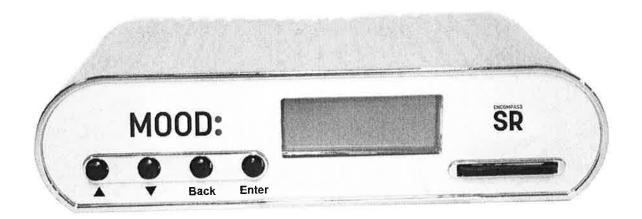
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ENCOMPASS SR Control System User Guide



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Overview

Purpose

This User Guide intended to assist Users, Affiliates and Clients in handling questions related to the new Encompass SR Control System.

System Overview

Encompass SR Player

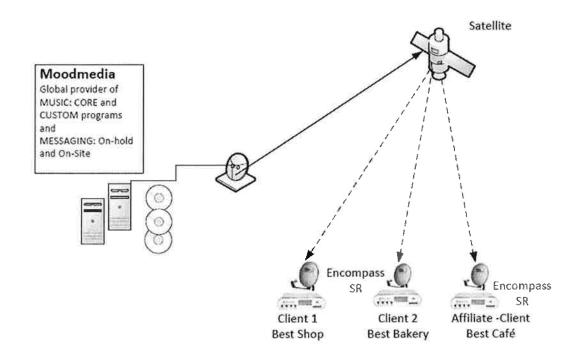
The Encompass SR is Mood Media/Muzak's satellite delivery player. Music and messaging content is broadcasted over our robust satellite infrastructure, providing the most powerful and reliable audio experience for your business.

Delivery

Satellite delivery offers access to a broad range of expertly designed music programs, seamless messaging and flexible management controls. All you need is the Encompass SR satellite player and rooftop antenna connected to your sound system.

Content

Enjoy maximum access to more than 64 premium music programs or narrow your choices to only what you want to have available to play in your business. For your messaging needs, the Encompass SR can deliver custom or pre-produced on-site and on-hold messages. Content updates are instantly available allowing you to optimize the power of music and messaging in your business.





Terms

SR Control System: A series of web pages (for Super Users, Moodmedia Users, Affiliate Users and Client Users) that are used to interact with the system, setup music programs, create music or voice schedules. A Client User uses the same portal with limited functionality

Groups: Subsets of clients that may need to use the same music or voice schedule. For example, all of devices in Burger King could be in a group that is allowed same ad or music schedules

Player: The Encompass SR device a.k.a. Receiver, that enables the clients to select music programs, schedules music programs and voice or on-hold messages

You: When we use the word "you" in this guide, we are referring to the role required to perform the operation, e.g., in describing tasks performed at the Admin_User level, "you" refers to an Admin_User; when referring to tasks performed at the Affiliate_User level, "you" refers to a user with Affiliate User privileges

Daypart Schedule: 'Dayparting' is the ability to program your player to play selected music programs at specific times of the day, different days of the week, or based on start and end date/time

Adpart Schedule: 'Adparting' is the ability to download ads to individual players or groups of players and play them on certain schedules and other specific criteria

Zones: The Encompass SR player supports two zones. The two zones are usually associated with physical locations or one physical location and one On-Hold messaging

Users

A user is anyone who uses the system.

Super User: Has administrative privileges and is responsible for general portal configuration including network settings, maintenance (backup and upgrades), other users configuration, and settings. The designated Super User has privileges unavailable to other users

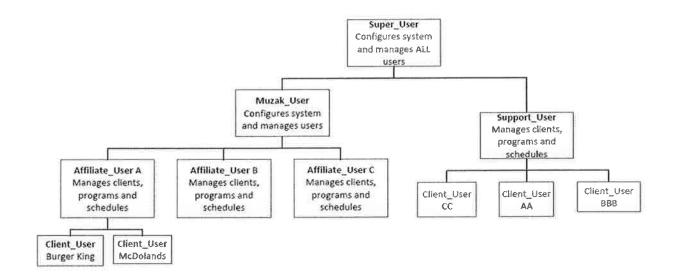
Muzak User: Can administer accounts, create clients, create and manage players, select music programs, view voice content and schedules

Support User: Can administer accounts, create clients, create and manage groups, select music programs, upload and schedule voice for client's customers, see server status, reports, firmware

Affiliate User: Can administer accounts, create clients, create and manage groups, select and schedule music programs, upload and schedule client's advertising

Client User: can administer their account, create sub-clients, create and manage groups, select music programs, upload and schedule voice for client's customers.





