

SCALA 

Designer **Quick Start Guide**

Scala

Quick Start Guide **DESIGNER**

Release 5

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Release 5

August 1, 2009

Published by Scala Incorporated, Exton, PA.

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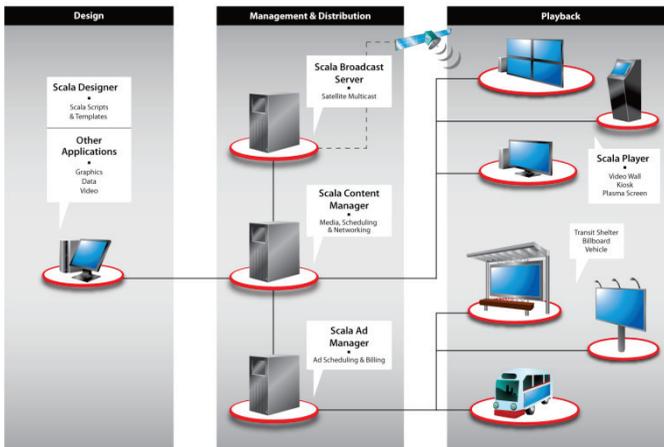
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1.0 Designer Overview

Scala Designer is a breakthrough in media design technology providing users with the ability to create and publish content to be managed in Content Manager and played on Players in a Scala system.

Scala Network



Designer allows users to author and schedule professional TV-like multimedia for virtually any type of display application. Designer gives users more creative control with seamless integration of text, graphics, animation, sound and video.

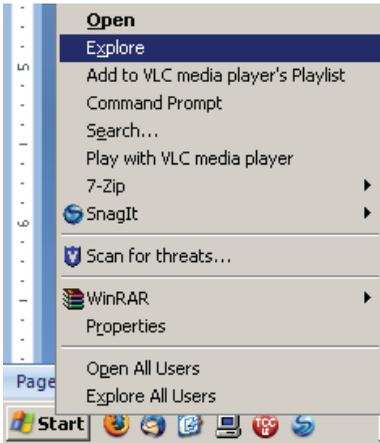
It is important for users to read through the quick start guide **BEFORE** you install the software; to understand the options, settings and configurations you can choose as you install Designer.

2.0 Installation

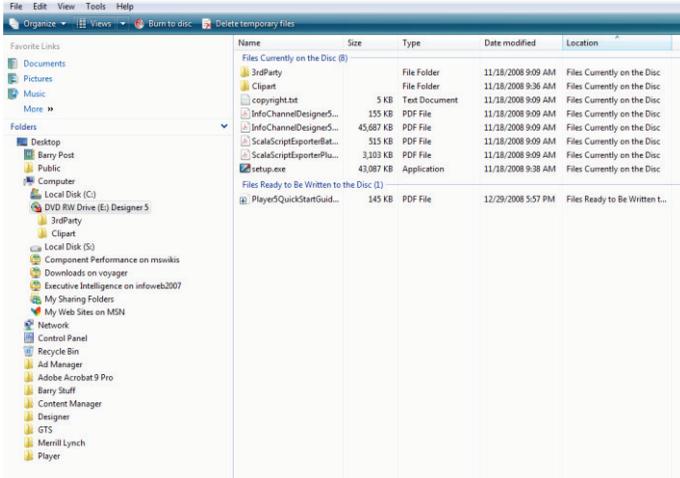
Installing Scala Designer is a relatively simple process when followed closely. The install wizard will allow the user to quickly install the product.

Insert the Designer DVD into your computer. The installer should run automatically.

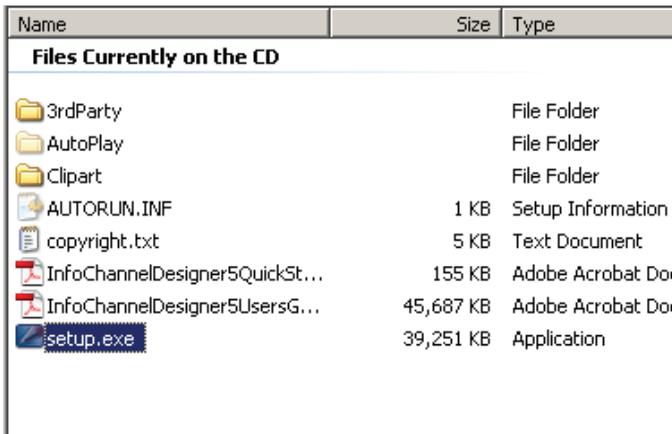
If the installer does not automatically begin, another option is to right click on Start button and select Explore.



Identify the drive that contains the DVD and select it.



The list of items on the DVD includes everything you need to install Designer.



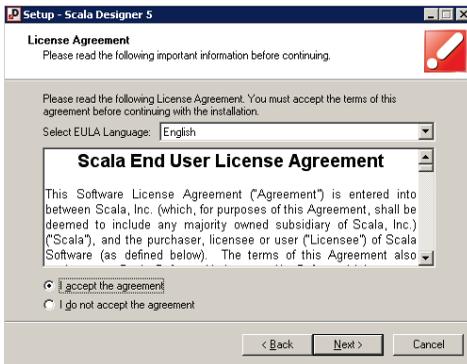
Select the setup.exe by double clicking on the icon.

The dialog box will appear allowing you to begin the installation from the DVD.



The Welcome dialog box offers the option of opening the Designer Quick Start Guide. Click on the Quick Start Guide button and the guide will open in .pdf format.

Once you are ready to install Scala Player, click Next to continue.



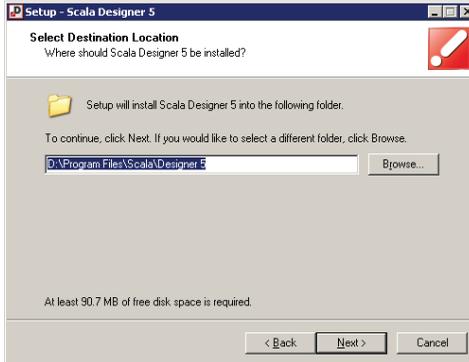
You must select the "I accept the agreement" button in the Scala End User License Agreement box. The full EULA

can be read here or is also available at the end of this document. Select Next to continue.

Choose the appropriate language.

