

MOVI Presenter User Guide 2.1

Updated 3/30/04

These directions are also available for viewing in the MOVIPresenter 2.1 Folder after you download and install the program.

Description

- MOVI presenter is intended to automate the Clear Channel Outdoor MOVI® system. It allows users to view on their personal computer an outdoor advertising design on an example location. It is intended to simulate driving by an actual display at varying distances to aid in the effectiveness of the design and readability before production.

What's New in 2.1

- 2.0 has three versions, Mac classic for OS 9.x, Mac OSX and a PC version. The files can be saved and used across platforms but need to be saved with a .mvp suffix and then in some cases you need to make your operating system aware that it needs to use the MOVI presenter application to open those files. (See "To Save your Presentation" below)
- You will need to have the most current version of Quicktime. You can download it at: <http://www.apple.com/quicktime>, or click [here](#).

Installation

- Remove all old MOVI presenter files and applications. Files created in earlier versions will not open in 2.1
- After downloading file, allow it to unstuff or unzip and make sure to always keep the MOVI presenter application in the same folder as the templates folder.
- NOTE: To run MOVI presenter on a Windows based PC you must have QuickTime installed. If you need the application go to <http://www.apple.com/quicktime/download/>

To prepare your design for viewing

- The best overall methods are to save your art as a correctly proportioned jpeg file at 150 dpi and keep the file size under 500K, or use a screen shot. If you want to use higher resolutions you may need to increase the application memory. If they get

too big the application will not display all distances, or may not work at all.

- Your art has to be a Photoshop file (layers are OK), jpeg, TIFF, GIF, BMP, PICT, or PNG format. NOTE: EPS FILES WILL NOT WORK. Opening direct from Illustrator, Quark, Freehand, etc will not work either. You can convert any art file into eps, then open them in Photoshop and save them as a format listed above.

Screen Shots

- You can also use a screen shot of your art to display in Presenter.
 - Open artwork in whatever formats you assembled it in. Set your window to view the actual design as large as your monitor will allow.
 - Remember to set software preferences to view document in the best resolution possible, turn off guides and make the monitor view of the art the best it can be.
 - Take a screen shot of the art by pressing Command, shift and the number 3. That will take a picture of what you currently have on your monitor. This screen shot will be saved as picture 1 on your hard drive. If you take more than one screen shot it will put them on your hard drive in sequential order picture 1, picture 2 etc.
 - Rename and store the screen shots in the same folder as the saved MOVI file.
- Option: You can crop the screen shot by pressing command, shift 4 and drag a box around the desired image.

Create a MOVI

1. Open the MOVI presenter application. A production window labeled "Untitled Project" will appear.
2. Go to FILE, and then SELECT DESIGN. Navigate the finder to the artwork to be displayed and choose it.
3. The file will open in MOVI presenter. Go to the tool bar on the top right and choose the box drawing tool. Draw a box by dragging around the actual art to be displayed. You can adjust the area by moving the box handles (red squares)
NOTE: Your art needs to be proportioned correctly for your intended display. For bulletins you can include Extensions on the top, but not the bottom or sides.
4. Click on the "Compose" tab

Source Mode

1. Click on the small folder icon right underneath the "Source" tab
2. Open desired artwork in file formats listed above.
3. The file will open in MOVI presenter. Go to the tool bar on the top right and choose the box drawing tool. Draw a box by dragging around the actual art to be displayed. You can adjust the area by moving the box handles (red squares).
 - o NOTE: Your art needs to be proportioned correctly for your intended display. For bulletins you can include Extensions on the top, but not the bottom or sides.
4. Click on the "Compose" tab

Compose Mode

1. The viewer will display your art in the 30 sheet poster template at 400 feet. To change the display type choose the button under the compose tab and scroll to the desired display type.
You can choose between:
 1. 30 sheet
 2. 8 sheet
 3. Bulletin
 4. Premiere Panel©
 5. Premiere Square™
 6. Shelter
2. To view an automated drive by of multiple distances on your monitor click the "movie camera" button. To exit the show press "escape" on your keyboard ("esc" top left).
3. To control the distance changes manually click the "picture" button and you can change distance views with a mouse click or any key. To exit press "escape" on your keyboard.

To Save Your Presentation

- Go to "File" on the menu bar and choose "save as". MAKE SURE TO ADD THE SUFFIX .mvp after your name. This will allow users to exchange files.
- You may need to set your computer preferences to open the MOVI presenter application when you click on a .mvp file.
- ON A MAC: Go to your control panels and choose FILE EXCHANGE, then choose ADD and type in the mvp and choose the MOVI presenter 2.0 as the application.

- ON A PC: Right click the MOVI document and choose OPEN WITH. Then choose the MOVI presenter application.
- For technical assistance, suggestions or comments please e-mail: webmaster@ClearChannelOutdoor.com, or call your local Clear Channel Outdoor market representative.

To Export As A QuickTime Movie

1. Go to FILE and choose EXPORT MOVIE.