



EventCenter™:

Getting Started with the Universal Communications Format Tool Kit



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InterCall, in partnership with WebEx™, provides EventCenter web conferencing services. Because EventCenter is powered by WebEx, this guide makes several references to the company name, platform and features.

Universal Communications Format Toolkit Overview

The Universal Communications Format Toolkit for EventCenter is a plug-in program for Microsoft® PowerPoint® that can help you to create engaging, content-rich Universal Communications Format (UCF) multimedia presentations that you can share in an online meeting. Using the toolkit, you can create PowerPoint slides in which you can play the following types of media files during an online meeting:

- 1 WebEx Recording Format (WRF) files
- 2 Video files, including files that play in Windows Media Player and Apple QuickTime Player
- 3 Audio files, including files that play in Windows Media Player
- 4 Flash movie and interactive Flash files
- 5 Web pages

When you play the media files in your shared slides during an online meeting, playback is synchronized on all participants' screens.

How UCF Works

Once you install the UCF Toolkit, it appears as a new menu and toolbar in Microsoft PowerPoint. You can then use the toolkit to insert media objects into PowerPoint slides.

A media object specifies the location of a media file and includes controls for playback. A media file can be local or remote – that is, it can reside on your computer or another local computer on your network, or on a remote web or streaming server on the Internet.

SHARED UCF MULTIMEDIA PRESENTATIONS

During an online meeting, you can share your UCF multimedia presentation in the content viewer – the area in Event manager in which shared presentations appear – and play back media files using the built-in controls for the media objects that you inserted. The following figure shows an example of a shared slide that includes a video object:



AAP/EOE

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A shared multimedia presentation that includes objects must be in the Universal Communications Format (UCF). Using the toolkit, you can save the presentation as a UCF file or you can let Event manager convert the presentation to UCF automatically when you share it.

Media playback also requires a player. Your meeting service includes a built-in player for some media types. Other meeting types require separate players installed on your computer and all participants' computers.

FILE PLAYBACK

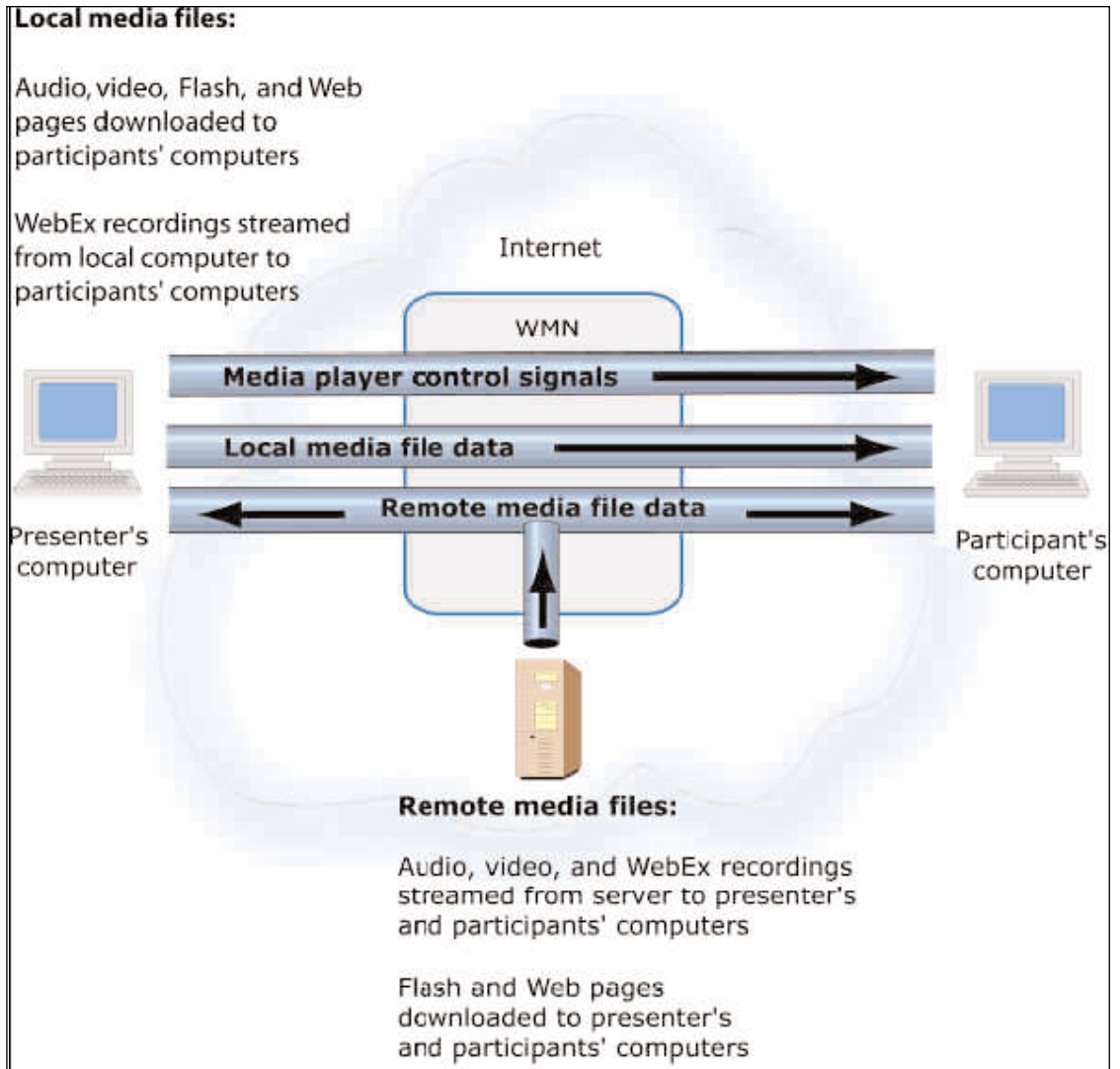
Once you start playback of a media file, Event manager on participants' computers either downloads the file and temporarily stores it in its cache or streams the file, depending on the type and location of the file:

