



UNIFIED MEDIA GATEWAY (UMG)

User Guide (v0.5.9)

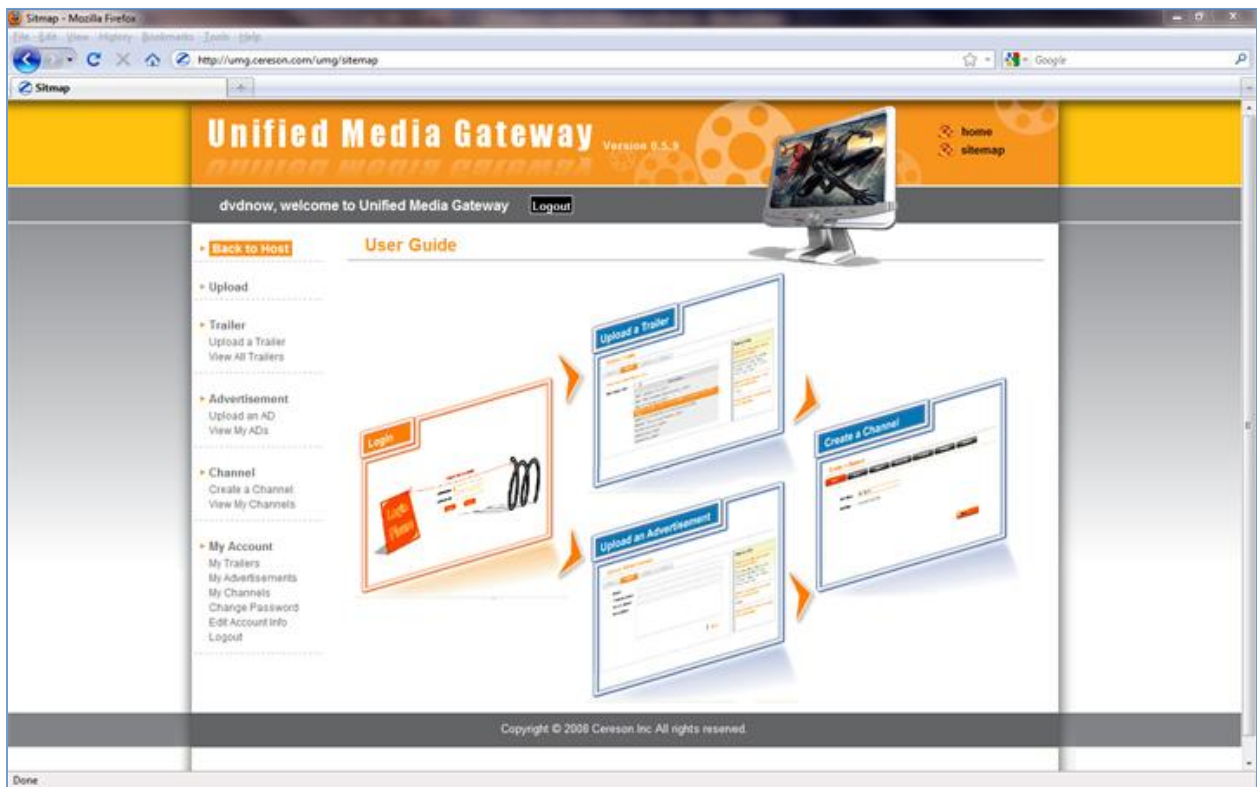
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1. Introduction

The Unified Media Gateway (UMG) is a secondary server to Connections. Its task is to deliver the media content to kiosks. It's designed around creating what are called "Channels", which are simply just playlists of movie trailers and/or ads. The channels are then assigned to kiosks via Connections. Once it has received an assignment, the kiosk goes and downloads all the required trailer content to fulfill that channel.

The UMG is only available for kiosks with LCD TVs mounted on top. Non-TV mounted kiosks only have access to the mini-trailer videos available for each movie in their details page. These mini-videos play on the touch-screen only and every movie loaded into the kiosk has a trailer.



The welcome page of the UMG.

2. Trailer

The Trailer section is where all activity related to trailers reside. This includes both uploading trailers to the database, and also browsing to see what's already there.