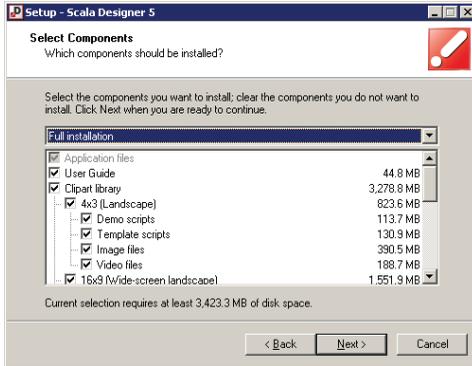


Select Next to continue.



The Designer system will default to install under the Program Files folder. If you want to change that location select the Browse button and select another location.

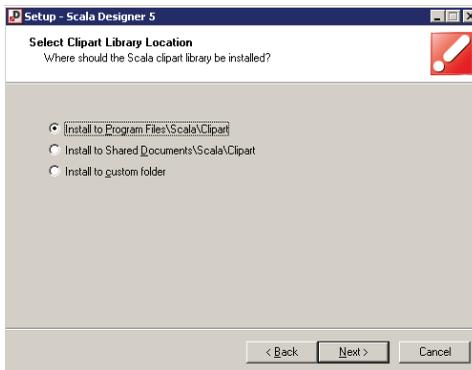
Select Next to continue.



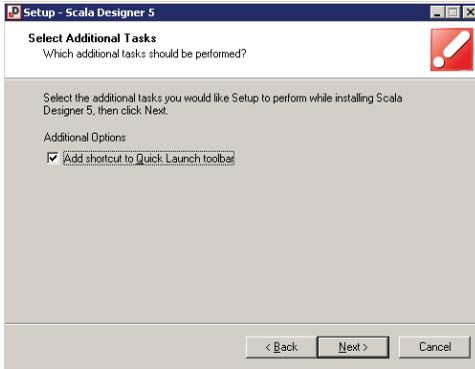
The “Select Components” dialog box allows you to select the specific components of Designer that you want to install.

This list includes the User Guide, Clipart library, and additional typefaces.

Select Next to continue.



The system default is to install the clipart to Program Files. Choose the appropriate location and select Next to continue.



In “additional tasks”, you can choose to “Add shortcut to Quick Launch toolbar”. Select Next to continue.

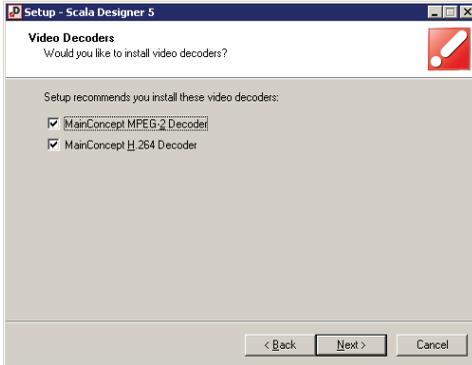
A few other options are available for installation.

The installer can install the ScalaScript Export Plug-in available for Adobe Photoshop.



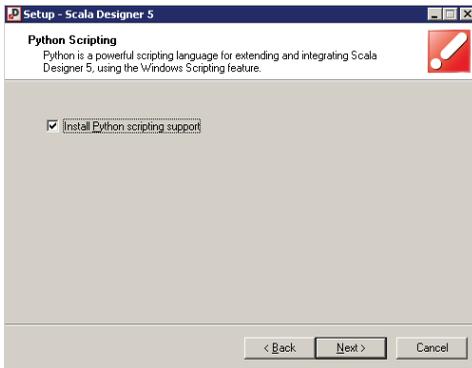
To install this, select Next to continue.

Video decoders are also needed for Designer. Setup recommends installing MainConcept's MPEG-2 and MainConcept's H.264 decoders.



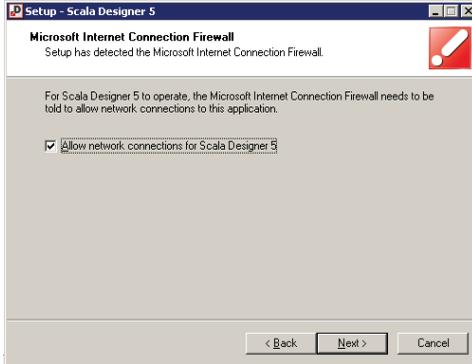
Select Next to continue.

Designer provides installation of Python scripting support.



Select Next to continue.

The Microsoft Internet Connection Firewall must allow Designer to access network connections.

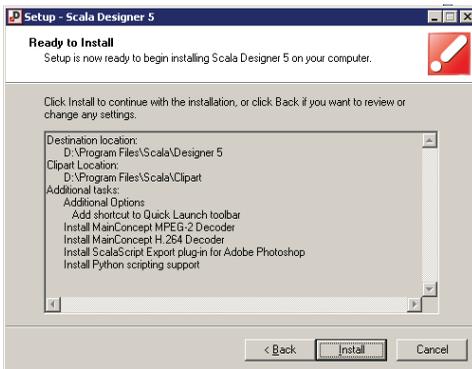


Select Next to continue.

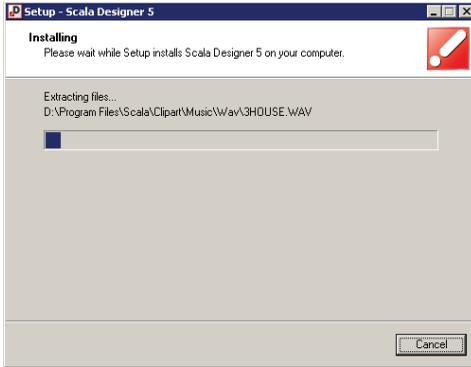
Note: Scala Player installation also requires Windows Media Player 9 or newer to be installed. You may already have a version installed or you can go to the following site to download Windows Media Player 11.

<http://www.microsoft.com/windows/windowsmedia/player/download/download.aspx>

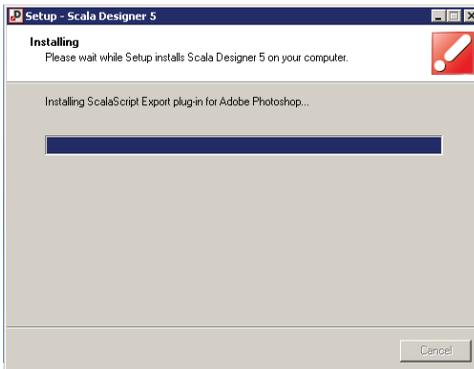
You are now ready to install Designer.



