation.

The **Text** data layer type ***(Internet Access Not Required)***. This layer is used to display static and dynamic text on a background image. Dynamic text refers to text that changes over time, such as time, temperature or date. Dynamic text is written within brackets, like this: **[time], [date], [temp]**. A complete list of possible macro codes is available in Section 2.

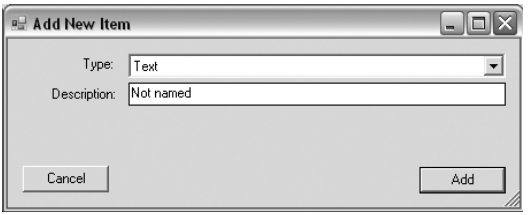
The following example uses a pre-designed template image (for time and temperature) which is loaded as the background, and two **'Text'** type data layers are added into zone A. The layers are given the descriptions of **'Time'** and **'Temp'.**

To begin making a **Dynamic Data Image**, click the **'Load Background Image'** button in zone B.

> Note: *Images without the same pixel dimensions as the sign will display in the Dynamic Graphic Editor at actual size, however, when they are sent to the sign they will be stretched to fill the screen. To avoid displaying stretched images, always use images that have the same pixel dimensions as the sign. If needed, use an image editing program to accomplish this.*

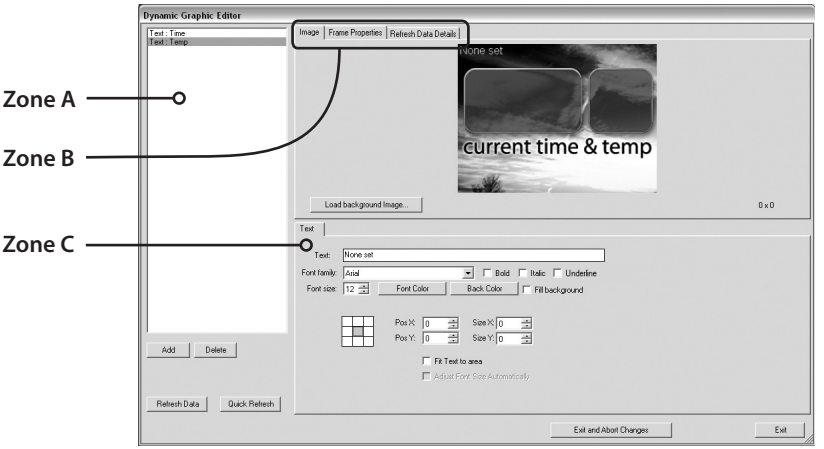
After clicking the **'Load Background Image'** button, locate and open a compatible image file: ***.bmp, .jpg, or .png.*** The image will now display in zone B. In this example, a single image of a sunset with two red boxes was set as the background.

Next, insert a data layer by clicking the **'Add'** button near the bottom of zone A.



This window will appear, asking for the **'Type'** of data layer to add. Select **'Text'** as the data type. Give the first data layer the description of **'Time'** and click the **'Add'** button. Add a second **'Text'** data layer and give it the description of **'Temp,'** then click the **'Add'** button.

At first, the text layers display only the words: **'None set.'** Go now to zone C. Zone C will change depending on the type of data layer selected. In this case, **'Text'** is the type, so this group of options appears.



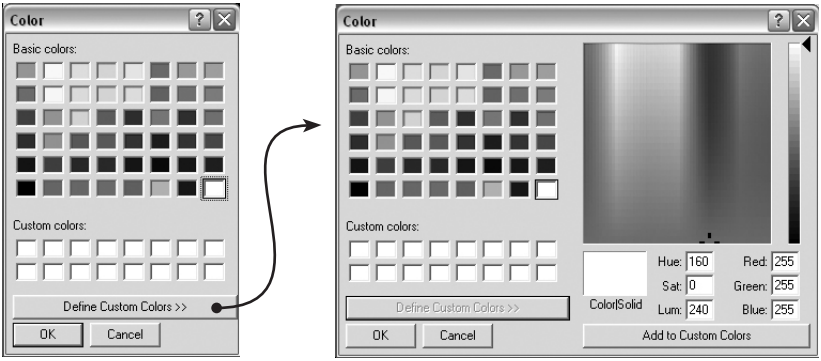
In zone A, select the **'Time'** data layer. At the top of zone C, in the **'Text:'** area, select the words: **None set.** Type over those words with this code: **[time]**.

Next, select the **'Temp'** data layer from zone A. In zone C, in the **'Text:'** area, select the words: **None set.** Type over these words with this code: **[temp].**

To choose a font, go to the **'Font family:'** menu. All fonts currently loaded on the computer will be available for use in the **Dynamic Graphic Editor.** Check the 'Bold,' 'Italic' and/or 'Underline' boxes, if desired. Then, with the mouse, click on the text in zone B and move the text into position.

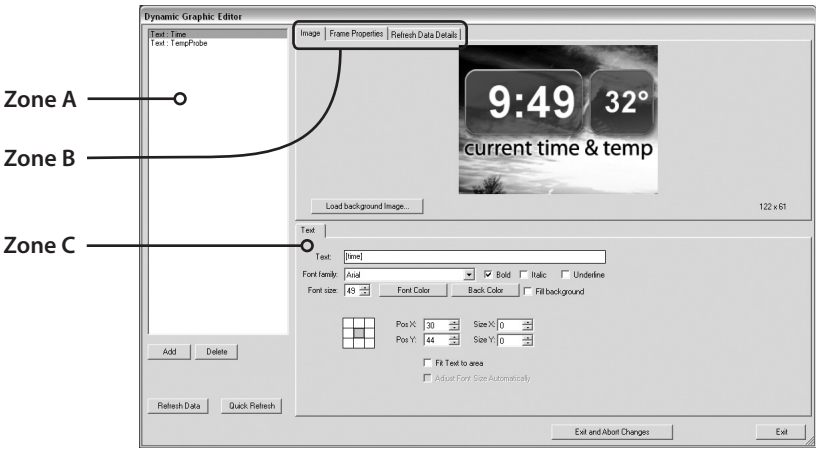
Choose a font size from the **'Font size:'** menu, by clicking the up or down arrows.

Click the 'Font Color' button to choose the font's color.



Click the **'Define Custom Colors >>'** button to access the entire color spectrum.

Adjust the two Text layers to fit the image. This example used the font Arial and the color white for both layers. Different sizes were needed.

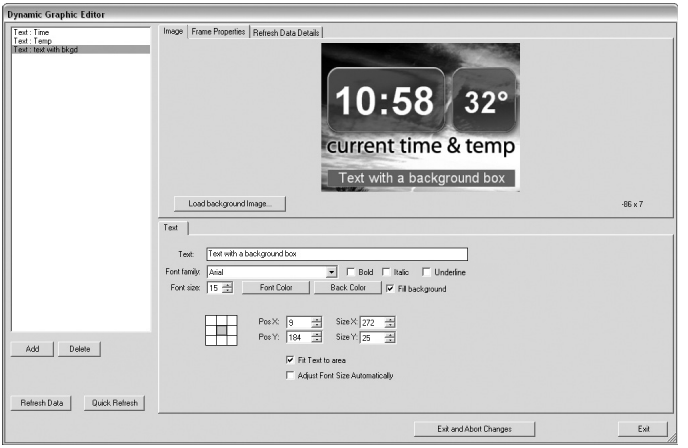


If you want a colored background box behind a data layer, check the **'Fill background'** box and click the **'Back Color'** button.

Choose a color the same way you chose a font color.

Next, check the **'Fit Text to area'** box, located near the bottom of zone C. The text will likely disappear temporarily, or at least squish over the left until the text area has been set.

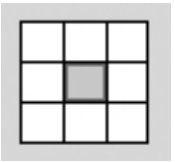
> Note: The 'Fit Text to Area' option is also useful if a text wrap is necessary to accommodate all the words. The 'Fit Text to Area' option will be used again in later examples.



To set the text area, just click and drag the mouse to create a text box. Or, adjust the **'Size X:'** and **'Size Y:'** coordinates by clicking the up or down arrows, or typing in the desired value. In this example, another 'Text' data layer was added and the background box fill option was checked. The background image is 288x216 pixels, so the text area X was set to 272, the area Y was set to 25.

The colored background box can be positioned with the mouse, or the **'Pos X:'** and **'Pos Y:'** coordinates can be adjusted manually by clicking the up or down arrows.

The default text alignment is 'centered' but that can be changed by selecting one of the nine small white boxes.