2.1 Upload a Trailer

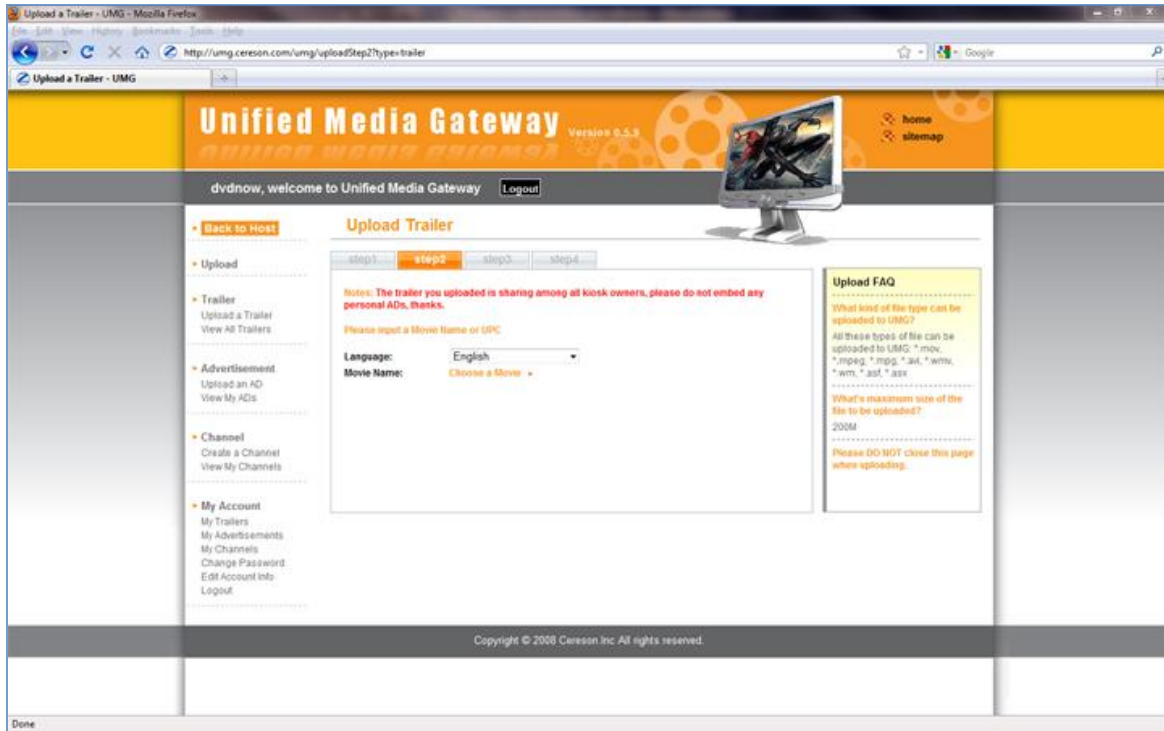
Uploading a trailer is only necessary when a trailer for a movie that you want does not appear to be in the data. First you must find the file on the internet and download a copy to your computer.

Follow the four steps on screen:

1. Enter the upload passcode of: 111111
2. Select the language the trailer is in, and the title of the movie to link the trailer to.
3. Browse your computer to find your saved video file.
4. Confirm and save your new addition.

The format of any file being uploaded must meet the following requirements:

- The file cannot exceed 200MB in size.
- Only the following filetypes are supported in UMG:
 - o .avi
 - o .mov
 - o .mpeg
 - o .swf
 - o .wmv
 - o .asx