File Type	If the file resides on a local computer, it is...	If the file resides on a web or streaming server on the Internet, it is...
WebEx Recording Format (WRF) file	Streamed	Streamed
Audio file	Downloaded	Streamed
Video file	Downloaded	Streamed
Flash file	Downloaded	Downloaded
Web page file	Downloaded	Downloaded

The appropriate player on each participant's computer then plays the media file in the content viewer so that playback is synchronized on all participants' screens.

To provide a secure and reliable connection between your computer, the media file and all participants' computers, UCF uses the WebEx MediaTone™ Network (WMN) – a global, high-performance network infrastructure.

The following figure shows an overview of how media playback of both local and streaming files works during an online meeting:



SUPPORTED MEDIA OBJECTS AND FILE FORMATS

For each object that you can insert into a presentation, the following table lists the media formats that the toolkit supports and whether playback requires a separate player:

Media Object	Supported Media Formats	File Name Extensions	Player
WebEx recording	WebEx Recording Format (WRF) This recording can be exported into .wmv file to convert to the file type of your choice.	.wrf .wmv	Built-in-.wrf Customer supported .wmv

Audio	Windows Media Audio Advanced Streaming Format Audio for Windows (WAV) Musical Instrument Digital Interface (MIDI) Macintosh AIFF Resource MP3 (MPEG Audio Layer) Unix Audio Sound (SND) Audio Interchange File	.wma .asf .wav mid, .midi .aif, aiff .mp2, .mpv2, mp3 .au .snd .aifc	Requires Windows Media Player
Video	Windows Media Audio Advanced Streaming Format Audio/Video Interleave (AVI) Moving Picture Experts Group (MPEG)	.wma .asf .avi .mpg, mpeg, .m1v .mpa, .mpe	Requires Windows Media Player
QuickTime movies	Apple QuickTime	.mov, .qt	Requires Windows Media Player
Flash movie and Interactive Flash	Macromedia Flash format	.swf	
Web Page	Any URL on the Internet on your private Intranet	For example, .htm, .asp, .php	Internet Explorer

Benefits of the UCF Toolkit

The Universal Communications Format Toolkit offers you a variety of benefits. By inserting media objects directly into your presentation, you can dramatically increase its impact on your audience. The following sections describe some of the benefits of including UCF multimedia in shared presentations.

