

ZEN GLOBAL VISION

Zen Vision is a digital multimedia content presentation system capable of showing virtually any form of content. The content can be HTML, jpeg, gif, png, avi, mpeg and so on.

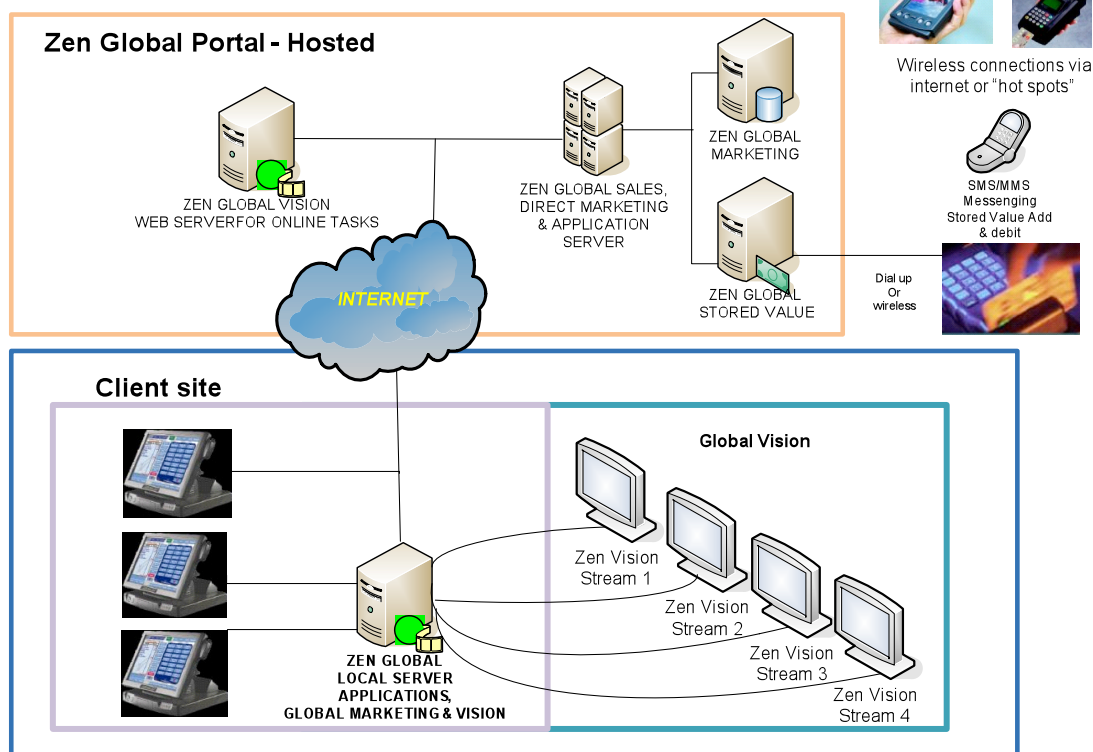
The content, by configuration, can be streamed from a central portal or downloaded and executed from a local store based server.

A single store based PC can support 4 different video streams which in turn can be connected to many more monitors.

Tools are provided on the Zen Global Portal enable the user to design their own simple templates, upload images and create or modify menu boards and specials lists. Users can get professional advertising and marketing people to design their state of the art marketing campaigns and automatically deploy it using Vision.

Vision integrates seamlessly with the other Zen Global products (Loyalty & Marketing, POS, Triumph & Retail Reporting) providing a single powerful enterprise wide engine delivering an unsurpassed retail management capability to your business. As powerful driving your business as are your ideas.

ZEN GLOBAL FAMILY OF PRODUCTS



Zen Global delivers and implements your ideas and provides *the power of insight* to you and your management.

Vision is controlled from a web based portal environment, some aspects of which are outlined.

Groups of Advertising slides

Report Options

Site:

South Australian Office

Queensland Office

Rundle Street

Site 999

South Australian Office

Test Member Upload

Test Site

Test Site 10000

Victorian Office

Western Australian Office

ALL

Vision Groups Report

Description ▼	Trigger	Day	Start Time (Hour)	End Time (Hour)	Comments	Enabled	
Create New Group							
Vision Group 2	Day of Week	Every Month	Monday	10.00	16.00	Monday Promotion	✓
St Pats	Day of Week	Mar	17	11.00	22.00	Special Add	✓
Group 1	Day of Week	Every Month	Every Day	0.00	24.00	Base Group	✓

For each site Groups of advertising content can be specified and when it is shown controlled.

