

AME-2020 Background Music and Messaging System

Installation and operation manual Web Interface Tutorial

This manual is intended for those persons who will operate or administer the AME-2020 system. All basic web control functions are covered as well as a basic overview of the system operation. Further technical and operational information is available by calling 888-263-5005 or visiting www.AMEmusic.com.



AME-2020 Digital Receiver



Basic system operation

The AME-2020 system is a unique patented solution for business audio delivery and management. Basic system features are as follows:

- 1) The AME Digital Receiver is located at each premises where audio playback is desired. All audio content is stored on a hard drive in the receiver. The receiver does not depend on a satellite or cable signal for operation.
- 2) The receiver is connected to an ordinary analog phone line or a network with access to the Internet. Each night, the receiver contacts the AME servers to check for updates or new program instructions.
- 3) Programming changes are made by signing in to the AME web site using your ID and password. Those changes are then sent to each AME receiver over which you have control.

1



AME Digital Receiver located at each premises.

Receiver automatically checks for updates using an ordinary non-dedicated phone line or network connection.

2



AME Media Servers

3



AME web user Interface

Make music or programming changes using an Internet connection on any computer located anywhere using an ordinary web browser.

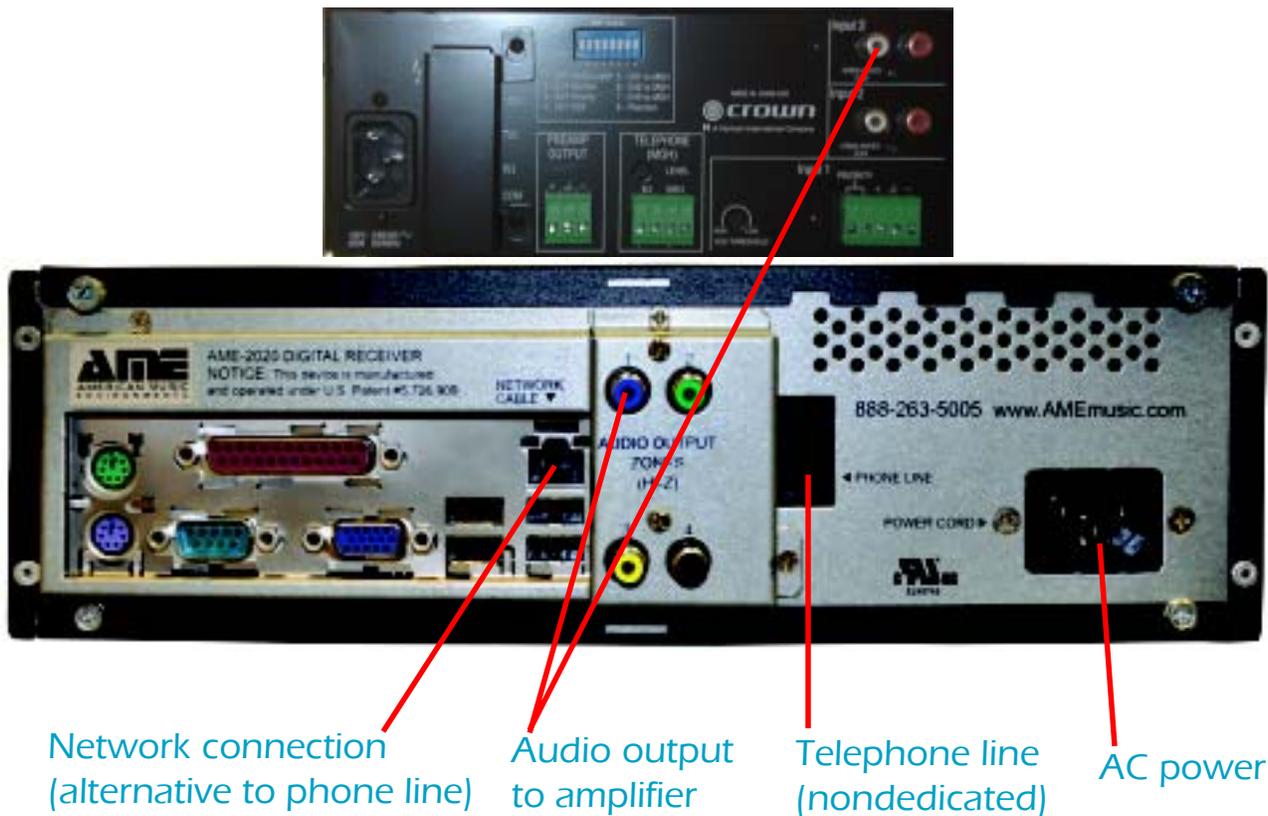


Basic system installation



AME Digital Receiver is connected to your sound system amplifier, telephone line or network connection and AC power. Receiver should be located in a well ventilated area away from dust, smoke, fumes or moisture. The receiver can be user-installed or AME can provide professional installation services. AME also provides full sound system design, installation and repair services anywhere in the United States.

