



StadiumVision



Cisco StadiumVision Director Dynamic Menu Board and Store Configuration Guide

Release 3.0 and Later Releases

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Cisco StadiumVision Director Dynamic Menu Board and Store Configuration Guide
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Preface

This document provides information about the Dynamic Menu Board (DMB) application in Cisco StadiumVision Director and includes instructions about how to create menus using predefined menu themes and layouts and adding items either independently or linked from stores.

The content is intended for Cisco StadiumVision system administrators, content managers, and technical field engineers who are responsible for designing and deploying Cisco StadiumVision menu board solutions to understand the capabilities of the DMB application. It is also intended for concessionaires to understand how to use the DMB application.

It is expected that readers of this document are familiar with staging and publishing content in Cisco StadiumVision Director, and understand the objectives and operations of live events.

Document Revision History

Table 1 lists the technical changes made to this document since it was first published.

Table 1 Document Revision History

Date	Change Summary
August 2, 2012	<p>First release of this document.</p> <p>The following enhancements for Dynamic Menu Board support are introduced in Cisco StadiumVision Director Release 3.0:</p> <ul style="list-style-type: none"> • Video on menu boards is tested and supported in Cisco StadiumVision Director Release 3.0. • The following synchronization features have been added for Stores in the DMB application, particularly to support Micros menu board integration: <ul style="list-style-type: none"> – Ability to configure the store synchronization interval from 1–24 hours. The default is 24 hours. – Ability to view the date and time of the last update. – Ability to manually synchronize updates to store content in DMB. • Internationalization and localization support has been implemented for: <ul style="list-style-type: none"> – Menu item descriptions. – Pricing format selection either according to locale or without formatting. <p>Ability for the currently logged in user to the DMB application to set the preferred locale based on the installed language packs.</p>

DOCUMENT ORGANIZATION

Chapter	Description
“Getting Started”	Provides information about how to use this guide and related documentation for different user objectives by identifying tasks, audience, and references to the appropriate modules with the corresponding information.
“Overview of the Dynamic Menu Board Application”	Provides an introduction to the DMB application, including prerequisites, restrictions, advantages, and architecture.
“Working with Stores in the DMB Application”	Provides an overview of stores and describes the tasks for configuring and updating store content in Cisco StadiumVision Director for use in menus.
“Working with Images in the DMB Application”	Describes some of the basic tasks for managing the images that are available for use in menu boards in the Image Gallery for the DMB application.
“Working with the DMB Application User Interface”	Describes how to access and sign out of the DMB application, how to work with the menu bar in the Themes pane, and selection of themes.

Chapter	Description
“Creating and Updating Menu Boards”	Describes how to create and modify menu boards and publish them for display on TVs.
“Appendix A: DMB Default Menu Theme Reference”	Shows examples of the Dynamic Menu Board default themes with sample content, and provides detailed information about the characteristics of each layout.
“Appendix B: Advanced Architecture and DMB Customizations”	Provides more in-depth information about the Dynamic Menu Board (DMB) architecture and how to deploy customizations to the default gadget file to support new or modified menu layouts from the default layouts and themes provided by Cisco StadiumVision Director.



Getting Started

First Published: August 2, 2012

This module provides information about how to use this guide and related documentation for different user objectives by identifying tasks, audience, and references to the appropriate modules with the corresponding information.

It includes the following topics:

- [Getting Acquainted with the DMB Application and Interface, page 1](#)
- [Configuring Cisco StadiumVision Director for DMB and Commerce Support, page 2](#)
- [Creating Menu Boards, page 3](#)

Getting Acquainted with the DMB Application and Interface

See the following modules to learn more about the DMB application and get acquainted with the interface:

- [“Overview of the Dynamic Menu Board Application” on page 5.](#)
- [“Working with the DMB Application User Interface” on page 49.](#)
- [“Workflow Summary” section on page 59.](#)

Configuring Cisco StadiumVision Director for DMB and Commerce Support

Table 1 describes all of the related tasks to configure Cisco StadiumVision Director to support default or customized menu board creation, and integration with stores to support concessions and in-suite ordering services.

Table 1 *DMB and Commerce Configuration Tasks in Cisco StadiumVision Director*

	Task	Audience	Reference
Step 1	Determine if the default menu themes defined by the default DMB gadget will work for your site needs, or if a custom gadget is needed to allow customized menu layouts.	<ul style="list-style-type: none"> Menu content designer/owners Administrator 	<ul style="list-style-type: none"> “DMB Examples” section on page 13. “Appendix A: DMB Default Menu Theme Reference” on page 73.
Step 2	(Optional) If customized menus are required, create and deploy a new gadget file.	<ul style="list-style-type: none"> SWF developer (or contact your Cisco Systems representative) Administrator 	“Appendix B: Advanced Architecture and DMB Customizations” on page 85.
Step 3	Create Luxury Suites in Cisco StadiumVision Director. Note If you want to support in-suite ordering from menus on an IP phone, you also will need to configure your phone devices as described in the Local Control design guide reference.	Administrator	“Defining Luxury Suites in Cisco StadiumVision Director” topic of the <i>Cisco StadiumVision Local Control Areas Design and Implementation Guide, Release 3.0.</i>
Step 4	Configure stores.	<ul style="list-style-type: none"> Administrator <ul style="list-style-type: none"> PoS stores in Control Panel Cisco stores in DMB application Concessionaire—Only Cisco stores in DMB application 	“Working with Stores in the DMB Application” on page 19.
Step 5	Upload new images.	<ul style="list-style-type: none"> Administrator Concessionaire 	“Working with Images in the DMB Application” on page 43.

Creating Menu Boards

Table 2 describes the tasks required to create and publish a menu theme, as well as to assign a gadget if you are using a customized menu theme. It includes a brief reference for how to select a `custom_app_instance` and add it to a playlist, which then must be put into a script to display a menu board.

Table 2 *Menu Board Configuration Tasks in Cisco StadiumVision Director*

	Task	Audience	Reference
Step 1	Configure the menu theme.	<ul style="list-style-type: none"> Administrator Concessionaire 	<ul style="list-style-type: none"> “Creating and Updating Menu Boards” on page 59. “Appendix A: DMB Default Menu Theme Reference” on page 73.
Step 2	Preview the theme.	<ul style="list-style-type: none"> Administrator Concessionaire 	“Previewing a Menu” section on page 65.
Step 3	Publish the theme.	<ul style="list-style-type: none"> Administrator Concessionaire 	“Publishing a Theme” section on page 70.
Step 4	(Optional) If customized gadgets are installed, assign a gadget.	<ul style="list-style-type: none"> Administrator Content Manager 	“How to Assign a Gadget to a Published Menu Theme” section on page 70.
Step 5	Create a playlist from the Control Panel for the menu that you created. Note Menus are categorized in the “By Type” folder under the “custom_app_instance” type.	<ul style="list-style-type: none"> Administrator Content Manager 	“Workflow Summary” section on page 59



Overview of the Dynamic Menu Board Application

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The DMB Application is a custom application within Cisco StadiumVision Director that allows you to add your own content for display in a particular menu theme and layout. The default configuration of the DMB application provides sample menu themes. You can copy a sample theme to create menus of your own items that will use the predefined format and layout of that theme. The DMB menu themes support background graphics and both textual and graphical content depending on the predefined format for the selected theme and layout.

You can add items to a menu independently, or you can link to items that are already defined in Cisco or Point of Sale (PoS) stores in Cisco StadiumVision Director. The benefit of linking to items in a store is that you can make a change within the store, such as hiding a menu item or changing its price, and populate the change across all menus that are appropriately configured with a link to that item.

As you create a menu, you can preview what the menu will look like from the DMB application as you add content. After you have completed adding menu items and are satisfied with the preview of your content, you perform a *publish* of the menu from the DMB application to make the menu available as a graphic in the Cisco StadiumVision Director Control Panel. From the Control Panel, you can deploy the menu to a DMP as you would any other Cisco StadiumVision content, using the standard method of playlist and script creation using templates.

Once published, a DMB graphic is made available in the Content screen of the Cisco StadiumVision Director Control Panel as a custom_app_instance object type. The application uses a default Adobe Shockwave Flash (SWF) gadget file to process the menu object, which determines the formatting characteristics of the graphic for a particular menu layout and how the different areas of the theme are processed and displayed by the DMP. For example, the default SWF file determines the overall size of the menu (1920x1080), as well as the fonts, sizes, and position of headers and items. This level of formatting is not configurable within the DMB application itself, so you cannot modify those characteristics directly—they are predefined by the SWF file.

While the default Adobe SWF gadget file that is provided with the DMB application determines how the different areas of the theme are processed and displayed by the DMP using predefined themes and layouts, the DMB application is designed with the ultimate flexibility to fulfill whatever design and content objectives you have. Therefore, if you want to change the format of a menu design, or create new layouts, a customized gadget can be provided. Contact your Cisco Systems representative for more information about customized gadgets.

This module includes the following topics:

- [Prerequisites for the DMB Application, page 6](#)
- [Restrictions for the DMB Application, page 7](#)
- [Advantages of the DMB Application, page 7](#)
- [Cisco StadiumVision Director DMB Architecture Basics, page 8](#)
- [Role-Based Access Control, page 9](#)
- [Dynamic Menu Board Application Components, page 9](#)
- [Dynamic Menu Board Application Instance, page 12](#)
- [DMB Examples, page 13](#)

Prerequisites for the DMB Application

Before you use the DMB application, be sure that the following requirements are met:

- You have an Apple Mac or Microsoft Windows PC or laptop to access Cisco StadiumVision Director Release 2.4.
- Be sure that you have a supported browser and flash player. [Table 1](#) describes the browser software versions that have been tested with Cisco StadiumVision Director Release 3.0, with the corresponding Flash player support.

Table 1 **Tested Browser Software**

PC or Laptop OS	Browser Version ¹	Flash Player
Apple Mac OS X	<ul style="list-style-type: none"> • Mozilla FireFox Version 10 	Adobe Flash Player Version 11.1.102.55
Microsoft Windows (XP or Windows 7)	<ul style="list-style-type: none"> • Microsoft Internet Explorer Version 8 • Mozilla FireFox Version 10 	Adobe Flash Player Version 11.1.102.55

1. No additional browser software is tested other than what is listed in this table (for example, not Apple Safari or Google Chrome). However, other browser software might work.

- You have a Cisco StadiumVision Director user account that is configured for an administrator or concessionaire role.
- An administrator has configured the PoS area of the Control Panel Setup to integrate with supported PoS vendors (as required). For more information, see the [“Working with Stores in the DMB Application”](#) module in this guide.
- Store items have been defined in the DMB application for linkage to menu themes (as required).

Restrictions for the DMB Application

Before you use the DMB application, consider the following restrictions in Cisco StadiumVision Director Release 3.0:



Caution

When you sign out of the DMB application, any existing sessions in Cisco StadiumVision Director are invalidated and require you to login again. Likewise, logging out of Cisco StadiumVision Director will invalidate your current DMB application session. Be sure to confirm that you have finished any active work in other open sessions before logging out.

- The DMB installation supports a single Gadget Archive (GAR) file named “dynamenu.gar.”
The GAR file is a simple Java jar archive file that contains the XML, flash, and image files, as well as other information that Cisco StadiumVision Director server needs to deploy the menu board and make it available on the DMP.
- The DMB installation supports a single Adobe Shockwave Flash (SWF) gadget file. The default file is named “dynamicmenu_1920x1080_2.swf.”
The flash file is associated with a dynamic menu instance in the Control Panel called a *custom_app_instance*, and it determines the formatting characteristics of the graphic for a particular menu layout and how the different areas of the menu theme are processed and displayed by the DMP.
- The formatting of areas in a menu for headers and items, textual versus graphical elements, and font type and size, are not configurable within the DMB application itself. This level of formatting is predefined in the layout that is contained in the SWF file. To implement different menu themes and layouts, contact your Cisco Systems representative for a customized SWF gadget file.
- Although the user interface allows it, the names of the column definitions in a menu theme should never be changed or the formatting of the menu could fail. The names of the column definitions must match what is required for the specific layout that you are using.

Advantages of the DMB Application

The Cisco StadiumVision Director DMB Application provides the ability to dynamically update menu items and pricing before and during an event. Using the Dynamic Menu Board application you can:

- Allow food and merchandise operators within a venue to create and update menu boards by having an administrator assign the concessionaire role to limit access to just the DMB application (and Image gallery) in Cisco StadiumVision Director.
- Manage user access by specific concessionaires to certain menu board themes.
- Create and display a menu board with background graphics, headers, and menu items from standard, predefined themes and layouts that can be updated by a concessionaire during an event.



Note

The DMB application also supports customized menus with some additional work to create a new SWF file (gadget) that controls what is displayed on the TV through the DMP. Contact your Cisco representative for details about using other customized menu board themes.

- Use a menu board for local messaging and communication, such as for meetings or game schedules.

- Group DMPs to use the same menu theme so that all DMPs in the same group display the same menu. In this way, DMP groups can be split by concession type while also being subdivided by levels of the stadium.
- Simultaneously change the menu board of an individual concession stand or multiple concession stands during an event.
- Globally apply changes to item information from a PoS store to all menu themes where that PoS item is linked.
- Hide menu items as needed during an event. If you configure a theme to hide an item based on the PoS system status, then you can trigger removal of an item from all themes where that item is currently linked when you change that item's setting in the PoS store setup in Cisco StadiumVision Director.

Cisco StadiumVision Director DMB Architecture Basics

Cisco StadiumVision Director software includes a utility called a *gadget* that provides communication between the DMB application portlet and the DMP. The gadget is a SWF file that controls what is displayed on the TV through the DMP.

Cisco StadiumVision Director software provides the mechanism to distribute gadgets and the gadget configuration to the appropriate DMPs. The Cisco StadiumVision Director server controls which DMPs run which gadgets and on what schedule. Cisco StadiumVision Director configures each gadget and sends interim updates. It distributes the gadget and populates the gadget with the parameters it needs to know, such as the location of the corresponding portlet.

Dynamic menu boards are configured through the Cisco StadiumVision Director Control Panel and the Dynamic Menu Board application interface. The Dynamic Menu Board application is used to configure the menu board layout, themes, and stores. The Cisco StadiumVision Director Control Panel is used for selecting gadgets and specifying parameters to prepare the DMB application instance for inclusion in a playlist.

The event script controls the start/stop of a gadget and what area of the display it uses. The gadget listens for updates from Cisco StadiumVision Director and makes calls to the application portlet backend for data. The gadget fetches the menu board text components, such as the menu item names and menu item prices, from the portlet and sends them to the DMP.

Role-Based Access Control

Cisco StadiumVision Director uses role-based access control (RBAC) to determine which software functions are accessible by users. [Table 2](#) describes the related DMB functions that can be performed by user accounts with the assigned roles.

Table 2 *RBAC Permissions for Related Dynamic Menu Board Functions*

Role	Permissions	Related Dynamic Menu Board Functions
Administrator	<ul style="list-style-type: none"> Access to all functions in Cisco StadiumVision Director. Access to all functions in the DMB application. 	<ul style="list-style-type: none"> Configures integration with PoS systems using the Control Panel. Creates stores for the menu items using the Control Panel (also from the DMB application). Sets master menus.
Concessionaire	<ul style="list-style-type: none"> Access to certain functions in the DMB application. 	<ul style="list-style-type: none"> Creates, updates, and publishes menu themes. <p>Note Updates can be published while event scripts for the menu are running or between event scripts. When published, the DMP shows the updated data on the menu board.</p> <ul style="list-style-type: none"> Creates stores only in the DMB application.
Content Manager	<p>Access to functions in Cisco StadiumVision Director to configure event states/scripts, zones, groups, screen templates, playlists, and tickers.</p> <p>Note The Content Manager does not have access to the DMB application.</p>	<ul style="list-style-type: none"> Creates event scripts with DMB application instances to be played by DMPs for concessions.

Dynamic Menu Board Application Components

The Dynamic Menu Board application references the following related components to create a Dynamic Menu Board application instance:

- [Stores, page 10](#)
- [Images, page 10](#)
- [Themes, page 10](#)
- [Layouts, page 10](#)

Stores

Stores are collections of items that can be linked to appear on one or more menu boards.

Cisco StadiumVision Director supports two basic types of stores:

- PoS stores—Collection of items that are configured through integration with a PoS system, such as Micros or Quest, which determines the availability, content, and pricing of menu items for sale.



Note Cisco StadiumVision Director also supports creation of Demo stores, which are built with and cache data from integration with a PoS store.

- *Cisco stores*—Collection of manually entered items that are not part of a PoS system.

Cisco stores are used when you do not have a PoS system to integrate with, or when you want to populate menus with different items from a single data source. Only Cisco stores are defined within the DMB application. However, use of Cisco stores do not support live in-suite ordering using an IP phone.

Images

Cisco StadiumVision Director has many default images that are installed with your Cisco StadiumVision Director software for use by the DMB application. The default images include graphics used for backgrounds, headers, and menu items. You can view all of the available images by going to the Image Gallery custom application after you enter the DMB application.

Each menu layout defines where images are used within the menu. Backgrounds are sized at 1920x1080 for use by the default SWF gadget file. The sizes of the images supported by menu layout are described in [“Appendix A: DMB Default Menu Theme Reference”](#). If you want to make other images available for use by the layouts defined in the DMB application, you can upload new graphics to the Image Gallery.

Generally, images will automatically resize to fit the predefined region in the menu layout.

Images can be added to correspond to the menus, sub-menus, and items. These groups, items, and images are configured through the Dynamic Menu Board application interface. Images of items are used to display the available items on the designated TV in the concession stand or suite. The images should be a non-progressive or progressive JPEG stored as in 265x265 resolution. Non-standard size images will still appear within the display area but their aspect ratio (if not a square image) is not preserved.

Themes

Themes define the content and overall appearance of a menu. Themes include specification of the layout, background, and the specific header and item content, either manually entered or linked to from a PoS or Cisco store.

Layouts

Layouts define the number of columns, headers, and items supported by a menu theme.

Layouts determine what the menu screen will look like. You can have multiple types of layouts within the system, but their formatting (for example, fonts, colors, location, and so on) are set by the predefined SWF gadget file that is installed in the Cisco StadiumVision Director software.

**Note**

It is very important to understand that the gadget code defines the layout in the DMB application, including where it puts the columns, headers, and items, and what it calls them. You cannot specify new layouts in the DMB application that do not already exist in the gadget.

The DMB application includes 13 fixed layouts. These layout names are referenced by the gadget (dynamicmenu_1920x1080_2.swf). Each layout is associated with images that are preloaded on the server.

