



Cisco Vision Director Dynamic Menu Board and Store Configuration Guide

Release 6.3 and Later Releases

First Published: 2020-07-24

THE SPECIFICATIONS AND INFORMATION REGARDING THE PRODUCTS IN THIS MANUAL ARE SUBJECT TO CHANGE WITHOUT NOTICE. ALL STATEMENTS, INFORMATION, AND RECOMMENDATIONS IN THIS MANUAL ARE BELIEVED TO BE ACCURATE BUT ARE PRESENTED WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED. USERS MUST TAKE FULL RESPONSIBILITY FOR THEIR APPLICATION OF ANY PRODUCTS.

THE SOFTWARE LICENSE AND LIMITED WARRANTY FOR THE ACCOMPANYING PRODUCT ARE INCORPORATED HEREIN BY THIS REFERENCE. IF YOU ARE UNABLE TO LOCATE THE SOFTWARE LICENSE OR LIMITED WARRANTY, CONTACT YOUR CISCO REPRESENTATIVE FOR A COPY.

The Cisco implementation of TCP header compression is an adaptation of a program developed by the University of California, Berkeley (UCB) as part of UCB's public domain version of the UNIX operating system. All rights reserved. Copyright © 1981, Regents of the University of California.

NOTWITHSTANDING ANY OTHER WARRANTY HEREIN, ALL DOCUMENT FILES AND SOFTWARE OF THESE SUPPLIERS ARE PROVIDED "AS IS" WITH ALL FAULTS. CISCO AND THE ABOVE-NAMED SUPPLIERS DISCLAIM ALL WARRANTIES, EXPRESSED OR IMPLIED, INCLUDING, WITHOUT LIMITATION, THOSE OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NONINFRINGEMENT OR ARISING FROM A COURSE OF DEALING, USAGE, OR TRADE PRACTICE.

IN NO EVENT SHALL CISCO OR ITS SUPPLIERS BE LIABLE FOR ANY INDIRECT, SPECIAL, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING, WITHOUT LIMITATION, LOST PROFITS OR LOSS OR DAMAGE TO DATA ARISING OUT OF THE USE OR INABILITY TO USE THIS MANUAL, EVEN IF CISCO OR ITS SUPPLIERS HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

Any Internet Protocol (IP) addresses and phone numbers used in this document are not intended to be actual addresses and phone numbers. Any examples, command display output, network topology diagrams, and other figures included in the document are shown for illustrative purposes only. Any use of actual IP addresses or phone numbers in illustrative content is unintentional and coincidental.

All printed copies and duplicate soft copies of this document are considered uncontrolled. See the current online version for the latest version.

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco website at www.cisco.com/go/offices.

The terms HDMI and HDMI High-Definition Multimedia Interface, and the HDMI Logo are trademarks or registered trademarks of HDMI Licensing LLC in the United States and other countries.

Google, Google Play, Android and certain other marks are trademarks of Google Inc.

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: www.cisco.com/go/trademarks. Third-party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1721R)

Any Internet Protocol (IP) addresses and phone numbers used in this document are not intended to be actual addresses and phone numbers. Any examples, command display output, network topology diagrams, and other figures included in the document are shown for illustrative purposes only. Any use of actual IP addresses or phone numbers in illustrative content is unintentional and coincidental.

Document Title

© 2020 Cisco Systems, Inc. All rights reserved.



Contents

Cisco Vision Director Dynamic Menu Board and Store Configuration Guide	1
Preface	5
Document Revision History	5
Document Organization	5
Getting Started	7
Getting Acquainted with the Dynamic Menu Board (DMB)	7
Configuring Cisco Vision Director for DMB	7
Creating Menu Boards	8
Overview of the Dynamic Menu Board	9
Prerequisites for the DMB	9
Restrictions for the DMB Application	10
Advantages of the DMB	10
Cisco Vision Director DMB Architecture Basics	10
Role-Based Access Control	11
Dynamic Menu Board Components	12
Images	12
Layouts	12
Columns	12
Headers	13
Items	13
Stores	13
Themes	13
Dynamic Menu Board Widget	13
Video on Menu Boards	14
DMB Examples	14
Cisco Cola Menu Example	14
Bar Menu Board Set	15
Working with Stores	17
Information About Stores in Cisco Vision Director	17
Cisco Store Configuration	17
How to Configure Stores in Cisco Vision Director	18
Configuring Cisco Stores From the DMB Application	18

Prerequisites	18
Creating New Cisco Stores	18
Adding Family Groups, Major Groups, and Items to a Cisco Store	19
Modifying the Schedule of PosGetMenuTask	21
Working with Images	23
Image Guidelines	23
Accessing the DMB Images	23
Uploading Images to the Image Gallery	24
Displaying Image Characteristics	25
Working with the User Interface	27
Accessing the Dynamic Menu Board	27
Accessing the Dynamic Menu Board from Cisco Vision Director	27
Using the Themes Action Icons	28
Using the Themes Panel	28
Selecting Themes	28
Editing Themes	28
Creating and Updating Menu Boards	31
Workflow Summary	31
Dynamic Menu Board –Themes Tab	31
Configuration > Data Integration	32
Widget Designer Interface	33
Asset Library Interface	34
Script Management Interface	34
How to Create and Update Dynamic Menu Boards	35
Copying an Existing Theme	35
Restrictions	35
Procedure	35
Creating a New Theme	36
Prerequisites	36
Procedure	36
Specifying Menu Content	37
Modifying the Attributes of a Menu Theme	39
Managing User Access to Themes	39
Prerequisites	39
Procedure	39
What to Do Next	41
Appendix A: DMB Default Menu Theme Reference	43



Preface

This document provides information about the Dynamic Menu Board (DMB) application in Cisco Vision 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 Vision system administrators, content managers, and technical field engineers who are responsible for designing and deploying Cisco Vision 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 Vision 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
July 24, 2020	<ul style="list-style-type: none">■ Complete redesign of interface to HTML style menus.■ Updated all references to new product name: Cisco Vision Dynamic Signage Director.

Document Organization

Table 2 Chapter Information

Chapter	Description
Getting Started, page 7	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, page 9	Provides an introduction to the DMB application, including prerequisites, restrictions, advantages, and architecture.
Working with Stores, page 17	Provides an overview of stores and describes the tasks for configuring and updating store content in Cisco Vision Director for use in menus.

Table 2 Chapter Information

Chapter	Description
Working with Images, page 23	Describes some of the basic tasks for managing the images that are available for use in menu boards in the Asset Library for the DMB subsystem.
Working with the User Interface, page 27	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.
Creating and Updating Menu Boards, page 31	Describes how to create and modify menu boards and publish them for display on TVs.
Appendix A: DMB Default Menu Theme Reference, page 43	Shows examples of the Dynamic Menu Board default themes with sample content, and provides detailed information about the characteristics of each layout.



Getting Started

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 Dynamic Menu Board \(DMB\), page 7](#)
- [Configuring Cisco Vision Director for DMB, page 7](#)
- [DMB provides two mechanism for managing menu items:, page 7](#)

Getting Acquainted with the Dynamic Menu Board (DMB)

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

- [Dynamic Menu Board Widget, page 13](#)
- [Working with the User Interface, page 27](#)
- [Workflow Summary, page 31](#)

Configuring Cisco Vision Director for DMB

[Table 1 on page 7](#) describes all of the related tasks to configure Cisco Vision Director to support default or customized menu board creation, and integration with stores to support concessions and in-suite ordering services.

Table 1 DMB Configuration Tasks in Cisco Vision Director

Step	Task	Audience	Reference
1.	(Optional) Upload images for use in the new menu board.	■ Content Manager, Administrator	Working with Images, page 23
2.	Configure stores (or themes).	■ Concessionaire, Administrator	Working with Stores, page 17
3.	Create a new data source (“See managing menu items”).	■ Administrator	Configuration > Data Integration, page 32
4.	Create a new menu board widget.	■ Content Manager, Administrator	Dynamic Menu Board Widget, page 13

DMB provides two mechanism for managing menu items:

1. Stores. A menu store allows you to create virtual collection of menu items based on a logical grouping. You define what grouping makes sense to your use case. You can associate an existing image to a menu item. The focus for building a store is in defining the menu items and image associated with it. How the menu display layout is organized is not a concern when creating a store.