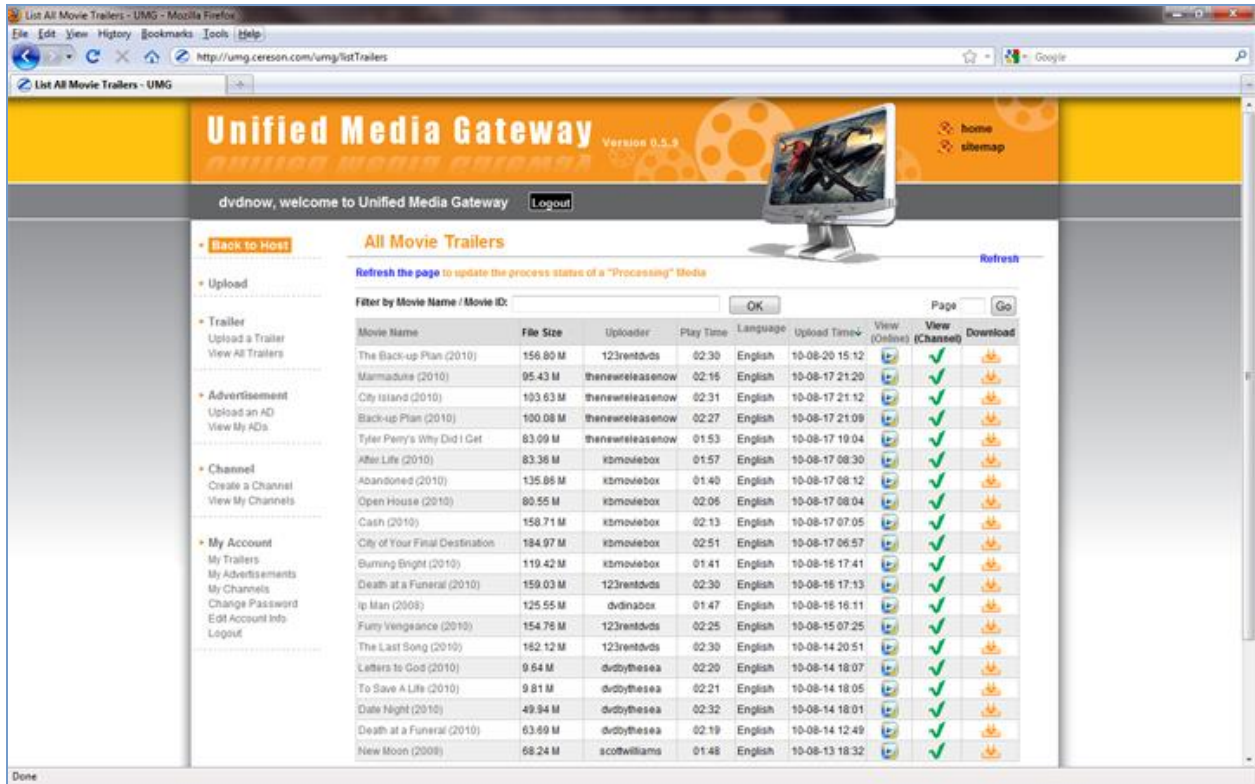


The trailer upload area.

2.2 View All Trailers

The view section is used for watching the trailers before you create a channel. This allows you to be familiar with the content in the trailers first. All the content of the trailer database is populated and maintained by our owner/operator community. Realistically, 9 out of 10 times you'll never need to upload anything as someone else has already taken care of it.

However, if there is an uncommon independent/foreign film that you wish to promote, you would first need to find its trailer on the internet, download it, and then upload it to the UMG database (see Section 2.1).



Browsing the trailers in the database.

3. Advertisement

This section consists of the advertising element of your UMG site. Ads would typically be custom video content from a client of yours who want to promote on your kiosks. Your advertisement files are private to your account; only you have access to your files.