WEBEX RECORDING FILES

A WebEx Recording Format (WRF) file is a file type that you can create using WebEx Recorder, which can capture all activity on your computer's screen, including mouse movements. WRF files can add impact to your presentation in a variety of ways. For example, you can include a recording of any of the following directly in your presentation:

- + software product demonstrations
- + training videos for customers or employees
- + sales presentations
- + meetings that you host on the EventCenter website

You can download WebEx Recorder from the Recorder and Player page on the EventCenter website at <http://www.intercallcenters.ca>.

VIDEO FILES

Video can be a powerful tool for delivering content and capturing the attention of your audience.

AUDIO FILES

By including audio clips into your presentation, you can greatly enhance the text and graphics on your slides.

FLASH FILES

Flash movies and interactive Flash can add exciting web-based multimedia content to your presentation. To engage your audience, you can insert Flash movie files that include high-impact video, audio and animation. When sharing a presentation that includes Flash, you have full control of playback, including start, stop and pause controls.

WEB PAGES

Using the toolkit, you can include any type of web page into a slide – a page on the Internet, your organization's intranet or an HTML file that resides on your computer. Participants can interact independently with the shared web page in their content viewers and hear any audio that plays on the page.

Unlike both web browser and web content sharing—other options you can use for sharing web pages during an EventCenter event—sharing a web page in a slide lets you fully control the flow of your presentation. You need not stop your presentation to share your web browser or specify a URL for web content sharing. At any time during an online meeting, you can share a new web page by changing the URL for the web page object.

SYSTEM REQUIREMENTS FOR THE UCF TOOLKIT

The following are the minimum system requirements for the Universal Communications Format Toolkit:

- + Microsoft Windows 95, 98, ME, XP, 2000 or NT
- + Microsoft Internet Explorer 4.x or a later version
- + Microsoft PowerPoint 2000 or later
- + An appropriate player for audio, video or Flash files:
 - For audio files, Windows Media Player 6.4 or a later version
 - For video files, Windows Media Player 6.4 or a later version; Apple QuickTime Player 4.2 or a later version for QuickTime movies
 - For Flash files, Macromedia Flash Player 5.0 or a later version

NOTE: Beta versions of media players are not supported.

DOWNLOADING AND INSTALLING THE UCF TOOLKIT

Before downloading and installing the Universal Communications Format Toolkit, ensure that your computer meets the minimum system requirements.

NOTE: To install the UCF Toolkit on a computer running Windows NT or 2000, you must do one of the following:

- Log in as an administrator to your computer before running the setup program
- Have a Windows NT or 2000 administrator set up the toolkit for you.

Once you or an administrator sets up the toolkit, you need not log in as an administrator to the computer again to use the toolkit.

To download and install the Universal Communications Format Toolkit:

- 1 On the EventCenter website (www.intercallcenters.ca), click on the **Resource Center** page and then click the Universal **Communications Format Toolkit** link.
- 2 Save the file to your computer's hard disk
- 3 Quit Microsoft PowerPoint if it is running on your computer.
- 4 Double-click the **ucfauthoring.exe** file that you downloaded.



ucfauthoring.exe

The UCF Toolkit Setup program starts. Follow the instructions in the Setup program to install the toolkit.

USING THE UCF TOOLKIT

The Universal Communications Format Toolkit provides a set of tools in Microsoft PowerPoint that lets you quickly create a UCF multimedia presentation. When using the toolkit, you can preview playback of media files directly in PowerPoint.

Before You Begin

Before you begin creating a UCF multimedia slide presentation using the Universal Communications Format Toolkit, note the following:

- + To play audio, video and Flash files that you insert into a presentation, an appropriate player must be installed on your computer and all participants' computers.
- + When inserting media objects into a presentation, you can specify the location of a local file or a remote file on a web server on the Internet. Depending on the type of file and its location, the file is either downloaded or streamed to participants' computers. For audio and video files, it is best to stream them if they are larger than 2 to 5 MB.
- + To stream multimedia in your presentation you can specify the URL for a file that resides on any publicly accessible web server. To stream your own file, you must publish it on your organization's publicly accessible server. You may need to consult your organization's Webmaster for help with publishing files on your server.
- + Media files play only on computers running Windows. Thus if participants attend your meeting using Event manager for another platform, such as Mac OS or Solaris, media objects do not appear in their content viewers.

