



CHANNEL SETUP GUIDE

VERSION 1.0

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INTRODUCTION

The RayV Player provides you with opportunities to present your channels and brands in engaging, exciting, and memorable ways. It enables you to provide high-quality broadcasting at an extremely low cost using RayV's patented technology.

Some of the RayV service features include:

- Creating an unlimited number of channels supporting multiple regions.
- Maximizing the number of simultaneous viewers.
- Producing accurate and targeted statistics about users' behavior and the quality of broadcasting according to geographic locations and/or network topology.
- Performing dynamic network problem discovery and resource allocation.
- Geo-blocking, preventing access to visitors in particular countries or regions.
- Creating secure and dynamic subscription models (periodic and PPV per events).
- Enticing users by interactive and social TV widgets that can be developed by any third-party flash developers and easily integrate with the RayV Player.

This document provides instructions for:

- Setting up your RayV-delivered channels on your Web site.
- Customizing and branding your RayV Player.
- Providing technical information and support to your end users.

EMBEDDING A RAYV-DELIVERED CHANNEL

You can embed a RayV-delivered channel or channels on your Web site. The instructions described in this section present a simple description of the recommended way to embed these channels on your site. This also takes into account the user's initial experience, before the user has installed the RayV Player, as well as the user's ongoing experience. Using the instructions provided, you can ensure an automatic embedding of your channels on a variety of Web browsers for PC and Mac such as Internet Explorer, Firefox, Google Chrome and Safari.

The entire embedding process and Player customization can be seen at the following site: <http://rayv.com/BroadcasterTools/ViewerToolbox/Embed>

For information about customization, refer to *Customizing the RayV Player* on page 6.

RECOMMENDED WORKFLOW FOR USERS

The following figure illustrates the flow that RayV recommends for your users.