Select Install to continue.



Designer will now be installed on your system. The file extraction process can be monitored with the progress bar. This may take several minutes.



Once the install is complete, the progress bar will be at the 100% line and the Cancel option will no longer be available.

The ScalaScript Export Plug-in v3 setup will then start automatically.



Select Next to start the installation.

The EULA is available here to review.



Choose Agree to continue.

If Adobe Photoshop is on the local computer, the ScalaScript Exporter Photoshop Plug-in will install in the correct folder. If you want to select a different location,

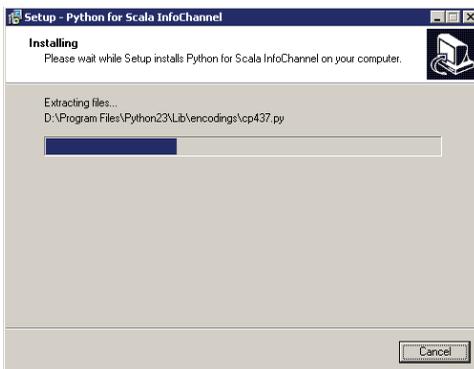
choose Browse, select the location and select Next to continue.



Select Finish to continue.

The Python scripting support setup will then start automatically.

The Python scripting support will default to install under the Program Files folder. If you want to change that location select the Browse button and select another location. Click Next to continue.

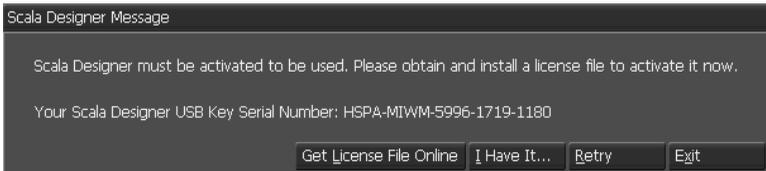


When the installer has finished, it will automatically close.

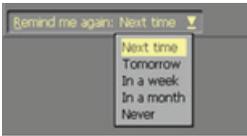


Once the file extraction is complete, you will have the option of viewing the release notes and starting Designer.

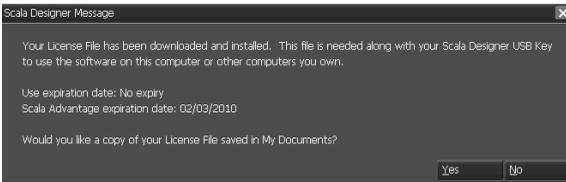
Your Designer software comes with a USB key that you must insert into a USB slot on your computer in order to use Scala Designer. Do this first **BEFORE** clicking Finish.



You must activate Designer with a license file. You can install the license file now or choose to defer installing the file for up to 30 days.



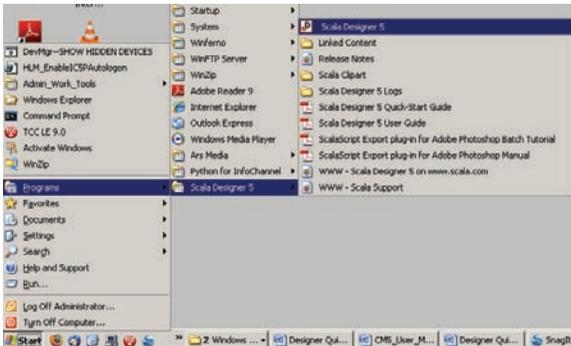
If you select “Get New License File Online” – you will have the option to save a copy of your License File in the My Document folder.



You can also select the “I have It” if you have a copy of your license file or defer by selecting “Get it Later”.

2.1 Starting Designer

To access Designer, find the Scala Designer 5 program in the list of Programs and select Scala Designer 5.

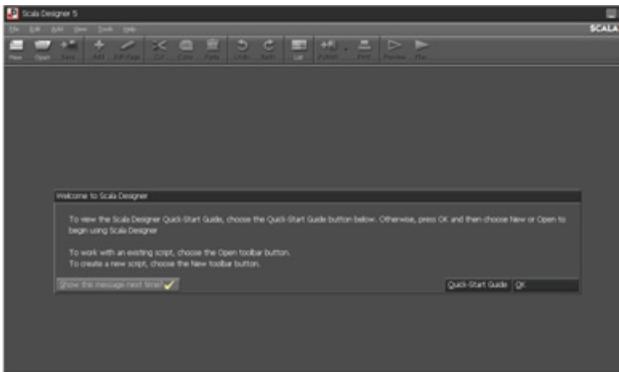


This will bring the user to the primary screen in Designer.

3.0 Getting Started

With Designer you can create polished, professional on-screen productions that combine text, sound, graphics and animation for maximum impact. Designer lets you easily publish and distribute your productions to networks of Players over the Internet, to deliver true worldwide multimedia.

You can view the Quick Start Guide by clicking the button on the dialog box that opens.



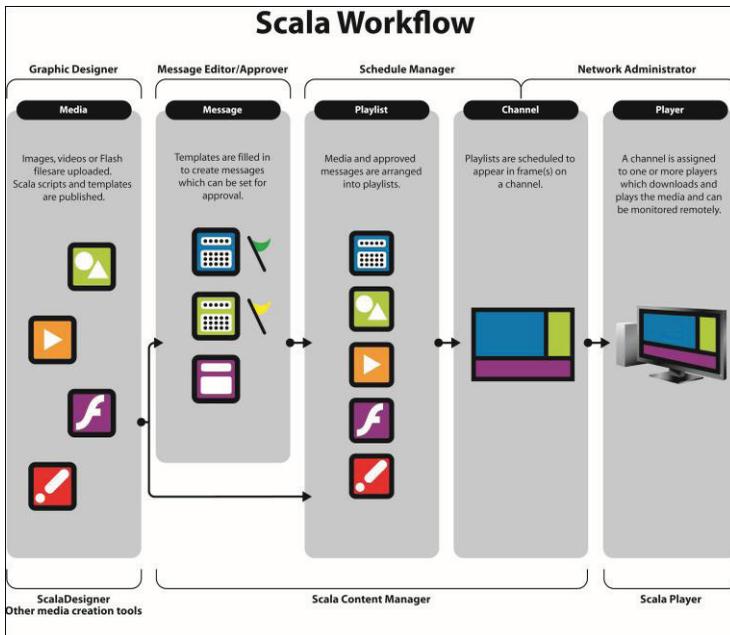
To start using Designer click OK.