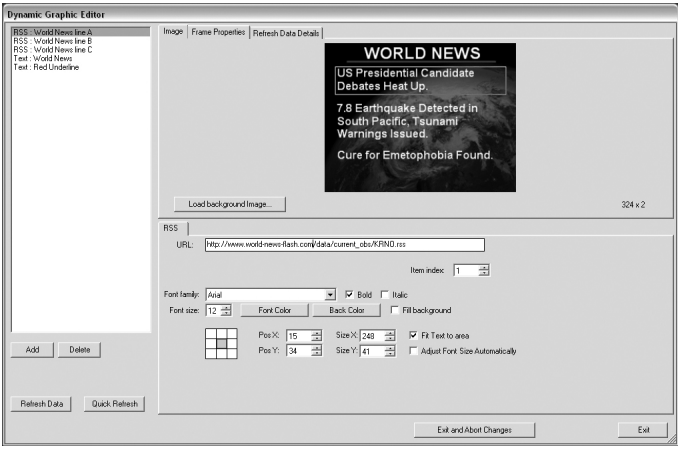
Even though **'Text'** data layers are limited to include plain text and macros such as [time] or [temp], the **'Text'** layers are a great way to enhance the appearance of such simple information.

After all data layers are added and set correctly, exit the Dynamic Graphic Editor by clicking the **'Exit'** button at the bottom right corner. To exit without saving changes, click the **'Exit and Abort Changes'** button. The newly made dynamic content message can be found in the **Content** list of PrismView, with its name and the extension **'.DD2.'** This file can be inserted into the **Play List** or added to a schedule.

The next type of data layer is the **'RSS'.** ***(Internet Access Required)*** RSS has become increasingly popular over the past few years for the circulation of all kinds of news. The **Dynamic Graphic Editor** enables the display of current RSS headlines.

To begin, load a background image into zone B. Be sure to choose one that was made with the same pixel dimensions as the sign. Images that are darker or with minimal contrast are usually best because text legibility needs to be unhampered by the background.

Next, add a data layer by clicking the **'Add'** button in zone A. From the **'Type:'** menu, select **'RSS'.** Provide a description—usually the website source name. Click the **'Add'** button.



Zone C will have changed to look like the example above. Fill in the **'URL:'** information of an RSS file. In the **'Item index:'** select which item or news headline from the RSS file will be displayed. This data layer type only looks for items within the **<title>** and **</title>** tags in an RSS file. The rest of zone C appears the same as on a regular **'Text'** data type layer.

Choose the font, font color, alignment, and set text areas as needed.

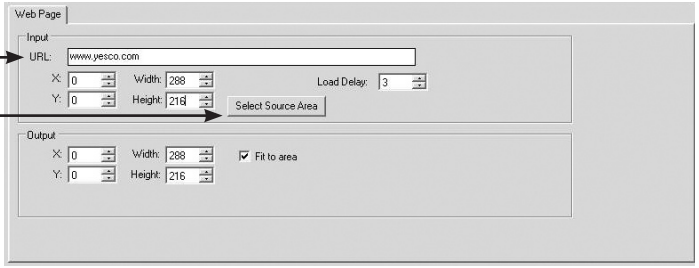
In the example above, there are three instances of the **'RSS'** data type, each pointing to a different news headline of the fictional site: ***www.world-news-flash.com.***

There are also two regular **'Text'** data type layers, one with the words: **WORLD NEWS,** and another for the **underline.**

After all data layers are added and set correctly, exit the Dynamic Graphic Editor by clicking the **'Exit'** button at the bottom right corner. To exit without saving changes, click the **'Exit and Abort Changes'** button. The newly made dynamic content message can be found in the **Content** list of PrismView, with its name and the extension **'.DD2'.** This file can be inserted into the **Play List** or added to a schedule.

The third type of data layer is the **'Web Page Image.'** ***(Internet Access Required)*** This type of data layer displays all or a part of a website on the sign. This is useful if there are images or text on a website that the user wants displayed on the sign.

To use a **'Web Page Image'** data layer, click the **'Add'** button in zone A to add a data layer. From the **'Add New Item'** window, choose **'Web Page Image'** as the data type, and click the **'Add'** button.



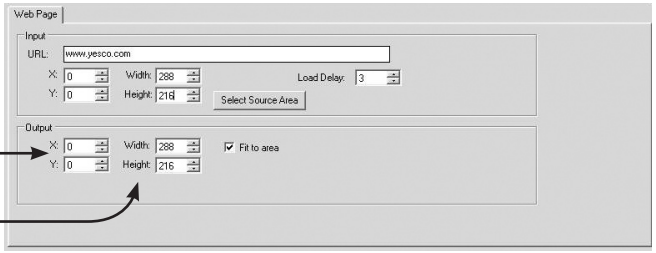
Zone C will change to look similar to the above example.

- Input the URL of the website. In this example, the URL is: ***www.yesco.com.***
- Click the **'Select Source Area'** button to access the webpage (see below) and use the mouse to draw a box around the area of the page to be grabbed. Then click **'OK'.**

The **'Load Delay:'** box, below the URL, sets the number of seconds needed for the webpage to load. This time delay is needed to give the computer time to start loading the page before it is scheduled to display on the sign. For example, if the page takes 10 seconds to load in a web browser, and the delay is only set to 5, then only part of the web page may be loaded by the time the website is displayed on the sign. Be sure to provide adequate time in the delay to prevent half loaded websites from being displayed.

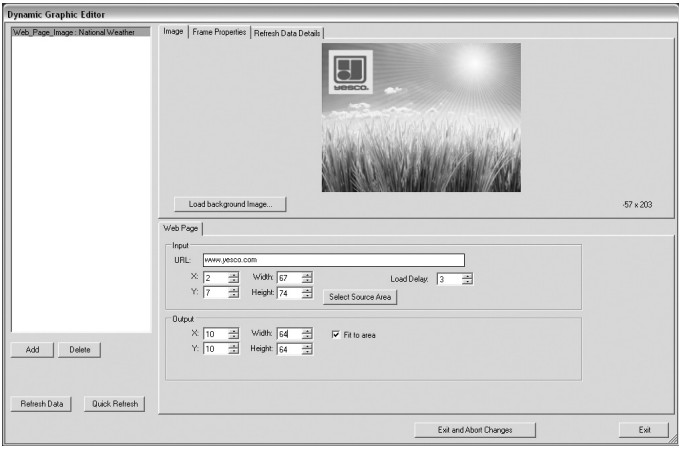
Note: *In case the intended website is not available, due to server maintenance or other reasons, having a background image loaded will prevent the sign from displaying black space for the duration of the intended 'Web Page Image' message. The background image will only display if there is no webpage available. Also, be sure the intended webpage is not copy-right protected and that you have legal permission to display the intended webpage.*

- The **'Output'** boxes of **'X:'** and **'Y:'** refer to the number of pixels to offset the display of the web image on the sign. The X and Y offset coordinates start at the top left pixel of the sign.



- The **'Width:'** and **'Height:'** coordinates determine how wide and tall the section of the sign displaying the web page image will be. Be sure to check the **'Fit to area'** box to enable this function.

Potentially, the sign could be displaying a background image on one part of the sign and a portion of a webpage on another. In this example, the YESCO logo was taken from ***www.yesco.com*** and displayed on top of a background image. Notice the X and Y offsets in both the **'Input'** and **'Output'** areas, as well as the **'Width:'** and **'Height:'** boxes. Specific coordinates were used to display the webpage image exactly as intended.

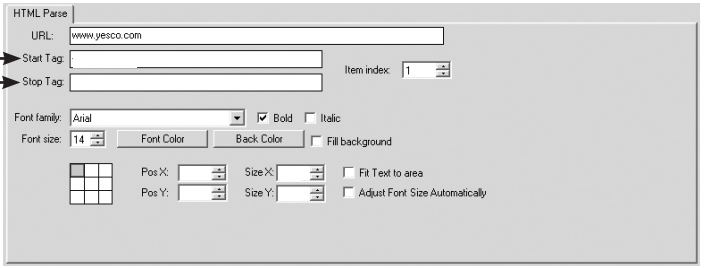


Note: *This method of 'screen grabbing' does have some limitations. For example, if the desired webpage image loads incorrectly, the sign will still show the assigned area of the screen, regardless of whether or not the web content is as it should be. This can pose a problem if the default window color in Windows is still set to white, as the sign will display the bright white color for the duration of the message.*

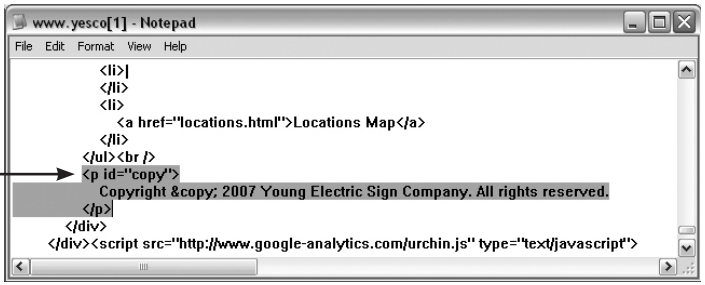
After all data layers are added and set correctly, exit the Dynamic Graphic Editor by clicking the **'Exit'** button at the bottom right corner. To exit without saving changes, click the **'Exit and Abort Changes'** button. The newly made dynamic content message can be found in the **Content** list of PrismView, with its name and the extension **'.DD2'.** This file can be inserted into the **Play List** or added to a schedule.