Supported Operating Systems and Browsers

Windows: XP, Vista and Windows 7 (32- and 64-bit)

Browsers: The latest versions of Internet Explorer, Firefox, Safari, Chrome

Macintosh: OS X 10.5 Leopard through OSX 10.8 Mountain Lion (Intel CPUs only)

Browsers: The latest versions of Firefox, Safari, Chrome



Administration Information

Login

The User Name and Password are issued by the Moodmedia Support Center.

Please note: It is HIGHLY recommended that the password be routinely changed, especially when employment is terminated.

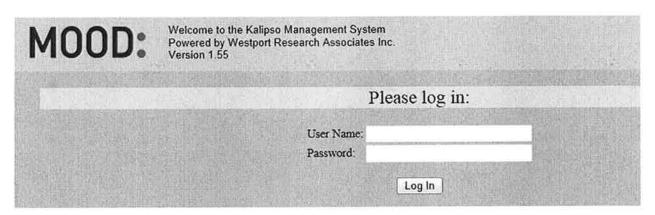
If you have been unable to login, please email us at: <u>ServiceRequests@muzak.com</u> or call:

Tech Support Tel: 800-228-7228

or

Client Support Tel: 800-331-3340

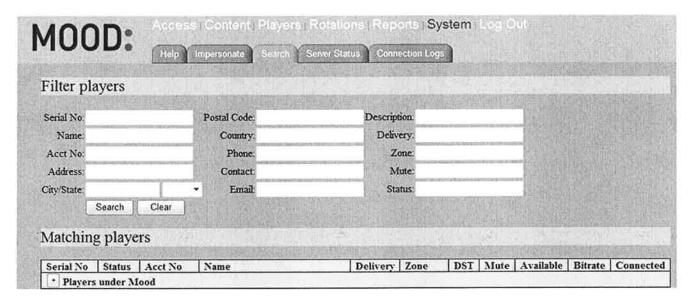
Access to the SR Control System is via http://srcontrol.moodmedia.com





SR Control System Main Menu

The log on will take you to the main landing page under the Search tab nested under "System" on the menu bar. From the main menu, you have access to every player on the list of players that you have been granted access to. You can search for any player installed under your affiliate office. To access a player separately, type in the serial number (also referred to as your player number) that is located at the client's site into the Serial No. search field in the left column and click the "Search" button.



If you do not know the player number for the site in question, you can search for the site using any of the filter fields available.



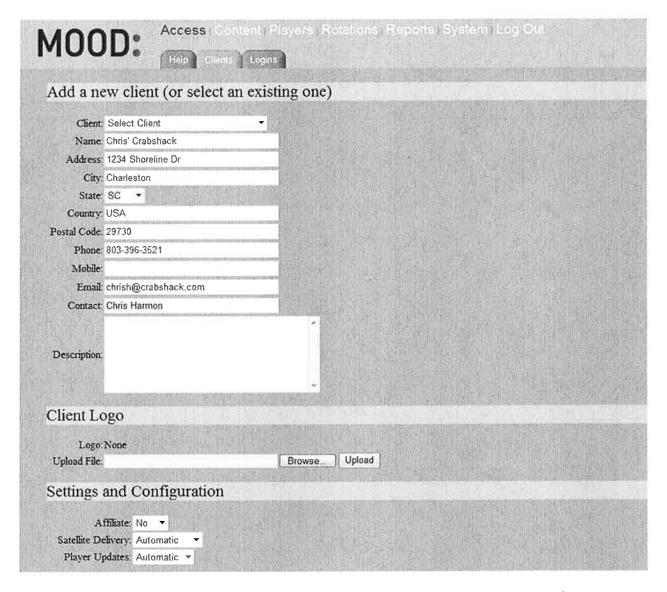
Please note: The Help Tab is located on left most tab. This tab gives you access to help documentation for each of the tabs under the currently selected Menu bar and can assist you throughout the system.