2. Theme. A menu theme is, in many ways, similar to a store but with display layout being a consideration. For this purpose, it leverages the menu layout to define what menu items will be grouped for presentation purposes. While you can still associate a background to a theme, this is not the preferred mechanism if your Concessionaire users' primary the primary users of DMB and these users main focus is managing menu item.

Creating Menu Boards

[Table 2](#) describes the tasks required to create a menu theme as well as to assign a widget. It includes a brief reference for how to select a menu widget 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 Vision Director

Step	Task	Audience	Reference
1.	Configure the menu theme.	<ul style="list-style-type: none"> ■ Administrator ■ Concessionaire 	<ul style="list-style-type: none"> ■ Creating and Updating Menu Boards, page 31 ■ Appendix A: DMB Default Menu Theme Reference, page 43
2.	Create a playlist in the Asset Library for the menu that you created.	<ul style="list-style-type: none"> ■ Administrator ■ Content Manager 	Workflow Summary, page 31



Overview of the Dynamic Menu Board

The DMB is a subsystem within Cisco Vision Director that allows you to add your own menu content for display in a menu board. The DMB menu themes support background graphics and both textual and graphical content depending on the predefined format for the selected theme and layout.

The new Cisco Vision Director HTML user interface allows you to quickly upload design menu content (images and video), create Menu Themes in the Data Integration interface, use the Designer Widget tool to preview your designs, and deploy them to a screen to check the output—all using Cisco Vision Director.

Note: When upgrading to the current release, all your previous menu graphics will be migrated into the **Asset Library** in a folder in the **Workspace** tree called **DynamicMenuBoard**. If a folder of that name already exists, Cisco Vision Director will append the folder name with 1, 2, and so on, to accommodate all of your menu image content.

While you can add items to a menu independently, or you can link to items that are already defined in Cisco stores in Cisco Vision Director, you need to decide whether you want to use a Store or Theme to implement as your data source for a menu board. 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 widget, you can preview what the menu will look like as you add and change menu items. You can deploy the menu to a DMP as you would any other Cisco Vision content, using the standard method of playlist and script creation using templates.

This module includes the following topics:

- [Prerequisites for the DMB, page 9](#)
- [Restrictions for the DMB Application, page 10](#)
- [Advantages of the DMB, page 10](#)
- [Cisco Vision Director DMB Architecture Basics, page 10](#)
- [Role-Based Access Control, page 11](#)
- [Dynamic Menu Board Components, page 12](#)
- [Dynamic Menu Board Widget, page 13](#)
- [DMB Examples, page 14](#)

Prerequisites for the DMB

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

- Be sure that you have a supported browser. Check the [Release Notes](#) for your version of Cisco Vision Director for browser details.
- You have a Cisco Vision Director user account that is configured for an administrator or concessionaire role.

- 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:

- 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 itself. This level of formatting is defined in the widget designer. The Administrator can upload Fonts using the Software Manager interface.
- Concessionaires cannot upload content to the **Asset Library**. Content must be uploaded by users with permission.

Advantages of the DMB

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

- 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 in Cisco Vision Director. While concessionaire users can associate new images for menu items or theme background, the Content Manager (or Administrator) has the ultimate control in uploading those images.
- 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 themes and layouts that can be updated by a concessionaire during an event.
- 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 venue. You can create two menu board showing the same menu items but with different background images to add a level of customization.
- Simultaneously change the menu board of an individual concession stand or multiple concession stands during an event.
- Hide menu items as needed (such as when sold out) during an event.

Cisco Vision Director DMB Architecture Basics

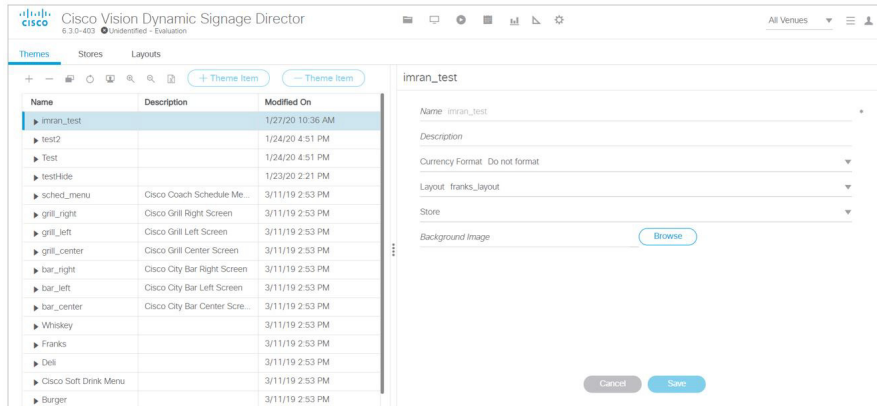
The Asset Library of Cisco Vision Director provides a repository of digital content. It manages image files that can be used in themes, stores, and in widgets.

Cisco Vision Director software includes a WYSIWYG designer for creating widgets. A widget can include images and text items. In the simplest case, you can implement a static menu board by creating a standalone widget that does not rely on themes and stores. In typical deployments, menu contents dynamically change. This is where the widget's powerful support for associating (or binding) widget components, such as text or graphics, to a data source comes in to play. Data binding is made possible due to the application's data integration capabilities.

Cisco Vision Director software provides a data integration subsystem that allows you to define a data source and selectively choose, and possibly transform, data that you want to consume in the widget. A menu theme or store is one of the many data source types supported by Cisco Vision Director.

To access the Dynamic Menu Board interface in Cisco Vision Director, click **More > Dynamic Menu Board** from the top right. The screen displays (Figure 1 on page 11).

Figure 1 Dynamic Menu Board Interface in Cisco Vision Director



Use the Dynamic Menu Board to configure the menu board layout, themes, and stores. Use the Cisco Vision Director Asset Library to select widgets to prepare the DMB items for inclusion in a playlist.

The event script controls the start/stop of a menu board widget and what area of the display it uses. The menu widget will typically be configured to fetch (or pull) the menu board text elements, such as the menu item names and menu item prices, from Cisco Vision Director.

Role-Based Access Control

Cisco Vision Director uses role-based access control (RBAC) to determine which software functions are accessible by users. [Table 1 on page 11](#) describes the related DMB functions that can be performed by user accounts with the assigned roles.

Table 1 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 Vision Director Access to all functions in the DMB application 	<ul style="list-style-type: none"> Configures integration with menu theme or store data sources Creates stores for the menu items Creates menu board widget
Concessionaire Note: cannot upload new content	<ul style="list-style-type: none"> Access to certain functions in the DMB application 	<ul style="list-style-type: none"> Creates and updates menu themes Creates stores only
Content Manager	Access to functions in Cisco Vision Director to configure event states/scripts, zones, groups, screen templates, playlists, and tickers	<ul style="list-style-type: none"> Manages image content for use in themes, stores, and in widgets Creates event scripts with DMB application instances to be played by DMPs for concessions Creates menu board widgets

Dynamic Menu Board Components

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

- [Images, page 12](#)
- [Layouts, page 12](#)
- [Images, page 12](#)
- [Layouts, page 12](#)

Images

Images can be associated to menus, sub-menus, and items. The groups, items, and images are configured through the Dynamic Menu Board interface. Images of items are used to display the available items on the designated TV in the concession stand. Use the Cisco Vision Director Asset **Library** interface to manage the images.

Layouts

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

Layouts determine what the general layout of and how the menu items will show on the screen. You can have multiple types of layouts within the system, but their formatting (for example, fonts, colors, location, and so on) are defined in the widget.

Note: Changes to a layout definition will not automatically update the theme. The number of columns, headers, etc., in a theme is determined by the definition of the associated layout at the time of theme creation only.

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, page 43](#) shows snapshots of the UI hierarchy for each sample layout.

The following sections provide descriptions of layout components:

- [Columns, page 12](#)
- [Headers, page 13](#)
- [Items, page 13](#)

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 widget list component (either rendered as text or graphics), which is seen in the widget designer when you add menu items, is responsible for formatting of items in a column.

Dynamic Menu Board Widget

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 **Theme** configuration. They always correspond to the *soft* columns and are normally labeled “Column1,” “Column2,” and so on.

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 selecting an existing 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, page 43](#) shows an example of this.

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.

Stores

Stores are collections of items that can be linked to appear on one or more menu boards. Cisco Vision Director supports a virtual Cisco store, which is a collection of manually entered items.

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 Cisco store.

