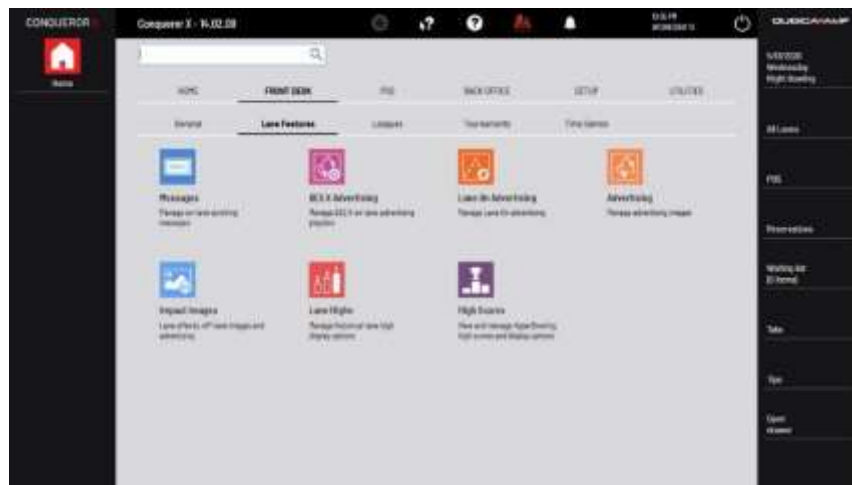


Conqueror X: Setting up MMS Advertising

Conqueror X allows for easy creation of advertising playlists that can be displayed on scoring monitors as well as Multi Media System monitors (if applicable).

Advertising Playlist Setup

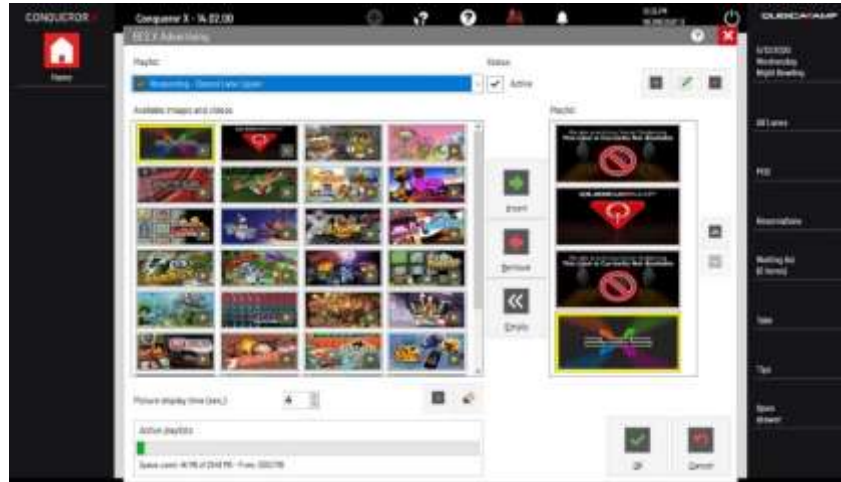
- From the Conqueror X home screen, click on Front Desk, Lane Features, BES X Advertising. (Note: Conqueror Pro menu path is Front Desk, Lane Control, BES X Advertising)



- A playlist is a selection of images and videos in a specific order.
- To manage the playlists, the buttons in the upper right-hand corner of the window are used. Here playlists can be created, playlist names can be modified, or playlists can be deleted.
- Press + below the library of available images and videos to load new content. Images should be 1280 x 720 pixels. BES X supports .jpg, .bmp, .png, .gif, and .imm image files, and .avi, .mp4, .wmv, .mov, and .mpg video files.

Managing Specific Playlists

- Choose a playlist in the drop down menu or create a new one.
- Click on the desired image/video from the available content and move it into the playlist by clicking on the "Insert" button. Images/videos in the playlist can be reordered by using the up and down arrows on the right side of the playlist.
- Next to "Picture display time (sec.)", specify how long each image will remain on the monitors before moving to the next item in the playlist.
- Press OK to save the playlist.



