



MagicBox Aavelin

E-Blast Users Guide

Emergency Blast

Emergency Blast (E-Blast) is a stand alone, streamlined application that can be used to send high priority messages to an Aavelin system. With E-Blast, you can create a message – in the form of a static page or crawling message – and send it to an Aavelin system (or multiple systems). E-Blast is very easy to use, and requires minimal time and effort to get your message out to the people that need to see it.

Before Installing

E-Blast does not require that Aavelin Composer be installed on the same PC. It is most likely that E-Blast will be installed on a PC (or PC's) that do not have Composer currently installed. Home desktop PC's and laptops are likely candidates.

E-Blast requires an Ethernet or modem connection to communicate with the Aavelin. If you wish to communicate with the Aavelin over Ethernet from a PC that is not on the same network (for example, from you desktop PC at home to an Aavelin installed behind a company firewall), some network addresses may need to be changed. Contact your system or network administrator for further information.

Installation

The E-Blast CD-Rom contains the following items:

- The E-Blast application
- Microsoft .NET 1.1
- This document

Microsoft .NET 1.1 support is required and will be pre-installed by setup if it is not already installed on the PC.

To install Aavelin E-Blast, insert the CD-Rom into your computer's CD-Rom drive. The setup program will launch automatically. Follow the prompts from the setup program to finish installation. When finished, an icon will be placed on your desktop.

Site Setup

After installing the E-Blast application, the first task is to create a site – a listing of your Aavelin system(s) that contains necessary information such as the IP address or phone number .

The screenshot shows a 'Site Setup' dialog box with the following fields and controls:

- Site Name:
- Contact Name:
- I.P. Address:
- Voice #: - -
- Password:
- Saved Sites:
- Re Enter:
- Buttons: About, Check Connection, Save, Remove

Site Name: Type in a name to reference the Avelin player by here. Once the other fields have been populated, click on the Save button in the lower-right corner, and the Site Name will appear under the list of saved sites.

I.P. Address: Type in the Avelin's IP address in this field.

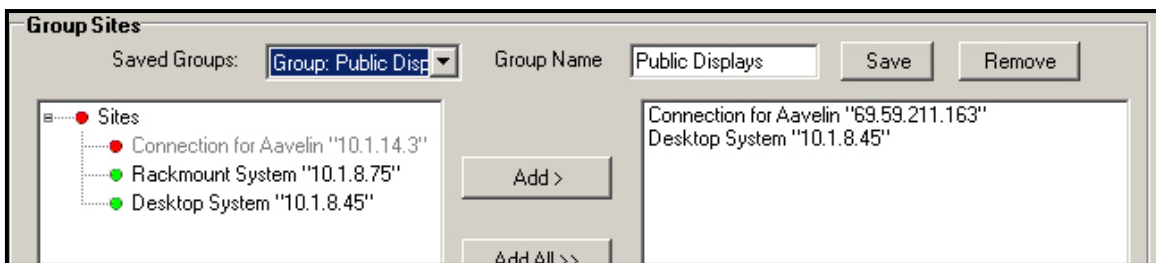
Password: If the Avelin system has is password-protected, enter the password here (and Re-Enter it in the field below). The password cannot be changed with the E-Blast application, only through Avelin Composer.

Check Connection: Once the IP Address field (and password fields, if necessary) have been populated, you can click on the Check Connection button to test your connection to the Avelin. If successful, a version number will be displayed to the right of the button.

Contact Name / Voice #: Optional fields provided to catalog contact information for the site.

Site Groups

For users with multiple Avelin systems, creating a site group can allow you to send E-Blast content to multiple systems in one easy step.



Sites created using the steps outlined in the Site Setup section above will be listed in the left-hand window area. Highlight a site (or multiple sites) and click one of the Add buttons to copy those sites to the right-hand window area. Type in a description in the 'Group Name' field above to save the selected sites under that group name.

Saved Groups are accessible from the 'Saved Groups' selection box. When selected, the sites contained in that group will be displayed in the right-hand window area and can be modified.

E-Blast – Static Page Content



The 'E-Blast' tab of the program is where static pages are created and sent to the Avelin. Pages can consist of any or all of the following elements:

- Background Image
- Page text
- Embedded .GIF Image
- Scheduling Information

Background

Click on the 'Background' button to select a background image for the page. Allowable formats are .JPG, .BMP, and .PNG.

Page Text

Use the 'Head Line' and 'Body' fields to add text to your page. Separate font and color controls for the two fields are available to the right of the text entry fields.

The positioning of head line and body text can be adjusted easily. Click on the Head Line or Body text entry field – when the cursor is in the text entry field, you can click on the preview image and the text for the selected object will move to the mouse location

You can disable page text by checking the 'Disable' box.

Embedded Content

An E-Blast page can also contain a single embedded .GIF image file or Macromedia Flash animation. Animated .GIF files are also supported.