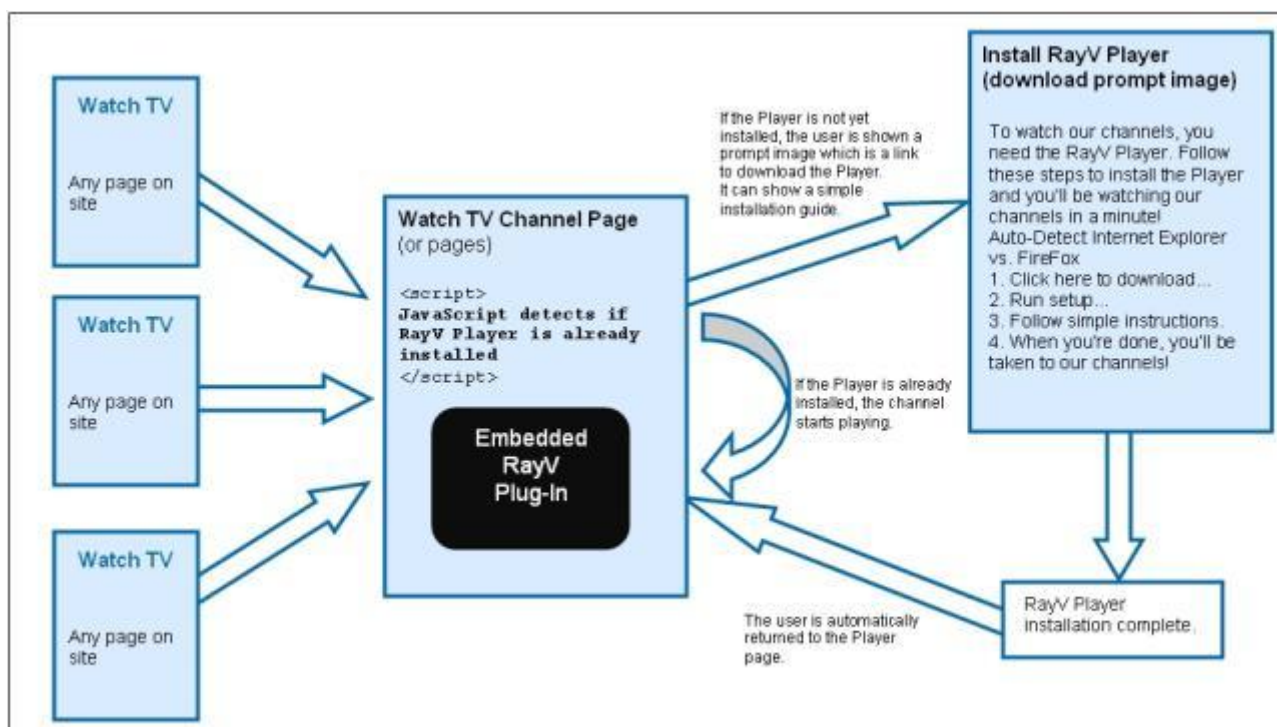


Figure 1: Recommended Workflow for Users

Note: Visit the sample site at <http://rayv.com/BroadcasterTools/ViewerToolbox/Embed> to experience the entire process and view the HTML and JavaScript being used.

EMBEDDING RAYV-DELIVERED CHANNELS

The following instructions to embed your RayV-delivered channels on your web page are as simple as adding a few lines of HTML code in your Web page. In addition, you can include more sophisticated code using the RayV Player API to provide additional functionality, as necessary. For information about the RayV Player API, refer to the *RayV Player Plug-in API* guide.

```
<HTML>
<BODY>
  <!-- embed RayV: START -->
  <div id="RayvControlContainer" style="width:640 px;height:480
px;">
  </div>
  <script type="text/javascript">Rayv = false;</script>
  <script type="text/javascript" src="http://static.rayv-
inc.com/ViewerEmbed/rayv.js"></script>
  <script type="text/javascript">
    if (!Rayv) {
      document.getElementById("RayvControlContainer").innerHTML =
        "rayv.js library is not loaded properly.";
    } else {
      Rayv.Embed("RayvControlContainer", {
        "CoverImageURL": "http://static.rayv-
inc.com/ViewerEmbed/images/getRayv.JPG", //this URL can change to be
any image of your choice
        "Affiliate": "mycompany", //will be provided by RayV
        "ChannelID": "mychannel", //will be provided by RayV
        "SessionActive": "1",

        "InitParams": "allowDVR=true&allowDetach=1&ChannelID=mychannel"
      });
    }
  </script>
  <noscript>
    Scripting is disabled in your browser.
    <br />
    Please enable javascript to view this page.
  </noscript>
</BODY>
</HTML>
```

The following table describes the parameters that you can change in the RayV Player embed code. These parameters appear in red and are bolded. All other parts of the RayV embed code must not be changed.

Table 1: Embed HTML Code Parameters

Parameter	Description
<code>Style width/height</code>	<p>The width and height, in pixels, of the controls.</p> <p>It is recommended to use a width and height that fits the aspect ratio of the channel (that is, 4:3 or 16:9). After setting these parameters, check your page to see how the controls appear and adjust these parameters accordingly.</p> <p>If black strips appear on the left and right of your video, this means that the control is too <i>wide</i> for its height. If black strips appear on the top and bottom of your video, this means that the control is too <i>high</i> for its width.</p>
<code>CoverImageURL</code>	<p>A full path URL to an image that is displayed to users who have not yet installed the RayV Player. If the user has already installed the RayV Player, the page displays and begins delivering the channel video.</p> <p>This image is generally designed as a prompt from which to download the RayV Player. The default image used is <code>http://static.rayv-inc.com/ViewerEmbed/images/getRayv.JPG</code>. You can replace this image with any image of your choice.</p>
<code>Affiliate</code>	<p>The ID for the Player that includes your branding and customization. This ID is defined together with RayV. For information about branding and customization options, refer to <i>Customizing the RayV Player</i> on page 6.</p>
<code>ChannelID</code>	<p>The ID for the channel. This ID is defined together with RayV.</p> <p>Note that <code>ChannelID</code> is not the same as the Channel display name.</p>



CUSTOMIZING THE RAYV PLAYER



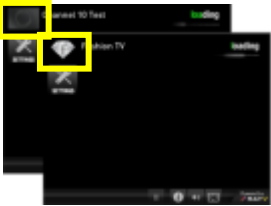

RayV customizes the RayV Player, which your users will be using, according to your specifications. The following sections describe the various customization and branding options available. Using the information in the tables, provide RayV with the customization items and appropriate technical details.