In the user interface for DMB menu theme configuration, columns, headers, and items are displayed hierarchically beneath the expansion arrows for the layout. To display the hierarchy, click on the arrow beside the layout name, and continue to click the expansion arrows to see the full hierarchy. “[Appendix A: DMB Default Menu Theme Reference](#)” shows snapshots of the UI hierarchy for each sample layout.

The following sections provide descriptions of layout components:

- [Columns, page 11](#)
- [Headers, page 11](#)
- [Items, page 12](#)

Columns

Columns have two different conceptual meanings for menu layouts in the DMB application, but these are not explicitly distinguished in the UI.

This difference is important to understand because sometimes a menu theme in the DMB application can have a different number of physical columns seen on the menu display, than internal or *soft* columns that you will see defined within the user interface for formatting:

- *Physical* column—The typical interpretation of a column, which is the number of vertically-aligned groups of menu items seen on the display for that theme. Many times the number of physical columns corresponds one-to-one with the soft columns for a theme in the UI, but not always.
- *Soft* column—The SWF-related concept, which is seen in the DMB application when you go to add menu items, is a code-related concept that accounts for changes to the formatting of items in a column. For example, to define a font change for menu items in the same vertically-aligned location a new “soft” column definition occurs in the internal SWF code.

For example, a one-column physical layout such as “Bar right,” implements 4 column levels in the theme’s UI to distinguish the variances in format and content within that single-column menu theme.

Columns are second-level entries seen under the layout. They always correspond to the *soft* columns and are normally labeled “Column1,” “Column2,” and so on.

**Caution**

Although the UI allows you to do so, the names of these columns should never be changed or the formatting of the menu theme could fail.

Column start positions are set at horizontal (“x”) by vertical (“y”) coordinates (x, y) that are predefined for the sample menu layouts in the SWF file. For column position information by sample menu layout, see “[Appendix A: DMB Default Menu Theme Reference](#)”.

Headers

Headers describe the category of menu items, such as “Snacks” or “Beverages.”

The header is a third-level entry in the DMB menu theme configuration that is beneath a column entry in the DMB UI.

Depending on the menu layout definition, the header can be text or an image:

- Textual headers in the DMB UI always use the *Name* field, and some also use the *Description* field.
- Images are predefined for the sample layouts. You can replace these images by uploading new graphics to the Image Gallery and selecting the new image for that header.



Tip

Headers that are formatted for images do not use the *Name* or *Description* fields. This can be confusing when you look at the UI for the sample layouts because some of them show the same text in the Name and Description fields as what is also in the image. You can enter values for these fields into the UI to help you spot the header in the layout hierarchy, but they have no effect on the actual menu display. Whatever is in the image is what will appear in the header location on the display. The Burgers layout in [“Appendix A: DMB Default Menu Theme Reference”](#) shows an example of this.



Tip

Some header levels for sample menu layouts appear blank in the DMB UI and do not contain any text in the Name or Description fields, which could appear as though the header does not exist. However, the header level is still defined. When you select the row with the expansion arrow that corresponds to the header level, the details of the header definition will be shown on the right side of the display.

For more information about image sizes and other support by sample menu layout, see [“Appendix A: DMB Default Menu Theme Reference”](#).

Items

Items describe the individual entries under the header, normally identifying specific things available for purchase, such as “Grilled Cheese” or “Bottled Water.”

The item is a fourth-level entry in the DMB menu theme configuration that is beneath a header entry in the DMB UI.

Items always support the *Name* and *Price* fields. Some sample layouts also support images.



Note

Although the calories field is configurable within the sample layouts provided, none of the default layouts are defined to display the calories value on a menu. To support display of the calories field, contact your Cisco Systems representative for a customized SWF gadget file.

Dynamic Menu Board Application Instance

The resulting menu that is created once you create and publish a Theme is a *Dynamic Menu Board Application Instance*. Dynamic menu instances appear as puzzle icons on the Control Panel Custom Applications screen, and are also called *Custom Application Instances*. You can schedule a dynamic menu instance in Cisco StadiumVision Director just as you would any other piece of content. For example, you can add a dynamic menu instance to playlists. This enables you to assign a specific menu to a particular group or zone and include it in the event script to play different menu content in the assigned group or zone throughout the game or event.

Video on Menu Boards

Consider the following guidelines when implementing video on menu boards:

- A DMB menu works like any other graphic in Cisco StadiumVision Director, so it sizes to the non-video region of the template that you put it in.
- Whatever is not part of the background will appear on the top of any other graphics or video.
- To insert a video region as though it were embedded or part of the menu background, do the following:
 - Modify the menu background to create a transparent region where you want the video to appear.



Tip .png format only supports transparent regions.

- Create a template with a video region of the size of the transparent region that you created in the menu background.

When you add the menu custom_app_instance and video to the playlist template, the video will overlay the menu background.

- Certain default themes have been designed with regions that are intended for video overlay use. For example, the Bar left and Bar right layouts, and the Grill left and Grill right layouts. For more information, see the [“Appendix A: DMB Default Menu Theme Reference”](#).

DMB Examples

This section provides examples of the architecture of some of the sample themes and layouts in Cisco StadiumVision Director:

- [Beer Menu Example, page 14](#)
- [Burger Menu Example, page 14](#)
- [Cisco Cola Menu Example, page 15](#)
- [Franks Menu Example, page 17](#)

Beer Menu Example

Figure 1 shows an example of the one-column Beer menu board. The Beer menu theme has the simplest architecture of the sample menu themes provided by the Cisco StadiumVision Director software.

The basic areas targeted for update in this theme are item name and price.

The background conveniently includes the “Beer” title at the top of the page. However, if you want to change the title, you need to change the background graphic.

Figure 1 1-Column, 5-Item Beer Menu



Burger Menu Example

Figure 2 shows an example of the two-column Burger menu board. The basic areas targeted for update in this theme are item name and price.

Like the Beer menu, the background conveniently includes the “Burgers” title at the top of the menu. However, if you want to change the title, you need to change the background graphic. Sponsor logos could appear at the bottom of the page if you add them to your background.

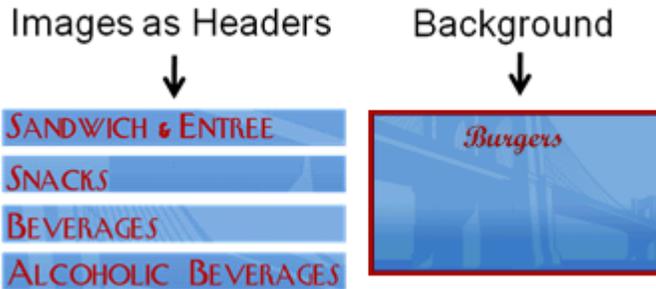
The Sandwich & Entrée, Beverages, Snacks, and Alcoholic Beverages headers are also defined as separate images.



Note

You can upload alternative images to the Image Gallery and select them to replace the default header images in the Burger menu theme, or the background. See [“Appendix A: DMB Default Menu Theme Reference”](#) for image size information.

Figure 2 2-Column Menu Board with Images as Headers



Cisco Cola Menu Example

Figure 3 shows an example of the three-column Cisco Cola menu board. The basic areas targeted for update in this theme are item name and price, which are supported in column 1 and column 3 only.

Figure 3 3-Column, Mixed-Media Menu



The headers for the menu board are defined as three images, which are each made up of two different food graphics ([Figure 4](#)). The headers and prices are embedded in the images and cannot be dynamically changed unless you change the whole image.

**Note**

You can upload alternative images to the Image Gallery and select them to replace the default header images in the Cisco Cola menu theme, or the background. See [“Appendix A: DMB Default Menu Theme Reference”](#) for image size information.

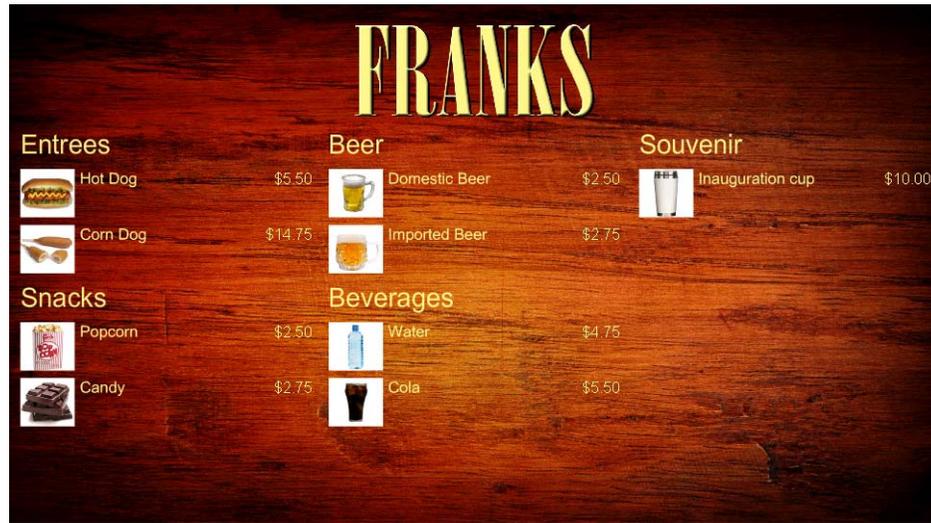
Figure 4 *Embedded Headers and Prices in Images*



Franks Menu Example

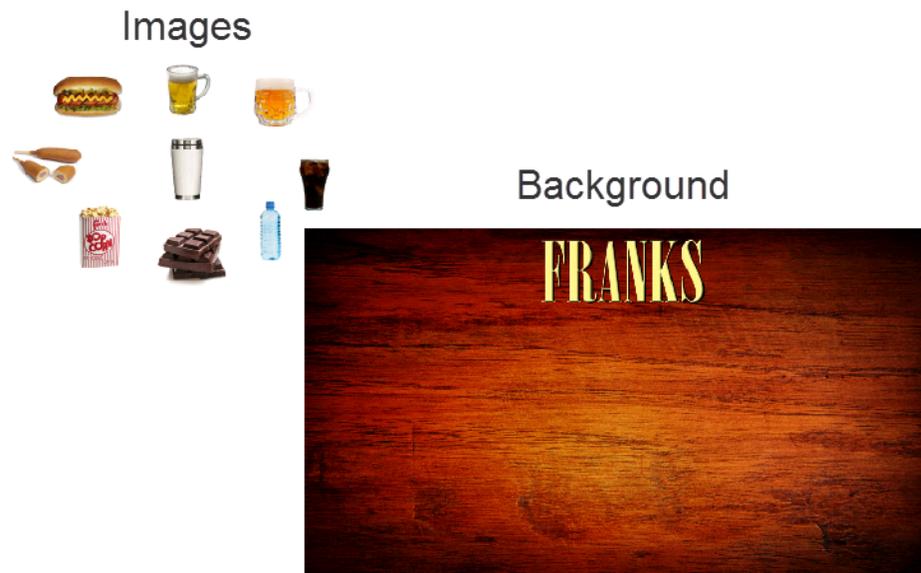
Figure 5 shows an example of the three-column Franks menu board, which supports images for the menu items. The basic areas targeted for update in this theme are the textual headers (two per column), and item images, name, and price.

Figure 5 Franks Menu Board with Item Images



The images associated with menu items are defined as part of the Theme (Figure 6).

Figure 6 Images and Background for Franks Theme



Bar Menu Board Set

Both the Bar and Grill menu board themes are designed to be used as a set across three TV displays.

Figure 7 shows an example of the Bar three-menu board set. The basic areas targeted for update in this theme are the textual headers (two per column), and item images, name, and price.

Figure 7 Bar Menu Board Set – Default



With customization, many options exist in deploying these menu boards to include the addition of streaming video and additional advertisements. Figure 8 shows an example of a custom bar menu board, with graphics added to the margins, images for certain food and beverages, and the calories field revealed for items.

Figure 8 Bar Menu Board Set – Custom





Working with Stores in the DMB Application

First Published: August 2, 2012

This module provides an overview of stores and describes the tasks for configuring and updating store content in Cisco StadiumVision Director for use in menus. Users who are defined with administrator or concessionaire roles in Cisco StadiumVision Director can perform store-related tasks within the DMB application. However, only administrators can configure Point of Sale (PoS)-based stores from the Control Panel.

This module includes the following topics:

- [Information About Stores in Cisco StadiumVision Director, page 19](#)
- [How to Configure Stores in Cisco StadiumVision Director, page 21](#)
- [How to Update PoS Server Information and Menu Content, page 38](#)

Information About Stores in Cisco StadiumVision Director

Cisco StadiumVision Director makes content available for dynamic menus through the configuration of stores, which are collections of items available for sale that can be linked to appear on one or more menu boards.

Menu content for the Dynamic Menu Board (DMB) application in Cisco StadiumVision Director can come from integration with external PoS systems, or it can be built manually within the Cisco StadiumVision Director software by defining what's referred to as a *Cisco store*.

Cisco stores are used when you do not have a PoS system to integrate with, or when you want to populate menus with different items from a single data source. Only Cisco stores are defined within the DMB application. However, use of Cisco stores do not support live in-suite ordering using an IP phone.

Stores are based on certain supported vendor installation types. [Table 1](#) describes the different vendor installation types that are supported by the DMB application to populate menu content and some of their characteristics.

Table 1 Vendor Installation Types for DMB Stores

Vendor Type	Where Configured	By Role	PoS-Based ¹	Menu Board Population	Active In-Suite Transactions	Demo In-Suite Transactions
Cisco	DMB Application	Administrator or Concessionaire		✓		
Demo	Control Panel / Point of Sale	Administrator	✓	✓		✓
MicrosStands	Control Panel / Point of Sale	Administrator	✓	✓		
MicroSuites	Control Panel / Point of Sale	Administrator	✓	✓	✓	
Quest	Control Panel / Point of Sale	Administrator	✓	✓	✓	

1. All PoS-based installations are configured by a Cisco StadiumVision Director Administrator in coordination with the PoS vendor installer to obtain PoS system-specific information for that venue.

Cisco Store Configuration

Cisco Stores have hierarchical groupings of items:

- Family Groups—*Family Groups* in the Cisco Store correspond to the top-level options on the menu such as Food, Beverages, Merchandise.
- Major Groups—*Major Groups* correspond to the sub-menus for family groups, such as Snacks, Meals, Non-Alcoholic Beverages.
- Items—*Items* correspond to the individual items and prices for the items under each sub-menu such as Shrimp Salad, Hotdog, Cisco Cola.

Images can be added to menus, sub-menus, and items, and must be available in the Image Gallery to be used. For more information, see the [“Working with Images in the DMB Application”](#).

The groups, items, and images for Cisco stores are configured through the Dynamic Menu Board application interface.

PoS Store Synchronization

When a PoS vendor is first installed, and when certain PoS server information or menu content is changed in the PoS system, the information needs to be updated in Cisco StadiumVision Director. This can be done by Cisco StadiumVision Director using a periodically-scheduled update, or it can be done manually (on demand) for an immediate synchronization.

There are some differences in how menu content can be updated based on your PoS vendor installation:

- Micros systems—Support one-way content synchronization. PoS server updates must be initiated by Cisco StadiumVision Director for retrieval of owner/customer information and menu item changes from the PoS server.
- Quest systems—Support two-way content synchronization. Updates of Quest stock items can trigger a notification to the Cisco StadiumVision Director server, which results in an update to the Theme and transmission to the DMP. Menu content updates can also be initiated by Cisco StadiumVision Director.

By default, PoS store synchronization is scheduled to run by Cisco StadiumVision Director once every 24 hours for all stores. Beginning in Cisco StadiumVision Director Release 3.0, the store synchronization interval is configurable from the Dynamic Menu Board (DMB) application by an administrator or concessionaire.

A task in the Management Dashboard called “PosGetMenuTask” runs a process that checks when the last store updates were made in Cisco StadiumVision Director, and compares that timestamp with the scheduled synchronization interval for the store and the elapsed time. The PosGetMenu task runs by default once every 5 minutes using a value of “periodic-300-seconds,” where “300” is a value in seconds.

There are three areas where related configuration for PoS server synchronization can be performed by different roles in Cisco StadiumVision Director:

- Control Panel—By an administrator in the **Point of Sale > Stores** panel using the Synchronize icon to do an immediate update.
- Management Dashboard—By an administrator in the **Tools > Advanced > Run a Task** panel to run the PosGetMenuTask immediately to verify if a PoS server update should be performed. An advantage of this method is that all stores for Quest are automatically updated in the Control Panel.

**Note**

It is important to understand that the PosGetMenuTask initiates a process to verify when the last synchronization was performed by Cisco StadiumVision Director according to the synchronization interval. It does not necessarily mean that an immediate store update will occur with the PoS server unless the interval conditions have been reached.

- Dynamic Menu Board Application—(Preferred method) By a concessionaire or administrator, who can configure the store synchronization interval from 1 to 24 hours, and also manually run a synchronization for immediate update.

How to Configure Stores in Cisco StadiumVision Director

This section includes the following tasks:

- [Before You Begin, page 22](#)
- [Configuring PoS Stores From the Control Panel, page 24](#)
- [Configuring Cisco Stores From the DMB Application, page 35](#)

Before You Begin



Note

The configuration of PoS stores in Cisco StadiumVision Director must be carefully planned and coordinated with the PoS system installer to ensure that the dependent information between the PoS system and the Cisco StadiumVision Director store is properly correlated.

Before you configure stores in Cisco StadiumVision Director, be sure that the following requirements are met:

- [Prerequisites for Configuring Micros Stores in Cisco StadiumVision Director, page 22](#)
- [Prerequisites for Configuring Quest Stores in Cisco StadiumVision Director, page 23](#)

Prerequisites for Configuring Micros Stores in Cisco StadiumVision Director

Before you configure a Micros store in Cisco StadiumVision Director, be sure that the following requirements are met:

- The required Cisco StadiumVision Director server hardware is installed and running Cisco StadiumVision Release 2.4 or later.
- The required Micros 9700 hardware and software versions are installed. For the latest information on supported hardware and software versions, see the “Commerce Integration Systems Support” section of the [Release Notes for Cisco StadiumVision Director Release 3.0](#).



Note

For more detailed information about integrating Micros or Quest PoS systems in Cisco StadiumVision Director, contact your Cisco Systems representative to obtain an integration planning guide with site planning worksheets.

- The following information has been configured in the Micros PoS system by the vendor:
 - Menus, sub-menus, and items with descriptions and images.
 - Store Identifiers—Identifies the location where the order of items for sale from a suite will be received, which corresponds to a PoS terminal or printer. The PoS system can have one store to service all suites at a venue, or multiple stores to service different areas of suites.
 - Suite Identifiers—Identifies the supported suites in the venue for PoS orders, and is also used to correlate customers that are permitted to make charges in those suites.