The fourth data layer type is the **'HTTP Simple Parse.'** ***(Internet Access Required)*** This type allows the user to grab text from a website. This method is similar to the **'Web Page Image'** or screen grabbing an area of a website, except this method only grabs a specified text item. The ability to read HTML when working with this type of data layer would be quite beneficial.

Add an **'HTTP Simple Parse'** data layer by clicking the **'Add'** button in zone A. In the **'Add New Item'** window, select **'HTTP Simple Parse'** from the **'Type:'** menu, and click the **'Add'** button.



Input the URL of the website to be parsed. In this example the URL is: ***www.yesco.com.*** Next, open the web page in a web browser, such as Windows Internet Explorer. From one of the browser's menus, select the option that will reveal ***"page source..."*** or ***"view source..." (This option is usually in the 'Page' or 'View' menu, depending on the web browser.)*** Choosing this option will open the web page, as html code, in a simple text program, such as Windows Notepad, seen here:



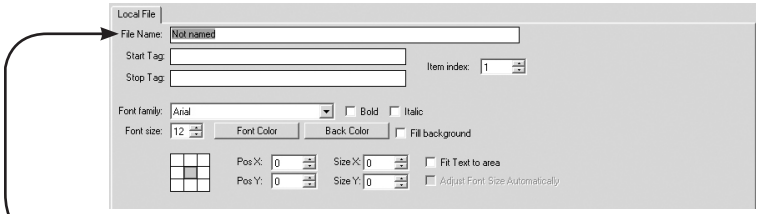
In this example, the copyright info at the bottom of ***www.yesco.com*** will be parsed and displayed on the sign.

- Notice the text highlighted in grey.
- The first part of code: ** ** , goes into the **'Start Tag:'** box in zone C.
- The last line highlighted: ** ** , will be placed in the **'Stop Tag:'** box in zone C. What will show up on the sign is the text between the two tags: ***"Copyright © 2007 Young Electric Sign . . ."***

This text can also be colored and displayed using a font selected as done in previous examples. When all layers are completed, save and exit as done in the preceding examples. The data layer will appear as **'.DD2'** file ready for use.

Note: *The 'HTML Simple Parse' will read basic HTML, but it will not translate special characters, such as the '©' symbol. They will be displayed as the code used to create them, such as '©'*

The fifth type of data layer is the **'Local File Simple Parse.'** ***(Internet Access Not Required)*** This is the same as the **'HTTP Simple Parse',** except, instead of accessing a remote page on the internet, this data layer type looks for a local page—an HTML, XML, or TXT file already on the computer, or an accessible location on an intranet. The ability to read HTML and XML when working with this type of data layer would be quite beneficial.

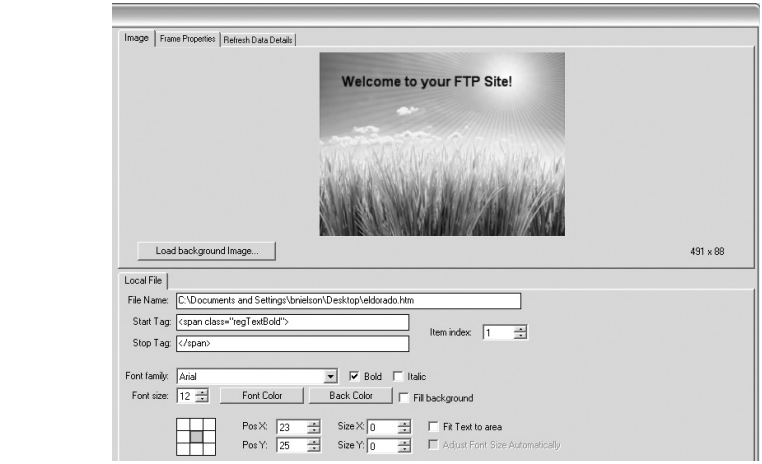


The only change in zone C will be, instead of asking for a **'URL:',** the Dynamic Graphic Editor will ask for a local address to be input in the **'File Name:'** text field. At first, the **'File Name:'** has **'Not named'** in the box. In this example, some text will be parsed from an HTML file located on the desktop.

Open the local HTML or XML file in Windows Internet Explorer, or other web browser. The address will display at the top.

Highlight the address text, and copy & paste it into the Dynamic Graphic Editor, in place of the **'Not named'** text in the **'File Name:'** field.

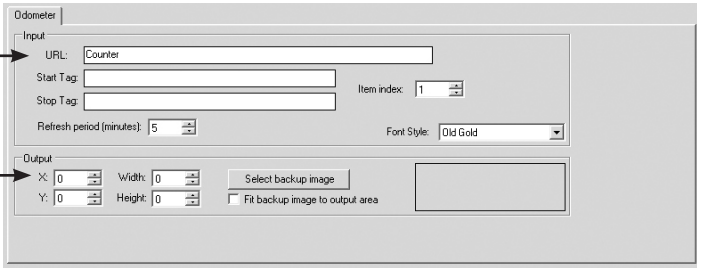
View the page's source code and choose a start and stop tag and insert them into the corresponding fields as was done in the **'HTML Simple Parse'** demonstration. In this example, the code that is parsed is the first line of text shown in the image above: ***Welcome to your FTP Site!***



Note: *The local file must also be placed on the server computer, with the same filename and path. For example, if the local file is located on the desktop of the client computer, then the file must also be placed on the server computer's desktop. If the file is located on an intranet, be sure the server computer can access it as well.*

The sixth data layer type is the **'Odometer.'** ***(Internet Access Required)*** This type is typically used by the gaming industry to display the constantly changing amount of money in a jackpot, or similar event. The numbers are usually output to an XML document, then grabbed by the Dynamic Image Editor using start and stop tags, similar to previous examples.

After adding an 'Odometer' data layer zone C will appear like this:



In the **'Input'** area, enter the URL of the file to be parsed. Locate the start and stop tags for the data to be displayed. Adjust the **'Item Index:'** as needed. Set the **'Refresh Period (minutes):'** this will update the message as often as desired.

The **'Output'** area has the X and Y offsets and the width and height adjusters as in previous examples.

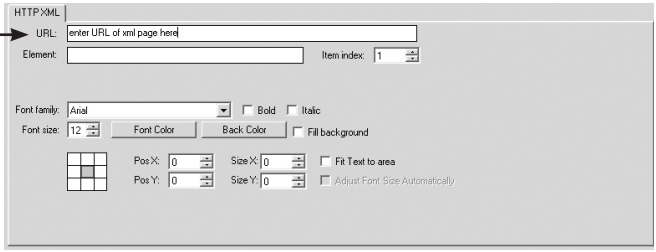
The **'Select Backup Image'** button will be useful in the unlikely event that the XML file with the odometer reading is inaccessible. The backup image is typically made to look exactly like the odometer readout, showing an average odometer reading for the event. This way, should the XML file be temporarily unavailable, the viewing public will not see a blank odometer reading.

To set the backup image, click the **'Select Backup Image'** button. Choose the jpg image that will serve as the backup image, then click **'Open'.** If the image needs to fill the output area, check the **'Fit backup image to output area'** box. To avoid image stretching, be sure the backup image was created at the same pixel dimensions as the output area.

After all data layers are added and set correctly, exit the Dynamic Graphic Editor by clicking the 'Exit' button at the bottom right corner. To exit without saving changes, click the **'Exit and Abort Changes'** button. The newly made dynamic content message can be found in the **Content** list of PrismView, with its name and the extension **'.DD2.'** This file can be inserted into the **Play List** or added to a schedule.

The seventh data layer type is the **'HTTP XML Parse'** ***(Internet Access Required).*** This data layer type is for displaying XML elements on the sign.

After adding an 'HTTP XML Parse' data layer, zone C will look like this:

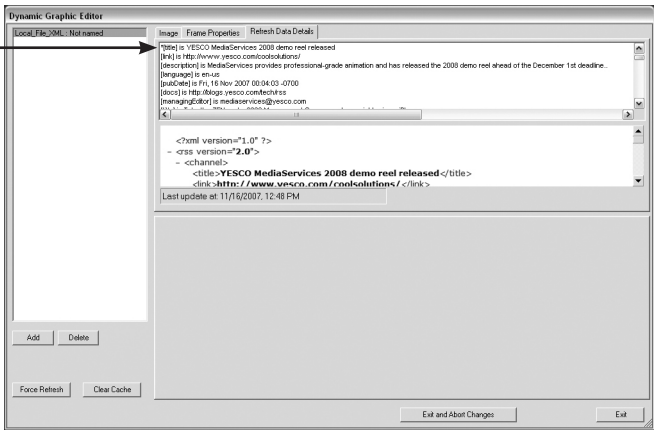


Input the URL of the XML file that will be parsed, into the **'URL:'** text area, and click the **'Force Refresh'** button in zone A.

In this example, the fictional URL: ***www.yesco.com/news/coolsolutions.xml*** was used.