CUSTOMIZATION AND BRANDING OPTIONS

The following table describes the general customization and branding options, including icons, logos, and shortcuts for the RayV Player.

Table 2: General Customization and Branding Options

Item	Description	Customization Options	What to Provide RayV
Desktop shortcut URL	The URL for the watch page. This URL is opened from a desktop shortcut.	Mandatory.	Your watch page URL.
Desktop shortcut name	The name of the desktop shortcut.	Mandatory.	A name for the desktop shortcut (for example, 'PartnerTV').
Desktop shortcut icon	Icon to be displayed on the desktop.	Mandatory.	Windows .ico format, 32x32px and 16x16px, both in 256 colors.
Uninstall icon	The icon to be displayed under Start>Programs. This icon is used to uninstall the RayV Player.	Optional. If not supplied, the following default icon is used: 	Windows .ico format, 32x32px and 16x16px, both in 256 colors.
Link open	The URL for a page that the default browser opens when the Player setup is complete.	Optional. If not supplied, no page opens after the Player setup.	Any URL, for example, your watch page URL.
Display branding	Display 'Powered by RayV' on the Player control panel.	Optional. If not specified, the 'Powered by RayV' appears in the control panel. 	Instructions to enable or disable this option.

Item	Description	Customization Options	What to Provide RayV
Display desktop icon in tray	Display the icon displayed in the desktop shortcut in the tray.	Optional. If not supplied, the default RayV icon is used: 	Instructions to enable or disable this option.
Setup logo	A customized logo that appears in the setup window.	Optional. If not supplied, the default logo is used: 	A .jpg format image, 70x70px.
Channel display name	The channel name that is displayed to the user.	Mandatory.	Unicode Latin characters (including accents, etc.), spaces, and other standard punctuation are supported. Up to 55 characters. It is recommended to use approximately 10 characters.
Channel logo	The channel logo that is displayed on the video.	Optional. If not supplied, no logo is displayed. 	A .png format image, 73x50px.
Channel description	A text description of the channel.	Optional. If not supplied, when users click  for more information, an empty field appears.	Up to 1,000 characters. Full, free-form Unicode text is supported.

CHANNEL PRESENTATION RULES

The following table lists the options for customizing the channel presentation rules. There are several types of controls that can be defined for each individual public channel.

Table 3: Channel Presentation Rules Customization

Rule Name	Description	Customization Options	What to Provide RayV
<i>Geo Restriction</i>	The channel is only be viewable if the user's computer is not in a restricted country, based on IP address.	Optional. If not specified, the channel can be viewed from any location.	List of restricted countries.
<i>Allowed Embedded Page URLs</i>	For each channel, there is an optional list of allowed URLs. This means that the channel can only be embedded on one of the pages on that list. This way, the channel owner can make sure that the channel can only be displayed where they want it to be displayed.	Optional. The list can contain up to 150 URLs. If not specified, there is no restriction on where the channel can be embedded.	A list of URLs in the following format: <Domain Name><Site Path> Examples of correct entries: XYZ.com/TV/Page1.php LMNOP.co.uk LMNOP.co.uk/Section1/ChannelA.htm Examples of incorrect entries: http://LMNOP.co.uk LMNOP.co.uk/Section1/Page.php?Variable=1234

INFORMING RAYV OF YOUR CUSTOMIZATION OPTIONS

To order customization options for the RayV Player:

- Using Table 6 and Table 7 in Appendix A, *Ordering Customization Options* on page 20:
 - Enter **Yes** in the Order Option field if you want to order the option.
 - OR
 - Enter **No** in the Order Option field if you do not want to order the option.
- Enter the information that RayV needs to customize the option for you in the Information for RayV field in Table 6 and Table 7.

Note: The text enclosed in triangular brackets tells you the information to include in the Information for RayV field.

- Send the completed table and appropriate icon and logo files to your contact at RayV.

RayV customizes the Player that is downloaded by your users according to the information you provide.

END USER PLAYER GUIDE

The following sections include feature information about the RayV Player, and download and installation instructions for the end user.

