

SALES MANUAL

MEDIAEDGE Console

MEDIAEDGE Server Management Tool for VOD

January 2010

The MEDIAEDGE® family of products is designed for anyone looking to use video to convey information effectively. The MEDIAEDGE Console interface has been designed to make it easier to configure and use the MEDIAEDGE system, without any prior knowledge of networks or servers.

This document provides an overview of the MEDIAEDGE Console, describes its advantages compared with its predecessor, the Server Console, and presents configuration examples in an easy-to-understand format.

This software requires no specialized knowledge of networking or servers and enables users to perform the following tasks by means of simple mouse operations:

- Settings for VOD, scheduled recording/playback, and live distribution
- Creation of menus
- Per-user content settings

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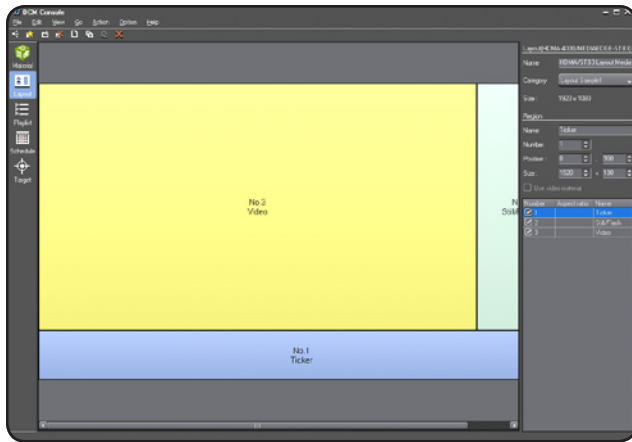
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Display Content Manager vs. MEDIAEDGE Console

The Display Content Manager and the MEDIAEDGE Console are both software applications used to perform MEDIAEDGE settings and operations. The differences between the two applications, each intended for quite different purposes, are outlined below.

DISPLAY CONTENT MANAGER

Purpose: Digital Signage



Layout settings screen in Display Content Manager

Software That Makes It Easy To Implement Digital Signage

The Display Content Manager (DCM) performs the data creation and management tasks necessary to display content such as video, still images, on-screen text, Flash, HTML, audio, and live video feeds in a user-defined layout.

Functions:

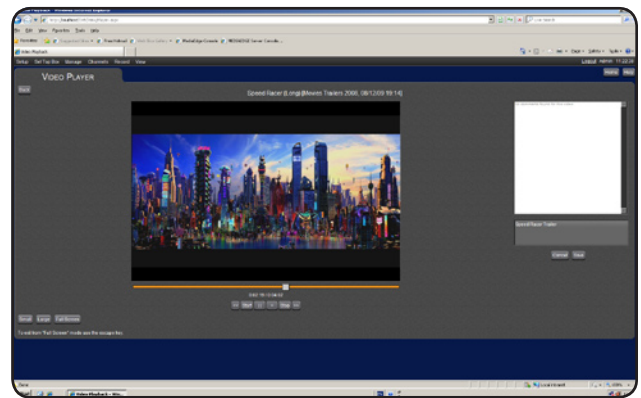
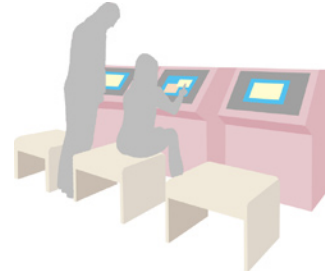
- Content registration/management
- Layout editing
- Playlist editing
- Schedule editing

How information is presented:

Content is delivered according to a predetermined schedule (push delivery).

MEDIAEDGE CONSOLE

Purpose: VOD (including scheduling and live content distribution)



Example PC video playback client

Software That Makes It Easy To Implement Video-On-Demand (VOD)

The MEDIAEDGE Console application makes it easier to create settings for functions that were previously entered from the Server Console (VOD, scheduling, live content distribution, etc.).

Functions:

- Content registration/management (automated)
- Settings for VOD, scheduling, live content distribution, etc.
- User and content management functions
- Automated menu creation function

How information is presented:

Users select the content they wish to view (pull delivery).

Overview of the MEDIAEDGE Console

The MEDIAEDGE Console makes it easy to perform video-on-demand (VOD) operations and setting changes on a MEDIAEDGE4 system. The GUI-based operation system is easy to understand, requiring no knowledge of networks to make setting changes.