Site:

South Australian Office

Details

Group Code: 2

Description: Vision Group 2

Month: Every Month

Trigger On: Day Of Week

Day: Monday

Start Time: 10

End Time: 16

Enabled: Yes

Comments: Monday Promotion

Groupings can be used to create in advance specific styles of shows for upcoming *Specials* or holidays or events. The show group once set up can be activated at will.

The Group can be set to run based on time of month, day of week and specific day of week.

A start time and end time can be specified.

The particular group can be disabled if desired.

Vision URL Maintenance

Vision URL Maintenance

Site: Site 100

URL List

Terminal: Term 1

URL	Group	Duration (Seconds)	List Order	Enabled	Description
<animation>/Bush.txt	Group 1	15	1	1	Yes New
<animation>/Bush3.txt	Group 1	15	5	5	Yes New
http://www.hlaustralia.com.au	Group 1	15	6	6	Yes New
http://www.illy.com.au/	Group 1	15	7	7	Yes New
http://www.illy.com.au/Online/Default...	Group 1	15	8	8	Yes New
http://www.illy.com.au/Online/Default...	Group 1	15	10	10	Yes New
http://www.wendys.com.au/	Group 1	15	12	12	Yes New
http://www.wendys.com.au/about_us...	Group 1	15	13	13	Yes New
<animation>/vision101.txt	Group 1	15	16	16	Yes New
<animation>/Vision100.txt	Group 1	15	18	18	Yes New

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New

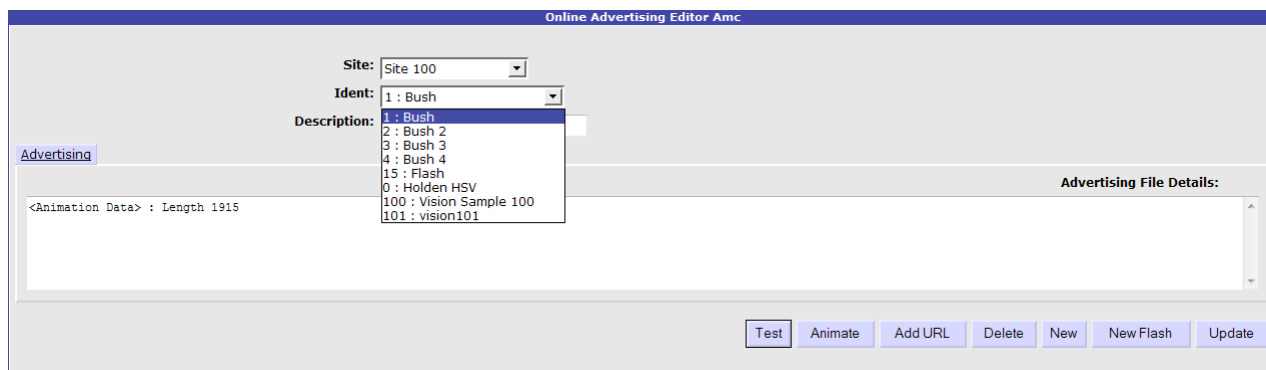
Update

Delete

Advertising slides or images are identified to Vision as a URL. Once a menu board, or URL has been set up the terminals and groups it is to be associated with can be specified in the URL List selection. The operator can specify:

- The URL to be displayed.
- The Group it belongs to, if any.
- Duration in seconds the slide, image or content is to be shown on the monitor(s).
- Order in the list the content is to be displayed.
- If the specific content in the list is to be *enabled* or *disabled*.
- An internal description for the content.