Note

The Suite Identifiers in the PoS system should include the suites that are configured in Cisco StadiumVision Director at the venue for proper delivery information. The suite identifiers are automatically inherited from integration with the Micros system in the Cisco StadiumVision Director **Control Panel > Setup > Luxury Suite > Commerce** panel for configuration.

- Customer Credentials—Used to validate permission for a customer to charge orders from a suite. This information is set in the Micros system’s Owners pages.



Note

The customer credentials are automatically inherited in Cisco StadiumVision Director from integration with the Micros system.

- The Micros installer has provided the following information to the Cisco StadiumVision Director administrator for the Micros store configuration:
 - IP address of the Micros server.
 - Port used to connect to the Micros server, typically 8080.
 - Order type number (Identifies whether orders are for suites or concessions stands).
 - Price level number (Identifies whether orders are event day or advance orders).
 - Menu family group number (Identifies starting number of graphics for sub-menu categories).
 - Menu major group number (Identifies starting number of graphics for menu categories).
 - Client Names.

Prerequisites for Configuring Quest Stores in Cisco StadiumVision Director

Before you configure a Quest store in Cisco StadiumVision Director, be sure that the following requirements are met:

- The required Cisco StadiumVision Director server hardware is installed and running Cisco StadiumVision Release 2.4 or later.
- The required Quest hardware and software versions are installed. For the latest information on supported hardware and software versions, see the “Commerce Integration Systems Support” section of the [Release Notes for Cisco StadiumVision Director Release 3.0](#).
- The following information has been configured in the Quest PoS system by the vendor:
 - Menus, sub-menus, and items with descriptions and images.
 - Store Identifiers—Identifies the location where the order of items for sale from a suite will be received, which corresponds to a PoS terminal or printer. The PoS system can have one store to service all suites at a venue, or multiple stores to service different areas of suites.
 - Suite Identifiers—Identifies the supported suites in the venue for PoS orders, and is also used to correlate customers that are permitted to make charges in those suites.

**Note**

The Suite Identifiers in the Quest system are defined using the logical ID parameter. This logical ID must match the “External suite id” that is manually configured for suites in the Cisco StadiumVision Director **Control Panel > Setup > Luxury Suite > Commerce** panel.

- Customer Credentials—Used to validate permission for a customer to charge orders from a suite.

**Note**

The customer credentials must match between the Quest system and Cisco StadiumVision Director. However, the information is not automatically retrieved and must be manually configured and correlated.

- The Quest installer has provided the following information to the Cisco StadiumVision Director administrator for the Quest store configuration:
 - IP address of the Quest server.
 - Port used to connect to the Quest server, typically 8080.
 - Order type string (Identifies the type of order, and must be EDO for Event Day Order. Advance Day Order [ADO] is not supported).

- User Name for login to the Quest server.
- Password for the Quest server user.
- Terminal ID, typically 999.
- Customer ID/password credentials configured in the Quest system.
- Suite-to-store mapping to correlate which suites are served by which Quest stores.
- Customer-to-suite mapping to correlate which customers are allowed to place orders in suites.

Configuring PoS Stores From the Control Panel

If your site plans to use menu items that are defined in a Micros or Quest PoS system, an administrator must configure the PoS store in Cisco StadiumVision Director from the Point of Sale interface in the Control Panel before the DMB application can be used to add those items to a menu.

When you integrate Cisco StadiumVision Director with a PoS system, content from the PoS system is automatically made available to the DMB application for menu creation, and orders can be placed from an IP phone in suites when the Cisco StadiumVision Director services are configured in Cisco Unified Communications Manager (CUCM) for the phone.

A venue might support multiple PoS systems. Repeat this and the other related tasks for as many PoS vendors as your site plans to support.

This section includes the following tasks:

- [Accessing the Point of Sale Interface, page 24](#) (required)
- [Creating a New Vendor Installation and Type, page 25](#) (required)
- [Configuring the Vendor Installation Information, page 26](#) (required)
- [Configuring Stores, page 28](#) (required)
- [Configuring Customer Access, page 29](#) (required)
- [Assigning Stores to Luxury Suites, page 32](#) (required)
- [Verifying the PoS Store Configuration, page 34](#) (required)

Accessing the Point of Sale Interface

To access the point of sale interface, complete the following steps:

-
- Step 1** Log into Cisco StadiumVision Director as an administrator.
- Step 2** From the main menu, click **Control Panel**.
- Step 3** To access the external content integration interface, do one of the following:
- From the Setup screen, point your cursor to the blank tab on the far right end of the tab list.



The tab bar automatically scrolls horizontally to reveal the remaining tabs. Click **Point of Sale**.



- From the Setup screen, click the arrow to open the drop-down list of all tabs and click **Point of Sale**.



Creating a New Vendor Installation and Type



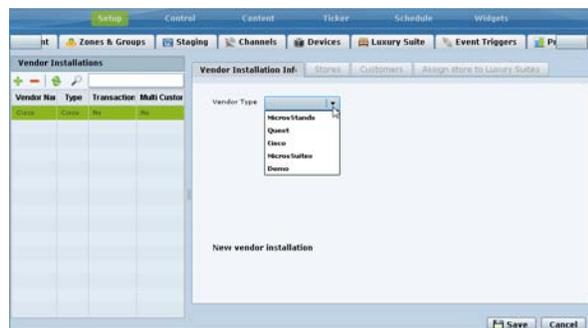
Note

Cisco StadiumVision Director comes pre-configured with knowledge about the Cisco vendor installation. Therefore, no configuration of the Cisco vendor is required in the Control Panel.

To create a new vendor installation, complete the following steps:

- Step 1** In the Vendor Installations box on the left side of the screen, click the Plus (+) icon. The Vendor Type box appears in the Vendor Installation Info panel.
- Step 2** In the Vendor Type box, open the drop-down list and select the PoS vendor ([Figure 1](#)).

Figure 1 Point of Sale Vendor Type Drop-Down List Box



- Step 3** Click **Save**.

Configuring the Vendor Installation Information

The vendor installation information that you need to configure is dependent on the PoS system with which you are integrating.

This task describes the information to be configured for the MicroSuites or Quest vendor types as examples.



Note

The Micros system does not have built-in support for images to be assigned to Major and Family Groups. To work around this, the Micros installer can create “dummy” placeholders for major groups and family groups that are assigned to a range of numbers that are not orderable in the Micros system. In this way, an image can be assigned to these groups in Micros. The starting number of these placeholders must be configured in the Cisco StadiumVision Director Vendor Installation Info panel under the “Menu family group number” and “Menu major group member” options in Step g and Step h.

For more information about how to add these images in the Micros system, see the Micros integration guide available from your Cisco Systems representative.

To configure the vendor installation information, complete the following steps according to your vendor type:

Step 1 In the Vendor Installation Info panel, complete the following information:

For MicroSuites Vendor Type (Figure 2):

Figure 2 *MicroSuites Vendor Installation Info Panel*

Vendor Name	Type	Transaction	Multi Customer
Cisco	Cisco	No	No

Vendor Type: **MicroSuites**

Name:

Description:

Server's IP Address:

Server's port number:

Order type:

Price Level:

Menu family group number:

Menu major group number:

Is multi customer system? Yes No

Can accept sale transactions? Yes No

Synchronize only the items with images:

Save Cancel

- Name**—Any name that you want to use for the vendor installation.
- Description**—Any additional information to describe the installation.
- Server's IP Address**—IP address of the Micros server from the installer.
- Server's port number**—Port used to connect to the Micros server, typically **8080**.
- Order type**—Number from the installer that identifies whether orders are for suites or concessions stands.

- f. **Price Level**—Number from the installer that identifies whether orders are event day or advance orders.
- g. **Menu family group number**—Number from the installer that identifies the starting number of images for sub-menu categories in the Micros system.
- h. **Menu major group number**—Number from the installer that identifies starting number of images for menu categories in the Micros system.
- i. **Is multi customer system?**
 - **Yes**—An owner/customer can place orders from multiple suites with a username and password. Many venues also use multi-customer support to allow different customers to order from the same suite.
 - **No**—Orders are placed using the customer PIN that is configured in Cisco StadiumVision Director for a particular suite.
- j. **Can accept sales transactions?**
 - **Yes**—For concessions stands.
 - **No**—For suites.
- k. **Synchronize only the items with images**—When selected, retrieves only the data from the Micros server that corresponds to saleable menu items that have images associated with them.

For Quest Vendor Type (Figure 3):

Figure 3 Quest Vendor Installation Info Panel

The screenshot shows the 'Vendor Installations' section of the Cisco StadiumVision Director interface. On the left, there is a table with columns: Vendor Name, Type, Transaction, and Multi Customer. The first row shows 'Cisco' for Vendor Name, 'Cisco' for Type, 'No' for Transaction, and 'No' for Multi Customer. On the right, the 'Vendor Installation Info' panel is open, showing a dropdown menu for 'Vendor Type' set to 'Quest'. Below this, there are input fields for Name, Description, Server's IP Address, Server's port number, Order Type, Event Id, User Name, and Password. At the bottom of the panel, there are two radio button options: 'Is multi customer system?' (with 'Yes' selected) and 'Can accept sale transactions?' (with 'Yes' selected). 'Save' and 'Cancel' buttons are at the bottom right.

- a. **Name**—Any name that you want to use for the vendor installation.
- b. **Description**—Any additional information to describe the installation.
- c. **Server's IP Address**—IP address of the Quest server from the installer.
- d. **Server's port number**—Port used to connect to the Quest server, typically **8080**.
- e. **Order Type**—Character string from the installer that identifies whether orders are for EDO (Event Day Order) or ADO (Advance Day Order).
- f. **Event Id**—Number from the installer, typically **999**.
- g. **User Name**—User account to login to the Quest server

- h. **Password**—Password for the Quest server user account.
- i. **Is multi customer system?**
 - **Yes**—An owner/customer can place orders from multiple suites with a username and password. Many venues also use multi-customer support to allow different customers to order from the same suite.
 - **No**—Orders are placed using the customer PIN that is configured in Cisco StadiumVision Director for a particular suite.
- j. **Can accept sales transactions?**
 - **Yes**—For concessions stands.
 - **No**—For suites.

Step 2 Click **Save**.

Configuring Stores

The store information that you need to configure is dependent on the PoS system with which you are integrating.

You might use different store identifiers for different areas or levels in a venue to identify the location of the store that services a given set of suites. For example, in a large stadium the PoS system might be configured with multiple pantries, each servicing a distinct area of the stadium. Each of these needs to be configured as a separate store in Cisco StadiumVision Director to enable assignment of the appropriate suites to the corresponding store/pantry/printer.

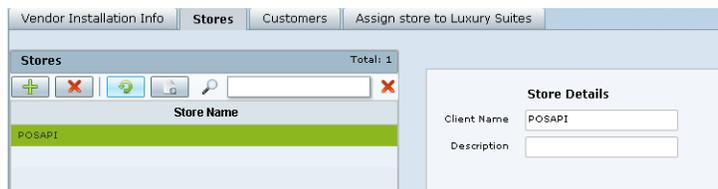


Note

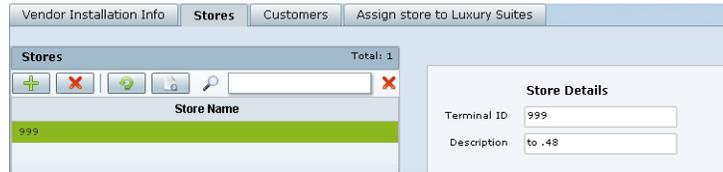
The store identifiers that are in the PoS system must match what is configured in Cisco StadiumVision Director in the **Control Panel > Setup > Point of Sale > Stores** panel for that vendor.

- **Micros systems**—Store identifiers are called “ClientName.” The value is typically “POSAPI” for a single Micros store (Figure 4).

Figure 4 *Micros Stores Panel*



- **Quest systems**—Store identifiers are called “Terminal ID.” The value is typically “999” for a single Quest store (Figure 5).

Figure 5 Quest Stores Panel

To configure a store, complete the following steps according to your vendor type:

-
- Step 1** In the Stores panel, click the Plus (+) icon to add a new store for the selected vendor installation.
- Step 2** Type the store identifier information according to the information from your PoS installer:
- Client Name (Micros)—**POSAPI**
 - Terminal ID (Quest)—**999**



Note If you have multiple stores at your venue, other Client Names or Terminal IDs might need to be configured.

- Step 3** (Optional) In the Description box, type a description to add more detail about this store identifier.
-

Configuring Customer Access

How you configure PoS customer access depends on whether or not multi-customer support is enabled in the Vendor Installation Info panel in the Cisco StadiumVision Director Point of Sale interface.

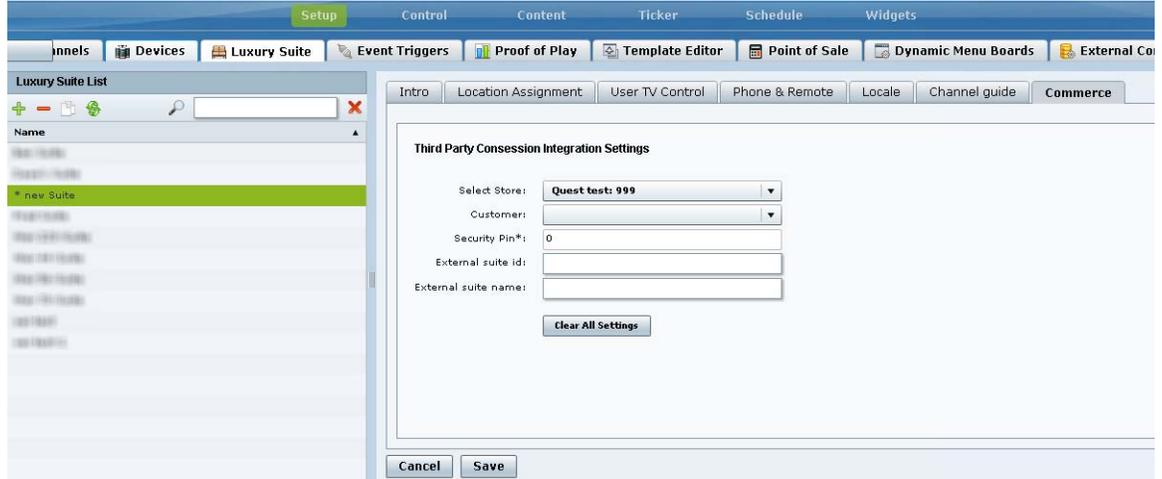
- **Is multi customer system?** option is **No**—PoS username and password is configured in **Control Panel > Setup > Luxury Suites > Commerce** panel and must match the credential that is configured in the PoS system. For more information, see the [“Configuring Single Customer Access in Luxury Suites”](#) section on page 29.
- **Is multi customer system?** option is **Yes**—Customer information is configured in the **Control Panel > Setup > Point of Sale > Customers** panel for Quest systems only, and must match the credentials that are configured in the PoS system. For more information, see the [“Configuring Multiple Customers for Quest Systems”](#) section on page 31.



Tip In Micros systems, the information for multiple owners is automatically populated in Cisco StadiumVision Director after store synchronization is performed.

Configuring Single Customer Access in Luxury Suites

Complete this task if your PoS vendor installation is not configured for multiple customers. [Figure 6](#) shows an example of the Commerce panel options for integration of PoS stores and customer information.

Figure 6 Commerce Panel for Luxury Suite**Prerequisites**

You have the PoS customer name and PIN from the PoS system installer.

To configure single customer access in luxury suites, complete the following tasks:

- Step 1** In the **Control Panel > Setup > Point of Sale** panel, confirm that your vendor installation is disabled for multi-customer support (Figure 7).

Figure 7 Multi-Customer Support is Disabled

Vendor Installations			
Vendor Name	Type	Transaction	Multi Cus
Cisco Test (Vendor)	Cisco	No	No
MicroS (Vendor)	Cisco	No	No
MicroS test	MicroS	Yes	No
Quest Test	Quest	Yes	No
Quest (Vendor)	Quest	Yes	Yes
MicroS (Vendor)	MicroS	Yes	Yes

Is multi customer system? Yes No

- Step 2** Go to **Control Panel > Setup > Luxury Suite**.
- Step 3** Select an existing suite (or add a new suite as required).
- Step 4** Click **Commerce**.
- Step 5** In the Customer drop-down box, select the PoS customer (Figure 6).
- Step 6** In the Security Pin box, type the customer PIN.
- Step 7** Click **Save**.

Configuring Multiple Customers for Quest Systems



Note

Skip this task if you are configuring a Micros system with multiple customers. Micros owners are automatically populated in the Customers panel in Cisco StadiumVision Director once you synchronize the store.

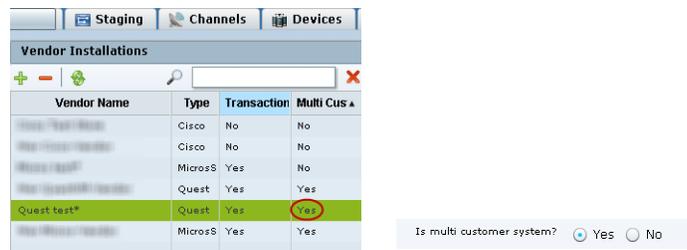
Prerequisites

Before you configure multiple customers for Quest, be sure that the installer has provided the customer IDs and password credentials that are configured in the Quest system. The information that you configure in Cisco StadiumVision Director must match that information.

To configure multiple customers for Quest systems, complete the following steps:

- Step 1** In the **Control Panel > Setup > Point of Sale** screen, go to the **Vendor Installation Info** panel and confirm that your vendor installation is enabled for multi-customer support (Figure 8).

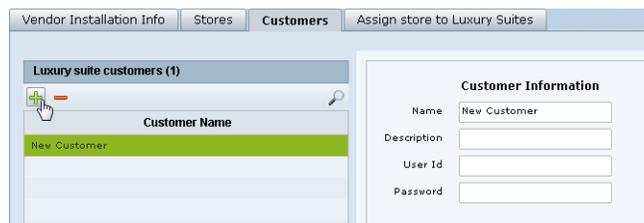
Figure 8 Multi-Customer Support is Enabled



- Step 2** Click **Customers**.

- Step 3** Click the Plus (+) icon to add a new customer for the selected Quest vendor installation (Figure 9).

Figure 9 Add New Customer for Quest



- Step 4** Using the information provided by the Quest installer, complete the Name, Description (optional), User Id, and Password fields.