FEATURES AND FUNCTIONS OF MEDIAEDGE CONSOLE

VOD setting and management software:

- Allows easy management of VOD operations and settings
- Bundled with MEDIAEDGE-SVS4
- Web-based application avoids restrictions on the type of system that is used for management

GUI for easy-to-understand operation:

The intended target user is anyone with a basic familiarity with Microsoft Windows or Web browser software. Operation is intuitive and easy to understand.

Playback, recording functions:

Settings for channel-based playback scheduling and recording scheduling can be entered easily using the GUI.

User management functions:

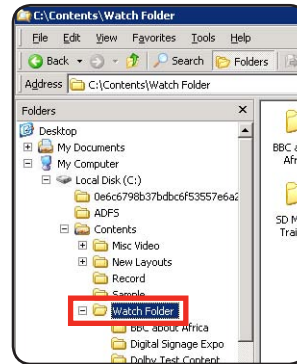
- User account creation
- Setting of menu access privileges

Content management functions:

User authorization can be specified to restrict access to individual content items.

Watch Folder function and automatic creation of VOD menus:

- Content is registered automatically when files are copied into a designated folder
- Registered folder information is automatically created in the menu by the Watch Folder function



1. Content is registered in the Watch Folder
2. A menu is created automatically

Included supplemental tool:

The Enhanced Management Pack (EMP) supplementary tool is included to further simplify use of MEDIAEDGE Console.

MEDIAEDGE CONSOLE SPECS

The following hardware and operating environment are required in order to use the functions of MEDIAEDGE Console.

Server

MEDIAEDGE-SVS4

- Microsoft .NET Framework 3.5 SP1
- OS: Windows Server 2003 R2 SP2 (32-bit), or Windows Server 2008 SP2 (32-bit)+2008 R2
- CPU: Intel Core2 Duo
- Other specs: HDD Min. 30 MB of free space required, memory: min. 1 GB

Client

MEDIAEDGE-STB4H, MEDIAEDGE-STB4

Note: A monitor with an HDMI input port is required to play HD video content.

Client (PC)

MEDIAEDGE-SWT4

A separate PC satisfying the SWT4 system requirements is required. Windows Internet Explorer 7 or 8

Other Supported Components

MEDIAEDGE-LEB4, MEDIAEDGE-LEB60

MEDIAEDGE Console Operation

Before the appearance of MEDIAEDGE Console, VOD or scheduling setting management was carried out by means of the Server Console, which was formerly included with MEDIAEDGE-SVS. MEDIAEDGE Console offers a much improved workflow over Server Console in the following areas:

- Easier operation, using graphical user interface and mouse
- Automated menu creation function
- User account creation function

EASIER OPERATION

Many more settings in the MEDIAEDGE Console are accomplished using the mouse, making the software much easier to use than the Server Console.

Server Console

The interface is text-based, so most operations involve inputting commands from the keyboard.

A knowledge of networks and servers is necessary.

MEDIAEDGE Console

The graphical user interface uses mouse operations and is easy to understand.

Operation is intuitive, and the software is designed so that anyone with a basic familiarity with Microsoft Windows (such as how to copy and open files) is able to change settings easily.

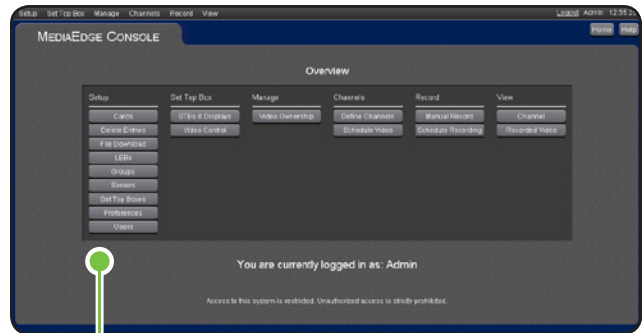
Server Console startup screen



The keyboard must be used for a variety of settings involving input of text or numbers (approximately 80% of operations). This makes managing settings difficult for users lacking a knowledge of servers and networks.



MEDIAEDGE Console startup screen



Settings can be managed without difficulty by means of easy-to-understand GUI menus and mouse operation (approximately 80% of operations). Settings can be handled easily using the mouse to click buttons or checkboxes, or to drag and drop objects on the screen.