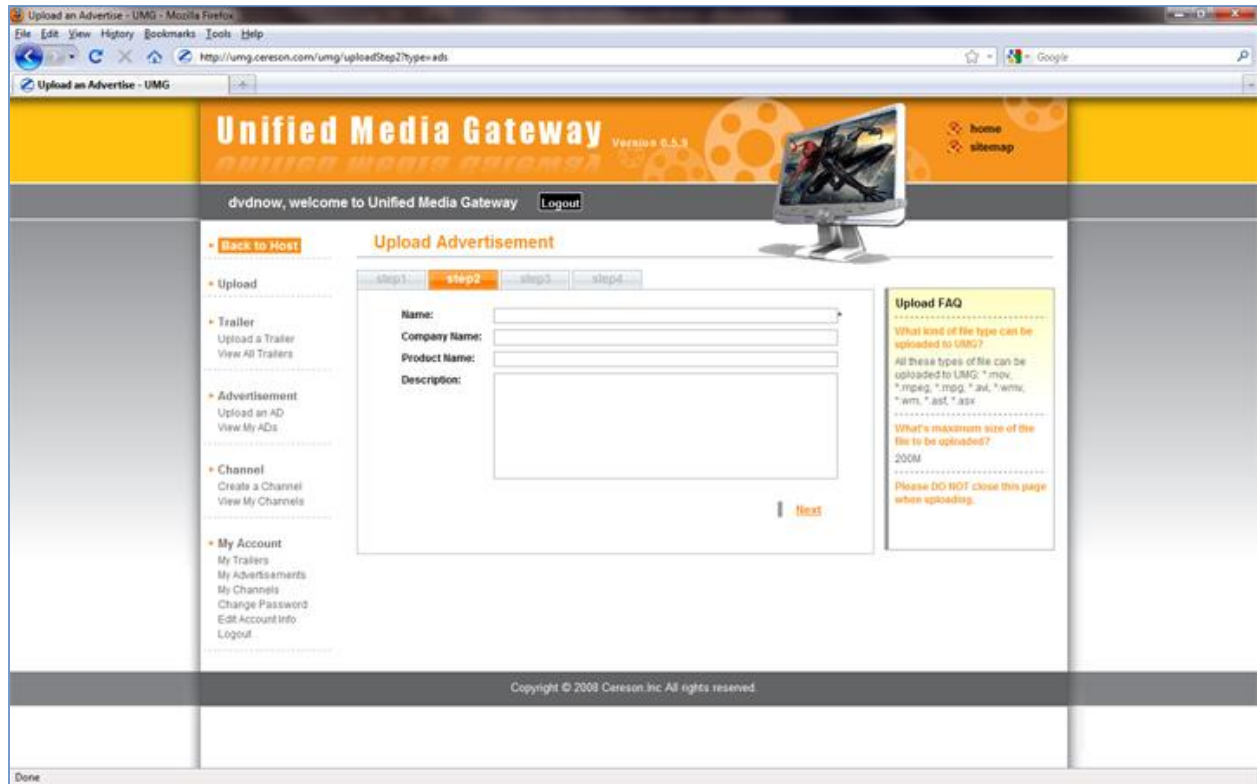
3.1 Upload an AD

There are a couple of steps you must follow to successfully upload an ad.

1. Fill in the basic info details of the files.
 - a. Name of the advertisement
 - b. Company name the ad is for.
 - c. The name of the product being advertised.
 - d. An overall description of what the ad is about.
2. Browse your computer to find your video file.
3. Confirm and save your new addition.

Just like any movie trailer you upload, the format of the advertisement must meet the following requirements:

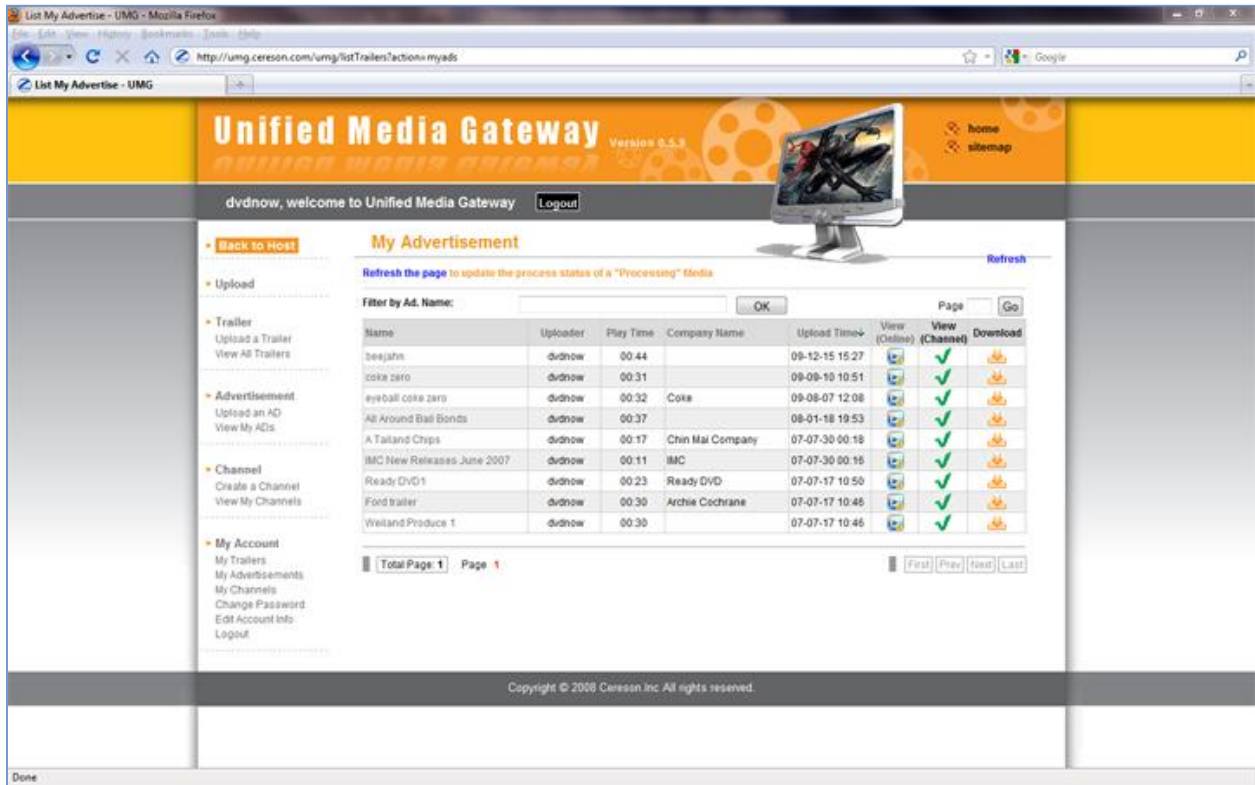
- The file cannot exceed 200MB in size.
- Only the following filetypes are supported in UMG:
 - .avi
 - .mov
 - .mpeg
 - .swf
 - .wmv
 - .asx



Steps to upload an advertisement.