Create New Client Account

Under "Access" on the menu bar, select the Clients tab. This is where you will set up the account information and access for the SR Control System for clients.

Add New Client Information

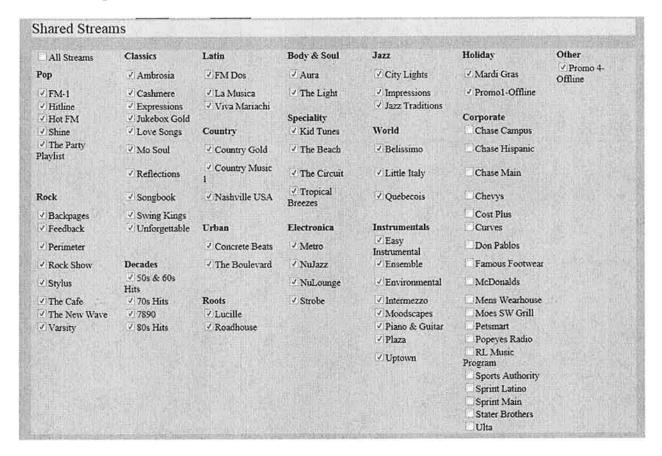


Enter the client account information in the appropriate fields in the top section on this page. The client logo field allows the client to upload their logo so that their logo can be seen on all the page on the SR Control Site. The Settings and Configuration settings should default to the settings seen in the above image make sure the Affiliate is set to No and the Satellite Delivery and Player Updates pull downs are set to Automatic.



Shared Streams

The Shared Streams section is the section where you can select which streams of music and access settings are available for the client.



In the Shared Streams section, you can select all Premium programs or specific programs for the client to meet their needs. (Currently you will see the Corporate programs as well which should not be selected for any site that they are not designated for.) Notice the check box that shows All Streams, if chosen this will check all check boxes on the page.

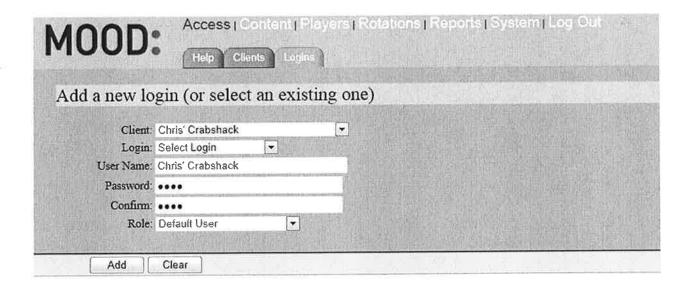


Create A Login for New Account

Once an account has been created you must immediately create a Login or "User Name" for the account. Failure to do so will result in not being able to program the receiver.

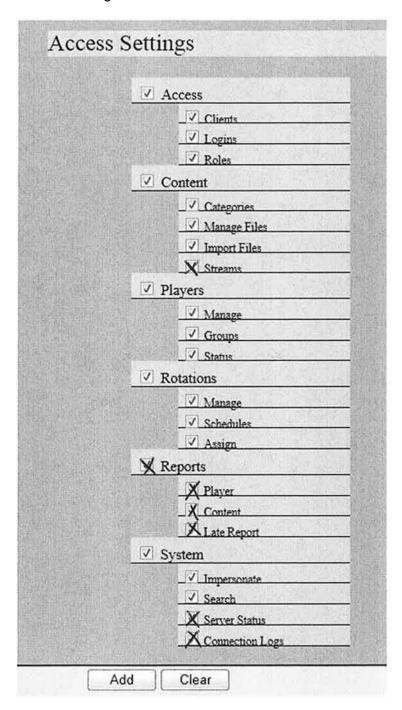
To create the User Name for the new account, select the Logins Tab under the Access Menu. Select the appropriate client in the first pull down bar. For a new install, create the User Name that the client will use under User Name field and then enter the Password and Confirmation on the next two fields. The last pull down bar will be to select the Role which the client will have. The roll will typically be the Default User unless you create a login role that is subservient to the client's chain role (i.e. Regional or District Managers that may want to have access to the sites in their part of the chain, or a Store Manager role for each store in a chain to allow the managers to control music in their locations, etc.) During installation it will either be the technicians responsibility to provide the User Name and Password to the client or a follow up call from the AE or their Sales Support team member to provide the information to the appropriate contact at site.