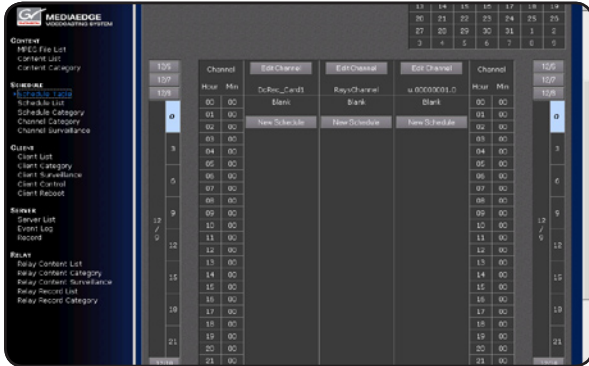


MEDIAEDGE Console Operation (cont.)

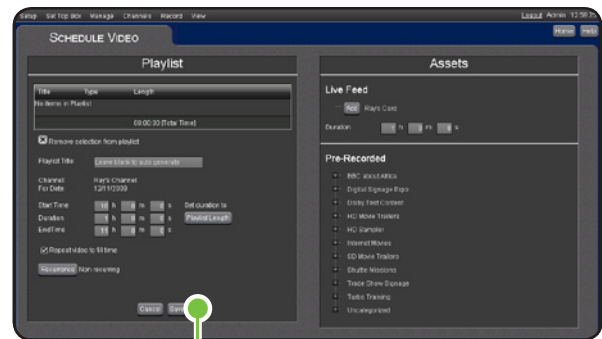
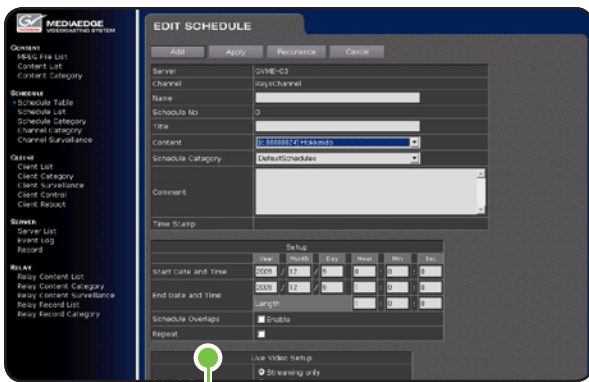
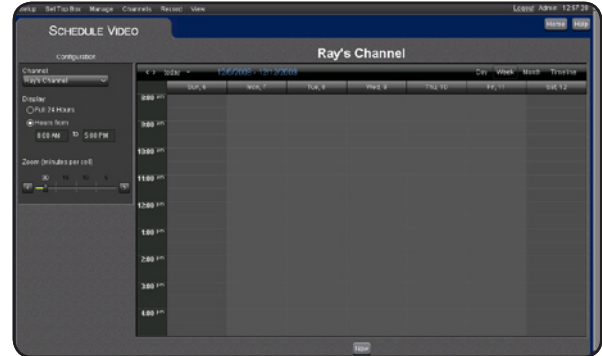
EXAMPLES OF SCHEDULE SETTINGS

With MEDIAEDGE Console, users with no specialized knowledge can enter a variety of settings. This means the system can be operated without the need for a network specialist or server administrator.

Server Console



MEDIAEDGE Console



The system cannot be operated directly from this menu. The procedure is as follows:

- Select the desired setting item from the frame on the left of the screen
- Open a new input menu
- Use the keyboard to type items (start time, playback duration, etc.) into the input menu

Note: After settings are entered, it is necessary to use the keyboard again to make changes to the schedule.

- Click the item you wish to set, and simply use the mouse to enter the setting
- After settings are entered, you can make changes to the schedule by dragging and dropping using the mouse

MEDIAEDGE Console Operation (cont.)

AUTOMATED MENU CREATION FUNCTION

The automated menu creation function in MEDIAEDGE Console allows the user to create the following:

- Database of video content
- VOD menu (Note: Server Console does not include this function)