3.2 View My Ads

Once you have advertisements uploaded you can manage them from the viewing area. You can preview them, and download them off the site if you need to in the future.



View My Ads.

4. Channel

Channels are the delivery method for displaying content on your TV. Essentially, a channel is just a playlist of trailers and ads which you create. After you create a channel to your specifications, you then go back to your Connections2 admin website and assign the channel to the kiosk. The kiosk then reads the channel, and proceeds to download all the necessary content to start playing it.

4.1 Create a Channel

The act of creating a channel is a multi-step process:

1. **START TIME:** The starting time is not as essential as you might initially think. A start time is only relevant for channels involving ads, as this is the start time for the advertisement clock cycle.

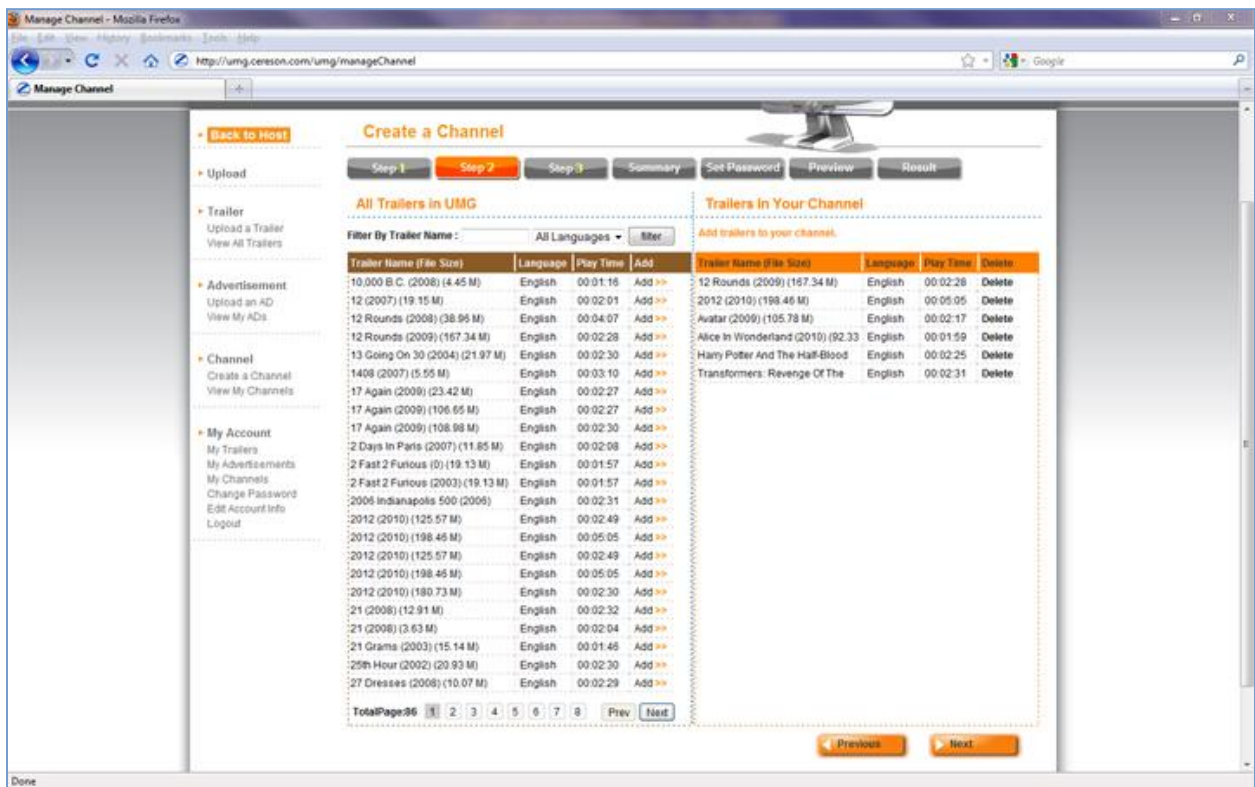
A trailer-only channel has no need to alter the start time. Trailers will play continuously as soon as the files are uploaded to the kiosk.