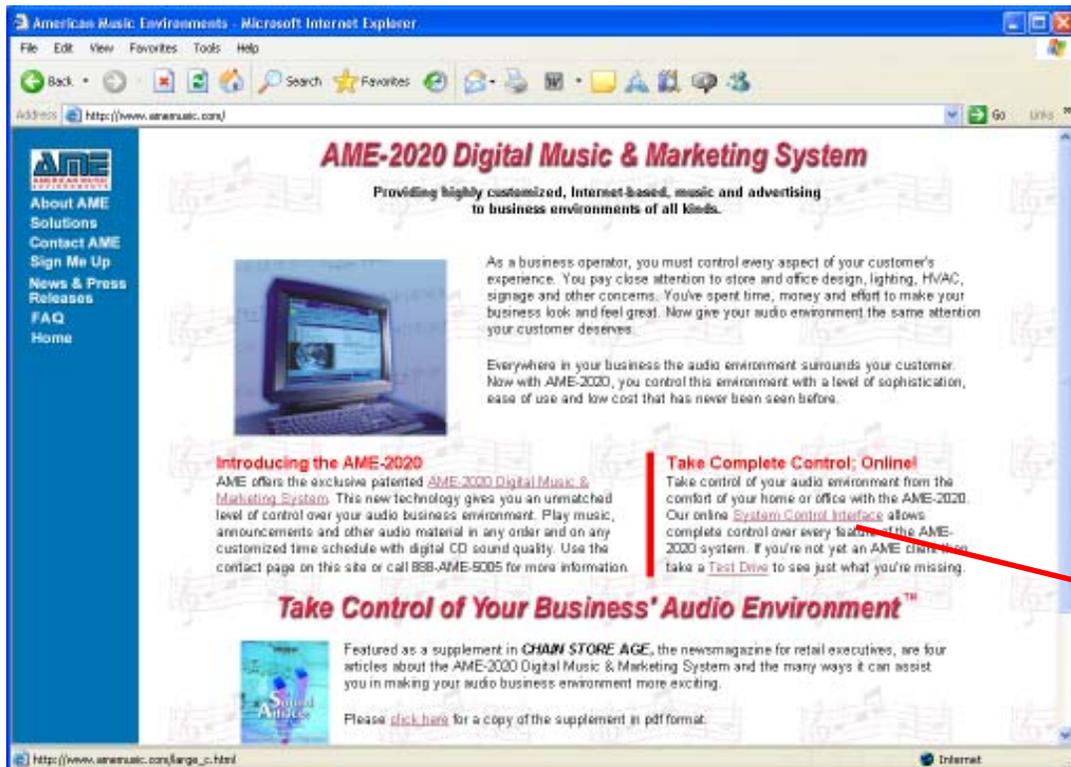
Three simple connections to install AME Digital Receiver!



Web Interface Basics

The AME Web Interface is the point of control for one or one thousand receivers. You can conveniently access the AME Interface from anywhere with Internet connectivity. No special software is needed. The Interface operates using an ordinary web browser such as Internet Explorer.

- 1) To reach the AME Interface, go to the AME web site, www.amemusic.com. You will see the homepage show below. Click on the Interface link.



Link to Web Interface

Sign On

Before you can access your audio profile(s) you must sign on using the user id and password that have been assigned to you by AME. If you don't have a user id and password or you've forgotten them, please call us at (888) AME-5005.

User ID:

Password:

Enter your AME User ID and Password. ID and PW are assigned by AME. A given user can have limited rights to only view the Interface or full rights to view and make changes

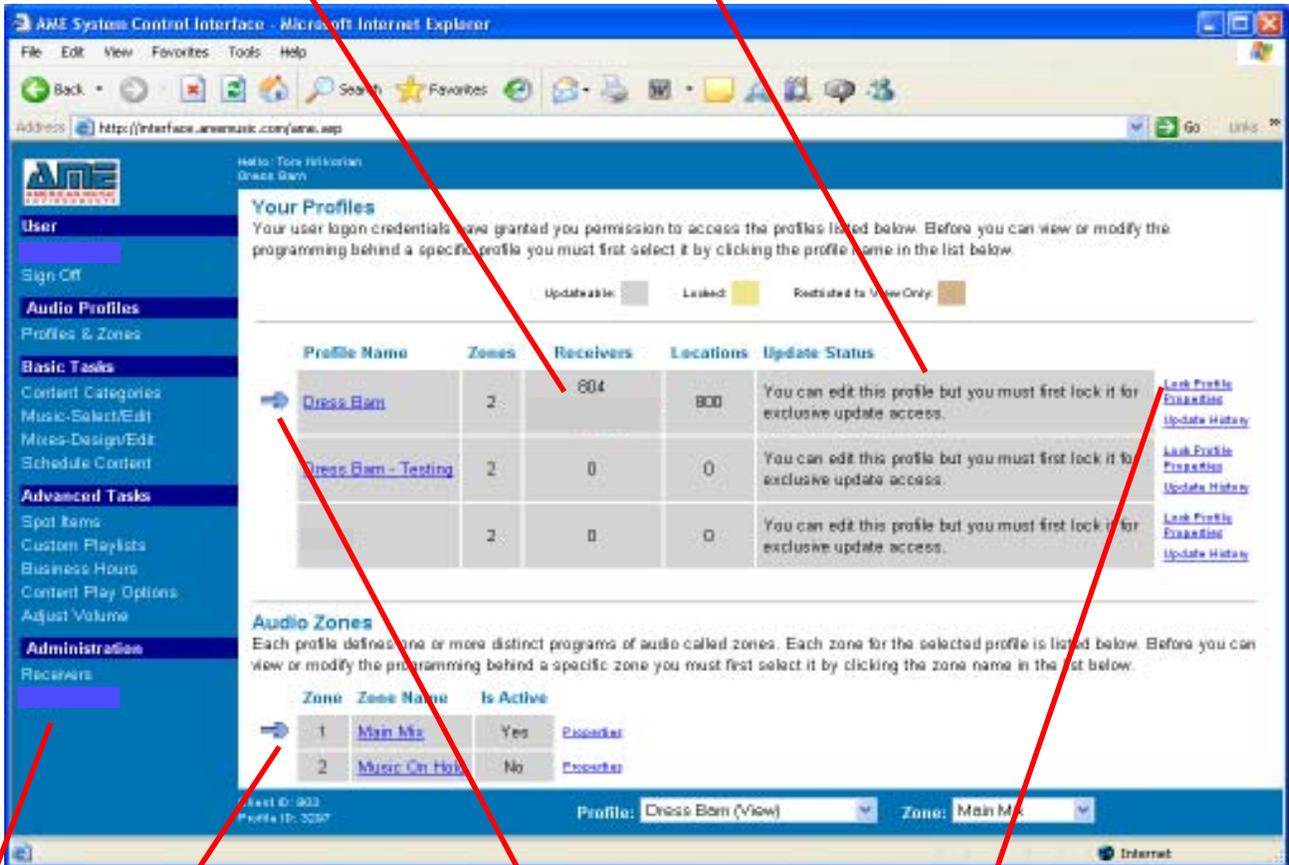


Web Interface Main Screen

The AME Web Interface main screen is your doorway to all of the rich functionality and flexibility of the AME system. The basic areas of the screen are identified below.