Dynamic Menu Board Widget

The resulting menu that is created once you create a corresponding widget is a *Dynamic Menu Board Widget*. Dynamic menu widgets appear as gear icons on the Asset Library. You can schedule a dynamic menu widget (and any widget) in Cisco Vision Director just as you would any other piece of content. For example, you can add a dynamic menu widget 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 Vision 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 graphic or video.
- To insert a video region as though it were embedded or part of the menu background, do the following:
 - In the menu widget, do not use a background image. You may still use images for menu items.

TIP: Transparent regions must use .png format only.

- Create a template with a video region of the size of the full screen menu background.
- Create a non-video playlist for the menu widget.
- Create a video playlist for the video background.

When you add the menu widget and video to the playlist template, the menu items will be displayed on top of the video by default.

New in Release 6.3 is the ability to configure the video layer order while designing your content. For example, you can design a menu in HTML5 with a video background that will then display a video overlay (such as during a Moment of Exclusivity). Configure a new Display Parameter called **dmp.layerOrderMode**. See the Working with Screen Templates chapter of the [Cisco Vision Dynamic Signage Director Operations Guide](#).

DMB Examples

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

- [Cisco Cola Menu Example, page 14](#)
- [Bar Menu Board Set, page 15](#)

Cisco Cola Menu Example

Figure 2 on page 14 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 2 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 3 on page 15). By embedding pricing or text within the menu board images, it reduces the ability to do dynamic changes. Use widgets with text above the images, if desired.

DMB Examples

Note: You can upload alternative images to the Asset Library 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, page 43](#) for image size information.

Figure 3 Embedded Headers and Prices in Images



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 4 on page 15](#) 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.

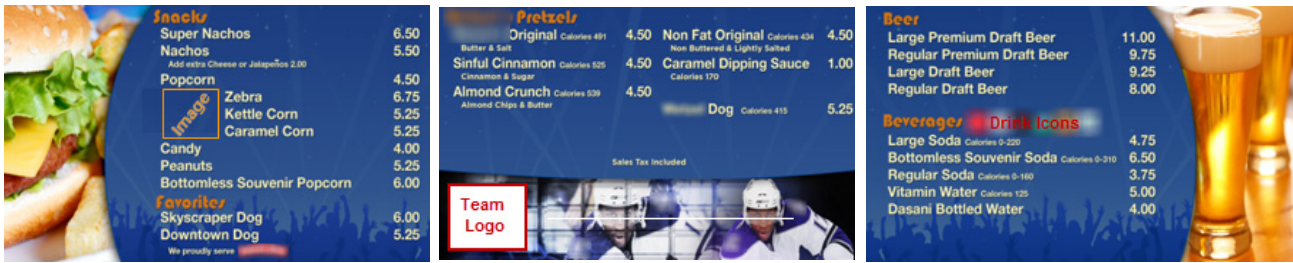
Figure 4 Bar Menu Board Set – Default



Many options exist in deploying these menu boards to include the addition of streaming video and additional advertisements. [Figure 5 on page 16](#) 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.

DMB Examples

Figure 5 Bar Menu Board Set – Custom





Working with Stores

This module provides an overview of stores and describes the tasks for configuring and updating store content in Cisco Vision Director for use in menus. Users who are defined with administrator or concessionaire roles in Cisco Vision Director can perform store-related tasks within the DMB application.

This module includes the following topics:

- [Information About Stores in Cisco Vision Director, page 17](#)
- [How to Configure Stores in Cisco Vision Director, page 18](#)
- [Modifying the Schedule of PosGetMenuTask, page 21](#)

Information About Stores in Cisco Vision Director

Cisco Vision 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 Vision Director comes from within the Cisco Vision Director software by defining what's referred to as a *Cisco store*.

Cisco stores are used 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.

Cisco Store Configuration

Cisco Stores have hierarchical groupings of items:

- **Family Groups**—*Family Groups* in the 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 Asset Library to be used. For more information, see [Working with Images, page 23](#).

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

For more detailed information about integrating data from external sources into Cisco Vision Director, see the [Release 6.2: Cisco Vision Content Planning and Specifications Guide](#).

How to Configure Stores in Cisco Vision Director

An administrator or concessionaire must configure the store in the Cisco Vision Director DMB application.

For more detailed information about integrating data from external sources into Cisco Vision Director, see the [Release 6.2: Cisco Vision Content Planning and Specifications Guide](#).

Configuring Cisco Stores From the DMB Application

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, a large stadium 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 Vision Director to enable assignment of the appropriate suites to the corresponding store/pantry/printer.

- [Prerequisites, page 18](#)
- [Creating New Cisco Stores, page 18](#)
- [Adding Family Groups, Major Groups, and Items to a Cisco Store, page 19](#)

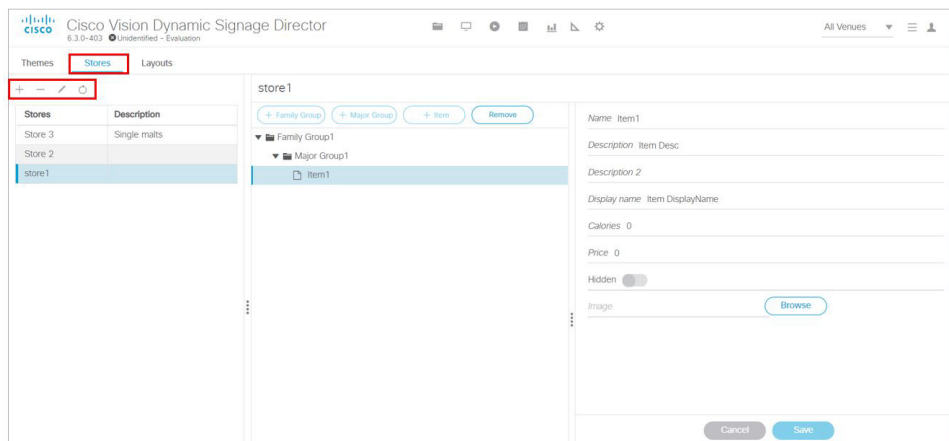
Prerequisites

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 [Working with Images, page 23](#).

Creating New Cisco Stores

To add a store:

1. As an administrator or concessionaire, log in to Cisco Vision Director.
2. Click **More > Dynamic Menu Board**.
3. Click the **Stores** tab.
4. In the Stores panel, click **Add** (+ icon) to add a new store ([Figure 1 on page 19](#)). The Create Store dialog box appears.
5. Type a **Name** in the field (required).
6. Type a **Description** in the field (optional).
7. Click **Save**.

Figure 1 Adding a Store Using Dynamic Menu Board Interface

This example also shows **Family Groups**, **Major Groups** and **Items** in the center panel.

When adding a Store, the Store name in the dialog box **must be unique** or you get a red text error in the dialog box. Also, you should see a dialog box flash: store has been successfully created and it appears in left panel.

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

Cisco Stores have the following hierarchical groupings of items:

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

This section includes the following tasks:

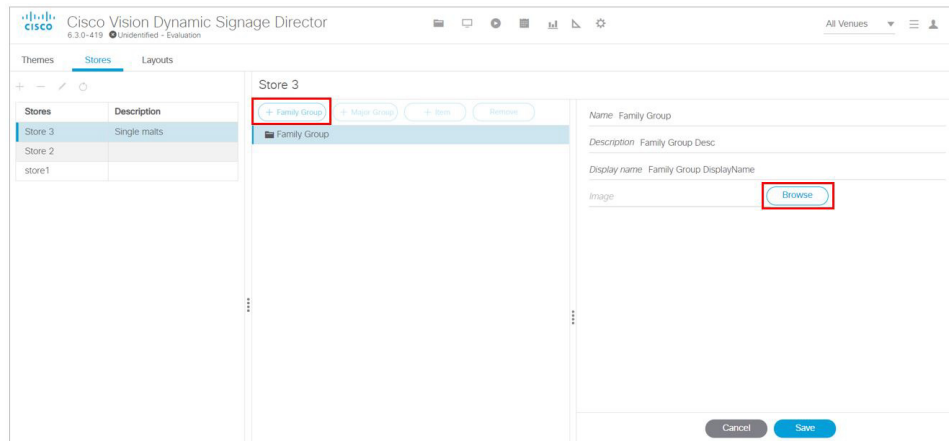
- [Adding Family Groups, page 19](#) (required)
- [Adding Major Groups Under a Family Group, page 20](#) (required)
- [Adding Items Under Major Groups, page 20](#) (required)

Adding Family Groups

To add a Family Group:

1. In the **Stores** panel, select the Cisco store where you want to add a family group.
2. Click **+ Family Group**. The right panel changes to display new fields to populate.
3. Specify the Name (required), Description, and Display name fields ([Figure 2 on page 20](#)).