The screenshot shows a web browser window with the title 'Manage Channel - Mozilla Firefox'. The address bar contains 'http://umg.cereson.com/umg/manageChannel'. The page header features the 'Unified Media Gateway' logo and navigation links for 'home' and 'sitemap'. Below the header, a user is logged in as 'dvdnow' with a 'Logout' link. The main content area is titled 'Create a Channel' and includes a progress bar with steps: Step 1 (highlighted), Step 2, Step 3, Summary, Set Password, Preview, and Result. The 'Start Time' field is set to '08:00:00' and the 'End Time' is set to 'Next Day 08:00:00'. A 'Next' button is located at the bottom right of the form. A sidebar on the left contains navigation links for 'Back to Host', 'Upload', 'Trailer', 'Advertisement', 'Channel', and 'My Account'. The footer of the page reads 'Copyright © 2008 Cereson Inc. All rights reserved.'

Step 1: the start time of the ads in the channel.

2. **TRAILER SELECTION:** Choosing trailers is the second step. Its page involves two columns; the trailer database on the left, and your trailer selections on the right. Navigating the database is easiest by using the search filter tool at the top. Some trailers have multi-language support, but practically speaking, English is the predominant language of choice for the trailer files.

You will also notice that there are multiple copies of some trailers. If you roll your mouse over each file you will see the file size of each copy. Different file sizes mean there are different resolution sizes for the trailer. For any kiosk with a top-mounted LCD TV, please use nothing smaller than 50MB. Anything smaller and the video image will be pixilated and blurry.

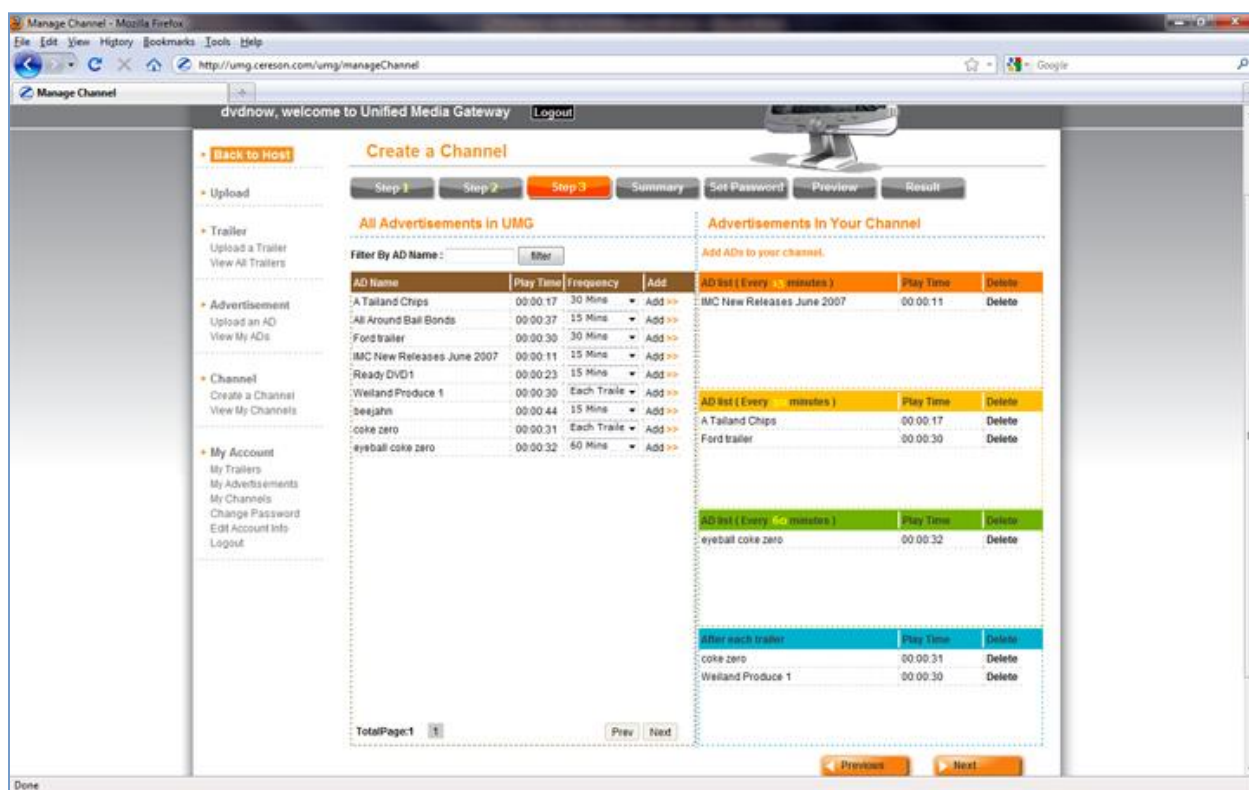


Step 2: selecting trailers for your channel.

