



# Glossary of Terms

## 3

### **3-region L-wrapper template**

Fixed screen template provided by Cisco Vision Director to support the display of one video region and two non-video regions. The dimensions of the 3-region Lwrapper template cannot be customized.

## A

### **Album**

A collection of one or more files of a common content type in an SSC user workspace.

### **Asset**

Any digital content that can be added to a playlist or script such as still images, videos, and external URL addresses to aid in creating channels, templates and widgets for your script design.

### **Asset Library**

New feature application providing management of assets (content) in Cisco Vision Director.

## B

### **Batch target**

A special target that lets you build and/or publish multiple other targets in a single group (or “batch”). You can schedule batches to run at any time.

### **Block snippet**

A snippet that is created out of one or more paragraphs.

## C

### **Category**

Label that you can assign to an SSC album to abstract its contents and identify its purpose for selection in a script later by an administrator or content manager, without having to know specific album names.

### **CEC**

Consumer Electronics Control—A feature of HDMI designed to allow users to command and control devices connected through HDMI by using only one remote control.

### **Cisco store**

Collection of manually entered retail items for use on menu boards in the DMB application. Cisco stores consist of family groups, major groups, and items.

### **Condition tag**

A marker that you can apply to different areas of your content so that some sections show up in some of your outputs but not in others.

### **content**

Digital media that is presented on a TV display using a media player in Cisco Vision Director.

### **Cross-reference**

A navigation link that lets you connect text in one topic to another topic (or a bookmark within a topic). Cross-references let you create “automated” links that are based on commands you provide. This allows you to keep links consistent and change them in just one place by using the “xref” style.

## **D**

### **Display specification**

Set of TV display criteria and commands that are configured to ensure proper communication between the media player and the TV in the Cisco Vision Director Configuration.

### **Drop-down text**

A feature that lets you “hide” content in your topic. The content is expanded (and therefore displayed) when the user clicks an icon, usually an arrow.

## **E**

### **Event script**

Sets where and when the advertisements, video, and graphics will be displayed in the stadium and on a TV display. The event script is typically organized by a timeline of moments in a game or event, called event states, such as pre-game, first quarter, halftime, and game end.

### **Event state**

A point in an event script when content changes. Event states generally correspond to a timeline of moments in a game or event (such as pre-game, in-game, post-game, and so on) and define specific actions for a group and zone to perform in sequence during an event. There are two basic types of event states: sequential and adhoc.

## **F**

### **Family group**

Entity in a Cisco store in the DMB application that corresponds to the top level options on the menu such as Food, Beverages, Merchandise.

## **Footnote**

A comment that is used to explain a specific area of the text. Both the area in the text and the comment contain a number or symbol that ties the two together. A footnote (or endnote) comment can be placed at the end of a page, document, chapter, section, or book.

## **Full screen templates**

Standard templates provided in Cisco Vision Director to display either full-screen video or full-screen graphics in a fixed 1920x1080 region. The dimensions of the full screen templates cannot be customized.

## **G**

### **Group**

Subset of a zone that defines a collection of devices (DMPs) that all display the same content, using the same template. Groups consist of a set of locations in the hierarchy of zones, groups, and locations.

## **L**

### **Location**

Subset of a group that defines a specific place in the venue where devices (DMPs) reside. Locations are the most granular level in the hierarchy of zones, groups, and locations. A location consists of the physical location and display type, as well as the DMP associated with the location and display.

## **M**

### **Main Menu**

Landing page screen (after log-in) in Cisco Vision Dynamic Signage Director 6.0 release. This screen is dependent on user role privileges.

## **P**

### **Playlist**

A series of content items (static images, video, widgets) that are grouped together to display in sequential order (one-after-the-other) in a given region for a set duration and then repeat. Each playlist runs independently of other playlists, and multiple playlists can be run in any given event script.

### **POS store**

A point-of-sale store is a collection of items that are configured through integration with the DMB application, which determines the availability, content, and pricing of menu items for sale.

## **Proxy DMP**

A DMP with type “Location With Network” that can be set up as a proxy of another location in the venue so that you can view what is going to be displayed on a TV. This helps you to verify that the proper content is assigned for a particular group and location. It is only supported on the Cisco DMP 4310G.

## **R**

### **RBAC**

Role-Based Access Control. Facility in the Cisco Vision Director software that determines which software functions are accessible by defined user roles in the system.

## **S**

### **Scaling**

Scaling refers to support of two things: 1) Stretching of the content. 2) Showing only a portion of the content per display in a multi-screen video wall.

### **Screen template**

Defines the video and non-video regions and layout of a DMP display. Screen templates are used to create various layouts for the presentation of different types of content. Screen templates are assigned to zones or groups and apply to all locations within them.

### **Sequential state**

A state that is associated with a period of time in an event script that can be controlled manually or by a timer.

### **Single-sourcing**

To produce multiple outputs from one source.

### **Snippet**

A pre-set chunk of content that you can use in your project over and over. Snippets are similar to variables, but snippets are used for longer chunks of content that you can format just as you would any other content in your topic. In snippets, you can also insert tables, pictures, and whatever else can be included in a normal topic.