Guidelines for Flash Files

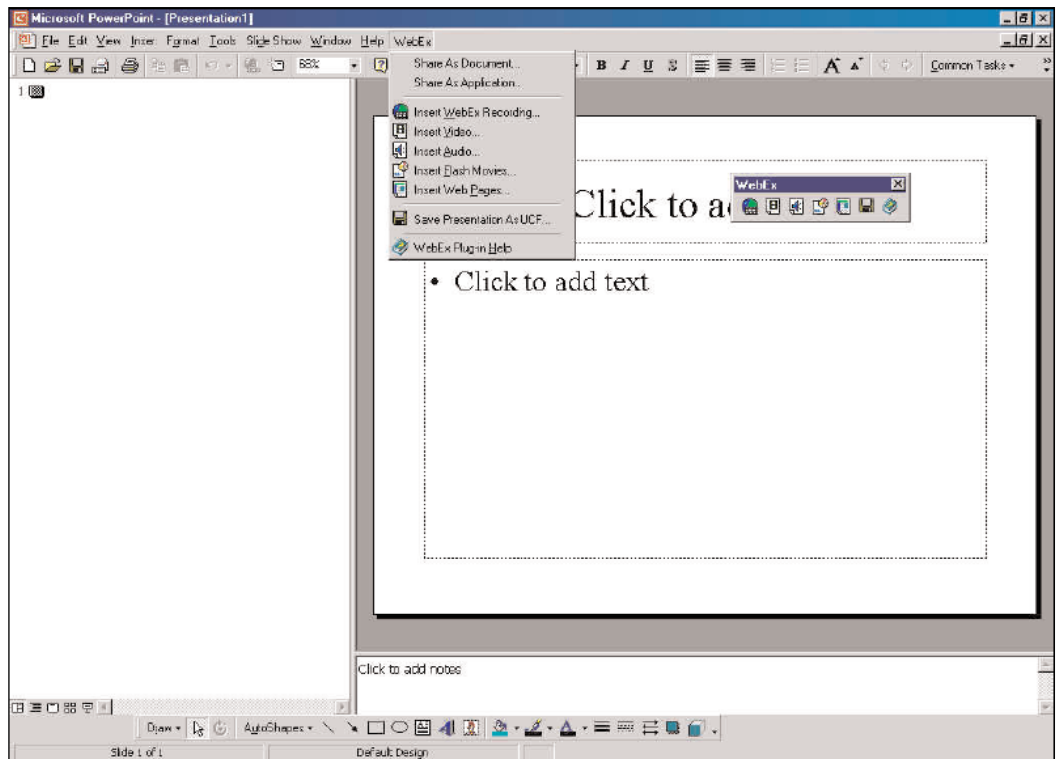
If you want to include a Flash file in your presentation, ensure that the file meets the following guidelines:

- + If the Flash file will reside on a web server, ensure that you specify any links or "jumps" to other files – such as audio, video or Flash files – using absolute links, not relative ones. An absolute link is a complete URL, such as "<http://www.mycompany.com/flash/file1.swf>". In contrast, a relative link shows the path through the folder hierarchy from the main Flash file to the linked file, such as ".../flash/file1.swf". If you specify relative links to files, participants cannot view the content of those files.
- + Ensure that any links that you embed in Flash content open files directly in the Flash Player window. A link to content that appears outside of the Flash Player will not appear on participants' screens. For example, if you specify a link to a web page in your Flash file and the web page opens in a browser window, the page will not appear on participants' screens.






- + Do not set the Flash file to automatically change the size of or close the Flash Player window.
- + Do not embed Flash commands in Flash content itself. For example, do not create a button in Flash content that will pause or stop playback. If you use embedded commands, playback on participants' screens will not be synchronized with the playback on your screen.