- Step 5** Click **Update**.

- Step 6** Repeat from Step 3 for each customer.

Assigning Stores to Luxury Suites

There are two ways that you can assign stores to luxury suites in Cisco StadiumVision Director Control Panel Setup. In either interface, you can accomplish the same assignments, but each interface allows you to more easily assign either multiple stores or multiple suites.

- **Point of Sale > Stores** panel—Allows you to assign multiple suites to a particular store.
- **Luxury Suites > Commerce** panel—Allows you to assign multiple stores to a particular suite.

This section includes the following topics:

- [Prerequisites, page 32](#)
- [Assigning a Store to Multiple Suites, page 32](#)
- [Assigning a Suite to Multiple Stores, page 32](#)
- [Removing an Assigned Suite From a Store, page 33](#)

Prerequisites

Before you can assign stores to luxury suites, the luxury suites must be configured in Cisco StadiumVision Director.

Assigning a Store to Multiple Suites

To assign a store to multiple suites, complete the following tasks:

-
- Step 1** Go to the **Control Panel > Setup > Luxury Suite** screen.
 - Step 2** Click **Commerce**.
 - Step 3** In the Luxury Suite List box, do one of the following:
 - To select a sequential range of suites, use the standard Click/Shift+Click key sequence.
 - To select a non-sequential list of suites, use the standard Click/Ctrl+Click key sequence.
 - Step 4** In the Select Store drop-down list on the Commerce panel, select the store identifier that you want to assign to the selected suites.
 - Step 5** Click **Save**.
-

Assigning a Suite to Multiple Stores

When you assign a suite to multiple stores you must individually select and add each store. Multi-selection of stores for suite assignment is not supported in the Stores panel.

To assign a suite to multiple stores, complete the following tasks:

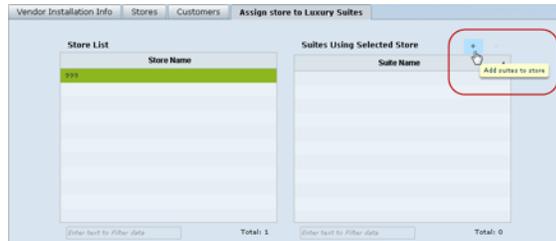
-
- Step 1** Go to the **Control Panel > Setup > Point of Sale** screen.
 - Step 2** Click **Assign store to Luxury Suites**.
 - Step 3** In the Vendor Installations box, select the vendor whose stores you want to configure.
 - Step 4** In the Store List box, select the store that you want to assign to suites.

- Step 5** In the right corner above the Suites Using Selected Store box, click the Plus (+) icon to open a list of available suites.



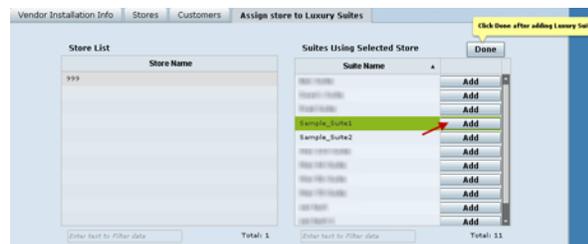
Tip The Plus (+) and Minus (-) icons to add and remove suites can be difficult to see until you hover your mouse over the icon area and the balloon help appears as shown in [Figure 10](#).

Figure 10 Add Suites to Store Icon



A list of the configured Luxury Suites in Cisco StadiumVision Director is displayed.

Figure 11 Suite Selection List with Add Buttons



- Step 6** In the Suite Name box, select the suite that you want to assign to the selected store and click the **Add** button beside that suite ([Figure 11](#)).
- Step 7** Repeat Step 6 for as many suites as you want to assign to the store.
- Step 8** Click **Done**.

Removing an Assigned Suite From a Store

To remove an assigned suite from a store, complete the following tasks:

- Step 1** Go to the **Control Panel > Setup > Point of Sale** screen.
- Step 2** Click **Assign store to Luxury Suites**.
- Step 3** In the Vendor Installations box, select the vendor whose stores you want to configure.
- Step 4** In the Store List box, select the store from which you want to remove a suite assignment.

- Step 5** In the Suites Using Selected Store box, select the suite that you want to remove.
- Step 6** In the right corner above the Suites Using Selected Store box, click the Minus (-) icon (Figure 12).

Figure 12 Remove Suites From Store Icon



The selected store is removed immediately.

Verifying the PoS Store Configuration

To verify the PoS store configuration, complete the following steps:

- Step 1** Go to the **Control Panel > Setup > Point of Sale** screen.
- Step 2** Click **Stores**.
- Step 3** In the Vendor Installations box, select the vendor whose store configuration you want to verify.
- Step 4** Select the store that you want to verify.
- Step 5** In the icon bar on the Stores box, click the Synchronize icon to manually start an update of data from the selected PoS system. The icon changes state while the update is in progress (Figure 13).

Figure 13 Synchronize Icon



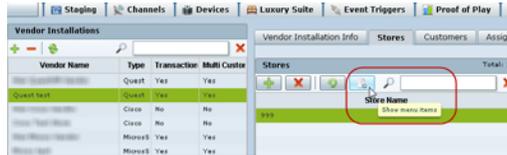
The update might take up to 15 seconds.

- Step 6** Confirm that the successful store reload message appears in the Control Panel (Figure 14).

Figure 14 Successful Store Reload Message



- Step 7** To verify receipt of menu data from the PoS system, click the Show Menu Items icon (Figure 15).

Figure 15 Show Menu Items Icon

Step 8 In the Menu Items dialog box, click the arrows beside the menu groups to display successful retrieval of the PoS system menu items into Cisco StadiumVision Director (Figure 16).

Figure 16 Menu Item Dialog Box

Configuring Cisco Stores From the DMB Application



Note

Although the Cisco store vendor installation type is available from the **Control Panel > Setup > Point of Sale** interface, Cisco stores must be created in the DMB application by either an administrator or concessionaire and should not be created from the Control Panel.

This section includes the following tasks:

- [Prerequisites, page 35](#)
- [Creating New Cisco Stores, page 35](#)
- [Adding Family Groups, Major Groups, and Items to a Cisco Store, page 36](#)

Prerequisites

If you plan to use any images other than those already provided in the Dynamic Menu Board Image Gallery, then be sure that those images are created in the appropriate format and uploaded. For more information, see the [“Working with Images in the DMB Application”](#).

Creating New Cisco Stores

To create a new Cisco store from the DMB application, complete the following steps:

- Step 1** Log into Cisco StadiumVision Director as an administrator or concessionaire.
- Step 2** From the main menu, click **Dynamic Menu Boards**.
- Step 3** Click **Stores**.
- Step 4** Click **New** (Plus (+) icon) to create a new Cisco store.

- Step 5** In the Store information box, type a Name and Description for the store.
- Step 6** Click **Save**.

Adding Family Groups, Major Groups, and Items to a Cisco Store

Cisco Stores have hierarchical groupings of items:

- Family Groups—Correspond to the top-level options on the menu such as Food, Beverages, Merchandise.
- Major Groups—Correspond to the sub-menus for the top-level family groups, such as Snacks, Meals, Non-Alcoholic Beverages.
- Items—Correspond to the individual items and prices for the items under each sub-menu such as Shrimp Salad, Hotdog, Cisco Cola.

This section includes the following tasks:

- [Adding Family Groups, page 36](#) (required)
- [Adding Major Groups Under a Family Group, page 37](#) (required)
- [Adding Items Under Major Groups, page 38](#) (required)

Adding Family Groups

To add family groups, complete the following steps:

- Step 1** In the Stores panel, select the Cisco store where you want to add a family group.
- Step 2** Click **Family Group**.
- Step 3** Specify the Name, Description, and Display name fields ([Figure 17](#)).



Note The Name field is an internal identifier for use on the Theme, and must be unique within the Theme. The Display name is what is shown on the menu board and does not need to be unique on this theme.

Figure 17 Family Group Configuration

The screenshot shows the configuration interface for a Family Group within a store named 'My_Cisco_Store'. The interface is divided into two main sections: 'Store information' and 'Header Information'. The 'Store information' section contains two text input fields: 'Name' (with the value 'My_Cisco_Store') and 'Description' (with the value 'Sample store'). The 'Header Information' section contains three text input fields: 'Name' (with the value 'Family Group'), 'Description' (with the value 'Family Group Desc'), and 'Display name' (with the value 'Family Group DisplayName'). Below these fields is an 'Image' field with a dropdown menu showing '<None Selected>' and a 'Browse' button.

Step 4 (Optional) To assign an image to the group, do one of the following:

- In the drop-down list box, select an image name to assign.
- Click **Browse** to see thumbnails of available images.



Tip The images shown are from the default mu_img folder in the Image Gallery.

Step 5 Click **Save**.



Note You cannot save the group until you change at least one area of information from the defaults that were created.

Adding Major Groups Under a Family Group

Major groups are added as sub-groups to family groups in a Cisco store to further organize items.

To add a major group under a family group, complete the following steps:

Step 1 In the Cisco store, select the Family group level where you want to add a major group as a sub-group. The Major Group button is enabled.

Step 2 Click **Major Group**.

Step 3 Specify the Name, Description, and Display name fields.

Step 4 (Optional) To assign an image to the group, do one of the following:

- In the drop-down list box, select an image name to assign.
- Click **Browse** to see thumbnails of available images.



Tip The images shown are from the default mu_img folder in the Image Gallery.

Step 5 Click **Save**.



Note You cannot save the group until you change at least one area of information from the defaults that were created.

Adding Items Under Major Groups

Individual items are added under major groups in a Cisco store.

To add items under major groups, complete the following steps:

-
- Step 1** In the Cisco store, select the Major group level where you want to add individual items.
The Item button is enabled.
- Step 2** Click **Item**.
- Step 3** Specify the following fields:
- Name
 - Description and Description2—optional.
 - Display name—optional.
 - Calories—optional.
 - Price—optional.
- Step 4** (Optional) To hide a configured item from display on a menu board, select the **Hidden?** option.



Tip This option allows you to remove a group or item from displaying on the menu board temporarily, perhaps for just the current event, but still retain it on the menu board for subsequent events by simply changing the hidden attribute again.

- Step 5** (Optional) To assign an image to the group, do one of the following:
- In the drop-down list box, select an image name to assign.
 - Click **Browse** to see thumbnails of available images.



Tip The images shown are from the default mu_img folder in the Image Gallery.

- Step 6** Click **Save**.



Note You cannot save the item until you change at least one area of information from the defaults that were created.

How to Update PoS Server Information and Menu Content

This section includes the following tasks:

- [Modifying the Schedule of the PosGetMenuTask in the Management Dashboard, page 39](#) (optional)
- [Configuring the Synchronization Interval for Periodic Automatic Updates of PoS Stores in the DMB Application, page 39](#) (optional)
- [Synchronizing PoS Stores Manually in the DMB Application, page 40](#) (optional)

- [Synchronizing Stores Manually in the Control Panel, page 41](#) (optional)

Modifying the Schedule of the PosGetMenuTask in the Management Dashboard

By default, the PosGetMenuTask is configured for a value of “periodic-300-seconds,” which means that a process in Cisco StadiumVision Director runs every 5 minutes to check if any PoS stores require an update based on the last update time and the synchronization interval for that store.

Be sure that the schedule for this task is sufficiently frequent to ensure that any configured synchronization intervals for stores in the system can be met. For example, if a PoS store is set to synchronize (update) every 30 minutes, but you set the PosGetMenuTask to run every hour in the Cisco StadiumVision Director system, then the PoS server update for that store cannot occur on a scheduled basis any faster than every hour.

To modify the schedule of the PosGetMenuTask in the Management Dashboard, complete the following tasks:

-
- Step 1** Log into Cisco StadiumVision Director as an administrator.
- Step 2** From the main menu, click **Management Dashboard**.
- Step 3** Click **Tools > Advanced > Scheduled Tasks**.
- Step 4** In the Scheduled Task box, scroll to find the PosGetMenuTask.
- Step 5** In the Task Time field for the PosGetMenuTask, type **periodic-xxxx-seconds**, where *xxxx* is the number of seconds that specify the frequency with which you want to check if PoS server updates are due. The minimum frequency value is 5 seconds, and the maximum is the number of seconds in one day (24 hours).
-  **Note** Be sure that this value is less than the synchronization interval for stores, which is 24 hours by default. Otherwise, the PosGetMenuTask will not run regularly enough to ensure that the desired synchronization interval configured in the DMB application is met.
-
- Step 6** Click **Apply**.
-

Configuring the Synchronization Interval for Periodic Automatic Updates of PoS Stores in the DMB Application

By default, Cisco StadiumVision Director synchronizes its stores with the PoS server once every 24 hours. You can configure the frequency of the scheduled update from 1 to 24 hours.



- Note** This interval works in conjunction with the PosGetMenuTask process that runs periodically in Cisco StadiumVision Director to verify the time of last update and check it against the configured synchronization interval for all stores. The PosGetMenuTask frequency should be set to ensure that the synchronization interval can be met.
-

To configure the synchronization interval for periodic automatic updates of stores in the DMB application, complete the following steps:

- Step 1** Log into Cisco StadiumVision Director as an administrator or concessionaire.
- Step 2** From the main menu, click **Dynamic Menu Boards**.
- Step 3** Click **Stores**.
- Step 4** Click **Browse All**.
- Step 5** On the left side of the screen, select the name of the PoS store whose update interval you want to modify.
- Step 6** In the **Sync Interval (hours):** field, do one of the following:
 - Type a number from 1–24 in the box.
 - Use the up/down arrows to set the hour.
- Step 7** Click **Save Sync Interval** (Figure 18).

Figure 18 Sync Interval Update



Synchronizing PoS Stores Manually in the DMB Application

- Step 1** Log into Cisco StadiumVision Director as an administrator or concessionaire.
- Step 2** From the main menu, click **Dynamic Menu Boards**.
- Step 3** Click **Stores**.
- Step 4** Click **Browse All**.
- Step 5** On the left side of the screen, select the name of the PoS store that you want to update.
- Step 6** Click **Sync Store** (Figure 19).

Figure 19 Manually Synchronizing a Store

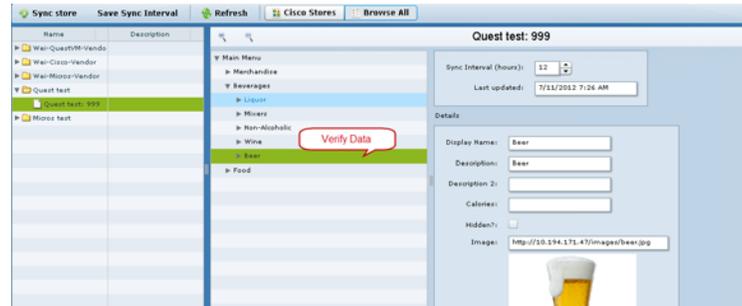


- Step 7** When a message box is displayed stating that the synchronize store was successful, click **Ok** (Figure 20). This may take several seconds as Cisco StadiumVision Director gets the data from the PoS system.

Figure 20 Successful Store Synchronization Message Box

An update of content from the PoS server is immediately started and the Last updated field is modified.

- Step 8** In the middle of the screen, select the menu items to verify (as possible) that updated store data is received (Figure 21).

Figure 21 Verify Store Data

Synchronizing Stores Manually in the Control Panel

- Step 1** Log into Cisco StadiumVision Director as an administrator.
- Step 2** From the main menu, click **Control Panel**.
- Step 3** Click **Setup > Point of Sale**.
- Step 4** Click **Stores**.
- Step 5** In the Vendor Installations box, select the vendor whose store configuration you want to verify.
- Step 6** Select the store that you want to verify.
- Step 7** In the icon bar on the Stores box, click the Synchronize icon to manually start an update of data from the selected PoS system. The icon changes state while the update is in progress (Figure 13).

Figure 22 Synchronize Icon

The update might take up to 15 seconds.

- Step 8** Confirm that the successful store reload message appears in the Control Panel (Figure 14).

Figure 23 **Successful Store Reload Message**



Step 9 To verify receipt of menu data from the PoS system, click the Show Menu Items icon.



Working with Images in the DMB Application

First Published: August 2, 2012

The Cisco StadiumVision Director DMB application includes a set of images that can be used for the background, groups, headers, and items used in menu boards. This module describes some of the basic tasks for managing the images that are available for use in menu boards in the Image Gallery for the DMB application.

This module includes the following topics:

- [Image Guidelines, page 43](#)
- [Accessing the DMB Image Gallery, page 44](#)
- [Viewing Available Images for the DMB Application, page 45](#)
- [Uploading Images to the Image Gallery, page 46](#)
- [Displaying Image Characteristics, page 47](#)

Image Guidelines

- Images can be added to correspond to the menus, sub-menus, and items. The groups, items, and images are configured through the Dynamic Menu Board application interface for Cisco stores.
- PoS stores define images within the PoS system and the content is retrieved by Cisco StadiumVision Director when the store is synchronized with the PoS system.
- The Micros system does not have built-in support for images to be assigned to Major and Family Groups. To work around this, the Micros installer can create “dummy” placeholders for major groups and family groups that are assigned to a range of numbers that are not orderable in the Micros system. In this way, an image can be assigned to these groups in Micros. The starting number of these placeholders must be configured in the Cisco StadiumVision Director Vendor Installation Info panel under the “Menu family group number” and “Menu major group member” options in the [“Configuring the Vendor Installation Information” section on page 26](#).

For more information about how to add these images in the Micros system, see the Micros integration guide available from your Cisco Systems representative.

- The images (or graphics) are used to display the available items on the designated TV in the concession stand or suite.
- The images for items should be a non-progressive or progressive JPEG stored in 265x265 resolution. Non-standard size images will still appear within the display area but their aspect ratio (if not a square image) is not preserved.

Accessing the DMB Image Gallery

To access the DMB Image Gallery, complete the following steps:

- Step 1** Log into Cisco StadiumVision Director as an administrator or concessionaire.
- Step 2** From the main menu, click **Dynamic Menu Boards** (Figure 1).

Figure 1 *Dynamic Menu Boards Icon on Cisco StadiumVision Director Main Menu*



The Dynamic Menu Board application interface is displayed.

- Step 3** In the menu bar on the Cisco StadiumVision Custom Applications screen, click **Image Gallery** (Figure 2).

Figure 2 *Image Gallery Access*



The Image Gallery folders panel is displayed showing the default mu_img folder (Figure 3).