### **SNMP**

Simple Network Management Protocol. An Internet standard protocol for collecting and organizing information about devices such as routers, switches, and servers.

### **Span**

A tag that is used to group inline elements to format them with styles. A span tag doesn't perform any specific action; it simply holds the attributes (e.g., font size, color, font family) that you apply to inline content.

### **SSC**

Self-Service Content. Feature that provides a way for business users from a variety of functional areas at a venue to independently upload custom content directly to the Cisco Stadium Vision Director server and assign it to suites and devices for later pre-

sentation. SSC operates as an independent portal for content upload to Cisco StadiumVision Director.

**Staging content**

Pre-positioning and uploading content that is active for a given event script to the media players.

**Static graphics**

Images used for advertisements or informational messages that do not require motion. Static graphics are stored locally in Flash memory on the Cisco DMP 4310G.

**Stores**

Collections of items that can be linked to appear on one or more menu boards in the DMB application.

**Style**

An element that contain pre-set formatting properties. You can apply style classes to your content to change the way it looks. Using style classes instead of direct (or "in-line") formatting helps you work faster, more efficiently, and with more consistency in your topics. If you need to make changes to the formatting in the future, you do not need to change the formatting in each topic (as you would with direct formatting). Instead, change the formatting properties for that style in the appropriate stylesheet.

**Suites**

Physical or logical area in a venue.

**T****Table**

A group of intersecting columns and rows that you can add to a topic for various purposes, such as comparing one thing with another or giving field descriptions for a software dialog.

**Tag**

A label that can be applied to content items in the Cisco Vision Director Library Content screen to ease organization and filtering of content items available in the CMS. A good practice can be to name tags according to groups and zones in the venue and teams.

**Target**

One "instance" of an output type. When you build your final output, you are essentially building one or more of the targets in your project.

**Template**

See "Screen template" and "Flash template".

**Text snippet**

A snippet that is created out of a portion of one paragraph.

**Ticker**

Region that displays content received from an RSS feed (news, weather, or other dynamic information) over a customizable background. RSS feeds can come from external or internal sources.

**Topic**

A chunk of information about a particular subject. Topics are the most important part of a project. Everything else is contained within topics (e.g., hyperlinks, text, pictures) or points toward topics (e.g., table of contents, index, browse sequences). The very reason end users open a Help system is to find information, a little direction. They find that help within individual topics.

**TV-based tile matrix**

A video wall design that uses the native tile-matrix capabilities of the TV using RS-232 commands to control the display.

**V****Variable**

A pre-set term or content that you can use in your project over and over. Variables are similar to snippets, but variables are used for brief, non-formatted pieces of content (such as the name of your company's product or your company's phone number).

There are different kinds of variables: (1) those you create, (2) system variables, (3) Heading variables, or (4) Running HF variables for page headers and footers in printed output.

**Video wall**

Group of multiple displays that show synchronized content and convey a single, much larger screen.

**W****Widget**

Content object for external data. A widget is created using the Widgets layout tool for the External Content Integration feature, which is used to map real-time statistics or content from external data sources for output display in Cisco Vision Director.

**X****XML Editor**

The window in the Flare interface where you can add content and formatting to elements such as topics and snippets.

**Z****Zone**

Physical area of a Cisco Vision venue. Zones help classify broader sections of a venue to associate content and contain groups and locations.

<sup>1</sup>Venue Administrators can only edit the Display Specifications panel.

- <sup>2</sup>Support users can set up TV control PINs and channel guides for suites.
- <sup>3</sup>Venue Administrators can delete content associated (tagged) to the venues for which that venue admin is authorized. External content, channels, and Dynamic Menu Board (DMB) content items are global to all venues. Therefore, these global content items also can be deleted by the venue admin.
- <sup>4</sup>Venue Administrators and Venue Operators have script control only, and only for venues authorized by the Administrator for that user.
- <sup>5</sup>Help Desk users can view and monitor information on the Management Dashboard with read-only access. They also can run Get Status, Ping, Display IP, and Ping Test commands for DMPs in the Management Dashboard.
- <sup>6</sup>Support users can run Get Status, Ping, Display IP, Ping Test, TV On/Off, Set Display Input, Set Display Banner, Set Closed Captions, Set Video Channel, Cabling Test using TDR, and Show TDR Test Results commands.
- <sup>7</sup>Venue Administrators can view and monitor information on the Management Dashboard with read-only access to the venues for which permissions are granted. They also can run Get Status, Ping, Display IP, and Ping Test commands in the Management Dashboard for the DMPs in the venues at which that Venue Administrator is authorized.
- <sup>8</sup>Venue Operators can view and monitor information on the Management Dashboard with read-only access to the venues for which permissions are granted. They also can run Get Status, Ping, Display IP, and Query Syslog commands in the Management Dashboard for the DMPs in the venues at which that Venue Operator is authorized.
- <sup>9</sup>The SSC portal cannot be accessed directly from the Cisco Vision Dynamic Signage Director main menu or Configuration. Access to the user-specific portal is opened only by logging into Cisco Vision Dynamic Signage Director as an SSC user.
- <sup>10</sup>Synchronization applies only to video and still images. Synchronization cannot be guaranteed for other content such as tickers, external URLs, or widgets.