Select the **'Refresh Data Details'** tab at the top of zone B. The webpage containing the xml will load and display within this tab's two sections. The upper section will list the element information. The lower section shows raw XML.

Find the desired XML element to display ***(words enclosed by these brackets: [ ]).***

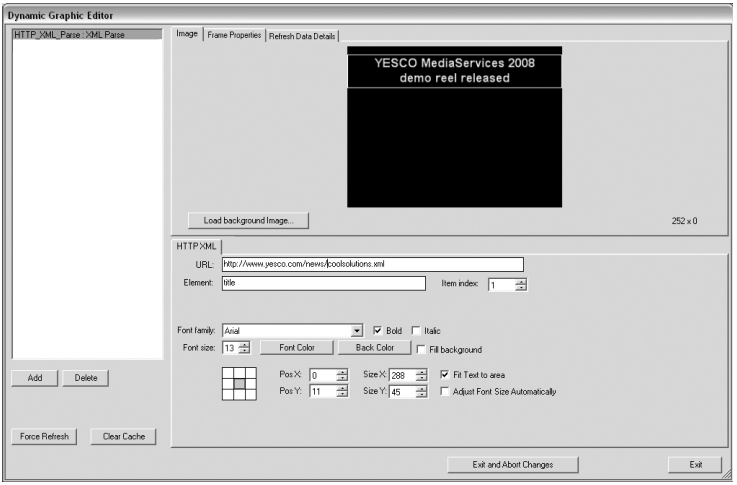


In this example, the element **[title]** was chosen. Next, return to the **'Image'** tab of zone B.

Below where the URL was inserted is the **'Element'** field, input the name of the chosen element into the **'Element:'** text area, and choose the item index number by clicking the up or down arrows next to the **'Item index:'** box.

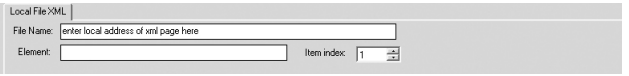
Since multiple instances of the same element are common in XML documents, the **'Item index'** chooses which instance to display. The elements are listed in order from top to bottom. For example, with 1 selected—the **'HTTP_XML_Parse'** will show the first **[title]** element in the XML document. If the second **[title]** element is desired, change the **'Item index'** to 2.

Position, color, and adjust the text as done in previous examples. It is recommended that all XML parses are set to fit in a text box. This will prevent any longer elements from going off the screen.



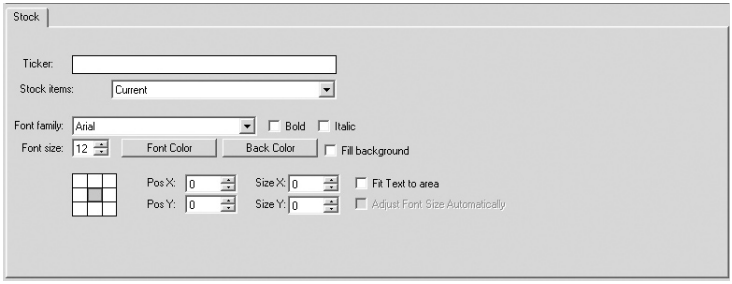
After all data layers are added and set correctly, exit the Dynamic Graphic Editor by clicking the 'Exit' button at the bottom right corner. To exit without saving changes, click the **'Exit and Abort Changes'** button. The newly made dynamic content message can be found in the **Content** list of PrismView, with its name and the extension **'.DD2'.** This file can be inserted into the **Play List** or added to a schedule.

The eighth data layer type is the **'Local XML Parse'** ***(Internet Access Not Required).*** This is practically the same as the **'HTTP XML Parse,'** except that this data type is looking for a local XML file, not a URL. Everything else is exactly the same. Be sure that the local file is also accessible to the server computer and that the file is of the same name and path. (i.e. if the file is on the desktop of the client computer, it must also be placed on the desktop of the server computer.)



The ninth data layer type is the **'Stock'** ***(Internet Access Required).*** This option will display stock information on the sign.

After adding an 'HTTP XML Parse' data layer, zone C will look like this:



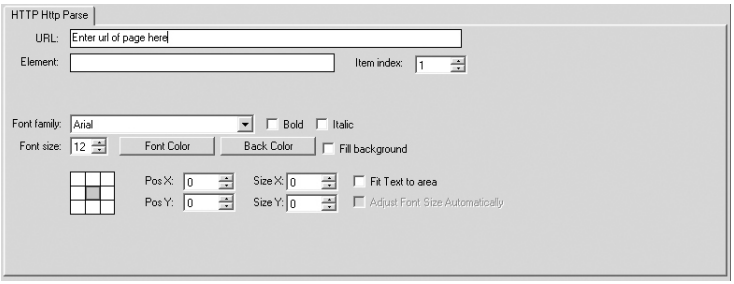
Input the stockmarket Ticker code of the chosen stock, into the **'Ticker:'** text area. Next, choose from the **'Stock items:'** drop-down menu, either: ***Current, Change, Opening, Day's High, Day's Low, or Volume.*** Then click the **'Refresh Data'** button in zone A and the stock information will appear.

'Current' will display the current trade value of the stock, i.e. ***'26.71.'***
'Change' will display a (+) or (-) and the value change, i.e. ***'+0.45.'***
'Opening' will display that day's opening value, i.e. ***'22.52.'***
'Day's High' will display that day's highest value, i.e. ***'27.20.'***
'Day's Low' will display that day's lowest value, i.e. ***'22.10.'***
'Volume' will show that days volume of shares traded, i.e. ***'358.'***

Basic **'Text'** data layers may need to be added to this message to provide necessary information, such as the stock company's name(s) and which **'Stock item'** is being shown. Add a background image if desired, or make adjustments to font, color, size etc. as done with other data layers.

After all data layers are added and set correctly, exit the Dynamic Graphic Editor by clicking the 'Exit' button at the bottom right corner. To exit without saving changes, click the **'Exit and Abort Changes'** button. The newly made dynamic content message can be found in the **Content** list of PrismView, with its name and the extension **'.DD2.'** This file can be inserted into the **Play List** or added to a schedule.

The tenth data layer type is the **'HTTP HTML Parse'** ***(Internet Access Required).*** Some basic HTML knowledge will be helpful when using this type of data layer. This data type is similar to the **'HTTP XML Parse'** data layer.

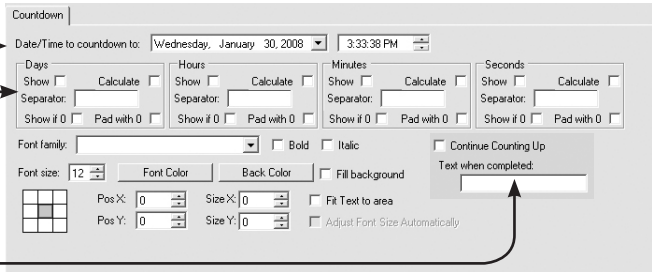


To use the **'HTTP HTML Parse,'** input the URL of the webpage to be parsed into the **'URL:'** text area. Next, click the **'Force Refresh'** button in zone A. In zone B, the webpage will load into the two areas within the **'Refresh Data Details'** tab, just like in the **'HTTP XML Parse'** example. The upper section will display the HTML elements in a list ***(<a>, <body>, <p>, , basically any text with these brackets < >)***. The lower section will display the raw HTML.

Choose an HTML element from the list, and return to the **'Image'** tab of zone B. In the **'Element:'** text area, type the name of the chosen HTML element. As with XML documents, multiple instances of different elements will exist in a single HTML document. In the **'Item index:'** box, choose an index number by clicking the up or down arrows. Once the correct element has been found, make any necessary adjustments to the font, color, size, etc.

After all data layers are added and set correctly, exit the Dynamic Graphic Editor by clicking the 'Exit' button at the bottom right corner. To exit without saving changes, click the **'Exit and Abort Changes'** button. The newly made dynamic content message can be found in the **Content** list of PrismView, with its name and the extension **'.DD2.'** This file can be inserted into the **Play List** or added to a schedule.

The eleventh data layer type is **'Countdown'** ***(Internet Not Required)***. This data layer is useful for displaying a countdown to midnight on New Year's Eve, or even a countdown to a special sale or similar event.



Add a background image and a **'Countdown'** data layer to your message. The **'Countdown'** section will appear similar to the above example.

- From the top, choose a date and time on which the countdown will terminate.

- The next four mini-sections allow you to display the **Days, Hours, Minutes,** and **Seconds** remaining in the countdown. Check the **'Show'** box in each section to display the desired item. If the **'Show'** box is only checked on one of the options, such as **Seconds,** the data layer will display the entire number of seconds before the countdown terminates. This number can be very large depending on how many seconds actually remain in the countdown.