Online Advertising Editor

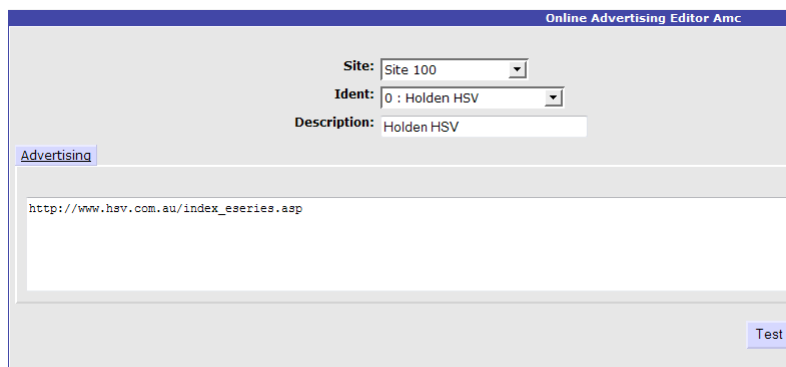


The *Editor* is used to develop or specify content to be displayed by Vision. Each terminal can be individually tailored in terms of the content it is to display.

Content can be any valid and operating system supported format of multimedia. This can include HTML, JPG, BMP, GIF, PNG, avi, mpeg, swf and many others.

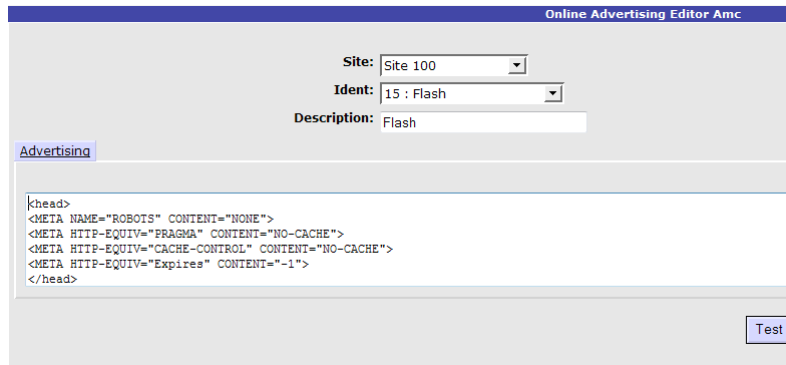
The editor provides functions enabling simple content slides to be created by a non-skilled user for specials and the likes. This particular content can have multiple differing coloured lines of text of varying font and pitch and other text effects relating to movement and centring of the text. Multiple lines and text effects can be placed on the one simple slide. The slides are named and can be tested using the *TEST* button provided.

Specifying a web site as an advertising URL



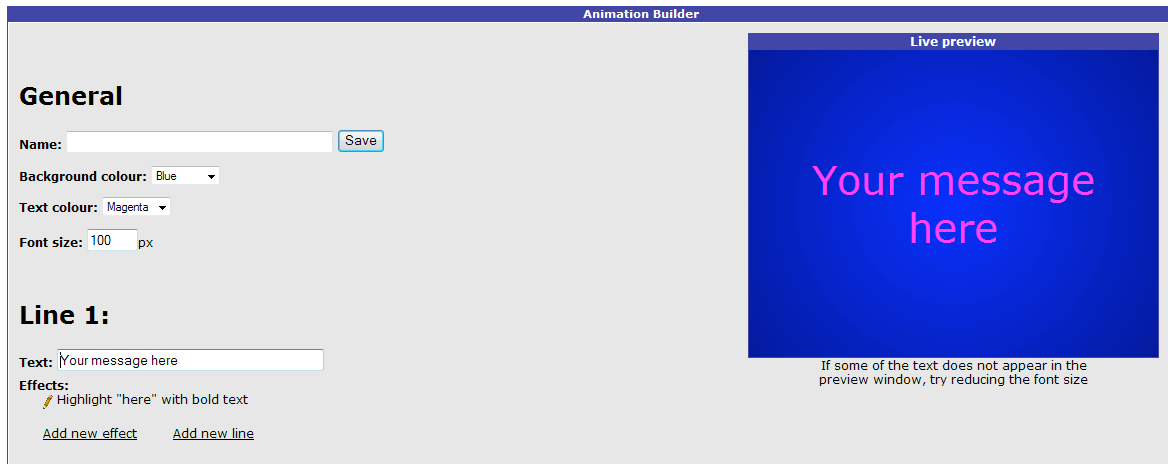
You can specify a URL published on the Internet simply by entering it in the white panel in the URL Editor option & saving it. The URL can then be shown in sequence to any configured display and sites.