Number of receivers and locations over which this profile has control. Remember, a profile can control one or many receivers but a receiver can only be associated with a single profile.

Profile Status. Gray color indicates the profile is ready and available to be locked for changes or simply viewed. Amber color indicates the profile is locked. Brown color indicates the profile is available for viewing only because you have signed on with a restricted password.



Function menu

Zone Selection. All AME receivers have two completely independent program zones. All Interface functions can be performed on one zone at a time. In this case, *Main Mix* is selected.

Profile Selection. The profile is where all program instructions are stored. Each receiver requires one profile, however one profile can control multiple receivers. In this case the Dress Barn profile is selected.

Profile Action Options. If you are only viewing your profile, you do not need to select an Action. If you plan to make changes, you must first Lock the profile. Once you lock the profile, no one else can make changes to the profile until you either Release your changes or Undo your changes and return the profile to the condition before it was locked.



Web Interface Function Menu

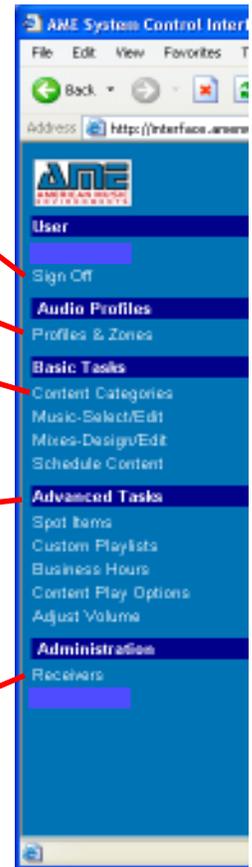
Sign Off. Ends your web session. Note that if you have locked your profile, the profile will remain locked until you release it. This means you can sign off then return at a later time to complete your programming changes.

Profiles & Zones. This function brings you back to the Main Screen from any other location in the Interface.

Basic Tasks. These programming functions are used most often when you set up or change your music mix or song library. Each function in this category will be explained in detail later in this manual.

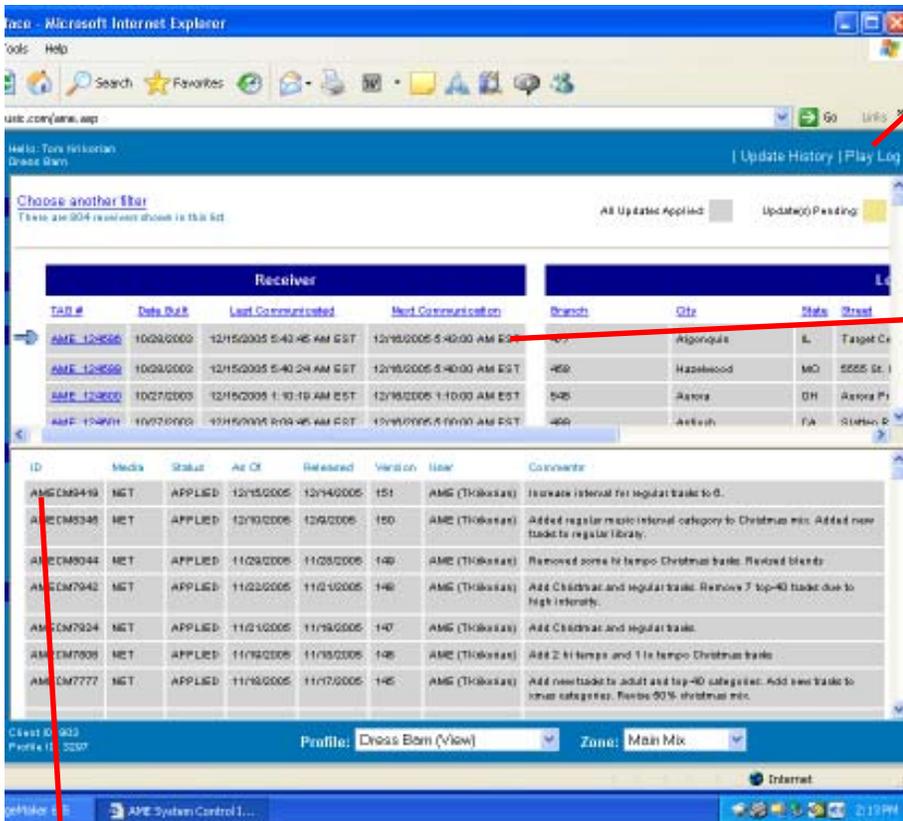
Advanced Tasks. These functions are used when you incorporate announcements in your program or create other special program content. These functions will also be detailed later in this manual.

Receivers Screen. This function allows you to check the status of all receivers assigned to your profile(s). You can also check the Play Log from any receiver to determine exactly what was played at a given time and date. Each time a receiver communicates with the AME servers, it leaves behind a detailed log of all program content that was played.



Web Interface Receiver Screen

This screen allows you to check the status of your AME Receiver(s). You can also access the play log for any receiver to determine exactly what was played at a given time.



Update History/Play Log Mode. The receivers screen normally comes up in the Update History mode. To obtain a play log, click on the Play Log link here.