Note: The Name field is an internal identifier for use on the Theme and **must be unique** within the Theme. If the Name is not unique, a red text error message will prompt you to change it. The Display name is what is shown on the menu board and does not need to be unique on this theme.

Figure 2 Family Group Configuration

4. (Optional) To assign an image to the group, click **Browse** to see thumbnails of available images. The Select Image dialog box appears.

Note: The images shown are from the Asset Library.

5. Click **Save**.

Note: You cannot save the Family Group until you change at least one area of information from the defaults that were created. A small confirmation box flashes “Item has been successfully 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:

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.

2. Click **+ Major Group**. The right panel changes to display new fields to populate.
3. Specify the Name (required), Description, and Display name fields.
4. (Optional) To assign an image to the group, click **Browse** to see thumbnails of available images. The Select Image dialog box appears.

Note: The images shown are from the Asset Library.

5. Click **Save**.

Note: You cannot save the Major Group until you change at least one area of information from the defaults that were created. A small confirmation box flashes “Item has been successfully created.”

Adding Items Under Major Groups

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

To add Items under Major Groups:

1. In the Cisco store, select the Major Group level where you want to add individual items.

The Item button is enabled.

2. Click **+ Item**.

3. Specify the following fields:

- Name—required
- Description and Description2—optional
- Display name—optional
- Calories—optional
- Price—required

4. (Optional) To hide a configured item from display on a menu board, click the **Hidden slider.**

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

5. (Optional) To assign an image to the group, click **Browse to see thumbnails of available images. The Select Image dialog box appears.**

Note: The images shown are from the Asset Library.

6. Click **Save.**

Note: You cannot save the item until you change at least one area of information from the defaults that were created. A small confirmation box flashes “Item has been successfully created.”

Modifying the Schedule of PosGetMenuTask

By default, the PosGetMenuTask is configured for a value of “periodic-300-seconds.” This means that a process in Cisco Vision Director runs every 5 minutes to check if any 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 store is set to synchronize (update) every 30 minutes, but you set the PosGetMenuTask to run every hour in the Cisco Vision 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:

- 1.** Log into Cisco Vision Director as an administrator.
- 2.** Click **Configuration > System Configuration > Scheduled Tasks**.
- 3.** In the Scheduled Task box, scroll to find the **PosGetMenuTask**. Click **Edit** (pencil icon). The Schedule Task – Edit dialog box appears.
- 4.** In the Task Time field, 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.

5. Choose the Servers.**6. Click **Save**.**



Working with Images

The Cisco Vision 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 Asset Library for the DMB application.

This module includes the following topics:

- [Image Guidelines, page 23](#)
- [Accessing the DMB Images, page 23](#)
- [Uploading Images to the Image Gallery, page 24](#)
- [Displaying Image Characteristics, page 25](#)

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.
- 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.

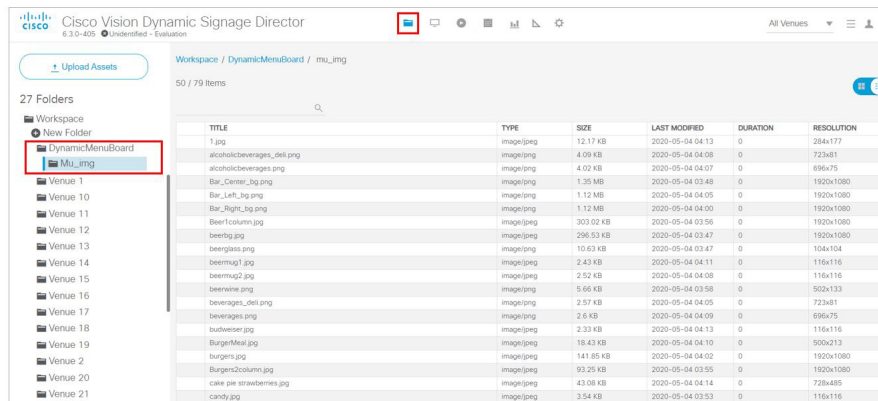
Accessing the DMB Images

Note: For a new installation, there are no legacy layouts, stores, themes or images.

Note: If you have menu board folders from previous versions of Cisco Vision Director, they are now all available in **Asset Library**. Scroll down to **Workspace** area of UI and find a **DynamicMenuBoard** folder. If you had a folder with the same name, it will be appended with 1, 2, and so on.

To access the DMB Images:

1. Log into Cisco Vision Director as an administrator or concessionaire.
2. Click **Library**. The Asset Library folders panel displays showing the default **Mu_img** folder near the bottom ([Figure 1 on page 24](#)).

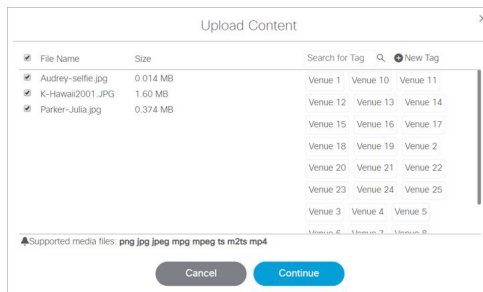
Figure 1 Asset Library Folders for Dynamic Menu Board

3. Change the view to thumbnails to preview the images. Use slider on top right.

Uploading Images to the Image Gallery

To upload images to the Asset Library:

1. From the **Asset Library** panel, click the **mu_img** or select another folder that you have created there.
2. Click **Upload Assets**. The Open dialog box appears.
3. Select one or more files and click **Open**.
4. Confirm the files that you selected (checked) and click **Continue** (Figure 2 on page 24). Click **Cancel** to avoid the upload.

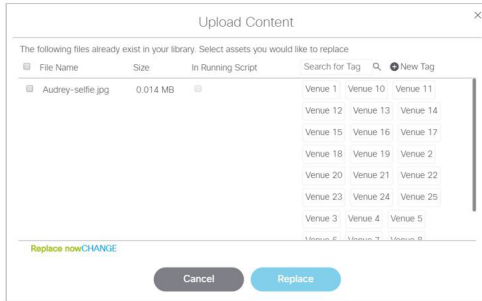
Figure 2 Upload Image Content Screen

An uploading bar appears.

Note: If there are duplicate files with the same name, Figure 3 on page 25 appears. Click the file name to select and replace it. Click **Replace** to overwrite the file or **Cancel** to investigate.

Displaying Image Characteristics

Figure 3 File Name Already Exists in Asset Library



Go to the target folder to view the images.

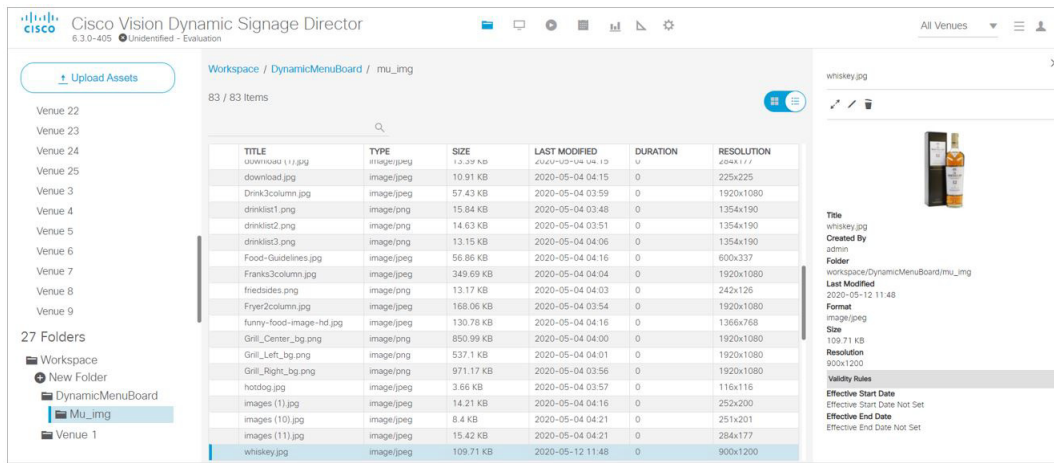
Displaying Image Characteristics

Information about an image such as its type, size, description, file location, and resolution are stored in **Library**.