INSERTING MEDIA OBJECTS INTO A PRESENTATION

Once you install the Universal Communications Format Toolkit, options for inserting media objects into a presentation appear in Microsoft PowerPoint, as shown in the following figure:



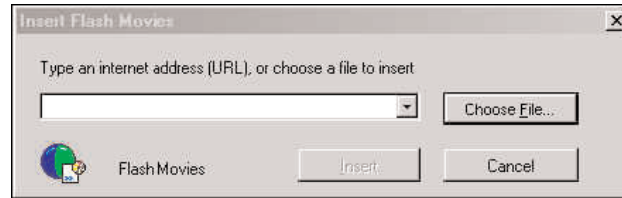
The following are the options available on the WebEx toolbar for inserting media objects:

Option	Description
	Inserts a WebEx recording object into a slide.
	Inserts a video object into a slide.
	Inserts an audio object into a slide.
	Inserts a Flash movie or interactive Flash object into a slide.
	Inserts a web page object into a slide.

To insert a media object into a slide:

- 1 In PowerPoint, select the slide in which you want to insert the object.

- 2 On the WebEx menu or toolbar, choose a command or click a button, respectively, to insert an object. A dialog box appears, in which you can specify the location of a media file for the object that you want to insert. For example, if you want to insert a Flash object, the following dialog box appears:



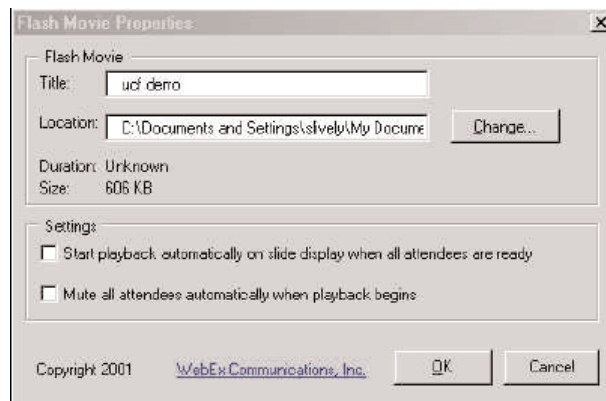
- 3 Do the following, as appropriate for the type of media object you want to insert:
 - a. For a WebEx recording, video, audio or Flash object:
 1. To specify the location of a file on a server on the Internet, type the URL for the file in the box.
 2. To specify the location of a file on your computer or another computer on your local network, click **Choose File**.
 - b. For a web page object:
 1. Type a title for the web page in the **Title** box.
 2. Specify the URL or local path for the web page in the **Location** box.
- 4 Click **Insert**.

If you chose a local file, the Insert (object) dialog box appears providing estimates for the time it will take for participants to download the object on various connection types.



NOTE: The time estimates in this dialog box assume optimal network connection. Traffic on your network can affect download times.

The Insert (object) dialog box appears. Click **OK** to close the dialog box. If you inserted a WebEx recording, video, audio or Flash object, the Object Properties dialog box appears. For example for a WebEx recording, the following dialog box appears:



The Object Properties dialog box includes the following information and options:

Title

Specifies the object's title so you can easily identify the object on the slide. The title you specify also appears in the object properties dialog box that participants can view when you share your presentation.

Location

Specifies the location of the object's media file. To choose another media file, click **Change**.

Duration

Indicates the duration of the media file's playback. The duration is available only after you play the media file in a PowerPoint slide show. This information is not available for web page objects or any objects for which you chose a media file that resides on a remote server – that is, a streamed file.

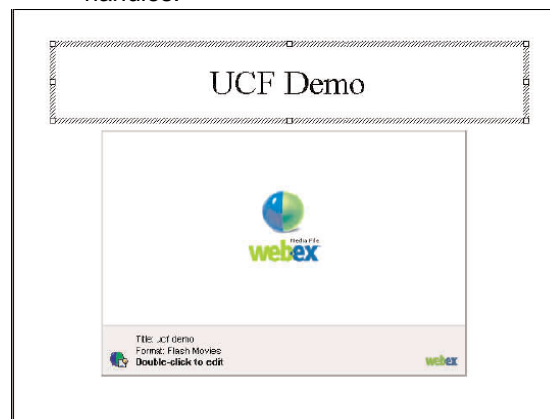
Start playback automatically on a slide display when all attendees are ready

Automatically starts playback of the media file once you display the slide on which it appears and all participants have downloaded the file, if necessary. This option is not available for web page objects.

Full screen display

Automatically displays the slide in a full screen view on your screen and all participants' screens once you display the slide. This option is not available for audio, Flash and web page objects.