Receiver List. This list displays all receivers associated with the profile you selected on the main screen. Remember, you can have one or many receivers. This example is a user with 800 receivers. The color of the receiver list indicates the communication status of that receiver. Gray means everything is on schedule. Amber means the receiver has an update which has not been picked up. Red color means the receiver is Tardy communicating. This usually means there is a problem with a phone or network line or the receiver itself. If you see Tardy for more than a day or two, contact AME for assistance.

Update History. This log shows all of the updates that have been created and or applied to the receiver selected with the arrow in the receiver list. The gray color of the update means it has been picked up and applied by the receiver. If the update has an amber background, that means the update is not complete. An update delivered by telephone line or network can have three states:

DEPLOYED: The update has been created and is waiting for the receiver to retrieve it.

DELIVERED: The receiver has retrieved the update and is in the process of applying the update.

APPLIED: The receiver has verified that it has successfully applied the update and the new instructions or content will take effect as instructed.

When an update is created, the AME servers measure the size of the update in bytes. Generally, if the update size is less than 10 Mb, the update will be delivered to the receiver via network. Updates over 10 Mb are delivered to the receiver via a CD ROM that is automatically prepared and mailed by AME. CD updates can have four states:

DEPLOYED: The update has been created and is waiting for the CD to be burned.

PRINTED: The update CD has been automatically burned and is ready to be mailed.

SHIPPED: The update CD has been mailed to the client location where it will be placed in the CD Update drawer on the front of the AME receiver.

APPLIED: The receiver has verified that it has successfully applied the update CD and the new instructions or content will take effect as instructed. The CD can be left in the receiver or thrown away.



Web Interface Play Log Option

Each receiver keeps a complete log of every program element it plays along with a date and time stamp. Using this option, you can find out what was played and when it played. After clicking on the Play Log link, you will specify what you are looking for using the filter link shown below. 1

Receiver					
TAG #	Date Built	Last Communicated	Next Communication	Branch	City
AME 124596	10/28/2003	12/15/2005 5:43:45 AM EST	12/16/2005 5:43:00 AM EST	477	Algonquin
AME 124599	10/28/2003	12/15/2005 5:40:24 AM EST	12/16/2005 5:40:00 AM EST	458	Hazelwood
AME 124600	10/27/2003	12/15/2005 1:10:19 AM EST	12/16/2005 1:10:00 AM EST	545	Aurora
AME 124601	10/27/2003	12/15/2005 8:09:45 AM EST	12/16/2005 8:00:00 AM EST	499	Antioch

Play log information is available for this receiver. Please specify a [Filter](#) to define the portion of the play log you wish to view

2

Fill in the criteria for the log information you want to view then click Apply Filter.

3

This is a sample of a play log showing the date and time a program element was played along with the length or duration and the title/artist information.

Played At	Duration	Artist	Title
12/11/2005 11:55:40 PM	3:24	HENRY O	GREENSLEEVES
12/11/2005 11:55:52 PM	3:40	JESSICA SIMPSON	WHAT CHRISTMAS MEANS TO ME
12/11/2005 11:51:25 PM	4:28	PATTY SMYTH	NO MISTAKES
12/11/2005 11:48:44 PM	3:41	DIANA ROSS & THE SUPREMES	MY FAVORITE THINGS
12/11/2005 11:48:50 PM	2:54	ELLA FITZGERALD	HAVE YOURSELF A MERRY LITTLE CHRISTMAS
12/11/2005 11:43:10 PM	3:40	CHET ATKINS	WHITE CHRISTMAS
12/11/2005 11:39:44 PM	3:28	MACY GRAY	SANTA BABY



Setting up your music programming

Using the Basic Tasks on the main screen, you are now ready to create or modify the actual audio content that will be played by your AME receiver. Before you start, it is very important to understand how the system manages music and other audio elements such as announcements.

All songs are placed in one or more **CATEGORIES**. One or more categories are used to create a **MIX**. Finally a mix is **SCHEDULED** to play at a given time on a given day. We will review each of the functions in the Basic Tasks group of the Function Menu.

CONTENT CATEGORIES: Every song must be a member of at least one Category. There are two types of categories; Stock and Custom. Stock categories are groups of songs that have been pre-selected by AME music experts to belong to a given category. Examples of Categories are Solid Gold or Country. Songs are placed into categories because they share some logical common characteristic. Stock categories are ready to use with no further work on your part. Custom categories are groups of songs that have been selected by AME or you based on some specific requirement of your application. Songs from any of the stock categories can be added to a custom category. In order to place songs in a custom category, you must first create the custom category using the **CONTENT CATEGORIES** function under Basic Tasks on the main screen menu. An example of the Content Categories screen is shown below.

The Content Categories on this sample screen show some of the stock music categories available on the AME system. To obtain a more detailed description of the music in a stock category, simply hover the cursor over the category name. A description box will appear.

A category can consist of music that is available or installed. Installed means the music is already loaded on the hard drive of your AME receiver. Available music is on the AME servers and can be loaded to your AME receiver as needed.

Category	ID	Installed Music			Available Music		
		Tracks	HH:MM	Storage	Tracks	HH:MM	Storage
1990s Current Rock	RK	905	60:11	1,700 MB	1,135	74:45	2,088 MB
50-90s Pop Mix	EB				516	30:10	854 MB
Adult Alternative	AD				790	45:52	1,299 MB
Adult Contemporary Lite 1970s-current	LT	757	48:58	1,384 MB	798	51:40	1,460 MB
Alternative Rock	AL				776	46:56	1,329 MB
AME Messages & Announcements	AA				2,061	21:00	582 MB
Bluesgrass	BG				259	13:08	374 MB
Blues/Vocal	BV	240	12:31	366 MB	323	17:06	485 MB
Brazil	BZ				101	6:32	185 MB
Cajun/Zydeco	CJ	123	7:35	215 MB	168	10:14	290 MB
Caribbean Music	CB	132	8:04	228 MB	257	15:55	490 MB
Christian Contemporary	RR				369	23:08	654 MB
Classic Rock 1950-1980	CR	467	28:50	816 MB	475	29:31	835 MB
Country Core	CC	1,274	71:52	2,043 MB	1,431	81:04	2,304 MB
Country Secondary	CS	734	41:18	1,172 MB	992	56:23	1,599 MB
Dance Tracks and Remixes	RD	197	13:13	373 MB	561	43:23	1,221 MB

- Basic Tasks
- Content Categories
- Music-Select/Edit
- Mixes-Design/Edit
- Schedule Content

The number of Tracks or Songs in a category are shown along with the total length of the songs (HH:MM). The Storage column shows how much hard drive space is or will be occupied by the category.