Designer’s many publication and playback options make the Scala environment a powerful distribution medium. And when combined with Scala’s high-performance Player software in a Network, Designer brings broadcast multimedia to the world.

3.1 Scala Workflow

Scala is designed to enable individuals to work in different roles based on their expertise and need for access. These standard roles match the default roles installed with Scala Content Manager.



Designer is part of the workflow process, allowing users to create scripts and templates, manage them in Content Manager and play them in Player.

- **Graphic Designers** typically use Scala Designer to create scripts and templates.
- **Message Editors** use Scala Content Manager to create and edit messages.
- The **Message Approver** reviews and approves or rejects messages.
- The **Schedule Manager** sets up playlists of media and messages, and schedules when the playlists will appear.
- The **Network Administrator** configures Scala Content Manager's network settings.

3.2 Designer is Easy

Most multimedia programs give you hurdles to jump. Designer offers a refreshingly intuitive way for you to lay out a production, experiment with effects and transitions, and preview the results.

Designer's user interface is carefully designed to guide you through the process of creating a production. Designer makes it easy to fine-tune your production quickly and confidently.

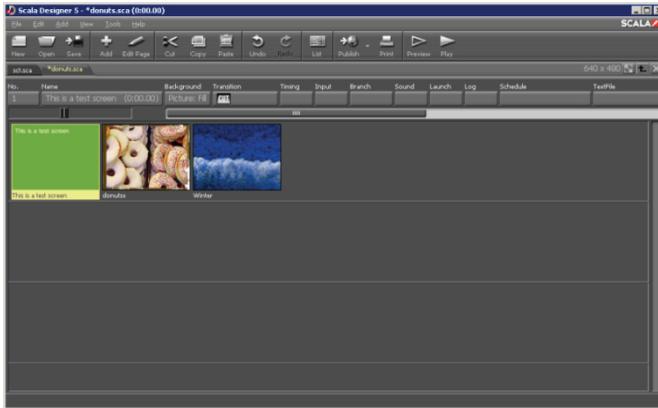
3.3 Designer Can Work for You

Designer offers you a variety of presentation formats so you can use whatever fits your purpose. For example, you can use Designer:

- To design and publish content for digital signage networks.
- To enliven community bulletin board channels for local cable TV systems—make advertising more compelling, increase sales and grow your business.
- To inform a hotel's guests of the many services it makes available.
- To send presentations to colleagues via e-mail or on CD-ROM.
- To distribute news and publicize products and events on your corporate information channel.
- Because Designer productions can be transmitted and updated through the Internet, up-to-the-minute information can reach all your sites almost instantly.

4.0 Overview

Scala Designer is a truly unique and diverse application which allows you to create stunning and imaginative multimedia productions - utilizing motion, color, graphics, text animation, sound design and special effects - while creatively highlighting the message you want to emphasize.



Although it can be used with still images, the real purpose of Designer is to create a rich environment of sounds and images that flow like a professional video effectively responding to outside input.

4.1 Using Designer

Once Designer has been properly installed on your PC running the supported Microsoft Windows operating system, you can start the program.

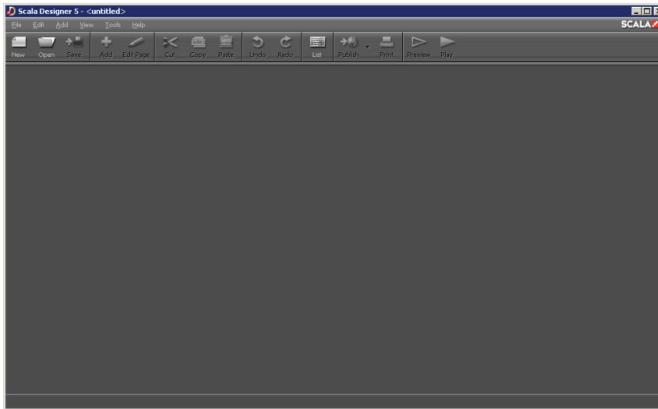
From the Windows Start menu, choose **Programs > Scala Designer 5** (from the list of programs) > then the **Scala Designer 5** icon to start Designer.

While you are in the Start menu, you will notice that in addition to the program, there is a shortcut to the Linked

Content folder, a shortcut to the Logs folder, and several links to Scala's Web site, for your convenience.

Once the Designer program loads, a title window will appear.

When the program opens, and before you begin to create a new production or work with one that already exists, you will see the Designer Main view.



4.1.1 Scripts and the Main View

In Designer, your production is defined by a script.

A script in Designer is a file that specifies a series of events and their timing. The events in a script are the individual image files, sound files, text lines, and other items that appear in the final production. The events in a script contain all the settings and options that describe how and when things happen in the final production.

As you compose the script, each page is listed separately in the Main view. A page number is assigned based on its position in the production sequence including a short title for easy identification. The Designer Main view shows you an outline of your script and an overview of its structure.

From the Main view you can navigate to other Designer views which may be necessary to create the script.

4.1.2 The Designer Interface

The options and commands available in any Designer panel depend on the purpose of the panel, but most Main view elements are common features in Designer.

Other common elements (shown in the Main view on the previous page) are briefly defined below:

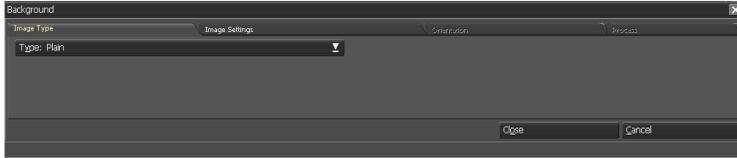
Title Bar - shows the name of the panel, script, or dialog box in which you are working. Occasionally, additional information is provided.