Figure 3 *Image Gallery Folders Panel*



Viewing Available Images for the DMB Application

To view available images for the DMB application, complete the following steps:

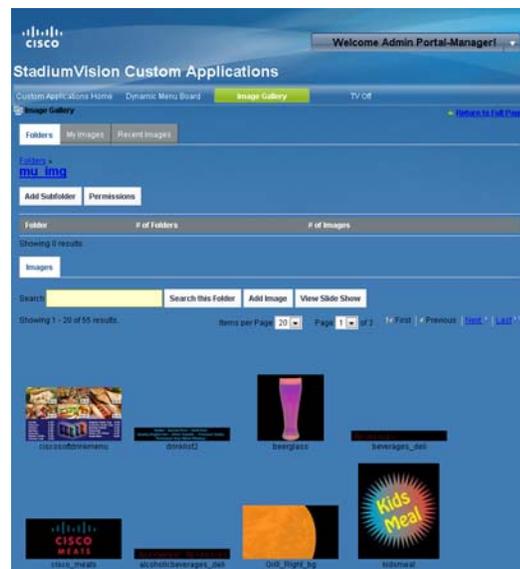
- Step 1** From the Folders panel in the Image Gallery, click the **mu_img** default folder.

Figure 4 *Image Gallery Folders Panel*



The folder is opened and displays the first 20 images that are stored there.

Figure 5 *mu_img Folder*



- Step 2** To view more images, do one of the following:
- In the **Items per Page** box, change the number of images displayed at one time on the screen.
 - In the **Page** box, change the page number that is displayed.
 - Move between pages by clicking **First**, **Previous**, **Next**, and **Last**.
 - To automatically advance through all of the images, click **View Slide Show**.

Figure 6 *Image Item Controls*



Uploading Images to the Image Gallery

To upload images to the Image Gallery, complete the following steps:

- Step 1** From the Folders panel in the Image Gallery, click the **mu_img** or select another folder that you have created there.
- Step 2** Click **Add Image** (Figure 7).

Figure 7 Add Image Screen



- Step 3** Do one of the following:
- To immediately browse and select multiple images for upload from your local computer, click the **Browse (you can select multiple files)** link. Select one or more files and click **Open**.
 - Confirm the files that you selected and click **Upload Files** (Figure 8).
 - Or, to cancel the upload of a file, click **Cancel Upload** beside the file that you do not want to import. Click **Cancel All Uploads** to cancel the entire import operation.

Figure 8 Add Multiple Files



A checkmark appears beside each file when it has been successfully uploaded (Figure 9).

Figure 9 Successful Upload



- Go to the target folder or click **My Images** to view the images.
- To select and specify additional information for uploaded images, click the **Use the classic uploader** link. Click **Browse** to select one or more files (Figure 10).
 - Add Name, Description, or Tags values as desired.

- Modify permissions for the image by clicking **Configure**.
- Click **Save**.

Figure 10 Add Image Classic Uploader Interface



Note

Only use the default permissions as set by the DMB application. Do not modify the permissions area or set up communities in the DMB application.

Displaying Image Characteristics

Information about an image such as its dimensions, size, description, file location, and reference URL are stored in the Image Gallery. You can view these characteristics by editing a file.

To display image characteristics, complete the following steps:

- Step 1** From the Folders panel in the Image Gallery, select the folder of the image that you want information about.
- Step 2** Click the image picture.
A dialog box opens with operations that you can for that image (Figure 11).

Figure 11 Image Operations



- Step 3** Click **Edit**.

The characteristics of the selected image are displayed. Figure 12 shows an example of image characteristics for the popcorn.jpg default image in the mu_img folder.

Figure 12 *Image Characteristics*

Custom Applications Home Dynamic Menu Board **Image Gallery** TV CE

Image Gallery

Update Image

Thumbnail



Height: 716
Width: 716
Size: 516K

URL: http://172.18.188.90:9090/image/image_gallery?uid=16875af

WebCam URL: <http://172.18.188.90:9090/stunnet-wdr/securewebcamfilteray.com>

Upload images no larger than 1000K.

From: [0/0/0](#) Select

File: Browse...

Name: popcorn

Description: Background Image for Menu Board

Tags: Add Tags Select Tags

Save Cancel



Working with the DMB Application User Interface

First Published: August 2, 2012

This module includes the following topics:

- [Accessing the Dynamic Menu Board Application, page 49](#)
- [Closing the Dynamic Menu Board Application, page 52](#)
- [Using the Themes Menu Bar, page 52](#)
- [Selecting Themes, page 54](#)

Accessing the Dynamic Menu Board Application

The DMB application is a custom application that is available once you log into Cisco StadiumVision Director. Your Cisco StadiumVision Director account is the same account that is used to authenticate access to the Dynamic Menu Board application using Role-Based Access Control. Your StadiumVision Director account must be configured with the administrator or concessionaire role to access the DMB application.

When you access the DMB application for the first time, you will be presented a screen to acknowledge the Terms of Use. Once you agree to the terms, you will be asked to choose and configure a security question. This question will be presented if you need to obtain a password reminder for future access to the DMB application if you should forget your password.

After your initial access, your login to Cisco StadiumVision Director serves as your login to the DMB application.

This section includes the following tasks:

- [Accessing the Dynamic Menu Board Application for the First Time, page 50](#)
- [Accessing the Dynamic Menu Board Application From the Cisco StadiumVision Director Main Menu, page 51](#)

Accessing the Dynamic Menu Board Application for the First Time

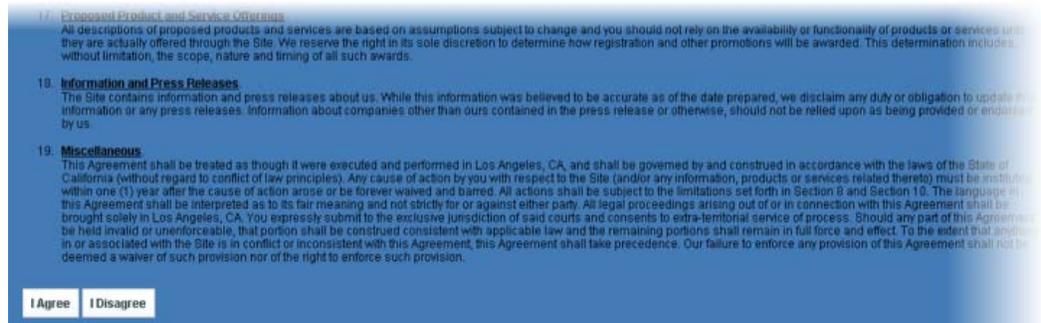
To access the Dynamic Menu Board application for the first time, complete the following steps:

- Step 1** Log into Cisco StadiumVision Director as an administrator or concessionaire.
- Step 2** From the main menu, click **Dynamic Menu Boards**.



The Terms of Use agreement is displayed, as shown by the following excerpt as an example:





Step 3 Click **I Agree**.

Step 4 When the application asks you to choose a security question, select a question and type your answer to that question. Click **Save**.

The DMB application opens in a new browser window.

Accessing the Dynamic Menu Board Application From the Cisco StadiumVision Director Main Menu

To access the Dynamic Menu Board application, complete the following steps:

Step 1 Log into Cisco StadiumVision Director as an administrator or concessionaire.

Step 2 From the main menu, click **Dynamic Menu Boards**.



The DMB application opens in a new browser window.

Closing the Dynamic Menu Board Application

When you access the DMB application, two browser sessions are actually opened—one for the Cisco StadiumVision Director Main Menu, and one for the DMB application. This can cause some confusion when you go to close your session for the DMB application because it can appear that you are still actively logged into Cisco StadiumVision Director when you are not.



Caution

When you sign out of the DMB application, any existing sessions in Cisco StadiumVision Director are invalidated and require you to login again. Likewise, logging out of Cisco StadiumVision Director will invalidate your current DMB application session, although there can be a delay before you detect the session loss. Be sure to confirm that you have finished any active work in other open sessions before logging out.

Signing out of the DMB application closes both your DMB session as well as any Cisco StadiumVision Director sessions. However, the Cisco StadiumVision Director window remains at the Main Menu and any other sessions, such as with the Control Panel also remain open although they are invalidated. When you go to access these sessions, you are notified that your session is invalidated and that you need to login. In some cases, you might see a message about an invalid role.



Tip

When you sign out of the DMB application or log out of Cisco StadiumVision Director, your web browser window is not closed, and you are returned to the login screen for Cisco StadiumVision Director. To prevent confusion, close any open browser windows from your previous sessions whenever you log out of the DMB application or Cisco StadiumVision Director.

To close your DMB application session, do one of the following:

- Sign out of the DMB application—Click the **Sign Out** option from the portal Welcome drop-down list box in the upper right corner of the DMB application screen.
- Log out of Cisco StadiumVision Director—Click the **Logout** option from the Cisco StadiumVision Director Main Menu.

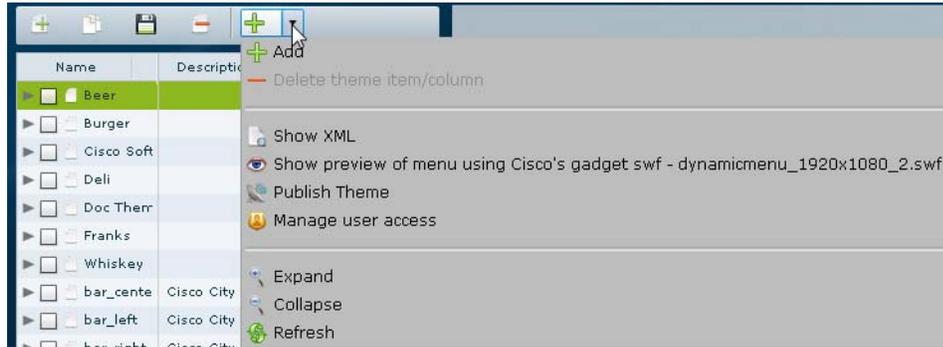
Using the Themes Menu Bar

When you first log into the DMB application, the Themes screen is displayed, and several of the themes menu options are consolidated into a drop-down list box as shown in [Figure 1](#).

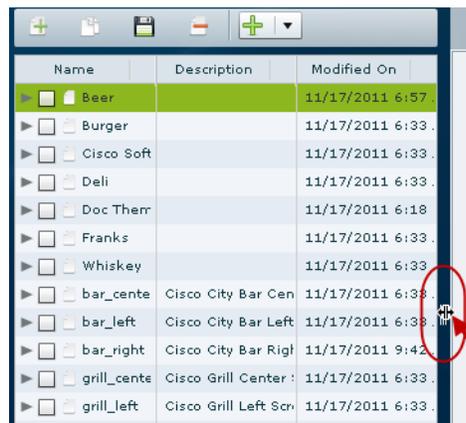
Figure 1 Themes Menu Bar



[Figure 2](#) shows how to expand the drop-down list box by clicking the arrow and open the complete list of theme menu bar options.

Figure 2 Themes Menu Bar Drop-Down List Box

If you select and drag the handle on the right side of the themes pane to widen the pane view (Figure 3), the menu bar is also expanded as shown in Figure 4.

Figure 3 Themes Pane Handle

Notice that Figure 4 shows only the icons for the theme options in the expanded form of the menu bar:

Figure 4 Themes Menu Bar Expanded

Using the Themes Pane

The Themes pane includes three columns: Name, Description, and Modified On.

By default, the pane is sorted alphabetically by theme name. You also can sort the list of themes by the date modified by clicking the arrow beside the “Modified On” heading as shown in Figure 5. You can reverse the date sort order by clicking the arrow again.



Note

The sort arrow does not appear by default in the theme pane view. You need to position your cursor over that area of the interface to reveal the option.

Figure 5 *Sorting Themes by Date Modification*

Name	Description	Modified On
<input checked="" type="checkbox"/> Beer		11/17/2011 6:57 AM
<input type="checkbox"/> Burger		11/17/2011 6:33 AM
<input type="checkbox"/> Cisco Soft Drink Menu		11/17/2011 6:33 AM
<input type="checkbox"/> Deli		11/17/2011 6:33 AM

You will likely need to adjust the width of the Themes pane columns when you go to edit a menu theme, especially when modifying headers or adding items. You can adjust the width of the Themes pane columns by positioning your cursor over the vertical bar to the right of the column that you want to adjust, and dragging the slider to the left or right as shown in [Figure 6](#).

Figure 6 *Changing Column Width in Theme Pane*

Name	Description	Modified On

Selecting Themes

The DMB application supports both individual selection and multi-selection of themes for editing.



Caution

Use care when using the checkboxes to select multiple themes for edit because this can apply any changes or actions made to all selected themes. In addition, you must manually clear the checkboxes when your updates are complete so that these themes are not affected unexpectedly by other theme changes that you might make later.

It is recommended that you select an individual theme for editing by clicking the theme name only (*not* the checkbox) to highlight it as shown in [Figure 7](#).

Figure 7 *Selecting an Individual Theme*

<input type="checkbox"/> Cisco Soft Drink	
---	--



Note

Do *not* mark the checkbox to select a single theme for editing to prevent you from making unexpected updates with other themes later:

<input checked="" type="checkbox"/> Cisco Soft Drink	
--	--

You can select multiple themes for editing to a common configuration or to apply a common action by marking the checkboxes beside all of the themes that you want to modify as shown in [Figure 8](#):

Figure 8 **Selecting Multiple Themes for Edit**

Name	Description	Modified On
<input type="checkbox"/> Beer		11/17/2011 6:57 AM
<input checked="" type="checkbox"/> Burger		11/17/2011 6:33 AM
<input checked="" type="checkbox"/> Cisco Soft Drink		11/17/2011 6:33 AM
<input type="checkbox"/> Deli		11/17/2011 6:33 AM

Editing Themes

There are a few things to be aware of as you use the interface to edit themes:

- When selecting multiple themes for edit, consider the following behaviors of the interface:
 - When you select multiple themes for edit, the characteristics of the *last* theme that you selected (such as currency format, layout, store, and background) are displayed in the right pane. If you choose Save, then the characteristics of that last theme selected (whether or not you made any changes), will be applied to all of the selected themes. A message box appears that allows you to confirm that this is what you want to do (Figure 9).

Figure 9 **Confirmation of Applying Common Characteristics to all Selected Themes**

- When applying the same user access to multiple themes, you do *not* need to save the themes to apply the changes to user access. This helps you avoid applying the other characteristics to all of the selected themes as described in the previous paragraph.
- Although the user interface allows it, the names of the column definitions in a menu theme should never be changed or the formatting of the menu could fail.
- You can only use predefined layouts for themes in Cisco StadiumVision Director because the Adobe Shockwave Flash (SWF) gadget file controls the formatting and display of all layouts. Using the default gadget, you cannot create a new layout with new column, header, and item characteristics because the SWF file cannot process it. However, you can design additional layouts using a custom gadget. For more information see the [“Appendix B: Advanced Architecture and DMB Customizations”](#) or contact your Cisco Systems representative.

- In the Themes pane, you can display a theme hierarchy to show its columns, headers, and items all at once using the Expand option from the menu bar while the theme is selected, or you can manually display the hierarchy by selecting the individual expansion arrows to the left of the theme name, column, and so on.

Figure 10 shows use of the Expand icon on an extended menu bar for the selected Burger theme.

Figure 10 Expand Icon on Extended Menu Bar

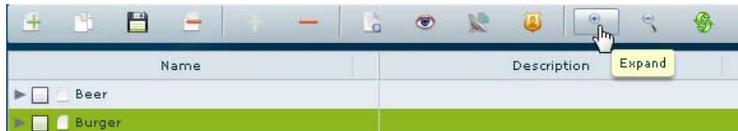


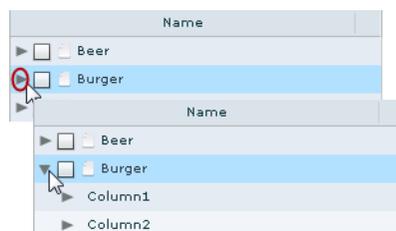
Figure 11 shows how the Burger theme is fully expanded after clicking the Expand icon. All levels of the theme are opened and shown in the pane down to the item level.

Figure 11 Fully Expanded Burger Theme

Name	Description	Modified On
<input checked="" type="checkbox"/> Burger		11/17/2011 6:33 AM
<input checked="" type="checkbox"/> Column1		
<input checked="" type="checkbox"/> Sandwich and Entree	Sandwich and Entree	
<input type="checkbox"/> Chili Cheese Fries	Chili Cheese Fries	
<input type="checkbox"/> Grilled Cheese	Grilled Cheese	
<input type="checkbox"/> Custom Grind Burger -NY Style	Custom Grind Burger	
<input type="checkbox"/> Bacon and Cheddar Fries	Bacon and Cheddar Fries	
<input checked="" type="checkbox"/> Snacks	Snacks	
<input type="checkbox"/> French Fries	French Fries	
<input type="checkbox"/> Peanuts	Peanuts	
<input checked="" type="checkbox"/> Column2		
<input checked="" type="checkbox"/> Beverages	Beverages	
<input type="checkbox"/> Regular Soda Cup	Regular Soda Cup	
<input type="checkbox"/> Souvenir Soda Cup	Souvenir Soda Cup	
<input type="checkbox"/> Bottled Water	Bottled Water	
<input type="checkbox"/> Gatorade	Gatorade	
<input checked="" type="checkbox"/> Alcoholic Beverages	Alcoholic Beverages	
<input type="checkbox"/> Draft Beer	Draft Beer	

Figure 12 shows how to manually open the first level of the Burger theme hierarchy by clicking the expansion arrow. Only one level is opened.

Figure 12 Manually Expanding Themes Using the Expansion Arrows



- Each default theme supports different configurable areas that are not readily determined by looking at the interface. For information about the specific characteristics that are defined and those that are configurable for each default theme, see [“Appendix A: DMB Default Menu Theme Reference”](#).

**Note**

Be aware that the interface might still allow you to make a change in an unsupported field for that theme. In addition, some fields are not visible on a menu based on the programming of the SWF gadget file.