RAYV PLAYER FEATURES

The RayV Player provides an exciting DVR experience and is available on PC and Mac. Some of the RayV Player features include:

- Guide - for easy navigation between channels.
- Digital Video Recorder (DVR) – pause, rewind, fast forward, and slow motion to control live or up to 30 minutes of recorded stream:
 - Pause Live (up to 30 min.)
 - Rewind
 - Jump up to Live
 - Fast forward (2 different speeds – x4 and x16)
 - Skip forward/Skip reverse
 - Play in Slow motion
 - Jump 30min. back
- View video in a detached, resizable pop out window, enabling you to work normally on the computer while watching video.
- Store your personalized favorite channels.
- Chat, vote, interact, and connect to your friends and network across the web while watching video.
- Player controls are displayed as an overlay on the video area, saving screen space and enabling video size to be specified more accurately. The controls are displayed only when needed.
- User interface is the same for the various player modes: Embedded, Pop out, Full screen, and Standalone.
- User interface can handle very small player sizes.
- Select multiple languages (English, French, Korean, Chinese and more to come in the future) for the user interface.

- Embedded player on a variety of Web browsers for PC and Mac such as Internet Explorer, Firefox, Google Chrome and Safari.

DOWNLOADING AND INSTALLING THE RAYV PLAYER

The following instructions describe how to download the RayV Player and install it on your PC or Mac computer.

TO DOWNLOAD AND INSTALL THE RAYV PLAYER ON PC

4. When you access the RayV Player page for the first time, you are prompted to download the RayV Player by clicking anywhere on the Download Image.



Figure 2: RayV Player Download Image

5. The File Download window appears.

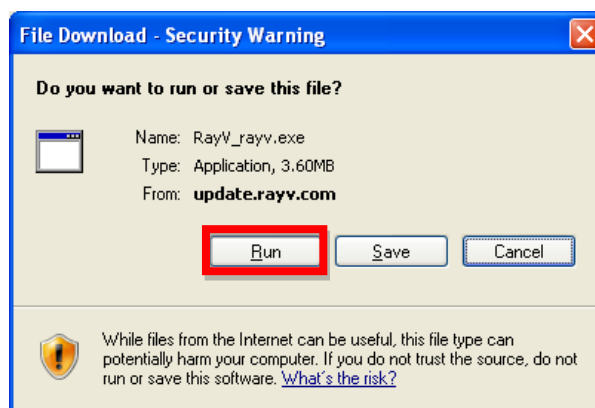


Figure 3: File Download

6. Click **Run**. The download begins.

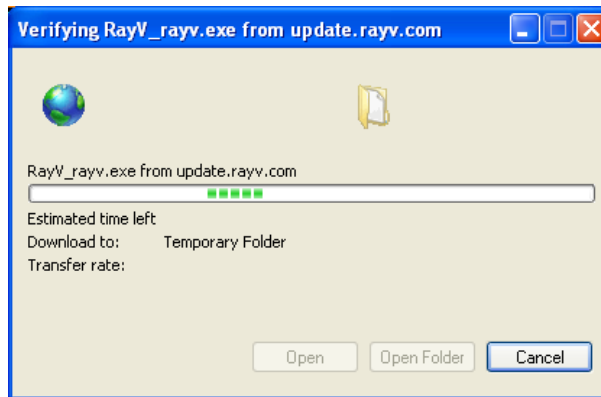


Figure 4: Download Progress

When the download is complete, you are asked if you want to run the Player.