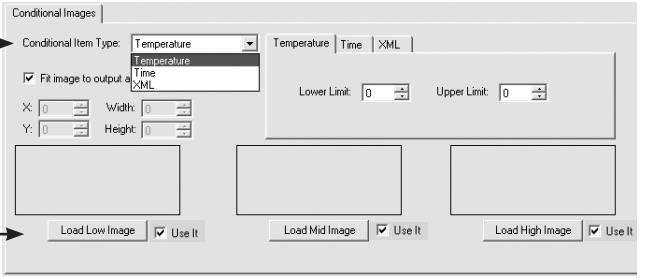
  The **'Calculate'** box allows the countdown to calculate the **Days, Hours, or Minutes** without actually showing them. For example, if you wanted to have a message say, ***"Grand Opening in 2 Weeks, 15 hours, 35 minutes, 5 seconds,"*** then use a regular **'Text'** layer to display the text: ***'Grand Opening in 2 Weeks,'*** and use a **'Countdown'** layer to display the hours, minutes, and seconds. In the **'Countdown'** layer leave the **'Show'** box empty on the **'Days,'** but check the **'Calculate'** box, and check the **'Show'** boxes for the **Hours, Minutes and Sections.** This will allow the message to appear like this: ***"Grand Opening in 2 Weeks, 15 35 5".*** To add the words ***'hours, minutes and seconds'*** behind the correct numbers, insert each word in the **'Separator:'** box of the coresponding section. After that is done the message will appear as intended. Dashes or colons are also common separator characters for countdowns.

  The **'Show if 0'** box will display a '0' if that option in the countdown has run out. The **'Pad with 0'** box will insert a '0' before any single digit number.

- The lower part of the **'Countdown'** data layer is the same as other data layers with the exeption of the **'Text when completed:'** box ***(which allows you to have text display when the count down terminates–such as "Happy New Year!"),*** and the **'Continue Counting Up'** box ***(which allows you to have the counter reach the termination date then start counting upwards again)***. Only one of these two options may be used at a time.

After all data layers are added and set correctly, exit the Dynamic Graphic Editor by clicking the 'Exit' button at the bottom right corner. To exit without saving changes, click the **'Exit and Abort Changes'** button. The newly made dynamic content message can be found in the **Content** list of PrismView, with its name and the extension **'.DD2.'** This file can be inserted into the **Play List** or added to a schedule.

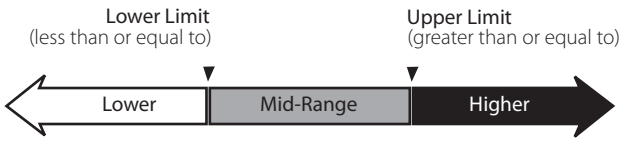
The twelfth data layer is the **'Conditional Image'** ***(Internet Required for XML option only).*** This data layer will display a pre-defined image if certain conditions are met. Three types of conditions are allowed for this data layer: ***Temperature, Time, or an XML element.***



- The first option: **Temperature,** allows you to choose three images that will play as the background, one of the image will play if the current temperature is within a given range.

- To add images, click the **'Load Low Image', 'Load Mid Image',** and **'Load High Image'** buttons. Thumbnails of the chosen images will appear in the three coresponding gray boxes. If only the low and high ranges will be used, uncheck the 'Use it' box for the mid range image. Below the **'Conditional Item Type:'** menu is the **'Fit image to output area'** box. This allows you to have the image only appear within a portion of the sign or have the image fill the screen.

Next, in the **'Temperature'** tab, set the **'Lower & Upper'** limits. These limits represent the bottom and top of the mid-range. See diagram below.

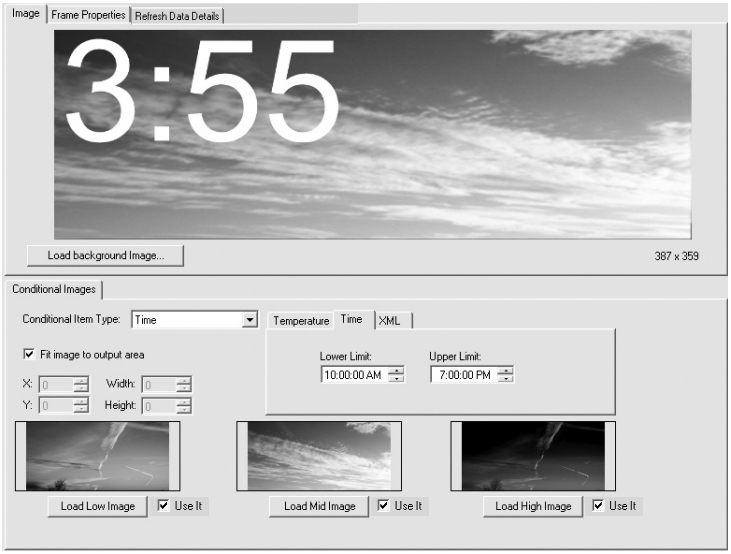


For example, if you choose 32 degrees as your **'Lower Limit'** and 60 degrees as your **'Upper Limit,'** the sign would display the **Low Image** for all temperatures 32 and below, the **Mid Image** for all temperatures between 32 and 60, and the **High Image** for all temperatures 60 or above.

> Note: ***The 'Temperature' conditional image will display the images only, not the temperature. If the temperature is to be part of this message a regular 'Text' data layer must be created and set to display the temperature. Also, the 'Conditional Image' data layer must be FIRST in the layer order of zone A. If the layers are not in this order, the additional data layers will not be visible.***

The other two types of **'Conditional Image'** will be covered next. If a Temperature Conditional Image is all you need at this time, finish adding any other desired data layers and exit the Dynamic Graphic Editor by clicking the **'Exit'** button at the bottom right corner. To exit without saving changes, click the **'Exit and Abort Changes'** button. The newly made dynamic content message can be found in the **Content** list of PrismView, with its name and the extension **'.DD2.'** This file can be inserted into the **Play List** or added to a schedule.

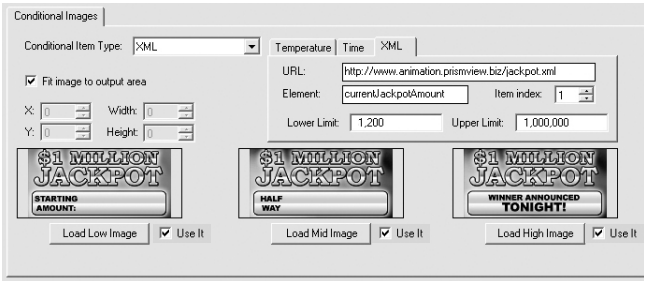
The second type of **'Conditional Image'** is **'Time.'** This type of conditional image also allows you to display three pre-determined images, but this type depends on the time of day.



Choose **'Time'** from the **'Conditional Item Type:'** menu, and choose the **'Time'** tab. This will allow you to set the **'Lower & Upper Limits'** as an exact time of day. In the above example, the Lower Limit was set to 10am and the Upper limit was set to 7pm. The time was 3:55pm and thus fell within the middle time range, resulting in the **Mid Image** being displayed.

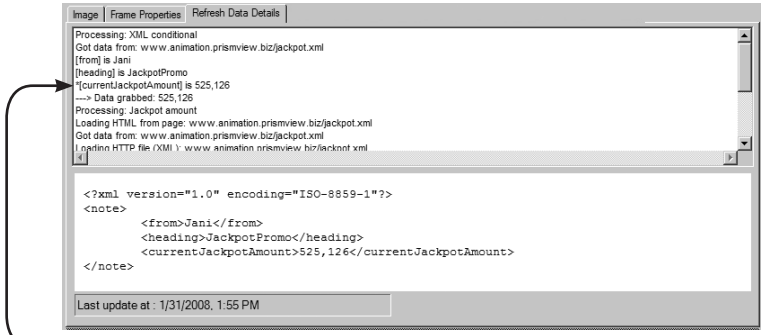
The last type of **'Conditional Image'** is the **'XML'** ***(Internet Access Required)***. This type will change the three images based on the contents of an XML element. Basic understanding of XML will be helpful when using this type of conditional image.

For example, a casino has an upcoming jackpot giveaway and is posting the current jackpot amount to a web based xml file. They create three background images that will change depending on what number appears in the xml file. Once the number reaches 1 million a winner will be declared. In order for this to happen as indicated, the casino would choose **'XML'** from the **'Conditional Item Type:'** menu and choose the **'XML'** tab. These options would then be available:



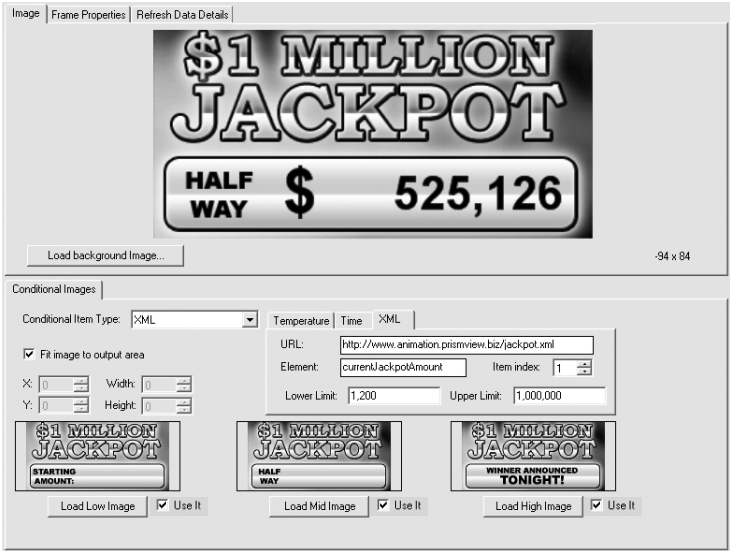
They would load their three images for **Low, Middle** and **High**. Then in the **'XML'** tab they would insert the URL of the xml file from which the data will be grabbed, and the element name and index number.