- 5 Click OK to close the Object Properties dialog box. The media object appears on the slide, as follows:
 - a. Optional – Position the object by dragging it on the slide.
 - b. Optional – Resize the object on the slide, as follows:
 1. Click the object to display the resizing handles.
 2. Drag the handles to resize the object. To retain the current proportions of the object, hold down the **Shift** key while you drag the handles.



NOTE: Resizing the object resizes the player window in which the media file plays. It does not resize the media itself.

SAVING YOUR PRESENTATION AS UCF FILE

You can use the Universal Communications Format Toolkit to save your presentation as a Universal Communications Format (UCF) file, which has a .ucf extension. This format is used to deliver real-time multimedia to all participants in an online meeting.

Alternatively, you can share a PowerPoint presentation file (.ppt) during an online meeting and your Event manager software will convert it to UCF automatically.

NOTE: To significantly reduce the time that Event manager requires to import your presentation during an online meeting, use the toolkit to save your presentation as UCF then share the .ucf file instead of the .ppt file.

To save a presentation as a UCF file:

- 1 Save your PowerPoint file by choosing **Save** on the PowerPoint **File** menu. A message appears informing you that you can use the PowerPoint slide show mode to verify that the objects you inserted will appear correctly when you share them.
- 2 Do either of the following:
 - a. On the **WebEx** menu, choose **Save Presentation as UCF**.
 - b. On the **WebEx** toolbar, click the **Save Presentation as UCF** button.

CHECKING YOUR PRESENTATION BEFORE YOU SHARE IT

You can view your presentation to ensure that your media files play correctly by doing either of the following:

- + In PowerPoint, start a slide show.
- + Save the document as a UCF file and then double-click the file to view the presentation in the WebEx Document Viewer. This viewer includes all the same options as the content viewer in Event manager.

SHARING A PRESENTATION WITH MEDIA OBJECTS

Before sharing a presentation in which you have inserted media objects, ensure that:

- + Your media files reside at the same locations they did when you inserted the objects into your presentations. For example, if you chose an audio file that resides on your computer, ensure that the file is in the same folder path as it was when you inserted it.
- + The Universal Communications Format import mode is selected in Event manager. To select an import mode for presentations, on the **Meeting** menu choose **Options**. Click the **Import Mode** tab and then select **Universal Communications Format**.

Attendees do not have the **View Any Page** or **View Any Document** privileges, which allow them to navigate a presentation independently. To ensure that attendees do not have these privileges, on the **Participant** menu choose **Attendee Privileges**.

To share a UCF multimedia presentation:









- 1 In Event manager, on the Share menu choose Presentation or Document. The presentation appears on the content viewer.
- 2 To navigate your presentation, use any of the following navigational tools on the content viewer toolbar.






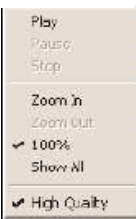



CONTROLLING PLAYBACK OF MEDIA FILES

A media object includes playback controls that appear on a shared slide. The following describes the controls for each type of media object.

WebEx Recording, Video, Audio and Flash Object Controls



Control	Name	Description
	Properties	Displays the Object Properties dialog box on which you can view the object's title and its associated media file's size, duration and location.
	Full-screen Playback	<p>Displays the media object's player window in a full screen view in which all playback controls are hidden. Not available for audio objects.</p> <p>To return to the content viewer, press the ESC key on your computer's keyboard. Participants can also press ESC at any time to return to the content viewer.</p> <p>For video files, you can also control playback using your computer's keyboard.</p>
	Attendee Statistics	Indicates how many participants' displays of the media object are not synchronized with your display and the reasons why the displays are not synchronized.
	Play	Starts playback of the media file.
	Pause	Pauses playback of the media file.
	Stop	Stops playback of the media file. Subsequently, clicking Play starts the playback from the beginning of the file.
	Attendee Progress Indicator	<p>Indicates how many participants' computers have downloaded the media file or connected to the web or streaming server on which the file resides. If you start playback before all participants' computers have downloaded the file or connected to the server, playback will not be synchronized on all participants' screens.</p> <p>Click the indicator to toggle between it and the Elapsed Time and Duration indicator or the Playback Status indicator.</p>
	Playback Status Indicator	<p>Indicates the status of playback – that is, whether the Flash file is playing, paused or stopped. Available for Flash files only.</p> <p>Click the indicator to toggle between it and the Attendee Progress indicator.</p>