An existing client with Logins set up would then select the next pull down titled Login to select the appropriate Login.





Access Settings



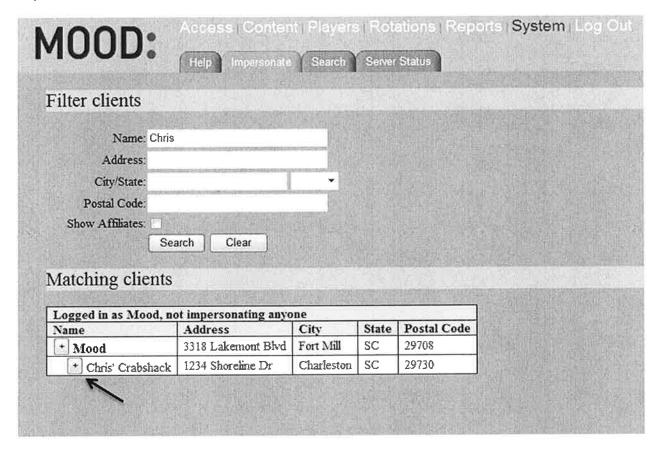
The last section on this page is the Access Settings which allow you to restrict what accesses are given to the client. Once all selections are made on this page press the Add Button at the bottom of the page to submit the information you have entered on this entire page



New Player Activation/Programming

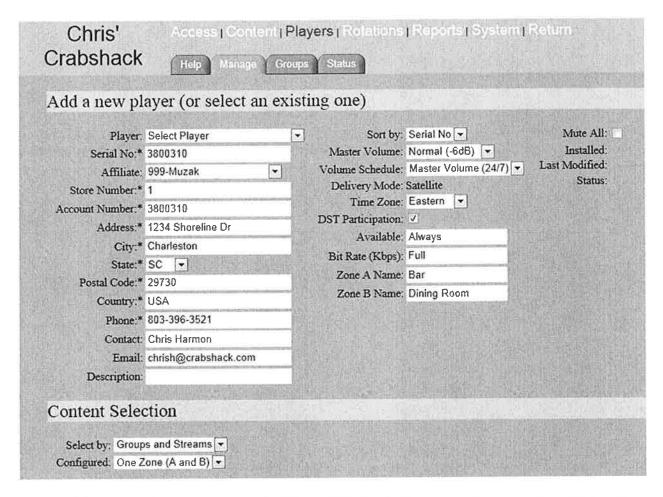
Impersonate a Client

Select the System Menu from the Menu bar and then select the Impersonate Tab to impersonate the client for whom you wish to install the player. Use the filter fields at the top of the page to narrow down your search criteria. Select the indicated button below to impersonate the client in the controls system (this will allow you to control the player.)



Once you press the button to Impersonate the client (ex. Chris' Crabshack) the system will automatically take you to the Manage Tab under the Players Menu at the top of the page to enter a new account and activate the receiver at the location. You will know that you are successfully impersonating the client if the client's name becomes visible in the upper left hand corner of the browser screen as seen in the screen shot below.

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Required fields are denoted by the asterisks next to the field name. Although other fields are not mandatory they have significant impact on Mood's interaction with the client or site functionality and should be filled in as well (i.e. Time zones that are not filled out properly will fire Daypart or Downloaded Ad schedules at the wrong time.)