The XML file can be viewed right within the **Dynamic Data Editor,** by going to the **'Refresh Data Details'** tab. If the URL is correct, the xml will appear in the split windows of this tab. The upper tab will translate the xml into a more readable format. Lower window shows the raw XML.



You can see from the above image that the element being sought is called: ***currentJackpotAmount***. The data within that element: ***525,126*** was grabbed.

Go back to the **'Image'** tab to see that the casino would insert the name of the element in the **'Element:'** text field. Since this is the only instance of this element on the xml page, the **'Item Index'** number will remain at 1. The **'Lower & Upper Limits'** were set as needed.



Note: *As with the other types of the 'Conditional Image' data layer, this only displays an image. All other supporting text, such as the dollor sign, and the dollar amount must be added separately. The '$' is just a regular 'Text' data layer. The dollar amount is an 'HTTP XML Parse' data layer.*

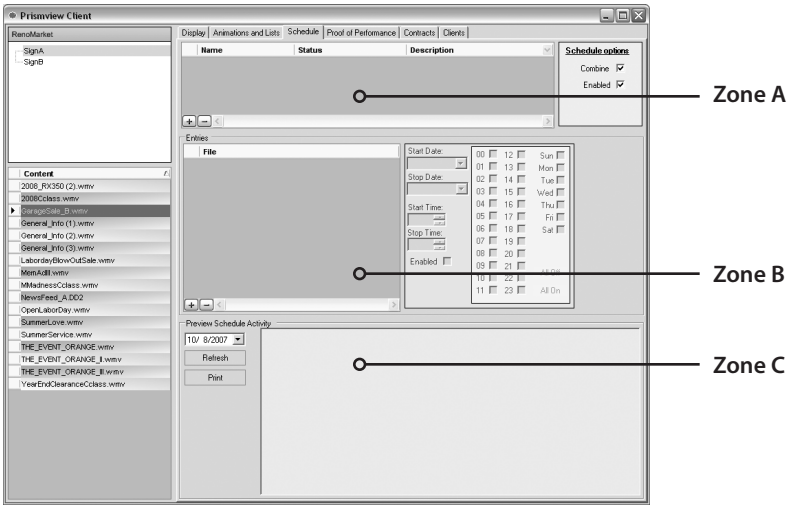
After all data layers are added and set correctly, exit the Dynamic Graphic Editor by clicking the 'Exit' button at the bottom right corner. To exit without saving changes, click the **'Exit and Abort Changes'** button. The newly made dynamic content message can be found in the **Content** list of PrismView, with its name and the extension **'.DD2.'** This file can be inserted into the **Play List** or added to a schedule.

Schedule Tab

The **'Schedule'** tab is for setting up schedules. This allows the sign to run more efficiently by having PrismView tell the sign what messages to play and when to play them. For example, this allows the user to create a schedule that will allow them to be out partying on New Year's Eve instead of at the computer waiting until midnight to add a New Year's message to the Play List, and click the **'Update Sign'** button. A schedule will play file(s) at an appointed time.

The **Schedule** tab is divided into zones A, B and C. The **Content** list is available at the left and the sign's name(s) and groups are visible above it.

> Note: *If there are multiple signs, each sign or group will have a separate schedule(s), so be sure the correct sign or group is highlighted.*



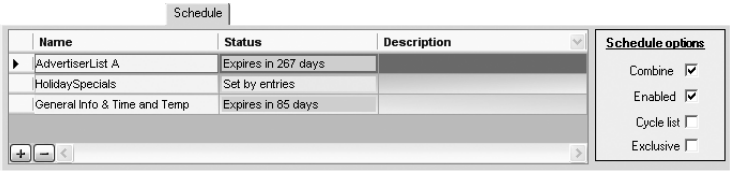
Zone A. This zone is where schedules are added and given a name. The (+) & (-) buttons at the bottom of this zone add and delete schedules. The type of schedule is also determined in zone A.

Zone B. This is where messages are added from the **Content** list after the schedule is created and named. Messages can be dragged-and-dropped from the Content list, or the familiar (+) & (-) buttons are available for adding messages. Simply select the message in the **Content** list and click the (+) button to add it. To remove a message from the schedule, select it in zone B and click the (-) button. This zone also has the message start and stop parameter settings for date and time.

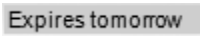
Zone C. A preview of the scheduled activity can be viewed here prior to sending it out to the sign.

Making Schedules

To begin making a schedule, add a schedule in zone A and give it a name. There are countless ways for setting up schedules, so some trial and error is bound to occur as the method that works best for the user's situation is found. In this example, three different schedules were added.

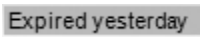


The **'Schedule'** tab has three columns in this area: ***Name, Status, and Description.*** The **Status** column will change color depending on the status of each schedule made.



Green means the schedule is active and will expire in 'x' number of days.

Blue means the schedule will start in 'x' number of days.



Grey means the schedule has expired 'x' number of days ago.

Red means the date range is invalid, usually because the stop time is set to a date before the start time. Check the dates and make any necessary adjustments.

Beige means the schedule is an un-Combined schedule (the Combined Schedule Option is unchecked) and its contents' start and stop parameters are set individually, or 'by entries.'

The Schedule Options box, to the right of the schedules, is for choosing schedule options. Four options exist for schedules: ***Combined, Enabled, Cycle List, and Exclusive.***

Combined means that each message added into the selected schedule will share the same start and stop parameters. ***(If unchecked, each message will have its own parameters.)***

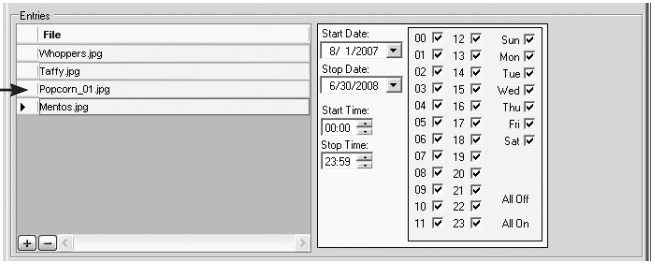
Enabled means that the schedule is available to play. To disable a schedule, uncheck the box.

Cycle List is similar to the **Lists** available in the **Animations and Lists** tab. Each message within this type of schedule will play on a rotating basis.

Exclusive means that schedule is the only one that will play. This type of schedule over rides all other schedules. If there are two Exclusive schedules set to play at the same time, they will behave like two **Cycle Lists.**

Adding Entries to a Schedule

The **Entries** window of zone B is where messages are added from the **Content** list. The familiar (+) & (-) buttons function the same as when adding messages to the **Play List.** Simply select the message in the **Content** list and click the (+) button to add, or drag-and-drop them from the **Content** list into the **Entries** window. To remove a message from the schedule, select it in the **Entries** window and click the (-) button.



The above example shows zone B with entries in a **Combined** schedule. A **Combined** schedule puts a light green background behind the date and time parameters. This background color changes to pink when the **Combined** box is ***unchecked***. To set Start and Stop Dates, click on the drop-down menu and a calendar will appear. The Start and Stop Times are set in military time ***(add 12 to every hour after noon)***. The Start and Stop Time is only for setting one block of time as play time. If more flexibility is needed, use the hour check boxes to toggle each hour on or off. However, the Start & Stop Time settings have priority over the Hour Toggle boxes, so be sure the time block set by them includes the selections made in the Hour Toggle boxes.

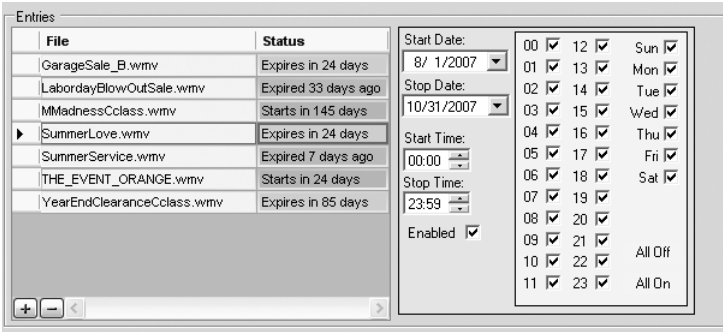
The days of the week are selected in similar fashion; just check or uncheck the appropriate boxes. To quickly check or uncheck all boxes, use the **'All Off'** or **'All On'** buttons.