Specifying a Flash template for a URL



Favourite Flash including animated (swf) content written by yourself, professionally or copied from somewhere else can be quickly incorporated into the Zen Vision content shown. Simply open up the content in a browser display the source, copy it and then paste it into the white panel in the URL Editor. Provide the content frame with an *Ident* and *Description* then press the SAVE button. Test the result using the TEST button.

Creating basic advertising slides

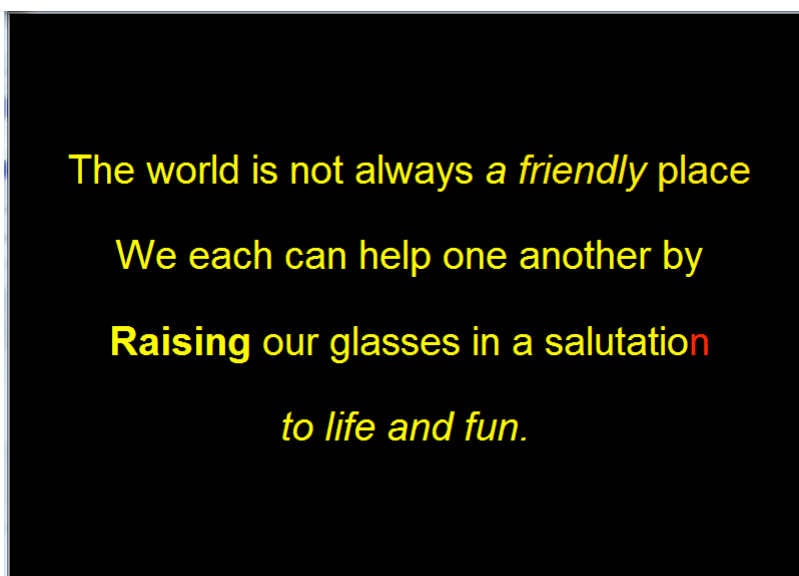


You can create slides like these:



Various text effects can be set, including moving, colour, size & pitch.

Background colours can be specified from a windows colour selection palette.



Menu Board

Report Options			
Site:	Site 100		
	<ul style="list-style-type: none"> Site 100 Site 26 Site 300 Site 37 South Africa Support Site Test 2000 ALL 		
Vision Menu Board Report			
Description ▼	Changed	Enabled	Comment
Specials	1	Yes	

Menu Board List Editing/Creating

Vision Menu Board Maintenance				
Site:	South Australian Office			
Menu List				
Terminal:	Vision 1			
Menu Board:	Specials			
Item	Description	Price	Image	List Order
Summer Salad	organic butter lettuce with apples, blood orang...	22.5	salad.jpg	1
Thai Noodle Salad	lightly sauteed in sesame oil with baby bok choy...	15	noodles.jpg	2
Grilled Pacific Salmon	served with new potatoes, diced beets, Italian ...	21.99	salmon.jpg	3
New York Cheesecake	creamy traditional cheesecake topped with dark...	12	cheesecake.jpg	4
				Page 1 of 1
<input type="button" value="Add URL"/> <input type="button" value="Commit"/> <input type="button" value="New"/> <input type="button" value="Update"/> <input type="button" value="Delete"/>				

To create items to be displayed on a menu board simply enter in the name for the item and a description to be associated with the item, give it a price and an image (which can be uploaded from your computer to the portal for inclusion) and indicate the order on the menu the item is to appear.

Multiple Menu Boards can be created & displayed according to Groups or Sequenced as URLs

Online Message Board Advertising Editor H & I	
Site:	South Australian Office
Ident:	6 : Conference Function Board
Description:	6 : Conference Function Board
Advertising	<ul style="list-style-type: none"> 5 : Desserts 2 : Main Course 3 : Mains2 4 : Mains3 1 : Specials
<pre><?xml version="1.0" encoding="iso-8859-1"?><!-- D:\XMLSource="specials.xml" --> <!DOCTYPE xsl:stylesheet [<!ENTITY nbsp "&#160;"> <!ENTITY copy "&#169;"> <!ENTITY reg "&#174;"> <!ENTITY trade "&#8482;"></pre>	
Advertising Menu Board File Details:	
<input type="button" value="Test"/> <input type="button" value="Delete"/> <input type="button" value="New"/> <input type="button" value="Update"/>	

The *white panel* area allows the customisation of the menu board template including its size. The basic provided menu board template automatically adjusts to the number of items on the menu board. The font & font size can be altered through the white panel area.