Create a Custom Music Category

In order to play a song on the AME system, the song must belong to a category of music. On the previous page we saw a few examples of stock or pre-selected music categories. You can customize your music by creating your own categories based on your musical requirements. In order to select music for a custom category, you must first create an empty custom category.

Select Content Categories on the Function Menu and scroll to the bottom of the category screen. Click on CREATE CUSTOM.

1

Storage Summary shows how much space is available on your receiver hard drive. In most cases the capacity of the hard drive is far larger than needed.

2

World	W/O	1:25	8:18	235 MB	485	33:30	945 MB
-------	-----	------	------	--------	-----	-------	--------

If you want to create a new category from one of our standard libraries, click the Install Stock Category button. You can also expand the number of tracks in a stock category that's already been installed by clicking the Add Music button. If you prefer to hand pick the music for your categories, create a new custom category by clicking the Create Custom button.

Category Properties Install Stock Category Create Custom Add Music

You can permanently delete an installed category and all the music it contains by clicking the Delete Category button. Rather than deleting the category, you can free up storage capacity by reducing the number of tracks in a category. Simply select the category you want to trim and then click the Remove Music button.

Delete Category Remove Music

Storage Summary
Your AME-2000 Receiver has a total capacity of **35,840 MB** for audio file storage. Currently **56%** of this total capacity is being used to hold audio files leaving **15,610 MB** available for additional audio items.

Client ID: 903 Profile ID: 2267 Profile: Dress Barn (View)

3

Identify your custom category with a meaningful name that is different from other stock and custom categories you have created.

Category Name:

You can choose to play tracks in this category at a volume level other than the default. However, be very careful when using this option as mixing music played at differing volume levels is usually undesirable. Consider this option as a means to boost the volume level of messages.

Volume Level:

Normally, the volume of a track is subject to adjustments that can be scheduled using the Adjust Volume feature. If you want to insure that tracks in this category are never adjusted to play at a different volume level, choose **Yes** to lock the volume level at the value specified above.

Lock Volume:

By default the system schedules tracks using a scheme that provides equal consideration to track separation and the randomness of the play list. You can adjust the weighting that the system gives to separation and randomness using the options provided in the list below.

Track Separation:

If you have created this category for the purpose of scheduling it as a spot and playing the tracks in a specified order, select **Yes**. Note that doing so will prevent the category from being used in a mix. Note that if the category is already being used in a mix then you will not have the option to change this setting.

Play Tracks:

3

Type the name of your new custom music category in the space provided. It is a good idea to make the category name descriptive of the type of music it will contain.

The remaining options are normally left as they are. Read the descriptions of the other functions to determine if they apply to your case.

When you are finished, click on the Create Custom Category button. You can always change or edit the name of the custom category or its associated color code.

4



Customize your music categories

Now you can select or delete music down to the level of a single song. To begin, click on the Music-Select/Edit option on the Function menu.



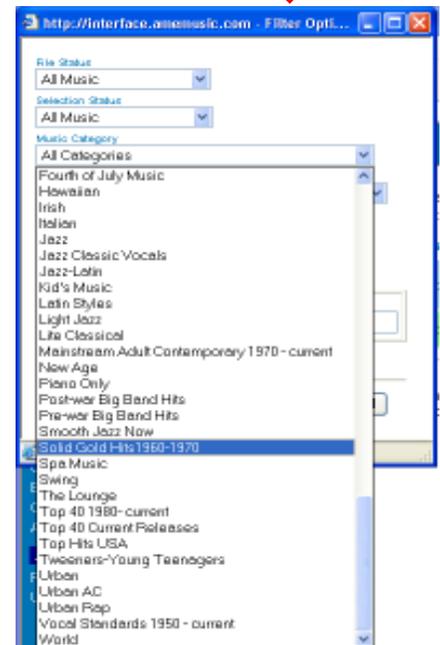
2 Select the Filter & Search link on the music select/edit screen



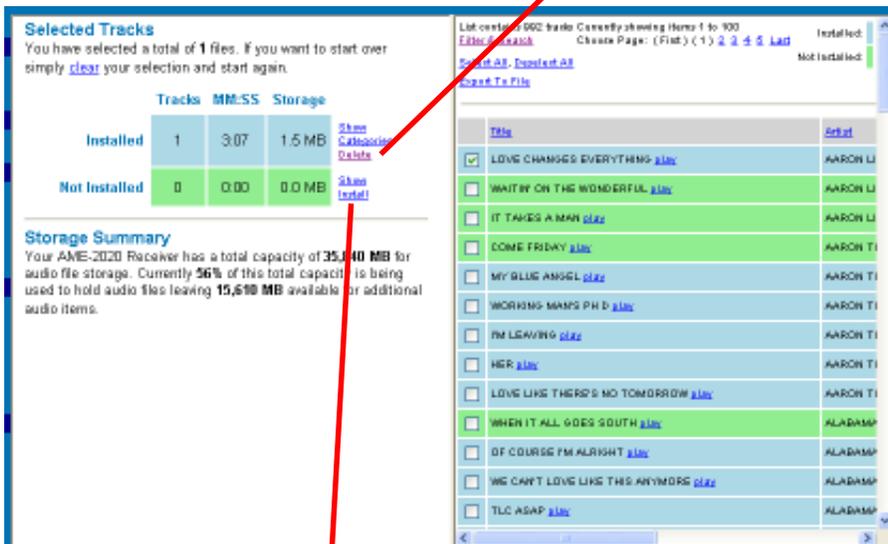
Using the filter option, you can now select from any of the stock or custom categories to view and manage the content of the categories.