Creating and Updating Menu Boards

First Published: August 2, 2012

This module describes how to create and modify menu boards and publish them for display on TVs. It includes the following topics:

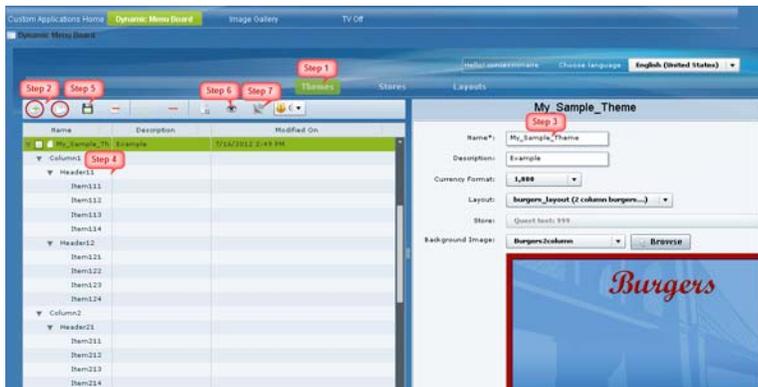
- [Workflow Summary, page 59](#)
- [How to Create and Update Dynamic Menu Boards, page 61](#)
- [How to Assign a Gadget to a Published Menu Theme, page 70](#)
- [What to Do Next, page 71](#)

Workflow Summary

The following steps summarize the overall workflow to create menus in Cisco StadiumVision Director and display that content on a TV:

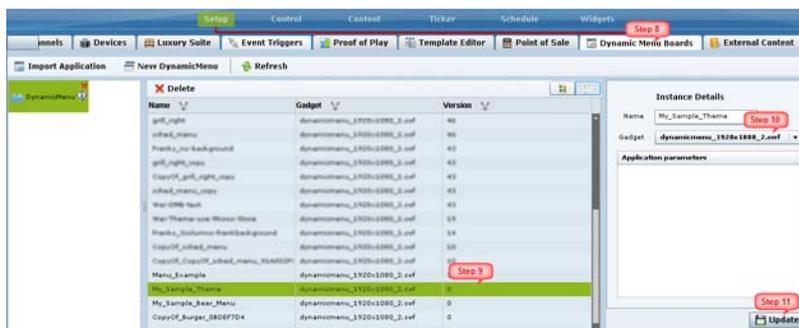
Dynamic Menu Board Application—Themes Screen

1. From the Dynamic Menu Board application, click Themes.
2. Create a new theme or copy an existing one.
3. Configure the theme attributes.
4. Specify the menu content, as applicable.
5. Save the theme.
6. Preview the theme.
7. Publish the theme.



Control Panel Setup Interface—Dynamic Menu Boards Tab

8. From the Control Panel, access the Dynamic Menu Boards interface.
9. Select the menu theme that you want to configure.
10. Assign the gadget.
11. Update the menu theme.



Control Panel Content Interface

12. From the Control Panel, access the Content interface.
13. Create a new playlist.
14. Configure the playlist attributes.
15. Select the custom_app_instance content type.
16. Select the menu theme.
17. Add the theme to the playlist.
18. Save the playlist.



Control Panel Schedule Interface

19. Create an event script to run the playlist.
20. Schedule the script to display the content on a TV.

How to Create and Update Dynamic Menu Boards

This section includes the following tasks:

- [Copying an Existing Theme, page 61](#) (recommended)
- [Creating a New Theme, page 63](#) (optional)
- [Previewing a Menu, page 65](#) (required)
- [Specifying Menu Content, page 67](#) (required)
- [Modifying the Attributes of a Menu Theme, page 68](#) (optional)
- [Managing User Access to Themes, page 69](#) (optional)
- [Publishing a Theme, page 70](#) (required)

Copying an Existing Theme

To base menu board changes on an existing theme, and also preserve the original theme configuration, you should make a copy of the theme before modifying it.

Restrictions

Consider the following restrictions before you copy a theme:

- You cannot change the layout of a copied theme.
- You cannot make any changes to the store selection in a copied theme. If a store has already been selected in the original theme, then that store will be specified for the copied theme and cannot be changed. If no store has been selected, then you cannot assign a store.

Procedure

To copy an existing theme, complete the following steps:

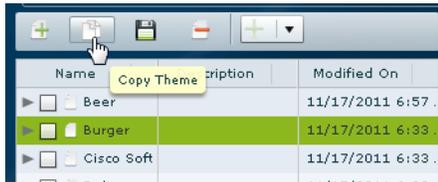
-
- Step 1** Log into Cisco StadiumVision Director as an administrator or concessionaire.
- Step 2** From the main menu, click **Dynamic Menu Boards**.
- Step 3** From the Dynamic Menu Board application, click **Themes**.
- Step 4** Select the name of the theme that you want to copy.



Note Be sure that you do not mark the checkbox to select the theme, but simply click the name of the theme to highlight it in green.

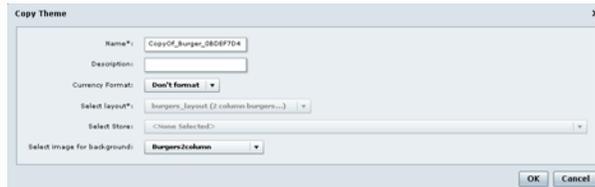
- Step 5** From the menu bar on above the list of themes, click the **Copy Theme** icon (Figure 1).

Figure 1 Copy Theme Icon



- Step 6** When the Copy Theme dialog box opens, change one or more of the following fields (Figure 2):

Figure 2 Copy Theme Dialog Box



- **Name***
- **Description**—Optional.
- **Currency format**—Determines how a Price field is displayed on a menu board. Click the arrow to open the drop-down list box to select the desired format for displaying prices on the menu. The default is **Don't Format**.
- **Select image for background**



- All images currently stored in the Image Gallery default directory are available in the drop-down list. You need to have previously imported any new image to this directory before it will be available for selection. You will need to know the name of the image that you want to use for the background, and it should be sized to 1920x1080 to work with the default SWF file. For more information, see the [“Working with Images in the DMB Application”](#) module.
- If you select a new background image, be aware that the format of your menu will be determined by the layout for the default theme that you copied. See [“Appendix A: DMB Default Menu Theme Reference”](#) for the detailed characteristics of the menu themes and layouts to be sure that your background graphic fits with the predefined columns, headers, and items for that layout.

Step 7 Click **Ok**.

Step 8 Preview the menu. For more information, see [“Previewing a Menu”](#) section on page 65. [Figure 3](#) shows a preview of a copied Burger theme.



Note Notice that all of the default images for the headers appear in the preview of a copied theme. If you create a new theme using the Burger layout, the header images are not automatically included (see [Figure 8](#)). However, the headers are still defined to be images in the gadget so you must assign an image to them.

Figure 3 *Preview of Copied Burger Theme*



Creating a New Theme

You can create a new theme based on the supported layouts that are predefined in the gadget file.

Prerequisites

Before you create a new theme, be sure that the following requirements are met:

- Any new images have been uploaded to the Image Gallery.
- If items will be linked from Point of Sale (PoS) systems or a Cisco store, the stores must be configured in Cisco StadiumVision Director.

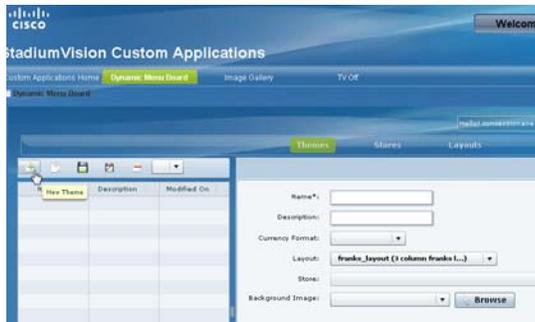
- If your site wants to use different menu layouts than the default themes provided, then a customized gadget must be created and installed.

Procedure

To create a new theme, complete the following steps:

-
- Step 1** Log into Cisco StadiumVision Director as an administrator or concessionaire.
- Step 2** From the main menu, click **Dynamic Menu Boards**.
- Step 3** From the Dynamic Menu Board application, click **Themes**.
- Step 4** From the menu bar, click the Plus (+) icon to create a new theme (Figure 4).

Figure 4 New Theme Icon



- Step 5** In the New Theme dialog box, complete the following information for the new menu theme:

Figure 5 New Theme Dialog Box



- **Name***
- **Description**—Optional.
- **Currency format**—Determines how the Price field is displayed on a menu board. Click the arrow to open the drop-down list box to select the desired format for displaying prices on the menu. The default is **Don't Format**.
- **Layout**—Refer to [“Appendix A: DMB Default Menu Theme Reference”](#) to choose the default layout that you want to based your new menu theme on, or refer to your site’s local reference for any customized layouts that might be installed.

**Tip**

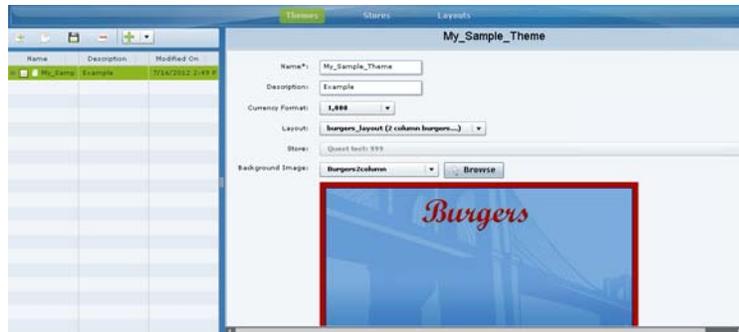
The format of the layout is predetermined by the gadget file configuration. Therefore, if you are defining a new layout, you must know what layouts should be defined from the custom SWF gadget in use.

- **Create placeholders for headers and items**—Recommended. Select the checkbox to specify that temporary labels are shown in the interface to help you identify the configurable elements. See [Figure 8](#) for an example of item placeholder labels in a sample burgers menu theme.
- **Select Store**—Click the arrow to open the drop-down list box to select a store that you want to link items from for this menu.
- **Select image for background**—Click the arrow to open the drop-down list box to select a graphic by name from the Image Gallery for the background of your menu, or click **Browse** to select from thumbnail images.

Step 6 Click **Ok**.

The sample theme is created. [Figure 6](#) shows an example of a new theme named My_Sample_Theme created using the Burgers 2-column default layout.

Figure 6 New Theme Example Using Burgers 2-Column Layout and Background



Previewing a Menu

To preview what a published menu will look like using the default gadget, complete the following steps:

- Step 1** On the left side of the Themes screen, select the menu that you want to preview.
- Step 2** In the menu bar, click the arrow to open the drop-down list of additional available commands.

**Tip**

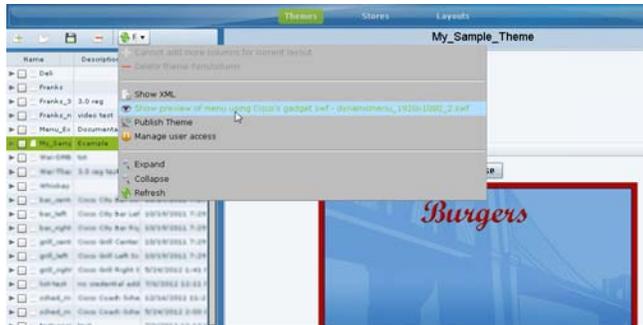
You can select and drag the handle on the right side of the themes pane to widen the pane view to expand the menu bar. For more information, see the [“Using the Themes Pane”](#) section on [page 53](#).

Step 3 Select **Show preview of menu using Cisco's gadget swf - dynamicmenu_1920x1080_2.swf** (Figure 7).



Note If you have installed a customized gadget, then you must first publish it and assign the gadget to the menu in the Control Panel, which will then enable the appropriate Show preview menu option for the gadget that corresponds to the menu theme. For more information, see the “[How to Assign a Gadget to a Published Menu Theme](#)” section on page 70.

Figure 7 Show Preview Menu Option



A new browser window opens displaying the menu as it would appear when published with the specified gadget file.

Figure 8 shows an example of the new theme created for the 2-column burgers layout, with temporary item labels selected using the **Create placeholders for headers and items option**.



Tip

The notation of the placeholder labels for the items is **ItemCHI**, where *C* is the Column number, *H* is the Header number, and *I* is the Item number. This helps you correlate the configuration when you modify the theme.

Figure 8 Example of New Burgers Theme Preview



Specifying Menu Content

To specify the menu content, complete the following steps:

- Step 1** On the left side of the Themes screen, select the menu that you want to configure.
- Step 2** Do one of the following:
 - Click the arrows beside the menu theme name to expand the column, header, and item levels individually.
 - In the menu bar, click **Expand** to open all levels at once.

Figure 9 shows an example of a sample theme based on the Burgers 2-column layout.

Figure 9 Expanded Menu Theme Columns, Headers, and Items



- Step 3** Refer to [“Appendix A: DMB Default Menu Theme Reference” on page 73](#) to look up information about the layout that your theme is using to identify the configurable areas, or refer to documentation at your site for any customized layouts that have been installed on your system.

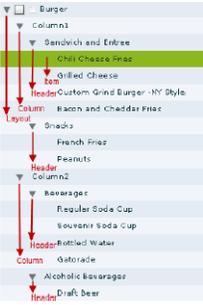
Figure 10 shows an excerpt of the reference information available that describes the layout details of the Burgers 2-column layout. At its simplest, this layout supports configuration of the Menu item **Name** and **Price** fields.

Figure 10 Burgers Layout Theme Reference



Burgers layout—2-column display with black text.

- Background graphic (Burgers2column)—Menu title “Burgers” part of graphic, but not configurable.
- Two columns (not configurable):
 - Column1 start at (70, 320)
 - Column2 start at (960, 320)
- Headers—Four, predefined as images 578x92:
 - Sandwich & Entree
 - Snacks
 - Beverages
 - Alcoholic Beverages
- Menu item fields (configurable):
 - Name
 - Price
- Menu item font: Black, Arial, 36 pt.



Note The header Name and Description fields are visible in the UI hierarchy only and do not appear on the menu display. The display shows the content of the predefined images.

**Note**

Any of the graphics placeholders can also be replaced in a menu theme by uploading new images or selecting from existing images from the Image Gallery.

When you copy a default theme, all of the graphics included with that default theme are also copied. When you create a new theme using a default layout, the same format of the default theme applies, but the images are not automatically included. However, you must still assign images to these headers, whether they are the default images from the Image Gallery or new images.

For example, notice that the headers for the Burgers layout are implemented as images, not text. The reference in [Figure 3](#) shows the menu design with the default header graphics. However, [Figure 8](#) shows what the menu preview shows when you create a new layout based on the Burgers layout, where the header graphics are not included.

Step 4 (Optional) If Headers are supported for your theme and you want to change them, do one of the following:

- If the field is text-based, type a new name in the **Name*** field.
- If the field is an image, select a new image for the **Image** field.

Step 5 For Items, specify the attributes that are supported by your layout:

- **Use a store item**—Click the arrow to open the drop-down list to select an item from a store.
- **Name***—Configurable for all menu themes.
- **Description**—Configurable for a limited number of items in some themes.
- **Description 2**
- **Calories**—Not supported for any default themes in Cisco StadiumVision Director. Requires a customized gadget layout.
- **Price**—Configurable for all menu themes.
- **Display on menu**—Yes or No. Specify No when you want to hide an item from being displayed.
- **Move up when hidden?**—Specifies if the items are readjusted in the display to eliminate the space created by a hidden item.
- **Image**—Click the arrow to open the drop-down list box to select a graphic by name from the Image Gallery or click Browse to see thumbnail images.

Step 6 In the menu bar, click the **Save Theme** icon.

Modifying the Attributes of a Menu Theme

To modify the attributes of a menu theme, complete the following steps:

- Step 1** On the left side of the Themes screen, select the menu that you want to modify.
- Step 2** Change the theme attributes as needed.
- Step 3** In the menu bar, click the **Save Theme** icon.

Managing User Access to Themes

You can assign permissions to menu access using the Manage User Access feature.

Prerequisites

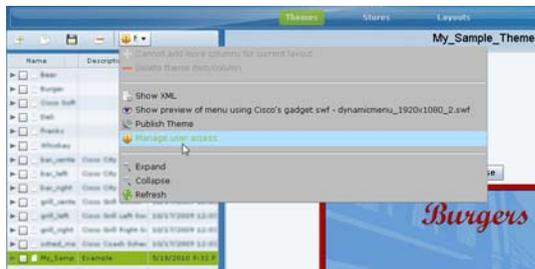
The user roles already must be configured in **Control Panel > Setup > User Management** for Cisco StadiumVision Director.

Procedure

To manage user access to themes, complete the following steps:

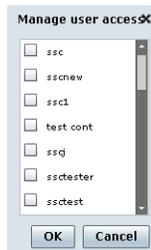
- Step 1** On the left side of the Themes screen, select the menu that you want to modify.
- Step 2** In the menu bar, click the arrow to open the drop-down list of additional available commands. Click Manage user access (Figure 13).

Figure 11 Manage User Access



- Step 3** In the Manage user access dialog box, select the users to whom you want to give menu access (Figure 12).

Figure 12 Manage User Access Dialog Box



- Step 4** Click **Ok**.

Publishing a Theme

Publishing a theme has two different behaviors, depending on where you are in the workflow of theme creation and deployment.

- Creation of a new theme—If you are creating a new theme, publishing will cause the theme to display as a custom_app_instance type in the Control Panel. From there, it can be placed into a playlist.
- Dynamically update menu boards that are already deployed—If menu boards are currently being displayed in the venue under script control, then a concessionaire can make a change to that theme and publish it to automatically update what appears on the menu boards throughout the venue.

To publish a theme, complete the following steps:

-
- Step 1** On the left side of the Themes screen, select the menu that you want to publish.
- Step 2** In the menu bar, click the arrow to open the drop-down list of additional available commands. Click Publish Theme (Figure 13).

Figure 13 Publish Theme



- Step 3** When the theme successfully publishes, a message box is displayed (Figure 14).

Figure 14 Publish Success Message Box



- Step 4** Click **Ok**.
-

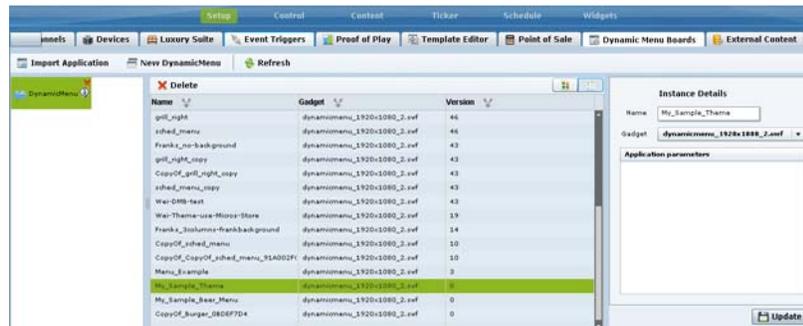
How to Assign a Gadget to a Published Menu Theme

In Cisco StadiumVision Director Release 3.0, the menu theme is automatically published to the default gadget. If you reinstall a custom gadget after you already have themes built and published, you need to go to the Control Panel to verify that your existing themes are still associated with the correct gadget. The gadget assignment could change depending on whether or not the predefined gadget is still in the newly updated GAR.