A Sample Menu Board



A second sample

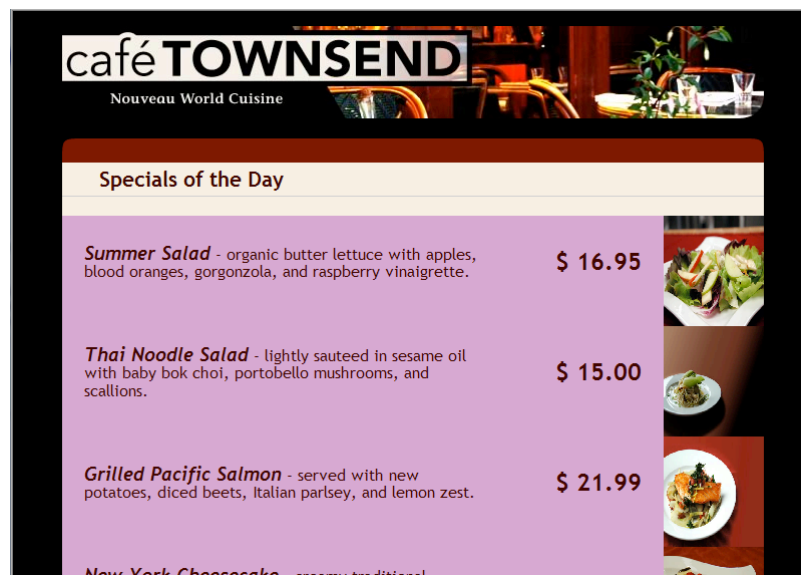


Image Upload






Online Advertising Image Upload Editor H & I

Site:

Advertising Image

Any images created on your system or another system can be copied to the Vision Portal.
(There is a size limitation applied)

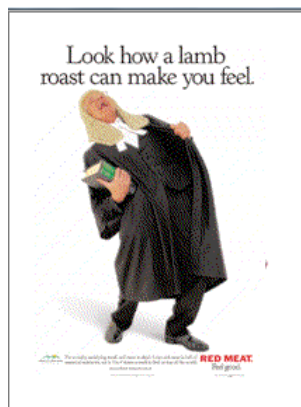
Image Report

Vision Image Report		
Filename ▼	Size (K)	Click Image to Expand
salmon.jpg	23.56	
salad.jpg	30.70	
rw_passport_sundae.jpg	63.90	
rmfq.gif	33.83	
noodles.jpg	13.44	

A report shows the images you have uploaded to the portal. These images can be used repeatedly. By clicking on the underlined Filename of the image an enlarged version of the image can be seen.

salad.jpg	30.70	
rw_passport_sundae.jpg	63.90	
rmfq.gif	33.83	
noodles.jpg	13.44	

The user may either *View* or *Delete* the image.



Animated images show their animation.



See the images exactly as they appear.

Point of Sale or Monitors Advertising

GENERAL

The advertising “picture shows” created in the AMCCIT Portal Vision module can be displayed on various monitors in either landscape or portrait formats.

A single PC (Zen Global local Server in diagram) can readily support 4 different video streams.