3. ADVERTISEMENT SELECTION: This area is where you select the advertisements you want included in your channel. Ads are implemented in timed intervals throughout the day:

- 15 minutes
- 30 minutes
- 60 minutes
- After Each Trailer

Please note that in this method, an ad in the 15 minute slot will **also** play at the 30 and 60 minute slots as well. The timing intervals are not exclusive- they overlap. The precise time the intervals play is based on the start time chosen in step 1.



Step 3: advertisement assignment to the kiosk.

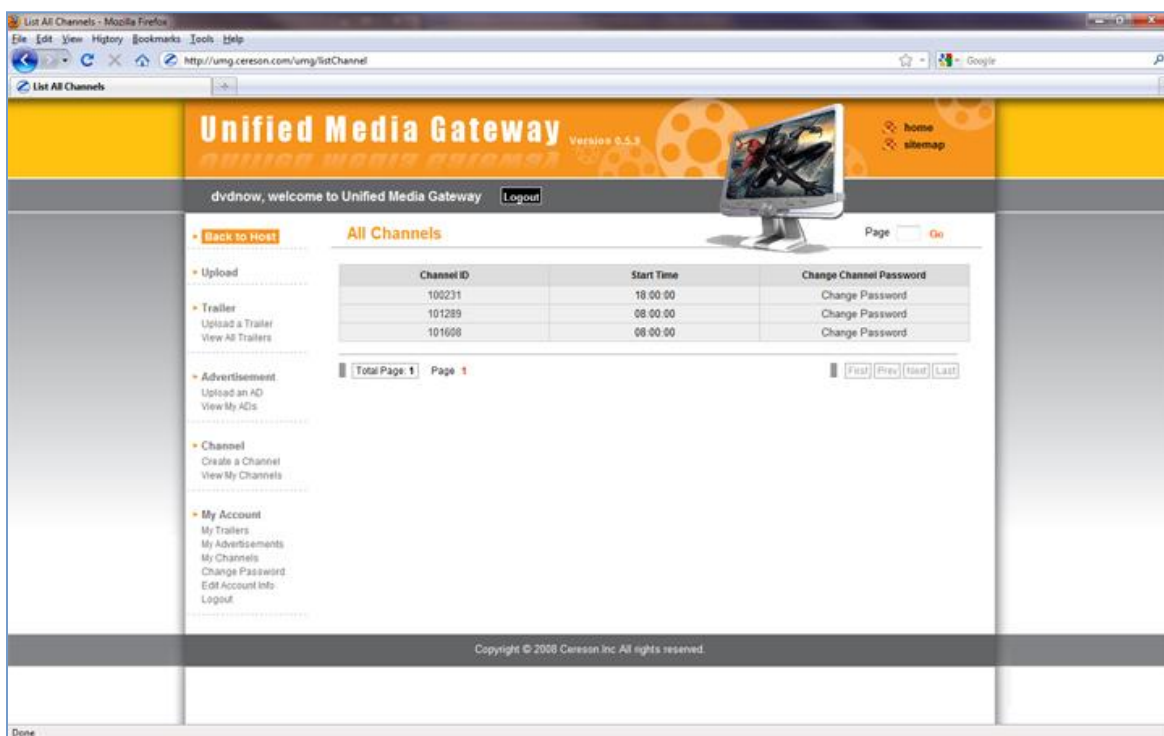
4. **SUMMARY:** This section provides a final overview of the channel you are creating.
5. **SET PASSWORD:** Not essential to the channel, but just keep it simple, like "123456".
6. **PREVIEW:** One last view of the channel settings before activating the channel.
7. **RESULT:** A message confirming the channel was successfully completed.

4.2 View My Channels

Once you have a created channel you can go back to view, delete, or edit the channel at a later date. Simply click on the 'Channel ID' number itself and you will see a summary info page for that channel. In the upper right area, there are two abilities: **Edit** and **Delete**.

- **Deleting** a channel that is currently assigned to kiosks will result in the channel stopping on all those units.

- **Editing** a channel that is currently assigned will immediately start to apply the changes to all kiosks playing that channel. Editing a channel runs you through the whole process of creating a channel (see Section 4.1 for review). In this process, the trailers and ads already in the channel will be present as you move through the steps again.



Viewing all existing channels.