To assign a gadget to a published menu theme, complete the following steps:

- Step 1** Log into Cisco StadiumVision Director as an administrator.
- Step 2** From the main menu, click **Control Panel**.
- Step 3** Go to **Setup > Dynamic Menu Boards**.
- Step 4** In the Name box, select the menu theme that you want to assign to a gadget.
The Instance Details for the theme is displayed. By default, the menu is assigned to the dynamicmenu_1920x1080_2.swf gadget.

Figure 15 Dynamic Menu Boards Assign Gadget



- Step 5** In the Gadget box, click the arrow to open the drop-down list box to reveal all of the installed gadgets in the system. Select the gadget that you want to assign to the menu theme.
- Step 6** Click **Update**.

What to Do Next

After you have completed creating and publishing a menu theme, complete the following steps to configure it for display:

1. Create a playlist from the Control Panel for the menu that you created. Menus are categorized in the “By Type” folder under the “custom_app_instance” type (Figure 16).

Figure 16 Control Panel Content Screen



2. Create an event script to run the playlist.

3. Schedule the script to display the content on a TV.



Appendix A: DMB Default Menu Theme Reference

First Published: August 2, 2012

[Table 1](#) shows examples of the Dynamic Menu Board default themes with sample content, and provides detailed information about the characteristics of each layout.

Table 1 Previews of Dynamic Menu Board Themes and Layouts

Theme Preview with Sample Content	Description	User Interface Snapshot
	<p>Beer layout—1-column display with black text.</p> <ul style="list-style-type: none"> Background graphic (Beer1column)—Menu title “Beer” part of graphic, but not configurable. Column start at (600, 380). Headers—None supported. Menu item fields (configurable): <ul style="list-style-type: none"> Name Price Menu item font: Black, Gotham-Bold, 60 pt. 	 <p>Note The header level name field is blank in the UI hierarchy, and the Display on Menu option is configured as No.</p>
	<p>Burgers layout—2-column display with black text.</p> <ul style="list-style-type: none"> Background graphic (Burgers2column)—Menu title “Burgers” part of graphic, but not configurable. Two columns (not configurable): <ul style="list-style-type: none"> Column1 start at (70, 320) Column2 start at (960, 320) Headers—Four, predefined as images 578x92: <ul style="list-style-type: none"> Sandwich & Entree Snacks Beverages Alcoholic Beverages Menu item fields (configurable): <ul style="list-style-type: none"> Name Price Menu item font: Black, Arial, 36 pt. 	 <p>Note The header Name and Description fields are visible in the UI hierarchy only and do not appear on the menu display. The display shows the content of the predefined images.</p>

Table 1 Previews of Dynamic Menu Board Themes and Layouts (continued)

Theme Preview with Sample Content	Description	User Interface Snapshot
	<p>Cisco cola layout—3-column display with white text.</p> <ul style="list-style-type: none"> • Background graphic (Drink3column)—No menu title; “Cisco cola” image part of graphic. • Three columns (not configurable): <ul style="list-style-type: none"> – Column1 start at (0, 0) – Column2 start at (640, 0) – Column3 start at (1280, 0) • Headers—Three, predefined as images 639x648. • Menu item fields supported in Column1 and Column3 only (configurable): <ul style="list-style-type: none"> – <i>Name</i> – <i>Price</i> • Menu item font: White, Arial, 32 pt. 	 <p>Note The header level name field is blank in the UI hierarchy, but the Display on Menu option is configured as Yes, and an image is defined for the content.</p>

Table 1 Previews of Dynamic Menu Board Themes and Layouts (continued)

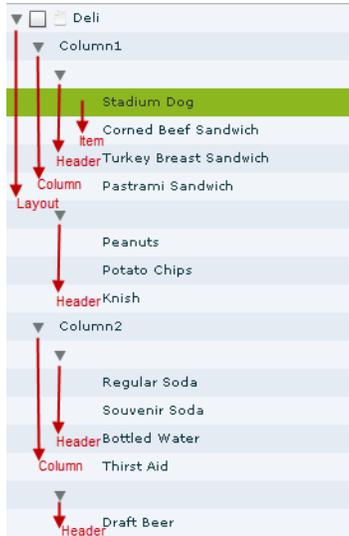
Theme Preview with Sample Content	Description	User Interface Snapshot
	<p>Deli layout—2-column display with maroon text.</p> <ul style="list-style-type: none"> Background graphic (Deli2column)—Menu title “Delicatessen” part of graphic, but not configurable. Two columns (not configurable): <ul style="list-style-type: none"> Column1 start at (70, 283) Column2 start at (960, 283) Headers—Four, predefined as images 632x89: <ul style="list-style-type: none"> Sandwich & Entree Snacks Beverages Alcoholic Beverages Menu item fields (configurable): <ul style="list-style-type: none"> Name Price Menu item font: Maroon, Arial, 36 pt. 	 <p>Note The header level name field is blank in the UI hierarchy, but the Display on Menu option is configured as Yes, and an image is defined for the content.</p>

Table 1 Previews of Dynamic Menu Board Themes and Layouts (continued)

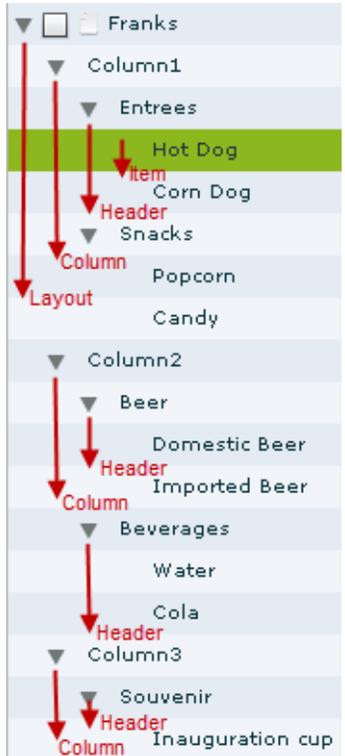
Theme Preview with Sample Content	Description	User Interface Snapshot
	<p>Franks layout—3-column display with yellow text.</p> <ul style="list-style-type: none"> Background graphic (Franks3column)—Menu title “Franks” part of graphic, but not configurable. Three columns (not configurable): <ul style="list-style-type: none"> Column1 start at (24, 248) Column2 start at (656, 248) Column3 start at (1292, 248) Headers—Five textual, predefined (configurable): <ul style="list-style-type: none"> Two per column for Column1 (Entrees / Snacks) and Column2 (Beer / Beverages); one for Column3 (Souvenir) Configured as text in <i>Name</i> field only (Yellow, Arial 54 pt). Menu item fields (configurable): <ul style="list-style-type: none"> <i>Image</i> <i>Name</i> <i>Price</i> Menu item font: Yellow, Arial, 36 pt. 	
	<p>Whiskey layout—1-column display with white text.</p> <ul style="list-style-type: none"> Background graphic (ScotchBar1column)—Menu title “Scotch Whiskey Bar” and whiskey glass part of graphic, but not configurable. Column start at (70, 250). Headers—Two, predefined as images 506x190 (Beer & Wine / Mixed Drinks). Menu item fields (configurable): <ul style="list-style-type: none"> <i>Name</i> <i>Price</i> Menu item font: White, Arial, 48 pt. 	 <p>Note The header level name field is blank in the UI hierarchy, but the Display on Menu option is configured as Yes, and an image is defined for the content.</p>

Table 1 Previews of Dynamic Menu Board Themes and Layouts (continued)

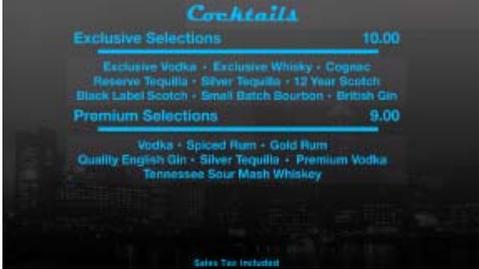
Theme Preview with Sample Content	Description	User Interface Snapshot
<p data-bbox="94 310 110 331">1</p>  <p data-bbox="94 632 613 751">Tip This layout is intended for use with the Bar left and Bar right layouts. Some venues have used this layout to provide a stream of the game.</p>	<p data-bbox="618 310 1117 407">Bar center layout (Cisco City Bar Center Screen)—1-column display, centered with blue text.</p> <ul data-bbox="618 422 1117 1377" style="list-style-type: none"> • Background graphic (Bar_Center_bg). • Two soft columns (not configurable): <ul data-bbox="678 516 1117 646" style="list-style-type: none"> – Column1 (Cocktails) start at (744, 0) – Column2 (Sales Tax Included) start at (744, 0) • Headers—Two textual, predefined (configurable): <ul data-bbox="678 741 1117 978" style="list-style-type: none"> – Header1—Configured as text “Cocktails” in <i>Name</i> field (Blue, Magneto 90 pt). – Header2—Configured as text “Sales tax included” in <i>Name</i> field only (Blue, Helvetica Neue LT Std 60 pt, Style 75 Bold). • Menu item fields (configurable): <ul data-bbox="678 1041 1117 1108" style="list-style-type: none"> – <i>Name</i> – <i>Price</i> • Menu item font: Blue, Helvetica Neue LT Std, 60 pt. • Static blue bar follows the “Exclusive Selections” and “Premium Selections” menu items. • The drink lists are defined as images 1354x190 (drinklist1, drinklist2) 	

Table 1 Previews of Dynamic Menu Board Themes and Layouts (continued)

Theme Preview with Sample Content	Description	User Interface Snapshot
 <p>Tip This template is designed for a video region or graphic to be overlaid on the left side.</p>	<p>Bar left layout (Cisco City Bar Left Screen)—1-column display, left-aligned with blue text.</p> <ul style="list-style-type: none"> • Background graphic (Bar_Left_bg). • Two soft columns (not configurable): <ul style="list-style-type: none"> – Column1 (Beer & Wine) start at (660, 38). – Column2 (House Wine Selections) start at (660, 38). • Headers—Two textual, one predefined (configurable): <ul style="list-style-type: none"> – Header1—Configured as text “Beer & Wine” in <i>Name</i> field (Blue, Magneto 90 pt). – Header2—Not hidden, but no text in <i>Name</i> field. • Menu item fields (configurable): <ul style="list-style-type: none"> – <i>Name</i> – <i>Description</i> – <i>Price</i> • Menu item font: Blue, Helvetica Neue LT Std, 60 pt, Style 75 Bold. • Menu description font: Blue, Helvetica Neue LT Std, 36 pt, Style 75 Bold. 	

Table 1 Previews of Dynamic Menu Board Themes and Layouts (continued)

Theme Preview with Sample Content	Description	User Interface Snapshot																
 <p>Specialty Drinks</p> <table border="1"> <tr><td>Frozen Margarita</td><td>11.25</td></tr> <tr><td>Strawberry Daiquiri</td><td>11.25</td></tr> <tr><td>Mohito</td><td>12.25</td></tr> </table> <p>The original Cuban cocktail featuring American Rum, our own mango nix, a splash of club soda and fresh lime.</p> <table border="1"> <tr><td>Mixed Margarita</td><td>11.25</td></tr> <tr><td>Mixed Vodka</td><td>11.25</td></tr> </table> <p>Silver Tequila, sweet & sour and orange liqueur Infused Vodka, pomegranate juice and orange liqueur</p> <p>Soft Drinks Water Snacks</p> <table border="1"> <tr><td>Bottled Water</td><td>4.75</td></tr> <tr><td>Snacks</td><td>4.00</td></tr> <tr><td></td><td>5.25</td></tr> </table>	Frozen Margarita	11.25	Strawberry Daiquiri	11.25	Mohito	12.25	Mixed Margarita	11.25	Mixed Vodka	11.25	Bottled Water	4.75	Snacks	4.00		5.25	<p>Bar right layout (Cisco City Bar Right Screen)—1-column display, right-aligned with blue text.</p> <ul style="list-style-type: none"> • Background graphic (Bar_Right_bg). • Four soft columns (not configurable): <ul style="list-style-type: none"> – Column1 (Specialty Drinks) start at (60, 0) – Column2 (Mixed Margarita) start at (60, 440) – Column3 (Soft Drinks Water Snacks) start at (60, 695) – Column4 (Bottled Water) start at (60, 916) • Headers—Four textual, two predefined (configurable): <ul style="list-style-type: none"> – Header1—Configured as text “Specialty Drinks” in <i>Name</i> field (Blue, Magneto 90 pt). – Header2—Hidden. – Header3—Configured as text “Soft Drinks Water Snacks” in <i>Name</i> field only (Blue, Helvetica Neue LT Std 60 pt, Style 75 Bold). – Header4—Hidden. • Menu item fields (configurable): <ul style="list-style-type: none"> – <i>Image</i> (302x110)—Supported only for items under Column3 hierarchy. – <i>Name</i> – <i>Description</i> (Supported only for items under Column1 and Column2 hierarchy) – <i>Price</i> • Menu item font: Blue, Helvetica Neue LT Std, 60 pt, Style 75 Bold. • Menu description font: Blue, Helvetica Neue LT Std, 36 pt, Style 75 Bold. (Column2 menu items only) 	 <p>bar_right Cisco City Bar Right Screen</p> <ul style="list-style-type: none"> Specialty Drinks <ul style="list-style-type: none"> Frozen Margarita Strawberry Daiquiri Mohito Mixed Margarita Mixed Vodka Soft Drinks Water Snacks <ul style="list-style-type: none"> Bottled Water Snacks <p>Annotations in the screenshot include: Layout, Header, Item, Column, and Description.</p>
Frozen Margarita	11.25																	
Strawberry Daiquiri	11.25																	
Mohito	12.25																	
Mixed Margarita	11.25																	
Mixed Vodka	11.25																	
Bottled Water	4.75																	
Snacks	4.00																	
	5.25																	

Tip This template is designed for a video region or graphic to be overlaid on the right side.

Table 1 Previews of Dynamic Menu Board Themes and Layouts (continued)

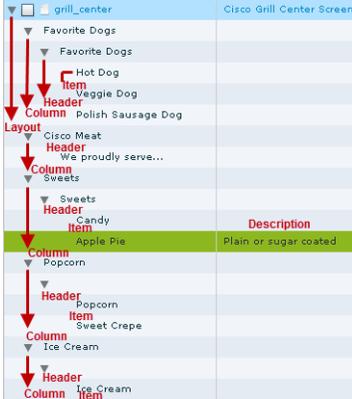
Theme Preview with Sample Content	Description	User Interface Snapshot
 <p>Tip This layout is intended for use with the Grill left and Grill right layouts.</p>	<p>Grill center layout (Cisco Grill Center Screen)—2-column display with white text.</p> <ul style="list-style-type: none"> Background graphic (Grill_Center_bg). Six soft columns (not configurable): <ul style="list-style-type: none"> Column1 (Favorite Dogs) start at (20, 13) Column2 (Cisco Meat) start at (74, 364) Column3 (Sweets) start at (980, 13) Column4 (Popcorn) start at (870, 320) Column5 (Ice Cream) start at (870, 442) Column6 (Sales Tax Included) start at (787, 660) Headers—Two textual, four graphical, six predefined (configurable): <ul style="list-style-type: none"> Header1—Configured as text “Favorite Dogs” in <i>Name</i> field (Red, Forte 80 pt). Header2—Configured as text “We proudly serve. . .” in <i>Name</i> field (White, Gotham 36 pt) and Cisco Meats image (300x126). Header3—Configured as text “Sweets” in <i>Name</i> field only (Red, Forte 80 pt). Header4—Image only (312x122). Header5—Image only (135x206). Header6—Configured as text “Sales Tax Included.” (White, Gotham 36 pt) Menu item fields (configurable): <ul style="list-style-type: none"> <i>Name, Price</i> <i>Description</i> (Supported only for items under Column3 hierarchy) Menu item font: White, Helvetica Neue LT Std, 60 pt, Style 75 Bold. Menu description font: White, Gotham 36 pt. (Column3 menu items only) 	

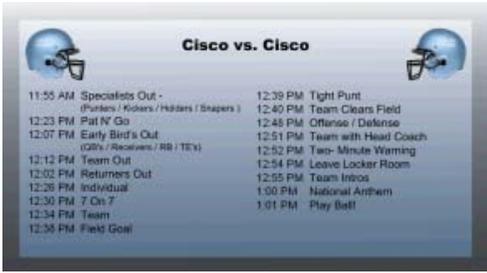
Table 1 Previews of Dynamic Menu Board Themes and Layouts (continued)

Theme Preview with Sample Content	Description	User Interface Snapshot
 <p>Tip This template is designed for a video region or graphic to be overlaid on the left side.</p>	<p>Grill left layout (Cisco Grill Left Screen)—1-column display, left-aligned with white text.</p> <ul style="list-style-type: none"> Background graphic (Grill_Left_bg). Four soft columns (not configurable): <ul style="list-style-type: none"> Column1 (Snacks) start at (686, 13) Column2 (Fried Sides) start at (686, y) Column3 (Peanuts) start at (686, y) Column4 (Kids) start at (686, 792) Headers—Two textual, four graphical, six predefined (configurable): <ul style="list-style-type: none"> Header1—Configured as text “Snacks” in <i>Name</i> field (Red, Forte 80 pt). Header2—Hidden. Header3—Hidden. Header4—Configured as text “Kids” in <i>Name</i> field (Red, Forte 80 pt). Menu item fields (configurable): <ul style="list-style-type: none"> <i>Image</i> (Supported only for Column2 and Column4 hierarchies)—Fried Sides (242x126); Kids Meal (140x165) <i>Name</i> <i>Description</i> (Supported only for items under Column1 and Column4 hierarchy) <i>Price</i> Menu item font: White, Helvetica Neue LT Std, 60 pt, Style 75 Bold. Menu description font: White, Gotham 36 pt. (Column3 menu items only) 	

Table 1 Previews of Dynamic Menu Board Themes and Layouts (continued)