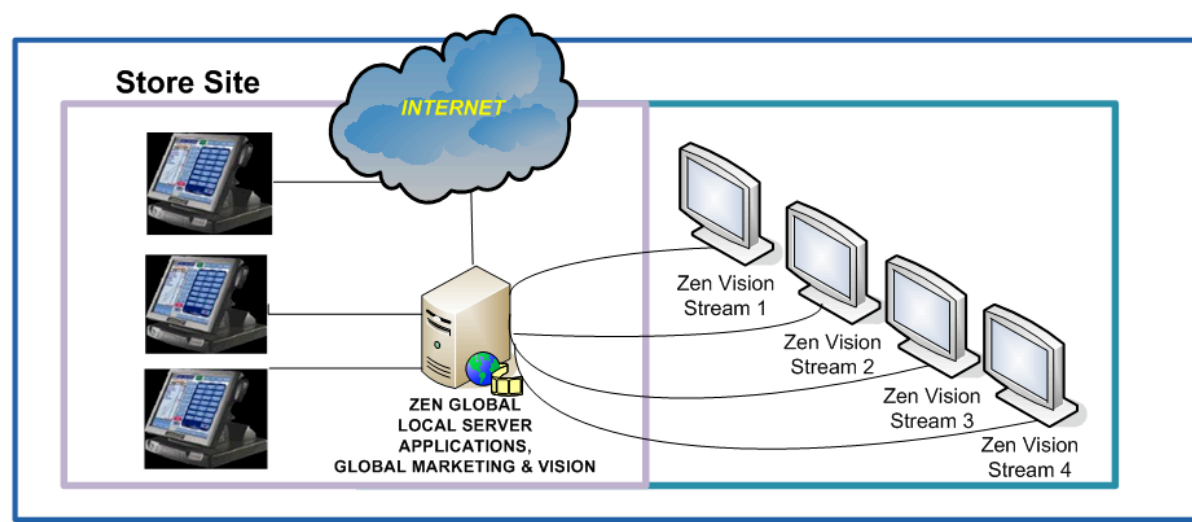
Each video stream can be “displayed” to either a single or multiple monitors using a “daisy chain” multi drop network.

Monitors can be placed significant distances from the *Zen Global Local Server* using video extenders close to both the Zen Global Local Server and the actual monitor. Where multiple monitors are connected together they are joined by using VGA cabling in a multi drop configuration.

Depending on the specific configuration the Zen Global Local Server may store and deploy the advertising multimedia content or act as a conduit for content streaming from the Zen Global Portal. Where the Zen Global Local Server acts as the deployer any changes made at the Vision Portal automatically go to the local Zen Global Server and the changes brought into effect.

Zen Global Vision is tightly integrated with the Zen Global Marketing & Retail Management system stock items appearing on menu boards are automatically adjusted or removed if out of stock dynamically. The integration extends to the Zen Global Marketing and Prospecting systems facilitating and extending reward and marketing systems.

ZEN GLOBAL VISION – STORE LEVEL



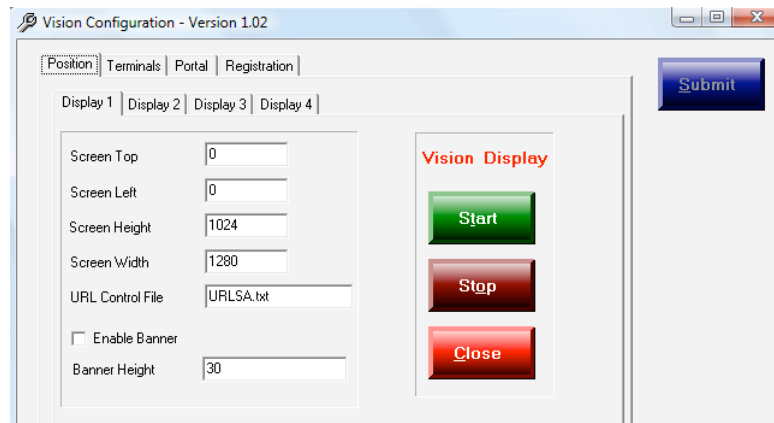
POINT OF SALE

The POS terminals require a significant percentage of their processing power for driving the actual point of sale function. This means advertising shows comprising complex structures (e.g. movies, highly active content) can consume too much of the POS terminal's processor power and slow down the retail application. To avoid this a *diskless PC* which has no moving parts or fan can be inserted in the standard local area network (LAN) and connected to the actual POS terminal.