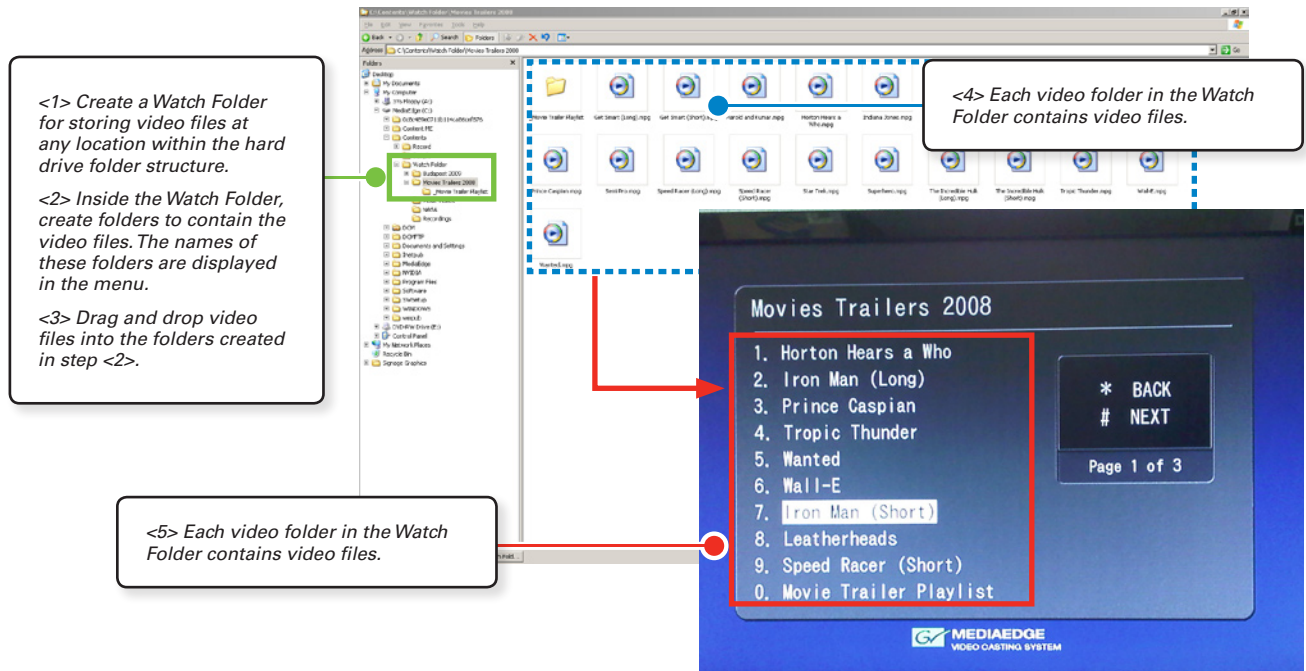
Watch Folder (Generating a Database of Video Content)

Simply place video content into the Watch Folder (indicated by the green frame below) and a database of video content is built automatically.

Automated Menu Creation

- The VOD menu is updated to reflect the items registered in the database (indicated by the red frame below)
- When video files are deleted, the corresponding content entries are removed from the database
- The folder names immediately preceding the operation are used as the names of the content items. (See the folder names within the blue dotted frame above and the file names in the red frame.)
- When new files are copied, overwriting old ones, the database is updated

In addition to the ease of operation provided by the GUI, many other settings are now easier to accomplish.



Functions of Enhanced Management Pack (EMP) Supplemental Tool

The EMP provided with the MEDIAEDGE Console has the following functionality:

1. Watch folder
2. Deleting unnecessary database entries
3. Providing error logs
4. Manage serial port settings

MEDIAEDGE Console Operation (cont.)

USER ACCOUNT CREATION FUNCTION

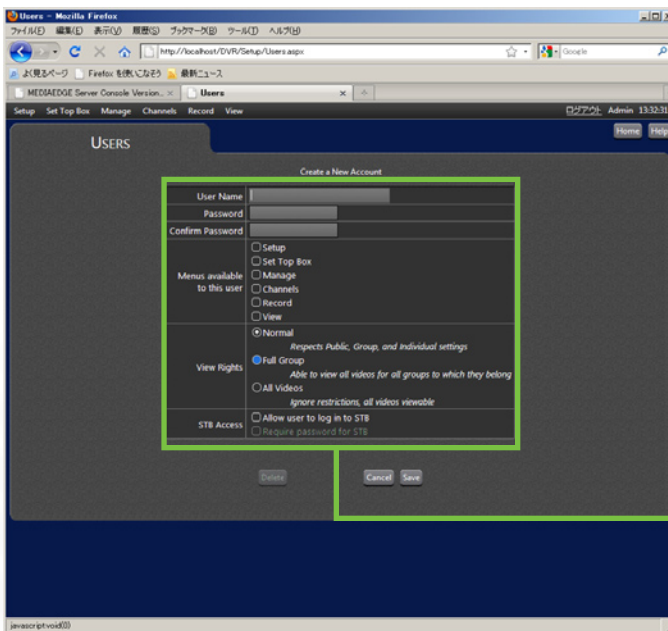
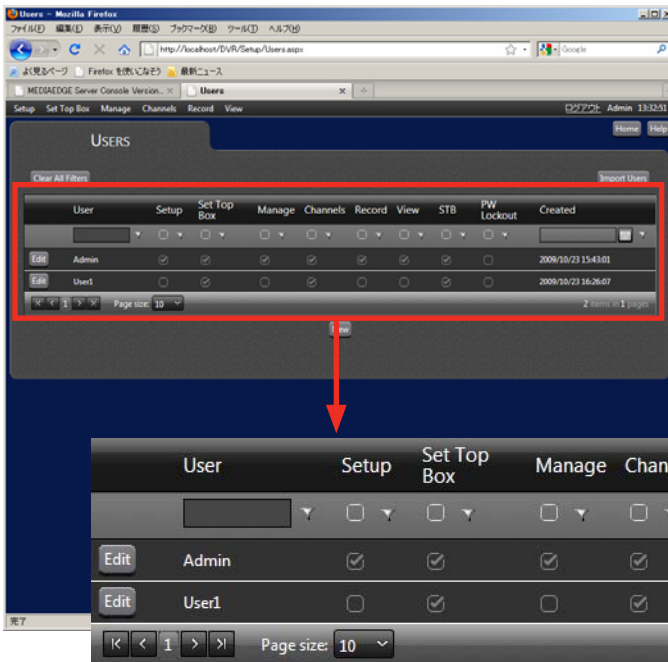
This function is used to specify which users are allowed to play individual content items and to manage menu access privileges. Note: Server Console does not include this function.