Content Selection

In the Content Selection section, the Select By selection is defaulted to "Groups and Streams" and the Configured selection is defaulted to "Two Zones (A/B)" as indicated in the screen shot below.



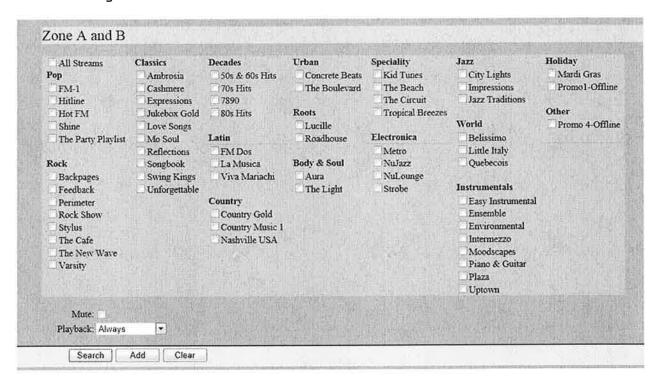
If the player is receiving music, you must leave it set to Groups and Streams, but if the player will be set to do messaging only, then you can change the pull down to Groups only.



To configure the player to have one or two zones of output, change the Configure pull down from the default to "One Zone" or "Two Zones"

Zones

The final section is to select the various streams of music for the A Zone and the B Zone, or both zones together.



In this section, you can select all Premium Programs or Custom Programs for the client to meet their needs. You will only see the programs you activated under the Clients Tab under the Access Menu when you activated the Shared Streams above.

You can see here that only the Premium Programs are showing and none of the Custom Programs are showing as none of the Custom Programs where selected in the Shared Streams section when we created the Client's Account.

At the bottom of the list is the Mute check box and Playback pull down. The Mute check box will mute the selected zones. The Playback pull down allows you to select between the default "Always" and "On a Schedule" which allows you to create a Daypart schedule of programs throughout the day (we will cover this in a different section).

Once complete with updating the programming, select the Add Button at the bottom of the page to push the programming to the player.



Music Programming (Dayparting)

Creating a Daypart Schedule

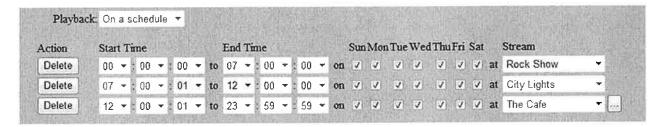
If you select "On a Schedule" in the Playback pull down, the following will display on the screen under the programming selections that were available under the zone programming as discussed in the previous section.



Each line represents one time period to schedule a specific program stream of music. Use the Start Time, End Time and the Days of the Week to create dynamic program schedules to meet the ever changing need to meet the client's music experience.

Once you have completed a line with you desired times/ days and you wish add another row and Daypart program, click the button at the end of the line indicated by the arrow above.

For example, if we wanted to play Rock Show during the overnight hours for after hours workers, then switch to City Lights for an early morning commute demographic, and then finally change to The Café for the rest of the work day the Daypart schedule would look like the image below.



Once the Daypart is complete, select the Update Button at the bottom of the page to push the programming to the receiver.



Messaging (Adparting)

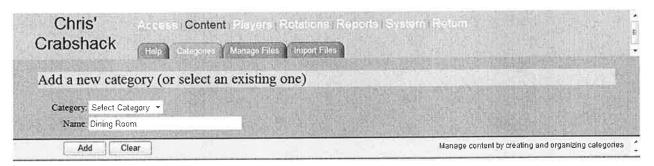
Downloading Ads allows you to program your player to insert ads into your music steam at specific times of the day, or change the frequency of the ads playing throughout the day, or have different ads play on different days of the week. It can also be used to start or end a specific ad or ad campaign on a specific date and time. As a reminder ALL players should remain powered on at all times, since Mood's players must be on to receive an Ad download command.

Creating an Ad Schedule

Select the Impersonate tab under System Menu and impersonate the client for which you wish to create an ad schedule. (Please see the **Impersonate Client** section in this manual if you need further instruction).