Toolbar - toolbars in Designer contain icon buttons for common functions in that panel or dialog. Toolbar items can toggle special options, present drop-down lists, or navigate to another panel.



Tabbed Panels - allow you to access different sets of related controls, to prevent panels from becoming too large or

crowded. Ctrl+Tab moves to the next tab. Shift+Ctrl+Tab moves to the previous tab. Click the tab header to display the panel of options for that type of operation.



Close Button - closes the active panel or script the button is associated with. The other (smaller) Close button is associated with the script you are working with; choosing it closes the script.

Up Button – moves up one level out of an open page group.

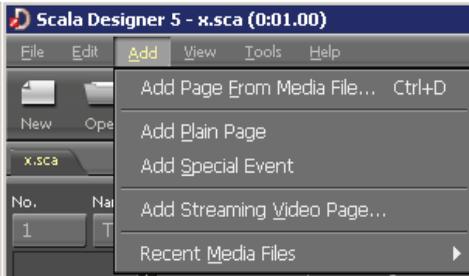
Value Control – lets you cycle through a series of values, or change a value directly. Click the arrows to go to the previous or next value, or click in the text box between the arrows, type a value and press enter.

Multi-style Button – similar to a value control, this button lets you choose from a variety of several options. Simply by clicking the arrows you can navigate to the previous or following choice.

Scroll Bar – scrolls vertically through a list or horizontally across columns revealing items which cannot fit into the available screen space and can also proportionately change size to indicate the total number of visible items.

Pop-up Button (Selector) – opens a pop-up list allowing a choice from a series of option values. Additionally, the Selector Button will facilitate access to other functions and panels.

Pull Down Menu - opens a pull-down list of options or functions from a top menu item, allowing your choice of a particular function or navigation to another panel.



Combination Icon – lets you either choose a default action or select from a list of actions. A single click on the main part of the icon will choose the default.

List Icon – lets you choose how you want to view pages in a script.

On/off Button – clicking on an option will allow the user to select and turn on or off the option. When selected - a check mark will appear next to the option. Click to unselect and the check mark disappears.



Close and OK Buttons – All panels and dialogs have a Close button.

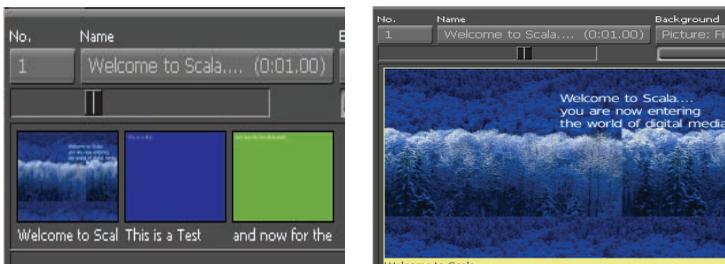
Nudge with Arrow Keys – Ctrl+Arrow Key allows you to move/nudge elements by one pixel in whatever direction the arrow key is depressed. Shift+Ctrl+Arrow Key allows you to jump 10 pixels at a time.

4.1.3 Changing Icon Size

A new feature in Designer allows the user to adjust the size of the preview icons on the main page of a script. The slider bar controls the sizing of the icons.



This allows the user to make the icons as small or as large as needed.



4.1.4 Tool Tips

Certain buttons in Designer, such as the alignment and Script Size buttons, are marked with symbols, not with names. To help identify such buttons, Tool Tip labels are provided.

4.2 Working in Designer

The following is a quick summary of some important similarities and differences to common PC terms and techniques used in Designer.

4.2.1 Mouse and Keyboard

Although this guide assumes you are using a mouse, however almost all Designer operations can be accomplished with the keyboard. Occasionally, using a keyboard shortcut is simply more convenient and at times may be your only option.

4.2.2 Mouse Buttons

Designer supports any type of mouse or other pointing device that has at least two buttons. Pointing devices can include traditional mice, trackballs, drawing tablets, and joysticks, to name a few.

4.2.3 Full Screen and Windowed Operation

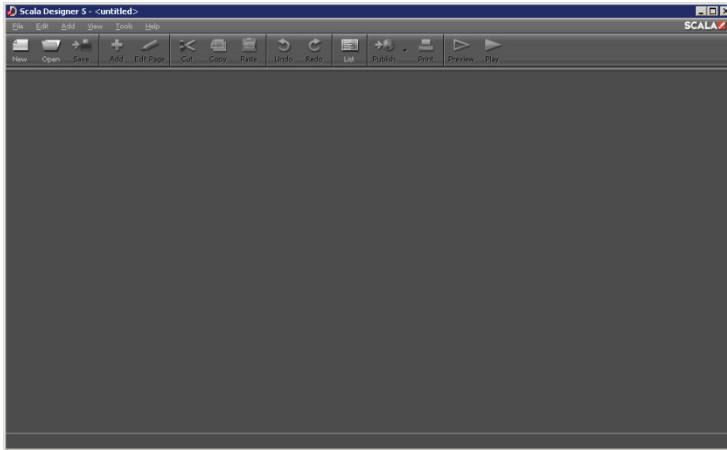
Designer is designed to be used both in a windowed operation while authoring, and as a full screen previewer during playback. In the windowed operation, you can resize the Designer window as desired, using familiar drag-and-drop techniques to add graphics and other files to a script.

When playing back in full screen mode, Designer allows you to specify screen resolution, color depth, and refresh rate for optimal multimedia performance and adaptability.

Note: The flexible user interface design adapts itself to different window sizes and shapes providing maximum versatility. It is possible to size the application window so small that some controls are obscured or too small to use. However, the application functions correctly regard less, and keyboard shortcuts can still be used for all controls.

5.0 Creating a Script

When you open Designer, the Main view is blank. To begin work, you need to either create a script (using the *New* icon) or load an existing script (using the *Open* icon).