Thanks to this function, new ways of utilizing video content that could not be implemented with Server Console are now possible using MEDIAEDGE Console. Examples include:

- Restricting access to the management console
- Managing menu access permissions on a per-user basis

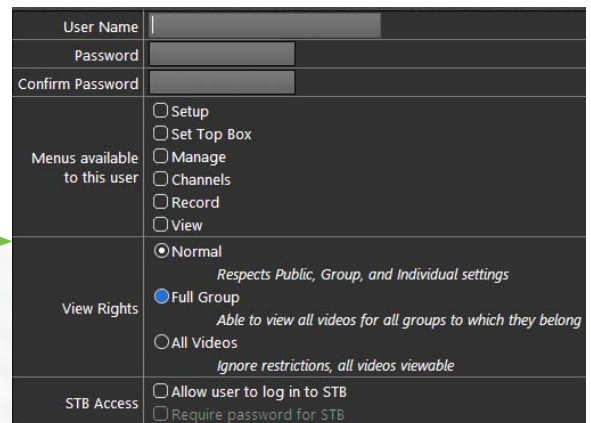
• This screen displays all the registered user accounts and allows menu access privileges to be easily set on a per-account basis

• Operation is straightforward; simply check or uncheck the appropriate checkboxes using the mouse



• Click on an individual user on the above user list settings screen and a settings screen for that user appears, allowing access to detailed settings

• The username and password must be input from the keyboard, but all other settings are accessible using the mouse



Configuration Examples

This chapter considers a number of possible applications and presents a configuration diagram for each.

Note on configuration examples presented in this chapter (pages 7 to 10)

The configuration diagrams for the four usage scenarios presented in this chapter are provided as reference for dealers preparing proposals, estimates, etc., and are not intended to imply that the suggested configurations must not be deviated from. Dealers should consider the business characteristics and requirements of their customers and make appropriate changes to the configuration or component models, and price adjustments, before presenting system proposals.

EXAMPLE OF USE IN A MUSEUM, ART GALLERY, ETC.