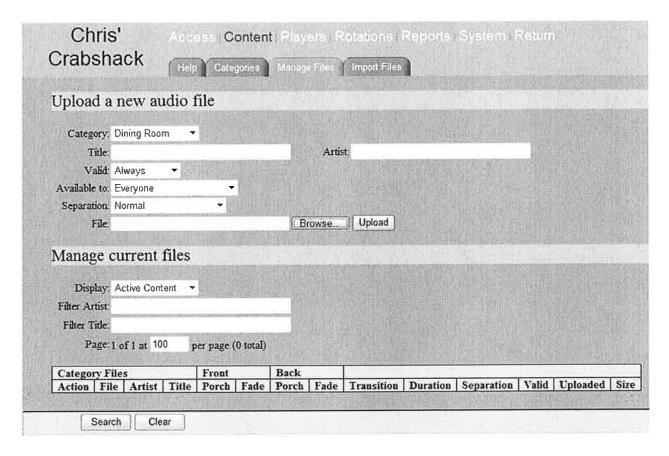
Then go to the Content Menu and select the Categories tab.

Creating a Category



Here you can either select an existing category from the pull down or enter a new category. The create a new category, enter the desired name in the name field and then press the Add Button which will change the screen to look like the following image. Note that you have now transitioned from the Categories Tab to the Manage Files Tab.

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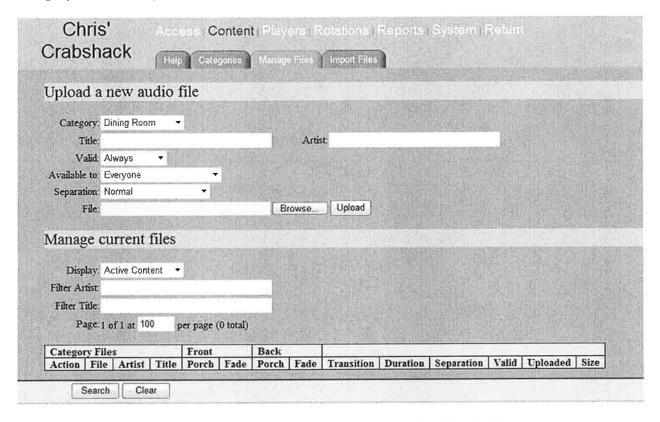


Now that you have created a Category, you can upload ads.



Upload Ads

Return to the Content Menu on the menu bar and select the Manage Files Tab. Selecting the category on the first pull down will give you a screen that looks like the following.

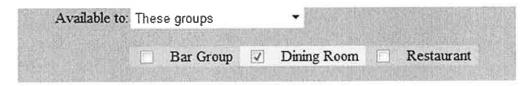


Enter the name of the ad as you want to see it in the Title field. The Valid pull down is defaulted to "Always" but if you change it to "Valid During" the following will appear in on the screen.



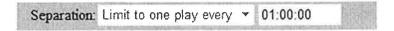
Here you can pick and choose the dates, times and specific days of the week an audio file will be available to run.

The Available to: pull down bar can be left as "Everyone" and all groups will have access the audio file or you can select specific groups that you have created previously to have access to the audio file as seen below.





The Separation pull down bar allows for a specific ad file to only play once in a given time period. For example, even though you have 4 ads scheduled to play every 10 minutes in an ad Rotation , by changing the Separation to "Limit to one play every" 1:00:00 the ad would only play the one time in an hour and the other three ads would continue to play every 10 minutes in rotation.

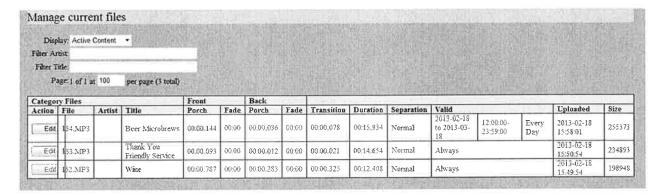


Once you have selected the options for the ad file, the last filed will allow you to upload the file. Select Browse.. and navigate to your specific add file on your computer, then select Upload to upload the file from your computer to the SR control system.