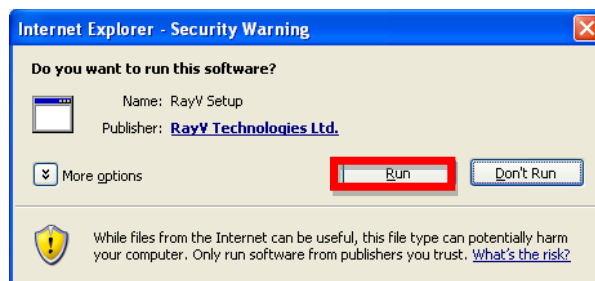


Figure 5: Run the Player

7. Click **Run** to start the Player installation. The Install the RayV Player window appears.

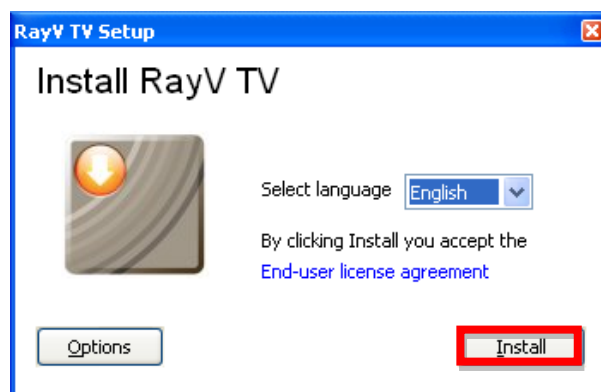


Figure 6: Install the RayV Player

8. Click **Install**. The installation begins and a progress bar appears.

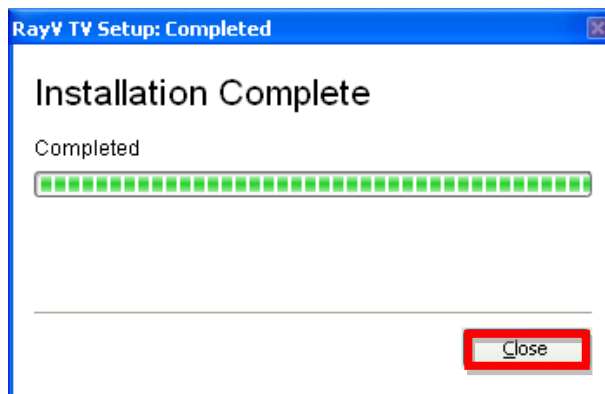



Figure 7: Installation Progress

9. When the installation is complete, click **Close**. A shortcut icon  is placed on your desktop which you can use to run the RayV Player and watch video content.

To Download and Install the RayV Player on Mac

1. When you access the RayV Player page for the first time, you are prompted to download the RayV Player by clicking anywhere on the Download Image.



Figure 8: RayV Player Download Image

2. After the download process is completed, click on the package icon. The Package security prompt appears:

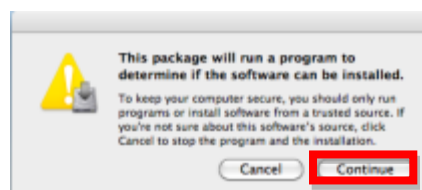


Figure 9: Package Security Prompt

3. Click **Continue**. The installation begins.

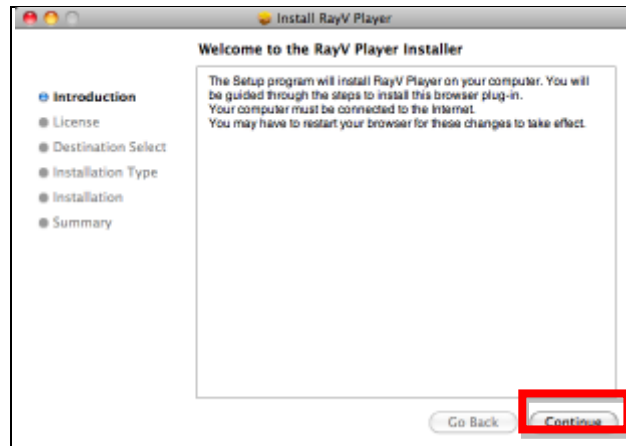


Figure 10: Setup Introduction

Click **Continue**. You can check the end user license agreement (EULA).