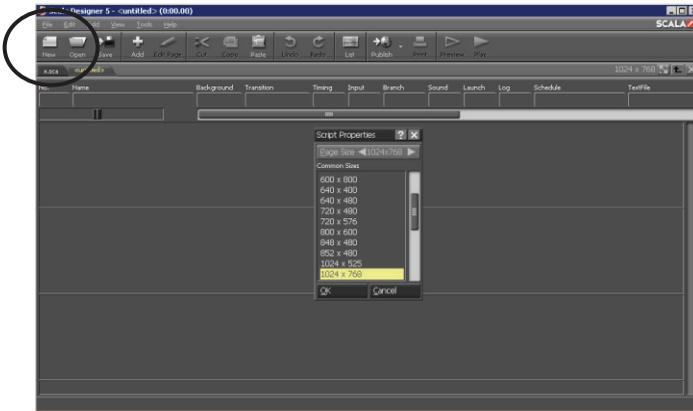
Note: Once there are page or event thumbnails showing in the Main view, more items on the screen will become available and you can click on them to perform various functions.

Additionally, the Thumbnail mode in the Main view is the List mode, where items are listed in columns instead of thumbnails.

5.0.1 Defining a Script

The first step in creating with Designer is to choose a script size. The choice of resolution depends on the playback system and screen you intend to use, whether it's a TV channel, video wall or plasma screen.

Choose New from the toolbar.



Choose a script size from the Script Properties dialog box and click OK.

5.0.2 Adding a Page

Click on the Add button or select Add Page From Media File from the Add pull down menu.



This will bring up the Add Page From Media File dialog box. The background image you choose will be the base upon which you place text, animation, photos and other items.

Select a background by navigating to the desired folder. Double click on the folder. A background format can include any of these file types: GIF, TIFF, JPEG, PNG, BMP, AVI, MPG and WMV.

5.0.3 Adding a Background

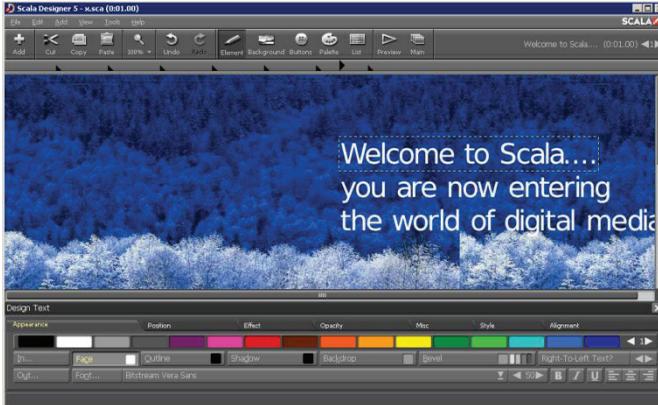
Under the **Add** pull-down menu you see options for “Plain”, “Special Event” and “Streaming Video Page”. “Plain” lets you add a solid color background, “Special Event” lets you add a non-displayed page to the script and the “Streaming Video Page” lets you add a page whose background is a Windows Streaming Media source.

Special events are useful for non-visual elements such as sounds. Individual sounds can also be attached to a page, but special events are required for multiple sounds.

5.1 The Page View

After choosing a background, you will see the **Page view**, where you can add elements from the Add pull-

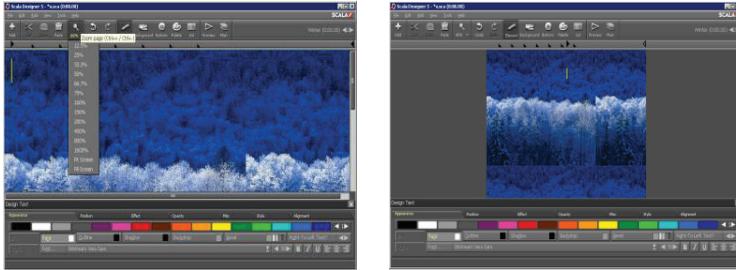
down menu, then edit their attributes using the Design panel.



The toolbar at the top of the window provides easy access to common functions and the pull-down menus have additional options.

- **Add** - imports a photo, graphic or animation onto the page. The Add pull-down menu lets you add additional types of elements.
- **Cut/Copy/Paste** - standard cut, copy and paste commands.
- The **Edit** pull-down menu has more tools for editing elements.
- **Undo/Redo** - undoes the last change that you made to the page. Use Redo to cancel the effect of the last Undo.

Zoom – this new feature allows the user to change the sizing of the panel to preset percentages or to Fit Screen or Full Screen options.



- **Element** - goes to the **Element panel** for the type of element you have selected, giving control over color, scale, opacity, etc. for text, clips, animclips, text crawls and drawing objects (line, box, oval).
- **Background** - goes to the **Background panel**, where you set attributes for the background image and resolution.
- **Palette** - goes to the **Palette panel**, where you set the selection of available colors for text, shadow, outline, etc.
- **List** - goes to the **List panel**, where you see a listing of all the elements on the current page. The List panel is used to determine the sequence of events and object layering.
- **Preview** - plays back the current page of the presentation.
- **Main** - returns to the **Main view**.

5.1.1 Entering Text

The most basic element is text. You can click anywhere on the screen and immediately start typing.

Each time you click on the background, you create a new text element, which you can drag to a new location on the page at any time.

Type your name or something like “Welcome to Scala.”

5.1.2 Changing Font and Color

To change the text font, click on the **Font Name** button. You see a menu in which you can choose from any TrueType fonts installed on your system. Select a font when you are done.

To change the color of the font click on a color in the color bar and drag it to the **Front** button (Front is the face color for text).

If a text element was selected when you did this, its color changes. Otherwise the color is used for the next text you type.



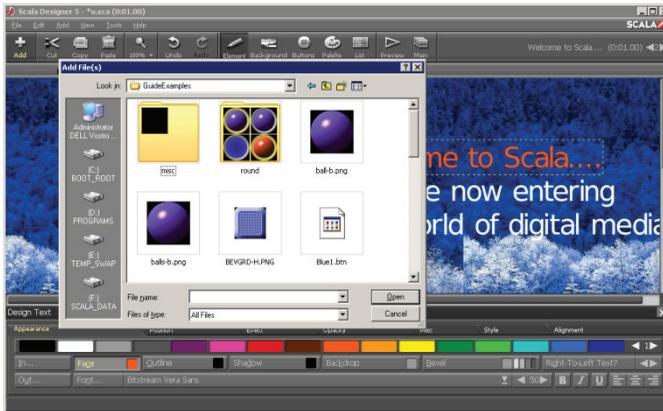
Common text styles like bold, italics, and underline are readily available (the **B**, **I** and **U** buttons) and options like **Outline**, **Shadow** and **Backdrop** also have separate buttons.