Displaying Playlists on Scoring Monitors

- Once a playlist is completed, it can be displayed on a scoring monitor when the lanes are not in use. On the All Lanes Screen, highlight the lane, pair, or group of lanes where the playlist will be displayed and click on Special F., TV.



- In the TV Settings window, assign a playlist to each available monitor of the pair of lanes by clicking on the monitor and choosing the playlist in the dropdown list under "MMS Service," then clicking "Send."

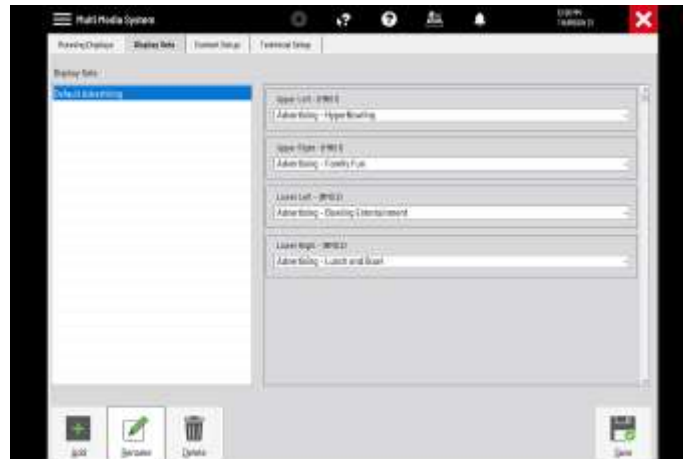


Displaying Playlists on MMS Monitors (for centers with Multi Media System)

- From the Conqueror X home screen, click on Setup, Modules & Options Setup, MMS Setup (Note: Conqueror Pro menu path is Setup, Technical Setup, Multi Media System).
- Under the "Running Displays" tab, each MMS monitor has its own dropdown list. For each MMS monitor, select the playlist to be displayed (different playlists can be displayed on each monitor).



- Under the "Display Sets" tab, playlists can be assigned to MMS monitors to be automatically displayed at specific times. Click "Add" and name the display set appropriately, then assign the playlists to each monitor as noted above. Click "Save" to save the display sets.



- Once the display sets are created, they can be automatically displayed at specific times by scheduling them through Bowling Modes (Setup, General, Bowling Modes) (*Note: Conqueror Pro menu path is Setup, Bowling Setup, Bowling Modes*).

Using Lane On Advertising

- Advertising images can also be set to appear on the scoring monitors at certain intervals during play.
- From the Conqueror X home screen, click on Front Desk, Lane Features, On Lane Advertising (*Note: Conqueror Pro menu path is Front Desk, Lane Control, On Lane Advertising*).
- Select the playlist to be displayed, along with picture display time and frequency in seconds of how often the advertising will be displayed during play.
- Lane On Advertising must be enabled through Lane Options. From the Conqueror X home screen, click on Setup, Bowling Setup, Lane Options.
- Select the appropriate Lane Option set and click on the "Advanced" tab. Make sure "On Lane Advertising" is checked. Repeat for all default Lane Option sets where On Lane Advertising is to be used.

Displaying Advertising on Non-BES X Scoring (BES, QScore, Bowland-X, Bowland)

- From the Conqueror X home screen, click on Front Desk, Lane Features, Advertising (*Note: Conqueror Pro menu path is Front Desk, Lane Control, Advertising*).
- In the source path, locate the advertising image to be loaded. The image file must be in .bmp format and sized to 512 X 256 pixels. Select the image file and click "Convert." After converting all desired image files, exit the window.
- Stay in the same menu and click "Impact Images."
- Click on the "Advertising" tab at the top of the screen.
- Click on the appropriate image(s) to be sent to the scoring monitors. The image(s) will be highlighted in blue
- Make sure "Advertising" at the bottom of the screen has a check mark next to it.
- Set the advertising timing next to "Parameters" at the bottom of the screen.
- Click "Enable" to send the advertising to the lanes.