To display image characteristics:

1. Navigate to the folder in Library. Select the image picture from thumbnail or the content list. [Figure 4 on page 25](#) shows the image information.

Figure 4 Image Metadata





Working with the User Interface

This module includes the following topics:

- [Accessing the Dynamic Menu Board, page 27](#)
- [Using the Themes Action Icons, page 28](#)
- [Selecting Themes, page 28](#)

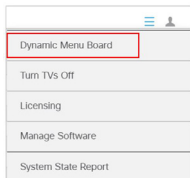
Accessing the Dynamic Menu Board

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

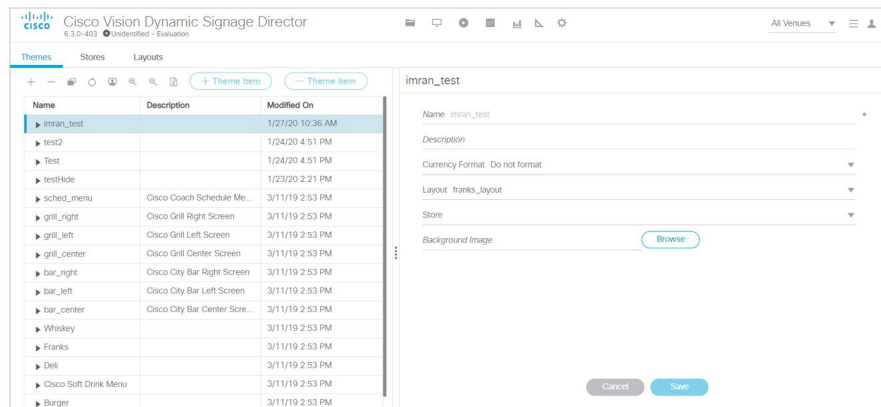
Accessing the Dynamic Menu Board from Cisco Vision Director

To access the Dynamic Menu Board application:

1. Log into Cisco Vision Director as an administrator or concessionaire.
2. Click **More > Dynamic Menu Board**.

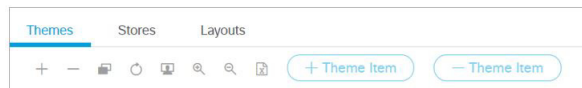


3. The DMB user interface opens ([Figure 1 on page 28](#)).

Figure 1 Dynamic Menu Board Interface in Cisco Vision Director

Using the Themes Action Icons

When you first log into the DMB application, the Themes screen displays. Hover over the icons for Tool Tips ([Figure 2 on page 28](#)).

Figure 2 Themes Action Icons

Expand the drop-down list box by clicking the arrows and opening the complete list of theme menu bar options.

Using the Themes Panel

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

Sort: By default, the panel is sorted alphabetically by theme name. You also can sort by the date modified by clicking the arrow beside the "Modified On" heading. Reverse the date sort order by clicking the arrow again.

Adjust columns: You will likely need to adjust the width of the Themes panel columns to edit a menu theme, especially when modifying headers or adding items. Put your cursor over the vertical bar to the right of the column that you want to adjust, and drag the slider to the left or right.

Selecting Themes

The DMB user interface supports individual selection of themes for editing. Multi-selection and batch editing is not supported. Select a theme by clicking on the table row.

Editing Themes

In the Themes panel, you can display a theme hierarchy to show its columns, headers, and items all at once using the **Expand** action while the theme is selected. Or manually display the hierarchy by selecting the individual expansion arrows to the left of the theme name, column, and so on.

[Figure 3 on page 29](#) shows use of the **Expand** icon and the Burger theme fully expanded.

Figure 3 Fully Expanded Burger Theme

Name	Description	Modified On
Beer		9/6/18 4:00 AM
▼ Burger		1/13/16 6:10 AM
▼ Burger_1		
▼ Sandwich and E...	Sandwich and Entree	
Grilled Chee...	Grilled Cheese	
Custom Grin...	Custom Grind Burger	
Chili Cheese...	Chili Cheese Fries	
Bacon and C...	Bacon and Cheddar Fries	
▼ Snacks	Snacks	
French Fries	French Fries	
Peanuts	Peanuts	
▼ burger_2		
▼ Beverages	Beverages	
Regular Sod...	Regular Soda Cup	
Souvenir So...	Souvenir Soda Cup	
Bottled Water	Bottled Water	



Creating and Updating Menu Boards

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

- [Workflow Summary, page 31](#)
- [How to Create and Update Dynamic Menu Boards, page 35](#)
- [What to Do Next, page 41](#)

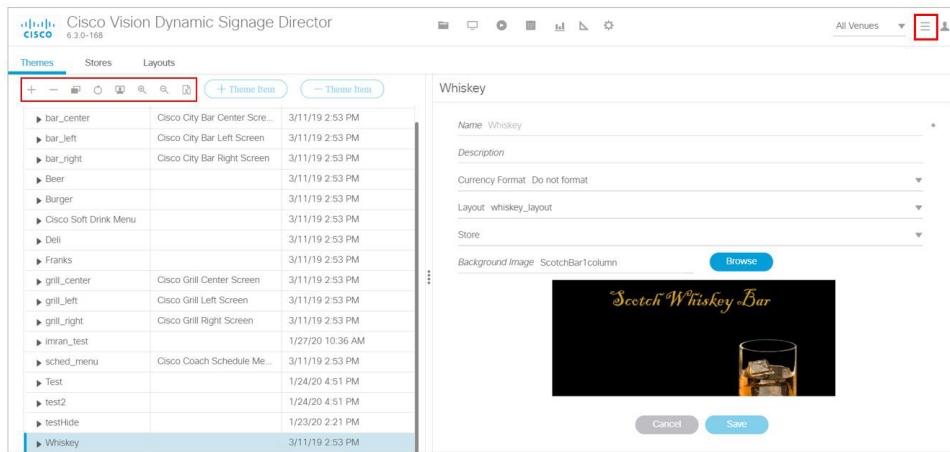
Workflow Summary

The following steps summarize the overall workflow to create menus and display that content on a TV. This process is completely done in Cisco Vision Director.

Dynamic Menu Board –Themes Tab

1. To access the DMB application from Cisco Vision Director, click **More > Dynamic Menu Board** ([Figure 1 on page 32](#)).
2. Click **Themes** tab.
3. Create a new theme or copy an existing one. Use the **Action** icons (in red box).
4. Configure the theme attributes.
5. Specify the menu content, as applicable.
6. Save the theme.

Figure 1 Dynamic Menu Board Interface in Cisco Vision Director

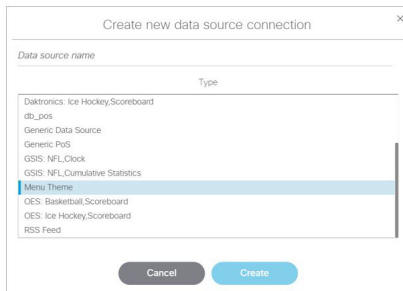


Configuration > Data Integration

7. Click **Configuration > Data Integration**.

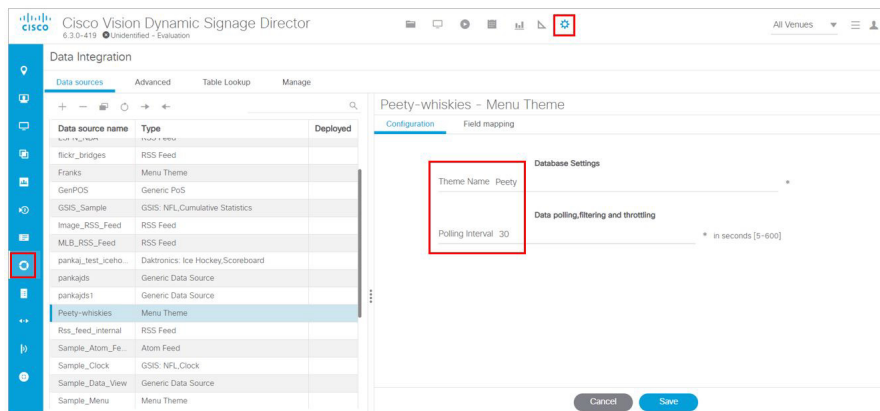
8. Create a data source with type Menu Theme (Figure 2 on page 32).

Figure 2 Create Menu Theme Data Source



9. In the Data Integration interface **Configuration** tab on the right panel, enter the Theme Name where you want menu information to come from. Also, change the polling interval as necessary. Normally, a minimum of 30 seconds is sufficient in most cases (Figure 3 on page 32).