This is an example of the results of filtering on a stock music category. This category contains 992 songs or tracks. The color code is important. Songs in blue are already installed on the receiver hard drive. Songs in green are available to be installed. In this example, we are going to select songs to DELETE from the stock category. To delete a song, check the box next to the song then click on the Delete link. You can select multiple songs for deletion.

3

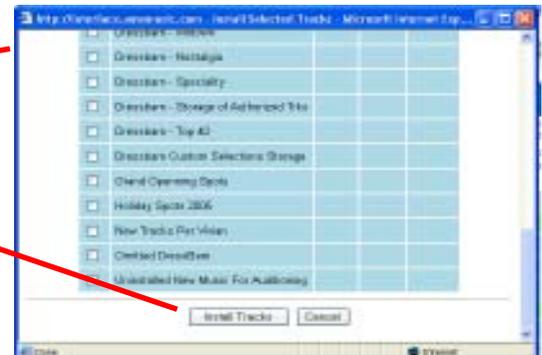


4



If you want to add or INSTALL tracks shown in green, check the box next to the song(s) you wish to install then click the Install Link.

A list of custom categories will be shown. Check the category(s) where you want the selected song to be installed. When finished, click the Install Tracks button. Note that the checked tracks will also be installed in any stock categories that are already present on the hard drive of your AME receiver.



IMPORTANT: When installing tracks, keep in mind that any update over 10 Mb in size will be sent to you on a CD ROM. Very large updates involving several hundred or more tracks will be sent on multiple CD ROM's.



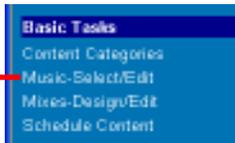
Important concepts on managing songs

On the previous page, you learned how to open a list of songs in a stock music category and selectively delete certain songs. Keep in mind that when you delete a song from a stock category, the song will also be removed from any custom categories you have created. The song will then be shown on the stock category list with a **GREEN** color code which means it is not installed on your receiver. It is important to note that the actual song file will not be erased from your receiver hard drive. If you choose to install the deleted song at a later date, it will immediately be available for playback.

Adding music to your custom categories

You can create one or more custom music categories and fill them with songs of your choice. To place songs in a custom category you must **FIRST** create and name the category. That process was covered earlier in this manual. Once the custom category is set up, you are now ready to add music to the category. All songs on the AME system originate in a STOCK music category. You can draw songs from any stock music category or any other previously filled custom music category. Once a custom category contains songs, you can also delete any of those songs as needed. Remember that when you delete a song from a custom category, it is only removed from that category. The song is not erased or removed from the stock category from which it was originally drawn nor is it removed from any other custom categories where it has been placed. Follow the steps below to add or delete music in a custom music category.

1
Under BASIC TASKS select the Music Select/Edit function.



Check the selection box next to the songs you want to place in your custom music category. If you want to use all of the songs, click the Select All option. If you want to remove your check marks, click on Deselect All.

3



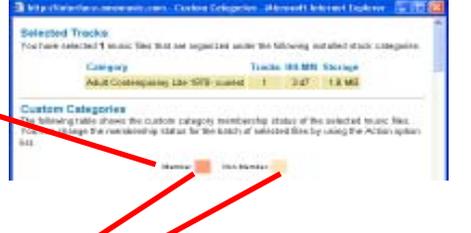
2
Using Filter & Search, select one stock or custom category from which you will select songs to fill your new custom category.

Selected Tracks
You have selected a total of 0 files. If you want to start over simply **clear** your selection and start again.

Tracks	MM:SS	Storage
Installed 0	0:00	0.0 MB

Please use the **Filter & Search** window to specify music you would like to review. Please note that open automatically. If the Filter & Search window within the next few seconds, click the link to open manually.

The songs you selected are automatically analyzed by the system and you are shown how many of the songs are a member or non-member of each category. The color code tells you which songs are members.



When you are done selecting music to be moved into your custom category, click the Categories link. You will now see the Custom Categories selection box shown here. This box allows you to ADD or REMOVE your selected songs from any of the custom categories. To add your selections to a custom category, select Add Non Members from the drop down menu

4



In this example, we selected one song and the system is telling you that the song is NOT a member of any of the custom categories shown. You can place the song in any of the categories by selecting the Add Non-Members option.