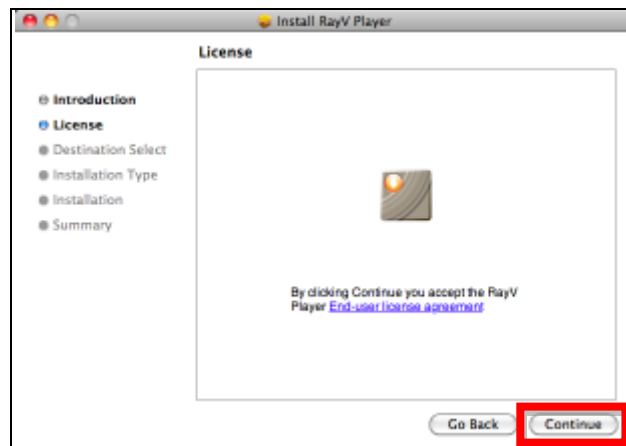


Figure 11: Check the EULA

4. Click **Continue** to select a destination for the installation of the Player.

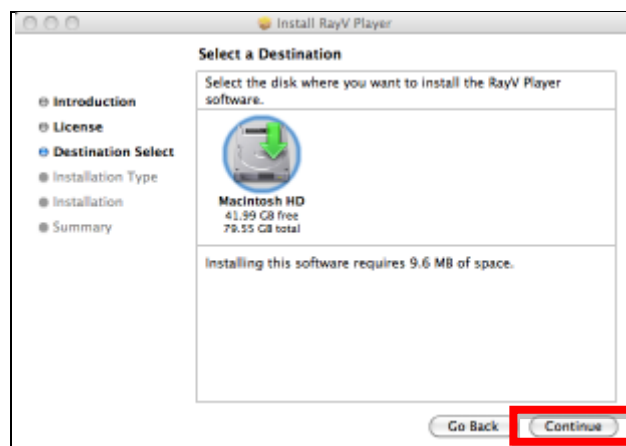


Figure 12: Choose Destination Folder

5. Click **Continue**. The installation begins. At the end of the installation you will get a confirmation screen.

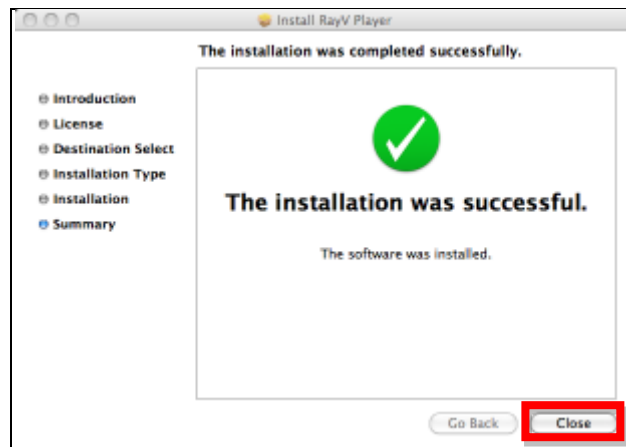
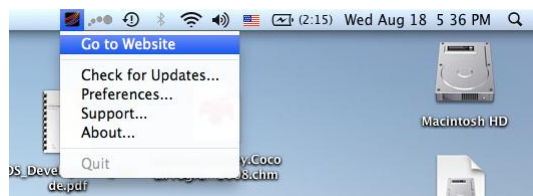


Figure 13: Installation Confirmation

6. When the installation is complete, click **Close**. A shortcut icon is placed on your top menu bar which you can use to run the RayV Player and watch video content.



Note: The player will notify the user if the installed version is too old for viewing a specific channel and will automatically offer to upgrade to the newest version.

USING THE RAYV PLAYER

The following is the live or recorded stream displayed in the RayV Player.



Figure 14: RayV Player



You can use the following when viewing video with the RayV Player:

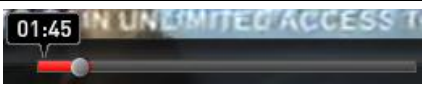

- *Controls* on page 16.
- *Common Shortcuts* on page 17.
- *Remote Control* on page 18.

CONTROLS

Use the following buttons for controlling the RayV Player.

Table 4: RayV Player Controls












Control	Description
	Use the pause, rewind, fast forward, and slow motion buttons to control live or up to 30 minutes of recorded stream.
	Click to see the video in a detached, resizable pop out window. The player video window, including the user interface, is popped out of the Web page and is positioned on top of the other windows as a floating window.

Control	Description
	Click to jump to a location on the DVR. This enables the user to pause the video and continue later to watch from the same point, skip forward/backwards, and watch recorded video in 3 different speeds (x4, x16, and slow motion).
	Click to activate social TV. For more information, see the Widgets documentation.