	Elapsed Time and Duration Indicator	<p>Indicates the elapsed time during playback and the total duration of the object in hours, minutes and seconds. <i>Not available for interactive Flash objects.</i></p> <p>Click the indicator to toggle between it and the Attendee Progress indicator.</p>								
	Mute	<p>Mutes audio during playback. If the object does not include audio, this button is not available. <i>NOTE: Muting audio turns off all audio from your computer's sound card. Audio in any other objects or applications is also muted until you unmute audio for the object</i></p>								
	Unmute	<p>Unmutes audio during playback.</p>								
	Volume Slider	<p>Indicates the current volume level during playback. Drag the slider to adjust the playback volume.</p>								
	Location Slider	<p>Indicates the current location during playback. Drag the slider to move playback forward or backward. Not available for Flash objects</p>								
	Flash Player Menu	<p>Right-click a Flash object to display this menu, which provides all Flash Player controls. <i>Available for Flash objects only.</i></p> <table border="1" data-bbox="873 1010 1468 1234"> <thead> <tr> <th>To...</th> <th>Press...</th> </tr> </thead> <tbody> <tr> <td>Pause or resume playback</td> <td>Ctrl+P or Enter</td> </tr> <tr> <td>Stop playback</td> <td>Ctrl+S</td> </tr> <tr> <td>Quit full-screen view</td> <td>Esc</td> </tr> </tbody> </table>	To...	Press...	Pause or resume playback	Ctrl+P or Enter	Stop playback	Ctrl+S	Quit full-screen view	Esc
To...	Press...									
Pause or resume playback	Ctrl+P or Enter									
Stop playback	Ctrl+S									
Quit full-screen view	Esc									
	Properties	<p>Displays the Object Properties dialog box, on which you can view the object's title and page's location. To display a different web page on the slide, type the page's URL in the Location box.</p>								
	Full-screen Display	<p>Displays the window in which the web page appears in a full-screen view.</p> <p>To return to the Content Viewer, press the Esc key on your computer's keyboard.</p>								
	Attendee Statistics	<p>Indicates how many participants' displays of the media object are not synchronized with your display and the reasons why the displays are not synchronized.</p>								

NOTE: When viewing a web page object during an online meeting, participants can click any links on the page to view other pages in the object window on the slide. However, you can return all participants to the original page that you inserted into the slide by clicking the Properties button then typing the page's URL in the Location box.

TIPS FOR SHARING PRESENTATIONS WITH MEDIA OBJECTS

The following tips can help you to share UCF multimedia presentations more effectively:

- + To ensure that participants have the appropriate players installed on their computers you can do any of the following:
 - Request that participants install the players before the meeting.
 - List the player requirements on the first slide in your presentation.
 - Ask participants to verify that compatible players are installed on their computers as follows:

On the **Schedule a Meeting** page, under step number four, **Invite Attendees**, select the **Request that attendees verify rich media players before joining meeting** check box. All email invitation messages that you send to participants will contain a link that attendees can click to check their computers for the required players before they join the meeting.
- + If another participant in the meeting becomes the presenter, the new presenter cannot reliably continue sharing your UCF multimedia presentation. That is, playback of the media files in your presentation may not work properly if the new presenter attempts to control playback.
- + Use the content viewer annotation tools to provide additional interactivity to your presentation. However, note that you cannot annotate directly on media objects in a slide.
- + When displaying a slide on which an entire media file is not visible in the object window – for example, a WebEx recording file or web page – display the object in full-screen view.

CONTACTING INTERCALL

Technical Support

For information about receiving technical support for EventCenter, refer to the EventCenter website at www.intercallcenters.ca/eventcenter and select **Contact Us**.

Training

For information about receiving Training on EventCenter, refer to the EventCenter website at www.intercallcenters.ca/eventcenter and select **Training**.

Sales

For information about InterCall's conferencing services, please contact your sales representative or visit www.intercall.ca.

For additional information about using EventCenter, please refer to the **Help** section on the EventCenter website at www.intercallcenters.ca/eventcenter.