Design a Music Mix

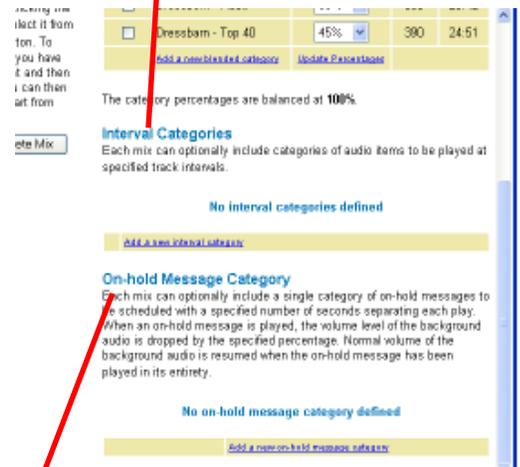
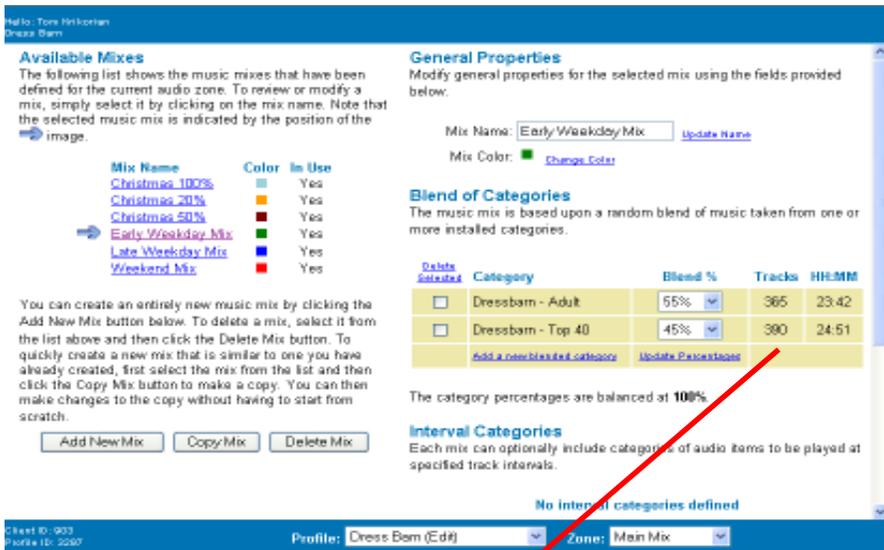
You have decided on which music categories you want to use in your music mix. The selected categories can be stock (pre-selected by AME) or custom categories with music selected just for your application.



To design a music mix, click on Mixes Design/Edit on the function menu.

The Mix Design/Edit screen is where you tell the system which category(s) you want to blend into your own perfect music mix. A mix can use one music category played 100% of the time. It can use two categories played in some other percentage (50/50 60/40) as long as the total adds up to 100%. Check the example below (the Green Mix) where two custom categories are being played in a ratio of 55/45%. This means that whenever the green mix is scheduled, the AME receiver will play 55% of the music per hour from the Dressbarn Adult category and 45% of the music per hour from the Dressbarn Top-40 category. Once you have set up your music mixes, you can then schedule the mixes to play at certain times of day and on certain days of the week. A mix can be created and not used until some later time. An example of this would be a Christmas mix.

If you scroll down this window, you will reach Interval Categories. By adding an interval category to your mix, you can play one item from the category you set as the interval category every X songs. The Interval category can be music, announcements or any other audio element.



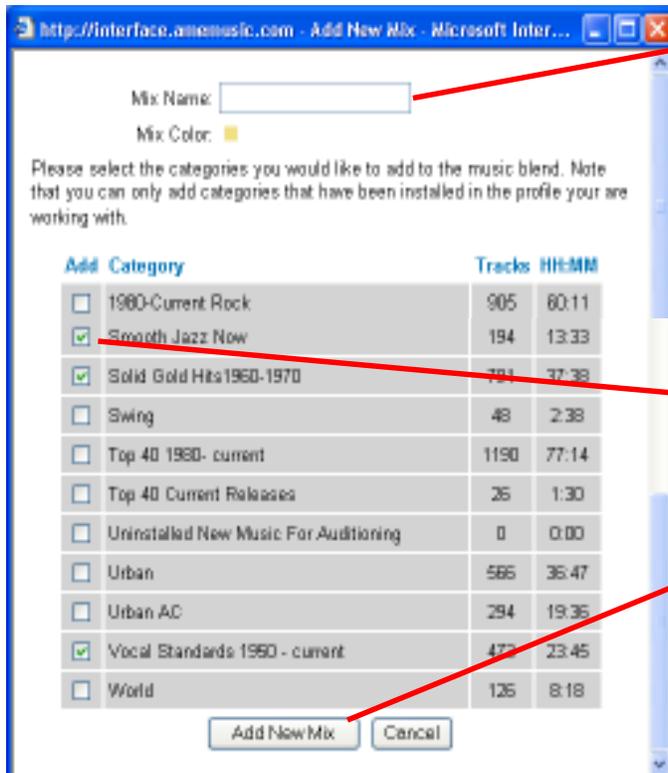
This block shows the content of the "Early Weekday Mix" with a color code of green. The Tracks column show how many tracks or songs are in the category while the HH:MM column shows how long you would have to continuously play the category before a song would repeat. You can name a mix as you desire.

If you are using this program zone for telephone on-hold music and messaging, you can add announcements to the program by adding an on-hold message category. If added, the AME receiver will play music continuously and at a selected interval it will fade down the music and play a short announcement such as "Thank you for holding". This function is intended for use as an on-hold program only. Instrumental music is the recommended background for telephone on-hold programs.



Add a NEW Music Mix

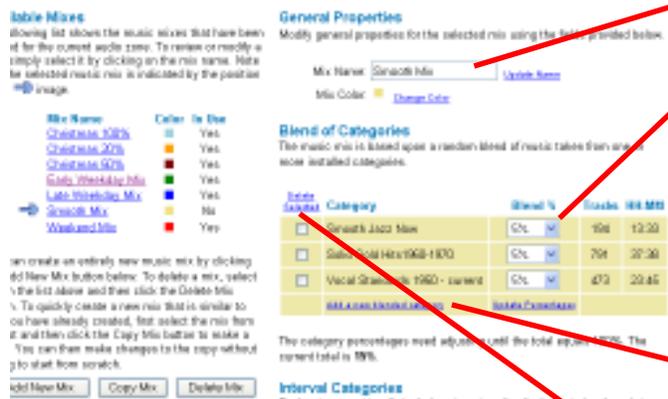
To add a new music mix, click on the ADD NEW MIX button on the Mix Design/Edit screen shown on the previous page.



Once the Add New Mix box is shown, you need to give your new mix a name. Type the name in the box. When naming a mix, it is a good idea to use a descriptive name such as "Up-Tempo Rock" or "Dinner Piano Music". This will help you remember the mix content when you schedule the mix. The system will assign a new color code for your new mix. If you don't like the color or name, you can change them after the mix has been designed. Use the "Change Color" or "Update Name" links on the Mix Design/edit screen.