Select an element or part of it, and click the button to apply the style option you want. For other options, or to further refine the styles you have already applied, look on the other tabs of the **Design Text** panel.

5.1.3 Importing a Graphic

To import a graphic, click the **Add** button (the plus sign icon). You can import most standard file formats including GIF, TIFF, JPEG, PNG, BMP, AVI, MPG and WMV.

To import a file, navigate to a folder containing clips and double-click on one. You can apply styles to clips the same as text and you can resize the clip and try other options that apply only to clips.



To resize proportionally, hold down the shift while resizing. To crop an image, hold down the Alt key and drag the handles on border of the clip.

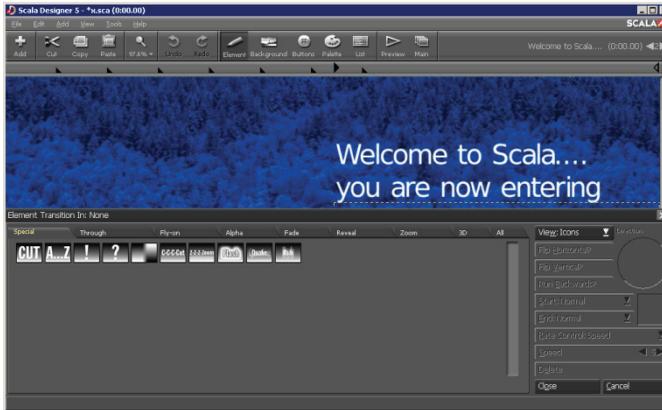
5.1.4 Transitions

A primary feature of Designer is the selection of transitions. By default, elements start with no transition, so they appear when the page itself appears and remain static until a new page appears.

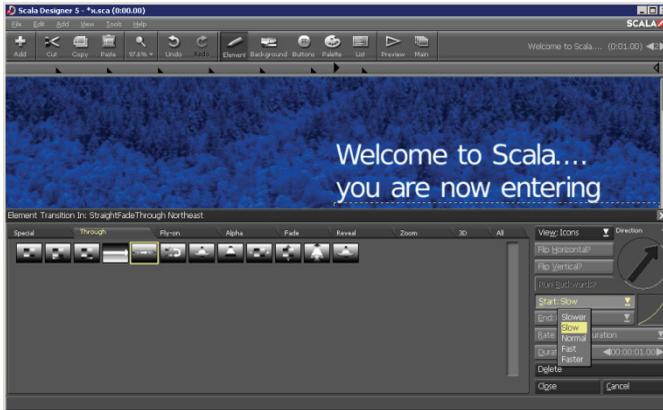
Adding transitions gives them motion and visual excitement with zooms, and fly-ons that you can sequence any way you want.

First select the desired element by clicking on it. Then click on the **In** button on the lower left side of the **Design** panel.

You will see the **Transition** panel. (The **Out** button brings up the same panel to let you choose a transition to make the element disappear or fly away).



A new feature with in Designer allows you to adjust the speed of the transitions. You can start the transition either slower or faster and end the transition again either faster or slower. The transition tool will allow you to select the direction of the transition (North East in the example below) and the variable speed of the transition (start slow and end fast in the example below).



You can adjust transition speed, and in many cases direction. You can sample a transition by clicking on its icon, and clicking **Preview**.

Set the length of the transition in the **Duration** button. To remove a transition from an element, click **Delete**.

5.1.5 EX Columns

There are several attributes shown as a row of boxes next to the page name.

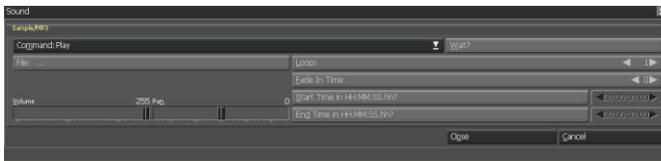


Some of them are:

- **No.** (before the name) - shows the page order. Clicking on it lets you change the page's name and enable/disable it from playback.
- **Name**-the name of the page.
- **Background** - changes background settings for multiple pages.
- **Transition** - lets you apply a page wipe. Like elements, a page can have a wipe, which controls how it first appears.
- **Timing** - sets how the page advances, which can be after any of several things have happened.

5.1.6 Adding Sound

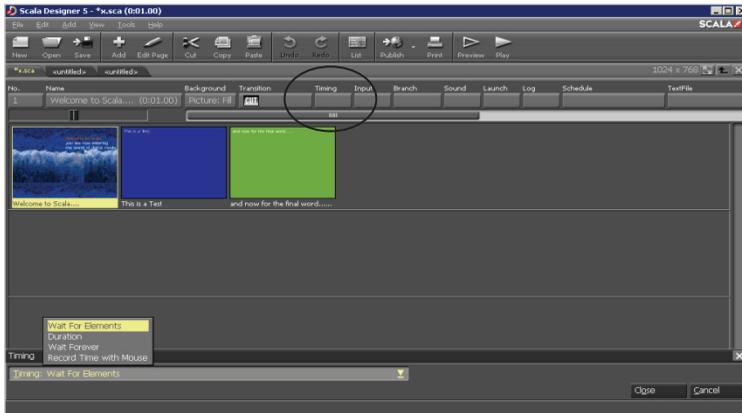
To add sound, click on the **Sound** button for the page. You see the **Sound** panel.



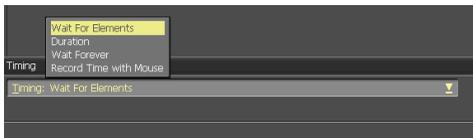
Click on **File:** to choose a WAV or MP3 file to play during this page. After selecting a file, click **OK**.

5.1.7 Setting Timing

The **Timing** button allows the user to set timing for the page, it displays "Wait For Elements". Click this button to open the Timing menu.



The **Timing**: pop-up you see here lets you choose several different choices.



- **Wait For Elements** means the page will wait for all the elements on the page to complete.
- **Duration** sets the page length to a fixed time. Any elements still in motion at that moment will disappear when the page transitions to the next.
- **Wait Forever** means the script will not advance on its own. Some other method, such as clicking the mouse or using the keyboard is needed to advance.
- **Record Time with Mouse** lets you set a series of pages' timing interactively.