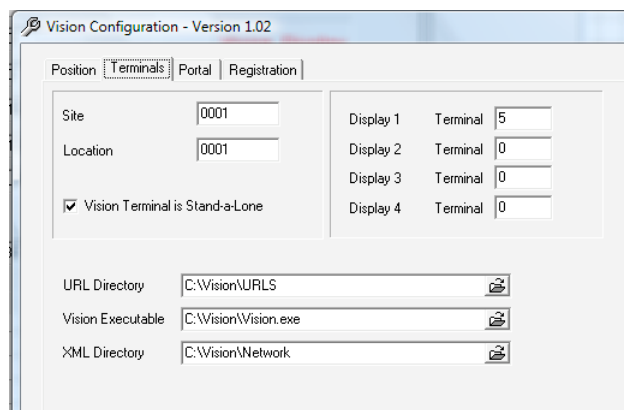
The size of the advertising show images can be regulated to allow compliance with laws requiring specific information on a customer display. (E.g. Fair Trading or Weights & Measures in Australian States).

The *Vision Configurator* provides the abilities to:

1. Configure the 4 video streams a single PC may handle.
2. Specify the size of the monitor for each stream.
3. Specify the start horizontal and vertical positions and size for each stream.
4. Specify the control source of the URLs for each video stream.
5. Specify a banner or not for each video stream.
6. Specify the Vision Portal terminal numbers to be displayed on any particular monitor.
7. Specify the portal connectivity.
8. Provides for Registration of the product.



The *Terminal* tab provides controlling information for a specific Vision portal terminal mapped to a Vision Configuration Display .



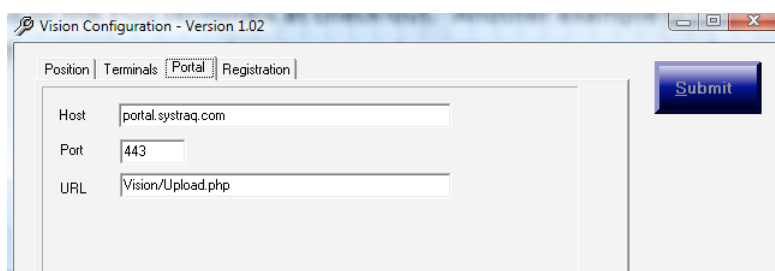
The screenshot shows the 'Terminal' tab of the 'Vision Configuration - Version 1.02' application. The interface includes a tab bar at the top with 'Position', 'Terminals', 'Portal', and 'Registration'. The 'Terminals' tab is active. Below the tab bar, there are several input fields and a table. The 'Site' field is set to '0001' and the 'Location' field is also set to '0001'. A checkbox labeled 'Vision Terminal is Stand-a-Lone' is checked. To the right, there is a table with four rows, each representing a display and its terminal ID:

Display	Terminal
Display 1	5
Display 2	0
Display 3	0
Display 4	0

Below the table, there are three more input fields: 'URL Directory' set to 'C:\Vision\URLS', 'Vision Executable' set to 'C:\Vision\Vision.exe', and 'XML Directory' set to 'C:\Vision\Network'. Each field has a folder icon to its right for file selection.


Vision can be a stand-alone module or part of the sophisticated Zen Global Marketing retail management portal suite of products. What is displayed can be controlled down to the level of a location within a venue or store. E.g. a deli in a supermarket can have a different display show to the displays connected to the POS terminals at check-out. Another example is in a hotel a sports man bar can have a different menu board to the menu board being shown in the Bistro/Bar.

The *Portal* tab provides the point where the source of the advertising show is set.



The screenshot shows the 'Portal' tab of the 'Vision Configuration - Version 1.02' application. The 'Portal' tab is active. The interface includes a tab bar at the top with 'Position', 'Terminals', 'Portal', and 'Registration'. Below the tab bar, there are three input fields: 'Host' set to 'portal.sysraq.com', 'Port' set to '443', and 'URL' set to 'Vision/Upload.php'. A 'Submit' button is located to the right of these fields.

The *Registration* tab contains essential information.



The screenshot shows the 'Registration' tab of the 'Vision Configuration - Version 1.02' application. The 'Registration' tab is active. The interface includes a tab bar at the top with 'Position', 'Terminals', 'Portal', and 'Registration'. Below the tab bar, there is a large text area with the word 'Registered' in bold. Below this, there are two input fields: 'Name' set to 'AMC CONVERGENT IT' and 'Key' set to '952-171084-2849172'. A 'Submit' button is located to the right of these fields.

Security is maintained in the system with a *daily changing password* mechanism.