Manage Current Ad Files

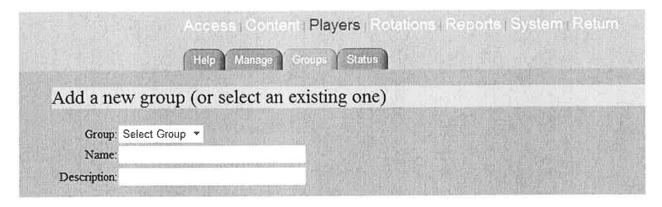
Once the ad files have been uploaded, they can be managed and or manipulated in the next section if necessary by selecting the Edit button on the left side of each ad description. Keep in mind that if the ads aren't designated to play now they will show up only if you select Inactive Content in the Display field.



Groups

To create groups of players for controlling their advertisements, go to the Groups Tab under the Players Menu to find the page that will allow you to add players to groups.

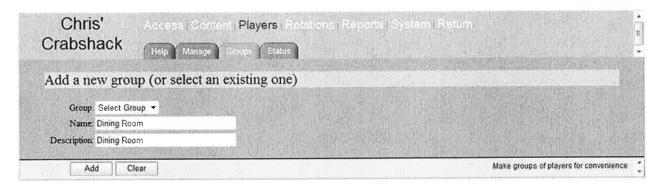




If there is an existing, group use the Group pull down bar to select the proper group for this client. If no group currently exists, please follow the procedures in the next section to create a group and activate it.

Create a new Group of Players

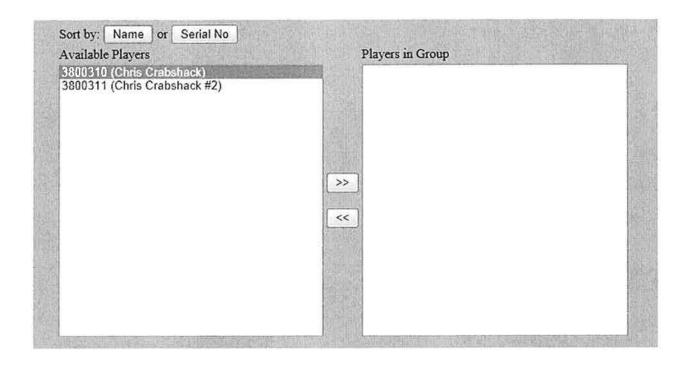
On the Players Menu select the Groups Tab. Enter the name of the New Group in the Name Field below.



Once you create a group, the following will screen appear.

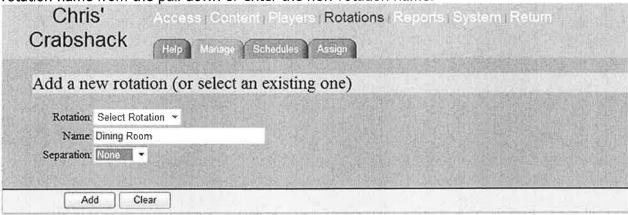
Highlight the receivers in the Available Players list that you want to move into the group and use the >> arrow keys to move the receivers into the group.





Build Rotation

Select the Rotations Menu in the Menu bar and proceed to the Manage Tab to select the rotation name from the pull down or enter the new rotation name.



Entering a new Rotation Name will create a new rotation that will allow you to control either their music stream or advertisement rotations.

In this example we are manipulating their advertisement rotations by changing the Type pull down bar. Under the Type pull down, "Stream" will need to be selected first and made to be default under the Name Pull down bar.

To set the time that music will play between ad, you can change the Average Duration of the Stream. In this example we show 8 minutes between each ad in the rotation. Next pick a

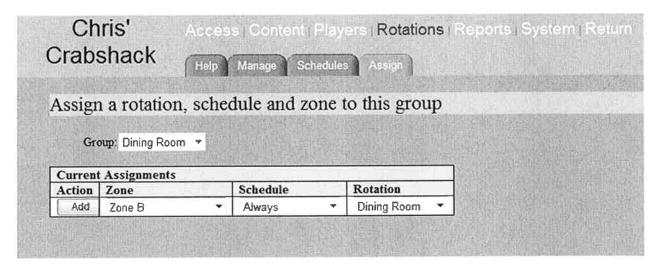


Category Ad Group to update. Note that you cannot change the Average Duration of the ads only of the music between ads.