Figure 3 Add Menu Theme Information and Polling Interval

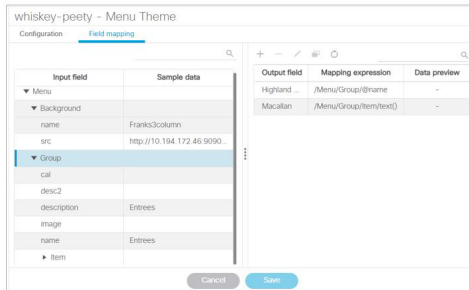


10. Click **Save**.

Workflow Summary

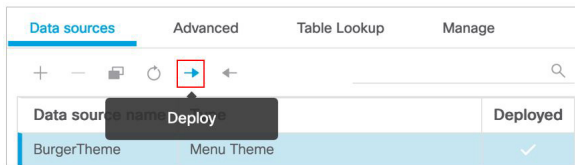
11. Click **Field Mapping** tab, drag and drop the input fields that you want to use in the menu board display onto the Output Field. When all fields have been selected, save the data source (Figure 4 on page 33).

Figure 4 Data Source Field Mapping

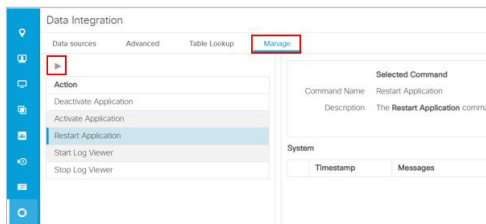


12. Deploy the newly created menu theme data source (Figure 5 on page 33).

Figure 5 Deploy the New Data Source



13. Restart the data integration application.



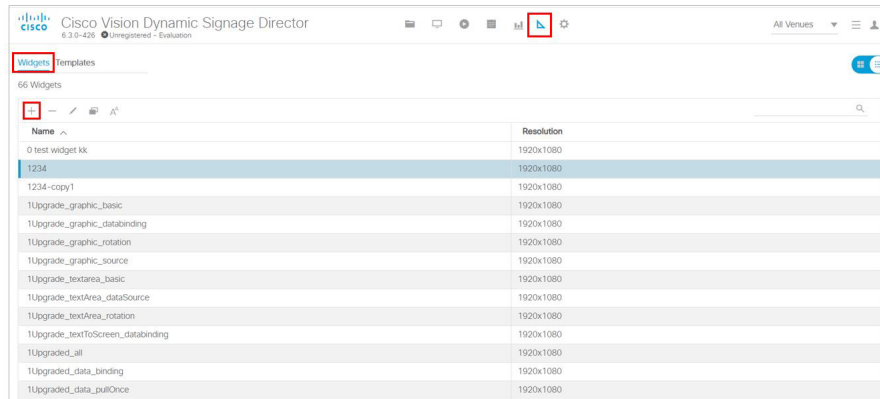
14. Once the integration application starts, you will see data being populated. You can click on the blue text under the Data preview column to examine that data being received.

Widget Designer Interface

15. Click **Designer**. Click **Widgets** tab.
16. Create or add a new widget (Figure 6 on page 34).

Workflow Summary

Figure 6 Create a Widget

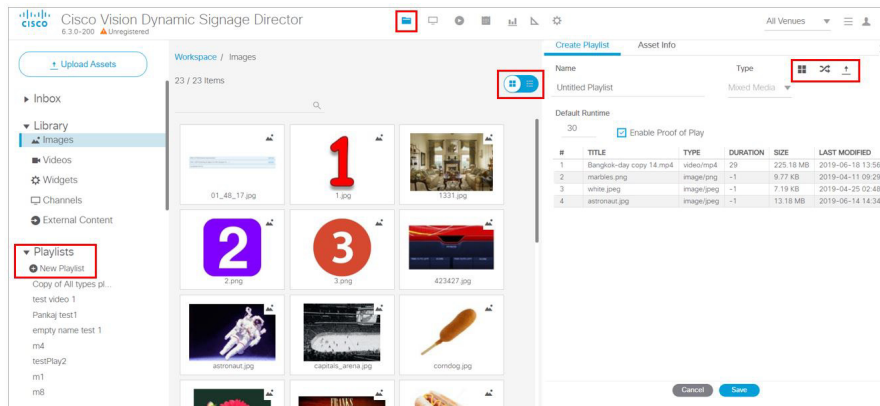


17. Build the menu board using the WYSIWYG widget Designer. See [Release 6.3: Cisco Vision Dynamic Signage Director Operations Guide](#).

Asset Library Interface

- 18. From the Asset **Library** menu, select **Playlist** on the left panel.
- 19. Create a new playlist ([Figure 7 on page 34](#)).
- 20. Configure the playlist attributes.
- 21. Add the DMB widget you created above to the playlist.
- 22. Save the playlist.

Figure 7 Create a Playlist in Library



Script Management Interface

- 23. Create an event script to run the playlist. See [Release 6.3: Cisco Vision Dynamic Signage Director Operations Guide](#).
- 24. Schedule the script to display the content on a TV. See [Release 6.3: Cisco Vision Dynamic Signage Director Operations Guide](#).

How to Create and Update Dynamic Menu Boards

This section includes the following tasks:

- [Copying an Existing Theme, page 35](#) (recommended)
- [Creating a New Theme, page 36](#) (optional)
- [Specifying Menu Content, page 37](#) (required)
- [Modifying the Attributes of a Menu Theme, page 39](#) (optional)
- [Managing User Access to Themes, page 39](#) (optional)

Copying an Existing Theme

Once you create an appealing theme successfully, make a copy of it. Open the copy to make menu board changes, thereby preserving your baseline theme.

Restrictions

Consider the following restrictions before you copy a theme:

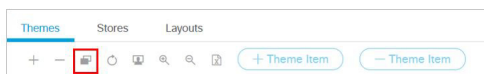
- You cannot change the layout of a copied theme.
- You cannot make any changes to the store selection in a copied theme. If a store has already been selected in the original theme, then that store will be specified for the copied theme and cannot be changed. If no store has been selected, then you cannot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

Procedure

To copy an existing theme:

1. Log into Cisco Vision Director as an administrator or concessionaire.
2. Click **More > Dynamic Menu Board**.
3. Click **Themes**.
4. Select the name of the theme that you want to copy.
5. From the action icons above the list of themes, click the **Copy Theme** icon ([Figure 8 on page 35](#)).

Figure 8 Copy Theme Icon



6. When the Copy Theme dialog box opens, change one or more of the following fields ([Figure 9 on page 36](#)):

Figure 9 Copy Theme Dialog Box

- **Name**—Required.
- **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 **Do not format**.
Note: Price formatting can be done in the **Widget Designer**.
- **Background image**—(Optional). Click the arrow to open the drop-down list box to select the desired image.

Note: All images currently stored in the **Asset Library** default directory are available in the drop-down list. The image must have been imported first, before it is available here. For more information, see [Working with Images, page 23](#).

Note: 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, page 43](#) 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.

7. Click **OK**.

From here, follow the **Workflow Summary** to:

- Create a new data source for the copied Theme and deploy it.
- Create a DMB widget. The Widget Designer provides a live preview of the menu board.

Creating a New Theme

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

Prerequisites

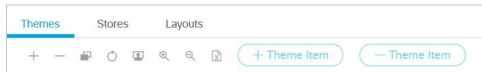
Before you create a new theme, be sure that any new images have been uploaded to the **Asset Library**.

Procedure

To create a new theme:

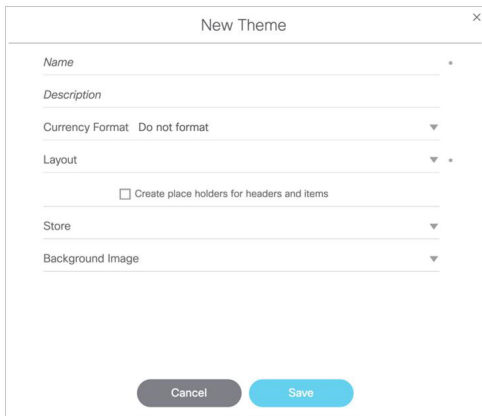
1. Log into Cisco Vision Director as an administrator or concessionaire.
2. Click **More > Dynamic Menu Board**.
3. Click the **Themes** tab.
4. From the action icons, click Add (+ icon) to create a new theme ([Figure 10 on page 37](#)).