You can now check off the category(s) you want to include in your new Mix. Keep in mind you can make a mix out of a single category or many categories.

When you are finished checking off your desired categories, click the Add New Mix button to go to the next step.

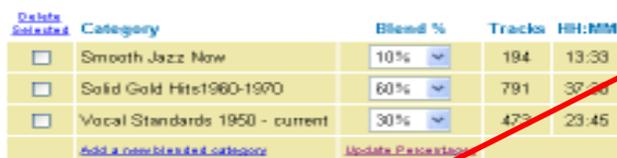


We named the new mix "Smooth Mix" and the system assigned a yellow color code.

You now must tell the system the amount of each category is should play in a given hour of music. You will note that the system automatically assigned a level of 5% to each category. You must now change the percentages so they add up to 100%. When you are done changing the percentages, click the "Update Percentages" link. The system will verify that your mix totals 100%.

If you want to add another category to this mix, click the "Add a New Blended Category" link and you will have the opportunity to check off one or more additional categories from the category list.

If you want to remove a category from this mix, check off the category you want to remove and click on the "Delete Selected" link. Keep in mind that when you add or remove a category from a mix, you must change the percentage of use so the total is again at 100%.



When you have changed the percentages for each category, the mix is now balanced at 100%. The mix is now ready to schedule.

The category percentages are balanced at 100%.



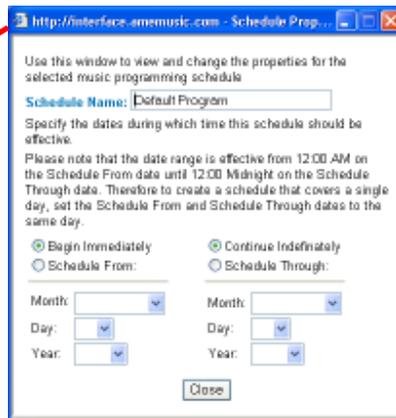
Schedule Your Music Mixes

You have selected your music and categories and you have designed one or more music mixes. Congratulations! Now it's time to schedule the music. To set up or change the schedule, click Schedule Content in the function menu.



When you arrive at the Schedule Content screen, you must specify if you are going to use the regular or Default schedule that runs all the time or a special schedule that runs only during specific dates. The example on the right shows the default schedule. To check the schedules, click on "Properties".

To view any special schedules, click on the drop down menu and select the special schedule. In this case, the Christmas schedule.

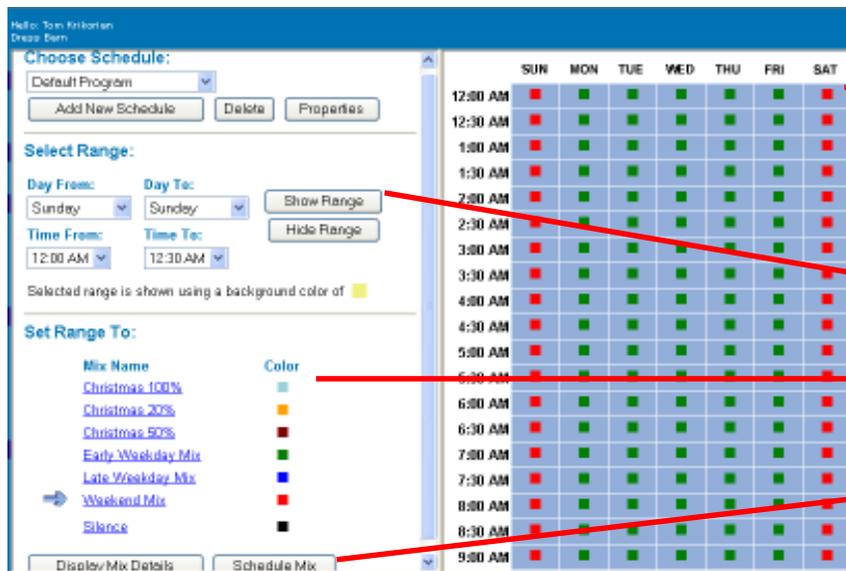
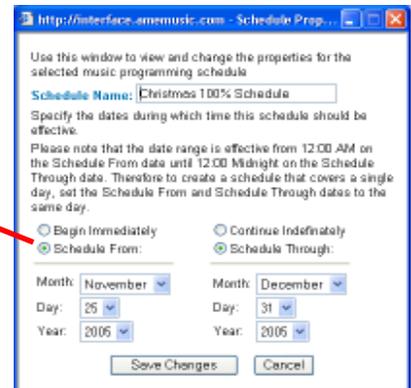


The properties of the Default Program are shown in the box to the right. The default program runs any time when no other program is specified to run. Pay special attention to the instructions for each schedule. The next example schedule on the far right is a special Christmas schedule. Note that the Christmas schedule has a specific start and ending date. During this date range, the Christmas schedule will replace the Default Program. Every Schedule Name has its own day/time grid so you can have a completely different set of music mixes for each schedule. Once you have set the various schedules, the AME receiver automatically switches to the proper schedule on the dates specified.

Note that the Christmas 100% schedule is set to start on November 25 and run through December 31 only. After December 31, the Default Program automatically takes over.



You can now open the Properties window for the Christmas Schedule



To schedule content (music mixes) you will use the grid shown on the Schedule Content screen. Each day is represented on the horizontal axis. The time of day is shown on the vertical axis. The time of day is divided into 30-minute segments.

To schedule one of your music mixes, you simply specify a day and time range.

Once the day and time range is specified, you select the mix you want to schedule for that range.

When you are ready, you simply click on the Schedule Mix button and the system will place the selected color mix in the specified day/time segments.

You can look at the makeup of any of your music mixes by clicking on the Display Mix Details button. If you decide you want to change the design of the mix, go back to the Mix Design/Edit option on the function menu.