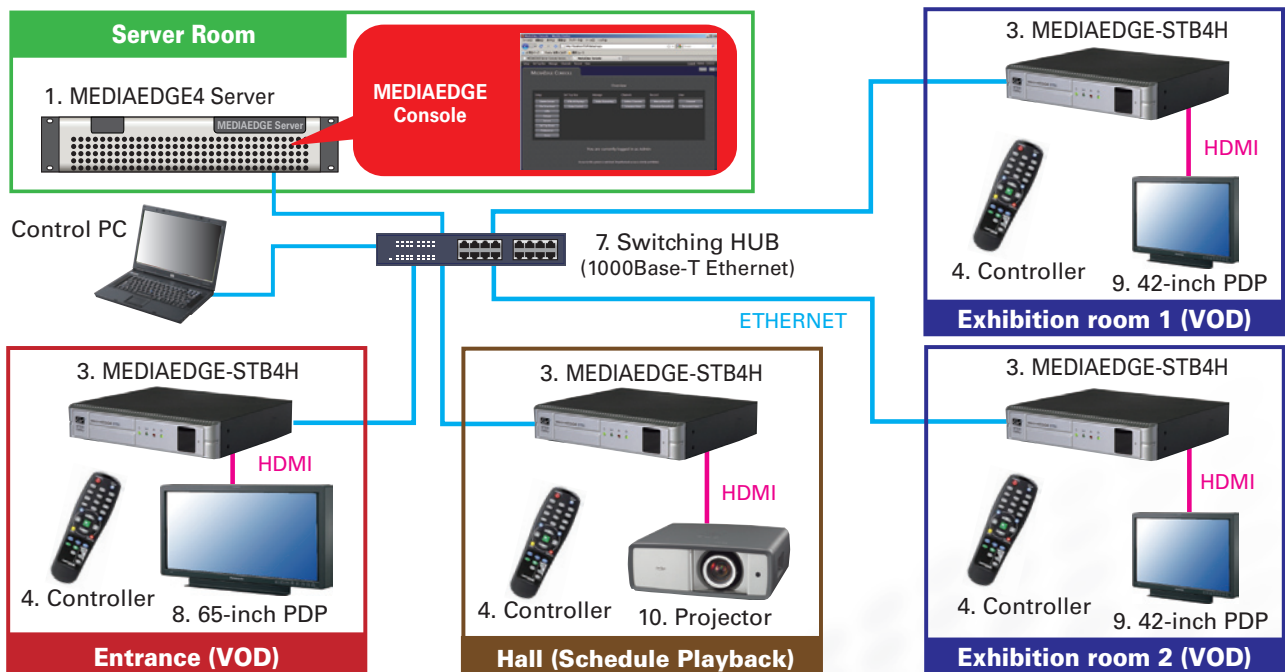
Features of this Configuration

This is a basic setup that uses set-top boxes (STB-4/4H) for playback and can accommodate VOD and scheduled playback.

The video monitors connected to the STB-4/4H units can be any HD-compatible model equipped with an HDMI input terminal.

Visitors can use remote controls placed near the video monitors in the entrance area and exhibit rooms to search for and display information videos about the items on display (VOD).

A projector can be used to display video on a large screen in an auditorium for events, etc. This can be any information to be conveyed to visitors, such as information about the items on display, guides to upcoming exhibits, or information about the museum.



Configuration Examples (cont.)

EXAMPLE OF USE BY A UNIVERSITY, VOCATIONAL SCHOOL, ETC.

Features of this Configuration

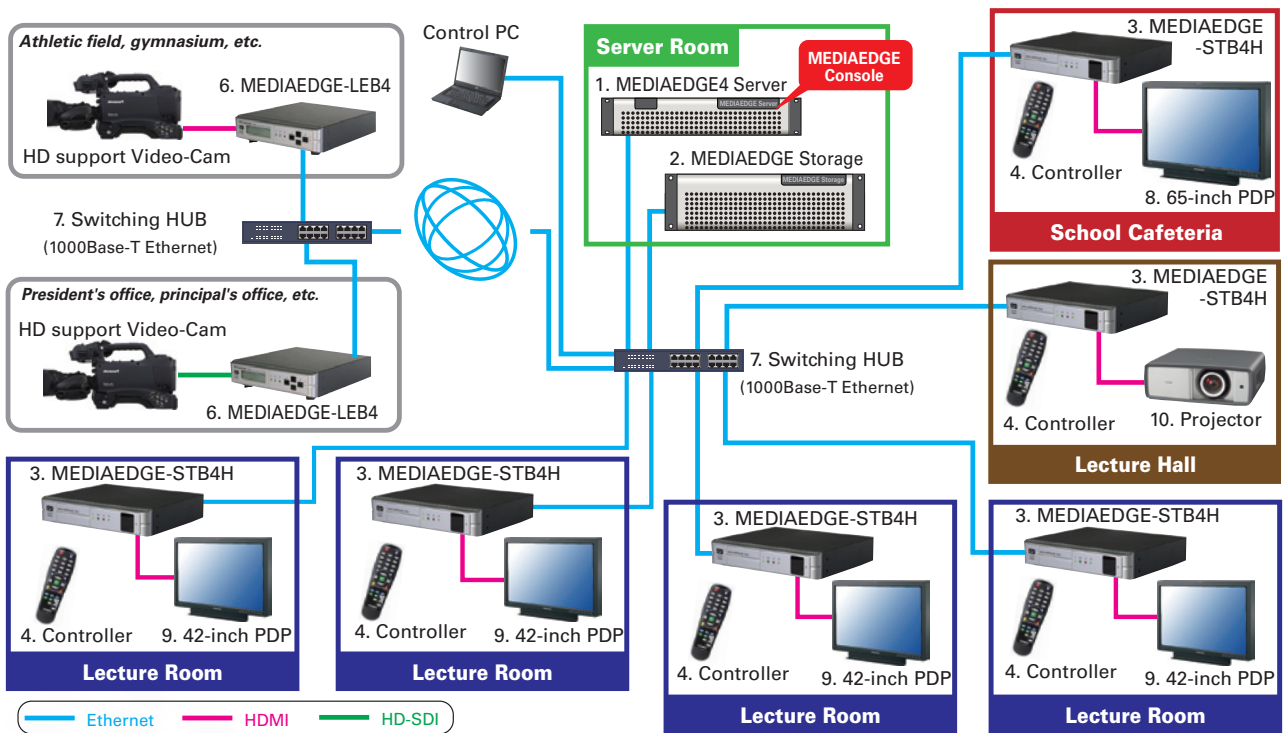
This is a basic configuration for implementing live content distribution in addition to VOD and scheduled playback at universities, vocational schools, etc. A set-top box is used for video playback.