Figure 10 New Theme Icon



5. In the New Theme dialog box (Figure 11 on page 37), complete the following information for the new menu theme:

Figure 11 New Theme Dialog Box



- **Name**—Required.
 - **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 **Do not format**. **Note:** Price formatting can be done in the **Widget Designer**.
 - **Layout**—Refer to [Appendix A: DMB Default Menu Theme Reference, page 43](#) to choose the default layout that you want to base your new menu theme on, or refer to your site’s local reference for any customized layouts that might be installed.
 - **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.
 - **(Optional) 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.
 - **(Optional) Select image for background**—Click the arrow to open the drop-down list box to select the desired image.
6. Click **OK**.

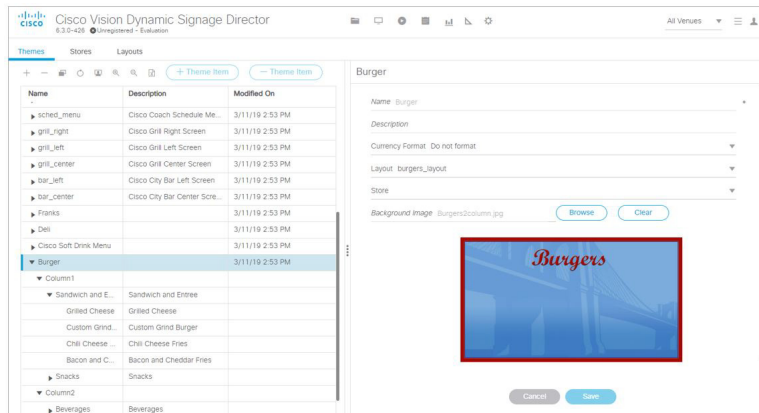
Specifying Menu Content

To specify the menu content:

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

Figure 12 on page 38 shows an example of a sample theme based on the Burgers 2-column layout.

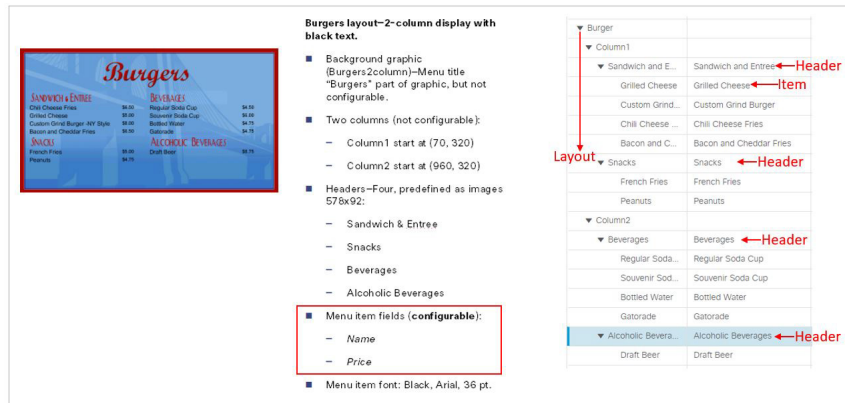
Figure 12 Expanded Menu Theme Columns, Headers, and Items



3. Refer to [Appendix A: DMB Default Menu Theme Reference, page 43](#) 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 13 on page 38 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 13 Burgers Layout Theme Reference



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 Asset Library.

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 Asset Library or new images.

For example, notice that the headers for the Burgers layout are implemented as images, not text. Figure 13 on page 38 shows the menu design with the default header graphics.

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.

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 Vision Director. Requires a customized widget 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 Asset Library or click Browse to see thumbnail images.
6. Click **Save**.

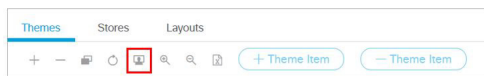
Modifying the Attributes of a Menu Theme

To modify the attributes of a menu theme:

1. On the left side of the Themes screen, select the menu that you want to modify.
2. Change the theme attributes as needed.
3. Click **Save**.

Managing User Access to Themes

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



Prerequisites

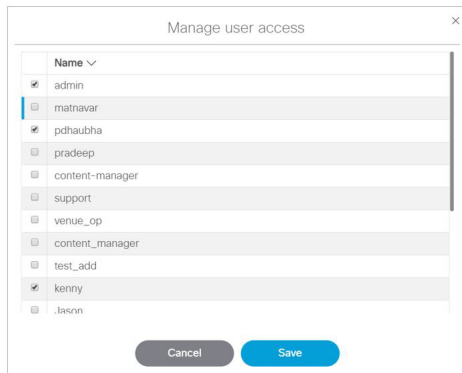
The user roles already must be configured in **Configuration > Users** in Cisco Vision Director.

Procedure

To manage user access to themes:

1. On the left side of the Themes screen, select the menu that you want to modify.
2. Click Manage user access. The Manage user access dialog box appears ([Figure 14 on page 40](#)).

Figure 14 Manage User Access



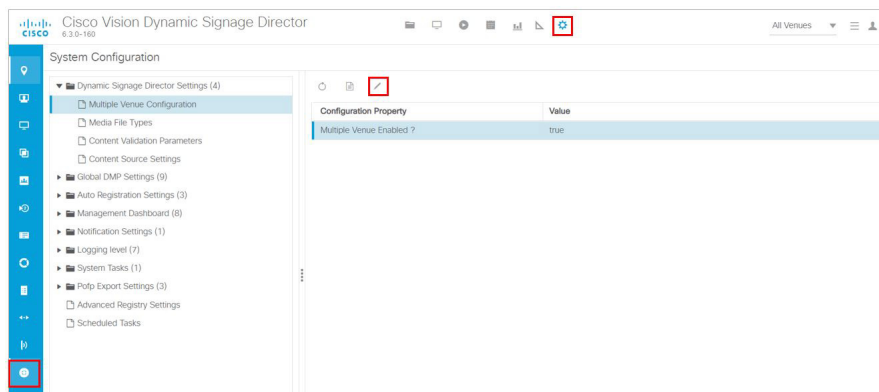
3. In the Manage user access dialog box, select the users to whom you want to give menu access.
4. Click **Save**.

You can define all Users under **Configuration > Users**, but you can only associate venues to Venue Administrators or Venue Operators under the **Venues** interface. The Users interface is not venue aware.

To enable multiple venues:

1. Click **Configuration > System Configuration > Dynamic Signage Director Settings**.
2. Click **Multiple Venue Configuration** from the left panel (Figure 15 on page 40).
3. Click **Edit** (pencil icon). The Edit Configuration dialog box appears.

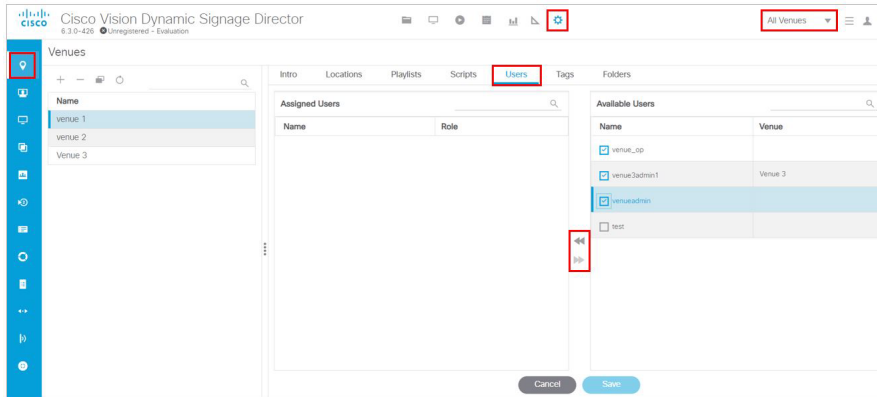
Figure 15 Enable Multiple Venues



To assign users to venues:

1. Click **Configuration > Venue**.
2. Click the **Users** tab (Figure 16 on page 41).
3. The **Available Users** are visible on the right panel. Use the check boxes to select the users.
4. Click motion arrows to move the selected users to the **Assigned Users** panel.
5. Click **Save**.

Figure 16 Assign Users to a Venue



6. Click the **Folders** tab.
7. Select folders you want those users to have access to and move them using the motion arrows.
8. Click **Save**.

What to Do Next

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

9. Create a new playlist ([Figure 7 on page 34](#)).
10. Create an event script to run the playlist. See [Release 6.3: Cisco Vision Dynamic Signage Director Operations Guide](#).
11. Schedule the script to display the content on a TV. See [Release 6.3: Cisco Vision Dynamic Signage Director Operations Guide](#).