COMMON SHORTCUTS

The following table describes the shortcuts that are available for common Player operations.

Table 5: Shortcuts

Operation	Shortcuts
Play/pause.	Spacebar
Increase/decrease volume.	 
Mute.	
Toggle channel information.	
Skip 10 seconds backward/forward in DVR (if enabled).	 
Toggle channel guide in standalone mode (if enabled).	
Toggle favorite channels list in standalone mode (if enabled).	
Channel up/down in standalone mode (if enabled).	 
Change playback speed in DVR (if enabled).	
Toggles the full screen mode.	Double-click the video OR Command-F (Mac only)

USING REMOTE CONTROL

PC

The following functions can be performed using a standard Windows Media Center remote control:

- Channel up/down in standalone mode (if enabled).
- Skip 10 seconds backward/forward in DVR (if enabled).
- Play/pause.
- Move within guide/favorites with up/down in standalone mode (if enabled).

Note: The volume and mute settings are changed using the volume/mute control for Windows.

Mac

The following functions can be performed using Apple Remote:

- Open/close standalone player (if enabled) by holding the Menu button. RayV Agent must be running. Open might not work if another application owns the remote.
- Play/pause.
- Player volume up/down.
- Moving within guide/favorites with up/down in standalone mode (if enabled).
- Channel up/down by holding the up/down buttons in standalone mode (if enabled).
- Skip 10 seconds backward/forward in DVR (if enabled).
- Change DVR (if enabled) playback speed by holding the right button.
- Mute by holding the play/pause button.
- Info by clicking the center button (aluminum remote only).
- Favorites by holding the center button (aluminum remote only).

USING THE PLAYER ON A MAC

When using the Player on a Mac:

- Resize the window to fit the channel aspect ratio by clicking the green zoom button in standalone and pop out windows (if enabled).
- Open the standalone player from the RayV Agent menu.
- If you exited the standalone Player in full screen mode, the Player automatically opens the next time in full screen mode.

- Preferences are now part of the Player and are not added to the System Preferences.
- Checking for updates has a progress dialog box.
- You can only exit the Player when there is no active session.

Note: *The Mac version of the RayV Player has the same feature set as the PC version. However, there might be some platform related differences between the two versions.*

ORDERING CUSTOMIZATION OPTIONS

Use the following tables to order customization options for the Player from RayV. For more information, refer to *Customizing the RayV Player* on page 6.

Table 6: Ordering General Customization Options

Item		Order Option (Yes/No)	Information for RayV
Desktop shortcut URL	Mandatory		<watch page URL>
Desktop shortcut name	Mandatory		<name of desktop shortcut>
Desktop shortcut icon	Mandatory		<name of icon file>
Uninstall icon	Optional		<name of icon file>
Link open	Optional		<URL>
Display branding	Optional		<instructions to enable or disable this option>
Display desktop icon in tray	Optional		<instructions to enable or disable this option>
Setup logo	Optional		<name of setup logo file>
Channel display name	Mandatory		<name of channel>
Channel logo	Optional		<name of channel logo file>
Channel description	Optional		<description of channel>

Table 7: Ordering Channel Presentation Rules Customization Options

Rule Name		Order Option (Yes/No)	What to Provide RayV
<i>Geo Restriction</i>	Optional		<list of restricted countries>
<i>Allowed Embedded Page URLs</i>	Optional		<list of URLs>



EMBEDDING PLAYER LIVE SUPPORT

RayV provides sample code in the package that can be used to embed Live Support in an HTML page. Live Support enables your site visitors to initiate a chat with an operator. This code sample is `LiveChat.txt`, which provides code for embedding the LivePerson Button and the code required to enable the Live Support services in your HTML pages.

Note: *This code must be embedded in each of the HTML pages from which you want to enable the Live Support feature.*

To embed Live Support into an HTML page:

1. Copy the code marked *LivePerson Button Code* in `LiveChat.txt`. Paste it into your HTML page at the location you would like the LivePerson button to appear on the page.
2. Copy the code marked *LivePerson Monitor* in `LiveChat.txt`. Paste it into your HTML page at the bottom of your page, just before the `</body>` tag.