VOD operation in classrooms and lecture halls is accomplished using remote controls. At preparatory schools and the like, video lectures can be presented by VOD by storing videos of lectures on a server.

In the student cafeteria, videos can be displayed on a large screen according to a schedule.

In places where large numbers of students are present, such as lecture halls or the student cafeteria, videos can be displayed on widescreen monitors or shown on a large screen using a projector.

Video content such as sporting events or important announcements can be distributed live to playback terminals located in the student cafeteria, lecture halls, classrooms, etc.



Configuration Examples (cont.)

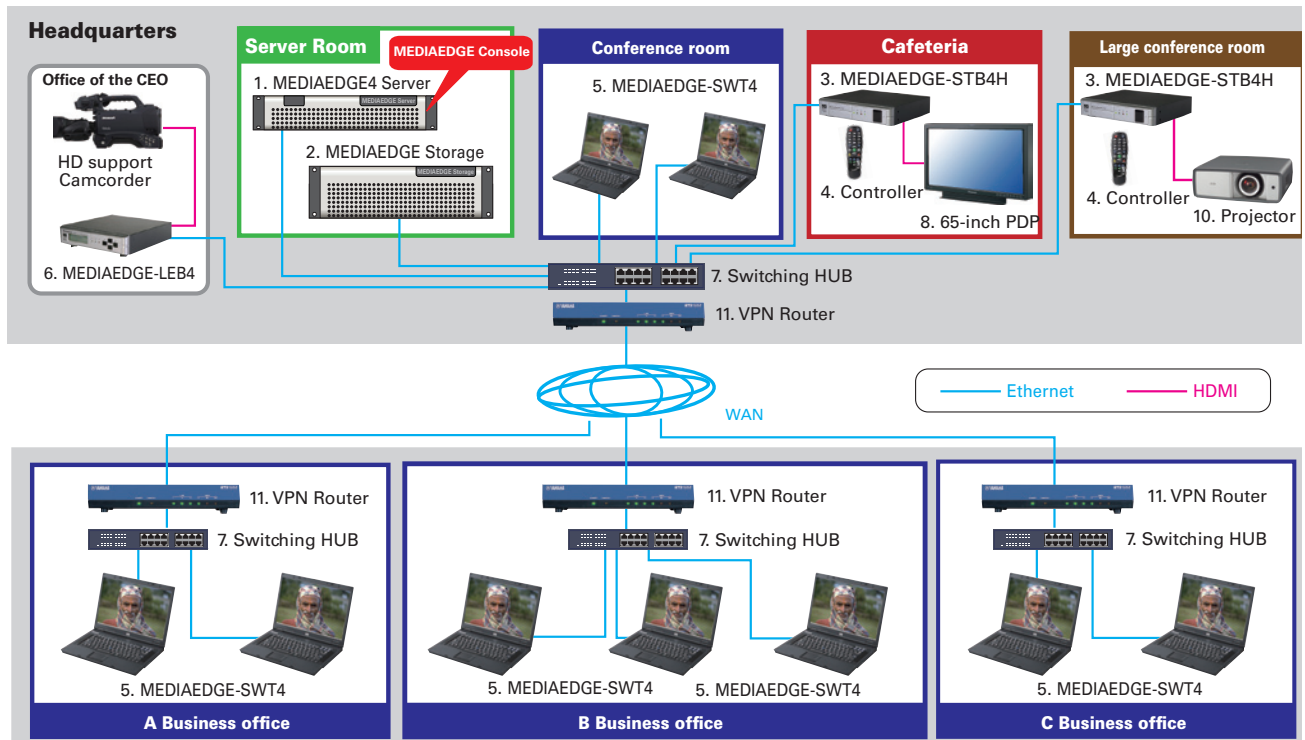
EXAMPLE OF USE BY A CORPORATION, GOVERNMENT OFFICE, ETC.