Load GIF

Select the .GIF or .SWF file to be placed on the page.

Clear GIF

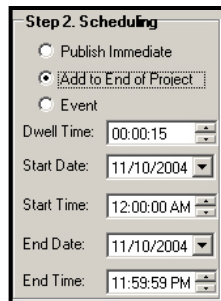
Clear a previously loaded .GIF or .SWF from the page.

Change Position

After clicking on this button, you can click on the preview image and the .GIF or .SWF object will be moved to the mouse cursor.

Scheduling Information

E-Blast pages can be set to play instantly, or they can be instructed to follow a schedule – playing constantly, or in rotation – expiring at a specified time. Choose from the following options:



Play Immediately

Use this to have the page displayed immediately after publishing. Other fields in the scheduling area are disabled when this option is selected.

Event

Use this to play an E-Blast page once at a selected time. When selected, the 'Start Date' and 'Start Time' fields will be activated. Once published, the page will be displayed at that time for the specified Dwell Time, and never again.

Add to End of Project

Use this to have an E-Blast page played repeatedly, inline with the current Aavelin project. Beginning and ending dates and times can be specified. Once published, the page will be displayed inline with the currently playing project, inserted as the last page in the project's rotation. Multiple pages can be sent in this fashion and will play back in sequence. Pages can be deleted prior their scheduled expiration from the 'E-Crawl/MCR' tab (see below).

Templates

Templates are simply saved pages. Type in a name in the bottom field and click on 'Save' to save the current page with that name. Scrolling through the list allows for easy access to previously saved pages. Select a page and click 'Remove' to remove it from the list of saved pages

Scheduling information for the page is also saved.

Site Selection

Select the site (or group) you wish to publish to and click on 'Publish E-Blast' to send over the currently displayed page. The 'Status' area below shows the publishing progress. If the currently playing project has Crawl Regions enabled, you can check the 'Disable Crawl' box to turn them off while the E-Blast page is on-screen.

E-Blast - Crawl Content / Master Control

The 'E-Crawl/MCR' tab of the E-Blast application is used to create and schedule crawling text message, as well as Master Control support, to manage projects and E-Blast content on the Aavelin system.

Emergency Crawl

Use the Text Entry field to type the message you wish to be displayed on screen. The area to the right of the text entry field displays a preview of the selected font, color, and outline color. Use the clear button to erase the message completely.

Speed / Location

These two drop-down boxes give control over the speed at which the message will scroll across the screen, and the location (top or bottom) where it will be displayed.

Start and End Time

Use these controls to schedule your emergency crawl message. For each option, you can also select either 'Static' or 'Crawling'. If static is selected, the 'Dwell Time' field will be enabled. This field control how long the static message will be displayed.

The screenshot shows a configuration panel with the following options:

- Start and End Time**
- Publish Immediate
- Add To End of Project
- Event
- Static
- Crawling
- Dwell Time: 00:00:15
- Start Date: 11/11/2004
- Start Time: 4:00:00 AM
- End Date: 11/17/2004
- End Time: 11:59:59 PM

Play Immediately

Use this to have the crawl text displayed immediately after publishing. Other fields in the scheduling area are disabled when this option is selected.

Event

Use this to play a crawl message once at a selected time. When selected, the 'Start Date' and 'Start Time' fields will be activated. Once published, the crawl will be displayed at that time, and then expire.

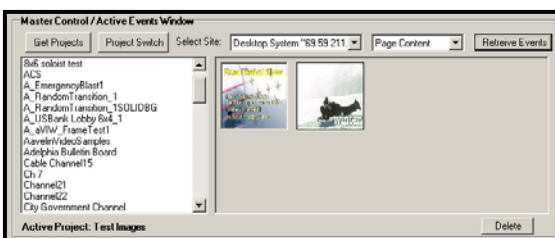
Add to End of Project

Use this to have a crawl message played repeatedly, and expire at a specified time. When selected, all scheduling fields will be activated. Once published, the message will be displayed inline with other region content in the currently playing project. Use the start/end fields to specify when the crawl message will become valid and when it will expire.

Site List

Select the site (or group) you wish to publish to and click on 'Publish' to send over the crawl message. The 'Status' area below shows the publishing progress.

Master Control



Use the Master Control section to manage projects that have been published to a system, and view E-Blast content currently scheduled to play. After selecting a site from the drop-down box, you have the following options:

Get Projects

This will return a list of all projects that have been published to the Aavelin. The currently playing project will be listed below.

Project Switch

To be used after 'Get Projects'. Select a project from the list, and press the 'Project Switch' button to have the Aavelin immediately change to that project.

Retrieve Events

After pressing this button, a listing of active E-Blast content is retrieved from the system and displayed below. Select either 'Page Content' or 'Crawl Content'. To remove an E-Blast page or crawl item from the system, click on it once and press the 'Delete' button below.