The order in which the messages will play can also be changed. Ordinarily, messages play from top to bottom. To change the order, click and drag the small grey area of a message ***(located to the left of the file name)*** above or below another one.

If there is a new message that needs to replace an older one in a schedule, drag-and-drop it directly on top of the old message in the Entries window. The new message will overwrite the older one, but it will keep the older message's parameters.

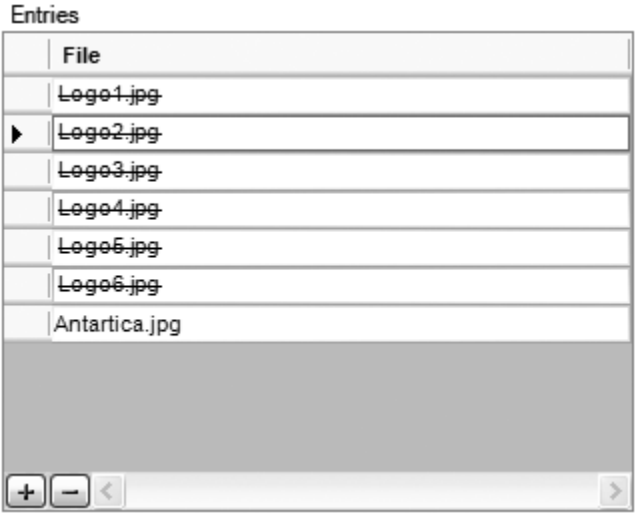
Note: *The Cycle List can be very useful if there are multiple advertisers or organizations wanting to advertise on the sign. Create a Cycle List schedule for each advertiser and add each advertiser's ads to the corresponding schedule. Using this method will display the first message in each advertiser's list, then go back and cycle through everyone's second, and third messages and so on. This way the sign is not displaying all of one advertiser's goods before moving on; it cycles through each of them.*

In an **Uncombined** schedule, the **Entries** window changes to look like this:



The **Status** column appears in the **Entries** window next to the message file name. An '**Enabled**' check box also appears on a pink background. In an **Uncombined** schedule, all message parameters are set independently, so be sure to select the correct message when altering parameters.

If, one day, the **Entries window** or **Play List** messages, look like this:

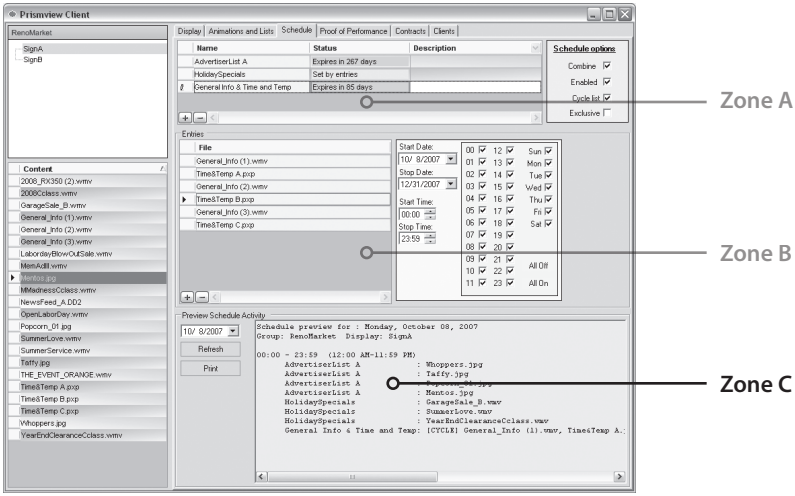


The crossed-out messages are no longer in the **Content** list. They were deleted. If they were accidently deleted, then they will need to be added to the **Content** list again.

If they were deleted with pre-mediation, then the evidence can be removed by selecting them and clicking the (-) button at the bottom of the **Entries** window.

Previewing Schedules

Previewing Scheduled Activity is done from zone C. Choose a day to preview from the calendar drop-down menu, and click the **'Refresh'** button.

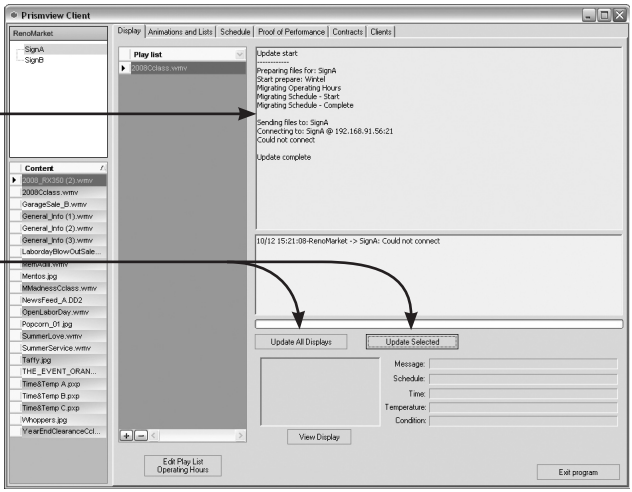


A text representation of the current scheduled activity will appear. After the date, group, sign name, and time segment, the schedule name and the name of the message(s) scheduled to play are listed. Notice the ***General Info & Time and Temp*** schedule is a **Cycle List,** so during the first rotation, ***General_Info (1).wmv*** will play. On the next rotation, ***Time& Temp_A.pxp*** will play, etc.

Updating the Sign(s)

After the messages and scheduling are complete, the sign(s) can be updated. As mentioned on page 9, if there is only one sign, either of the Update buttons will work. The **'Update Selected'** is used to update only the sign or group selected.

- To update the sign(s), select the sign or group to update and click the appropriate **'Update'** button.
- Transmission information will appear in the **Communication** window. When transmission of messages is complete, an ***'Update Complete'*** message will appear at the end of the communication data.



If any errors occur during transmission of files to the sign, the error code and brief description will appear in the section directly above the two update buttons.

If the customer needs to contact **YESCO Service ((800) 742-6721)**, due to repeated communication errors, be sure to write down any error code information prior to calling YESCO, since these codes will help the technicians diagnose the problem.

Proof of Performance (POP) Tab

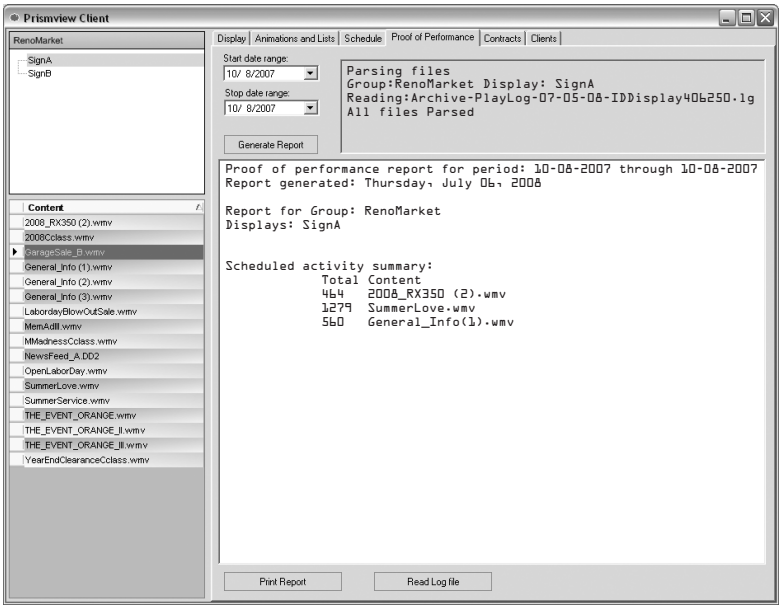
The **Proof of Performance** tab is for auditing purposes. It generates reports stating what messages have played and when. The reports can be generated for a sign group or an individual sign, depending on what is selected.

> Note: *The Proof of Performance tab will not appear if it was left unchecked during the configuration process. To enable this tab, call YESCO Service (800) 741-6721. Also, the sign must receive the 'Update' command before PrismView will download the POP log reports.*

To generate a report, select a sign or group from the top right. Then choose a date range from the calendar drop-down menus. Next, click the **'Generate Report'** button. PrismView will then display the player log files for the days within the date range. ***Since the logs are written each day at midnight, no logs will be available for the present day.***

At the top will be the date range of the readout, then the group and sign name. The last part is the actual list of messages, and next to them are the number of plays for each message. For example, message ***2008_RX350 (2).wmv*** played a total of ***464*** times in the time period selected.

If the computer is connected to a printer, a hard copy of the report may be printed by clicking the **'Print Report'** button at the bottom of this window. The **'Read Log File'** button allows you to access the raw data of the log file.