Features of this Configuration

This configuration uses SWT4 PC playback software as a major component under the assumption that PCs used by the business will be employed as playback terminals (so there will be no need to purchase separate playback equipment).

For locations with large numbers of people, such as large conference rooms or the employee cafeteria, support for large screen display can be provided by using a set-top box and projector or a large-screen plasma monitor as the playback terminal.

Morning assemblies or important announcements, which is information content that cannot be conveyed effectively by e-mails or audio, can be distributed live.



Configuration Examples (cont.)

EXAMPLE OF USE BY A RELIGIOUS ORGANIZATION, ETC.

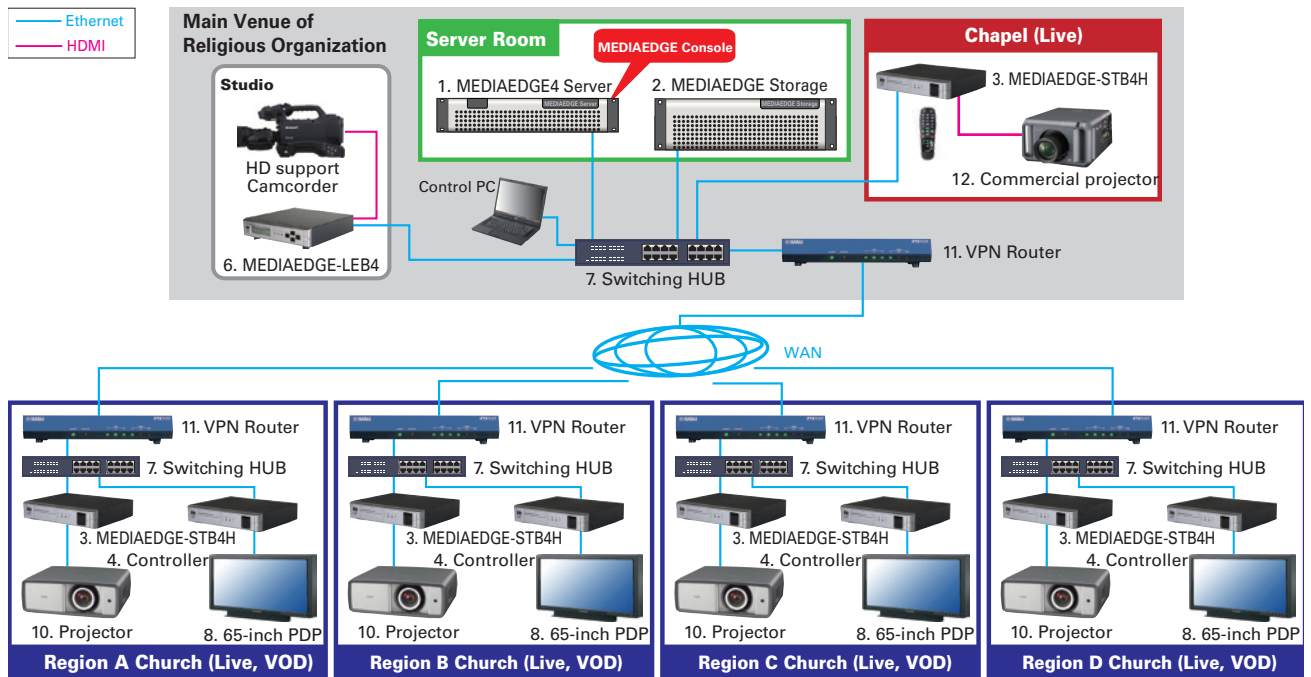
Features of this Configuration

The main application of this configuration is the distribution of live video of sermons by the organization's leaders, etc.

In addition to live video, pre-recorded sermons, talks, etc., can be stored on a server and viewed using VOD in locations other than the main venue.

The system supports display of content on a large screen using a large-format commercial projector in a location where large numbers of people gather, such as in a worship hall within the organization's main venue.

No specific provision is made for scheduled playback, but scheduled playback on all terminals is possible through the use of MEDIAEDGE Console.



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