5. My Account

The account area is largely redundant. My Trailers, My Advertisements, and My Channels are already easily accessible through their own separate links in the navigation bar of the website. However, there still remains the ability to change your password. There is also a section to edit your UMG account info, but there's really no need.

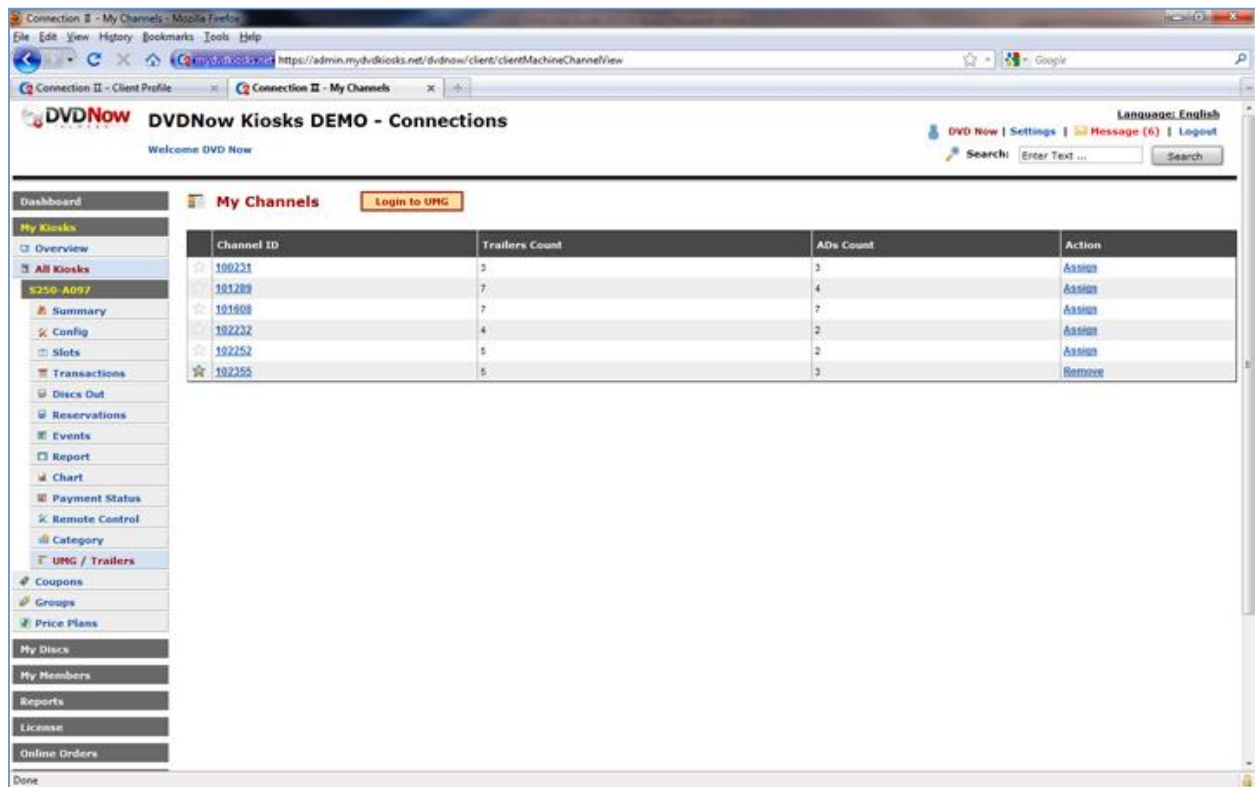
5.1 Change Password

You can change your password to UMG here any time you want. However, by default, your UMG password is identical to your Connections2 admin password. Leaving it as such makes things much easier. Also, changing your password in Connections2 admin will auto-update to the UMG.

6. Channel Assignment

After creating a channel, the final step is to go back to your Connections2 account and assign it to one, or many, kiosks. Simply go to the kiosk you want to assign and click on UMG/TRAILERS. Your newly created channel will be visible. Click on ASSIGN to apply the channel.

The beauty about the channeling concept is that you can have all your kiosks assigned to just one channel. Then, any time you need to make changes to the content, just edit the channel in UMG.



The screenshot shows the 'My Channels' section of the DVDNow Kiosks DEMO - Connections admin interface. The page title is 'DVDNow Kiosks DEMO - Connections' and it includes a search bar and a 'Login to UMG' button. The main content is a table with the following data:

Channel ID	Trailers Count	Ads Count	Action
109221	3	3	Assign
101289	7	4	Assign
101908	7	7	Assign
102232	4	2	Assign
102252	5	2	Assign
102355	5	3	Remove

Your finished channels back in Connections2.