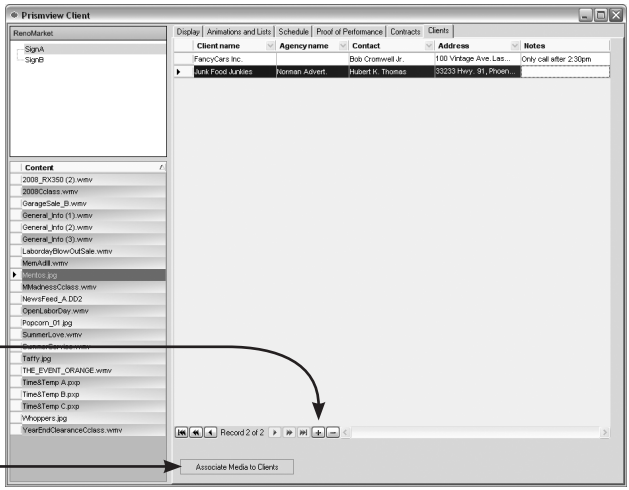


The Client Tab

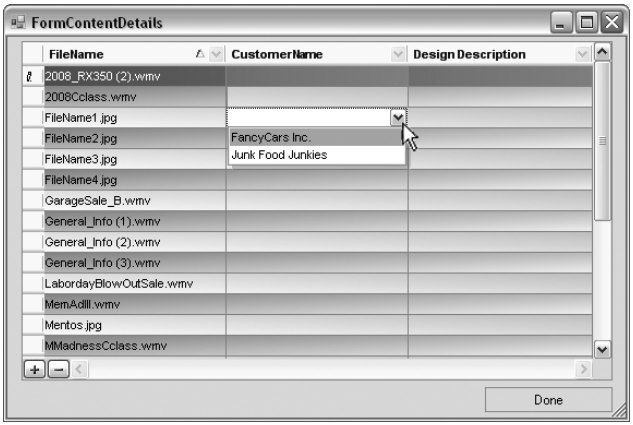
The **Clients** tab is for keeping track of clients, or similar groups, from within PrismView.

> Note: *The Clients tab will not appear if it was left unchecked during the configuration process. To enable this tab, call YESCO Service (800) 741-6721.*

- To add a client, just click the (+) button at the bottom of the window. In the above example there are two clients. Fill out the other columns as needed. To delete a client, just select the client to be erased, and click the (-) button at the bottom of the window.



- To link messages with their respective owners, click the '**Associate Media to Clients**' button. A window similar to the example below appears. Next, select a message and then select a client / customer from the drop-down menu under **Customer Name**.



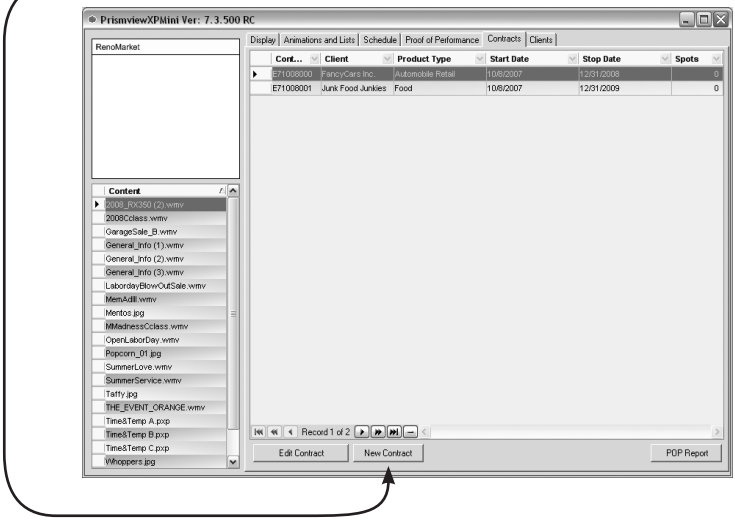
When finished, click '**Done.**'

The Contract Tab

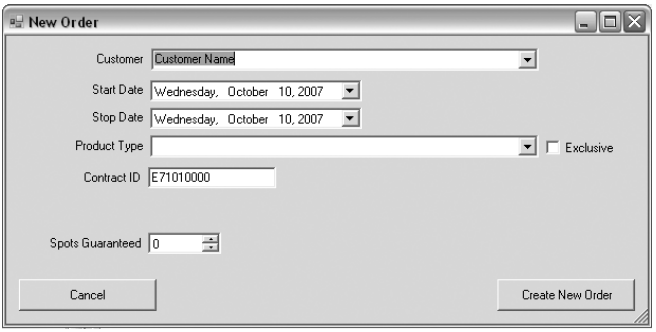
The **Contracts** tab is for keeping track of client's contracts from inside PrismView.

> Note: *The Contracts tab will not appear if it was left unchecked during the configuration process. To enable this tab, call YESCO Service (800) 741-6721.*

To make a new contract, click the **'New Contract'** button.



The **New Order** window will appear, asking for contract information. Select the proper customer from the drop-down menu.



Next, select the start and stop date of that customer's contract. Select the **Product Type (optional),** and set the number of guaranteed spots for each customer as well **(also optional).** The **Contract ID** will be auto-generated, or a custom ID may be used.

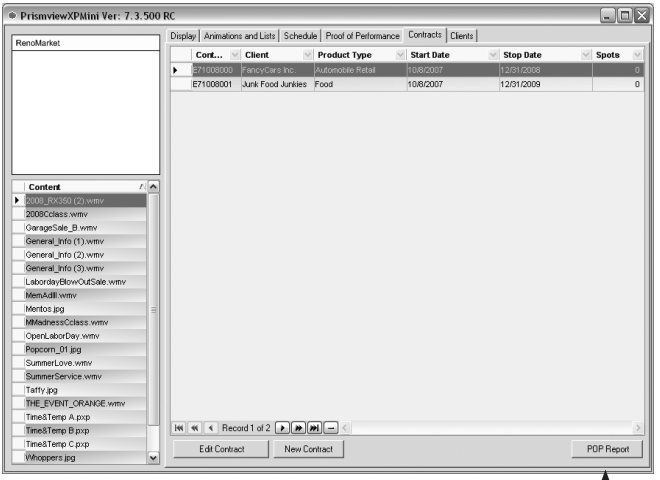
When finished, click the **'Create New Order'** button.

To delete a contract, select it and click the (-) button near the bottom of the **Contracts** tab window.

To edit an existing contract, click the **'Edit Contract'** button. Make any necessary changes and click the **'Save Changes'** button.

The **'POP Report'** button will prepare a **Proof of Performance** report for the selected contract.

To do this, select a contract from the list above, click the **'POP Report'** button and the file will open in **Windows® Notepad**. The report can then be printed if the computer is set up for printing.



This concludes the **Operation of the PrismView Client** section of the manual. Please refer back to this manual for questions regarding use of the **PrismView Client.** If further assistance is needed, please call either **YESCO Service (800) 741-6721, or MediaServices (866) 989-3726.**

Appendix

The appendix contains information on the following topics:

- List of all possible dynamic text macros for displaying date, time, and temperature
- List of National holidays

Macro Values for the PrismView Message Editor and Dynamic Graphic Editor

A complete list of macro values is provided here:

[date]	Example: **10/31/2008 (mm/dd/yyyy)**
[d]	Example: **31**
[day]	Example: **Thursday**
[m]	Example: **10**
[month]	Example: **October**
[year]	Example: **2008**
[temp]	Example: **78 ° (in Fahrenheit)**
[tempC]	Example: **25 ° (in Celsius)**
[time]	Example: **10:33 (hh:mm)**
[ampm]	Example: **10:33 AM (used like this: [time] [ampm])**

Regular text and macros can be used at the same time. For example, a common way to display the date and time is worded like this:

Today is **[day]**, **[month]** **[d]**, **[year]**. > Today is Monday, October 7, 2008.
The current time is **[time]** **[ampm]**. > The current time is 10:45 AM.

List of National Holidays

New Year's Day	*Jan. 1st*
Martin Luther King Jr. B-Day	*3rd Monday in Jan.*
Inauguration Day	*Jan. 20th (every four years)*
President Lincoln's B-Day	*Feb. 12th*
Valentine's Day	*Feb. 14th*
President Washington's B-Day	*3rd Monday in Feb*
St. Patrick's Day	*March 17th*
April Fool's Day	*April 1st*
Earth Day	*April 22nd*
Arbor Day	*Usually the Last Friday in April*
Mother's Day	*Second Sunday in May*
Armed Forces Day	*3rd Saturday in May*
Memorial Day	*Last Monday in May*
Flag Day	*June 14th*
Father's Day	*Third Sunday in June*
US Independence Day	*July 4th*
Labor Day	*First Monday in September*
Columbus Day	*Second Monday in October*
Halloween	*Oct. 31st*
Election Day	*Tuesday on or after Nov. 2*
Veteran's Day	*Nov. 11th*
Thanksgiving Day	*Fourth Thursday in Nov.*
Christmas Day	*Dec. 25th*
New Years Eve	*Dec. 31st*

List of State / Regional Holidays