When you have completed setting timing, click **OK**.

To review all of the elements you have added to this script: Click the **Play** icon in the toolbar.

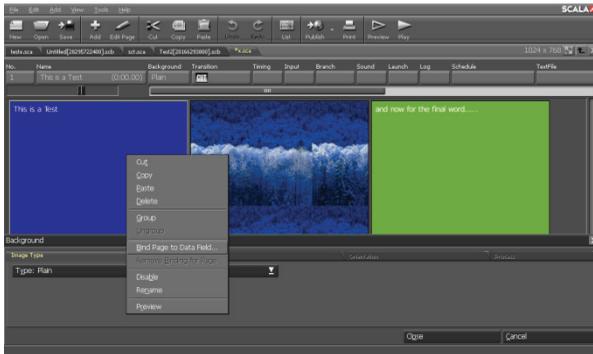


The first page should appear, then the next page. When the final page has appeared the script will loop back to the first page.

To exit playback at any time, press the **Esc** key. Remember to save your work by clicking the **Save** button on the toolbar or selecting **Save** from the **File** pull-down menu.

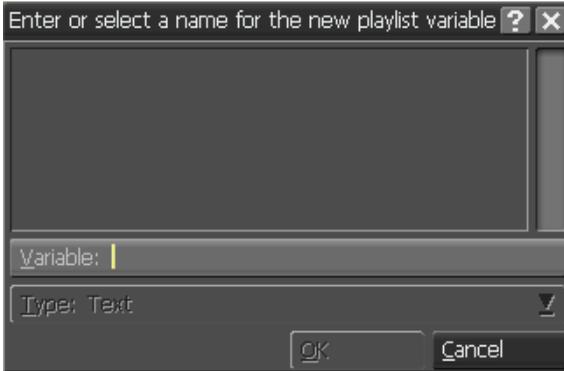
5.1.8 Binding a Page to a Data Field

Designer allows the user to select a page, either by right clicking on the page or by using the Edit drop down tab, and bind the page to the data field in Content Manager.



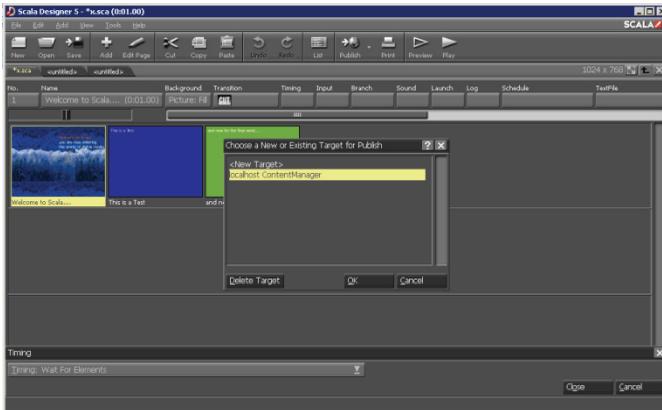
This allows the user to universally add in or replace pages into Content Manager on a specific playlist.

Once you select “Bind Page to a Data Field”, you will need to identify the specific playlist variable that you intend to bind the page to.

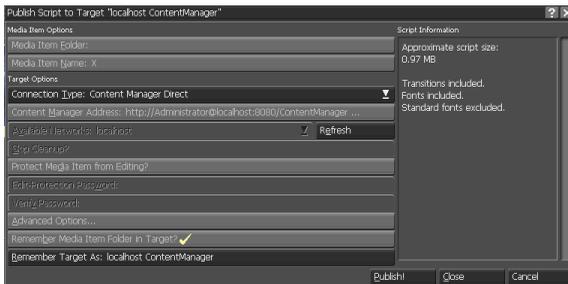


5.2 Publishing

To publish a script, load the script into Designer, then choose the **Publish** icon from the toolbar.



The **Publish** panel lets you select options for publishing a script to Content Manager. You can save these options as a **Publish Target** for later use.



The options required for your network depend on how your Content Manager is configured. You need to know the Connection Type, URL and user name/password.

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9.8 **Severability.** Should any part or provision of this Agreement be held unenforceable or in conflict with the law of any jurisdiction, the validity of the remaining parts or provisions shall not be affected by such holding.

9.9 **Limitation on Effect of Waiver.** Failure on the part of Scala to exercise, or Scala's delay in exercising, any of Scala's rights hereunder shall not be construed as a waiver or waiver of other breaches of this Agreement. Any single or partial exercise by a party of any right shall not preclude any other or future exercise thereof or the exercise of any other right in the Agreement.

9.10 **Entire Agreement.** This Agreement contains the entire understanding of the parties with respect to the transactions contemplated and supersedes any prior agreements or understandings among the parties with respect to the subject matter hereof. This Agreement may be amended only by a writing that refers to this Agreement and is signed by both parties.

9.11 **Export Law Assurances.** Licensee acknowledges that the Scala Software included herewith is subject to restrictions and controls imposed under the U.S. Export Administration Act and Canadian Exportation Laws. Licensee must comply with all domestic and international export laws and regulations that apply to the software. These laws include restrictions on destinations, end users and end use. Licensee hereby expressly agrees to defend, hold harmless and indemnify Scala, its directors, officers, and employees, from any claim, suit or dispute alleging that Licensee has exported the Scala Software in violation of any domestic or international export laws.

9.12 **Construction.** The headings in this Agreement are for convenience of the parties only. They do not constitute a portion of this Agreement and shall not be used in interpreting the construction of this Agreement.

9.13 **Third Party Beneficiary.** Licensee hereby agrees that the licensors of Third Party Software shall be considered third party beneficiaries of this Agreement and shall be entitled to bring a direct action against Licensee in the event of breach of any applicable provisions of this Agreement, pursuant to the terms and conditions of this Agreement.

9.14 **Force Majeure.** Neither party shall be in default if failure to perform any obligation hereunder is caused solely by unforeseen supervening conditions beyond that party's reasonable control, which could not have been prevented by the non-performing party's reasonable precautions, commercially accepted processes or substitute services, including acts of God, civil disturbances, strikes and labor disputes.

9.15 **Negation of Agency and Similar Relationships.** Nothing contained in this Agreement shall be deemed to create an agency, joint venture or partnership relationship

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