Current Rotation							
Recalc							
Action	Туре	Name	Avg Duration	Plays/Hour	Playback		
Delete	Stream *	Default -	08:00	7.28	Linear		
Delete	Category -	Dining Room ▼	00:14.332	7.28	Linear		
	Select Type ▼						
Summary			Avg Single Cycle	Cycles/Hour			
	·		08:14.332	7.28			

Assign Rotation of Ads to a Group

To assign rotations of Ads to a specific group, go to the Assign Tab under the Rotations Menu. On the Group pull down bar, select the group that needs to be assigned a rotation, schedule, and zone. In this case the secondary output (Zone B) is selected with the schedule being always, and the rotation name Dining Room. Then select the Add button at the bottom of the page to create the Ad Rotation.

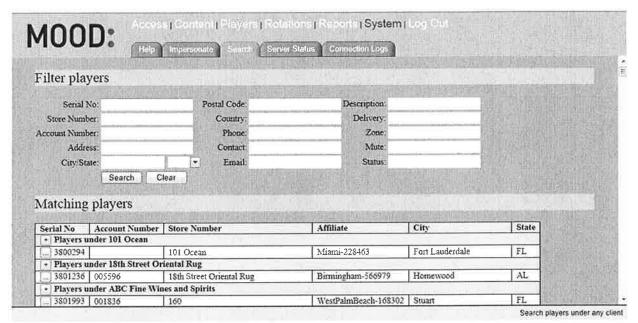




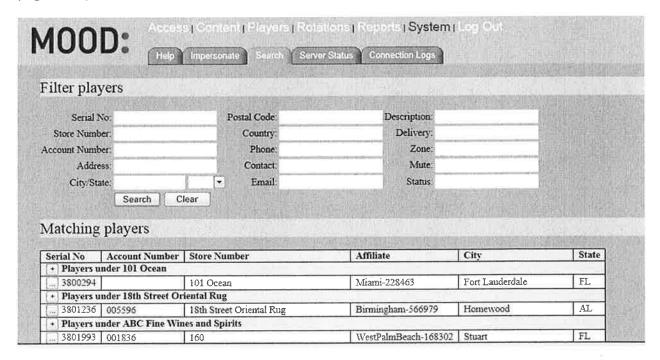
Searching in SR Control System

Search for Players

To search for a player select System Menu from the Menu bar and then select the Search Tab which will take you to the following page.



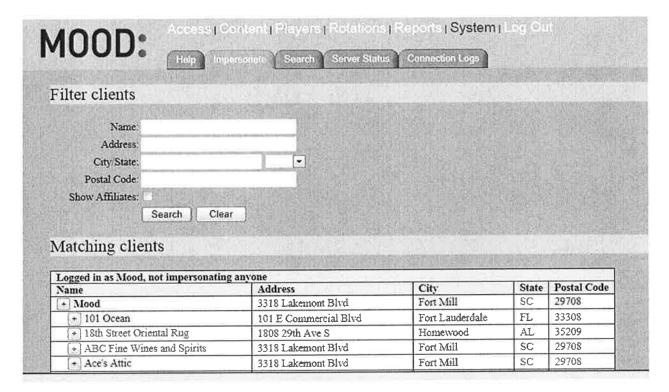
Once on this page you can use any of the Filter fields to narrow your search and then use the Search button on the page to give you a filtered list of matching players at the bottom of the page that you can then select and manipulate.





Search for Clients

Under Systems menu, select you the Impersonate tab which will take you to the following screen.



Once on this page you can use any of the Filter fields to narrow your search and then use the Search button on the page to give you a filtered list of matching clients at the bottom of the page that you can then select and manipulate.