Theme Preview with Sample Content	Description	User Interface Snapshot																						
 <p>Beer</p> <table border="0"> <tr><td>Large Premium Draft Beer</td><td>10.00</td></tr> <tr><td>Regular Premium Draft Beer</td><td>9.75</td></tr> <tr><td>Large Draft Beer</td><td>9.25</td></tr> <tr><td>Regular Draft Beer</td><td>8.00</td></tr> </table> <p>Beverages</p> <table border="0"> <tr><td>Large Soda</td><td>4.75</td></tr> <tr><td>Souvenir Soda</td><td>6.50</td></tr> <tr><td>Regular Soda</td><td>3.75</td></tr> <tr><td>Coffee</td><td>3.25</td></tr> <tr><td>Hot Chocolate</td><td>3.25</td></tr> <tr><td>Sparkling Water</td><td>5.00</td></tr> <tr><td>Bottled Water</td><td>4.00</td></tr> </table> <p>Tip This template is designed for a video region or graphic to be overlaid on the right side.</p>	Large Premium Draft Beer	10.00	Regular Premium Draft Beer	9.75	Large Draft Beer	9.25	Regular Draft Beer	8.00	Large Soda	4.75	Souvenir Soda	6.50	Regular Soda	3.75	Coffee	3.25	Hot Chocolate	3.25	Sparkling Water	5.00	Bottled Water	4.00	<p>Grill right layout (Cisco Grill Right Screen)—1-column display, right-aligned with white text.</p> <ul style="list-style-type: none"> Background graphic (Grill_Right_bg). One soft columns (not configurable): <ul style="list-style-type: none"> Column1 (Beerbeverages) start at (72, 13) Headers—Two textual, predefined (configurable): <ul style="list-style-type: none"> Header1—Configured as text “Beer” in <i>Name</i> field (Red, Forte 80 pt). Header2—Configured as text “Beverages” in <i>Name</i> field (Red, Forte 80 pt). Menu item fields (configurable): <ul style="list-style-type: none"> <i>Name</i> <i>Price</i> Menu item font: White, Helvetica Neue LT Std, 60 pt, Style 75 Bold. 	
Large Premium Draft Beer	10.00																							
Regular Premium Draft Beer	9.75																							
Large Draft Beer	9.25																							
Regular Draft Beer	8.00																							
Large Soda	4.75																							
Souvenir Soda	6.50																							
Regular Soda	3.75																							
Coffee	3.25																							
Hot Chocolate	3.25																							
Sparkling Water	5.00																							
Bottled Water	4.00																							

Table 1 Previews of Dynamic Menu Board Themes and Layouts (continued)

Theme Preview with Sample Content	Description	User Interface Snapshot																		
 <p>The screenshot shows a menu board titled "Cisco vs. Cisco" with a background graphic of a football helmet. It displays a schedule of events in two columns:</p> <table border="1"> <tr> <td>11:55 AM Specialists Out - (Punters / Kickers / Holders / Snappers)</td> <td>12:39 PM Tight Punt</td> </tr> <tr> <td>12:23 PM Pat N' Go</td> <td>12:40 PM Team Clears Field</td> </tr> <tr> <td>12:07 PM Early Bird's Out (QB's / Receivers / RB / TE's)</td> <td>12:45 PM Offense / Defense</td> </tr> <tr> <td>12:12 PM Team Out</td> <td>12:51 PM Team with Head Coach</td> </tr> <tr> <td>12:02 PM Returners Out</td> <td>12:52 PM Two-Minute Warning</td> </tr> <tr> <td>12:26 PM Individual</td> <td>12:54 PM Leave Locker Room</td> </tr> <tr> <td>12:30 PM 7 On 7</td> <td>12:55 PM Teams Intro</td> </tr> <tr> <td>12:34 PM Team</td> <td>1:00 PM National Anthem</td> </tr> <tr> <td>12:38 PM Field Goal</td> <td>1:01 PM Play Ball!</td> </tr> </table>	11:55 AM Specialists Out - (Punters / Kickers / Holders / Snappers)	12:39 PM Tight Punt	12:23 PM Pat N' Go	12:40 PM Team Clears Field	12:07 PM Early Bird's Out (QB's / Receivers / RB / TE's)	12:45 PM Offense / Defense	12:12 PM Team Out	12:51 PM Team with Head Coach	12:02 PM Returners Out	12:52 PM Two-Minute Warning	12:26 PM Individual	12:54 PM Leave Locker Room	12:30 PM 7 On 7	12:55 PM Teams Intro	12:34 PM Team	1:00 PM National Anthem	12:38 PM Field Goal	1:01 PM Play Ball!	<p>Sched menu layout (Cisco Coach Schedule Menu)—2-column display with black text.</p> <ul style="list-style-type: none"> • Background graphic (coachmessage_outofbox). • Three soft columns (not configurable): <ul style="list-style-type: none"> – Column1 (sched_head1) start at (0, 124) – Column2 (sched_col1) tart at (103, 344) – Column3 (sched_col2) start at (1000, 344) • Headers—Three textual, predefined (configurable): <ul style="list-style-type: none"> – Header1—Configured as text “Cisco vs. Cisco” in <i>Name</i> field (Black, Arial 60 pt). – Header2—Hidden. – Header3—Hidden. • Menu item fields (configurable): <ul style="list-style-type: none"> – <i>Name</i> – <i>Description</i> (Supported only for items under Column2 and Column3 hierarchy) – <i>Price</i> (entered as text for the time) • Menu item font: Black, Arial, 44 pt. • Menu description font: Black, Arial Bold 36 pt. (Column2 and Column3 menu items only) 	 <p>The snapshot shows a tree view of the menu structure:</p> <ul style="list-style-type: none"> Layout <ul style="list-style-type: none"> Column <ul style="list-style-type: none"> Header <ul style="list-style-type: none"> Header Item <ul style="list-style-type: none"> Specialists Out - (Punters / Kickers / Holders / Snappers) Pat N' Go Early Bird's Out (QB's / Receivers / RB / TE's) Team Out Returners Out Individual 7 On 7 Team Field Goal Column <ul style="list-style-type: none"> Header <ul style="list-style-type: none"> Header Item <ul style="list-style-type: none"> Tight Punt Team Clears Field
11:55 AM Specialists Out - (Punters / Kickers / Holders / Snappers)	12:39 PM Tight Punt																			
12:23 PM Pat N' Go	12:40 PM Team Clears Field																			
12:07 PM Early Bird's Out (QB's / Receivers / RB / TE's)	12:45 PM Offense / Defense																			
12:12 PM Team Out	12:51 PM Team with Head Coach																			
12:02 PM Returners Out	12:52 PM Two-Minute Warning																			
12:26 PM Individual	12:54 PM Leave Locker Room																			
12:30 PM 7 On 7	12:55 PM Teams Intro																			
12:34 PM Team	1:00 PM National Anthem																			
12:38 PM Field Goal	1:01 PM Play Ball!																			



Appendix B: Advanced Architecture and DMB Customizations

First Published: August 2, 2012

This module is intended for administrators and provides more in-depth information about the Dynamic Menu Board (DMB) architecture and how to deploy customizations to the default gadget file to support new or modified menu layouts from the default layouts and themes provided by Cisco StadiumVision Director.

It includes the following topics:

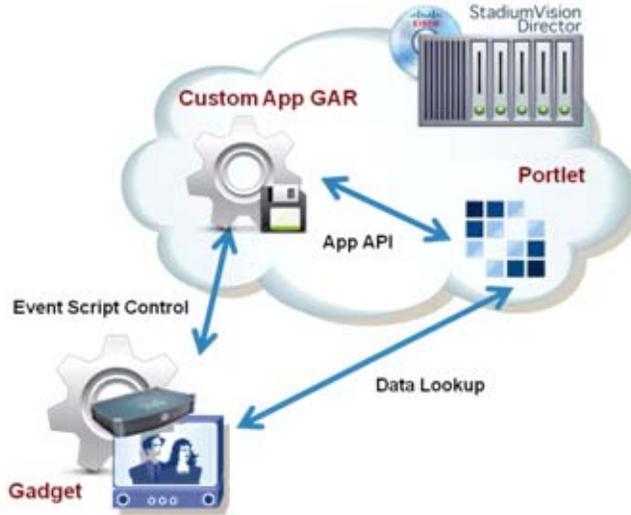
- [Advanced DMB Application Architecture, page 85](#)
- [Workflow Summary, page 87](#)
- [How to Deploy Customized Gadgets, page 88](#)
- [What to Do Next, page 91](#)

Advanced DMB Application Architecture

[Figure 1](#) shows the three primary architectural components of the DMB application:

- Custom App GAR
- Gadget
- Portlet

Figure 1 DMB Application Components



Custom App GAR

The DMB installation supports a single Gadget Archive (GAR) file named “dynamenu.gar.”

The GAR file is a simple Java jar archive file that contains the XML, gadget (SWF), and image files, as well as other information that Cisco StadiumVision Director server needs to deploy the menu board and make it available on the Digital Media Player (DMP).

The GAR file can be exported and imported into Cisco StadiumVision Director to install updates for customizations to the default menu boards. The dynamenu.gar files consists of the following files and folders:

- GADGET-INF—Folder contains the gadget.xml file.
- delithumb.jpg
- dynamicmenu_1920x1080_2.jpg
- dynamicmenu_1920x1080_2.swf
- puzzle.jpg



Note

The META-INF folder contains the manifest.mf file which is an internal Java file used by the Jar utility. This folder and file can be ignored.

XML File

The gadget.xml file is an important required file, and defines the rest of what also needs to be in the GAR file. For example, the files delithumb.jpg, puzzle.jpg, and the corresponding gadgets with their icons depend on what is specified in the gadget.xml file.

The XML file must be called gadget.xml and must be in the GADGET-INF folder. There can be multiple elements of <gadget> representing multiple gadgets in the file.

The following example shows the XML elements for the DMB application in the gadget.xml file in Cisco StadiumVision Director Release 3.0:

```
?xml version="1.0" encoding="UTF-8"?>
<custom-app name="DynamicMenu" description="Menu Boards" thumbnail="puzzle.jpg" >
  <portletUrl>http://${sne_registry.portletUrl}/sv_menu/data/dynamicMenu</portletUrl>
  <mcastChannel>com.cisco.sv.gadget.DynamicMenu</mcastChannel>
  <version>1.1</version>
  <gadget name="dynamicmenu_1920x1080_2.swf" filename="dynamicmenu_1920x1080_2.swf"
  thumbnail="dynamicmenu_1920x1080_2.jpg" />
</custom-app
```

Gadget

The gadget is an Adobe Shockwave Flash (SWF) file that runs in the DMP, and an event script in Cisco StadiumVision Director controls the gadget and defines what areas of the display that it uses. The gadget listens for updates from Cisco StadiumVision Director that is defined in the XML file, and it makes calls to the portlet to retrieve data.

The DMB application in the portlet uses the gadget file to process the menu object, which determines the formatting characteristics of the graphic for a particular menu layout and how the different areas of the theme are processed and displayed by the DMP. For example, the default SWF file determines the overall size of the menu (1920x1080), as well as the fonts, sizes, and position of headers and items. This level of formatting is not configurable within the DMB application itself, so you cannot modify those characteristics directly—they are predefined by the SWF file. For more information about the default themes, see the [“Appendix A: DMB Default Menu Theme Reference”](#).

If you want to change the default menu theme definitions in Cisco StadiumVision Director, you can create a customized gadget (SWF) and reinstall it in Cisco StadiumVision Director. In Cisco StadiumVision Director Release 3.0, multiple SWF files are supported.



Note

Customizing the gadget requires expertise in Flash coding, which is not described in this module. For help in customizing a gadget, contact your Cisco Systems representative.

Portlet

The portlet includes the DMB application, and it supports requests from the gadget. The portlet can look up data from a database in Cisco StadiumVision Director.

Workflow Summary

To create and deploy customized gadgets to support new menu themes, complete the following tasks:

1. Design the new menu attributes with your site team.



Tip

Refer to the [“Appendix A: DMB Default Menu Theme Reference”](#) as a starting point to modify the look and feel of the menus for your venue.

2. Export the GAR file from Cisco StadiumVision Director.

3. Create a new gadget SWF that defines the layout, menu size, fonts, sizes, and position of headers and items.

**Caution**

Be sure to save the modified gadget with a new file name. Do *not* use the “dynamicmenu_1920x1080_2.swf” to prevent overwriting during upgrades.

4. Modify the gadget.xml file to add the information about the new gadget element and modify the thumbnail file to be associated with the gadget as desired.

**Tip**

You can use different JPG icons for each gadget. This will help you quickly differentiate menu custom_app_instances associated with different gadgets in the Control Panel.

5. Re-package the GAR file using a JAR or ZIP utility to add the new gadget file, any new thumbnails, and the modified gadget.xml file.

Each time you upload a GAR file, it defines the full set of gadgets available in Cisco StadiumVision Director. If you want the original SWF gadget and your new customized gadget, put both of them in your new dynamenu.gar file.

6. Import the modified GAR file in **Control Panel > Setup > Dynamic Menu Boards**.

How to Deploy Customized Gadgets

This section includes the following tasks:

- [Exporting the GAR File, page 88](#) (required)
- [Modifying the Gadget XML File, page 89](#) (required)
- [Repackaging and Importing the GAR File, page 90](#) (required)
- [What to Do Next, page 91](#) (required)

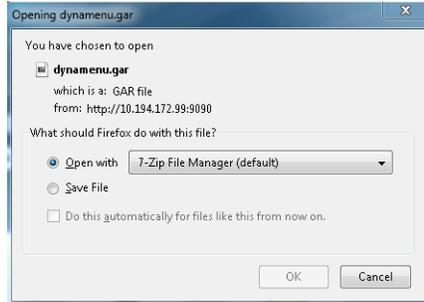
Exporting the GAR File

To export the GAR file, complete the following steps:

- Step 1** Log into Cisco StadiumVision Director as an administrator.
- Step 2** From your browser, go to the following URL, where *ip-address* is the IP address of your Cisco StadiumVision Director server:

```
http://ip-address:9090/download/dynamenu.gar
```
- Step 3** In the Opening dynamenu.gar dialog box, choose the **Open with** or **Save File** options specifying your application information as applicable. [Figure 2](#) shows how to specify opening the dynamenu.gar using the 7-Zip application.

Figure 2 Opening dynamenu.gar Dialog Box



Step 4 Click **Ok**.

Step 5 After you have opened or saved the dynamenu.gar file, extract its contents to your local drive.

Modifying the Gadget XML File

This section describes the guidelines and how to modify the gadget XML file to support customizations in Cisco StadiumVision Director.

Guidelines

Before you modify the gadget XML file, consider the following requirements and guidelines:

- Do not modify the following areas of the “custom-app” element:
 - name= attribute
 - portletURL
 - mcastChannel
- You can increment the “version” element to help confirm that the customized GAR version has been uploaded to Cisco StadiumVision Director.

From the Control Panel, you can go to **Setup > Dynamic Menu Boards**. The custom application instances have an “i” button to display information about the application (Figure 3). If you click that button, the metadata associated with the custom application instance, including the version number is displayed.

Figure 3 Custom Application Instance Information Button



Procedure

To modify the gadget XML file, complete the following steps:

Step 1 Go to the GADGET-INF folder.



Tip To protect the original version of the gadget.xml file, make a copy of it and save it to another location in case you want to back out any changes.

Step 2 Open the gadget .xml file and locate the default “gadget” element.

The following example shows the XML elements for the DMB application in the gadget.xml file in Cisco StadiumVision Director Release 3.0:

```
?xml version="1.0" encoding="UTF-8"?>
<custom-app name="DynamicMenu" description="Menu Boards" thumbnail="puzzle.jpg" >
  <portletUrl>http://${sne_registry.portletUrl}/sv_menu/data/dynamicMenu</portletUrl>
  <mcastChannel>com.cisco.sv.gadget.DynamicMenu</mcastChannel>
  <version>1.1</version>
  <gadget name="dynamicmenu_1920x1080_2.swf" filename="dynamicmenu_1920x1080_2.swf"
  thumbnail="dynamicmenu_1920x1080_2.jpg"/>
</custom-app
```

Step 3 Copy the <gadget /> line and paste it below the current line:

```
?xml version="1.0" encoding="UTF-8"?>
<custom-app name="DynamicMenu" description="Menu Boards" thumbnail="puzzle.jpg" >
  <portletUrl>http://${sne_registry.portletUrl}/sv_menu/data/dynamicMenu</portletUrl>
  <mcastChannel>com.cisco.sv.gadget.DynamicMenu</mcastChannel>
  <version>1.1</version>
  <gadget name="dynamicmenu_1920x1080_2.swf" filename="dynamicmenu_1920x1080_2.swf"
  thumbnail="dynamicmenu_1920x1080_2.jpg" /
  <gadget name="MY_NEW_GADGET.swf" filename="MY_NEW_GADGET.swf"
  thumbnail="dynamicmenu_1920x1080_2.jpg"/>
</custom-app
```

Step 4 Modify the **name=** and **filename=** attributes with the name of the new gadget.



Note The **thumbnail=** attribute specifies the picture that appears in the Control Panel for the DMB custom application instance for a menu theme published with this gadget.

Step 5 Save the gadget.xml file.

Repackaging and Importing the GAR File

To repackage and import the GAR file, complete the following steps:

Step 1 Open the dynamenu.gar file and replace and import the following files to it:

- gadget.xml in the GADGET-INF folder.
- New .swf gadget file.

- Step 2** Log into Cisco StadiumVision Director as an administrator.
- Step 3** From the main menu, click **Control Panel**.
- Step 4** Go to **Setup > Dynamic Menu Boards**.
- Step 5** Click **Import Application** (Figure 4).

Figure 4 *Dynamic Menu Boards Import Application*

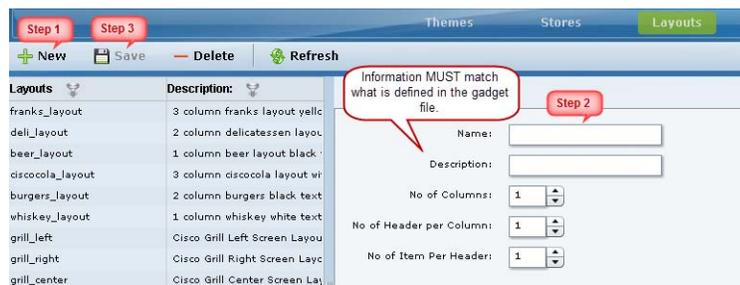


- Step 6** In the Select file to upload dialog box, locate the modified dyanmenu.gar file on your local system and click **Open**.

What to Do Next

- After you have installed a new gadget, the newly defined layouts in the gadget also must be defined in the DMB application by an administrator or concessionaire. You will need to go to the Layouts screen to specify the layout names and numbers of columns, headers, and items, and this information must match what is defined in the gadget file as shown in Figure 5.

Figure 5 *New Layout Creation Workflow*



- If new graphics are going to be used for the background, headers, or items for new menu layouts defined in the new gadget, be sure to upload them into the Image Gallery. For more information, see the [“Working with Images in the DMB Application”](#) module.
- Create new menu themes and publish them in Cisco StadiumVision Director. For more information, see the [“Creating and Updating Menu Boards”](#) module.