What to Do Next



Appendix A: DMB Default Menu Theme Reference

[Table 1 on page 44](#) shows examples of the Dynamic Menu Board default themes with sample content and provides detailed information about the characteristics of each layout.

Table 1 Examples of Dynamic Menu Board Themes and Layouts




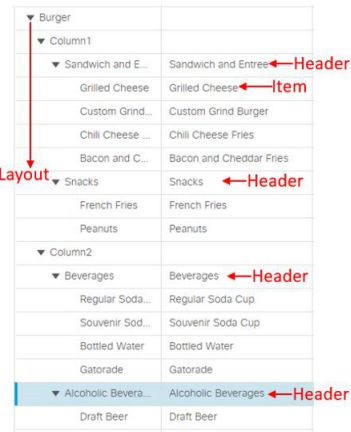
Theme Preview with Sample Content	Description	User Interface Snapshot
	<p>Beer layout–1–column display with black text.</p> <ul style="list-style-type: none"> ■ Background graphic (Beer1column)—Menu title “Beer” part of graphic, but not configurable. ■ Column start at (600, 380). ■ Headers—None supported. ■ 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 Examples of Dynamic Menu Board Themes and Layouts (continued)


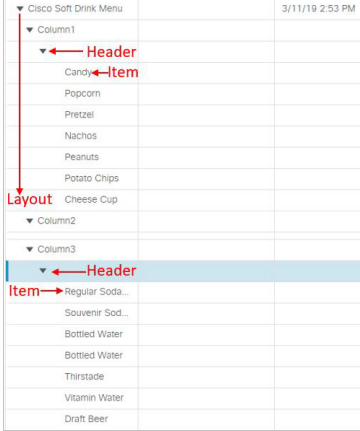
Theme Preview with Sample Content	Description	User Interface Snapshot
	<p>Cisco cola layout–3-column display with white text.</p> <ul style="list-style-type: none"> ■ Background graphic (Drink3column)—No menu title; “Cisco cola” image part of graphic. ■ Three columns (not configurable): <ul style="list-style-type: 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 Examples of Dynamic Menu Board Themes and Layouts (continued)


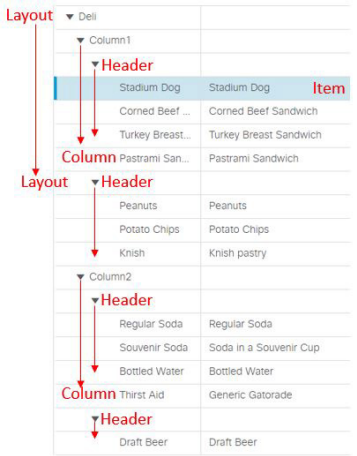
Theme Preview with Sample Content	Description	User Interface Snapshot
	<p>Deli layout—2-column display with maroon text.</p> <ul style="list-style-type: none"> ■ Background graphic (Deli2column)—Menu title “Delicatessen” part of graphic, but not configurable. ■ Two columns (not configurable): <ul style="list-style-type: 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"> – <i>Name</i> – <i>Price</i> ■ 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 Examples of Dynamic Menu Board Themes and Layouts (continued)


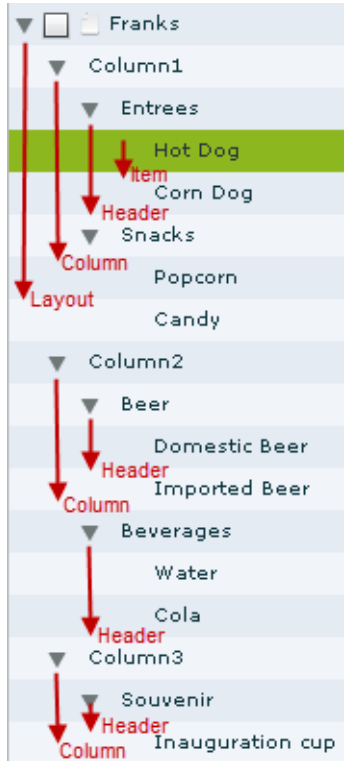


Theme Preview with Sample Content	Description	User Interface Snapshot
	<p>Franks layout–3-column display with yellow text.</p> <ul style="list-style-type: none"> ■ Background graphic (Franks3column)–Menu title “Franks” part of graphic, but not configurable. ■ Three columns (not configurable): <ul style="list-style-type: 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 Examples of Dynamic Menu Board Themes and Layouts (continued)


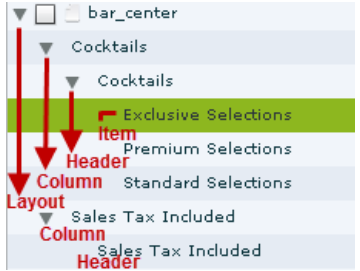
Theme Preview with Sample Content	Description	User Interface Snapshot
 <p>Note: This layout is intended for use with the Bar left and Bar right layouts. Some venues have used this layout to provide a stream of the game.</p>	<p>Bar center layout (Cisco City Bar Center Screen)—1-column display, centered with blue text.</p> <ul style="list-style-type: none"> ■ Background graphic (Bar_Center_bg). ■ Two soft columns (not configurable): <ul 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 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 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 Examples of Dynamic Menu Board Themes and Layouts (continued)



Theme Preview with Sample Content	Description	User Interface Snapshot
 <p>Note: 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 Examples of Dynamic Menu Board Themes and Layouts (continued)


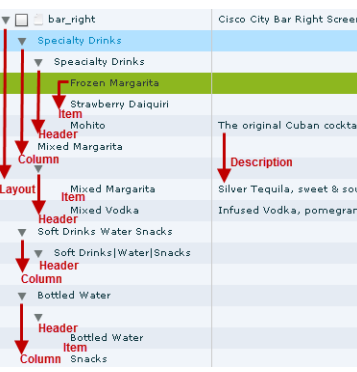
Theme Preview with Sample Content	Description	User Interface Snapshot
 <p>Note: This template is designed for a video region or graphic to be overlaid on the right side.</p>	<p>Bar right layout (Cisco City Bar Right Screen)—1-column display, right-aligned with blue text.</p> <ul style="list-style-type: 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>The screenshot shows a tree view of the menu structure. The root is 'bar_right' (Cisco City Bar Right Screen). It contains a 'Specialty Drinks' header, followed by a 'Specialty Drinks' column. Under this column are items: 'Frozen Margarita', 'Strawberry Daiquiri', 'Mohito', and 'Mixed Margarita'. The 'Mixed Margarita' item has a description: 'Silver Tequila, sweet & sour and orange liqueur'. Below this is another 'Specialty Drinks' column with items 'Mixed Margarita' and 'Mixed Vodka'. The 'Mixed Vodka' item has a description: 'Infused Vodka, pomegranate juice and orange liqueur'. Below this is a 'Soft Drinks Water Snacks' header, followed by a 'Soft Drinks Water Snacks' column with items 'Bottled Water' and 'Snacks'. The 'Bottled Water' item has a description: 'Bottled Water'. The 'Snacks' item has a description: 'Snacks'.</p>

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



Theme Preview with Sample Content	Description	User Interface Snapshot
 <p>Note: 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 Examples of Dynamic Menu Board Themes and Layouts (continued)

Theme Preview with Sample Content	Description	User Interface Snapshot
 <p>Note: 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 Examples of Dynamic Menu Board Themes and Layouts (continued)



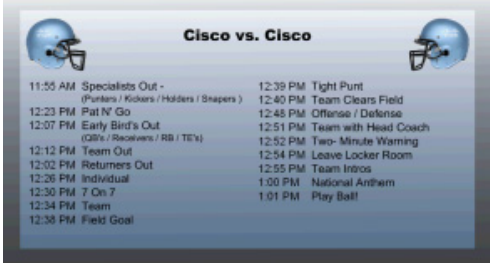
Theme Preview with Sample Content	Description	User Interface Snapshot
 <p>Note: This template is designed for a video region or graphic to be overlaid on the right side.</p>	<p>Grill right layout (Cisco Grill Right Screen)—1-column display, right-aligned with white text.</p> <ul style="list-style-type: none"> ■ Background graphic (Grill_Right_bg). ■ One soft column (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. 	

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

Theme Preview with Sample Content	Description	User Interface Snapshot
	<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) start 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) 	